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PANEL TRACK

Consumer Insight for Action

consumer insight
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Health Care

40434

ACNielsen
a TNL company

Tobacco Usage Study
Health Canada

POR-04-54

PANELTRACK

 **ACNielsen**

Résultats canadiens de l'enquête sur le panel *Homescan*

Mars 2005

Objectifs de la recherche - Déterminer les attitudes et les comportements des Canadiens au sujet du tabagisme et des efforts de renoncement au tabagisme, afin de mieux comprendre le lien entre l'opinion et le comportement d'achat de produits des consommateurs.

Contexte

Le rapport présente un sommaire des constatations découlant de quatorze questions posées par le Programme de la lutte au tabagisme à un panel de consommateurs *Homescan* d'ACNielsen. L'enquête avait pour but de quantifier le nombre et le profil des répondants fumeurs grâce au panel *Homescan* d'ACNielsen, qui pourraient être utilisés lors d'enquêtes futures.

Calendrier de l'enquête et taux de participation

L'enquête a duré cinq semaines au début de 2005. Des questionnaires ont été envoyés par la poste aux foyers participant au panel *Homescan* pendant la semaine du 17 janvier 2005; les derniers questionnaires remplis ont été reçus le 26 février 2005.

Des répondants d'un total de 9 190 foyers ont retourné le questionnaire. Au total, 17 070 Canadiens âgés de 16 ans et plus ont répondu à l'enquête.

Nombre de foyers visés	11 294
Nombre de foyers d'où le questionnaire a été renvoyé	9 190
Nombre de foyers utilisables	9 190
Taux de participation	81,4 %
Nombre de personnes qui ont fourni des réponses utiles	17 070

Méthodologie pour l'enquête

Échantillon

Le panel *Homescan* d'ACNielsen existe depuis 1994. Il est composé d'environ 12 300 foyers représentatifs situés dans la partie continentale du Canada (Terre-Neuve et les territoires n'y sont pas représentés). Les foyers sont sélectionnés au hasard à l'aide de l'échantillonnage par la méthode des quotas. L'échantillon est contrôlé en fonction des évaluations de Statistique Canada de l'univers des foyers canadiens. La sélection de l'échantillon est contrôlée par rapport à l'évaluation de l'univers pour déterminer la distribution des foyers en fonction de la géographie (région), du revenu familial, de l'âge du chef du ménage ainsi que de la présence (ou de l'absence) d'enfants dans le foyer et de leur âge. Les éléments de contrôle précis pour les foyers sont établis comme suit :

Le panel *Homescan* est équipé d'un scanner portatif Telxon, un appareil de la taille d'un téléphone permettant de lire les codes universels des produits (CUP). L'objectif principal de l'appareil est de permettre aux membres des foyers de scanner le code à barre de tous les produits de consommation achetés munis d'un tel code. L'information est ensuite téléchargée à ACNielsen à l'aide d'un modem intégré à l'appareil Telxon.

Le concept du scanner a habilement été adapté pour effectuer des enquêtes. Les enquêtes faisant appel aux appareils Telxon sont strictement composées de questions fermées. Des copies papier de l'enquête sont fournies aux foyers participants, comprenant chacune des questions fermées suivies d'une liste de réponses possibles associées à un code à barre. Le répondant doit scanner le code à barre correspondant à sa réponse.

Principales constatations

1. Environ sept répondants sur dix (68 %) indiquent avoir fumé une cigarette en entier à un moment ou l'autre. Les Canadiens du Québec (72 %) et des Maritimes (71 %) ont eu un peu plus tendance que ceux de l'Ouest (67 %) et de l'Ontario (65 %) à répondre par l'affirmative.
2. Soixante pour cent des répondants ont fumé leur première cigarette avant 19 ans. Chez ceux qui affirment avoir déjà fumé une cigarette au complet, 88 % ont fumé leur première cigarette avant 19 ans et 43 % ont fumé cette première cigarette avant 15 ans.
3. Environ huit répondants sur dix (79 %) affirment avoir fumé au moins 100 cigarettes. Les fumeurs de sexe masculin ont plus tendance que les fumeuses à avoir fumé au moins 100 cigarettes (82 % contre 76 %).
4. Une majorité nette de répondants à l'enquête qui indiquent avoir fumé au moins 100 cigarettes au cours de leur vie ne fumaient plus au moment de l'enquête (67 %), tandis qu'une autre proportion de 27 % fument tous les jours. Ceux provenant d'un foyer à revenu plus faible (<20K\$) avaient plus tendance que ceux provenant d'un foyer à revenu plus élevé (70K\$+) à avoir fumé au moins 100 cigarettes (63 % et 43 %, respectivement). Les fumeurs de sexe masculin avaient également plus tendance que les fumeuses à indiquer avoir fumé plus de 100 cigarettes au cours de leur vie (83 % contre 76 %).
5. Parmi ceux qui déclarent fumer à l'occasion, 87 % indiquent avoir fumé une cigarette au cours des 30 derniers jours. De surcroît, une forte majorité de répondants qui fument à l'occasion affirment avoir déjà fumé à tous les jours (88 %).
6. La très vaste majorité des répondants (94 %) qui indiquent ne pas fumer à l'heure actuelle indiquent avoir déjà fumé tous les jours au cours de leur vie.
7. Chez les répondants qui fument présentement des cigarettes tous les jours et ont déjà fumé des cigarettes tous les jours, plus de quatre sur cinq (83 %) indiquent avoir fumé une cigarette au cours des 30 jours précédant l'enquête. Les répondants âgés de 40 à 65 ans ou plus ont eu plus tendance à avoir fumé tous les jours (17 %), comparativement aux répondants âgés de 16 à 39 ans (14 %).
8. Parmi les 42 % de répondants qui étaient admissibles à répondre, la moitié d'entre eux (50 %) fument entre 1-14 cigarettes par jour et l'autre moitié d'entre eux (50 %) fument chaque jour 15 cigarettes ou plus. Toutefois, les plus fortes proportions fument environ

jour (22 %), 15-20 cigarettes par jour (21 %) et 21-25 cigarettes par
sept répondeurs sur dix (79 %) qui sont d'anciens fumeurs indiquent avoir cessé de
fumer il y a plus de cinq ans.

Canada Homescan PanelTrack Survey Results

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Prepared for :
Health Canada
Tobacco Control Programme

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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 five weeks in the early part of 2005. Questionnaires were mailed to *Homescan* panel households during the week of January 17, 2005 and the last completed questionnaires were received on February 26, 2005.

Respondents in a total of 9,188 households returned the questionnaire. Across these households, a total of 17,070 Canadians 16 years of age and older responded to the survey.

Number of Mailed Households	11,294
# of Returned Households	9,188
# Useable Households	9,188
Response Rate	81.4%
Number of Individual Household Members Providing Useable Responses	17,070

Survey Methodology

Sample

ACNielsen's **Homescan** panel, in existence since 1994, is made up of approximately 12,300 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.

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, 81.4% 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=17,070) 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?

In line with the previous study, about 68.0% 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". In general, 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. However, in contrast to the previous study, fewer respondents from households with kids between the ages of 6 to 12 have affirmed they have smoked a whole cigarette (61.2% in 2005 versus 63.1% in 2004). Men were more likely than women to have smoked a whole cigarette.

Question #4

At what age did you smoke your first cigarette?

A full 60.0% of all respondents smoked their first cigarette by the time they were 19. Among those respondents who answered "yes" to question #3, 88.1% smoked their first cigarette by age 19 and 43.0% 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?

Seventy-nine percent of smokers indicated they have smoked at least 100 cigarettes. Those in lower income households were more likely to have done so than those in higher income households. Not surprisingly, the older the head of the household in which respondents lived, the more likely they were to answer "yes" to this question. Households with children under 6 were less likely to

smoke 100 cigarettes in their lifetime. Around eighty-two percent (82.6%) of male smokers replied that they had smoked 100 cigarettes in their lifetime, while only 76.4% of female smokers 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 (67.0%) said they do not smoke at all at the present time (which is similar to the 2004 findings at 66.6%). Approximately, twenty-seven percent (26.7%) said they smoked every day. Younger respondents were more likely to smoke everyday while older respondents were less likely to smoke every day and also 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=584), the great majority (87%) indicated that they had smoked a cigarette in the last 30 days. These results are very similar to last years. Interestingly, 88.0% of females and 85.9% 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 (87.8%) indicated that they had smoked daily. This represents an increase of 1.6% over the previous years’ findings and thus partially reversing last year’s decline of 4%.

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= 6,173), almost all (93.6%) 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 (83.2%) indicated that they had smoked a cigarette during the 30 days prior to taking the survey. Again, this result is similar to the 2004 findings. Respondents aged 40 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 (57.9%) of eligible respondents said they currently do not smoke.

Of the remaining respondents who still smoked (N=3715), approximately half (49.5%) smoked between 1-14 cigarettes per day and the other half (50.5%) smoked 15 or more cigarettes each day. Of these respondents, the largest proportion (22.0%) smoked about 10-14 cigarettes each day, another 20.6% said they smoked 15-20 cigarettes, and still another 18.3% smoked 21-25 cigarettes each day. The results are similar to those from last year. Of the respondents who smoked, men were more likely to be heavier smokers, that is smoke 21 or more cigarettes in a day; women were more likely than were men to report smoking between 1-14 cigarettes in a day.

Question #13

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

Most eligible respondents (78.8%) 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=289), January was the most popular month to stop smoking.

STATISTICAL TABLES – RAW DATA



Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Between January 24 and February 26, 2005 - All Results Shared Back to Total Participants (N =17,070)

Question#1 What is your gender?

REGION		TOTAL	MARITIMES	QUEBEC	ONTARIO	TOTAL WEST		
TOTAL		17070	2075	4004	5399	5592		
MALE		7963	945	1960	2501	2557		
FEMALE		9107	1130	2044	2898	3035		
		TOTAL	MARITIMES	QUEBEC	ONTARIO	TOTAL WEST		
TOTAL		100	100	100	100	100		
MALE		46.6	45.5	49	46.3	45.7		
FEMALE		53.4	54.5	51	53.7	54.3		
HH INCOME		TOTAL	<\$20K	\$20-29K	\$30-39K	\$40-49K	\$50-69K	\$70K+
TOTAL		17070	1431	1952	2240	1918	1218	2354
MALE		7963	544	838	1015	887	582	1164
FEMALE		9107	887	1114	1225	1031	636	1190
		TOTAL	<\$20K	\$20-29K	\$30-39K	\$40-49K	\$50-69K	\$70K+
TOTAL		100	100	100	100	100	100	100
MALE		46.6	38	42.9	45.3	46.2	47.8	49.4
FEMALE		53.4	62	57.1	54.7	53.8	52.2	50.6



Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Between January 24 and February 26, 2005 - All Results Shared Back to Total Participants (N =17,070)

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		17070	30	1002	1032	3594	4757	3928	3759
MALE		7963	13	466	479	1693	2253	1829	1709
FEMALE		9107	17	536	553	1901	2504	2099	2050
		<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	100	100	100	100	100	100	100
MALE		46.6	43.3	46.5	46.4	47.1	47.4	46.6	45.5
FEMALE		53.4	56.7	53.5	53.6	52.9	52.6	53.4	54.5

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		17070	12206	4864	1295	2562	2549
MALE		7963	5677	2286	614	1197	1190
FEMALE		9107	6529	2578	681	1365	1359
		<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	100	100	100	100	100
MALE		46.6	46.5	47	47.4	46.7	46.7
FEMALE		53.4	53.5	53	52.6	53.3	53.3



Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Between January 24 and February 26, 2005 - All Results Shared Back to Total Participants (N =17,070)
Question #2 What is your age?

REGION	TOTAL	MARITIMES	QUEBEC	ONTARIO	TOTAL WEST
TOTAL	17070	2075	4004	5399	5592
16-18	701	96	155	227	223
19-24	806	87	218	279	222
25-29	513	41	128	219	125
30-34	944	71	206	378	289
35-39	1648	154	371	599	524
40-44	1966	203	467	641	655
45-49	2098	285	505	589	719
50-54	1924	251	433	576	664
55-59	1738	238	412	498	590
60-64	1669	241	450	478	500
65 AND OLDER	3063	408	659	915	1081
	<u>TOTAL</u>	<u>MARITIMES</u>	<u>QUEBEC</u>	<u>ONTARIO</u>	<u>TOTAL WEST</u>
TOTAL	100	100	100	100	100
16-18	4.1	4.6	3.9	4.2	4
19-24	4.7	4.2	5.4	5.2	4
25-29	3	2	3.2	4.1	2.2
30-34	5.5	3.4	5.1	7	5.2
35-39	9.7	7.4	9.3	11.1	9.4
40-44	11.5	9.8	11.7	11.9	11.7
45-49	12.3	13.7	12.6	10.9	12.9
50-54	11.3	12.1	10.8	10.7	11.9
55-59	10.2	11.5	10.3	9.2	10.6
60-64	9.8	11.6	11.2	8.9	8.9
65 AND OLDER	17.9	19.7	16.5	16.9	19.3



Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Between January 24 and February 26, 2005 - All Results Shared Back to Total Participants (N =17,070)

Question #2 What is your age?

HH INCOME	TOTAL	<\$20K	\$20-29K	\$30-39K	\$40-49K	\$50-69K	\$70K+
TOTAL	17070	1431	1952	2240	1918	1218	2354
16-18	701	29	64	76	80	55	133
19-24	806	45	55	71	66	64	156
25-29	513	39	57	64	63	42	67
30-34	944	58	68	119	120	74	125
35-39	1648	69	118	188	187	125	282
40-44	1966	126	147	208	212	122	311
45-49	2098	148	203	202	227	132	356
50-54	1924	183	158	180	204	126	360
55-59	1738	163	210	230	169	125	259
60-64	1669	198	240	283	202	143	149
65 AND OLDER	3063	373	632	619	388	210	156

	TOTAL	<\$20K	\$20-29K	\$30-39K	\$40-49K	\$50-69K	\$70K+
TOTAL	100	100	100	100	100	100	100
16-18	4.1	2	3.3	3.4	4.2	4.5	5.6
19-24	4.7	3.1	2.8	3.2	3.4	5.3	6.6
25-29	3	2.7	2.9	2.9	3.3	3.4	2.8
30-34	5.5	4.1	3.5	5.3	6.3	6.1	5.3
35-39	9.7	4.8	6	8.4	9.7	10.3	12
40-44	11.5	8.8	7.5	9.3	11.1	10	13.2
45-49	12.3	10.3	10.4	9	11.8	10.8	15.1
50-54	11.3	12.8	8.1	8	10.6	10.3	15.3
55-59	10.2	11.4	10.8	10.3	8.8	10.3	11
60-64	9.8	13.8	12.3	12.6	10.5	11.7	6.3
65 AND OLDER	17.9	26.1	32.4	27.6	20.2	17.2	6.6



Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Between January 24 and February 26, 2005 - All Results Shared Back to Total Participants (N =17,070)

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	17070	30	1002	1032	3594	4757	3928	3759
16-18	701		3	3	195	386	101	16
19-24	806	24	27	51	77	459	182	37
25-29	513	2	250	252	30	59	139	33
30-34	944		597	597	208	23	68	48
35-39	1648	1	69	70	1402	95	45	36
40-44	1966	1	15	16	1485	353	48	64
45-49	2098	2	6	8	136	1774	133	47
50-54	1924		11	11	25	1481	341	66
55-59	1738		10	10	9	77	1526	116
60-64	1669		6	6	6	8	1259	390
65 AND OLDER	3063		8	8	21	42	86	2906

	TOTAL	UNDER 25	25-34	UNDER 35	35-44	45-54	55-64	65+
TOTAL	100	100	100	100	100	100	100	100
16-18	4.1		0.3	0.3	5.4	8.1	2.6	0.4
19-24	4.7	80	2.7	4.9	2.1	9.6	4.6	1
25-29	3	6.7	25	24.4	0.8	1.2	3.5	0.9
30-34	5.5		59.6	57.8	5.8	0.5	1.7	1.3
35-39	9.7	3.3	6.9	6.8	39	2	1.1	1
40-44	11.5	3.3	1.5	1.6	41.3	7.4	1.2	1.7
45-49	12.3	6.7	0.6	0.8	3.8	37.3	3.4	1.3
50-54	11.3		1.1	1.1	0.7	31.1	8.7	1.8
55-59	10.2		1	1	0.3	1.6	38.8	3.1
60-64	9.8		0.6	0.6	0.2	0.2	32.1	10.4
65 AND OLDER	17.9		0.8	0.8	0.6	0.9	2.2	77.3



Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Between January 24 and February 26, 2005 - All Results Shared Back to Total Participants (N =17,070)

Question #2 What is your age?

AGE OF CHILDREN IN HH						
	TOTAL	ADULT ONLY	HHLD'S W/KIDS	HHLD'S W/KIDS UND 6	HHLD'S W/KIDS 6-12	HHLD'S W/KIDS 13-17
TOTAL	17070	12206	4864	1295	2562	2549
16-18	701	279	422	15	104	394
19-24	806	628	178	33	42	129
25-29	513	361	152	100	66	23
30-34	944	439	505	346	289	52
35-39	1648	562	1086	455	803	298
40-44	1966	812	1154	206	723	676
45-49	2098	1317	781	67	347	562
50-54	1924	1608	316	16	93	253
55-59	1738	1587	151	28	49	94
60-64	1669	1603	66	18	16	39
65 AND OLDER	3063	3010	53	11	30	29

	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	100	100	100	100	100
16-18	4.1	2.3	8.7	1.2	4.1	15.5
19-24	4.7	5.1	3.7	2.5	1.6	5.1
25-29	3	3	3.1	7.7	2.6	0.9
30-34	5.5	3.6	10.4	26.7	11.3	2
35-39	9.7	4.6	22.3	35.1	31.3	11.7
40-44	11.5	6.7	23.7	15.9	28.2	26.5
45-49	12.3	10.8	16.1	5.2	13.5	22
50-54	11.3	13.2	6.5	1.2	3.6	9.9
55-59	10.2	13	3.1	2.2	1.9	3.7
60-64	9.8	13.1	1.4	1.4	0.6	1.5
65 AND OLDER	17.9	24.7	1.1	0.8	1.2	1.1



Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Between January 24 and February 26, 2005 - All Results Shared Back to Total Participants (N =17,070)
Question #3 Have you ever smoked a whole cigarette?

REGION	TOTAL	MARITIMES	QUEBEC	ONTARIO	TOTAL WEST
TOTAL	17070	2075	4004	5399	5592
YES	11608	1479	2886	3511	3732
NO	5462	596	1118	1888	1860

	TOTAL	MARITIMES	QUEBEC	ONTARIO	TOTAL WEST
TOTAL	100	100	100	100	100
YES	68	71.3	72.1	65	66.7
NO	32	28.7	27.9	35	33.3

HH INCOME	TOTAL	<\$20K	\$20-29K	\$30-39K	\$40-49K	\$50-69K	\$70K+
TOTAL	17070	1431	1952	2240	1918	1218	2354
YES	11608	1073	1426	1642	1348	813	1442
NO	5462	358	526	598	570	405	912

	TOTAL	<\$20K	\$20-29K	\$30-39K	\$40-49K	\$50-69K	\$70K+
TOTAL	100	100	100	100	100	100	100
YES	68	75	73.1	73.3	70.3	66.7	61.3
NO	32	25	26.9	26.7	29.7	33.3	38.7



Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Between January 24 and February 26, 2005 - All Results Shared Back to Total Participants (N =17,070)

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		17070	30	1002	1032	3594	4757	3928	3759
YES		11608	13	599	612	2247	3128	2839	2782
NO		5462	17	403	420	1347	1629	1089	977
		<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	100	100	100	100	100	100	100
YES		68	43.3	59.8	59.3	62.5	65.8	72.3	74
NO		32	56.7	40.2	40.7	37.5	34.2	27.7	26

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		17070	12206	4864	1295	2562	2549
YES		11608	8677	2931	789	1569	1515
NO		5462	3529	1933	506	993	1034
		<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	100	100	100	100	100
YES		68	71.1	60.3	60.9	61.2	59.4
NO		32	28.9	39.7	39.1	38.8	40.6

Question #3 Have you ever smoked a whole cigarette?

GENDER OF RESPONDENT

	<u>TOTAL</u>	<u>MALE</u>	<u>FEMALE</u>
TOTAL	17070	7963	9107
YES	11608	5688	5920
NO	5462	2275	3187

	<u>TOTAL</u>	<u>MALE</u>	<u>FEMALE</u>
TOTAL	100	100	100
YES	68	71.4	65
NO	32	28.6	35

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	17070	701	806	513	944	1648	1966	2098	1924	1738	1669	3063
YES	11608	165	319	280	535	1029	1309	1541	1447	1317	1313	2353
NO	5462	536	487	233	409	619	657	557	477	421	356	710

	<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	100	100	100	100	100	100	100	100	100	100	100
YES	68	23.5	39.6	54.6	56.7	62.4	66.6	73.5	75.2	75.8	78.7	76.8
NO	32	76.5	60.4	45.4	43.3	37.6	33.4	26.5	24.8	24.2	21.3	23.2



Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Between January 24 and February 26, 2005 - All Results Shared Back to Total Participants (N =17,070)

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	17070	2075	4004	5399	5592
10 YEARS OF AGE OR UNDER	592	76	112	174	230
11-14	4397	580	1093	1269	1455
15-19	5238	660	1322	1642	1614
20-24	1077	136	259	341	341
25-29	181	16	43	59	63
30 AND OVER	123	11	57	26	29
	<u>TOTAL</u>	<u>MARITIMES</u>	<u>QUEBEC</u>	<u>ONTARIO</u>	<u>TOTAL WEST</u>
TOTAL	100	100	100	100	100
10 YEARS OF AGE OR UNDER	3.5	3.7	2.8	3.2	4.1
11-14	25.8	28	27.3	23.5	26
15-19	30.7	31.8	33	30.4	28.9
20-24	6.3	6.6	6.5	6.3	6.1
25-29	1.1	0.8	1.1	1.1	1.1
30 AND OVER	0.7	0.5	1.4	0.5	0.5



Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Between January 24 and February 26, 2005 - All Results Shared Back to Total Participants (N =17,070)

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	17070	1431	1952	2240	1918	1218	2354
10 YEARS OF AGE OR UNDER	592	66	75	86	80	32	68
11-14	4397	406	529	587	539	309	543
15-19	5238	453	638	728	592	386	672
20-24	1077	105	132	184	107	68	132
25-29	181	21	30	36	19	10	21
30 AND OVER	123	22	22	21	11	8	6
	TOTAL	<\$20K	\$20-29K	\$30-39K	\$40-49K	\$50-69K	\$70K+
TOTAL	100	100	100	100	100	100	100
10 YEARS OF AGE OR UNDER	3.5	4.6	3.8	3.8	4.2	2.6	2.9
11-14	25.8	28.4	27.1	26.2	28.1	25.4	23.1
15-19	30.7	31.7	32.7	32.5	30.9	31.7	28.5
20-24	6.3	7.3	6.8	8.2	5.6	5.6	5.6
25-29	1.1	1.5	1.5	1.6	1	0.8	0.9
30 AND OVER	0.7	1.5	1.1	0.9	0.6	0.7	0.3



Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Between January 24 and February 26, 2005 - All Results Shared Back to Total Participants (N =17,070)

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	17070	30	1002	1032	3594	4757	3928	3759
10 YEARS OF AGE OR UNDER	592	1	35	36	143	161	149	103
11-14	4397	6	260	266	1050	1303	1007	771
15-19	5238	6	258	264	906	1381	1323	1364
20-24	1077		37	37	120	229	287	404
25-29	181		6	6	16	38	36	85
30 AND OVER	123		3	3	12	16	37	55
	TOTAL	UNDER 25	25-34	UNDER 35	35-44	45-54	55-64	65+
TOTAL	100	100	100	100	100	100	100	100
10 YEARS OF AGE OR UNDER	3.5	3.3	3.5	3.5	4	3.4	3.8	2.7
11-14	25.8	20	25.9	25.8	29.2	27.4	25.6	20.5
15-19	30.7	20	25.7	25.6	25.2	29	33.7	36.3
20-24	6.3		3.7	3.6	3.3	4.8	7.3	10.7
25-29	1.1		0.6	0.6	0.4	0.8	0.9	2.3
30 AND OVER	0.7		0.3	0.3	0.3	0.3	0.9	1.5



Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Between January 24 and February 26, 2005 - All Results Shared Back to Total Participants (N =17,070)

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

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	17070	12206	4864	1295	2562	2549
10 YEARS OF AGE OR UNDER	592	445	147	45	76	71
11-14	4397	3085	1312	339	707	693
15-19	5238	3998	1240	345	662	637
20-24	1077	881	196	49	103	97
25-29	181	158	23	6	12	12
30 AND OVER	123	110	13	5	9	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	100	100	100	100	100
10 YEARS OF AGE OR UNDER	3.5	3.6	3	3.5	3	2.8
11-14	25.8	25.3	27	26.2	27.6	27.2
15-19	30.7	32.8	25.5	26.6	25.8	25
20-24	6.3	7.2	4	3.8	4	3.8
25-29	1.1	1.3	0.5	0.5	0.5	0.5
30 AND OVER	0.7	0.9	0.3	0.4	0.4	0.2

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

GENDER OF RESPONDENT			
	<u>TOTAL</u>	<u>MALE</u>	<u>FEMALE</u>
TOTAL	17070	7963	9107
10 YEARS OF AGE OR UNDE	592	399	193
11-14	4397	2327	2070
15-19	5238	2434	2804
20-24	1077	429	648
25-29	181	59	122
30 AND OVER	123	40	83

	<u>TOTAL</u>	<u>MALE</u>	<u>FEMALE</u>
TOTAL	100	100	100
10 YEARS OF AGE OR UNDE	3.5	5	2.1
11-14	25.8	29.2	22.7
15-19	30.7	30.6	30.8
20-24	6.3	5.4	7.1
25-29	1.1	0.7	1.3
30 AND OVER	0.7	0.5	0.9

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

AGE OF RESPONDENT	TOTAL	AGE 16-	AGE 19-24	AGE 25-	AGE 30-	AGE 35-	AGE 40-	AGE 45	AGE 50	AGE 55-	AGE 60-	AGE 65+
		18		29	34	39	44	49	54	59	64	
TOTAL	17070	701	806	513	944	1648	1966	2098	1924	1738	1669	3063
10 YEARS OF AGE OR UNDE	592	7	6	15	31	70	76	91	66	73	60	97
11-14	4397	74	124	117	235	469	619	698	536	470	409	646
15-19	5238	83	177	122	227	415	529	644	677	599	643	1122
20-24	1077		11	22	34	60	67	82	138	148	157	358
25-29	181	1		4	6	7	11	22	20	15	23	72
30 AND OVER	123		1		2	8	7	4	10	12	21	58

	TOTAL	AGE 16-	AGE 19-24	AGE 25-	AGE 30-	AGE 35-	AGE 40-	AGE 45	AGE 50	AGE 55-	AGE 60-	AGE 65+
		18		29	34	39	44	49	54	59	64	
TOTAL	100	100	100	100	100	100	100	100	100	100	100	100
10 YEARS OF AGE OR UNDE	3.5	1	0.7	2.9	3.3	4.2	3.9	4.3	3.4	4.2	3.6	3.2
11-14	25.8	10.6	15.4	22.8	24.9	28.5	31.5	33.3	27.9	27	24.5	21.1
15-19	30.7	11.8	22	23.8	24	25.2	26.9	30.7	35.2	34.5	38.5	36.6
20-24	6.3		1.4	4.3	3.6	3.6	3.4	3.9	7.2	8.5	9.4	11.7
25-29	1.1	0.1		0.8	0.6	0.4	0.6	1	1	0.9	1.4	2.4
30 AND OVER	0.7		0.1		0.2	0.5	0.4	0.2	0.5	0.7	1.3	1.9



Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Between January 24 and February 26, 2005 - All Results Shared Back to Total Participants (N =17,070)

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

REGION	<u>TOTAL</u>	<u>MARITIMES</u>	<u>QUEBEC</u>	<u>ONTARIO</u>	<u>TOTAL WEST</u>
TOTAL	17070	2075	4004	5399	5592
YES	9220	1199	2371	2707	2943
NO	2388	280	515	804	789

	<u>TOTAL</u>	<u>MARITIMES</u>	<u>QUEBEC</u>	<u>ONTARIO</u>	<u>TOTAL WEST</u>
TOTAL	100	100	100	100	100
YES	54	57.8	59.2	50.1	52.6
NO	14	13.5	12.9	14.9	14.1

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	17070	1431	1952	2240	1918	1218	2354
YES	9220	897	1196	1337	1090	649	1012
NO	2388	176	230	305	258	164	430
	<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	100	100	100	100	100	100
YES	54	62.7	61.3	59.7	56.8	53.3	43
NO	14	12.3	11.8	13.6	13.5	13.5	18.3



Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Between January 24 and February 26, 2005 - All Results Shared Back to Total Participants (N =17,070)
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		17070	30	1002	1032	3594	4757	3928	3759
YES		9220	10	416	426	1644	2493	2327	2330
NO		2388	3	183	186	603	635	512	452
		<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	100	100	100	100	100	100	100
YES		54	33.3	41.5	41.3	45.7	52.4	59.2	62
NO		14	10	18.3	18	16.8	13.3	13	12

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		17070	12206	4864	1295	2562	2549
YES		9220	7060	2160	553	1131	1145
NO		2388	1617	771	236	438	370
		<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	100	100	100	100	100
YES		54	57.8	44.4	42.7	44.1	44.9
NO		14	13.2	15.9	18.2	17.1	14.5

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

GENDER OF RESPONDENT

	<u>TOTAL</u>	<u>MALE</u>	<u>FEMALE</u>
TOTAL	17070	7963	9107
YES	9220	4696	4524
NO	2388	992	1396

	<u>TOTAL</u>	<u>MALE</u>	<u>FEMALE</u>
TOTAL	100	100	100
YES	54	59	49.7
NO	14	12.5	15.3

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	17070	701	806	513	944	1648	1966	2098	1924	1738	1669	3063
YES	9220	67	218	202	374	735	987	1257	1199	1090	1096	1995
NO	2388	98	101	78	161	294	322	284	248	227	217	358

	<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	100	100	100	100	100	100	100	100	100	100	100
YES	54	9.6	27	39.4	39.6	44.6	50.2	59.9	62.3	62.7	65.7	65.1
NO	14	14	12.5	15.2	17.1	17.8	16.4	13.5	12.9	13.1	13	11.7



Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Between January 24 and February 26, 2005 - All Results Shared Back to Total Participants (N =17,070)

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	17070	2075	4004	5399	5592
EVERY DAY	2463	303	656	776	728
OCCASIONALLY	584	52	143	201	188
NOT AT ALL	6173	844	1572	1730	2027

	TOTAL	MARITIMES	QUEBEC	ONTARIO	TOTAL WEST
TOTAL	100	100	100	100	100
EVERY DAY	14.4	14.6	16.4	14.4	13
OCCASIONALLY	3.4	2.5	3.6	3.7	3.4
NOT AT ALL	36.2	40.7	39.3	32	36.2

HH INCOME	TOTAL	<\$20K	\$20-29K	\$30-39K	\$40-49K	\$50-69K	\$70K+
TOTAL	17070	1431	1952	2240	1918	1218	2354
EVERY DAY	2463	327	362	361	297	157	215
OCCASIONALLY	584	60	70	70	68	25	77
NOT AT ALL	6173	510	764	906	725	467	720

	TOTAL	<\$20K	\$20-29K	\$30-39K	\$40-49K	\$50-69K	\$70K+
TOTAL	100	100	100	100	100	100	100
EVERY DAY	14.4	22.9	18.5	16.1	15.5	12.9	9.1
OCCASIONALLY	3.4	4.2	3.6	3.1	3.5	2.1	3.3
NOT AT ALL	36.2	35.6	39.1	40.4	37.8	38.3	30.6



Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Between January 24 and February 26, 2005 - All Results Shared Back to Total Participants (N =17,070)

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		17070	30	1002	1032	3594	4757	3928	3759
EVERY DAY		2463	6	148	154	541	826	594	348
OCCASIONALLY		584		61	61	148	176	131	68
NOT AT ALL		6173	4	207	211	955	1491	1602	1914
	<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	100	100	100	100	100	100	100
EVERY DAY		14.4	20	14.8	14.9	15.1	17.4	15.1	9.3
OCCASIONALLY		3.4		6.1	5.9	4.1	3.7	3.3	1.8
NOT AT ALL		36.2	13.3	20.7	20.4	26.6	31.3	40.8	50.9

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		17070	12206	4864	1295	2562	2549
EVERY DAY		2463	1802	661	168	326	365
OCCASIONALLY		584	416	168	51	93	79
NOT AT ALL		6173	4842	1331	334	712	701
	<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	100	100	100	100	100
EVERY DAY		14.4	14.8	13.6	13	12.7	14.3
OCCASIONALLY		3.4	3.4	3.5	3.9	3.6	3.1
NOT AT ALL		36.2	39.7	27.4	25.8	27.8	27.5

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	17070	7963	9107
EVERY DAY	2463	1238	1225
OCCASIONALLY	584	283	301
NOT AT ALL	6173	3175	2998

	<u>TOTAL</u>	<u>MALE</u>	<u>FEMALE</u>
TOTAL	100	100	100
EVERY DAY	14.4	15.5	13.5
OCCASIONALLY	3.4	3.6	3.3
NOT AT ALL	36.2	39.9	32.9

**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	17070	701	806	513	944	1648	1966	2098	1924	1738	1669	3063
EVERY DAY	2463	46	129	86	142	238	333	427	335	263	209	255
OCCASIONALLY	584	15	38	38	39	80	73	74	70	58	46	53
NOT AT ALL	6173	6	51	78	193	417	581	756	794	769	841	1687

	<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	100	100	100	100	100	100	100	100	100	100	100
EVERY DAY	14.4	6.6	16	16.8	15	14.4	16.9	20.4	17.4	15.1	12.5	8.3
OCCASIONALLY	3.4	2.1	4.7	7.4	4.1	4.9	3.7	3.5	3.6	3.3	2.8	1.7
NOT AT ALL	36.2	0.9	6.3	15.2	20.4	25.3	29.6	36	41.3	44.2	50.4	55.1



Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Between January 24 and February 26, 2005 - All Results Shared Back to Total Participants (N =17,070)

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		17070	2075	4004	5399	5592		
YES		508	46	126	177	159		
NO		76	6	17	24	29		
		<u>TOTAL</u>	<u>MARITIMES</u>	<u>QUEBEC</u>	<u>ONTARIO</u>	<u>TOTAL WEST</u>		
TOTAL		100	100	100	100	100		
YES		3	2.2	3.1	3.3	2.8		
NO		0.4	0.3	0.4	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		17070	1431	1952	2240	1918	1218	2354
YES		508	52	64	57	61	19	66
NO		76	8	6	13	7	6	11
		<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	100	100	100	100	100	100
YES		3	3.6	3.3	2.5	3.2	1.6	2.8
NO		0.4	0.6	0.3	0.6	0.4	0.5	0.5



Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Between January 24 and February 26, 2005 - All Results Shared Back to Total Participants (N =17,070)
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		17070	30	1002	1032	3594	4757	3928	3759
YES		508		51	51	124	157	114	62
NO		76		10	10	24	19	17	6
		<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	100	100	100	100	100	100	100
YES		3		5.1	4.9	3.5	3.3	2.9	1.6
NO		0.4		1	1	0.7	0.4	0.4	0.2

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		17070	12206	4864	1295	2562	2549
YES		508	369	139	44	71	70
NO		76	47	29	7	22	9
		<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	100	100	100	100	100
YES		3	3	2.9	3.4	2.8	2.7
NO		0.4	0.4	0.6	0.5	0.9	0.4

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	17070	7963	9107
YES	508	243	265
NO	76	40	36

	<u>TOTAL</u>	<u>MALE</u>	<u>FEMALE</u>
TOTAL	100	100	100
YES	3	3.1	2.9
NO	0.4	0.5	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	17070	701	806	513	944	1648	1966	2098	1924	1738	1669	3063
YES	508	14	37	34	33	66	61	62	64	49	41	47
NO	76	1	1	4	6	14	12	12	6	9	5	6

	<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	100	100	100	100	100	100	100	100	100	100	100
YES	3	2	4.6	6.6	3.5	4	3.1	3	3.3	2.8	2.5	1.5
NO	0.4	0.1	0.1	0.8	0.6	0.8	0.6	0.6	0.3	0.5	0.3	0.2



Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Between January 24 and February 26, 2005 - All Results Shared Back to Total Participants (N =17,070)

Question #8 Have you ever smoked cigarettes daily?

REGION		TOTAL	MARITIMES	QUEBEC	ONTARIO	TOTAL WEST		
TOTAL		17070	2075	4004	5399	5592		
YES		513	46	113	180	174		
NO		71	6	30	21	14		
		TOTAL	MARITIMES	QUEBEC	ONTARIO	TOTAL WEST		
TOTAL		100	100	100	100	100		
YES		3	2.2	2.8	3.3	3.1		
NO		0.4	0.3	0.7	0.4	0.3		
HH INCOME		TOTAL	<\$20K	\$20-29K	\$30-39K	\$40-49K	\$50-69K	\$70K+
TOTAL		17070	1431	1952	2240	1918	1218	2354
YES		513	53	65	62	62	19	71
NO		71	7	5	8	6	6	6
		TOTAL	<\$20K	\$20-29K	\$30-39K	\$40-49K	\$50-69K	\$70K+
TOTAL		100	100	100	100	100	100	100
YES		3	3.7	3.3	2.8	3.2	1.6	3
NO		0.4	0.5	0.3	0.4	0.3	0.5	0.3



Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Between January 24 and February 26, 2005 - All Results Shared Back to Total Participants (N =17,070)
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		17070	30	1002	1032	3594	4757	3928	3759
YES		513		52	52	129	156	114	62
NO		71		9	9	19	20	17	6
	TOTAL		UNDER 25	25-34	UNDER 35	35-44	45-54	55-64	65+
TOTAL		100	100	100	100	100	100	100	100
YES		3		5.2	5	3.6	3.3	2.9	1.6
NO		0.4		0.9	0.9	0.5	0.4	0.4	0.2

AGE OF CHILDREN IN HH		TOTAL	ADULT ONLY	HHLD'S W/KIDS	HHLD'S W/KIDS UND 6	HHLD'S W/KIDS 6-12	HHLD'S W/KIDS 13-17
TOTAL		17070	12206	4864	1295	2562	2549
YES		513	365	148	46	80	71
NO		71	51	20	5	13	8

		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	100	100	100	100	100
YES		3	3	3	3.6	3.1	2.8
NO		0.4	0.4	0.4	0.4	0.5	0.3

Question #8 Have you ever smoked cigarettes daily?

GENDER OF RESPONDENT			
	<u>TOTAL</u>	<u>MALE</u>	<u>FEMALE</u>
TOTAL	17070	7963	9107
YES	513	248	265
NO	71	35	36

	<u>TOTAL</u>	<u>MALE</u>	<u>FEMALE</u>
TOTAL	100	100	100
YES	3	3.1	2.9
NO	0.4	0.4	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	17070	701	806	513	944	1648	1966	2098	1924	1738	1669	3063
YES	513	11	28	32	33	70	65	71	62	51	40	50
NO	71	4	10	6	6	10	8	3	8	7	6	3

	<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	100	100	100	100	100	100	100	100	100	100	100
YES	3	1.6	3.5	6.2	3.5	4.2	3.3	3.4	3.2	2.9	2.4	1.6
NO	0.4	0.6	1.2	1.2	0.6	0.6	0.4	0.1	0.4	0.4	0.4	0.1



Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Between January 24 and February 26, 2005 - All Results Shared Back to Total Participants (N =17,070)

Question #9 Have you ever smoked cigarettes daily?

REGION	TOTAL	MARITIMES	QUEBEC	ONTARIO	TOTAL WEST
TOTAL	17070	2075	4004	5399	5592
YES	5780	797	1444	1624	1915
NO	393	47	128	106	112

	TOTAL	MARITIMES	QUEBEC	ONTARIO	TOTAL WEST
TOTAL	100	100	100	100	100
YES	33.9	38.4	36.1	30.1	34.2
NO	2.3	2.3	3.2	2	2

HH INCOME	TOTAL	<\$20K	\$20-29K	\$30-39K	\$40-49K	\$50-69K	\$70K+
TOTAL	17070	1431	1952	2240	1918	1218	2354
YES	5780	482	717	856	680	437	658
NO	393	28	47	50	45	30	62

	TOTAL	<\$20K	\$20-29K	\$30-39K	\$40-49K	\$50-69K	\$70K+
TOTAL	100	100	100	100	100	100	100
YES	33.9	33.7	36.7	38.2	35.5	35.9	28
NO	2.3	2	2.4	2.2	2.3	2.5	2.6



Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Between January 24 and February 26, 2005 - All Results Shared Back to Total Participants (N =17,070)

Question #9 Have you ever smoked cigarettes daily?

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	17070	30	1002	1032	3594	4757	3928	3759
YES	5780	4	191	195	870	1400	1501	1814
NO	393		16	16	85	91	101	100

	<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	100	100	100	100	100	100	100
YES	33.9	13.3	19.1	18.9	24.2	29.4	38.2	48.3
NO	2.3		1.6	1.6	2.4	1.9	2.6	2.7

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	17070	12206	4864	1295	2562	2549
YES	5780	4543	1237	293	660	665
NO	393	299	94	41	52	36

	<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	100	100	100	100	100
YES	33.9	37.2	25.4	22.6	25.8	26.1
NO	2.3	2.4	1.9	3.2	2	1.4

Question #9 Have you ever smoked cigarettes daily?

GENDER OF RESPONDENT

	<u>TOTAL</u>	<u>MALE</u>	<u>FEMALE</u>
TOTAL	17070	7963	9107
YES	5780	2998	2782
NO	393	177	216

	<u>TOTAL</u>	<u>MALE</u>	<u>FEMALE</u>
TOTAL	100	100	100
YES	33.9	37.6	30.5
NO	2.3	2.2	2.4

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	17070	701	806	513	944	1648	1966	2098	1924	1738	1669	3063
YES	5780	6	46	74	176	370	538	707	752	718	785	1608
NO	393		5	4	17	47	43	49	42	51	56	79

	<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	100	100	100	100	100	100	100	100	100	100	100
YES	33.9	0.9	5.7	14.4	18.6	22.5	27.4	33.7	39.1	41.3	47	52.5
NO	2.3		0.6	0.8	1.8	2.9	2.2	2.3	2.2	2.9	3.4	2.6



Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Between January 24 and February 26, 2005 - All Results Shared Back to Total Participants (N =17,070)

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

REGION	TOTAL	MARITIMES	QUEBEC	ONTARIO	TOTAL WEST
TOTAL	17070	2075	4004	5399	5592
YES	2476	289	667	788	732
NO	500	60	102	168	170

	TOTAL	MARITIMES	QUEBEC	ONTARIO	TOTAL WEST
TOTAL	100	100	100	100	100
YES	14.5	13.9	16.7	14.6	13.1
NO	2.9	2.9	2.5	3.1	3

HH INCOME	TOTAL	<\$20K	\$20-29K	\$30-39K	\$40-49K	\$50-69K	\$70K+
TOTAL	17070	1431	1952	2240	1918	1218	2354
YES	2476	326	376	366	299	149	215
NO	500	54	51	57	60	27	71

	TOTAL	<\$20K	\$20-29K	\$30-39K	\$40-49K	\$50-69K	\$70K+
TOTAL	100	100	100	100	100	100	100
YES	14.5	22.8	19.3	16.3	15.6	12.2	9.1
NO	2.9	3.8	2.6	2.5	3.1	2.2	3



Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Between January 24 and February 26, 2005 - All Results Shared Back to Total Participants (N =17,070)
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		17070	30	1002	1032	3594	4757	3928	3759
YES		2476	5	150	155	542	828	600	351
NO		500	1	50	51	128	154	108	59
		<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	100	100	100	100	100	100	100
YES		14.5	16.7	15	15	15.1	17.4	15.3	9.3
NO		2.9	3.3	5	4.9	3.6	3.2	2.7	1.6

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		17070	12206	4864	1295	2562	2549
YES		2476	1809	667	170	333	368
NO		500	358	142	44	73	68

	<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	17070	7963	9107	17070	7963	9107
YES	2476	1241	1235	2476	1241	1235
NO	500	245	255	500	245	255

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	17070	7963	9107
YES	2476	1241	1235
NO	500	245	255

	<u>TOTAL</u>	<u>MALE</u>	<u>FEMALE</u>
TOTAL	100	100	100
YES	14.5	15.6	13.6
NO	2.9	3.1	2.8

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	17070	701	806	513	944	1648	1966	2098	1924	1738	1669	3063
YES	2476	47	125	90	137	236	344	423	334	265	216	259
NO	500	10	32	28	38	72	54	75	63	49	33	46

	<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	100	100	100	100	100	100	100	100	100	100	100
YES	14.5	6.7	15.5	17.5	14.5	14.3	17.5	20.2	17.4	15.2	12.9	8.5
NO	2.9	1.4	4	5.5	4	4.4	2.7	3.6	3.3	2.8	2	1.5



Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Between January 24 and February 26, 2005 - All Results Shared Back to Total Participants (N =17,070)

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	17070	2075	4004	5399	5592
14 YEARS OF AGE OR UNDER	16		5	3	8
15-19	227	30	55	66	76
20-24	721	81	174	224	242
25-29	816	109	191	239	277
30-34	876	112	220	272	272
35-39	869	117	215	223	314
40-44	811	124	203	223	261
45-49	599	87	151	176	185
50-54	519	76	140	124	179
55-59	365	54	93	104	114
60-64	236	32	53	71	80
65-69	96	11	24	32	29
70-74	35	9	7	7	12
75-79	9		2	4	3
80-84	7	1		3	3
85 AND OVER	1				1
NOT APPLICABLE- STILL SMOKING DAILY	77	14	13	21	29



Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Between January 24 and February 26, 2005 - All Results Shared Back to Total Participants (N =17,070)

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

REGION	TOTAL	MARITIMES	QUEBEC	ONTARIO	TOTAL WEST
TOTAL	100	100	100	100	100
14 YEARS OF AGE OR UNDER	0.1		0.1	0.1	0.1
15-19	1.3	1.4	1.4	1.2	1.4
20-24	4.2	3.9	4.3	4.1	4.3
25-29	4.8	5.3	4.8	4.4	5
30-34	5.1	5.4	5.5	5	4.9
35-39	5.1	5.6	5.4	4.1	5.6
40-44	4.8	6	5.1	4.1	4.7
45-49	3.5	4.2	3.8	3.3	3.3
50-54	3	3.7	3.5	2.3	3.2
55-59	2.1	2.6	2.3	1.9	2
60-64	1.4	1.5	1.3	1.3	1.4
65-69	0.6	0.5	0.6	0.6	0.5
70-74	0.2	0.4	0.2	0.1	0.2
75-79	0.1		0	0.1	0.1
80-84	0	0		0.1	0.1
85 AND OVER	0				0
NOT APPLICABLE- STILL SMOKING DAILY	0.5	0.7	0.3	0.4	0.5



Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Between January 24 and February 26, 2005 - All Results Shared Back to Total Participants (N =17,070)

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	17070	1431	1952	2240	1918	1218	2354
14 YEARS OF AGE OR UNDER	16	1	3	4	2	1	
15-19	227	13	19	29	29	26	36
20-24	721	55	67	84	79	52	93
25-29	816	42	64	117	87	59	122
30-34	876	52	89	110	97	59	122
35-39	869	58	76	110	119	72	114
40-44	811	75	99	130	95	56	93
45-49	599	59	93	84	71	42	66
50-54	519	68	84	92	71	37	39
55-59	365	46	72	71	40	27	19
60-64	236	39	53	47	25	19	11
65-69	96	13	29	15	10	3	2
70-74	35	3	9	8	6	3	2
75-79	9		1	2	1	2	
80-84	7		4	2			
85 AND OVER	1	1					
NOT APPLICABLE- STILL SMOKING DAILY	77	11	6	8	8	6	10



Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Between January 24 and February 26, 2005 - All Results Shared Back to Total Participants (N =17,070)

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	100	100	100	100	100	100
14 YEARS OF AGE OR UNDER	0.1	0.1	0.2	0.2	0.1	0.1	
15-19	1.3	0.9	1	1.3	1.5	2.1	1.5
20-24	4.2	3.8	3.4	3.8	4.1	4.3	4
25-29	4.8	2.9	3.3	5.2	4.5	4.8	5.2
30-34	5.1	3.6	4.6	4.9	5.1	4.8	5.2
35-39	5.1	4.1	3.9	4.9	6.2	5.9	4.8
40-44	4.8	5.2	5.1	5.8	5	4.6	4
45-49	3.5	4.1	4.8	3.8	3.7	3.4	2.8
50-54	4.8	4.8	4.3	4.1	3.7	3	1.7
55-59	3	4.8	4.3	4.1	3.7	3	1.7
60-64	2.1	3.2	3.7	3.2	2.1	2.2	0.8
65-69	1.4	2.7	2.7	2.1	1.3	1.6	0.5
70-74	0.6	0.9	1.5	0.7	0.5	0.2	0.1
75-79	0.2	0.2	0.5	0.4	0.3	0.2	0.1
80-84	0.1		0.1	0.1	0.1	0.2	
85 AND OVER	0		0.2	0.1			
NOT APPLICABLE- STILL SMOKING DAILY	0	0.1					
	0.5	0.8	0.3	0.4	0.4	0.5	0.4



Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Between January 24 and February 26, 2005 - All Results Shared Back to Total Participants (N =17,070)

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	17070	30	1002	1032	3594	4757	3928	3759
14 YEARS OF AGE OR UNDER	16				5	4	3	4
15-19	227		30	30	67	73	36	21
20-24	721	3	62	65	197	232	132	95
25-29	816	1	78	79	192	259	176	110
30-34	876		59	59	197	254	192	174
35-39	869		4	4	229	206	212	218
40-44	811		1	1	85	238	241	246
45-49	599				8	185	180	226
50-54	519		2	2	5	63	212	237
55-59	365		2	2		6	145	212
60-64	236				1	1	53	181
65-69	96				1	1	2	92
70-74	35					1		34
75-79	9							9
80-84	7						1	5
85 AND OVER	1					1		
NOT APPLICABLE- STILL SMOKING DAILY	77	1	3	4	11	29	24	9



Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Between January 24 and February 26, 2005 - All Results Shared Back to Total Participants (N =17,070)

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	100	100	100	100	100	100	100
14 YEARS OF AGE OR UNDER	0.1				0.1	0.1	0.1	0.1
15-19	1.3		3	2.9	1.9	1.5	0.9	0.6
20-24	4.2	10	6.2	6.3	5.5	4.9	3.4	2.5
25-29	4.8	3.3	7.8	7.7	5.3	5.4	4.5	2.9
30-34	5.1		5.9	5.7	5.5	5.3	4.9	4.6
35-39	5.1		0.4	0.4	6.4	4.3	5.4	5.8
40-44	4.8		0.1	0.1	2.4	5	6.1	6.5
45-49	3.5				0.2	3.9	4.6	6
50-54	3		0.2	0.2	0.1	1.3	5.4	6.3
55-59	2.1		0.2	0.2		0.1	3.7	5.6
60-64	1.4				0	0	1.3	4.8
65-69	0.6				0	0	0.1	2.4
70-74	0.2					0		0.9
75-79	0.1							0.2
80-84	0					0	0	0.1
85 AND OVER	0					0		
NOT APPLICABLE- STILL SMOKING DAILY	0.5	3.3	0.3	0.4	0.3	0.6	0.6	0.2



Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Between January 24 and February 26, 2005 - All Results Shared Back to Total Participants (N =17,070)

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	17070	12206	4864	1295	2562	2549
14 YEARS OF AGE OR UNDER	16	9	7	4	2	3
15-19	227	135	92	31	54	41
20-24	721	464	257	80	142	120
25-29	816	524	292	84	146	153
30-34	876	605	271	74	153	132
35-39	869	648	221	37	138	121
40-44	811	679	132	13	56	92
45-49	599	549	50	3	19	36
50-54	519	490	29	6	10	16
55-59	365	360	5	1	1	3
60-64	236	233	3	1	2	2
65-69	96	95	1		1	1
70-74	35	35				
75-79	9	9				
80-84	7	7				
85 AND OVER	1	1				
NOT APPLICABLE- STILL SMOKING DAILY	77	58	19	3	9	13



Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Between January 24 and February 26, 2005 - All Results Shared Back to Total Participants (N =17,070)

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

AGE OF CHILDREN IN HH						
	TOTAL	ADULT ONLY	HHLD'S W/KIDS	HHLD'S W/KIDS UND 6	HHLD'S W/KIDS 6-12	HHLD'S W/KIDS 13-17
TOTAL	100	100	100	100	100	100
14 YEARS OF AGE OR UNDER	0.1	0.1	0.1	0.3	0.1	0.1
15-19	1.3	1.1	1.9	2.4	2.1	1.6
20-24	4.2	3.8	5.3	6.2	5.5	4.7
25-29	4.8	4.3	6	6.5	5.7	6
30-34	5.1	5	5.6	5.7	6	5.2
35-39	5.1	5.3	4.5	2.9	5.4	4.7
40-44	4.8	5.6	2.7	1	2.2	3.6
45-49	3.5	4.5	1	0.2	0.7	1.4
50-54	3	4	0.6	0.5	0.4	0.6
55-59	2.1	2.9	0.1	0.1	0	0.1
60-64	1.4	1.9	0.1	0.1	0.1	0.1
65-69	0.6	0.8	0		0	0
70-74	0.2	0.3				
75-79	0.1	0.1				
80-84	0	0.1				
85 AND OVER	0	0				
NOT APPLICABLE- STILL SMOKING DAILY	0.5	0.5	0.4	0.2	0.4	0.5

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

GENDER OF RESPONDENT	<u>TOTAL</u>	<u>MALE</u>	<u>FEMALE</u>
TOTAL	17070	7963	9107
14 YEARS OF AGE OR UNDER	16	13	3
15-19	227	92	135
20-24	721	300	421
25-29	816	399	417
30-34	876	430	446
35-39	869	452	417
40-44	811	454	357
45-49	599	347	252
50-54	519	277	242
55-59	365	200	165
60-64	236	139	97
65-69	96	62	34
70-74	35	25	10
75-79	9	7	2
80-84	7	4	3
85 AND OVER	1	1	
NOT APPLICABLE- STILL SMOKING DAILY	77	41	36

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	100	100
14 YEARS OF AGE OR UNDER	0.1	0.2	0
15-19	1.3	1.2	1.5
20-24	4.2	3.8	4.6
25-29	4.8	5	4.6
30-34	5.1	5.4	4.9
35-39	5.1	5.7	4.6
40-44	4.8	5.7	3.9
45-49	3.5	4.4	2.8
50-54	3	3.5	2.7
55-59	2.1	2.5	1.8
60-64	1.4	1.7	1.1
65-69	0.6	0.8	0.4
70-74	0.2	0.3	0.1
75-79	0.1	0.1	0
80-84	0	0.1	0
85 AND OVER	0	0	
NOT APPLICABLE- STILL SMOKING DAILY	0.5	0.5	0.4

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

AGE OF RESPONDENT	TOTAL	AGE 16-	AGE 19-24	AGE 25-	AGE 30-	AGE 35-	AGE 40-	AGE 45	AGE 50	AGE 55-	AGE 60-	AGE 65+
		18		29	34	39	44	49	54	59	64	
TOTAL	17070	701	806	513	944	1648	1966	2098	1924	1738	1669	3063
14 YEARS OF AGE OR UNDER	16	1				4		2	2	2	1	4
15-19	227	7	28	11	23	28	35	30	21	16	11	17
20-24	721		35	51	41	96	97	121	100	64	42	74
25-29	816			38	70	97	106	143	126	80	70	86
30-34	876	1	1		75	113	97	129	134	90	89	147
35-39	869		1			99	165	103	103	107	106	185
40-44	811	2	1				89	145	112	134	114	214
45-49	599							95	125	77	108	194
50-54	519	1						1	77	123	99	218
55-59	365									67	110	188
60-64	236									1	64	171
65-69	96											96
70-74	35											35
75-79	9											9
80-84	7											7
85 AND OVER	1											1
NOT APPLICABLE- STILL SMOKING DAILY	77	4	12	2	5	5	3	13	15	6	4	8

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

AGE OF RESPONDENT	TOTAL	AGE 16-	AGE 19-24	AGE 25-	AGE 30-	AGE 35-	AGE 40-	AGE 45	AGE 50	AGE 55-	AGE 60-	AGE 65+
		18		29	34	39	44	49	54	59	64	
TOTAL	100	100	100	100	100	100	100	100	100	100	100	100
14 YEARS OF AGE OR UNDER	0.1	0.1				0.2		0.1	0.1	0.1	0.1	0.1
15-19	1.3	1	3.5	2.1	2.4	1.7	1.8	1.4	1.1	0.9	0.7	0.6
20-24	4.2		4.3	9.9	4.3	5.8	4.9	5.8	5.2	3.7	2.5	2.4
25-29	4.8			7.4	7.4	5.9	5.4	6.8	6.5	4.6	4.2	2.8
30-34	5.1	0.1	0.1		7.9	6.9	4.9	6.1	7	5.2	5.3	4.8
35-39	5.1		0.1			6	8.4	4.9	5.4	6.2	6.4	6
40-44	4.8	0.3	0.1				4.5	6.9	5.8	7.7	6.8	7
45-49	3.5							4.5	6.5	4.4	6.5	6.3
50-54	3	0.1						0	4	7.1	5.9	7.1
55-59	2.1									3.9	6.6	6.1
60-64	1.4									0.1	3.8	5.6
65-69	0.6											3.1
70-74	0.2											1.1
75-79	0.1											0.3
80-84	0											0.2
85 AND OVER	0											0
NOT APPLICABLE- STILL SMOKING DAILY	0.5	0.6	1.5	0.4	0.5	0.3	0.2	0.6	0.8	0.3	0.2	0.3



Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Between January 24 and February 26, 2005 - All Results Shared Back to Total Participants (N =17,070)

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	17070	2075	4004	5399	5592
CURRENTLY DO NOT SMOKE	5112	686	1269	1464	1693
1-4 CIGARETTES	453	47	118	145	143
5-9 CIGARETTES	567	77	113	195	182
10-14 CIGARETTES	819	100	191	255	273
15-20 CIGARETTES	767	101	199	229	238
21-25 CIGARETTES	678	88	210	202	178
26 OR MORE CIGARETTES	431	53	143	111	124
	<u>TOTAL</u>	<u>MARITIMES</u>	<u>QUEBEC</u>	<u>ONTARIO</u>	<u>TOTAL WEST</u>
TOTAL	100	100	100	100	100
CURRENTLY DO NOT SMOKE	29.9	33.1	31.7	27.1	30.3
1-4 CIGARETTES	2.7	2.3	2.9	2.7	2.6
5-9 CIGARETTES	3.3	3.7	2.8	3.6	3.3
10-14 CIGARETTES	4.8	4.8	4.8	4.7	4.9
15-20 CIGARETTES	4.5	4.9	5	4.2	4.3
21-25 CIGARETTES	4	4.2	5.2	3.7	3.2
26 OR MORE CIGARETTES	2.5	2.6	3.6	2.1	2.2



Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Between January 24 and February 26, 2005 - All Results Shared Back to Total Participants (N =17,070)

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	17070	1431	1952	2240	1918	1218	2354
CURRENTLY DO NOT SMOKE	5112	420	632	730	627	383	597
1-4 CIGARETTES	453	47	55	58	44	19	57
5-9 CIGARETTES	567	49	64	81	66	36	67
10-14 CIGARETTES	819	86	112	125	105	60	70
15-20 CIGARETTES	767	85	115	126	80	54	69
21-25 CIGARETTES	678	95	102	104	76	39	61
26 OR MORE CIGARETTES	431	87	69	63	47	28	29
	TOTAL	<\$20K	\$20-29K	\$30-39K	\$40-49K	\$50-69K	\$70K+
TOTAL	100	100	100	100	100	100	100
CURRENTLY DO NOT SMOKE	29.9	29.4	32.4	32.6	32.7	31.4	25.4
1-4 CIGARETTES	2.7	3.3	2.8	2.6	2.3	1.6	2.4
5-9 CIGARETTES	3.3	3.4	3.3	3.6	3.4	3	2.8
10-14 CIGARETTES	4.8	6	5.7	5.6	5.5	4.9	3
15-20 CIGARETTES	4.5	5.9	5.9	5.6	4.2	4.4	2.9
21-25 CIGARETTES	4	6.6	5.2	4.6	4	3.2	2.6
26 OR MORE CIGARETTES	2.5	6.1	3.5	2.8	2.5	2.3	1.2



Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Between January 24 and February 26, 2005 - All Results Shared Back to Total Participants (N =17,070)

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	17070	30	1002	1032	3594	4757	3928	3759
CURRENTLY DO NOT SMOKE	5112	4	196	200	814	1204	1347	1547
1-4 CIGARETTES	453	2	39	41	106	146	98	62
5-9 CIGARETTES	567	2	39	41	120	167	121	118
10-14 CIGARETTES	819	1	54	55	176	265	177	146
15-20 CIGARETTES	767	1	30	31	152	264	179	141
21-25 CIGARETTES	678		31	31	140	220	173	114
26 OR MORE CIGARETTES	431		11	11	51	136	131	102
	TOTAL	UNDER 25	25-34	UNDER 35	35-44	45-54	55-64	65+
TOTAL	100	100	100	100	100	100	100	100
CURRENTLY DO NOT SMOKE	29.9	13.3	19.6	19.4	22.6	25.3	34.3	41.2
1-4 CIGARETTES	2.7	6.7	3.9	4	2.9	3.1	2.5	1.6
5-9 CIGARETTES	3.3	6.7	3.9	4	3.3	3.5	3.1	3.1
10-14 CIGARETTES	4.8	3.3	5.4	5.3	4.9	5.6	4.5	3.9
15-20 CIGARETTES	4.5	3.3	3	3	4.2	5.5	4.6	3.8
21-25 CIGARETTES	4		3.1	3	3.9	4.6	4.4	3
26 OR MORE CIGARETTES	2.5		1.1	1.1	1.4	2.9	3.3	2.7



Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Between January 24 and February 26, 2005 - All Results Shared Back to Total Participants (N =17,070)

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

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	17070	12206	4864	1295	2562	2549
CURRENTLY DO NOT SMOKE	5112	3992	1120	274	615	588
1-4 CIGARETTES	453	329	124	38	54	61
5-9 CIGARETTES	567	396	171	45	93	94
10-14 CIGARETTES	819	584	235	61	119	123
15-20 CIGARETTES	767	591	176	36	85	100
21-25 CIGARETTES	678	512	166	39	80	97
26 OR MORE CIGARETTES	431	357	74	19	33	46

	<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	100	100	100	100	100
CURRENTLY DO NOT SMOKE	29.9	32.7	23	21.2	24	23.1
1-4 CIGARETTES	2.7	2.7	2.5	2.9	2.1	2.4
5-9 CIGARETTES	3.3	3.2	3.5	3.5	3.6	3.7
10-14 CIGARETTES	4.8	4.8	4.8	4.7	4.6	4.8
15-20 CIGARETTES	4.5	4.8	3.6	2.8	3.3	3.9
21-25 CIGARETTES	4	4.2	3.4	3	3.1	3.8
26 OR MORE CIGARETTES	2.5	2.9	1.5	1.5	1.3	1.8

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	17070	7963	9107
CURRENTLY DO NOT SMOKE	5112	2610	2502
1-4 CIGARETTES	453	211	242
5-9 CIGARETTES	567	240	327
10-14 CIGARETTES	819	385	434
15-20 CIGARETTES	767	389	378
21-25 CIGARETTES	678	395	283
26 OR MORE CIGARETTES	431	289	142
	<u>TOTAL</u>	<u>MALE</u>	<u>FEMALE</u>
TOTAL	100	100	100
CURRENTLY DO NOT SMOKE	29.9	32.8	27.5
1-4 CIGARETTES	2.7	2.6	2.7
5-9 CIGARETTES	3.3	3	3.6
10-14 CIGARETTES	4.8	4.8	4.8
15-20 CIGARETTES	4.5	4.9	4.2
21-25 CIGARETTES	4	5	3.1
26 OR MORE CIGARETTES	2.5	3.6	1.6

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	CURRENTLY DO NOT SMOKE	17070	701	806	513	944	1648	1966	2098	1924	1738	1669	3063
1-4 CIGARETTES		453	19	44	29	22	55	52	62	46	36	35	53
5-9 CIGARETTES		567	18	39	25	36	59	72	74	67	57	46	74
10-14 CIGARETTES		819	13	49	40	53	79	103	132	95	73	73	109
15-20 CIGARETTES		767	8	26	16	33	60	102	133	118	79	63	129
21-25 CIGARETTES		678	2	11	10	21	65	94	127	106	88	62	92
26 OR MORE CIGARETTES		431	1	1	2	11	18	44	72	66	58	69	89

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	CURRENTLY DO NOT SMOKE	100	100	100	100	100	100	100	100	100	100	100	100
1-4 CIGARETTES		29.9	0.9	5.3	14.8	19.2	21.4	24.3	29	34.3	37.3	41.5	44.7
5-9 CIGARETTES		2.7	2.7	5.5	5.7	2.3	3.3	2.6	3	2.4	2.1	2.1	1.7
10-14 CIGARETTES		3.3	2.6	4.8	4.9	3.8	3.6	3.7	3.5	3.5	3.3	2.8	2.4
15-20 CIGARETTES		4.8	1.9	6.1	7.8	5.6	4.8	5.2	6.3	4.9	4.2	4.4	3.6
21-25 CIGARETTES		4.5	1.1	3.2	3.1	3.5	3.6	5.2	6.3	6.1	4.5	3.8	4.2
26 OR MORE CIGARETTES		4	0.3	1.4	1.9	2.2	3.9	4.8	6.1	5.5	5.1	3.7	3



Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Between January 24 and February 26, 2005 - All Results Shared Back to Total Participants (N =17,070)

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	17070	2075	4004	5399	5592
LESS THAN ONE YEAR AGO	289	35	83	96	75
1 TO 2 YEARS AGO	325	42	99	93	91
3 TO 5 YEARS AGO	555	75	139	167	174
MORE THAN 5 YEARS AGO	4336	581	1076	1214	1465
	<u>TOTAL</u>	<u>MARITIMES</u>	<u>QUEBEC</u>	<u>ONTARIO</u>	<u>TOTAL WEST</u>
TOTAL	100	100	100	100	100
LESS THAN ONE YEAR AGO	1.7	1.7	2.1	1.8	1.3
1 TO 2 YEARS AGO	1.9	2	2.5	1.7	1.6
3 TO 5 YEARS AGO	3.3	3.6	3.5	3.1	3.1
MORE THAN 5 YEARS AGO	25.4	28	26.9	22.5	26.2



Homescan Panel View Survey on Canadians Smoking Habits

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Question #13 When did you stop smoking?

HH INCOME	TOTAL	<\$20K	\$20-29K	\$30-39K	\$40-49K	\$50-69K	\$70K+
TOTAL	17070	1431	1952	2240	1918	1218	2354
LESS THAN ONE YEAR AGO	289	30	29	35	30	23	35
1 TO 2 YEARS AGO	325	28	48	39	41	25	35
3 TO 5 YEARS AGO	555	47	55	86	80	32	63
MORE THAN 5 YEARS AGO	4336	343	547	620	521	333	526
	TOTAL	<\$20K	\$20-29K	\$30-39K	\$40-49K	\$50-69K	\$70K+
TOTAL	100	100	100	100	100	100	100
LESS THAN ONE YEAR AGO	1.7	2.1	1.5	1.6	1.6	1.9	1.5
1 TO 2 YEARS AGO	1.9	2	2.5	1.7	2.1	2.1	1.5
3 TO 5 YEARS AGO	3.3	3.3	2.8	3.8	4.2	2.6	2.7
MORE THAN 5 YEARS AGO	25.4	24	28	27.7	27.2	27.3	22.3



Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Between January 24 and February 26, 2005 - All Results Shared Back to Total Participants (N =17,070)

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	17070	30	1002	1032	3594	4757	3928	3759
LESS THAN ONE YEAR AGO	289	2	35	37	65	82	63	42
1 TO 2 YEARS AGO	325	1	36	37	88	88	79	33
3 TO 5 YEARS AGO	555		44	44	151	131	135	94
MORE THAN 5 YEARS AGO	4336	1	97	98	595	994	1171	1478
	<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	100	100	100	100	100	100	100
LESS THAN ONE YEAR AGO	1.7	6.7	3.5	3.6	1.8	1.7	1.6	1.1
1 TO 2 YEARS AGO	1.9	3.3	3.6	3.6	2.4	1.8	2	0.9
3 TO 5 YEARS AGO	3.3		4.4	4.3	4.2	2.8	3.4	2.5
MORE THAN 5 YEARS AGO	25.4	3.3	9.7	9.5	16.6	20.9	29.8	39.3



Homescan Panel View Survey on Canadians Smoking Habits

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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	17070	12206	4864	1295	2562	2549
LESS THAN ONE YEAR AGO	289	211	78	23	50	34
1 TO 2 YEARS AGO	325	219	106	33	69	43
3 TO 5 YEARS AGO	555	391	164	53	88	70
MORE THAN 5 YEARS AGO	4336	3470	866	206	460	477

	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	100	100	100	100	100
LESS THAN ONE YEAR AGO	1.7	1.7	1.6	1.8	2	1.3
1 TO 2 YEARS AGO	1.9	1.8	2.2	2.5	2.7	1.7
3 TO 5 YEARS AGO	3.3	3.2	3.4	4.1	3.4	2.7
MORE THAN 5 YEARS AGO	25.4	28.4	17.8	15.9	18	18.7

Question #13 When did you stop smoking?

GENDER OF RESPONDENT	<u>TOTAL</u>	<u>MALE</u>	<u>FEMALE</u>
TOTAL	17070	7963	9107
LESS THAN ONE YEAR AGO	289	142	147
1 TO 2 YEARS AGO	325	155	170
3 TO 5 YEARS AGO	555	269	286
MORE THAN 5 YEARS AGO	4336	2221	2115
	<u>TOTAL</u>	<u>MALE</u>	<u>FEMALE</u>
TOTAL	100	100	100
LESS THAN ONE YEAR AGO	1.7	1.8	1.6
1 TO 2 YEARS AGO	1.9	1.9	1.9
3 TO 5 YEARS AGO	3.3	3.4	3.1
MORE THAN 5 YEARS AGO	25.4	27.9	23.2

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		17070	701	806	513	944	1648	1966	2098	1924	1738	1669	3063
LESS THAN ONE YEAR AGO		289	1	16	17	33	36	27	34	40	30	22	33
1 TO 2 YEARS AGO		325	2	17	16	39	41	40	43	32	37	29	29
3 TO 5 YEARS AGO		555	1	7	22	38	69	86	67	68	65	65	67
MORE THAN 5 YEARS AGO		4336	2	8	25	88	253	367	513	561	567	632	1320

	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	100	100	100	100	100	100	100	100	100	100	100
LESS THAN ONE YEAR AGO	1.7	0.1	2	3.3	3.5	2.2	1.4	1.6	2.1	1.7	1.3	1.1
1 TO 2 YEARS AGO	1.9	0.3	2.1	3.1	4.1	2.5	2	2	1.7	2.1	1.7	0.9
3 TO 5 YEARS AGO	3.3	0.1	0.9	4.3	4	4.2	4.4	3.2	3.5	3.7	3.9	2.2
MORE THAN 5 YEARS AGO	25.4	0.3	1	4.9	9.3	15.4	18.7	24.5	29.2	32.6	37.9	43.1



Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Between January 24 and February 26, 2005 - All Results Shared Back to Total Participants (N =17,070)

Question #14 In what month did you stop smoking?

REGION	TOTAL	MARITIMES	QUEBEC	ONTARIO	TOTAL WEST
TOTAL	17070	2075	4004	5399	5592
JANUARY	87	9	24	30	24
FEBRUARY	17	1	5	7	4
MARCH	13	4	6	1	2
APRIL	13	4	3	4	2
MAY	5	1	2		2
JUNE	14		3	9	2
JULY	13	3	3	3	4
AUGUST	13	4	4	3	2
SEPTEMBER	25	1	9	9	6
OCTOBER	28	3	9	8	8
NOVEMBER	22	3	7	6	6
DECEMBER	39	2	8	16	13

	TOTAL	MARITIMES	QUEBEC	ONTARIO	TOTAL WEST
TOTAL	100	100	100	100	100
JANUARY	0.5	0.4	0.6	0.6	0.4
FEBRUARY	0.1	0	0.1	0.1	0.1
MARCH	0.1	0.2	0.1	0	0
APRIL	0.1	0.2	0.1	0.1	0
MAY	0	0	0		0
JUNE	0.1		0.1	0.2	0
JULY	0.1	0.1	0.1	0.1	0.1
AUGUST	0.1	0.2	0.1	0.1	0
SEPTEMBER	0.1	0	0.2	0.2	0.1
OCTOBER	0.2	0.1	0.2	0.1	0.1
NOVEMBER	0.1	0.1	0.2	0.1	0.1
DECEMBER	0.2	0.1	0.2	0.3	0.2



Homescan Panel View Survey on Canadians Smoking Habits

Survey Conducted Between January 24 and February 26, 2005 - All Results Shared Back to Total Participants (N =17,070)

Question #14 In what month did you stop smoking?

HH INCOME	TOTAL	<\$20K	\$20-29K	\$30-39K	\$40-49K	\$50-69K	\$70K+
TOTAL	17070	1431	1952	2240	1918	1218	2354
JANUARY	87	6	5	8	11	12	13
FEBRUARY	17	2	3	2	1	2	3
MARCH	13	4	1	1	1		
APRIL	13	2	1		1	2	1
MAY	5				1	1	1
JUNE	14	1	1	2	2		3
JULY	13	1	4	2	3		1
AUGUST	13	2		1	2	2	
SEPTEMBER	25	4	6	6	1	1	1
OCTOBER	28	3	3	7	4		3
NOVEMBER	22	1	4	4		2	2
DECEMBER	39	4	1	2	3	1	7

	TOTAL	<\$20K	\$20-29K	\$30-39K	\$40-49K	\$50-69K	\$70K+
TOTAL	100	100	100	100	100	100	100
JANUARY	0.5	0.4	0.3	0.4	0.6	1	0.6
FEBRUARY	0.1	0.1	0.2	0.1	0.1	0.2	0.1
MARCH	0.1	0.3	0.1	0	0.1		
APRIL	0.1	0.1	0.1		0.1	0.2	0
MAY	0				0.1	0.1	0
JUNE	0.1	0.1	0.1	0.1	0.1		0.1
JULY	0.1	0.1	0.2	0.1	0.2		0
AUGUST	0.1	0.1		0	0.1	0.2	
SEPTEMBER	0.1	0.3	0.3	0.3	0.1	0.1	0
OCTOBER	0.2	0.2	0.2	0.3	0.2		0.1
NOVEMBER	0.1	0.1	0.2	0.2		0.2	0.1
DECEMBER	0.2	0.3	0.1	0.1	0.2	0.1	0.3



Homescan Panel View Survey on Canadians Smoking Habits

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Question #14 In what month 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	17070	30	1002	1032	3594	4757	3928	3759
JANUARY	87	1	10	11	23	28	15	10
FEBRUARY	17		1	1	6	3	5	2
MARCH	13		3	3	1	5	2	2
APRIL	13		2	2	2	6	3	
MAY	5		1	1	2	1	1	
JUNE	14				6	3	1	4
JULY	13		2	2	1	4	3	3
AUGUST	13	1	1	2	5	3	2	1
SEPTEMBER	25		4	4	4	5	8	4
OCTOBER	28		4	4	5	6	9	4
NOVEMBER	22		3	3	2	9	2	6
DECEMBER	39		4	4	8	9	12	6
	<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	100	100	100	100	100	100	100
JANUARY	0.5	3.3	1	1.1	0.6	0.6	0.4	0.3
FEBRUARY	0.1		0.1	0.1	0.2	0.1	0.1	0.1
MARCH	0.1		0.3	0.3	0	0.1	0.1	0.1
APRIL	0.1		0.2	0.2	0.1	0.1	0.1	
MAY	0		0.1	0.1	0.1	0	0	
JUNE	0.1				0.2	0.1	0	0.1
JULY	0.1		0.2	0.2	0	0.1	0.1	0.1
AUGUST	0.1	3.3	0.1	0.2	0.1	0.1	0.1	0
SEPTEMBER	0.1		0.4	0.4	0.1	0.1	0.2	0.1
OCTOBER	0.2		0.4	0.4	0.1	0.1	0.2	0.1
NOVEMBER	0.1		0.3	0.3	0.1	0.2	0.1	0.2
DECEMBER	0.2		0.4	0.4	0.2	0.2	0.3	0.2



Homescan Panel View Survey on Canadians Smoking Habits

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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 W/KIDS 13-17
				W/KIDS UND 6	W/KIDS 6-12	
TOTAL	17070	12206	4864	1295	2562	2549
JANUARY	87	56	31	10	23	10
FEBRUARY	17	13	4	3	4	2
MARCH	13	11	2	2	1	
APRIL	13	11	2	1		1
MAY	5	2	3	1	2	1
JUNE	14	10	4		2	2
JULY	13	11	2	1	1	1
AUGUST	13	9	4	1	2	1
SEPTEMBER	25	19	6		4	4
OCTOBER	28	23	5	1	2	2
NOVEMBER	22	18	4	2	1	4
DECEMBER	39	28	11	1	8	6

	TOTAL	ADULT ONLY	HHLD'S W/KIDS	HHLD'S		HHLD'S W/KIDS 13-17
				W/KIDS UND 6	W/KIDS 6-12	
TOTAL	100	100	100	100	100	100
JANUARY	0.5	0.5	0.6	0.8	0.9	0.4
FEBRUARY	0.1	0.1	0.1	0.2	0.2	0.1
MARCH	0.1	0.1	0	0.2	0	
APRIL	0.1	0.1	0	0.1		0
MAY	0	0	0.1	0.1	0.1	0
JUNE	0.1	0.1	0.1		0.1	0.1
JULY	0.1	0.1	0	0.1	0	0
AUGUST	0.1	0.1	0.1	0.1	0.1	0
SEPTEMBER	0.1	0.2	0.1		0.2	0.2
OCTOBER	0.2	0.2	0.1	0.1	0.1	0.1
NOVEMBER	0.1	0.1	0.1	0.2	0	0.2
DECEMBER	0.2	0.2	0.2	0.1	0.3	0.2

Question #14 In what month did you stop smoking?

GENDER OF RESPONDENT			
	<u>TOTAL</u>	<u>MALE</u>	<u>FEMALE</u>
TOTAL	17070	7963	9107
JANUARY	87	42	45
FEBRUARY	17	5	12
MARCH	13	5	8
APRIL	13	7	6
MAY	5	2	3
JUNE	14	9	5
JULY	13	6	7
AUGUST	13	6	7
SEPTEMBER	25	15	10
OCTOBER	28	14	14
NOVEMBER	22	11	11
DECEMBER	39	20	19
	<u>TOTAL</u>	<u>MALE</u>	<u>FEMALE</u>
TOTAL	100	100	100
JANUARY	0.5	0.5	0.5
FEBRUARY	0.1	0.1	0.1
MARCH	0.1	0.1	0.1
APRIL	0.1	0.1	0.1
MAY	0	0	0
JUNE	0.1	0.1	0.1
JULY	0.1	0.1	0.1
AUGUST	0.1	0.1	0.1
SEPTEMBER	0.1	0.2	0.1
OCTOBER	0.2	0.2	0.2
NOVEMBER	0.1	0.1	0.1
DECEMBER	0.2	0.3	0.2

Question #14 In what month did you stop smoking?

AGE OF RESPONDENT	TOTAL	AGE 16-	AGE 19-24	AGE 25-	AGE 30-	AGE 35-	AGE 40-	AGE 45	AGE 50	AGE 55-	AGE 60-	AGE 65+
		18		29	34	39	44	49	54	59	64	
TOTAL	17070	701	806	513	944	1648	1966	2098	1924	1738	1669	3063
JANUARY	87		4	7	9	13	9	11	15	6	4	9
FEBRUARY	17				1	3	2	2	2	2	4	1
MARCH	13		1		3		1		3	2	1	2
APRIL	13			2	3			2	5		1	
MAY	5				1	1	1	1			1	
JUNE	14					2	4	2	1	1		4
JULY	13		1	1	1		1	1	2	4		2
AUGUST	13		1		1	4	2		2		1	2
SEPTEMBER	25		1	2	4	3	4	2	2	4	2	1
OCTOBER	28	1	2	2	3	2	2	4	1	4	4	3
NOVEMBER	22		4	1	3	1		4	3		1	5
DECEMBER	39		2	2	4	7	1	5	4	7	3	4

	TOTAL	AGE 16-	AGE 19-24	AGE 25-	AGE 30-	AGE 35-	AGE 40-	AGE 45	AGE 50	AGE 55-	AGE 60-	AGE 65+
		18		29	34	39	44	49	54	59	64	
TOTAL	100	100	100	100	100	100	100	100	100	100	100	100
JANUARY	0.5		0.5	1.4	1	0.8	0.5	0.5	0.8	0.3	0.2	0.3
FEBRUARY	0.1				0.1	0.2	0.1	0.1	0.1	0.1	0.2	0
MARCH	0.1		0.1		0.3		0.1		0.2	0.1	0.1	0.1
APRIL	0.1			0.4	0.3			0.1	0.3		0.1	
MAY	0				0.1	0.1	0.1	0			0.1	
JUNE	0.1					0.1	0.2	0.1	0.1	0.1		0.1
JULY	0.1		0.1	0.2	0.1		0.1	0	0.1	0.2		0.1
AUGUST	0.1		0.1		0.1	0.2	0.1		0.1		0.1	0.1
SEPTEMBER	0.1		0.1	0.4	0.4	0.2	0.2	0.1	0.1	0.2	0.1	0
OCTOBER	0.2	0.1	0.2	0.4	0.3	0.1	0.1	0.2	0.1	0.2	0.2	0.1
NOVEMBER	0.1		0.5	0.2	0.3	0.1		0.2	0.2		0.1	0.2
DECEMBER	0.2		0.2	0.4	0.4	0.4	0.1	0.2	0.2	0.4	0.2	0.1