

Health Canada POR # 07-23
PWGSC POR # 111-07
Contract Awarded: 2007-07-11
(Amended 2007-08-28 and
2008-01-30)



Canadians' Recall of Tobacco Industry Advertising: 2007-2009

Presented to: Health Canada

Contract #: H1011-7-0014

por-rop@hc-sc.gc.ca

Ce rapport est aussi disponible en français

March 27, 2009

Proprietary Warning

The information contained herein is proprietary to Health Canada and may not be used, reproduced or disclosed to others except as specifically permitted in writing by the originator of the information. The recipient of this information, by its retention and use, agrees to protect the same and the information contained therein from loss, theft or compromise. Any material or information provided by Health Canada and all data collected by Decima will be treated as confidential by Decima and will be stored securely while on Decima's premise (adhering to industry standards and applicable laws).



Toronto

2345 Yonge Street
Suite 405
Toronto, Ontario
M4P 2E5

t: (416) 962-2013
f: (416) 962-0505

Ottawa

160 Elgin Street
Suite 1820
Ottawa, Ontario
K2P 2P7

t: (613) 230-2200
f: (613) 230-9048

Montreal

1080 Beaver Hall Hill
Suite 400
Montreal, Quebec
H2Z 1S8

t: (514) 288-0037
f: (514) 288-0138

Vancouver

21 Water Street
Suite 603
Vancouver, British Columbia
V6B 1A1

t: (604) 642-2295
f: (604) 642-2549

www.decima.com

info@decima.com

Table of Contents

Introduction	4
Executive Summary	6
Résumé.....	8
Main Findings.....	11
Advertising Recall.....	11
Advertising Recall - Regional Analysis	14
Where Ads Were Seen	20
Where Ads Were Seen - Regional Analysis	22
Magazines and Papers	24
Brands	25
Smoking Habits	27
Methodology	32
Questionnaires.....	37

Introduction

Decima Research is pleased to present the following report to the Tobacco Control Directorate of the Healthy Environments and Consumer Safety Branch of Health Canada. This report summarizes the results of monthly telephone surveys conducted to evaluate recall of seeing tobacco products advertising such as billboards, ads in printed material or on the internet and signs posted in bars or at retail outlets.

The Government of Canada's Federal Tobacco Control Strategy (FTCS), championed by many parties, works towards the reduction and possible elimination of tobacco use. Health Canada's Tobacco Control Directorate (TCD) plays a leadership role in implementing that Strategy. The TCD 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 (TA)* 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). In 1997, shortly after the passing of the *TA* by Parliament, three tobacco companies launched a constitutional challenge to the *TA*, primarily regarding the validity of restrictions on promotion, including s.19 and s.22TA. The major players in the tobacco industry refrained from advertising during the 10 year court challenge due to their claim that the Government restrictions in the *Act* were too broad and vague to allow any advertising.

To support Health Canada's mandate on restricting advertising of tobacco products through the *TA*, in order to establish baseline levels of the public's awareness about tobacco product advertising in the market place ahead of the SCC ruling (which was given in June 2007), and because of an anticipated increase in tobacco advertising following the SCC ruling, Decima was commissioned to conduct a study on behalf of Health Canada that was designed to establish a baseline of Canadian's recall of tobacco product advertising.

This baseline work¹ was conducted via telephone surveys with a representative sample of Canadian adults 18 years of age or older using the Decima teleVox national omnibus study, which was in field for four waves:

¹ Health Canada public opinion report POR-06-48 (POR-272-06)

November 30 to December 11, 2006, January 11 to 22, 2007, February 11-22, 2007, and March 8-11, 2007. A random sample of 6113 adult Canadians responded to the telephone surveys. A sample of this size yields a margin of error of +/-1.3%, 19 times out of 20. Key findings from that study are as follows:

- Most Canadians (79%) have not seen tobacco advertising or ads sponsored by the tobacco industry promoting tobacco products recently. Those who did see an ad tend to recall where they saw it (81%), while recall of the specific brand advertised was not as strong (43%).
- Among the one in five who do recall having seen them, the top three locations Canadians recall seeing tobacco ads are in magazines (40%), billboards (21%), and posted on walls in retail stores (19%).
- Many do not recall which newspaper or magazine the advertisement was in (41%), or which brand sponsored the ad (57%).

Following this baseline survey that had collected information on recall of tobacco advertising among the Canadian public (from Nov 2006 to March 2007) before the SCC ruling in June 2007, it was decided that further surveillance information was needed to update and reinforce the Department's knowledge on this subject area, post SCC ruling.

As a result, Decima was commissioned to conduct a further study on behalf of Health Canada designed to update Health Canada's knowledge of Canadians' awareness and recall of tobacco products advertising such as billboards, ads in printed media or on the internet, signs posted in bars or at retail.

To that end, Health Canada placed eight omnibus questions on Decima's TeleVox Omnibus during the second week of each month for 18 months from July 2007 to February 2009, with a hiatus in September and October (due to a federal election). The TeleVox Omnibus delivers a national sample of approximately 1,000 Canadians every week, for a total of 18,331 respondents for the 18 waves. Samples of these sizes yield a margin of error of +/- 3.1% and 0.72% respectively at a 95% confidence level, Telephone interviews are conducted with Canadian adults 18 years of age and over, across all regions of the country in both official languages.

A detailed description of the methodology can be found at the end of this report.

Executive Summary

Decima was commissioned to conduct a study on behalf of Health Canada designed to achieve the following specific objective: to update Health Canada's knowledge of Canadians' awareness and recall of tobacco products advertising on forums such as billboards, printed media, the internet, or signs posted in bars or at retail.

The intention of this research was to update general quantitative data (derived from the baseline research conducted in 2006/07) from the target audiences to indicate recall of seeing tobacco products advertising and provide an indication of where these ads were seen.

To that end, Health Canada placed eight omnibus questions on Decima's TeleVox Omnibus during the second week of each month for 18 months from July 2007 to February 2009, with a hiatus in September and October (due to a federal election). The TeleVox Omnibus delivers a national sample of approximately 1,000 Canadians every week, for a total of 18,331 respondents for the 18 waves. Samples of these sizes yield a margin of error of +/- 3.1% and 0.72% respectively at a 95% confidence level. Telephone interviews are conducted with Canadian adults 18 years of age and over, across all regions of the country in both official languages.

The following are the key findings from this research.

Tobacco Advertising Recall

- Nationally, as well as regionally, recall of tobacco advertising fluctuated somewhat throughout the eighteen months of tracking
 - Nationally, the highest recall occurred in Sept 2007 and March 2008, and the lowest recall was recorded in May-June 2008 and Aug 2008
 - Average overall recall of ads was 16.5% nationally
- Some demographic and regional variations were seen
 - Younger adults consistently showed higher recall numbers
 - Ontario had the lowest average recall rate, Alberta the highest
 - The Prairies, Alberta and BC saw more of an upswing in recall numbers in the last few months, compared to the other provinces (when looking at three-month rolling data)
- Advertisements were mainly seen in magazines, followed by billboards, on walls in stores and in newspapers

- Maxim and People were the most often recalled magazines where ads were seen
- The brands most often seen advertised were Camel, Marlboro, Du Maurier and Players

Smoking Habits

- Approximately one in five Canadians smoke cigarettes daily or occasionally
 - Prevalence of smoking varies from 19% in BC to 23% in Quebec and the Prairie provinces
 - Rural Canadians are more likely to report smoking than their urban counterparts
 - Smoking prevalence is also higher among lower income and lower educated Canadians
- Du Maurier, Players and Peter Jackson are the most popular brands smoked
- Fewer Canadians use other tobacco products such as chewing tobacco, pinch, snuff, pipes, cigars, bidis, kreteks and herbal cigarettes, as compared to cigarettes.
 - These trends remained consistent during the eighteen months of tracking

Please note that for some monthly trend data some of the sub-sample sizes are very small. This should be considered in forming conclusions about data from individual months.

Research Firm: Decima Research
Contract # H H1011-7-0014
Contract Awarded: 2007-07-11
(Amended 2007-08-28 and 2008-01-30)

For more information on this study please email por-rop@hc-sc.gc.ca

Résumé

Décima a été mandaté pour effectuer une étude pour le compte de Santé Canada afin d'atteindre un objectif bien précis : mettre à jour les renseignements que possède Santé Canada sur la connaissance et le rappel des Canadiens quant à la publicité de produits du tabac sur des panneaux publicitaires, dans les magazines ou les journaux, sur Internet ou sur des affiches dans les bars ou les magasins.

L'intention derrière cette recherche était de mettre à jour les données quantitatives générales (provenant de la recherche initiale effectuée en 2006/07) et de sonder les publics cibles afin de déterminer s'ils se rappellent avoir vu des publicités sur les produits du tabac et d'indiquer où ils ont vu ces publicités.

Pour ce faire, Santé Canada a inséré dans le sondage omnibus téléVox de Décima huit questions qui ont été posées au cours de la deuxième semaine de chaque mois, pendant 18 mois, soit de juin 2007 à février 2009, sauf en septembre et en octobre (en raison de l'élection fédérale). Le sondage omnibus téléVox donne un échantillon national d'à peu près 1 000 Canadiens chaque semaine, ce qui représente un total de 18 331 répondants en 18 vagues. Des échantillons de cette taille donnent une marge d'erreur de +/- 3,1 % et 0,72 % respectivement, à un intervalle de confiance de 95 %. Les entrevues téléphoniques ont été effectuées auprès d'adultes canadiens âgés de 18 ans et plus, dans toutes les régions du pays et dans les deux langues officielles.

Voici les faits saillants que révèle cette étude.

Rappel de publicités sur le tabac

- À l'échelle nationale et à l'échelle régionale, le rappel de publicités sur le tabac a un peu varié au fil des 18 mois de suivi
 - À l'échelle nationale, les taux de rappel les plus élevés ont été enregistrés en septembre 2007 et en mars 2008 et les plus bas, en mai/juin 2008 et en août 2008
 - À l'échelle nationale, le taux moyen de rappel est de 16,5 %
- Des différences sont visibles tant au niveau démographique que régional
 - Les jeunes adultes présentent toujours des taux de rappel plus élevés
 - L'Ontario possède le taux moyen de rappel le plus bas et l'Alberta, le plus élevé

- C'est dans les Prairies, en Alberta et en Colombie-Britannique que le nombre de répondants qui se rappellent avoir vu des publicités sur le tabac a le plus augmenté au cours des derniers mois comparativement aux autres provinces (en fonction des moyennes mobiles de trois mois)
- Les répondants ont surtout vu les publicités dans les magazines, ensuite sur des panneaux d'affichage, des vitrines de magasins et dans les journaux
 - *Maxim* et *People* sont les deux magazines dans lesquels les répondants se rappellent avoir le plus souvent vu ces publicités
- Les marques pour lesquelles les répondants ont vu le plus de publicités sont Camel, Marlboro, Du Maurier et Players

Habitudes en matière de tabagisme

- Environ un Canadien sur cinq fume la cigarette tous les jours ou à l'occasion
 - La prévalence du tabagisme varie de 19 % en Colombie-Britannique à 23 % au Québec et dans les Prairies
 - Les Canadiens qui habitent en région rurale sont plus susceptibles de dire qu'ils fument que ceux qui habitent en région urbaine
 - La prévalence du tabagisme est également plus importante chez les Canadiens dont le revenu et la scolarité sont moins élevés
- Les marques de cigarettes les plus populaires auprès des fumeurs sont Du Maurier, Players et Peter Jackson
- Moins de Canadiens utilisent les autres produits du tabac comme le tabac à chiquer ou à priser, la pipe, le cigare, la bidi, le kretek ou la cigarette à base d'herbe que les cigarettes ordinaires.
 - Ces tendances sont demeurées constantes pendant les 18 mois du suivi.

Veillez noter que pour certaines données mensuelles, la taille des sous-échantillons est parfois très petite. Ceci devrait être pris en considération avant de tirer des conclusions sur les données d'un mois en particulier.

Firme de recherche : Centre de recherche Décima
Contrat numéro : H H1011-7-0014
Contrat accordé le : 2007-07-11
(Modifié le 28/08/2007 et le 30/01/2008)

Pour de plus amples renseignements concernant cette étude, veuillez faire parvenir un courriel à por-rop@hc-sc.gc.ca

Main Findings

Advertising Recall

A majority of Canadians (82%) did not recall seeing any tobacco advertising in the past year-and-a-half. Recall of advertising over the 18 months of the research was on average 16.5%. The highest recall of ads occurred in September 2007 (25%), and March 2008 (23%), while the lowest recall occurred in May, June and August of 2008 (11%).

Fig 1a: Advertising Recall (Tracking)

Do you recall seeing any tobacco advertisements or any ads sponsored by the tobacco industry promoting tobacco products in the past few months? Please take into account anything you may have seen on billboards or the Internet/Web, or posted on walls in bars or stores, or seen in a newspaper or magazine.

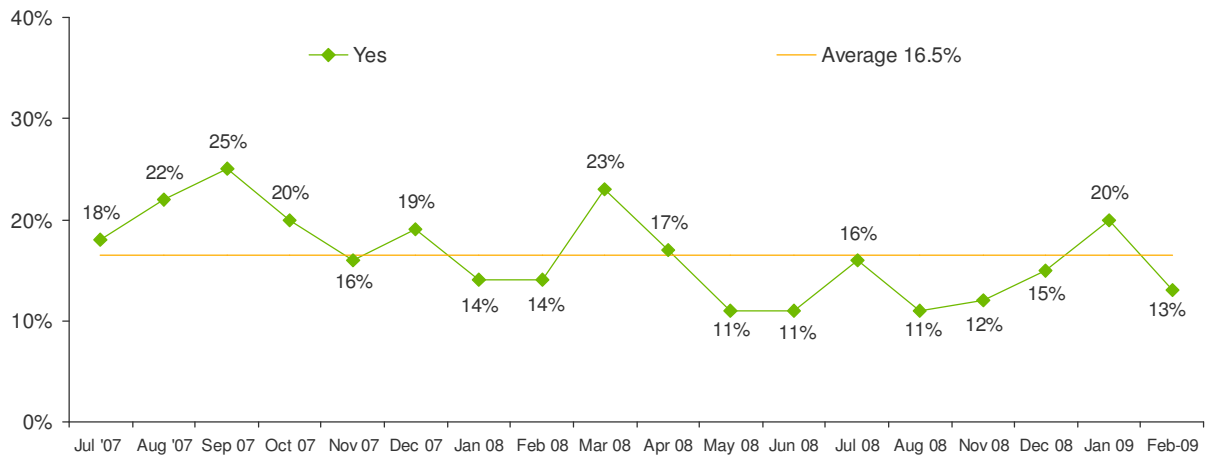
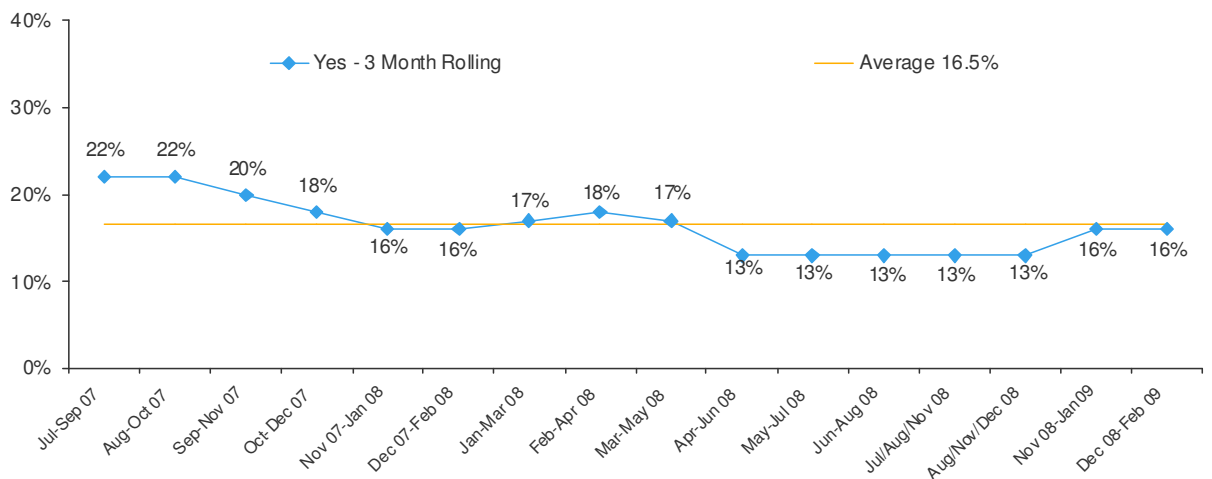
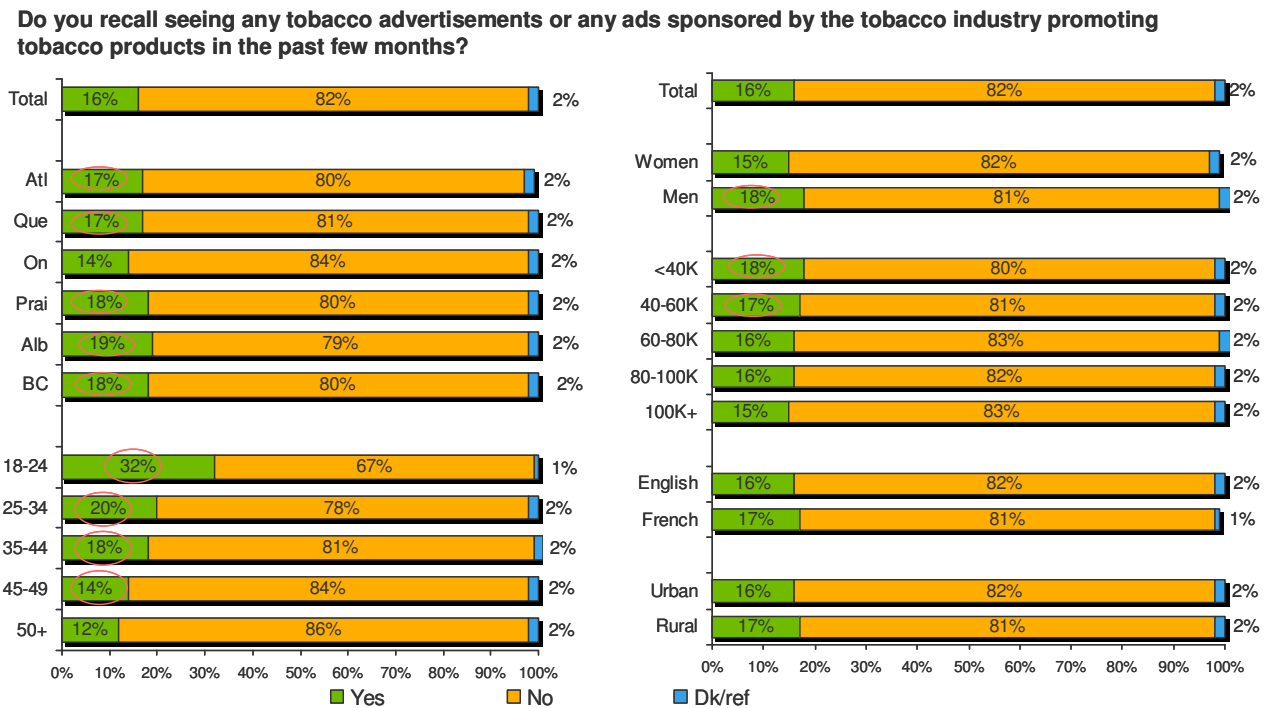


Fig 1b: Advertising Recall (Three month rolling)



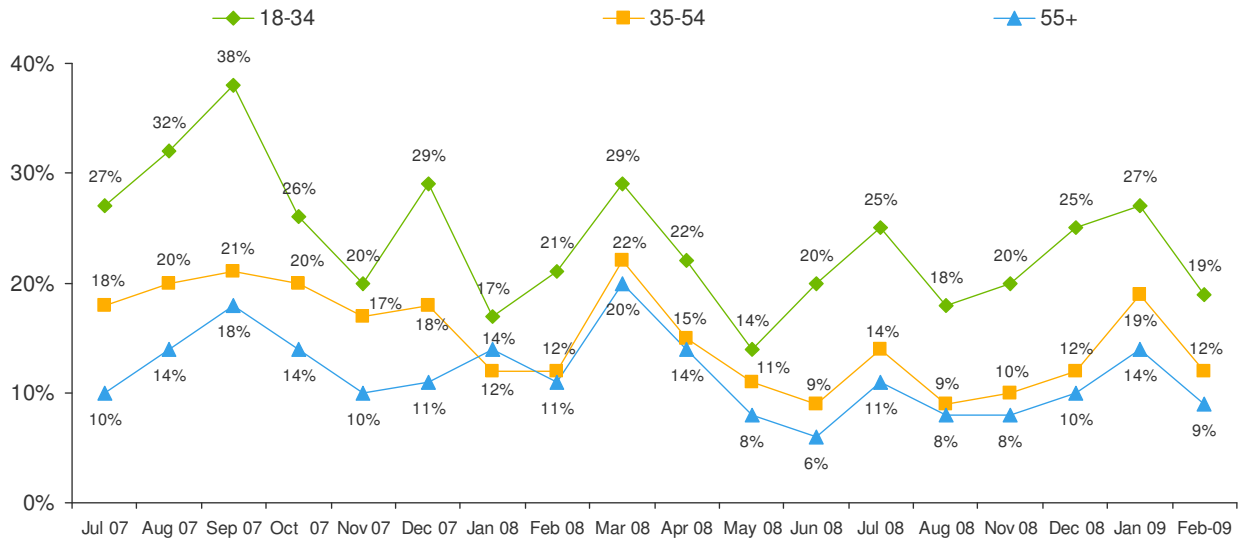
Age is a factor when looking at demographic differences for advertising recall. Combined results from all eighteen waves show that 32% of Canadians between 18 and 24 years of age recall seeing an ad - that number drops to 12% for those 50 and over. Regional differences will be discussed in detail in the following section.

Fig 2a: Advertising Recall – Demographics (All Waves Combined)



As well, the trend line over time broken out by three age categories (18-34, 35-54 and 55+), shows that they move in concert with the total monthly numbers and that the younger category consistently reports higher recall.

Fig 2b: Advertising Recall – Age (Tracking)

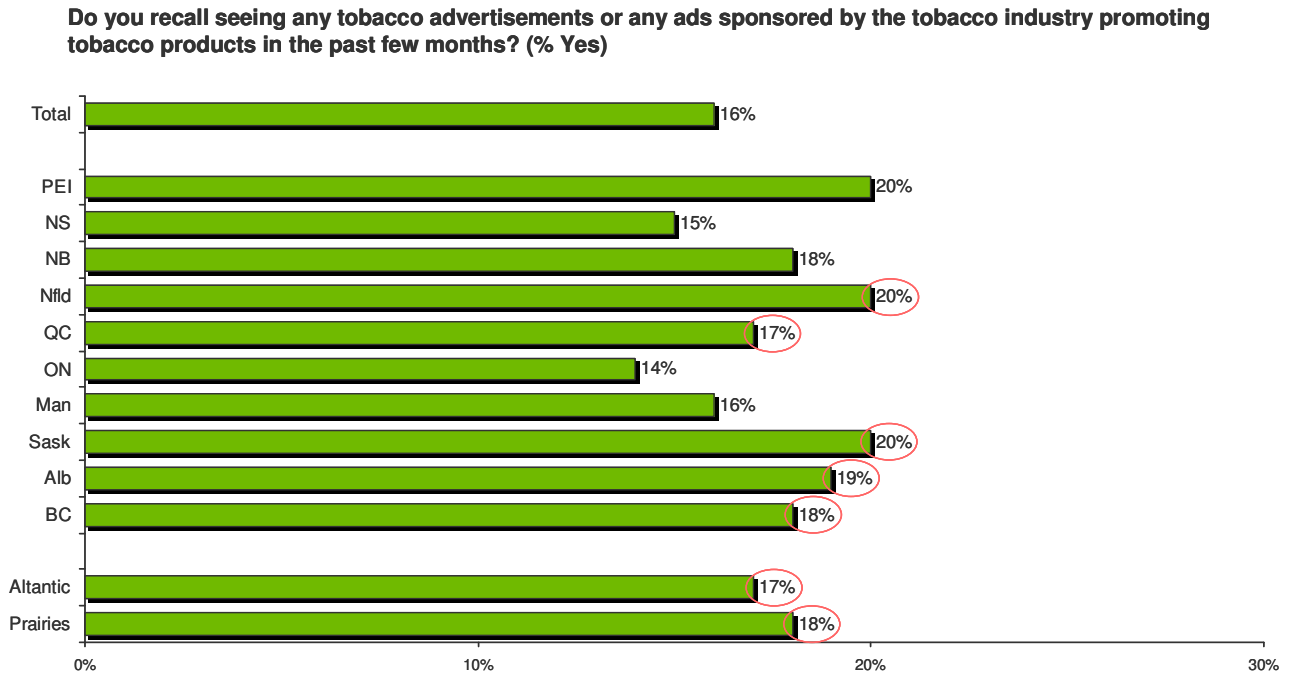


Advertising Recall - Regional Analysis

The data revealed some regional variations to note. In particular, Ontario residents had the lowest recall rates of the nation (14.5% average over the 18 months), followed by Quebec and the Atlantic Provinces combined (each at 17.4%) while the highest recall number was in Alberta (18.7%), followed by BC (17.8%) and the Prairie provinces combined (17.7%).

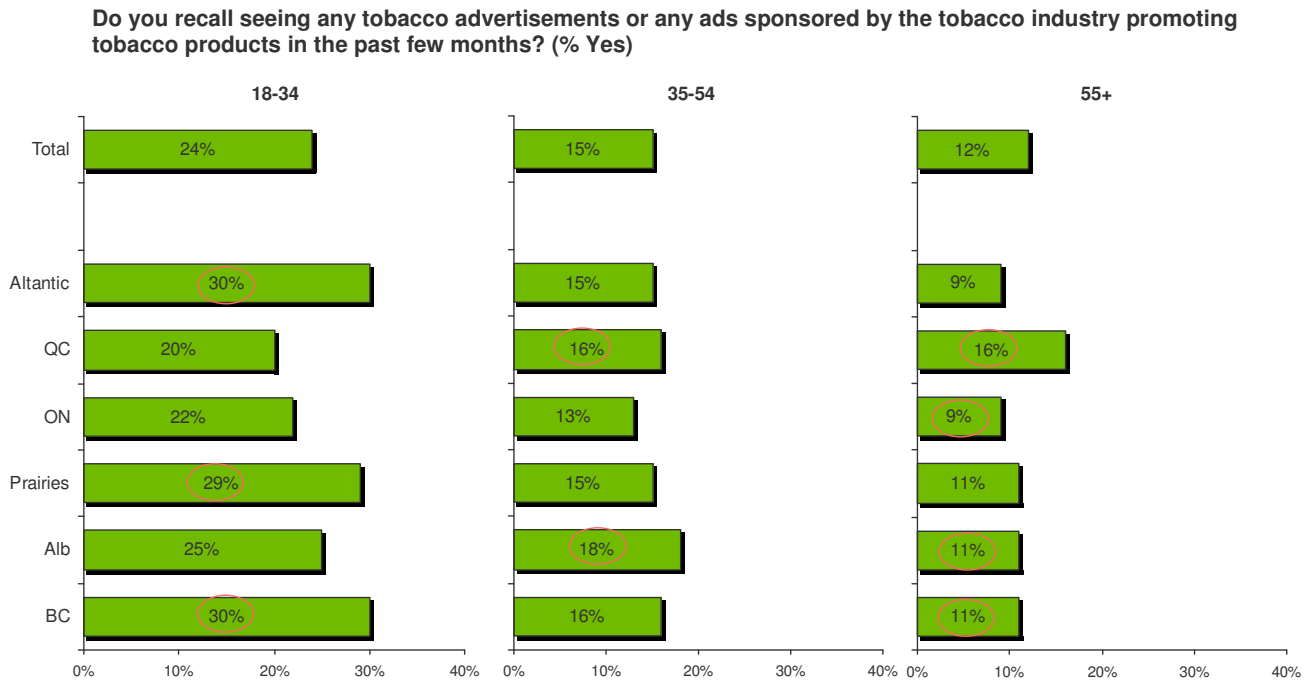
Provincially, Newfoundland and Labrador and Saskatchewan, both at 20% recall, also had significantly higher numbers when looking at the combined data from all 18 waves of research.

Fig 3a: Advertising Recall – Provinces and Regions (All Waves Combined)



Within each of the provinces and regions, some differences within the three age groups can be seen. For example, among younger adults between the ages of 18 and 34, recall is approximately five points higher than the national average (24%) for that group in the Atlantic Provinces (30%), the Prairies (29%), and BC (30%).

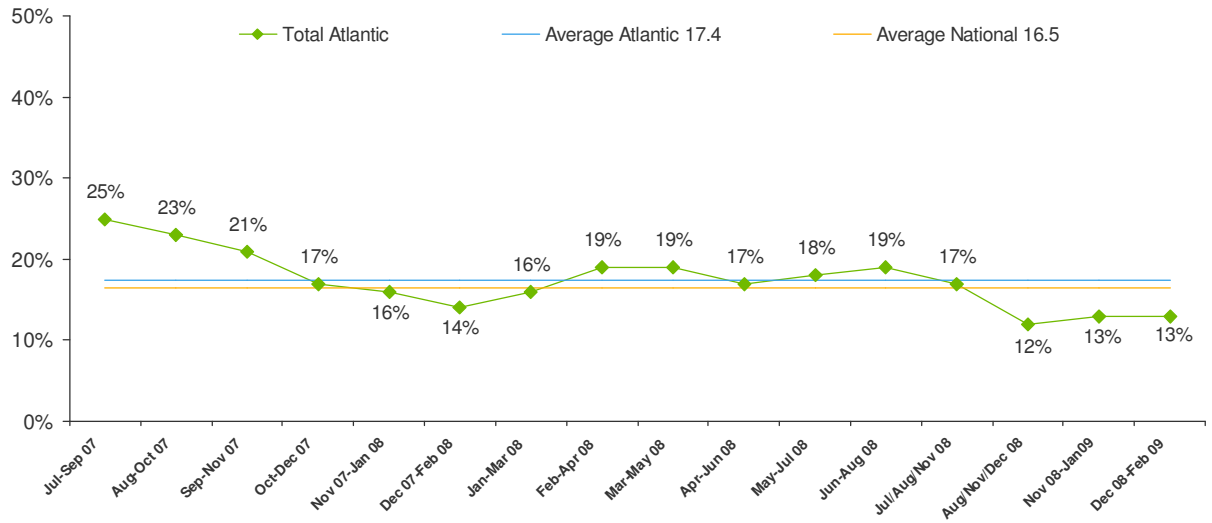
Fig 3b: Advertising Recall – Provinces and Regions by Age (All Waves Combined)



Atlantic Provinces

Due to the small sample sizes of each of the Atlantic provinces per wave, the tracking data are combined for PEI, New Brunswick, Nova Scotia and Newfoundland and Labrador. The recall rate for the Atlantic Provinces when looking at the 18 months combined is slightly higher (almost 1%) than the national average. As the three-month rolling trend line clearly shows, recall was lowest in the period from August 2008-February 2009, and highest in the first few months of tracking.

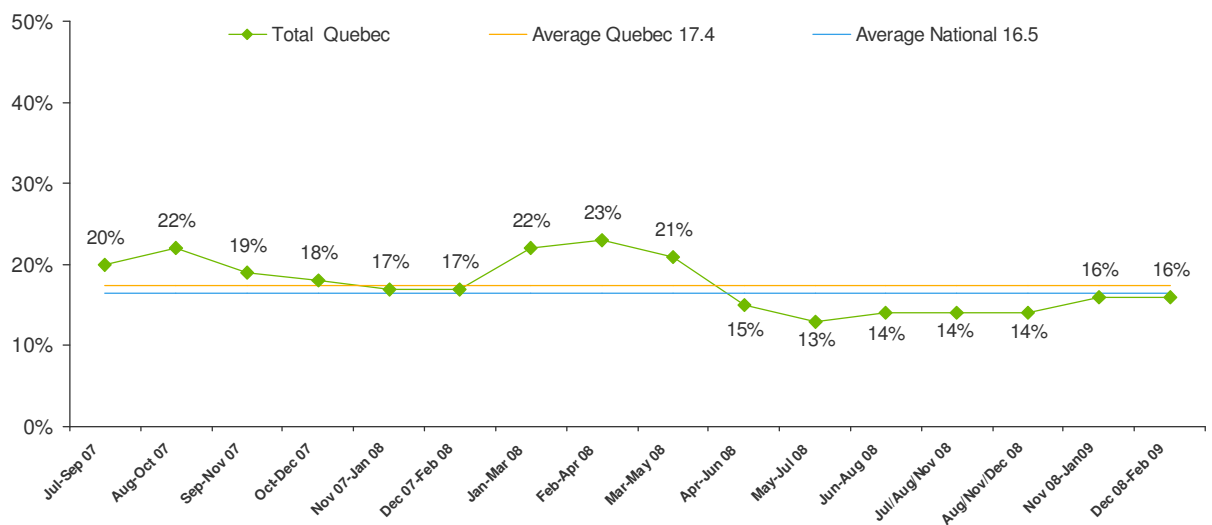
Fig 4: Advertising Recall – Atlantic (Three Month Rolling)



Quebec

The average recall of ads was only slightly higher in this province than it was nationally, at 17.4%. The three-month trend line indicates that after higher numbers in early 2008, the recall numbers drop in April-June 2008, and rise again slightly by the end of this tracking period.

Fig 5: Advertising Recall – Quebec (Three Month Rolling)

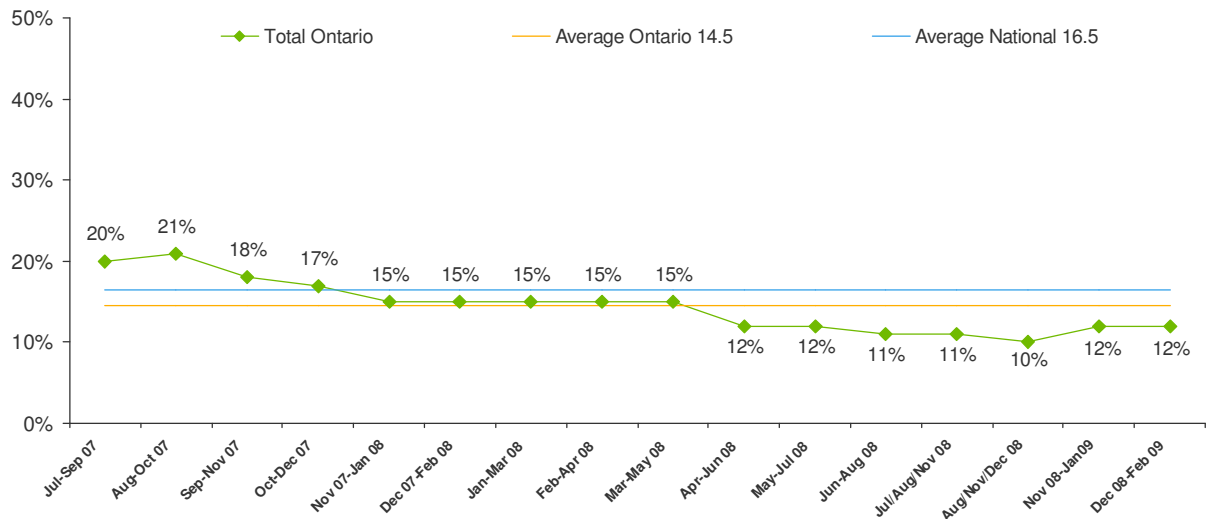


Ontario

Ontario is the province that consistently showed the lowest tobacco advertising recall rates nationally; on average, recall here is two points lower than the national average. With Ontario having more robust monthly sample sizes due to the size of the population, less variation is seen in Ontario than in some regions when looking at three-month tracking trends.

At the start of tracking, one in five Ontario residents had seen tobacco advertising. That number shrank over the course of tracking, to end up at 12% in the last three months combined.

Fig 6: Advertising Recall – Ontario (Three Month Rolling)

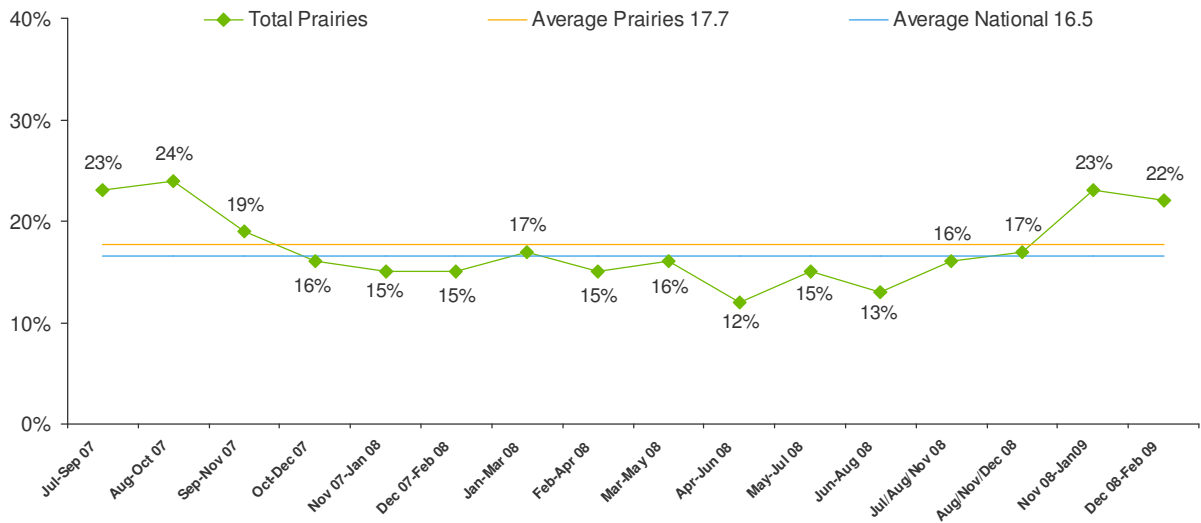


Prairies

Sample sizes are too small to look at individual Prairie provinces.

The three-month tracking trend shows that, as was the case elsewhere, the first period of tracking saw a peak, after which recall rates started to drop until June-Aug 2008. However, for the Prairie provinces, a significant upward swing can be seen beginning in June-Aug 2008 until the end of tracking, with above-average numbers in the last four months. This was not seen in provinces east of Manitoba, but is more consistent with Alberta and BC.

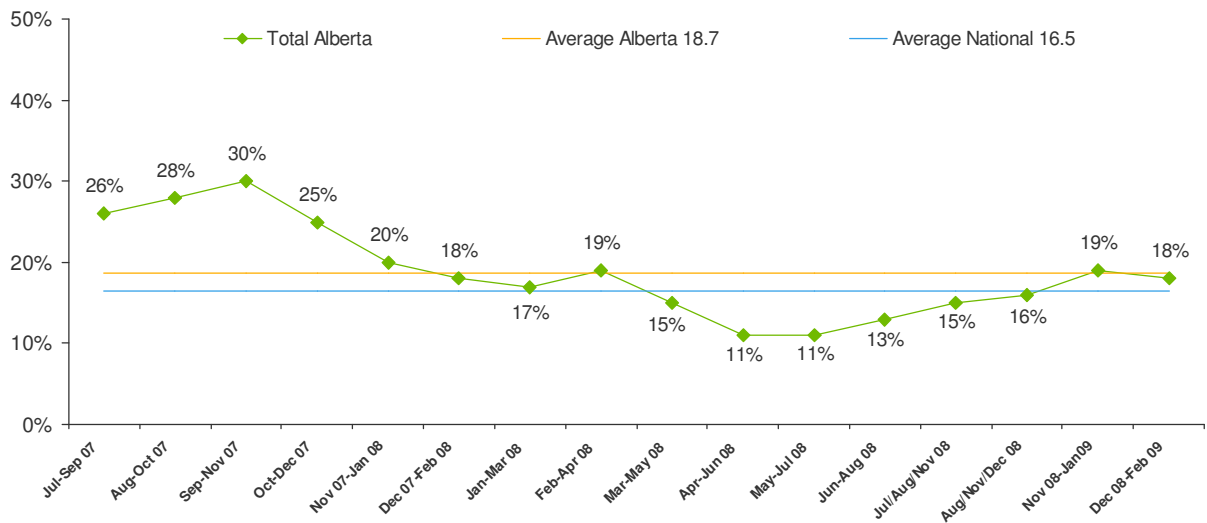
Fig 7: Advertising Recall – Prairies (Three Month Rolling)



Alberta

The province of Alberta on average has the highest recall rate of the country, at 18.7% over eighteen months. Recall rates were at one-in-five or higher for eight months in this province. The three-month trend shows that recall numbers have been inching up since mid-2008.

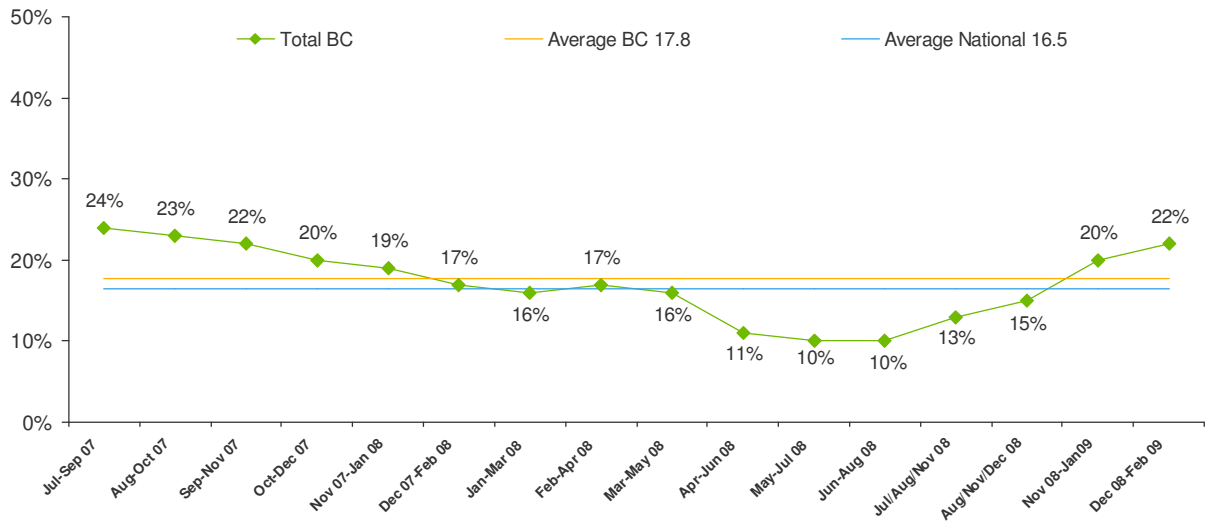
Fig 8: Advertising Recall – Alberta (Three Month Rolling)



BC

The average over eighteen months in BC is higher by about one point than it was nationally. As was the case in the Prairie provinces and in Alberta, BC numbers show an upswing in recall rates in the last months of tracking levels seen in the first few months, after having experienced mainly lower than average numbers throughout a good portion of 2008.

Fig 9: Advertising Recall – BC (Three Month Rolling)

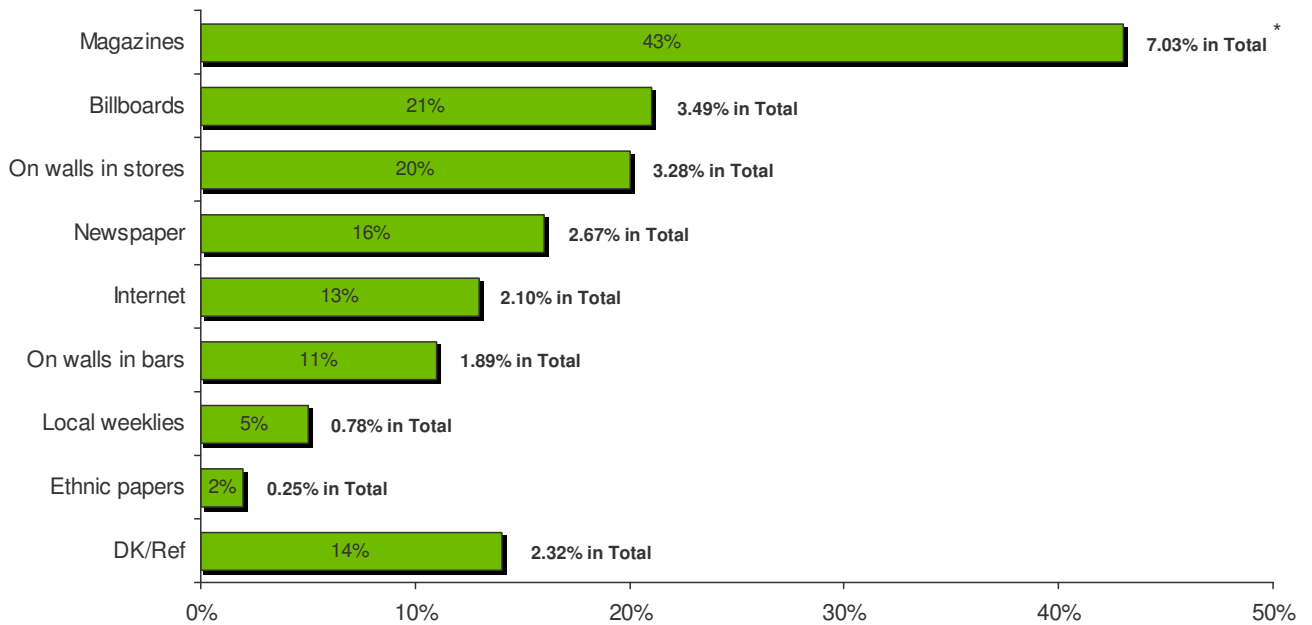


Where Ads Were Seen

Among those who have reportedly seen ads, the data from the combined waves show that magazines were the most recalled source for tobacco advertising, at 43%. This was followed by on billboards (21%) and on the walls in stores (20%).

A second way of looking at these percentages is to project them to be out of the total number of respondents, instead of only out of the sub-group who recalls seeing ads. These numbers can then be projected to the Canadian population. In that case, we can say that magazine tobacco ads were recalled by 7% of Canadians (43% of the 16% who saw ads). A little over 3% of total respondents recall seeing these ads on billboards and on walls in stores.

Fig 10a: Advertising Medium (All Waves Combined)
Among Those Who Saw Ads *and* Out of Total Respondents*



Among those who saw ads, magazine recall hovered around the mid-forties in 2007, after which it saw a drop in January 2008, then climbing again and hovering around the forties throughout the first half of 2008. In the most recent waves of tracking, magazine recall rates showed an upward trend, ending up at 45% in the last three months.

Out of the total population (those who saw ads as well as those who did not), recall numbers for magazine advertising were around 10% for the first half

year, and although the last few months saw the numbers moving upward again, they were three points from their initial high at around 7% in the last months, when looking at three-month rolling data.

Ads on billboards were seen by around one-in-five among those who saw ads (21% - and 3.5% out of total respondents). Numbers for billboard advertising recall also dropped off throughout the tracking period, but climbed back up somewhat in the last few months, when looking at three-month rolling data. Recall of seeing advertisements posted on walls in retail stores have seen a slow downward trend, from 24% to 18%, whereas recall of tobacco ads in newspapers has stayed quite consistent at around 16%, with at most a three-point jump (seen in the spring of 2008).

Fig 10b: Advertising Medium (Three Month Rolling)
Among Those Who Saw Ads

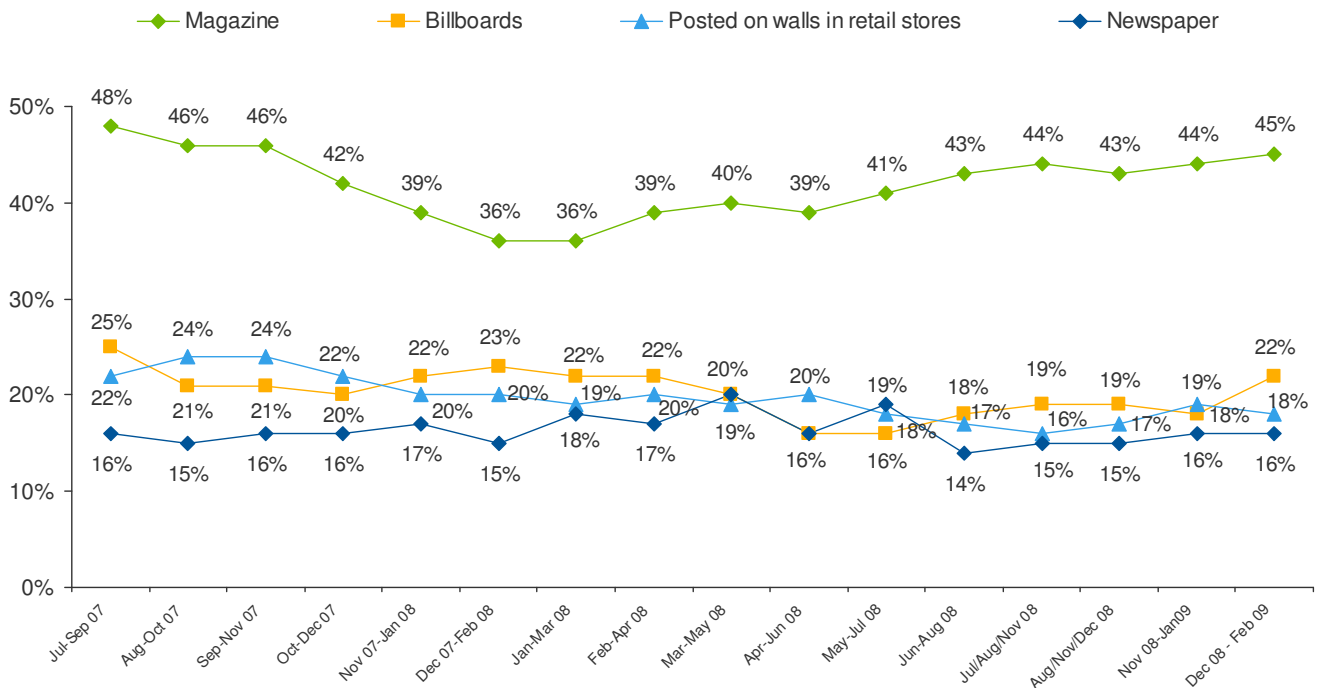
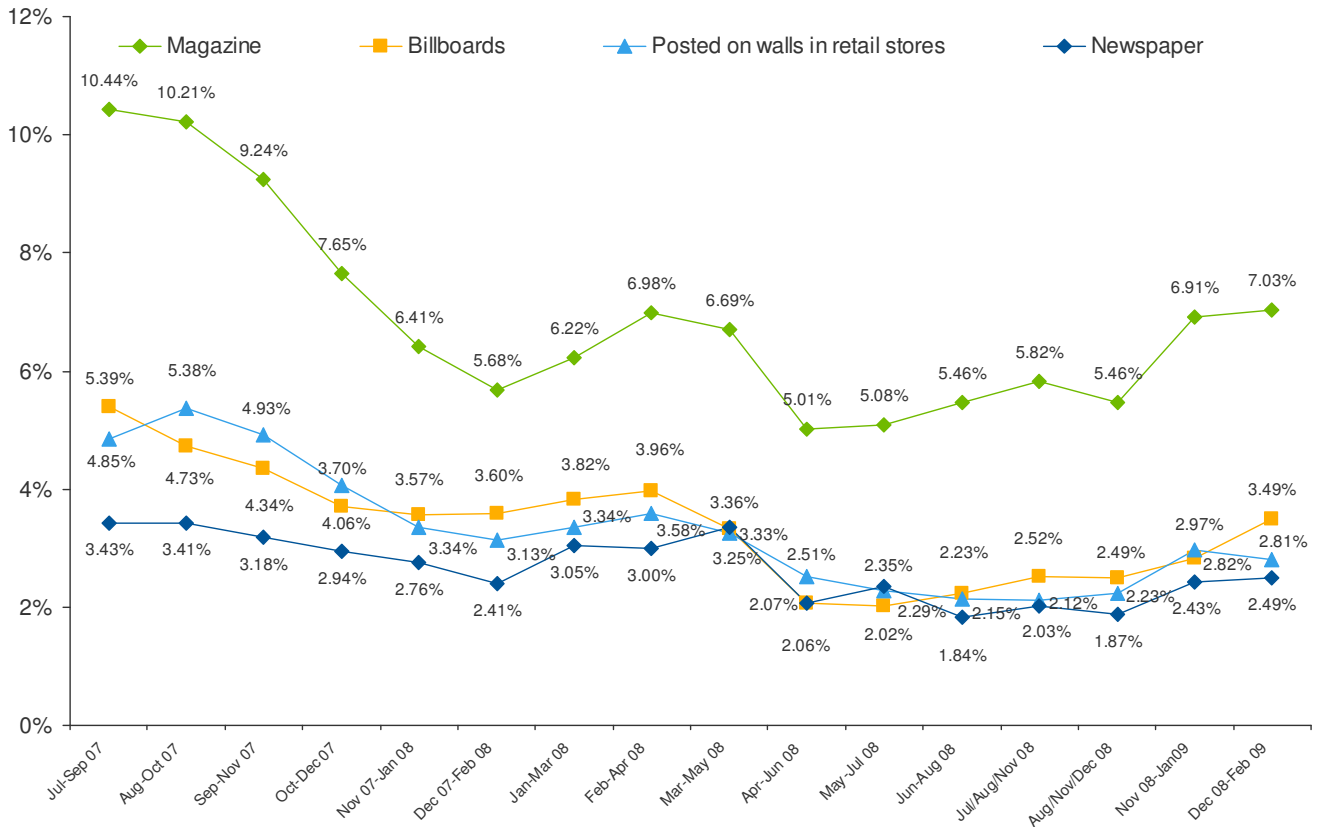


Fig 10c: Advertising Medium (Three Month Rolling)
Out of Total Respondents



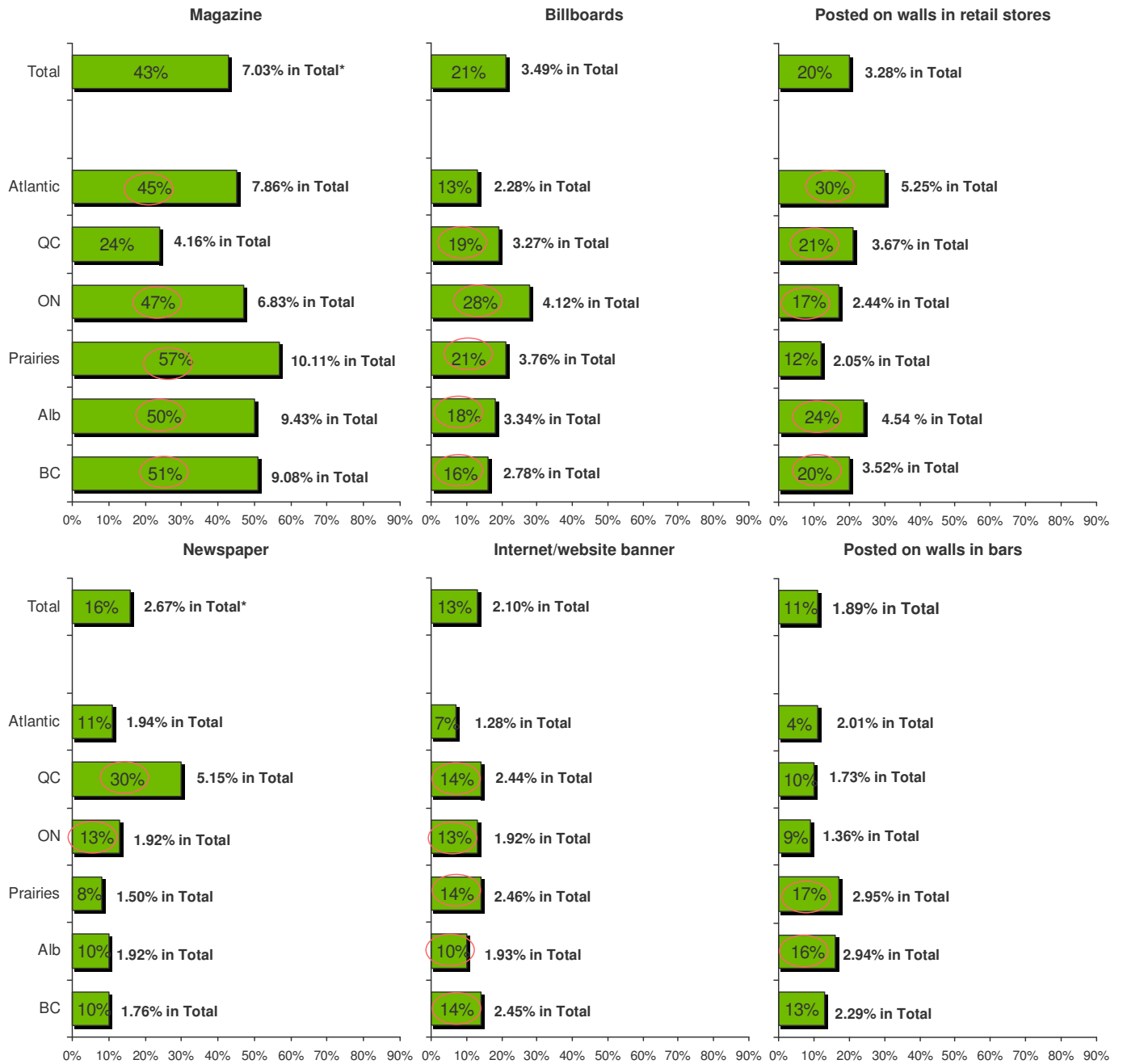
Where Ads Were Seen - Regional Analysis

Recall of tobacco ads in magazines was significantly lower in Quebec among those who saw ads (24% - 4% out of total of respondents), while they were above average in the other regions. Quebecers, however, are the most likely to recall having seen ads in newspapers (30% - 5% out of total of respondents).

The Prairie provinces showed the highest magazine ad recall at 57% among those who saw ads, followed by BC (51% among those who saw ads) and Alberta (50% among those who saw ads). Billboard advertising recall was highest in Ontario (28% among those who saw ads) and lowest in Atlantic Canada (13% among those who saw ads). At the same time, Atlantic Canadians report being the most likely to have seen tobacco advertised on walls in retail stores (30% - 5% out of total of respondents).

Fig 11: Advertising Medium - Regions and Provinces (All Waves Combined)
Among Those Who Saw Ads *and* Out of Total Respondents*

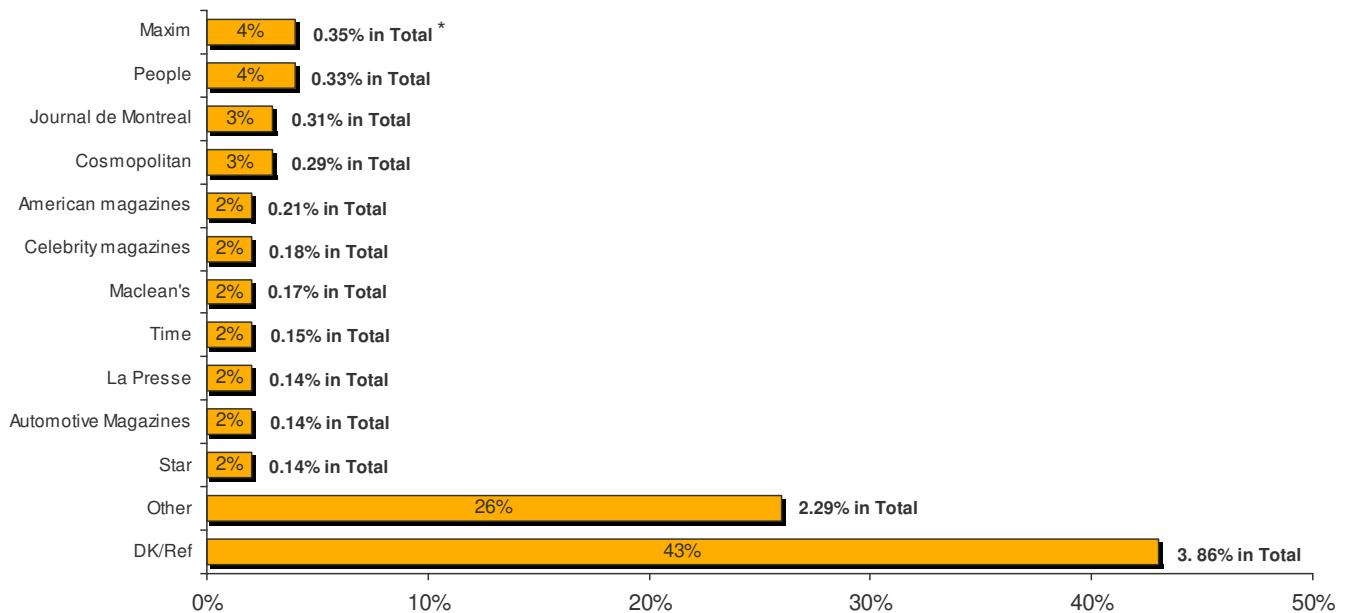
Where have you seen these ads?



Magazines and Papers

Those who recall seeing ads in magazines and newspapers were also asked to identify in which publication they saw the ad(s). A wide variety of magazines and newspapers were mentioned, although almost half (43%) of those who saw ads in magazines and newspapers could not recall the specific publication. Mentioned most often were Maxim and People magazine (4% recall each among those who saw ads in magazines), followed by Journal de Montreal and Cosmopolitan at 3% each among those who saw ads in magazines.

Fig 12: Advertising Medium - Newspapers and Magazines (All Waves Combined)
Among Those Who Saw Ads in Magazines and Newspapers *and* Out of Total Respondents*

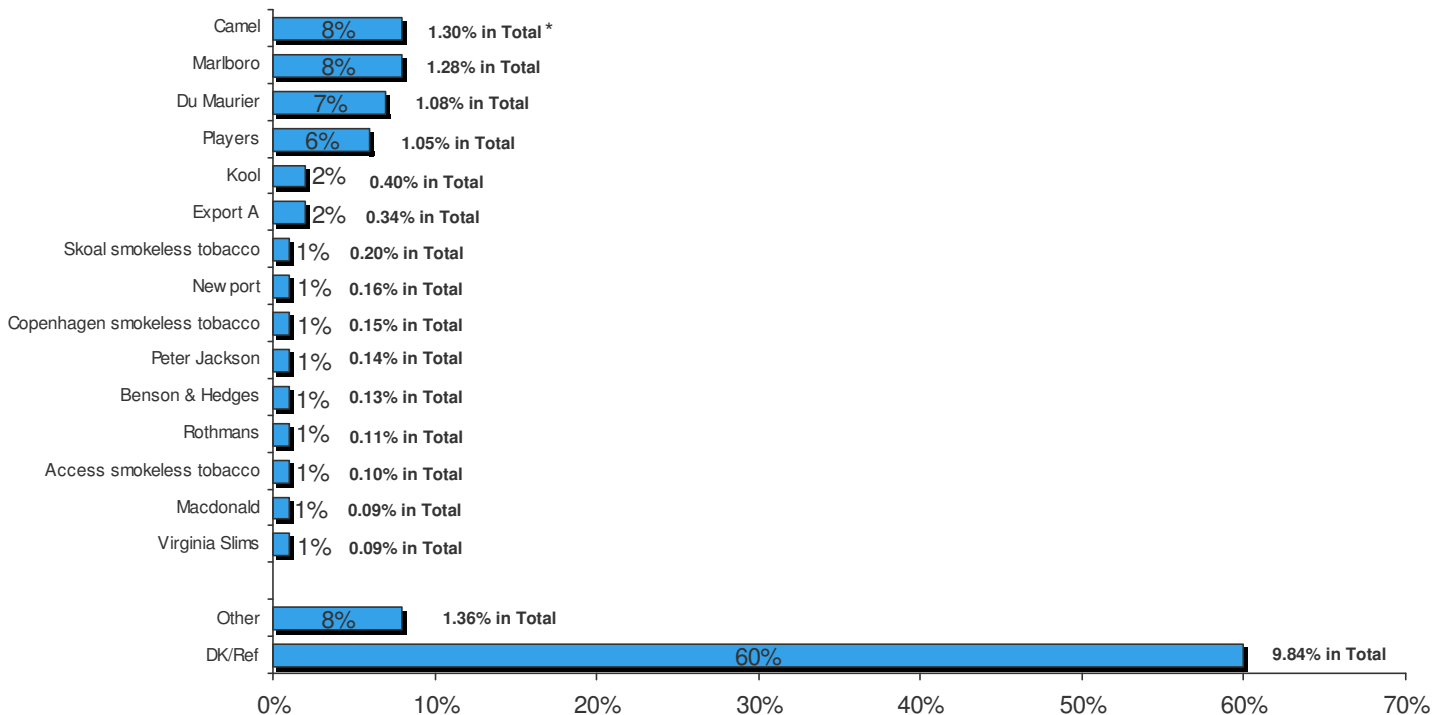


Brands

A very wide variety of brands were also seen advertised. Across all waves, 8% of those who recall seeing tobacco ads mentioned Camel, 8% mentioned Marlboro, 7% mentioned du Maurier and 6% mentioned Players.

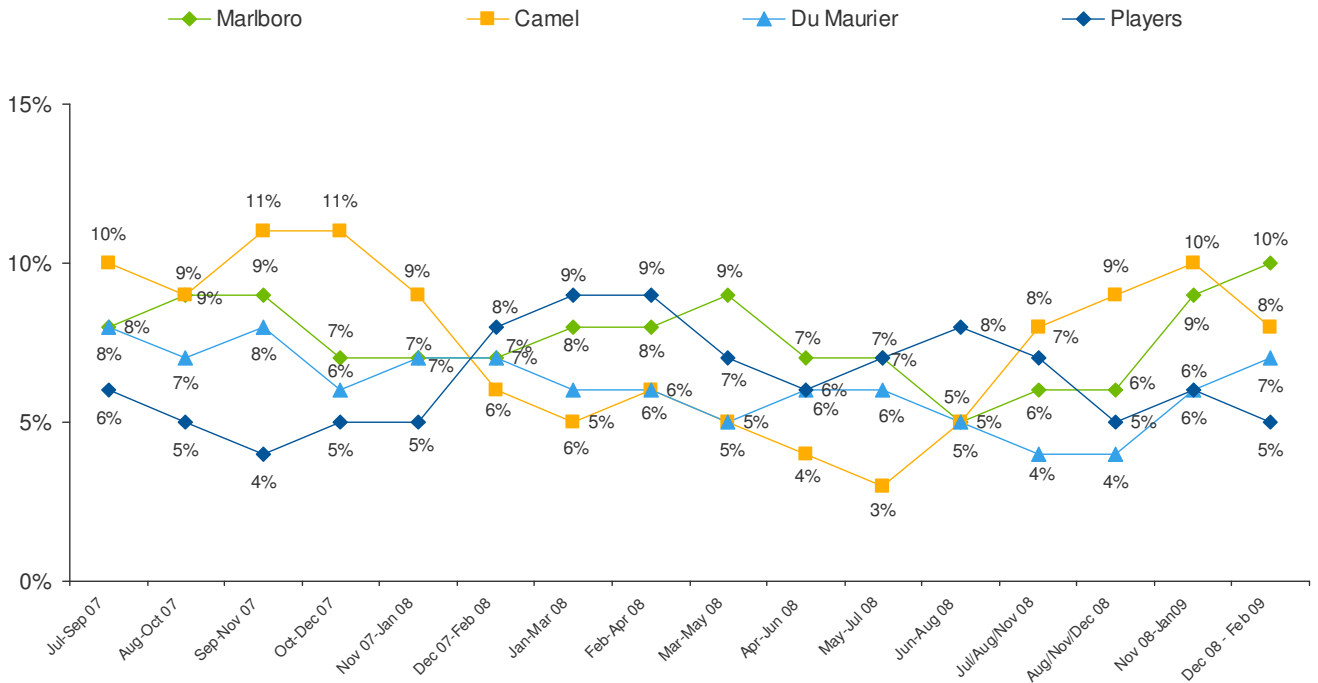
Few respondents noticed advertising for smokeless tobacco brands across all waves of research; Skoal (1% of those who recall seeing tobacco ads), Copenhagen (1% of those who recall seeing tobacco ads), and Access (1% of those who recall seeing tobacco ads) were mentioned. Certain cigarette brands, for example, Peter Jackson, Benson & Hedges, Macdonald, Newport, Virginia Slims and Rothmans, also received only a 1% recall rate among those who recall seeing tobacco ads. More than half of those who indicated they saw a tobacco advertisement lately do not remember which brand was advertised (60%).

Fig 13a: Brands recalled (All Waves Combined)
Among Those Who Saw Ads *and* Out of Total Respondents*



The percentages of respondents who recall certain brand(s) of tobacco products being advertised have fluctuated since tracking started for this series of research. However, Camel, Marlboro, Du Maurier and Players have consistently been the highest recalled brands associated with recalled advertising.

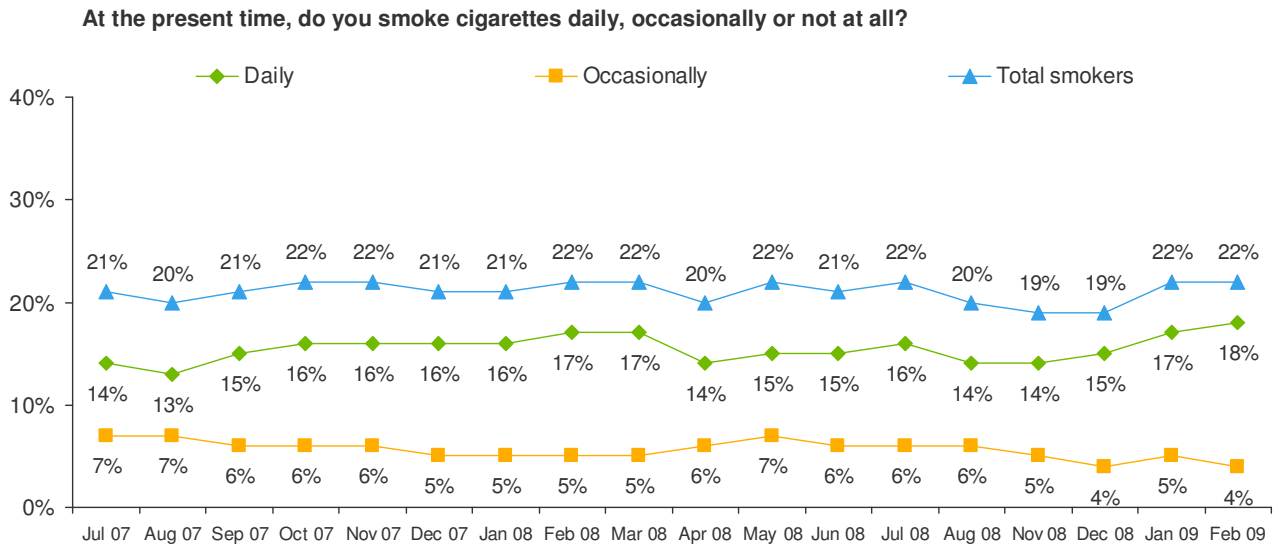
Fig 13b: Brands recalled (Three Month Rolling)
Among Those Who Saw Ads
Please Note: Small Cell Sizes



Smoking Habits

Throughout the research, approximately one in five Canadians consistently reported being smokers of cigarettes, with the vast majority of those being daily smokers.

Fig 14a: Cigarette Smoking Habits (Tracking)

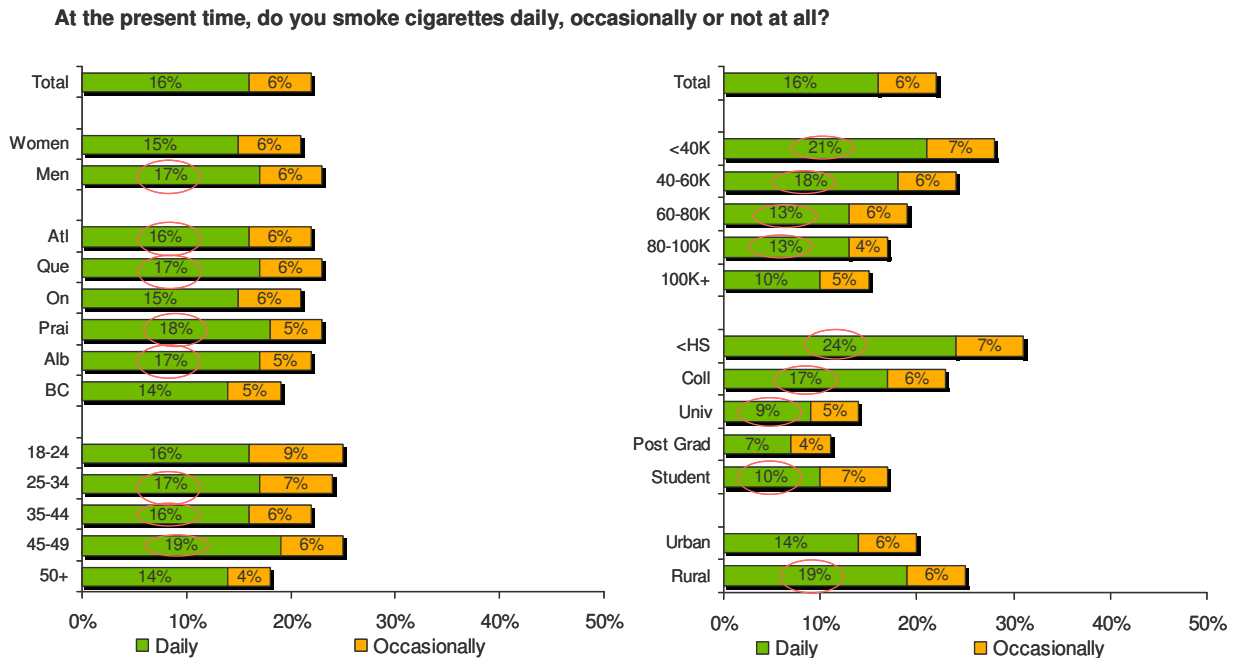


Across all waves, prevalence of smoking varied from a high of 23% in Quebec and the Prairie Provinces to a low of 19% in BC. Prevalence of rural Canadians to report smoking is higher than their urban counterparts (25% versus 20%).

Reported smoking is fairly consistent across most age groups, with prevalence being lowest for those over the age of 50 at 18%.

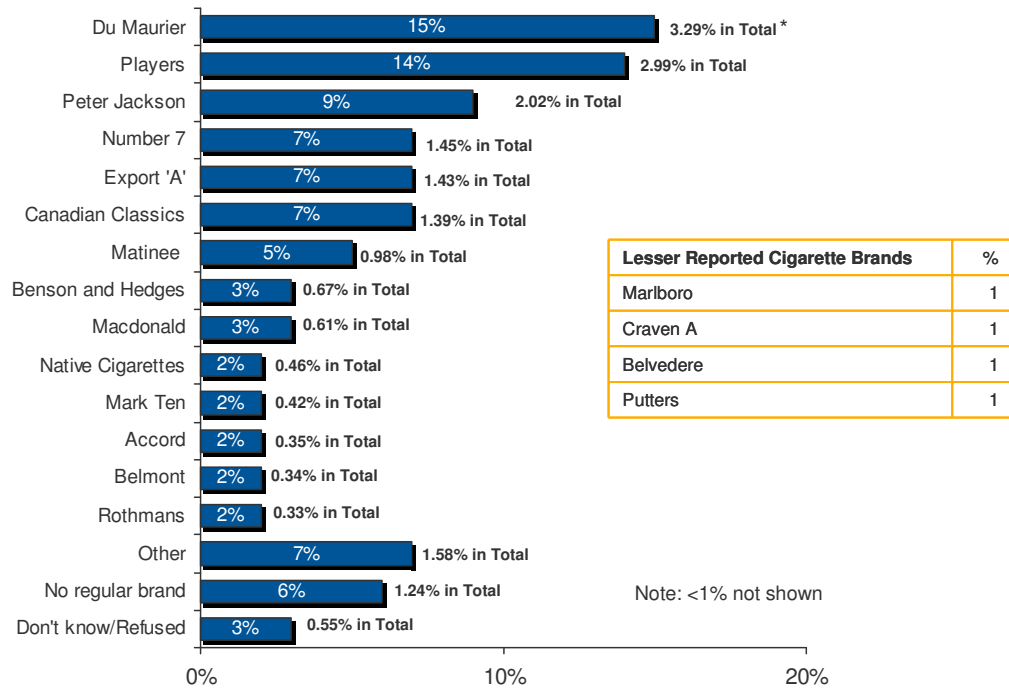
The prevalence of smoking is also related to income and education, with prevalence highest among those with lower incomes and lower levels of education, and lowest among those with higher incomes and higher education levels.

Fig 14b: Cigarette Smoking Habits – Demographics (All Waves Combined)



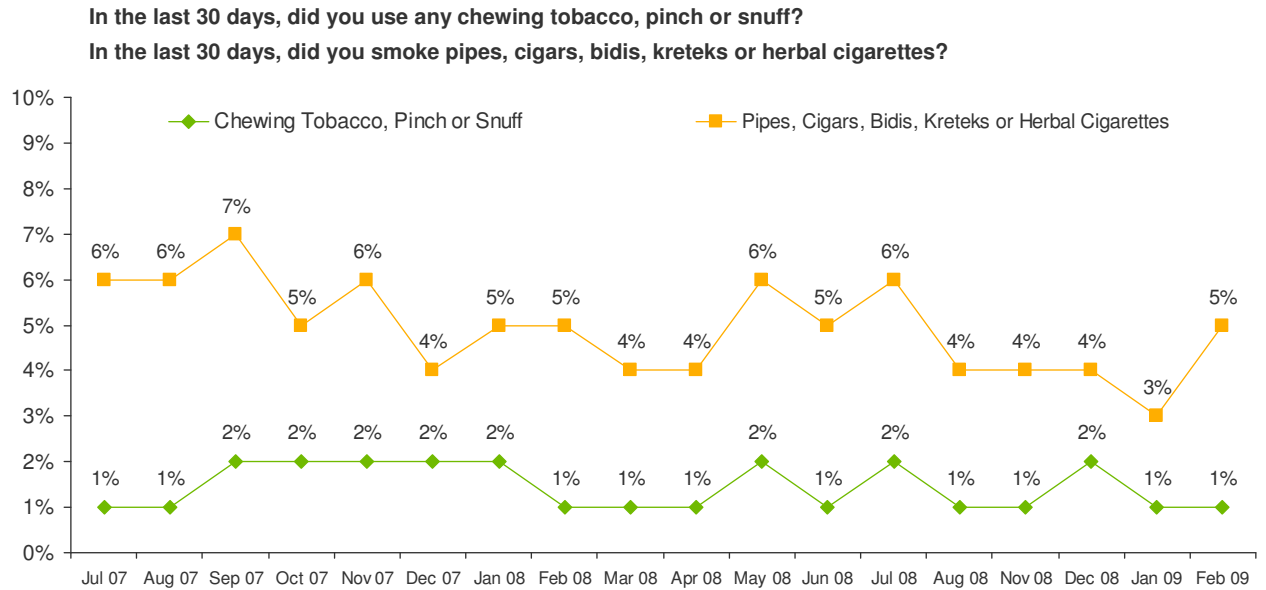
Canadians report smoking a wide variety of brands of cigarettes. Du Maurier (15% among those who smoke - 3% of Canadians), Players (14% among those who smoke - 3% of Canadians) and Peter Jackson (9% among those who smoke - 2% of Canadians) are among the most popular brands.

Fig 15: Usual Brand (All Waves Combined)
Among Those Who Smoke *and* Out of Total Respondents*



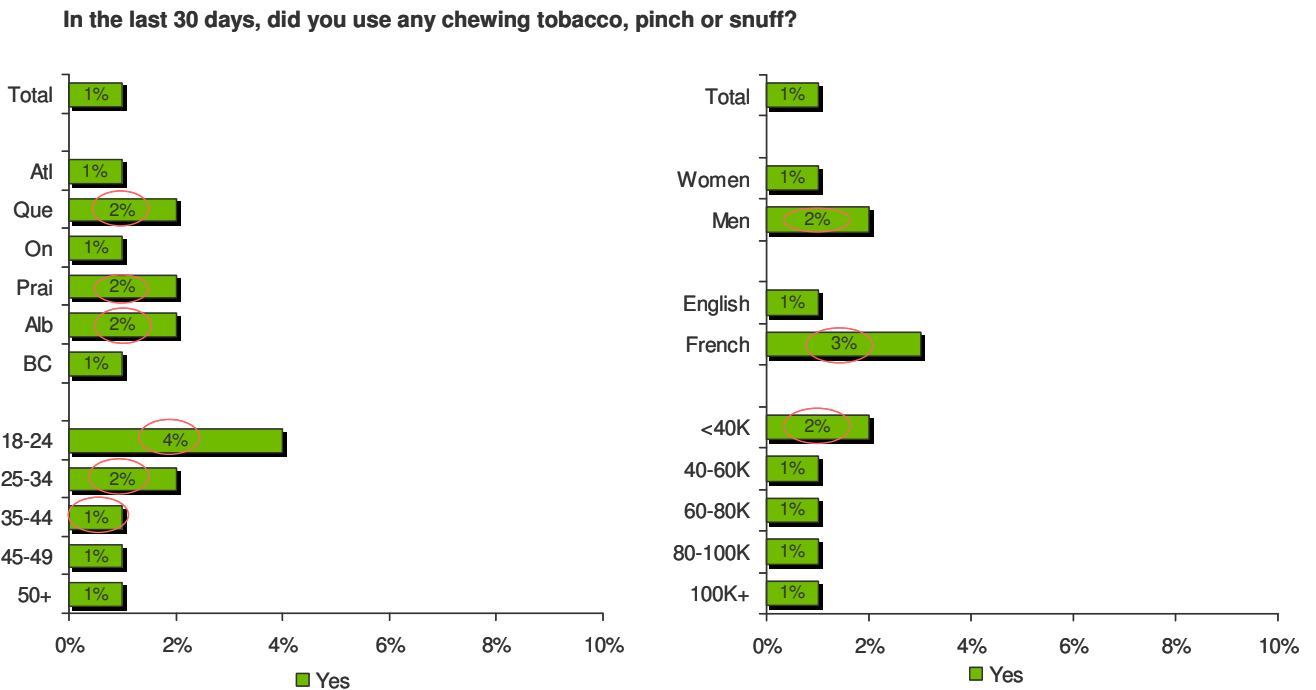
A number of Canadians also smoke or use other tobacco products, such as pipes, cigars, bidis, kreteks or herbal cigarettes (5% combined on average), and chewing tobacco, pinch, snuff (1% combined for those products, on average), when looking at combined data over the full 18 waves of research.

Fig 16: Other Tobacco Product Usage (Tracking)



Across all waves, prevalence of using chewing tobacco, pinch or snuff were highest in Quebec and Alberta (2% respectively) and among younger Canadians, especially those under the age of 25 (4%).

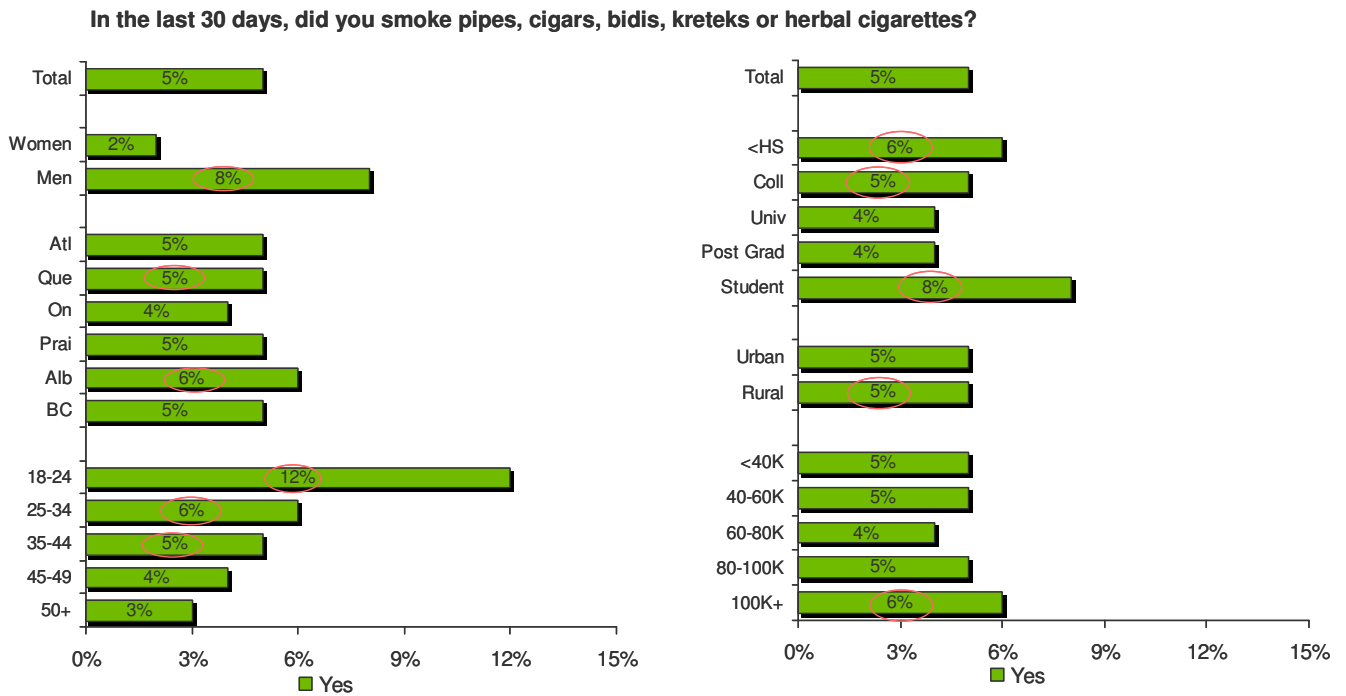
Fig 17: Chewing Tobacco, Pinch, Snuff – Demographics (All Waves Combined)



Across all waves, prevalence of smoking pipes, bidis, kreteks, cigars or herbal cigarettes is higher for men (8%) compared to women (2%).

Smoking any of these products also appears related to age: Those under the age of 25 show the highest level of using pipes, cigars, bidis, kreteks or herbal cigarettes, compared those over the age of 50 (12% vs 3%), who show the lowest level of use.

Fig 18: Pipes, bidis, kreteks and herbal cigarettes – Demographics (All Waves Combined)



Methodology

Health Canada placed eight omnibus questions on Decima's TeleVox Omnibus during the second week of each month for 18 months from July 2007 to February 2009, with a hiatus in September and October of 2008 (due to a federal election). The TeleVox Omnibus delivers a national sample of approximately 1,000 Canadians every week. A sample of this size yields a margin of error (MOE) of +/- 3.1%, nineteen times out of twenty (or at a 95% confidence level). Telephone interviews are conducted with Canadian adults 18 years of age and over, across all regions of the country in both official languages.

Wave #	Field Dates	N	Cumulative N	Cumulative Margin Of Error (MOE)
1	July 12-15, 2007	1006	1006	3.09
2	Aug 9-12	1001	2007	2.19
3	Sep 13-17	1017	3024	1.78
4	Oct 11-15	1039	4063	1.54
5	Nov 16-19	1031	5094	1.37
6	Dec 3-17	1024	6118	1.25
7	Jan 10-13, 2008	1013	7131	1.16
8	Feb 14-18	1005	8136	1.09
9	March 13-16	1016	9152	1.02
10	Apr 10-13	1009	10161	0.97
11	May 15-18	1022	11183	0.93
12	June 12-15	1023	12206	0.89
13	July 10-13	1017	13223	0.85
14	Aug 14-18	1016	14239	0.82
15	Nov 13-16	1018	15257	0.79
16	Dec 11-14	1029	16286	0.77
17	Jan 15-18, 2009	1025	17311	0.74
18	Feb 12-15	1020	18331	0.72

Some percentages that are reported are a combination of three waves or all waves combined in order to be able to report on larger, more robust cell sizes. Please note that for the monthly trend data some of the sample sizes are very small. This should be considered in forming conclusions about data from individual months.

For easy reference, the following tables show sample sizes and corresponding margins of error for certain sub-segments of the population that are analyzed at various points throughout the report.

AGE	18 to 34		35 to 54		55+	
	N	MOE	N	MOE	N	MOE
Total	3,285	1.71	7,646	1.12	7,400	1.14
Wave 1 July 2007	186	7.19	395	4.93	425	4.75
Wave 2 August 2007	203	6.88	442	4.66	356	5.19
Wave 3 September 2007	184	7.22	465	4.54	368	5.11
Wave 4 October 2007	204	6.86	455	4.59	380	5.03
Wave 5 November 2007	212	6.73	441	4.67	378	5.04
Wave 6 December 2007	193	7.05	413	4.82	418	4.79
Wave 7 January 2008	209	6.78	440	4.67	364	5.14
Wave 8 February 2008	185	7.21	426	4.75	394	4.94
Wave 9 March 2008	174	7.43	439	4.68	403	4.88
Wave 10 April 2008	165	7.63	432	4.72	412	4.83
Wave 11 May 2008	175	7.41	366	5.12	481	4.47
Wave 12 June 2008	180	7.30	423	4.76	420	4.78
Wave 13 July 2008	188	7.15	431	4.72	398	4.91
Wave 14 August 2008	175	7.41	396	4.92	445	4.65
Wave 15 November 2008	166	7.61	407	4.86	445	4.65
Wave 16 December 2008	162	7.70	408	4.85	459	4.57
Wave 17 January 2009	150	8.00	458	4.58	417	4.80
Wave 18 February 2009	174	7.43	409	4.85	437	4.69

GENDER	Men		Women	
	N	MOE	N	MOE
Total	9,148	1.02	9,183	1.02
Wave 1 July 2007	503	4.37	503	4.37
Wave 2 August 2007	501	4.38	500	4.38
Wave 3 September 2007	507	4.35	510	4.34
Wave 4 October 2007	523	4.29	516	4.31
Wave 5 November 2007	515	4.32	516	4.31
Wave 6 December 2007	510	4.34	514	4.32
Wave 7 January 2008	509	4.34	504	4.37
Wave 8 February 2008	503	4.37	502	4.37
Wave 9 March 2008	505	4.36	511	4.34
Wave 10 April 2008	504	4.37	505	4.36
Wave 11 May 2008	503	4.37	519	4.30
Wave 12 June 2008	508	4.35	515	4.32
Wave 13 July 2008	509	4.34	508	4.35
Wave 14 August 2008	508	4.35	508	4.35
Wave 15 November 2008	504	4.37	514	4.32
Wave 16 December 2008	517	4.31	512	4.33
Wave 17 January 2009	509	4.34	516	4.31
Wave 18 February 2009	510	4.34	510	4.34

PROVINCES/REGIONS (1- WAVE)	Atlantic		Quebec		Ontario		Prairies		Alberta		B.C.	
	N	MOE	N	MOE	N	MOE	N	MOE	N	MOE	N	MOE
Total	1,854	2.28	4,532	1.46	5,925	1.27	1,869	2.27	1,849	2.28	2,302	2.04
Wave 1 July 2007	100	9.80	250	6.20	326	5.43	103	9.66	101	9.75	126	8.73
Wave 2 August 2007	100	9.80	250	6.20	325	5.44	101	9.75	100	9.80	125	8.77
Wave 3 September 2007	104	9.61	252	6.17	329	5.40	105	9.56	101	9.75	126	8.73
Wave 4 October 2007	107	9.47	253	6.16	329	5.40	114	9.18	107	9.47	129	8.63
Wave 5 November 2007	101	9.75	255	6.14	337	5.34	103	9.66	106	9.52	129	8.63
Wave 6 December 2007	101	9.75	252	6.17	331	5.39	108	9.43	106	9.52	126	8.73
Wave 7 January 2008	101	9.75	251	6.19	331	5.39	102	9.70	100	9.80	128	8.66
Wave 8 February 2008	103	9.66	251	6.19	325	5.44	101	9.75	100	9.80	125	8.77
Wave 9 March 2008	102	9.70	250	6.20	327	5.42	103	9.66	107	9.47	127	8.70
Wave 10 April 2008	105	9.56	250	6.20	327	5.42	100	9.80	101	9.75	126	8.73
Wave 11 May 2008	109	9.39	261	6.07	321	5.47	97	9.95	108	9.43	126	8.73
Wave 12 June 2008	104	9.61	250	6.20	336	5.35	103	9.66	101	9.75	129	8.63
Wave 13 July 2008	100	9.80	250	6.20	334	5.36	100	9.80	104	9.61	129	8.63
Wave 14 August 2008	104	9.61	251	6.19	331	5.39	105	9.56	100	9.80	125	8.77
Wave 15 November 2008	102	9.70	251	6.19	328	5.41	104	9.61	103	9.66	130	8.60
Wave 16 December 2008	105	9.56	251	6.19	329	5.40	109	9.39	102	9.70	133	8.50
Wave 17 January 2009	105	9.56	254	6.15	330	5.39	104	9.61	101	9.75	131	8.56
Wave 18 February 2009	101	9.75	250	6.20	329	5.40	107	9.47	101	9.75	132	8.53

PROVINCES (3- WAVE)	N&L		PEI		Nova Scotia		New Brunswick		Quebec		Ontario		Manitoba		Saskatchewan		Alberta		B.C.	
	N	MOE	N	MOE	N	MOE	N	MOE	N	MOE	N	MOE	N	MOE	N	MOE	N	MOE	N	MOE
Total	445	4.65	114	9.18	723	3.64	572	4.10	4,532	1.46	5,925	1.27	981	3.13	888	3.29	1,849	2.28	2,302	2.04
Waves 1-3	72	11.55	20	21.91	119	8.98	93	10.16	752	3.57	980	3.13	165	7.63	144	8.17	302	5.64	377	5.05
Waves 2-4	76	11.24	20	21.91	120	8.95	95	10.05	755	3.57	983	3.13	172	7.47	148	8.06	308	5.58	380	5.03
Waves 3-5	76	11.24	20	21.91	121	8.91	95	10.05	760	3.55	995	3.11	173	7.45	149	8.03	314	5.53	384	5.00
Waves 4-6	76	11.24	18	23.10	120	8.95	95	10.05	760	3.55	997	3.10	172	7.47	153	7.92	319	5.49	384	5.00
Waves 5-7	72	11.55	18	23.10	120	8.95	93	10.16	758	3.56	999	3.10	164	7.65	149	8.03	312	5.55	383	5.01
Waves 6-8	75	11.32	18	23.10	119	8.98	93	10.16	754	3.57	987	3.12	163	7.68	148	8.06	306	5.60	379	5.03
Waves 7-9	75	11.32	19	22.48	118	9.02	94	10.11	752	3.57	983	3.13	160	7.75	146	8.11	307	5.59	380	5.03
Waves 8-10	75	11.32	20	21.91	121	8.91	94	10.11	751	3.58	979	3.13	159	7.77	145	8.14	308	5.58	378	5.04
Waves 9-11	72	11.55	20	21.91	123	8.84	101	9.75	761	3.55	975	3.14	156	7.85	144	8.17	316	5.51	379	5.03
Waves 10-12	75	11.32	19	22.48	124	8.80	100	9.80	761	3.55	984	3.12	157	7.82	143	8.20	310	5.57	381	5.02
Waves 11-13	75	11.32	18	23.10	120	8.95	100	9.80	761	3.55	991	3.11	157	7.82	143	8.20	313	5.54	384	5.00
Waves 12-14	75	11.32	20	21.91	119	8.98	94	10.11	751	3.58	1,001	3.10	161	7.72	147	8.08	305	5.61	383	5.01
Waves 13-15	72	11.55	20	21.91	120	8.95	94	10.11	752	3.57	993	3.11	163	7.68	146	8.11	307	5.59	384	5.00
Waves 14-16	73	11.47	20	21.91	122	8.87	96	10.00	753	3.57	988	3.12	166	7.61	152	7.95	305	5.61	388	4.98
Waves 15-17	75	11.32	18	23.10	123	8.84	96	10.00	756	3.56	987	3.12	166	7.61	151	7.98	306	5.60	394	4.94
Waves 16-18	75	11.32	18	23.10	122	8.87	96	10.00	755	3.57	988	3.12	164	7.65	156	7.85	304	5.62	396	4.92

Regions - 3 Wave	Atlantic		Prairies	
	N	MOE	N	MOE
Total	1,854	2.28	1,869	2.27
Waves 1-3	304	5.62	309	5.58
Waves 2-4	311	5.56	320	5.48
Waves 3-5	312	5.55	322	5.46
Waves 4-6	309	5.58	325	5.44
Waves 5-7	303	5.63	313	5.54
Waves 6-8	305	5.61	311	5.56
Waves 7-9	306	5.60	306	5.60
Waves 8-10	310	5.57	304	5.62
Waves 9-11	316	5.51	300	5.66
Waves 10-12	318	5.50	300	5.66
Waves 11-13	313	5.54	300	5.66
Waves 12-14	308	5.58	308	5.58
Waves 13-15	306	5.60	309	5.58
Waves 14-16	311	5.56	318	5.50
Waves 15-17	312	5.55	317	5.50
Waves 16-18	311	5.56	320	5.48

Questionnaires

English

1. Do you recall seeing any tobacco advertisements or any ads sponsored by the tobacco industry promoting tobacco products in the past few months? Please take into account anything you may have seen on billboards or the internet/web, or posted on walls in bars or stores, or seen in a newspaper or magazine.

Yes..... 1
 No 2 → go to question 5

2. Where have you seen these ads?

Billboards 1 → go to question 4
 Internet/website banner..... 2 → go to question 4
 Posted on walls in bars..... 3 → go to question 4
 Posted on walls in retail stores..... 4 → go to question 4
 Newspaper..... 5 → go to question 3
 Local weeklies 6 → go to question 3
 Magazine 7 → go to question 3
 Ethnic papers..... 8 → go to question 3

3. In which newspapers or magazines did you see these ads? [OPEN END]

4. Which brand(s) of tobacco product do you recall sponsoring this advertising?

Access smokeless tobacco 1
 Copenhagen smokeless tobacco 2
 Skoal smokeless tobacco 3
 American Spirit 4
 Camel 5
 Marlboro..... 6
 Kool..... 7
 Salem..... 8
 Newport 9
 Other – Specify 99

5. At the present time, do you smoke cigarettes daily, occasionally or not at all?

Daily..... 1
 Occasionally 2
 Not at all..... 3

6. In the last 30 days, did you use any chewing tobacco, pinch or snuff?

Yes..... 1
 No 2

7. In the last 30 days, did you smoke pipes, cigars, bidis, kreteks or herbal cigarettes?

Yes..... 1
 No 2

ASK Q8 IF Q5=DAILY OR OCCASSIONALLY

8. What brand of cigarettes do you usually smoke?

Belmont..... 1
 Craven "A" - King..... 2
 Craven Menthol - King..... 3
 DuMaurier - King 4
 DuMaurier - Regular 5
 DuMaurier - Light King..... 6
 DuMaurier - Light Regular 7
 DuMaurier - Extra Light King 8
 DuMaurier - Extra Light Regular..... 9
 DuMaurier - Ultra Light King 10
 DuMaurier - Ultra Light Regular 11
 DuMaurier - Special King 12
 DuMaurier - Special 100..... 13
 Export "A" - Regular..... 14
 Export "A" - Medium Regular..... 15
 Export "A" - Light Regular..... 16
 John Player's - Special 17
 Matinee - Extra Mild King 18
 Matinee - Extra Mild Regular 19
 Matinee - Slims King..... 20
 Number 7 21
 Player's - Light King..... 22
 Player's - Light Regular 23
 Player's - Regular 24
 Player's - Extra Light King 25
 Player's - Extra Light Regular..... 26
 Player's - Light Smooth 27
 Rothmans - King 28
 Rothmans - Special Mild King 29
 Other (Specify)..... 77
 No regular brand² 88

² Additional brands provided. The research firm also collected additional brands and add to this list, rather than amalgamating under an 'other' category.

Français

1. Au cours des derniers mois, avez-vous vu des publicités sur le tabac ou des commandites de l'industrie du tabac faisant la promotion des produits du tabac? Veuillez tenir compte de tout ce que vous avez vu sur des babillards, sur Internet/le Web, sur des affiches dans les bars et les magasins ou dans des journaux et des magazines.

Oui 1
 Non 2 → passez à la question 5

2. Où avez-vous vu ces publicités?

Babillards 1 → passez à la question 4
 Internet/Bannière Web..... 2 → passez à la question 4
 Affiches dans les bars 3 → passez à la question 4
 Affiches dans les magasins..... 4 → passez à la question 4
 Journaux 5 → passez à la question 3
 Journaux hebdomadaires locaux 6 → passez à la question 3
 Magazines 7 → passez à la question 3
 Journaux de groupes ethniques..... 8 → passez à la question 3

3. Dans quels journaux ou magazines avez-vous vu ces publicités?

4. Vous rappelez-vous quelle(s) marque(s) de tabac commanditai(en)t cette publicité?

Tabac sans fumée Access 1
 Tabac sans fumée Copenhagen 2
 Tabac sans fumée Skoal 3
 American Spirit 4
 Camel 5
 Marlboro 6
 Kool..... 7
 Salem..... 8
 Newport 9
 Autre – Veuillez préciser..... 99

5. Actuellement, fumez-vous la cigarette tous les jours, à l'occasion ou jamais?

Tous les jours 1
 À l'occasion..... 2
 Jamais 3

6. Au cours des 30 derniers jours, avez-vous pris du tabac à priser ou à chiquer?

Oui 1
 Non 2

7. Au cours des 30 derniers jours, avez-vous fumé la pipe, le cigare, la bidi, le kretek ou la cigarette à base d'herbe?

Oui 1
 Non 2

POSEZ Q8 SI Q5=TOUS LES JOURS OU À L'OCCASION

8. Quelle marque de cigarettes fumez-vous généralement?

Belmont..... 1
 Craven "A" - Format long..... 2
 Craven Menthol – Format long..... 3
 DuMaurier – Format long 4
 DuMaurier – Format régulier 5
 DuMaurier –Légère, format long 6
 DuMaurier – Légère, format régulier 7
 DuMaurier - Extra légère, format long..... 8
 DuMaurier - Extra légère, format régulier..... 9
 DuMaurier - Ultra légère, format long..... 10
 DuMaurier - Ultra légère, format régulier 11
 DuMaurier – Spéciale, format long..... 12
 DuMaurier - Spéciale 100..... 13
 Export "A" - Format régulier..... 14
 Export "A" - Medium, format régulier..... 15
 Export "A" - Légère, format régulier..... 16
 John Player's - Spéciale 17
 Matinée - Extra douce, format long 18
 Matinée - Extra douce, format régulier..... 19
 Matinée – Slims, format long 20
 Number 7 21
 Player's - Légère 22
 Player's - Légère, format régulier..... 22
 Player's – Format régulier 23
 Player's - Extra légère, format long..... 24
 Player's - Extra légère, format régulier..... 25
 Player's – Légère veloutée 26
 Rothmans – Format long 27
 Rothmans – Spéciale douce, format long 28
 Autre – Veuillez préciser..... 77
 Aucune marque régulière 88