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ACNielsen

Canada *HomeScan* Panel Survey Results

Prepared for:

Tobacco Control Programme
Health Canada

March, 2003

ACNielsen
Montreal: 1111 Dr. Frederik Philips, Bureau 505, St-Laurent Qc., H4M 2X6 * Tel: (514) 333-1416
Toronto: 160 McNabb Street, Markham, Ont., L3R 4B8 * Tel: (905) 475-1131
Vancouver: 6011 Westminister Hwy, Suite 211, Richmond, B.C., V7C 4V4 * Tel: (604) 270-7444

INTRODUCTION

Tobacco Control Programme
ACNielsen HomeScan Survey Results

Background

This report summarizes the findings from fourteen questions asked by the Tobacco Control Programme of ACNielsen's *HomeScan* consumer panel. The purpose of the survey was to quantify the number and profile of smoker respondents available through ACNielsen's Homescan panel for use in possible future surveys.

Survey Timing & Response Rates

The survey was conducted over five weeks in the early part of 2003. Questionnaires were mailed to Homescan panel households on January 31, 2003 and the last completed questionnaires were received on March 8, 2003.

Respondents in a total of 9,264 households returned the questionnaire. Across these households, a total of 17,122 Canadians 16 years of age and older responded to the survey.

Number of Mailed Households	11,048
# of Returned Households	9, 265
# Useable Households	9, 264
Response Rate	84.0%
Number of Individual Household Members Providing Useable Responses	17,122

Survey Methodology

Sample

ACNielsen's ***HomeScan*** panel, in existence since 1994, is made up of approximately 12,000 representative households located across mainland Canada (Newfoundland and the Territories are not represented in the panel). The households are selected randomly, using quota sampling techniques. Controls are established for the sample based on Statistics Canada estimates of the Canadian household universe. Sample selection is controlled against universe estimates for household distribution by geography (region), household income, age of household head and the presence (or not) and age of children in the home. Specifically controls are established for households as follows:

Survey Method

Each Homescan panel household is equipped with a Telxon hand-held scanning unit--- a device about the size of a telephone receiver--- capable of reading universal product codes (UPC's). The primary purpose of the unit is to permit household members to scan the barcode of every barcode-equipped consumer product purchased. The information is then downloaded electronically to ACNielsen via the modem built into the Telxon unit.

This scanner concept has also been ingeniously adapted to conduct surveys. Surveys using the Telxon unit consist strictly of close-ended questions. Paper copies of a survey are provided to participating households, with each close-ended question followed by a list of possible bar-coded answers. The respondent is required to scan the barcode that corresponds to his/her desired response.

There are two important and unique benefits to using this system to collect survey information. First, completing a survey is an easy and simple process for a ***HomeSacn*** respondent, so that the rate of survey participation is very high---- in the case of this survey, 84% of ***HomeScan*** households that received a questionnaire completed the survey. Secondly, the survey is completely self-administered and respondents have all they time they need to review survey questions, and think about their answers carefully.

The fourteen questions posed to ACNielsen's ***HomeScan*** panel members were submitted to ACNielsen by senior representatives of Health Canada's Tobacco Control Programme.

Interpreting the Results

The statistical tables included in this report show the distribution of responses to each of the twelve questions asked from individual participants in this survey. Only *raw-level* data is provided. Since our Homescan panel is statistically matched and projected at a household universe, responses have not been projected or weighted to total population. Tabulations of responses are also limited to household-level criteria. For each question, responses are tabulated by the respondents' region, total household income, age of household head and the presence, or not, in the home of children of various age groups.

For each tabulation, the absolute number of respondents to each question is shown, followed by the share of responses to the total number of survey participants (N=17,122) nationally.

Along with the statistical tables in this form, the deliverable also includes a flat file of the data with field descriptions permitting the client to create additional cross-tabulations.

SUMMARY OF FINDINGS

Summary of Findings

All comments and statistics quoted in this section are based on raw level responses by individual participants in this survey. Multiple members, 16 years of age or older from surveyed households were eligible to participate in the survey.

Question #3

Have you ever smoked a whole cigarette?

About 70% of all respondents answered affirmatively to this question. Respondents in the Maritimes and Quebec were more likely than those in Ontario and the West to say "Yes". The level of affirmative responses varied inversely with household income. In addition, those households with children under 6 are less likely to have a smoked a whole cigarette. These results are very similar to last years.

Question #4

At what age did you smoke your first cigarette?

A full 62% of all respondents smoked their first cigarette by the time they were 19. Among those respondents who answered "yes" to question #3, 88% smoked their first cigarette by age 19 and 43% by the time they were 15. Again, these results mirrored last years.

Question #5

Have you ever smoked at least 100 cigarettes in your life?

Eighty percent of smokers indicated they have smoked at least 100 cigarettes. Those in lower income households were more likely to have done so than those in higher income households. Not surprisingly, the older the head of the household in which respondents lived, the more likely they were to answer "yes" to this question. Households with children under 6 were less likely to smoke 100 cigarettes in their lifetime. Eighty-two percent of male respondents replied that they had smoked 100 cigarettes in their lifetime, while only 78% of female respondents indicated that they had.

Question #6

At the present time, do you smoke cigarettes every day, occasionally, or not at all?[Asked of those who answered "yes" to Question5]

Among those who answered "yes" to question 5 (i.e., those who indicated they have smoked at least 100 cigarettes in their lifetime), the large majority (66%) said they do not smoke at all at the present time. In 2002 the percentage of people was 63%. In 2003, Twenty-eight percent said they smoked every day. This is a decrease of 3.5% from the 2002 result. Not surprising is the fact that the older respondents were less likely to smoke every day and more likely to state that they did not smoke at all.

Question #7

In the past thirty days, did you smoke any cigarettes?

Among those who answered "occasionally" to question 6 (N=581), the great majority (87.6%) indicated that they had smoked a cigarette in the last 30 days. These results are very similar to last years. Interestingly, 90% of females and 85% of males who responded stated that they had smoke cigarettes in the past 30 days

Question #8

Have you ever smoked cigarettes daily?[Asked of those who answered they smoke "occasionally" to Question6]

Among those who answered "occasionally" to question 6, the great majority (90%) indicated that they had smoked daily an increase of 4% from the previous years' findings.

Question #9

Have you ever smoked cigarettes daily? [Asked of those who answered they smoked "not at all" to Question 6]

Among respondents to question 6 who indicated they did not smoke at all (N= 6,299), almost all (94.8%) said they had smoked daily at one time. This finding was identical to last years' result. This result is fairly consistent among all age groups.

Question #10

During the past thirty days, did you smoke every day? [Asked of those who answered "every day" to Question 6 and "yes" to Question 8]

More than four out of five eligible respondents to this question (83.5%) indicated that they had smoked a cigarette during the 30 days prior to taking the survey. Again, this result is similar to the 2002 findings. Respondents aged 30-64 they were more likely to have smoked every day.

Question #11

At what age did you stop smoking cigarettes? [Asked of those who answered "yes" to Question 9 and "no" to Question10]

Responses to this question were scattered across a wide range of age groups. Highest response percentages were between the ages of 20 and 54. We have no means of knowing whether the distribution of responses to this question by age group matches the distribution of total respondents by age group. Clearly there is some correlation between these two variables, as is evident by the fact that responses from participants in households with a younger head skew younger than those of responses from those in households where the age of the head of the household is older.

Question #12

On average, how many cigarettes do you smoke in a day? [Asked only of eligible respondents, based on skip patterns to previous questions]

More than half (58.8%) of eligible respondents said they currently do not smoke. Of the remaining respondents who still smoked (N=3802), the largest proportion 21.3% smoked about 10-14 cigarettes each day, another (20.3%) said they smoked 15-20 cigarettes on average each day, and still another 15.1% smoked 5-9 cigarettes each day. This result has changed somewhat from last years where the largest portion of smokers smoked on average 15-20 cigarettes each day. Seven percent of males versus three percent of females responded that they were smoking more than 26 cigarettes a day.

Question #13

When did you stop smoking? [Asked only of eligible respondents, based on skip patterns to previous questions]

Most eligible respondents (75.8%) indicated they had stopped smoking more than 5 years ago. Not surprisingly, the percentage was higher among respondents from households where the age of the household was older.

Question #14

In what month did you stop smoking? [Asked of respondents who stopped smoking "less than a year ago" as per their answer to Question 13]

Among those eligible respondents who indicated they had quite smoking less than a year ago, (N=534), January and February were the most popular months to stop smoking.

STATISTICAL TABLES – RAW DATA

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Homescan Panel View Survey on Canadians Smoking Habits

(12)

Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)

Question#1 What is your gender?

REGION	TOTAL	MARITIMES	QUEBEC	ONTARIO	TOTAL WEST
TOTAL	17122	2193	3650	4157	7122
MALE	8046	1012	1797	1936	3301
FEMALE	9076	1181	1853	2221	3821
	TOTAL	MARITIMES	QUEBEC	ONTARIO	TOTAL WEST
TOTAL	100.0	100.0	100.0	100.0	100.0
MALE	47.0	46.1	49.2	46.6	46.3
FEMALE	53.0	53.9	50.8	53.4	53.7

HH INCOME	TOTAL	<$20K	$20-29K	$30-39K	$40-49K	$50-69K	$70K+
TOTAL	17122	1512	2035	2338	2093	3798	5346
MALE	8046	579	904	1033	982	1876	2672
FEMALE	9076	933	1131	1305	1111	1922	2674
	TOTAL	<$20K	$20-29K	$30-39K	$40-49K	$50-69K	$70K+
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MALE	47.0	38.3	44.4	44.2	46.9	49.4	50.0
FEMALE	53.0	61.7	55.6	55.8	53.1	50.6	50.0

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Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)

Question#1 What is your gender?

AGE OF HH HEAD	TOTAL	UNDER 25	25-34	UNDER 35	35-44	45-54	55-64	65+
TOTAL	17122	26	1280	1306	4115	4695	3632	3374
MALE	8046	13	593	606	1942	2233	1706	1559
FEMALE	9076	13	687	700	2173	2462	1926	1815

	TOTAL	UNDER 25	25-34	UNDER 35	35-44	45-54	55-64	65+
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MALE	47.0	50.0	46.3	46.4	47.2	47.6	47.0	46.2
FEMALE	53.0	50.0	53.7	53.6	52.8	52.4	53.0	53.8

AGE OF CHILDREN IN HH	TOTAL	ADULT ONLY	HHLD'S W/KIDS	HHLD'S W/KIDS UND 6	HHLD'S W/KIDS 6-12	HHLD'S W/KIDS 13-17
TOTAL	17122	11695	5427	1542	2919	2813
MALE	8046	5491	2555	739	1376	1316
FEMALE	9076	6204	2872	803	1543	1497

	TOTAL	ADULT ONLY	HHLD'S W/KIDS	HHLD'S W/KIDS UND 6	HHLD'S W/KIDS 6-12	HHLD'S W/KIDS 13-17
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0
MALE	47.0	47.0	47.1	47.9	47.1	46.8
FEMALE	53.0	53.0	52.9	52.1	52.9	53.2

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Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)
Question #2 What is your age?

REGION	TOTAL	MARITIMES	QUEBEC	ONTARIO	TOTAL WEST
TOTAL	17122	2193	3650	4157	7122
16-18	743	97	153	190	303
19-24	785	100	187	209	289
25-29	529	50	129	129	221
30-34	1230	149	269	307	505
35-39	1927	202	428	464	833
40-44	2132	227	493	504	908
45-49	2051	280	419	469	883
50-54	1768	269	344	423	732
55-59	1641	239	343	367	692
60-64	1548	229	358	377	584
65 AND OLDER	2768	351	527	718	1172

	TOTAL	MARITIMES	QUEBEC	ONTARIO	TOTAL WEST
TOTAL	100.0	100.0	100.0	100.0	100.0
16-18	4.3	4.4	4.2	4.6	4.3
19-24	4.6	4.6	5.1	5.0	4.1
25-29	3.1	2.3	3.5	3.1	3.1
30-34	7.2	6.8	7.4	7.4	7.1
35-39	11.3	9.2	11.7	11.2	11.7
40-44	12.5	10.4	13.5	12.1	12.7
45-49	12.0	12.8	11.5	11.3	12.4
50-54	10.3	12.3	9.4	10.2	10.3
55-59	9.6	10.9	9.4	8.8	9.7
60-64	9.0	10.4	9.8	9.1	8.2
65 AND OLDER	16.2	16.0	14.4	17.3	16.5

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Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)
Question #2 What is your age?

HH INCOME	TOTAL	<$20K	$20-29K	$30-39K	$40-49K	$50-69K	$70K+
TOTAL	17122	1512	2035	2338	2093	3798	5346
16-18	743	47	68	92	78	170	288
19-24	785	49	61	57	80	191	347
25-29	529	44	63	69	68	130	155
30-34	1230	88	96	164	175	326	381
35-39	1927	142	167	247	230	457	684
40-44	2132	139	217	255	273	528	720
45-49	2051	169	181	232	230	469	770
50-54	1768	168	174	181	164	379	702
55-59	1641	176	179	216	190	335	545
60-64	1548	158	239	291	217	332	311
65 AND OLDER	2768	332	590	534	388	481	443

	TOTAL	<$20K	$20-29K	$30-39K	$40-49K	$50-69K	$70K+
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0
16-18	4.3	3.1	3.3	3.9	3.7	4.5	5.4
19-24	4.6	3.2	3.0	2.4	3.8	5.0	6.5
25-29	3.1	2.9	3.1	3.0	3.2	3.4	2.9
30-34	7.2	5.8	4.7	7.0	8.4	8.6	7.1
35-39	11.3	9.4	8.2	10.6	11.0	12.0	12.8
40-44	12.5	9.2	10.7	10.9	13.0	13.9	13.5
45-49	12.0	11.2	8.9	9.9	11.0	12.3	14.4
50-54	10.3	11.1	8.6	7.7	7.8	10.0	13.1
55-59	9.6	11.6	8.8	9.2	9.1	8.8	10.2
60-64	9.0	10.4	11.7	12.4	10.4	8.7	5.8
65 AND OLDER	16.2	22.0	29.0	22.8	18.5	12.7	8.3

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Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)

Question #2 What is your age?

AGE OF HH HEAD	TOTAL	UNDER 25	25-34	UNDER 35	35-44	45-54	55-64	65+
TOTAL	17122	26	1280	1306	4115	4695	3632	3374
16-18	743	1	16	17	237	403	74	12
19-24	785	14	37	51	80	463	163	28
25-29	529	4	260	264	45	81	107	32
30-34	1230	3	815	818	259	37	71	45
35-39	1927		101	101	1658	80	41	47
40-44	2132	1	20	21	1634	383	42	52
45-49	2051	2	8	10	130	1782	100	29
50-54	1768	1	4	5	35	1329	337	62
55-59	1641		4	4	6	85	1410	136
60-64	1548		4	4	6	11	1194	333
65 AND OLDER	2768		11	11	25	41	93	2598

	TOTAL	UNDER 25	25-34	UNDER 35	35-44	45-54	55-64	65+
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100
16-18	4.3	3.8	1.3	1.3	5.8	8.6	2.0	0.4
19-24	4.6	53.8	2.9	3.9	1.9	9.9	4.5	0.8
25-29	3.1	15.4	20.3	20.2	1.1	1.7	2.9	0.9
30-34	7.2	11.5	63.7	62.6	6.3	0.8	2.0	1.3
35-39	11.3		7.9	7.7	40.3	1.7	1.1	1.4
40-44	12.5	3.8	1.6	1.6	39.7	8.2	1.2	1.5
45-49	12.0	7.7	0.6	0.8	3.2	38.0	2.8	0.9
50-54	10.3	3.8	0.3	0.4	0.9	28.3	9.3	1.8
55-59	9.6		0.3	0.3	0.1	1.8	38.8	4
60-64	9.0		0.3	0.3	0.1	0.2	32.9	9.9
65 AND OLDER	16.2		0.9	0.8	0.6	0.9	2.6	77

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Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)
Question #2 What is your age?

AGE OF CHILDREN IN HH	TOTAL	ADULT ONLY	HHLD'S W/KIDS	HHLD'S W/KIDS UND 6	HHLD'S W/KIDS 6-12	HHLD'S W/KIDS 13-17
TOTAL	17122	11695	5427	1542	2919	2813
16-18	743	258	485	29	113	460
19-24	785	553	232	41	52	175
25-29	529	362	167	124	79	13
30-34	1230	555	675	462	414	78
35-39	1927	686	1241	523	940	355
40-44	2132	877	1255	227	807	742
45-49	2051	1257	794	62	316	590
50-54	1768	1430	338	28	101	250
55-59	1641	1523	118	14	45	85
60-64	1548	1493	55	11	19	31
65 AND OLDER	2768	2701	67	21	33	34

	TOTAL	ADULT ONLY	HHLD'S W/KIDS	HHLD'S W/KIDS UND 6	HHLD'S W/KIDS 6-12	HHLD'S W/KIDS 13-17
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0
16-18	4.3	2.2	8.9	1.9	3.9	16.4
19-24	4.6	4.7	4.3	2.7	1.8	6.2
25-29	3.1	3.1	3.1	8.0	2.7	0.5
30-34	7.2	4.7	12.4	30.0	14.2	2.8
35-39	11.3	5.9	22.9	33.9	32.2	12.6
40-44	12.5	7.5	23.1	14.7	27.6	26.4
45-49	12.0	10.7	14.6	4.0	10.8	21.0
50-54	10.3	12.2	6.2	1.8	3.5	8.9
55-59	9.6	13.0	2.2	0.9	1.5	3.0
60-64	9.0	12.8	1.0	0.7	0.7	1.1
65 AND OLDER	16.2	23.1	1.2	1.4	1.1	1.2

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Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)
Question #3 Have you ever smoked a whole cigarette?

REGION	TOTAL	MARITIMES	QUEBEC	ONTARIO	TOTAL WEST
TOTAL	17122	2193	3650	4157	7122
YES	11923	1602	2719	2749	4853
NO	5199	591	931	1408	2269

	TOTAL	MARITIMES	QUEBEC	ONTARIO	TOTAL WEST
TOTAL	100.0	100.0	100.0	100.0	100.0
YES	69.6	73.1	74.5	66.1	68.1
NO	30.4	26.9	25.5	33.9	31.9

HH INCOME	TOTAL	<$20K	$20-29K	$30-39K	$40-49K	$50-69K	$70K+
TOTAL	17122	1512	2035	2338	2093	3798	5346
YES	11923	1135	1492	1713	1514	2598	3471
NO	5199	377	543	625	579	1200	1875

	TOTAL	<$20K	$20-29K	$30-39K	$40-49K	$50-69K	$70K+
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	69.6	75.1	73.3	73.3	72.3	68.4	64.9
NO	30.4	24.9	26.7	26.7	27.7	31.6	35.1

ACNielsen

Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)
Question #3 Have you ever smoked a whole cigarette?

AGE OF HH HEAD	TOTAL	UNDER 25	25-34	UNDER 35	35-44	45-54	55-64	65+
TOTAL	17122	26	1280	1306	4115	4695	3632	3374
YES	11923	20	795	815	2689	3176	2719	2524
NO	5199	6	485	491	1426	1519	913	850

	TOTAL	UNDER 25	25-34	UNDER 35	35-44	45-54	55-64	65+
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	69.6	76.9	62.1	62.4	65.3	67.6	74.9	74.8
NO	30.4	23.1	37.9	37.6	34.7	32.4	25.1	25.2

AGE OF CHILDREN IN HH	TOTAL	ADULT ONLY	HHLD'S W/KIDS	HHLD'S W/KIDS UND 6	HHLD'S W/KIDS 6-12	HHLD'S W/KIDS 13-17
TOTAL	17122	11695	5427	1542	2919	2813
YES	11923	8456	3467	981	1905	1758
NO	5199	3239	1960	561	1014	1055

	TOTAL	ADULT ONLY	HHLD'S W/KIDS	HHLD'S W/KIDS UND 6	HHLD'S W/KIDS 6-12	HHLD'S W/KIDS 13-17
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0
YES	69.6	72.3	63.9	63.6	65.3	62.5
NO	30.4	27.7	36.1	36.4	34.7	37.5

ACNielsen

Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)
Question #3 Have you ever smoked a whole cigarette?

GENDER OF RESPONDENT	TOTAL	MALE	FEMALE
TOTAL	17122	8046	9076
YES	11923	5902	6021
NO	5199	2144	3055

	TOTAL	MALE	FEMALE
TOTAL	100.0	100.0	100.0
YES	69.6	73.4	66.3
NO	30.4	26.6	33.7

AGE OF RESPONDENT	TOTAL	AGE 16-18	AGE 19-24	AGE 25-29	AGE 30-34	AGE 35-39	AGE 40-44	AGE 45-49	AGE 50-54	AGE 55-59	AGE 60-64	AGE 65+
TOTAL	17122	743	785	529	1230	1927	2132	2051	1768	1641	1548	2768
YES	11923	213	376	289	751	1259	1508	1522	1322	1281	1253	2149
NO	5199	530	409	240	479	668	624	529	446	360	295	619

	TOTAL	AGE 16-18	AGE 19-24	AGE 25-29	AGE 30-34	AGE 35-39	AGE 40-44	AGE 45-49	AGE 50-54	AGE 55-59	AGE 60-64	AGE 65+
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	69.6	28.7	47.9	54.6	61.1	65.3	70.7	74.2	74.8	78.1	80.9	77.6
NO	30.4	71.3	52.1	45.4	38.9	34.7	29.3	25.8	25.2	21.9	19.1	22.4

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Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)
Question #4 At what age did you smoke your first cigarette?

REGION	TOTAL	MARITIMES	QUEBEC	ONTARIO	TOTAL WEST
TOTAL	17122	2193	3650	4157	7122
10 YEARS OF AGE OR UNDER	627	74	98	151	304
11-14	4522	622	1057	981	1862
15-19	5395	730	1252	1291	2122
20-24	1098	145	229	261	463
25-29	166	14	45	39	68
30 AND OVER	115	17	38	26	34

	TOTAL	MARITIMES	QUEBEC	ONTARIO	TOTAL WEST
TOTAL	100.0	100.0	100.0	100.0	100.0
10 YEARS OF AGE OR UNDER	3.7	3.4	2.7	3.6	4.3
11-14	26.4	28.4	29.0	23.6	26.1
15-19	31.5	33.3	34.3	31.1	29.8
20-24	6.4	6.6	6.3	6.3	6.5
25-29	1.0	0.6	1.2	0.9	1.0
30 AND OVER	0.7	0.8	1.0	0.6	0.5

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Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)

Question #4 At what age did you smoke your first cigarette?

HH INCOME	TOTAL	<$20K	$20-29K	$30-39K	$40-49K	$50-69K	$70K+
TOTAL	17122	1512	2035	2338	2093	3798	5346
10 YEARS OF AGE OR UNDER	627	80	91	105	67	130	154
11-14	4522	425	520	616	597	1005	1359
15-19	5395	479	684	776	676	1201	1579
20-24	1098	116	139	172	133	219	319
25-29	166	16	32	30	22	28	38
30 AND OVER	115	19	26	14	19	15	22

	TOTAL	<$20K	$20-29K	$30-39K	$40-49K	$50-69K	$70K+
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0
10 YEARS OF AGE OR UNDER	3.7	5.3	4.5	4.5	3.2	3.4	2.9
11-14	26.4	28.1	25.6	26.3	28.5	26.5	25.4
15-19	31.5	31.7	33.6	33.2	32.3	31.6	29.5
20-24	6.4	7.7	6.8	7.4	6.4	5.8	6.0
25-29	1.0	1.1	1.6	1.3	1.1	0.7	0.7
30 AND OVER	0.7	1.3	1.3	0.6	0.9	0.4	0.4

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Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)
Question #4 At what age did you smoke your first cigarette?

AGE OF HH HEAD	TOTAL	UNDER 25	25-34	UNDER 35	35-44	45-54	55-64	65+
TOTAL	17122	26	1280	1306	4115	4695	3632	3374
10 YEARS OF AGE OR UNDER	627	2	54	56	166	170	132	103
11-14	4522	9	353	362	1298	1283	921	658
15-19	5395	8	317	325	1036	1466	1314	1254
20-24	1098	1	56	57	164	210	289	378
25-29	166		12	12	19	27	34	74
30 AND OVER	115		3	3	6	20	29	57

	TOTAL	UNDER 25	25-34	UNDER 35	35-44	45-54	55-64	65+
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
10 YEARS OF AGE OR UNDER	3.7	7.7	4.2	4.3	4.0	3.6	3.6	3.1
11-14	26.4	34.6	27.6	27.7	31.5	27.3	25.4	19.5
15-19	31.5	30.8	24.8	24.9	25.2	31.2	36.2	37.2
20-24	6.4	3.8	4.4	4.4	4.0	4.5	8.0	11.2
25-29	1.0		0.9	0.9	0.5	0.6	0.9	2.2
30 AND OVER	0.7		0.2	0.2	0.1	0.4	0.8	1.7

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Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)
Question #4 At what age did you smoke your first cigarette?

AGE OF CHILDREN IN HH	TOTAL	ADULT ONLY	HHLD'S W/KIDS	HHLD'S W/KIDS UND 6	HHLD'S W/KIDS 6-12	HHLD'S W/KIDS 13-17
TOTAL	17122	11695	5427	1542	2919	2813
10 YEARS OF AGE OR UNDER	627	444	183	58	109	92
11-14	4522	2915	1607	449	920	813
15-19	5395	3959	1436	386	745	753
20-24	1098	889	209	77	114	89
25-29	166	143	23	8	13	7
30 AND OVER	115	106	9	3	4	4

	TOTAL	ADULT ONLY	HHLD'S W/KIDS	HHLD'S W/KIDS UND 6	HHLD'S W/KIDS 6-12	HHLD'S W/KIDS 13-17
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0
10 YEARS OF AGE OR UNDER	3.7	3.8	3.4	3.8	3.7	3.3
11-14	26.4	24.9	29.6	29.1	31.5	28.9
15-19	31.5	33.9	26.5	25.0	25.5	26.8
20-24	6.4	7.6	3.9	5.0	3.9	3.2
25-29	1.0	1.2	0.4	0.5	0.4	0.2
30 AND OVER	0.7	0.9	0.2	0.2	0.1	0.1

Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)

Question #4 At what age did you smoke your first cigarette?

GENDER OF RESPONDENT	TOTAL	MALE	FEMALE
TOTAL	17122	8046	9076
10 YEARS OF AGE OR UNDE	627	413	214
11-14	4522	2401	2121
15-19	5395	2560	2835
20-24	1098	431	667
25-29	166	59	107
30 AND OVER	115	38	77

	TOTAL	MALE	FEMALE
TOTAL	100.0	100.0	100.0
10 YEARS OF AGE OR UNDE	3.7	5.1	2.4
11-14	26.4	29.8	23.4
15-19	31.5	31.8	31.2
20-24	6.4	5.4	7.3
25-29	1.0	0.7	1.2
30 AND OVER	0.7	0.5	0.8

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Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)

Question #4 At what age did you smoke your first cigarette?

AGE OF RESPONDENT	TOTAL	AGE 16-18	AGE 19-24	AGE 25-29	AGE 30-34	AGE 35-39	AGE 40-44	AGE 45-49	AGE 50-54	AGE 55-59	AGE 60-64	AGE 65+
TOTAL	17122	743	785	529	1230	1927	2132	2051	1768	1641	1548	2768
10 YEARS OF AGE OR UNDE	627	8	8	22	43	78	97	73	89	59	55	95
11-14	4522	114	164	126	344	586	714	653	460	442	364	555
15-19	5395	90	188	124	294	505	596	690	624	616	633	1035
20-24	1098	1	15	13	58	79	84	88	118	135	163	344
25-29	166			4	11	8	12	12	17	17	19	66
30 AND OVER	115		1		1	3	5	6	14	12	19	54

	TOTAL	AGE 16-18	AGE 19-24	AGE 25-29	AGE 30-34	AGE 35-39	AGE 40-44	AGE 45-49	AGE 50-54	AGE 55-59	AGE 60-64	AGE 65+
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
10 YEARS OF AGE OR UNDE	3.7	1.1	1.0	4.2	3.5	4.0	4.5	3.6	5.0	3.6	3.6	3.4
11-14	26.4	15.3	20.9	23.8	28.0	30.4	33.5	31.8	26.0	26.9	23.5	20.1
15-19	31.5	12.1	23.9	23.4	23.9	26.2	28.0	33.6	35.3	37.5	40.9	37.4
20-24	6.4	0.1	1.9	2.5	4.7	4.1	3.9	4.3	6.7	8.2	10.5	12.4
25-29	1.0			0.8	0.9	0.4	0.6	0.6	1.0	1.0	1.2	2.4
30 AND OVER	0.7		0.1		0.1	0.2	0.2	0.3	0.8	0.7	1.2	2.0

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Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)

Question #5 have you smoked at least 100 cigarettes in your life?

REGION	TOTAL	MARITIMES	QUEBEC	ONTARIO	TOTAL WEST
TOTAL	17122	2193	3650	4157	7122
YES	9546	1323	2235	2152	3836
NO	2377	279	484	597	1017
	TOTAL	MARITIMES	QUEBEC	ONTARIO	TOTAL WEST
TOTAL	100.0	100.0	100.0	100.0	100.0
YES	55.8	60.3	61.2	51.8	53.9
NO	13.9	12.7	13.3	14.4	14.3

HH INCOME	TOTAL	<$20K	$20-29K	$30-39K	$40-49K	$50-69K	$70K+
TOTAL	17122	1512	2035	2338	2093	3798	5346
YES	9546	984	1247	1434	1241	2042	2598
NO	2377	151	245	279	273	556	873
	TOTAL	<$20K	$20-29K	$30-39K	$40-49K	$50-69K	$70K+
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	55.8	65.1	61.3	61.3	59.3	53.8	48.6
NO	13.9	10.0	12.0	11.9	13.0	14.6	16.3

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Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)
Question #5 have you smoked at least 100 cigarettes in your life?

AGE OF HH HEAD	TOTAL	UNDER 25	25-34	UNDER 35	35-44	45-54	55-64	65+
TOTAL	17122	26	1280	1306	4115	4695	3632	3374
YES	9546	17	535	552	2012	2551	2277	2154
NO	2377	3	260	263	677	625	442	370

	TOTAL	UNDER 25	25-34	UNDER 35	35-44	45-54	55-64	65+
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	55.8	65.4	41.8	42.3	48.9	54.3	62.7	63.8
NO	13.9	11.5	20.3	20.1	16.5	13.3	12.2	11.0

AGE OF CHILDREN IN HH	TOTAL	ADULT ONLY	HHLD'S W/KIDS	HHLD'S W/KIDS UND 6	HHLD'S W/KIDS 6-12	HHLD'S W/KIDS 13-17
TOTAL	17122	11695	5427	1542	2919	2813
YES	9546	6979	2567	676	1405	1339
NO	2377	1477	900	305	500	419

	TOTAL	ADULT ONLY	HHLD'S W/KIDS	HHLD'S W/KIDS UND 6	HHLD'S W/KIDS 6-12	HHLD'S W/KIDS 13-17
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0
YES	55.8	59.7	47.3	43.8	48.1	47.6
NO	13.9	12.6	16.6	19.8	17.1	14.9

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Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)

Question #5 have you smoked at least 100 cigarettes in your life?

GENDER OF RESPONDENT	TOTAL	MALE	FEMALE
TOTAL	17122	8046	9076
YES	9546	4860	4686
NO	2377	1042	1335

	TOTAL	MALE	FEMALE
TOTAL	100.0	100.0	100.0
YES	55.8	60.4	51.6
NO	13.9	13.0	14.7

AGE OF RESPONDENT	TOTAL	AGE 16-18	AGE 19-24	AGE 25-29	AGE 30-34	AGE 35-39	AGE 40-44	AGE 45-49	AGE 50-54	AGE 55-59	AGE 60-64	AGE 65+
TOTAL	17122	743	785	529	1230	1927	2132	2051	1768	1641	1548	2768
YES	9546	106	263	213	509	918	1182	1255	1106	1076	1066	1852
NO	2377	107	113	76	242	341	326	267	216	205	187	297

	TOTAL	AGE 16-18	AGE 19-24	AGE 25-29	AGE 30-34	AGE 35-39	AGE 40-44	AGE 45-49	AGE 50-54	AGE 55-59	AGE 60-64	AGE 65+
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	55.8	14.3	33.5	40.3	41.4	47.6	55.4	61.2	62.6	65.6	68.9	66.9
NO	13.9	14.4	14.4	14.4	19.7	17.7	15.3	13.0	12.2	12.5	12.1	10.7

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Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)

Question #6 At the present time,do you smoke cigarettes every day, occasionally,or not at all?

REGION	TOTAL	MARITIMES	QUEBEC	ONTARIO	TOTAL WEST
TOTAL	17122	2193	3650	4157	7122
EVERY DAY	2666	364	643	633	1026
OCCASIONALLY	581	81	120	129	251
NOT AT ALL	6299	878	1472	1390	2559

	TOTAL	MARITIMES	QUEBEC	ONTARIO	TOTAL WEST
TOTAL	100	100	100	100	100
EVERY DAY	15.6	16.6	17.6	15.2	14.4
OCCASIONALLY	3.4	3.7	3.3	3.1	3.5
NOT AT ALL	36.8	40	40.3	33.4	35.9

HH INCOME	TOTAL	<$20K	$20-29K	$30-39K	$40-49K	$50-69K	$70K+
TOTAL	17122	1512	2035	2338	2093	3798	5346
EVERY DAY	2666	373	377	416	358	539	603
OCCASIONALLY	581	55	68	76	80	126	176
NOT AT ALL	6299	556	802	942	803	1377	1819

	TOTAL	<$20K	$20-29K	$30-39K	$40-49K	$50-69K	$70K+
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0
EVERY DAY	15.6	24.7	18.5	17.8	17.1	14.2	11.3
OCCASIONALLY	3.4	3.6	3.3	3.3	3.8	3.3	3.3
NOT AT ALL	36.8	36.8	39.4	40.3	38.4	36.3	34.0

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Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)
Question #6 At the present time,do you smoke cigarettes every day, occasionally,or not at all?

AGE OF HH HEAD	TOTAL	UNDER 25	25-34	UNDER 35	35-44	45-54	55-64	65+
TOTAL	17122	26	1280	1306	4115	4695	3632	3374
EVERY DAY	2666	11	195	206	672	864	580	344
OCCASIONALLY	581	1	50	51	162	179	113	76
NOT AT ALL	6299	5	290	295	1178	1508	1584	1734

	TOTAL	UNDER 25	25-34	UNDER 35	35-44	45-54	55-64	65+
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
EVERY DAY	15.6	42.3	15.2	15.8	16.3	18.4	16.0	10.2
OCCASIONALLY	3.4	3.8	3.9	3.9	3.9	3.8	3.1	2.3
NOT AT ALL	36.8	19.2	22.7	22.6	28.6	32.1	43.6	51.4

AGE OF CHILDREN IN HH	TOTAL	ADULT ONLY	HHLD'S W/KIDS	HHLD'S W/KIDS UND 6	HHLD'S W/KIDS 6-12	HHLD'S W/KIDS 13-17
TOTAL	17122	11695	5427	1542	2919	2813
EVERY DAY	2666	1846	820	203	434	434
OCCASIONALLY	581	397	184	49	98	96
NOT AT ALL	6299	4736	1563	424	873	809

	TOTAL	ADULT ONLY	HHLD'S W/KIDS	HHLD'S W/KIDS UND 6	HHLD'S W/KIDS 6-12	HHLD'S W/KIDS 13-17
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0
EVERY DAY	15.6	15.8	15.1	13.2	14.9	15.4
OCCASIONALLY	3.4	3.4	3.4	3.2	3.4	3.4
NOT AT ALL	36.8	40.5	28.8	27.5	29.9	28.8

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Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)
Question #6 At the present time,do you smoke cigarettes every day, occasionally,or not at all?

GENDER OF RESPONDENT	TOTAL	MALE	FEMALE
TOTAL	17122	8046	9076
EVERY DAY	2666	1306	1360
OCCASIONALLY	581	267	314
NOT AT ALL	6299	3287	3012

	TOTAL	MALE	FEMALE
TOTAL	100.0	100.0	100.0
EVERY DAY	15.6	16.2	15.0
OCCASIONALLY	3.4	3.3	3.5
NOT AT ALL	36.8	40.9	33.2

AGE OF RESPONDENT	TOTAL	AGE 16-18	AGE 19-24	AGE 25-29	AGE 30-34	AGE 35-39	AGE 40-44	AGE 45-49	AGE 50-54	AGE 55-59	AGE 60-64	AGE 65+
TOTAL	17122	743	785	529	1230	1927	2132	2051	1768	1641	1548	2768
EVERY DAY	2666	64	149	92	183	315	408	416	313	265	195	266
OCCASIONALLY	581	26	44	28	43	74	88	75	57	42	46	58
NOT AT ALL	6299	16	70	93	283	529	686	764	736	769	825	1528

	TOTAL	AGE 16-18	AGE 19-24	AGE 25-29	AGE 30-34	AGE 35-39	AGE 40-44	AGE 45-49	AGE 50-54	AGE 55-59	AGE 60-64	AGE 65+
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
EVERY DAY	15.6	8.6	19.0	17.4	14.9	16.3	19.1	20.3	17.7	16.1	12.6	9.6
OCCASIONALLY	3.4	3.5	5.6	5.3	3.5	3.8	4.1	3.7	3.2	2.6	3.0	2.1
NOT AT ALL	36.8	2.2	8.9	17.6	23.0	27.5	32.2	37.3	41.6	46.9	53.3	55.2

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Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)
Question #7 In the past thirty days, did you smoke any cigarettes?

REGION	TOTAL	MARITIMES	QUEBEC	ONTARIO	TOTAL WEST
TOTAL	17122	2193	3650	4157	7122
YES	509	66	108	118	217
NO	72	15	12	11	34
	TOTAL	MARITIMES	QUEBEC	ONTARIO	TOTAL WEST
TOTAL	100.0	100.0	100.0	100.0	100.0
YES	3.0	3.0	3.0	2.8	3.0
NO	0.4	0.7	0.3	0.3	0.5

HH INCOME	TOTAL	<$20K	$20-29K	$30-39K	$40-49K	$50-69K	$70K+
TOTAL	17122	1512	2035	2338	2093	3798	5346
YES	509	52	64	65	69	104	155
NO	72	3	4	11	11	22	21
	TOTAL	<$20K	$20-29K	$30-39K	$40-49K	$50-69K	$70K+
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	3.0	3.4	3.1	2.8	3.3	2.7	2.9
NO	0.4	0.2	0.2	0.5	0.5	0.6	0.4

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Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)
Question #7 In the past thirty days, did you smoke any cigarettes?

AGE OF HH HEAD	TOTAL	UNDER 25	25-34	UNDER 35	35-44	45-54	55-64	65+
TOTAL	17122	26	1280	1306	4115	4695	3632	3374
YES	509	1	42	43	139	153	108	66
NO	72		8	8	23	26	5	10

	TOTAL	UNDER 25	25-34	UNDER 35	35-44	45-54	55-64	65+
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	3.0	3.8	3.3	3.3	3.4	3.3	3.0	2.0
NO	0.4		0.6	0.6	0.6	0.6	0.1	0.3

AGE OF CHILDREN IN HH	TOTAL	ADULT ONLY	HHLD'S W/KIDS	HHLD'S W/KIDS UND 6	HHLD'S W/KIDS 6-12	HHLD'S W/KIDS 13-17
TOTAL	17122	11695	5427	1542	2919	2813
YES	509	349	160	40	86	87
NO	72	48	24	9	12	9

	TOTAL	ADULT ONLY	HHLD'S W/KIDS	HHLD'S W/KIDS UND 6	HHLD'S W/KIDS 6-12	HHLD'S W/KIDS 13-17
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0
YES	3.0	3.0	2.9	2.6	2.9	3.1
NO	0.4	0.4	0.4	0.6	0.4	0.3

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Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)
Question #7 In the past thirty days, did you smoke any cigarettes?

GENDER OF RESPONDENT	TOTAL	MALE	FEMALE
TOTAL	17122	8046	9076
YES	509	226	283
NO	72	41	31

	TOTAL	MALE	FEMALE
TOTAL	100.0	100.0	100.0
YES	3.0	2.8	3.1
NO	0.4	0.5	0.3

AGE OF RESPONDENT	TOTAL	AGE 16-18	AGE 19-24	AGE 25-29	AGE 30-34	AGE 35-39	AGE 40-44	AGE 45-49	AGE 50-54	AGE 55-59	AGE 60-64	AGE 65+
TOTAL	17122	743	785	529	1230	1927	2132	2051	1768	1641	1548	2768
YES	509	23	41	26	35	63	78	64	49	40	40	50
NO	72	3	3	2	8	11	10	11	8	2	6	8

	TOTAL	AGE 16-18	AGE 19-24	AGE 25-29	AGE 30-34	AGE 35-39	AGE 40-44	AGE 45-49	AGE 50-54	AGE 55-59	AGE 60-64	AGE 65+
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	3.0	3.1	5.2	4.9	2.8	3.3	3.7	3.1	2.8	2.4	2.6	1.8
NO	0.4	0.4	0.4	0.4	0.7	0.6	0.5	0.5	0.5	0.1	0.4	0.3

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Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)

Question #8 Have you ever smoked cigarettes daily?

REGION	TOTAL	MARITIMES	QUEBEC	ONTARIO	TOTAL WEST
TOTAL	17122	2193	3650	4157	7122
YES	520	67	105	116	232
NO	61	14	15	13	19
	TOTAL	MARITIMES	QUEBEC	ONTARIO	TOTAL WEST
TOTAL	100.0	100.0	100.0	100.0	100.0
YES	3.0	3.1	2.9	2.8	3.3
NO	0.4	0.6	0.4	0.3	0.3

HH INCOME	TOTAL	<$20K	$20-29K	$30-39K	$40-49K	$50-69K	$70K+
TOTAL	17122	1512	2035	2338	2093	3798	5346
YES	520	47	66	64	75	119	149
NO	61	8	2	12	5	7	27
	TOTAL	<$20K	$20-29K	$30-39K	$40-49K	$50-69K	$70K+
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	3.0	3.1	3.2	2.7	3.6	3.1	2.8
NO	0.4	0.5	0.1	0.5	0.2	0.2	0.5

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Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)
Question #8 Have you ever smoked cigarettes daily?

AGE OF HH HEAD	TOTAL	UNDER 25	25-34	UNDER 35	35-44	45-54	55-64	65+
TOTAL	17122	26	1280	1306	4115	4695	3632	3374
YES	520		43	43	146	158	102	71
NO	61	1	7	8	16	21	11	5

	TOTAL	UNDER 25	25-34	UNDER 35	35-44	45-54	55-64	65+
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	3.0		3.4	3.3	3.5	3.4	2.8	2.1
NO	0.4	3.8	0.5	0.6	0.4	0.4	0.3	0.1

AGE OF CHILDREN IN HH	TOTAL	ADULT ONLY	HHLD'S W/KIDS	HHLD'S W/KIDS UND 6	HHLD'S W/KIDS 6-12	HHLD'S W/KIDS 13-17
TOTAL	17122	11695	5427	1542	2919	2813
YES	520	359	161	43	86	86
NO	61	38	23	6	12	10

	TOTAL	ADULT ONLY	HHLD'S W/KIDS	HHLD'S W/KIDS UND 6	HHLD'S W/KIDS 6-12	HHLD'S W/KIDS 13-17
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0
YES	3.0	3.1	3.0	2.8	2.9	3.1
NO	0.4	0.3	0.4	0.4	0.4	0.4

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Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)
Question #8 Have you ever smoked cigarettes daily?

GENDER OF RESPONDENT	TOTAL	MALE	FEMALE
TOTAL	17122	8046	9076
YES	520	237	283
NO	61	30	31

	TOTAL	MALE	FEMALE
TOTAL	100.0	100.0	100.0
YES	3.0	2.9	3.1
NO	0.4	0.4	0.3

AGE OF RESPONDENT	TOTAL	AGE 16-18	AGE 19-24	AGE 25-29	AGE 30-34	AGE 35-39	AGE 40-44	AGE 45-49	AGE 50-54	AGE 55-59	AGE 60-64	AGE 65+
TOTAL	17122	743	785	529	1230	1927	2132	2051	1768	1641	1548	2768
YES	520	22	36	24	37	65	76	68	54	37	46	55
NO	61	4	8	4	6	9	12	7	3	5		3

	TOTAL	AGE 16-18	AGE 19-24	AGE 25-29	AGE 30-34	AGE 35-39	AGE 40-44	AGE 45-49	AGE 50-54	AGE 55-59	AGE 60-64	AGE 65+
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	3.0	3.0	4.6	4.5	3.0	3.4	3.6	3.3	3.1	2.3	3.0	2.0
NO	0.4	0.5	1.0	0.8	0.5	0.5	0.6	0.3	0.2	0.3		0.1

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Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)

Question #9 Have you ever smoked cigarettes daily?

REGION	TOTAL	MARITIMES	QUEBEC	ONTARIO	TOTAL WEST
TOTAL	17122	2193	3650	4157	7122
YES	5976	831	1383	1314	2448
NO	323	47	89	76	111

	TOTAL	MARITIMES	QUEBEC	ONTARIO	TOTAL WEST
TOTAL	100.0	100.0	100.0	100.0	100.0
YES	34.9	37.9	37.9	31.6	34.4
NO	1.9	2.1	2.4	1.8	1.6

HH INCOME	TOTAL	<$20K	$20-29K	$30-39K	$40-49K	$50-69K	$70K+
TOTAL	17122	1512	2035	2338	2093	3798	5346
YES	5976	530	774	898	771	1322	1681
NO	323	26	28	44	32	55	138

	TOTAL	<$20K	$20-29K	$30-39K	$40-49K	$50-69K	$70K+
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	34.9	35.1	38.0	38.4	36.8	34.8	31.4
NO	1.9	1.7	1.4	1.9	1.5	1.4	2.6

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Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)
Question #9 Have you ever smoked cigarettes daily?

AGE OF HH HEAD	TOTAL	UNDER 25	25-34	UNDER 35	35-44	45-54	55-64	65+
TOTAL	17122	26	1280	1306	4115	4695	3632	3374
YES	5976	5	268	273	1112	1430	1510	1651
NO	323		22	22	66	78	74	83

	TOTAL	UNDER 25	25-34	UNDER 35	35-44	45-54	55-64	65+
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	34.9	19.2	20.9	20.9	27.0	30.5	41.6	48.9
NO	1.9		1.7	1.7	1.6	1.7	2.0	2.5

AGE OF CHILDREN IN HH	TOTAL	ADULT ONLY	HHLD'S W/KIDS	HHLD'S W/KIDS UND 6	HHLD'S W/KIDS 6-12	HHLD'S W/KIDS 13-17
TOTAL	17122	11695	5427	1542	2919	2813
YES	5976	4503	1473	397	820	764
NO	323	233	90	27	53	45

	TOTAL	ADULT ONLY	HHLD'S W/KIDS	HHLD'S W/KIDS UND 6	HHLD'S W/KIDS 6-12	HHLD'S W/KIDS 13-17
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0
YES	34.9	38.5	27.1	25.7	28.1	27.2
NO	1.9	2.0	1.7	1.8	1.8	1.6

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Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)

Question #9 Have you ever smoked cigarettes daily?

GENDER OF RESPONDENT	TOTAL	MALE	FEMALE
TOTAL	17122	8046	9076
YES	5976	3131	2845
NO	323	156	167

	TOTAL	MALE	FEMALE
TOTAL	100.0	100.0	100.0
YES	34.9	38.9	31.3
NO	1.9	1.9	1.8

AGE OF RESPONDENT	TOTAL	AGE 16-18	AGE 19-24	AGE 25-29	AGE 30-34	AGE 35-39	AGE 40-44	AGE 45-49	AGE 50-54	AGE 55-59	AGE 60-64	AGE 65+
TOTAL	17122	743	785	529	1230	1927	2132	2051	1768	1641	1548	2768
YES	5976	15	64	86	266	490	649	734	694	736	779	1463
NO	323	1	6	7	17	39	37	30	42	33	46	65

	TOTAL	AGE 16-18	AGE 19-24	AGE 25-29	AGE 30-34	AGE 35-39	AGE 40-44	AGE 45-49	AGE 50-54	AGE 55-59	AGE 60-64	AGE 65+
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	34.9	2.0	8.2	16.3	21.6	25.4	30.4	35.8	39.3	44.9	50.3	52.9
NO	1.9	0.1	0.8	1.3	1.4	2.0	1.7	1.5	2.4	2.0	3.0	2.3

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Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)

Question #10 During the past thirty days, did you smoke every day?

REGION	TOTAL	MARITIMES	QUEBEC	ONTARIO	TOTAL WEST
TOTAL	17122	2193	3650	4157	7122
YES	2661	365	640	633	1023
NO	525	66	108	116	235
	TOTAL	MARITIMES	QUEBEC	ONTARIO	TOTAL WEST
TOTAL	100.0	100.0	100.0	100.0	100.0
YES	15.5	16.6	17.5	15.2	14.4
NO	3.1	3.0	3.0	2.8	3.3

HH INCOME	TOTAL	<$20K	$20-29K	$30-39K	$40-49K	$50-69K	$70K+
TOTAL	17122	1512	2035	2338	2093	3798	5346
YES	2661	365	383	416	359	531	607
NO	525	55	60	64	74	127	145
	TOTAL	<$20K	$20-29K	$30-39K	$40-49K	$50-69K	$70K+
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	15.5	24.1	18.8	17.8	17.2	14.0	11.4
NO	3.1	3.6	2.9	2.7	3.5	3.3	2.7

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Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)
Question #10 During the past thirty days, did you smoke every day?

AGE OF HH HEAD	TOTAL	UNDER 25	25-34	UNDER 35	35-44	45-54	55-64	65+
TOTAL	17122	26	1280	1306	4115	4695	3632	3374
YES	2661	10	189	199	671	861	580	350
NO	525	1	49	50	147	161	102	65
	TOTAL	UNDER 25	25-34	UNDER 35	35-44	45-54	55-64	65+
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	15.5	38.5	14.8	15.2	16.3	18.3	16.0	10.4
NO	3.1	3.8	3.8	3.8	3.6	3.4	2.8	1.9

AGE OF CHILDREN IN HH	TOTAL	ADULT ONLY	HHLD'S W/KIDS	HHLD'S W/KIDS UND 6	HHLD'S W/KIDS 6-12	HHLD'S W/KIDS 13-17
TOTAL	17122	11695	5427	1542	2919	2813
YES	2661	1848	813	197	426	431
NO	525	357	168	49	94	89
	TOTAL	ADULT ONLY	HHLD'S W/KIDS	HHLD'S W/KIDS UND 6	HHLD'S W/KIDS 6-12	HHLD'S W/KIDS 13-17
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0
YES	15.5	15.8	15.0	12.8	14.6	15.3
NO	3.1	3.1	3.1	3.2	3.2	3.2

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Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)

Question #10 During the past thirty days, did you smoke every day?

GENDER OF RESPONDENT	TOTAL	MALE	FEMALE
TOTAL	17122	8046	9076
YES	2661	1297	1364
NO	525	246	279

	TOTAL	MALE	FEMALE
TOTAL	100.0	100.0	100.0
YES	15.5	16.1	15.0
NO	3.1	3.1	3.1

AGE OF RESPONDENT	TOTAL	AGE 16-18	AGE 19-24	AGE 25-29	AGE 30-34	AGE 35-39	AGE 40-44	AGE 45-49	AGE 50-54	AGE 55-59	AGE 60-64	AGE 65+
TOTAL	17122	743	785	529	1230	1927	2132	2051	1768	1641	1548	2768
YES	2661	67	146	92	174	313	405	418	317	264	197	268
NO	525	19	39	24	46	67	79	66	50	38	44	53

	TOTAL	AGE 16-18	AGE 19-24	AGE 25-29	AGE 30-34	AGE 35-39	AGE 40-44	AGE 45-49	AGE 50-54	AGE 55-59	AGE 60-64	AGE 65+
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	15.5	9.0	18.6	17.4	14.1	16.2	19.0	20.4	17.9	16.1	12.7	9.7
NO	3.1	2.6	5.0	4.5	3.7	3.5	3.7	3.2	2.8	2.3	2.8	1.9

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Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)

Question #11 At what age did you stop smoking cigarettes daily?

REGION	TOTAL	MARITIMES	QUEBEC	ONTARIO	TOTAL WEST
TOTAL	17122	2193	3650	4157	7122
14 YEARS OF AGE OR UNDER	33	5	8	9	11
15-19	293	34	64	60	135
20-24	750	89	148	178	335
25-29	834	102	186	211	335
30-34	938	135	238	189	376
35-39	869	115	199	188	367
40-44	803	118	184	146	355
45-49	592	91	149	134	218
50-54	541	78	130	130	203
55-59	379	60	91	79	149
60-64	242	39	42	60	101
65-69	99	9	24	18	48
70-74	25	6	5	4	10
75-79	25	3	4	6	12
80-84	4		1	1	2
85 AND OVER	4				4
NOT APPLICABLE- STILL SMOKING DAILY	70	13	18	17	22

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Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)

Question #11 At what age did you stop smoking cigarettes daily?

REGION	TOTAL	MARITIMES	QUEBEC	ONTARIO	TOTAL WEST
TOTAL	100.0	100.0	100.0	100.0	100.0
14 YEARS OF AGE OR UNDER	0.2	0.2	0.2	0.2	0.2
15-19	1.7	1.6	1.8	1.4	1.9
20-24	4.4	4.1	4.1	4.3	4.7
25-29	4.9	4.7	5.1	5.1	4.7
30-34	5.5	6.2	6.5	4.5	5.3
35-39	5.1	5.2	5.5	4.5	5.2
40-44	4.7	5.4	5.0	3.5	5.0
45-49	3.5	4.1	4.1	3.2	3.1
50-54	3.2	3.6	3.6	3.1	2.9
55-59	2.2	2.7	2.5	1.9	2.1
60-64	1.4	1.8	1.2	1.4	1.4
65-69	0.6	0.4	0.7	0.4	0.7
70-74	0.1	0.3	0.1	0.1	0.1
75-79	0.1	0.1	0.1	0.1	0.2
80-84	0.0		0.0	0.0	0.0
85 AND OVER	0.0				0.1
NOT APPLICABLE- STILL SMOKING DAILY	0.4	0.6	0.5	0.4	0.3

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Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)

Question #11 At what age did you stop smoking cigarettes daily?

HH INCOME	TOTAL	<$20K	$20-29K	$30-39K	$40-49K	$50-69K	$70K+
TOTAL	17122	1512	2035	2338	2093	3798	5346
14 YEARS OF AGE OR UNDER	33	2	2	7	4	7	11
15-19	293	26	18	41	41	78	89
20-24	750	53	77	85	77	204	254
25-29	834	52	76	118	103	201	284
30-34	938	63	105	128	132	227	283
35-39	869	65	79	122	105	229	269
40-44	803	75	112	126	101	181	208
45-49	592	68	77	96	80	105	166
50-54	541	66	101	89	77	82	126
55-59	379	50	68	64	61	66	70
60-64	242	33	66	50	25	32	36
65-69	99	5	23	21	25	15	10
70-74	25	5	8	2	3	6	1
75-79	25	6	9	4	2	2	2
80-84	4	1	2				1
85 AND OVER	4	1	1	1	1		
NOT APPLICABLE- STILL SMOKING DAILY	70	14	10	8	8	14	16

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Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)

Question #11 At what age did you stop smoking cigarettes daily?

HH INCOME	TOTAL	<$20K	$20-29K	$30-39K	$40-49K	$50-69K	$70K+
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0
14 YEARS OF AGE OR UNDER	0.2	0.1	0.1	0.3	0.2	0.2	0.2
15-19	1.7	1.7	0.9	1.8	2.0	2.1	1.7
20-24	4.4	3.5	3.8	3.6	3.7	5.4	4.8
25-29	4.9	3.4	3.7	5.0	4.9	5.3	5.3
30-34	5.5	4.2	5.2	5.5	6.3	6.0	5.3
35-39	5.1	4.3	3.9	5.2	5.0	6.0	5.0
40-44	4.7	5.0	5.5	5.4	4.8	4.8	3.9
45-49	3.5	4.5	3.8	4.1	3.8	2.8	3.1
50-54	3.2	4.4	5.0	3.8	3.7	2.2	2.4
55-59	2.2	3.3	3.3	2.7	2.9	1.7	1.3
60-64	1.4	2.2	3.2	2.1	1.2	0.8	0.7
65-69	0.6	0.3	1.1	0.9	1.2	0.4	0.2
70-74	0.1	0.3	0.4	0.1	0.1	0.2	0.0
75-79	0.1	0.4	0.4	0.2	0.1	0.1	0.0
80-84	0.0	0.1	0.1				0.0
85 AND OVER	0.0	0.1	0.0	0.0	0.0		
NOT APPLICABLE- STILL SMOKING DAILY	0.4	0.9	0.5	0.3	0.4	0.4	0.3

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Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)

Question #11 At what age did you stop smoking cigarettes daily?

AGE OF HH HEAD	TOTAL	UNDER 25	25-34	UNDER 35	35-44	45-54	55-64	65+
TOTAL	17122	26	1280	1306	4115	4695	3632	3374
14 YEARS OF AGE OR UNDER	33		5	5	11	8	6	3
15-19	293	1	28	29	102	92	51	19
20-24	750	2	92	94	230	225	115	86
25-29	834	2	95	97	236	238	170	93
30-34	938		77	77	272	253	177	159
35-39	869		5	5	248	240	194	182
40-44	803		3	3	127	244	203	226
45-49	592		2	2	14	162	225	189
50-54	541		1	1	3	90	195	252
55-59	379		2	2	2	6	184	185
60-64	242					2	70	170
65-69	99				2	3	3	91
70-74	25				2			23
75-79	25					3		22
80-84	4							4
85 AND OVER	4						1	3
NOT APPLICABLE- STILL SMOKING DAILY	70	1	7	8	10	25	18	9

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Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)

Question #11 At what age did you stop smoking cigarettes daily?

AGE OF HH HEAD	TOTAL	UNDER 25	25-34	UNDER 35	35-44	45-54	55-64	65+
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
14 YEARS OF AGE OR UNDER	0.2		0.4	0.4	0.3	0.2	0.2	0.1
15-19	1.7	3.8	2.2	2.2	2.5	2.0	1.4	0.6
20-24	4.4	7.7	7.2	7.2	5.6	4.8	3.2	2.5
25-29	4.9	7.7	7.4	7.4	5.7	5.1	4.7	2.8
30-34	5.5		6.0	5.9	6.6	5.4	4.9	4.7
35-39	5.1		0.4	0.4	6.0	5.1	5.3	5.4
40-44	4.7		0.2	0.2	3.1	5.2	5.6	6.7
45-49	3.5		0.2	0.2	0.3	3.5	6.2	5.6
50-54	3.2		0.1	0.1	0.1	1.9	5.4	7.5
55-59	2.2		0.2	0.2	0.0	0.1	5.1	5.5
60-64	1.4					0.0	1.9	5.0
65-69	0.6				0.0	0.1	0.1	2.7
70-74	0.1				0.0			0.7
75-79	0.1					0.1		0.7
80-84	0.0							0.1
85 AND OVER	0.0						0.0	0.1
NOT APPLICABLE- STILL SMOKING DAILY	0.4	3.8	0.5	0.6	0.2	0.5	0.5	0.3

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Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)

Question #11 At what age did you stop smoking cigarettes daily?

AGE OF CHILDREN IN HH	TOTAL	ADULT ONLY	HHLD'S W/KIDS	HHLD'S W/KIDS UND 6	HHLD'S W/KIDS 6-12	HHLD'S W/KIDS 13-17
TOTAL	17122	11695	5427	1542	2919	2813
14 YEARS OF AGE OR UNDER	33	17	16	8	9	5
15-19	293	163	130	42	73	70
20-24	750	453	297	95	159	148
25-29	834	511	323	104	195	152
30-34	938	611	327	84	203	152
35-39	869	626	243	67	133	134
40-44	803	649	154	19	83	92
45-49	592	513	79	10	34	56
50-54	541	509	32	9	10	19
55-59	379	371	8	1	1	6
60-64	242	232	10	1	3	7
65-69	99	96	3	2	2	1
70-74	25	25				
75-79	25	24	1	1		1
80-84	4	4				
85 AND OVER	4	4				
NOT APPLICABLE- STILL SMOKING DAILY	70	52	18	3	9	10

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Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)

Question #11 At what age did you stop smoking cigarettes daily?

AGE OF CHILDREN IN HH	TOTAL	ADULT ONLY	HHLD'S W/KIDS	HHLD'S W/KIDS UND 6	HHLD'S W/KIDS 6-12	HHLD'S W/KIDS 13-17
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0
14 YEARS OF AGE OR UNDER	0.2	0.1	0.3	0.5	0.3	0.2
15-19	1.7	1.4	2.4	2.7	2.5	2.5
20-24	4.4	3.9	5.5	6.2	5.4	5.3
25-29	4.9	4.4	6.0	6.7	6.7	5.4
30-34	5.5	5.2	6.0	5.4	7.0	5.4
35-39	5.1	5.4	4.5	4.3	4.6	4.8
40-44	4.7	5.5	2.8	1.2	2.8	3.3
45-49	3.5	4.4	1.5	0.6	1.2	2.0
50-54	3.2	4.4	0.6	0.6	0.3	0.7
55-59	2.2	3.2	0.1	0.1	0.0	0.2
60-64	1.4	2.0	0.2	0.1	0.1	0.2
65-69	0.6	0.8	0.1	0.1	0.1	0.0
70-74	0.1	0.2				
75-79	0.1	0.2	0.0	0.1		0.0
80-84	0.0	0.0				
85 AND OVER	0.0	0.0				
NOT APPLICABLE- STILL SMOKING DAILY	0.4	0.4	0.3	0.2	0.3	0.4

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Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)

Question #11 At what age did you stop smoking cigarettes daily?

GENDER OF RESPONDENT	TOTAL	MALE	FEMALE
TOTAL	17122	8046	9076
14 YEARS OF AGE OR UNDER	33	17	16
15-19	293	123	170
20-24	750	315	435
25-29	834	385	449
30-34	938	462	476
35-39	869	493	376
40-44	803	442	361
45-49	592	340	252
50-54	541	303	238
55-59	379	224	155
60-64	242	143	99
65-69	99	60	39
70-74	25	13	12
75-79	25	17	8
80-84	4	4	
85 AND OVER	4		4
NOT APPLICABLE- STILL SMOKING DAILY	70	36	34

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Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)

Question #11 At what age did you stop smoking cigarettes daily?

GENDER OF RESPONDENT	TOTAL	MALE	FEMALE
TOTAL	100.0	100.0	100.0
14 YEARS OF AGE OR UNDER	0.2	0.2	0.2
15-19	1.7	1.5	1.9
20-24	4.4	3.9	4.8
25-29	4.9	4.8	4.9
30-34	5.5	5.7	5.2
35-39	5.1	6.1	4.1
40-44	4.7	5.5	4.0
45-49	3.5	4.2	2.8
50-54	3.2	3.8	2.6
55-59	2.2	2.8	1.7
60-64	1.4	1.8	1.1
65-69	0.6	0.7	0.4
70-74	0.1	0.2	0.1
75-79	0.1	0.2	0.1
80-84	0.0	0.0	
85 AND OVER	0.0		0.0
NOT APPLICABLE- STILL SMOKING DAILY	0.4	0.4	0.4

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Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)

Question #11 At what age did you stop smoking cigarettes daily?

AGE OF RESPONDENT	TOTAL	AGE 16-18	AGE 19-24	AGE 25-29	AGE 30-34	AGE 35-39	AGE 40-44	AGE 45-49	AGE 50-54	AGE 55-59	AGE 60-64	AGE 65+
TOTAL	17122	743	785	529	1230	1927	2132	2051	1768	1641	1548	2768
14 YEARS OF AGE OR UNDER	33	5			4	6	6	1	4	3	1	3
15-19	293	23	43	12	31	49	35	28	24	22	12	14
20-24	750		50	51	66	105	108	129	81	59	37	64
25-29	834			43	92	124	136	122	100	84	62	71
30-34	938	1			112	138	143	147	105	80	88	124
35-39	869				1	130	144	135	109	100	86	164
40-44	803						148	128	120	105	120	182
45-49	592							105	81	105	126	175
50-54	541							1	112	102	100	226
55-59	379								2	107	94	176
60-64	242										88	154
65-69	99									1	2	96
70-74	25											25
75-79	25								1		1	23
80-84	4											4
85 AND OVER	4											4
NOT APPLICABLE- STILL SMOKING DAILY	70	5	10	4	6	5	8	4	5	6	6	11

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Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)

Question #11 At what age did you stop smoking cigarettes daily?

AGE OF RESPONDENT	TOTAL	AGE 16-18	AGE 19-24	AGE 25-29	AGE 30-34	AGE 35-39	AGE 40-44	AGE 45-49	AGE 50-54	AGE 55-59	AGE 60-64	AGE 65+
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
14 YEARS OF AGE OR UNDER	0.2	0.7			0.3	0.3	0.3	0.0	0.2	0.2	0.1	0.1
15-19	1.7	3.1	5.5	2.3	2.5	2.5	1.6	1.4	1.4	1.3	0.8	0.5
20-24	4.4		6.4	9.6	5.4	5.4	5.1	6.3	4.6	3.6	2.4	2.3
25-29	4.9			8.1	7.5	6.4	6.4	5.9	5.7	5.1	4.0	2.6
30-34	5.5	0.1			9.1	7.2	6.7	7.2	5.9	4.9	5.7	4.5
35-39	5.1				0.1	6.7	6.8	6.6	6.2	6.1	5.6	5.9
40-44	4.7						6.9	6.2	6.8	6.4	7.8	6.6
45-49	3.5							5.1	4.6	6.4	8.1	6.3
50-54	3.2							0.0	6.3	6.2	6.5	8.2
55-59	2.2								0.1	6.5	6.1	6.4
60-64	1.4										5.7	5.6
65-69	0.6									0.1	0.1	3.5
70-74	0.1											0.9
75-79	0.1								0.1		0.1	0.8
80-84	0.0											0.1
85 AND OVER	0.0											0.1
NOT APPLICABLE- STILL SMOKING DAILY	0.4	0.7	1.3	0.8	0.5	0.3	0.4	0.2	0.3	0.4	0.4	0.4

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Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)

Question #12 On average, how many cigarettes do you smoke in a day?

REGION	TOTAL	MARITIMES	QUEBEC	ONTARIO	TOTAL WEST
TOTAL	17122	2193	3650	4157	7122
CURRENTLY DO NOT SMOKE	5421	749	1203	1195	2274
1-4 CIGARETTES	462	60	91	117	194
5-9 CIGARETTES	575	94	115	148	218
10-14 CIGARETTES	808	116	197	167	328
15-20 CIGARETTES	773	105	190	168	310
21-25 CIGARETTES	711	89	199	179	244
26 OR MORE CIGARETTES	473	63	151	102	157

	TOTAL	MARITIMES	QUEBEC	ONTARIO	TOTAL WEST
TOTAL	100.0	100.0	100.0	100.0	100.0
CURRENTLY DO NOT SMOKE	31.7	34.2	33.0	28.7	31.9
1-4 CIGARETTES	2.7	2.7	2.5	2.8	2.7
5-9 CIGARETTES	3.4	4.3	3.2	3.6	3.1
10-14 CIGARETTES	4.7	5.3	5.4	4.0	4.6
15-20 CIGARETTES	4.5	4.8	5.2	4.0	4.4
21-25 CIGARETTES	4.2	4.1	5.5	4.3	3.4
26 OR MORE CIGARETTES	2.8	2.9	4.1	2.5	2.2

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Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)

Question #12 On average, how many cigarettes do you smoke in a day?

HH INCOME	TOTAL	<$20K	$20-29K	$30-39K	$40-49K	$50-69K	$70K+
TOTAL	17122	1512	2035	2338	2093	3798	5346
CURRENTLY DO NOT SMOKE	5421	460	686	792	712	1204	1567
1-4 CIGARETTES	462	50	54	60	70	105	123
5-9 CIGARETTES	575	63	70	89	68	131	154
10-14 CIGARETTES	808	98	112	130	106	179	183
15-20 CIGARETTES	773	101	122	127	115	126	182
21-25 CIGARETTES	711	104	99	108	79	156	165
26 OR MORE CIGARETTES	473	82	76	84	59	86	86

	TOTAL	<$20K	$20-29K	$30-39K	$40-49K	$50-69K	$70K+
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0
CURRENTLY DO NOT SMOKE	31.7	30.4	33.7	33.9	34.0	31.7	29.3
1-4 CIGARETTES	2.7	3.3	2.7	2.6	3.3	2.8	2.3
5-9 CIGARETTES	3.4	4.2	3.4	3.8	3.2	3.4	2.9
10-14 CIGARETTES	4.7	6.5	5.5	5.6	5.1	4.7	3.4
15-20 CIGARETTES	4.5	6.7	6.0	5.4	5.5	3.3	3.4
21-25 CIGARETTES	4.2	6.9	4.9	4.6	3.8	4.1	3.1
26 OR MORE CIGARETTES	2.8	5.4	3.7	3.6	2.8	2.3	1.6

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Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)

Question #12 On average, how many cigarettes do you smoke in a day?

AGE OF HH HEAD	TOTAL	UNDER 25	25-34	UNDER 35	35-44	45-54	55-64	65+
TOTAL	17122	26	1280	1306	4115	4695	3632	3374
CURRENTLY DO NOT SMOKE	5421	6	261	267	1017	1306	1352	1479
1-4 CIGARETTES	462	1	40	41	125	133	90	73
5-9 CIGARETTES	575	4	50	54	146	170	117	88
10-14 CIGARETTES	808	3	67	70	205	246	156	131
15-20 CIGARETTES	773	2	53	55	200	249	164	105
21-25 CIGARETTES	711	1	28	29	164	230	185	103
26 OR MORE CIGARETTES	473		14	14	89	139	139	92

	TOTAL	UNDER 25	25-34	UNDER 35	35-44	45-54	55-64	65+
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
CURRENTLY DO NOT SMOKE	31.7	23.1	20.4	20.4	24.7	27.8	37.2	43.8
1-4 CIGARETTES	2.7	3.8	3.1	3.1	3.0	2.8	2.5	2.2
5-9 CIGARETTES	3.4	15.4	3.9	4.1	3.5	3.6	3.2	2.6
10-14 CIGARETTES	4.7	11.5	5.2	5.4	5.0	5.2	4.3	3.9
15-20 CIGARETTES	4.5	7.7	4.1	4.2	4.9	5.3	4.5	3.1
21-25 CIGARETTES	4.2	3.8	2.2	2.2	4.0	4.9	5.1	3.1
26 OR MORE CIGARETTES	2.8		1.1	1.1	2.2	3.0	3.8	2.7

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Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)

Question #12 On average, how many cigarettes do you smoke in a day?

AGE OF CHILDREN IN HH	TOTAL	ADULT ONLY	HHLD'S W/KIDS	HHLD'S W/KIDS UND 6	HHLD'S W/KIDS 6-12	HHLD'S W/KIDS 13-17
TOTAL	17122	11695	5427	1542	2919	2813
CURRENTLY DO NOT SMOKE	5421	4079	1342	363	745	676
1-4 CIGARETTES	462	304	158	41	78	83
5-9 CIGARETTES	575	378	197	51	103	104
10-14 CIGARETTES	808	541	267	82	145	132
15-20 CIGARETTES	773	559	214	48	122	121
21-25 CIGARETTES	711	507	204	48	115	111
26 OR MORE CIGARETTES	473	378	95	16	44	67

	TOTAL	ADULT ONLY	HHLD'S W/KIDS	HHLD'S W/KIDS UND 6	HHLD'S W/KIDS 6-12	HHLD'S W/KIDS 13-17
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0
CURRENTLY DO NOT SMOKE	31.7	34.9	24.7	23.5	25.5	24.0
1-4 CIGARETTES	2.7	2.6	2.9	2.7	2.7	3.0
5-9 CIGARETTES	3.4	3.2	3.6	3.3	3.5	3.7
10-14 CIGARETTES	4.7	4.6	4.9	5.3	5.0	4.7
15-20 CIGARETTES	4.5	4.8	3.9	3.1	4.2	4.3
21-25 CIGARETTES	4.2	4.3	3.8	3.1	3.9	3.9
26 OR MORE CIGARETTES	2.8	3.2	1.8	1.0	1.5	2.4

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Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)

Question #12 On average, how many cigarettes do you smoke in a day?

GENDER OF RESPONDENT	TOTAL	MALE	FEMALE
TOTAL	17122	8046	9076
CURRENTLY DO NOT SMOKE	5421	2825	2596
1-4 CIGARETTES	462	203	259
5-9 CIGARETTES	575	228	347
10-14 CIGARETTES	808	356	452
15-20 CIGARETTES	773	388	385
21-25 CIGARETTES	711	385	326
26 OR MORE CIGARETTES	473	319	154

	TOTAL	MALE	FEMALE
TOTAL	100.0	100.0	100.0
CURRENTLY DO NOT SMOKE	31.7	35.1	28.6
1-4 CIGARETTES	2.7	2.5	2.9
5-9 CIGARETTES	3.4	2.8	3.8
10-14 CIGARETTES	4.7	4.4	5.0
15-20 CIGARETTES	4.5	4.8	4.2
21-25 CIGARETTES	4.2	4.8	3.6
26 OR MORE CIGARETTES	2.8	4.0	1.7

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Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)

Question #12 On average, how many cigarettes do you smoke in a day?

AGE OF RESPONDENT	TOTAL	AGE 16-18	AGE 19-24	AGE 25-29	AGE 30-34	AGE 35-39	AGE 40-44	AGE 45-49	AGE 50-54	AGE 55-59	AGE 60-64	AGE 65+
TOTAL	17122	743	785	529	1230	1927	2132	2051	1768	1641	1548	2768
CURRENTLY DO NOT SMOKE	5421	17	73	94	248	448	589	669	625	662	693	1303
1-4 CIGARETTES	462	26	31	21	42	52	66	52	43	35	36	58
5-9 CIGARETTES	575	25	50	30	37	79	72	70	60	51	42	59
10-14 CIGARETTES	808	24	53	26	64	102	113	110	79	65	64	108
15-20 CIGARETTES	773	8	33	21	53	85	127	132	86	67	66	95
21-25 CIGARETTES	711	4	12	11	33	77	110	117	112	86	66	83
26 OR MORE CIGARETTES	473	1	5	3	15	36	68	75	59	77	53	81

	TOTAL	AGE 16-18	AGE 19-24	AGE 25-29	AGE 30-34	AGE 35-39	AGE 40-44	AGE 45-49	AGE 50-54	AGE 55-59	AGE 60-64	AGE 65+
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
CURRENTLY DO NOT SMOKE	31.7	2.3	9.3	17.8	20.2	23.2	27.6	32.6	35.4	40.3	44.8	47.1
1-4 CIGARETTES	2.7	3.5	3.9	4.0	3.4	2.7	3.1	2.5	2.4	2.1	2.3	2.1
5-9 CIGARETTES	3.4	3.4	6.4	5.7	3.0	4.1	3.4	3.4	3.4	3.1	2.7	2.1
10-14 CIGARETTES	4.7	3.2	6.8	4.9	5.2	5.3	5.3	5.4	4.5	4.0	4.1	3.9
15-20 CIGARETTES	4.5	1.1	4.2	4.0	4.3	4.4	6.0	6.4	4.9	4.1	4.3	3.4
21-25 CIGARETTES	4.2	0.5	1.5	2.1	2.7	4.0	5.2	5.7	6.3	5.2	4.3	3.0
26 OR MORE CIGARETTES	2.8	0.1	0.6	0.6	1.2	1.9	3.2	3.7	3.3	4.7	3.4	2.9

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Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)

Question #13 When did you stop smoking?

REGION	TOTAL	MARITIMES	QUEBEC	ONTARIO	TOTAL WEST
TOTAL	17122	2193	3650	4157	7122
LESS THAN ONE YEAR AGO	534	81	128	114	211
1 TO 2 YEARS AGO	373	59	95	75	144
3 TO 5 YEARS AGO	482	60	132	104	186
MORE THAN 5 YEARS AGO	4355	596	937	978	1844

	TOTAL	MARITIMES	QUEBEC	ONTARIO	TOTAL WEST
TOTAL	100.0	100.0	100.0	100.0	100.0
LESS THAN ONE YEAR AGO	3.1	3.7	3.5	2.7	3.0
1 TO 2 YEARS AGO	2.2	2.7	2.6	1.8	2.0
3 TO 5 YEARS AGO	2.8	2.7	3.6	2.5	2.6
MORE THAN 5 YEARS AGO	25.4	27.2	25.7	23.5	25.9

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Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)

Question #13 When did you stop smoking?

HH INCOME	TOTAL	<$20K	$20-29K	$30-39K	$40-49K	$50-69K	$70K+
TOTAL	17122	1512	2035	2338	2093	3798	5346
LESS THAN ONE YEAR AGO	534	47	59	85	78	118	147
1 TO 2 YEARS AGO	373	31	53	55	47	74	113
3 TO 5 YEARS AGO	482	38	66	65	64	118	131
MORE THAN 5 YEARS AGO	4355	370	536	631	555	949	1314

	TOTAL	<$20K	$20-29K	$30-39K	$40-49K	$50-69K	$70K+
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LESS THAN ONE YEAR AGO	3.1	3.1	2.9	3.6	3.7	3.1	2.7
1 TO 2 YEARS AGO	2.2	2.1	2.6	2.4	2.2	1.9	2.1
3 TO 5 YEARS AGO	2.8	2.5	3.2	2.8	3.1	3.1	2.5
MORE THAN 5 YEARS AGO	25.4	24.5	26.3	27.0	26.5	25.0	24.6

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Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)

Question #13 When did you stop smoking?

AGE OF HH HEAD	TOTAL	UNDER 25	25-34	UNDER 35	35-44	45-54	55-64	65+
TOTAL	17122	26	1280	1306	4115	4695	3632	3374
LESS THAN ONE YEAR AGO	534	1	46	47	145	159	122	61
1 TO 2 YEARS AGO	373	3	49	52	108	82	83	48
3 TO 5 YEARS AGO	482		58	58	128	125	104	67
MORE THAN 5 YEARS AGO	4355	2	130	132	702	1018	1117	1386
	TOTAL	UNDER 25	25-34	UNDER 35	35-44	45-54	55-64	65+
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LESS THAN ONE YEAR AGO	3.1	3.8	3.6	3.6	3.5	3.4	3.4	1.8
1 TO 2 YEARS AGO	2.2	11.5	3.8	4.0	2.6	1.7	2.3	1.4
3 TO 5 YEARS AGO	2.8		4.5	4.4	3.1	2.7	2.9	2.0
MORE THAN 5 YEARS AGO	25.4	7.7	10.2	10.1	17.1	21.7	30.8	41.1

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Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)

Question #13 When did you stop smoking?

AGE OF CHILDREN IN HH	TOTAL	ADULT ONLY	HHLD'S W/KIDS	HHLD'S W/KIDS UND 6	HHLD'S W/KIDS 6-12	HHLD'S W/KIDS 13-17
TOTAL	17122	11695	5427	1542	2919	2813
LESS THAN ONE YEAR AGO	534	355	179	58	91	83
1 TO 2 YEARS AGO	373	254	119	37	70	48
3 TO 5 YEARS AGO	482	324	158	57	90	63
MORE THAN 5 YEARS AGO	4355	3379	976	238	547	527

	TOTAL	ADULT ONLY	HHLD'S W/KIDS	HHLD'S W/KIDS UND 6	HHLD'S W/KIDS 6-12	HHLD'S W/KIDS 13-17
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0
LESS THAN ONE YEAR AGO	3.1	3.0	3.3	3.8	3.1	3.0
1 TO 2 YEARS AGO	2.2	2.2	2.2	2.4	2.4	1.7
3 TO 5 YEARS AGO	2.8	2.8	2.9	3.7	3.1	2.2
MORE THAN 5 YEARS AGO	25.4	28.9	18.0	15.4	18.7	18.7

ACNielsen

Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)

Question #13 When did you stop smoking?

GENDER OF RESPONDENT	TOTAL	MALE	FEMALE
TOTAL	17122	8046	9076
LESS THAN ONE YEAR AGO	534	259	275
1 TO 2 YEARS AGO	373	200	173
3 TO 5 YEARS AGO	482	237	245
MORE THAN 5 YEARS AGO	4355	2285	2070

	TOTAL	MALE	FEMALE
TOTAL	100.0	100.0	100.0
LESS THAN ONE YEAR AGO	3.1	3.2	3.0
1 TO 2 YEARS AGO	2.2	2.5	1.9
3 TO 5 YEARS AGO	2.8	2.9	2.7
MORE THAN 5 YEARS AGO	25.4	28.4	22.8

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Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)

Question #13 When did you stop smoking?

AGE OF RESPONDENT	TOTAL	AGE 16-18	AGE 19-24	AGE 25-29	AGE 30-34	AGE 35-39	AGE 40-44	AGE 45-49	AGE 50-54	AGE 55-59	AGE 60-64	AGE 65+
TOTAL	17122	743	785	529	1230	1927	2132	2051	1768	1641	1548	2768
LESS THAN ONE YEAR AGO	534	12	35	21	56	71	73	61	64	53	42	46
1 TO 2 YEARS AGO	373	4	25	22	40	48	50	35	41	37	37	34
3 TO 5 YEARS AGO	482	2	14	22	47	69	68	61	49	58	40	52
MORE THAN 5 YEARS AGO	4355		5	36	122	299	435	542	513	547	620	1236

	TOTAL	AGE 16-18	AGE 19-24	AGE 25-29	AGE 30-34	AGE 35-39	AGE 40-44	AGE 45-49	AGE 50-54	AGE 55-59	AGE 60-64	AGE 65+
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LESS THAN ONE YEAR AGO	3.1	1.6	4.5	4.0	4.6	3.7	3.4	3.0	3.6	3.2	2.7	1.7
1 TO 2 YEARS AGO	2.2	0.5	3.2	4.2	3.3	2.5	2.3	1.7	2.3	2.3	2.4	1.2
3 TO 5 YEARS AGO	2.8	0.3	1.8	4.2	3.8	3.6	3.2	3.0	2.8	3.5	2.6	1.9
MORE THAN 5 YEARS AGO	25.4		0.6	6.8	9.9	15.5	20.4	26.4	29.0	33.3	40.1	44.7

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Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)

Question #14 In what month did you stop smoking?

REGION	TOTAL	MARITIMES	QUEBEC	ONTARIO	TOTAL WEST
TOTAL	17122	2193	3650	4157	7122
JANUARY	138	31	35	28	44
FEBRUARY	52	4	16	9	23
MARCH	32	3	9	5	15
APRIL	39	4	5	3	27
MAY	25		5	5	15
JUNE	28	2	7	12	7
JULY	34	11	9	7	7
AUGUST	30	5	9	9	7
SEPTEMBER	32	3	7	10	12
OCTOBER	41	8	7	11	15
NOVEMBER	37	5	6	3	23
DECEMBER	46	5	13	12	16

	TOTAL	MARITIMES	QUEBEC	ONTARIO	TOTAL WEST
TOTAL	100.0	100.0	100.0	100.0	100.0
JANUARY	0.8	1.4	1.0	0.7	0.6
FEBRUARY	0.3	0.2	0.4	0.2	0.3
MARCH	0.2	0.1	0.2	0.1	0.2
APRIL	0.2	0.2	0.1	0.1	0.4
MAY	0.1		0.1	0.1	0.2
JUNE	0.2	0.1	0.2	0.3	0.1
JULY	0.2	0.5	0.2	0.2	0.1
AUGUST	0.2	0.2	0.2	0.2	0.1
SEPTEMBER	0.2	0.1	0.2	0.2	0.2
OCTOBER	0.2	0.4	0.2	0.3	0.2
NOVEMBER	0.2	0.2	0.2	0.1	0.3
DECEMBER	0.3	0.2	0.4	0.3	0.2

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Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)

Question #14 In what month did you stop smoking?

HH INCOME	TOTAL	<$20K	$20-29K	$30-39K	$40-49K	$50-69K	$70K+
TOTAL	17122	1512	2035	2338	2093	3798	5346
JANUARY	138	10	17	18	20	33	40
FEBRUARY	52	8	6	12	4	11	11
MARCH	32	3	1	6	5	7	10
APRIL	39	6	6	4	4	4	15
MAY	25	1	5	3	4	10	2
JUNE	28	2	4	6	3	5	8
JULY	34	5	3	5	5	8	8
AUGUST	30	2	2	6	3	8	9
SEPTEMBER	32	3	2	7	3	7	10
OCTOBER	41	4	4	5	6	12	10
NOVEMBER	37	1	6	5	6	9	10
DECEMBER	46	2	3	8	15	4	14

	TOTAL	<$20K	$20-29K	$30-39K	$40-49K	$50-69K	$70K+
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0
JANUARY	0.8	0.7	0.8	0.8	1.0	0.9	0.7
FEBRUARY	0.3	0.5	0.3	0.5	0.2	0.3	0.2
MARCH	0.2	0.2	0.0	0.3	0.2	0.2	0.2
APRIL	0.2	0.4	0.3	0.2	0.2	0.1	0.3
MAY	0.1	0.1	0.2	0.1	0.2	0.3	0.0
JUNE	0.2	0.1	0.2	0.3	0.1	0.1	0.1
JULY	0.2	0.3	0.1	0.2	0.2	0.2	0.1
AUGUST	0.2	0.1	0.1	0.3	0.1	0.2	0.2
SEPTEMBER	0.2	0.2	0.1	0.3	0.1	0.2	0.2
OCTOBER	0.2	0.3	0.2	0.2	0.3	0.3	0.2
NOVEMBER	0.2	0.1	0.3	0.2	0.3	0.2	0.2
DECEMBER	0.3	0.1	0.1	0.3	0.7	0.1	0.3

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Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)

Question #14 In what month did you stop smoking?

AGE OF HH HEAD	TOTAL	UNDER 25	25-34	UNDER 35	35-44	45-54	55-64	65+
TOTAL	17122	26	1280	1306	4115	4695	3632	3374
JANUARY	138		17	17	23	52	34	12
FEBRUARY	52		3	3	20	16	10	3
MARCH	32	1	2	3	11	6	8	4
APRIL	39		3	3	13	10	10	3
MAY	25		2	2	5	7	7	4
JUNE	28		2	2	10	12	2	2
JULY	34				8	5	12	9
AUGUST	30		1	1	10	12	6	1
SEPTEMBER	32		1	1	10	9	8	4
OCTOBER	41		2	2	16	9	7	7
NOVEMBER	37		6	6	9	9	8	5
DECEMBER	46		7	7	10	12	10	7

	TOTAL	UNDER 25	25-34	UNDER 35	35-44	45-54	55-64	65+
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
JANUARY	0.8		1.3	1.3	0.6	1.1	0.9	0.4
FEBRUARY	0.3		0.2	0.2	0.5	0.3	0.3	0.1
MARCH	0.2	3.8	0.2	0.2	0.3	0.1	0.2	0.1
APRIL	0.2		0.2	0.2	0.3	0.2	0.3	0.1
MAY	0.1		0.2	0.2	0.1	0.1	0.2	0.1
JUNE	0.2		0.2	0.2	0.2	0.3	0.1	0.1
JULY	0.2				0.2	0.1	0.3	0.3
AUGUST	0.2		0.1	0.1	0.2	0.3	0.2	0.0
SEPTEMBER	0.2		0.1	0.1	0.2	0.2	0.2	0.1
OCTOBER	0.2		0.2	0.2	0.4	0.2	0.2	0.2
NOVEMBER	0.2		0.5	0.5	0.2	0.2	0.2	0.1
DECEMBER	0.3		0.5	0.5	0.2	0.3	0.3	0.2

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Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)

Question #14 In what month did you stop smoking?

AGE OF CHILDREN IN HH	TOTAL	ADULT ONLY	HHLD'S W/KIDS	HHLD'S W/KIDS UND 6	HHLD'S W/KIDS 6-12	HHLD'S W/KIDS 13-17
TOTAL	17122	11695	5427	1542	2919	2813
JANUARY	138	99	39	14	15	18
FEBRUARY	52	33	19	4	8	12
MARCH	32	23	9	2	9	2
APRIL	39	28	11	3	4	4
MAY	25	18	7	1	3	3
JUNE	28	15	13	5	9	4
JULY	34	25	9	2	6	4
AUGUST	30	18	12	3	5	9
SEPTEMBER	32	24	8	2	6	3
OCTOBER	41	21	20	10	10	6
NOVEMBER	37	25	12	3	9	6
DECEMBER	46	26	20	9	7	12

	TOTAL	ADULT ONLY	HHLD'S W/KIDS	HHLD'S W/KIDS UND 6	HHLD'S W/KIDS 6-12	HHLD'S W/KIDS 13-17
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0
JANUARY	0.8	0.8	0.7	0.9	0.5	0.6
FEBRUARY	0.3	0.3	0.4	0.3	0.3	0.4
MARCH	0.2	0.2	0.2	0.1	0.3	0.1
APRIL	0.2	0.2	0.2	0.2	0.1	0.1
MAY	0.1	0.2	0.1	0.1	0.1	0.1
JUNE	0.2	0.1	0.2	0.3	0.3	0.1
JULY	0.2	0.2	0.2	0.1	0.2	0.1
AUGUST	0.2	0.2	0.2	0.2	0.2	0.3
SEPTEMBER	0.2	0.2	0.1	0.1	0.2	0.1
OCTOBER	0.2	0.2	0.4	0.6	0.3	0.2
NOVEMBER	0.2	0.2	0.2	0.2	0.3	0.2
DECEMBER	0.3	0.2	0.4	0.6	0.2	0.4

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Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)

Question #14 In what month did you stop smoking?

GENDER OF RESPONDENT	TOTAL	MALE	FEMALE
TOTAL	17122	8046	9076
JANUARY	138	75	63
FEBRUARY	52	20	32
MARCH	32	17	15
APRIL	39	19	20
MAY	25	12	13
JUNE	28	11	17
JULY	34	15	19
AUGUST	30	12	18
SEPTEMBER	32	13	19
OCTOBER	41	19	22
NOVEMBER	37	22	15
DECEMBER	46	24	22

	TOTAL	MALE	FEMALE
TOTAL	100.0	100.0	100.0
JANUARY	0.8	0.9	0.7
FEBRUARY	0.3	0.2	0.4
MARCH	0.2	0.2	0.2
APRIL	0.2	0.2	0.2
MAY	0.1	0.1	0.1
JUNE	0.2	0.1	0.2
JULY	0.2	0.2	0.2
AUGUST	0.2	0.1	0.2
SEPTEMBER	0.2	0.2	0.2
OCTOBER	0.2	0.2	0.2
NOVEMBER	0.2	0.3	0.2
DECEMBER	0.3	0.3	0.2

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Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)
Question #14 In what month did you stop smoking?

AGE OF RESPONDENT	TOTAL	AGE 16-18	AGE 19-24	AGE 25-29	AGE 30-34	AGE 35-39	AGE 40-44	AGE 45-49	AGE 50-54	AGE 55-59	AGE 60-64	AGE 65+
TOTAL	17122	743	785	529	1230	1927	2132	2051	1768	1641	1548	2768
JANUARY	138	3	11	5	17	14	14	19	21	14	10	10
FEBRUARY	52	3	3	1	4	11	10	5	5	5	4	1
MARCH	32	1	2		3	5	7	3	2	2	4	3
APRIL	39		2	2	5	6	6	5	5	4	2	2
MAY	25		1		2	4	1	2	7	2	3	3
JUNE	28		2	2	5	3	7	3	4	1	1	
JULY	34		2		1	3	5	1	3	5	7	7
AUGUST	30	1	2	2	3	1	5	5	5	4		2
SEPTEMBER	32	2	1	3	1	2	6	4	4	5	1	3
OCTOBER	41		4	3	4	9	5	5	1	2	5	3
NOVEMBER	37	1	3	2	6	5	3	1	3	5	2	6
DECEMBER	46	1	2	1	5	8	4	8	4	4	3	6

	TOTAL	AGE 16-18	AGE 19-24	AGE 25-29	AGE 30-34	AGE 35-39	AGE 40-44	AGE 45-49	AGE 50-54	AGE 55-59	AGE 60-64	AGE 65+
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
JANUARY	0.8	0.4	1.4	0.9	1.4	0.7	0.7	0.9	1.2	0.9	0.6	0.4
FEBRUARY	0.3	0.4	0.4	0.2	0.3	0.6	0.5	0.2	0.3	0.3	0.3	0.0
MARCH	0.2	0.1	0.3		0.2	0.3	0.3	0.1	0.1	0.1	0.3	0.1
APRIL	0.2		0.3	0.4	0.4	0.3	0.3	0.2	0.3	0.2	0.1	0.1
MAY	0.1		0.1		0.2	0.2	0.0	0.1	0.4	0.1	0.2	0.1
JUNE	0.2		0.3	0.4	0.4	0.2	0.3	0.1	0.2	0.1	0.1	
JULY	0.2		0.3		0.1	0.2	0.2	0.0	0.2	0.3	0.5	0.3
AUGUST	0.2	0.1	0.3	0.4	0.2	0.1	0.2	0.2	0.3	0.2		0.1
SEPTEMBER	0.2	0.3	0.1	0.6	0.1	0.1	0.3	0.2	0.2	0.3	0.1	0.1
OCTOBER	0.2		0.5	0.6	0.3	0.5	0.2	0.2	0.1	0.1	0.3	0.1
NOVEMBER	0.2	0.1	0.4	0.4	0.5	0.3	0.1	0.0	0.2	0.3	0.1	0.2
DECEMBER	0.3	0.1	0.3	0.2	0.4	0.4	0.2	0.4	0.2	0.2	0.2	0.2

To begin, please press NO at "Want To Record Purchases Now?"
Then press YES at "Answer Survey Questions Now?"

Whether members of your household currently smoke or not, please have up to six members aged 16 and older complete this survey.

Please allocate one survey number barcode to each member of your household that will be responding to this survey by placing their names in the space provided.

Please call the HELP DESK at 1-800-263-1697 if you have any questions.

Household Member	First Name Only	Please scan a survey number barcode to begin scanning the survey
Member 1		0 3 0 1 1 0
Member 2		0 3 0 1 1 1
Member 3		0 3 0 1 1 2
Member 4		0 3 0 1 1 3
Member 5		0 3 0 1 1 4
Member 6		0 3 0 1 1 5

1. What is your gender?

Male

0 1 1 0 2

Female

0 1 2 0 2

2. What is your age?

16-18

0 2 1 0 3

19-24

0 2 2 0 3

25-29

0 2 3 0 3

30-34

0 2 4 0 3

35-39

0 2 5 0 3

40-44

0 2 6 0 3

45-49

0 2 7 0 3

50-54

0 2 8 0 3

55-59

0 2 9 0 3

60-64

0 2 A 0 3

65 and older

0 2 B 0 3

3. Have you ever smoked a whole cigarette?

Yes



No



Skip to question 15

---

4. At what age did you smoke your first cigarette?

10 years of age or under



11-14



15-19



20-24



25-29



30 and over



---

5. Have you smoked at least 100 cigarettes in your life?

Yes



No



Skip to question 15

---

6. At the present time, do you smoke cigarettes every day, occasionally, or not at all?

Every day



Skip to question 10

Occasionally



Not at all



Skip to question 9

---

7. In the past THIRTY DAYS, did you smoke any cigarettes?

Yes



No



We realize that questions 8 and 9 are the same. Please note that you may only be directed to answer one question or the other.

8. Have you EVER smoked cigarettes daily?

Yes



Skip to question 10

No



Skip to question 12

---

9. Have you EVER smoked cigarettes daily?

Yes



Skip to question 11

No



Skip to question 13

---

10. During the past THIRTY DAYS, did you smoke EVERY day?

Yes



Skip to question 12

No



11. At what age did you stop smoking cigarettes daily?

14 years of age or under



15-19



20-24



25-29



30-34



35-39



40-44



45-49



50-54



55-59



60-64



65-69



70-74



75-79



80-84



85 and over



Not applicable-
Still smoking daily



---

12. On average, how many cigarettes do you smoke in a day?

Currently do not smoke



1-4 cigarettes



Skip to question 15

5-9 cigarettes



Skip to question 15

10-14 cigarettes



Skip to question 15

15-20 cigarettes



Skip to question 15

21-25 cigarettes



Skip to question 15

26 or more cigarettes



Skip to question 15

13. When did you stop smoking?

Less than one year ago

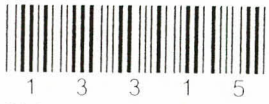


1 to 2 years ago



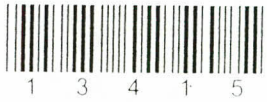
Skip to question 15

3 to 5 years ago



Skip to question 15

More than 5 years ago



Skip to question 15

---

14. In what month did you stop smoking?

January



February



March



April



May



June



July



August



September



October



November



December



---

15. Is there any other Household member aged 16 years or older who has not yet responded to this survey?

Yes



Please ask the next member to answer this survey. To begin, please turn to page one and scan the appropriate survey number for that household member.

No



Thank you for participating!

Just a reminder that if you complete and transmit all 4 surveys by March 8, 2003, you will receive one automatic sweepstakes entry, and a chance to win 1 of 6 prizes of $500 in MasterCard Traveler's Cheques.

PORG - 544 FY200.

ACNielsen

Double

Canada *HomeScan* Panel Survey Results

Prepared for:

Tobacco Control Programme
Health Canada

March, 2003

Code 1030304
B1

ACNielsen

Montreal: 1111 Dr. Frederik Philips, Bureau 505, St-Laurent Qc., H4M 2X6 * Tel: (514) 333-1416
Toronto: 160 McNabb Street, Markham, Ont., L3R 4B8 * Tel: (905) 475-1131
Vancouver: 6011 Westminister Hwy, Suite 211, Richmond, B.C., V7C 4V4 * Tel: (604) 270-7444

INTRODUCTION

Tobacco Control Programme
ACNielsen HomeScan Survey Results

Background

This report summarizes the findings from fourteen questions asked by the Tobacco Control Programme of ACNielsen's ***HomeScan*** consumer panel. The purpose of the survey was to quantify the number and profile of smoker respondents available through ACNielsen's Homescan panel for use in possible future surveys.

Survey Timing & Response Rates

The survey was conducted over five weeks in the early part of 2003. Questionnaires were mailed to Homescan panel households on January 31, 2003 and the last completed questionnaires were received on March 8, 2003.

Respondents in a total of 9,264 households returned the questionnaire. Across these households, a total of 17,122 Canadians 16 years of age and older responded to the survey.

Number of Mailed Households	11,048
# of Returned Households	9, 265
# Useable Households	9, 264
Response Rate	84.0%
Number of Individual Household Members Providing Useable Responses	17,122

Survey Methodology

Sample

ACNielsen's ***HomeScan*** panel, in existence since 1994, is made up of approximately 12,000 representative households located across mainland Canada (Newfoundland and the Territories are not represented in the panel). The households are selected randomly, using quota sampling techniques. Controls are established for the sample based on Statistics Canada estimates of the Canadian household universe. Sample selection is controlled against universe estimates for household distribution by geography (region), household income, age of household head and the presence (or not) and age of children in the home. Specifically controls are established for households as follows:

Survey Method

Each Homescan panel household is equipped with a Telxon hand-held scanning unit--- a device about the size of a telephone receiver--- capable of reading universal product codes (UPC's). The primary purpose of the unit is to permit household members to scan the barcode of every barcode-equipped consumer product purchased. The information is then downloaded electronically to ACNielsen via the modem built into the Telxon unit.

This scanner concept has also been ingeniously adapted to conduct surveys. Surveys using the Telxon unit consist strictly of close-ended questions. Paper copies of a survey are provided to participating households, with each close-ended question followed by a list of possible bar-coded answers. The respondent is required to scan the barcode that corresponds to his/her desired response.

There are two important and unique benefits to using this system to collect survey information. First, completing a survey is an easy and simple process for a ***HomeSacn*** respondent, so that the rate of survey participation is very high---- in the case of this survey, 84% of ***HomeScan*** households that received a questionnaire completed the survey. Secondly, the survey is completely self-administered and respondents have all they time they need to review survey questions, and think about their answers carefully.

The fourteen questions posed to ACNielsen's ***HomeScan*** panel members were submitted to ACNielsen by senior representatives of Health Canada's Tobacco Control Programme.

Interpreting the Results

The statistical tables included in this report show the distribution of responses to each of the twelve questions asked from individual participants in this survey. Only *raw-level* data is provided. Since our Homescan panel is statistically matched and projected at a household universe, responses have not been projected or weighted to total population. Tabulations of responses are also limited to household-level criteria. For each question, responses are tabulated by the respondents' region, total household income, age of household head and the presence, or not, in the home of children of various age groups.

For each tabulation, the absolute number of respondents to each question is shown, followed by the share of responses to the total number of survey participants (N=17,122) nationally.

Along with the statistical tables in this form, the deliverable also includes a flat file of the data with field descriptions permitting the client to create additional cross-tabulations.

SUMMARY OF FINDINGS

Summary of Findings

All comments and statistics quoted in this section are based on raw level responses by individual participants in this survey. Multiple members, 16 years of age or older from surveyed households were eligible to participate in the survey.

Question #3

Have you ever smoked a whole cigarette?

About 70% of all respondents answered affirmatively to this question. Respondents in the Maritimes and Quebec were more likely than those in Ontario and the West to say "Yes". The level of affirmative responses varied inversely with household income. In addition, those households with children under 6 are less likely to have a smoked a whole cigarette. These results are very similar to last years.

Question #4

At what age did you smoke your first cigarette?

A full 62% of all respondents smoked their first cigarette by the time they were 19. Among those respondents who answered "yes" to question #3, 88% smoked their first cigarette by age 19 and 43% by the time they were 15. Again, these results mirrored last years.

Question #5

Have you ever smoked at least 100 cigarettes in your life?

Eighty percent of smokers indicated they have smoked at least 100 cigarettes. Those in lower income households were more likely to have done so than those in higher income households. Not surprisingly, the older the head of the household in which respondents lived, the more likely they were to answer "yes" to this question. Households with children under 6 were less likely to smoke 100 cigarettes in their lifetime. Eighty-two percent of male respondents replied that they had smoked 100 cigarettes in their lifetime, while only 78% of female respondents indicated that they had.

Question #6

At the present time, do you smoke cigarettes every day, occasionally, or not at all?[Asked of those who answered "yes" to Question5]

Among those who answered "yes" to question 5 (i.e., those who indicated they have smoked at least 100 cigarettes in their lifetime), the large majority (66%) said they do not smoke at all at the present time. In 2002 the percentage of people was 63%. In 2003, Twenty-eight percent said they smoked every day. This is a decrease of 3.5% from the 2002 result. Not surprising is the fact that the older respondents were less likely to smoke every day and more likely to state that they did not smoke at all.

Question #7

In the past thirty days, did you smoke any cigarettes?

Among those who answered "occasionally" to question 6 (N=581), the great majority (87.6%) indicated that they had smoked a cigarette in the last 30 days. These results are very similar to last years. Interestingly, 90% of females and 85% of males who responded stated that they had smoke cigarettes in the past 30 days

Question #8

Have you ever smoked cigarettes daily?[Asked of those who answered they smoke "occasionally" to Question6]

Among those who answered "occasionally" to question 6, the great majority (90%) indicated that they had smoked daily an increase of 4% from the previous years' findings.

Question #9

Have you ever smoked cigarettes daily? [Asked of those who answered they smoked "not at all" to Question 6]

Among respondents to question 6 who indicated they did not smoke at all (N= 6,299), almost all (94.8%) said they had smoked daily at one time. This finding was identical to last years' result. This result is fairly consistent among all age groups.

Question #10

During the past thirty days, did you smoke every day? [Asked of those who answered "every day" to Question 6 and "yes" to Question 8]

More than four out of five eligible respondents to this question (83.5%) indicated that they had smoked a cigarette during the 30 days prior to taking the survey. Again, this result is similar to the 2002 findings. Respondents aged 30-64 they were more likely to have smoked every day.

Question #11

At what age did you stop smoking cigarettes? [Asked of those who answered "yes" to Question 9 and "no" to Question10]

Responses to this question were scattered across a wide range of age groups. Highest response percentages were between the ages of 20 and 54. We have no means of knowing whether the distribution of responses to this question by age group matches the distribution of total respondents by age group. Clearly there is some correlation between these two variables, as is evident by the fact that responses from participants in households with a younger head skew younger than those of responses from those in households where the age of the head of the household is older.

Question #12

On average, how many cigarettes do you smoke in a day? [Asked only of eligible respondents, based on skip patterns to previous questions]

More than half (58.8%) of eligible respondents said they currently do not smoke. Of the remaining respondents who still smoked (N=3802), the largest proportion 21.3% smoked about 10-14 cigarettes each day, another (20.3%) said they smoked 15-20 cigarettes on average each day, and still another 15.1% smoked 5-9 cigarettes each day. This result has changed somewhat from last years where the largest portion of smokers smoked on average 15-20 cigarettes each day. Seven percent of males versus three percent of females responded that they were smoking more than 26 cigarettes a day.

Question #13

When did you stop smoking? [Asked only of eligible respondents, based on skip patterns to previous questions]

Most eligible respondents (75.8%) indicated they had stopped smoking more than 5 years ago. Not surprisingly, the percentage was higher among respondents from households where the age of the household was older.

Question #14

In what month did you stop smoking? [Asked of respondents who stopped smoking "less than a year ago" as per their answer to Question 13]

Among those eligible respondents who indicated they had quite smoking less than a year ago, (N=534), January and February were the most popular months to stop smoking.

STATISTICAL TABLES – RAW DATA

ACNielsen

Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)

Question#1 What is your gender?

REGION	TOTAL	MARITIMES	QUEBEC	ONTARIO	TOTAL WEST
TOTAL	17122	2193	3650	4157	7122
MALE	8046	1012	1797	1936	3301
FEMALE	9076	1181	1853	2221	3821
	TOTAL	MARITIMES	QUEBEC	ONTARIO	TOTAL WEST
TOTAL	100.0	100.0	100.0	100.0	100.0
MALE	47.0	46.1	49.2	46.6	46.3
FEMALE	53.0	53.9	50.8	53.4	53.7

HH INCOME	TOTAL	<$20K	$20-29K	$30-39K	$40-49K	$50-69K	$70K+
TOTAL	17122	1512	2035	2338	2093	3798	5346
MALE	8046	579	904	1033	982	1876	2672
FEMALE	9076	933	1131	1305	1111	1922	2674
	TOTAL	<$20K	$20-29K	$30-39K	$40-49K	$50-69K	$70K+
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MALE	47.0	38.3	44.4	44.2	46.9	49.4	50.0
FEMALE	53.0	61.7	55.6	55.8	53.1	50.6	50.0

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Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)

Question#1 What is your gender?

AGE OF HH HEAD	TOTAL	UNDER 25	25-34	UNDER 35	35-44	45-54	55-64	65+
TOTAL	17122	26	1280	1306	4115	4695	3632	3374
MALE	8046	13	593	606	1942	2233	1706	1559
FEMALE	9076	13	687	700	2173	2462	1926	1815

	TOTAL	UNDER 25	25-34	UNDER 35	35-44	45-54	55-64	65+
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MALE	47.0	50.0	46.3	46.4	47.2	47.6	47.0	46.2
FEMALE	53.0	50.0	53.7	53.6	52.8	52.4	53.0	53.8

AGE OF CHILDREN IN HH	TOTAL	ADULT ONLY	HHLD'S W/KIDS	HHLD'S W/KIDS UND 6	HHLD'S W/KIDS 6-12	HHLD'S W/KIDS 13-17
TOTAL	17122	11695	5427	1542	2919	2813
MALE	8046	5491	2555	739	1376	1316
FEMALE	9076	6204	2872	803	1543	1497

	TOTAL	ADULT ONLY	HHLD'S W/KIDS	HHLD'S W/KIDS UND 6	HHLD'S W/KIDS 6-12	HHLD'S W/KIDS 13-17
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0
MALE	47.0	47.0	47.1	47.9	47.1	46.8
FEMALE	53.0	53.0	52.9	52.1	52.9	53.2

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Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)
Question #2 What is your age?

REGION	TOTAL	MARITIMES	QUEBEC	ONTARIO	TOTAL WEST
TOTAL	17122	2193	3650	4157	7122
16-18	743	97	153	190	303
19-24	785	100	187	209	289
25-29	529	50	129	129	221
30-34	1230	149	269	307	505
35-39	1927	202	428	464	833
40-44	2132	227	493	504	908
45-49	2051	280	419	469	883
50-54	1768	269	344	423	732
55-59	1641	239	343	367	692
60-64	1548	229	358	377	584
65 AND OLDER	2768	351	527	718	1172

	TOTAL	MARITIMES	QUEBEC	ONTARIO	TOTAL WEST
TOTAL	100.0	100.0	100.0	100.0	100.0
16-18	4.3	4.4	4.2	4.6	4.3
19-24	4.6	4.6	5.1	5.0	4.1
25-29	3.1	2.3	3.5	3.1	3.1
30-34	7.2	6.8	7.4	7.4	7.1
35-39	11.3	9.2	11.7	11.2	11.7
40-44	12.5	10.4	13.5	12.1	12.7
45-49	12.0	12.8	11.5	11.3	12.4
50-54	10.3	12.3	9.4	10.2	10.3
55-59	9.6	10.9	9.4	8.8	9.7
60-64	9.0	10.4	9.8	9.1	8.2
65 AND OLDER	16.2	16.0	14.4	17.3	16.5

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Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)
Question #2 What is your age?

HH INCOME	TOTAL	<$20K	$20-29K	$30-39K	$40-49K	$50-69K	$70K+
TOTAL	17122	1512	2035	2338	2093	3798	5346
16-18	743	47	68	92	78	170	288
19-24	785	49	61	57	80	191	347
25-29	529	44	63	69	68	130	155
30-34	1230	88	96	164	175	326	381
35-39	1927	142	167	247	230	457	684
40-44	2132	139	217	255	273	528	720
45-49	2051	169	181	232	230	469	770
50-54	1768	168	174	181	164	379	702
55-59	1641	176	179	216	190	335	545
60-64	1548	158	239	291	217	332	311
65 AND OLDER	2768	332	590	534	388	481	443

	TOTAL	<$20K	$20-29K	$30-39K	$40-49K	$50-69K	$70K+
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0
16-18	4.3	3.1	3.3	3.9	3.7	4.5	5.4
19-24	4.6	3.2	3.0	2.4	3.8	5.0	6.5
25-29	3.1	2.9	3.1	3.0	3.2	3.4	2.9
30-34	7.2	5.8	4.7	7.0	8.4	8.6	7.1
35-39	11.3	9.4	8.2	10.6	11.0	12.0	12.8
40-44	12.5	9.2	10.7	10.9	13.0	13.9	13.5
45-49	12.0	11.2	8.9	9.9	11.0	12.3	14.4
50-54	10.3	11.1	8.6	7.7	7.8	10.0	13.1
55-59	9.6	11.6	8.8	9.2	9.1	8.8	10.2
60-64	9.0	10.4	11.7	12.4	10.4	8.7	5.8
65 AND OLDER	16.2	22.0	29.0	22.8	18.5	12.7	8.3

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Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)

Question #2 What is your age?

AGE OF HH HEAD	TOTAL	UNDER 25	25-34	UNDER 35	35-44	45-54	55-64	65+
TOTAL	17122	26	1280	1306	4115	4695	3632	3374
16-18	743	1	16	17	237	403	74	12
19-24	785	14	37	51	80	463	163	28
25-29	529	4	260	264	45	81	107	32
30-34	1230	3	815	818	259	37	71	45
35-39	1927		101	101	1658	80	41	47
40-44	2132	1	20	21	1634	383	42	52
45-49	2051	2	8	10	130	1782	100	29
50-54	1768	1	4	5	35	1329	337	62
55-59	1641		4	4	6	85	1410	136
60-64	1548		4	4	6	11	1194	333
65 AND OLDER	2768		11	11	25	41	93	2598

	TOTAL	UNDER 25	25-34	UNDER 35	35-44	45-54	55-64	65+
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100
16-18	4.3	3.8	1.3	1.3	5.8	8.6	2.0	0.4
19-24	4.6	53.8	2.9	3.9	1.9	9.9	4.5	0.8
25-29	3.1	15.4	20.3	20.2	1.1	1.7	2.9	0.9
30-34	7.2	11.5	63.7	62.6	6.3	0.8	2.0	1.3
35-39	11.3		7.9	7.7	40.3	1.7	1.1	1.4
40-44	12.5	3.8	1.6	1.6	39.7	8.2	1.2	1.5
45-49	12.0	7.7	0.6	0.8	3.2	38.0	2.8	0.9
50-54	10.3	3.8	0.3	0.4	0.9	28.3	9.3	1.8
55-59	9.6		0.3	0.3	0.1	1.8	38.8	4
60-64	9.0		0.3	0.3	0.1	0.2	32.9	9.9
65 AND OLDER	16.2		0.9	0.8	0.6	0.9	2.6	77

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Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)

Question #2 What is your age?

AGE OF CHILDREN IN HH	TOTAL	ADULT ONLY	HHLD'S W/KIDS	HHLD'S W/KIDS UND 6	HHLD'S W/KIDS 6-12	HHLD'S W/KIDS 13-17
TOTAL	17122	11695	5427	1542	2919	2813
16-18	743	258	485	29	113	460
19-24	785	553	232	41	52	175
25-29	529	362	167	124	79	13
30-34	1230	555	675	462	414	78
35-39	1927	686	1241	523	940	355
40-44	2132	877	1255	227	807	742
45-49	2051	1257	794	62	316	590
50-54	1768	1430	338	28	101	250
55-59	1641	1523	118	14	45	85
60-64	1548	1493	55	11	19	31
65 AND OLDER	2768	2701	67	21	33	34

	TOTAL	ADULT ONLY	HHLD'S W/KIDS	HHLD'S W/KIDS UND 6	HHLD'S W/KIDS 6-12	HHLD'S W/KIDS 13-17
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0
16-18	4.3	2.2	8.9	1.9	3.9	16.4
19-24	4.6	4.7	4.3	2.7	1.8	6.2
25-29	3.1	3.1	3.1	8.0	2.7	0.5
30-34	7.2	4.7	12.4	30.0	14.2	2.8
35-39	11.3	5.9	22.9	33.9	32.2	12.6
40-44	12.5	7.5	23.1	14.7	27.6	26.4
45-49	12.0	10.7	14.6	4.0	10.8	21.0
50-54	10.3	12.2	6.2	1.8	3.5	8.9
55-59	9.6	13.0	2.2	0.9	1.5	3.0
60-64	9.0	12.8	1.0	0.7	0.7	1.1
65 AND OLDER	16.2	23.1	1.2	1.4	1.1	1.2

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Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)
Question #3 Have you ever smoked a whole cigarette?

REGION	TOTAL	MARITIMES	QUEBEC	ONTARIO	TOTAL WEST
TOTAL	17122	2193	3650	4157	7122
YES	11923	1602	2719	2749	4853
NO	5199	591	931	1408	2269

	TOTAL	MARITIMES	QUEBEC	ONTARIO	TOTAL WEST
TOTAL	100.0	100.0	100.0	100.0	100.0
YES	69.6	73.1	74.5	66.1	68.1
NO	30.4	26.9	25.5	33.9	31.9

HH INCOME	TOTAL	<$20K	$20-29K	$30-39K	$40-49K	$50-69K	$70K+
TOTAL	17122	1512	2035	2338	2093	3798	5346
YES	11923	1135	1492	1713	1514	2598	3471
NO	5199	377	543	625	579	1200	1875

	TOTAL	<$20K	$20-29K	$30-39K	$40-49K	$50-69K	$70K+
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	69.6	75.1	73.3	73.3	72.3	68.4	64.9
NO	30.4	24.9	26.7	26.7	27.7	31.6	35.1

ACNielsen

Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)
Question #3 Have you ever smoked a whole cigarette?

AGE OF HH HEAD	TOTAL	UNDER 25	25-34	UNDER 35	35-44	45-54	55-64	65+
TOTAL	17122	26	1280	1306	4115	4695	3632	3374
YES	11923	20	795	815	2689	3176	2719	2524
NO	5199	6	485	491	1426	1519	913	850

	TOTAL	UNDER 25	25-34	UNDER 35	35-44	45-54	55-64	65+
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	69.6	76.9	62.1	62.4	65.3	67.6	74.9	74.8
NO	30.4	23.1	37.9	37.6	34.7	32.4	25.1	25.2

AGE OF CHILDREN IN HH	TOTAL	ADULT ONLY	HHLD'S W/KIDS	HHLD'S W/KIDS UND 6	HHLD'S W/KIDS 6-12	HHLD'S W/KIDS 13-17
TOTAL	17122	11695	5427	1542	2919	2813
YES	11923	8456	3467	981	1905	1758
NO	5199	3239	1960	561	1014	1055

	TOTAL	ADULT ONLY	HHLD'S W/KIDS	HHLD'S W/KIDS UND 6	HHLD'S W/KIDS 6-12	HHLD'S W/KIDS 13-17
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0
YES	69.6	72.3	63.9	63.6	65.3	62.5
NO	30.4	27.7	36.1	36.4	34.7	37.5

ACNielsen

Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)
Question #3 Have you ever smoked a whole cigarette?

GENDER OF RESPONDENT	TOTAL	MALE	FEMALE
TOTAL	17122	8046	9076
YES	11923	5902	6021
NO	5199	2144	3055

	TOTAL	MALE	FEMALE
TOTAL	100.0	100.0	100.0
YES	69.6	73.4	66.3
NO	30.4	26.6	33.7

AGE OF RESPONDENT	TOTAL	AGE 16-18	AGE 19-24	AGE 25-29	AGE 30-34	AGE 35-39	AGE 40-44	AGE 45-49	AGE 50-54	AGE 55-59	AGE 60-64	AGE 65+
TOTAL	17122	743	785	529	1230	1927	2132	2051	1768	1641	1548	2768
YES	11923	213	376	289	751	1259	1508	1522	1322	1281	1253	2149
NO	5199	530	409	240	479	668	624	529	446	360	295	619

	TOTAL	AGE 16-18	AGE 19-24	AGE 25-29	AGE 30-34	AGE 35-39	AGE 40-44	AGE 45-49	AGE 50-54	AGE 55-59	AGE 60-64	AGE 65+
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	69.6	28.7	47.9	54.6	61.1	65.3	70.7	74.2	74.8	78.1	80.9	77.6
NO	30.4	71.3	52.1	45.4	38.9	34.7	29.3	25.8	25.2	21.9	19.1	22.4

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Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)
Question #4 At what age did you smoke your first cigarette?

REGION	TOTAL	MARITIMES	QUEBEC	ONTARIO	TOTAL WEST
TOTAL	17122	2193	3650	4157	7122
10 YEARS OF AGE OR UNDER	627	74	98	151	304
11-14	4522	622	1057	981	1862
15-19	5395	730	1252	1291	2122
20-24	1098	145	229	261	463
25-29	166	14	45	39	68
30 AND OVER	115	17	38	26	34

	TOTAL	MARITIMES	QUEBEC	ONTARIO	TOTAL WEST
TOTAL	100.0	100.0	100.0	100.0	100.0
10 YEARS OF AGE OR UNDER	3.7	3.4	2.7	3.6	4.3
11-14	26.4	28.4	29.0	23.6	26.1
15-19	31.5	33.3	34.3	31.1	29.8
20-24	6.4	6.6	6.3	6.3	6.5
25-29	1.0	0.6	1.2	0.9	1.0
30 AND OVER	0.7	0.8	1.0	0.6	0.5

ACNielsen

Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)

Question #4 At what age did you smoke your first cigarette?

HH INCOME	TOTAL	<$20K	$20-29K	$30-39K	$40-49K	$50-69K	$70K+
TOTAL	17122	1512	2035	2338	2093	3798	5346
10 YEARS OF AGE OR UNDER	627	80	91	105	67	130	154
11-14	4522	425	520	616	597	1005	1359
15-19	5395	479	684	776	676	1201	1579
20-24	1098	116	139	172	133	219	319
25-29	166	16	32	30	22	28	38
30 AND OVER	115	19	26	14	19	15	22

	TOTAL	<$20K	$20-29K	$30-39K	$40-49K	$50-69K	$70K+
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0
10 YEARS OF AGE OR UNDER	3.7	5.3	4.5	4.5	3.2	3.4	2.9
11-14	26.4	28.1	25.6	26.3	28.5	26.5	25.4
15-19	31.5	31.7	33.6	33.2	32.3	31.6	29.5
20-24	6.4	7.7	6.8	7.4	6.4	5.8	6.0
25-29	1.0	1.1	1.6	1.3	1.1	0.7	0.7
30 AND OVER	0.7	1.3	1.3	0.6	0.9	0.4	0.4

ACNielsen

Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)
Question #4 At what age did you smoke your first cigarette?

AGE OF HH HEAD	TOTAL	UNDER 25	25-34	UNDER 35	35-44	45-54	55-64	65+
TOTAL	17122	26	1280	1306	4115	4695	3632	3374
10 YEARS OF AGE OR UNDER	627	2	54	56	166	170	132	103
11-14	4522	9	353	362	1298	1283	921	658
15-19	5395	8	317	325	1036	1466	1314	1254
20-24	1098	1	56	57	164	210	289	378
25-29	166		12	12	19	27	34	74
30 AND OVER	115		3	3	6	20	29	57

	TOTAL	UNDER 25	25-34	UNDER 35	35-44	45-54	55-64	65+
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
10 YEARS OF AGE OR UNDER	3.7	7.7	4.2	4.3	4.0	3.6	3.6	3.1
11-14	26.4	34.6	27.6	27.7	31.5	27.3	25.4	19.5
15-19	31.5	30.8	24.8	24.9	25.2	31.2	36.2	37.2
20-24	6.4	3.8	4.4	4.4	4.0	4.5	8.0	11.2
25-29	1.0		0.9	0.9	0.5	0.6	0.9	2.2
30 AND OVER	0.7		0.2	0.2	0.1	0.4	0.8	1.7

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AGE OF CHILDREN IN HH	TOTAL	ADULT ONLY	HHLD'S W/KIDS	HHLD'S W/KIDS UND 6	HHLD'S W/KIDS 6-12	HHLD'S W/KIDS 13-17
TOTAL	17122	11695	5427	1542	2919	2813
10 YEARS OF AGE OR UNDER	627	444	183	58	109	92
11-14	4522	2915	1607	449	920	813
15-19	5395	3959	1436	386	745	753
20-24	1098	889	209	77	114	89
25-29	166	143	23	8	13	7
30 AND OVER	115	106	9	3	4	4

	TOTAL	ADULT ONLY	HHLD'S W/KIDS	HHLD'S W/KIDS UND 6	HHLD'S W/KIDS 6-12	HHLD'S W/KIDS 13-17
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0
10 YEARS OF AGE OR UNDER	3.7	3.8	3.4	3.8	3.7	3.3
11-14	26.4	24.9	29.6	29.1	31.5	28.9
15-19	31.5	33.9	26.5	25.0	25.5	26.8
20-24	6.4	7.6	3.9	5.0	3.9	3.2
25-29	1.0	1.2	0.4	0.5	0.4	0.2
30 AND OVER	0.7	0.9	0.2	0.2	0.1	0.1

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Question #4 At what age did you smoke your first cigarette?

GENDER OF RESPONDENT	TOTAL	MALE	FEMALE
TOTAL	17122	8046	9076
10 YEARS OF AGE OR UNDE	627	413	214
11-14	4522	2401	2121
15-19	5395	2560	2835
20-24	1098	431	667
25-29	166	59	107
30 AND OVER	115	38	77

	TOTAL	MALE	FEMALE
TOTAL	100.0	100.0	100.0
10 YEARS OF AGE OR UNDE	3.7	5.1	2.4
11-14	26.4	29.8	23.4
15-19	31.5	31.8	31.2
20-24	6.4	5.4	7.3
25-29	1.0	0.7	1.2
30 AND OVER	0.7	0.5	0.8

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Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)

Question #4 At what age did you smoke your first cigarette?

AGE OF RESPONDENT	TOTAL	AGE 16-18	AGE 19-24	AGE 25-29	AGE 30-34	AGE 35-39	AGE 40-44	AGE 45-49	AGE 50-54	AGE 55-59	AGE 60-64	AGE 65+
TOTAL	17122	743	785	529	1230	1927	2132	2051	1768	1641	1548	2768
10 YEARS OF AGE OR UNDE	627	8	8	22	43	78	97	73	89	59	55	95
11-14	4522	114	164	126	344	586	714	653	460	442	364	555
15-19	5395	90	188	124	294	505	596	690	624	616	633	1035
20-24	1098	1	15	13	58	79	84	88	118	135	163	344
25-29	166			4	11	8	12	12	17	17	19	66
30 AND OVER	115		1		1	3	5	6	14	12	19	54

	TOTAL	AGE 16-18	AGE 19-24	AGE 25-29	AGE 30-34	AGE 35-39	AGE 40-44	AGE 45-49	AGE 50-54	AGE 55-59	AGE 60-64	AGE 65+
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
10 YEARS OF AGE OR UNDE	3.7	1.1	1.0	4.2	3.5	4.0	4.5	3.6	5.0	3.6	3.6	3.4
11-14	26.4	15.3	20.9	23.8	28.0	30.4	33.5	31.8	26.0	26.9	23.5	20.1
15-19	31.5	12.1	23.9	23.4	23.9	26.2	28.0	33.6	35.3	37.5	40.9	37.4
20-24	6.4	0.1	1.9	2.5	4.7	4.1	3.9	4.3	6.7	8.2	10.5	12.4
25-29	1.0			0.8	0.9	0.4	0.6	0.6	1.0	1.0	1.2	2.4
30 AND OVER	0.7		0.1		0.1	0.2	0.2	0.3	0.8	0.7	1.2	2.0

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Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)

Question #5 have you smoked at least 100 cigarettes in your life?

REGION	TOTAL	MARITIMES	QUEBEC	ONTARIO	TOTAL WEST
TOTAL	17122	2193	3650	4157	7122
YES	9546	1323	2235	2152	3836
NO	2377	279	484	597	1017

	TOTAL	MARITIMES	QUEBEC	ONTARIO	TOTAL WEST
TOTAL	100.0	100.0	100.0	100.0	100.0
YES	55.8	60.3	61.2	51.8	53.9
NO	13.9	12.7	13.3	14.4	14.3

HH INCOME	TOTAL	<$20K	$20-29K	$30-39K	$40-49K	$50-69K	$70K+
TOTAL	17122	1512	2035	2338	2093	3798	5346
YES	9546	984	1247	1434	1241	2042	2598
NO	2377	151	245	279	273	556	873

	TOTAL	<$20K	$20-29K	$30-39K	$40-49K	$50-69K	$70K+
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	55.8	65.1	61.3	61.3	59.3	53.8	48.6
NO	13.9	10.0	12.0	11.9	13.0	14.6	16.3

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Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)
Question #5 have you smoked at least 100 cigarettes in your life?

AGE OF HH HEAD	TOTAL	UNDER 25	25-34	UNDER 35	35-44	45-54	55-64	65+
TOTAL	17122	26	1280	1306	4115	4695	3632	3374
YES	9546	17	535	552	2012	2551	2277	2154
NO	2377	3	260	263	677	625	442	370

	TOTAL	UNDER 25	25-34	UNDER 35	35-44	45-54	55-64	65+
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	55.8	65.4	41.8	42.3	48.9	54.3	62.7	63.8
NO	13.9	11.5	20.3	20.1	16.5	13.3	12.2	11.0

AGE OF CHILDREN IN HH	TOTAL	ADULT ONLY	HHLD'S W/KIDS	HHLD'S W/KIDS UND 6	HHLD'S W/KIDS 6-12	HHLD'S W/KIDS 13-17
TOTAL	17122	11695	5427	1542	2919	2813
YES	9546	6979	2567	676	1405	1339
NO	2377	1477	900	305	500	419

	TOTAL	ADULT ONLY	HHLD'S W/KIDS	HHLD'S W/KIDS UND 6	HHLD'S W/KIDS 6-12	HHLD'S W/KIDS 13-17
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0
YES	55.8	59.7	47.3	43.8	48.1	47.6
NO	13.9	12.6	16.6	19.8	17.1	14.9

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Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)

Question #5 have you smoked at least 100 cigarettes in your life?

GENDER OF RESPONDENT	TOTAL	MALE	FEMALE
TOTAL	17122	8046	9076
YES	9546	4860	4686
NO	2377	1042	1335

	TOTAL	MALE	FEMALE
TOTAL	100.0	100.0	100.0
YES	55.8	60.4	51.6
NO	13.9	13.0	14.7

AGE OF RESPONDENT	TOTAL	AGE 16-18	AGE 19-24	AGE 25-29	AGE 30-34	AGE 35-39	AGE 40-44	AGE 45-49	AGE 50-54	AGE 55-59	AGE 60-64	AGE 65+
TOTAL	17122	743	785	529	1230	1927	2132	2051	1768	1641	1548	2768
YES	9546	106	263	213	509	918	1182	1255	1106	1076	1066	1852
NO	2377	107	113	76	242	341	326	267	216	205	187	297

	TOTAL	AGE 16-18	AGE 19-24	AGE 25-29	AGE 30-34	AGE 35-39	AGE 40-44	AGE 45-49	AGE 50-54	AGE 55-59	AGE 60-64	AGE 65+
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	55.8	14.3	33.5	40.3	41.4	47.6	55.4	61.2	62.6	65.6	68.9	66.9
NO	13.9	14.4	14.4	14.4	19.7	17.7	15.3	13.0	12.2	12.5	12.1	10.7

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Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)

Question #6 At the present time,do you smoke cigarettes every day, occasionally,or not at all?

REGION	TOTAL	MARITIMES	QUEBEC	ONTARIO	TOTAL WEST
TOTAL	17122	2193	3650	4157	7122
EVERY DAY	2666	364	643	633	1026
OCCASIONALLY	581	81	120	129	251
NOT AT ALL	6299	878	1472	1390	2559

	TOTAL	MARITIMES	QUEBEC	ONTARIO	TOTAL WEST
TOTAL	100	100	100	100	100
EVERY DAY	15.6	16.6	17.6	15.2	14.4
OCCASIONALLY	3.4	3.7	3.3	3.1	3.5
NOT AT ALL	36.8	40	40.3	33.4	35.9

HH INCOME	TOTAL	<$20K	$20-29K	$30-39K	$40-49K	$50-69K	$70K+
TOTAL	17122	1512	2035	2338	2093	3798	5346
EVERY DAY	2666	373	377	416	358	539	603
OCCASIONALLY	581	55	68	76	80	126	176
NOT AT ALL	6299	556	802	942	803	1377	1819

	TOTAL	<$20K	$20-29K	$30-39K	$40-49K	$50-69K	$70K+
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0
EVERY DAY	15.6	24.7	18.5	17.8	17.1	14.2	11.3
OCCASIONALLY	3.4	3.6	3.3	3.3	3.8	3.3	3.3
NOT AT ALL	36.8	36.8	39.4	40.3	38.4	36.3	34.0

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Question #6 At the present time,do you smoke cigarettes every day, occasionally,or not at all?

AGE OF HH HEAD	TOTAL	UNDER 25	25-34	UNDER 35	35-44	45-54	55-64	65+
TOTAL	17122	26	1280	1306	4115	4695	3632	3374
EVERY DAY	2666	11	195	206	672	864	580	344
OCCASIONALLY	581	1	50	51	162	179	113	76
NOT AT ALL	6299	5	290	295	1178	1508	1584	1734

	TOTAL	UNDER 25	25-34	UNDER 35	35-44	45-54	55-64	65+
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
EVERY DAY	15.6	42.3	15.2	15.8	16.3	18.4	16.0	10.2
OCCASIONALLY	3.4	3.8	3.9	3.9	3.9	3.8	3.1	2.3
NOT AT ALL	36.8	19.2	22.7	22.6	28.6	32.1	43.6	51.4

AGE OF CHILDREN IN HH	TOTAL	ADULT ONLY	HHLD'S W/KIDS	HHLD'S W/KIDS UND 6	HHLD'S W/KIDS 6-12	HHLD'S W/KIDS 13-17
TOTAL	17122	11695	5427	1542	2919	2813
EVERY DAY	2666	1846	820	203	434	434
OCCASIONALLY	581	397	184	49	98	96
NOT AT ALL	6299	4736	1563	424	873	809

	TOTAL	ADULT ONLY	HHLD'S W/KIDS	HHLD'S W/KIDS UND 6	HHLD'S W/KIDS 6-12	HHLD'S W/KIDS 13-17
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0
EVERY DAY	15.6	15.8	15.1	13.2	14.9	15.4
OCCASIONALLY	3.4	3.4	3.4	3.2	3.4	3.4
NOT AT ALL	36.8	40.5	28.8	27.5	29.9	28.8

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GENDER OF RESPONDENT	TOTAL	MALE	FEMALE
TOTAL	17122	8046	9076
EVERY DAY	2666	1306	1360
OCCASIONALLY	581	267	314
NOT AT ALL	6299	3287	3012

	TOTAL	MALE	FEMALE
TOTAL	100.0	100.0	100.0
EVERY DAY	15.6	16.2	15.0
OCCASIONALLY	3.4	3.3	3.5
NOT AT ALL	36.8	40.9	33.2

AGE OF RESPONDENT	TOTAL	AGE 16-18	AGE 19-24	AGE 25-29	AGE 30-34	AGE 35-39	AGE 40-44	AGE 45-49	AGE 50-54	AGE 55-59	AGE 60-64	AGE 65+
TOTAL	17122	743	785	529	1230	1927	2132	2051	1768	1641	1548	2768
EVERY DAY	2666	64	149	92	183	315	408	416	313	265	195	266
OCCASIONALLY	581	26	44	28	43	74	88	75	57	42	46	58
NOT AT ALL	6299	16	70	93	283	529	686	764	736	769	825	1528

	TOTAL	AGE 16-18	AGE 19-24	AGE 25-29	AGE 30-34	AGE 35-39	AGE 40-44	AGE 45-49	AGE 50-54	AGE 55-59	AGE 60-64	AGE 65+
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
EVERY DAY	15.6	8.6	19.0	17.4	14.9	16.3	19.1	20.3	17.7	16.1	12.6	9.6
OCCASIONALLY	3.4	3.5	5.6	5.3	3.5	3.8	4.1	3.7	3.2	2.6	3.0	2.1
NOT AT ALL	36.8	2.2	8.9	17.6	23.0	27.5	32.2	37.3	41.6	46.9	53.3	55.2

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Question #7 In the past thirty days, did you smoke any cigarettes?

REGION	TOTAL	MARITIMES	QUEBEC	ONTARIO	TOTAL WEST
TOTAL	17122	2193	3650	4157	7122
YES	509	66	108	118	217
NO	72	15	12	11	34

	TOTAL	MARITIMES	QUEBEC	ONTARIO	TOTAL WEST
TOTAL	100.0	100.0	100.0	100.0	100.0
YES	3.0	3.0	3.0	2.8	3.0
NO	0.4	0.7	0.3	0.3	0.5

HH INCOME	TOTAL	<$20K	$20-29K	$30-39K	$40-49K	$50-69K	$70K+
TOTAL	17122	1512	2035	2338	2093	3798	5346
YES	509	52	64	65	69	104	155
NO	72	3	4	11	11	22	21

	TOTAL	<$20K	$20-29K	$30-39K	$40-49K	$50-69K	$70K+
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	3.0	3.4	3.1	2.8	3.3	2.7	2.9
NO	0.4	0.2	0.2	0.5	0.5	0.6	0.4

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Question #7 In the past thirty days, did you smoke any cigarettes?

AGE OF HH HEAD	TOTAL	UNDER 25	25-34	UNDER 35	35-44	45-54	55-64	65+
TOTAL	17122	26	1280	1306	4115	4695	3632	3374
YES	509	1	42	43	139	153	108	66
NO	72		8	8	23	26	5	10

	TOTAL	UNDER 25	25-34	UNDER 35	35-44	45-54	55-64	65+
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	3.0	3.8	3.3	3.3	3.4	3.3	3.0	2.0
NO	0.4		0.6	0.6	0.6	0.6	0.1	0.3

AGE OF CHILDREN IN HH	TOTAL	ADULT ONLY	HHLD'S W/KIDS	HHLD'S W/KIDS UND 6	HHLD'S W/KIDS 6-12	HHLD'S W/KIDS 13-17
TOTAL	17122	11695	5427	1542	2919	2813
YES	509	349	160	40	86	87
NO	72	48	24	9	12	9

	TOTAL	ADULT ONLY	HHLD'S W/KIDS	HHLD'S W/KIDS UND 6	HHLD'S W/KIDS 6-12	HHLD'S W/KIDS 13-17
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0
YES	3.0	3.0	2.9	2.6	2.9	3.1
NO	0.4	0.4	0.4	0.6	0.4	0.3

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Question #7 In the past thirty days, did you smoke any cigarettes?

GENDER OF RESPONDENT	TOTAL	MALE	FEMALE
TOTAL	17122	8046	9076
YES	509	226	283
NO	72	41	31

	TOTAL	MALE	FEMALE
TOTAL	100.0	100.0	100.0
YES	3.0	2.8	3.1
NO	0.4	0.5	0.3

AGE OF RESPONDENT	TOTAL	AGE 16-18	AGE 19-24	AGE 25-29	AGE 30-34	AGE 35-39	AGE 40-44	AGE 45-49	AGE 50-54	AGE 55-59	AGE 60-64	AGE 65+
TOTAL	17122	743	785	529	1230	1927	2132	2051	1768	1641	1548	2768
YES	509	23	41	26	35	63	78	64	49	40	40	50
NO	72	3	3	2	8	11	10	11	8	2	6	8

	TOTAL	AGE 16-18	AGE 19-24	AGE 25-29	AGE 30-34	AGE 35-39	AGE 40-44	AGE 45-49	AGE 50-54	AGE 55-59	AGE 60-64	AGE 65+
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	3.0	3.1	5.2	4.9	2.8	3.3	3.7	3.1	2.8	2.4	2.6	1.8
NO	0.4	0.4	0.4	0.4	0.7	0.6	0.5	0.5	0.5	0.1	0.4	0.3

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Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)

Question #8 Have you ever smoked cigarettes daily?

REGION	TOTAL	MARITIMES	QUEBEC	ONTARIO	TOTAL WEST
TOTAL	17122	2193	3650	4157	7122
YES	520	67	105	116	232
NO	61	14	15	13	19
	TOTAL	MARITIMES	QUEBEC	ONTARIO	TOTAL WEST
TOTAL	100.0	100.0	100.0	100.0	100.0
YES	3.0	3.1	2.9	2.8	3.3
NO	0.4	0.6	0.4	0.3	0.3

HH INCOME	TOTAL	<$20K	$20-29K	$30-39K	$40-49K	$50-69K	$70K+
TOTAL	17122	1512	2035	2338	2093	3798	5346
YES	520	47	66	64	75	119	149
NO	61	8	2	12	5	7	27
	TOTAL	<$20K	$20-29K	$30-39K	$40-49K	$50-69K	$70K+
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	3.0	3.1	3.2	2.7	3.6	3.1	2.8
NO	0.4	0.5	0.1	0.5	0.2	0.2	0.5

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Question #8 Have you ever smoked cigarettes daily?

AGE OF HH HEAD	TOTAL	UNDER 25	25-34	UNDER 35	35-44	45-54	55-64	65+
TOTAL	17122	26	1280	1306	4115	4695	3632	3374
YES	520		43	43	146	158	102	71
NO	61	1	7	8	16	21	11	5

	TOTAL	UNDER 25	25-34	UNDER 35	35-44	45-54	55-64	65+
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	3.0		3.4	3.3	3.5	3.4	2.8	2.1
NO	0.4	3.8	0.5	0.6	0.4	0.4	0.3	0.1

AGE OF CHILDREN IN HH	TOTAL	ADULT ONLY	HHLD'S W/KIDS	HHLD'S W/KIDS UND 6	HHLD'S W/KIDS 6-12	HHLD'S W/KIDS 13-17
TOTAL	17122	11695	5427	1542	2919	2813
YES	520	359	161	43	86	86
NO	61	38	23	6	12	10

	TOTAL	ADULT ONLY	HHLD'S W/KIDS	HHLD'S W/KIDS UND 6	HHLD'S W/KIDS 6-12	HHLD'S W/KIDS 13-17
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0
YES	3.0	3.1	3.0	2.8	2.9	3.1
NO	0.4	0.3	0.4	0.4	0.4	0.4

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Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)
Question #8 Have you ever smoked cigarettes daily?

GENDER OF RESPONDENT	TOTAL	MALE	FEMALE
TOTAL	17122	8046	9076
YES	520	237	283
NO	61	30	31

	TOTAL	MALE	FEMALE
TOTAL	100.0	100.0	100.0
YES	3.0	2.9	3.1
NO	0.4	0.4	0.3

AGE OF RESPONDENT	TOTAL	AGE 16-18	AGE 19-24	AGE 25-29	AGE 30-34	AGE 35-39	AGE 40-44	AGE 45-49	AGE 50-54	AGE 55-59	AGE 60-64	AGE 65+
TOTAL	17122	743	785	529	1230	1927	2132	2051	1768	1641	1548	2768
YES	520	22	36	24	37	65	76	68	54	37	46	55
NO	61	4	8	4	6	9	12	7	3	5		3

	TOTAL	AGE 16-18	AGE 19-24	AGE 25-29	AGE 30-34	AGE 35-39	AGE 40-44	AGE 45-49	AGE 50-54	AGE 55-59	AGE 60-64	AGE 65+
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	3.0	3.0	4.6	4.5	3.0	3.4	3.6	3.3	3.1	2.3	3.0	2.0
NO	0.4	0.5	1.0	0.8	0.5	0.5	0.6	0.3	0.2	0.3		0.1

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Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)

Question #9 Have you ever smoked cigarettes daily?

REGION	TOTAL	MARITIMES	QUEBEC	ONTARIO	TOTAL WEST
TOTAL	17122	2193	3650	4157	7122
YES	5976	831	1383	1314	2448
NO	323	47	89	76	111
	TOTAL	MARITIMES	QUEBEC	ONTARIO	TOTAL WEST
TOTAL	100.0	100.0	100.0	100.0	100.0
YES	34.9	37.9	37.9	31.6	34.4
NO	1.9	2.1	2.4	1.8	1.6

HH INCOME	TOTAL	<$20K	$20-29K	$30-39K	$40-49K	$50-69K	$70K+
TOTAL	17122	1512	2035	2338	2093	3798	5346
YES	5976	530	774	898	771	1322	1681
NO	323	26	28	44	32	55	138
	TOTAL	<$20K	$20-29K	$30-39K	$40-49K	$50-69K	$70K+
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	34.9	35.1	38.0	38.4	36.8	34.8	31.4
NO	1.9	1.7	1.4	1.9	1.5	1.4	2.6

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Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)
Question #9 Have you ever smoked cigarettes daily?

AGE OF HH HEAD	TOTAL	UNDER 25	25-34	UNDER 35	35-44	45-54	55-64	65+
TOTAL	17122	26	1280	1306	4115	4695	3632	3374
YES	5976	5	268	273	1112	1430	1510	1651
NO	323		22	22	66	78	74	83

	TOTAL	UNDER 25	25-34	UNDER 35	35-44	45-54	55-64	65+
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	34.9	19.2	20.9	20.9	27.0	30.5	41.6	48.9
NO	1.9		1.7	1.7	1.6	1.7	2.0	2.5

AGE OF CHILDREN IN HH	TOTAL	ADULT ONLY	HHLD'S W/KIDS	HHLD'S W/KIDS UND 6	HHLD'S W/KIDS 6-12	HHLD'S W/KIDS 13-17
TOTAL	17122	11695	5427	1542	2919	2813
YES	5976	4503	1473	397	820	764
NO	323	233	90	27	53	45

	TOTAL	ADULT ONLY	HHLD'S W/KIDS	HHLD'S W/KIDS UND 6	HHLD'S W/KIDS 6-12	HHLD'S W/KIDS 13-17
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0
YES	34.9	38.5	27.1	25.7	28.1	27.2
NO	1.9	2.0	1.7	1.8	1.8	1.6

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Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)

Question #9 Have you ever smoked cigarettes daily?

GENDER OF RESPONDENT	TOTAL	MALE	FEMALE
TOTAL	17122	8046	9076
YES	5976	3131	2845
NO	323	156	167

	TOTAL	MALE	FEMALE
TOTAL	100.0	100.0	100.0
YES	34.9	38.9	31.3
NO	1.9	1.9	1.8

AGE OF RESPONDENT	TOTAL	AGE 16-18	AGE 19-24	AGE 25-29	AGE 30-34	AGE 35-39	AGE 40-44	AGE 45-49	AGE 50-54	AGE 55-59	AGE 60-64	AGE 65+
TOTAL	17122	743	785	529	1230	1927	2132	2051	1768	1641	1548	2768
YES	5976	15	64	86	266	490	649	734	694	736	779	1463
NO	323	1	6	7	17	39	37	30	42	33	46	65

	TOTAL	AGE 16-18	AGE 19-24	AGE 25-29	AGE 30-34	AGE 35-39	AGE 40-44	AGE 45-49	AGE 50-54	AGE 55-59	AGE 60-64	AGE 65+
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	34.9	2.0	8.2	16.3	21.6	25.4	30.4	35.8	39.3	44.9	50.3	52.9
NO	1.9	0.1	0.8	1.3	1.4	2.0	1.7	1.5	2.4	2.0	3.0	2.3

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Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)

Question #10 During the past thirty days, did you smoke every day?

REGION	TOTAL	MARITIMES	QUEBEC	ONTARIO	TOTAL WEST
TOTAL	17122	2193	3650	4157	7122
YES	2661	365	640	633	1023
NO	525	66	108	116	235
	TOTAL	MARITIMES	QUEBEC	ONTARIO	TOTAL WEST
TOTAL	100.0	100.0	100.0	100.0	100.0
YES	15.5	16.6	17.5	15.2	14.4
NO	3.1	3.0	3.0	2.8	3.3

HH INCOME	TOTAL	<$20K	$20-29K	$30-39K	$40-49K	$50-69K	$70K+
TOTAL	17122	1512	2035	2338	2093	3798	5346
YES	2661	365	383	416	359	531	607
NO	525	55	60	64	74	127	145
	TOTAL	<$20K	$20-29K	$30-39K	$40-49K	$50-69K	$70K+
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	15.5	24.1	18.8	17.8	17.2	14.0	11.4
NO	3.1	3.6	2.9	2.7	3.5	3.3	2.7

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Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)
Question #10 During the past thirty days, did you smoke every day?

AGE OF HH HEAD	TOTAL	UNDER 25	25-34	UNDER 35	35-44	45-54	55-64	65+
TOTAL	17122	26	1280	1306	4115	4695	3632	3374
YES	2661	10	189	199	671	861	580	350
NO	525	1	49	50	147	161	102	65

	TOTAL	UNDER 25	25-34	UNDER 35	35-44	45-54	55-64	65+
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	15.5	38.5	14.8	15.2	16.3	18.3	16.0	10.4
NO	3.1	3.8	3.8	3.8	3.6	3.4	2.8	1.9

AGE OF CHILDREN IN HH	TOTAL	ADULT ONLY	HHLD'S W/KIDS	HHLD'S W/KIDS UND 6	HHLD'S W/KIDS 6-12	HHLD'S W/KIDS 13-17
TOTAL	17122	11695	5427	1542	2919	2813
YES	2661	1848	813	197	426	431
NO	525	357	168	49	94	89

	TOTAL	ADULT ONLY	HHLD'S W/KIDS	HHLD'S W/KIDS UND 6	HHLD'S W/KIDS 6-12	HHLD'S W/KIDS 13-17
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0
YES	15.5	15.8	15.0	12.8	14.6	15.3
NO	3.1	3.1	3.1	3.2	3.2	3.2

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Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)

Question #10 During the past thirty days, did you smoke every day?

GENDER OF RESPONDENT	TOTAL	MALE	FEMALE
TOTAL	17122	8046	9076
YES	2661	1297	1364
NO	525	246	279

	TOTAL	MALE	FEMALE
TOTAL	100.0	100.0	100.0
YES	15.5	16.1	15.0
NO	3.1	3.1	3.1

AGE OF RESPONDENT	TOTAL	AGE 16-18	AGE 19-24	AGE 25-29	AGE 30-34	AGE 35-39	AGE 40-44	AGE 45-49	AGE 50-54	AGE 55-59	AGE 60-64	AGE 65+
TOTAL	17122	743	785	529	1230	1927	2132	2051	1768	1641	1548	2768
YES	2661	67	146	92	174	313	405	418	317	264	197	268
NO	525	19	39	24	46	67	79	66	50	38	44	53

	TOTAL	AGE 16-18	AGE 19-24	AGE 25-29	AGE 30-34	AGE 35-39	AGE 40-44	AGE 45-49	AGE 50-54	AGE 55-59	AGE 60-64	AGE 65+
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	15.5	9.0	18.6	17.4	14.1	16.2	19.0	20.4	17.9	16.1	12.7	9.7
NO	3.1	2.6	5.0	4.5	3.7	3.5	3.7	3.2	2.8	2.3	2.8	1.9

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Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)

Question #11 At what age did you stop smoking cigarettes daily?

REGION	TOTAL	MARITIMES	QUEBEC	ONTARIO	TOTAL WEST
TOTAL	17122	2193	3650	4157	7122
14 YEARS OF AGE OR UNDER	33	5	8	9	11
15-19	293	34	64	60	135
20-24	750	89	148	178	335
25-29	834	102	186	211	335
30-34	938	135	238	189	376
35-39	869	115	199	188	367
40-44	803	118	184	146	355
45-49	592	91	149	134	218
50-54	541	78	130	130	203
55-59	379	60	91	79	149
60-64	242	39	42	60	101
65-69	99	9	24	18	48
70-74	25	6	5	4	10
75-79	25	3	4	6	12
80-84	4		1	1	2
85 AND OVER	4				4
NOT APPLICABLE- STILL SMOKING DAILY	70	13	18	17	22

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Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)

Question #11 At what age did you stop smoking cigarettes daily?

REGION	TOTAL	MARITIMES	QUEBEC	ONTARIO	TOTAL WEST
TOTAL	100.0	100.0	100.0	100.0	100.0
14 YEARS OF AGE OR UNDER	0.2	0.2	0.2	0.2	0.2
15-19	1.7	1.6	1.8	1.4	1.9
20-24	4.4	4.1	4.1	4.3	4.7
25-29	4.9	4.7	5.1	5.1	4.7
30-34	5.5	6.2	6.5	4.5	5.3
35-39	5.1	5.2	5.5	4.5	5.2
40-44	4.7	5.4	5.0	3.5	5.0
45-49	3.5	4.1	4.1	3.2	3.1
50-54	3.2	3.6	3.6	3.1	2.9
55-59	2.2	2.7	2.5	1.9	2.1
60-64	1.4	1.8	1.2	1.4	1.4
65-69	0.6	0.4	0.7	0.4	0.7
70-74	0.1	0.3	0.1	0.1	0.1
75-79	0.1	0.1	0.1	0.1	0.2
80-84	0.0		0.0	0.0	0.0
85 AND OVER	0.0				0.1
NOT APPLICABLE- STILL SMOKING DAILY	0.4	0.6	0.5	0.4	0.3

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Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)

Question #11 At what age did you stop smoking cigarettes daily?

HH INCOME	TOTAL	<$20K	$20-29K	$30-39K	$40-49K	$50-69K	$70K+
TOTAL	17122	1512	2035	2338	2093	3798	5346
14 YEARS OF AGE OR UNDER	33	2	2	7	4	7	11
15-19	293	26	18	41	41	78	89
20-24	750	53	77	85	77	204	254
25-29	834	52	76	118	103	201	284
30-34	938	63	105	128	132	227	283
35-39	869	65	79	122	105	229	269
40-44	803	75	112	126	101	181	208
45-49	592	68	77	96	80	105	166
50-54	541	66	101	89	77	82	126
55-59	379	50	68	64	61	66	70
60-64	242	33	66	50	25	32	36
65-69	99	5	23	21	25	15	10
70-74	25	5	8	2	3	6	1
75-79	25	6	9	4	2	2	2
80-84	4	1	2				1
85 AND OVER	4	1	1	1	1		
NOT APPLICABLE- STILL SMOKING DAILY	70	14	10	8	8	14	16

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Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)

Question #11 At what age did you stop smoking cigarettes daily?

HH INCOME	TOTAL	<$20K	$20-29K	$30-39K	$40-49K	$50-69K	$70K+
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0
14 YEARS OF AGE OR UNDER	0.2	0.1	0.1	0.3	0.2	0.2	0.2
15-19	1.7	1.7	0.9	1.8	2.0	2.1	1.7
20-24	4.4	3.5	3.8	3.6	3.7	5.4	4.8
25-29	4.9	3.4	3.7	5.0	4.9	5.3	5.3
30-34	5.5	4.2	5.2	5.5	6.3	6.0	5.3
35-39	5.1	4.3	3.9	5.2	5.0	6.0	5.0
40-44	4.7	5.0	5.5	5.4	4.8	4.8	3.9
45-49	3.5	4.5	3.8	4.1	3.8	2.8	3.1
50-54	3.2	4.4	5.0	3.8	3.7	2.2	2.4
55-59	2.2	3.3	3.3	2.7	2.9	1.7	1.3
60-64	1.4	2.2	3.2	2.1	1.2	0.8	0.7
65-69	0.6	0.3	1.1	0.9	1.2	0.4	0.2
70-74	0.1	0.3	0.4	0.1	0.1	0.2	0.0
75-79	0.1	0.4	0.4	0.2	0.1	0.1	0.0
80-84	0.0	0.1	0.1				0.0
85 AND OVER	0.0	0.1	0.0	0.0	0.0		
NOT APPLICABLE- STILL SMOKING DAILY	0.4	0.9	0.5	0.3	0.4	0.4	0.3

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Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)

Question #11 At what age did you stop smoking cigarettes daily?

AGE OF HH HEAD	TOTAL	UNDER 25	25-34	UNDER 35	35-44	45-54	55-64	65+
TOTAL	17122	26	1280	1306	4115	4695	3632	3374
14 YEARS OF AGE OR UNDER	33		5	5	11	8	6	3
15-19	293	1	28	29	102	92	51	19
20-24	750	2	92	94	230	225	115	86
25-29	834	2	95	97	236	238	170	93
30-34	938		77	77	272	253	177	159
35-39	869		5	5	248	240	194	182
40-44	803		3	3	127	244	203	226
45-49	592		2	2	14	162	225	189
50-54	541		1	1	3	90	195	252
55-59	379		2	2	2	6	184	185
60-64	242					2	70	170
65-69	99				2	3	3	91
70-74	25				2			23
75-79	25					3		22
80-84	4							4
85 AND OVER	4						1	3
NOT APPLICABLE- STILL SMOKING DAILY	70	1	7	8	10	25	18	9

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Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)

Question #11 At what age did you stop smoking cigarettes daily?

AGE OF HH HEAD	TOTAL	UNDER 25	25-34	UNDER 35	35-44	45-54	55-64	65+
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
14 YEARS OF AGE OR UNDER	0.2		0.4	0.4	0.3	0.2	0.2	0.1
15-19	1.7	3.8	2.2	2.2	2.5	2.0	1.4	0.6
20-24	4.4	7.7	7.2	7.2	5.6	4.8	3.2	2.5
25-29	4.9	7.7	7.4	7.4	5.7	5.1	4.7	2.8
30-34	5.5		6.0	5.9	6.6	5.4	4.9	4.7
35-39	5.1		0.4	0.4	6.0	5.1	5.3	5.4
40-44	4.7		0.2	0.2	3.1	5.2	5.6	6.7
45-49	3.5		0.2	0.2	0.3	3.5	6.2	5.6
50-54	3.2		0.1	0.1	0.1	1.9	5.4	7.5
55-59	2.2		0.2	0.2	0.0	0.1	5.1	5.5
60-64	1.4					0.0	1.9	5.0
65-69	0.6				0.0	0.1	0.1	2.7
70-74	0.1				0.0			0.7
75-79	0.1					0.1		0.7
80-84	0.0							0.1
85 AND OVER	0.0						0.0	0.1
NOT APPLICABLE- STILL SMOKING DAILY	0.4	3.8	0.5	0.6	0.2	0.5	0.5	0.3

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Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)

Question #11 At what age did you stop smoking cigarettes daily?

AGE OF CHILDREN IN HH	TOTAL	ADULT ONLY	HHLD'S W/KIDS	HHLD'S W/KIDS UND 6	HHLD'S W/KIDS 6-12	HHLD'S W/KIDS 13-17
TOTAL	17122	11695	5427	1542	2919	2813
14 YEARS OF AGE OR UNDER	33	17	16	8	9	5
15-19	293	163	130	42	73	70
20-24	750	453	297	95	159	148
25-29	834	511	323	104	195	152
30-34	938	611	327	84	203	152
35-39	869	626	243	67	133	134
40-44	803	649	154	19	83	92
45-49	592	513	79	10	34	56
50-54	541	509	32	9	10	19
55-59	379	371	8	1	1	6
60-64	242	232	10	1	3	7
65-69	99	96	3	2	2	1
70-74	25	25				
75-79	25	24	1	1		1
80-84	4	4				
85 AND OVER	4	4				
NOT APPLICABLE- STILL SMOKING DAILY	70	52	18	3	9	10

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Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)

Question #11 At what age did you stop smoking cigarettes daily?

AGE OF CHILDREN IN HH	TOTAL	ADULT ONLY	HHLD'S W/KIDS	HHLD'S W/KIDS UND 6	HHLD'S W/KIDS 6-12	HHLD'S W/KIDS 13-17
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0
14 YEARS OF AGE OR UNDER	0.2	0.1	0.3	0.5	0.3	0.2
15-19	1.7	1.4	2.4	2.7	2.5	2.5
20-24	4.4	3.9	5.5	6.2	5.4	5.3
25-29	4.9	4.4	6.0	6.7	6.7	5.4
30-34	5.5	5.2	6.0	5.4	7.0	5.4
35-39	5.1	5.4	4.5	4.3	4.6	4.8
40-44	4.7	5.5	2.8	1.2	2.8	3.3
45-49	3.5	4.4	1.5	0.6	1.2	2.0
50-54	3.2	4.4	0.6	0.6	0.3	0.7
55-59	2.2	3.2	0.1	0.1	0.0	0.2
60-64	1.4	2.0	0.2	0.1	0.1	0.2
65-69	0.6	0.8	0.1	0.1	0.1	0.0
70-74	0.1	0.2				
75-79	0.1	0.2	0.0	0.1		0.0
80-84	0.0	0.0				
85 AND OVER	0.0	0.0				
NOT APPLICABLE- STILL SMOKING DAILY	0.4	0.4	0.3	0.2	0.3	0.4

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Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)

Question #11 At what age did you stop smoking cigarettes daily?

GENDER OF RESPONDENT	TOTAL	MALE	FEMALE
TOTAL	17122	8046	9076
14 YEARS OF AGE OR UNDER	33	17	16
15-19	293	123	170
20-24	750	315	435
25-29	834	385	449
30-34	938	462	476
35-39	869	493	376
40-44	803	442	361
45-49	592	340	252
50-54	541	303	238
55-59	379	224	155
60-64	242	143	99
65-69	99	60	39
70-74	25	13	12
75-79	25	17	8
80-84	4	4	
85 AND OVER	4		4
NOT APPLICABLE- STILL SMOKING DAILY	70	36	34

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Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)

Question #11 At what age did you stop smoking cigarettes daily?

GENDER OF RESPONDENT	TOTAL	MALE	FEMALE
TOTAL	100.0	100.0	100.0
14 YEARS OF AGE OR UNDER	0.2	0.2	0.2
15-19	1.7	1.5	1.9
20-24	4.4	3.9	4.8
25-29	4.9	4.8	4.9
30-34	5.5	5.7	5.2
35-39	5.1	6.1	4.1
40-44	4.7	5.5	4.0
45-49	3.5	4.2	2.8
50-54	3.2	3.8	2.6
55-59	2.2	2.8	1.7
60-64	1.4	1.8	1.1
65-69	0.6	0.7	0.4
70-74	0.1	0.2	0.1
75-79	0.1	0.2	0.1
80-84	0.0	0.0	
85 AND OVER	0.0		0.0
NOT APPLICABLE- STILL SMOKING DAILY	0.4	0.4	0.4

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Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)

Question #11 At what age did you stop smoking cigarettes daily?

AGE OF RESPONDENT	TOTAL	AGE 16-18	AGE 19-24	AGE 25-29	AGE 30-34	AGE 35-39	AGE 40-44	AGE 45-49	AGE 50-54	AGE 55-59	AGE 60-64	AGE 65+
TOTAL	17122	743	785	529	1230	1927	2132	2051	1768	1641	1548	2768
14 YEARS OF AGE OR UNDER	33	5			4	6	6	1	4	3	1	3
15-19	293	23	43	12	31	49	35	28	24	22	12	14
20-24	750		50	51	66	105	108	129	81	59	37	64
25-29	834			43	92	124	136	122	100	84	62	71
30-34	938	1			112	138	143	147	105	80	88	124
35-39	869				1	130	144	135	109	100	86	164
40-44	803						148	128	120	105	120	182
45-49	592							105	81	105	126	175
50-54	541							1	112	102	100	226
55-59	379								2	107	94	176
60-64	242										88	154
65-69	99									1	2	96
70-74	25											25
75-79	25								1		1	23
80-84	4											4
85 AND OVER	4											4
NOT APPLICABLE- STILL SMOKING DAILY	70	5	10	4	6	5	8	4	5	6	6	11

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Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)

Question #11 At what age did you stop smoking cigarettes daily?

AGE OF RESPONDENT	TOTAL	AGE 16-18	AGE 19-24	AGE 25-29	AGE 30-34	AGE 35-39	AGE 40-44	AGE 45-49	AGE 50-54	AGE 55-59	AGE 60-64	AGE 65+
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
14 YEARS OF AGE OR UNDER	0.2	0.7			0.3	0.3	0.3	0.0	0.2	0.2	0.1	0.1
15-19	1.7	3.1	5.5	2.3	2.5	2.5	1.6	1.4	1.4	1.3	0.8	0.5
20-24	4.4		6.4	9.6	5.4	5.4	5.1	6.3	4.6	3.6	2.4	2.3
25-29	4.9			8.1	7.5	6.4	6.4	5.9	5.7	5.1	4.0	2.6
30-34	5.5	0.1			9.1	7.2	6.7	7.2	5.9	4.9	5.7	4.5
35-39	5.1				0.1	6.7	6.8	6.6	6.2	6.1	5.6	5.9
40-44	4.7						6.9	6.2	6.8	6.4	7.8	6.6
45-49	3.5							5.1	4.6	6.4	8.1	6.3
50-54	3.2							0.0	6.3	6.2	6.5	8.2
55-59	2.2								0.1	6.5	6.1	6.4
60-64	1.4										5.7	5.6
65-69	0.6									0.1	0.1	3.5
70-74	0.1											0.9
75-79	0.1								0.1		0.1	0.8
80-84	0.0											0.1
85 AND OVER	0.0											0.1
NOT APPLICABLE- STILL SMOKING DAILY	0.4	0.7	1.3	0.8	0.5	0.3	0.4	0.2	0.3	0.4	0.4	0.4

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Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)

Question #12 On average, how many cigarettes do you smoke in a day?

REGION	TOTAL	MARITIMES	QUEBEC	ONTARIO	TOTAL WEST
TOTAL	17122	2193	3650	4157	7122
CURRENTLY DO NOT SMOKE	5421	749	1203	1195	2274
1-4 CIGARETTES	462	60	91	117	194
5-9 CIGARETTES	575	94	115	148	218
10-14 CIGARETTES	808	116	197	167	328
15-20 CIGARETTES	773	105	190	168	310
21-25 CIGARETTES	711	89	199	179	244
26 OR MORE CIGARETTES	473	63	151	102	157

	TOTAL	MARITIMES	QUEBEC	ONTARIO	TOTAL WEST
TOTAL	100.0	100.0	100.0	100.0	100.0
CURRENTLY DO NOT SMOKE	31.7	34.2	33.0	28.7	31.9
1-4 CIGARETTES	2.7	2.7	2.5	2.8	2.7
5-9 CIGARETTES	3.4	4.3	3.2	3.6	3.1
10-14 CIGARETTES	4.7	5.3	5.4	4.0	4.6
15-20 CIGARETTES	4.5	4.8	5.2	4.0	4.4
21-25 CIGARETTES	4.2	4.1	5.5	4.3	3.4
26 OR MORE CIGARETTES	2.8	2.9	4.1	2.5	2.2

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Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)

Question #12 On average, how many cigarettes do you smoke in a day?

HH INCOME	TOTAL	<$20K	$20-29K	$30-39K	$40-49K	$50-69K	$70K+
TOTAL	17122	1512	2035	2338	2093	3798	5346
CURRENTLY DO NOT SMOKE	5421	460	686	792	712	1204	1567
1-4 CIGARETTES	462	50	54	60	70	105	123
5-9 CIGARETTES	575	63	70	89	68	131	154
10-14 CIGARETTES	808	98	112	130	106	179	183
15-20 CIGARETTES	773	101	122	127	115	126	182
21-25 CIGARETTES	711	104	99	108	79	156	165
26 OR MORE CIGARETTES	473	82	76	84	59	86	86

	TOTAL	<$20K	$20-29K	$30-39K	$40-49K	$50-69K	$70K+
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0
CURRENTLY DO NOT SMOKE	31.7	30.4	33.7	33.9	34.0	31.7	29.3
1-4 CIGARETTES	2.7	3.3	2.7	2.6	3.3	2.8	2.3
5-9 CIGARETTES	3.4	4.2	3.4	3.8	3.2	3.4	2.9
10-14 CIGARETTES	4.7	6.5	5.5	5.6	5.1	4.7	3.4
15-20 CIGARETTES	4.5	6.7	6.0	5.4	5.5	3.3	3.4
21-25 CIGARETTES	4.2	6.9	4.9	4.6	3.8	4.1	3.1
26 OR MORE CIGARETTES	2.8	5.4	3.7	3.6	2.8	2.3	1.6

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Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)

Question #12 On average, how many cigarettes do you smoke in a day?

AGE OF HH HEAD	TOTAL	UNDER 25	25-34	UNDER 35	35-44	45-54	55-64	65+
TOTAL	17122	26	1280	1306	4115	4695	3632	3374
CURRENTLY DO NOT SMOKE	5421	6	261	267	1017	1306	1352	1479
1-4 CIGARETTES	462	1	40	41	125	133	90	73
5-9 CIGARETTES	575	4	50	54	146	170	117	88
10-14 CIGARETTES	808	3	67	70	205	246	156	131
15-20 CIGARETTES	773	2	53	55	200	249	164	105
21-25 CIGARETTES	711	1	28	29	164	230	185	103
26 OR MORE CIGARETTES	473		14	14	89	139	139	92

	TOTAL	UNDER 25	25-34	UNDER 35	35-44	45-54	55-64	65+
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
CURRENTLY DO NOT SMOKE	31.7	23.1	20.4	20.4	24.7	27.8	37.2	43.8
1-4 CIGARETTES	2.7	3.8	3.1	3.1	3.0	2.8	2.5	2.2
5-9 CIGARETTES	3.4	15.4	3.9	4.1	3.5	3.6	3.2	2.6
10-14 CIGARETTES	4.7	11.5	5.2	5.4	5.0	5.2	4.3	3.9
15-20 CIGARETTES	4.5	7.7	4.1	4.2	4.9	5.3	4.5	3.1
21-25 CIGARETTES	4.2	3.8	2.2	2.2	4.0	4.9	5.1	3.1
26 OR MORE CIGARETTES	2.8		1.1	1.1	2.2	3.0	3.8	2.7

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Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)

Question #12 On average, how many cigarettes do you smoke in a day?

AGE OF CHILDREN IN HH	TOTAL	ADULT ONLY	HHLD'S W/KIDS	HHLD'S W/KIDS UND 6	HHLD'S W/KIDS 6-12	HHLD'S W/KIDS 13-17
TOTAL	17122	11695	5427	1542	2919	2813
CURRENTLY DO NOT SMOKE	5421	4079	1342	363	745	676
1-4 CIGARETTES	462	304	158	41	78	83
5-9 CIGARETTES	575	378	197	51	103	104
10-14 CIGARETTES	808	541	267	82	145	132
15-20 CIGARETTES	773	559	214	48	122	121
21-25 CIGARETTES	711	507	204	48	115	111
26 OR MORE CIGARETTES	473	378	95	16	44	67

	TOTAL	ADULT ONLY	HHLD'S W/KIDS	HHLD'S W/KIDS UND 6	HHLD'S W/KIDS 6-12	HHLD'S W/KIDS 13-17
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0
CURRENTLY DO NOT SMOKE	31.7	34.9	24.7	23.5	25.5	24.0
1-4 CIGARETTES	2.7	2.6	2.9	2.7	2.7	3.0
5-9 CIGARETTES	3.4	3.2	3.6	3.3	3.5	3.7
10-14 CIGARETTES	4.7	4.6	4.9	5.3	5.0	4.7
15-20 CIGARETTES	4.5	4.8	3.9	3.1	4.2	4.3
21-25 CIGARETTES	4.2	4.3	3.8	3.1	3.9	3.9
26 OR MORE CIGARETTES	2.8	3.2	1.8	1.0	1.5	2.4

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Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)

Question #12 On average, how many cigarettes do you smoke in a day?

GENDER OF RESPONDENT	TOTAL	MALE	FEMALE
TOTAL	17122	8046	9076
CURRENTLY DO NOT SMOKE	5421	2825	2596
1-4 CIGARETTES	462	203	259
5-9 CIGARETTES	575	228	347
10-14 CIGARETTES	808	356	452
15-20 CIGARETTES	773	388	385
21-25 CIGARETTES	711	385	326
26 OR MORE CIGARETTES	473	319	154

	TOTAL	MALE	FEMALE
TOTAL	100.0	100.0	100.0
CURRENTLY DO NOT SMOKE	31.7	35.1	28.6
1-4 CIGARETTES	2.7	2.5	2.9
5-9 CIGARETTES	3.4	2.8	3.8
10-14 CIGARETTES	4.7	4.4	5.0
15-20 CIGARETTES	4.5	4.8	4.2
21-25 CIGARETTES	4.2	4.8	3.6
26 OR MORE CIGARETTES	2.8	4.0	1.7

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Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)

Question #12 On average, how many cigarettes do you smoke in a day?

AGE OF RESPONDENT	TOTAL	AGE 16-18	AGE 19-24	AGE 25-29	AGE 30-34	AGE 35-39	AGE 40-44	AGE 45-49	AGE 50-54	AGE 55-59	AGE 60-64	AGE 65+
TOTAL	17122	743	785	529	1230	1927	2132	2051	1768	1641	1548	2768
CURRENTLY DO NOT SMOKE	5421	17	73	94	248	448	589	669	625	662	693	1303
1-4 CIGARETTES	462	26	31	21	42	52	66	52	43	35	36	58
5-9 CIGARETTES	575	25	50	30	37	79	72	70	60	51	42	59
10-14 CIGARETTES	808	24	53	26	64	102	113	110	79	65	64	108
15-20 CIGARETTES	773	8	33	21	53	85	127	132	86	67	66	95
21-25 CIGARETTES	711	4	12	11	33	77	110	117	112	86	66	83
26 OR MORE CIGARETTES	473	1	5	3	15	36	68	75	59	77	53	81

	TOTAL	AGE 16-18	AGE 19-24	AGE 25-29	AGE 30-34	AGE 35-39	AGE 40-44	AGE 45-49	AGE 50-54	AGE 55-59	AGE 60-64	AGE 65+
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
CURRENTLY DO NOT SMOKE	31.7	2.3	9.3	17.8	20.2	23.2	27.6	32.6	35.4	40.3	44.8	47.1
1-4 CIGARETTES	2.7	3.5	3.9	4.0	3.4	2.7	3.1	2.5	2.4	2.1	2.3	2.1
5-9 CIGARETTES	3.4	3.4	6.4	5.7	3.0	4.1	3.4	3.4	3.4	3.1	2.7	2.1
10-14 CIGARETTES	4.7	3.2	6.8	4.9	5.2	5.3	5.3	5.4	4.5	4.0	4.1	3.9
15-20 CIGARETTES	4.5	1.1	4.2	4.0	4.3	4.4	6.0	6.4	4.9	4.1	4.3	3.4
21-25 CIGARETTES	4.2	0.5	1.5	2.1	2.7	4.0	5.2	5.7	6.3	5.2	4.3	3.0
26 OR MORE CIGARETTES	2.8	0.1	0.6	0.6	1.2	1.9	3.2	3.7	3.3	4.7	3.4	2.9

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Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)

Question #13 When did you stop smoking?

REGION	TOTAL	MARITIMES	QUEBEC	ONTARIO	TOTAL WEST
TOTAL	17122	2193	3650	4157	7122
LESS THAN ONE YEAR AGO	534	81	128	114	211
1 TO 2 YEARS AGO	373	59	95	75	144
3 TO 5 YEARS AGO	482	60	132	104	186
MORE THAN 5 YEARS AGO	4355	596	937	978	1844

	TOTAL	MARITIMES	QUEBEC	ONTARIO	TOTAL WEST
TOTAL	100.0	100.0	100.0	100.0	100.0
LESS THAN ONE YEAR AGO	3.1	3.7	3.5	2.7	3.0
1 TO 2 YEARS AGO	2.2	2.7	2.6	1.8	2.0
3 TO 5 YEARS AGO	2.8	2.7	3.6	2.5	2.6
MORE THAN 5 YEARS AGO	25.4	27.2	25.7	23.5	25.9

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Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)

Question #13 When did you stop smoking?

HH INCOME	TOTAL	<$20K	$20-29K	$30-39K	$40-49K	$50-69K	$70K+
TOTAL	17122	1512	2035	2338	2093	3798	5346
LESS THAN ONE YEAR AGO	534	47	59	85	78	118	147
1 TO 2 YEARS AGO	373	31	53	55	47	74	113
3 TO 5 YEARS AGO	482	38	66	65	64	118	131
MORE THAN 5 YEARS AGO	4355	370	536	631	555	949	1314

	TOTAL	<$20K	$20-29K	$30-39K	$40-49K	$50-69K	$70K+
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LESS THAN ONE YEAR AGO	3.1	3.1	2.9	3.6	3.7	3.1	2.7
1 TO 2 YEARS AGO	2.2	2.1	2.6	2.4	2.2	1.9	2.1
3 TO 5 YEARS AGO	2.8	2.5	3.2	2.8	3.1	3.1	2.5
MORE THAN 5 YEARS AGO	25.4	24.5	26.3	27.0	26.5	25.0	24.6

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Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)

Question #13 When did you stop smoking?

AGE OF HH HEAD	TOTAL	UNDER 25	25-34	UNDER 35	35-44	45-54	55-64	65+
TOTAL	17122	26	1280	1306	4115	4695	3632	3374
LESS THAN ONE YEAR AGO	534	1	46	47	145	159	122	61
1 TO 2 YEARS AGO	373	3	49	52	108	82	83	48
3 TO 5 YEARS AGO	482		58	58	128	125	104	67
MORE THAN 5 YEARS AGO	4355	2	130	132	702	1018	1117	1386
	TOTAL	UNDER 25	25-34	UNDER 35	35-44	45-54	55-64	65+
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LESS THAN ONE YEAR AGO	3.1	3.8	3.6	3.6	3.5	3.4	3.4	1.8
1 TO 2 YEARS AGO	2.2	11.5	3.8	4.0	2.6	1.7	2.3	1.4
3 TO 5 YEARS AGO	2.8		4.5	4.4	3.1	2.7	2.9	2.0
MORE THAN 5 YEARS AGO	25.4	7.7	10.2	10.1	17.1	21.7	30.8	41.1

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Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)

Question #13 When did you stop smoking?

AGE OF CHILDREN IN HH	TOTAL	ADULT ONLY	HHLD'S W/KIDS	HHLD'S W/KIDS UND 6	HHLD'S W/KIDS 6-12	HHLD'S W/KIDS 13-17
TOTAL	17122	11695	5427	1542	2919	2813
LESS THAN ONE YEAR AGO	534	355	179	58	91	83
1 TO 2 YEARS AGO	373	254	119	37	70	48
3 TO 5 YEARS AGO	482	324	158	57	90	63
MORE THAN 5 YEARS AGO	4355	3379	976	238	547	527

	TOTAL	ADULT ONLY	HHLD'S W/KIDS	HHLD'S W/KIDS UND 6	HHLD'S W/KIDS 6-12	HHLD'S W/KIDS 13-17
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0
LESS THAN ONE YEAR AGO	3.1	3.0	3.3	3.8	3.1	3.0
1 TO 2 YEARS AGO	2.2	2.2	2.2	2.4	2.4	1.7
3 TO 5 YEARS AGO	2.8	2.8	2.9	3.7	3.1	2.2
MORE THAN 5 YEARS AGO	25.4	28.9	18.0	15.4	18.7	18.7

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Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)

Question #13 When did you stop smoking?

GENDER OF RESPONDENT	TOTAL	MALE	FEMALE
TOTAL	17122	8046	9076
LESS THAN ONE YEAR AGO	534	259	275
1 TO 2 YEARS AGO	373	200	173
3 TO 5 YEARS AGO	482	237	245
MORE THAN 5 YEARS AGO	4355	2285	2070

	TOTAL	MALE	FEMALE
TOTAL	100.0	100.0	100.0
LESS THAN ONE YEAR AGO	3.1	3.2	3.0
1 TO 2 YEARS AGO	2.2	2.5	1.9
3 TO 5 YEARS AGO	2.8	2.9	2.7
MORE THAN 5 YEARS AGO	25.4	28.4	22.8

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Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)

Question #13 When did you stop smoking?

AGE OF RESPONDENT	TOTAL	AGE 16-18	AGE 19-24	AGE 25-29	AGE 30-34	AGE 35-39	AGE 40-44	AGE 45-49	AGE 50-54	AGE 55-59	AGE 60-64	AGE 65+
TOTAL	17122	743	785	529	1230	1927	2132	2051	1768	1641	1548	2768
LESS THAN ONE YEAR AGO	534	12	35	21	56	71	73	61	64	53	42	46
1 TO 2 YEARS AGO	373	4	25	22	40	48	50	35	41	37	37	34
3 TO 5 YEARS AGO	482	2	14	22	47	69	68	61	49	58	40	52
MORE THAN 5 YEARS AGO	4355		5	36	122	299	435	542	513	547	620	1236

	TOTAL	AGE 16-18	AGE 19-24	AGE 25-29	AGE 30-34	AGE 35-39	AGE 40-44	AGE 45-49	AGE 50-54	AGE 55-59	AGE 60-64	AGE 65+
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LESS THAN ONE YEAR AGO	3.1	1.6	4.5	4.0	4.6	3.7	3.4	3.0	3.6	3.2	2.7	1.7
1 TO 2 YEARS AGO	2.2	0.5	3.2	4.2	3.3	2.5	2.3	1.7	2.3	2.3	2.4	1.2
3 TO 5 YEARS AGO	2.8	0.3	1.8	4.2	3.8	3.6	3.2	3.0	2.8	3.5	2.6	1.9
MORE THAN 5 YEARS AGO	25.4		0.6	6.8	9.9	15.5	20.4	26.4	29.0	33.3	40.1	44.7

ACNielsen

Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)

Question #14 In what month did you stop smoking?

REGION	TOTAL	MARITIMES	QUEBEC	ONTARIO	TOTAL WEST
TOTAL	17122	2193	3650	4157	7122
JANUARY	138	31	35	28	44
FEBRUARY	52	4	16	9	23
MARCH	32	3	9	5	15
APRIL	39	4	5	3	27
MAY	25		5	5	15
JUNE	28	2	7	12	7
JULY	34	11	9	7	7
AUGUST	30	5	9	9	7
SEPTEMBER	32	3	7	10	12
OCTOBER	41	8	7	11	15
NOVEMBER	37	5	6	3	23
DECEMBER	46	5	13	12	16

	TOTAL	MARITIMES	QUEBEC	ONTARIO	TOTAL WEST
TOTAL	100.0	100.0	100.0	100.0	100.0
JANUARY	0.8	1.4	1.0	0.7	0.6
FEBRUARY	0.3	0.2	0.4	0.2	0.3
MARCH	0.2	0.1	0.2	0.1	0.2
APRIL	0.2	0.2	0.1	0.1	0.4
MAY	0.1		0.1	0.1	0.2
JUNE	0.2	0.1	0.2	0.3	0.1
JULY	0.2	0.5	0.2	0.2	0.1
AUGUST	0.2	0.2	0.2	0.2	0.1
SEPTEMBER	0.2	0.1	0.2	0.2	0.2
OCTOBER	0.2	0.4	0.2	0.3	0.2
NOVEMBER	0.2	0.2	0.2	0.1	0.3
DECEMBER	0.3	0.2	0.4	0.3	0.2

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Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)

Question #14 In what month did you stop smoking?

HH INCOME	TOTAL	<$20K	$20-29K	$30-39K	$40-49K	$50-69K	$70K+
TOTAL	17122	1512	2035	2338	2093	3798	5346
JANUARY	138	10	17	18	20	33	40
FEBRUARY	52	8	6	12	4	11	11
MARCH	32	3	1	6	5	7	10
APRIL	39	6	6	4	4	4	15
MAY	25	1	5	3	4	10	2
JUNE	28	2	4	6	3	5	8
JULY	34	5	3	5	5	8	8
AUGUST	30	2	2	6	3	8	9
SEPTEMBER	32	3	2	7	3	7	10
OCTOBER	41	4	4	5	6	12	10
NOVEMBER	37	1	6	5	6	9	10
DECEMBER	46	2	3	8	15	4	14

	TOTAL	<$20K	$20-29K	$30-39K	$40-49K	$50-69K	$70K+
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0
JANUARY	0.8	0.7	0.8	0.8	1.0	0.9	0.7
FEBRUARY	0.3	0.5	0.3	0.5	0.2	0.3	0.2
MARCH	0.2	0.2	0.0	0.3	0.2	0.2	0.2
APRIL	0.2	0.4	0.3	0.2	0.2	0.1	0.3
MAY	0.1	0.1	0.2	0.1	0.2	0.3	0.0
JUNE	0.2	0.1	0.2	0.3	0.1	0.1	0.1
JULY	0.2	0.3	0.1	0.2	0.2	0.2	0.1
AUGUST	0.2	0.1	0.1	0.3	0.1	0.2	0.2
SEPTEMBER	0.2	0.2	0.1	0.3	0.1	0.2	0.2
OCTOBER	0.2	0.3	0.2	0.2	0.3	0.3	0.2
NOVEMBER	0.2	0.1	0.3	0.2	0.3	0.2	0.2
DECEMBER	0.3	0.1	0.1	0.3	0.7	0.1	0.3

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Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)

Question #14 In what month did you stop smoking?

AGE OF HH HEAD	TOTAL	UNDER 25	25-34	UNDER 35	35-44	45-54	55-64	65+
TOTAL	17122	26	1280	1306	4115	4695	3632	3374
JANUARY	138		17	17	23	52	34	12
FEBRUARY	52		3	3	20	16	10	3
MARCH	32	1	2	3	11	6	8	4
APRIL	39		3	3	13	10	10	3
MAY	25		2	2	5	7	7	4
JUNE	28		2	2	10	12	2	2
JULY	34				8	5	12	9
AUGUST	30		1	1	10	12	6	1
SEPTEMBER	32		1	1	10	9	8	4
OCTOBER	41		2	2	16	9	7	7
NOVEMBER	37		6	6	9	9	8	5
DECEMBER	46		7	7	10	12	10	7

	TOTAL	UNDER 25	25-34	UNDER 35	35-44	45-54	55-64	65+
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
JANUARY	0.8		1.3	1.3	0.6	1.1	0.9	0.4
FEBRUARY	0.3		0.2	0.2	0.5	0.3	0.3	0.1
MARCH	0.2	3.8	0.2	0.2	0.3	0.1	0.2	0.1
APRIL	0.2		0.2	0.2	0.3	0.2	0.3	0.1
MAY	0.1		0.2	0.2	0.1	0.1	0.2	0.1
JUNE	0.2		0.2	0.2	0.2	0.3	0.1	0.1
JULY	0.2				0.2	0.1	0.3	0.3
AUGUST	0.2		0.1	0.1	0.2	0.3	0.2	0.0
SEPTEMBER	0.2		0.1	0.1	0.2	0.2	0.2	0.1
OCTOBER	0.2		0.2	0.2	0.4	0.2	0.2	0.2
NOVEMBER	0.2		0.5	0.5	0.2	0.2	0.2	0.1
DECEMBER	0.3		0.5	0.5	0.2	0.3	0.3	0.2

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Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)

Question #14 In what month did you stop smoking?

AGE OF CHILDREN IN HH	TOTAL	ADULT ONLY	HHLD'S W/KIDS	HHLD'S W/KIDS UND 6	HHLD'S W/KIDS 6-12	HHLD'S W/KIDS 13-17
TOTAL	17122	11695	5427	1542	2919	2813
JANUARY	138	99	39	14	15	18
FEBRUARY	52	33	19	4	8	12
MARCH	32	23	9	2	9	2
APRIL	39	28	11	3	4	4
MAY	25	18	7	1	3	3
JUNE	28	15	13	5	9	4
JULY	34	25	9	2	6	4
AUGUST	30	18	12	3	5	9
SEPTEMBER	32	24	8	2	6	3
OCTOBER	41	21	20	10	10	6
NOVEMBER	37	25	12	3	9	6
DECEMBER	46	26	20	9	7	12

	TOTAL	ADULT ONLY	HHLD'S W/KIDS	HHLD'S W/KIDS UND 6	HHLD'S W/KIDS 6-12	HHLD'S W/KIDS 13-17
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0
JANUARY	0.8	0.8	0.7	0.9	0.5	0.6
FEBRUARY	0.3	0.3	0.4	0.3	0.3	0.4
MARCH	0.2	0.2	0.2	0.1	0.3	0.1
APRIL	0.2	0.2	0.2	0.2	0.1	0.1
MAY	0.1	0.2	0.1	0.1	0.1	0.1
JUNE	0.2	0.1	0.2	0.3	0.3	0.1
JULY	0.2	0.2	0.2	0.1	0.2	0.1
AUGUST	0.2	0.2	0.2	0.2	0.2	0.3
SEPTEMBER	0.2	0.2	0.1	0.1	0.2	0.1
OCTOBER	0.2	0.2	0.4	0.6	0.3	0.2
NOVEMBER	0.2	0.2	0.2	0.2	0.3	0.2
DECEMBER	0.3	0.2	0.4	0.6	0.2	0.4

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Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)

Question #14 In what month did you stop smoking?

GENDER OF RESPONDENT	TOTAL	MALE	FEMALE
TOTAL	17122	8046	9076
JANUARY	138	75	63
FEBRUARY	52	20	32
MARCH	32	17	15
APRIL	39	19	20
MAY	25	12	13
JUNE	28	11	17
JULY	34	15	19
AUGUST	30	12	18
SEPTEMBER	32	13	19
OCTOBER	41	19	22
NOVEMBER	37	22	15
DECEMBER	46	24	22

	TOTAL	MALE	FEMALE
TOTAL	100.0	100.0	100.0
JANUARY	0.8	0.9	0.7
FEBRUARY	0.3	0.2	0.4
MARCH	0.2	0.2	0.2
APRIL	0.2	0.2	0.2
MAY	0.1	0.1	0.1
JUNE	0.2	0.1	0.2
JULY	0.2	0.2	0.2
AUGUST	0.2	0.1	0.2
SEPTEMBER	0.2	0.2	0.2
OCTOBER	0.2	0.2	0.2
NOVEMBER	0.2	0.3	0.2
DECEMBER	0.3	0.3	0.2

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Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Beetween January 31 and March 8, 2003 - All Results Shared Back to Total Participants (N =17,122)
Question #14 In what month did you stop smoking?

AGE OF RESPONDENT	TOTAL	AGE 16-18	AGE 19-24	AGE 25-29	AGE 30-34	AGE 35-39	AGE 40-44	AGE 45-49	AGE 50-54	AGE 55-59	AGE 60-64	AGE 65+
TOTAL	17122	743	785	529	1230	1927	2132	2051	1768	1641	1548	2768
JANUARY	138	3	11	5	17	14	14	19	21	14	10	10
FEBRUARY	52	3	3	1	4	11	10	5	5	5	4	1
MARCH	32	1	2		3	5	7	3	2	2	4	3
APRIL	39		2	2	5	6	6	5	5	4	2	2
MAY	25		1		2	4	1	2	7	2	3	3
JUNE	28		2	2	5	3	7	3	4	1	1	
JULY	34		2		1	3	5	1	3	5	7	7
AUGUST	30	1	2	2	3	1	5	5	5	4		2
SEPTEMBER	32	2	1	3	1	2	6	4	4	5	1	3
OCTOBER	41		4	3	4	9	5	5	1	2	5	3
NOVEMBER	37	1	3	2	6	5	3	1	3	5	2	6
DECEMBER	46	1	2	1	5	8	4	8	4	4	3	6

	TOTAL	AGE 16-18	AGE 19-24	AGE 25-29	AGE 30-34	AGE 35-39	AGE 40-44	AGE 45-49	AGE 50-54	AGE 55-59	AGE 60-64	AGE 65+
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
JANUARY	0.8	0.4	1.4	0.9	1.4	0.7	0.7	0.9	1.2	0.9	0.6	0.4
FEBRUARY	0.3	0.4	0.4	0.2	0.3	0.6	0.5	0.2	0.3	0.3	0.3	0.0
MARCH	0.2	0.1	0.3		0.2	0.3	0.3	0.1	0.1	0.1	0.3	0.1
APRIL	0.2		0.3	0.4	0.4	0.3	0.3	0.2	0.3	0.2	0.1	0.1
MAY	0.1		0.1		0.2	0.2	0.0	0.1	0.4	0.1	0.2	0.1
JUNE	0.2		0.3	0.4	0.4	0.2	0.3	0.1	0.2	0.1	0.1	
JULY	0.2		0.3		0.1	0.2	0.2	0.0	0.2	0.3	0.5	0.3
AUGUST	0.2	0.1	0.3	0.4	0.2	0.1	0.2	0.2	0.3	0.2		0.1
SEPTEMBER	0.2	0.3	0.1	0.6	0.1	0.1	0.3	0.2	0.2	0.3	0.1	0.1
OCTOBER	0.2		0.5	0.6	0.3	0.5	0.2	0.2	0.1	0.1	0.3	0.1
NOVEMBER	0.2	0.1	0.4	0.4	0.5	0.3	0.1	0.0	0.2	0.3	0.1	0.2
DECEMBER	0.3	0.1	0.3	0.2	0.4	0.4	0.2	0.4	0.2	0.2	0.2	0.2

To begin, please press NO at "Want To Record Purchases Now?"
Then press YES at "Answer Survey Questions Now?"

Whether members of your household currently smoke or not, please have up to six members aged 16 and older complete this survey.

Please allocate one survey number barcode to each member of your household that will be responding to this survey by placing their names in the space provided.

Please call the HELP DESK at 1-800-263-1697 if you have any questions.

Household Member	First Name Only	Please scan a survey number barcode to begin scanning the survey
Member 1		0 3 0 1 1 0
Member 2		0 3 0 1 1 1
Member 3		0 3 0 1 1 2
Member 4		0 3 0 1 1 3
Member 5		0 3 0 1 1 4
Member 6		0 3 0 1 1 5

1. What is your gender?

Male 0 1 1 0 2

Female 0 1 2 0 2

2. What is your age?

16-18 0 2 1 0 3

19-24 0 2 2 0 3

25-29 0 2 3 0 3

30-34 0 2 4 0 3

35-39 0 2 5 0 3

40-44 0 2 6 0 3

45-49 0 2 7 0 3

50-54 0 2 8 0 3

55-59 0 2 9 0 3

60-64 0 2 A 0 3

65 and older 0 2 B 0 3

3. Have you ever smoked a whole cigarette?

Yes



No



Skip to question 15

---

4. At what age did you smoke your first cigarette?

10 years of age or under



11-14



15-19



20-24



25-29



30 and over



---

5. Have you smoked at least 100 cigarettes in your life?

Yes



No

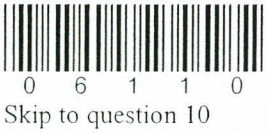


Skip to question 15

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6. At the present time, do you smoke cigarettes every day, occasionally, or not at all?

Every day

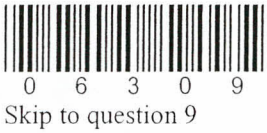


Skip to question 10

Occasionally



Not at all



Skip to question 9

---

7. In the past THIRTY DAYS, did you smoke any cigarettes?

Yes



No



We realize that questions 8 and 9 are the same. Please note that you may only be directed to answer one question or the other.

8. Have you EVER smoked cigarettes daily?

Yes



0 8 1 1 0

Skip to question 10

No



0 8 2 1 2

Skip to question 12

---

9. Have you EVER smoked cigarettes daily?

Yes



0 9 1 1 1

Skip to question 11

No



0 9 2 1 3

Skip to question 13

---

10. During the past THIRTY DAYS, did you smoke EVERY day?

Yes



1 0 1 1 2

Skip to question 12

No



1 0 2 1 1

11. At what age did you stop smoking cigarettes daily?

14 years of age or under



15-19



20-24



25-29



30-34



35-39



40-44



45-49



50-54



55-59



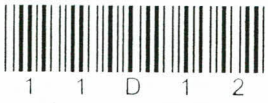
60-64



65-69



70-74



75-79



80-84



85 and over



Not applicable-
Still smoking daily



---

12. On average, how many cigarettes do you smoke in a day?

Currently do not smoke



1-4 cigarettes



Skip to question 15

5-9 cigarettes



Skip to question 15

10-14 cigarettes



Skip to question 15

15-20 cigarettes



Skip to question 15

21-25 cigarettes



Skip to question 15

26 or more cigarettes



Skip to question 15

13. When did you stop smoking?

Less than one year ago



1 to 2 years ago



Skip to question 15

3 to 5 years ago



Skip to question 15

More than 5 years ago



Skip to question 15

---

14. In what month did you stop smoking?

January



February



March



April



May



June



July



August



September



October



November



December



---

15. Is there any other Household member aged 16 years or older who has not yet responded to this survey?

Yes



Please ask the next member to answer this survey. To begin, please turn to page one and scan the appropriate survey number for that household member.

No



Thank you for participating!

Just a reminder that if you complete and transmit all 4 surveys by March 8, 2003, you will receive one automatic sweepstakes entry, and a chance to win 1 of 6 prizes of $500 in MasterCard Traveler's Cheques.