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***Examining Spillover and Recall of Tobacco Industry
Advertising among Canadian Youth***

Executive Summary

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Submitted to:

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EXECUTIVE SUMMARY

Background

Smoking is the most preventable cause of disease and premature death in Canada. More than 37,000 people will die prematurely this year in Canada due to tobacco use – at least 800 of them will be non-smokers.

The Government of Canada's Federal Tobacco Control Strategy (FTCS) is championed by many parties working collaboratively towards reducing and, possibly eliminating, tobacco use. Health Canada's Tobacco Control Programme (TCP) plays a leadership role in implementing the Strategy.

The TCP is responsible for the administration and enforcement of the [Tobacco Act \(1997\)](#) as well as developing the policies and programs needed to support the objectives of the [FTCS](#).

The *Tobacco Act* restricts the promotion of tobacco products: section 19 of the Act prohibits all promotion except as otherwise permitted by the Act. Section 22 provides that, subject to regulations, "information" advertising and "brand-preference" advertising are allowed for tobacco products, but only in specific media (publications mailed to named adults, in publications with an adult readership of not less than 85 percent or on signs in places where young persons are not permitted by law). That being said, the advertising cannot constitute "lifestyle" advertising nor can it be "appealing to youth".

Most of the advertising observed by Health Canada comes from imported magazines, tobacco retailers advertising in magazines aimed at tourists, on websites or in bars.

Recently, a decision has been taken on this topic. From the Attorney General of Canada, et al. v. J.T.I. Macdonald Corp., et al. (Que.) (Civil) (By Leave)¹ case that was recently decided.

¹ (http://205.193.81.30/information/cms/case_summary_e.asp?30611)

Ongoing research via the Decima Televox national omnibus study is being conducted with respect to Canadian adults, aged 18 and older, regarding their tobacco usage and recall of tobacco advertising (HC POR-07-23). Ten waves of this study are now completed. Preliminary results from waves 1 through 10 are:

- Nineteen percent (19%) of Canadian adults recalled seeing tobacco advertising or ads sponsored by the tobacco industry promoting tobacco products.
- Thirty-six percent (36%) of young adults under the age of 25 (18-24) recall tobacco advertising; while only 22% of those between the ages of 25 and 44 do.
- Among those who do recall having seen them, the top three locations Canadians recall seeing tobacco ads are in magazines (42%), billboards (22%), and posted on walls in retail stores (22%).

Research Objectives

In this context, Health Canada was interested in examining youth access to adult-oriented publications, ads in printed media, on the Internet, or posted at retail locations. Health Canada wished to obtain quantitative data to identify the level of any tobacco industry advertising which reaches youth aged 13-17 years old. This research provides Health Canada with information regarding awareness and recall of tobacco product advertising such as billboards, ads in printed media, on the Internet, or posted at retail locations, among Canadian youth.

Specific research objectives include the following:

- To identify which publications Canadian youth regularly access
- To measure Canadian youth's exposure to advertising, including tobacco industry advertising in adult-oriented publications, in terms of facility and frequency
- To measure recall of tobacco advertising
- To measure Canadian youth's level of awareness of tobacco advertising

Methodology

In order to achieve the research objectives, Ipsos-Reid adopted a mixed methodology approach consisting of four waves of an online survey among Canadians aged 13 to 17 years old. Concurrent to the third wave, a national custom telephone survey among n=1,000 youth aged 13 to 17 years of age was conducted.

Parental Consent

Prior to conducting any survey with an individual under the age of 16, Ipsos-Reid obtains full parental consent. The survey was administered only once parental consent was obtained.

Teen Online Omni

The four waves were conducted using the Canadian Ipsos-Reid teen online omnibus among approximately 1,000 respondents aged 13-17 years old. The sample was pulled from the Ipsos I-Say Online Panel, which consists of over 200,000 panellists. Respondents for this survey were selected from among those who have registered to participate in online surveys. The data have been weighted to reflect the demographic composition of respondents 13-17 year olds. Because the sample is based on those who initially self-selected for participation in the panel, no estimates of sampling error can be calculated.

It should be noted that the four online omnibus surveys cannot be extrapolated to the Canadian youth population at large. In the reporting section of the on-line survey only, we are using the term 'respondents' because the results cannot be generalized to all youth in Canada. In the reporting section of the telephone survey, we are using the term 'youth' because the results can be generalized to the youth population in Canada.

- Wave One: Access to Magazines and Newspapers; Magazine and Newspaper Readership. The first wave consisted of eight questions. The survey was conducted among 13 to 17 years olds for a total of n=1,135 completes. The field window extended from December 19th to December 31st, 2007.
- Wave Two: Access to the Internet and Pop-up Advertising. The second wave consisted of nine questions. The survey was conducted among 13 to 17 years olds for a total of n=1,032 completes. The field window extended from January 21st to January 28th, 2008.

- Wave Three: Age-Restricted Venues and Advertising. The third wave consisted of fourteen questions. The survey was conducted among 13 to 17 years olds for a total of n=1,025 completes. The field window extended from February 25th to March 4th, 2008.
- Wave Four: Magazine and Newspaper Advertising. The fourth wave consisted of ten questions. The survey was conducted among 13 to 17 years olds for a total of n=1,024 completes. The field window extended from March 26th to April 2nd, 2008.

Custom Telephone Survey

The national telephone survey was conducted from February 14th to March 10th, 2008 among n=1,000 youth aged 13 to 17 years old. The survey was conducted across all regions of the country, in both official languages, using CATI (Computer Assisted Telephone Interviewing). The sample has been weighted to ensure that it is representative of the Canadians youth composition by region, sex and age, according to Census data. The sample of 1,000 obtains a theoretical margin of error of +/-3.1 percentage points at a 95 percent confidence interval. This means that if the same survey could be repeated under identical conditions, the results gained by repeating the research will generally be expected to remain within a 3.1 percentage point margin 19 times out of 20.

An in-depth description of the survey methods and the questionnaires are included in the report.

A Note on Comparability

Telephone and online research are two different and distinct methodologies. A direct comparison of the results is not viable for a number of different reasons. The fact that these questionnaires include different questions that were administered in a different order combined with the fact that they were asked under completely different conditions means that a direct comparison of the data would not be meaningful. For example, telephone interviews are conducted orally and in the presence (over the phone) of an interviewer while online research is administered visually (through a computer interface) and is completed independently. In addition, online research allows more time for the respondent to consider their response than does telephone interviewing. Moreover, a comparison of the findings will not shed light on questions of representativeness.

That said, this study has allowed Health Canada to establish a baseline with regard to the research objectives using both types of methodology.

Key Findings

Online Teen Omnibus²

Wave One: Access to Magazines and Newspapers; Magazines and Newspaper Readership

- Of the fifty-nine percent of respondents who say they have seen, flipped through, read or looked at a magazine and/or newspaper in the last month, regardless of whether or not it was current:
 - A large majority – four in five (78%) – of this 59 percent saw the magazine or newspaper in their home.
 - Only about one in ten (12%) recall seeing tobacco advertisements or ads sponsored by the tobacco industry promoting tobacco products.
 - 14 percent have seen advertisements for cigarettes, with Camel (7%) and Marlboro (5%) being the most commonly seen brands among those presented to respondents.
- One in three (32%) have a magazine, and over one in four (28%) have a newspaper, delivered to their household in print format.

Wave Two: Access to the Internet and Pop-up Advertising

- Among those respondents who visited a social networking site, a blog, a magazine or a newspaper website in the last month (96%), the most popular websites were Facebook (56%) and YouTube (41%).
- Fewer than half (44%) say they saw any pop-up advertising on the websites they were visiting.
 - Of those who did see pop-up advertising, 56 percent saw dating site advertising and 49 percent saw contests being advertised. Only two percent saw pop-up advertising for cigarettes and tobacco products.
- Very few (2%) have searched for information on smoking or tobacco products on the Internet in the last month.

² It should be noted that the results found from the four online omnibus surveys cannot be extrapolated to the Canadian youth population at large.

Wave Three: Age-Restricted Venues and Advertising

- Nine in ten (89%) respondents say that they have **not** been 'out clubbing' or to a live music venue, a bar, a pub or tavern, a rave or a university or college campus event in the last month.
- One in ten say they have, including those who have been to a live music venue (6%), 'out clubbing' (3%), to a bar (3%), a pub (1%), a tavern (1%), or a university or college campus event (1%).
- Of those respondents who have been to one of these venues, just over half (54%) say they do so less often than six times a year, while 15 percent estimate they do so six times a year and 23 percent that they do so one to three times a month. Fewer than one in ten of the respondents who have been to one of these venues do so once a week (7%) or more (2%).
- Of those who have been to one of these venues, ten percent have seen advertising for cigarettes or tobacco products while at the venue;
 - While the extremely low base size does not allow for quantitative interpretation, looking at the frequencies suggests that this advertising was seen in the hallway, around the bar or near the entrance/coat check area; and,
 - Most of the advertising is for cigarettes versus other forms of tobacco products.
- Eight percent of respondents have been to a tobacconist or smoke shop in the last month. Among those, a little over half (54%) have seen advertising for tobacco and tobacco products while they were there.
- Although once again the base size is too small for quantitative analysis, looking at the frequencies tells us that most of the advertising seen by those who visited a tobacconist shop was for either cigarettes or cigars as opposed to other tobacco products.
- Fewer than one in ten respondents smoke cigarettes daily (5%) or occasionally (4%).
- Almost one in five respondents have tried smoking cigarettes (19%).
- None of the respondents had used chewing tobacco, pinch or snuff in the last 30 days.
- Only three percent of respondents had smoked pipes, cigars, bidis, kreteks or herbal cigarettes in last 30 days.

Wave Four: Magazines and Newspaper Advertising

- Respondents say that advertising for clothing (67%), for candy, breath mints or gum (65%), for food products or non-alcoholic drinks (52%), and for cosmetics (49%) is targeted to someone their own age. Conversely, respondents say that advertising for alcohol, liquor, beer or coolers (67%), for tobacco products (60%) and for cars (51%) is targeted to adults.
- Three quarters of respondents (74%) believe that tobacco companies should not be allowed to advertise in magazines and/or newspapers.
- Nearly two thirds of respondents (65%) believe that advertising of tobacco products encourages youth to try cigarettes or to smoke.
- An equal number believe that tobacco product advertising makes smoking more acceptable (41%) or makes no difference (41%), while only nine percent feel it makes smoking less acceptable.
- Over half of the respondents (56%) believe that tobacco companies in this country are interested in promoting their products among people who currently smoke and that they are trying to encourage young people to start smoking.
- Two in five respondents believe that smoking among youth between 12 and 14 years of age (40%) and among youth between 15 and 19 years of age (43%) has increased over the past two years.
- One in five believe that smoking among youth between 12 and 14 years of age (20%) and among youth between 15 and 19 years of age (23%) has remained at the same level over the past two years.
- Most respondents (87%) believe that cigarette smoking is a major health problem, while only seven percent say it is a minor problem and two percent say that it is not a problem at all.

National Telephone Survey

Youth Access to Newspapers, Magazines, the Internet and Retail Locations

- A strong majority (96%) of youth have used the Internet in the past month. A similar proportion (86%) have seen, looked at, or flipped through a magazine or newspaper and one in five (22%) have been 'out clubbing' or to a live music venue, a bar, a pub or tavern, a rave or a university or college campus event.

Youth Access to the Internet

- Among those who have used the Internet in the past month, 37% use the Internet two to five hours a week, three in ten (29%) use it six to ten hours a week and one in five (22%) spend more than ten hours a week on the Internet. Only one in ten (12%) use the Internet less than an hour a week.
- While on the Internet, four in five (87%) have visited or looked at a social networking site, a quarter (23%) have visited a blog and just over one in ten have read an online magazine (15%) or an online newspaper (14%).
- Not surprisingly, the most commonly visited websites are Facebook (59%) and Youtube (52%). A third say that Google is the site they visited most often (35%).

Youth Recall of Internet Advertising

- Two thirds (67%) of those who have used the Internet in the past month say they have seen pop-up advertising.
 - When presented with a list of types of pop-up advertising, ads for dating sites (63%) and contests (61%) are the most commonly recalled. Only 4% recall pop-up advertising for cigarettes or tobacco products.
- Among this same audience, almost all (94%) say they have not looked for information on smoking or tobacco products in the past month and none say they have ever purchased cigarettes or tobacco products on the Internet.

Youth Access to Magazines and Newspapers

- Among those who have seen, read or flipped through a magazine or a newspaper in the last month:
 - Two in five (37%) say they do so a couple of times a week. About one in five say they read or look at a magazine or newspaper at least once a day (21%), once a week (19%) or once or twice a month (18%).
 - Many say they look at or read publications that tend to target an adult audience such as People (10%), Cosmopolitan (6%) or the Journal de Montreal (6%).
 - Two in three (66%) say they access these publications in their homes, two in five (38%) on a newsstand or on a shelf in a store and a quarter (26%) at school.
 - Two thirds (64%) say they get magazines or newspapers delivered to their homes, most publications that tend to target an adult audience.

Youth Recall of Advertising in Magazines and Newspapers

- Among those who looked through or read a magazine in the past month, one in five (19%) say they recall advertisements for cigarettes or tobacco products. Most say they recall advertisements for clothing (69%), cars (63%), makeup and cosmetics (63%) and cell phones (57%).
 - Among those who looked through or read a magazine and who recall advertising for cigarettes or tobacco products, four in five (80%) say they recall advertising for cigarettes, a quarter for cigars (26%) and one in five for chewing tobacco (19%) or cigarillos or little cigars (18%).
 - Almost half (45%) say they do not recall a specific brand being advertised. One in five (21%) recall advertising for Camel, 8% for Skoal smokeless tobacco and 7% for either Players or Marlboro.

Youth Access to Age-Restricted Venues

- Among those who said they have been to one of the age-restricted venues, three in five (58%) say they have been to a live music venue; just over a third (36%) to a bar; a third 'out clubbing'; three in ten (30%) a campus event; 23% to a pub; 19% to a tavern and 11% to a rave.
- On average, a third say they go either less than six times a year (34%) or one to three times a month (32%).

Youth Recall of Advertising Age-Restricted Venues

- Of those who have been to one of the specified venues, a quarter (24%) say they recall having seen advertising for cigarettes or tobacco products; three in five (58%) say they recall having seen advertising for alcohol, liquor, beer or coolers.
- Among those who have been to one of the specified venues³:
 - Almost half say they saw them in the entrance/coat check area (49%), in the hallway (46%) or behind or around the bar (43%). Almost as many (38%) recall seeing this advertising in a bathroom stall.
 - Four in five (84%) of those who say they recall cigarette or tobacco products ads say they recall cigarette ads; a third say they recall advertising for cigarillos or little cigars (32%).
 - Among this same audience, half (48%) say they don't recall specific brands; roughly one in five recall ads for Players (21%) or DuMaurier (16%).

Tobacco Product Use Among Youth

- Nine in ten youth (88%) say they do not smoke at all; while one in five (19%) say they have tried smoking.
- Almost all youth say they have not used specified tobacco products in the last 30 days (98%: tobacco, pinch or snuff; 92%: pipes, cigars, bidis, kreteks, or herbal cigarettes).

For further information about POR 288-07, conducted by Ipsos Reid, please contact por-rop@hc-sc.gc.ca.

³ The small base size of respondents should be noted here and findings treated with caution.