



ENVIRONICS
RESEARCH GROUP

**BASILINE SURVEY OF YOUTH ACCESS
TO SOCIAL SOURCES OF
TOBACCO SUPPLY IN MANITOBA**

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FINAL REPORT

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INTRODUCTION

#1/ In March 2005, Health Canada retained Environics Research Group Limited to conduct survey research among Manitoba residents aged 16 and older, including smokers and non-smokers. This research was designed to test residents' knowledge, attitudes and behaviours on the issue of social sources of tobacco supply to underage youth, as input into a public awareness/communications campaign that is being developed for the province. The survey will also serve as a benchmark against which to measure the success of an awareness campaign.

The survey was conducted to provide insights into the phenomenon of underage youth access to tobacco products; specifically, what are the social sources of supply (friends, relatives, etc.) of these products.

margin error
#2 Environics Research Group surveyed 1,002 Manitoba residents aged 16 and older. This included a main sample of 800 and an oversample of 202 smokers. The results reported in this report are weighted to reflect the views of the general population. These interviews were conducted by telephone between March 14 and 29, 2005. The margin of error for a sample of 800 is plus or minus 3.5 percentage points, 19 times in 20. In total, 419 smokers were surveyed. The margin of error for a sample of 419 is plus or minus 4.8 percentage points, 19 times in 20.

The topics addressed in the survey therefore include:

- Awareness of underage youth obtaining cigarettes
- Perceived sources of supply
- Attitudes toward providing underage youth with cigarettes
- Reported behaviour regarding underage youth and cigarettes
- Knowledge of legislation
- Recall of ads or messages about providing cigarettes to underage youth

This Report describes the findings of the survey and discusses them with regard to smokers, non-smokers and other sub-populations within the sample. It should be noted that not all of the differences described may be statistically significant.

The key findings of the survey are as follows:

Just under six in ten Manitoba residents (57%) report having seen, read or heard about the topic of underage youth obtaining cigarettes or other tobacco products over the past six months.

When asked to think about their community, a total of 68 percent of Manitoba residents think it is very (33%) or somewhat (35%) easy for underage youth to obtain cigarettes. One-quarter think it is very (8%) or somewhat (16%) hard. Eight percent offer no opinion.

When Manitoba residents are asked what they think is the main way that underage youth get cigarettes, the largest proportion mention ask older friends to buy (30%). Smaller numbers cite find a store that sells them (15%), ask older acquaintances to give (8%), get (buy) from friends (share) (7%), ask a stranger to buy for them (7%), steal from family (parents) (4%), ask someone old enough to buy them (3%), ask parents to give or buy (3%), and ask for or buy one from a stranger (3%). Eight percent mention other ways. One percent are unable to think of anything and eight percent offer no opinion. Overall, 38 percent of residents mention older friends buying cigarettes as either the main way or one of the ways that underage youth get cigarettes, 24 percent mention find a store that sells them, and 14 percent mention steal from family (parents).

Majorities of Manitoba residents strongly disagree with the following statements:

- It's okay for smokers to offer cigarettes to non-smokers who are underage – 89%
- It's okay for someone to buy cigarettes for someone who is underage – 89%
- It's okay for someone to sell one or more cigarettes from their pack to someone who is underage – 85%
- It's okay for parents to give or share cigarettes with their underage children – 84%
- It's okay for someone to offer cigarettes to an underage person who they know – 83%
- It's okay for friends who can legally buy cigarettes to share them with friends who are underage – 80%
- It's okay for friends who are underage to share a pack of cigarettes – 72%

Only about one in ten or fewer agree with any of these statements.

Majorities of Manitoba residents strongly agree with the following statements:

- Retail stores should ensure that tobacco products are not sold to underage youth – 88%
- More should be done to prevent young people from smoking – 72%
- Providing cigarettes to underage youth is just as serious a problem as providing alcohol to underage youth – 70%
- Offering cigarettes to friends or family who are underage encourages them to smoke – 66%
- Young people who want to smoke will always find a way to get cigarettes – 59%
- Giving even a single cigarette to someone who is underage can start a lifelong addiction to tobacco – 59%

In contrast, majorities of Manitoba residents strongly disagree with the following statements:

- It's hard to say no when an underage youth asks you to buy them a pack of cigarettes – 87%
- It's hard to say no when an underage youth asks you for a cigarette – 85%
- Smoking is not as dangerous as some people say – 83%
- Young people should have the right to smoke if they want to – 66%

When asked to choose among three statements which best reflects their opinion, 92 percent agree that it is always wrong to give a cigarette to an underage youth. Another five percent say it is okay to give one or a few cigarettes to an underage youth on an occasional basis. Only two percent say there is really nothing wrong with giving cigarettes to underage youth.

More than four in ten Manitoba residents (43%) report being asked for a cigarette by someone who they thought or knew was underage, including a family member, friend, acquaintance or stranger. This proportion is much higher among smokers (74%).

One-quarter (26%) report being asked to buy a pack of cigarettes by someone who they thought or knew was underage. This proportion is much higher among smokers (48%).

About one in ten Manitoba residents (9%) report giving one or more cigarettes to someone who they thought or knew was underage. Among those who have, the following report having given cigarettes to:

- An underage friend – 31%
- An underage acquaintance – 25%
- An underage family member other than their own children – 18%
- An underage stranger – 13%
- An underage daughter or son – 3%

Four percent report buying a pack of cigarettes on behalf of or for someone who they thought or knew was underage. Among those who have, the following report having bought cigarettes for:

- An underage friend – 33%
- An underage family member other than their own children – 22%
- An underage acquaintance – 17%
- An underage stranger – 16%
- An underage daughter or son – 5%

A total of 12 percent of Manitoba residents have ever given or bought cigarettes for underage youth. Among those who have, 16 percent say they do this one or more times a week, nine percent say one or more times a month, 13 percent say one or more times a year, 22 percent say less than once a year, and 41 percent say they never do this now.

Few Manitoba residents say they are very or somewhat likely to do the following in the next six months:

- Give one or more cigarettes to an underage person they know – 2%
- Give one or more cigarettes to an underage person they don't know – 1%
- Buy a pack of cigarettes on behalf of or for an underage person they know – 1%
- Buy a pack of cigarettes on behalf of or for an underage person they don't know – fewer than one percent

Nine in ten each say they are not at all likely to engage in any of these actions.

Nine in ten Manitoba residents (92%) are aware that there are laws in the province that ban retail stores from selling tobacco products to underage youth. Among those who aware of such laws, 52 percent think the provincial government/Government of Manitoba is responsible for these laws, 33 percent point to the federal government/Government of Canada/Health Canada and only four percent think these laws are the responsibility of municipal/city/local governments. Twenty-three percent offer no opinion.

When asked what is the minimum age to be sold cigarettes legally in retail stores in Manitoba, three-quarters of the province's residents (74%) say it is 18. Eighteen percent say 16, one percent say 19 and two percent say 20. Five percent offer no opinion.

Just under one in ten (7%) Manitoba residents think that all retail stores obey the law that says that retail stores can't sell tobacco to someone under 18. Another 63 percent think most retail stores obey the law and 27 percent say only some do this.

The numbers of Manitoba residents who think the following statements are definitely true are:

- It is against the law to buy cigarettes for someone who is under the legal age – 71%
- It is against the law to give a cigarette to anyone under the legal age in public – 47%
- It is against the law for an underage person to ask someone to buy them a package of cigarettes – 32%
- It is against the law to have or possess cigarettes if you are under the legal age – 31%
- It is against the law to smoke a cigarette if you are under the legal age – 31%
- Anyone under the legal age can be charged for sharing or giving a cigarette to another youth who is also under the legal age in public – 17%

Six in ten Manitoba residents (61%) recall seeing, reading or hearing ads or messages about not giving or selling cigarettes to anyone in Manitoba under the legal age. Among those who have seen, read or heard these ads or messages, the largest number have seen them on television (54%). Smaller proportions have seen them on messages in stores where tobacco products are sold (39%), in a newspaper (18%), heard them on the radio (11%), and seen them in a magazine (3%) and on billboards (2%). Seven percent have seen, read or heard these ads or messages somewhere else.

* Multiple responses allowed for some questions, hence, percentages add up to more than 100 percent.

INTRODUCTION

#1 En mars 2005, Santé Canada a retenu les services d'Environics Research Group Limited pour réaliser un sondage auprès de résidents du Manitoba âgés de 16 ans ou plus, comprenant des fumeurs et des non-fumeurs. Ces travaux de recherche étaient conçus pour mesurer les connaissances, attitudes et habitudes des résidents au titre des sources sociales d'approvisionnement de produits du tabac à des mineurs, dans le but d'apporter des renseignements pour une campagne de sensibilisation/de communication en voie d'élaboration pour cette province. Le sondage servira également de point de référence pour mesurer la réussite d'une campagne de sensibilisation.

#4 Le sondage a été réalisé pour éclairer le phénomène des jeunes mineurs qui ont accès aux produits du tabac; en particulier, quelles sont les sources sociales d'approvisionnement (amis, parents, etc.) de ces produits.

Environics Research Group a sondé 1 002 résidents du Manitoba âgés de 16 ans et plus. Ce nombre comprenait un échantillon principal de 800 personnes et un suréchantillon de 202 fumeurs. Les résultats présentés dans ce rapport sont pondérés pour correspondre aux points de vue de l'ensemble de la population. Ces entrevues ont été effectuées par téléphone entre les 14 et 29 mars 2005. La marge d'erreur d'un échantillon de 800 est de plus ou moins 3,5 points de pourcentage, 19 fois sur 20. En tout, 419 fumeurs ont été interviewés. La marge d'erreur pour un échantillon de 419 est de plus ou moins 4,8 points de pourcentage, 19 fois sur 20.

Les sujets abordés dans ce sondage comprennent donc :

- Sensibilisation au phénomène des mineurs qui se procurent des cigarettes
- Perception des sources d'approvisionnement
- Attitudes relatives à procurer des cigarettes à des mineurs

- Comportement auto-rapporté au sujet des mineurs et des cigarettes
- Connaissances de la loi
- Rappel de publicités ou de messages sur le fait de procurer des cigarettes à des mineurs

Ce rapport décrit les résultats du sondage et les discute en fonction des fumeurs, des non-fumeurs et des autres sous-populations présentes au sein de l'échantillon. On doit noter que toutes les différences décrites ne sont pas toujours significatives au plan statistique.

Les résultats clés du sondage sont les suivants :

Un peu moins de six sur dix résidents du Manitoba (57 %) rapportent avoir vu, lu ou entendu quelque chose au sujet de mineurs qui se procurent des cigarettes ou d'autres produits du tabac, au cours des six derniers mois.

Invités à réfléchir à leur collectivité, un total de 68 p. 100 des résidents du Manitoba pensent qu'il est très (33 %) ou plutôt (35 %) facile pour les mineurs de se procurer des cigarettes. Le quart d'entre eux pensent que cela est très (8 %) ou plutôt (16 %) difficile. Huit pour cent n'expriment pas d'opinion.

Lorsqu'on demande aux résidents du Manitoba quelle est la principale façon par laquelle des mineurs se procurent des cigarettes, la plus grande proportion d'entre eux mentionnent demander à des amis plus âgés de leur en acheter (30 %). Des proportions plus faibles mentionnent trouver un magasin qui leur en vend (15 %), demander à des connaissances plus âgées de leur en donner (8 %), les emprunter ou les partager avec des amis (7 %), demander à un étranger d'en acheter pour eux (7 %), en voler à des membres de la famille (parents) (4 %), demander à une personne assez âgée d'en acheter à leur place (3 %), demander aux parents de leur en donner ou de leur en acheter (3 %) et en demander ou en acheter une à un étranger (3 %).

Huit pour cent mentionnent d'autres façons. Un pour cent d'entre eux sont incapables de penser à quelque façon que ce soit et huit pour cent ne donnent pas de réponse. Dans l'ensemble, 38 p. 100 des résidents mentionnent l'achat de cigarettes par des amis plus âgés comme étant la principale façon ou une des façons par lesquelles les jeunes se procurent des cigarettes, 24 p. 100 mentionnent trouver un magasin qui accepte de leur en vendre et 14 p. 100 mentionnent en voler à des membres de la famille (parents).

Des majorités de résidents du Manitoba sont fortement en désaccord avec les affirmations suivantes :

- Ça va que des fumeurs offrent des cigarettes à des non-fumeurs d'âge mineur – 89 %
- Ça va que quelqu'un achète des cigarettes à un mineur – 89 %
- Ça va que quelqu'un vende une ou plusieurs cigarettes provenant de son paquet à un mineur – 85 %
- Ça va que les parents donnent ou partagent des cigarettes avec leurs enfants mineurs – 84 %
- Ça va que quelqu'un offre des cigarettes à une personne mineure qu'il connaît – 83 %
- Ça va que des amis ayant l'âge de la majorité achètent des cigarettes et les partagent avec leurs amis mineurs – 80 %
- Ça va que des amis d'âge mineur partagent un paquet de cigarettes – 72 %

Seulement un sur dix ou une proportion moindre de répondants sont d'accord avec une ou l'autre de ces affirmations.

Des majorités de résidents du Manitoba sont fortement d'accord avec les affirmations suivantes :

- Les commerces de détail doivent veiller à ce que des produits du tabac ne soient pas vendus à des mineurs – 88 %
- On doit en faire davantage pour empêcher les jeunes de fumer – 72 %
- Procurer des cigarettes à des mineurs est un problème tout aussi grave que procurer de l'alcool à des mineurs – 70 %
- Offrir des cigarettes à des amis ou des membres de la famille qui sont mineurs les encourage à fumer – 66 %
- Les jeunes qui veulent fumer trouveront toujours une façon de se procurer des cigarettes – 59 %
- Donner même une seule cigarette à un mineur peut être le point de départ d'une vie de dépendance au tabac – 59 %

À l'inverse, des majorités de résidents du Manitoba sont fortement en désaccord avec les affirmations suivantes :

- Il est difficile de dire non lorsqu'un mineur vous demande de lui acheter un paquet de cigarettes – 87 %
- Il est difficile de dire non lorsqu'un mineur vous demande une cigarette – 85 %
- Le tabagisme n'est pas aussi dangereux que certains le disent – 83 %
- Les jeunes doivent avoir le droit de fumer s'ils le veulent – 66 %

Invités à choisir laquelle de trois affirmations correspond le plus fidèlement à leur opinion, 92 p. 100 sont d'accord pour dire qu'il est toujours mauvais de donner une cigarette à un mineur. Une proportion additionnelle de cinq pour cent affirment qu'il est correct de donner à l'occasion une ou plusieurs cigarettes à un mineur. Seulement deux pour cent affirment qu'il n'y a vraiment rien de mal à donner des cigarettes à un mineur.

Plus de quatre sur dix résidents du Manitoba (43 %) rapportent s'être fait demander une cigarette par une personne qu'ils pensaient ou savaient être mineure, y compris un membre de la famille, un ami, une connaissance ou un étranger. Cette proportion est beaucoup plus grande chez les fumeurs (74 %).

Le quart des résidents (26 %) rapportent s'être fait demander d'acheter un paquet de cigarettes par une personne qu'ils pensaient ou savaient être mineure. Cette proportion est beaucoup plus grande chez les fumeurs (48 %).

Environ un sur dix des résidents du Manitoba (9 %) rapportent avoir donné une ou plusieurs cigarettes à une personne qu'ils pensaient ou savaient être mineure. Parmi ceux qui l'ont fait, les proportions suivantes rapportent avoir donné des cigarettes à :

- Un ami mineur – 31 %
- Une connaissance d'âge mineur – 25 %
- Un membre de la famille d'âge mineur autre que leurs propres enfants – 18 %
- Un étranger d'âge mineur – 13 %
- Son fils ou sa fille d'âge mineur – 3 %

Quatre pour cent rapportent avoir acheté un paquet de cigarettes au nom de ou pour quelqu'un qui pensaient ou savaient être d'âge mineur. Parmi ceux qui l'ont fait,

les proportions suivantes rapportent avoir acheté des cigarettes pour :

- Un ami mineur – 33 %
- Un membre de la famille d'âge mineur autre que leurs propres enfants – 22 %
- Une connaissance d'âge mineur – 17 %
- Un étranger d'âge mineur – 16 %
- Son fils ou sa fille d'âge mineur – 5 %

Un total de 12 p. 100 des résidents du Manitoba ont déjà donné ou acheté des cigarettes à un jeune d'âge mineur. Parmi ceux qui l'ont fait, 16 p. 100 disent le faire une ou plusieurs fois par semaine, neuf pour cent une ou plusieurs fois par mois, 13 p. 100 une ou plusieurs fois par année, 22 p. 100 disent le faire moins souvent qu'une fois par année et 41 p. 100 disent ne plus jamais le faire maintenant.

Peu de résidents du Manitoba affirment qu'il est très ou plutôt probable qu'ils feront les choses suivantes au cours des six prochains mois :

- Donner une ou plusieurs cigarettes à une personne d'âge mineur qu'ils connaissent – 2 %
- Donner une ou plusieurs cigarettes à une personne d'âge mineur qu'ils ne connaissent pas – 1 %
- Acheter un paquet de cigarettes au nom de ou pour une personne d'âge mineur qu'ils connaissent – 1 %
- Acheter un paquet de cigarettes au nom de ou pour une personne d'âge mineur qu'ils ne connaissent pas – moins de un pour cent

Neuf sur dix, chacun, affirment qu'il n'est pas du tout probable qu'ils posent un ou l'autre de ces gestes.

Neuf sur dix résidents du Manitoba (92 %) sont au courant de l'existence de lois dans la province qui interdisent aux commerces de détail de vendre des produits du tabac à des mineurs. Parmi ceux qui sont au courant de ces lois, 52 p. 100 pensent que le gouvernement provincial/du Manitoba est responsable de ces lois, 33 p. 100 pensent qu'il s'agit du gouvernement fédéral/gouvernement du Canada/Santé Canada et seulement quatre pour cent pensent que ces lois sont sous la responsabilité des administrations municipales/urbaines/locales. Vingt-trois pour cent n'expriment pas d'opinion.

Invités à dire quel est l'âge minimum requis pour acheter légalement des cigarettes dans les commerces de détail du Manitoba, les trois quarts des résidents de la province (74 %) affirment que c'est 18 ans. Dix-huit pour cent disent 16 ans, un pour cent d'entre eux disent 19 ans et deux pour cent disent 20 ans. Cinq pour cent n'expriment pas d'opinion.

Un peu moins d'un sur dix (7 %) des résidents du Manitoba pensent que tous les commerces de détail respectent la loi stipulant que les commerces de détail n'ont pas le droit de vendre des produits du tabac à des personnes âgées de moins de 18 ans. Une proportion additionnelle de 63 p. 100 pensent que la plupart des commerces de détail respectent la loi et 27 p. 100 disent que seulement certains commerces le font.

Les proportions de résidents du Manitoba qui pensent que les affirmations suivantes sont certainement vraies sont :

- Il est illégal d'acheter des cigarettes pour une personne qui est mineure – 71 %
- Il est illégal de donner une cigarette en public à une personne qui est mineure – 47 %
- Il est illégal pour un mineur de demander à quelqu'un de lui acheter un paquet de cigarettes – 32 %
- Il est illégal d'avoir ou de posséder des cigarettes si vous êtes mineur – 31 %
- Il est illégal de fumer une cigarette si vous êtes mineur – 31 %
- Toute personne mineure peut être inculpée pour avoir partagé ou donné en public une cigarette à un autre jeune qui est mineur – 17 %

Six sur dix résidents du Manitoba (61 %) se rappellent avoir vu, lu ou entendu des publicités ou des messages au sujet de ne pas donner ou vendre des cigarettes à quiconque est mineur au Manitoba. Parmi ceux qui ont vu, lu ou entendu ces publicités ou messages, les plus fortes proportions les ont vus à la télévision (54 %). Des proportions plus faibles les ont vus sur des messages dans les magasins où on vend des produits du tabac (39 %), dans le journal (18 %), les ont entendus à la radio (11 %) et aperçus dans un magazine (3 %) et sur des panneaux-réclame (2 %). Sept pour cent ont vu, lu ou entendu ces publicités ou messages ailleurs.

* Plusieurs réponses étaient permises pour certaines questions, ce qui explique pourquoi la somme des pourcentages dépasse 100 p. 100.

AWARENESS OF UNDERAGE YOUTH OBTAINING TOBACCO

Recall topic of underage youth obtaining tobacco

Just under six in ten Manitoba residents report seeing, reading or hearing about underage youth obtaining cigarettes over the past six months.

A majority of just under six in ten Manitoba residents (57%) report having seen, read or heard about the topic of underage youth obtaining cigarettes or other tobacco products over the past six months.

Those with less than a high school education and those living in smaller communities with fewer than 10,000 inhabitants are somewhat less likely to report seeing, reading or hearing about underage youth obtaining cigarettes.

Perceived access of underage youth to tobacco

Seven in ten Manitoba residents think it is easy for underage youth in their community to obtain cigarettes.

When asked to think about their community, a total of 68 percent of Manitoba residents think it is very (33%) or somewhat (35%) easy for underage youth to obtain cigarettes. One-quarter think it is very (8%) or somewhat (16%) hard. Eight percent offer no opinion.

Younger residents aged 16 to 24, those residing in mid-sized communities with between 10,000 and 100,000 inhabitants, and Aboriginal respondents are more likely than others to think it is very easy for underage youth to obtain cigarettes in their community.

Recall topic of underage youth obtaining tobacco

March 2005

	TOTAL	SMOKERS	NON-SMOKERS
Yes	57	56	58
No	42	43	42
dk/na	1	*	1

* Less than one percent

Q.3

Over the past six months or so, have you seen, read, or heard anything about the topic of underage youth obtaining cigarettes or other tobacco products

Perceived access of underage youth to tobacco

March 2005

	TOTAL	SMOKERS	NON-SMOKERS
Very easy	33	35	32
Somewhat easy	35	29	37
Somewhat hard	16	21	14
Very hard	8	12	7
dk/na	8	3	9

Q.4

Thinking about your community, do you think it is very easy, somewhat easy, somewhat hard or very hard for underage youth to obtain cigarettes?

PERCEIVED SOURCES OF SUPPLY OF CIGARETTES

Asking older friends to buy cigarettes is most likely to be mentioned as the main way that underage youth get cigarettes.

When Manitoba residents are asked what they think is the main way that underage youth in their community get cigarettes, the largest proportion mention ask older friends to buy (30%). Smaller numbers cite find a store

that sells them (15%), ask older acquaintances to give (8%), ask a stranger to buy for them (7%), get (bum) from friends (share) (7%), steal from family (parents) (4%), ask parents to give or buy (3%), ask someone old enough to buy them (3%), and ask for or buy one from a stranger (3%). Eight percent mention other ways. One percent are unable to think of anything and eight percent offer no opinion.

Perceived sources of supply March 2005

	MAIN WAY			COMBINED (Main and Other)		
	TOTAL	SMOKERS	Non-SMOKERS	TOTAL	SMOKERS	Non-SMOKERS
Ask older friends to buy	30	30	30	38	36	38
Find a store that sells them	15	13	16	24	24	25
Ask older acquaintances to give	8	9	8	11	10	11
Ask a stranger to buy	7	10	6	11	16	9
Get (bum) from friends (share)	7	4	8	11	7	12
Steal from family (parents)	4	4	4	14	13	14
Ask parents to give or buy	3	6	3	11	13	10
Ask for or buy one from a stranger	3	5	2	4	7	3
Ask someone old enough to buy them (unspec.)	3	4	3	4	5	4
Fake ID	2	2	2	7	8	7
Get from older siblings	2	1	2	5	3	5
Ask relatives to give or buy	1	1	1	4	5	4
Buy illegal cigarettes	1	*	1	3	1	3
Steal from store	*	1	*	8	9	7
Steal them	*	*	—	1	2	1
Other	2	3	2	5	6	6
No ways	1	1	1	1	1	1
dk/na	8	5	9	8	5	9

* Less than one percent

Q.5a

Thinking about your community, what do you think is the main way that underage youth get cigarettes?

Q.5b

Are there any other ways that underage youth in your community get cigarettes?

When asked about other ways that underage youth in their community get cigarettes, about one in ten each mention steal from family (parents) (10%), find a store that sells them (9%) and ask older friends to buy (8%). Smaller proportions cite steal from store (7%), ask parents to give or buy (7%), fake ID (5%), get (bum) from friends (share) (4%), ask relatives to give or buy (3%), ask a stranger to buy for them (3%), ask older acquaintance to give (3%) and get from older siblings (3%). Seven percent mention other ways. Forty-four percent are unable to cite any other ways.

Overall, 38 percent of Manitoba residents mention asking older friends to buy as either the main way or one of the ways that underage youth get cigarettes. Smaller numbers mention finding a store that sells them (24%), stealing from family (parents) (14%), asking older acquaintances to give (11%), getting (bum) from friends (share) (11%), asking parents to give or buy (11%), and asking a stranger to buy for them (11%).

The most affluent residents are more likely to mention finding a store that sells them as the main way underage youth get cigarettes. Aboriginal respondents are two times as likely as other residents to cite asking older acquaintances to give.

ATTITUDES TOWARD PROVIDING UNDERAGE YOUTH WITH CIGARETTES

Majorities of Manitoba residents are strongly critical about providing cigarettes to underage youth.

Survey respondents were asked a series of statements about the acceptability of offering, giving or buying cigarettes for underage youth in various situations.

When Manitoba residents are asked these statements, majorities strongly disagree that it's okay for smokers to offer cigarettes to non-smokers who are underage (89%), it's okay for someone to buy cigarettes for someone who is underage (89%), it's okay for someone to sell one or more cigarettes from their pack to someone who is underage (85%), it's okay for parents to give or share cigarettes with their underage children (84%), it's okay for someone to offer cigarettes to an underage person who they know (83%), it's okay for friends who can legally buy cigarettes to share them with friends who are underage (80%), and it's okay for friends who are underage to share a pack of cigarettes (72%). Only about one in ten or fewer agree with any of these statements.

Women are more likely than men to strongly disagree with all of these statements. Better educated residents are also more likely than others to strongly disagree with most of these statements. Younger residents aged 16 to 24 are far less likely to strongly disagree with any of these statements. Aboriginal respondents are also less likely to strongly disagree with all of these statements. Smokers, particularly those who are not seriously thinking about quitting, are less likely than non-smokers to strongly disagree with any of these statements.

In another question, a large majority of 92 percent of Manitoba residents say it is always wrong to give a cigarette to an underage youth. Five percent say it

Attitudes toward providing underage youth
with cigarettes
March 2005

	TOTAL	SMOKERS	NON-SMOKERS
It is always wrong to give a cigarette to an underage youth	92	84	95
It is okay to give one or a few cigarettes to an underage youth on an occasional basis	5	11	3
There is really nothing wrong with giving cigarettes to underage youth	2	4	2
dk/na	1	1	*

* Less than one percent

Q.18

Which of these statements best reflects your opinion ...?

is okay to give one or a few cigarettes to an underage youth on an occasional basis. Only two percent say there is really nothing wrong with giving cigarettes to underage youth.

Majorities in all demographic groups say it is always wrong to give a cigarette to an underage youth. Younger residents aged 16 to 24 and Aboriginal respondents are less likely than others to feel this way, and are more likely than average to say it is okay to give one or a few cigarettes to an underage youth on an occasional basis. Smokers, particularly those who are not seriously thinking about quitting, are more likely than non-smokers to say it is okay to occasionally give cigarettes to underage youth.

Attitudes toward providing underage youth with cigarettes
March 2005

	TOTAL	SMOKERS	Non-SMOKERS		TOTAL	SMOKERS	Non-SMOKERS
<i>It's okay for friends who are underage to share a pack of cigarettes</i>				<i>It's okay for someone to sell one or more cigarettes from their pack to someone who is underage</i>			
Strongly agree	3	7	2	Strongly agree	1	4	1
Somewhat agree	9	15	8	Somewhat agree	4	9	2
Somewhat disagree	14	20	12	Somewhat disagree	9	13	8
Strongly disagree	72	55	77	Strongly disagree	85	73	88
dk/na	1	2	1	dk/na	1	1	*
<i>It's okay for friends who can legally buy cigarettes to share them with friends who are underage</i>				<i>It's okay for someone to buy cigarettes for someone who is underage</i>			
Strongly agree	3	5	2	Strongly agree	1	4	1
Somewhat agree	5	10	3	Somewhat agree	2	4	2
Somewhat disagree	12	18	10	Somewhat disagree	7	12	6
Strongly disagree	80	65	85	Strongly disagree	89	79	92
dk/na	1	1	*	dk/na	*	*	*
<i>It's okay for parents to give or share cigarettes with their underage children</i>				<i>It's okay for smokers to offer cigarettes to non-smokers who are underage</i>			
Strongly agree	2	4	1	Strongly agree	1	1	1
Somewhat agree	6	10	4	Somewhat agree	2	2	2
Somewhat disagree	8	13	7	Somewhat disagree	7	10	6
Strongly disagree	84	71	87	Strongly disagree	89	85	91
dk/na	1	1	1	dk/na	1	1	*
<i>It's okay for someone to offer cigarettes to an underage person who they know</i>							
Strongly agree	2	3	1				
Somewhat agree	4	8	3				
Somewhat disagree	11	17	9				
Strongly disagree	83	71	86				
dk/na	1	1	1				

* Less than one percent

Q.8

Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements about underage youth, meaning under the age of 18 ...?

Survey respondents were asked another series of questions about attitudes and beliefs about youth smoking. Again, we see that Manitoba residents view youth smoking as a serious health issue that requires action.

When asked about underage youth accessing cigarettes, majorities of Manitoba residents strongly agree that retail stores should ensure that tobacco products are not sold to underage youth (88%) and that more should be done to prevent young people from smoking (72%), but a majority of 59 percent also strongly agree that young people who want to smoke will always find a way to get cigarettes.

Younger residents aged 16 to 24 and Aboriginal respondents are more likely than others to strongly agree that young people who want to smoke will always find a way to get cigarettes. Aboriginal respondents are less likely to strongly agree that retail stores should ensure that tobacco products are not sold to underage youth.

Smokers are more likely than non-smokers to strongly agree that young people who want to smoke will always find a way to get cigarettes, but smokers, particularly those who are not seriously thinking about quitting, are less likely to strongly agree that more should be done to prevent young people from smoking. Smokers who are not seriously thinking about quitting are less likely than others to strongly agree that retail stores should ensure that tobacco products are not sold to underage youth.

When it comes to their own ability to say no when asked to provide cigarettes to youth, large majorities of Manitoba residents strongly disagree that it's hard to say no when an underage youth asks them to buy them a pack of cigarettes (87%) or when an underage youth asks them for a cigarette (85%).

The least educated and the least affluent residents, and young people aged 16 to 24 are less likely than others to strongly disagree with both of these statements. Smokers, particularly those who are not seriously thinking about quitting, are far less likely than non-smokers to strongly disagree with both these statements.

Looking at the general perception of the dangers of smoking, a large majority of more than eight in ten Manitoba residents (83%) strongly disagree that smoking is not as dangerous as some people say.

Majorities in nearly all demographic groups strongly disagree that smoking is not as dangerous as some people say, but less affluent residents are less likely to strongly disagree with this statement. Smokers, particularly those who are not seriously thinking about quitting (47%), are less likely than non-smokers to strongly disagree with this view.

When we look at the specific dangers of providing underage youth with cigarettes, majorities of Manitoba residents strongly agree that providing cigarettes to underage youth is just as serious a problem as providing alcohol to underage youth (70%), offering cigarettes to friends or family who are underage encourages them to smoke (66%), and giving even a single cigarette to someone who is underage can start a lifelong addiction to tobacco (59%).

Women are more likely than men to strongly agree with all of these statements. Younger residents are less likely to strongly agree that offering cigarettes to friends or family who are underage encourages them to smoke, and that providing cigarettes to underage youth is just as serious a problem as providing alcohol to underage youth. Aboriginal respondents are less likely to strongly agree that offering cigarettes to friends or family who are underage encourages them to smoke. Smokers, particularly those who are not seriously thinking about quitting, are less likely than non-smokers to strongly agree with any of these statements.

Finally, on the issue of the right of youth to smoke, a majority of Manitoba residents (66%) strongly disagree that young people should have the right to smoke if they want to.

Women are more likely than men to strongly disagree that young people should have the right to smoke if they want to. Younger residents aged 16 to 24 are far less likely to strongly disagree with this view (49%). Smokers, particularly those who are not seriously thinking about quitting, are far less likely than non-smokers to strongly disagree.

Attitudes toward youth smoking
March 2005

	TOTAL	SMOKERS	Non-SMOKERS		TOTAL	SMOKERS	Non-SMOKERS
<i>Retail stores should ensure that tobacco products are not sold to underage youth</i>				<i>Giving even a single cigarette to someone who is underage can start a lifelong addiction to tobacco</i>			
Strongly agree	88	85	88	Strongly agree	59	56	60
Somewhat agree	7	8	7	Somewhat agree	21	23	20
Somewhat disagree	2	2	1	Somewhat disagree	9	8	9
Strongly disagree	3	4	3	Strongly disagree	11	12	10
dk/na	*	1	—	dk/na	1	1	1
<i>More should be done to prevent young people from smoking</i>				<i>Young people should have the right to smoke if they want to</i>			
Strongly agree	72	62	74	Strongly agree	5	12	3
Somewhat agree	18	19	17	Somewhat agree	14	18	12
Somewhat disagree	4	8	3	Somewhat disagree	14	16	13
Strongly disagree	5	8	4	Strongly disagree	66	52	70
dk/na	1	2	1	dk/na	2	1	2
<i>Providing cigarettes to underage youth is just as serious a problem as providing alcohol to underage youth</i>				<i>It's hard to say no when an underage youth asks you for a cigarette</i>			
Strongly agree	70	65	72	Strongly agree	5	7	5
Somewhat agree	15	15	15	Somewhat agree	5	9	4
Somewhat disagree	7	7	6	Somewhat disagree	4	8	3
Strongly disagree	8	12	6	Strongly disagree	85	75	87
dk/na	*	1	*	dk/na	1	1	1
<i>Offering cigarettes to friends or family who are underage encourages them to smoke</i>				<i>Smoking is not as dangerous as some people say</i>			
Strongly agree	66	58	67	Strongly agree	5	11	3
Somewhat agree	19	19	20	Somewhat agree	5	13	3
Somewhat disagree	4	8	3	Somewhat disagree	5	10	3
Strongly disagree	10	13	10	Strongly disagree	83	64	88
dk/na	1	1	1	dk/na	2	2	2
<i>Young people who want to smoke will always find a way to get cigarettes</i>				<i>It's hard to say no when an underage youth asks you to buy them a pack of cigarettes</i>			
Strongly agree	59	73	55	Strongly agree	4	5	4
Somewhat agree	33	22	36	Somewhat agree	3	5	3
Somewhat disagree	4	2	4	Somewhat disagree	5	7	4
Strongly disagree	3	3	3	Strongly disagree	87	81	88
dk/na	1	*	1	dk/na	1	2	1

* Less than one percent

Q.17

Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements ...?

REPORTED BEHAVIOUR REGARDING UNDERAGE YOUTH AND CIGARETTES

Asked to provide cigarettes to underage youth

More than four in ten Manitoba residents report being asked for a cigarette by someone who they thought or knew was underage. One-quarter report being asked to buy a pack of cigarettes by such a person.

A substantial number of Manitoba residents, more than four in ten (43%), report being asked for a cigarette by someone who they thought or knew was underage, including a family member, friend, acquaintance or stranger. One-quarter (26%) report being asked to buy a pack of cigarettes by someone who they thought or knew was underage.

Less affluent residents, younger people, particularly those aged 16 to 24, those with children under 18 living in the household, those with children between the ages of 12 and 17 living in the household, and Aboriginal respondents are more likely to report being asked for a cigarette and asked to buy a pack of cigarettes by someone who they thought or knew was underage. Men are more likely than women to report being asked to buy a pack of cigarettes by someone who they thought or knew was underage. Those living in larger communities are more likely than others to report being asked for a cigarette by someone who they thought or knew was underage.

Smokers are considerably more likely than non-smokers to report being asked for a cigarette and asked to buy a pack of cigarettes by someone who they thought or knew was underage.

Asked to provide cigarettes to underage youth March 2005

	TOTAL	SMOKERS	Non-SMOKERS
<i>Asked for</i>			
Yes	43	74	35
No	56	26	64
dk/na	*	—	*
<i>Asked to buy</i>			
Yes	26	48	20
No	74	52	80
dk/na	*	—	*

* Less than one percent

Q.9

Have you ever been asked for a cigarette by someone who you thought or knew was underage, including a family member, friend, acquaintance or stranger?

Q.10

Have you ever been asked to buy a pack of cigarettes by someone who you thought or knew was underage?

Giving cigarettes to underage youth

One in ten Manitoba residents report ever giving cigarettes to someone who they thought or knew was underage.

One in ten Manitoba residents (9%) report giving one or more cigarettes to someone who they thought or knew was underage. Among those who have, the following proportions report having, over the past six months, given cigarettes to an underage friend (31%), an underage acquaintance (25%), an underage family member other than their own children (18%), an underage stranger (13%), and an underage daughter or son (3%).

Young residents aged 16 to 24 are more than two times likely than average to report giving cigarettes to someone who they thought or knew was underage (22% versus 9%). Less affluent and less educated residents, those with children between the ages of 12 and 17 living in the household, and Aboriginal respondents are also more likely than others to report doing this. Smokers are considerably more likely than non-smokers to report doing this (25% versus 4%).

Giving cigarette(s) to underage youth

March 2005

	TOTAL	SMOKERS	NON-SMOKERS
Yes	9	25	4
No	91	74	96
dk/na	*	*	*

* Less than one percent

Q.11

Have you ever given one or more cigarettes to someone who you thought or knew was underage?

Giving cigarettes to underage youth

March 2005

	TOTAL	SMOKERS	NON-SMOKERS
<i>An underage friend</i>			
Yes	31	47	4
No	69	53	96
<i>An underage acquaintance</i>			
Yes	25	39	—
No	75	61	100
<i>An underage family member other than your own children</i>			
Yes	18	24	9
No	82	76	91
<i>An underage stranger</i>			
Yes	13	20	—
No	86	77	100
dk/na	2	3	—
<i>An underage daughter or son</i>			
Yes	3	5	—
No	97	95	100

* Less than one percent

Q.14

Over the past six months have you given one or more cigarettes to any of the following ...?

Subsample: Those who have ever given one or more cigarettes to someone who they thought or knew was underage

Buying cigarettes for underage youth

Four percent of Manitoba residents report ever buying cigarettes for someone who they thought or knew was underage.

Four percent of Manitoba residents report buying a pack of cigarettes on behalf of or for someone who they thought or knew was underage. Among this small number, the following proportions report having bought cigarettes for an underage friend (33%), an underage family member other than their own children (22%), an underage acquaintance (17%), an underage stranger (16%), and an underage daughter or son (5%).

Young residents aged 16 to 24 are more than two times likely than average to report buying cigarettes for someone who they thought or knew was underage (10% versus 4%). Aboriginal respondents are also more likely to report doing this. Smokers are more likely than non-smokers to report doing this (10% versus 2%).

Buying cigarettes for underage youth

March 2005

	TOTAL	SMOKERS	NON-SMOKERS
Yes	4	10	2
No	96	90	98

Q.12

Have you ever bought a pack of cigarettes on behalf of or for someone who you thought or knew was underage?

Buying cigarettes for underage youth

March 2005

	TOTAL	SMOKERS	NON-SMOKERS
<i>An underage friend</i>			
Yes	33	50	8
No	67	50	92
<i>An underage family member other than your own children</i>			
Yes	22	37	—
No	77	61	100
dk/na	1	1	—
<i>An underage acquaintance</i>			
Yes	17	29	—
No	83	71	100
<i>An underage stranger</i>			
Yes	16	21	8
No	84	79	92
<i>An underage daughter or son</i>			
Yes	5	8	—
No	88	80	100
dk/na	7	12	—

* Less than one percent

Q.15

Over the past six months have you bought a pack of cigarettes on behalf of or for any of the following ...?

Subsample: Those who have ever bought a pack of cigarettes on behalf of or for someone who they thought or knew was underage

Frequency of providing cigarettes to underage youth

Among Manitoba residents who have ever given or bought cigarettes for underage youth, one-quarter report providing cigarettes at least once a month, including 16 percent who do this one or more times a week.

A total of 12 percent of Manitoba residents have ever given or bought cigarettes for underage youth. Among those who have, 16 percent say they do this one or more times a week, nine percent say one or more times a month, 13 percent say one or more times a year, 22 percent say less than once a year, and 41 percent say they never do this now.

Frequency of providing cigarettes to underage youth March 2005

	TOTAL	SMOKERS	NON-SMOKERS
One or more times a week	16	22	6
One or more times a month	9	14	—
One or more times a year	13	19	4
Less than once a year	22	23	20
Never	41	22	70

Q.13

How often do you give or provide cigarettes to youth you know or think are underage? Would it be ...?

Subsample: Those who have ever given or bought cigarettes to/for someone who they thought or knew was underage

Likelihood of providing cigarettes to underage youth

Few Manitoba residents say it is likely that they will provide cigarettes for underage youth.

All survey respondents were asked how likely they are to give cigarettes to underage youth over the next six months.

When asked the likelihood of their providing cigarettes to an underage person, few Manitoba residents say it is very or somewhat likely that they will give one or more cigarettes to an underage person they know (2%) or don't know (1%). Few also say they will buy a pack of cigarettes on behalf of or for an underage person they know (1%) or don't know (fewer than 1%). Nine in ten each say they are not at all likely to engage in any of these actions.

The least affluent residents, young people aged 16 to 24 and Aboriginal respondents are more likely than others to say they will give cigarettes to or buy cigarettes for an underage person they know. Smokers, particularly those who are not seriously thinking about quitting, are more likely than non-smokers to say they will do both of these.

Likelihood of providing cigarettes to underage youth March 2005

	TOTAL	SMOKERS	Non-SMOKERS
<i>Give one or more cigarettes to an underage person you know</i>			
Very likely	1	6	*
Somewhat likely	1	4	*
Not very likely	7	12	5
Not at all likely	91	77	94
dk/na	*	*	*
<i>Buy a pack of cigarettes on behalf of or for an underage person you know</i>			
Very likely	*	1	*
Somewhat likely	1	4	*
Not very likely	7	15	5
Not at all likely	91	79	95
dk/na	*	*	*
<i>Give one or more cigarettes to an underage person you don't know</i>			
Very likely	*	*	*
Somewhat likely	1	3	*
Not very likely	8	18	5
Not at all likely	91	78	94
dk/na	*	*	*
<i>Buy a pack of cigarettes on behalf of or for an underage person you don't know</i>			
Very likely	*	*	*
Somewhat likely	*	2	—
Not very likely	7	16	5
Not at all likely	92	81	95
dk/na	*	*	*

* Less than one percent

Q. 16

Are you very, somewhat, not very or not at all likely to do each of the following in the next six months ...?

KNOWLEDGE OF LEGISLATION

Knowledge of retail legislation

Nine in ten Manitoba residents are aware of legislation banning retail stores from selling tobacco to underage youth. Among these, one-half believe the government of Manitoba is responsible for these laws. Three-quarters say 18 is the minimum age to be sold cigarettes legally in retail stores in Manitoba.

A large majority of nine in ten Manitoba residents (92%) are aware that there are laws in the province that ban retail stores from selling tobacco products to underage youth. Among those who aware of such laws, 52 percent think the provincial government/ Government of Manitoba is responsible for these laws, 33 percent point to the federal government/ Government of Canada/Health Canada and only four percent think these laws are the responsibility of the municipal/city/local governments. Twenty-three percent offer no opinion.

Women are less likely than men to offer an opinion about which level of government is responsible for these laws. Less educated and less affluent residents, younger people, particularly those aged 16 to 24, Aboriginal respondents and those with children under the age of 18 living in the household are also less likely to offer an opinion. Surprisingly, smokers are less likely than non-smokers to offer an opinion.

Knowledge of retail legislation

March 2005

	TOTAL	SMOKERS	NON-SMOKERS
Yes	92	94	92
No	4	4	4
dk/na	3	2	4

Q.6a

As far as you know, are there laws in Manitoba that ban retail stores from selling tobacco products to underage youth?

Level of government responsible for retail legislation

March 2005

	TOTAL	SMOKERS	NON-SMOKERS
Provincial/Government of Manitoba	52	44	54
Federal/Government of Canada/Health Canada	33	36	32
Municipal/city/local	4	6	4
Other	1	2	1
dk/na	23	30	21

Q.6b

*Which level or levels of government are responsible for these laws?
Subsample: Those who say there are laws in Manitoba that ban retail stores from selling tobacco products to underage youth*

When asked what is the minimum age to be sold cigarettes legally in retail stores in Manitoba, three-quarters of the province's residents (74%) say it is 18. Eighteen percent say 16, one percent say 19 and two percent say 20. Five percent offer no opinion.

Majorities in all demographic groups say that the minimum age to be sold cigarettes legally in retail stores in Manitoba is 18. This view is higher among less affluent residents, younger people, particularly those aged 16 to 24, Aboriginal respondents, those living in mid-sized communities with between 10,000 and 100,000 inhabitants, and those living in small communities with fewer than 10,000 inhabitants. Smokers are more likely than non-smokers to say 18 is the minimum age.

Perceptions of compliance with retail legislation

Fewer than one in ten Manitoba residents think all retail stores obey the legislation banning retail stores from selling tobacco to someone under 18.

Fewer than one in ten Manitoba residents (7%) think that all retail stores obey the law that says that retail stores can't sell tobacco to someone under 18. Another 63 percent think most retail stores obey the law and 27 percent say only some do this. Fewer than one percent think no retail stores obey the law.

Men are more likely than women to think that all or most retail stores obey the law banning retail stores from selling tobacco to someone under 18, and they are less likely than others to say only some stores obey this legislation. Aboriginal respondents, and those with children between the ages of 12 and 17 in the household are more likely than average to think that all retail stores obey this legislation. Smokers are more likely than non-smokers to think all stores obey the law.

Perceived minimum age for purchasing cigarettes legally in Manitoba March 2005

	TOTAL	SMOKERS	NON-SMOKERS
Under 16	*	1	*
16	18	8	21
17	*	—	*
18	74	87	70
19	1	1	2
20	2	*	2
dk/na	5	3	5

* Less than one percent

Q.7

What is the minimum age to be sold cigarettes legally in a retail store in Manitoba?

Compliance with retail legislation March 2005

	TOTAL	SMOKERS	NON-SMOKERS
All retail stores obey	7	16	4
Most obey	63	54	65
Only some obey	27	29	26
No retail stores obey	*	*	*
dk/na	3	1	3

* Less than one percent

Q.20

When it comes to the law that says that retail stores can't sell tobacco to someone under 18, do you think that all retail stores in Manitoba obey the law, that most retail stores obey, that only some retail stores obey, or that no retail stores obey the law?

Knowledge of other legislation related to underage youth and tobacco

Manitoba residents are more likely to believe it is against the law to buy cigarettes for underage youth and to give them a cigarette in public, but are less likely to think it is illegal for underage youth to ask for, possess, give or smoke cigarettes.

When residents are asked whether a number of statements related to other legislation regarding underage youth and tobacco are true, a majority (71%) think it is

definitely true that it is against the law to buy cigarettes for someone who is under the legal age. Another two in ten say this is probably true, and only four percent say this is probably or definitely not true.

Just under one-half (47%) think it is definitely true that it is against the law to give a cigarette to anyone under the legal age in public. Another one-third say this is probably true. Only 16 percent think this is probably or definitely not true and five percent offer no opinion.

Knowledge of other legislation related to underage youth and tobacco March 2005

	TOTAL	SMOKERS	Non-SMOKERS		TOTAL	SMOKERS	Non-SMOKERS
<i>It is against the law to buy cigarettes for someone who is under the legal age</i>				<i>It is against the law to smoke a cigarette if you are under the legal age</i>			
Definitely true	71	74	70	Definitely true	31	33	31
Probably true	22	19	23	Probably true	31	25	32
Probably not true	3	4	3	Probably not true	21	23	20
Definitely not true	1	2	1	Definitely not true	11	14	10
dk/na	2	1	2	dk/na	6	4	6
<i>It is against the law to give a cigarette to anyone under the legal age in public</i>				<i>It is against the law to have or possess cigarettes if you are under the legal age</i>			
Definitely true	47	51	45	Definitely true	31	32	31
Probably true	33	27	34	Probably true	31	25	32
Probably not true	12	10	12	Probably not true	23	28	22
Definitely not true	4	7	3	Definitely not true	8	10	8
dk/na	5	5	5	dk/na	7	4	8
<i>It is against the law for an underage person to ask someone to buy them a package of cigarettes</i>				<i>Anyone under the legal age can be charged for sharing or giving a cigarette to another youth who is also under the legal age in public</i>			
Definitely true	32	33	32	Definitely true	17	16	18
Probably true	29	28	30	Probably true	35	32	36
Probably not true	24	24	24	Probably not true	25	28	24
Definitely not true	9	11	8	Definitely not true	7	13	6
dk/na	6	4	6	dk/na	15	11	16

* Less than one percent

Q.19

Please tell me if you think each of the following statements is definitely true, probably true, probably not true or definitely not true ...?

About three in ten each think it is definitely true that it is against the law for an underage person to ask someone to buy them a package of cigarettes (32%), it is against the law to have or possess cigarettes if you are under the legal age (31%), and it is against the law to smoke a cigarette if you are under the legal age (31%). About three in ten each say these statements are probably true. About three in ten each think these statements are probably or definitely not true, and fewer than one in ten each offer no opinion.

Just under two in ten (17%) think it is definitely true that anyone under the legal age can be charged for sharing or giving a cigarette to another youth who is also under the legal age in public. One-third think this is probably true. Three in ten say this statement is probably or definitely not true, and more than one in ten offer no opinion.

Aboriginal respondents are less likely than others to think most of these statements are definitely true. Those with less than a high school education are more

likely than others to think that it is definitely true that anyone under the legal age can be charged for sharing or giving a cigarette to another youth who is also under the legal age in public, and that it is against the law to give a cigarette to anyone under the legal age in public. They are also more likely to believe that it is definitely true that it is against the law to have or possess cigarettes if you are under the legal age, and for an underage person to ask someone to buy them a package of cigarettes. Those living in rural communities with fewer than 10,000 inhabitants are more likely than others to think that it is definitely true that it is against the law to give a cigarette to anyone under the legal age in public, and to buy cigarettes for someone under the legal age. They are also more likely to believe that it is definitely true that it is against the law for an underage person to ask someone to buy them a package of cigarettes. Smokers are more likely than non-smokers to think it is definitely true that it is against the law to give a cigarette to anyone under the legal age in public.

RECALL OF ADS OR MESSAGES ABOUT PROVIDING CIGARETTES TO UNDERAGE YOUTH

Six in ten Manitoba residents recall ads or messages about providing cigarettes to underage youth in the province. Among these, the largest proportion have seen them on television.

A majority of six in ten Manitoba residents (61%) recall seeing, reading or hearing ads or messages about not giving or selling cigarettes to anyone in Manitoba under the legal age. Among those who have seen, read or heard these ads or messages, the largest number have seen them on television (54%). Four in ten have seen these on messages in stores where tobacco products are sold (39%). Smaller proportions have seen them in a newspaper (18%), heard them on the radio (11%), and seen them in a magazine (3%) and on billboards (2%). Seven percent have seen, read or heard these ads or messages somewhere else.

The youngest and oldest residents, and the least affluent are less likely to recall ads or messages about providing cigarettes to underage youth.

Recall of ads or messages about providing cigarettes to underage youth March 2005

	TOTAL	SMOKERS	NON-SMOKERS
Yes	61	65	60
No	38	35	38
dk/na	1	*	1

* Less than one percent

Q.21

Do you recall seeing, reading or hearing any advertisements or messages about not giving or selling cigarettes to anyone in Manitoba under the legal age?

Women are more likely than men to report seeing these ads or messages on television. The least affluent, those with children under the age of 18 living in the household, and those living in mid-size communities with between 10,000 and 100,000 inhabitants are more likely to have seen these ads or messages in stores. Older residents, and those living in mid-size communities with between 10,000 and 100,000 inhabitants are more likely to have seen these ads in newspapers. Smokers are more likely than non-smokers to have seen these ads/messages on television.

Where messages noticed March 2005

	TOTAL	SMOKERS	NON-SMOKERS
Television	54	61	52
In stores where tobacco sold	39	41	38
Newspaper	18	16	18
Radio	11	10	11
Magazine	3	4	3
Billboards	2	3	2
School	1	*	2
Internet	1	2	1
Cigarette packages	1	3	1
Other	4	5	4
dk/na	2	2	2

* Less than one percent

Q.22

Where have you seen, read or heard these ads or messages?

Subsample: Those who recall seeing, reading or hearing any advertisements or messages about not giving or selling cigarettes to anyone in Manitoba under the legal age

* Multiple responses allowed for some questions, hence, percentages add up to more than 100 percent.

CONCLUSIONS AND IMPLICATIONS

The survey reveals that most Manitoba residents, particularly those aged 16 to 24, believe it is easy for underage youth to access cigarettes. Hence, this finding indicates that there is awareness of the problem.

However, another finding reveals that there is a resignation among Manitoba residents of all ages that young people who want to smoke will always find a way to get cigarettes. This finding reveals that more will need to be done to reinforce the idea that it is possible to limit young people's access to cigarettes, through more education of both adults and youth as to the dangers of smoking to smokers and to others through second-hand smoke.

Other results indicate that, overall, those aged 16 to 24 differ from other age groups in their attitudes toward youth smoking and providing underage youth with cigarettes.

When it comes to attitudes toward youth smoking, those aged 16 to 24 are:

- Less likely to believe that offering cigarettes to underage youth encourages them to smoke.
- Less likely to believe that providing cigarettes to underage youth is just as serious a problem as providing alcohol to underage youth.
- More likely to believe that young people should have the right to smoke.

Looking at attitudes toward providing underage youth with cigarettes, those aged 16 to 24 are:

- Far less likely to think that it is always wrong to give a cigarette to an underage youth.
- Far more likely to think it is acceptable to offer, buy or share cigarettes with underage youth.

Moreover, younger residents, particularly those aged 16 to 24, are more likely to report being asked to provide

or buy cigarettes and providing or buying cigarettes to underage youth. They are also more likely to report that it is hard to say no to an underage youth who asks them to provide or buy cigarettes.

These findings point out that messages that emphasize the importance of not sharing or supplying tobacco to underage youth will need to target those aged 16 to 24, who are most likely to engage in this behaviour and to believe that it is acceptable. It is also necessary to educate youth on how to say no when they are asked for cigarettes by underage youth.

These findings also indicate that more needs to be done to educate this target group about the dangers of smoking, and to get them to be more aware of how their actions can lead to encouraging underage youth to smoke and starting them on a lifelong addiction.

As a sizeable number of those aged 16 to 24 believe that young people should have the right to smoke, messages targeted to this group may need to emphasize the costs on the smoker's health and that of others of having such a right, and how these health costs outweigh the right of a person to smoke.

On the issue of awareness of legislation related to underage youth and tobacco, there is confusion as to what actions are illegal, which indicates that more education on the legality of providing cigarettes to underage youth needs to be done among the general Manitoba population.

However, in targeting young people, a comprehensive strategy of both educating them on the legality of providing cigarettes to underage youth needs to go hand in hand with a focus on reducing demand for tobacco among young people. Reducing availability of social sources is important, but there is also a need to address the issue of the appeal of tobacco products to youth.

SURVEY METHODS

The results of the survey are based on questions asked to 1,002 residents of Manitoba aged 16 or older, including an oversample of 202 smokers. These interviews were conducted by telephone between March 14 and 29, 2005.

SAMPLE SELECTION

The sampling method was designed to complete approximately 1,000 interviews with residents of Manitoba 16 years or older, 800 among the general population (including smokers and non-smokers) and 200 among smokers, resulting in a disproportionate sample by smoking status.

The final sample, consisting of all interviews from both the general population survey and the smokers oversample survey, is distributed as follows.

	WEIGHTED N	UNWEIGHTED N	MARGIN OF ERROR
Non-smokers	789	581	4.1
Smokers	210	419	4.8
Total*	1,002	1,002	3.1

* One respondent from the general population sample did not offer a response to the question: "At the present time, do you smoke cigarettes (manufactured or roll your own) every day, occasionally or not at all?"

The sampling model relies on the stratification of the population by five community sizes: 100,000 or more, 25,000 to 100,000 inhabitants, 10,000 to 25,000 inhabitants, 5,000 to 10,000 inhabitants and under 5,000 inhabitants).

EnviroNics uses a sampling method in which sample is generated using the RDD (random digit dialling) technique. Samples are generated using a database of active phone ranges. These ranges are made up of a series of contiguous blocks of 100 contiguous phone numbers and are revised three to four times per year after a thorough analysis of the most recent edition of an electronic phonebook. Each number generated is put through an appropriate series of validation procedures before it is retained as part of a sample. Each number generated is looked up in a recent electronic phone-

book database to retrieve geographic location, business indicator and "do not call" status. The postal code for listed numbers is verified for accuracy and compared against a list of valid codes for the sample stratum. Non-listed numbers are assigned a "most probable" postal code based on the data available for all listed numbers in the phone exchange. This sample selection technique ensures both unlisted numbers and numbers listed after the directory publication are included in the sample.

During fieldwork, a total of 8,101 telephone numbers were drawn from the initial sample for the general population survey, and a total of 12,083 telephone numbers were drawn from the initial sample for the smokers oversample survey.

From within each household contacted for the general population survey, respondents 16 years of age and older were screened for random selection using the "most recent birthday" method. Each household contacted in the smokers oversample survey was screened first for the presence of one or more smokers 16 or more years of age. If more than one smoker in this age group was present in the household, the respondents were screened for random selection using the "most recent birthday" method. The use of this technique produces results that are as valid and effective as enumerating all qualified persons within a household and selecting one randomly.

In both the general population survey and the oversample survey, an occupational screening question was asked in order to exclude from the sample households in which any member works for an advertising or market research firm, the media, or a tobacco company

The final results are based on all interviews from both the general population survey and the smokers oversample survey. These results have been weighted by gender, age and smoking status. Gender and age weighting was derived from the most recently available census data. Smoking status weighting was derived from most recently available Statistics Canada CTUMS data.

TELEPHONE INTERVIEWING

Interviewing was conducted at Environics' central facilities in Toronto. Field supervisors were present at all times to ensure accurate interviewing and recording of responses. Ten percent of each interviewer's work was unobtrusively monitored for quality control in accordance with the standards set out by the Canadian Association of Marketing Research Organizations – CAMRO (now the Market Research and Intelligence Association – MRIA). A minimum of five calls were made to a household before classifying it as a "no answer."

COMPLETION RESULTS: GENERAL POPULATION

A total of 800 interviews were completed in the general population survey. The margin of error for a sample of 800 is ± 3.5 percentage points, 19 times in 20.

The following table presents the detailed completion results for this general population survey of 800 interviews.

	#
Total dialled sample	8,101
Household not eligible	25
Non-residential/not in service	2,816
Language barrier	120
Subtotal	2,961
New base (8,101 – 2,961)	5,140
No answer/line busy/ respondent not available	2,312
Refusals	1,993
Mid-interview refusals	35
Subtotal	4,340
Net completions (5,140 – 4,340)	800

The effective response rate for the survey is 16 percent: the number of completed interviews (800) divided by the total dialled sample (8,101) minus the non-valid/non-residential numbers, the numbers not in service and the numbers that presented a language barrier (2,961).

The actual completion rate is 28 percent: the number of completed interviews (800) divided by the number of qualified households contacted directly (2,828).

COMPLETION RESULTS: SMOKERS OVERSAMPLE

A total of 202 interviews were completed in the smokers oversample. The margin of error for a sample of 202 is ± 6.9 percentage points, 19 times in 20.

The following table presents the detailed completion results for this oversample survey of 202 interviews.

	#
Total dialled sample	12,083
Household not eligible	1,758
Non-residential/not in service	3,911
Language barrier	91
Subtotal	5,760
New base (12,083 – 5,760)	6,323
No answer/line busy/ respondent not available	4,194
Refusals	1,905
Mid-interview refusals	22
Subtotal	6,121
Net completions (6,323 – 6,121)	202

The effective response rate for the oversample survey is three percent: the number of completed interviews (202) divided by the total dialled sample (12,083) minus the non-valid/non-residential numbers, the numbers not in service, the numbers that presented a language barrier and the numbers representing ineligible households (5,760).

The actual completion rate is 10 percent: the number of completed interviews (202) divided by the number of qualified households contacted directly (2,129).

QUESTIONNAIRE



ENVIRONICS
RESEARCH GROUP

March 9, 2005

**Manitoba Sources of Supply
PN 5691
Questionnaire**

INTRODUCTION

Hello, my name is _____ of Environics Research Group Ltd. We are conducting a study for the Government of Canada on issues important to Canadians. Please be assured that we are not selling or soliciting anything. Your answers will be kept strictly confidential under the provisions of the Privacy Act and your participation is important if the results of the survey are to be accurate.

We choose telephone numbers at random, then select one person from a household to be interviewed.

- A. May I please speak to the person in your household who is 16 years of age or older, and has had the most recent birthday.

#01 Yes

#02 Not Available..... **SCHEDULE CALL-BACK**

#03 Refused..... **DISCONTINUE & THANK**

- B. Do you or does anyone in your household work for an advertising or market research firm, the media, or a tobacco company?

1 - Yes

THANK AND TERMINATE

2 - No

CONTINUE TO MAIN QUESTIONNAIRE

- C. **(READ IF NECESSARY)** Are you male or female?

1 - Male

2 - Female

INTRODUCTION FOR SMOKERS SURVEY

Hello, my name is _____ of Environics Research Group Ltd. We are conducting a study for the Government of Canada on issues affecting Canadians. Please be advised that we are not selling nor soliciting anything. Your participation is important if the results of the survey are to be accurate and your answers will be kept strictly confidential.

We choose telephone numbers at random, then select one person from a household to be interviewed.

- A. Does anyone in your household age 16 or older smoke cigarettes (manufactured or roll your own)?

- 1 - Yes
- 2 - No
- 3 - DK/NA

ASK B
THANK AND TERMINATE

- B. Is there more than one person in your household age 16 or older that smokes cigarettes?

- 1 - Yes, more than one
- 2 - One only

ASK C
SCHEDULE CALL BACK

- C. May I please speak to the smoker who has had the most recent birthday?

SCHEDULE CALL BACK

- D. Do you or does anyone in your household work for an advertising or market research firm, the media, or a tobacco company?

- 1 - Yes
- 2 - No

THANK AND TERMINATE
CONTINUE TO MAIN QUESTIONNAIRE

MAIN QUESTIONNAIRE

1. At the present time, do you smoke cigarettes (manufactured or roll your own) every day, occasionally or not at all?

- 1 - Every day **SMOKER**
- 2 - Occasionally (less than every day) **SMOKER**
- 3 - Not at all **NON- SMOKER**
- 4 - DK/NA **NON- SMOKER**

ASK SMOKERS

2. a) Are you now seriously thinking of quitting smoking?

- 1 - Yes
- 2 - No **GO TO Q.3**
- 3 - DK/NA **GO TO Q.3**
- 4 - Refused **GO TO Q.3**

IF YES TO Q.2(a), ASK :

b) When do you think you will try to quit?

READ

- 1 - Within the next 30 days,
- 2 - Within the next 6 months, or
- 3 - Not within the next 6 months
- 4 - DK/NA

AWARENESS

ASK ALL

3. Over the past six months or so, have you seen, read, or heard anything about the topic of underage youth obtaining cigarettes or other tobacco products?

- 1 - Yes
- 2 - No
- 3 - DK/NA

4. Thinking about your community, do you think it is very easy, somewhat easy, somewhat hard or very hard for underage youth to obtain cigarettes?

- 1 - Very easy
- 2 - Somewhat easy
- 3 - Somewhat hard
- 4 - Very hard
- 5 - DK/NA

5. a) Thinking about your community, what do you think is the main way that underage youth get cigarettes? **DO NOT READ. CODE ONE ONLY.**

- 1 - Find a store that sells them
- 2 - Ask a stranger to buy for them
- 3 - Get (bum) from friends (share)
- 4 - Steal from family (parents)
- 5 - Ask for or buy one from a stranger
- 6 - Ask older friends to buy
- 7 - Fake ID
- 8 - Ask parents to give or buy
- 9 - Ask relatives to give or buy
- 10 - Get from older siblings
- 11 - Buy illegal cigarettes
- 12 - Vending machines
- 13 - Steal from store
- 14 - Ask older acquaintances to give
- 15 - Aboriginal/First Nations sources
- 16 - At school
- 17 - No ways
- 18 - Other (Specify) _____
- 19 - DK/NA

5. b) Are there any other ways that underage youth in your community get cigarettes? **DO NOT READ. CODE ALL THAT APPLY**

- 1 - Find a store that sells them
- 2 - Ask a stranger to buy for them
- 3 - Get (bum) from friends (share)
- 4 - Steal from family (parents)
- 5 - Ask for or buy one from a stranger
- 6 - Ask older friends to buy
- 7 - Fake ID
- 8 - Ask parents to give or buy
- 9 - Ask relatives to give or buy
- 10 - Get from older siblings
- 11 - Buy illegal cigarettes
- 12 - Vending machines
- 13 - Steal from store
- 14 - Ask older acquaintances to give
- 15 - Aboriginal/First Nations sources
- 16 - At school
- 17 - No other ways
- 18 - Other (Specify) _____
- 19 - DK/NA

6. a) As far as you know, are there laws in Manitoba that ban retail stores from selling tobacco products to underage youth?

1 - Yes **ASK b**

2 - No

3 - DK/NA

- b) Which level or levels of government are responsible for these laws? **DO NOT READ DO NOT PROBE/MORE THAN ONE ANSWER POSSIBLE.**

1 - Federal/Government of Canada/Health Canada

2 - Provincial/Government of Manitoba

3 - Municipal/City/local

4 - Other

5 - DK/NA

7. What is the minimum age to be sold cigarettes legally in a retail store in Manitoba? **DO NOT READ. CODE ONE ONLY**

1 - Under 16

2 - 16

3 - 17

4 - 18

5 - 19

6 - 20

7 - There is NO minimum legal age

8 - DK/NA

BELIEFS/ATTITUDES

8. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements about underage youth, meaning under the age of 18? **READ AND ROTATE**

- a) It's okay for friends who are underage to share a pack of cigarettes.

1 - Strongly agree

2 - Somewhat agree

3 - Somewhat disagree

4 - Strongly disagree

5 - DK/NA

- b) It's okay for parents to give or share cigarettes with their underage children.

- c) It's okay for smokers to offer cigarettes to non-smokers who are underage.

- d) It's okay for someone to offer cigarettes to an underage person who they know.

- e) It's okay for someone to sell one or more cigarettes from their pack to someone who is underage.

- f) It's okay for friends who can legally buy cigarettes to share them with friends who are underage.
- g) It's okay for someone to buy cigarettes for someone who is underage.

BEHAVIOUR

Here are some questions about underage youth under the age of 18.

9. Have you ever been asked for a cigarette by someone who you thought or knew was underage, including a family member, friend, acquaintance or stranger?

- 1 – Yes
- 2 – No
- 3 – DK/NA

10. Have you ever been asked to buy a pack of cigarettes by someone who you thought or knew was underage?

- 1 – Yes
- 2 – No
- 3 – DK/NA

11. Have you ever given one or more cigarettes to someone who you thought or knew was underage?

- 1 – Yes **ASK Q13 AND 14**
- 2 – No
- 3 – DK/NA

12. Have you ever bought a pack of cigarettes on behalf of or for someone who you thought or knew was underage?

- 1 – Yes **ASK Q13 AND 15.**
- 2 – No
- 3 – DK/NA/

IF YES IN Q.11 OR Q.12 ASK

13. How often do you give or provide cigarettes to youth you know or think are underage? Would it be ... **READ**

- 1 – One or more times a week
- 2 – One or more times a month
- 3 – One or more times a year
- 4 – Less than once a year, or
- 5 – Never
- 6 – DK/NA

IF YES IN Q.11 ASK

14. Over the past six months have you given one or more cigarettes to any of the following: **READ**

a) An underage stranger

1 – Yes

2 – No

3 – DK/NA

b) An underage friend

c) An underage acquaintance

d) An underage family member other than your own children

e) An underage daughter or son

IF YES IN Q.12 ASK

15. Over the past six months have you bought a pack of cigarettes on behalf of or for any of the following: **READ**

a) An underage stranger

1 – Yes

2 – No

3 – Not applicable

3 – DK/NA

b) An underage friend

c) An underage acquaintance

d) An underage family member other than your own children

e) An underage daughter or son

ASK ALL

16. Are you very, somewhat, not very or not at all likely to do each of the following in the next six months? **READ**

a) Give one or more cigarettes to an underage person you know?

1 – Very likely

2 – Somewhat likely

3 – Not very likely

4 – Not at all likely

5 – DK/NA

b) Give one or more cigarettes to an underage person you don't know

c) Buy a pack of cigarettes on behalf of or for an underage person you know

d) Buy a pack of cigarettes on behalf of or for an underage person you don't know

17. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements? **READ AND ROTATE**

a) More should be done to prevent young people from smoking.

- 1 - Strongly agree
- 2 - Somewhat agree
- 3 - Somewhat disagree
- 4 - Strongly disagree
- 5 - DK/NA

b) Smoking is not as dangerous as some people say.

c) Young people who want to smoke will always find a way to get cigarettes.

d) Offering cigarettes to friends or family who are underage encourages them to smoke.

e) Giving even a single cigarette to someone who is underage can start a lifelong addiction to tobacco.

f) Providing cigarettes to underage youth is just as serious a problem as providing alcohol to underage youth.

g) Young people should have the right to smoke if they want to.

h) Retail stores should ensure that tobacco products are not sold to underage youth.

i) It's hard to say no when an underage youth asks you for a cigarette.

j) It's hard to say no when an underage youth asks you to buy them a pack of cigarettes.

18. Which of these statements best reflects your opinion? **READ AND ROTATE**

1 - It is always wrong to give a cigarette to an underage youth.

2 - It is OK to give one or a few cigarettes to an underage youth on an occasional basis.

3 - There is really nothing wrong with giving cigarettes to underage youth.

4 - DK/NA

KNOWLEDGE OF LEGISLATION

19. Please tell me if you think each of the following statements is definitely true, probably true, probably not true or definitely not true? **READ AND ROTATE**

a) It is against the law to give a cigarette to anyone under the legal age in public.

- 1 - Definitely true
- 2 - Probably true
- 3 - Probably not true
- 4 - Definitely not true
- 5 - DK/NA

b) It is against the law to buy cigarettes for someone who is under the legal age.

c) Anyone under the legal age can be charged for sharing or giving a cigarette to another youth who is also under the legal age in public.

d) It is against the law to have or possess cigarettes if you are under the legal age.

- e) It is against the law to smoke a cigarette if you are under the legal age.
f) It is against the law for an underage person to ask someone to buy them a package of cigarettes.
20. When it comes to the law that says that retail stores can't sell tobacco to someone under 18, do you think that all retail stores in Manitoba obey the law, that most retail stores obey, that only some retail stores obey, or that no retail stores obey the law?
- 1 - All retail stores obey
 - 2 - Most obey
 - 3 - Only some obey
 - 4 - No retail stores obey
 - 5 - DK/NA

AD/MESSAGE RECALL

21. Do you recall **seeing, reading or hearing** any advertisements or messages about not giving or selling cigarettes to anyone in Manitoba under the legal age?

- 1 - Yes **GO TO Q.22**
- 2 - No **GO TO Q.23**
- 3 - DK/NA **GO TO Q.23**

IF SEEN ADVERTISING IN Q.21 ASK

22. Where have you **seen, read or heard** these ads or messages? **DO NOT READ. CODE ALL THAT APPLY**

- 1 - Television
- 2 - Radio
- 3 - The Internet
- 4 - Messages in stores where tobacco products are sold
- 5 - Magazine
- 6 - Newspaper
- 7 - Billboards
- 8 - On cigarette packages
- 9 - Other (Specify)
- 10 - DK/NA

DEMOGRAPHICS

ASK ALL

23. Finally, a few questions for statistical purposes. Please be assured that all your responses will be kept entirely anonymous and absolutely confidential. In what year were you born?

- 1 - SPECIFY _____
- 2 - DK/NA

24. What is the highest level of education you have reached?

DO NOT READ

- 1 - Elementary school or less (no schooling to grade 7)
- 2 - Some high school (grades 8 - 11)
- 3 - Completed high school (grades 12 or 13 or OAC)
- 4 - Some community college, vocational or trade school (or some CEGEP)
- 5 - Completed community college, vocational or trade school (or complete CEGEP)
- 6 - Some university (no degree)
- 7 - Completed university (Bachelor's degree)
- 8 - Post graduate university (Master's, Ph.D., completed or not)
- 9 - DK/NA

25. Are you...

READ

- 1 - Married or living as a couple
- 2 - Single
- 3 - Widowed
- 4 - Separated, or
- 5 - Divorced
- 6 - DK/NA

26. a) Are there any children under the age of 18 living in your household?

- 1 - Yes **ASK b and c**
- 2 - No
- 3 - DK/NA

b) Are any of these children aged 12 to 17 years old?

- 1 - Yes
- 2 - No
- 3 - DK/NA

c) Do any children in your household smoke cigarettes?

- 1 - Yes
- 2 - No
- 3 - DK/NA

ASK ALL

27. Are you an Aboriginal person (e.g. Native Indian from a specific band, Inuit or metis)?

- 01 - Yes
- 02 - No
- 99 - DK/NA

28. Into which of the following categories would you put the total annual income, before taxes and deductions, for 2004, of all members of your household, including yourself? Is it...

READ

- 01 - Under \$10,000
- 02 - \$10,000 to \$19,999
- 03 - \$20,000 to \$29,999
- 04 - \$30,000 to \$39,999
- 05 - \$40,000 to \$49,999
- 06 - \$50,000 to \$59,999
- 07 - \$60,000 to \$69,999
- 08 - \$70,000 to \$79,999
- 09 - \$80,000 to \$99,999
- 10 - \$100,000 and over
- 99 - DON'T KNOW/REFUSED

29. We may want to follow up with another survey in the future. Would you be able to participate?

- 1 - Yes/maybe
- 2 - No

IF YES/MAYBE, RECORD NAME AND NUMBER.

30. In case my supervisor wishes to verify this interview, may I please have your first name or initials?

_____.

31. And to verify that I have dialed correctly is this: _____.

- 1 - Yes
- 2 - No

32. If incorrect, please input correct phone number: _____.

33. If we have any further questions, may we call you back?

- 1 - Yes
- 2 - No