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Canada *Homescan* PanelTrack Survey Results

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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 six weeks in the early part of 2004. Questionnaires were mailed to *Homescan* panel households during the week of January 26, 2004 and the last completed questionnaires were received on March 6, 2004.

Respondents in a total of 9,389 households returned the questionnaire. Across these households, a total of 16,967 Canadians 16 years of age and older responded to the survey.

Number of Mailed Households	10,916
# of Returned Households	9,389
# Useable Households	9,389 —
Response Rate	86.0%
Number of Individual Household Members Providing Useable Responses	16,967 —

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 *Homescan* respondent, so that the rate of survey participation is very high---- in the case of this survey, 86% of *Homescan* households that received a questionnaire completed the survey. Secondly, the survey is completely self-administered and respondents have all the 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=16,967) 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 68.2% 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 are less likely to have a smoked a whole cigarette (most notably households with children between 13 and 17 years of age). Men were more likely than women to have 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 60.4% of all respondents smoked their first cigarette by the time they were 19. Among those respondents who answered "yes" to question #3, 88.5% smoked their first cigarette by age 19 and 42.8% 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?

More than half of all respondents (54.5%) said they have smoked at least 100 cigarettes and eighty percent of smokers said they had. 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 (67%) said they do not smoke at all at the present time. In 2003 the percentage of people was 66%. In 2004, twenty-seven percent said they smoked every day. This is a share point drop of -1 from the 2003 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 (87.1%) indicated that they had smoked a cigarette in the last 30 days. These results are very similar to last years. Interestingly, 88.2% of females and 86.0% 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 (86.2%) indicated that they had smoked daily, a share point loss 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= 6,150), almost all (94.2%) said they had smoked daily at one time. This finding was similar 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 2003 findings. Respondents aged 35 to 65+ 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 Question 10]

Responses to this question were scattered across a wide range of age groups. Highest response percentages were between the ages of 20 and 49. 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 (57.7%) of eligible respondents said they currently do not smoke. Of the remaining respondents who still smoked (N=3760), the largest proportion 22.0% smoked about 10-14 cigarettes each day, another (19.9%) said they smoked 15-20 cigarettes on average each day, and still another 16.0% smoked 5-9 cigarettes each day. The results are similar to those from last year. Six percent of males versus four 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 (76.2%) indicated they had stopped smoking more than 5 years ago. Not surprisingly, the percentage of eligible respondents who indicated that they stopped smoking more than 5 years ago was higher among respondents from households where the age of the household head 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=367), December and January were the most popular months to stop smoking, followed by November and February.

STATISTICAL TABLES – RAW DATA



Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Between January 26 and March 6, 2004 - All Results Shared Back to Total Participants (N =16,967)

Question#1 What is your gender?

REGION		TOTAL	MARITIMES	QUEBEC	ONTARIO	TOTAL WEST		
TOTAL		16967	2022	3863	5575	5507		
MALE		7932	931	1890	2584	2527		
FEMALE		9035	1091	1973	2991	2980		
		TOTAL	MARITIMES	QUEBEC	ONTARIO	TOTAL WEST		
TOTAL		100.0	100.0	100.0	100.0	100.0		
MALE		46.7	46.0	48.9	46.3	45.9		
FEMALE		53.3	54.0	51.1	53.7	54.1		
HH INCOME		TOTAL	<\$20K	\$20-29K	\$30-39K	\$40-49K	\$50-69K	\$70K+
TOTAL		16967	1618	2203	2233	1946	3756	5211
MALE		7932	622	957	1014	904	1839	2596
FEMALE		9035	996	1246	1219	1042	1917	2615
		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		46.7	38.4	43.4	45.4	46.5	49.0	49.8
FEMALE		53.3	61.6	56.6	54.6	53.5	51.0	50.2



Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Between January 26 and March 6, 2004 - All Results Shared Back to Total Participants (N =16,967)

Question#1 What is your gender?

AGE OF HH HEAD	<u>TOTAL</u>	<u>UNDER 25</u>	<u>25-34</u>	<u>UNDER 35</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>
TOTAL	16967	110	1631	1741	3808	4605	3647	3166
MALE	7932	52	761	813	1801	2202	1685	1431
FEMALE	9035	58	870	928	2007	2403	1962	1735
	<u>TOTAL</u>	<u>UNDER 25</u>	<u>25-34</u>	<u>UNDER 35</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MALE	46.7	47.3	46.7	46.7	47.3	47.8	46.2	45.2
FEMALE	53.3	52.7	53.3	53.3	52.7	52.2	53.8	54.8

AGE OF CHILDREN IN HH	<u>TOTAL</u>	<u>ADULT ONLY</u>	<u>HHLD'S W/KIDS</u>	<u>HHLD'S W/KIDS UND 6</u>	<u>HHLD'S W/KIDS 6- 12</u>	<u>HHLD'S W/KIDS 13-17</u>
TOTAL	16967	11462	5505	1564	2857	2899
MALE	7932	5320	2612	745	1347	1393
FEMALE	9035	6142	2893	819	1510	1506
	<u>TOTAL</u>	<u>ADULT ONLY</u>	<u>HHLD'S W/KIDS</u>	<u>HHLD'S W/KIDS UND 6</u>	<u>HHLD'S W/KIDS 6- 12</u>	<u>HHLD'S W/KIDS 13-17</u>
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0
MALE	46.7	46.4	47.4	47.6	47.1	48.1
FEMALE	53.3	53.6	52.6	52.4	52.9	51.9



Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Between January 26 and March 6, 2004 - All Results Shared Back to Total Participants (N =16,967)

Question #2 What is your age?

REGION	TOTAL	MARITIMES	QUEBEC	ONTARIO	<u>TOTAL WEST</u>
TOTAL	16967	2022	3863	5575	5507
16-18	702	87	156	211	248
19-24	880	95	228	334	223
25-29	556	34	115	277	130
30-34	1171	100	224	493	354
35-39	1699	169	405	582	543
40-44	1977	206	483	654	634
45-49	2028	262	458	607	701
50-54	1836	247	383	586	620
55-59	1650	223	400	488	539
60-64	1566	220	393	468	485
65 AND OLDER	2902	379	618	875	1030

	<u>TOTAL</u>	<u>MARITIMES</u>	<u>QUEBEC</u>	<u>ONTARIO</u>	<u>TOTAL WEST</u>
TOTAL	100.0	100.0	100.0	100.0	100.0
16-18	4.1	4.3	4.0	3.8	4.5
19-24	5.2	4.7	5.9	6.0	4.0
25-29	3.3	1.7	3.0	5.0	2.4
30-34	6.9	4.9	5.8	8.8	6.4
35-39	10.0	8.4	10.5	10.4	9.9
40-44	11.7	10.2	12.5	11.7	11.5
45-49	12.0	13.0	11.9	10.9	12.7
50-54	10.8	12.2	9.9	10.5	11.3
55-59	9.7	11.0	10.4	8.8	9.8
60-64	9.2	10.9	10.2	8.4	8.8
65 AND OLDER	17.1	18.7	16.0	15.7	18.7



Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Between January 26 and March 6, 2004 - All Results Shared Back to Total Participants (N =16,967)

Question #2 What is your age?

HH INCOME	TOTAL	<\$20K	\$20-29K	\$30-39K	\$40-49K	\$50-69K	\$70K+
TOTAL	16967	1618	2203	2233	1946	3756	5211
16-18	702	44	76	80	71	165	266
19-24	880	83	83	84	82	199	349
25-29	556	48	75	55	81	117	180
30-34	1171	73	102	142	165	318	371
35-39	1699	115	166	216	196	395	611
40-44	1977	148	223	222	217	500	667
45-49	2028	177	202	234	200	479	736
50-54	1836	187	198	175	195	386	695
55-59	1650	192	186	187	167	360	558
60-64	1566	175	231	274	184	348	354
65 AND OLDER	2902	376	661	564	388	489	424

	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	4.1	2.7	3.4	3.6	3.6	4.4	5.1
19-24	5.2	5.1	3.8	3.8	4.2	5.3	6.7
25-29	3.3	3.0	3.4	2.5	4.2	3.1	3.5
30-34	6.9	4.5	4.6	6.4	8.5	8.5	7.1
35-39	10.0	7.1	7.5	9.7	10.1	10.5	11.7
40-44	11.7	9.1	10.1	9.9	11.2	13.3	12.8
45-49	12.0	10.9	9.2	10.5	10.3	12.8	14.1
50-54	10.8	11.6	9.0	7.8	10.0	10.3	13.3
55-59	9.7	11.9	8.4	8.4	8.6	9.6	10.7
60-64	9.2	10.8	10.5	12.3	9.5	9.3	6.8
65 AND OLDER	17.1	23.2	30.0	25.3	19.9	13.0	8.1



Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Between January 26 and March 6, 2004 - All Results Shared Back to Total Participants (N =16,967)

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	16967	110	1631	1741	3808	4605	3647	3166
16-18	702	2	12	14	250	358	67	13
19-24	880	59	43	102	112	485	154	27
25-29	556	25	292	317	22	92	102	23
30-34	1171	2	876	878	161	27	64	41
35-39	1699	2	315	317	1230	68	41	43
40-44	1977	1	36	37	1588	261	35	56
45-49	2028	7	14	21	365	1502	104	36
50-54	1836	8	8	16	38	1458	259	65
55-59	1650	2	7	9	5	289	1254	93
60-64	1566	2	12	14	7	21	1273	251
65 AND OLDER	2902		16	16	30	44	294	2518
	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
16-18	4.1	1.8	0.7	0.8	6.6	7.8	1.8	0.4
19-24	5.2	53.6	2.6	5.9	2.9	10.5	4.2	0.9
25-29	3.3	22.7	17.9	18.2	0.6	2.0	2.8	0.7
30-34	6.9	1.8	53.7	50.4	4.2	0.6	1.8	1.3
35-39	10.0	1.8	19.3	18.2	32.3	1.5	1.1	1.4
40-44	11.7	0.9	2.2	2.1	41.7	5.7	1.0	1.8
45-49	12.0	6.4	0.9	1.2	9.6	32.6	2.9	1.1
50-54	10.8	7.3	0.5	0.9	1.0	31.7	7.1	2.1
55-59	9.7	1.8	0.4	0.5	0.1	6.3	34.4	2.9
60-64	9.2	1.8	0.7	0.8	0.2	0.5	34.9	7.9
65 AND OLDER	17.1		1.0	0.9	0.8	1.0	8.1	79.5



Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Between January 26 and March 6, 2004 - All Results Shared Back to Total Participants (N =16,967)

Question #2 What is your age?

AGE OF CHILDREN IN HH	TOTAL	ADULT ONLY	HHLD'S W/KIDS	HHLD'S	HHLD'S	HHLD'S
				W/KIDS UND 6	W/KIDS 6- 12	W/KIDS 13-17
TOTAL	16967	11462	5505	1564	2857	2899
16-18	702	144	558	21	138	543
19-24	880	583	297	36	69	241
25-29	556	389	167	130	70	17
30-34	1171	563	608	433	334	45
35-39	1699	610	1089	542	801	275
40-44	1977	731	1246	241	836	680
45-49	2028	1169	859	80	370	633
50-54	1836	1445	391	28	124	295
55-59	1650	1489	161	25	54	109
60-64	1566	1504	62	15	27	28
65 AND OLDER	2902	2835	67	13	34	33

	TOTAL	ADULT ONLY	HHLD'S W/KIDS	HHLD'S	HHLD'S	HHLD'S
				W/KIDS UND 6	W/KIDS 6- 12	W/KIDS 13-17
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0
16-18	4.1	1.3	10.1	1.3	4.8	18.7
19-24	5.2	5.1	5.4	2.3	2.4	8.3
25-29	3.3	3.4	3.0	8.3	2.5	0.6
30-34	6.9	4.9	11.0	27.7	11.7	1.6
35-39	10.0	5.3	19.8	34.7	28.0	9.5
40-44	11.7	6.4	22.6	15.4	29.3	23.5
45-49	12.0	10.2	15.6	5.1	13.0	21.8
50-54	10.8	12.6	7.1	1.8	4.3	10.2
55-59	9.7	13.0	2.9	1.6	1.9	3.8
60-64	9.2	13.1	1.1	1.0	0.9	1.0
65 AND OLDER	17.1	24.7	1.2	0.8	1.2	1.1



Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Between January 26 and March 6, 2004 - All Results Shared Back to Total Participants (N =16,967)

Question #3 Have you ever smoked a whole cigarette?

REGION		<u>TOTAL</u>	<u>MARITIMES</u>	<u>QUEBEC</u>	<u>ONTARIO</u>	<u>TOTAL WEST</u>		
TOTAL		16967	2022	3863	5575	5507		
YES		11576	1447	2809	3650	3670		
NO		5391	575	1054	1925	1837		
		<u>TOTAL</u>	<u>MARITIMES</u>	<u>QUEBEC</u>	<u>ONTARIO</u>	<u>TOTAL WEST</u>		
TOTAL		100.0	100.0	100.0	100.0	100.0		
YES		68.2	71.6	72.7	65.5	66.6		
NO		31.8	28.4	27.3	34.5	33.4		
HH INCOME		<u>TOTAL</u>	<u><\$20K</u>	<u>\$20-29K</u>	<u>\$30-39K</u>	<u>\$40-49K</u>	<u>\$50-69K</u>	<u>\$70K+</u>
TOTAL		16967	1618	2203	2233	1946	3756	5211
YES		11576	1187	1592	1594	1370	2514	3319
NO		5391	431	611	639	576	1242	1892
		<u>TOTAL</u>	<u><\$20K</u>	<u>\$20-29K</u>	<u>\$30-39K</u>	<u>\$40-49K</u>	<u>\$50-69K</u>	<u>\$70K+</u>
TOTAL		100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES		68.2	73.4	72.3	71.4	70.4	66.9	63.7
NO		31.8	26.6	27.7	28.6	29.6	33.1	36.3



Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Between January 26 and March 6, 2004 - All Results Shared Back to Total Participants (N =16,967)

Question #3 Have you ever smoked a whole cigarette?

AGE OF HH HEAD	<u>TOTAL</u>	<u>UNDER 25</u>	<u>25-34</u>	<u>UNDER 35</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>
TOTAL	16967	110	1631	1741	3808	4605	3647	3166
YES	11576	70	997	1067	2427	3070	2691	2321
NO	5391	40	634	674	1381	1535	956	845

	<u>TOTAL</u>	<u>UNDER 25</u>	<u>25-34</u>	<u>UNDER 35</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	68.2	63.6	61.1	61.3	63.7	66.7	73.8	73.3
NO	31.8	36.4	38.9	38.7	36.3	33.3	26.2	26.7

AGE OF CHILDREN IN HH	<u>TOTAL</u>	<u>ADULT ONLY</u>	<u>HHLD'S W/KIDS</u>	<u>HHLD'S W/KIDS UND 6</u>	<u>HHLD'S W/KIDS 6- 12</u>	<u>HHLD'S W/KIDS 13-17</u>
TOTAL	16967	11462	5505	1564	2857	2899
YES	11576	8226	3350	977	1802	1685
NO	5391	3236	2155	587	1055	1214

	<u>TOTAL</u>	<u>ADULT ONLY</u>	<u>HHLD'S W/KIDS</u>	<u>HHLD'S W/KIDS UND 6</u>	<u>HHLD'S W/KIDS 6- 12</u>	<u>HHLD'S W/KIDS 13-17</u>
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0
YES	68.2	71.8	60.9	62.5	63.1	58.1
NO	31.8	28.2	39.1	37.5	36.9	41.9



Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Between January 26 and March 6, 2004 - All Results Shared Back to Total Participants (N =16,967)

Question #3 Have you ever smoked a whole cigarette?

GENDER OF RESPONDENT		<u>TOTAL</u>	<u>MALE</u>	<u>FEMALE</u>									
TOTAL		16967	7932	9035									
YES		11576	5730	5846									
NO		5391	2202	3189									
		<u>TOTAL</u>	<u>MALE</u>	<u>FEMALE</u>									
TOTAL		100.0	100.0	100.0									
YES		68.2	72.2	64.7									
NO		31.8	27.8	35.3									

AGE OF RESPONDENT		<u>TOTAL</u>	<u>AGE 16-18</u>	<u>AGE 19-24</u>	<u>AGE 25-29</u>	<u>AGE 30-34</u>	<u>AGE 35-39</u>	<u>AGE 40-44</u>	<u>AGE 45-49</u>	<u>AGE 50-54</u>	<u>AGE 55-59</u>	<u>AGE 60-64</u>	<u>AGE 65+</u>
TOTAL		16967	702	880	556	1171	1699	1977	2028	1836	1650	1566	2902
YES		11576	166	397	310	687	1086	1353	1488	1380	1265	1230	2214
NO		5391	536	483	246	484	613	624	540	456	385	336	688
		<u>TOTAL</u>	<u>AGE 16-18</u>	<u>AGE 19-24</u>	<u>AGE 25-29</u>	<u>AGE 30-34</u>	<u>AGE 35-39</u>	<u>AGE 40-44</u>	<u>AGE 45-49</u>	<u>AGE 50-54</u>	<u>AGE 55-59</u>	<u>AGE 60-64</u>	<u>AGE 65+</u>
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		68.2	23.6	45.1	55.8	58.7	63.9	68.4	73.4	75.2	76.7	78.5	76.3
NO		31.8	76.4	54.9	44.2	41.3	36.1	31.6	26.6	24.8	23.3	21.5	23.7



Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Between January 26 and March 6, 2004 - All Results Shared Back to Total Participants (N =16,967)

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

REGION	<u>TOTAL</u>	<u>MARITIMES</u>	<u>QUEBEC</u>	<u>ONTARIO</u>	<u>TOTAL WEST</u>
TOTAL	16967	2022	3863	5575	5507
10 YEARS OF AGE OR UNDER	607	82	115	189	221
11-14	4344	543	1079	1315	1407
15-19	5299	651	1311	1722	1615
20-24	1055	138	220	346	351
25-29	171	22	47	47	55
30 AND OVER	100	11	37	31	21
	<u>TOTAL</u>	<u>MARITIMES</u>	<u>QUEBEC</u>	<u>ONTARIO</u>	<u>TOTAL WEST</u>
TOTAL	100.0	100.0	100.0	100.0	100.0
10 YEARS OF AGE OR UNDER	3.6	4.1	3.0	3.4	4.0
11-14	25.6	26.9	27.9	23.6	25.5
15-19	31.2	32.2	33.9	30.9	29.3
20-24	6.2	6.8	5.7	6.2	6.4
25-29	1.0	1.1	1.2	0.8	1.0
30 AND OVER	0.6	0.5	1.0	0.6	0.4



Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Between January 26 and March 6, 2004 - All Results Shared Back to Total Participants (N =16,967)

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	16967	1618	2203	2233	1946	3756	5211
10 YEARS OF AGE OR UNDER	607	71	99	83	71	123	160
11-14	4344	449	580	590	530	949	1246
15-19	5299	502	714	718	610	1178	1577
20-24	1055	129	153	149	130	215	279
25-29	171	19	28	34	20	25	45
30 AND OVER	100	17	18	20	9	24	12
	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	3.6	4.4	4.5	3.7	3.6	3.3	3.1
11-14	25.6	27.8	26.3	26.4	27.2	25.3	23.9
15-19	31.2	31.0	32.4	32.2	31.3	31.4	30.3
20-24	6.2	8.0	6.9	6.7	6.7	5.7	5.4
25-29	1.0	1.2	1.3	1.5	1.0	0.7	0.9
30 AND OVER	0.6	1.1	0.8	0.9	0.5	0.6	0.2



Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Between January 26 and March 6, 2004 - All Results Shared Back to Total Participants (N =16,967)

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	16967	110	1631	1741	3808	4605	3647	3166
10 YEARS OF AGE OR UNDER	607	1	60	61	176	155	125	90
11-14	4344	30	401	431	1137	1234	942	600
15-19	5299	33	451	484	959	1426	1258	1172
20-24	1055	5	67	72	126	203	307	347
25-29	171		12	12	21	32	37	69
30 AND OVER	100	1	6	7	8	20	22	43
	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	3.6	0.9	3.7	3.5	4.6	3.4	3.4	2.8
11-14	25.6	27.3	24.6	24.8	29.9	26.8	25.8	19.0
15-19	31.2	30.0	27.7	27.8	25.2	31.0	34.5	37.0
20-24	6.2	4.5	4.1	4.1	3.3	4.4	8.4	11.0
25-29	1.0		0.7	0.7	0.6	0.7	1.0	2.2
30 AND OVER	0.6	0.9	0.4	0.4	0.2	0.4	0.6	1.4



Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Between January 26 and March 6, 2004 - All Results Shared Back to Total Participants (N =16,967)

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	HHLD'S	HHLD'S
				W/KIDS UND 6	W/KIDS 6- 12	W/KIDS 13-17
TOTAL	16967	11462	5505	1564	2857	2899
10 YEARS OF AGE OR UNDER	607	420	187	52	109	96
11-14	4344	2839	1505	421	817	768
15-19	5299	3879	1420	412	746	732
20-24	1055	855	200	78	106	79
25-29	171	144	27	10	19	7
30 AND OVER	100	89	11	4	5	3

	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	3.6	3.7	3.4	3.3	3.8	3.3
11-14	25.6	24.8	27.3	26.9	28.6	26.5
15-19	31.2	33.8	25.8	26.3	26.1	25.3
20-24	6.2	7.5	3.6	5.0	3.7	2.7
25-29	1.0	1.3	0.5	0.6	0.7	0.2
30 AND OVER	0.6	0.8	0.2	0.3	0.2	0.1



Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Between January 26 and March 6, 2004 - All Results Shared Back to Total Participants (N =16,967)

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

GENDER OF RESPONDENT			
	<u>TOTAL</u>	<u>MALE</u>	<u>FEMALE</u>
TOTAL	16967	7932	9035
10 YEARS OF AGE OR UNDER	607	412	195
11-14	4344	2319	2025
15-19	5299	2472	2827
20-24	1055	431	624
25-29	171	62	109
30 AND OVER	100	34	66
	<u>TOTAL</u>	<u>MALE</u>	<u>FEMALE</u>
TOTAL	100.0	100.0	100.0
10 YEARS OF AGE OR UNDER	3.6	5.2	2.2
11-14	25.6	29.2	22.4
15-19	31.2	31.2	31.3
20-24	6.2	5.4	6.9
25-29	1.0	0.8	1.2
30 AND OVER	0.6	0.4	0.7



Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Between January 26 and March 6, 2004 - All Results Shared Back to Total Participants (N =16,967)

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	16967	702	880	556	1171	1699	1977	2028	1836	1650	1566	2902
10 YEARS OF AGE OR UNDER	607	6	8	9	49	74	96	74	83	49	65	94
11-14	4344	88	155	121	296	498	611	656	517	455	357	590
15-19	5299	72	221	155	295	437	555	646	644	599	600	1075
20-24	1055		13	21	38	63	72	93	105	137	166	347
25-29	171			4	7	10	15	13	17	15	25	65
30 AND OVER	100				2	4	4	6	14	10	17	43
	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 UNDER	3.6	0.9	0.9	1.6	4.2	4.4	4.9	3.6	4.5	3.0	4.2	3.2
11-14	25.6	12.5	17.6	21.8	25.3	29.3	30.9	32.3	28.2	27.6	22.8	20.3
15-19	31.2	10.3	25.1	27.9	25.2	25.7	28.1	31.9	35.1	36.3	38.3	37.0
20-24	6.2		1.5	3.8	3.2	3.7	3.6	4.6	5.7	8.3	10.6	12.0
25-29	1.0			0.7	0.6	0.6	0.8	0.6	0.9	0.9	1.6	2.2
30 AND OVER	0.6				0.2	0.2	0.2	0.3	0.8	0.6	1.1	1.5



Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Between January 26 and March 6, 2004 - All Results Shared Back to Total Participants (N =16,967)

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

REGION	TOTAL	MARITIMES	QUEBEC	ONTARIO	TOTAL WEST		
TOTAL	16967	2022	3863	5575	5507		
YES	9241	1190	2316	2842	2893		
NO	2335	257	493	808	777		
	TOTAL	MARITIMES	QUEBEC	ONTARIO	TOTAL WEST		
TOTAL	100.0	100.0	100.0	100.0	100.0		
YES	54.5	58.9	60.0	51.0	52.5		
NO	13.8	12.7	12.8	14.5	14.1		
HH INCOME	TOTAL	<\$20K	\$20-29K	\$30-39K	\$40-49K	\$50-69K	\$70K+
TOTAL	16967	1618	2203	2233	1946	3756	5211
YES	9241	1000	1329	1327	1114	1979	2492
NO	2335	187	263	267	256	535	827
	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	54.5	61.8	60.3	59.4	57.2	52.7	47.8
NO	13.8	11.6	11.9	12.0	13.2	14.2	15.9



Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Between January 26 and March 6, 2004 - All Results Shared Back to Total Participants (N =16,967)

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

AGE OF HH HEAD	<u>TOTAL</u>	<u>UNDER 25</u>	<u>25-34</u>	<u>UNDER 35</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>
TOTAL	16967	110	1631	1741	3808	4605	3647	3166
YES	9241	45	691	736	1831	2466	2246	1962
NO	2335	25	306	331	596	604	445	359

	<u>TOTAL</u>	<u>UNDER 25</u>	<u>25-34</u>	<u>UNDER 35</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	54.5	40.9	42.4	42.3	48.1	53.6	61.6	62.0
NO	13.8	22.7	18.8	19.0	15.7	13.1	12.2	11.3

AGE OF CHILDREN IN HH	<u>TOTAL</u>	<u>ADULT ONLY</u>	<u>HHLD'S W/KIDS</u>	<u>HHLD'S W/KIDS UND 6</u>	<u>HHLD'S W/KIDS 6- 12</u>	<u>HHLD'S W/KIDS 13-17</u>
TOTAL	16967	11462	5505	1564	2857	2899
YES	9241	6719	2522	697	1362	1294
NO	2335	1507	828	280	440	391

	<u>TOTAL</u>	<u>ADULT ONLY</u>	<u>HHLD'S W/KIDS</u>	<u>HHLD'S W/KIDS UND 6</u>	<u>HHLD'S W/KIDS 6- 12</u>	<u>HHLD'S W/KIDS 13-17</u>
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0
YES	54.5	58.6	45.8	44.6	47.7	44.6
NO	13.8	13.1	15.0	17.9	15.4	13.5



Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Between January 26 and March 6, 2004 - All Results Shared Back to Total Participants (N =16,967)
Question #5 have you smoked at least 100 cigarettes in your life?

GENDER OF RESPONDENT		TOTAL	MALE	FEMALE
TOTAL		16967	7932	9035
YES		9241	4707	4534
NO		2335	1023	1312
		<u>TOTAL</u>	<u>MALE</u>	<u>FEMALE</u>
TOTAL		100.0	100.0	100.0
YES		54.5	59.3	50.2
NO		13.8	12.9	14.5

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		16967	702	880	556	1171	1699	1977	2028	1836	1650	1566	2902
YES		9241	80	261	223	469	798	1060	1224	1149	1041	1026	1910
NO		2335	86	136	87	218	288	293	264	231	224	204	304
		<u>TOTAL</u>	<u>AGE 16-18</u>	<u>AGE 19-24</u>	<u>AGE 25-29</u>	<u>AGE 30-34</u>	<u>AGE 35-39</u>	<u>AGE 40-44</u>	<u>AGE 45-49</u>	<u>AGE 50-54</u>	<u>AGE 55-59</u>	<u>AGE 60-64</u>	<u>AGE 65+</u>
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		54.5	11.4	29.7	40.1	40.1	47.0	53.6	60.4	62.6	63.1	65.5	65.8
NO		13.8	12.3	15.5	15.6	18.6	17.0	14.8	13.0	12.6	13.6	13.0	10.5



Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Between January 26 and March 6, 2004 - All Results Shared Back to Total Participants (N =16,967)

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	16967	2022	3863	5575	5507		
EVERY DAY	2510	318	634	823	735		
OCCASIONALLY	581	53	141	210	177		
NOT AT ALL	6150	819	1541	1809	1981		
	TOTAL	MARITIMES	QUEBEC	ONTARIO	TOTAL WEST		
TOTAL	100.0	100.0	100.0	100.0	100.0		
EVERY DAY	14.8	15.7	16.4	14.8	13.3		
OCCASIONALLY	3.4	2.6	3.7	3.8	3.2		
NOT AT ALL	36.2	40.5	39.9	32.4	36.0		
HH INCOME	TOTAL	<\$20K	\$20-29K	\$30-39K	\$40-49K	\$50-69K	\$70K+
TOTAL	16967	1618	2203	2233	1946	3756	5211
EVERY DAY	2510	386	400	345	311	500	568
OCCASIONALLY	581	56	75	72	81	126	171
NOT AT ALL	6150	558	854	910	722	1353	1753
	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	14.8	23.9	18.2	15.5	16.0	13.3	10.9
OCCASIONALLY	3.4	3.5	3.4	3.2	4.2	3.4	3.3
NOT AT ALL	36.2	34.5	38.8	40.8	37.1	36.0	33.6



Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Between January 26 and March 6, 2004 - All Results Shared Back to Total Participants (N =16,967)

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

AGE OF HH HEAD	<u>TOTAL</u>	<u>UNDER 25</u>	<u>25-34</u>	<u>UNDER 35</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>
TOTAL	16967	110	1631	1741	3808	4605	3647	3166
EVERY DAY	2510	29	228	257	616	807	532	298
OCCASIONALLY	581	8	83	91	153	153	114	70
NOT AT ALL	6150	8	380	388	1062	1506	1600	1594

	<u>TOTAL</u>	<u>UNDER 25</u>	<u>25-34</u>	<u>UNDER 35</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
EVERY DAY	14.8	26.4	14.0	14.8	16.2	17.5	14.6	9.4
OCCASIONALLY	3.4	7.3	5.1	5.2	4.0	3.3	3.1	2.2
NOT AT ALL	36.2	7.3	23.3	22.3	27.9	32.7	43.9	50.3

AGE OF CHILDREN IN HH	<u>TOTAL</u>	<u>ADULT ONLY</u>	<u>HHLD'S W/KIDS</u>	<u>HHLD'S W/KIDS UND 6</u>	<u>HHLD'S W/KIDS 6- 12</u>	<u>HHLD'S W/KIDS 13-17</u>
TOTAL	16967	11462	5505	1564	2857	2899
EVERY DAY	2510	1733	777	198	409	401
OCCASIONALLY	581	391	190	59	119	84
NOT AT ALL	6150	4595	1555	440	834	809

	<u>TOTAL</u>	<u>ADULT ONLY</u>	<u>HHLD'S W/KIDS</u>	<u>HHLD'S W/KIDS UND 6</u>	<u>HHLD'S W/KIDS 6- 12</u>	<u>HHLD'S W/KIDS 13-17</u>
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0
EVERY DAY	14.8	15.1	14.1	12.7	14.3	13.8
OCCASIONALLY	3.4	3.4	3.5	3.8	4.2	2.9
NOT AT ALL	36.2	40.1	28.2	28.1	29.2	27.9



Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Between January 26 and March 6, 2004 - All Results Shared Back to Total Participants (N =16,967)

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

GENDER OF RESPONDENT			
	<u>TOTAL</u>	<u>MALE</u>	<u>FEMALE</u>
TOTAL	16967	7932	9035
EVERY DAY	2510	1229	1281
OCCASIONALLY	581	292	289
NOT AT ALL	6150	3186	2964
	<u>TOTAL</u>	<u>MALE</u>	<u>FEMALE</u>
TOTAL	100.0	100.0	100.0
EVERY DAY	14.8	15.5	14.2
OCCASIONALLY	3.4	3.7	3.2
NOT AT ALL	36.2	40.2	32.8

AGE OF RESPONDENT												
	<u>TOTAL</u>	<u>AGE 16-18</u>	<u>AGE 19-24</u>	<u>AGE 25-29</u>	<u>AGE 30-34</u>	<u>AGE 35-39</u>	<u>AGE 40-44</u>	<u>AGE 45-49</u>	<u>AGE 50-54</u>	<u>AGE 55-59</u>	<u>AGE 60-64</u>	<u>AGE 65+</u>
TOTAL	16967	702	880	556	1171	1699	1977	2028	1836	1650	1566	2902
EVERY DAY	2510	47	163	88	160	276	344	410	319	249	198	256
OCCASIONALLY	581	17	43	46	46	67	83	64	63	47	44	61
NOT AT ALL	6150	16	55	89	263	455	633	750	767	745	784	1593
	<u>TOTAL</u>	<u>AGE 16-18</u>	<u>AGE 19-24</u>	<u>AGE 25-29</u>	<u>AGE 30-34</u>	<u>AGE 35-39</u>	<u>AGE 40-44</u>	<u>AGE 45-49</u>	<u>AGE 50-54</u>	<u>AGE 55-59</u>	<u>AGE 60-64</u>	<u>AGE 65+</u>
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	14.8	6.7	18.5	15.8	13.7	16.2	17.4	20.2	17.4	15.1	12.6	8.8
OCCASIONALLY	3.4	2.4	4.9	8.3	3.9	3.9	4.2	3.2	3.4	2.8	2.8	2.1
NOT AT ALL	36.2	2.3	6.3	16.0	22.5	26.8	32.0	37.0	41.8	45.2	50.1	54.9



Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Between January 26 and March 6, 2004 - All Results Shared Back to Total Participants (N =16,967)

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

REGION	<u>TOTAL</u>	<u>MARITIMES</u>	<u>QUEBEC</u>	<u>ONTARIO</u>	<u>TOTAL WEST</u>
TOTAL	16967	2022	3863	5575	5507
YES	506	47	122	190	147
NO	75	6	19	20	30

	<u>TOTAL</u>	<u>MARITIMES</u>	<u>QUEBEC</u>	<u>ONTARIO</u>	<u>TOTAL WEST</u>
TOTAL	100.0	100.0	100.0	100.0	100.0
YES	3.0	2.3	3.2	3.4	2.7
NO	0.4	0.3	0.5	0.4	0.5

HH INCOME	<u>TOTAL</u>	<u><\$20K</u>	<u>\$20-29K</u>	<u>\$30-39K</u>	<u>\$40-49K</u>	<u>\$50-69K</u>	<u>\$70K+</u>
TOTAL	16967	1618	2203	2233	1946	3756	5211
YES	506	46	69	59	72	112	148
NO	75	10	6	13	9	14	23

	<u>TOTAL</u>	<u><\$20K</u>	<u>\$20-29K</u>	<u>\$30-39K</u>	<u>\$40-49K</u>	<u>\$50-69K</u>	<u>\$70K+</u>
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	3.0	2.8	3.1	2.6	3.7	3.0	2.8
NO	0.4	0.6	0.3	0.6	0.5	0.4	0.4



Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Between January 26 and March 6, 2004 - All Results Shared Back to Total Participants (N =16,967)

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

AGE OF HH HEAD	<u>TOTAL</u>	<u>UNDER 25</u>	<u>25-34</u>	<u>UNDER 35</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>
TOTAL	16967	110	1631	1741	3808	4605	3647	3166
YES	506	8	71	79	136	136	96	59
NO	75		12	12	17	17	18	11
	<u>TOTAL</u>	<u>UNDER 25</u>	<u>25-34</u>	<u>UNDER 35</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	3.0	7.3	4.4	4.5	3.6	3.0	2.6	1.9
NO	0.4		0.7	0.7	0.4	0.4	0.5	0.3

AGE OF CHILDREN IN HH	<u>TOTAL</u>	<u>ADULT ONLY</u>	<u>HHLD'S W/KIDS</u>	<u>HHLD'S W/KIDS UND 6</u>	<u>HHLD'S W/KIDS 6- 12</u>	<u>HHLD'S W/KIDS 13-17</u>
TOTAL	16967	11462	5505	1564	2857	2899
YES	506	336	170	50	105	79
NO	75	55	20	9	14	5
	<u>TOTAL</u>	<u>ADULT ONLY</u>	<u>HHLD'S W/KIDS</u>	<u>HHLD'S W/KIDS UND 6</u>	<u>HHLD'S W/KIDS 6- 12</u>	<u>HHLD'S W/KIDS 13-17</u>
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0
YES	3.0	2.9	3.1	3.2	3.7	2.7
NO	0.4	0.5	0.4	0.6	0.5	0.2



Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Between January 26 and March 6, 2004 - All Results Shared Back to Total Participants (N =16,967)

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

GENDER OF RESPONDENT													
	<u>TOTAL</u>	<u>MALE</u>	<u>FEMALE</u>										
TOTAL	16967	7932	9035										
YES	506	251	255										
NO	75	41	34										
	<u>TOTAL</u>	<u>MALE</u>	<u>FEMALE</u>										
TOTAL	100.0	100.0	100.0										
YES	3.0	3.2	2.8										
NO	0.4	0.5	0.4										

AGE OF RESPONDENT				<u>AGE 30-</u>	<u>AGE 35-</u>	<u>AGE 40-</u>	<u>AGE 45-</u>	<u>AGE 50</u>	<u>AGE 55</u>	<u>AGE 60</u>	<u>AGE</u>			
	<u>TOTAL</u>	<u>AGE 16-18</u>	<u>AGE 19-24</u>	<u>AGE 25-29</u>	<u>34</u>	<u>39</u>	<u>44</u>	<u>49</u>	<u>54</u>	<u>59</u>	<u>64</u>	<u>65+</u>		
TOTAL	16967	702	880	556	1171	1699	1977	2028	1836	1650	1566	2902		
YES	506	15	40	42	33	59	76	57	57	41	35	51		
NO	75	2	3	4	13	8	7	7	6	6	9	10		
	<u>TOTAL</u>	<u>AGE 16-18</u>	<u>AGE 19-24</u>	<u>AGE 25-29</u>	<u>AGE 30-</u>	<u>AGE 35-</u>	<u>AGE 40-</u>	<u>AGE 45-</u>	<u>AGE 50</u>	<u>AGE 55</u>	<u>AGE 60</u>	<u>AGE</u>		
					<u>34</u>	<u>39</u>	<u>44</u>	<u>49</u>	<u>54</u>	<u>59</u>	<u>64</u>	<u>65+</u>		
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	2.1	4.5	7.6	2.8	3.5	3.8	2.8	3.1	2.5	2.2	1.8		
NO	0.4	0.3	0.3	0.7	1.1	0.5	0.4	0.3	0.3	0.4	0.6	0.3		



Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Between January 26 and March 6, 2004 - All Results Shared Back to Total Participants (N =16,967)

Question #8 Have you ever smoked cigarettes daily?

REGION	TOTAL	MARITIMES	QUEBEC	ONTARIO	TOTAL WEST
TOTAL	16967	2022	3863	5575	5507
YES	501	46	118	188	149
NO	80	7	23	22	28

	TOTAL	MARITIMES	QUEBEC	ONTARIO	TOTAL WEST
TOTAL	100.0	100.0	100.0	100.0	100.0
YES	3.0	2.3	3.1	3.4	2.7
NO	0.5	0.3	0.6	0.4	0.5

HH INCOME	TOTAL	<\$20K	\$20-29K	\$30-39K	\$40-49K	\$50-69K	\$70K+
TOTAL	16967	1618	2203	2233	1946	3756	5211
YES	501	48	67	60	71	108	147
NO	80	8	8	12	10	18	24

	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	3.0	3.0	2.7	3.6	2.9	2.8
NO	0.5	0.5	0.4	0.5	0.5	0.5	0.5



Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Between January 26 and March 6, 2004 - All Results Shared Back to Total Participants (N =16,967)

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		16967	110	1631	1741	3808	4605	3647	3166
YES		501	6	65	71	131	134	104	61
NO		80	2	18	20	22	19	10	9
		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	5.5	4.0	4.1	3.4	2.9	2.9	1.9
NO		0.5	1.8	1.1	1.1	0.6	0.4	0.3	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		16967	11462	5505	1564	2857	2899
YES		501	336	165	51	105	75
NO		80	55	25	8	14	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	2.9	3.0	3.3	3.7	2.6
NO		0.5	0.5	0.5	0.5	0.5	0.3



Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Between January 26 and March 6, 2004 - All Results Shared Back to Total Participants (N =16,967)

Question #8 Have you ever smoked cigarettes daily?

GENDER OF RESPONDENT

	<u>TOTAL</u>	<u>MALE</u>	<u>FEMALE</u>
TOTAL	16967	7932	9035
YES	501	245	256
NO	80	47	33

	<u>TOTAL</u>	<u>MALE</u>	<u>FEMALE</u>
TOTAL	100.0	100.0	100.0
YES	3.0	3.1	2.8
NO	0.5	0.6	0.4

AGE OF RESPONDENT

	<u>TOTAL</u>	<u>AGE 16-18</u>	<u>AGE 19-24</u>	<u>AGE 25-29</u>	<u>AGE 30-34</u>	<u>AGE 35-39</u>	<u>AGE 40-44</u>	<u>AGE 45-49</u>	<u>AGE 50-54</u>	<u>AGE 55-59</u>	<u>AGE 60-64</u>	<u>AGE 65+</u>
TOTAL	16967	702	880	556	1171	1699	1977	2028	1836	1650	1566	2902
YES	501	13	30	41	37	51	75	57	58	43	42	54
NO	80	4	13	5	9	16	8	7	5	4	2	7

	<u>TOTAL</u>	<u>AGE 16-18</u>	<u>AGE 19-24</u>	<u>AGE 25-29</u>	<u>AGE 30-34</u>	<u>AGE 35-39</u>	<u>AGE 40-44</u>	<u>AGE 45-49</u>	<u>AGE 50-54</u>	<u>AGE 55-59</u>	<u>AGE 60-64</u>	<u>AGE 65+</u>
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	1.9	3.4	7.4	3.2	3.0	3.8	2.8	3.2	2.6	2.7	1.9
NO	0.5	0.6	1.5	0.9	0.8	0.9	0.4	0.3	0.3	0.2	0.1	0.2



Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Between January 26 and March 6, 2004 - All Results Shared Back to Total Participants (N =16,967)

Question #9 Have you ever smoked cigarettes daily?

REGION		<u>TOTAL</u>	<u>MARITIMES</u>	<u>QUEBEC</u>	<u>ONTARIO</u>	<u>TOTAL WEST</u>		
TOTAL		16967	2022	3863	5575	5507		
YES		5791	784	1427	1695	1885		
NO		359	35	114	114	96		
		<u>TOTAL</u>	<u>MARITIMES</u>	<u>QUEBEC</u>	<u>ONTARIO</u>	<u>TOTAL WEST</u>		
TOTAL		100.0	100.0	100.0	100.0	100.0		
YES		34.1	38.8	36.9	30.4	34.2		
NO		2.1	1.7	3.0	2.0	1.7		
HH INCOME		<u>TOTAL</u>	<u><\$20K</u>	<u>\$20-29K</u>	<u>\$30-39K</u>	<u>\$40-49K</u>	<u>\$50-69K</u>	<u>\$70K+</u>
TOTAL		16967	1618	2203	2233	1946	3756	5211
YES		5791	526	824	854	694	1269	1624
NO		359	32	30	56	28	84	129
		<u>TOTAL</u>	<u><\$20K</u>	<u>\$20-29K</u>	<u>\$30-39K</u>	<u>\$40-49K</u>	<u>\$50-69K</u>	<u>\$70K+</u>
TOTAL		100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES		34.1	32.5	37.4	38.2	35.7	33.8	31.2
NO		2.1	2.0	1.4	2.5	1.4	2.2	2.5



Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Between January 26 and March 6, 2004 - All Results Shared Back to Total Participants (N =16,967)
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		16967	110	1631	1741	3808	4605	3647	3166
YES		5791	8	339	347	987	1416	1525	1516
NO		359		41	41	75	90	75	78
		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		34.1	7.3	20.8	19.9	25.9	30.7	41.8	47.9
NO		2.1		2.5	2.4	2.0	2.0	2.1	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		16967	11462	5505	1564	2857	2899
YES		5791	4341	1450	406	780	754
NO		359	254	105	34	54	55
		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		34.1	37.9	26.3	26.0	27.3	26.0
NO		2.1	2.2	1.9	2.2	1.9	1.9



Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Between January 26 and March 6, 2004 - All Results Shared Back to Total Participants (N =16,967)

Question #9 Have you ever smoked cigarettes daily?

GENDER OF RESPONDENT		<u>TOTAL</u>	<u>MALE</u>	<u>FEMALE</u>									
TOTAL		16967	7932	9035									
YES		5791	3005	2786									
NO		359	181	178									
		<u>TOTAL</u>	<u>MALE</u>	<u>FEMALE</u>									
TOTAL		100.0	100.0	100.0									
YES		34.1	37.9	30.8									
NO		2.1	2.3	2.0									

AGE OF RESPONDENT		<u>TOTAL</u>	<u>AGE 16-18</u>	<u>AGE 19-24</u>	<u>AGE 25-29</u>	<u>AGE 30-34</u>	<u>AGE 35-39</u>	<u>AGE 40-44</u>	<u>AGE 45-49</u>	<u>AGE 50-54</u>	<u>AGE 55-59</u>	<u>AGE 60-64</u>	<u>AGE 65+</u>
TOTAL		16967	702	880	556	1171	1699	1977	2028	1836	1650	1566	2902
YES		5791	15	50	84	234	415	592	708	725	701	750	1517
NO		359	1	5	5	29	40	41	42	42	44	34	76
		<u>TOTAL</u>	<u>AGE 16-18</u>	<u>AGE 19-24</u>	<u>AGE 25-29</u>	<u>AGE 30-34</u>	<u>AGE 35-39</u>	<u>AGE 40-44</u>	<u>AGE 45-49</u>	<u>AGE 50-54</u>	<u>AGE 55-59</u>	<u>AGE 60-64</u>	<u>AGE 65+</u>
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		34.1	2.1	5.7	15.1	20.0	24.4	29.9	34.9	39.5	42.5	47.9	52.3
NO		2.1	0.1	0.6	0.9	2.5	2.4	2.1	2.1	2.3	2.7	2.2	2.6



Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Between January 26 and March 6, 2004 - All Results Shared Back to Total Participants (N =16,967)

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

REGION	<u>TOTAL</u>	<u>MARITIMES</u>	<u>QUEBEC</u>	<u>ONTARIO</u>	<u>TOTAL WEST</u>		
TOTAL	16967	2022	3863	5575	5507		
YES	2513	310	648	825	730		
NO	498	54	104	186	154		
	<u>TOTAL</u>	<u>MARITIMES</u>	<u>QUEBEC</u>	<u>ONTARIO</u>	<u>TOTAL WEST</u>		
TOTAL	100.0	100.0	100.0	100.0	100.0		
YES	14.8	15.3	16.8	14.8	13.3		
NO	2.9	2.7	2.7	3.3	2.8		
HH INCOME	<u>TOTAL</u>	<u><\$20K</u>	<u>\$20-29K</u>	<u>\$30-39K</u>	<u>\$40-49K</u>	<u>\$50-69K</u>	<u>\$70K+</u>
TOTAL	16967	1618	2203	2233	1946	3756	5211
YES	2513	377	400	357	317	499	563
NO	498	57	67	48	65	109	152
	<u>TOTAL</u>	<u><\$20K</u>	<u>\$20-29K</u>	<u>\$30-39K</u>	<u>\$40-49K</u>	<u>\$50-69K</u>	<u>\$70K+</u>
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	14.8	23.3	18.2	16.0	16.3	13.3	10.8
NO	2.9	3.5	3.0	2.1	3.3	2.9	2.9



Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Between January 26 and March 6, 2004 - All Results Shared Back to Total Participants (N =16,967)

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

AGE OF HH HEAD		<u>TOTAL</u>	<u>UNDER 25</u>	<u>25-34</u>	<u>UNDER 35</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>
TOTAL		16967	110	1631	1741	3808	4605	3647	3166
YES		2513	29	227	256	622	798	533	304
NO		498	6	66	72	125	143	103	55
		<u>TOTAL</u>	<u>UNDER 25</u>	<u>25-34</u>	<u>UNDER 35</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>
TOTAL		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES		14.8	26.4	13.9	14.7	16.3	17.3	14.6	9.6
NO		2.9	5.5	4.0	4.1	3.3	3.1	2.8	1.7

AGE OF CHILDREN IN HH		<u>TOTAL</u>	<u>ADULT ONLY</u>	<u>HHLD'S W/KIDS</u>	<u>HHLD'S W/KIDS UND 6</u>	<u>HHLD'S W/KIDS 6- 12</u>	<u>HHLD'S W/KIDS 13-17</u>
TOTAL		16967	11462	5505	1564	2857	2899
YES		2513	1741	772	198	409	397
NO		498	328	170	51	105	79
		<u>TOTAL</u>	<u>ADULT ONLY</u>	<u>HHLD'S W/KIDS</u>	<u>HHLD'S W/KIDS UND 6</u>	<u>HHLD'S W/KIDS 6- 12</u>	<u>HHLD'S W/KIDS 13-17</u>
TOTAL		100.0	100.0	100.0	100.0	100.0	100.0
YES		14.8	15.2	14.0	12.7	14.3	13.7
NO		2.9	2.9	3.1	3.3	3.7	2.7



Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Between January 26 and March 6, 2004 - All Results Shared Back to Total Participants (N =16,967)

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

**GENDER OF
RESPONDENT**

	<u>TOTAL</u>	<u>MALE</u>	<u>FEMALE</u>
TOTAL	16967	7932	9035
YES	2513	1236	1277
NO	498	238	260

	<u>TOTAL</u>	<u>MALE</u>	<u>FEMALE</u>
TOTAL	100.0	100.0	100.0
YES	14.8	15.6	14.1
NO	2.9	3.0	2.9

**AGE OF
RESPONDENT**

	<u>TOTAL</u>	<u>AGE 16-18</u>	<u>AGE 19-24</u>	<u>AGE 25-29</u>	<u>AGE 30-34</u>	<u>AGE 35-39</u>	<u>AGE 40-44</u>	<u>AGE 45-49</u>	<u>AGE 50-54</u>	<u>AGE 55-59</u>	<u>AGE 60-64</u>	<u>AGE 65+</u>
TOTAL	16967	702	880	556	1171	1699	1977	2028	1836	1650	1566	2902
YES	2513	38	157	90	156	273	359	407	322	250	199	262
NO	498	22	36	39	41	54	60	60	55	42	41	48

	<u>TOTAL</u>	<u>AGE 16-18</u>	<u>AGE 19-24</u>	<u>AGE 25-29</u>	<u>AGE 30-34</u>	<u>AGE 35-39</u>	<u>AGE 40-44</u>	<u>AGE 45-49</u>	<u>AGE 50-54</u>	<u>AGE 55-59</u>	<u>AGE 60-64</u>	<u>AGE 65+</u>
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	14.8	5.4	17.8	16.2	13.3	16.1	18.2	20.1	17.5	15.2	12.7	9.0
NO	2.9	3.1	4.1	7.0	3.5	3.2	3.0	3.0	3.0	2.5	2.6	1.7



Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Between January 26 and March 6, 2004 - All Results Shared Back to Total Participants (N =16,967)

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

REGION	<u>TOTAL</u>	<u>MARITIMES</u>	<u>QUEBEC</u>	<u>ONTARIO</u>	<u>TOTAL WEST</u>
TOTAL	16967	2022	3863	5575	5507
14 YEARS OF AGE OR UNDER	29	2	6	15	6
15-19	264	31	60	82	91
20-24	719	94	140	241	244
25-29	800	89	189	266	256
30-34	922	130	232	267	293
35-39	855	115	227	238	275
40-44	783	114	191	225	253
45-49	599	90	159	168	182
50-54	513	57	142	137	177
55-59	346	54	82	104	106
60-64	220	25	59	59	77
65-69	114	20	28	31	35
70-74	26	6	4	9	7
75-79	13	1	2	6	4
80-84	8		1	2	5
85 AND OVER					
NOT APPLICABLE- STILL SMOKING DAILY	78	10	9	31	28



Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Between January 26 and March 6, 2004 - All Results Shared Back to Total Participants (N =16,967)

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

REGION	<u>TOTAL</u>	<u>MARITIMES</u>	<u>QUEBEC</u>	<u>ONTARIO</u>	<u>TOTAL WEST</u>
TOTAL	100.0	100.0	100.0	100.0	100.0
14 YEARS OF AGE OR UNDER	0.2	0.1	0.2	0.3	0.1
15-19	1.6	1.5	1.6	1.5	1.7
20-24	4.2	4.6	3.6	4.3	4.4
25-29	4.7	4.4	4.9	4.8	4.6
30-34	5.4	6.4	6.0	4.8	5.3
35-39	5.0	5.7	5.9	4.3	5.0
40-44	4.6	5.6	4.9	4.0	4.6
45-49	3.5	4.5	4.1	3.0	3.3
50-54	3.0	2.8	3.7	2.5	3.2
55-59	2.0	2.7	2.1	1.9	1.9
60-64	1.3	1.2	1.5	1.1	1.4
65-69	0.7	1.0	0.7	0.6	0.6
70-74	0.2	0.3	0.1	0.2	0.1
75-79	0.1		0.1	0.1	0.1
80-84					0.1
85 AND OVER					
NOT APPLICABLE- STILL SMOKING DAILY	0.5	0.5	0.2	0.6	0.5



Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Between January 26 and March 6, 2004 - All Results Shared Back to Total Participants (N =16,967)

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	16967	1618	2203	2233	1946	3756	5211
14 YEARS OF AGE OR UNDER	29	4	1	8	3	3	10
15-19	264	17	35	42	39	63	68
20-24	719	62	89	78	80	171	239
25-29	800	48	92	89	93	192	286
30-34	922	56	100	128	105	228	305
35-39	855	69	85	112	104	215	270
40-44	783	72	113	135	87	171	205
45-49	599	96	89	83	72	101	158
50-54	513	45	94	89	76	103	106
55-59	346	45	70	63	44	63	61
60-64	220	43	57	40	27	29	24
65-69	114	11	35	23	16	14	15
70-74	26	4	13	2	4	3	
75-79	13	1	3	2	3	2	2
80-84	8	1	6				1
85 AND OVER							
NOT APPLICABLE- STILL SMOKING DAILY	78	9	9	8	6	20	26



Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Between January 26 and March 6, 2004 - All Results Shared Back to Total Participants (N =16,967)

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	0.2		0.4	0.2	0.1	0.2
15-19	1.6	1.1	1.6	1.9	2.0	1.7	1.3
20-24	4.2	3.8	4.0	3.5	4.1	4.6	4.6
25-29	4.7	3.0	4.2	4.0	4.8	5.1	5.5
30-34	5.4	3.5	4.5	5.7	5.4	6.1	5.9
35-39	5.0	4.3	3.9	5.0	5.3	5.7	5.2
40-44	4.6	4.4	5.1	6.0	4.5	4.6	3.9
45-49	3.5	5.9	4.0	3.7	3.7	2.7	3.0
50-54	3.0	2.8	4.3	4.0	3.9	2.7	2.0
55-59	2.0	2.8	3.2	2.8	2.3	1.7	1.2
60-64	1.3	2.7	2.6	1.8	1.4	0.8	0.5
65-69	0.7	0.7	1.6	1.0	0.8	0.4	0.3
70-74	0.2	0.2	0.6	0.1	0.2	0.1	
75-79	0.1	0.1	0.1	0.1	0.2	0.1	
80-84		0.1	0.3				
85 AND OVER							
NOT APPLICABLE- STILL SMOKING DAILY	0.5	0.6	0.4	0.4	0.3	0.5	0.5



Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Between January 26 and March 6, 2004 - All Results Shared Back to Total Participants (N =16,967)

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	16967	110	1631	1741	3808	4605	3647	3166
14 YEARS OF AGE OR UNDER	29	1	4	5	10	6	5	3
15-19	264	2	30	32	82	86	36	28
20-24	719	9	91	100	205	218	129	67
25-29	800	1	139	140	192	216	155	97
30-34	922		105	105	232	253	206	126
35-39	855	1	19	20	233	214	220	168
40-44	783		3	3	120	230	211	219
45-49	599		1	1	15	188	213	182
50-54	513		2	2	6	101	201	203
55-59	346		1	1	1	10	162	172
60-64	220		2	2	1	2	68	147
65-69	114				2	3	3	106
70-74	26				1			25
75-79	13					2		11
80-84	8							8
85 AND OVER								
NOT APPLICABLE- STILL SMOKING DAILY	78		8	8	12	30	19	9



Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Between January 26 and March 6, 2004 - All Results Shared Back to Total Participants (N =16,967)

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	0.9	0.2	0.3	0.3	0.1	0.1	0.1
15-19	1.6	1.8	1.8	1.8	2.2	1.9	1.0	0.9
20-24	4.2	8.2	5.6	5.7	5.4	4.7	3.5	2.1
25-29	4.7	0.9	8.5	8.0	5.0	4.7	4.3	3.1
30-34	5.4		6.4	6.0	6.1	5.5	5.6	4.0
35-39	5.0	0.9	1.2	1.1	6.1	4.6	6.0	5.3
40-44	4.6		0.2	0.2	3.2	5.0	5.8	6.9
45-49	3.5		0.1	0.1	0.4	4.1	5.8	5.7
50-54	3.0		0.1	0.1	0.2	2.2	5.5	6.4
55-59	2.0		0.1	0.1		0.2	4.4	5.4
60-64	1.3		0.1	0.1			1.9	4.6
65-69	0.7				0.1	0.1	0.1	3.3
70-74	0.2							0.8
75-79	0.1							0.3
80-84								0.3
85 AND OVER								
NOT APPLICABLE- STILL SMOKING DAILY	0.5		0.5	0.5	0.3	0.7	0.5	0.3



Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Between January 26 and March 6, 2004 - All Results Shared Back to Total Participants (N =16,967)

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	HHLD'S	HHLD'S
				W/KIDS UND 6	W/KIDS 6- 12	W/KIDS 13-17
TOTAL	16967	11462	5505	1564	2857	2899
14 YEARS OF AGE OR UNDER	29	19	10	5	6	5
15-19	264	143	121	26	58	72
20-24	719	421	298	95	172	145
25-29	800	482	318	123	189	141
30-34	922	613	309	102	177	136
35-39	855	609	246	58	137	139
40-44	783	622	161	24	83	89
45-49	599	514	85	7	31	66
50-54	513	484	29	5	9	18
55-59	346	335	11	4	1	7
60-64	220	215	5		2	3
65-69	114	111	3	1	1	1
70-74	26	25	1	1	1	
75-79	13	13				
80-84	8	8				
85 AND OVER						
NOT APPLICABLE- STILL SMOKING DAILY	78	55	23	6	18	11



Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Between January 26 and March 6, 2004 - All Results Shared Back to Total Participants (N =16,967)

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	HHLD'S	HHLD'S
				W/KIDS UND 6	W/KIDS 6- 12	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	0.2	0.2	0.3	0.2	0.2
15-19	1.6	1.2	2.2	1.7	2.0	2.5
20-24	4.2	3.7	5.4	6.1	6.0	5.0
25-29	4.7	4.2	5.8	7.9	6.6	4.9
30-34	5.4	5.3	5.6	6.5	6.2	4.7
35-39	5.0	5.3	4.5	3.7	4.8	4.8
40-44	4.6	5.4	2.9	1.5	2.9	3.1
45-49	3.5	4.5	1.5	0.4	1.1	2.3
50-54	3.0	4.2	0.5	0.3	0.3	0.6
55-59	2.0	2.9	0.2	0.3		0.2
60-64	1.3	1.9	0.1		0.1	0.1
65-69	0.7	1.0	0.1	0.1		
70-74	0.2	0.2		0.1		
75-79	0.1	0.1				
80-84		0.1				
85 AND OVER						
NOT APPLICABLE- STILL SMOKING DAILY	0.5	0.5	0.4	0.4	0.6	0.4



Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Between January 26 and March 6, 2004 - All Results Shared Back to Total Participants (N =16,967)

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

GENDER OF RESPONDENT	<u>TOTAL</u>	<u>MALE</u>	<u>FEMALE</u>
TOTAL	16967	7932	9035
14 YEARS OF AGE OR UNDER	29	16	13
15-19	264	121	143
20-24	719	294	425
25-29	800	383	417
30-34	922	458	464
35-39	855	464	391
40-44	783	444	339
45-49	599	327	272
50-54	513	290	223
55-59	346	180	166
60-64	220	127	93
65-69	114	71	43
70-74	26	15	11
75-79	13	8	5
80-84	8	6	2
85 AND OVER			
NOT APPLICABLE- STILL SMOKING DAILY	78	39	39



Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Between January 26 and March 6, 2004 - All Results Shared Back to Total Participants (N =16,967)

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

GENDER OF RESPONDENT	<u>TOTAL</u>	<u>MALE</u>	<u>FEMALE</u>
TOTAL	100.0	100.0	100.0
14 YEARS OF AGE OR			
UNDER	0.2	0.2	0.1
15-19	1.6	1.5	1.6
20-24	4.2	3.7	4.7
25-29	4.7	4.8	4.6
30-34	5.4	5.8	5.1
35-39	5.0	5.8	4.3
40-44	4.6	5.6	3.8
45-49	3.5	4.1	3.0
50-54	3.0	3.7	2.5
55-59	2.0	2.3	1.8
60-64	1.3	1.6	1.0
65-69	0.7	0.9	0.5
70-74	0.2	0.2	0.1
75-79	0.1	0.1	0.1
80-84		0.1	
85 AND OVER			
NOT APPLICABLE- STILL			
SMOKING DAILY	0.5	0.5	0.4



Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Between January 26 and March 6, 2004 - All Results Shared Back to Total Participants (N =16,967)

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-	AGE 35-	AGE 40-	AGE 45-	AGE 50-	AGE 55-	AGE 60-	AGE
					34	39	44	49	54	59	64	65+
TOTAL	16967	702	880	556	1171	1699	1977	2028	1836	1650	1566	2902
14 YEARS OF AGE OR UNDER	29	1		1	1	6	6	3	6	1	2	2
15-19	264	27	26	9	21	26	41	35	24	18	13	24
20-24	719		48	45	64	89	102	111	87	72	42	59
25-29	800			61	91	93	116	113	104	79	54	89
30-34	922	1			94	148	111	136	131	86	87	128
35-39	855					101	163	112	110	112	95	162
40-44	783						108	149	102	96	125	203
45-49	599		1					98	113	100	101	186
50-54	513							1	96	104	102	210
55-59	346		1						1	68	99	177
60-64	220										63	157
65-69	114											114
70-74	26								1			25
75-79	13											13
80-84	8											8
85 AND OVER												
NOT APPLICABLE- STILL SMOKING DAILY	78	8	10	7	4	6	5	10	5	7	8	8



Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Between January 26 and March 6, 2004 - All Results Shared Back to Total Participants (N =16,967)

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	0.1		0.2	0.1	0.4	0.3	0.1	0.3	0.1	0.1	0.1
15-19	1.6	3.8	3.0	1.6	1.8	1.5	2.1	1.7	1.3	1.1	0.8	0.8
20-24	4.2		5.5	8.1	5.5	5.2	5.2	5.5	4.7	4.4	2.7	2.0
25-29	4.7			11.0	7.8	5.5	5.9	5.6	5.7	4.8	3.4	3.1
30-34	5.4	0.1			8.0	8.7	5.6	6.7	7.1	5.2	5.6	4.4
35-39	5.0					5.9	8.2	5.5	6.0	6.8	6.1	5.6
40-44	4.6						5.5	7.3	5.6	5.8	8.0	7.0
45-49	3.5		0.1					4.8	6.2	6.1	6.4	6.4
50-54	3.0								5.2	6.3	6.5	7.2
55-59	2.0		0.1						0.1	4.1	6.3	6.1
60-64	1.3										4.0	5.4
65-69	0.7											3.9
70-74	0.2								0.1			0.9
75-79	0.1											0.4
80-84												0.3
85 AND OVER												
NOT APPLICABLE- STILL SMOKING DAILY	0.5	1.1	1.1	1.3	0.3	0.4	0.3	0.5	0.3	0.4	0.5	0.3



Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Between January 26 and March 6, 2004 - All Results Shared Back to Total Participants (N =16,967)

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

REGION	<u>TOTAL</u>	<u>MARITIMES</u>	<u>QUEBEC</u>	<u>ONTARIO</u>	<u>TOTAL WEST</u>
TOTAL	16967	2022	3863	5575	5507
CURRENTLY DO NOT SMOKE	5122	664	1213	1534	1711
1-4 CIGARETTES	458	45	96	173	144
5-9 CIGARETTES	601	86	129	202	184
10-14 CIGARETTES	827	100	211	254	262
15-20 CIGARETTES	748	96	183	243	226
21-25 CIGARETTES	676	97	220	204	155
26 OR MORE CIGARETTES	450	67	150	118	115
	<u>TOTAL</u>	<u>MARITIMES</u>	<u>QUEBEC</u>	<u>ONTARIO</u>	<u>TOTAL WEST</u>
TOTAL	100.0	100.0	100.0	100.0	100.0
CURRENTLY DO NOT SMOKE	30.2	32.8	31.4	27.5	31.1
1-4 CIGARETTES	2.7	2.2	2.5	3.1	2.6
5-9 CIGARETTES	3.5	4.3	3.3	3.6	3.3
10-14 CIGARETTES	4.9	4.9	5.5	4.6	4.8
15-20 CIGARETTES	4.4	4.7	4.7	4.4	4.1
21-25 CIGARETTES	4.0	4.8	5.7	3.7	2.8
26 OR MORE CIGARETTES	2.7	3.3	3.9	2.1	2.1



Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Between January 26 and March 6, 2004 - All Results Shared Back to Total Participants (N =16,967)

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	16967	1618	2203	2233	1946	3756	5211
CURRENTLY DO NOT SMOKE	5122	465	714	741	631	1116	1455
1-4 CIGARETTES	458	40	60	70	52	105	131
5-9 CIGARETTES	601	71	90	81	66	121	172
10-14 CIGARETTES	827	106	126	111	118	172	194
15-20 CIGARETTES	748	102	122	113	84	155	172
21-25 CIGARETTES	676	105	111	96	75	140	149
26 OR MORE CIGARETTES	450	79	76	59	60	86	90
	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	30.2	28.7	32.4	33.2	32.4	29.7	27.9
1-4 CIGARETTES	2.7	2.5	2.7	3.1	2.7	2.8	2.5
5-9 CIGARETTES	3.5	4.4	4.1	3.6	3.4	3.2	3.3
10-14 CIGARETTES	4.9	6.6	5.7	5.0	6.1	4.6	3.7
15-20 CIGARETTES	4.4	6.3	5.5	5.1	4.3	4.1	3.3
21-25 CIGARETTES	4.0	6.5	5.0	4.3	3.9	3.7	2.9
26 OR MORE CIGARETTES	2.7	4.9	3.4	2.6	3.1	2.3	1.7



Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Between January 26 and March 6, 2004 - All Results Shared Back to Total Participants (N =16,967)

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	16967	110	1631	1741	3808	4605	3647	3166
CURRENTLY DO NOT SMOKE	5122	10	324	334	900	1215	1333	1340
1-4 CIGARETTES	458	5	70	75	107	127	91	58
5-9 CIGARETTES	601	5	64	69	150	174	109	99
10-14 CIGARETTES	827	16	78	94	207	256	157	113
15-20 CIGARETTES	748	4	61	65	177	246	164	96
21-25 CIGARETTES	676	5	36	41	139	217	174	105
26 OR MORE CIGARETTES	450		17	17	76	141	143	73
	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	30.2	9.1	19.9	19.2	23.6	26.4	36.6	42.3
1-4 CIGARETTES	2.7	4.5	4.3	4.3	2.8	2.8	2.5	1.8
5-9 CIGARETTES	3.5	4.5	3.9	4.0	3.9	3.8	3.0	3.1
10-14 CIGARETTES	4.9	14.5	4.8	5.4	5.4	5.6	4.3	3.6
15-20 CIGARETTES	4.4	3.6	3.7	3.7	4.6	5.3	4.5	3.0
21-25 CIGARETTES	4.0	4.5	2.2	2.4	3.7	4.7	4.8	3.3
26 OR MORE CIGARETTES	2.7		1.0	1.0	2.0	3.1	3.9	2.3



Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Between January 26 and March 6, 2004 - All Results Shared Back to Total Participants (N =16,967)

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	HHLD'S	HHLD'S
				W/KIDS UND 6	W/KIDS 6- 12	W/KIDS 13-17
TOTAL	16967	11462	5505	1564	2857	2899
CURRENTLY DO NOT SMOKE	5122	3835	1287	380	691	663
1-4 CIGARETTES	458	306	152	45	88	68
5-9 CIGARETTES	601	389	212	61	111	104
10-14 CIGARETTES	827	570	257	65	138	127
15-20 CIGARETTES	748	512	236	56	128	122
21-25 CIGARETTES	676	508	168	37	96	94
26 OR MORE CIGARETTES	450	345	105	19	56	61

	TOTAL	ADULT ONLY	HHLD'S W/KIDS	HHLD'S	HHLD'S	HHLD'S
				W/KIDS UND 6	W/KIDS 6- 12	W/KIDS 13-17
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0
CURRENTLY DO NOT SMOKE	30.2	33.5	23.4	24.3	24.2	22.9
1-4 CIGARETTES	2.7	2.7	2.8	2.9	3.1	2.3
5-9 CIGARETTES	3.5	3.4	3.9	3.9	3.9	3.6
10-14 CIGARETTES	4.9	5.0	4.7	4.2	4.8	4.4
15-20 CIGARETTES	4.4	4.5	4.3	3.6	4.5	4.2
21-25 CIGARETTES	4.0	4.4	3.1	2.4	3.4	3.2
26 OR MORE CIGARETTES	2.7	3.0	1.9	1.2	2.0	2.1



Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Between January 26 and March 6, 2004 - All Results Shared Back to Total Participants (N =16,967)

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

GENDER OF RESPONDENT			
	<u>TOTAL</u>	<u>MALE</u>	<u>FEMALE</u>
TOTAL	16967	7932	9035
CURRENTLY DO NOT SMOKE	5122	2628	2494
1-4 CIGARETTES	458	212	246
5-9 CIGARETTES	601	243	358
10-14 CIGARETTES	827	390	437
15-20 CIGARETTES	748	387	361
21-25 CIGARETTES	676	374	302
26 OR MORE CIGARETTES	450	292	158
	<u>TOTAL</u>	<u>MALE</u>	<u>FEMALE</u>
TOTAL	100.0	100.0	100.0
CURRENTLY DO NOT SMOKE	30.2	33.1	27.6
1-4 CIGARETTES	2.7	2.7	2.7
5-9 CIGARETTES	3.5	3.1	4.0
10-14 CIGARETTES	4.9	4.9	4.8
15-20 CIGARETTES	4.4	4.9	4.0
21-25 CIGARETTES	4.0	4.7	3.3
26 OR MORE CIGARETTES	2.7	3.7	1.7



Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Between January 26 and March 6, 2004 - All Results Shared Back to Total Participants (N =16,967)

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	16967	702	880	556	1171	1699	1977	2028	1836	1650	1566	2902
CURRENTLY DO NOT SMOKE	5122	15	48	92	224	382	518	620	638	593	663	1329
1-4 CIGARETTES	458	24	42	35	36	54	59	50	31	37	34	56
5-9 CIGARETTES	601	19	59	27	41	77	79	67	67	52	43	70
10-14 CIGARETTES	827	14	65	35	58	87	119	136	90	63	61	99
15-20 CIGARETTES	748	5	26	19	43	79	103	117	104	81	68	103
21-25 CIGARETTES	676	2	12	8	27	50	90	117	109	97	66	98
26 OR MORE CIGARETTES	450		4	2	11	29	51	75	68	74	57	79
	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	30.2	2.1	5.5	16.5	19.1	22.5	26.2	30.6	34.7	35.9	42.3	45.8
1-4 CIGARETTES	2.7	3.4	4.8	6.3	3.1	3.2	3.0	2.5	1.7	2.2	2.2	1.9
5-9 CIGARETTES	3.5	2.7	6.7	4.9	3.5	4.5	4.0	3.3	3.6	3.2	2.7	2.4
10-14 CIGARETTES	4.9	2.0	7.4	6.3	5.0	5.1	6.0	6.7	4.9	3.8	3.9	3.4
15-20 CIGARETTES	4.4	0.7	3.0	3.4	3.7	4.6	5.2	5.8	5.7	4.9	4.3	3.5
21-25 CIGARETTES	4.0	0.3	1.4	1.4	2.3	2.9	4.6	5.8	5.9	5.9	4.2	3.4
26 OR MORE CIGARETTES	2.7		0.5	0.4	0.9	1.7	2.6	3.7	3.7	4.5	3.6	2.7



Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Between January 26 and March 6, 2004 - All Results Shared Back to Total Participants (N =16,967)

Question #13 When did you stop smoking?

REGION	<u>TOTAL</u>	<u>MARITIMES</u>	<u>QUEBEC</u>	<u>ONTARIO</u>	<u>TOTAL WEST</u>
TOTAL	16967	2022	3863	5575	5507
LESS THAN ONE YEAR AGO	367	36	116	120	95
1 TO 2 YEARS AGO	392	56	88	138	110
3 TO 5 YEARS AGO	543	68	133	176	166
MORE THAN 5 YEARS AGO	4179	539	990	1214	1436
	<u>TOTAL</u>	<u>MARITIMES</u>	<u>QUEBEC</u>	<u>ONTARIO</u>	<u>TOTAL WEST</u>
TOTAL	100.0	100.0	100.0	100.0	100.0
LESS THAN ONE YEAR AGO	2.2	1.8	3.0	2.2	1.7
1 TO 2 YEARS AGO	2.3	2.8	2.3	2.5	2.0
3 TO 5 YEARS AGO	3.2	3.4	3.4	3.2	3.0
MORE THAN 5 YEARS AGO	24.6	26.7	25.6	21.8	26.1



Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Between January 26 and March 6, 2004 - All Results Shared Back to Total Participants (N =16,967)

Question #13 When did you stop smoking?

HH INCOME	TOTAL	<\$20K	\$20-29K	\$30-39K	\$40-49K	\$50-69K	\$70K+
TOTAL	16967	1618	2203	2233	1946	3756	5211
LESS THAN ONE YEAR							
AGO	367	38	48	55	49	78	99
1 TO 2 YEARS AGO	392	42	59	55	58	71	107
3 TO 5 YEARS AGO	543	48	89	67	61	124	154
MORE THAN 5 YEARS							
AGO	4179	369	548	620	491	927	1224
	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	2.2	2.3	2.2	2.5	2.5	2.1	1.9
1 TO 2 YEARS AGO	2.3	2.6	2.7	2.5	3.0	1.9	2.1
3 TO 5 YEARS AGO	3.2	3.0	4.0	3.0	3.1	3.3	3.0
MORE THAN 5 YEARS							
AGO	24.6	22.8	24.9	27.8	25.2	24.7	23.5



Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Between January 26 and March 6, 2004 - All Results Shared Back to Total Participants (N =16,967)

Question #13 When did you stop smoking?

AGE OF HH HEAD	<u>TOTAL</u>	<u>UNDER 25</u>	<u>25-34</u>	<u>UNDER 35</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>
TOTAL	16967	110	1631	1741	3808	4605	3647	3166
LESS THAN ONE YEAR								
AGO	367	2	53	55	88	104	70	50
1 TO 2 YEARS AGO	392	1	64	65	116	96	79	36
3 TO 5 YEARS AGO	543	5	88	93	135	120	129	66
MORE THAN 5 YEARS								
AGO	4179	2	160	162	636	985	1130	1266
	<u>TOTAL</u>	<u>UNDER 25</u>	<u>25-34</u>	<u>UNDER 35</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LESS THAN ONE YEAR								
AGO	2.2	1.8	3.2	3.2	2.3	2.3	1.9	1.6
1 TO 2 YEARS AGO	2.3	0.9	3.9	3.7	3.0	2.1	2.2	1.1
3 TO 5 YEARS AGO	3.2	4.5	5.4	5.3	3.5	2.6	3.5	2.1
MORE THAN 5 YEARS								
AGO	24.6	1.8	9.8	9.3	16.7	21.4	31.0	40.0



Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Between January 26 and March 6, 2004 - All Results Shared Back to Total Participants (N =16,967)

Question #13 When did you stop smoking?

AGE OF CHILDREN IN HH	TOTAL	ADULT ONLY	HHLD'S W/KIDS	HHLD'S	HHLD'S	HHLD'S
				W/KIDS UND 6	W/KIDS 6- 12	W/KIDS 13-17
TOTAL	16967	11462	5505	1564	2857	2899
LESS THAN ONE YEAR AGO	367	245	122	38	68	53
1 TO 2 YEARS AGO	392	250	142	57	81	50
3 TO 5 YEARS AGO	543	356	187	81	94	80
MORE THAN 5 YEARS AGO	4179	3238	941	238	502	535
	<u>TOTAL</u>	<u>ADULT ONLY</u>	<u>HHLD'S W/KIDS</u>	<u>HHLD'S W/KIDS UND 6</u>	<u>HHLD'S W/KIDS 6- 12</u>	<u>HHLD'S W/KIDS 13-17</u>
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0
LESS THAN ONE YEAR AGO	2.2	2.1	2.2	2.4	2.4	1.8
1 TO 2 YEARS AGO	2.3	2.2	2.6	3.6	2.8	1.7
3 TO 5 YEARS AGO	3.2	3.1	3.4	5.2	3.3	2.8
MORE THAN 5 YEARS AGO	24.6	28.2	17.1	15.2	17.6	18.5



Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Between January 26 and March 6, 2004 - All Results Shared Back to Total Participants (N =16,967)

Question #13 When did you stop smoking?

GENDER OF RESPONDENT	<u>TOTAL</u>	<u>MALE</u>	<u>FEMALE</u>
TOTAL	16967	7932	9035
LESS THAN ONE YEAR			
AGO	367	173	194
1 TO 2 YEARS AGO	392	205	187
3 TO 5 YEARS AGO	543	269	274
MORE THAN 5 YEARS			
AGO	4179	2162	2017
	<u>TOTAL</u>	<u>MALE</u>	<u>FEMALE</u>
TOTAL	100.0	100.0	100.0
LESS THAN ONE YEAR			
AGO	2.2	2.2	2.1
1 TO 2 YEARS AGO	2.3	2.6	2.1
3 TO 5 YEARS AGO	3.2	3.4	3.0
MORE THAN 5 YEARS			
AGO	24.6	27.3	22.3



Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Between January 26 and March 6, 2004 - All Results Shared Back to Total Participants (N =16,967)

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	16967	702	880	556	1171	1699	1977	2028	1836	1650	1566	2902
LESS THAN ONE YEAR AGO	367	12	22	23	39	38	40	45	47	30	28	43
1 TO 2 YEARS AGO	392	3	15	21	40	57	61	50	44	43	32	26
3 TO 5 YEARS AGO	543	1	12	28	55	77	75	59	62	62	54	58
MORE THAN 5 YEARS AGO	4179		4	25	119	250	383	508	527	502	583	1278
	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	2.2	1.7	2.5	4.1	3.3	2.2	2.0	2.2	2.6	1.8	1.8	1.5
1 TO 2 YEARS AGO	2.3	0.4	1.7	3.8	3.4	3.4	3.1	2.5	2.4	2.6	2.0	0.9
3 TO 5 YEARS AGO	3.2	0.1	1.4	5.0	4.7	4.5	3.8	2.9	3.4	3.8	3.4	2.0
MORE THAN 5 YEARS AGO	24.6		0.5	4.5	10.2	14.7	19.4	25.0	28.7	30.4	37.2	44.0



Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Between January 26 and March 6, 2004 - All Results Shared Back to Total Participants (N =16,967)

Question #14 In what month did you stop smoking?

REGION	TOTAL	MARITIMES	QUEBEC	ONTARIO	TOTAL WEST
TOTAL	16967	2022	3863	5575	5507
JANUARY	98	7	36	33	22
FEBRUARY	38	3	20	5	10
MARCH	23	3	10	8	2
APRIL	10	2	1	4	3
MAY	24	4	6	10	4
JUNE	16	1	3	7	5
JULY	8	1	2	2	3
AUGUST	9	3	4	2	
SEPTEMBER	29	1	11	6	11
OCTOBER	20	1	3	7	9
NOVEMBER	38	4	10	14	10
DECEMBER	54	6	10	22	16

	TOTAL	MARITIMES	QUEBEC	ONTARIO	TOTAL WEST
TOTAL	100.0	100.0	100.0	100.0	100.0
JANUARY	0.6	0.3	0.9	0.6	0.4
FEBRUARY	0.2	0.1	0.5	0.1	0.2
MARCH	0.1	0.1	0.3	0.1	
APRIL	0.1	0.1		0.1	0.1
MAY	0.1	0.2	0.2	0.2	0.1
JUNE	0.1		0.1	0.1	0.1
JULY			0.1		0.1
AUGUST	0.1	0.1	0.1		
SEPTEMBER	0.2		0.3	0.1	0.2
OCTOBER	0.1		0.1	0.1	0.2
NOVEMBER	0.2	0.2	0.3	0.3	0.2
DECEMBER	0.3	0.3	0.3	0.4	0.3



Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Between January 26 and March 6, 2004 - All Results Shared Back to Total Participants (N =16,967)

Question #14 In what month did you stop smoking?

HH INCOME	TOTAL	<\$20K	\$20-29K	\$30-39K	\$40-49K	\$50-69K	\$70K+
TOTAL	16967	1618	2203	2233	1946	3756	5211
JANUARY	98	10	11	14	13	17	33
FEBRUARY	38	2	9	3	6	8	10
MARCH	23	3	2	3	4	6	5
APRIL	10	1		3	2	2	2
MAY	24	2	2	2	2	6	10
JUNE	16	1	3		3	3	6
JULY	8	2			1	3	2
AUGUST	9	2	2	2		1	2
SEPTEMBER	29	2	3	4	5	7	8
OCTOBER	20	2	1	4	3	4	6
NOVEMBER	38	7	4	6	4	11	6
DECEMBER	54	4	11	14	6	10	9
	<u>TOTAL</u>	<u><\$20K</u>	<u>\$20-29K</u>	<u>\$30-39K</u>	<u>\$40-49K</u>	<u>\$50-69K</u>	<u>\$70K+</u>
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0
JANUARY	0.6	0.6	0.5	0.6	0.7	0.5	0.6
FEBRUARY	0.2	0.1	0.4	0.1	0.3	0.2	0.2
MARCH	0.1	0.2	0.1	0.1	0.2	0.2	0.1
APRIL	0.1	0.1		0.1	0.1	0.1	
MAY	0.1	0.1	0.1	0.1	0.1	0.2	0.2
JUNE	0.1	0.1	0.1		0.2	0.1	0.1
JULY		0.1			0.1	0.1	
AUGUST	0.1	0.1	0.1	0.1			
SEPTEMBER	0.2	0.1	0.1	0.2	0.3	0.2	0.2
OCTOBER	0.1	0.1		0.2	0.2	0.1	0.1
NOVEMBER	0.2	0.4	0.2	0.3	0.2	0.3	0.1
DECEMBER	0.3	0.2	0.5	0.6	0.3	0.3	0.2



Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Between January 26 and March 6, 2004 - All Results Shared Back to Total Participants (N =16,967)

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	16967	110	1631	1741	3808	4605	3647	3166
JANUARY	98		13	13	26	30	17	12
FEBRUARY	38		3	3	10	13	7	5
MARCH	23		3	3	4	8	4	4
APRIL	10		4	4		2	4	
MAY	24		4	4	5	7	7	1
JUNE	16		1	1	5	6	3	1
JULY	8		1	1	1	3	2	1
AUGUST	9				2	3	2	2
SEPTEMBER	29		3	3	13	5	3	5
OCTOBER	20	1	4	5	5	7	3	
NOVEMBER	38	1	3	4	9	8	9	8
DECEMBER	54		14	14	8	12	9	11
	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	0.6		0.8	0.7	0.7	0.7	0.5	0.4
FEBRUARY	0.2		0.2	0.2	0.3	0.3	0.2	0.2
MARCH	0.1		0.2	0.2	0.1	0.2	0.1	0.1
APRIL	0.1		0.2	0.2			0.1	
MAY	0.1		0.2	0.2	0.1	0.2	0.2	
JUNE	0.1		0.1	0.1	0.1	0.1	0.1	
JULY			0.1	0.1		0.1	0.1	
AUGUST	0.1				0.1	0.1	0.1	0.1
SEPTEMBER	0.2		0.2	0.2	0.3	0.1	0.1	0.2
OCTOBER	0.1	0.9	0.2	0.3	0.1	0.2	0.1	
NOVEMBER	0.2	0.9	0.2	0.2	0.2	0.2	0.2	0.3
DECEMBER	0.3		0.9	0.8	0.2	0.3	0.2	0.3



Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Between January 26 and March 6, 2004 - All Results Shared Back to Total Participants (N =16,967)

Question #14 In what month did you stop smoking?

AGE OF CHILDREN IN HH	TOTAL	ADULT ONLY	HHLD'S W/KIDS	HHLD'S	HHLD'S	HHLD'S
				W/KIDS UND 6	W/KIDS 6- 12	W/KIDS 13-17
TOTAL	16967	11462	5505	1564	2857	2899
JANUARY	93	64	34	9	24	15
FEBRUARY	38	24	14	7	9	3
MARCH	23	17	6	2	2	4
APRIL	10	8	2	1		1
MAY	24	15	9	1	3	6
JUNE	16	7	9	2	4	5
JULY	8	7	1		1	
AUGUST	9	8	1		1	
SEPTEMBER	29	18	11	4	7	3
OCTOBER	20	13	7	2	4	3
NOVEMBER	38	28	10	2	3	7
DECEMBER	54	36	18	8	10	6

	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	0.6	0.6	0.6	0.6	0.8	0.5
FEBRUARY	0.2	0.2	0.3	0.4	0.3	0.1
MARCH	0.1	0.1	0.1	0.1	0.1	0.1
APRIL	0.1	0.1		0.1		
MAY	0.1	0.1	0.2	0.1	0.1	0.2
JUNE	0.1	0.1	0.2	0.1	0.1	0.2
JULY		0.1				
AUGUST	0.1	0.1				
SEPTEMBER	0.2	0.2	0.2	0.3	0.2	0.1
OCTOBER	0.1	0.1	0.1	0.1	0.1	0.1
NOVEMBER	0.2	0.2	0.2	0.1	0.1	0.2
DECEMBER	0.3	0.3	0.3	0.5	0.4	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 4 0 1 1 0
Member 2		 0 4 0 1 1 1
Member 3		 0 4 0 1 1 2
Member 4		 0 4 0 1 1 3
Member 5		 0 4 0 1 1 4
Member 6		 0 4 0 1 1 5

1. What is your gender?

Male



Female



2. What is your age?

16-18



19-24



25-29



30-34



35-39



40-44



45-49



50-54



55-59



60-64



65 and older



3. Have you ever smoked a whole cigarette?

Yes



0 3 1 0 4

No



0 3 2 1 5
Skip to question 15

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

10 years of age or under



0 4 1 0 5

11-14



0 4 2 0 5

15-19



0 4 3 0 5

20-24



0 4 4 0 5

25-29



0 4 5 0 5

30 and over



0 4 6 0 5

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

Yes



0 5 1 0 6

No



0 5 2 1 5

Skip to question 15

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

Every day



0 6 1 1 0

Occasionally



0 6 2 0 7

Not at all



0 6 3 0 9

Skip to question 9

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

Yes



0 7 1 0 8

No



0 7 2 0 8

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



. 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 6, 2004, you will receive one automatic sweepstakes entry, and a chance to win 1 of 6 prizes of \$500 in MasterCard Traveler's Cheques.