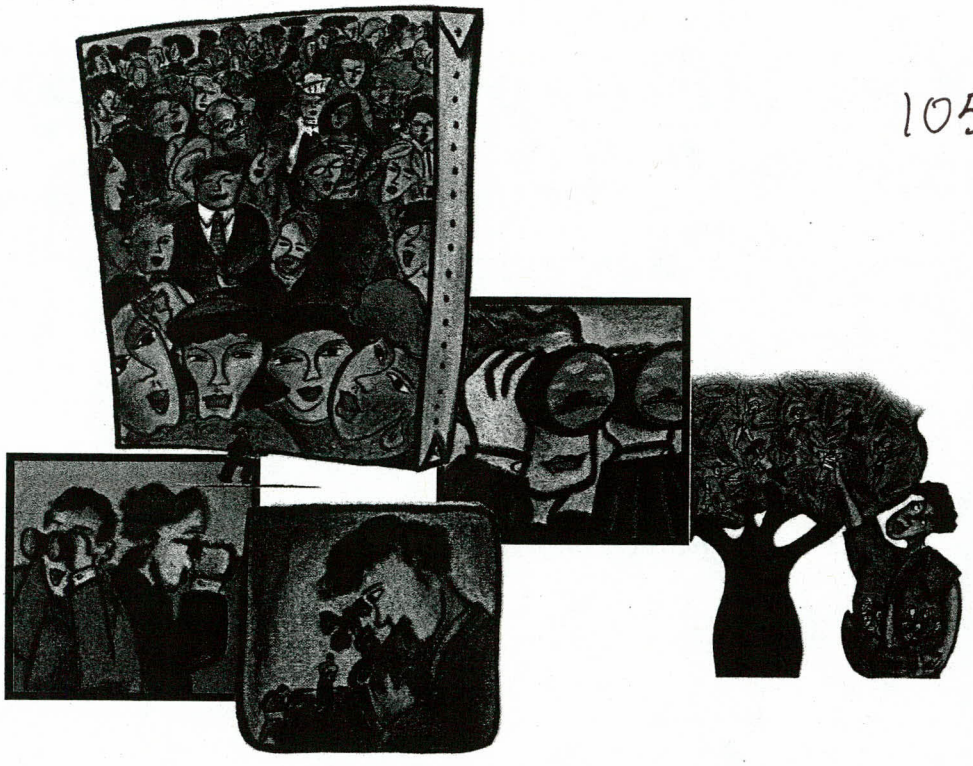

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Manitoba Survey on the Tobacco Retail Environment: 2005

Final Report

POR – 05 – 11
Contract Number: H1011-050014/001/CY

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CORPORATE RESEARCH
ASSOCIATES INC

Manitoba Survey on the Tobacco Retail Environment: 2005

Report

POR-05-11
Contract Number: H1011-050014/001/CY

Prepared for:

Health Canada

October 2005

CORPORATE RESEARCH ASSOCIATES INC

www.cra.ca
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Introduction

Corporate Research Associates Inc. (CRA) is pleased to present the results of the **Manitoba Survey on the Tobacco Retail Environment: 2005** conducted on behalf of Health Canada. The Province of Manitoba recently adopted new legislation that includes the prohibition of the display of tobacco and tobacco-related products such that it is visible to children in a place where such products are sold. Although Saskatchewan has implemented similar policies recently, there has been relatively little experience in Canada with such display restrictions. As a result, one of the principal objectives of the current study was to collect baseline data and information prior to enforcement of the legislation in Manitoba, in order to better assess the effects of such measures. More specifically, objectives of the study included:

- Assessing the impact that power walls currently have on consumers;
- Gauging attitudes regarding government action with respect to the prohibition on display of tobacco and tobacco-related products;
- Determining the forecasted economic impact to tobacco retailers from the future prohibition on display of tobacco and tobacco-related products; and
- Measuring the prevalence of industry support for retailers to change the status of a store to being age-restricted.

To meet these objectives, quantitative research was conducted with three specific populations in Manitoba: adults aged 18 years and over, youth aged 12 to 17, and retailers in the province who sell cigarettes. CRA research staff in consultation with Health Canada officials designed the survey used in the current study. These surveys sought to measure public opinions, attitudes and perceptions regarding the impact that power walls and other elements of the tobacco retail environment have on tobacco consumption.

CRA utilized a random-digit dialing telephone research methodology to achieve these objectives. The telephone surveys were administered from July 28 to August 13, 2005 from Corporate Research Associates' data collection facilities in Halifax, Nova Scotia and Saint John, New Brunswick. In total, 800 interviews were conducted with adult Manitobans of legal smoking age (i.e., 18 years of age and older), 351 interviews were conducted with Manitoba youth aged 12 to 17, and 276 interviews were conducted with retailers in Manitoba that sell cigarettes. In addition, so that opinions of adult smokers could be assessed with greater statistical reliability, an oversample of 200 smokers in Manitoba aged 18 years of age and older was collected.

The samples for this study were drawn using systematic sampling procedures from a list of randomly selected households compiled from commercially available telephone numbers in Canada. As smokers were oversampled for the adult component of the study, the final data set was weighted to match the actual distribution of adults in the province, according to age, gender and smoking status. A more complete description of the methodology, sampling, margins of error, smoking status classifications, and weighting procedures used to conduct this study, is provided at the back of the report.

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Appended to this report are the survey questionnaires for adults, youth and retailers (Appendices A-C) and a set of comprehensive banner tables for adults overall (Appendix D), adult smokers (Appendix E), adult non-smokers (Appendix F), youth (Appendix G), and retailers (Appendix H) that present results for each question by key subgroups. All percentages presented in the banner tables have been rounded to the nearest whole number and, consequently, may not always total exactly 100 percent. Finally, unless otherwise stated, all figures are expressed as a percentage.

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Executive Summary

Results of the **Manitoba Survey on the Tobacco Retail Environment: 2005** demonstrate that convenience is the most important factor determining where adult smokers purchase cigarettes, with usual purchase locations most likely to be close to home. Perhaps not surprisingly then, convenience stores and gas stations represent the primary places of purchase for most smokers in the province. Younger smokers (i.e., 18 to 34 years of age) in particular are more likely to purchase cigarettes at convenience stores and gas stations, while older smokers are more inclined to purchase at grocery stores. On the issue of convenience, one-quarter of adult smokers in Manitoba report they would smoke fewer cigarettes if they had to travel further to purchase them.

The outright removal of cigarettes from the product mix would likely have some impact on non-tobacco sales, with gas stations and convenience stores most likely to be affected. However, smokers tend to purchase other items at the same time or place as their cigarette purchases, and most indicate they would continue to shop at their usual location even if it no longer sold cigarettes. In addition, many non-smokers indicate that they would be more likely to shop at an establishment if it no longer sold cigarettes.

Although only four in ten retailers report displaying cigarettes on "power walls," most adults and youth recall seeing such displays and consider that such displays constitute a form of advertising. Adults, and even more so youth, believe power walls have the potential to influence younger smokers, but the potential influence is perceived to be weaker among adult smokers and retailers. The research indicates public support, especially among youth, for some form of restriction on the retail display of cigarettes, with tobacco retailers generally opposed to such restrictions. It is also worth noting that there is a great deal of support among the public for the licensing of cigarette retailers, and for specific limitations on where cigarettes can be sold (e.g., within 500 metres of schools in the province).

A significant minority of tobacco retailers in Manitoba believe restrictions on the display of tobacco products will have a negative impact on their business. These restrictions are expected to lead to a decrease in sales of approximately 7 percent among all tobacco retailers in the province, with little, if any, effect on staffing. One-half of all Manitoba tobacco retailers indicate they will have to renovate their business to comply with new ban on the display of tobacco products, at an average cost for renovation of $1,500. Of interest, relatively few retailers are considering the option of restricting access to minors in order that they may continue to display cigarettes openly. Moreover, the majority of retailers oppose legislation that would restrict minors from entering establishments that openly display cigarettes.

Finally, there is a clear intention on the part of smokers, especially youth smokers, to quit. Most smokers have attempted to quit in the past, and intend to try again, but only a minority is successful in doing so. Among Manitoba youth who attempted to quit in the past year, only one in ten was able to do so successfully.

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Résumé

Les résultats du **Sondage du Manitoba sur le milieu du détail lié au tabac : 2005** démontrent que la commodité est le facteur le plus important qui détermine à quel endroit les fumeurs adultes achèteront leurs cigarettes et l'endroit d'achat habituel est susceptible d'être proche de la maison. Il n'est donc pas surprenant que les dépanneurs et les stations-service représentent les principaux endroits d'achat pour la plupart des fumeurs de la province. Plus particulièrement, les fumeurs plus jeunes (de 18 à 34 ans) sont plus susceptibles d'acheter leurs cigarettes dans des dépanneurs et des stations-service, tandis que les fumeurs plus âgés ont plus tendance à les acheter à l'épicerie. Sur le point de la commodité, un quart des fumeurs adultes du Manitoba ont mentionné qu'ils fumeraient un nombre inférieur de cigarettes s'ils devaient se déplacer davantage pour acheter leurs cigarettes.

Le retrait définitif des cigarettes au sein de l'assortiment de produits aurait vraisemblablement une certaine incidence sur les ventes non reliées au tabac, et les stations-service et les dépanneurs seraient vraisemblablement ceux qui seraient le plus touchés. Toutefois, les fumeurs ont tendance à acheter d'autres produits en même temps ou au même endroit qu'ils achètent leurs cigarettes et la plupart ont fait part qu'ils continueraient à acheter à leur endroit habituel même si ce dernier ne vendait plus de cigarettes. De plus, de nombreux non-fumeurs ont mentionné qu'ils seraient plus enclins à magasiner à un endroit qui ne vendrait plus de cigarettes.

Bien que seulement quatre détaillants sur dix aient mentionné présenter leurs cigarettes sur un étalage mural à grande visibilité, la plupart des adultes et des jeunes se souviennent d'avoir vu de tels étalages et considèrent que ces étalages représentent une forme de publicité. Les adultes, de même que les jeunes, croient qu'un étalage mural à grande visibilité pourrait influencer les fumeurs plus jeunes, mais cette influence potentielle est considérée comme étant plus faible auprès des fumeurs adultes et des détaillants. La recherche fait état d'un appui de la part du public, particulièrement chez les jeunes, face à une certaine forme de restriction sur le plan de l'étalage au détail des cigarettes, les marchands de cigarettes étant généralement opposés à une telle restriction. Il est aussi à noter que le public a grandement appuyé l'idée d'octroi de permis pour les marchands de cigarettes ainsi que certaines limites quant aux endroits où l'on pourrait vendre des cigarettes (p. ex., dans un rayon de 500 mètres des écoles de la province).

Une minorité importante de marchands de tabac du Manitoba croient que des restrictions en matière de présentation des produits du tabac auraient une incidence négative sur leur commerce. Ces restrictions devraient entraîner une diminution des ventes d'environ 7 p. cent pour les marchands de produits de tabac de la province et elles auraient très peu d'effet sur la dotation en personnel. La moitié de tous les marchands de tabac du Manitoba ont mentionné qu'ils devraient rénover leur commerce pour se conformer à la nouvelle interdiction en matière de présentation des produits du tabac et le coût moyen des rénovations serait de 1 500 $. Fait intéressant, relativement peu de détaillants ont considéré l'option d'interdire l'accès aux mineurs pour pouvoir continuer à présenter ouvertement des cigarettes. De plus, la majorité des détaillants sont opposés à la législation qui interdirait aux mineurs de pénétrer dans les endroits présentant ouvertement des cigarettes.

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Enfin, les fumeurs, particulièrement les jeunes, ont fait part de leur intention d'arrêter de fumer. La plupart des fumeurs ont déjà essayé d'arrêter de fumer et ils ont l'intention d'essayer à nouveau, mais seule une minorité a réussi. Parmi les jeunes Manitobains qui ont essayé d'arrêter de fumer l'année dernière, seulement un sur dix a été capable d'y parvenir.

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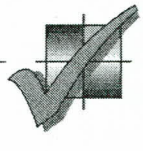


Detailed Analysis - General Public

The following section of the report presents a detailed analysis of the surveys conducted with adults (18 years of age and older) and youth (aged 12 to 17) in Manitoba. Although there is some discussion of retailers' opinions where topics merit, the larger presentation of results from retailers is included in a subsequent section of the report.

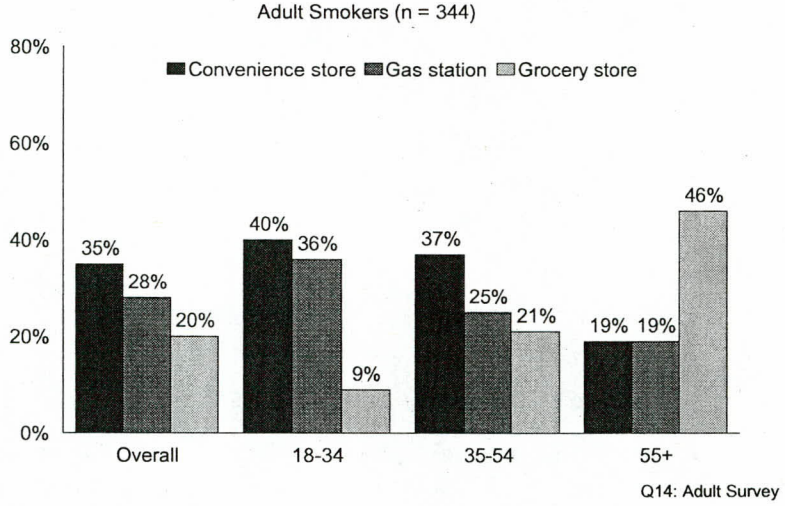
Place of Purchase

Although convenience is the most important factor determining where smokers purchase cigarettes, youth non-smokers are more likely to perceive price as the key variable.

Overall, results reveal that most cigarette purchases in Manitoba take place at convenience stores, gas stations or grocery stores, with convenience stores being the most popular place of purchase. No other locations are mentioned by more than 2 percent of adult smokers. Interestingly, the preferred place of purchase varies by demographics and geography. For example, gas stations are significantly more likely to be visited to purchase cigarettes by those residing in the Winnipeg area, while grocery stores have greater popularity outside of the city. Convenience stores have a more uniform appeal across geography. Preference also varies strongly with age. That is, smokers 18 to 34 years of age rarely purchase cigarettes at a grocery store, although this location is by far the most common among smokers 55 years of age and older. (Figure 1)

Figure 1

Where Do You Usually Purchase Cigarettes?



Perhaps not surprisingly, convenient geographic location is the single most important factor determining where smokers usually purchase cigarettes, with over one-half of all smokers mentioning this first. Price is also an important factor, but to a much lesser extent. More specifically, slightly fewer than three in ten smokers mention discount prices as the single most important purchase location factor. No other reason is mentioned by more than 5 percent of all smokers. (Figure 2)

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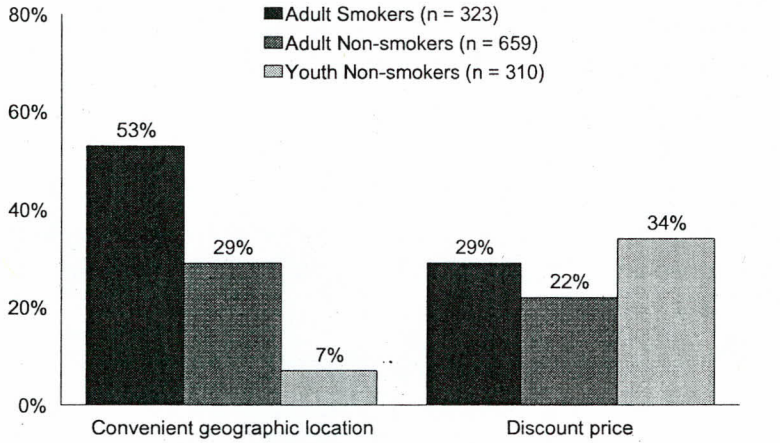
Figure 2

Single Most Important Factor Influencing Where Cigarettes Are Purchased

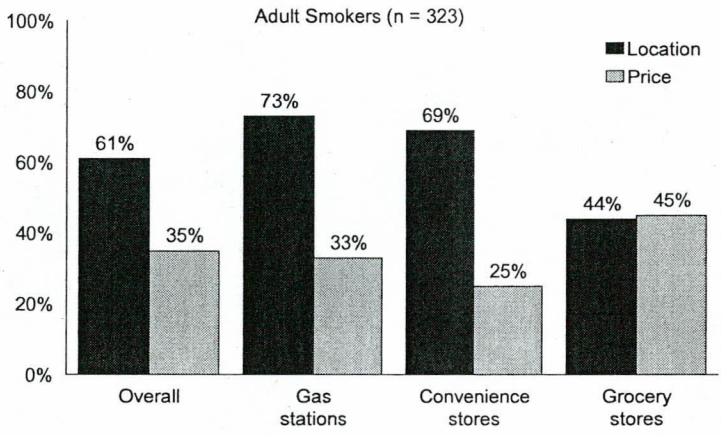


Q15: Adult Survey, Q16: Youth Survey

Once again, there are notable differences by type of retail establishment and by age of smoker. For adult smokers in Manitoba who usually purchase cigarettes at convenience stores or gas stations, convenient geographic location is the most important factor (i.e., 73% gas stations and 69% convenience stores), while discount prices are mentioned by one-third or fewer. In contrast, smokers who usually purchase cigarettes at grocery stores mention price much more often as an important factor (45%). With respect to age, older smokers (i.e., 55 years of age or older) are most likely to mention discount prices as an important reason (48%), while younger smokers (i.e., 18 to 34 years of age) are most likely to mention convenient geographic location (69%). (Figure 3)

Figure 3

Why Do You Usually Purchase Cigarettes at...



Q15: Adult Survey

Further probing regarding the issue of convenience indicates that most adult smokers who purchase cigarettes at a convenient geographic location do so because it is close to where they live, as opposed to near where they work or attend school. (Figure 4)

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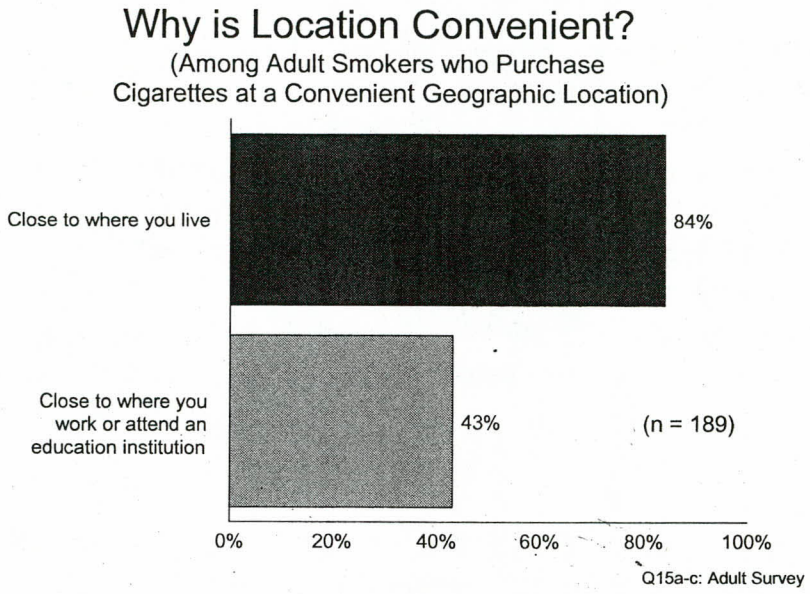
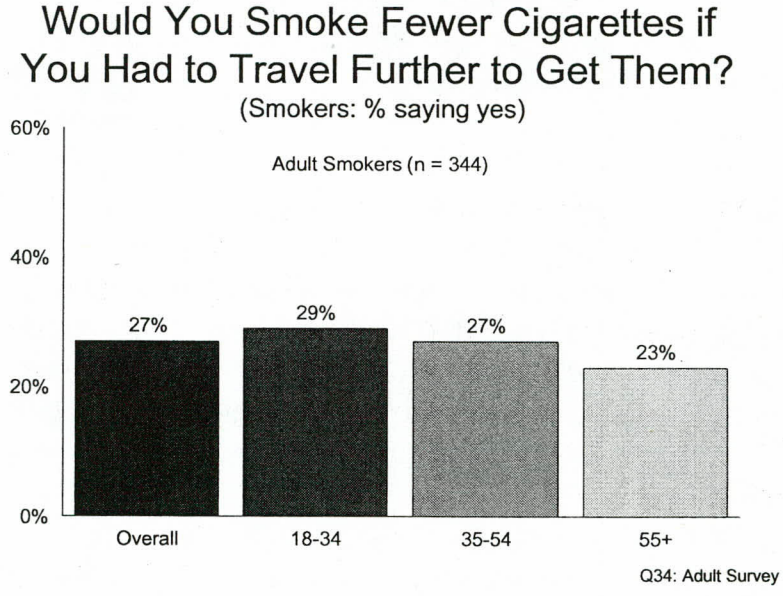
Figure 4



Consistent with the importance of convenient geographic location, one-quarter of adult smokers in Manitoba believe if they had to travel further to purchase cigarettes they would end up smoking fewer cigarettes. While the likelihood of smoking fewer cigarettes as a result of having to travel further is only weakly associated with age, those outside of the Winnipeg CMA are more inclined to say they would smoke fewer cigarettes if they had to travel further (i.e., 22% for Winnipeg CMA vs. 33% for rest of province). (Figure 5)

Figure 5



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Non-Tobacco Purchases

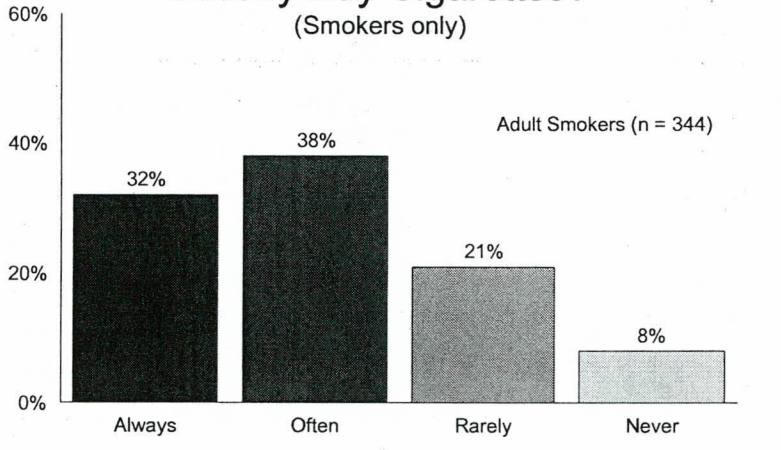
Removal of cigarettes from the product mix would have some impact on non-tobacco purchases, with convenience stores and gas stations being most affected.

Seven in ten adult smokers in Manitoba either always or often purchase other goods or products, beyond cigarettes, from the establishments where they usually buy cigarettes. Perhaps related to the fact they often purchase cigarettes at grocery stores, older smokers are more likely than others to say they typically also purchase other goods and products (i.e., 29% 'always' for 18-34 year olds compared with 42% 'always' for 55+). Female smokers are also more likely than males to purchase goods or products other than cigarettes (i.e., 42% 'always' for females compared with 24% 'always' for males). (Figure 6)

Figure 6

Do You Purchase Goods, Other Than Cigarettes, Where You Usually Buy Cigarettes?

(Smokers only)



Among adult Manitoba smokers who do buy other products at least rarely, if the establishment where they usually buy cigarettes no longer sold them, two-thirds would always or often continue to shop there. As might be expected, this figure is strongly influenced by the frequency with which goods other than cigarettes are purchased. That is, those who always purchase items other than cigarettes would be very likely (80% always or often) to continue shopping there even if it no longer sold cigarettes. In contrast, those who rarely purchase items other than cigarettes would be far less likely (42% always or often) to continue shopping there if cigarettes were removed from the product mix.

Results on this topic are also tied to type of establishment, as those who typically buy their cigarettes at grocery stores are more likely to remain a frequent customer if cigarettes were no longer available, as compared to those who typically purchase at gas stations or convenience stores. (Figure 7)

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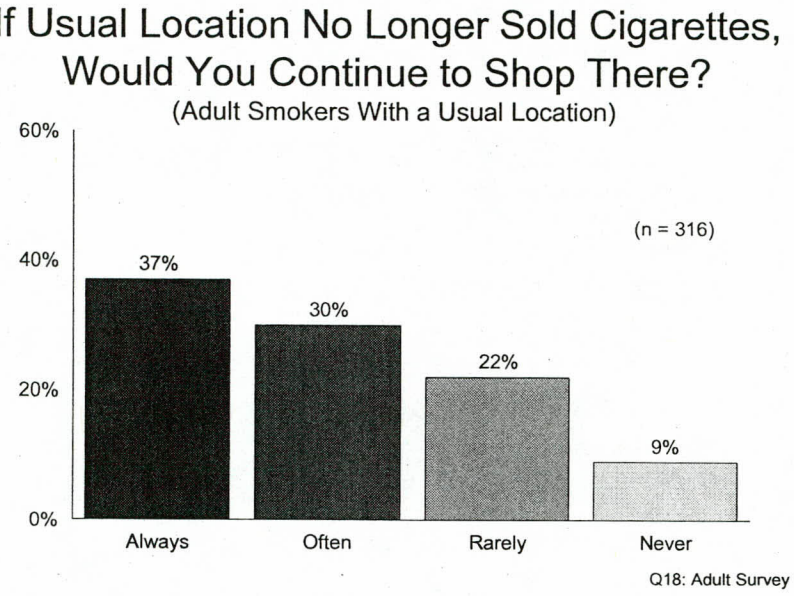
Figure 7



Perhaps not surprisingly, smokers in Manitoba purchase a wide variety of other goods or products, besides cigarettes, from their usual place of cigarette purchase. Groceries (36%), gasoline (28%), candy (23%), and coffee/beverages (20%) are the most common other purchases, although there is strong variation across the key demographic subgroups. In particular, groceries are a far more common purchase among smokers 55 years of age and older, whereas gasoline, candy and beverages are more common among smokers aged 18 to 34. (Figure 8)

Figure 8

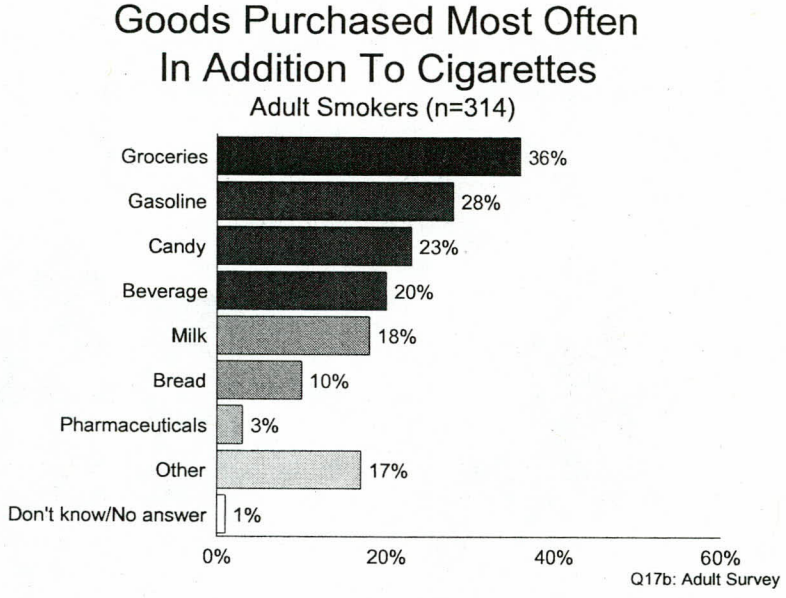


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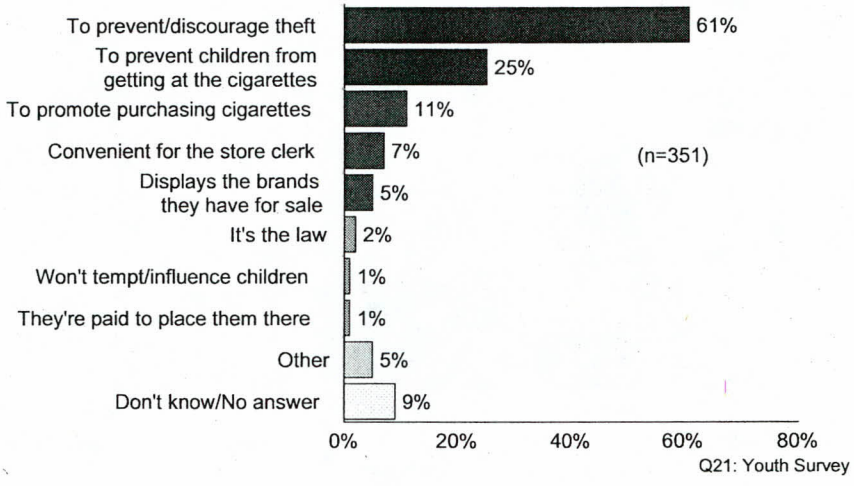
Figure 10

Why Do You Think Cigarettes are Located Behind the Clerk?

(Among Youth, Unaided: Total mentions)

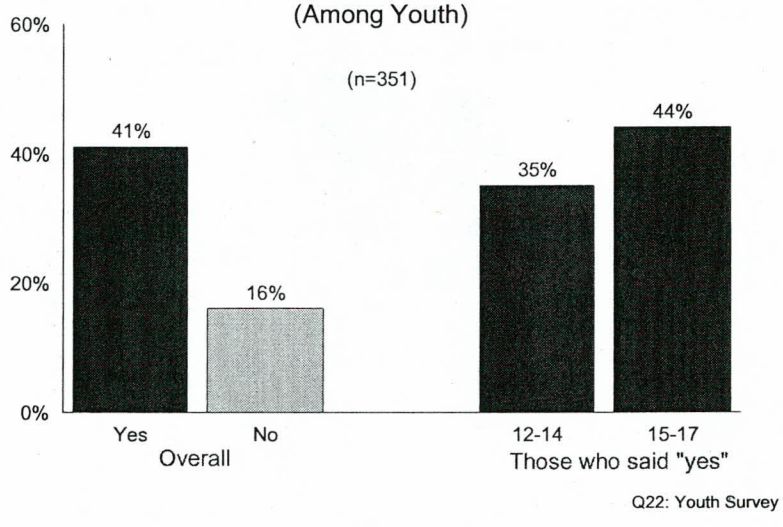


When asked specifically if they think some establishments that sell cigarettes get paid by tobacco companies to prominently display a certain brand, four in ten youth in Manitoba say "yes." Notably, more than four in ten Manitoba youth are unable to offer a definite opinion in this regard (i.e., don't know/no answer). Youth who are smokers (54%), as well as those who are employed or looking for employment (50%), are most likely to believe some stores receive compensation from tobacco companies in exchange for prominently displaying certain brands. (Figure 11)

Figure 11

Are Establishments Paid to Prominently Display Certain Brands?

(Among Youth)



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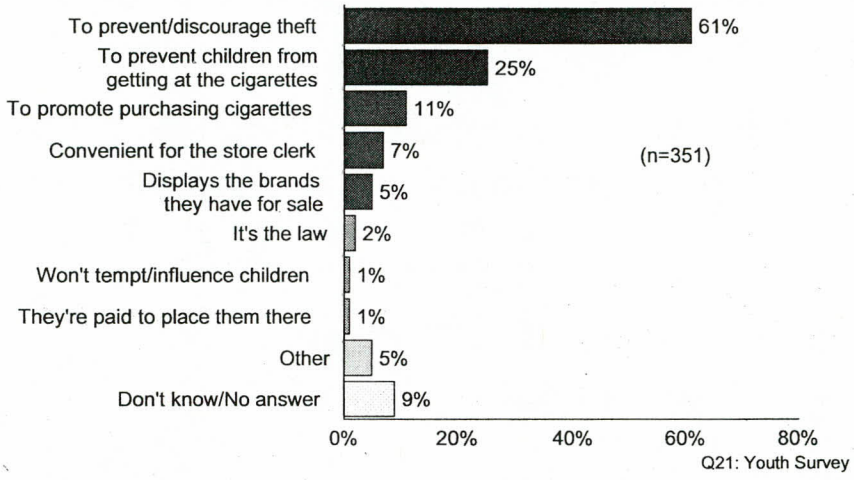

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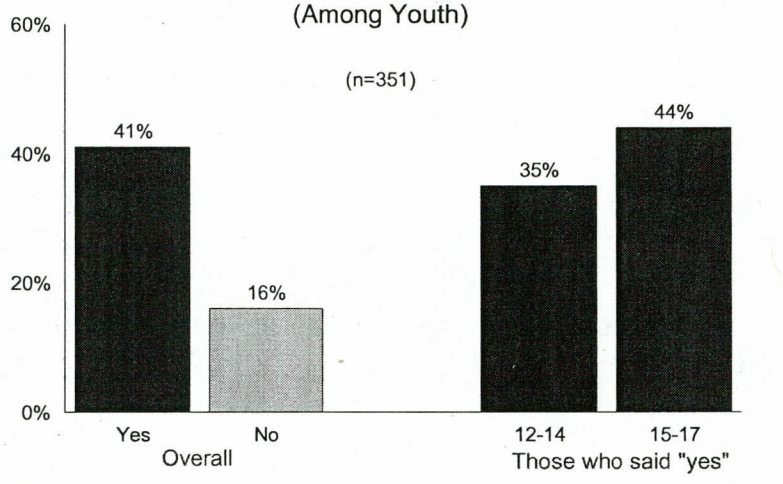

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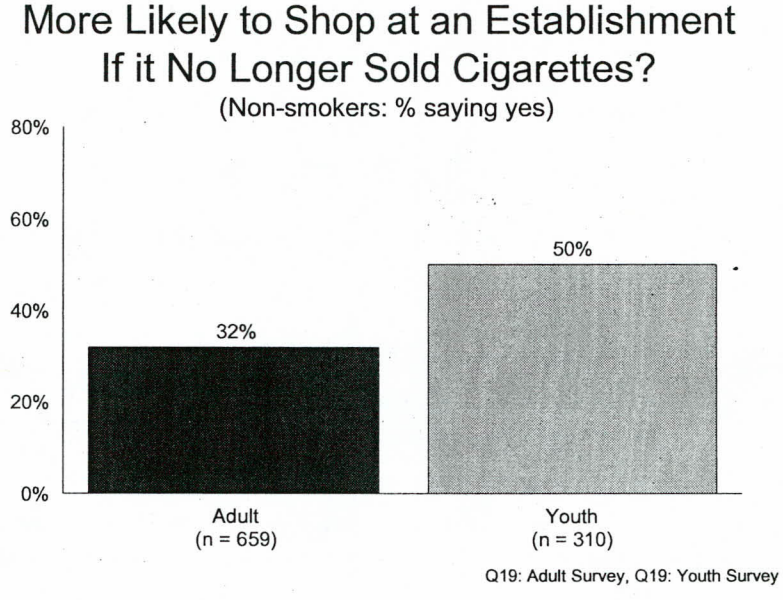
While the removal of cigarettes from the product mix may lead to reduced non-tobacco sales to smokers, it is encouraging to note that one-third of adult non-smokers, and one-half of youth non-smokers report they would be more likely to shop at an establishment if it no longer sold cigarettes. This inclination is very consistent across the adult population, although it should be noted that youth aged 12 to 14 are especially likely to say they would prefer to shop at a store that did not sell cigarettes (62%). (Figure 9)

Figure 9



Tobacco Merchandising Displays

All groups acknowledge that power walls potentially influence smoking behaviour, especially among youth, and there is public support for restrictions on such retail displays.

On an unaided basis, youth in Manitoba (61%) believe cigarettes are located behind the store clerk at the cash register primarily to prevent theft (i.e., to discourage theft, so they can catch thieves, and due to the high retail value). One-quarter of youth also indicate cigarettes are located behind the counter in an attempt to keep them out of the hands of minors (i.e., to prevent children from getting cigarettes, it's the law). Far fewer youth (15%) are of the opinion that cigarettes are located there as a form of promotion (i.e., to promote purchasing cigarettes and to display brands for sale). (Figure 10)

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Power Walls

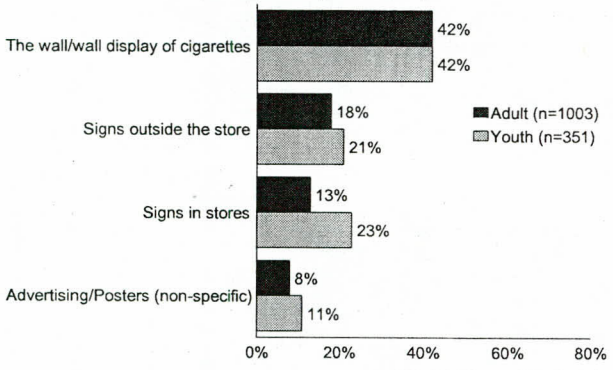
Manitoba retail stores have been able to display cigarette packages openly and visibly to the public, including minors, in multiple vertical rows, which highlight the colour and can make a particular brand stand out. This type of display is sometimes referred to as a "power wall." Both adults (42%) and youth (42%) perceive power walls to be the primary way retail establishments let people know cigarettes are for sale. Signs outside the store, and in-store signage (e.g., point of sale posters, brand signage, and so on) are other key mentions. (Figure 12)

Given the strong top of mind awareness of power walls as an advertising tool, it is perhaps not surprising that when asked directly, "Do you consider cigarette packages on the wall behind the counter in a store to be a form of advertising?", slightly more than three-quarters of Manitobans, both adults and youth alike, indicate it is. Of note, although less likely than non-smokers to do so, even Manitoba smokers consider power walls to be a form of advertising. (Figure 13)

Figure 12

How Do Establishments Let People Know You Can Buy Cigarettes There?

(Unaided: Key mentions)

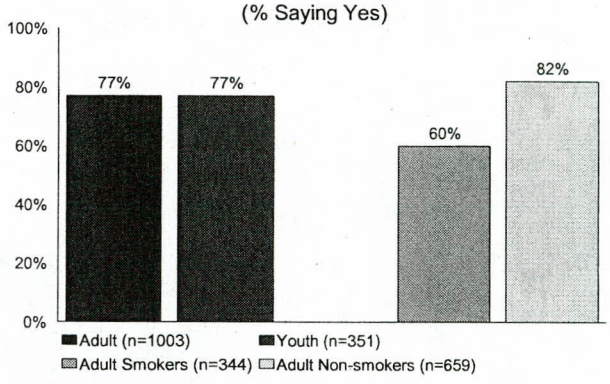


Q39: Adult Survey, Q39: Youth Survey

Figure 13

Is The Wall of Cigarettes a Form of Advertising or Not?

(% Saying Yes)



Q40: Adult Survey, Q40: Youth Survey

Results reveal support for placing restrictions on the retail display of cigarettes, especially among Manitoba youth. Seven in ten adults, and eight in ten youth in the province believe there should be some form of restriction on the display of cigarettes (i.e., either not prominently displayed or kept out of sight unless requested). In contrast, only one-quarter of adults and even fewer youth express the opinion that there should be no such restrictions.

Among adults, smokers are split on the issue with 45 percent being opposed to any restrictions on cigarette displays, and 47 percent favouring either not prominently displaying cigarettes or keeping them out of sight altogether unless they are specifically requested. Among youth, however, there is strong support for restrictions on cigarette displays, even among smokers (64% favour some form of restriction, 29% oppose restrictions). Manitoba youth aged 12 to 14 are particularly inclined to support some form of restriction on cigarette display, with only one in ten opposing such restrictions. (Figure 14)

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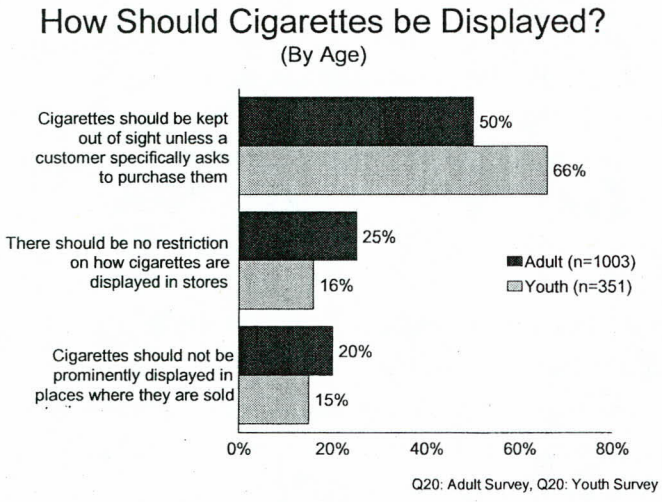
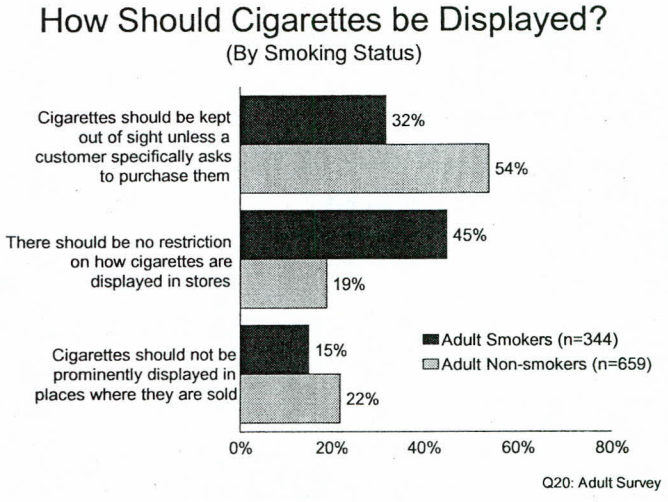
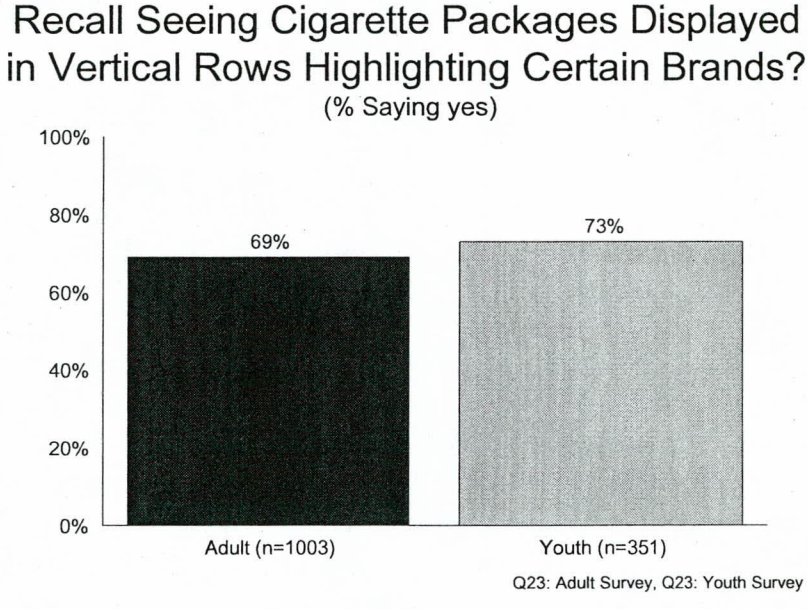
Figure 14





Approximately seven in ten adults and youth in Manitoba recall being in retail stores where cigarette packages are displayed in this manner. (Figure 15)

Figure 15



There is some disagreement among the various populations about the effect power walls can have in terms of influencing consumers to purchase tobacco and tobacco-related products. In particular, Manitoba cigarette retailers are most likely to downplay the importance of power walls, with only one-quarter expressing the opinion that such displays influence consumers' purchase habits. In contrast, adults in the province are more evenly split on this issue, with one-half of adults believing that power walls can influence consumers to purchase tobacco products. Finally, Manitoba youth are most skeptical, with two-thirds expressing the opinion that power walls have the potential to influence young people to purchase tobacco products.

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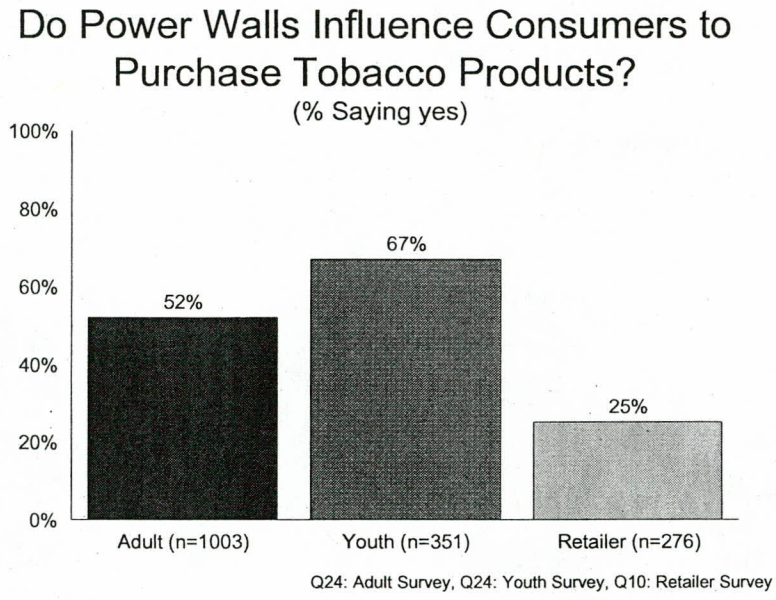
Of note, both among youth and adults, non-smokers in the province believe more strongly than smokers that power walls have the potential to influence consumers to purchase tobacco products. (Figure 16)

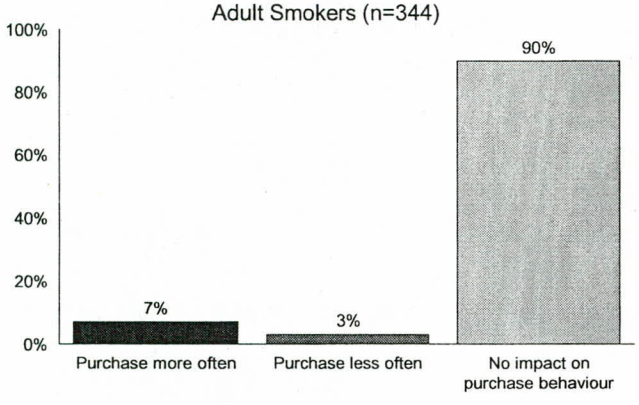
Figure 16



Q24: Adult Survey, Q24: Youth Survey, Q10: Retailer Survey

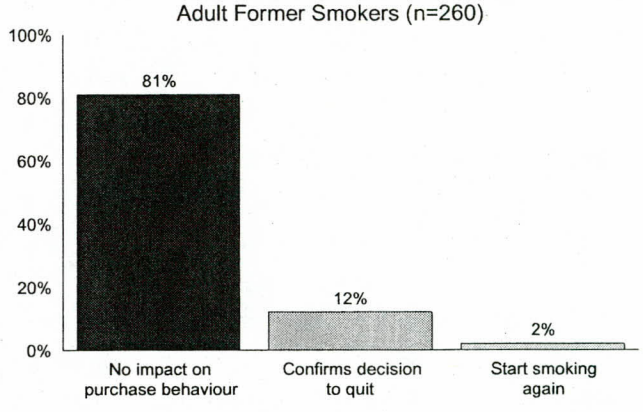
Despite the potential effect a wall of cigarettes could have on consumers, the vast majority of adult smokers in Manitoba say seeing such a display has no impact on their own purchase behaviour. Moreover, the same can be said for former smokers, with eight in ten former smokers saying power walls have no impact on their purchase behaviour. Indeed, one in ten adult former smokers even feel that seeing such displays reinforces their decision to quit. (Figures 17, 18)

Figure 17



Q35: Adult Survey

Figure 18



Q36: Adult Survey

While adult smokers and former smokers say large displays of cigarettes have no impact on their purchase behaviour, over one-half of Manitoba adults and six in ten Manitoba youth believe displays promoting cigarettes encourage young people to be more likely to smoke. While all groups believe such displays increase the likelihood of young people smoking, there are

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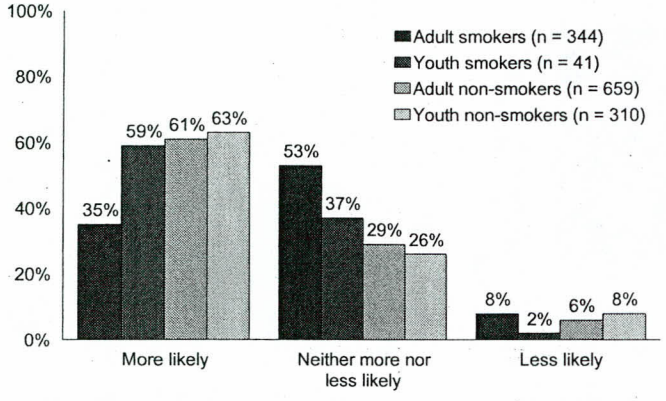
clear differences in opinion based on age and smoking status. Among adults, smokers (35%) are far less likely than non-smokers (61%) to report that displays promoting cigarettes encourage young people to smoke. However, youth, both non-smokers (63%) and smokers (59%), are inclined to express the opinion that displays promoting cigarettes do encourage young people to be more likely to smoke. (Figure 19)

Figure 19

Does the Wall of Cigarettes Encourage Young People to Smoke?

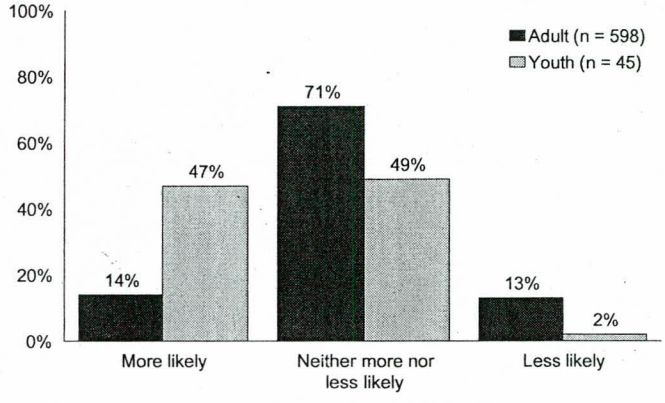


Q37: Adult Survey, Q37: Youth Survey

Figure 20

Does the Wall of Cigarettes Encourage You to Smoke?

(Smokers and Former Smokers only)



Q41: Adult Survey, Q41: Youth Survey

For smokers and former smokers, a similar question exists regarding the effect of cigarette displays on their own smoking behaviour. Among adult smokers and former smokers in Manitoba, seeing displays promoting cigarettes has purportedly little impact on their smoking behaviour, with the majority saying seeing such displays makes them neither more nor less likely to smoke. Results are very different for Manitoba youth, however, as this group does believe cigarette displays affect their smoking behaviour. Consistent with opinions regarding young people in general, nearly one-half of youth aged 12 to 17 who are smokers or former smokers report that seeing displays promoting cigarettes makes them more likely to smoke, while virtually none say seeing such displays makes them less likely to smoke. Compared with the population of adult smokers and former smokers, this difference is statistically significant. (Figure 20)

Attitudes Toward Restrictions of Tobacco Displays

To better understand potential tobacco display restrictions, several questions were asked regarding the impact of power walls from a social behaviour perspective. Results indicate that nearly one-half of adults and one-third of youth agree that the use of power walls can lead young people to view smoking as a normal and socially acceptable behaviour. Of interest, adult non-smokers are more likely to agree with this statement than smokers (49% vs. 28%), whereas among youth, smokers are more likely to agree than non-smokers (49% vs. 31%) - a statistically significant difference. (Figure 21)

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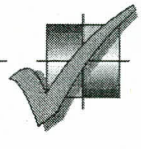
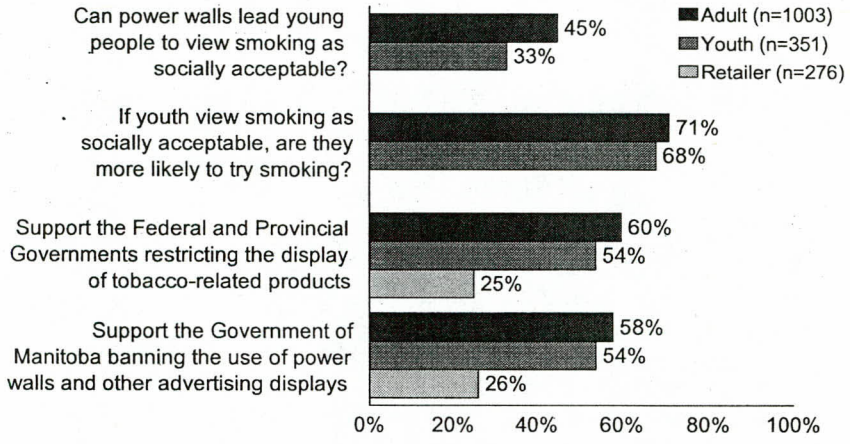


Although adults and youth do not overwhelmingly agree that power walls make smoking socially acceptable to young people, both groups do strongly agree if young people view smoking as socially acceptable, then they will be more likely to try smoking. More specifically, seven in ten adults and youth agree that if smoking is viewed as a normal social behaviour, then young people will be more likely to try smoking. Agreement with this statement is equally strong among smokers and non-smokers within the youth population, while among adults, non-smokers are more likely to agree. (Figure 21)

Figure 21
Attitudes Toward Power Walls and Tobacco Merchandising Display Restrictions
(% giving rating of 4 or 5 where 5 means strongly agree)



Q25-28: Youth Survey, Q25-28: Adult Survey, Q11-12: Retailer Survey

Despite the potential impact of tobacco merchandising displays, as well as stated opinions regarding how cigarettes should be displayed, support for restrictions on the display of tobacco-related products is moderate among youth and adults in Manitoba. While a slim majority of youth and adults (especially non-smokers) offer ratings in support of government restrictions on the display of tobacco-related products (i.e., 54% youth, 60% adults) and of the use of power walls (i.e., 54% youth, 58% adults), the expressed level of support is slightly at odds with other, previously stated opinions on the topic. As discussed earlier, a majority of adults (70%) and an even stronger majority of youth (81%) believe that cigarettes should be kept out of sight or at least not displayed prominently. Nonetheless, there appears to be some reluctance among these residents to support government legislation to achieve this end. However, support for these restrictions is markedly lower among cigarette retailers in the province. (Figure 21)

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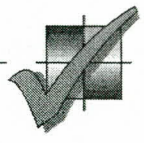
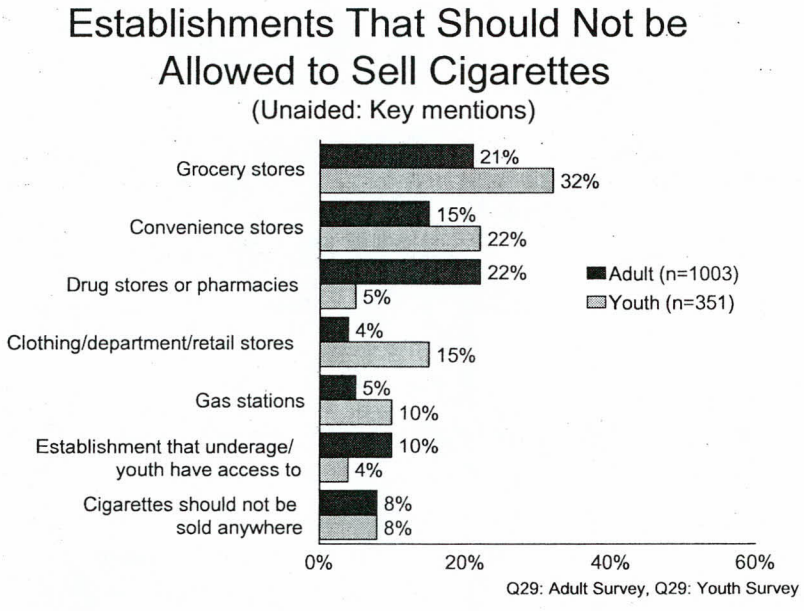


Availability and Licensing

Manitobans, especially youth, support the licensing of cigarette retailers, as well as specific limitations on where cigarettes can be sold.

To gain a better understanding of public opinion regarding the availability of cigarettes, residents were asked which specific types of establishments, if any, should not be allowed to sell cigarettes. Across both youth and adults, grocery stores are mentioned most often, while convenience stores are also commonly identified. Adults are far more likely than youth to mention drug stores or pharmacies as places where cigarettes should not be sold, while youth are more likely than adults to mention department or retail stores. Please note, the following graph includes key mentions only and does not detail the full spectrum of responses to this question. (Figure 22)

Figure 22



Perhaps in keeping with the variety of establishments mentioned (unaided), the majority of Manitoba residents also support limiting where cigarettes are sold by changing current practices so that fewer types of establishments could sell cigarettes. Overall, adults are twice as likely to support than oppose such changes (57% vs. 25%), while youth express even stronger support (60% vs. 18%). Adult smokers are far less likely than non-smokers (31% vs. 64%) to support changing current practices so that fewer types of establishments could sell cigarettes. (Figure 23)

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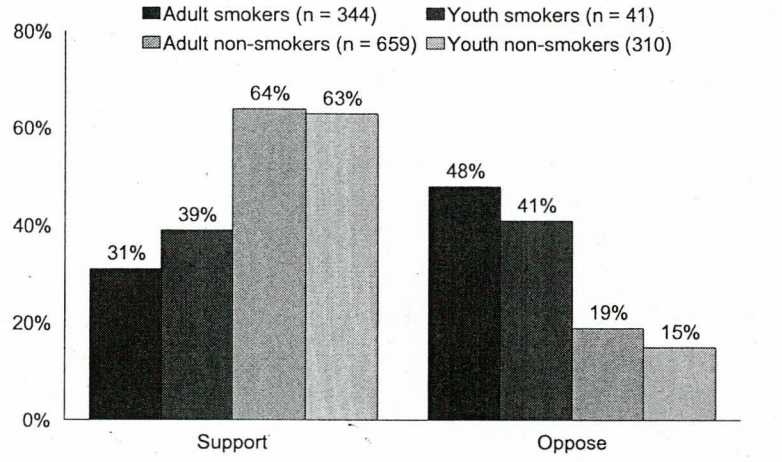
Figure 23

Support for Limiting Types of Establishments Where Cigarettes are Sold



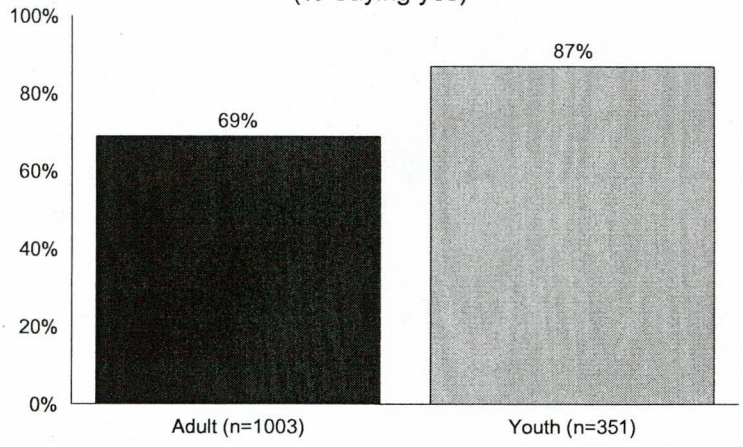
Q31: Adult Survey, Q31: Youth Survey

Manitoba residents, especially those aged 12 to 17 (i.e., youth 87%), also express strong support for requiring establishments to have a license to sell cigarettes. Although support for licensing is much stronger among adult non-smokers (73%) than adult smokers (55%), it is noteworthy that even among adult and youth smokers, a majority are in favour of licensing. Additionally, support for licensing declines as age increases, from youth right through adulthood. That is, youth aged 12 to 14 are most likely to support licensing (93%), while residents 55 years of age and over are least likely to do so (62%). Of importance, support for licensing of establishments is generally higher among all key population subgroups than is support for changing current practices so that fewer types of establishments could sell cigarettes. (Figure 24)

Figure 24

Should Establishments be Required to Have a License to Sell Cigarettes?

(% Saying yes)



Q30: Adult Survey, Q30: Youth Survey

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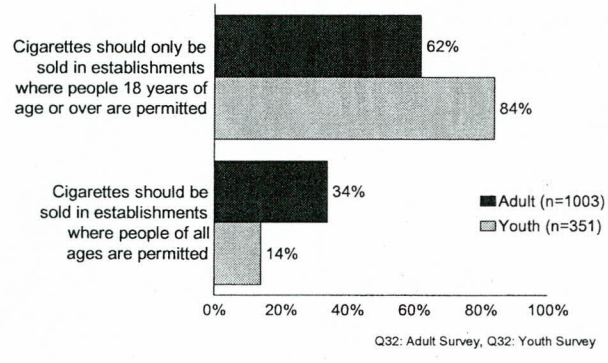
It is noteworthy that a significant proportion of the Manitoba population (adults: 48%; youth: 56%) support both licensing establishments that sell cigarettes and changing current practices so that fewer types of establishments could sell them. Indeed, relatively few (adults: 13%; youth: 5%) are opposed to both propositions. Moreover, limiting the sale of cigarettes is clearly the more contentious issue as many residents (adults: 46%; youth: 75%) who oppose limitations on the types of establishment where cigarettes are sold actually support licensing.

To further clarify opinions on the issue, residents were asked two questions: the first proposed limiting the sale of tobacco to establishments where only people 18 years of age and older are permitted, and the second proposed eliminating the sale of tobacco in establishments within 500 metres of schools. For adults, results for both questions are generally consistent, with just under two-thirds of adults in favour of the proposed limits, and one-third in opposition. Youth indicate stronger support than adults for both propositions, especially with respect to limiting cigarettes sales only to stores where people 18 years of age and older are permitted. While both youth and adult smokers oppose limiting the sale of tobacco near schools, youth smokers, unlike adult smokers, actually support limiting cigarette sales to establishments which only permit people 18 years of age and older. (Figures 25, 26)

Figure 25

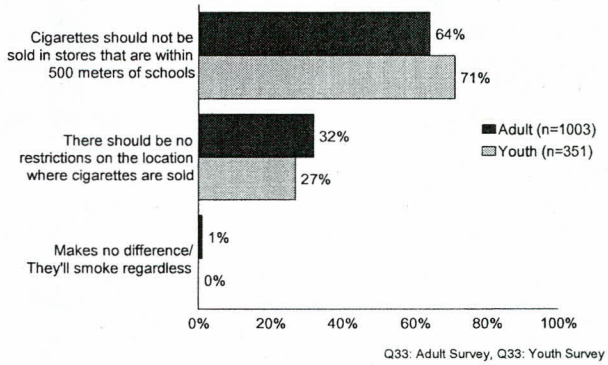
Limiting Cigarette Sales Where Minors Are Present



Q32: Adult Survey, Q32: Youth Survey

Figure 26

Limiting Cigarette Sales Close to Schools



Q33: Adult Survey, Q33: Youth Survey

It is interesting to compare support for these specific limitations to support for the licensing limitation reported in Figure 24. As with the broader limitation, there is a core group of both adults and youth in favour of these specific limitations on the sale of cigarettes. In particular, a majority of Manitobans (adults: 51%; youth: 68%) support both eliminating the sale of cigarettes in establishments within 500 metres of schools and limiting the sale of cigarettes to establishments where minors are not permitted. Far fewer residents (adults: 22%; youth: 11%) are opposed to both of these specific limitations.

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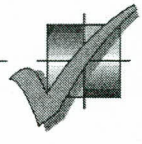
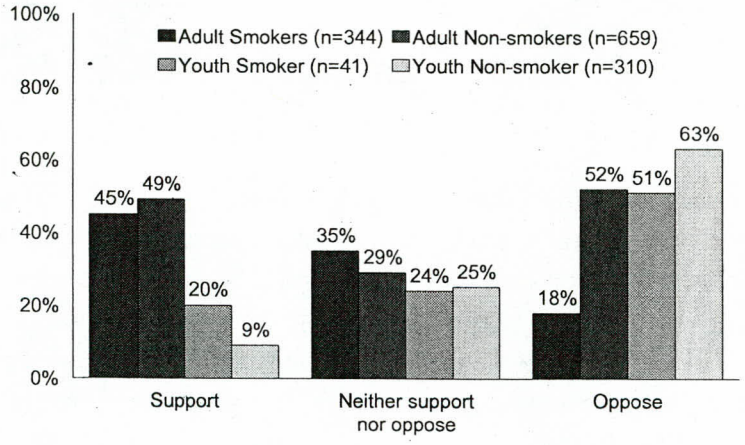


Finally, given the noted core level of support for limitations on the sale of cigarettes, it reasonably follows that 45 percent of adults and 62 percent of youth are opposed to the sale of cigarettes in establishments where everyday products are sold. Notably, adult smokers are the only subgroup that supports this proposition, and even for this subgroup less than one-half voice support. That is, youth non-smokers (63%), adult non-smokers (52%), and youth smokers (51%) all express opposition to cigarettes being sold in establishments where everyday products are sold. (Figure 27)

Figure 27

Attitude Toward Selling Cigarettes
Where Everyday Products are Sold



Q38: Adult Survey, Q38: Youth Survey

Smoking Behaviour

In Manitoba, youth and adult smokers express clear intentions of quitting, with youth having a more difficult time doing so.

Results indicate that 21 percent of Manitobans 18 years of age and older, and 11 percent of youth aged 12 to 17 smoke cigarettes either everyday or occasionally. Of note, while the rate of everyday smoking is higher among adults than youth, there is no difference in the rate of occasional smoking between these two populations. It is important to note that due to the disproportional sampling utilized in the current study for adults, smoking prevalence rates have been weighted to reflect the 2003 Canadian Tobacco Use Monitoring Survey (CTUMS) and should not be interpreted as a report of 2005 incidence levels. Further analysis indicates that, among adults, the percentage of smokers declines with age, education, and income. In contrast, among youth, the smoking rate is notably higher among 15 to 17 year olds, and among those living outside the Winnipeg Census Metropolitan Area (CMA). (Figure 28)

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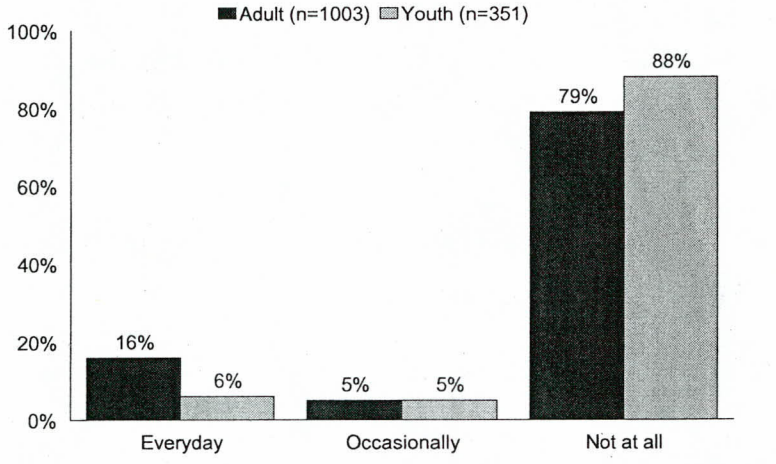
Figure 28

Smoking Status



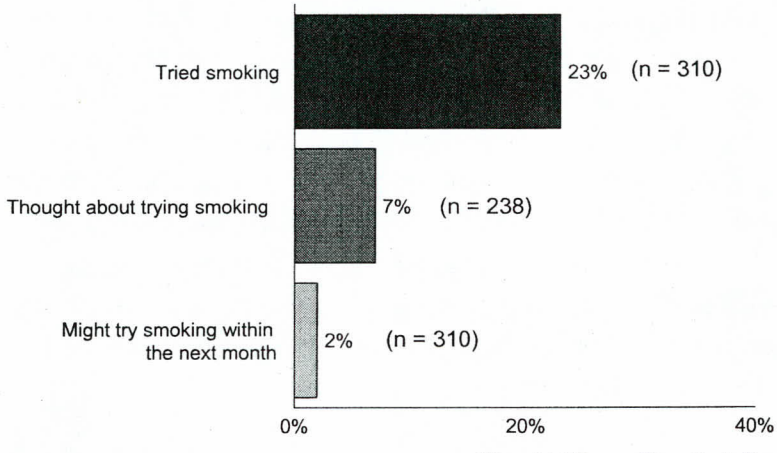
Q5: Adult Survey, Q5: Youth Survey

Among youth who describe themselves as non-smokers (n=310), a significant minority have tried cigarette smoking, even if just a few puffs. In addition, one in fifty non-smoking youth report that they might try smoking within the next month. Of youth who have never tried smoking (n=238), fewer than one in ten say they have seriously thought about trying smoking. An estimate of "potential smokers" among youth non-smokers can be gained by including those who have tried smoking in the past, those have seriously thought about trying smoking, and those who might try smoking in the next month. In total, 29 percent of Manitoba youth non-smokers exhibit tendencies that lead to their categorization as a potential smoker. Results indicate that older youth (aged 15 to 17) and those outside of the Winnipeg area are more likely to have tried cigarette smoking in the past, or to say they will do so in the next month. (Figure 29)

Figure 29

Smoking Trial

(among youth non-smokers)



Q5a-c: Adult Survey, Q5a-c: Youth Survey

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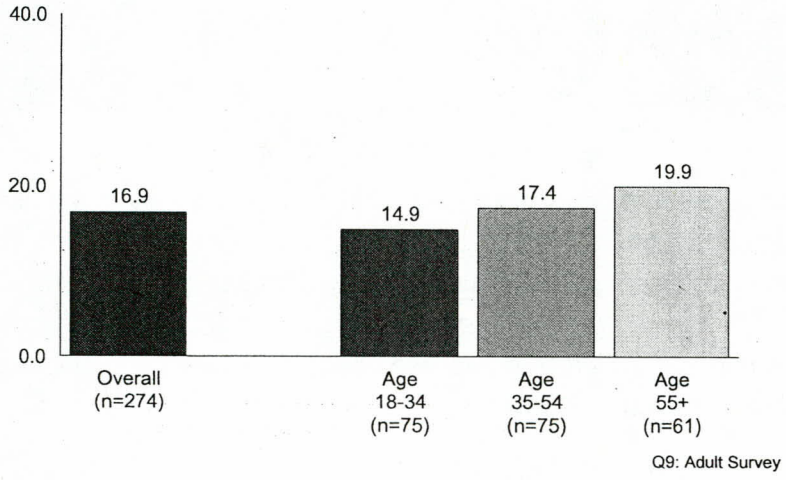
Adult everyday smokers in Manitoba smoke approximately 16.9 cigarettes per day, on average. Among adult Manitobans, the heaviest smokers are those who live outside of the Winnipeg CMA (avg. = 18.5), and those over the age of 54 (avg. = 19.9). (Figure 30)

Figure 30

Cigarette Consumption

(Daily Mean Consumption of Everyday Adult Smokers)



Cessation

The vast majority of smokers in Manitoba have tried to quit at some point in the past, and this is true for both youth and adults. Results in this regard are generally comparable across key population subgroups. Moreover, among the small number of youth and adults who have not tried to quit, many are contemplating quitting in the next six months. Specifically, over one-third of adults and one-half of youth say they are seriously thinking about quitting smoking in the next six months. On an overall basis, this means one in ten adult smokers, as well as a comparable number of youth smokers, have never tried to quit and have no plans to do so in the near future. (Figures 31, 32)

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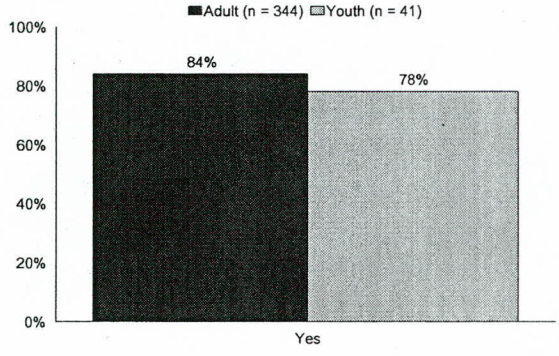
Figure 31

Have You Ever Tried to Quit Smoking?

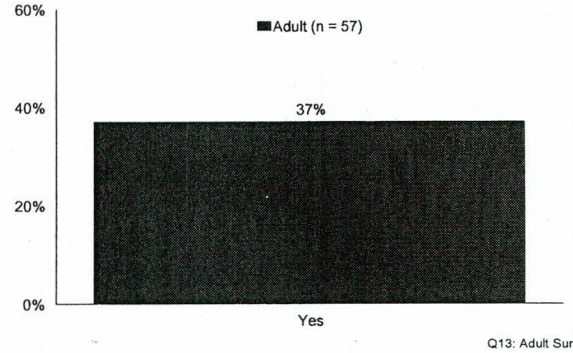


Q11: Adult Survey, Q11: Youth Survey

Figure 32

Seriously Thinking of Quitting Smoking in the Next 6 Months

(Those Who Have Not Tried to Quit)



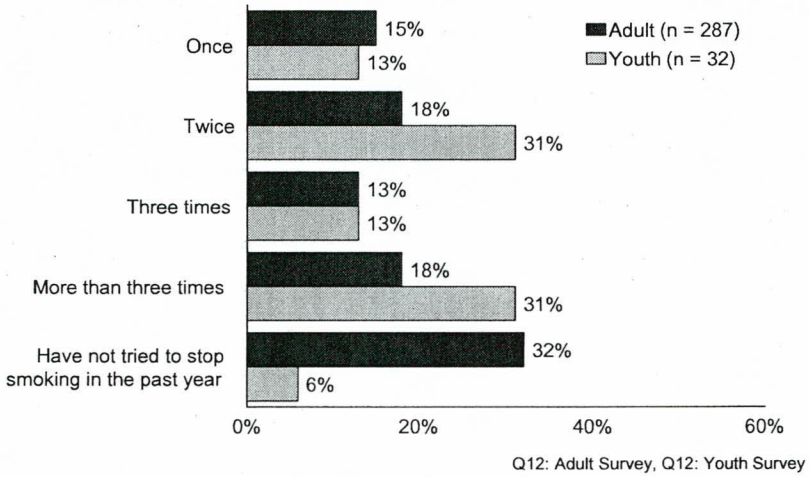
Q13: Adult Survey

It is encouraging to note among smokers who have tried to quit at some point in the past, the majority of attempts were within the past year, and this is especially true for youth. Moreover, the number of multiple attempts suggests an ongoing effort among many smokers to alter their behaviour and, at the same time, highlights the challenge of successfully doing so. In fact, it is estimated that in the past year fewer than two in ten Manitoban adult smokers who attempted to quit smoking were successful.

Although the sample size is small, it appears to be even more difficult for youth to quit, as results suggest that only one in ten youth smokers who attempted to quit smoking in the past year were successful. These figures are obtained by aggregating former smokers who quit one year ago or less, with current smokers who attempted to quit smoking at least once in the past year. (Figure 33)

Figure 33

Number of Smoking Cessation Attempts in Past Year



Q12: Adult Survey, Q12: Youth Survey

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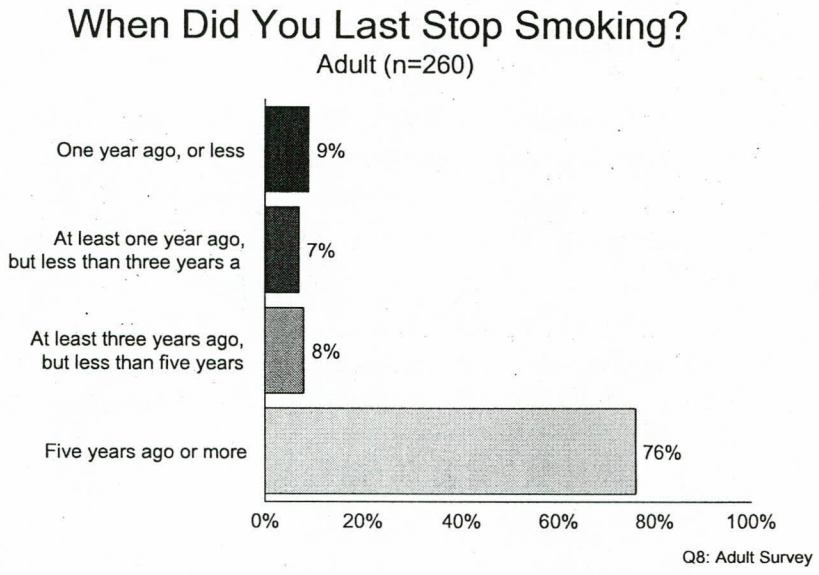
Despite the challenges of quitting smoking, results of the current study suggest 31 percent of the Manitoba population 18 years of age and older can be classified as former smokers. That is, adult residents who smoked at least 100 cigarettes in their life, but have not smoked any cigarettes in the past 30 days. Moreover, nine percent of former smokers can be classified as short-term quitters (i.e., former smokers who quit smoking less than one year prior to the survey). Among the youth population, the percentage of former smokers is notably smaller (1%), no doubt due to the lower smoking rate and shorter window of opportunity based on their age. (Figure 34)

Figure 34



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Detailed Analysis - Retailers

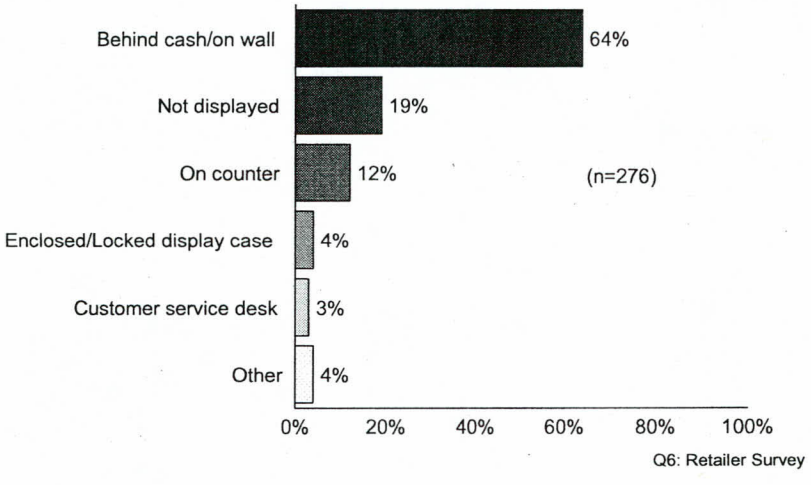
The following section of the report presents a detailed analysis of the surveys conducted with retailers in Manitoba that sell cigarettes. Although there is some discussion of data collected from youth and adults in the province where appropriate, the retailer data will be the primary focus of this section. Detailed tabular results for retailers can be found in Appendix H, broken down by key retailer subgroups. These subgroups include type and location of the business, the size of the business (both in terms of number of employees, and total revenue), and the estimated percentage of total revenue that is derived from sales of tobacco and tobacco-related products.

Tobacco Merchandising Displays

Retailers are skeptical about whether power walls influence consumers purchase behaviour, and generally oppose restrictions on tobacco merchandising displays.

It is clearly common practice for tobacco retailers in Manitoba to display cigarettes on a wall behind the cash, as nearly two-thirds of retailers indicate that this is where they are displayed in their store. Other display locations include the countertop, locked display case, and a customer service desk. One in five retailers indicate their cigarettes are not on display. While all types of retailers are most likely to display cigarettes on the wall behind the cash, grocery stores are less likely than others to do so. (Figure 35)

Figure 35
Where in Your Store do You Currently Display Cigarettes?
(Total mentions)



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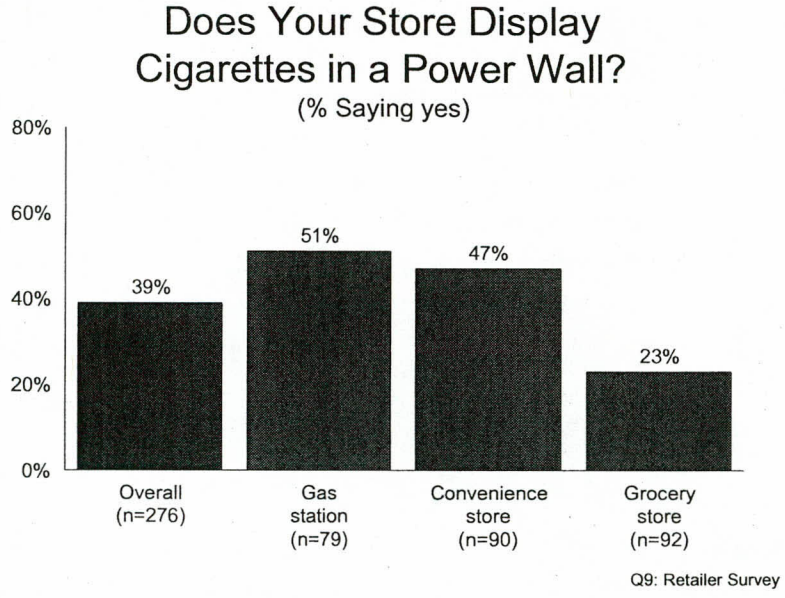
When asked why they store their cigarettes where they do, most retailers in Manitoba indicate they do so to prevent theft (44%). Accessibility, both to staff (14%) and patrons (12%), also appears to be a key determinant of location. The only other single reason offered by more than 10 percent of retailers is compliance with the law (14%). Of note, "advertising" considerations (e.g., better visibility, prime sale location), tobacco company promotions, and accessibility to minors are mentioned relatively infrequently. Notably, these results are generally consistent with youth perceptions regarding why cigarettes are displayed as they are.

Of interest, when queried directly about cigarette wall displays, four in ten retailers say their store displays cigarettes in a power wall. Those least likely to display cigarettes in a power wall include retailers outside of the Winnipeg area, and those operating grocery stores. In addition, there is a relationship between power walls and percentage of revenue from tobaccos sales. As an example, among retailers for whom tobacco sales comprise more than 30 percent of their total revenue, 60 percent display cigarettes in power walls. In contrast, retailers whose revenue from tobacco sales is a much smaller percentage of their total revenue (i.e., 10 percent or less) are far less likely to display cigarettes in a power wall (26%). (Figure 36)

Figure 36



Perhaps not surprisingly given their stake in the matter, only one-quarter of retailers who sell cigarettes believe that power walls have the potential to influence consumers to purchase tobacco or tobacco-related products. This view contrasts greatly with those of the general public, especially youth, who are more than twice as likely as retailers to state that power walls can influence consumers to purchase cigarettes. Among the retailer population, managers/owners of gas stations, as well as female managers/owners, are least likely to believe that power walls have an influence on consumer behaviour. (Figure 37)

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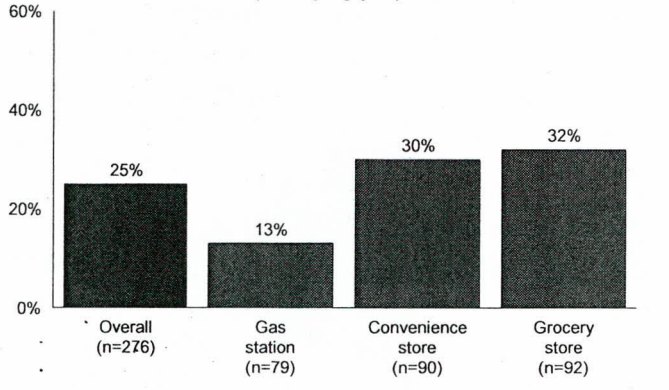
Figure 37

Do Power Walls Influence Consumers to Purchase Tobacco Products?

(% Saying yes)



Q10: Retailer Survey

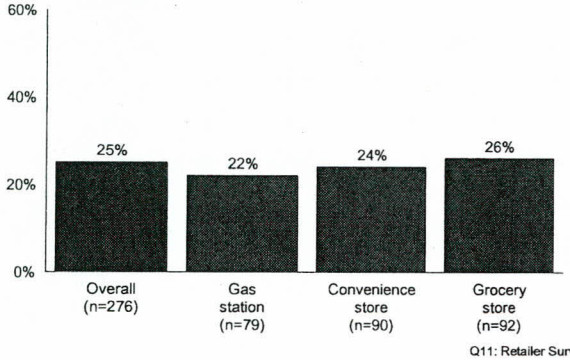
Consistent with their beliefs suggesting the weak influence of power walls on consumer behaviour, tobacco retailers' support for restrictions on the display of tobacco-related products is low. Indeed, only one-quarter of retailers offer ratings in support of government restrictions on the display of tobacco-related products, or bans on the use of power walls, which is well below the level of support offered by adults and youth in Manitoba.

Regarding federal and provincial government restrictions on the display of tobacco products, support is consistently low across all key subgroups of the retailer population, but is especially weak among those whose revenue from tobacco sales represents a larger percentage of their total revenue. Specifically, among those whose tobacco sales represent more than 30 percent of their total revenue, only 8 percent support federal and provincial government restrictions on the display of tobacco products. With respect to the Government of Manitoba banning the use of power walls in the province's retail stores, retailer support is similarly low. Grocery store managers/owners offer the greatest support, which is consistent with the fact that these types of businesses are least likely to display cigarettes in power walls. (Figures 38, 39)

Figure 38

Government Restrictions on The Display of Tobacco Products

(% support, rating of 4 or 5 where 5 means strongly support)

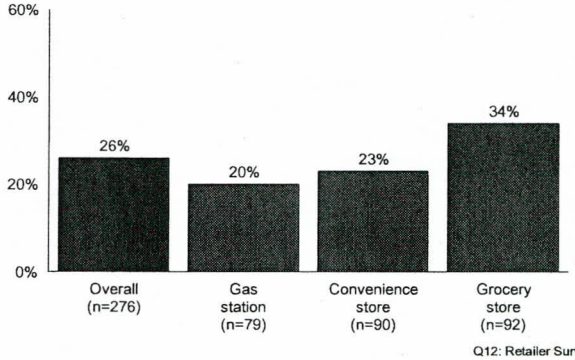


Q11: Retailer Survey

Figure 39

Government of Manitoba Banning Power Walls and Other Displays

(% support, rating of 4 or 5 where 5 means strongly support)



Q12: Retailer Survey

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Perceived Economic Impact of Tobacco Legislation

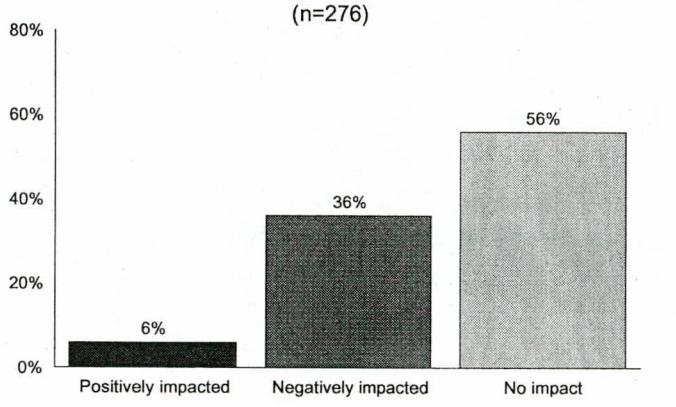
Manitoba tobacco retailers expect a slight negative impact to their business as a result of restrictions on tobacco displays.

Tobacco retailers clearly believe that restrictions on the display of tobacco products will have a negative impact on their business, although this view is certainly not unanimous. While over one-third of retailers in Manitoba say their business would be negatively affected by such bans, just over half (56%) believe the bans would have no impact. Relatively few (6%) are of the opinion that restrictions on tobacco displays would have a positive impact. Across the retailer population, managers/owners of grocery stores and those located outside of Winnipeg are less likely to predict a negative impact from bans on cigarette displays. Not surprisingly, retailers predicting the largest negative impact from display restrictions are those for whom tobacco revenue accounts for a greater percentage of their total revenue. (Figure 40)

Figure 40

Perceived Impact on Business of Tobacco Display Restrictions

(n=276)



Q13: Retailer Survey

Among those tobacco retailers who predict a negative impact from tobacco display restrictions (n=99), the majority predicts a loss of sales of 25 percent or less. On average, retailers expect their business to lose approximately 18 percent if they are still able to sell cigarettes, but no longer able to display them. Although retailer population subgroups are small, there are a number of notable differences. Businesses expecting the largest average loss in sales due to such restrictions include gas stations (25%), those owned/managed by females (27%), and those whose total revenue is largely based on tobacco sales (21%). (Figure 41)

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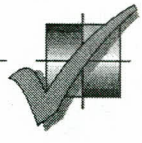
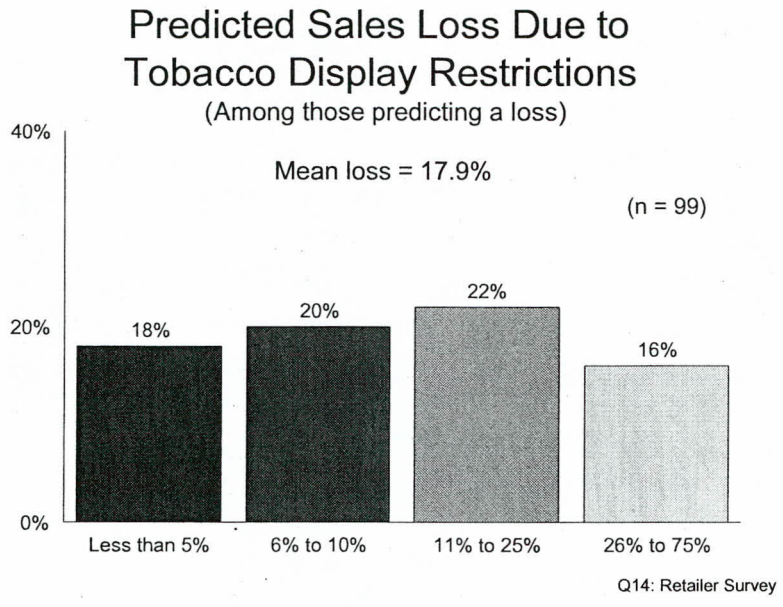
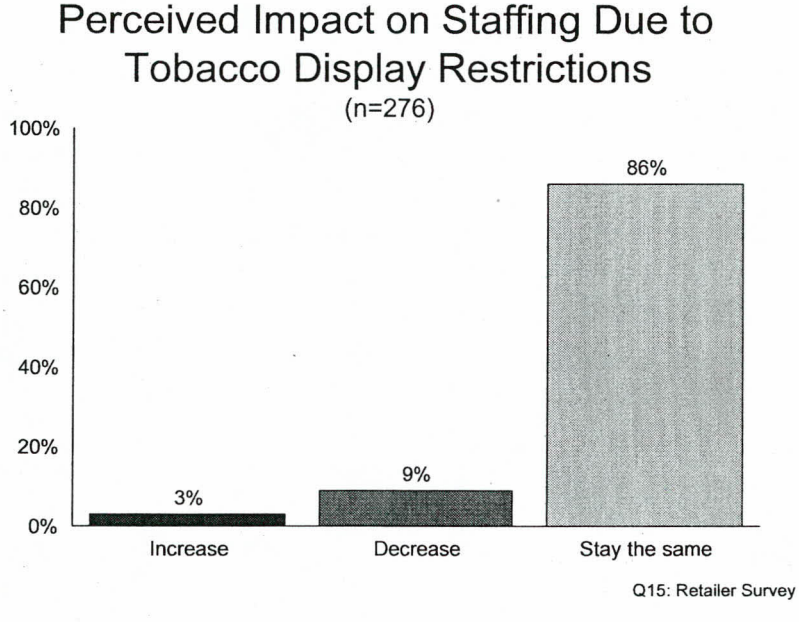


Figure 41



Despite the perceived negative impact on sales that would be caused by a ban on tobacco displays, retailers in Manitoba do not foresee a large impact on staffing as a result of such display restrictions. Although retailers are slightly more likely to predict a decrease, as opposed to an increase, in staff as a result of the display restrictions, the vast majority of retailers expect there will be no change. Retailers most likely to expect a decrease are those located in the Winnipeg area, gas stations, and those with a greater percentage of revenue from tobacco sales. Further analysis indicates that the small number of retailers who predict a change to their staffing (either an increase or a decrease) as a result of a tobacco display ban, expect it to affect only one or two positions on average. (Figure 42)

Figure 42



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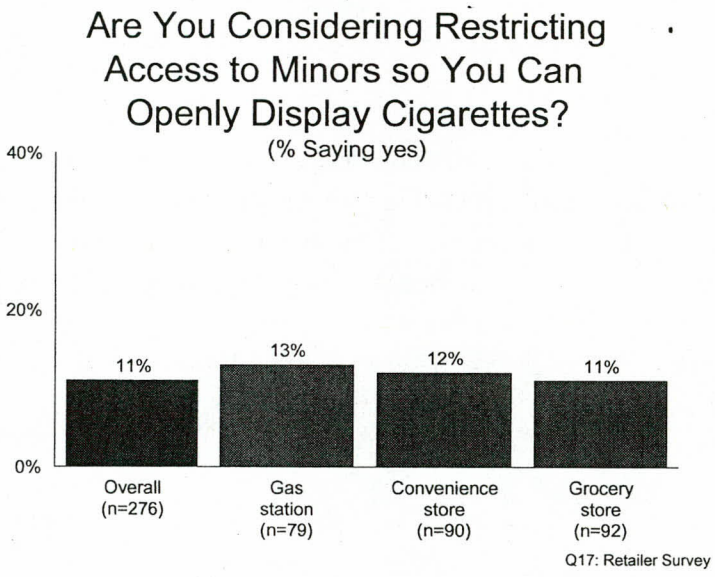
Compliance with Legislation Concerning Minors

Few tobacco retailers consider restricting access to minors to be a viable option, and most will have to renovate their business to comply with the new tobacco display restrictions.

As a way around changes to current cigarette display practices due to restrictions on how cigarettes can be displayed, tobacco retailers could instead choose to restrict access to minors so that cigarettes can still be openly displayed. Results indicate that this option is being considered by only a small minority of retailers (11%), with a few retailers (2%) already restricting access to those under the age of 18. There is relatively little variation on this topic across the retailer population. Restricting access to minors is most likely to be pursued as an option by smaller retailers, and those for whom tobacco revenue represents a large percentage of total revenue. (Figure 43)

Figure 43



Consistent with the small percentage of tobacco retailers who are considering restricting access to minors, there is only minimal support (25%) for a law that only allows the sale of tobacco products in locations that do not permit entrance to minors. Support (i.e., ratings of '4' or '5' on a five-point scale) for such a law is lowest among businesses with lower revenue, and among those with a higher percentage of tobacco revenue. In contrast, owners/managers of grocery stores, as well as those with 11 or more employees, offer slightly higher levels of support for such a law. It is interesting to note that even among retailers who are considering restricting access to minors, support for a law to do just that is relatively weak (39%). (Figure 44)

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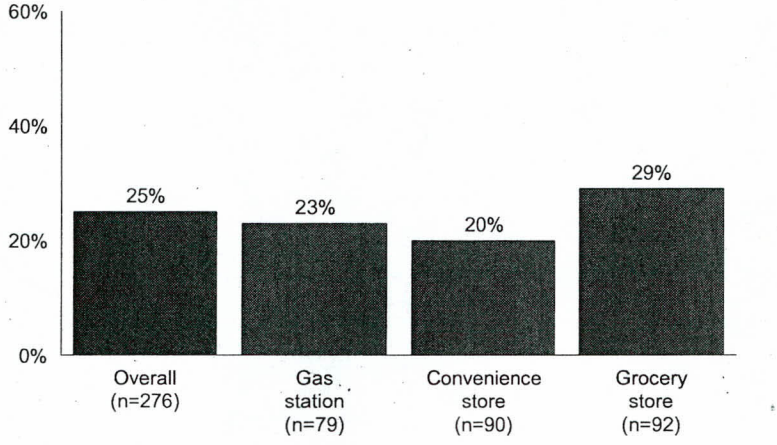
Figure 44

Attitude Toward Law Restricting Tobacco Sales to Locations That Do Not Allow Minors

(% support, rating of 4 or 5 where 5 means strongly support)



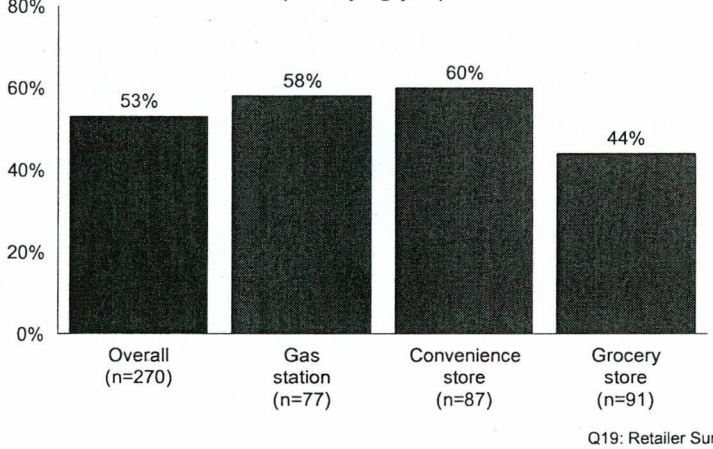
Q18: Retailer Survey

The new tobacco law will require that power walls and other tobacco displays be kept out of sight of underage consumers. Results reveal that just over one-half of all Manitoba tobacco retailers will have to renovate their business because of the ban on tobacco displays. Those retailers most likely to have to renovate include convenience stores, gas stations, and those whose tobacco revenue constitutes more than 30 percent of their total revenue. Retailers in Manitoba expect the cost of the necessary renovations to be approximately $1,500, on average. Those located in the Winnipeg area and those with a higher percentage of tobacco revenue expect to have to spend more on renovation than do other retailers. (Figure 45)

Figure 45

Will You Have to Renovate Your Business Because of The Ban on Tobacco Displays?

(% Saying yes)



Q19: Retailer Survey

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Business Profile

Nearly one-quarter of retailers' revenue is attributable to sales of tobacco products.

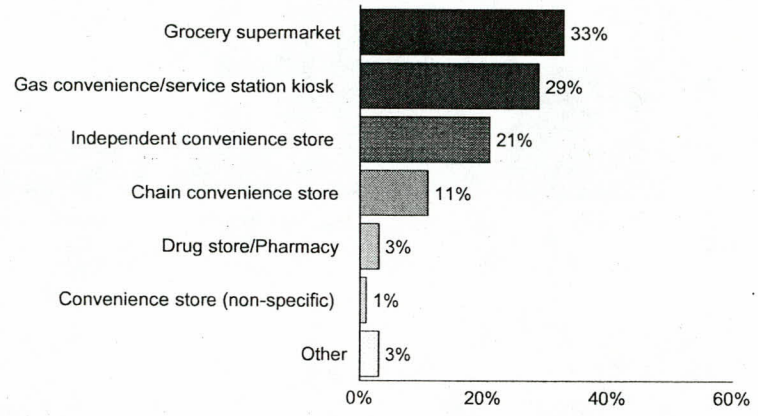
Of the tobacco retailers surveyed for this component of the study, the majority were either classified as grocery stores, gas stations, or convenience stores (especially independents). Very few drug stores or pharmacies contacted for this study indicate selling tobacco and/or tobacco-related products.

Outside of the Winnipeg area, grocery stores are more common, while inside the city there are relatively more chain convenience stores. (Figure 46)

Figure 46

Type of Business

(n=276)



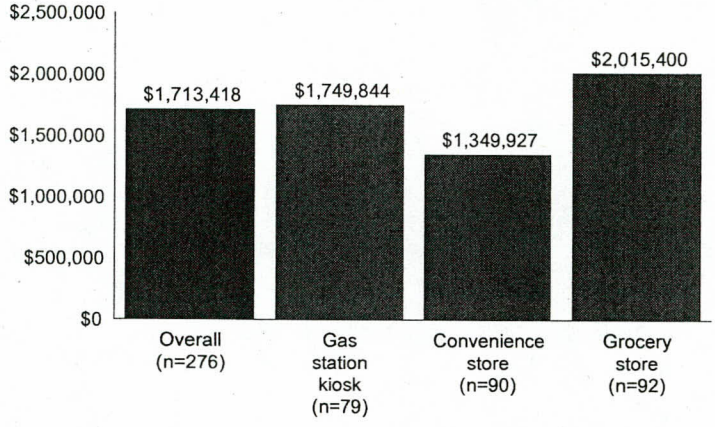
Q5: Retailer Survey

On average, yearly revenue among the tobacco retailers surveyed is over $1.7 million. Grocery stores that sell cigarettes tend to have higher annual revenues, as do businesses with a larger number of employees. (Figure 47)

Figure 47

Average Yearly Revenue

(Mean)



Q23: Retailer Survey

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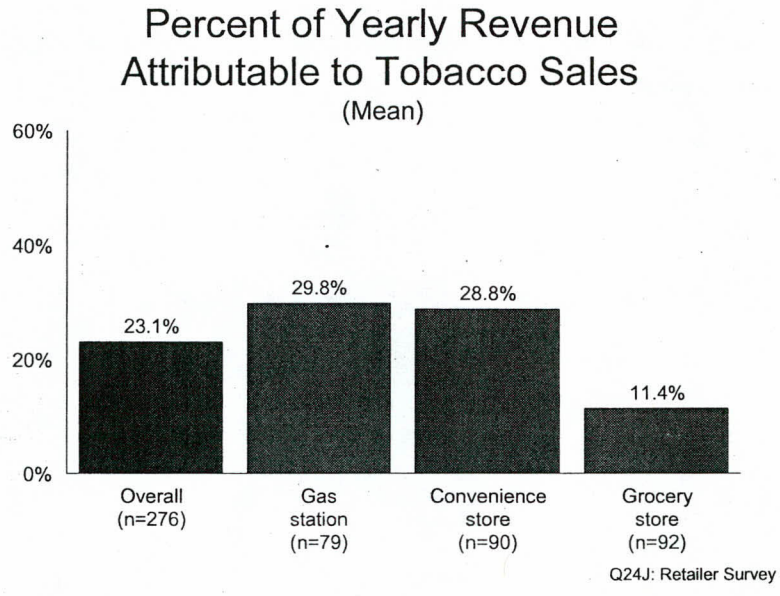
Among all tobacco retailers surveyed in this study, on average nearly one-quarter of their total annual revenue is attributable to sales of tobacco or tobacco-related products. Tobacco retailers located in Winnipeg report a much higher percentage of revenue attributable to tobacco sales than do those in the rest of the province. In addition, grocery store retailers have a much lower percentage of their revenue coming from sales of tobacco products than do other types of retailers. (Figure 48)

Figure 48



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Conclusions

The following conclusions are based on a detailed analysis of the results from interviews with Manitoba adults, youth, and retailers reported in this study.

- ***Although convenience is the most important factor determining where smokers purchase cigarettes, youth non-smokers are more likely to perceive price as the key variable.***

  One-half of all smokers say convenient geographic location is the most important factor in deciding where they usually purchase cigarettes, with this location typically being close to home, as opposed to work. Of interest, price is clearly of secondary consideration to smokers. Given the importance of location, it makes sense that convenience stores and gas stations are the primary places of cigarette purchase for most smokers. This is particularly true for younger adult smokers (i.e., those 18 to 34 years of age), as three-quarters purchase cigarettes at convenience stores or gas stations. Of interest, one-quarter of smokers say if they had to travel further to purchase cigarettes they would smoke fewer cigarettes.

- ***Removal of cigarettes from the product mix would have some impact on non-tobacco purchases, with convenience stores and gas stations being most affected.***

  In addition to the loss of cigarette sales, the removal of cigarettes from retail establishments could potentially affect sales of non-tobacco products, because smokers tend to purchase other items at the same time as cigarettes. Indeed, seven in ten adult smokers in Manitoba say they always or often purchase other goods or products, other than cigarettes, from the establishments where they usually buy cigarettes. However, the potential loss in sales of non-tobacco products to smokers must be weighed against the knowledge that many non-smokers, especially youth non-smokers, indicate being more willing to shop at an establishment if it no longer sold cigarettes. This fact, coupled with the result that two-thirds of smokers would always or often continue to shop at their usual location even if it no longer sold cigarettes, suggests that the declines in non-tobacco sales could be minimal.

  Of note, results indicate gas stations and convenience stores may be more greatly affected if cigarettes were removed from the product mix than would grocery stores. This is because smokers are both more likely to purchase other goods and products at grocery stores than at other types of establishments, and more likely to continue to do so even if cigarettes were no longer available at grocery stores.

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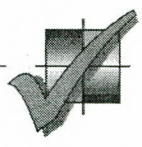

- ***All groups acknowledge that power walls potentially influence smoking behaviour, especially among youth, and there is public support for restrictions on such retail displays.***

  Both retailers and residents believe cigarettes are stored where they are (typically on a wall behind the cash) to prevent theft, however, such walls are clearly perceived as a form of advertising by the public. Indeed, Manitobans are of the opinion that such displays are the primary way retail establishments let people know cigarettes are for sale. The majority of both adults and youth recall seeing cigarettes displayed in such a manner.

  While the effect of the wall of cigarettes on the purchase behaviour of adult smokers and non-smokers is unclear, there is a clear belief that promoting cigarettes encourages young people to smoke. Youth smokers and non-smokers alike are even more convinced than adults that power walls encourage young people to be more likely to smoke. Cigarette retailers in the province are less likely to hold such opinions.

  Importantly, results indicate substantial support among the public for placing restrictions on the retail display of cigarettes. Seven in ten adults, and eight in ten youth, believe there should be some form of restriction on the display of cigarettes (i.e., either not prominently displayed or kept out of sight unless requested). Moreover, the majority of adults and youth alike support government restrictions on the use of power walls and other tobacco product displays. Not surprisingly, retailers who sell cigarettes express far less support for such restrictions.

- ***Residents, especially youth, support the licensing of cigarette retailers, as well as specific limitations on where cigarettes can be sold.***

  Seven in ten adults in Manitoba, and nine in ten youth, are of the opinion that establishments that sell cigarettes should be licensed. Although support is lower, the majority of the public aged 12 and older in Manitoba also support limiting where cigarettes are sold by changing current practices so that fewer types of establishments could sell cigarettes. That said, support for limiting establishments allowed to sell cigarettes increases when placed in the context of restricting youth accessibility (i.e., in places where minors are present, and particularly, within 500 metres of schools).

- ***In Manitoba, youth and adult smokers express clear intentions of quitting, with youth having a more difficult time doing so.***

  One in ten Manitoba youth aged 12 to 17 consider themselves to be smokers, and the same can be said for two in ten adults in the province. Even more notable, most smokers, including youth smokers, want to quit. This is demonstrated by the fact that they have tried to quit in the past (including multiple attempts within the past year) and many plan try to quit again within in the next six months. Indeed, only one in ten adult and youth smokers have never tried to quit and are not planning to do so in the next six months. Unfortunately, only two in ten adults who have attempted to quit in the past year have been successful in doing so, and for youth, only one in ten has been successful.

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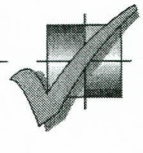

- ***Manitoba tobacco retailers expect a slight negative impact to their business as a result of restrictions on tobacco displays.***

  According to tobacco retailers, restrictions on the display of tobacco products will have a negative impact on their business, although this view is only held by one-third of retailers. Most retailers predict no impact from the new restrictions, and few retailers expect any staffing changes as a result of the display restrictions. In terms of the estimated impact on the business, the one-third of retailers who foresee a negative impact from the restrictions say sales will drop by an average of 18 percent. When calculated across all retailers, it is estimated that the display restrictions will result in a loss of sales of approximately 7 percent. Of interest, grocery stores and retailers outside of Winnipeg are least likely to be affected by the restrictions.

- ***Few tobacco retailers consider restricting access to minors a viable option, and most will have to renovate their business to comply with the new tobacco display restrictions.***

  Instead of changing how cigarettes are currently displayed to comply with new restrictions, tobacco retailers could choose to restrict access to minors, meaning that cigarettes could still be openly displayed. Apparently, however, retailers are not likely to take this option as only a small minority is considering restricting access to minors, and very few retailers are already doing so. Consistent with other potential tobacco restrictions, retailers are generally opposed to a law that would restrict tobacco sales to locations that do not permit minors. Of note, roughly one-half of tobacco retailers state that they will have to renovate their business to comply with the new ban on tobacco displays, at an average cost to them of $1,500.

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Study Methodology

Questionnaire Design

The questionnaires for this study were designed by Corporate Research Associates in consultation with senior Health Canada officials.

Sample Design and Selection

With respect to the youth and adult components of the study, samples were drawn using systematic sampling procedures from a list of randomly selected households compiled from commercially available telephone numbers in Canada. The sample was stratified by smoking status (i.e., smokers and non-smokers) for purposes of completing the oversample of 200 additional smokers.

With respect to retailers of cigarettes, a representative sample of businesses within the province of Manitoba was purchased from a commercial supplier. To increase the likelihood of reaching retailers who sell cigarettes, the purchased sample included only those types of business likely to sell cigarettes, based on their Standard Industry Code (SIC) designation. In particular, those businesses included convenience stores, variety stores, gas stations, pharmacies, and grocery retailers.

Sampling frames were established so as to complete a representative sample of interviews with 350 youth aged 12 to 17, 800 adults aged 18 and over, 200 adult smokers aged 18 and over, and 300 retailers of cigarettes. Subsequently, data collected from the two adult surveys (general population and oversample of smokers) were combined and weighted according to population data available from the 2003 Canadian Tobacco Use Monitoring Survey (CTUMS, see below for more detail).

In total, 351 interviews were completed with Manitoba youth aged 12 to 17, which can be expected to be accurate to within ±5.2 percentage points, 19 times out of 20. A total of 1,003 interviews were completed with Manitoba adults 18 years of age and over, which can be expected to be accurate to within ±3.1 percentage points, 19 times out of 20. Finally, a total 276 interviews were completed with retailers in the province who sell cigarettes, which can be expected to be accurate to within ±5.9 percentage points, 19 times out of 20.

Residents in both the youth and adult components of the study were classified as a smoker if he/she smoked cigarettes, either manufactured ones or self-rolled cigarettes, everyday or occasionally. A resident was classified as a non-smoker is he/she did not smoke cigarettes at all. Smoking status is determined from the response to the question "At the present time, do you smoke cigarettes, either manufactured ones or cigarettes that you roll yourself, everyday, occasionally, or not at all?"

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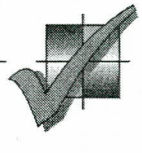

Weighting

Interviews with youth and retailers were completed based on a random sample of individuals from those respective populations, with no quotas. Moreover, subsequent to data collection, the youth data set was compared with known population data on key variables such as age, gender, and geographic distribution. As a result, it was deemed unnecessary to weight the resulting data for either of these samples.

Data for the adult component of the study included both a general population component based on a random sample of individuals 18 years of age and over, as well as an oversample of smokers in the province. The combined data set was weighted, using a cell weighting procedure, according to results provided by the 2003 CTUMS study. Three variables were used to weight the data: gender, age (i.e., 18-24, 25-44, and 45+), and smoking status (i.e., smoker and non-smoker). The weights are calculated based on the 2003 CTUMS study as reported by Health Canada at the web page: http://www.hc-sc.gc.ca/hl-vs/pubs/tobac-tabac/ctums-esutc-2003/tabl02_e.html. Of note, the CTUMS database that CRA utilized for weighting is for people 20 years of age and older. Although residents 18 years of age and older were interviewed in the current study, the 20+ age group was the most appropriate population available for weighting (i.e., the other available population detailed residents 15 years of age and older).

Survey Administration

All telephone surveys were administered from July 28 to August 13, 2005 from Corporate Research Associates' data collection facilities in Halifax, Nova Scotia and Saint John, New Brunswick. All interviewing was conducted by fully trained and supervised interviewers and a minimum of 10 percent of all completed interviews were subsequently verified. The average length of time to complete an interview varied based on the population being interviewed, with the retailers survey being the shortest (approximately 7 minutes, on average) and the survey with the oversample of smokers being the longest (approximately 12 minutes, on average).

Completion Results

Among all eligible Canadian residents contacted, the response rate was 36 percent. Response rate is calculated as the number of cooperative contacts (19,997) divided by the total number of eligible telephone numbers called (54,962).

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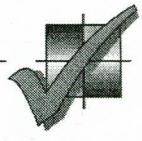

The final disposition of all the telephone numbers called is shown below in a format derived from the Marketing Research and Intelligence Association's *Standard Record of Contact* format:

	Retailers	Youth	Gen Pop	Oversample
A. Total Numbers Attempted	**1,831**	**16,072**	**4,599**	**7,500**
Discontinued Number/Not in Service	123	2,265	645	1,071
Fax/Modem	193	203	73	107
Cell Phone/Pager	0	17	4	10
Non-Residential #/Non-Business #	7	128	41	61
Wrong Number	24	1	1	7
Blocked Number	8	10	4	4
Duplicate	31	4	16	12
Corporate Level Decision	41	--	--	--
B. Eligible Numbers	**1,404**	**13,444**	**3,815**	**6,228**
Busy	3	63	23	26
Answering Machine	7	1,613	430	880
No Answer	33	997	175	653
Illness, Incapable	0	108	46	84
Language Problem	37	100	21	64
Qualified Not Available/Callbacks	235	309	299	448
C. Total Asked	**1,089**	**10,254**	**2,821**	**4,073**
Gatekeeper Refusal	83	1,482	682	182
Respondent Refusal	394	847	782	1,804
Mid Terminate	11	21	44	9
Never Call List	12	42	8	66
Hang Up	70	1,050	470	465
D. Co-operative Contacts	**519**	**6,812**	**835**	**1,547**
DNQ Sensitive Occupation	33	2	7	5
DNQ Age	--	6,444	17	19
DNQ Occupation	--	9	6	11
Refused/DNQ Smoking status	--	6	2	1,312
Retailers - DNQ Not manager	49	--	--	--
Retailers - DNQ Do not sell tobacco products	161	--	--	--
Completed Interviews	**276**	**351**	**803**	**200**

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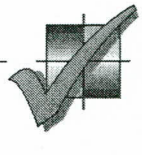

Sample Size and Tolerances

As margins of error for various sub-samples will vary based on sample size and proportion of the obtained result, a selection of sampling tolerances in presented in the following table.

Sample Size	Proportion				
	90% 10%	80% 20%	70% 30%	60% 40%	50% 50%
50	8.3	11.1	12.7	13.6	13.9
100	5.9	7.8	9.0	9.6	9.8
150	4.8	6.4	7.3	7.8	8.0
200	4.2	5.5	6.4	6.8	6.9
300	3.4	4.5	5.2	5.5	5.7
400	2.9	3.9	4.5	4.8	4.9
500	2.6	3.5	4.0	4.3	4.4
600	2.4	3.2	3.7	3.9	4.0
700	2.2	3.0	3.4	3.6	3.7
800	2.1	2.8	3.2	3.4	3.5
900	2.0	2.6	3.0	3.2	3.3
1,000	1.9	2.5	2.8	3.0	3.1

The preceding table describes, in some sense, the "accuracy" of an obtained sample with various characteristics. Everything else being equal, larger samples will produce a much more accurate estimate of the population than will smaller samples, and samples drawn from a population with a skewed distribution (e.g., 90%/10%) will be more accurate than those drawn from a population with an equal distribution (e.g., 50%/50%). At the extremes, if the entire population was sampled, there would be no error due to sampling (i.e., the margin of error would be zero), regardless of what proportion of the population exhibited the behaviour of interest (e.g., smoking). Alternatively, if the entire population was homogeneous in their behaviour (e.g., all were non-smokers), then there would no error due to sampling (i.e., the margin of error would be zero), regardless of the size of the sample drawn.

To read the previous table, find the cell corresponding to the sample size of the group of interest, and the approximate percentage exhibiting that particular behaviour (ideally, this would come from the population, but since the population parameter is generally unknown, the sample estimate can serve as a proxy). The value in the cell reflects the margin of error surrounding the sample percentage. For example, if the results table shows that 21 percent of a sample of 200 are smokers, then the true percentage of smokers in the population would be within +/- 5.5 percentage points of the 21 percent figure, 19 times out of 20. In contrast, if that same figure of 21 percent were based on a sample of 800, then the true percentage of smokers in the population would be within +/- 2.8 percentage points of the 21 percent figure, 19 times out of 20.

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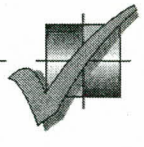

Appendix A:
Study Questionnaire
Adults

General Instructions:

o Interviewer must read each set of instructions for each part of this questionnaire.

o Interviewer must record all responses clearly and verbatim where required.

o Interviewer must avoid paraphrasing or rewording responses.

RECORD FOLLOWING INFORMATION:

Respondent's Name: _____

Telephone #: _____

Community: _____

Postal Code: _____

CRA ID: _____

Hello, my name is _____ and I work with Corporate Research Associates, a research company. Today we are conducting an important survey for Health Canada, the federal government's health department. The survey will give a better understanding of smoking and tobacco related issues, and is being conducted among residents of Manitoba 18 years of age or older in your household. Please be assured that we are not trying to sell anything, and your participation is voluntary. You will remain anonymous and your answers will be confidential. The survey meets the requirements of the Privacy Act, and the questionnaire should take 10 to 15 minutes to complete. This survey is registered with the national survey registration system. **ARRANGE CALLBACK IF NECESSARY - IF RESPONDENT HAS QUESTIONS ABOUT THE SURVEY, PLEASE RECORD NAME AND NUMBER AND PETER MacINTOSH WILL CALL HIM/HER BACK.**

A. Introduction and Screener

1. In which official language would you prefer to be interviewed?
READ RESPONSES – CODE ONE ONLY

1 English
2 French

2. Of the languages you understand, which one did you learn first?
DO NOT READ RESPONSES – CODE ONE ONLY

1 English
2 French
3 English and French equally
9 Other

3. In what year were you born?
RECORD EXACT YEAR – PROBE TO AVOID ACCEPTING A RANGE

RECORD YEAR: 19 ___ ___
9997 Refused **THANK, TERMINATE AND RECORD**

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4. Next, do you or does anyone in your household work for an advertising or market research firm, or a tobacco company?
CODE ONE ONLY

1	Yes	**THANK, TERMINATE AND RECORD**
2	No	**CONTINUE**
7	Refused	**THANK, TERMINATE AND RECORD**

B. Respondent Profile

And moving along ...

5. At the present time, do you smoke cigarettes, either manufactured ones or cigarettes that you roll yourself, every day, occasionally, or not at all?
CODE ONE ONLY

1	Everyday	**CLASSIFY AS "SMOKER"**
2	Occasionally	**CLASSIFY AS "SMOKER"**
3	Not at all	**CLASSIFY AS "NON- SMOKER"**
8	Refused/No answer	**THANK, TERMINATE AND RECORD**

6. Have you smoked at least 100 cigarettes in your life?
CODE ONE ONLY

1	Yes
2	No
8	Don't know/No answer

7. Have you smoked any cigarettes in the past 30 days?
CODE ONE ONLY

1	Yes	
2	No	**CLASSIFY AS "FORMER SMOKER" IF "YES" IN Q.6, BUT "NO" TO Q.7**
8	Don't Know/No Answer	

8. **[ASK "FORMER SMOKERS" ONLY]** When did you last stop smoking? Was it ... :
READ RESPONSES IN ORDER – CODE ONE ONLY

1	One year ago, or less
2	At least one year ago, but less than three years ago
3	At least three years ago, but less than five years ago, or was it
4	Five years ago or more
VOLUNTEERED	
8	Don't know/No answer

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9. **[ASK Q.9 ONLY IF "EVERYDAY" IN Q.5]** On average, how many cigarettes do you smoke per day?
PROBE FOR A PRECISE NUMBER OF CIGARETTES - PROBE TO AVOID A RANGE - IF RESPONDENT SAYS ONE PACK A DAY PROBE FOR NUMBER OF CIGARETTES IN A PACK

RECORD NUMBER: _____
997 Refused

10. **[ASK Q.10 ONLY IF "OCCASIONALLY" IN Q.5]** On the days that you smoke, about how many cigarettes do you smoke?
RECORD EXACT NUMBER – PROBE TO AVOID A RANGE - IF RESPONDENT SAYS ONE PACK A DAY PROBE FOR NUMBER OF CIGARETTES IN A PACK

RECORD NUMBER: _____
997 Refused

11. **[ASK SMOKERS ONLY]** Have you ever tried to quit smoking?
CODE ONE ONLY

1	Yes	**CONTINUE**
2	No	**SKIP TO Q.13**
8	Don't know/No answer	**SKIP TO Q.13**

12. **[ASK SMOKERS ONLY, AND IF "YES" IN Q.11]** In the past year, how many times have you stopped smoking for at least 24 hours because you were trying to quit smoking? Would it be ... :
READ RESPONSES IN ORDER - CODE ONE ONLY

1 Once
2 Twice
3 Three times
4 More than three times, or
5 Have you not tried to stop smoking in the past year
VOLUNTEERED
8 Don't know/No answer

13. **[ASK ONLY IF "NO" OR "DON'T KNOW/NO ANSWER" IN Q.11]** Are you now seriously thinking of quitting smoking in the next 6 months?
CODE ONE ONLY

1 Yes
2 No
7 Refused
8 Don't know/No answer

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C. Purchase Issues

And moving along ...

14. **[ASK SMOKERS ONLY]** Where do you usually purchase the cigarettes you smoke?
DO NOT READ LIST - CODE ONE ONLY

01 Drug stores
02 Licensed bars and taverns
03 Gas stations
04 Convenience stores
05 Athletic and recreation facilities such as rinks, gymnasiums, golf courses, and so on
06 Grocery stores
07 Government-owned premises
08 Public schools
09 Post-secondary educational institutions such as universities and colleges
10 Health care facilities
11 Vending machines
12 Two or more places equally (**PROBE**: Which places would they be? _____)
96 No usual place
97 Don't purchase cigarettes
98 Don't know/No answer
99 Other (**SPECIFY**: _____)

15. **[ASK IF SMOKER, BUT DO NOT ASK IF CODES 96, 97 OR 98 IN Q.14]** What is the single most important reason why you usually purchase cigarettes from **[NAME OF LOCATION FROM Q.14]**? **PROBE:** Any other reasons?
DO NOT READ LIST - CODE AS MANY AS APPLY - RECORD FIRST/SUBSEQUENT MENTIONS SEPARATELY

01 **Convenient geographic location**
02 Always have purchased them there
03 Best selection
04 Know the people who work at the store
05 Discount prices
06 They carry my brand
07 Good parking
08 Buy other things at that location as well
09 They're open long hours/24-7
10 Open on Sundays
11 They never run out of my brand/Dependable
12 Good promotions
13 They present cigarettes in a pleasant way
14 The cigarette wall is impressive there
98 Don't know/No answer
99 Other (**SPECIFY**: _____)

POSE QUESTIONS 15a-c ONLY IF "CONVENIENT GEOGRAPHIC LOCATION" IN Q.15

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15a. Is the location where you usually purchase cigarettes close to where you **live**?
CODE ONE ONLY

1 Yes
2 No
8 Don't know/No answer

15b. Is the location where you usually purchase cigarettes close to where you **work**?
CODE ONE ONLY

1 Yes
2 No
7 Do not work
8 Don't know/No answer

15c. Is the location where you usually purchase cigarettes close to where you **attend an educational institution**?
CODE ONE ONLY

1 Yes
2 No
7 Do not attend an educational institution
8 Don't know/No answer

16. **[ASK IF NON-SMOKER]** What do you think is the single most important factor that influences where smokers purchase cigarettes? **PROBE:** Any other reasons?
DO NOT READ LIST - CODE AS MANY AS APPLY - RECORD FIRST/SUBSEQUENT MENTIONS SEPARATELY

01 Convenient geographic location
02 Always have purchased them there
03 Best selection
04 Know the people who work at the store
05 Discount prices
06 They carry their brand
07 Good parking
08 Buy other things at that location as well
09 They're open long hours/24-7
10 Open on Sundays
11 They never run out of their brand/Dependable
12 Good promotions
13 They present cigarettes in a pleasant way
14 The cigarette wall is impressive there
98 Don't know/No answer
99 Other (**SPECIFY**: _____)

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And moving along ...

17a. **[ASK SMOKERS ONLY]** Do you **[READ RESPONSES IN ORDER]** purchase other goods or products, other than cigarettes, from the establishment or establishments where you usually buy cigarettes? **CODE ONE ONLY**

1 Always
2 Often
3 Rarely, or
4 Never

VOLUNTEERED

7 Don't have [a usual establishment/establishments] where I buy cigarettes
8 Don't know/No answer

17b. **[ASK Q.17b ONLY IF "ALWAYS," "OFTEN," OR "RARELY" IN Q.17a]** What are the goods or products you most often purchase, other than cigarettes, from the establishment or establishments where you usually buy cigarettes? **PROBE:** Anything else? **DO NOT READ LIST - CODE UP TO A MAXIMUM OF *THREE* GOODS AND/OR PRODUCTS - RECORD FIRST/SUBSEQUENT MENTIONS SEPARATELY**

01 Bread
02 Milk
03 Gasoline
04 Groceries
05 Drugs/pharmaceuticals
06 Candy
98 Don't know/No answer
99 Other (**SPECIFY**: _____)

18. **[ASK SMOKERS ONLY, BUT DO NOT ASK Q.18 IF "NEVER" IN Q.17a, OR IF CODE 7 IN Q.17a]** Imagine for a moment that the establishment or establishments where you usually buy cigarettes no longer sold them. Knowing this, would you **[READ RESPONSES IN ORDER]** continue to shop there? **READ RESPONSES ONLY IF NECESSARY - CODE ONE ONLY**

1 Always
2 Often
3 Rarely, or
4 Never

VOLUNTEERED

7 Don't have [a usual establishment/establishments] where I buy cigarettes
8 Don't know/No answer

19. **[ASK NON-SMOKERS ONLY]** Would you be more likely to shop at an establishment if they no longer sold cigarettes? **CODE ONE ONLY**

1 Yes
2 No
8 Don't Know/No Answer

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D. Display Issues

And moving along ...

20. Which one of the following statements comes closest to how you feel about how cigarettes are displayed in stores? Do you think ... :
READ AND ROTATE STATEMENTS – CODE ONE ONLY

01 Cigarettes should not be prominently displayed in places where they are sold
~ OR, DO YOU THINK ~
02 Cigarettes should be kept out of sight unless a customer specifically asks to purchase them
~ OR, DO YOU THINK ~
03 There should be no restriction on how cigarettes are displayed in stores
VOLUNTEERED
98 Don't know/No answer
99 Other (**SPECIFY**: _____)

21. **DELETED**

22. **DELETED**

23. And now I would like to talk to you some more about the manner in which tobacco and tobacco-related products are displayed. Right now, retail stores are able to display cigarette packages openly and visibly to the public, including minors. Retailers may display cigarette packages in multiple vertical rows, which highlight the colour and can make a particular brand stand out. This type of display is sometimes referred to as a "power wall." Have you been in retail stores where you can recall seeing cigarette packages displayed in this manner?
CODE ONE ONLY

1 Yes
2 No
8 Don't know/No answer

24. Do you think power walls have the potential to influence consumers to purchase tobacco or tobacco related products?
CODE ONE ONLY

1 Yes
2 No
8 Don't know/No answer

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25. Using a scale from "1" to "5," with "1" being "strongly disagree" and "5" being "strongly agree," all things considered to what extent do you agree or disagree that the use of "power walls" when displaying tobacco and other tobacco related products can lead young people to view smoking as a normal and socially accepted behaviour? **REPEAT SCALE IF NECESSARY - CODE ONE ONLY**

1 Strongly disagree
2
3
4
5 Strongly agree
VOLUNTEERED
8 Don't know/No answer

26. Using the same "1" to "5" scale, all things considered to what extent do you agree or disagree that if young people view smoking as normal and socially acceptable behaviour, they are more likely to try smoking themselves? **REPEAT SCALE IF NECESSARY - CODE ONE ONLY**

1 Strongly disagree
2
3
4
5 Strongly agree
VOLUNTEERED
8 Don't know/No answer

27. Using a "1" to "5" scale where "1" means "strongly oppose" and "5" means "strongly support," all things considered to what extent do you oppose or support the federal and provincial governments restricting the display of tobacco and tobacco related products? **REPEAT SCALE IF NECESSARY; CODE ONE ONLY**

1 Strongly oppose
2
3
4
5 Strongly support
VOLUNTEERED
8 Don't know/No answer

28. Using the same "1" to "5" scale, all things considered to what extent do you oppose or support the Government of Manitoba banning the use of power walls as well as other forms of tobacco displays and advertising in all retail stores in Manitoba? **REPEAT SCALE IF NECESSARY - CODE ONE ONLY**

1 Strongly oppose
2
3
4
5 Strongly support
VOLUNTEERED
8 Don't know/No answer

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E. Availability/Licensing Issues

And on another topic ...

29. In your opinion, which specific types of establishments, if any, should not be allowed to sell cigarettes in Manitoba? **PROBE:** Any others?
DO NOT READ RESPONSES - CODE AS MANY AS APPLY

01 Drug stores or pharmacies
02 Licensed bars and taverns
03 Gas stations
04 Convenience stores
05 Athletic and recreation facilities such as rinks, gymnasiums, golf courses, and so on
06 Grocery stores
07 Government-owned premises
08 Public schools
09 Post-secondary educational institutions such as universities and colleges
10 Health care facilities
11 Vending machines
12 Horserace tracks
13 Liquor stores
96 There should not be restrictions on selling cigarettes
97 Cigarettes shouldn't be available for sale anywhere
98 Don't know/No answer
99 Other (**SPECIFY**: _____)

30. Yes or no, do you think establishments should be required to have a license to sell cigarettes?
CODE ONE ONLY

01 Yes
02 No
VOLUNTEERED
97 They already are required to have a license (**PROBE**: But do you think they should be required to have such a license? **SPECIFY**: _____)
98 Don't know/No answer
99 Other (**SPECIFY**: _____)

31. Would you **[READ RESPONSES IN ORDER]** changing current practices so that fewer types of establishments could sell cigarettes?
CODE ONE ONLY

1 Support
2 Neither support nor oppose; or
3 Oppose
VOLUNTEERED
8 Don't know/No answer

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32. Which one of the following two statements comes closer to how you feel about where cigarettes should be sold? Do you think ... :
READ AND ROTATE STATEMENTS – CODE ONE ONLY

01 Cigarettes should only be sold in establishments where people ***18*** years of age or over are permitted
~ OR, DO YOU THINK ~
02 Cigarettes should be sold in establishments or stores where people of all ages are permitted
VOLUNTEERED
97 Cigarettes should not be sold anywhere
98 Don't know/No answer
99 Other (**SPECIFY**: _____)

33. Which one of the following two statements comes closer to how you feel about where cigarettes should be sold? Do you think ... :
READ AND ROTATE STATEMENTS – CODE ONE ONLY – IF RESPONDENT IS UNSURE OF HOW FAR 500 METERS IS, SAY "WITHIN WALKING DISTANCE"

01 Cigarettes should not be sold in stores that are within 500 meters of schools
~ OR, DO YOU THINK ~
02 There should be no restrictions on the location where cigarettes are sold
VOLUNTEERED
98 Don't know/No answer
99 Other (**SPECIFY**: _____)

34. **[ASK SMOKERS ONLY]** Yes or No, if you had to travel further than you currently do to purchase cigarettes, do you think you would end up smoking fewer cigarettes?
CODE ONE ONLY

1 Yes
2 No
7 Depends how far I would have to travel
8 Don't Know/No Answer

35. **[ASK SMOKERS ONLY]** When you enter a store and see a wall of cigarettes displayed behind the counter, does this make you want to purchase cigarettes ... :
READ RESPONSES IN ORDER - CODE ONE ONLY – IF RESPONDENT IS UNSURE OF WHAT A WALL OF CIGARETTES IS, SAY "THE WALL BEHIND THE COUNTER WHERE THE CIGARETTES ARE KEPT"

1 More often
2 Less often, or
3 Does seeing such a display have no impact on your purchase behaviour
VOLUNTEERED
7 I never see such displays
8 Don't Know/No Answer

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36. **[ASK FORMER SMOKERS ONLY]** When you enter a store and see a wall of cigarettes displayed behind the counter, does this make you want to ... : **READ RESPONSES IN ORDER - CODE ONE ONLY – IF RESPONDENT IS UNSURE OF WHAT A WALL OF CIGARETTES IS, SAY "THE WALL BEHIND THE COUNTER WHERE THE CIGARETTES ARE KEPT"**

1 Start smoking again
2 Does it confirm your decision to quit smoking, or
3 Does seeing such a display have no impact on your purchase behaviour

VOLUNTEERED

7 I never see such displays
8 Don't know/No answer

37. **[ASK EVERYONE]** In general, would you say that seeing displays promoting cigarettes in a retail location encourages young people to be **[READ RESPONSES IN ORDER]** to smoke?
CODE ONE ONLY

1 More likely
2 Less likely, or
3 Neither more nor less likely

VOLUNTEERED

8 Don't know/No answer

38. In your opinion, do you **[READ RESPONSES IN ORDER]** cigarettes being sold in establishments where everyday products are sold?
CODE ONE ONLY – MENTION IF NEEDED THAT EVERYDAY PRODUCTS ARE ITEMS SUCH AS BREAD, MILK, CANDY, AND SO ON

1 Support
2 Neither support nor oppose; or
3 Oppose

VOLUNTEERED

8 Don't know/No answer

F. Advertising Issues

And moving along ...

39. Thinking about establishments that sell cigarettes, how do they let people know that you can buy them there? **PROBE:** Any other ways? **DO NOT READ RESPONSES – CODE AS MANY AS APPLY**

01 Signs in stores (**PROBE:** Which types of signs? _____)
02 Point of sale posters
03 The wall/wall display of cigarettes
04 Signs outside the store
96 Retailers don't have such ads
97 Haven't heard/seen any such advertising
98 Don't know/No answer
99 Other (**SPECIFY**: _____)

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40. Do you consider cigarette packages on the wall behind the counter in a store to be a form of advertising, or not? **CODE ONE ONLY**

1 Yes
2 No
8 Don't Know/No Answer

41. **[ASK SMOKERS AND FORMER SMOKERS ONLY]** In general, would you say that seeing displays promoting cigarettes in a retail location make you **[READ RESPONSES IN ORDER]** to buy cigarettes? **CODE ONE ONLY**

1 More likely
2 Less likely, or
3 Neither more nor less likely
VOLUNTEERED
8 Don't know/No answer

G. Demographics and Closing

DEMOGRAPHICS: Finally, I would like information about yourself that will help us analyse the survey results.

42. Are you male or female? 1 Male 2 Female

43. What is the highest level of education you have completed?
DO NOT READ RESPONSES - CODE ONE ONLY

01 Elementary school (Grades 1-8)
02 Some high school
03 Graduated high school/vocational
04 Some Community/technical College
05 Graduate Community/technical College
06 Some university
07 Graduated university
98 Refused
99 Other (**SPECIFY**: _____)

44. Which of the following best describes your main activity during the last 12 months?:
READ RESPONSES IN ORDER - CODE ONE ONLY

1 Working at a job/business full-time
2 Working at a job/business part-time
3 Looking for work
4 A student
5 Retired
6 Raising a family or running a household, or
7 Seasonally employed
VOLUNTEERED
8 Refused

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45. Which of the following broad income categories best describes your **total** household income **before** taxes in 2004? Would it be ... :
READ RESPONSES IN ORDER - CODE ONE ONLY

1 Less than $25,000
2 At least $25,000, but less than $50,000
3 At least $50,000, but less than $75,000
4 At least $75,000, but less than $100,000, or
5 $100,000 or more
VOLUNTEERED
7 Refused
8 Don't know/No answer

46. What city, town, or village do you live in?
RECORD COMMUNITY

_____
97 Refused

47. Finally, could you provide your home postal code?
RECORD POSTAL CODE – RECORD FIRST THREE ELEMENTS IF ONLY PARTIAL IS AVAILABLE

RECORD: _____
97 Refused/Don't know/No answer

Thank you and have a great day!

Interviewer Certification: I hereby certify that this survey was conducted in the manner in which it was intended and understand that a portion of completed interviews will be verified by a field supervisor.

Interviewer's Name: _____ Date: _____

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Bonjour, je m'appelle _____ et je travaille pour Corporate Research Associates, société de recherche. Nous effectuons aujourd'hui un important sondage pour Santé Canada, le ministère de la Santé fédéral. Ce sondage, effectué chez les résidents du Manitoba âgés de 18 ans de votre maisonnée permettra de mieux comprendre les problèmes liés à la consommation de tabac et des produits dérivés du tabac. Vous pouvez tenir pour certain que nous n'essayons pas de vendre quoi que ce soit et votre participation est volontaire. Votre participation est anonyme et vos réponses demeureront confidentielles. Le sondage respecte les exigences de la *Loi sur la protection des renseignements personnels* et prend moins de 15 minutes. Ce sondage est enregistré dans le système national d'enregistrement de sondage.

RAPPELER AU BESOIN; SI LA PERSONNE INTERROGÉE A DES QUESTIONS SUR LE SONDAGE, PRENDRE NOTE DE SON SOM ET DE SON NUMÉRO DE TÉLÉPHONE ET PETER MacINTOSH LA RAPPELLERA.

1. Dans quelle langue officielle voulez-vous qu'on vous interroge?
COCHER UNE SEULE RÉPONSE

1 Anglais
2 Français

2. Quelle est votre langue maternelle?
NE PAS LIRE LES RÉPONSES – COCHER UNE SEULE RÉPONSE

1 Anglais
2 Français
3 Anglais et Français
9 Autre

3. En quelle année êtes-vous né(e)?
INSCRIRE L'ANNÉE EXACTE; POSER DES QUESTIONS SUPPLÉMENTAIRES POUR ÉVITER D'ACCEPTER UNE PLAGE

INSCRIRE L'ANNÉE : 19 ___ ___

9997 Refusé de répondre — **REMERCIER LA PERSONNE, METTRE FIN À L'ENTREVUE ET PRENDRE NOTE DES RÉSULTATS**

4. Ensuite, est-ce que quelqu'un dans votre foyer travaille pour une entreprise de publicité, des spécialistes de la recherche commerciale ou une société productrice de tabac?
COCHER UNE SEULE RÉPONSE

1 Oui — **REMERCIER LA PERSONNE, METTRE FIN À L'ENTREVUE ET PRENDRE NOTE DES RÉSULTATS**
2 Non — **CONTINUER**
7 Refusé — **REMERCIER LA PERSONNE, METTRE FIN À L'ENTREVUE ET PRENDRE NOTE DES RÉSULTATS**

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Passons à la prochaine question...

5. En ce moment, est-ce que vous fumez des cigarettes, fabriquées ou que vous roulez vous-même, tous les jours, à l'occasion ou pas du tout?
COCHER UNE SEULE RÉPONSE

1	Tous les jours	**CLASSER COMME « FUMEUR »**
2	À l'occasion	**CLASSER COMME « FUMEUR »**
3	Pas du tout	**CLASSER COMME « NON FUMEUR »**
8	Refusé/n'a pas d'opinion	**REMERCIER LA PERSONNE, METTRE FIN À L'ENTREVUE ET PRENDRE NOTE DES RÉSULTATS**

6. Avez-vous fumé au moins 100 cigarettes dans votre vie?
COCHER UNE SEULE RÉPONSE

1 Oui
2 Non
8 Ne sait pas/n'a pas d'opinion

7. Avez-vous fumé des cigarettes au cours des 30 derniers jours?
COCHER UNE SEULE RÉPONSE

1	Oui	
2	Non	**CLASSER LA PERSONNE COMME « ANCIEN FUMEUR » SI ELLE RÉPOND « OUI » À LA Q. 6 MAIS « NON » À LA Q.7**
8	Ne sait pas/n'a pas d'opinion	

8. **[DEMANDER AUX « ANCIENS FUMEURS » SEULEMENT]** À quand remonte la dernière fois que vous avez arrêté de fumer? Est-ce que c'était :
LIRE LES RÉPONSES DANS L'ORDRE – COCHER UNE SEULE RÉPONSE

1 Il y a un an ou moins
2 Il y a au moins un an mais moins de trois ans
3 Il y a au moins trois ans mais moins de cinq ans, ou
4 Il y a cinq ans ou plus
SPONTANÉMENT
8 Ne sait pas/n'a pas d'opinion

9. **[POSER LA Q.9 SEULEMENT SI LA PERSONNE RÉPOND « TOUS LES JOURS » À LA Q.5]** En moyenne, combien fumez-vous de cigarettes par jour?
POSER PLUS DE QUESTIONS POUR OBTENIR LE NOMBRE DE CIGARETTES PRÉCIS. POSER D'AUTRES QUESTIONS POUR ÉVITER D'OBTENIR UNE PLAGE; SI LE RÉPONDANT RÉPOND UN PAQUET PAR JOUR, DEMANDER COMBIEN IL Y A DE CIGARETTES DANS LE PAQUET.

INSCRIRE LE NOMBRE : _____
997 Refusé

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10. **[POSER LA Q.10 SEULEMENT SI LA PERSONNE RÉPOND « À L'OCCASION » À LA Q.5]** Lorsque vous fumez, combien fumez-vous de cigarettes par jour?
POSER PLUS DE QUESTIONS POUR OBTENIR LE NOMBRE DE CIGARETTES PRÉCIS. POSER D'AUTRES QUESTIONS POUR ÉVITER D'OBTENIR UNE PLAGE; SI LE RÉPONDANT RÉPOND UN PAQUET PAR JOUR, DEMANDER COMBIEN IL Y A DE CIGARETTES DANS LE PAQUET.

INSCRIRE LE NOMBRE : _____
997 Refusé

11. **[DEMANDER AUX FUMEURS SEULEMENT]** Avez –vous déjà essayé d'arrêter de fumer?
COCHER UNE SEULE RÉPONSE

1	Oui	**CONTINUER**
2	Non	**ALLER À LA Q.13**
8	Ne sait pas/n'a pas d'opinion	**ALLER À LA Q.13**

12. **[DEMANDER AUX FUMEURS SEULEMENT ET S'ILS ONT RÉPONDU « OUI » À LA Q.11]** Au cours de la dernière année, combien de fois avez-vous arrêté de fumer pendant au moins 24 heures parce que vous essayiez d'arrêter de fumer? Est-ce que ce serait :
LIRE LES RÉPONSES DANS L'ORDRE – COCHER UNE SEULE RÉPONSE

1 Une fois
2 Deux fois
3 Trois fois
4 Plus de trois fois ou
5 Vous n'avez pas essayé d'arrêter de fumer au cours de la dernière année **SPONTANÉMENT**
8 Ne sait pas/n'a pas d'opinion

13. **[DEMANDER SEULEMENT SI LA PERSONNE RÉPOND « NON » OU « NE SAIT PAS/PAS DE RÉPONSE » À LA Q.11]** Est-ce que vous songez sérieusement à arrêter de fumer au cours des six prochains mois?
COCHER UNE SEULE RÉPONSE

1 Oui
2 Non
7 Refusé
8 Ne sait pas/n'a pas d'opinion

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On continue...

14. **[DEMANDER AUX FUMEURS SEULEMENT]** Où achetez-vous habituellement les cigarettes que vous fumez?
NE PAS LIRE– COCHER UNE SEULE RÉPONSE

01 Dans une pharmacie
02 Dans un débit de boisson détenant un permis d'alcool
03 Dans une station-service
04 Dans un dépanneur
05 Dans une installation sportive et de loisirs comme un aréna, un gymnase, un terrain de golf, etc.
06 Dans une épicerie
07 Dans un endroit appartenant au gouvernement
08 Dans une école publique
09 Dans un établissement d'enseignement postsecondaire comme une université ou un collège
10 Dans un établissement de soins de santé
11 Dans un distributeur automatique
12 À deux endroits ou plus à part égale (**POSER LA QUESTION SUIVANTE :** À quels endroits? _____)
96 À aucun endroit habituel
97 N'achète pas de cigarettes
98 Ne sait pas/n'a pas d'opinion
99 Autre **(PRÉCISER :**_____**)**

15. **[DEMANDER AUX FUMEURS, MAIS PAS POUR LES CODES 96 ET 97 À LA Q. 14]** Quelle est la principale raison pour laquelle vous achetez des cigarettes **[NOMMER L'ÉTABLISSEMENT MENTIONNÉ À LA Q.14]**? **POSER LA QUESTION SUIVANTE :** Est-ce qu'il y a d'autres raisons?
NE PAS LIRE LES RÉPONSES – CODER TOUTES LES RÉPONSES QUI S'APPLIQUENT – CODER LA PREMIÈRE RÉPONSE ET LES RÉPONSES SUBSÉQUENTES SÉPARÉMENT

01 L'établissement est bien situé
02 Je les ai toujours achetées à cet endroit
03 On y offre le meilleur choix
04 Je connais les gens qui travaillent dans ce magasin
05 Prix réduit
06 L'endroit offre la marque que je préfère
07 Le stationnement est pratique
08 J'achète d'autres choses également à cet endroit-là
09 L'endroit est ouvert tard/en tout temps
10 L'endroit est ouvert le dimanche
11 J'y trouve toujours la marque que je préfère/l'endroit est fiable
12 Il y a de bonnes offres spéciales
13 Les cigarettes sont présentées de manière agréable
14 L'étalage de cigarettes à cet endroit est impressionnant
98 Ne sait pas/n'a pas d'opinion
99 Autre **(PRÉCISER :**_____**)**

DEMANDER QUESTIONS 15a-c SEULEMENT SI « L'ÉTALISSEMENT EST BIEN SITUÉ » EN Q.15

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15a. L'établissement où vous achetez habituellement des cigarettes est-il situé près d'où vous **habitez**?
COCHER UNE SEULE RÉPONSE

1 Oui
2 Non
8 Ne sait pas/n'a pas d'opinion

15b. L'établissement où vous achetez habituellement des cigarettes est-il situé près d'où vous **travaillez**?
COCHER UNE SEULE RÉPONSE

1 Oui
2 Non
7 Ne travaille pas
9 Ne sait pas/n'a pas d'opinion

15c. L'établissement où vous achetez habituellement des cigarettes est-il situé près d'où vous **faites vos études**? **COCHER UNE SEULE RÉPONSE**

1 Oui
2 Non
7 Ne faites pas d' études
9 Ne sait pas/n'a pas d'opinion

16. **[DEMANDER SI LA PERSONNE EST NON FUMEUR]** Quel est, à votre avis, le facteur qui influence le plus sur l'endroit où les fumeurs se procurent leur cigarettes? **POSER LA QUESTION SUIVANTE :** Est-ce qu'il y a d'autres raisons?
NE PAS LIRE– CODER TOUTES LES RÉPONSES QUI S'APPLIQUENT – CODER LA PREMIÈRE RÉPONSE ET LES RÉPONSES SUBSÉQUENTES SÉPARÉMENT

01 L'endroit est bien situé
02 Ils les ont toujours achetées à cet endroit
03 On y offre le meilleur choix
04 Ils connaissent les gens qui travaillent dans ce magasin
05 Prix réduit
06 Ils y trouvent leur marque préférée
07 Le stationnement est pratique
08 Ils achètent d'autres choses également à cet endroit-là
09 L'endroit est ouvert tard/en tout temps
10 L'endroit est ouvert le dimanche
11 Ils y trouvent toujours la marque qu'ils préfèrent/l'endroit est fiable
12 Il y a de bonnes offres spéciales
13 Les cigarettes sont présentées de manière agréable
14 L'étalage de cigarettes à cet endroit est impressionnant
98 Ne sait pas/n'a pas d'opinion
99 Autre **(PRÉCISER :**_____**)**

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17a. **[DEMANDER SEULEMENT AUX FUMEURS]** Achetez-vous [**LIRE LES RÉPONSES DANS L'ORDRE**] d'autres produits ou marchandises à l'établissement ou aux établissements où vous achetez habituellement vos cigarettes?
COCHER UNE SEULE RÉPONSE

1 Toujours
2 Souvent
3 Rarement ou
4 Jamais
SPONTANÉMENT
7 Je n'achète pas de cigarettes à un ou des établissements habituels
8 Ne sait pas/n'a pas d'opinion

17b. **[DEMANDER Q.17b SEULEMENT SI RÉPONDU « TOUJOURS », « SOUVENT », OU « RAREMENT » À LA Q. 17a]** Quels produits, autre que des cigarettes, achetez-vous le plus souvent d'un établissement ou d'établissements où vous faites normalement l'acquisition de vos cigarettes? **SONDAGE :** Y a-t-il autre chose?
NE PAS LIRE LA LISTE – CODER UN MAXIMUM DE *TROIS* PRODUITS – ENREGISTRER LA PREMIÈRE RÉPONSE ET LES RÉPONSES SUBSÉQUENTES SÉPARÉMENT

01 Pain
02 Lait
03 Gasoline
04 Épicerie
05 Médicaments/produits pharmaceutiques
06 Friandises
98 Ne sait pas/n'a pas d'opinion
99 Autre (PRÉCISER :_____)

18. **[DEMANDER AUX FUMEURS SEULEMENT, MAIS NE PAS POSER LA Q. 18 SI LA PERSONNE RÉPOND « JAMAIS » À LA Q. 17A OU SI LE CODE DE LA Q. 17A EST 7]** Imaginez un instant qu'on ne vend plus de cigarettes à l'établissement ou aux établissements où vous achetez habituellement vos cigarettes. Dans ce cas, est-ce que vous continueriez [**LIRE LES RÉPONSES DANS L'ORDRE**] à faire des achats à cet établissement?
LIRE LES RÉPONSES SEULEMENT SI C'EST NÉCESSAIRE - COCHER UNE SEULE RÉPONSE

1 Toujours
2 Souvent
3 Rarement ou
4 Jamais
SPONTANÉMENT
7 Je n'achète pas de cigarettes à un ou des établissements habituels
8 Ne sait pas/n'a pas d'opinion

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19. **[DEMANDER AUX NON FUMEURS SEULEMENT]** Serait-il plus probable que vous fassiez des achats à cet établissement si on n'y vendait plus de cigarettes?
COCHER UNE SEULE RÉPONSE

1 Oui
2 Non
8 Ne sait pas/n'a pas d'opinion

20. Laquelle des affirmations suivantes décrit le mieux ce que vous pensez des étalages de cigarettes dans les magasins? Pensez-vous que...
LIRE ET FAIRE LA ROTATION DES AFFIRMATIONS – EN CODER UNE SEULEMENT

01 Les cigarettes ne devraient pas être placées en évidence aux endroits où on les vend.
OU PENSEZ-VOUS QUE...
02 Les cigarettes devraient être cachées à moins qu'un client demande à en acheter
OU PENSEZ-VOUS QUE...
03 Il ne devrait y avoir aucune restriction quant à la présentation des cigarettes dans les magasins
SPONTANÉMENT
98 Ne sait pas/n'a pas d'opinion
99 Autre **(PRÉCISER :_____)**

23. Maintenant, j'aimerais vous parler plus amplement de la manière dont le tabac et les produits dérivés du tabac sont présentés. Actuellement, les magasins de vente au détail peuvent présenter les paquets de cigarettes à la vue de tous, même des personnes mineures. Les détaillants peuvent étaler les paquets de cigarettes en rangées verticales multiples, ce qui accentue leurs couleurs et peut permettre la distinction d'une marque en particulier. Ce type d'étalage est souvent appelé « étalage mural à grande visibilité ». Avez-vous déjà remarqué un étalage de paquets de cigarettes semblable, dans un magasin de vente au détail? **COCHER UNE SEULE RÉPONSE**

1 Oui
2 Non
8 Ne sait pas/n'a pas d'opinion

24. Pensez-vous que les étalages muraux à grande visibilité ont le pouvoir d'influencer les consommateurs à effectuer l'achat de tabac ou de produits dérivés du tabac? **COCHER UNE SEULE RÉPONSE**

1 Oui
2 Non
8 Ne sait pas/n'a pas d'opinion

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25. En vous servant d'une échelle de 1 à 5, « 1 » correspondant à « Complètement en désaccord » et « 5 » « Entièrement d'accord », après considération, dans quelle mesure êtes-vous d'accord ou en désaccord avec l'utilisation d'étalages muraux à grande visibilité pour la présentation de tabac ou de produits dérivés du tabac en ce qui concerne les jeunes qui acceptent la consommation de cigarettes comme étant un comportement social normal et acceptable?
RÉPETER L'ÉCHELLE, S'IL Y A LIEU – CODER UN SEULEMENT

1 Complètement en désaccord
2
3
4
5 Complètement d'accord
SPONTANÉMENT
8 Ne sait pas/n'a pas d'opinion

26. En vous servant de la même échelle de 1 à 5, après considération, dans quelle mesure êtes-vous en désaccord ou d'accord que les jeunes seront plus enclins à essayer de fumer s'ils considèrent la consommation de cigarettes comme un comportement social normal et acceptable?
RÉPETER L'ÉCHELLE, S'IL Y A LIEU – CODER UN SEULEMENT

1 Complètement en désaccord
2
3
4
5 Complètement d'accord
SPONTANÉMENT
8 Ne sait pas/n'a pas d'opinion

27. En vous servant d'une échelle de 1 à 5, « 1 » correspondant à « Complètement opposé » et « 5 » « Entièrement d'accord », après considération, dans quelle mesure êtes-vous d'accord ou opposé aux restrictions du gouvernement fédéral et provincial liées aux étalages de tabac et de produits dérivés du tabac? **RÉPETER L'ÉCHELLE, S'IL Y A LIEU – CODER UN SEULEMENT**

1 Complètement opposé
2
3
4
5 Complètement d'accord
SPONTANÉMENT
8 Ne sait pas/n'a pas d'opinion

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28. En vous servant de la même échelle de 1 à 5, après considération, dans quelle mesure êtes-vous opposé ou d'accord à l'interdiction du gouvernement du Manitoba d'utiliser des étalages muraux à grande visibilité, d'autres types d'étalage de tabac, ainsi que la publicité liée au tabac dans les magasins de vente au détail de la province? **RÉPETER L'ÉCHELLE, S'IL Y A LIEU – CODER UN SEULEMENT**

1 Complètement opposé
2
3
4
5 Complètement d'accord

SPONTANÉMENT

8 Ne sait pas/n'a pas d'opinion

On continue...

29. À votre avis, à quel genre d'établissement, le cas échéant, ne devrait-on pas permettre de vendre des cigarettes en Manitoba? **POSER LA QUESTION SUIVANTE :** Y en a-t-il d'autres?
NE PAS LIRE LES RÉPONSES – CODER TOUTES LES RÉPONSES QUI S'APPLIQUENT

01 Dans une pharmacie
02 Dans un débit de boisson détenant un permis d'alcool
03 Dans une station-service
04 Dans un dépanneur
05 Dans une installation sportive et de loisir comme un aréna, un gymnase, un terrain de golf, etc.
06 Dans une épicerie
07 Dans un endroit appartenant au gouvernement
08 Dans une école publique
09 Dans un établissement d'enseignement postsecondaire comme une université ou un collège
10 Dans un établissement de soins de santé
11 Dans un distributeur automatique
12 Dans les hippodromes
13 Dans un magasin d'alcool
96 La vente de cigarettes ne devrait comporter aucune restriction.
97 On ne devrait vendre des cigarettes nulle part
98 Ne sait pas/n'a pas d'opinion
99 Autre **(PRÉCISER :**_____**)**

30. Selon vous, un établissement devrait-il détenir un permis pour pouvoir vendre des cigarettes?
COCHER UNE SEULE RÉPONSE

01 Oui
02 Non

SPONTANÉMENT

97 Il faut déjà qu'ils détiennent un permis (**POSER LA QUESTION SUIVANTE** : Cependant, êtes-vous d'avis qu'on devrait les obliger à détenir un tel permis? **PRÉCISER :** _____)
98 Ne sait pas/n'a pas d'opinion
99 Autre **(PRÉCISER :**_____**)**

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31. Est-ce que vous [**LIRE LES RÉPONSES DANS L'ORDRE**] les changements aux pratiques courantes afin qu'un moins grand nombre de types d'établissements puissent vendre des cigarettes?
COCHER UNE SEULE RÉPONSE

1 Appuyez
2 N'appuyez ni ne vous opposez
3 Opposez
SPONTANÉMENT
8 Ne sait pas/n'a pas d'opinion

32. Laquelle des deux affirmations suivantes décrit le mieux ce que vous pensez des établissements où on devrait vendre des cigarettes? Pensez-vous que ... :
LIRE ET FAIRE LA ROTATION DES ÉLÉMENTS - COCHER UNE SEULE RÉPONSE

01 Les cigarettes devraient être vendues seulement dans les établissements que peuvent fréquenter les gens de [18/19] ans et plus
OU PENSEZ-VOUS QUE...
02 Les cigarettes devraient être vendues dans les établissements que peuvent fréquenter les gens de tout âge
SPONTANÉMENT
97 Les cigarettes ne devraient être vendues nulle part
98 Ne sait pas/n'a pas d'opinion
99 Autre **(PRÉCISER :_____)**

33. Laquelle des deux affirmations suivantes décrit le mieux ce que vous pensez des endroits où on devrait vendre des cigarettes? Pensez-vous que ... :
LIRE ET ALTERNER LES AFFIRMATIONS (EN CODER SEULEMENT UNE); SI LE RÉPONDANT N'EST PAS SÛR DE CE QUE 500 MÈTRES REPRÉSENTENT, DIRE « ON PEUT Y ALLER À PIED ».

01 On ne devrait pas vendre de cigarettes dans les magasins se trouvant dans les 500 mètres des écoles
OU PENSEZ-VOUS QUE...
02 Il ne devrait pas y avoir de restrictions quant aux endroits où on vend des cigarettes
SPONTANÉMENT
98 Ne sait pas/n'a pas d'opinion
99 Autre **(PRÉCISER :_____)**

34. **[DEMANDER AUX FUMEURS SEULEMENT]** Oui ou non, si vous deviez vous rendre plus loin pour acheter des cigarettes qu'à l'heure actuelle, pensez-vous que vous achèteriez moins de cigarettes?
COCHER UNE SEULE RÉPONSE

1 Oui
2 Non
SPONTANÉMENT
7 Ça dépend de la distance à parcourir
8 Ne sait pas/n'a pas d'opinion

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35. **[DEMANDER AUX FUMEURS SEULEMENT]** Lorsque vous entrez dans un magasin et que vous voyez l'étalage des cigarettes derrière le comptoir, est-ce que cela vous donne envie d'acheter des cigarettes... :
LIRE LES RÉPONSES DANS L'ORDRE (EN CODER UNE SEULE); SI LE RÉPONDANT N'EST PAS SÛR DE CE QU'ON ENTEND PAR « ÉTALAGE DE CIGARETTES », DIRE « L'ÉTALAGE DERRIÈRE LE COMPTOIR OÙ SE TROUVENT LES CIGARETTES ».

1 Plus souvent
2 Moins souvent ou
3 Est-ce qu'un tel étalage n'a aucune incidence sur vos habitudes d'achat
SPONTANÉMENT
7 Je ne vois jamais de tels étalages
8 Ne sait pas/n'a pas d'opinion

36. **[DEMANDER AUX ANCIENS FUMEURS SEULEMENT]** Lorsque vous entrez dans un magasin et que vous voyez l'étalage des cigarettes derrière le comptoir, est-ce que ... :
LIRE LES RÉPONSES DANS L'ORDRE (EN CODER UNE SEULE); SI LE RÉPONDANT N'EST PAS SÛR DE CE QU'ON ENTEND PAR « ÉTALAGE DE CIGARETTES », DIRE « L'ÉTALAGE DERRIÈRE LE COMPTOIR OÙ SE TROUVENT LES CIGARETTES ».

1 Ça vous donne envie de recommencer à fumer
2 Ça confirme votre décision d'arrêter de fumer ou
3 Est-ce qu'un tel étalage n'a aucune incidence sur vos habitudes d'achat
SPONTANÉMENT
7 Je ne vois jamais de tels étalages
8 Ne sait pas/n'a pas d'opinion

37. **[DEMANDER À TOUS LES RÉPONDANTS]** En général, diriez-vous qu'il est **[LIRE LES RÉPONSES DANS L'ORDRE]** que les étalages de cigarettes dans les magasins de détail encouragent les jeunes à fumer?
COCHER UNE SEULE RÉPONSE

1 Plus probable
2 Moins probable ou
3 Ni plus ni moins probable
SPONTANÉMENT
8 Ne sait pas/n'a pas d'opinion

38. À votre avis, est-ce que vous **[LIRE LES RÉPONSES DANS L'ORDRE]** la vente de cigarettes dans les établissements où on vend des produits courants?
CODER SEULEMENT UNE RÉPONSE- SI LE RÉPONDANT DEMANDE CE QU'ON VEUX DIRE PAR « PRODUITS COURANTS », DIRE « DU LAIT, DES FRIANDISES, DU PAIN, ET AINSI DE SUITE ».

1 Appuyez
2 N'appuyez ni ne vous opposez
3 Opposez
SPONTANÉMENT
8 Ne sait pas/n'a pas d'opinion

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On continue ...

39. ***Passons à la question suivante...:*** J'aimerais maintenant que vous songiez aux établissements où on vend des cigarettes. Comment ces établissements indiquent-ils qu'ils vendent des cigarettes? **POSER LA QUESTION SUIVANTE :** Y a-t-il d'autres moyens?
NE PAS LIRE LES RÉPONSES – CODER TOUTES LES RÉPONSES QUI S'APPLIQUENT

01 Il y a des affiches dans les magasins (**POSER LA QUESTION SUIVANTE :** Quel genre d'affiches? _____)
02 Il y a des affiches au lieu de vente
03 Grâce à l'étalage de cigarettes au mur
04 En plaçant des affiches à l'extérieur
96 Les détaillants ne font pas de telle publicité
97 Je n'ai pas entendu parler d'une/vu de telle publicité
98 Ne sait pas/n'a pas d'opinion
99 Autre **(PRÉCISER :**_____**)**

40. Est-ce que vous considérez que les paquets de cigarettes qui se trouvent sur l'étalage derrière le comptoir d'un magasin sont une forme de publicité ou non?
COCHER UNE SEULE RÉPONSE

1 Oui
2 Non
8 Ne sait pas/n'a pas d'opinion

41. **[DEMANDER AUX FUMEURS ET AUX ANCIENS FUMEURS SEULEMENT]** En général, diriez-vous que la vue d'étalages de cigarettes dans les magasins de détail est **[LIRE LES RÉPONSES DANS L'ORDRE]** de vous inciter à acheter des cigarettes?
COCHER UNE SEULE RÉPONSE

1 Plus que probable
2 Moins que probable ou
3 Ni plus ni moins probable
SPONTANÉMENT
8 Ne sait pas/n'a pas d'opinion

DÉMOGRAPHIE : En dernier lieu, j'aimerais vous poser quelques questions sur vous-même afin de nous aider à analyser les résultats du sondage.

42. Êtes-vous un homme ou une femme?
COCHER UNE SEULE RÉPONSE

1 Homme
2 Femme

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43. Quel est votre niveau de scolarité?
NE PAS LIRE LES RÉPONSES – COCHER UNE SEULE RÉPONSE

01 Études élémentaires (1re à 8e année)
02 Études secondaires non terminées
03 Diplôme d'études secondaires/professionnelles
04 Cours collégiaux/école technique
05 Diplôme d'un collège communautaire/école technique
06 Études universitaires non terminées
07 Diplôme d'études universitaires
98 A refusé de répondre
99 Autre **(PRÉCISER : _____)**

44. Laquelle des descriptions suivantes représente le mieux votre activité principale au cours des 12 derniers mois?
LIRE LES RÉPONSES DANS L'ORDRE – COCHER UNE SEULE RÉPONSE

1 Travail à temps plein
2 Travail à temps partiel
3 Ã la recherche de travail
4 Ētudiant
5 Ã la retraite
6 Responsable à temps plein de la famille ou de ménage à la maison
7 Travailleur saisonnier
SPONTANÉMENT
8 A refusé de répondre

45. Dans laquelle des grandes catégories suivantes se situe le revenu **total** de votre foyer, **avant impôt**, pour l'an 2004? **LIRE LES REPONSES DANS L'ORDRE – COCHER UNE SEULE REPONSE**

1 Moins de 25 000 $
2 Au moins 25 000 $ mais moins de 50 000 $
3 Au moins 50 000 $ mais moins de 75 000 $
4 Au moins 75 000 $ mais moins de 100 000 $ ou
5 100 000 $ et plus
SPONTANÉMENT
7 A refusé de répondre
8 Ne sait pas/n'a pas répondu

46. Dans quelle ville ou village habitez-vous?

_____
97 A refusé de répondre

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47. Enfin, quel est votre code postal?
PRENDRE NOTE DU CODE POSTAL; INSCRIRE AU MOINS TROIS CHIFFRES SI C'EST TOUT CE QUI EST DISPONIBLE

INSCRIRE : _____

97 A refusé de répondre/Ne sait pas/n'a pas répondu

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Appendix B:
Study Questionnaire
Youth

General Instructions:

o Interviewer must read each set of instructions for each part of this questionnaire.
o Interviewer must record all responses clearly and verbatim where required.
o Interviewer must avoid paraphrasing or rewording responses.

RECORD FOLLOWING INFORMATION:

Respondent's Name: _____

Telephone #: _____

Community: _____

Postal Code: _____

CRA ID: _____

Hello, my name is _____ and I work with Corporate Research Associates, a research company. Today we are conducting an important survey for Health Canada, the federal government's health department. The survey will give a better understanding of smoking and tobacco related issues, and is being conducted among young residents of Manitoba who are ***between 12 and 17 years of age***. Please be assured that we are not trying to sell anything, and your participation is voluntary. You will remain anonymous and your answers will be confidential. The survey meets the requirements of the Privacy Act, and the questionnaire should take 10 to 15 minutes to complete. This survey is registered with the national survey registration system. Is there someone in your household between 12 and 17 years of age available now to complete an interview?

USE THE FOLLOWING TEXT IF A PARENT/GUARDIAN IS ON THE TELEPHONE, AND IS SEEKING ADDITIONAL INFORMATION: We would greatly appreciate the opportunity to speak to a young person in your household between 12 and 17 years of age. We have some questions we'd like to ask about cigarette smoking and how cigarettes are sold. Please feel free to listen in on the interview, if you and your 12 to 17 year old think that is best. We can arrange to call back at your convenience, if that would be helpful.

ARRANGE CALLBACK IF NECESSARY - IF RESPONDENT OR PARENT/GUARDIAN HAS QUESTIONS ABOUT THE SURVEY, PLEASE RECORD NAME AND NUMBER AND PETER MacINTOSH WILL CALL HIM/HER BACK.

A. Introduction and Screener

1. In which official language would you prefer to be interviewed? **READ RESPONSES – CODE ONE ONLY**

   1 English
   2 French

2. Of the languages you understand, which one did you learn first?
   DO NOT READ RESPONSES – CODE ONE ONLY

   1 English
   2 French
   3 English and French equally
   9 Other

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3. In what year were you born? **RECORD EXACT YEAR – PROBE TO AVOID ACCEPTING A RANGE**

RECORD YEAR: 19 ___ ___

9997 Refused — **THANK, TERMINATE AND RECORD**

THANK AND TERMINATE IF YEAR OF BIRTH WAS ANYTHING OTHER THAN 1987-1993

4. Next, do you or does anyone in your household work for an advertising or market research firm, or a tobacco company?
CODE ONE ONLY

1	Yes	**THANK, TERMINATE AND RECORD**
2	No	**CONTINUE**
7	Refused	**THANK, TERMINATE AND RECORD**

B. Respondent Profile

And moving along ...

5. At the present time, do you smoke cigarettes, either manufactured ones or cigarettes that you roll yourself, every day, occasionally, or not at all?
CODE ONE ONLY

1	Everyday	**CLASSIFY AS "SMOKER"**
2	Occasionally	**CLASSIFY AS "SMOKER"**
3	Not at all	**CLASSIFY AS "NON- SMOKER"**
8	Refused/No answer	**THANK, TERMINATE AND RECORD**

5a. **[POSE Q.5a TO ALL NON-SMOKERS]** Have you ever tried cigarette smoking, even just a few puffs?
CODE ONE ONLY

1	Yes	**SKIP TO Q.5c**
2	No	**CONTINUE**
3	Don't know/No answer	**CONTINUE**

5b. **[POSE Q.5b IF RESPONDENT HAS NOT EVER TRIED SMOKING IN Q.5a (i.e., "NO" IN Q.5a), OR IF "DON'T KNOW/NO ANSWER" IN Q.5a]** Have you ever seriously thought about trying smoking?
CODE ONE ONLY

1	Yes
2	No
3	Don't know/No answer

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5c. **[POSE Q.5c TO ALL NON-SMOKERS]** Do you think you might try smoking within the next month? **CODE ONE ONLY**

1 Yes
2 No
3 Don't know/No answer

6. **[SKIP TO Q.16 IF "NOT AT ALL" IN Q.5 *AND* IF "NO" IN Q.5a]** Have you smoked at least 100 cigarettes in your life? **CODE ONE ONLY**

1 Yes
2 No
8 Don't know/No answer

7. Have you smoked any cigarettes in the past 30 days? **CODE ONE ONLY**

1 Yes
2 No **CLASSIFY AS "FORMER SMOKER" IF "YES" IN Q.6, BUT "NO" TO Q.7**
8 Don't Know/No Answer

8. **[ASK "FORMER SMOKERS" ONLY]** When did you last stop smoking? Was it … : **READ RESPONSES IN ORDER – CODE ONE ONLY**

1 One year ago, or less
2 At least one year ago, but less than three years ago
3 At least three years ago, but less than five years ago, or was it
4 Five years ago or more
VOLUNTEERED
8 Don't know/No answer

9. **[ASK Q.9 ONLY IF "EVERYDAY" IN Q.5]** On average, how many cigarettes do you smoke per day? **PROBE FOR A PRECISE NUMBER OF CIGARETTES - PROBE TO AVOID A RANGE - IF RESPONDENT SAYS ONE PACK A DAY PROBE FOR NUMBER OF CIGARETTES IN A PACK**

RECORD NUMBER: _____
997 Refused

10. **[ASK Q.10 ONLY IF "OCCASIONALLY" IN Q.5]** On the days that you smoke, about how many cigarettes do you smoke? **RECORD EXACT NUMBER – PROBE TO AVOID A RANGE - IF RESPONDENT SAYS ONE PACK A DAY PROBE FOR NUMBER OF CIGARETTES IN A PACK**

RECORD NUMBER: _____
997 Refused

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11. **[ASK SMOKERS ONLY]** Have you ever tried to quit smoking? **CODE ONE ONLY**

1	Yes	**CONTINUE**
2	No	**SKIP TO Q.13**
8	Don't know/No answer	**SKIP TO Q.13**

12. **[ASK SMOKERS ONLY, AND IF "YES" IN Q.11]** In the past year, how many times have you stopped smoking for at least 24 hours because you were trying to quit smoking? Would it be … :
READ RESPONSES IN ORDER - CODE ONE ONLY

1 Once
2 Twice
3 Three times
4 More than three times, or
5 Have you not tried to stop smoking in the past year
VOLUNTEERED
8 Don't know/No answer

13. **[ASK ONLY IF "NO" OR "DON'T KNOW/NO ANSWER" IN Q.11]** Are you now seriously thinking of quitting smoking in the next 6 months? **CODE ONE ONLY**

1 Yes
2 No
7 Refused
8 Don't know/No answer

C. Purchase Issues

And moving along ...

14. **IS DELETED**

15. **IS DELETED**

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16. **[ASK IF NON-SMOKER]** In your opinion, what reasons do you think smokers take into account when deciding where to purchase cigarettes? **PROBE:** Any other reasons? **DO NOT READ LIST - CODE AS MANY AS APPLY - RECORD FIRST/SUBSEQUENT MENTIONS SEPARATELY**

01 Convenient geographic location
02 Always have purchased them there
03 Best selection
04 Know the people who work at the store
05 Discount prices
06 They carry their brand
07 Good parking
08 Buy other things at that location as well
09 They're open long hours/24-7
10 Open on Sundays
11 They never run out of their brand/Dependable
12 Good promotions
13 They present cigarettes in a pleasant way
14 The cigarette wall is impressive there
98 Don't know/No answer
99 Other (**SPECIFY**: _____)

17a. **IS DELETED**

17b. **IS DELETED**

18. **IS DELETED**

19. **[ASK NON-SMOKERS ONLY]** Would you be more likely to shop at a store if they no longer sold cigarettes? **CODE ONE ONLY**

1 Yes
2 No
8 Don't Know/No Answer

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D. Display Issues

And moving along ...

20. Which one of the following statements comes closest to how you feel about how cigarettes are displayed in stores? Do you think ... :
READ AND ROTATE STATEMENTS – CODE ONE ONLY

01 Cigarettes should not be prominently displayed in stores where they are sold
~ OR, DO YOU THINK ~
02 Cigarettes should be kept out of sight unless a customer specifically asks to purchase them
~ OR, DO YOU THINK ~
03 There should be no restriction on how cigarettes are displayed in stores
VOLUNTEERED
98 Don't know/No answer
99 Other (**SPECIFY**: _____)

21. In many stores that sell cigarettes, it is common for the cigarettes to be located behind the store clerk at the cash register. Why do you think cigarettes are often located there? **PROBE:** Any other reasons?
DO NOT READ RESPONSES – CODE AS MANY AS APPLY

01 To prevent/discourage theft
02 To prevent children from getting at the cigarettes
03 It's the law
04 Convenient for the store clerk
05 There is a camera pointing at the cashier, so they can catch cigarette thieves
06 They're paid to place them there
07 To promote purchasing cigarettes
08 According to government regulations, they are supposed to be there
98 Don't know/No answer
99 Other (**SPECIFY**: _____)

22. To the best of your knowledge, do some stores that sell cigarettes get paid by tobacco companies to prominently display a certain brand?
CODE ONE ONLY

1 Yes
2 No
8 Don't Know/No Answer

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23. And now I would like to talk to you some more about the manner in which tobacco and tobacco-related products are displayed. Right now, retail stores are able to display cigarette packages openly and visibly to the public, including minors. Retailers may display cigarette packages in multiple vertical rows, which highlight the colour and can make a particular brand stand out. This type of display is sometimes referred to as a "power wall." Have you been in retail stores where you can recall seeing cigarette packages displayed in this manner?
CODE ONE ONLY

1 Yes
2 No
8 Don't know/No answer

24. Do you think power walls have the potential to influence young people to purchase tobacco or tobacco related products?
CODE ONE ONLY

1 Yes
2 No
8 Don't know/No answer

25. Using a scale from "1" to "5," with "1" being "strongly disagree" and "5" being "strongly agree," all things considered to what extent do you agree or disagree that the use of "power walls" when displaying tobacco and other tobacco related products can lead young people to view smoking as a normal and socially accepted behaviour?
REPEAT SCALE IF NECESSARY - CODE ONE ONLY

1 Strongly disagree
2
3
4
5 Strongly agree
VOLUNTEERED
8 Don't know/No answer

26. Using the same "1" to "5" scale, all things considered to what extent do you agree or disagree that if young people view smoking as normal and socially acceptable behaviour, they are more likely to try smoking themselves?
REPEAT SCALE IF NECESSARY - CODE ONE ONLY

1 Strongly disagree
2
3
4
5 Strongly agree
VOLUNTEERED
8 Don't know/No answer

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27. Using a "1" to "5" scale where "1" means "strongly oppose" and "5" means "strongly support," all things considered to what extent do you oppose or support the federal and provincial governments restricting the display of tobacco and tobacco related products?
REPEAT SCALE IF NECESSARY - CODE ONE ONLY

1 Strongly oppose
2
3
4
5 Strongly support
VOLUNTEERED
8 Don't know/No answer

28. Using the same "1" to "5" scale, all things considered to what extent do you oppose or support the Government of Manitoba banning the use of power walls as well as other forms of tobacco displays and advertising in all retail stores in Manitoba? **REPEAT SCALE IF NECESSARY - CODE ONE ONLY**

1 Strongly oppose
2
3
4
5 Strongly support
VOLUNTEERED
8 Don't know/No answer

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E. Availability/Licensing Issues

And on another topic ...

29. In your opinion, which specific types of stores, if any, should not be allowed to sell cigarettes in Manitoba?
PROBE: Any others?
DO NOT READ RESPONSES - CODE AS MANY AS APPLY

01 Drug stores or pharmacies
02 Licensed bars and taverns
03 Gas stations
04 Convenience stores
05 Athletic and recreation facilities such as rinks, gymnasiums, golf courses, and so on
06 Grocery stores
07 Government-owned premises
08 Public schools
09 Post-secondary educational institutions such as universities and colleges
10 Health care facilities
11 Vending machines
12 Horserace tracks
13 Liquor stores
96 There should not be restrictions on selling cigarettes
97 Cigarettes shouldn't be available for sale anywhere
98 Don't know/No answer
99 Other (**SPECIFY**: _____)

30. Yes or no, do you think stores should be required to have a license to sell cigarettes?
CODE ONE ONLY

01 Yes
02 No
VOLUNTEERED
97 They already are required to have a license (**PROBE**: But do you think they should be required to have such a license? **SPECIFY**: _____)
98 Don't know/No answer
99 Other (**SPECIFY**: _____)

31. Would you **[READ RESPONSES IN ORDER]** changing current practices so that fewer types of stores could sell cigarettes?
CODE ONE ONLY

1 Support
2 Neither support nor oppose; or
3 Oppose
VOLUNTEERED
8 Don't know/No answer

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32. Which one of the following two statements comes closer to how you feel about where cigarettes should be sold? Do you think ... : **READ AND ROTATE STATEMENTS – CODE ONE ONLY**

01 Cigarettes should only be sold in stores where people 18 years of age or over are permitted
~ OR, DO YOU THINK ~
02 Cigarettes should be sold in establishments or stores where people of all ages are permitted
VOLUNTEERED
97 Cigarettes should not be sold anywhere
98 Don't know/No answer
99 Other (**SPECIFY**: _____)

33. Which one of the following two statements comes closer to how you feel about where cigarettes should be sold? Do you think ... :
READ AND ROTATE STATEMENTS – CODE ONE ONLY – IF RESPONDENT IS UNSURE OF HOW FAR 500 METERS IS, SAY "WITHIN WALKING DISTANCE"

01 Cigarettes should not be sold in stores that are within 500 meters of schools
~ OR, DO YOU THINK ~
02 There should be no restrictions on the location where cigarettes are sold
VOLUNTEERED
98 Don't know/No answer
99 Other (**SPECIFY**: _____)

34. **IS DELETED**

35. **IS DELETED**

36. **[ASK FORMER SMOKERS ONLY]** When you enter a store and see a wall of cigarettes displayed behind the counter, does this make you want to ... : **READ RESPONSES IN ORDER - CODE ONE ONLY – IF RESPONDENT IS UNSURE OF WHAT A WALL OF CIGARETTES IS, SAY "THE WALL BEHIND THE COUNTER WHERE THE CIGARETTES ARE KEPT"**

1 Start smoking again
2 Does it confirm your decision to quit smoking, or
3 Does seeing such a display have no impact on your behaviour
VOLUNTEERED
7 I never see such displays
8 Don't know/No answer

37. **[ASK EVERYONE]** In general, would you say that seeing displays promoting cigarettes in a retail location encourages young people to be **[READ RESPONSES IN ORDER]** to smoke?
CODE ONE ONLY

1 More likely
2 Less likely, or
3 Neither more nor less likely
VOLUNTEERED
8 Don't know/No answer

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38. In your opinion, do you **[READ RESPONSES IN ORDER]** cigarettes being sold in stores where everyday products are sold?
CODE ONE ONLY – MENTION IF NEEDED THAT EVERYDAY PRODUCTS ARE ITEMS SUCH AS BREAD, MILK, CANDY, AND SO ON

1 Support
2 Neither support nor oppose; or
3 Oppose
VOLUNTEERED
8 Don't know/No answer

F. Advertising Issues

And moving along ...

39. Thinking about stores that sell cigarettes, how do they let people know that you can buy them there? **PROBE:** Any other ways? **DO NOT READ RESPONSES – CODE AS MANY AS APPLY**

01 Signs in stores (**PROBE:** Which types of signs? _____)
02 Point of sale posters
03 The wall/wall display of cigarettes
04 Signs outside the store
96 Retailers don't have such ads
97 Haven't heard/seen any such advertising
98 Don't know/No answer
99 Other (**SPECIFY:** _____)

40. Do you consider cigarette packages on the wall behind the counter in a store to be a form of advertising, or not? **CODE ONE ONLY**

1 Yes
2 No
8 Don't Know/No Answer

41. **[ASK SMOKERS AND FORMER SMOKERS ONLY]** In general, would you say that seeing displays promoting cigarettes in a retail location make <u>you</u> **[READ RESPONSES IN ORDER]** to smoke cigarettes? **CODE ONE ONLY**

1 More likely
2 Less likely, or
3 Neither more nor less likely
VOLUNTEERED
8 Don't know/No answer

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G. Demographics and Closing

DEMOGRAPHICS: Finally, I would like information about yourself that will help us analyse the survey results.

42. Are you male or female?
1 Male
2 Female

43. What is the highest level of education you have completed?
DO NOT READ RESPONSES - CODE ONE ONLY

01 Elementary school (Grades 1-8)
02 Some high school
03 Graduated high school/vocational
04 Some Community/technical College
05 Graduate Community/technical College
06 Some university
07 Graduated university
98 Refused
99 Other (**SPECIFY**: _____)

44. Which of the following best describes your main activity during the last 12 months?:
READ RESPONSES IN ORDER - CODE ONE ONLY

4 A student
1 Working at a job/business full-time
2 Working at a job/business part-time, or
3 Looking for work
VOLUNTEERED
8 Refused

45. **IS DELETED**

46. What city, town, or village do you live in?
RECORD COMMUNITY

_____
97 Refused

47. Finally, could you provide your home postal code?
RECORD POSTAL CODE – RECORD FIRST THREE ELEMENTS IF ONLY PARTIAL IS AVAILABLE

RECORD: _____
97 Refused/Don't know/No answer

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Thank you and have a great day!

Interviewer Certification: I hereby certify that this survey was conducted in the manner in which it was intended and understand that a portion of completed interviews will be verified by a field supervisor.

Interviewer's Name: _____ Date: _____

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Bonjour, mon nom est _____ et je travaille pour Corporate Research Associates, une société de recherche sur l'opinion publique. Nous menons aujourd'hui un important sondage pour Santé Canada, le ministère de la santé du gouvernement fédéral. Ce sondage nous permettra de mieux comprendre les questions relatives au tabagisme et au tabac; il est réalisé auprès des jeunes résidents du Manitoba âgés ***entre 12 et 17 ans***. Soyez assuré que nous ne tentons pas de vous vendre quoi que ce soit et que votre participation est volontaire. Vous demeurerez anonyme et nous veillerons à la confidentialité de vos réponses. Ce sondage répond aux exigences de la Loi sur la protection de la vie privée, et répondre au questionnaire devrait prendre moins de quinze minutes. Ce sondage figure dans le Système national d'enregistrement des sondages. Y a-t-il une personne dans votre foyer qui est âgée entre 12 et 17 ans et qui serait disponible pour passer une entrevue?

UTILISER LE TEXTE SUIVANT SI UN PARENT OU UN TUTEUR DEMANDE DES RENSEIGNEMENTS SUPPLÉMENTAIRES : Nous apprécierions beaucoup avoir l'occasion de parler à une jeune personne de votre foyer, âgée entre 12 et 17 ans. Nous avons quelques questions à poser sur l'usage de la cigarette et la manière dont les cigarettes sont vendues. N'hésitez surtout pas à écouter l'entrevue, si vous et votre enfant âgé entre 12 et 17 ans croyez que cela est préférable. Nous pouvons fixer un moment de rappel, si cela peut être utile.

RAPPELER AU BESOIN; SI LA PERSONNE INTERROGÉE OU PARENT/TUTEUR A DES QUESTIONS SUR LE SONDAGE, PRENDRE NOTE DE SON SOM ET DE SON NUMÉRO DE TÉLÉPHONE ET PETER MacINTOSH LA RAPPELLERA.

1. Dans quelle langue officielle voulez-vous qu'on vous interroge?
COCHER UNE SEULE RÉPONSE

1 Anglais
2 Français

2. Quelle est votre langue maternelle?
NE PAS LIRE LES RÉPONSES – COCHER UNE SEULE RÉPONSE

1 Anglais
2 Français
3 Anglais et Français
9 Autre

3. En quelle année êtes-vous né(e)?
INSCRIRE L'ANNÉE EXACTE; POSER DES QUESTIONS SUPPLÉMENTAIRES POUR ÉVITER D'ACCEPTER UNE PLAGE

INSCRIRE L'ANNÉE : 19___ ___
9997 Refusé de répondre **REMERCIER LA PERSONNE, METTRE FIN À L'ENTREVUE ET PRENDRE NOTE DES RÉSULTATS**

REMERCIER ET METTRE FIN À L'ENTREVUE SI L'ANNÉE DE NAISSANCE EST AUTRE QUE 1987-1993

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4. Ensuite, est-ce que quelqu'un dans votre foyer travaille pour une entreprise de publicité, des spécialistes de la recherche commerciale ou une société productrice de tabac?
COCHER UNE SEULE RÉPONSE

1	Oui	**REMERCIER LA PERSONNE, METTRE FIN À L'ENTREVUE ET PRENDRE NOTE DES RÉSULTATS**
2	Non	**CONTINUER**
7	Refusé	**REMERCIER LA PERSONNE, METTRE FIN À L'ENTREVUE ET PRENDRE NOTE DES RÉSULTATS**

Passons à la prochaine question...

5. En ce moment, est-ce que vous fumez des cigarettes, fabriquées ou que vous roulez vous-même, tous les jours, à l'occasion ou pas du tout?
COCHER UNE SEULE RÉPONSE

1	Tous les jours	**CLASSER COMME « FUMEUR »**
2	À l'occasion	**CLASSER COMME « FUMEUR »**
3	Pas du tout	**CLASSER COMME « NON FUMEUR »**
8	Refusé/n'a pas d'opinion	**REMERCIER LA PERSONNE, METTRE FIN À L'ENTREVUE ET PRENDRE NOTE DES RÉSULTATS**

5a. **[POSER LA Q.5a À TOUS LES NON FUMEURS]** Avez-vous déjà essayé de fumer une cigarette, ne serait-ce que quelques bouffées?
COCHER UNE SEULE RÉPONSE

1	Oui	**PASSER À LA Q.5c**
2	Non	**CONTINUER**
3	Ne sait pas/N'a pas d'opinion	**CONTINUER**

5b. **[POSER LA Q.5b SI LA PERSONNE RÉPOND À LA Q.5a QU'ELLE N'A JAMAIS ESSAYÉ DE FUMER (c.-à-d., « NON » À LA Q.5a) OU SI ELLE RÉPOND « NE SAIT PAS/N'A PAS D'OPINION » À LA Q.5a]** Avez-vous déjà sérieusement envisagé d'essayer de fumer?
COCHER UNE SEULE RÉPONSE

1 Oui
2 Non
3 Ne sait pas/N'a pas d'opinion

5c. **[POSER LA Q.5c À TOUS LES NON FUMEURS]** Pensez-vous qu'il est possible que vous goûtiez à la cigarette au cours du prochain mois?
COCHER UNE SEULE RÉPONSE

1 Oui
2 Non
3 Ne sait pas/N'a pas d'opinion

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6. **[ALLER À LA Q.16 SI « PAS DE TOUT » *ET* SI « NON » EN Q. 5a]** Avez-vous fumé au moins 100 cigarettes dans votre vie?
COCHER UNE SEULE RÉPONSE

1 Oui
2 Non
8 Ne sait pas/n'a pas d'opinion

7. Avez-vous fumé des cigarettes au cours des 30 derniers jours?
COCHER UNE SEULE RÉPONSE

1 Oui
2 Non — **CLASSER LA PERSONNE COMME « ANCIEN FUMEUR » SI ELLE RÉPOND « OUI » À LA Q. 6 MAIS « NON » À LA Q.7**
8 Ne sait pas/n'a pas d'opinion

8. **[DEMANDER AUX « ANCIENS FUMEURS » SEULEMENT]** À quand remonte la dernière fois que vous avez arrêté de fumer? Est-ce que c'était :
LIRE LES RÉPONSES DANS L'ORDRE – COCHER UNE SEULE RÉPONSE

1 Il y a un an ou moins
2 Il y a au moins un an mais moins de trois ans
3 Il y a au moins trois ans mais moins de cinq ans, ou
4 Il y a cinq ans ou plus
SPONTANÉMENT
8 Ne sait pas/n'a pas d'opinion

9. **[POSER LA Q.9 SEULEMENT SI LA PERSONNE RÉPOND « TOUS LES JOURS » À LA Q.5]** En moyenne, combien fumez-vous de cigarettes par jour?
POSER PLUS DE QUESTIONS POUR OBTENIR LE NOMBRE DE CIGARETTES PRÉCIS. POSER D'AUTRES QUESTIONS POUR ÉVITER D'OBTENIR UNE PLAGE; SI LE RÉPONDANT RÉPOND UN PAQUET PAR JOUR, DEMANDER COMBIEN IL Y A DE CIGARETTES DANS LE PAQUET.

INSCRIRE LE NOMBRE : _____
997 Refusé

10. **[POSER LA Q.10 SEULEMENT SI LA PERSONNE RÉPOND « À L'OCCASION » À LA Q.5]** Lorsque vous fumez, combien fumez-vous de cigarettes par jour?
POSER PLUS DE QUESTIONS POUR OBTENIR LE NOMBRE DE CIGARETTES PRÉCIS. POSER D'AUTRES QUESTIONS POUR ÉVITER D'OBTENIR UNE PLAGE; SI LE RÉPONDANT RÉPOND UN PAQUET PAR JOUR, DEMANDER COMBIEN IL Y A DE CIGARETTES DANS LE PAQUET.

INSCRIRE LE NOMBRE : _____
997 Refusé

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11. **[DEMANDER AUX FUMEURS SEULEMENT]** Avez –vous déjà essayé d'arrêter de fumer?
COCHER UNE SEULE RÉPONSE

1	Oui	**CONTINUER**
2	Non	**ALLER À LA Q.13**
8	Ne sait pas/n'a pas d'opinion	**ALLER À LA Q.13**

12. **[DEMANDER AUX FUMEURS SEULEMENT ET S'ILS ONT RÉPONDU « OUI » À LA Q.11]** Au cours de la dernière année, combien de fois avez-vous arrêté de fumer pendant au moins 24 heures parce que vous essayiez d'arrêter de fumer? Est-ce que ce serait :
LIRE LES RÉPONSES DANS L'ORDRE – COCHER UNE SEULE RÉPONSE

1 Une fois
2 Deux fois
3 Trois fois
4 Plus de trois fois ou
5 Vous n'avez pas essayé d'arrêter de fumer au cours de la dernière année **SPONTANÉMENT**
8 Ne sait pas/n'a pas d'opinion

13. **[DEMANDER SEULEMENT SI LA PERSONNE RÉPOND « NON » OU « NE SAIT PAS/PAS DE RÉPONSE » À LA Q.11]** Est-ce que vous songez sérieusement à arrêter de fumer au cours des six prochains mois?
COCHER UNE SEULE RÉPONSE

1 Oui
2 Non
7 Refusé
8 Ne sait pas/n'a pas d'opinion

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On continue...

16. **[DEMANDER SI LA PERSONNE EST NON FUMEUR]** Selon vous, quels motifs croyez-vous que les fumeurs prennent en considération au moment de décider de l'endroit où ils achètent des cigarettes?
POSER LA QUESTION SUIVANTE : Est-ce qu'il y a d'autres raisons?
NE PAS LIRE– CODER TOUTES LES RÉPONSES QUI S'APPLIQUENT – CODER LA PREMIÈRE RÉPONSE ET LES RÉPONSES SUBSÉQUENTES SÉPARÉMENT

01 L'endroit est bien situé
02 Ils les ont toujours achetées à cet endroit
03 On y offre le meilleur choix
04 Ils connaissent les gens qui travaillent dans ce magasin
05 Prix réduit
06 Ils y trouvent leur marque préférée
07 Le stationnement est pratique
08 Ils achètent d'autres choses également à cet endroit-là
09 L'endroit est ouvert tard/en tout temps
10 L'endroit est ouvert le dimanche
11 Ils y trouvent toujours la marque qu'ils préfèrent/l'endroit est fiable
12 Il y a de bonnes offres spéciales
13 Les cigarettes sont présentées de manière agréable
14 L'étalage de cigarettes à cet endroit est impressionnant
98 Ne sait pas/n'a pas d'opinion
99 Autre **(PRÉCISER :_____)**

19. **[DEMANDER AUX NON FUMEURS SEULEMENT]** Serait-il plus probable que vous fassiez des achats à un magasin si on n'y vendait plus de cigarettes?
COCHER UNE SEULE RÉPONSE

1 Oui
2 Non
8 Ne sait pas/n'a pas d'opinion

20. Laquelle des affirmations suivantes décrit le mieux ce que vous pensez des étalages de cigarettes dans les magasins? Pensez-vous que…
LIRE ET FAIRE LA ROTATION DES AFFIRMATIONS – EN CODER UNE SEULEMENT

01 Les cigarettes ne devraient pas être placées en évidence aux magasins où on les vend.
OU PENSEZ-VOUS QUE...
02 Les cigarettes devraient être cachées à moins qu'un client demande à en acheter
OU PENSEZ-VOUS QUE...
03 Il ne devrait y avoir aucune restriction quant à la présentation des cigarettes dans les magasins
SPONTANÉMENT
98 Ne sait pas/n'a pas d'opinion
99 Autre **(PRÉCISER :_____)**

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21. Dans bon nombre de magasins où on vend des cigarettes, elles sont souvent placées derrière le commis à la caisse. Pourquoi, à votre avis, les cigarettes sont-elles souvent à cet établissement? **POSER LA QUESTION SUIVANTE :** Est-ce qu'il y a d'autres raisons?
NE PAS LIRE LES RÉPONSES – CODER TOUTES LES RÉPONSES QUI S'APPLIQUENT

01 Pour freiner/dissuader les voleurs
02 Pour éviter que les enfants prennent les cigarettes
03 C'est la loi
04 C'est pratique pour le commis
05 Une caméra est dirigée vers la caisse afin qu'on puisse surprendre les voleurs de cigarettes
06 On paie le magasin pour les placer à cet endroit-là
07 Pour mousser les ventes de cigarettes
08 Selon les règlements gouvernementaux, elles doivent être placées à cet endroit-là
98 Ne sait pas/n'a pas d'opinion
99 Autre **(PRÉCISER :**_____**)**

22. À votre connaissance, certains magasins qui vendent des cigarettes sont-ils payés par les sociétés productrices de tabac pour mettre une certaine marque bien en évidence?
COCHER UNE SEULE RÉPONSE

1 Oui
2 Non
8 Ne sait pas/n'a pas d'opinion

23. Maintenant, j'aimerais vous parler plus amplement de la manière dont le tabac et les produits dérivés du tabac sont présentés. Actuellement, les magasins de vente au détail peuvent présenter les paquets de cigarettes à la vue de tous, même des personnes mineures. Les détaillants peuvent étaler les paquets de cigarettes en rangées verticales multiples, ce qui accentue leurs couleurs et peut permettre la distinction d'une marque en particulier. Ce type d'étalage est souvent appelé « étalage mural à grande visibilité ». Avez-vous déjà remarqué un étalage de paquets de cigarettes semblable, dans un magasin de vente au détail? **COCHER UNE SEULE RÉPONSE**

1 Oui
2 Non
8 Ne sait pas/n'a pas d'opinion

24. Pensez-vous que les étalages muraux à grande visibilité ont le pouvoir d'influencer les jeunes à effectuer l'achat de tabac ou de produits dérivés du tabac? **COCHER UNE SEULE RÉPONSE**

1 Oui
2 Non
8 Ne sait pas/n'a pas d'opinion

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25. En vous servant d'une échelle de 1 à 5, « 1 » correspondant à « Complètement en désaccord » et « 5 » « Entièrement d'accord », après considération, dans quelle mesure êtes-vous d'accord ou en désaccord avec l'utilisation d'étalages muraux à grande visibilité pour la présentation de tabac ou de produits dérivés du tabac en ce qui concerne les jeunes qui acceptent la consommation de cigarettes comme étant un comportement social normal et acceptable?
RÉPÉTER L'ÉCHELLE, S'IL Y A LIEU – CODER UN SEULEMENT

1 Complètement en désaccord
2
3
4
5 Complètement d'accord
SPONTANÉMENT
8 Ne sait pas/n'a pas d'opinion

26. En vous servant de la même échelle de 1 à 5, après considération, dans quelle mesure êtes-vous en désaccord ou d'accord que les jeunes seront plus enclins à essayer de fumer s'ils considèrent la consommation de cigarettes comme un comportement social normal et acceptable?
RÉPÉTER L'ÉCHELLE, S'IL Y A LIEU – CODER UN SEULEMENT

1 Complètement en désaccord
2
3
4
5 Complètement d'accord
SPONTANÉMENT
8 Ne sait pas/n'a pas d'opinion

27. En vous servant d'une échelle de 1 à 5, « 1 » correspondant à « Complètement opposé » et « 5 » « Entièrement d'accord », après considération, dans quelle mesure êtes-vous d'accord ou opposé aux restrictions du gouvernement fédéral et provincial liées aux étalages de tabac et de produits dérivés du tabac? **RÉPÉTER L'ÉCHELLE, S'IL Y A LIEU – CODER UN SEULEMENT**

1 Complètement opposé
2
3
4
5 Complètement d'accord
SPONTANÉMENT
8 Ne sait pas/n'a pas d'opinion

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28. En vous servant de la même échelle de 1 à 5, après considération, dans quelle mesure êtes-vous opposé ou d'accord à l'interdiction du gouvernement du Manitoba d'utiliser des étalages muraux à grande visibilité, d'autres types d'étalage de tabac, ainsi que la publicité liée au tabac dans les magasins de vente au détail de la province? **RÉPÉTER L'ÉCHELLE, S'IL Y A LIEU – CODER UN SEULEMENT**

1 Complètement opposé
2
3
4
5 Complètement d'accord

SPONTANÉMENT

8 Ne sait pas/n'a pas d'opinion

On continue...

29. À votre avis, à quel genre de magasins, le cas échéant, ne devrait-on pas permettre de vendre des cigarettes en Manitoba? **POSER LA QUESTION SUIVANTE :** Y en a-t-il d'autres?
NE PAS LIRE LES RÉPONSES – CODER TOUTES LES RÉPONSES QUI S'APPLIQUENT

01 Dans une pharmacie
02 Dans un débit de boisson détenant un permis d'alcool
03 Dans une station-service
04 Dans un dépanneur
05 Dans une installation sportive et de loisir comme un aréna, un gymnase, un terrain de golf, etc.
06 Dans une épicerie
07 Dans un endroit appartenant au gouvernement
08 Dans une école publique
09 Dans un établissement d'enseignement postsecondaire comme une université ou un collège
10 Dans un établissement de soins de santé
11 Dans un distributeur automatique
12 Dans les hippodromes
13 Dans un magasin d'alcool
96 La vente de cigarettes ne devrait comporter aucune restriction.
97 On ne devrait vendre des cigarettes nulle part
98 Ne sait pas/n'a pas d'opinion
99 Autre **(PRÉCISER :**_____**)**

30. Selon vous, un magasin devrait-il détenir un permis pour pouvoir vendre des cigarettes?
COCHER UNE SEULE RÉPONSE

01 Oui
02 Non

SPONTANÉMENT

97 Il faut déjà qu'ils détiennent un permis (**POSER LA QUESTION SUIVANTE** : Cependant, êtes-vous d'avis qu'on devrait les obliger à détenir un tel permis? **PRÉCISER :** _____)
98 Ne sait pas/n'a pas d'opinion
99 Autre **(PRÉCISER :**_____**)**

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31. Est-ce que vous [**LIRE LES RÉPONSES DANS L'ORDRE**] les changements aux pratiques courantes afin qu'un moins grand nombre de types de magasins puissent vendre des cigarettes?
COCHER UNE SEULE RÉPONSE

1 Appuyez
2 N'appuyez ni ne vous opposez
3 Opposez
SPONTANÉMENT
8 Ne sait pas/n'a pas d'opinion

32. Laquelle des deux affirmations suivantes décrit le mieux ce que vous pensez des établissements où on devrait vendre des cigarettes? Pensez-vous que ... :
LIRE ET FAIRE LA ROTATION DES ÉLÉMENTS - COCHER UNE SEULE RÉPONSE

01 Les cigarettes devraient être vendues seulement dans les magasins que peuvent fréquenter les gens de [18/19] ans et plus
OU PENSEZ-VOUS QUE...
02 Les cigarettes devraient être vendues dans les établissements ou magasins que peuvent fréquenter les gens de tout âge
SPONTANÉMENT
97 Les cigarettes ne devraient être vendues nulle part
98 Ne sait pas/n'a pas d'opinion
99 Autre **(PRÉCISER :_____)**

33. Laquelle des deux affirmations suivantes décrit le mieux ce que vous pensez des endroits où on devrait vendre des cigarettes? Pensez-vous que ... :
LIRE ET ALTERNER LES AFFIRMATIONS (EN CODER SEULEMENT UNE); SI LE RÉPONDANT N'EST PAS SÛR DE CE QUE 500 MÈTRES REPRÉSENTENT, DIRE « ON PEUT Y ALLER À PIED ».

01 On ne devrait pas vendre de cigarettes dans les magasins se trouvant dans les 500 mètres des écoles
OU PENSEZ-VOUS QUE...
02 Il ne devrait pas y avoir de restrictions quant aux endroits où on vend des cigarettes
SPONTANÉMENT
98 Ne sait pas/n'a pas d'opinion
99 Autre **(PRÉCISER :_____)**

36. **[DEMANDER AUX ANCIENS FUMEURS SEULEMENT]** Lorsque vous entrez dans un magasin et que vous voyez l'étalage des cigarettes derrière le comptoir, est-ce que ...? :
LIRE LES RÉPONSES DANS L'ORDRE (EN CODER UNE SEULE); SI LE RÉPONDANT N'EST PAS SÛR DE CE QU'ON ENTEND PAR « ÉTALAGE DE CIGARETTES », DIRE « L'ÉTALAGE DERRIÈRE LE COMPTOIR OÙ SE TROUVENT LES CIGARETTES ».

1 Ça vous donne envie de recommencer à fumer
2 Ça confirme votre décision d'arrêter de fumer ou
3 Votre comportement n'est pas influencé par la vue d'un tel étalage?
SPONTANÉMENT
7 Je ne vois jamais de tels étalages
8 Ne sait pas/n'a pas d'opinion

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37. **[DEMANDER À TOUS LES RÉPONDANTS]** En général, diriez-vous qu'il est **[LIRE LES RÉPONSES DANS L'ORDRE]** que les étalages de cigarettes dans les magasins de détail encouragent les jeunes à fumer?
COCHER UNE SEULE RÉPONSE

1 Plus probable
2 Moins probable ou
3 Ni plus ni moins probable
SPONTANÉMENT
8 Ne sait pas/n'a pas d'opinion

38. À votre avis, est-ce que vous **[LIRE LES RÉPONSES DANS L'ORDRE]** la vente de cigarettes dans les magasins où on vend des produits courants?
CODER SEULEMENT UNE RÉPONSE- SI LE RÉPONDANT DEMANDE CE QU'ON VEUX DIRE PAR « PRODUITS COURANTS », DIRE « DU LAIT, DES FRIANDISES, DU PAIN, ET AINSI DE SUITE ».

1 Appuyez
2 N'appuyez ni ne vous opposez
3 Opposez
SPONTANÉMENT
8 Ne sait pas/n'a pas d'opinion

On continue ...

39. ***Passons à la question suivante...:*** J'aimerais maintenant que vous songiez aux magasins où on vend des cigarettes. Comment ces magasins indiquent-ils qu'ils vendent des cigarettes? **POSER LA QUESTION SUIVANTE :** Y a-t-il d'autres moyens?
NE PAS LIRE LES RÉPONSES – CODER TOUTES LES RÉPONSES QUI S'APPLIQUENT

01 Il y a des affiches dans les magasins (**POSER LA QUESTION SUIVANTE :** Quel genre d'affiches? _____)
02 Il y a des affiches au lieu de vente
03 Grâce à l'étalage de cigarettes au mur
04 En plaçant des affiches à l'extérieur
96 Les détaillants ne font pas de telle publicité
97 Je n'ai pas entendu parler d'une/vu de telle publicité
98 Ne sait pas/n'a pas d'opinion
99 Autre **(PRÉCISER :**_____**)**

40. Est-ce que vous considérez que les paquets de cigarettes qui se trouvent sur l'étalage derrière le comptoir d'un magasin sont une forme de publicité ou non?
COCHER UNE SEULE RÉPONSE

1 Oui
2 Non
8 Ne sait pas/n'a pas d'opinion

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41. **[DEMANDER AUX FUMEURS ET AUX ANCIENS FUMEURS SEULEMENT]** En général, diriez-vous que la vue d'étalages de cigarettes dans les magasins de détail est **[LIRE LES RÉPONSES DANS L'ORDRE]** de vous inciter à fumer des cigarettes?
COCHER UNE SEULE RÉPONSE

1 Plus que probable
2 Moins que probable ou
3 Ni plus ni moins probable
SPONTANÉMENT
8 Ne sait pas/n'a pas d'opinion

DÉMOGRAPHIE : En dernier lieu, j'aimerais vous poser quelques questions sur vous-même afin de nous aider à analyser les résultats du sondage.

42. Êtes-vous un homme ou une femme?
COCHER UNE SEULE RÉPONSE

1 Homme
2 Femme

43. Quel est votre niveau de scolarité?
NE PAS LIRE LES RÉPONSES – COCHER UNE SEULE RÉPONSE

01 Études élémentaires (1re à 8e année)
02 Études secondaires non terminées
03 Diplôme d'études secondaires/professionnelles
04 Cours collégiaux/école technique
05 Diplôme d'un collège communautaire/école technique
06 Études universitaires non terminées
07 Diplôme d'études universitaires
98 A refusé de répondre
99 Autre **(PRÉCISER :** _____**)**

44. Laquelle des descriptions suivantes représente le mieux votre activité principale au cours des 12 derniers mois?
LIRE LES RÉPONSES DANS L'ORDRE – COCHER UNE SEULE RÉPONSE

4 Étudiant
1 Travail à temps plein
2 Travail à temps partiel
3 Ā la recherche de travail
SPONTANÉMENT
8 A refusé de répondre

46. Dans quelle ville ou village habitez-vous?

_____
97 A refusé de répondre

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47. Enfin, quel est votre code postal?
PRENDRE NOTE DU CODE POSTAL; INSCRIRE AU MOINS TROIS CHIFFRES SI C'EST TOUT CE QUI EST DISPONIBLE

INSCRIRE : _____
97 A refusé de répondre/Ne sait pas/n'a pas répondu

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Appendix C:
Study Questionnaire
Retailers

General Instructions:

o Interviewer must read each set of instructions for each part of this questionnaire.

o Interviewer must record all responses clearly and verbatim where required.

o Interviewer must avoid paraphrasing or rewording responses.

RECORD FOLLOWING INFORMATION:

Respondent's Name: _____

Telephone #: _____

Community: _____

Postal Code: _____

CRA ID: _____

Hello, my name is _____ and I work with Corporate Research Associates, a research company. Today we are conducting an important survey for Health Canada, the federal government's health department. The survey will give a better understanding of smoking and tobacco related issues, and is being conducted among owners or managers of Manitoba retailers that sell tobacco and tobacco-related products. Please be assured that we are not trying to sell anything, and your participation is voluntary. You will remain anonymous and your answers will be confidential. The survey meets the requirements of the Privacy Act, and the questionnaire should take 10 or so minutes to complete. This survey is registered with the national survey registration system.

ARRANGE CALLBACK IF NECESSARY - IF RESPONDENT HAS QUESTIONS ABOUT THE SURVEY, PLEASE RECORD NAME AND NUMBER AND PETER MacINTOSH WILL CALL HIM/HER BACK.

1. In which official language would you prefer to be interviewed?
READ RESPONSES – CODE ONE ONLY

1	English	
2	French	

2. Are you the manager or owner of this business?
CODE ONE ONLY

1	Yes	**SKIP TO Q.4**
2	No	**CONTINUE**

3. May I speak with the person who is?
CODE ONE ONLY

1	Yes, immediately	**TRANSFER AND CONTINUE**
2	Yes, arrange callback	**CALLBACK**
3	No	**THANK, TERMINATE, AND RECORD**

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4. First of all, can you tell me does your business sell tobacco and/or tobacco-related products?
CODE ONE ONLY

1	Yes	**CONTINUE**
2	No	**THANK, TERMINATE, AND RECORD**
3	Refused	**THANK, TERMINATE, AND RECORD**

5. What type of business is this?
DO NOT READ LIST - CODE ONE ONLY

01 Independent convenience store
02 Chain convenience store
03 Convenience store (**PROBE:** Would that be an independent or chain convenience store? __)
04 Gas convenience/service station kiosk
05 Grocery supermarket
06 Drug store/Pharmacy
98 Don't know/No answer
99 Other (**SPECIFY**: _____)

6. Where in your store do you currently display cigarettes? **PROBE:** Anywhere else?
DO NOT READ LIST - CODE AS MANY AS APPLY - RECORD FIRST/SUBSEQUENT MENTIONS SEPARATELY

01 On counter
02 Behind cash/on wall
97 Not displayed
98 Don't know/No answer
99 Other (**SPECIFY**: _____)

7. **[DO NOT POSE Q.7 IF "DON'T KNOW/NO ANSWER" IN Q.6]** Why do you have them in that location?
PROBE: Any other reasons?
DO NOT READ LIST - CODE AS MANY AS APPLY - RECORD FIRST/SUBSEQUENT MENTIONS SEPARATELY

01 To prevent theft/ increase security
02 Better visibility
03 Less visibility
04 Paid to
05 More accessible to patrons
06 Less accessible to minors
98 Don't know/No answer
99 Other (**SPECIFY**: _____)

8. **IS DELETED**

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9. Okay, I would like to talk to you about the manner in which tobacco and tobacco-related products are displayed. Right now, retail stores are able to display cigarette packages openly and visibly to the public, including minors. Retailers sometimes display cigarette packages against a wall in stacked rows, grouped by colour and brand. This is sometimes referred to as a "power wall". Does your store display cigarettes in this manner? **CODE ONE ONLY**

1 Yes
2 No
8 Unsure/don't know

10. Do you think that power walls have the potential to influence consumers to purchase tobacco or tobacco related products? **CODE ONE ONLY**

1 Yes
2 No
8 Unsure/don't know

11. Using a "1" to "5" scale where "1" means "strongly oppose" and "5" means "strongly support," all things considered to what extent do you oppose or support the federal and provincial governments restricting the display of tobacco and tobacco related products?
REPEAT SCALE IF NECESSARY - CODE ONE ONLY

1 Strongly oppose
2
3
4
5 Strongly support
VOLUNTEERED
8 Don't know/No answer

12. Using the same "1" to "5" scale, all things considered to what extent do you oppose or support the Government of Manitoba banning the use of power walls as well as other forms of tobacco displays and advertising in all retail stores in Manitoba?
REPEAT SCALE IF NECESSARY - CODE ONE ONLY

1 Strongly oppose
2
3
4
5 Strongly support
VOLUNTEERED
8 Don't know/No answer

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13. Now, I would like to ask you a few questions about the possible economic impact a prohibition of advertising and displaying tobacco and tobacco-related products might have on your business. If you are no longer able to display tobacco and tobacco related products, do you believe your business will be positively impacted or negatively impacted, or do you think it will have no impact?
REPEAT RESPONSES ONLY IF NECESSARY - CODE ONE ONLY

1	Positively impacted	**SKIP TO Q.15**
2	Negatively impacted	**CONTINUE**
7	No impact	**SKIP TO Q.15**
VOLUNTEERED		
8	Unsure/Don't know	**SKIP TO Q.15**

14. Can you tell me what percentage of sales you expect your business to lose if you are still able to sell but no longer able to display tobacco or tobacco related products?
RECORD EXACT PERCENTAGE – PROBE TO AVOID ACCEPTING A RANGE

RECORD PERCENTAGE: _____ %
997 Refused
998 Unsure/Don't know

15. And do you expect that the number of staff you employ will increase, decrease, or stay the same, if you are still able to sell but no longer able to display tobacco or tobacco related products?
REPEAT RESPONSES ONLY IF NECESSARY - CODE ONE ONLY

1 Increase
2 Decrease
3 Stay the same
VOLUNTEERED
8 Unsure/don't know

16. **[POSE Q.16 ONLY IF "INCREASE" OR "DECREASE" IN Q.15]** By how many people do you think your staff will **[READ RESPONSE FROM Q.15]**, if you are still able to sell but no longer able to display tobacco or tobacco related products?
RECORD EXACT NUMBER, EVEN IF IT IS A FRACTION – PROBE TO AVOID ACCEPTING A RANGE

RECORD NUMBER: _____
997 Refused
998 Unsure/Don't know

17. Some retail stores in Manitoba are thinking of restricting access to consumers who are under the age of 18, so they can continue to openly display tobacco and tobacco-related products. Is your store considering this restriction? **CODE ONE ONLY**

1 Yes
2 No
3 Already restrict access
8 Unsure/don't know

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18. Using a "1" to "5" scale where "1" means "strongly oppose" and "5" means "strongly support," all things considered how would you feel about a law that only allows the sale of tobacco or tobacco-related products in locations that did not permit entrance to minors?
REPEAT SCALE IF NECESSARY - CODE ONE ONLY

1 Strongly oppose
2
3
4
5 Strongly support
VOLUNTEERED
8 Don't know/No answer

19. **[DO NOT POSE Q.19 IF CODE 3 IN Q.17]** The new tobacco law will require that power walls and other tobacco displays be kept out of sight of underage consumers. Will you have to renovate your business because of the ban on tobacco displays? **CODE ONE ONLY**

1 Yes
2 No
3 Already have
8 Don't know/No answer

20. **[POSE Q.20 ONLY IF CODE "1" OR CODE "3" IN Q.19]** Can you tell me what you estimate the cost [will be/has been] to your business to complete the necessary renovations? Please tell me the average cost per location of your business. **RECORD EXACT AMOUNT - PROBE TO AVOID A RANGE**

RECORD AMOUNT: $_____
7 Refused
8 Don't know/No answer

21. How many people does your business currently employ on a <u>full-time</u> basis?
RECORD EXACT NUMBER – PROBE TO AVOID ACCEPTING A RANGE

RECORD NUMBER: _____
6 None
7 Refused
8 Unsure/Don't know

22. And how many people does your business currently employ on a <u>part-time</u> basis?
RECORD EXACT NUMBER – PROBE TO AVOID ACCEPTING A RANGE

RECORD NUMBER: _____
6 None
7 Refused
8 Unsure/Don't know

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23. What are your average yearly revenues?
RECORD EXACT AMOUNT – PROBE TO AVOID ACCEPTING A RANGE

RECORD AMOUNT: $ _____
7 Refused
8 Unsure/Don't know

24. What percentage of your businesses' yearly revenues is attributable to tobacco or tobacco product sales?
RECORD EXACT PERCENTAGE – PROBE TO AVOID ACCEPTING A RANGE

RECORD PERCENTAGE: _____ %
997 Refused
998 Unsure/Don't know

DEMOGRAPHICS: Finally, I would like information about yourself that will help us analyse the survey results.

25. **RECORD GENDER** (By observation) 1 Male 2 Female

26. What city, town, or village is the primary location of your business?
RECORD COMMUNITY

_____
97 Refused

27. Finally, could you provide the postal code of your business?
RECORD POSTAL CODE – RECORD FIRST THREE ELEMENTS IF ONLY PARTIAL IS AVAILABLE

RECORD: _____
97 Refused/Don't know/No answer

Thank you and have a great day!

Interviewer Certification: I hereby certify that this survey was conducted in the manner in which it was intended and understand that a portion of completed interviews will be verified by a field supervisor.

Interviewer's Name: _____ Date: _____

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Bonjour, je m'appelle _____ et je travaille pour Corporate Research Associates, société de recherche. Nous effectuons aujourd'hui un important sondage pour Santé Canada, le ministère de la Santé fédéral. Ce sondage est effectué parmi les propriétaires et les gérants de magasins de vente au détail vendant du tabac ou des produits dérivés du tabac permettra de mieux comprendre les problèmes liés à la consommation de tabac et des produits dérivés du tabac. Vous pouvez tenir pour certain que nous n'essayons pas de vendre quoi que ce soit et votre participation est volontaire. Votre participation est anonyme et vos réponses demeureront confidentielles. Le sondage respecte les exigences de la *Loi sur la protection des renseignements personnels* et prend moins de 15 minutes. Ce sondage est enregistré dans le système national d'enregistrement de sondage.

RAPPELER AU BESOIN; SI LA PERSONNE INTERROGÉE A DES QUESTIONS SUR LE SONDAGE, PRENDRE NOTE DE SON SOM ET DE SON NUMÉRO DE TÉLÉPHONE ET PETER MacINTOSH LA RAPPELLERA.

1. Dans quelle langue officielle voulez-vous qu'on vous interroge?
COCHER UNE SEULE RÉPONSE

1	Anglais	
2	Français	

2. Êtes vous gérant ou propriétaire de cet établissement?
COCHER UNE SEULE RÉPONSE

1	Oui	**ALLER À LA Q.4**
2	Non	**CONTINUER**

3. Pourrais-je parler à cette personne?
COCHER UNE SEULE RÉPONSE

1	Oui, immédiatement	**TRANSFÉRER ET CONTINUER**
2	Oui, arranger pour effectuer un rappel	**RAPPEL**
3	No	**REMERCIER LA PERSONNE, METTRE FIN À L'ENTREVUE ET PRENDRE NOTE DES RÉSULTATS**

4. Premièrement, pouvez-vous me dire si votre établissement fait la vente de tabac ou de produits dérivés du tabac?
COCHER UNE SEULE RÉPONSE

1	Oui	**CONTINUER**
2	Non	**REMERCIER LA PERSONNE, METTRE FIN À L'ENTREVUE ET PRENDRE NOTE DES RÉSULTATS**
7	Refusé	**REMERCIER LA PERSONNE, METTRE FIN À L'ENTREVUE ET PRENDRE NOTE DES RÉSULTATS**

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5. Quel type d'établissement est-ce?
NE PAS LIRE– COCHER UNE SEULE RÉPONSE

01 Dépanneur indépendant
02 Dépanneur à succursales multiples
03 Dépanneur (**DÉTERMINER :** Est-ce un dépanneur indépendant ou à succursales multiples?_____)
04 Poste d'essence-dépanneur/ kiosque de station-service
05 Une épicerie
06 Une pharmacie
98 Ne sait pas/n'a pas d'opinion
99 Autre **(PRÉCISER :**_____**)**

6. Dans quel endroit de l'établissement faites-vous étalages des cigarettes? **DÉTERMINER :** À d'autres endroits? **NE PAS LIRE LES RÉPONSES – CODER TOUTES LES RÉPONSES QUI S'APPLIQUENT – CODER LA PREMIÈRE RÉPONSE ET LES RÉPONSES SUBSÉQUENTES SÉPARÉMENT**

01 Sur le comptoir
02 Derrière la caisse/sur le mur
97 Aucun étalage
98 Ne sait pas/n'a pas d'opinion
99 Autre **(PRÉCISER :**_____**)**

7. **[NE PAS DEMANDER LA Q.7 SI « NE SAIT PAS/N'A PAS D'OPINION » À LA Q.6]** Pourquoi les placez-vous à cet endroit? **DÉTERMINER:** Est-ce qu'il y a d'autres raisons? **NE PAS LIRE LES RÉPONSES – CODER TOUTES LES RÉPONSES QUI S'APPLIQUENT – CODER LA PREMIÈRE RÉPONSE ET LES RÉPONSES SUBSÉQUENTES SÉPARÉMENT**

01 Pour prévenir le vol/renforcer la sécurité
02 Visibilité accrue
03 Visibilité moindre
04 Payé pour le faire
05 Accessibilité accrue pour les patrons
06 Accessibilité moindre pour les gens d'âge mineur
98 Ne sait pas/n'a pas d'opinion
99 Autre **(PRÉCISER :**_____**)**

9. D'accord, j'aimerais vous parler de la manière selon laquelle le tabac et les produits dérivés du tabac sont présentés. À l'heure actuelle, les magasins de vente au détail peuvent présenter les paquets de cigarettes à la vue de tous, même des personnes mineures. Les détaillants peuvent étaler les paquets de cigarettes en rangées verticales multiples, ce qui accentue leurs couleurs et peut permettre la distinction d'une marque en particulier. Ce type d'étalage est souvent appelé « étalage mural à grande visibilité ». Avez-vous un étalage de paquets de cigarettes semblable, dans votre magasin? **COCHER UNE SEULE RÉPONSE**

1 Oui
2 Non
8 Ne sait pas/n'a pas d'opinion

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10. Pensez-vous que les étalages muraux à grande visibilité ont le pouvoir d'influencer les consommateurs à effectuer l'achat de tabac ou de produits dérivés du tabac? **COCHER UNE SEULE RÉPONSE**

1 Oui
2 Non
8 Ne sait pas/n'a pas d'opinion

11. En vous servant d'une échelle de 1 à 5, « 1 » correspondant à « Complètement opposé » et « 5 » « Entièrement d'accord », après considération, dans quelle mesure êtes-vous d'accord ou opposé aux restrictions du gouvernement fédéral et provincial liées aux étalages de tabac et de produits dérivés du tabac? **RÉPETER L'ÉCHELLE, S'IL Y A LIEU – CODER UN SEULEMENT**

1 Complètement opposé
2
3
4
5 Complètement d'accord
SPONTANÉMENT
8 Ne sait pas/n'a pas d'opinion

12. En vous servant de la même échelle de 1 à 5, après considération, dans quelle mesure êtes-vous opposé ou d'accord à l'interdiction du gouvernement du Manitoba d'utiliser des étalages muraux à grande visibilité, d'autres types d'étalage de tabac, ainsi que la publicité liée au tabac dans les magasins de vente au détail de la province? **RÉPETER L'ÉCHELLE, S'IL Y A LIEU – CODER UN SEULEMENT**

1 Complètement opposé
2
3
4
5 Complètement d'accord
SPONTANÉMENT
8 Ne sait pas/n'a pas d'opinion

13. Maintenant, j'aimerais vous poser quelques questions au sujet de l'incidence économique que pourrait avoir sur votre établissement une interdiction de publicité de d'étalage du tabac et des produits dérivés du tabac. Si vous ne pouviez plus faire l'étalage du tabac et des produits dérivés du tabac, croyez-vous que votre établissement en serait touché de manière positive ou négative; ou pensez-vous qu'il n'y aurait aucun impact? **RÉPETER LES RÉPONSES SEULEMENT SI C'EST NÉCESSAIRE - COCHER UNE SEULE RÉPONSE**

1	Impact positif	**ALLER À LA Q.15**
2	Impact négatif	**CONTINUER**
7	Aucun impact	**ALLER À LA Q.15**
SPONTANÉMENT		
8	Ne sait pas/n'a pas d'opinion	**ALLER À LA Q.15**

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14. Pourriez-vous me dire quel pourcentage de ventes perdrait votre établissement si vous pouviez toujours vendre du tabac et des produits dérivés du tabac, mais que vous ne pouviez plus en faire l'étalage?
ENREGISTRER LE POURCENTAGE EXACT - POSER D'AUTRES QUESTIONS POUR ÉVITER D'OBTENIR UNE PLAGE

ENREGISTRER LE POURCENTAGE : _____ %
997 Refusé
998 Ne sait pas/n'a pas d'opinion

15. Pensez-vous que le nombre de vos employés augmenterait, diminuerait ou resterait le même si vous pouviez toujours vendre du tabac et des produits dérivés du tabac, mais que vous ne pouviez plus en faire l'étalage? **RÉPETER LES RÉPONSES SEULEMENT SI C'EST NÉCESSAIRE - COCHER UNE SEULE RÉPONSE**

1 Augmenterait
2 Diminuerait
3 Resterait le même
SPONTANÉMENT
8 Ne sait pas/n'a pas d'opinion

16. **[DEMANDER LA Q.16 SEULEMENT SI « AUGMENTERAIT » OU « DIMINUERAIT » À LA Q.15]** De combien d'employés pensez-vous que **[LIRE RÉPONSE DE LA Q.15]** votre personnel si vous pouviez toujours vendre du tabac et des produits dérivés du tabac, mais que vous ne pouviez plus en faire l'étalage?
ENREGISTRER LE POURCENTAGE EXACT, MÊME S'IL S'AGIT D'UNE FRACTION - POSER D'AUTRES QUESTIONS POUR ÉVITER D'OBTENIR UNE PLAGE

ENREGISTRER LE NOMBRE : _____
997 Refusé
998 Ne sait pas/n'a pas d'opinion

17. Certains magasins de vente au détail du Manitoba pensent à restreindre l'accès à leur magasin aux consommateurs n'ayant pas atteint l'âge de 18 ans, afin qu'ils puissent continuer de faire l'étalage du tabac et des produits dérivés du tabac. Votre établissement envisage-t-il cette restriction? **COCHER UNE SEULE RÉPONSE**

1 Oui
2 Non
3 Accès déjà restreint
8 Ne sait pas/n'a pas d'opinion

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18. En vous servant d'une échelle de 1 à 5, « 1 » correspondant à « Complètement opposé » et « 5 » « Entièrement d'accord », après considération, de quel œil voyez-vous une loi permettant la vente de tabac et de produits dérivés du tabac dans des endroits qui n'admettent pas les personnes d'âge mineur? **RÉPETER L'ÉCHELLE, S'IL Y A LIEU – CODER UN SEULEMENT**

1 Complètement opposé
2
3
4
5 Complètement d'accord

SPONTANÉMENT

8 Ne sait pas/n'a pas d'opinion

19. **[NE PAS DEMANDER LA Q.19 SI CODE 3 À LA Q.17]** La nouvelle loi sur le tabac exige que les étalages muraux à grande visibilité et autres formes d'étalages ne soient pas à la vue des consommateurs d'âge mineur. Effectuerez-vous des rénovations dans votre établissement en raison de l'interdiction sur les étalages de tabac? **COCHER UNE SEULE RÉPONSE**

1 Oui
2 Non
3 Déjà rénové
8 Ne sait pas/n'a pas d'opinion

20. **[DEMANDER LA Q.20 SEULEMENT SI CODE « 1 » OU CODE « 3 » À LA Q.19]** Pourriez-vous me donner l'évaluation des coûts (passés ou futurs) liés à ces rénovations? Pourriez-vous me donner les coûts totaux de toutes les succursales de votre entreprise? **ENREGISTRER LE MONTANT EXACT - POSER D'AUTRES QUESTIONS POUR ÉVITER D'OBTENIR UNE PLAGE**

ENREGISTRER LE MONTANT : $_____

7 Refusé
8 Ne sait pas/n'a pas d'opinion

21. Combien d'employés travaillent actuellement <u>à temps complet</u> dans votre entreprise? **ENREGISTRER LE NOMBRE EXACT - POSER D'AUTRES QUESTIONS POUR ÉVITER D'OBTENIR UNE PLAGE**

ENREGISTRER LE NOMBRE : _____

6 Aucun
7 Refusé
8 Ne sait pas/n'a pas d'opinion

22. Combien d'employés travaillent actuellement <u>à temps partiel</u> dans votre entreprise? **ENREGISTRER LE NOMBRE EXACT - POSER D'AUTRES QUESTIONS POUR ÉVITER D'OBTENIR UNE PLAGE**

ENREGISTRER LE NOMBRE : _____

6 Aucun
7 Refusé
8 Ne sait pas/n'a pas d'opinion

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23. Quelles sont vos recettes annuelles moyennes? **ENREGISTRER LE MONTANT EXACT - POSER D'AUTRES QUESTIONS POUR ÉVITER D'OBTENIR UNE PLAGE**

ENREGISTRER LE MONTANT : $_____

7 Refusé
8 Ne sait pas/n'a pas d'opinion

24. Quel pourcentage des recettes annuelles de votre entreprise sont attribuables à la vente de tabac ou de produits dérivés du tabac? **ENREGISTRER LE POURCENTAGE EXACT - POSER D'AUTRES QUESTIONS POUR ÉVITER D'OBTENIR UNE PLAGE**

ENREGISTRER LE POURCENTAGE : _____ %

997 Refusé
998 Ne sait pas/n'a pas d'opinion

DÉMOGRAPHIE : En dernier lieu, j'aimerais vous poser quelques questions sur vous-même afin de nous aider à analyser les résultats du sondage.

25. Sexe : **[PAR OBSERVATION]**

1 Homme
2 Femme

26. Dans quelle ville ou village habitez-vous?

_____

97 A refusé de répondre

27. Enfin, quel est votre code postal?
PRENDRE NOTE DU CODE POSTAL; INSCRIRE AU MOINS TROIS CHIFFRES SI C'EST TOUT CE QUI EST DISPONIBLE

INSCRIRE : _____

97 A refusé de répondre/Ne sait pas/n'a pas répondu

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Appendix D:
Tabular Results
Adults Overall

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TABLE 1:

In which official language would you prefer to be interviewed?

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		SMOKER	NON - SMOKER	FORMER SMOKER
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female			
English	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
French	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	1003	592	411	271	435	296	105	267	122	494	681	316	658	52	196	494	509	211	792	307
UNWEIGHTED SAMPLE SIZE (#)	1003	590	413	245	455	303	117	278	115	479	672	321	651	42	197	368	635	344	659	260

TABLE 2:

Of the languages you understand, which one did you learn first?

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		SMOKER	NON - SMOKER	FORMER SMOKER
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female			
English	83	84	83	89	85	76	72	86	89	83	86	77	86	78	74	86	80	90	82	84
German	5	3	7	2	4	9	10	3	2	5	4	7	4	0	8	5	5	2	5	3
French	4	4	3	2	4	4	7	2	3	4	4	4	4	6	5	2	5	3	4	5
Ukrainian	2	1	3	0	2	4	5	1	0	3	2	3	2	0	4	2	2	1	2	3
English and French equally	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0
Spanish	0	1	0	1	1	0	0	1	0	0	0	1	0	2	0	0	1	0	1	0
Other	5	6	4	6	4	7	7	7	6	4	4	8	4	14	9	5	6	2	6	4
WEIGHTED SAMPLE SIZE (#)	1003	592	411	271	435	296	105	267	122	494	681	316	658	52	196	494	509	211	792	307
UNWEIGHTED SAMPLE SIZE (#)	1003	590	413	245	455	303	117	278	115	479	672	321	651	42	197	368	635	344	659	260

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TABLE 3:

In what year were you born?

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		SMOKER	NON - SMOKER	FORMER SMOKER
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female			
18-34	27	27	28	100	0	0	15	27	47	24	29	23	29	78	0	28	26	37	24	8
35-54	43	42	45	0	100	0	36	43	33	49	57	14	57	17	5	43	43	47	42	45
55+	30	31	27	0	0	100	49	30	20	27	14	63	14	5	95	29	30	16	33	47
WEIGHTED SAMPLE SIZE (#)	1003	592	411	271	435	296	105	267	122	494	681	316	658	52	196	494	509	211	792	307
UNWEIGHTED SAMPLE SIZE (#)	1003	590	413	245	455	303	117	278	115	479	672	321	651	42	197	368	635	344	659	260

TABLE 5:

At the present time, do you smoke cigarettes, either manufactured ones or cigarettes that you roll yourself, every day, occasionally, or not at all?

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		SMOKER	NON - SMOKER	FORMER SMOKER
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female			
Everyday	16	16	17	21	18	10	29	24	14	10	18	12	18	15	10	19	14	78	0	0
Occasionally	5	4	6	7	5	2	5	5	4	4	5	3	5	4	2	5	4	22	0	1
Not at all	79	81	77	71	77	89	66	70	82	85	77	84	77	81	89	76	82	0	100	99
WEIGHTED SAMPLE SIZE (#)	1003	592	411	271	435	296	105	267	122	494	681	316	658	52	196	494	509	211	792	307
UNWEIGHTED SAMPLE SIZE (#)	1003	590	413	245	455	303	117	278	115	479	672	321	651	42	197	368	635	344	659	260

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TABLE 6:

Have you smoked at least 100 cigarettes in your life?

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		SMOKER	NON - SMOKER	FORMER SMOKER
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female			
Yes	52	54	48	38	54	60	67	62	45	45	50	55	50	35	62	56	47	97	39	100
No	48	46	51	61	46	40	33	37	55	55	50	45	50	65	38	44	52	3	60	0
Don't know/No answer	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	1003	592	411	271	435	296	105	267	122	494	681	316	658	52	196	494	509	211	792	307
UNWEIGHTED SAMPLE SIZE (#)	1003	590	413	245	455	303	117	278	115	479	672	321	651	42	197	368	635	344	659	260

TABLE 7:

Have you smoked any cigarettes in the past 30 days?

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		SMOKER	NON - SMOKER	FORMER SMOKER
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female			
Yes	22	20	24	30	23	11	33	30	17	16	25	14	24	19	10	25	18	98	1	0
No	78	80	76	70	77	89	67	70	83	84	75	85	76	81	89	75	82	2	99	100
Don't know/No answer	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	1003	592	411	271	435	296	105	267	122	494	681	316	658	52	196	494	509	211	792	307
UNWEIGHTED SAMPLE SIZE (#)	1003	590	413	245	455	303	117	278	115	479	672	321	651	42	197	368	635	344	659	260

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TABLE 8:

[ASK 'FORMER SMOKERS' ONLY] When did you last stop smoking? Was it:

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		SMOKER	NON - SMOKER	FORMER SMOKER
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female			
One year ago, or less	9	9	7	32	8	5	9	10	8	7	11	5	10	0	5	7	10	55	8	9
At least one year ago, but less than three years ago	7	7	7	20	7	5	5	11	1	7	7	7	7	10	5	6	8	8	7	7
At least three years ago, but less than five years ago	8	9	7	14	13	3	3	11	7	8	9	7	9	26	4	10	6	18	8	8
Five years ago or more	76	75	79	34	72	87	83	68	83	77	73	81	73	64	87	76	76	0	77	76
Don't know/No answer	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	18	0	0
WEIGHTED SAMPLE SIZE (#)	307	201	105	25	137	145	36	88	34	145	175	129	172	10	102	156	151	4	303	307
UNWEIGHTED SAMPLE SIZE (#)	260	170	90	21	116	123	31	74	29	122	146	111	143	7	86	102	158	6	254	260

TABLE 9:

[ASK Q.9 ONLY IF 'EVERYDAY' IN Q.5] On average, how many cigarettes do you smoke per day?

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		SMOKER	NON - SMOKER	FORMER SMOKER
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female			
Less than 10	12	14	9	18	9	9	9	11	14	15	10	19	10	37	11	10	14	12	0	0
10 to 12	25	29	20	29	24	22	24	21	27	32	25	29	25	13	32	20	32	25	0	0
13 to 15	18	18	19	19	19	14	13	27	17	11	20	14	20	13	11	18	18	18	0	0
16 to 24	22	20	23	18	24	21	28	21	14	20	23	16	24	24	16	22	21	22	0	0
25 or more	23	18	29	16	24	34	25	20	28	22	22	23	21	13	31	29	15	23	0	0
WEIGHTED SAMPLE SIZE (#)	165	94	71	58	79	28	30	65	17	51	125	38	119	8	19	93	73	165	0	0
MEAN	16.9	15.7	18.5	14.9	17.4	19.9	18.4	16.5	16.2	16.7	16.9	16.9	16.8	13.5	19.7	18.3	15.3	16.9	.	.
MEDIAN	15.0	15.0	17.0	13.0	15.0	20.0	17.0	15.0	14.0	15.0	15.0	15.0	15.0	12.5	15.0	16.0	15.0	15.0	.	.
UNWEIGHTED SAMPLE SIZE (#)	274	162	112	75	138	61	51	101	29	91	203	66	195	8	37	108	166	274	0	0

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TABLE 10:

[ASK Q.10 ONLY IF 'OCCASIONALLY' IN Q.5] On the days that you smoke, about how many cigarettes do you smoke?

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		SMOKER	NON - SMOKER	FORMER SMOKER
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female			
0 to 2	27	44	12	28	23	33	16	24	17	33	18	53	17	53	45	13	43	27	0	73
3 to 4	27	14	37	23	27	41	59	21	29	22	26	29	25	47	34	27	27	27	0	18
5 to 6	17	15	19	22	15	6	6	18	17	20	20	8	22	0	0	17	18	17	0	0
7 or more	29	27	31	27	35	13	19	37	31	26	35	8	35	0	11	43	11	29	0	0
Don't know	1	0	1	0	0	6	0	0	6	0	0	3	0	0	11	0	2	1	0	8
WEIGHTED SAMPLE SIZE (#)	46	21	25	20	21	5	5	14	5	22	35	11	32	2	3	25	21	46	0	4
MEAN	6.0	5.8	6.2	5.5	6.8	4.0	4.7	6.7	5.1	6.0	6.9	2.9	7.1	2.4	3.5	7.7	3.9	6.0	.	1.2
MEDIAN	4.0	3.0	5.0	4.0	5.0	4.0	4.0	5.0	5.0	4.0	5.0	2.0	5.0	1.0	2.5	6.0	3.0	4.0	.	1.0
UNWEIGHTED SAMPLE SIZE (#)	70	32	38	27	31	12	7	20	8	35	50	20	47	3	7	28	42	70	0	6

TABLE 11:

[ASK SMOKERS ONLY] Have you ever tried to quit smoking?

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		SMOKER	NON - SMOKER	FORMER SMOKER
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female			
Yes	84	88	79	83	84	85	79	83	90	85	85	80	86	81	82	84	83	84	0	100
No	16	12	20	17	16	15	21	17	10	14	15	20	14	19	18	16	16	16	0	0
Don't know/No answer	0	0	1	0	1	0	0	0	0	1	0	0	0	0	0	0	1	0	0	0
WEIGHTED SAMPLE SIZE (#)	211	115	96	78	100	33	35	79	22	73	160	49	151	10	22	118	93	211	0	4
UNWEIGHTED SAMPLE SIZE (#)	344	194	150	102	169	73	58	121	37	126	253	86	242	11	44	136	208	344	0	6

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TABLE 12:

[ASK SMOKERS ONLY, AND IF 'YES' IN Q.11] In the past year, how many times have you stopped smoking for at least 24 hours because you were trying to quit smoking? Would it be:

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		SMOKER	NON - SMOKER	FORMER SMOKER
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female			
Once	15	14	16	27	8	8	8	16	9	19	16	13	17	32	4	15	15	15	0	18
Twice	18	18	19	18	20	12	27	15	22	16	19	15	19	24	13	17	20	18	0	0
Three times	13	15	11	13	13	14	5	17	16	13	12	18	12	12	15	13	13	13	0	22
More than three times	18	14	24	21	17	18	24	14	17	21	18	19	18	0	19	21	15	18	0	27
Have you not tried to stop smoking in the past year	32	34	30	16	39	49	33	35	36	28	32	34	31	32	49	31	33	32	0	18
Don't know/No answer	3	5	0	4	2	0	3	4	0	2	3	1	3	0	0	3	2	3	0	15
WEIGHTED SAMPLE SIZE (#)	177	101	76	65	83	28	28	65	20	62	135	39	130	8	18	99	78	177	0	4
UNWEIGHTED SAMPLE SIZE (#)	287	165	122	85	141	61	45	99	33	108	213	69	206	9	36	114	173	287	0	6

TABLE 13:

[ASK ONLY IF 'NO' OR 'DON'T KNOW/NO ANSWER' IN Q.11] Are you now seriously thinking of quitting smoking in the next 6 months?

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		SMOKER	NON - SMOKER	FORMER SMOKER
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female			
Yes	37	33	40	37	43	20	34	44	55	28	41	29	43	55	16	43	31	37	0	0
No	63	67	60	63	57	80	66	56	45	72	59	71	57	45	84	57	69	63	0	0
WEIGHTED SAMPLE SIZE (#)	34	14	20	13	16	5	7	14	2	11	25	10	21	2	4	19	16	34	0	0
UNWEIGHTED SAMPLE SIZE (#)	57	29	28	17	28	12	13	22	4	18	40	17	36	2	8	22	35	57	0	0

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TABLE 14:

[ASK SMOKERS ONLY] Where do you usually purchase the cigarettes you smoke?

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		SMOKER	NON - SMOKER	FORMER SMOKER
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female			
Convenience stores	35	32	39	40	37	19	35	36	24	40	37	32	38	20	20	41	29	35	0	41
Gas stations	28	35	21	36	25	19	13	29	26	37	29	26	28	45	25	27	30	28	0	33
Grocery stores	20	16	26	9	21	46	37	16	30	14	20	22	20	9	40	15	27	20	0	8
No usual place	4	4	5	4	4	5	5	4	6	3	4	2	5	0	3	6	2	4	0	0
Don't purchase cigarettes	2	3	0	1	3	0	0	4	0	1	3	0	2	0	0	3	1	2	0	18
The Reserve	2	2	1	3	2	0	0	3	4	1	2	0	2	0	0	3	1	2	0	0
Drug stores	1	2	1	0	2	3	0	2	0	2	1	3	1	0	3	0	3	1	0	0
Price Club/Costco	1	1	1	0	1	5	2	0	0	1	1	3	1	0	6	1	2	1	0	0
Two or more places equally	1	1	0	1	1	0	0	1	0	0	0	1	0	0	0	0	1	1	0	0
Cigar/Tobacco shop	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	4	4	5	6	3	4	6	5	9	1	3	8	3	21	3	4	5	4	0	0
Don't know/No answer	1	0	1	1	1	0	3	0	0	1	0	3	0	6	0	1	1	1	0	0
WEIGHTED SAMPLE SIZE (#)	211	115	96	78	100	33	35	79	22	73	160	49	151	10	22	118	93	211	0	4
UNWEIGHTED SAMPLE SIZE (#)	344	194	150	102	169	73	58	121	37	126	253	86	242	11	44	136	208	344	0	6

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TABLE 15: FIRST MENTION

[ASK IF SMOKER, BUT DO NOT ASK IF CODES 96, 97 OR 98 IN Q.14] What is the single most important reason why you usually purchase cigarettes from [NAME OF LOCATION FROM Q.14]?

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		SMOKER	NON - SMOKER	FORMER SMOKER
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female			
Convenient geographic location	53	57	49	60	53	39	44	54	40	62	54	51	53	42	44	57	49	53	0	100
Discount prices	29	34	24	22	31	43	32	28	41	26	29	28	30	32	34	28	31	29	0	0
Buy other things at that location as well	5	4	6	5	4	11	4	6	7	4	5	6	5	0	11	4	7	5	0	0
They're open long hours/24-7	1	1	2	3	0	1	3	1	0	1	1	3	1	15	0	1	2	1	0	0
Always have purchased them there	1	1	2	1	1	3	4	0	3	0	1	3	1	0	2	1	2	1	0	0
Addicted/Need them	1	1	0	1	1	0	0	2	2	0	1	1	1	0	2	1	1	1	0	0
They never run out of my brand/Dependable	0	0	1	0	1	0	0	1	0	0	1	0	1	0	0	1	0	0	0	0
They carry my brand	0	0	1	1	0	1	0	1	0	0	0	1	0	0	2	0	1	0	0	0
Other	5	2	8	3	7	1	11	3	5	3	5	2	5	0	5	6	3	5	0	0
Don't know/No answer	3	1	6	5	3	1	3	4	3	3	3	5	3	11	2	2	4	3	0	0
WEIGHTED SAMPLE SIZE (#)	196	106	90	73	92	32	33	73	21	70	149	47	140	9	21	106	90	196	0	3
UNWEIGHTED SAMPLE SIZE (#)	323	182	141	97	156	70	55	113	35	119	237	82	227	10	43	123	200	323	0	5

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TABLE 15: TOTAL MENTIONS

[ASK IF SMOKER, BUT DO NOT ASK IF CODES 96, 97 OR 98 IN Q.14] What is the single most important reason why you usually purchase cigarettes from [NAME OF LOCATION FROM Q.14]?

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		SMOKER	NON - SMOKER	FORMER SMOKER
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female			
Convenient geographic location	61	66	56	69	60	45	52	61	52	69	62	59	62	62	51	63	59	61	0	100
Discount prices	35	40	29	26	37	48	39	32	51	31	36	32	36	32	37	31	39	35	0	0
Buy other things at that location as well	6	5	8	7	5	11	7	6	7	6	7	6	7	0	11	6	7	6	0	0
They carry my brand	2	1	3	2	2	3	1	2	0	4	3	1	3	0	2	2	3	2	0	0
Always have purchased them there	2	2	2	1	1	5	4	1	3	0	1	3	1	0	2	1	2	2	0	0
They're open long hours/24-7	1	1	2	3	0	1	3	1	0	1	1	3	1	15	0	1	2	1	0	0
They never run out of my brand/Dependable	1	0	2	0	1	2	2	1	0	0	1	0	1	0	0	2	0	1	0	0
Addicted/Need them	1	1	0	1	1	0	0	2	2	0	1	1	1	0	2	1	1	1	0	0
Other	5	2	10	3	9	1	11	5	5	3	6	2	6	0	5	7	4	5	0	0
Don't know/No answer	3	1	6	5	3	1	3	4	3	3	3	5	3	11	2	2	4	3	0	0
WEIGHTED SAMPLE SIZE (#)	196	106	90	73	92	32	33	73	21	70	149	47	140	9	21	106	90	196	0	3
UNWEIGHTED SAMPLE SIZE (#)	323	182	141	97	156	70	55	113	35	119	237	82	227	10	43	123	200	323	0	5

TABLE 15a:

Is the location where you usually purchase cigarettes close to where you live?

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		SMOKER	NON - SMOKER	FORMER SMOKER
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female			
Yes	84	85	83	81	85	91	83	78	100	87	85	82	85	83	87	84	85	84	0	100
No	16	15	17	19	15	9	17	22	0	13	15	18	15	17	13	16	15	16	0	0
WEIGHTED SAMPLE SIZE (#)	120	70	50	51	55	14	17	44	11	48	92	28	87	6	11	67	53	120	0	3
UNWEIGHTED SAMPLE SIZE (#)	189	110	79	68	90	31	28	67	18	76	141	46	134	6	21	76	113	189	0	5

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TABLE 15b:

Is the location where you usually purchase cigarettes close to where you work?

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		SMOKER	NON - SMOKER	FORMER SMOKER
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female			
Yes	40	36	46	40	49	7	26	48	30	40	44	26	43	65	0	40	40	40	0	22
No	52	55	48	56	48	54	51	43	70	56	54	45	55	35	47	52	52	52	0	78
Do not work	7	9	5	5	1	40	17	9	0	3	0	29	0	0	53	7	8	7	0	0
Don't know/No answer	1	0	2	0	2	0	6	0	0	0	1	0	1	0	0	1	0	1	0	0
WEIGHTED SAMPLE SIZE (#)	120	70	50	51	55	14	17	44	11	48	92	28	87	6	11	67	53	120	0	3
UNWEIGHTED SAMPLE SIZE (#)	189	110	79	68	90	31	28	67	18	76	141	46	134	6	21	76	113	189	0	5

TABLE 15c:

Is the location where you usually purchase cigarettes close to where you attend an educational institution?

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		SMOKER	NON - SMOKER	FORMER SMOKER
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female			
Yes	9	6	13	9	10	2	19	4	20	7	7	12	8	15	0	7	10	9	0	27
No	72	70	75	78	69	60	62	76	66	73	75	64	73	68	53	70	75	72	0	50
Do not attend an educational institution	19	24	13	13	21	37	19	20	14	20	18	25	19	17	47	23	15	19	0	22
WEIGHTED SAMPLE SIZE (#)	120	70	50	51	55	14	17	44	11	48	92	28	87	6	11	67	53	120	0	3
UNWEIGHTED SAMPLE SIZE (#)	189	110	79	68	90	31	28	67	18	76	141	46	134	6	21	76	113	189	0	5

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TABLE 16: FIRST MENTION

[ASK IF NON-SMOKER] What do you think is the single most important factor that influences where smokers purchase cigarettes?

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		SMOKER	NON - SMOKER	FORMER SMOKER
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female			
Convenient geographic location	29	34	21	28	35	22	10	22	30	35	35	17	35	25	15	27	30	0	29	31
Discount prices	22	23	20	30	21	16	10	29	24	20	23	19	23	24	14	25	19	0	22	29
Advertising	7	5	11	6	6	9	9	6	6	8	8	6	8	3	7	8	7	0	7	7
Good promotions	3	3	2	6	2	2	2	2	6	3	2	4	2	12	2	3	3	0	3	1
Availability	2	3	2	2	2	3	1	0	2	4	2	3	2	4	3	2	3	0	2	2
Peer pressure/friends	2	1	2	0	3	2	5	2	1	1	2	1	2	0	1	2	1	0	2	1
Visibility/If they can see them	1	1	1	0	2	1	0	1	0	2	2	0	2	0	0	0	2	0	1	0
They present cigarettes in a pleasant way	1	1	0	0	1	2	0	3	0	1	1	1	1	0	2	1	1	0	1	1
Addiction	1	1	1	0	1	2	4	1	1	0	1	0	1	0	1	1	1	0	1	2
Always have purchased them there	1	0	1	2	0	0	0	1	0	0	1	0	1	0	1	1	0	0	1	0
The cigarette wall is impressive there	1	0	1	0	0	2	2	0	0	0	0	1	0	0	1	1	0	0	1	0
Buy other things at that location as well	0	0	1	0	0	1	1	0	0	1	0	1	0	0	2	0	1	0	0	0
They're open long hours/24-7	0	0	0	0	1	0	0	1	0	0	0	1	0	0	0	0	0	0	0	0
They carry their brand	0	1	0	0	0	1	0	0	0	1	0	1	0	0	1	1	0	0	0	1
Will buy them anywhere/anywhere they're sold	0	0	1	0	0	0	0	1	0	0	0	0	0	0	1	0	0	0	0	1
Best selection	0	0	0	1	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0
They never run out of their brand/Dependable	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	5	4	6	4	3	6	4	5	6	4	4	6	4	2	7	4	5	0	5	5
Don't know/No answer	25	22	30	20	22	33	52	28	22	20	18	38	18	30	43	23	27	0	25	20
WEIGHTED SAMPLE SIZE (#)	**792**	**477**	**315**	**193**	**336**	**263**	**70**	**188**	**100**	**421**	**521**	**267**	**507**	**42**	**174**	**376**	**416**	**0**	**792**	**303**
UNWEIGHTED SAMPLE SIZE (#)	659	396	263	143	286	230	59	157	78	353	419	235	409	31	153	232	427	0	659	254

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TABLE 16: TOTAL MENTIONS

[ASK IF NON-SMOKER] What do you think is the single most important factor that influences where smokers purchase cigarettes?

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		SMOKER	NON - SMOKER	FORMER SMOKER
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female			
Convenient geographic location	36	41	29	40	42	27	12	30	38	43	43	24	43	35	20	36	37	0	36	40
Discount prices	30	34	24	35	33	23	11	35	31	31	34	23	34	29	18	32	28	0	30	39
Advertising	10	8	13	6	11	12	14	6	8	12	11	9	11	3	10	11	9	0	10	10
Peer pressure/friends	4	3	6	1	5	5	8	3	4	3	4	3	4	0	4	5	3	0	4	3
Good promotions	4	4	2	6	3	3	2	2	8	3	3	5	3	12	3	4	3	0	4	2
Availability	3	3	2	3	2	3	1	0	3	4	2	4	2	7	4	2	4	0	3	2
They carry their brand	2	2	3	3	2	3	0	3	3	3	3	2	3	0	3	4	1	0	2	3
Visibility/If they can see them	2	2	1	0	3	1	0	1	0	3	2	0	2	0	0	1	2	0	2	1
Addiction	2	1	2	2	1	2	4	2	2	1	2	1	2	3	1	1	2	0	2	2
They're open long hours/24-7	1	1	2	2	2	0	0	2	0	2	2	1	2	4	0	3	0	0	1	1
They present cigarettes in a pleasant way	1	1	1	0	1	2	0	3	1	1	1	2	1	0	3	1	1	0	1	1
Buy other things at that location as well	1	1	1	0	1	2	1	2	0	1	0	2	1	0	3	0	2	0	1	1
Always have purchased them there	1	0	1	2	0	1	0	1	0	1	1	1	1	0	1	1	0	0	1	0
The cigarette wall is impressive there	1	0	1	1	0	2	2	0	0	1	0	1	0	0	1	1	0	0	1	0
They never run out of their brand/Dependable	1	0	1	2	0	0	2	0	1	0	1	0	1	0	0	0	1	0	1	1
Best selection	1	1	0	1	0	0	0	1	2	0	1	0	1	0	0	1	0	0	1	1
Will buy them anywhere/anywhere they're sold	0	0	1	0	0	1	0	1	0	0	0	1	0	0	1	0	1	0	0	1
Know the people who work at the store	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	5	4	6	4	4	7	4	5	6	5	4	6	4	2	8	5	5	0	5	5
Don't know/No answer	25	22	30	20	22	33	52	28	22	20	18	38	18	30	43	23	27	0	25	20
WEIGHTED SAMPLE SIZE (#)	792	477	315	193	336	263	70	188	100	421	521	267	507	42	174	376	416	0	792	303
UNWEIGHTED SAMPLE SIZE (#)	659	396	263	143	286	230	59	157	78	353	419	235	409	31	153	232	427	0	659	254

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TABLE 17a:

[ASK SMOKERS ONLY] Do you always, often, rarely or never purchase other goods or products, other than cigarettes, from the establishment or establishments where you usually buy cigarettes?

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		SMOKER	NON - SMOKER	FORMER SMOKER
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female			
Always	32	30	35	29	31	42	49	30	21	30	31	37	32	20	38	24	42	32	0	0
Often	38	40	35	33	42	37	30	33	50	42	37	42	37	51	42	39	37	38	0	41
Rarely	21	21	20	27	17	17	16	26	18	18	22	15	22	19	17	26	14	21	0	22
Never	8	7	9	10	7	4	6	7	11	8	8	6	7	10	3	9	6	8	0	18
Don't have [a usual establishment/ establishments] where I buy cigarettes	1	2	0	0	2	0	0	2	0	1	1	0	2	0	0	1	1	1	0	18
Don't know/No answer	1	1	1	1	1	0	0	1	0	1	1	0	0	0	0	1	1	1	0	0
WEIGHTED SAMPLE SIZE (#)	211	115	96	78	100	33	35	79	22	73	160	49	151	10	22	118	93	211	0	4
UNWEIGHTED SAMPLE SIZE (#)	344	194	150	102	169	73	58	121	37	126	253	86	242	11	44	136	208	344	0	6

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TABLE 17b:

[ASK Q.17b ONLY IF 'ALWAYS,' 'OFTEN,' OR 'RARELY' IN Q.17a] What are the goods or products you most often purchase, other than cigarettes, from the establishment or establishments where you usually buy cigarettes?

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		SMOKER	NON - SMOKER	FORMER SMOKER
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female			
Groceries	36	33	39	21	37	64	55	31	44	27	32	47	32	21	61	32	40	36	0	13
Gasoline	28	28	28	33	30	9	10	30	32	35	31	18	32	40	10	26	30	28	0	52
Candy	23	19	27	35	17	13	14	25	16	27	23	24	23	50	10	23	22	23	0	0
Coffee/Water/Pop/Beverage	20	24	17	30	16	14	6	24	24	23	20	23	19	52	16	25	15	20	0	64
Milk	18	22	14	18	20	13	21	18	20	18	19	17	19	18	10	18	19	18	0	35
Bread	10	10	10	8	11	14	15	10	8	9	11	9	11	0	11	11	9	10	0	29
Drugs/pharmaceuticals	3	4	2	4	3	3	3	3	4	4	2	6	2	0	3	1	6	3	0	0
Other	17	14	21	15	18	17	23	16	16	15	18	14	17	0	19	14	20	17	0	0
Don't know/No answer	1	1	0	1	0	0	0	2	0	0	1	0	1	0	0	1	0	1	0	0
WEIGHTED SAMPLE SIZE (#)	191	104	87	69	90	32	33	71	20	66	143	46	137	9	21	104	87	191	0	2
UNWEIGHTED SAMPLE SIZE (#)	314	178	136	91	153	70	56	110	34	112	228	81	220	10	42	121	193	314	0	4

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TABLE 18:

[ASK SMOKERS ONLY, BUT DO NOT ASK q.18 if 'NEVER' IN Q.17, OR IF CODE 7 IN .Q17] Imagine for a moment that the establishment or establishments where you usually buy cigarettes no longer sold them. Knowing this, would you always, often, rarely or never continue to shop there?

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		SMOKER	NON - SMOKER	FORMER SMOKER
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female			
Always	37	33	41	36	35	44	37	41	37	33	37	38	37	22	50	37	37	37	0	42
Often	30	33	28	28	35	22	33	23	31	36	31	27	32	16	26	28	33	30	0	58
Rarely	22	22	23	28	18	20	19	25	30	19	23	20	22	23	13	25	19	22	0	0
Never	9	11	7	8	9	12	9	10	3	11	8	12	8	32	8	9	10	9	0	0
Don't have [a usual establishment/ establishments] where I buy cigarettes	0	1	0	0	1	0	1	0	0	1	0	1	0	6	0	0	1	0	0	0
Don't know/No answer	1	1	1	0	1	2	0	2	0	0	1	1	1	0	3	2	0	1	0	0
WEIGHTED SAMPLE SIZE (#)	193	105	88	70	91	32	33	72	20	66	145	46	137	9	21	105	87	193	0	2
UNWEIGHTED SAMPLE SIZE (#)	316	179	137	92	154	70	56	111	34	113	230	81	221	10	42	122	194	316	0	4

TABLE 19:

[ASK NON-SMOKERS ONLY] Would you be more likely to shop at an establishment if they no longer sold cigarettes?

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		SMOKER	NON - SMOKER	FORMER SMOKER
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female			
Yes	32	32	33	34	31	33	25	36	27	33	33	30	34	21	32	31	34	0	32	32
No	59	61	58	58	61	59	60	57	64	60	60	58	60	60	59	61	58	0	59	60
Don't Know/No Answer	8	8	9	9	8	9	14	7	10	8	7	11	6	19	9	9	8	0	8	8
WEIGHTED SAMPLE SIZE (#)	792	477	315	193	336	263	70	188	100	421	521	267	507	42	174	376	416	0	792	303
UNWEIGHTED SAMPLE SIZE (#)	659	396	263	143	286	230	59	157	78	353	419	235	409	31	153	232	427	0	659	254

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TABLE 20:

Which one of the following statements comes closest to how you feel about how cigarettes are displayed in stores? Do you think:

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		SMOKER	NON - SMOKER	FORMER SMOKER
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female			
Cigarettes should not be prominently displayed in places where they are sold	20	24	15	21	21	20	20	15	23	23	21	20	21	28	20	21	20	15	22	19
Cigarettes should be kept out of sight unless a customer specifically asks to purchase them	50	48	52	53	48	48	44	49	48	51	49	50	50	47	48	44	55	32	54	48
There should be no restriction on how cigarettes are displayed in stores	25	23	27	21	25	28	29	32	23	21	25	24	24	20	26	28	21	45	19	28
Should not be sold/Should be illegal	0	0	1	0	0	1	0	2	0	0	1	0	1	0	0	1	0	0	1	1
Doesn't matter/Don't care	1	0	1	0	0	1	1	0	0	1	0	1	0	2	2	1	0	1	0	0
Other	1	1	1	0	2	1	1	0	0	2	1	1	1	0	1	2	0	1	1	1
Don't know/No answer	3	3	4	4	3	2	4	2	6	3	3	3	3	3	3	3	3	5	3	2
WEIGHTED SAMPLE SIZE (#)	1003	592	411	271	435	296	105	267	122	494	681	316	658	52	196	494	509	211	792	307
UNWEIGHTED SAMPLE SIZE (#)	1003	590	413	245	455	303	117	278	115	479	672	321	651	42	197	368	635	344	659	260

TABLE 23:

And now I would like to talk to you some more about the manner in which tobacco and tobacco-related products are displayed. Right now, retail stores are able to display cigarette packages openly and visibly to the public, including minors. Retailers may display cigarette packages in multiple vertical rows, which highlight the colour and can make a particular brand stand out. This type of display is sometimes referred to as a 'power wall'. Have you been in retail stores where you can recall seeing cigarette packages displayed in this manner?

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		SMOKER	NON - SMOKER	FORMER SMOKER
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female			
Yes	69	69	69	80	70	57	52	66	72	74	71	64	72	89	55	71	67	75	67	68
No	26	25	27	19	25	34	41	28	25	21	25	27	25	6	35	25	27	23	27	24
Don't know/No answer	5	6	4	1	5	9	7	6	2	5	4	8	3	5	10	4	6	2	6	8
WEIGHTED SAMPLE SIZE (#)	1003	592	411	271	435	296	105	267	122	494	681	316	658	52	196	494	509	211	792	307
UNWEIGHTED SAMPLE SIZE (#)	1003	590	413	245	455	303	117	278	115	479	672	321	651	42	197	368	635	344	659	260

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TABLE 24:

Do you think power walls have the potential to influence consumers to purchase tobacco or tobacco related products?

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		SMOKER	NON - SMOKER	FORMER SMOKER
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female			
Yes	52	52	52	59	50	50	42	50	57	54	51	55	53	67	49	53	51	34	57	51
No	41	41	40	35	43	41	47	44	34	39	42	36	41	22	42	40	41	61	35	42
Don't know/No answer	7	7	8	6	7	9	11	6	9	7	6	9	7	11	9	7	8	5	8	7
WEIGHTED SAMPLE SIZE (#)	1003	592	411	271	435	296	105	267	122	494	681	316	658	52	196	494	509	211	792	307
UNWEIGHTED SAMPLE SIZE (#)	1003	590	413	245	455	303	117	278	115	479	672	321	651	42	197	368	635	344	659	260

TABLE 25:

Using a scale from '1' to '5,' with '1' being 'strongly disagree' and '5' being 'strongly agree,' all things considered to what extent do you agree or disagree that the use of 'power walls' when displaying tobacco and other tobacco related products can lead young people to view smoking as a normal and socially accepted behaviour?

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		SMOKER	NON - SMOKER	FORMER SMOKER
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female			
Strongly disagree	19	18	21	15	21	21	25	23	9	18	19	19	18	9	21	22	16	33	15	19
2	12	13	10	16	11	10	10	12	20	10	14	9	13	9	9	14	10	12	12	12
3	22	20	24	23	23	18	24	19	27	22	24	17	24	28	14	21	22	24	21	20
4	17	18	15	24	16	11	8	14	17	19	17	15	17	38	9	18	15	12	18	13
Strongly agree	28	29	26	22	28	34	24	29	25	29	26	34	26	8	39	22	34	16	31	33
Don't know/No answer	3	2	4	0	2	6	9	3	1	2	1	6	2	7	7	3	3	2	3	4
WEIGHTED SAMPLE SIZE (#)	1003	592	411	271	435	296	105	267	122	494	681	316	658	52	196	494	509	211	792	307
UNWEIGHTED SAMPLE SIZE (#)	1003	590	413	245	455	303	117	278	115	479	672	321	651	42	197	368	635	344	659	260
Tox 2 Box Score (5,4)	45	47	41	46	44	45	32	43	42	48	43	49	43	47	49	40	49	28	49	46

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TABLE 26:

Using the same '1' to '5' scale, all things considered to what extent do you agree or disagree that if young people view smoking as normal and socially acceptable behaviour, they are more likely to try smoking themselves?

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		SMOKER	NON - SMOKER	FORMER SMOKER
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female			
Strongly disagree	8	7	10	6	9	10	14	13	4	6	9	8	8	6	9	8	8	15	7	7
2	5	5	5	5	5	6	4	6	2	6	5	6	5	3	6	6	4	7	5	5
3	14	13	16	16	13	13	19	15	19	11	15	11	14	10	13	16	12	23	11	10
4	17	19	15	18	18	16	17	14	23	18	18	16	18	27	14	19	16	17	18	19
Strongly agree	54	54	54	53	55	53	42	52	51	58	52	57	53	54	55	48	60	38	58	56
Don't know/No answer	1	1	1	1	1	2	3	0	0	1	1	2	1	0	3	2	0	1	1	2
WEIGHTED SAMPLE SIZE (#)	1003	592	411	271	435	296	105	267	122	494	681	316	658	52	196	494	509	211	792	307
UNWEIGHTED SAMPLE SIZE (#)	1003	590	413	245	455	303	117	278	115	479	672	321	651	42	197	368	635	344	659	260
Tox 2 Box Score (5,4)	71	73	69	71	73	69	59	66	75	76	71	73	71	81	69	67	76	55	76	75

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TABLE 27:

Using a '1' to '5' scale where '1' means 'strongly oppose' and '5' means 'strongly support,' all things considered to what extent do you oppose or support the federal and provincial governments restricting the display of tobacco and tobacco related produc

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		SMOKER	NON - SMOKER	FORMER SMOKER
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female			
Strongly oppose	14	12	16	9	15	17	22	18	9	11	14	13	14	9	16	16	12	29	10	13
2	7	7	8	7	7	7	7	8	5	7	9	4	9	0	6	9	5	10	6	6
3	16	16	16	21	18	9	14	18	25	13	18	11	17	12	9	18	14	24	14	12
4	13	14	12	17	13	10	8	9	13	16	13	13	14	29	9	13	14	9	14	14
Strongly support	47	48	45	44	45	52	41	44	45	50	44	53	45	48	53	41	52	24	53	51
Don't know/No answer	3	2	4	2	1	5	8	3	3	2	2	6	1	3	7	3	3	4	3	4
WEIGHTED SAMPLE SIZE (#)	1003	592	411	271	435	296	105	267	122	494	681	316	658	52	196	494	509	211	792	307
UNWEIGHTED SAMPLE SIZE (#)	1003	590	413	245	455	303	117	278	115	479	672	321	651	42	197	368	635	344	659	260
Tox 2 Box Score (5,4)	60	62	57	61	58	62	49	53	58	67	57	66	58	76	62	54	66	33	67	65

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TABLE 28:

Using the same '1' to '5' scale, all things considered to what extent do you oppose or support the Government of Manitoba banning the use of power walls as well as other forms of tobacco displays and advertising in all retail stores in Manitoba?

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		SMOKER	NON - SMOKER	FORMER SMOKER
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female			
Strongly oppose	17	16	18	15	18	18	19	24	15	14	18	16	17	12	19	20	15	34	13	16
2	8	8	9	9	8	8	8	7	9	9	8	8	8	5	9	11	6	11	7	8
3	15	15	14	19	16	9	21	16	23	11	17	10	16	8	9	14	15	20	13	14
4	14	16	13	17	14	12	6	11	14	18	14	14	15	36	10	15	14	10	15	15
Strongly support	44	44	44	39	43	48	41	41	37	47	41	50	42	36	51	39	49	24	49	46
Don't know/No answer	2	2	2	1	1	4	6	1	3	1	2	3	1	3	3	2	2	2	2	2
WEIGHTED SAMPLE SIZE (#)	**1003**	**592**	**411**	**271**	**435**	**296**	**105**	**267**	**122**	**494**	**681**	**316**	**658**	**52**	**196**	**494**	**509**	**211**	**792**	**307**
UNWEIGHTED SAMPLE SIZE (#)	1003	590	413	245	455	303	117	278	115	479	672	321	651	42	197	368	635	344	659	260
Tox 2 Box Score (5,4)	58	59	57	56	57	61	46	52	51	66	56	63	57	72	61	53	62	34	65	61

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TABLE 29:

In your opinion, which specific types of establishments, if any, should not be allowed to sell cigarettes in Manitoba?

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		SMOKER	NON - SMOKER	FORMER SMOKER
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female			
Drug stores or pharmacies	22	23	20	10	23	29	22	19	19	24	21	23	22	12	27	19	24	18	22	27
Grocery stores	21	21	22	17	23	23	18	18	20	25	22	21	22	20	22	17	26	7	25	23
Convenience stores	15	16	14	17	16	13	5	18	14	17	16	14	16	14	12	12	18	4	18	18
Any type of establishment that underage/youth have access to	10	11	9	13	9	8	8	8	5	13	9	11	10	13	11	9	11	7	11	10
Cigarettes shouldn't be available for sale anywhere	8	8	9	6	7	11	11	6	4	9	8	8	8	2	10	8	8	4	9	8
Restaurant/food establishment	7	6	7	6	4	11	4	6	10	6	5	10	5	7	12	6	7	2	8	9
Gas stations	5	4	6	7	4	4	4	3	6	6	5	4	5	2	5	4	6	1	6	4
Clothing/department/retail stores	4	5	3	6	3	4	6	5	6	3	5	4	5	2	5	5	4	5	4	4
Athletic and recreation facilities such as rinks, gymnasiums, golf courses, and so on	3	4	3	2	4	5	3	3	4	4	3	3	4	0	4	4	3	2	4	6
Health care facilities	3	3	3	1	3	4	2	2	5	3	2	4	2	5	5	2	3	3	3	4
Public schools	3	3	3	1	3	3	0	3	3	3	2	3	3	0	3	3	2	3	2	3
Licensed bars and taverns	2	3	1	3	2	2	2	3	2	1	2	2	2	5	2	2	2	1	2	3
Vending machines	2	2	1	2	2	0	0	1	3	2	2	1	2	5	0	2	1	0	2	2
Post-secondary educational institutions such as universities and colleges	1	1	2	0	1	2	0	1	3	1	1	2	1	0	2	2	1	1	1	2
Should not be sold anywhere near schools	1	1	2	0	1	2	0	1	0	1	1	1	1	0	2	2	0	0	1	2
Should only be sold in tobacco stores/smoke shops	1	0	1	1	1	0	0	1	1	1	1	0	1	0	0	1	1	0	1	1
Health food stores	0	0	1	1	0	0	0	1	0	0	1	0	1	0	0	1	0	0	0	0
By choice of owner	0	0	1	0	1	0	1	0	1	0	0	0	0	0	0	0	1	1	0	1
Government-owned premises	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0
Liquor stores	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1	0	0	0	0	0
Public building/establishment (general)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
There should not be restrictions on selling cigarettes	10	10	9	9	11	8	8	14	7	8	10	8	10	12	8	11	8	20	7	8
Other	5	4	6	2	6	7	4	5	4	5	5	5	5	0	7	6	4	2	6	7
Don't know/No answer	23	23	23	31	23	15	23	23	27	22	23	23	22	37	15	24	22	31	21	15
WEIGHTED SAMPLE SIZE (#)	1003	592	411	271	435	296	105	267	122	494	681	316	658	52	196	494	509	211	792	307
UNWEIGHTED SAMPLE SIZE (#)	1003	590	413	245	455	303	117	278	115	479	672	321	651	42	197	368	635	344	659	260

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TABLE 30:

Yes or no, do you think establishments should be required to have a license to sell cigarettes?

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		SMOKER	NON - SMOKER	FORMER SMOKER
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female			
Yes	69	70	69	81	67	62	66	69	71	71	70	70	70	80	63	67	72	55	73	61
No	28	28	29	19	31	34	31	29	27	27	29	27	29	20	33	32	25	43	25	36
They already are required to have a license	0	0	0	0	0	1	1	0	0	0	0	0	0	0	1	1	0	1	0	0
Other	0	0	0	0	0	1	0	1	0	0	0	1	0	0	1	0	0	0	0	0
Don't know/No answer	1	2	1	0	2	3	2	1	2	2	1	2	1	0	3	0	3	1	2	2
WEIGHTED SAMPLE SIZE (#)	**1003**	**592**	**411**	**271**	**435**	**296**	**105**	**267**	**122**	**494**	**681**	**316**	**658**	**52**	**196**	**494**	**509**	**211**	**792**	**307**
UNWEIGHTED SAMPLE SIZE (#)	1003	590	413	245	455	303	117	278	115	479	672	321	651	42	197	368	635	344	659	260

TABLE 31:

Would you support, neither support nor oppose, or do you oppose changing current practices so that fewer types of establishments could sell cigarettes?

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		SMOKER	NON - SMOKER	FORMER SMOKER
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female			
Support	57	57	57	66	55	52	37	52	67	62	56	61	56	77	54	52	62	31	64	55
Neither support nor oppose	14	15	11	12	16	11	13	13	16	13	15	10	15	4	11	15	12	17	13	16
Oppose	25	25	26	19	26	30	36	30	16	22	26	22	26	16	27	29	21	48	19	24
Don't know/No answer	4	3	6	3	3	7	14	5	1	2	3	6	3	3	8	4	4	4	4	4
WEIGHTED SAMPLE SIZE (#)	**1003**	**592**	**411**	**271**	**435**	**296**	**105**	**267**	**122**	**494**	**681**	**316**	**658**	**52**	**196**	**494**	**509**	**211**	**792**	**307**
UNWEIGHTED SAMPLE SIZE (#)	1003	590	413	245	455	303	117	278	115	479	672	321	651	42	197	368	635	344	659	260

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TABLE 32:

Which one of the following two statements comes closer to how you feel about where cigarettes should be sold? Do you think:

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		SMOKER	NON - SMOKER	FORMER SMOKER
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female			
Cigarettes should only be sold in establishments where people 18 years of age or over are permitted	62	61	63	67	60	59	60	63	56	63	59	68	59	71	63	55	68	38	68	64
Cigarettes should be sold in establishments or stores where people of all ages are permitted	34	36	32	33	35	35	32	33	43	34	37	28	37	25	32	41	28	58	28	32
Doesn't matter/People who want cigarettes will get them	1	1	0	0	0	1	0	0	0	1	0	1	0	0	2	1	0	0	1	0
Cigarettes should not be sold anywhere	0	0	0	0	1	1	2	0	1	0	1	0	1	0	0	0	1	0	1	1
Other	0	0	1	0	0	1	0	0	0	1	1	0	1	0	0	0	0	1	0	0
Don't know/No answer	2	2	3	0	4	3	6	3	1	2	2	3	2	4	4	2	3	2	2	3
WEIGHTED SAMPLE SIZE (#)	1003	592	411	271	435	296	105	267	122	494	681	316	658	52	196	494	509	211	792	307
UNWEIGHTED SAMPLE SIZE (#)	1003	590	413	245	455	303	117	278	115	479	672	321	651	42	197	368	635	344	659	260

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TABLE 33:

Which one of the following two statements comes closer to how you feel about where cigarettes should be sold? Do you think:

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		SMOKER	NON - SMOKER	FORMER SMOKER
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female			
Cigarettes should not be sold in stores that are within 500 meters of schools	64	63	65	67	62	64	62	60	69	64	62	69	61	70	66	59	69	39	70	64
There should be no restrictions on the location where cigarettes are sold	32	33	32	31	33	33	30	37	27	32	35	26	35	25	28	37	28	58	26	32
Makes no difference/They'll smoke regardless	1	2	0	0	2	1	1	1	0	1	1	1	1	2	1	1	1	0	1	2
Should not be sold anywhere	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	1	1	0	1	1	0	0	0	0	1	1	1	1	3	0	1	0	1	1	0
Don't know/No answer	2	2	2	2	2	3	6	1	4	2	1	4	1	0	4	2	2	2	2	3
WEIGHTED SAMPLE SIZE (#)	1003	592	411	271	435	296	105	267	122	494	681	316	658	52	196	494	509	211	792	307
UNWEIGHTED SAMPLE SIZE (#)	1003	590	413	245	455	303	117	278	115	479	672	321	651	42	197	368	635	344	659	260

TABLE 34:

[ASK SMOKERS ONLY] Yes or no, if you had to travel further than you currently do to purchase cigarettes, do you think you would end up smoking fewer cigarettes?

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		SMOKER	NON - SMOKER	FORMER SMOKER
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female			
Yes	27	22	33	29	27	23	43	29	33	16	26	32	25	9	26	23	32	27	0	41
No	71	75	65	71	69	74	54	71	65	80	72	64	73	91	66	75	65	71	0	51
Depends how far I would have to travel	2	2	1	0	3	1	3	0	0	3	1	3	1	0	6	2	1	2	0	0
Don't Know/No Answer	1	0	1	1	0	2	0	0	3	1	0	1	0	0	1	0	1	1	0	8
WEIGHTED SAMPLE SIZE (#)	211	115	96	78	100	33	35	79	22	73	160	49	151	10	22	118	93	211	0	4
UNWEIGHTED SAMPLE SIZE (#)	344	194	150	102	169	73	58	121	37	126	253	86	242	11	44	136	208	344	0	6

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TABLE 35:

[ASK SMOKERS ONLY] When you enter a store and see a wall of cigarettes displayed behind the counter, does this make you want to purchase cigarettes:

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		SMOKER	NON - SMOKER	FORMER SMOKER
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female			
More often	7	7	7	11	5	2	5	8	10	6	8	3	9	0	3	8	6	7	0	0
Less often	3	2	4	6	2	0	5	2	2	3	2	7	1	10	0	4	1	3	0	0
Does seeing such a display have no impact on your purchase behaviours	90	91	88	83	93	98	90	89	88	91	90	90	90	90	97	88	92	90	0	100
Don't Know/No Answer	0	0	1	1	0	0	0	1	0	0	0	0	0	0	0	0	1	0	0	0
WEIGHTED SAMPLE SIZE (#)	211	115	96	78	100	33	35	79	22	73	160	49	151	10	22	118	93	211	0	4
UNWEIGHTED SAMPLE SIZE (#)	344	194	150	102	169	73	58	121	37	126	253	86	242	11	44	136	208	344	0	6

TABLE 36:

[ASK FORMER SMOKERS ONLY] When you enter a store and see a wall of cigarettes displayed behind the counter, does this make you want to:

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		SMOKER	NON - SMOKER	FORMER SMOKER
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female			
Start smoking again	2	2	3	4	2	2	4	0	0	4	2	3	2	0	3	4	1	0	2	2
Confirms your decision to quit smoking	12	13	12	14	14	11	9	13	7	13	15	9	15	10	8	12	12	22	12	12
Seeing such a display has no impact on your purchase behaviours	81	81	81	68	82	83	75	85	85	80	81	81	82	54	84	78	85	51	82	81
I never see such displays	0	0	1	0	0	1	0	2	0	0	0	1	0	0	1	1	0	0	1	0
Don't know/No answer	4	4	3	14	2	4	11	0	8	3	2	6	2	36	4	5	2	27	3	4
WEIGHTED SAMPLE SIZE (#)	307	201	105	25	137	145	36	88	34	145	175	129	172	10	102	156	151	4	303	307
UNWEIGHTED SAMPLE SIZE (#)	260	170	90	21	116	123	31	74	29	122	146	111	143	7	86	102	158	6	254	260

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TABLE 37:

[ASK EVERYONE] In general, would you say that seeing displays promoting cigarettes in a retail location encourages young people to be more likely, less likely, or neither more nor less likely to smoke?

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		SMOKER	NON - SMOKER	FORMER SMOKER
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female			
More likely	56	58	53	58	55	55	48	56	46	60	54	60	55	63	56	54	58	35	61	55
Less likely	7	5	8	4	6	9	11	8	4	5	6	8	6	9	8	8	6	8	6	7
Neither more nor less likely	34	34	35	36	36	29	32	34	51	32	38	27	37	25	29	35	34	53	29	33
Don't know/No answer	3	3	4	2	2	7	9	2	0	3	2	5	2	3	7	4	2	4	3	5
WEIGHTED SAMPLE SIZE (#)	1003	592	411	271	435	296	105	267	122	494	681	316	658	52	196	494	509	211	792	307
UNWEIGHTED SAMPLE SIZE (#)	1003	590	413	245	455	303	117	278	115	479	672	321	651	42	197	368	635	344	659	260

TABLE 38:

In your opinion, do you support, neither support nor oppose or do you oppose cigarettes being sold in establishments where everyday products are sold?

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		SMOKER	NON - SMOKER	FORMER SMOKER
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female			
Support	22	23	20	22	21	22	24	27	23	19	24	18	23	19	21	26	18	45	16	18
Neither support nor oppose	30	31	29	30	33	25	28	29	34	29	31	28	30	34	26	31	29	35	29	30
Oppose	45	44	47	46	44	46	38	42	40	49	44	48	45	43	45	40	50	18	52	47
Don't know/No answer	3	2	4	2	1	6	9	2	4	2	2	6	2	3	8	3	3	2	3	5
WEIGHTED SAMPLE SIZE (#)	1003	592	411	271	435	296	105	267	122	494	681	316	658	52	196	494	509	211	792	307
UNWEIGHTED SAMPLE SIZE (#)	1003	590	413	245	455	303	117	278	115	479	672	321	651	42	197	368	635	344	659	260

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TABLE 39:

Thinking about establishments that sell cigarettes, how do they let people know that you can buy them there?

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		SMOKER	NON - SMOKER	FORMER SMOKER
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female			
The wall/wall display of cigarettes	42	42	43	40	47	37	36	44	34	45	44	38	45	34	39	42	43	43	42	46
Signs outside the store	18	20	16	21	19	16	12	16	26	19	19	16	20	24	16	19	18	16	19	25
INTERNAL STORE ADS/POSTERS [NET]	27	26	29	31	27	25	26	23	36	28	27	28	27	27	27	27	28	20	29	25
Signs in stores	13	14	12	12	13	13	12	10	16	14	13	13	13	7	14	13	13	10	14	12
Advertising/Posters (non-specific)	8	8	8	10	7	8	13	8	9	7	8	9	7	8	9	7	9	3	10	8
Point of sale posters	6	5	7	8	6	4	1	6	8	7	6	6	5	12	5	7	5	7	6	6
Brand signage	2	1	2	2	2	1	1	1	6	1	2	1	2	0	2	1	2	1	2	2
Ask the clerk	7	7	6	5	7	10	7	7	8	7	6	8	6	7	10	7	7	8	7	7
Common knowledge/Don't have to advertise	6	6	6	6	7	4	3	6	5	6	7	4	7	3	4	6	6	9	5	6
Price lists	4	4	3	5	4	2	2	4	5	4	4	3	4	7	1	3	4	5	3	4
Sign stating do not sell to minors	3	2	3	2	4	1	1	2	4	3	3	1	3	2	1	2	3	2	3	2
Word of mouth	2	2	2	3	1	3	5	2	2	2	2	4	2	2	4	2	3	2	2	2
Haven't heard/seen any such advertising	2	2	2	1	2	2	2	1	2	2	2	2	2	1	2	1	2	4	1	1
Retailers don't have such ads	1	1	0	1	0	1	0	0	0	1	1	0	1	0	0	1	1	1	0	0
Other	5	4	5	6	3	5	4	6	2	5	5	4	5	5	4	6	3	2	5	6
Don't know/No answer	12	11	14	12	10	16	20	14	13	10	10	17	10	14	17	13	12	12	13	10
WEIGHTED SAMPLE SIZE (#)	**1003**	**592**	**411**	**271**	**435**	**296**	**105**	**267**	**122**	**494**	**681**	**316**	**658**	**52**	**196**	**494**	**509**	**211**	**792**	**307**
UNWEIGHTED SAMPLE SIZE (#)	1003	590	413	245	455	303	117	278	115	479	672	321	651	42	197	368	635	344	659	260

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TABLE 40:

Do you consider cigarette packages on the wall behind the counter in a store to be a form of advertising, or not?

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		SMOKER	NON - SMOKER	FORMER SMOKER
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female			
Yes	77	77	77	80	76	75	75	79	77	77	76	79	77	81	79	76	78	60	82	79
No	22	22	23	20	23	24	24	21	22	23	23	20	23	19	19	23	21	39	18	20
Don't Know/No Answer	1	1	1	0	1	1	1	0	2	1	0	1	0	0	2	0	1	1	1	1
WEIGHTED SAMPLE SIZE (#)	1003	592	411	271	435	296	105	267	122	494	681	316	658	52	196	494	509	211	792	307
UNWEIGHTED SAMPLE SIZE (#)	1003	590	413	245	455	303	117	278	115	479	672	321	651	42	197	368	635	344	659	260

TABLE 41:

In general, would you say that seeing displays promoting cigarettes in a retail location makes you more likely, less likely, or neither more nor less likely to buy cigarettes?

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		SMOKER	NON - SMOKER	FORMER SMOKER
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female			
More likely	14	14	15	21	13	12	16	17	20	9	13	15	14	18	12	16	12	13	16	15
Less likely	13	13	12	8	7	23	18	12	9	12	8	21	8	8	25	10	15	8	16	16
Neither more nor less likely	71	71	71	71	79	60	62	69	69	77	77	60	77	66	59	71	70	79	66	66
Don't know/No answer	2	2	2	1	1	4	4	1	2	2	1	3	1	8	3	2	2	1	3	3
WEIGHTED SAMPLE SIZE (#)	514	313	200	101	235	177	71	167	55	216	334	175	321	19	122	271	242	211	303	307
UNWEIGHTED SAMPLE SIZE (#)	598	360	238	121	283	194	89	194	64	245	397	193	383	18	128	235	363	344	254	260

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TABLE 42:

Are you male or female?

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		SMOKER	NON - SMOKER	FORMER SMOKER
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female			
Male	49	49	49	50	49	48	54	51	48	48	54	40	53	50	48	100	0	56	47	51
Female	51	51	51	50	51	52	46	49	52	52	46	60	47	50	52	0	100	44	53	49
WEIGHTED SAMPLE SIZE (#)	1003	592	411	271	435	296	105	267	122	494	681	316	658	52	196	494	509	211	792	307
UNWEIGHTED SAMPLE SIZE (#)	1003	590	413	245	455	303	117	278	115	479	672	321	651	42	197	368	635	344	659	260

TABLE 43:

What is the highest level of education you have completed?

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		SMOKER	NON - SMOKER	FORMER SMOKER
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female			
Elementary school (Grades 1-8)	2	1	2	1	1	3	15	0	0	0	1	2	1	0	3	2	1	1	2	2
Some high school	9	5	14	5	8	14	85	0	0	0	6	15	6	4	18	9	9	16	7	10
Graduated high school/vocational	27	25	29	27	26	27	0	100	0	0	27	26	26	13	28	27	26	38	24	29
Some community/technical College	4	2	8	6	4	3	0	0	34	0	4	4	4	6	2	4	4	5	4	4
Graduate community/technical College	16	18	14	15	20	12	0	0	0	33	19	11	19	9	10	15	18	17	16	17
Some university	8	9	6	15	5	6	0	0	66	0	7	11	7	30	6	8	8	6	9	7
Graduated university	33	39	25	29	35	33	0	0	0	67	35	29	35	38	31	33	33	18	37	31
Other	1	0	1	1	1	0	0	0	0	0	1	1	1	0	0	1	0	0	1	0
Refused	1	1	1	1	0	3	0	0	0	0	0	1	0	0	2	1	1	0	1	1
WEIGHTED SAMPLE SIZE (#)	1003	592	411	271	435	296	105	267	122	494	681	316	658	52	196	494	509	211	792	307
UNWEIGHTED SAMPLE SIZE (#)	1003	590	413	245	455	303	117	278	115	479	672	321	651	42	197	368	635	344	659	260

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TABLE 44:

Which of the following best describes your main activity during the last 12 months?

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		SMOKER	NON - SMOKER	FORMER SMOKER
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female			
Working at a job/business full-time	57	58	56	62	75	25	39	53	52	64	84	0	87	0	0	66	48	63	55	50
Retired	20	21	17	0	2	63	39	20	14	16	0	62	0	0	100	19	20	10	22	33
Working at a job/business part-time	9	8	10	8	11	7	5	11	7	9	13	0	13	0	0	5	12	8	9	6
Raising a family or running a household	7	5	9	12	6	3	12	8	9	5	0	22	0	0	0	1	12	8	6	6
A student	4	5	4	14	2	0	1	1	15	4	0	14	0	85	0	4	4	4	5	2
Seasonally employed	2	1	4	3	3	0	3	5	3	1	3	0	0	0	0	3	1	4	2	1
Looking for work	1	1	0	1	0	1	1	1	1	1	0	2	0	15	0	1	1	1	1	1
Refused	1	1	1	0	1	1	1	0	0	0	0	0	0	0	0	0	1	1	1	1
WEIGHTED SAMPLE SIZE (#)	1003	592	411	271	435	296	105	267	122	494	681	316	658	52	196	494	509	211	792	307
UNWEIGHTED SAMPLE SIZE (#)	1003	590	413	245	455	303	117	278	115	479	672	321	651	42	197	368	635	344	659	260

TABLE 45:

Which of the following broad income categories best describes your total household income before taxes in 2004? Would it be:

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		SMOKER	NON - SMOKER	FORMER SMOKER
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female			
Less than $25,000	14	12	17	23	8	14	26	15	24	8	9	23	8	45	18	12	15	19	12	8
At least $25,000, but less than $50,000	29	28	32	35	26	29	36	40	28	23	28	32	29	29	35	30	28	31	29	26
At least $50,000, but less than $75,000	22	23	21	19	25	21	15	19	15	27	25	15	25	10	15	25	19	24	21	24
At least $75,000, but less than $100,000	11	12	10	9	14	8	4	7	9	14	13	7	13	7	6	11	11	10	11	10
$100,000 or more	10	11	8	5	15	8	2	5	12	14	13	3	13	2	3	11	9	8	11	13
Refused	12	13	11	6	12	19	11	11	12	12	10	17	10	7	23	10	15	6	14	16
Don't know/No answer	2	1	2	3	1	1	5	2	0	1	1	2	1	0	1	0	3	2	1	2
WEIGHTED SAMPLE SIZE (#)	1003	592	411	271	435	296	105	267	122	494	681	316	658	52	196	494	509	211	792	307
UNWEIGHTED SAMPLE SIZE (#)	1003	590	413	245	455	303	117	278	115	479	672	321	651	42	197	368	635	344	659	260

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Appendix E:
Tabular Results
Adult Smokers

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Adult Smokers

TABLE 1:

In which official language would you prefer to be interviewed?

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		SMOKING FREQUENCY		TRIED TO QUIT?		POTENTIAL QUITTERS
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female	Every day	Occasion-ally	Yes	No	
English	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
French	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	344	187	157	127	162	54	58	129	36	119	261	80	246	16	35	192	152	270	74	288	55	21
UNWEIGHTED SAMPLE SIZE (#)	344	194	150	102	169	73	58	121	37	126	253	86	242	11	44	136	208	274	70	287	56	20

TABLE 2:

Of the languages you understand, which one did you learn first?

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		SMOKING FREQUENCY		TRIED TO QUIT?		POTENTIAL QUITTERS
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female	Every day	Occasion-ally	Yes	No	
English	90	88	92	92	91	84	84	93	100	87	91	87	91	81	86	92	88	89	93	89	95	95
French	3	5	2	3	3	5	6	1	0	6	4	2	4	9	1	3	4	4	1	4	2	0
German	2	3	2	1	4	2	1	1	0	5	3	2	3	0	0	2	3	2	3	3	1	0
Ukrainian	1	1	2	0	1	7	7	1	0	0	0	5	0	0	11	2	1	2	0	1	2	5
English and French equally	0	1	0	1	0	1	0	0	0	1	0	1	0	0	1	0	1	0	1	0	0	0
Spanish	0	0	0	0	1	0	0	1	0	0	0	0	0	0	0	0	1	0	0	0	0	0
Other	2	2	2	4	1	1	3	3	0	1	1	4	2	10	0	2	2	2	3	2	0	0
WEIGHTED SAMPLE SIZE (#)	344	187	157	127	162	54	58	129	36	119	261	80	246	16	35	192	152	270	74	288	55	21
UNWEIGHTED SAMPLE SIZE (#)	344	194	150	102	169	73	58	121	37	126	253	86	242	11	44	136	208	274	70	287	56	20

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2005 Manitoba Survey on the Tobacco Retail Environment
Adult Smokers

TABLE 3:

In what year were you born?

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		SMOKING FREQUENCY		TRIED TO QUIT?		POTENTIAL QUITTERS
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female	Every day	Occasion-ally	Yes	No	
18-34	37	36	39	100	0	0	19	44	50	35	36	41	37	84	0	34	41	35	44	37	39	38
35-54	47	47	48	0	100	0	55	42	38	53	56	20	54	16	18	50	43	48	45	47	46	54
55+	16	18	14	0	0	100	26	14	12	12	8	38	9	0	82	16	15	17	11	16	15	8
WEIGHTED SAMPLE SIZE (#)	344	187	157	127	162	54	58	129	36	119	261	80	246	16	35	192	152	270	74	288	55	21
UNWEIGHTED SAMPLE SIZE (#)	344	194	150	102	169	73	58	121	37	126	253	86	242	11	44	136	208	274	70	287	56	20

TABLE 5:

At the present time, do you smoke cigarettes, either manufactured ones or cigarettes that you roll yourself, every day, occasionally, or not at all?

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		SMOKING FREQUENCY		TRIED TO QUIT?		POTENTIAL QUITTERS
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female	Every day	Occasion-ally	Yes	No	
Everyday	78	82	74	74	79	85	85	82	78	71	78	78	79	79	86	79	78	100	0	78	80	71
Occasionally	22	18	26	26	21	15	15	18	22	29	22	22	21	21	14	21	22	0	100	22	20	29
WEIGHTED SAMPLE SIZE (#)	344	187	157	127	162	54	58	129	36	119	261	80	246	16	35	192	152	270	74	288	55	21
UNWEIGHTED SAMPLE SIZE (#)	344	194	150	102	169	73	58	121	37	126	253	86	242	11	44	136	208	274	70	287	56	20

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Adult Smokers

TABLE 6:

Have you smoked at least 100 cigarettes in your life?

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		SMOKING FREQUENCY		TRIED TO QUIT?		POTENTIAL QUITTERS
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female	Every day	Occasion-ally	Yes	No	
Yes	97	98	97	96	98	99	98	96	100	98	98	95	98	90	95	98	97	99	92	98	96	96
No	3	2	3	4	2	1	2	4	0	2	2	5	2	10	5	2	3	1	8	2	4	4
WEIGHTED SAMPLE SIZE (#)	344	187	157	127	162	54	58	129	36	119	261	80	246	16	35	192	152	270	74	288	55	21
UNWEIGHTED SAMPLE SIZE (#)	344	194	150	102	169	73	58	121	37	126	253	86	242	11	44	136	208	274	70	287	56	20

TABLE 7:

Have you smoked any cigarettes in the past 30 days?

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		SMOKING FREQUENCY		TRIED TO QUIT?		POTENTIAL QUITTERS
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female	Every day	Occasion-ally	Yes	No	
Yes	98	97	99	98	98	96	98	99	95	97	99	93	99	100	91	98	98	100	91	98	98	100
No	2	3	1	2	2	4	2	1	5	3	1	7	1	0	9	2	2	0	9	2	2	0
WEIGHTED SAMPLE SIZE (#)	344	187	157	127	162	54	58	129	36	119	261	80	246	16	35	192	152	270	74	288	55	21
UNWEIGHTED SAMPLE SIZE (#)	344	194	150	102	169	73	58	121	37	126	253	86	242	11	44	136	208	274	70	287	56	20

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TABLE 8:

[ASK 'FORMER SMOKERS' ONLY] When did you last stop smoking? Was it:

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		SMOKING FREQUENCY		TRIED TO QUIT?		POTENTIAL QUITTERS
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female	Every day	Occasion-ally	Yes	No	
One year ago, or less	55	75	0	100	50	0	0	100	73	33	50	58	50	0	0	33	81	0	55	55	0	0
At least one year ago, but less than three years ago	8	0	32	0	0	32	0	0	27	0	0	13	0	0	32	0	19	0	8	8	0	0
At least three years ago, but less than five years ago	18	25	0	0	0	68	0	0	0	33	0	29	0	0	68	33	0	0	18	18	0	0
Don't know/No answer	18	0	68	0	50	0	0	0	0	33	50	0	50	0	0	33	0	0	18	18	0	0
WEIGHTED SAMPLE SIZE (#)	6	4	2	2	2	2	0	1	2	3	2	4	2	0	2	3	3	0	6	6	0	0
UNWEIGHTED SAMPLE SIZE (#)	6	4	2	2	2	2	0	1	2	3	2	4	2	0	2	3	3	0	6	6	0	0

TABLE 9:

[ASK Q.9 ONLY IF 'EVERYDAY' IN Q.5] On average, how many cigarettes do you smoke per day?

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		SMOKING FREQUENCY		TRIED TO QUIT?		POTENTIAL QUITTERS
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female	Every day	Occasion-ally	Yes	No	
Less than 10	12	14	9	18	9	9	9	11	14	15	10	19	10	37	11	10	14	12	0	13	7	0
10 to 12	25	29	20	29	24	22	24	21	27	32	25	29	25	13	32	20	32	25	0	28	13	16
13 to 15	18	18	19	19	19	14	13	27	17	11	20	14	20	13	11	18	18	18	0	15	36	55
16 to 24	22	20	23	18	24	21	28	21	14	20	23	16	24	24	16	22	21	22	0	24	11	18
25 or more	23	18	29	16	24	34	25	20	28	22	22	23	21	13	31	29	15	23	0	21	34	11
WEIGHTED SAMPLE SIZE (#)	270	153	116	95	129	46	49	106	28	84	204	62	194	12	30	151	119	270	0	226	44	15
MEAN	16.9	15.7	18.5	14.9	17.4	19.9	18.4	16.5	16.2	16.7	16.9	16.9	16.8	13.5	19.7	18.3	15.3	16.9	.	16.3	20.4	16.6
MEDIAN	15.0	15.0	17.0	13.0	15.0	20.0	17.0	15.0	14.0	15.0	15.0	15.0	15.0	12.5	15.0	16.0	15.0	15.0	.	15.0	15.0	15.0
UNWEIGHTED SAMPLE SIZE (#)	274	162	112	75	138	61	51	101	29	91	203	66	195	8	37	108	166	274	0	230	44	15

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TABLE 10:

[ASK Q.10 ONLY IF 'OCCASIONALLY' IN Q.5] On the days that you smoke, about how many cigarettes do you smoke?

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		SMOKING FREQUENCY		TRIED TO QUIT?		POTENTIAL QUITTERS
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female	Every day	Occasion-ally	Yes	No	
0 to 2	27	44	12	28	23	33	16	24	17	33	18	53	17	53	45	13	43	0	27	27	17	14
3 to 4	27	14	37	23	27	41	59	21	29	22	26	29	25	47	34	27	27	0	27	30	9	8
5 to 6	17	15	19	22	15	6	6	18	17	20	20	8	22	0	0	17	18	0	17	16	26	0
7 or more	29	27	31	27	35	13	19	37	31	26	35	8	35	0	11	43	11	0	29	26	48	77
Don't know	1	0	1	0	0	6	0	0	6	0	0	3	0	0	11	0	2	0	1	1	0	0
WEIGHTED SAMPLE SIZE (#)	74	34	40	33	34	8	9	23	8	35	57	18	52	3	5	41	34	0	74	62	11	6
MEAN	6.0	5.8	6.2	5.5	6.8	4.0	4.7	6.7	5.1	6.0	6.9	2.9	7.1	2.4	3.5	7.7	3.9	.	6.0	5.6	8.6	11.5
MEDIAN	4.0	3.0	5.0	4.0	5.0	4.0	4.0	5.0	5.0	4.0	5.0	2.0	5.0	1.0	2.5	6.0	3.0	.	4.0	4.0	6.0	10.0
UNWEIGHTED SAMPLE SIZE (#)	70	32	38	27	31	12	7	20	8	35	50	20	47	3	7	28	42	0	70	57	12	5

TABLE 11:

[ASK SMOKERS ONLY] Have you ever tried to quit smoking?

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		SMOKING FREQUENCY		TRIED TO QUIT?		POTENTIAL QUITTERS
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female	Every day	Occasion-ally	Yes	No	
Yes	84	88	79	83	84	85	79	83	90	85	85	80	86	81	82	84	83	84	84	100	0	0
No	16	12	20	17	16	15	21	17	10	14	15	20	14	19	18	16	16	16	15	0	100	96
Don't know/No answer	0	0	1	0	1	0	0	0	0	1	0	0	0	0	0	0	1	0	1	0	0	4
WEIGHTED SAMPLE SIZE (#)	344	187	157	127	162	54	58	129	36	119	261	80	246	16	35	192	152	270	74	288	55	21
UNWEIGHTED SAMPLE SIZE (#)	344	194	150	102	169	73	58	121	37	126	253	86	242	11	44	136	208	274	70	287	56	20

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TABLE 12:

[ASK SMOKERS ONLY, AND IF 'YES' IN Q.11] In the past year, how many times have you stopped smoking for at least 24 hours because you were trying to quit smoking? Would it be:

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		SMOKING FREQUENCY		TRIED TO QUIT?		POTENTIAL QUITTERS
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female	Every day	Occasion-ally	Yes	No	
Once	15	14	16	27	8	8	8	16	9	19	16	13	17	32	4	15	15	15	14	15	0	0
Twice	18	18	19	18	20	12	27	15	22	16	19	15	19	24	13	17	20	20	12	18	0	0
Three times	13	15	11	13	13	14	5	17	16	13	12	18	12	12	15	13	13	12	19	13	0	0
More than three times	18	14	24	21	17	18	24	14	17	21	18	19	18	0	19	21	15	15	32	18	0	0
Have you not tried to stop smoking in the past year	32	34	30	16	39	49	33	35	36	28	32	34	31	32	49	31	33	36	18	32	0	0
Don't know/No answer	3	5	0	4	2	0	3	4	0	2	3	1	3	0	0	3	2	2	6	3	0	0
WEIGHTED SAMPLE SIZE (#)	288	164	124	106	136	46	46	107	32	101	221	64	211	13	29	161	127	226	62	288	0	0
UNWEIGHTED SAMPLE SIZE (#)	287	165	122	85	141	61	45	99	33	108	213	69	206	9	36	114	173	230	57	287	0	0

TABLE 13:

[ASK ONLY IF 'NO' OR 'DON'T KNOW/NO ANSWER' IN Q.11] Are you now seriously thinking of quitting smoking in the next 6 months?

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		SMOKING FREQUENCY		TRIED TO QUIT?		POTENTIAL QUITTERS
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female	Every day	Occasion-ally	Yes	No	
Yes	37	33	40	37	43	20	34	44	55	28	41	29	43	55	16	43	31	34	51	0	36	100
No	63	67	60	63	57	80	66	56	45	72	59	71	57	45	84	57	69	66	49	0	64	0
WEIGHTED SAMPLE SIZE (#)	56	23	33	22	26	8	12	22	4	18	40	16	34	3	7	30	26	44	12	0	55	21
UNWEIGHTED SAMPLE SIZE (#)	57	29	28	17	28	12	13	22	4	18	40	17	36	2	8	22	35	44	13	0	56	20

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TABLE 14:

[ASK SMOKERS ONLY] Where do you usually purchase the cigarettes you smoke?

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		SMOKING FREQUENCY		TRIED TO QUIT?		POTENTIAL QUITTERS
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female	Every day	Occasion-ally	Yes	No	
Convenience stores	35	32	39	40	37	19	35	36	24	40	37	32	38	20	20	41	29	33	45	36	33	34
Gas stations	28	35	21	36	25	19	13	29	26	37	29	26	28	45	25	27	30	31	19	30	18	17
Grocery stores	20	16	26	9	21	46	37	16	30	14	20	22	20	9	40	15	27	21	20	18	30	39
The Reserve	2	2	1	3	2	0	0	3	4	1	2	0	2	0	0	3	1	2	0	1	3	0
Drug stores	1	2	1	0	2	3	0	2	0	2	1	3	1	0	3	0	3	2	0	1	1	0
Price Club/Costco	1	1	1	0	1	5	2	0	0	1	1	3	1	0	6	1	2	1	0	1	0	0
Two or more places equally	1	1	0	1	1	0	0	1	0	0	0	1	0	0	0	0	1	1	0	1	0	0
Cigar/Tobacco shop	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
No usual place	4	4	5	4	4	5	5	4	6	3	4	2	5	0	3	6	2	5	2	4	6	0
Don't purchase cigarettes	2	3	0	1	3	0	0	4	0	1	3	0	2	0	0	3	1	0	9	2	0	0
Other	4	4	5	6	3	4	6	5	9	1	3	8	3	21	3	4	5	5	3	4	6	10
Don't know/No answer	1	0	1	1	1	0	3	0	0	1	0	3	0	6	0	1	1	1	1	0	3	0
WEIGHTED SAMPLE SIZE (#)	344	187	157	127	162	54	58	129	36	119	261	80	246	16	35	192	152	270	74	288	55	21
UNWEIGHTED SAMPLE SIZE (#)	344	194	150	102	169	73	58	121	37	126	253	86	242	11	44	136	208	274	70	287	56	20

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TABLE 15: FIRST MENTION

[ASK IF SMOKER, BUT DO NOT ASK IF CODES 96, 97 OR 98 IN Q.14] What is the single most important reason why you usually purchase cigarettes from [NAME OF LOCATION FROM Q. 14]?

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		SMOKING FREQUENCY		TRIED TO QUIT?		POTENTIAL QUITTERS
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female	Every day	Occasion-ally	Yes	No	
Convenient geographic location	53	57	49	60	53	39	44	54	40	62	54	51	53	42	44	57	49	50	66	54	53	44
Discount prices	29	34	24	22	31	43	32	28	41	26	29	28	30	32	34	28	31	33	13	28	34	46
Buy other things at that location as well	5	4	6	5	4	11	4	6	7	4	5	6	5	0	11	4	7	7	0	5	5	2
They're open long hours/24-7	1	1	2	3	0	1	3	1	0	1	1	3	1	15	0	1	2	1	1	2	0	0
Always have purchased them there	1	1	2	1	1	3	4	0	3	0	1	3	1	0	2	1	2	1	4	1	3	0
Addicted/Need them	1	1	0	1	1	0	0	2	2	0	1	1	1	0	2	1	1	1	0	1	0	0
They never run out of my brand/Dependable	0	0	1	0	1	0	0	1	0	0	1	0	1	0	0	1	0	1	0	0	3	0
They carry my brand	0	0	1	1	0	1	0	1	0	0	0	1	0	0	2	0	1	0	1	1	0	0
Other	5	2	8	3	7	1	11	3	5	3	5	2	5	0	5	6	3	4	7	5	1	0
Don't know/No answer	3	1	6	5	3	1	3	4	3	3	3	5	3	11	2	2	4	2	7	3	1	7
WEIGHTED SAMPLE SIZE (#)	320	173	147	119	149	52	53	119	34	113	242	76	229	15	34	173	147	255	65	269	50	21
UNWEIGHTED SAMPLE SIZE (#)	323	182	141	97	156	70	55	113	35	119	237	82	227	10	43	123	200	262	61	270	52	20

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TABLE 15: TOTAL MENTIONS

[ASK IF SMOKER, BUT DO NOT ASK IF CODES 96, 97 OR 98 IN Q.14] What is the single most important reason why you usually purchase cigarettes from [NAME OF LOCATION FROM Q. 14]?

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		SMOKING FREQUENCY		TRIED TO QUIT?		POTENTIAL QUITTERS
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female	Every day	Occasion-ally	Yes	No	
Convenient geographic location	61	66	56	69	60	45	52	61	52	69	62	59	62	62	51	63	59	59	70	62	56	49
Discount prices	35	40	29	26	37	48	39	32	51	31	36	32	36	32	37	31	39	40	13	34	40	53
Buy other things at that location as well	6	5	8	7	5	11	7	6	7	6	7	6	7	0	11	6	7	7	5	7	5	2
They carry my brand	2	1	3	2	2	3	1	2	0	4	3	1	3	0	2	2	3	2	4	3	0	0
Always have purchased them there	2	2	2	1	1	5	4	1	3	0	1	3	1	0	2	1	2	1	4	1	3	0
They're open long hours/24-7	1	1	2	3	0	1	3	1	0	1	1	3	1	15	0	1	2	1	1	2	0	0
They never run out of my brand/Dependable	1	0	2	0	1	2	2	1	0	0	1	0	1	0	0	2	0	1	0	0	5	5
Addicted/Need them	1	1	0	1	1	0	0	2	2	0	1	1	1	0	2	1	1	1	0	1	0	0
Other	5	2	10	3	9	1	11	5	5	3	6	2	6	0	5	7	4	5	7	6	1	0
Don't know/No answer	3	1	6	5	3	1	3	4	3	3	3	5	3	11	2	2	4	2	7	3	1	7
WEIGHTED SAMPLE SIZE (#)	320	173	147	119	149	52	53	119	34	113	242	76	229	15	34	173	147	255	65	269	50	21
UNWEIGHTED SAMPLE SIZE (#)	323	182	141	97	156	70	55	113	35	119	237	82	227	10	43	123	200	262	61	270	52	20

TABLE 15a:

Is the location where you usually purchase cigarettes close to where you live?

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		SMOKING FREQUENCY		TRIED TO QUIT?		POTENTIAL QUITTERS
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female	Every day	Occasion-ally	Yes	No	
Yes	84	85	83	81	85	91	83	78	100	87	85	82	85	83	87	84	85	82	90	84	85	78
No	16	15	17	19	15	9	17	22	0	13	15	18	15	17	13	16	15	18	10	16	15	22
WEIGHTED SAMPLE SIZE (#)	196	114	82	83	90	23	28	73	18	78	150	45	141	9	17	109	86	151	45	167	28	10
UNWEIGHTED SAMPLE SIZE (#)	189	110	79	68	90	31	28	67	18	76	141	46	134	6	21	76	113	147	42	160	29	10

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TABLE 15b:

Is the location where you usually purchase cigarettes close to where you work?

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		SMOKING FREQUENCY		TRIED TO QUIT?		POTENTIAL QUITTERS
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female	Every day	Occasion-ally	Yes	No	
Yes	40	36	46	40	49	7	26	48	30	40	44	26	43	65	0	40	40	40	39	38	52	51
No	52	55	48	56	48	54	51	43	70	56	54	45	55	35	47	52	52	50	58	54	41	40
Do not work	7	9	5	5	1	40	17	9	0	3	0	29	0	0	53	7	8	8	3	7	7	9
Don't know/No answer	1	0	2	0	2	0	6	0	0	0	1	0	1	0	0	1	0	1	0	1	0	0
WEIGHTED SAMPLE SIZE (#)	196	114	82	83	90	23	28	73	18	78	150	45	141	9	17	109	86	151	45	167	28	10
UNWEIGHTED SAMPLE SIZE (#)	189	110	79	68	90	31	28	67	18	76	141	46	134	6	21	76	113	147	42	160	29	10

TABLE 15c:

Is the location where you usually purchase cigarettes close to where you attend an educational institution?

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		SMOKING FREQUENCY		TRIED TO QUIT?		POTENTIAL QUITTERS
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female	Every day	Occasion-ally	Yes	No	
Yes	9	6	13	9	10	2	19	4	20	7	7	12	8	15	0	7	10	7	14	10	2	5
No	72	70	75	78	69	60	62	76	66	73	75	64	73	68	53	70	75	73	69	71	80	56
Do not attend an educational institution	19	24	13	13	21	37	19	20	14	20	18	25	19	17	47	23	15	20	17	20	18	39
WEIGHTED SAMPLE SIZE (#)	196	114	82	83	90	23	28	73	18	78	150	45	141	9	17	109	86	151	45	167	28	10
UNWEIGHTED SAMPLE SIZE (#)	189	110	79	68	90	31	28	67	18	76	141	46	134	6	21	76	113	147	42	160	29	10

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TABLE 17a:

[ASK SMOKERS ONLY] Do you always, often, rarely or never purchase other goods or products, other than cigarettes, from the establishment or establishments where you usually buy cigarettes?

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		SMOKING FREQUENCY		TRIED TO QUIT?		POTENTIAL QUITTERS
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female	Every day	Occasion-ally	Yes	No	
Always	32	30	35	29	31	42	49	30	21	30	31	37	32	20	38	24	42	36	20	30	44	41
Often	38	40	35	33	42	37	30	33	50	42	37	42	37	51	42	39	37	36	43	39	32	39
Rarely	21	21	20	27	17	17	16	26	18	18	22	15	22	19	17	26	14	20	22	22	15	12
Never	8	7	9	10	7	4	6	7	11	8	8	6	7	10	3	9	6	8	7	7	9	8
Don't have [a usual establishment/ establishments] where I buy cigarettes	1	2	0	0	2	0	0	2	0	1	1	0	2	0	0	1	1	0	5	1	0	0
Don't know/No answer	1	1	1	1	1	0	0	1	0	1	1	0	0	0	0	1	1	0	2	1	0	0
WEIGHTED SAMPLE SIZE (#)	344	187	157	127	162	54	58	129	36	119	261	80	246	16	35	192	152	270	74	288	55	21
UNWEIGHTED SAMPLE SIZE (#)	344	194	150	102	169	73	58	121	37	126	253	86	242	11	44	136	208	274	70	287	56	20

TABLE 17b:

[ASK Q.17b ONLY IF 'ALWAYS,' 'OFTEN,' OR 'RARELY' IN Q.17a] What are the goods or products you most often purchase, other than cigarettes, from the establishment or establishments where you usually buy cigarettes?

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		SMOKING FREQUENCY		TRIED TO QUIT?		POTENTIAL QUITTERS
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female	Every day	Occasion-ally	Yes	No	
Groceries	36	33	39	21	37	64	55	31	44	27	32	47	32	21	61	32	40	37	29	35	38	41
Gasoline	28	28	28	33	30	9	10	30	32	35	31	18	32	40	10	26	30	27	32	29	25	26
Candy	23	19	27	35	17	13	14	25	16	27	23	24	23	50	10	23	22	20	34	23	21	23
Coffee/Water/Pop/Beverage	20	24	17	30	16	14	6	24	24	23	20	23	19	52	16	25	15	19	28	21	16	24
Milk	18	22	14	18	20	13	21	18	20	18	19	17	19	18	10	18	19	18	19	19	18	24
Bread	10	10	10	8	11	14	15	10	8	9	11	9	11	0	11	11	9	11	8	10	12	15
Drugs/Pharmaceuticals	3	4	2	4	3	3	3	3	4	4	2	6	2	0	3	1	6	4	2	3	3	6
Other	17	14	21	15	18	17	23	16	16	15	18	14	17	0	19	14	20	17	17	18	13	8
Don't know/No answer	1	1	0	1	0	0	0	2	0	0	1	0	1	0	0	1	0	1	0	1	0	0
WEIGHTED SAMPLE SIZE (#)	312	170	142	113	146	52	54	116	32	107	234	75	223	14	34	170	142	248	64	260	50	19
UNWEIGHTED SAMPLE SIZE (#)	314	178	136	91	153	70	56	110	34	112	228	81	220	10	42	121	193	253	61	260	53	19

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TABLE 18:

[ASK SMOKERS ONLY, BUT DO NOT ASK q.18 if 'NEVER' IN Q.17, OR IF CODE 7 IN .Q17] Imagine for a moment that the establishment or establishments where you usually buy cigarettes no longer sold them. Knowing this, would you always, often, rarely or never continue to shop there?

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		SMOKING FREQUENCY		TRIED TO QUIT?		POTENTIAL QUITTERS
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female	Every day	Occasion-ally	Yes	No	
Always	37	33	41	36	35	44	37	41	37	33	37	38	37	22	50	37	37	36	41	37	39	42
Often	30	33	28	28	35	22	33	23	31	36	31	27	32	16	26	28	33	28	40	31	24	26
Rarely	22	22	23	28	18	20	19	25	30	19	23	20	22	23	13	25	19	25	12	22	25	32
Never	9	11	7	8	9	12	9	10	3	11	8	12	8	32	8	9	10	10	5	9	12	0
Don't have [a usual establishment/ establishments] where I buy cigarettes	0	1	0	0	1	0	1	0	0	1	0	1	0	6	0	0	1	0	1	1	0	0
Don't know/No answer	1	1	1	0	1	2	0	2	0	0	1	1	1	0	3	2	0	1	0	1	0	0
WEIGHTED SAMPLE SIZE (#)	314	171	143	114	148	52	54	118	32	108	236	75	224	14	34	171	143	249	65	263	50	19
UNWEIGHTED SAMPLE SIZE (#)	316	179	137	92	154	70	56	111	34	113	230	81	221	10	42	122	194	254	62	262	53	19

TABLE 20:

Which one of the following statements comes closest to how you feel about how cigarettes are displayed in stores? Do you think:

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		SMOKING FREQUENCY		TRIED TO QUIT?		POTENTIAL QUITTERS
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female	Every day	Occasion-ally	Yes	No	
Cigarettes should not be prominently displayed in places where they are sold	15	17	13	17	16	9	17	13	31	12	16	12	16	19	6	15	16	14	19	15	16	19
Cigarettes should be kept out of sight unless a customer specifically asks to purchase them	32	33	30	42	28	19	30	37	35	25	31	36	31	39	15	26	38	31	35	30	40	54
There should be no restriction on how cigarettes are displayed in stores	45	44	46	33	47	67	44	45	31	51	45	46	44	42	66	49	40	48	36	47	37	27
Should not be sold/Should be illegal	0	0	1	1	0	0	0	1	0	0	1	0	1	0	0	1	0	1	0	1	0	0
Doesn't matter/Don't care	1	2	0	1	1	2	0	1	0	2	1	1	1	0	3	1	1	0	4	1	0	0
Other	1	1	1	1	2	0	2	0	0	2	1	1	1	0	3	1	2	1	2	1	2	0
Don't know/No answer	5	3	7	3	7	3	7	3	2	8	6	3	6	0	6	6	3	5	5	5	5	0
WEIGHTED SAMPLE SIZE (#)	344	187	157	127	162	54	58	129	36	119	261	80	246	16	35	192	152	270	74	288	55	21
UNWEIGHTED SAMPLE SIZE (#)	344	194	150	102	169	73	58	121	37	126	253	86	242	11	44	136	208	274	70	287	56	20

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TABLE 23:

And now I would like to talk to you some more about the manner in which tobacco and tobacco-related products are displayed. Right now, retail stores are able to display cigarette packages openly and visibly to the public, including minors. Retailers may display cigarette packages in multiple vertical rows, which highlight the colour and can make a particular brand stand out. This type of display is sometimes referred to as a 'power wall'. Have you been in retail stores where you can recall seeing cigarette packages displayed in this manner?

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		SMOKING FREQUENCY		TRIED TO QUIT?		POTENTIAL QUITTERS
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female	Every day	Occasion-ally	Yes	No	
Yes	75	83	65	81	70	76	64	74	72	82	74	79	75	84	82	77	72	76	71	76	68	53
No	23	15	32	17	27	24	32	22	27	17	24	19	23	16	18	21	25	22	27	21	30	43
Don't know/No answer	2	2	3	2	3	1	4	4	1	0	2	2	2	0	0	2	3	2	2	2	2	4
WEIGHTED SAMPLE SIZE (#)	344	187	157	127	162	54	58	129	36	119	261	80	246	16	35	192	152	270	74	288	55	21
UNWEIGHTED SAMPLE SIZE (#)	344	194	150	102	169	73	58	121	37	126	253	86	242	11	44	136	208	274	70	287	56	20

TABLE 24:

Do you think power walls have the potential to influence consumers to purchase tobacco or tobacco related products?

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		SMOKING FREQUENCY		TRIED TO QUIT?		POTENTIAL QUITTERS
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female	Every day	Occasion-ally	Yes	No	
Yes	34	33	36	43	33	16	38	38	34	28	32	42	33	57	20	35	33	32	43	34	32	56
No	61	63	59	52	63	76	55	59	60	67	63	54	62	43	74	62	60	65	49	61	63	37
Don't know/No answer	5	4	5	4	4	8	7	3	6	5	5	4	5	0	6	3	7	3	9	5	5	7
WEIGHTED SAMPLE SIZE (#)	344	187	157	127	162	54	58	129	36	119	261	80	246	16	35	192	152	270	74	288	55	21
UNWEIGHTED SAMPLE SIZE (#)	344	194	150	102	169	73	58	121	37	126	253	86	242	11	44	136	208	274	70	287	56	20

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TABLE 25:

Using a scale from '1' to '5,' with '1' being 'strongly disagree' and '5' being 'strongly agree,' all things considered to what extent do you agree or disagree that the use of 'power walls' when displaying tobacco and other tobacco related products can lead young people to view smoking as a normal and socially accepted behaviour?

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		SMOKING FREQUENCY		TRIED TO QUIT?		POTENTIAL QUITTERS
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female	Every day	Occasion-ally	Yes	No	
Strongly disagree	33	35	31	25	36	45	34	33	24	37	33	34	33	31	43	36	29	36	24	34	27	18
2	12	13	11	16	11	7	8	11	17	13	13	11	11	10	6	11	13	10	19	11	17	15
3	24	22	27	22	30	16	26	26	31	21	26	20	27	33	17	26	23	24	24	25	24	17
4	12	13	12	18	10	7	8	15	7	12	12	11	12	26	5	12	12	11	16	11	20	30
Strongly agree	16	15	17	21	12	17	18	14	16	16	15	19	15	0	17	13	19	16	15	17	8	20
Don't know/No answer	2	1	3	0	2	8	6	1	4	1	1	5	1	0	12	1	3	2	1	2	4	0
WEIGHTED SAMPLE SIZE (#)	344	187	157	127	162	54	58	129	36	119	261	80	246	16	35	192	152	270	74	288	55	21
UNWEIGHTED SAMPLE SIZE (#)	344	194	150	102	169	73	58	121	37	126	253	86	242	11	44	136	208	274	70	287	56	20
Tox 2 Box Score (5,4)	28	28	28	38	22	24	26	29	23	28	27	30	27	26	22	26	31	27	31	28	28	50

TABLE 26:

Using the same '1' to '5' scale, all things considered to what extent do you agree or disagree that if young people view smoking as normal and socially acceptable behaviour, they are more likely to try smoking themselves?

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		SMOKING FREQUENCY		TRIED TO QUIT?		POTENTIAL QUITTERS
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female	Every day	Occasion-ally	Yes	No	
Strongly disagree	15	15	15	8	15	30	25	16	10	10	14	17	14	0	28	15	15	17	6	16	11	0
2	7	7	7	7	7	7	5	4	6	10	7	7	7	0	8	7	7	7	8	6	10	11
3	23	20	26	21	25	20	19	23	20	26	24	19	23	19	21	25	20	23	21	22	28	26
4	17	24	9	17	20	6	14	14	18	21	18	12	18	26	6	17	17	15	22	17	17	15
Strongly agree	38	34	42	46	33	33	36	42	44	32	37	41	37	55	31	36	40	36	42	39	33	48
Don't know/No answer	1	1	1	0	0	5	1	1	1	1	0	3	0	0	6	1	1	1	1	1	1	0
WEIGHTED SAMPLE SIZE (#)	344	187	157	127	162	54	58	129	36	119	261	80	246	16	35	192	152	270	74	288	55	21
UNWEIGHTED SAMPLE SIZE (#)	344	194	150	102	169	73	58	121	37	126	253	86	242	11	44	136	208	274	70	287	56	20
Tox 2 Box Score (5,4)	55	58	51	63	53	39	50	56	62	53	55	54	55	81	37	53	57	52	64	55	50	63

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TABLE 27:

Using a '1' to '5' scale where '1' means 'strongly oppose' and '5' means 'strongly support,' all things considered to what extent do you oppose or support the federal and provincial governments restricting the display of tobacco and tobacco related produc

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		SMOKING FREQUENCY		TRIED TO QUIT?		POTENTIAL QUITTERS
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female	Every day	Occasion-ally	Yes	No	
Strongly oppose	29	27	32	21	29	49	39	27	31	27	29	29	29	19	43	29	30	32	18	29	33	27
2	10	8	13	7	12	12	8	9	4	15	12	6	11	0	9	12	8	9	14	10	11	5
3	24	27	20	28	26	8	17	27	29	23	26	20	25	36	14	26	22	22	29	24	24	18
4	9	12	5	11	8	6	7	7	6	12	8	11	8	14	3	7	11	9	10	8	12	17
Strongly support	24	24	24	29	22	18	24	26	30	20	23	28	25	31	24	21	28	23	29	25	17	33
Don't know/No answer	4	2	5	3	3	7	5	4	0	2	3	6	1	0	6	5	2	4	0	4	2	0
WEIGHTED SAMPLE SIZE (#)	344	187	157	127	162	54	58	129	36	119	261	80	246	16	35	192	152	270	74	288	55	21
UNWEIGHTED SAMPLE SIZE (#)	344	194	150	102	169	73	58	121	37	126	253	86	242	11	44	136	208	274	70	287	56	20
Tox 2 Box Score (5,4)	33	36	29	40	30	24	31	33	36	33	31	39	33	45	28	28	39	31	39	33	30	50

TABLE 28:

Using the same '1' to '5' scale, all things considered to what extent do you oppose or support the Government of Manitoba banning the use of power walls as well as other forms of tobacco displays and advertising in all retail stores in Manitoba?

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		SMOKING FREQUENCY		TRIED TO QUIT?		POTENTIAL QUITTERS
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female	Every day	Occasion-ally	Yes	No	
Strongly oppose	34	34	34	27	34	49	29	36	34	36	32	39	32	55	46	35	33	38	20	34	33	15
2	11	9	14	16	8	7	9	9	12	13	12	8	12	10	3	13	8	11	12	11	9	8
3	20	21	18	21	22	10	22	21	22	16	21	16	21	6	17	19	20	19	23	19	22	15
4	10	13	6	10	11	8	4	7	3	17	10	8	11	9	6	9	11	9	15	10	11	19
Strongly support	24	22	25	25	22	23	32	24	30	18	22	28	23	21	26	21	27	22	30	24	19	43
Don't know/No answer	2	1	3	0	3	3	3	3	0	1	2	1	1	0	1	3	1	2	0	1	5	0
WEIGHTED SAMPLE SIZE (#)	344	187	157	127	162	54	58	129	36	119	261	80	246	16	35	192	152	270	74	288	55	21
UNWEIGHTED SAMPLE SIZE (#)	344	194	150	102	169	73	58	121	37	126	253	86	242	11	44	136	208	274	70	287	56	20
Tox 2 Box Score (5,4)	34	35	32	35	33	31	36	31	33	35	33	37	34	29	32	30	39	30	45	34	30	62

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TABLE 29:

In your opinion, which specific types of establishments, if any, should not be allowed to sell cigarettes in Manitoba?

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		SMOKING FREQUENCY		TRIED TO QUIT?		POTENTIAL QUITTERS
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female	Every day	Occasion-ally	Yes	No	
Drug stores or pharmacies	18	22	15	7	20	39	25	18	21	15	19	17	20	0	32	17	20	20	14	18	19	28
Grocery stores	7	9	5	7	8	7	3	13	2	4	7	6	8	0	3	8	6	7	6	6	12	19
Any type of establishment that underage/youth have access to	7	8	5	12	4	3	6	9	3	6	6	10	6	10	1	4	10	7	7	8	2	2
Clothing/department/retail stores	5	6	4	5	6	3	10	4	8	4	5	7	5	0	11	5	5	5	6	5	6	2
Convenience stores	4	5	3	5	3	4	4	7	0	1	3	5	4	10	0	5	4	5	1	4	6	15
Cigarettes shouldn't be available for sale anywhere	4	4	4	2	5	4	2	3	7	5	4	4	4	0	9	4	4	4	3	5	0	0
Health care facilities	3	3	3	1	4	6	4	3	1	3	3	4	3	0	9	3	3	3	4	3	3	2
Public schools	3	4	1	2	3	5	0	4	5	3	3	4	3	0	6	3	3	2	7	3	5	8
Restaurant/food establishment	2	3	1	2	2	5	0	4	7	1	2	3	2	0	3	2	3	2	3	3	1	0
Athletic and recreation facilities such as rinks, gymnasiums, golf courses, and so on	2	3	1	3	2	1	3	1	10	1	2	3	2	0	1	2	3	2	5	2	2	0
Gas stations	1	2	0	2	1	1	0	0	4	2	1	2	1	0	1	0	3	1	3	2	0	0
Post-secondary educational institutions such as universities and colleges	1	1	1	1	0	4	0	2	1	1	1	1	1	0	3	1	1	1	1	1	1	0
Government-owned premises	1	1	1	1	1	0	0	1	0	1	1	0	1	0	0	1	0	1	0	1	0	0
By choice of owner	1	0	1	1	1	0	1	0	4	0	1	1	1	0	1	0	2	1	0	1	0	0
Licensed bars and taverns	1	1	0	1	1	0	0	0	2	1	1	0	1	0	0	0	1	1	0	1	0	0
Vending machines	0	1	0	0	1	0	0	0	0	1	1	0	1	0	0	1	0	0	2	1	0	0
Health food stores	0	1	0	0	1	0	0	0	0	1	1	0	1	0	0	1	0	1	0	1	0	0
Should not be sold anywhere near schools	0	0	0	0	0	1	0	0	1	0	0	1	0	0	0	0	0	0	0	0	0	0
Should only be sold in tobacco stores/smoke shops	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1	0	0	0
There should not be restrictions on selling cigarettes	20	23	18	18	23	19	19	22	22	19	21	17	20	27	17	22	18	24	7	20	25	5
Other	2	3	1	1	2	4	4	1	0	3	2	3	1	0	6	3	1	2	1	3	0	0
Don't know/No answer	31	22	41	41	26	20	25	29	22	40	32	30	32	52	18	33	29	27	44	30	36	42
WEIGHTED SAMPLE SIZE (#)	344	187	157	127	162	54	58	129	36	119	261	80	246	16	35	192	152	270	74	288	55	21
UNWEIGHTED SAMPLE SIZE (#)	344	194	150	102	169	73	58	121	37	126	253	86	242	11	44	136	208	274	70	287	56	20

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TABLE 30:

Yes or no, do you think establishments should be required to have a license to sell cigarettes?

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		SMOKING FREQUENCY		TRIED TO QUIT?		POTENTIAL QUITTERS
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female	Every day	Occasion-ally	Yes	No	
Yes	55	53	59	68	48	49	57	57	54	53	54	61	54	45	51	54	57	52	68	55	58	68
No	43	45	41	32	51	49	43	42	46	45	45	36	46	55	43	45	42	47	32	44	40	32
They already are required to have a license	1	1	0	0	1	2	0	1	0	1	0	3	0	0	6	1	0	1	0	0	2	0
Don't know/No answer	1	1	0	0	1	0	0	0	0	1	1	0	1	0	0	0	1	1	0	1	0	0
WEIGHTED SAMPLE SIZE (#)	344	187	157	127	162	54	58	129	36	119	261	80	246	16	35	192	152	270	74	288	55	21
UNWEIGHTED SAMPLE SIZE (#)	344	194	150	102	169	73	58	121	37	126	253	86	242	11	44	136	208	274	70	287	56	20

TABLE 31:

Would you support, neither support nor oppose, or do you oppose changing current practices so that fewer types of establishments could sell cigarettes?

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		SMOKING FREQUENCY		TRIED TO QUIT?		POTENTIAL QUITTERS
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female	Every day	Occasion-ally	Yes	No	
Support	31	28	35	39	29	20	33	34	40	25	30	36	31	36	22	31	32	26	49	31	31	41
Neither support nor oppose	17	18	16	20	18	7	21	16	14	17	18	13	18	0	9	15	19	17	16	16	19	12
Oppose	48	51	45	37	51	67	41	46	43	54	48	46	47	64	60	51	45	53	32	48	50	47
Don't know/No answer	4	3	5	5	2	6	5	4	2	3	3	6	3	0	9	3	5	4	3	4	0	0
WEIGHTED SAMPLE SIZE (#)	344	187	157	127	162	54	58	129	36	119	261	80	246	16	35	192	152	270	74	288	55	21
UNWEIGHTED SAMPLE SIZE (#)	344	194	150	102	169	73	58	121	37	126	253	86	242	11	44	136	208	274	70	287	56	20

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TABLE 32:

Which one of the following two statements comes closer to how you feel about where cigarettes should be sold? Do you think:

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		SMOKING FREQUENCY		TRIED TO QUIT?		POTENTIAL QUITTERS
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female	Every day	Occasion-ally	Yes	No	
Cigarettes should only be sold in establishments where people 18 years of age or over are permitted	38	37	40	48	34	30	50	42	37	29	35	50	34	29	36	37	40	34	52	38	41	52
Cigarettes should be sold in establishments or stores where people of all ages are permitted	58	62	54	52	61	68	41	57	63	67	61	48	62	71	58	60	57	62	47	59	59	48
Doesn't matter/People who want cigarettes will get them	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	1	0	2	1	1	0	0	1	0	1	1	1	1	0	1	1	1	1	0	1	0	0
Don't know/No answer	2	1	4	0	4	2	8	0	0	3	3	2	3	0	5	3	2	3	1	3	0	0
WEIGHTED SAMPLE SIZE (#)	344	187	157	127	162	54	58	129	36	119	261	80	246	16	35	192	152	270	74	288	55	21
UNWEIGHTED SAMPLE SIZE (#)	344	194	150	102	169	73	58	121	37	126	253	86	242	11	44	136	208	274	70	287	56	20

TABLE 33:

Which one of the following two statements comes closer to how you feel about where cigarettes should be sold? Do you think:

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		SMOKING FREQUENCY		TRIED TO QUIT?		POTENTIAL QUITTERS
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female	Every day	Occasion-ally	Yes	No	
Cigarettes should not be sold in stores that are within 500 meters of school	39	37	42	42	38	36	45	42	30	35	38	43	38	16	40	41	37	36	53	39	38	51
There should be no restrictions on the location where cigarettes are sold	58	60	56	56	59	61	51	57	69	60	59	54	60	84	55	58	58	62	42	57	62	49
Should not be sold anywhere	0	0	0	0	0	1	0	0	0	0	0	1	0	0	1	0	0	0	0	0	0	0
Other	1	0	1	1	0	1	0	0	0	2	1	1	1	0	1	0	2	0	3	1	0	0
Don't know/No answer	2	2	2	1	3	1	4	1	1	2	2	2	2	0	1	1	3	2	2	2	0	0
WEIGHTED SAMPLE SIZE (#)	344	187	157	127	162	54	58	129	36	119	261	80	246	16	35	192	152	270	74	288	55	21
UNWEIGHTED SAMPLE SIZE (#)	344	194	150	102	169	73	58	121	37	126	253	86	242	11	44	136	208	274	70	287	56	20

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TABLE 34:

[ASK SMOKERS ONLY] Yes or no, if you had to travel further than you currently do to purchase cigarettes, do you think you would end up smoking fewer cigarettes?

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		SMOKING FREQUENCY		TRIED TO QUIT?		POTENTIAL QUITTERS
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female	Every day	Occasion-ally	Yes	No	
Yes	27	22	33	29	27	23	43	29	33	16	26	32	25	9	26	23	32	22	47	26	30	52
No	71	75	65	71	69	74	54	71	65	80	72	64	73	91	66	75	65	76	51	71	68	48
Depends how far I would have to travel	2	2	1	0	3	1	3	0	0	3	1	3	1	0	6	2	1	2	0	2	2	0
Don't Know/No Answer	1	0	1	1	0	2	0	0	3	1	0	1	0	0	1	0	1	0	2	1	0	0
WEIGHTED SAMPLE SIZE (#)	344	187	157	127	162	54	58	129	36	119	261	80	246	16	35	192	152	270	74	288	55	21
UNWEIGHTED SAMPLE SIZE (#)	344	194	150	102	169	73	58	121	37	126	253	86	242	11	44	136	208	274	70	287	56	20

TABLE 35:

[ASK SMOKERS ONLY] When you enter a store and see a wall of cigarettes displayed behind the counter, does this make you want to purchase cigarettes:

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		SMOKING FREQUENCY		TRIED TO QUIT?		POTENTIAL QUITTERS
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female	Every day	Occasion-ally	Yes	No	
More often	7	7	7	11	5	2	5	8	10	6	8	3	9	0	3	8	6	6	11	8	1	2
Less often	3	2	4	6	2	0	5	2	2	3	2	7	1	10	0	4	1	1	9	3	3	8
Seeing such a display has no impact on your purchase behaviour	90	91	88	83	93	98	90	89	88	91	90	90	90	90	97	88	92	93	79	89	95	90
Don't Know/No Answer	0	0	1	1	0	0	0	1	0	0	0	0	0	0	0	0	1	0	0	0	2	0
WEIGHTED SAMPLE SIZE (#)	344	187	157	127	162	54	58	129	36	119	261	80	246	16	35	192	152	270	74	288	55	21
UNWEIGHTED SAMPLE SIZE (#)	344	194	150	102	169	73	58	121	37	126	253	86	242	11	44	136	208	274	70	287	56	20

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TABLE 36:

[ASK FORMER SMOKERS ONLY] When you enter a store and see a wall of cigarettes displayed behind the counter, does this make you want to:

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		SMOKING FREQUENCY		TRIED TO QUIT?		POTENTIAL QUITTERS
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female	Every day	Occasion-ally	Yes	No	
Confirms your decision to quit smoking	22	30	0	61	0	0	0	0	73	0	0	35	0	0	0	0	49	0	22	22	0	0
Seeing such a display has no impact on your purchase behaviour	51	45	68	39	50	68	0	100	0	67	50	52	50	0	68	67	32	0	51	51	0	0
Don't know/No answer	27	25	32	0	50	32	0	0	27	33	50	13	50	0	32	33	19	0	27	27	0	0
WEIGHTED SAMPLE SIZE (#)	6	4	2	2	2	2	0	1	2	3	2	4	2	0	2	3	3	0	6	6	0	0
UNWEIGHTED SAMPLE SIZE (#)	6	4	2	2	2	2	0	1	2	3	2	4	2	0	2	3	3	0	6	6	0	0

TABLE 37:

[ASK EVERYONE] In general, would you say that seeing displays promoting cigarettes in a retail location encourages young people to be more likely, less likely, or neither more nor less likely to smoke?

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		SMOKING FREQUENCY		TRIED TO QUIT?		POTENTIAL QUITTERS
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female	Every day	Occasion-ally	Yes	No	
More likely	35	35	36	41	35	23	44	39	33	28	34	42	34	25	29	34	36	31	50	36	31	43
Less likely	8	7	9	8	5	15	11	9	1	7	6	15	5	30	16	9	6	8	5	7	13	19
Neither more nor less likely	53	56	50	48	57	55	42	49	65	60	57	42	57	45	52	53	53	56	42	54	51	31
Don't know/No answer	4	3	5	3	3	7	3	3	0	5	4	1	4	0	3	3	4	4	3	3	5	7
WEIGHTED SAMPLE SIZE (#)	344	187	157	127	162	54	58	129	36	119	261	80	246	16	35	192	152	270	74	288	55	21
UNWEIGHTED SAMPLE SIZE (#)	344	194	150	102	169	73	58	121	37	126	253	86	242	11	44	136	208	274	70	287	56	20

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TABLE 38:

In your opinion, do you support, neither support nor oppose or do you oppose cigarettes being sold in establishments where everyday products are sold?

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		SMOKING FREQUENCY		TRIED TO QUIT?		POTENTIAL QUITTERS
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female	Every day	Occasion-ally	Yes	No	
Support	45	45	45	39	44	62	38	45	43	49	44	46	45	74	58	46	44	51	25	45	45	51
Neither support nor oppose	35	37	34	37	40	20	40	32	35	36	38	28	37	16	28	33	38	32	49	36	33	42
Oppose	18	17	20	21	16	16	19	21	22	13	16	24	17	10	14	18	17	16	26	18	20	4
Don't know/No answer	2	2	1	3	1	2	4	2	0	1	1	2	2	0	0	2	1	2	0	2	2	2
WEIGHTED SAMPLE SIZE (#)	344	187	157	127	162	54	58	129	36	119	261	80	246	16	35	192	152	270	74	288	55	21
UNWEIGHTED SAMPLE SIZE (#)	344	194	150	102	169	73	58	121	37	126	253	86	242	11	44	136	208	274	70	287	56	20

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TABLE 39:

Thinking about establishments that sell cigarettes, how do they let people know that you can buy them there?

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		SMOKING FREQUENCY		TRIED TO QUIT?		POTENTIAL QUITTERS
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female	Every day	Occasion-ally	Yes	No	
The wall/wall display of cigarettes	43	43	44	47	41	39	33	49	46	42	44	42	43	74	35	44	42	44	41	42	51	50
INTERNAL STORE ADS/POSTERS [NET]	20	20	21	25	22	4	17	24	22	18	23	12	22	0	12	23	17	19	25	19	27	18
Signs in stores	10	10	10	11	12	1	12	9	6	10	11	5	12	0	5	11	9	10	9	9	15	18
Point of sale posters	7	6	8	12	5	1	2	9	12	6	8	6	7	0	6	8	6	6	10	7	7	0
Advertising/Posters (non-specific)	3	3	2	1	5	1	2	4	4	1	3	1	3	0	0	3	2	2	6	3	3	0
Brand signage	1	1	1	2	1	1	1	1	4	0	1	1	2	0	1	1	2	2	0	1	2	0
Signs outside the store	16	17	13	16	18	8	10	11	32	18	17	11	17	20	8	17	14	14	21	18	4	7
Common knowledge/Don't have to advertise	9	7	10	11	6	10	6	9	8	10	9	8	8	0	9	6	12	10	3	9	4	12
Ask the clerk	8	11	6	10	7	11	13	6	1	11	8	11	8	0	9	7	10	9	7	8	10	12
Price lists	5	5	4	4	6	2	5	7	0	4	6	1	5	0	3	5	5	5	4	6	0	0
Haven't heard/seen any such advertising	4	3	5	2	5	5	0	3	6	6	4	4	4	6	5	3	5	3	5	4	4	7
Word of mouth	2	2	2	3	0	6	4	3	4	0	1	6	1	0	6	3	1	2	3	2	2	0
Sign stating do not sell to minors	2	0	3	1	3	0	3	1	6	0	2	1	1	0	1	2	2	1	2	2	0	0
Retailers don't have such ads	1	2	1	1	1	1	0	0	1	3	1	1	2	0	1	1	2	1	1	1	3	2
Other	2	3	2	3	2	4	3	3	6	0	2	2	2	0	1	1	3	3	1	3	1	0
Don't know/No answer	12	10	14	12	10	17	14	13	4	11	11	15	11	10	16	13	11	11	15	12	10	8
WEIGHTED SAMPLE SIZE (#)	344	187	157	127	162	54	58	129	36	119	261	80	246	16	35	192	152	270	74	288	55	21
UNWEIGHTED SAMPLE SIZE (#)	344	194	150	102	169	73	58	121	37	126	253	86	242	11	44	136	208	274	70	287	56	20

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TABLE 40:

Do you consider cigarette packages on the wall behind the counter in a store to be a form of advertising, or not?

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		SMOKING FREQUENCY		TRIED TO QUIT?		POTENTIAL QUITTERS
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female	Every day	Occasion-ally	Yes	No	
Yes	60	64	55	64	62	43	58	68	66	52	60	62	60	65	54	61	59	58	68	61	53	62
No	39	35	44	36	36	57	38	32	33	48	39	38	39	35	46	38	40	41	32	38	46	38
Don't Know/No Answer	1	0	1	0	2	0	4	0	1	0	1	0	1	0	0	1	1	1	0	1	1	0
WEIGHTED SAMPLE SIZE (#)	344	187	157	127	162	54	58	129	36	119	261	80	246	16	35	192	152	270	74	288	55	21
UNWEIGHTED SAMPLE SIZE (#)	344	194	150	102	169	73	58	121	37	126	253	86	242	11	44	136	208	274	70	287	56	20

TABLE 41:

In general, would you say that seeing displays promoting cigarettes in a retail location makes you more likely, less likely, or neither more nor less likely to buy cigarettes?

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		SMOKING FREQUENCY		TRIED TO QUIT?		POTENTIAL QUITTERS
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female	Every day	Occasion-ally	Yes	No	
More likely	13	12	14	17	10	10	17	14	17	8	13	13	13	10	11	13	12	11	20	14	7	13
Less likely	8	6	11	8	5	16	12	8	2	7	5	16	5	16	15	7	9	7	11	7	10	16
Neither more nor less likely	79	82	75	74	85	71	70	78	81	83	81	71	81	74	72	79	78	81	69	78	83	71
Don't know/No answer	1	1	1	1	0	3	1	0	0	2	1	1	1	0	1	0	2	1	0	1	0	0
WEIGHTED SAMPLE SIZE (#)	344	187	157	127	162	54	58	129	36	119	261	80	246	16	35	192	152	270	74	288	55	21
UNWEIGHTED SAMPLE SIZE (#)	344	194	150	102	169	73	58	121	37	126	253	86	242	11	44	136	208	274	70	287	56	20

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TABLE 42:

Are you male or female?

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		SMOKING FREQUENCY		TRIED TO QUIT?		POTENTIAL QUITTERS
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female	Every day	Occasion-ally	Yes	No	
Male	56	53	59	51	59	57	66	64	42	46	58	51	56	71	66	100	0	56	55	56	55	62
Female	44	47	41	49	41	43	34	36	58	54	42	49	44	29	34	0	100	44	45	44	45	38
WEIGHTED SAMPLE SIZE (#)	344	187	157	127	162	54	58	129	36	119	261	80	246	16	35	192	152	270	74	288	55	21
UNWEIGHTED SAMPLE SIZE (#)	344	194	150	102	169	73	58	121	37	126	253	86	242	11	44	136	208	274	70	287	56	20

TABLE 43:

What is the highest level of education you have completed?

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		SMOKING FREQUENCY		TRIED TO QUIT?		POTENTIAL QUITTERS
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female	Every day	Occasion-ally	Yes	No	
Elementary school (Grades 1-8)	1	0	2	0	1	4	6	0	0	0	1	2	1	0	5	1	1	1	0	1	0	0
Some high school	16	10	23	8	19	24	94	0	0	0	14	23	13	9	24	19	12	17	11	15	22	20
Graduated high school/vocational	38	33	43	45	33	34	0	100	0	0	36	41	35	41	37	43	31	39	30	37	41	47
Some community/technical College	5	4	7	7	4	3	0	0	47	0	5	5	5	20	1	4	7	4	7	6	2	0
Graduate community/technical College	17	21	12	16	19	11	0	0	0	49	19	9	21	9	14	13	22	16	20	17	16	10
Some university	6	8	3	7	5	5	0	0	53	0	5	6	6	0	3	4	7	6	4	6	5	10
Graduated university	18	24	10	16	19	16	0	0	0	51	19	13	20	21	12	16	20	15	27	18	15	14
Other	0	0	1	0	0	2	0	0	0	0	0	1	0	0	3	1	0	0	0	0	0	0
Refused	0	1	0	0	0	2	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	344	187	157	127	162	54	58	129	36	119	261	80	246	16	35	192	152	270	74	288	55	21
UNWEIGHTED SAMPLE SIZE (#)	344	194	150	102	169	73	58	121	37	126	253	86	242	11	44	136	208	274	70	287	56	20

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TABLE 44:

Which of the following best describes your main activity during the last 12 months?

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		SMOKING FREQUENCY		TRIED TO QUIT?		POTENTIAL QUITTERS
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female	Every day	Occasion-ally	Yes	No	
Working at a job/business full-time	63	64	63	65	73	30	48	59	62	77	84	0	89	0	0	66	60	64	60	66	49	58
Retired	10	12	8	0	4	53	18	10	5	8	0	44	0	0	100	12	8	11	6	10	12	5
Working at a job/business part-time	8	7	9	7	8	9	10	7	13	7	11	0	11	0	0	6	11	7	10	7	12	12
Raising a family or running a household	8	9	7	15	4	4	15	10	11	3	0	36	0	0	0	3	15	7	13	8	12	10
A student	4	4	3	8	2	0	0	5	4	4	0	16	0	81	0	5	2	3	5	3	5	8
Seasonally employed	4	1	8	2	7	0	7	7	1	1	6	0	0	0	0	6	2	4	6	3	10	8
Looking for work	1	1	1	2	0	0	2	0	4	0	0	4	0	19	0	1	1	1	0	1	0	0
Refused	1	2	0	0	1	4	0	1	0	0	0	0	0	0	0	1	1	1	0	1	0	0
WEIGHTED SAMPLE SIZE (#)	344	187	157	127	162	54	58	129	36	119	261	80	246	16	35	192	152	270	74	288	55	21
UNWEIGHTED SAMPLE SIZE (#)	344	194	150	102	169	73	58	121	37	126	253	86	242	11	44	136	208	274	70	287	56	20

TABLE 45:

Which of the following broad income categories best describes your total household income before taxes in 2004? Would it be:

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		SMOKING FREQUENCY		TRIED TO QUIT?		POTENTIAL QUITTERS
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female	Every day	Occasion-ally	Yes	No	
Less than $25,000	19	18	20	26	13	19	33	19	25	10	12	39	10	64	33	21	16	19	17	19	19	14
At least $25,000, but less than $50,000	31	27	36	34	30	28	28	40	35	22	35	19	37	10	20	30	32	32	27	30	38	41
At least $50,000, but less than $75,000	24	28	19	21	28	20	21	17	17	35	26	17	26	16	17	29	18	22	32	24	23	36
At least $75,000, but less than $100,000	10	12	8	5	14	9	8	7	7	16	13	3	12	0	6	11	9	12	5	10	10	0
$100,000 or more	8	8	7	7	8	10	3	6	12	11	7	9	8	0	8	5	11	7	10	8	8	7
Refused	6	5	7	3	6	15	5	6	4	6	4	9	5	10	15	3	9	7	4	7	3	2
Don't know/No answer	2	1	4	4	2	0	3	4	0	1	2	3	2	0	1	0	5	1	7	3	0	0
WEIGHTED SAMPLE SIZE (#)	344	187	157	127	162	54	58	129	36	119	261	80	246	16	35	192	152	270	74	288	55	21
UNWEIGHTED SAMPLE SIZE (#)	344	194	150	102	169	73	58	121	37	126	253	86	242	11	44	136	208	274	70	287	56	20

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Appendix F:
Tabular Results
Adult Non-smokers

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Adult Non-smokers

TABLE 1:

In which official language would you prefer to be interviewed?

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		FORMER SMOKER
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female	
English	100	100	100	100	100	100	100	100	100	100	100	100	100	100	99	100	100	100
French	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0
WEIGHTED SAMPLE SIZE (#)	659	397	262	161	279	219	58	156	83	350	433	222	422	35	145	313	346	252
UNWEIGHTED SAMPLE SIZE (#)	659	396	263	143	286	230	59	157	78	353	419	235	409	31	153	232	427	254

TABLE 2:

Of the languages you understand, which one did you learn first?

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		FORMER SMOKER
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female	
English	82	83	80	88	83	75	66	83	87	83	84	76	84	77	72	85	79	84
German	5	3	8	2	4	9	14	3	2	5	4	8	4	0	10	6	5	3
French	4	4	3	2	5	4	8	3	4	3	3	4	4	5	5	2	5	5
Ukrainian	2	2	3	0	2	4	4	1	0	3	2	3	2	0	4	2	2	3
Spanish	1	1	0	1	1	0	0	1	0	0	0	1	0	2	0	0	1	0
English and French equally	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	6	7	5	7	5	8	8	8	7	5	5	9	5	15	10	5	7	4
WEIGHTED SAMPLE SIZE (#)	659	397	262	161	279	219	58	156	83	350	433	222	422	35	145	313	346	252
UNWEIGHTED SAMPLE SIZE (#)	659	396	263	143	286	230	59	157	78	353	419	235	409	31	153	232	427	254

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TABLE 3:

In what year were you born?

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		FORMER SMOKER
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female	
18-34	24	24	24	100	0	0	14	20	46	23	27	20	26	77	0	26	23	8
35-54	42	41	44	0	100	0	26	44	31	48	57	13	58	17	4	41	44	45
55+	33	34	32	0	0	100	61	36	22	29	16	67	16	6	96	33	33	48
WEIGHTED SAMPLE SIZE (#)	659	397	262	161	279	219	58	156	83	350	433	222	422	35	145	313	346	252
UNWEIGHTED SAMPLE SIZE (#)	659	396	263	143	286	230	59	157	78	353	419	235	409	31	153	232	427	254

TABLE 5:

At the present time, do you smoke cigarettes, either manufactured ones or cigarettes that you roll yourself, every day, occasionally, or not at all?

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		FORMER SMOKER
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female	
Not at all	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
WEIGHTED SAMPLE SIZE (#)	659	397	262	161	279	219	58	156	83	350	433	222	422	35	145	313	346	252
UNWEIGHTED SAMPLE SIZE (#)	659	396	263	143	286	230	59	157	78	353	419	235	409	31	153	232	427	254

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TABLE 6:

Have you smoked at least 100 cigarettes in your life?

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		FORMER SMOKER
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female	
Yes	39	43	34	14	42	55	52	48	33	35	35	47	35	23	58	43	36	100
No	60	57	66	85	58	45	48	51	67	64	64	53	64	77	42	57	63	0
Don't know/No answer	0	0	0	1	0	0	0	1	0	0	1	0	1	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	659	397	262	161	279	219	58	156	83	350	433	222	422	35	145	313	346	252
UNWEIGHTED SAMPLE SIZE (#)	659	396	263	143	286	230	59	157	78	353	419	235	409	31	153	232	427	254

TABLE 7:

Have you smoked any cigarettes in the past 30 days?

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		FORMER SMOKER
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female	
Yes	1	1	1	3	1	0	0	1	0	2	2	0	2	0	0	2	0	0
No	99	99	99	97	99	99	100	99	100	98	98	100	98	100	99	98	99	100
Don't know/No answer	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0
WEIGHTED SAMPLE SIZE (#)	659	397	262	161	279	219	58	156	83	350	433	222	422	35	145	313	346	252
UNWEIGHTED SAMPLE SIZE (#)	659	396	263	143	286	230	59	157	78	353	419	235	409	31	153	232	427	254

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TABLE 8:

[ASK 'FORMER SMOKERS' ONLY] When did you last stop smoking? Was it:

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		FORMER SMOKER
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female	
One year ago, or less	8	9	7	28	7	5	9	9	6	7	10	4	10	0	5	7	9	8
At least one year ago, but less than three years ago	7	7	7	21	7	5	5	11	0	7	7	7	7	10	4	6	8	7
At least three years ago, but less than five years ago	8	9	7	15	13	2	3	11	8	8	9	7	9	26	3	10	6	8
Five years ago or more	77	76	80	36	72	88	83	69	86	78	73	82	74	64	87	77	77	77
WEIGHTED SAMPLE SIZE (#)	252	165	87	19	113	120	30	73	27	119	145	105	142	8	84	128	124	252
UNWEIGHTED SAMPLE SIZE (#)	254	166	88	19	114	121	31	73	27	119	144	107	141	7	84	99	155	254

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TABLE 16: FIRST MENTION

[ASK IF NON-SMOKER] What do you think is the single most important factor that influences where smokers purchase cigarettes?

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		FORMER SMOKER
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female	
Convenient geographic location	29	34	21	28	35	22	10	22	30	35	35	17	35	25	15	27	30	31
Discount prices	22	23	20	30	21	16	10	29	24	20	23	19	23	24	14	25	19	29
Advertising	7	5	11	6	6	9	9	6	6	8	8	6	8	3	7	8	7	7
Good promotions	3	3	2	6	2	2	2	2	6	3	2	4	2	12	2	3	3	1
Availability	2	3	2	2	2	3	1	0	2	4	2	3	2	4	3	2	3	2
Peer pressure/friends	2	1	2	0	3	2	5	2	1	1	2	1	2	0	1	2	1	1
Visibility/If they can see them	1	1	1	0	2	1	0	1	0	2	2	0	2	0	0	0	2	0
They present cigarettes in a pleasant way	1	1	0	0	1	2	0	3	0	1	1	1	1	0	2	1	1	1
Addiction	1	1	1	0	1	2	4	1	1	0	1	0	1	0	1	1	1	2
Always have purchased them there	1	0	1	2	0	0	0	1	0	0	1	0	1	0	1	1	0	0
The cigarette wall is impressive there	1	0	1	0	0	2	2	0	0	0	0	1	0	0	1	1	0	0
Buy other things at that location as well	0	0	1	0	0	1	1	0	0	1	0	1	0	0	2	0	1	0
They're open long hours/24-7	0	0	0	0	1	0	0	1	0	0	0	1	0	0	0	0	0	0
They carry their brand	0	1	0	0	0	1	0	0	0	1	0	1	0	0	1	1	0	1
Will buy them anywhere/anywhere they're sold	0	0	1	0	0	0	0	1	0	0	0	0	0	0	1	0	0	1
Best selection	0	0	0	1	0	0	0	0	2	0	0	0	0	0	0	0	0	0
They never run out of their brand/Dependable	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	5	4	6	4	3	6	4	5	6	4	4	6	4	2	7	4	5	5
Don't know/No answer	25	22	30	20	22	33	52	28	22	20	18	38	18	30	43	23	27	20
WEIGHTED SAMPLE SIZE (#)	659	397	262	161	279	219	58	156	83	350	433	222	422	35	145	313	346	252
UNWEIGHTED SAMPLE SIZE (#)	659	396	263	143	286	230	59	157	78	353	419	235	409	31	153	232	427	254

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TABLE 16: TOTAL MENTIONS

[ASK IF NON-SMOKER] What do you think is the single most important factor that influences where smokers purchase cigarettes?

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		FORMER SMOKER
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female	
Convenient geographic location	36	41	29	40	42	27	12	30	38	43	43	24	43	35	20	36	37	40
Discount prices	30	34	24	35	33	23	11	35	31	31	34	23	34	29	18	32	28	39
Advertising	10	8	13	6	11	12	14	6	8	12	11	9	11	3	10	11	9	10
Peer pressure/friends	4	3	6	1	5	5	8	3	4	3	4	3	4	0	4	5	3	3
Good promotions	4	4	2	6	3	3	2	2	8	3	3	5	3	12	3	4	3	2
Availability	3	3	2	3	2	3	1	0	3	4	2	4	2	7	4	2	4	2
They carry their brand	2	2	3	3	2	3	0	3	3	3	3	2	3	0	3	4	1	3
Visibility/If they can see them	2	2	1	0	3	1	0	1	0	3	2	0	2	0	0	1	2	1
Addiction	2	1	2	2	1	2	4	2	2	1	2	1	2	3	1	1	2	2
They're open long hours/24-7	1	1	2	2	2	0	0	2	0	2	2	1	2	4	0	3	0	1
They present cigarettes in a pleasant way	1	1	1	0	1	2	0	3	1	1	1	2	1	0	3	1	1	1
Buy other things at that location as well	1	1	1	0	1	2	1	2	0	1	0	2	1	0	3	0	2	1
Always have purchased them there	1	0	1	2	0	1	0	1	0	1	1	1	1	0	1	1	0	0
The cigarette wall is impressive there	1	0	1	1	0	2	2	0	0	1	0	1	0	0	1	1	0	0
They never run out of their brand/Dependable	1	0	1	2	0	0	2	0	1	0	1	0	1	0	0	0	1	1
Best selection	1	1	0	1	0	0	0	1	2	0	1	0	1	0	0	1	0	1
Will buy them anywhere/anywhere they're sold	0	0	1	0	0	1	0	1	0	0	0	1	0	0	1	0	1	1
Know the people who work at the store	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	5	4	6	4	4	7	4	5	6	5	4	6	4	2	8	5	5	5
Don't know/No answer	25	22	30	20	22	33	52	28	22	20	18	38	18	30	43	23	27	20
WEIGHTED SAMPLE SIZE (#)	659	397	262	161	279	219	58	156	83	350	433	222	422	35	145	313	346	252
UNWEIGHTED SAMPLE SIZE (#)	659	396	263	143	286	230	59	157	78	353	419	235	409	31	153	232	427	254

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TABLE 19:

[ASK NON-SMOKERS ONLY] Would you be more likely to shop at an establishment if they no longer sold cigarettes?

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		FORMER SMOKER
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female	
Yes	32	32	33	34	31	33	25	36	27	33	33	30	34	21	32	31	34	32
No	59	61	58	58	61	59	60	57	64	60	60	58	60	60	59	61	58	60
Don't Know/No Answer	8	8	9	9	8	9	14	7	10	8	7	11	6	19	9	9	8	8
WEIGHTED SAMPLE SIZE (#)	659	397	262	161	279	219	58	156	83	350	433	222	422	35	145	313	346	252
UNWEIGHTED SAMPLE SIZE (#)	659	396	263	143	286	230	59	157	78	353	419	235	409	31	153	232	427	254

TABLE 20:

Which one of the following statements comes closest to how you feel about how cigarettes are displayed in stores? Do you think:

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		FORMER SMOKER
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female	
Cigarettes should not be prominently displayed in places where they are sold	22	26	16	22	22	21	22	16	21	25	22	22	22	30	21	23	21	19
Cigarettes should be kept out of sight unless a customer specifically asks to purchase them	54	52	58	57	55	52	51	54	51	55	55	53	55	49	52	50	58	48
There should be no restriction on how cigarettes are displayed in stores	19	18	21	16	19	22	22	26	21	16	19	20	18	15	21	22	17	28
Should not be sold/Should be illegal	1	1	0	0	0	1	0	2	0	0	0	1	0	0	0	1	0	1
Doesn't matter/Don't care	0	0	1	0	0	1	2	0	0	0	0	1	0	2	1	0	0	1
Other	1	1	1	0	2	1	0	0	0	2	1	1	1	0	1	2	0	1
Don't know/No answer	3	3	2	4	2	2	3	2	7	2	2	3	2	4	3	2	3	2
WEIGHTED SAMPLE SIZE (#)	659	397	262	161	279	219	58	156	83	350	433	222	422	35	145	313	346	252
UNWEIGHTED SAMPLE SIZE (#)	659	396	263	143	286	230	59	157	78	353	419	235	409	31	153	232	427	254

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TABLE 23:

And now I would like to talk to you some more about the manner in which tobacco and tobacco-related products are displayed. Right now, retail stores are able to display cigarette packages openly and visibly to the public, including minors. Retailers may display cigarette packages in multiple vertical rows, which highlight the colour and can make a particular brand stand out. This type of display is sometimes referred to as a 'power wall'. Have you been in retail stores where you can recall seeing cigarette packages displayed in this manner?

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		FORMER SMOKER
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female	
Yes	67	66	70	80	70	55	46	63	73	72	71	62	71	90	52	69	66	68
No	27	28	25	19	24	36	46	31	25	22	25	29	25	4	37	26	28	24
Don't know/No answer	6	6	5	1	5	10	9	6	2	6	4	9	4	6	11	5	6	8
WEIGHTED SAMPLE SIZE (#)	659	397	262	161	279	219	58	156	83	350	433	222	422	35	145	313	346	252
UNWEIGHTED SAMPLE SIZE (#)	659	396	263	143	286	230	59	157	78	353	419	235	409	31	153	232	427	254

TABLE 24:

Do you think power walls have the potential to influence consumers to purchase tobacco or tobacco related products?

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		FORMER SMOKER
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female	
Yes	57	57	57	65	54	55	44	54	62	59	57	57	58	69	52	59	55	51
No	35	35	35	28	38	37	43	38	28	34	36	33	35	17	38	33	37	42
Don't know/No answer	8	8	9	7	8	9	13	8	9	7	7	10	7	14	10	8	8	7
WEIGHTED SAMPLE SIZE (#)	659	397	262	161	279	219	58	156	83	350	433	222	422	35	145	313	346	252
UNWEIGHTED SAMPLE SIZE (#)	659	396	263	143	286	230	59	157	78	353	419	235	409	31	153	232	427	254

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TABLE 25:

Using a scale from '1' to '5,' with '1' being 'strongly disagree' and '5' being 'strongly agree,' all things considered to what extent do you agree or disagree that the use of 'power walls' when displaying tobacco and other tobacco related products can lead young people to view smoking as a normal and socially accepted behaviour?

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		FORMER SMOKER
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female	
Strongly disagree	15	13	18	11	16	17	21	19	6	14	14	16	14	4	18	18	13	19
2	12	13	10	16	10	11	11	13	21	10	14	8	13	8	9	15	9	12
3	21	20	23	24	21	18	22	16	26	22	23	17	23	27	14	20	22	20
4	18	19	16	26	18	11	9	14	20	20	18	16	19	41	10	20	16	13
Strongly agree	31	33	29	22	32	36	27	35	27	32	29	36	29	10	42	24	38	33
Don't know/No answer	3	2	5	1	2	6	11	3	1	2	2	6	2	9	7	4	3	4
WEIGHTED SAMPLE SIZE (#)	659	397	262	161	279	219	58	156	83	350	433	222	422	35	145	313	346	252
UNWEIGHTED SAMPLE SIZE (#)	659	396	263	143	286	230	59	157	78	353	419	235	409	31	153	232	427	254
Tox 2 Box Score (5,4)	49	52	45	48	50	48	35	49	46	52	47	53	48	52	52	44	54	46

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TABLE 26:

Using the same '1' to '5' scale, all things considered to what extent do you agree or disagree that if young people view smoking as normal and socially acceptable behaviour, they are more likely to try smoking themselves?

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		FORMER SMOKER
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female	
Strongly disagree	7	6	9	6	7	7	8	12	3	5	7	6	7	7	7	7	7	7
2	5	5	4	5	4	6	4	7	1	5	4	5	5	4	6	6	3	5
3	11	11	13	14	9	13	20	11	19	9	12	10	12	8	12	13	10	11
4	18	18	17	19	17	17	19	14	24	18	18	16	18	27	15	20	16	19
Strongly agree	58	59	57	56	61	56	45	56	53	62	57	60	58	54	58	51	64	56
Don't know/No answer	1	2	0	1	1	2	5	0	0	1	1	2	1	0	3	2	0	2
WEIGHTED SAMPLE SIZE (#)	659	397	262	161	279	219	58	156	83	350	433	222	422	35	145	313	346	252
UNWEIGHTED SAMPLE SIZE (#)	659	396	263	143	286	230	59	157	78	353	419	235	409	31	153	232	427	254
Tox 2 Box Score (5,4)	76	77	74	75	79	73	64	70	77	80	75	77	76	81	73	71	80	75

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TABLE 27:

Using a '1' to '5' scale where '1' means 'strongly oppose' and '5' means 'strongly support,' all things considered to what extent do you oppose or support the federal and provincial governments restricting the display of tobacco and tobacco related produc

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		FORMER SMOKER
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female	
Strongly oppose	10	9	11	4	11	12	13	15	4	8	10	10	10	6	13	12	8	13
2	6	6	6	6	6	6	6	8	6	6	8	3	8	0	5	8	5	6
3	14	14	14	18	15	9	13	14	24	12	16	10	15	7	8	16	13	12
4	14	15	14	20	14	11	9	10	14	17	15	13	15	32	9	15	14	14
Strongly support	53	54	51	50	52	56	49	51	48	56	50	58	51	52	57	47	58	51
Don't know/No answer	3	2	4	2	1	5	10	2	4	1	1	6	1	4	7	2	3	4
WEIGHTED SAMPLE SIZE (#)	659	397	262	161	279	219	58	156	83	350	433	222	422	35	145	313	346	252
UNWEIGHTED SAMPLE SIZE (#)	659	396	263	143	286	230	59	157	78	353	419	235	409	31	153	232	427	254
Tox 2 Box Score (5,4)	67	69	65	70	66	67	58	61	63	73	65	71	66	83	66	62	72	65

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TABLE 28:

Using the same '1' to '5' scale, all things considered to what extent do you oppose or support the Government of Manitoba banning the use of power walls as well as other forms of tobacco displays and advertising in all retail stores in Manitoba?

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		FORMER SMOKER
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female	
Strongly oppose	13	12	14	10	13	14	13	19	11	10	13	12	13	2	15	15	11	16
2	7	8	7	6	7	9	8	6	8	8	7	8	7	4	10	10	5	8
3	13	14	13	18	15	9	20	14	23	10	16	9	15	8	8	13	14	14
4	15	16	15	20	15	13	6	12	16	18	16	15	16	43	10	17	14	15
Strongly support	49	49	49	45	49	51	45	49	38	52	47	53	48	39	54	44	53	46
Don't know/No answer	2	2	2	2	0	4	7	1	4	1	1	3	1	4	3	2	2	2
WEIGHTED SAMPLE SIZE (#)	659	397	262	161	279	219	58	156	83	350	433	222	422	35	145	313	346	252
UNWEIGHTED SAMPLE SIZE (#)	659	396	263	143	286	230	59	157	78	353	419	235	409	31	153	232	427	254
Tox 2 Box Score (5,4)	65	65	64	65	65	64	51	61	54	71	63	68	64	82	64	61	68	61

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TABLE 29:

In your opinion, which specific types of establishments, if any, should not be allowed to sell cigarettes in Manitoba?

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		FORMER SMOKER
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female	
Grocery stores	25	24	27	22	27	25	25	20	24	28	26	24	26	25	24	20	30	24
Drug stores or pharmacies	22	23	21	12	24	28	21	19	19	25	22	23	22	15	27	20	25	27
Convenience stores	18	19	17	21	19	14	5	22	17	19	20	16	19	14	14	14	22	18
Any type of establishment that underage/youth have access to	11	12	10	13	11	9	9	7	6	15	11	12	11	13	12	11	11	10
Cigarettes shouldn't be available for sale anywhere	9	9	10	8	8	11	16	7	3	9	9	9	10	2	10	10	8	8
Restaurant/food establishment	8	7	8	8	4	12	7	7	10	6	6	11	6	8	13	7	8	9
Gas stations	6	5	7	9	5	4	6	4	6	7	6	5	7	3	6	5	7	4
Clothing/department/retail stores	4	5	3	6	3	5	4	6	6	3	4	4	4	2	4	5	4	4
Athletic and recreation facilities such as rinks, gymnasiums, golf courses, and so on	4	4	4	1	4	5	3	4	3	4	4	3	4	0	4	4	3	6
Health care facilities	3	2	3	2	3	4	1	2	6	3	2	4	2	6	5	2	3	4
Public schools	2	2	3	1	3	3	0	2	3	3	2	3	2	0	3	3	2	3
Licensed bars and taverns	2	3	2	4	2	2	4	4	2	2	3	2	3	6	2	3	2	3
Vending machines	2	2	2	3	3	0	0	1	3	2	2	2	2	6	1	2	1	2
Post-secondary educational institutions such as universities and colleges	1	1	2	0	1	2	0	1	3	1	1	2	1	0	2	2	1	2
Should not be sold anywhere near schools	1	1	2	0	1	2	0	1	0	2	1	1	1	0	2	3	0	2
Should only be sold in tobacco stores/smoke shops	1	0	2	1	1	0	0	1	1	1	1	0	1	0	1	1	1	1
Health food stores	0	0	1	1	0	0	0	2	0	0	0	0	0	0	1	1	0	0
By choice of owner	0	0	0	0	1	0	1	1	0	0	0	0	0	0	0	0	0	1
Liquor stores	0	0	0	0	0	1	0	0	0	0	0	1	0	0	1	0	0	1
Public building/establishment (general)	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0
There should not be restrictions on selling cigarettes	7	7	7	5	7	7	3	11	3	6	7	6	7	9	7	7	6	8
Other	6	4	8	2	7	7	4	7	5	6	6	5	6	0	7	7	5	7
Don't know/No answer	21	23	18	27	22	15	23	20	29	18	20	21	19	34	15	21	21	15
WEIGHTED SAMPLE SIZE (#)	659	397	262	161	279	219	58	156	83	350	433	222	422	35	145	313	346	252
UNWEIGHTED SAMPLE SIZE (#)	659	396	263	143	286	230	59	157	78	353	419	235	409	31	153	232	427	254

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TABLE 30:

Yes or no, do you think establishments should be required to have a license to sell cigarettes?

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		FORMER SMOKER
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female	
Yes	73	74	73	86	73	64	70	74	74	74	75	71	74	88	64	71	75	61
No	25	24	25	14	25	32	25	24	23	24	24	26	24	12	31	28	22	36
They already are required to have a license	0	0	0	0	0	1	2	0	0	0	0	0	0	0	0	0	0	1
Other	0	1	0	0	0	1	0	1	0	0	0	1	0	0	1	0	0	1
Don't know/No answer	2	2	2	0	2	3	3	2	3	2	2	2	2	0	3	0	3	2
WEIGHTED SAMPLE SIZE (#)	659	397	262	161	279	219	58	156	83	350	433	222	422	35	145	313	346	252
UNWEIGHTED SAMPLE SIZE (#)	659	396	263	143	286	230	59	157	78	353	419	235	409	31	153	232	427	254

TABLE 31:

Would you support, neither support nor oppose, or do you oppose changing current practices so that fewer types of establishments could sell cigarettes?

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		FORMER SMOKER
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female	
Support	64	64	64	77	63	56	39	60	73	69	63	66	63	87	58	59	69	56
Neither support nor oppose	13	15	10	10	15	12	9	12	16	13	14	9	14	5	12	15	11	16
Oppose	19	19	20	11	18	26	34	23	10	16	19	18	20	5	22	22	16	24
Don't know/No answer	4	3	7	2	3	7	18	6	1	2	3	6	3	4	8	4	4	4
WEIGHTED SAMPLE SIZE (#)	659	397	262	161	279	219	58	156	83	350	433	222	422	35	145	313	346	252
UNWEIGHTED SAMPLE SIZE (#)	659	396	263	143	286	230	59	157	78	353	419	235	409	31	153	232	427	254

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TABLE 32:

Which one of the following two statements comes closer to how you feel about where cigarettes should be sold? Do you think:

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		FORMER SMOKER
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female	
Cigarettes should only be sold in establishments where people 18 years of age or older are permitted	68	67	70	75	68	63	65	72	60	69	66	71	67	81	66	61	74	64
Cigarettes should be sold in establishments or stores where people of all ages are permitted	28	30	25	25	27	31	27	23	38	28	30	24	30	15	29	35	21	32
Doesn't matter/People who want cigarettes will get them	1	1	0	0	0	1	0	0	0	1	0	1	0	0	2	1	0	1
Cigarettes should not be sold anywhere	1	1	1	0	1	1	2	0	1	0	1	0	1	0	0	0	1	1
Other	0	0	0	0	0	1	0	0	0	1	0	0	0	0	0	0	0	0
Don't know/No answer	2	2	3	0	3	3	5	4	1	2	2	3	2	5	4	2	3	3
WEIGHTED SAMPLE SIZE (#)	659	397	262	161	279	219	58	156	83	350	433	222	422	35	145	313	346	252
UNWEIGHTED SAMPLE SIZE (#)	659	396	263	143	286	230	59	157	78	353	419	235	409	31	153	232	427	254

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TABLE 33:

Which one of the following two statements comes closer to how you feel about where cigarettes should be sold? Do you think:

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		FORMER SMOKER
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female	
Cigarettes should not be sold in stores that are within 500 meters of schools	70	69	72	77	69	67	70	68	78	69	69	73	69	83	69	64	76	64
There should be no restrictions on the location where cigarettes are sold	26	26	25	20	26	29	19	29	18	27	28	21	28	11	25	31	21	32
Makes no difference/They'll smoke regardless	1	2	0	0	3	1	2	2	0	1	1	1	2	2	1	2	1	2
Should not be sold anywhere	0	0	1	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0
Other	1	1	0	1	1	0	0	0	0	1	0	1	1	4	0	1	0	0
Don't know/No answer	2	2	2	2	1	3	7	1	4	1	1	4	1	0	5	2	2	3
WEIGHTED SAMPLE SIZE (#)	659	397	262	161	279	219	58	156	83	350	433	222	422	35	145	313	346	252
UNWEIGHTED SAMPLE SIZE (#)	659	396	263	143	286	230	59	157	78	353	419	235	409	31	153	232	427	254

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TABLE 36:

[ASK FORMER SMOKERS ONLY] When you enter a store and see a wall of cigarettes displayed behind the counter, does this make you want to:

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		FORMER SMOKER
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female	
Seeing such a display has no impact on your purchase behaviour	82	82	82	70	83	83	75	85	88	80	82	81	82	54	84	78	85	82
Confirms your decision to quit smoking	12	12	12	11	14	11	9	13	5	13	15	8	15	10	8	12	12	12
Start smoking again	2	2	3	4	2	2	4	0	0	4	2	3	2	0	3	4	1	2
I never see such displays	1	0	1	0	0	1	0	2	0	0	0	1	0	0	2	1	0	1
Don't know/No answer	3	4	2	15	1	3	11	0	8	2	1	6	1	36	4	5	2	3
WEIGHTED SAMPLE SIZE (#)	252	165	87	19	113	120	30	73	27	119	145	105	142	8	84	128	124	252
UNWEIGHTED SAMPLE SIZE (#)	254	166	88	19	114	121	31	73	27	119	144	107	141	7	84	99	155	254

TABLE 37:

[ASK EVERYONE] In general, would you say that seeing displays promoting cigarettes in a retail location encourages young people to be more likely, less likely, or neither more nor less likely to smoke?

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		FORMER SMOKER
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female	
More likely	61	63	58	65	61	59	49	64	48	65	60	63	62	72	59	60	63	56
Less likely	6	5	8	3	7	8	11	7	4	5	6	7	6	4	7	7	6	7
Neither more nor less likely	29	29	30	31	30	26	27	28	47	27	32	24	31	20	26	29	30	33
Don't know/No answer	3	3	4	1	2	7	12	2	0	3	2	6	2	4	8	4	2	5
WEIGHTED SAMPLE SIZE (#)	659	397	262	161	279	219	58	156	83	350	433	222	422	35	145	313	346	252
UNWEIGHTED SAMPLE SIZE (#)	659	396	263	143	286	230	59	157	78	353	419	235	409	31	153	232	427	254

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TABLE 38:

In your opinion, do you support, neither support nor oppose or do you oppose cigarettes being sold in establishments where everyday products are sold?

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		FORMER SMOKER
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female	
Support	16	18	13	15	15	17	17	19	18	14	17	13	17	7	17	20	12	17
Neither support nor oppose	29	29	28	28	31	26	22	28	34	28	29	28	28	38	25	31	27	30
Oppose	52	51	55	56	52	50	48	51	44	56	53	52	53	51	49	47	58	47
Don't know/No answer	3	2	5	1	2	7	12	2	4	2	2	7	2	4	9	3	4	5
WEIGHTED SAMPLE SIZE (#)	659	397	262	161	279	219	58	156	83	350	433	222	422	35	145	313	346	252
UNWEIGHTED SAMPLE SIZE (#)	659	396	263	143	286	230	59	157	78	353	419	235	409	31	153	232	427	254

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TABLE 39:

Thinking about establishments that sell cigarettes, how do they let people know that you can buy them there?

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		FORMER SMOKER
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female	
The wall/wall display of cigarettes	42	42	42	37	49	37	37	42	31	46	44	38	45	25	39	41	43	46
INTERNAL STORE ADS/POSTERS [NET]	29	28	32	34	28	28	31	23	39	30	29	31	28	33	29	28	31	25
Signs in stores	14	14	13	13	14	14	12	10	18	15	14	14	14	9	15	13	14	12
Advertising/Posters (non-specific)	10	9	10	14	7	9	19	9	11	8	9	11	9	10	10	8	11	8
Point of sale posters	6	5	7	7	6	5	0	5	7	7	6	6	5	14	4	6	5	6
Brand signage	2	1	2	1	2	1	1	1	7	1	2	2	2	0	2	2	2	2
Signs outside the store	19	21	16	22	19	17	13	18	25	19	20	17	20	25	16	20	18	25
Ask the clerk	7	7	6	3	7	10	4	7	9	6	6	8	6	9	10	7	6	7
Common knowledge/Don't have to advertise	5	6	4	4	7	4	1	5	5	6	6	3	6	4	3	6	4	6
Price lists	3	3	3	6	4	2	0	3	6	4	3	3	3	8	1	3	4	4
Sign stating do not sell to minors	3	2	3	3	4	1	0	2	4	3	3	1	4	2	1	2	3	3
Word of mouth	2	2	2	3	2	3	5	2	2	2	2	4	2	3	4	1	3	2
Haven't heard/seen any such advertising	1	1	1	1	1	2	3	0	2	1	1	1	1	0	2	1	2	1
Retailers don't have such ads	0	1	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0
Other	5	4	6	8	4	5	4	7	2	5	5	5	6	6	4	7	3	6
Don't know/No answer	13	12	14	12	10	16	23	14	14	10	10	17	10	15	17	12	13	10
WEIGHTED SAMPLE SIZE (#)	659	397	262	161	279	219	58	156	83	350	433	222	422	35	145	313	346	252
UNWEIGHTED SAMPLE SIZE (#)	659	396	263	143	286	230	59	157	78	353	419	235	409	31	153	232	427	254

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TABLE 40:

Do you consider cigarette packages on the wall behind the counter in a store to be a form of advertising, or not?

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		FORMER SMOKER
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female	
Yes	82	80	83	86	81	79	83	84	79	81	81	82	82	84	82	81	82	80
No	18	19	16	14	19	19	17	16	19	19	19	17	18	16	16	19	17	20
Don't Know/No Answer	1	1	0	0	0	1	0	0	2	1	0	2	0	0	2	0	1	1
WEIGHTED SAMPLE SIZE (#)	659	397	262	161	279	219	58	156	83	350	433	222	422	35	145	313	346	252
UNWEIGHTED SAMPLE SIZE (#)	659	396	263	143	286	230	59	157	78	353	419	235	409	31	153	232	427	254

TABLE 41:

In general, would you say that seeing displays promoting cigarettes in a retail location makes you more likely, less likely, or neither more nor less likely to buy cigarettes?

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		FORMER SMOKER
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female	
More likely	16	15	16	35	15	12	15	21	22	10	14	16	14	26	13	19	12	16
Less likely	16	18	13	5	8	25	24	16	13	14	11	23	11	0	28	13	19	16
Neither more nor less likely	66	65	67	59	75	58	54	61	61	74	73	56	73	58	56	66	66	66
Don't know/No answer	3	2	4	0	1	4	7	3	3	2	2	4	2	16	3	3	3	3
WEIGHTED SAMPLE SIZE (#)	252	165	87	19	113	120	30	73	27	119	145	105	142	8	84	128	124	252
UNWEIGHTED SAMPLE SIZE (#)	254	166	88	19	114	121	31	73	27	119	144	107	141	7	84	99	155	254

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TABLE 42:

Are you male or female?

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		FORMER SMOKER
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female	
Male	47	49	46	50	46	47	48	45	49	48	53	38	53	45	46	100	0	51
Female	53	51	54	50	54	53	52	55	51	52	47	62	47	55	54	0	100	49
WEIGHTED SAMPLE SIZE (#)	659	397	262	161	279	219	58	156	83	350	433	222	422	35	145	313	346	252
UNWEIGHTED SAMPLE SIZE (#)	659	396	263	143	286	230	59	157	78	353	419	235	409	31	153	232	427	254

TABLE 43:

What is the highest level of education you have completed?

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		FORMER SMOKER
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female	
Elementary school (Grades 1-8)	2	1	3	1	1	3	19	0	0	0	1	3	1	0	3	3	1	2
Some high school	7	4	11	4	4	13	81	0	0	0	4	13	4	2	17	6	8	10
Graduated high school/vocational	24	23	24	20	24	26	0	100	0	0	24	23	24	6	26	22	25	29
Some community/technical College	4	1	8	6	4	3	0	0	31	0	4	4	4	3	2	4	4	4
Graduate community/technical College	16	17	15	15	20	12	0	0	0	30	19	11	19	9	9	15	17	17
Some university	9	10	7	18	6	6	0	0	69	0	7	12	7	37	7	9	8	7
Graduated university	37	42	29	34	40	36	0	0	0	70	40	32	40	42	33	39	35	31
Other	1	0	1	1	1	0	0	0	0	0	1	0	1	0	0	1	0	0
Refused	1	1	1	1	0	3	0	0	0	0	0	2	0	0	2	1	1	1
WEIGHTED SAMPLE SIZE (#)	659	397	262	161	279	219	58	156	83	350	433	222	422	35	145	313	346	252
UNWEIGHTED SAMPLE SIZE (#)	659	396	263	143	286	230	59	157	78	353	419	235	409	31	153	232	427	254

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TABLE 44:

Which of the following best describes your main activity during the last 12 months?

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		FORMER SMOKER
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female	
Working at a job/business full-time	55	56	53	61	76	25	35	51	49	62	84	0	86	0	0	66	45	50
Retired	22	24	19	0	2	64	49	24	16	17	0	65	0	0	100	21	23	33
Working at a job/business part-time	9	8	11	8	11	6	3	13	6	9	14	0	14	0	0	5	13	7
Raising a family or running a household	6	4	9	11	6	3	10	7	9	5	0	19	0	0	0	0	12	5
A student	5	5	4	16	2	0	1	0	17	4	0	13	0	86	0	4	5	2
Seasonally employed	2	1	2	3	2	0	0	4	3	1	3	0	0	0	0	2	1	1
Looking for work	1	1	0	1	1	1	0	1	0	1	0	2	0	14	0	1	1	1
Refused	1	0	1	1	1	1	1	0	0	0	0	0	0	0	0	0	1	1
WEIGHTED SAMPLE SIZE (#)	659	397	262	161	279	219	58	156	83	350	433	222	422	35	145	313	346	252
UNWEIGHTED SAMPLE SIZE (#)	659	396	263	143	286	230	59	157	78	353	419	235	409	31	153	232	427	254

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TABLE 45:

Which of the following broad income categories best describes your total household income before taxes in 2004? Would it be:

	WEIGHTED OVERALL %	REGION		AGE			EDUCATION				EMPLOYMENT STATUS		HOUSEHOLD INCOME			GENDER		FORMER SMOKER
		Winnipeg CMA	Rest of prov.	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some Post Sec.	Grad Post Sec.	Employed	Not Employed	< $50K	$50K - $99.9K	$100K+	Male	Female	
Less than $25,000	12	10	16	22	6	13	23	14	24	8	8	20	8	41	16	10	15	8
At least $25,000, but less than $50,000	29	28	30	35	25	29	40	40	26	23	26	35	26	33	36	30	28	26
At least $50,000, but less than $75,000	21	22	21	18	24	21	12	20	14	25	25	15	24	9	15	24	19	24
At least $75,000, but less than $100,000	11	12	10	10	14	8	2	7	9	14	13	7	14	9	6	11	11	11
$100,000 or more	11	12	8	4	17	7	2	4	12	15	15	2	15	3	2	13	9	13
Refused	14	15	12	8	13	20	14	14	14	14	11	19	12	6	24	12	16	16
Don't know/No answer	1	1	2	2	1	1	6	1	0	1	1	1	1	0	1	0	2	2
WEIGHTED SAMPLE SIZE (#)	659	397	262	161	279	219	58	156	83	350	433	222	422	35	145	313	346	252
UNWEIGHTED SAMPLE SIZE (#)	659	396	263	143	286	230	59	157	78	353	419	235	409	31	153	232	427	254

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Appendix G:
Tabular Results
Youth

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Youth Component

TABLE 1:

In which official language would you prefer to be interviewed?

	OVERALL %	REGION		AGE		EDUCATION		EMPLOYMENT STATUS		GENDER		SMOKER	NON - SMOKER	POTENTIAL SMOKER
		Winnipeg CMA	Rest of prov.	12-14	15-17	Elem. School	Some/ Grad H.S.	Employed/ Looking	Student	Male	Female			
English	100	100	100	100	100	100	100	100	100	100	100	100	100	100
French	0	0	0	0	0	0	0	0	0	0	0	0	0	0
SAMPLE SIZE (#)	351	193	158	144	207	138	206	113	232	158	193	41	310	89

TABLE 2:

Of the languages you understand, which one did you learn first?

	OVERALL %	REGION		AGE		EDUCATION		EMPLOYMENT STATUS		GENDER		SMOKER	NON - SMOKER	POTENTIAL SMOKER
		Winnipeg CMA	Rest of prov.	12-14	15-17	Elem. School	Some/ Grad H.S.	Employed/ Looking	Student	Male	Female			
English	89	86	92	91	87	89	88	87	89	85	91	90	88	89
French	4	5	3	4	4	4	4	4	5	4	5	5	4	4
English and French equally	1	1	0	0	1	0	1	1	0	1	0	0	1	1
German	1	0	3	0	2	0	2	4	0	2	1	0	2	1
Ukrainian	1	1	1	0	1	0	1	2	0	1	1	2	0	1
Spanish	0	1	0	0	0	0	0	0	0	1	0	2	0	0
Other	4	7	1	5	4	7	3	4	5	6	3	0	5	3
SAMPLE SIZE (#)	351	193	158	144	207	138	206	113	232	158	193	41	310	89

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TABLE 3:

In what year were you born?

	OVERALL %	REGION		AGE		EDUCATION		EMPLOYMENT STATUS		GENDER		SMOKER	NON - SMOKER	POTENTIAL SMOKER
		Winnipeg CMA	Rest of prov.	12-14	15-17	Elem. School	Some/ Grad H.S.	Employed/ Looking	Student	Male	Female			
1987	6	4	8	0	10	0	10	6	5	6	5	12	5	8
1988	17	16	18	0	29	0	28	24	14	17	17	29	15	19
1989	17	17	18	0	29	1	29	21	16	18	17	24	16	22
1990	19	21	17	0	32	6	28	21	18	20	19	12	20	24
1991	19	19	20	47	0	43	3	14	22	15	23	20	19	19
1992	14	16	13	35	0	33	2	9	16	18	11	2	16	8
1993	8	8	7	19	0	18	0	4	9	7	8	0	9	0
SAMPLE SIZE (#)	351	193	158	144	207	138	206	113	232	158	193	41	310	89

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TABLE 5:

At the present time, do you smoke cigarettes, either manufactured ones or cigarettes that you roll yourself, every day, occasionally, or not at all?

	OVERALL %	REGION		AGE		EDUCATION		EMPLOYMENT STATUS		GENDER		SMOKER	NON - SMOKER	POTENTIAL SMOKER
		Winnipeg CMA	Rest of prov.	12-14	15-17	Elem. School	Some/ Grad H.S.	Employed/ Looking	Student	Male	Female			
Everyday	6	5	8	1	10	1	10	8	6	7	6	54	0	0
Occasionally	5	4	8	5	6	4	7	8	4	4	7	46	0	0
Not at all	88	91	85	94	85	95	83	84	90	89	88	0	100	100
Refused/No answer	0	0	0	0	0	0	0	0	0	0	0	0	0	0
SAMPLE SIZE (#)	351	193	158	144	207	138	206	113	232	158	193	41	310	89

TABLE 5a:

[POSE Q.5a ALL NON-SMOKERS] Have you ever tried cigarette smoking, even just a few puffs?

	OVERALL %	REGION		AGE		EDUCATION		EMPLOYMENT STATUS		GENDER		SMOKER	NON - SMOKER	POTENTIAL SMOKER
		Winnipeg CMA	Rest of prov.	12-14	15-17	Elem. School	Some/ Grad H.S.	Employed/ Looking	Student	Male	Female			
Yes	23	20	28	13	31	14	31	23	23	21	25	0	23	81
No	77	80	72	87	69	86	69	77	77	79	75	0	77	19
Don't know/No answer	0	0	0	0	0	0	0	0	0	0	0	0	0	0
SAMPLE SIZE (#)	310	176	134	135	175	131	172	95	209	141	169	0	310	89

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TABLE 5b:

[POSE Q.5b IF RESPONDENT HAS NOT EVER TRIED SMOKING IN Q.5a, OR IF 'DON'T KNOW/NO ANSWER' IN Q.5a] Have you ever seriously thought about trying smoking?

	OVERALL %	REGION		AGE		EDUCATION		EMPLOYMENT STATUS		GENDER		SMOKER	NON - SMOKER	POTENTIAL SMOKER
		Winnipeg CMA	Rest of prov.	12-14	15-17	Elem. School	Some/ Grad H.S.	Employed/ Looking	Student	Male	Female			
Yes	7	8	6	6	8	6	8	8	6	6	8	0	7	100
No	93	92	94	94	92	94	92	92	94	94	92	0	93	0
Don't know/No answer	0	0	0	0	0	0	0	0	0	0	0	0	0	0
SAMPLE SIZE (#)	238	141	97	118	120	113	119	73	160	112	126	0	238	17

TABLE 5c:

[POSE Q.5c TO ALL NON-SMOKERS] Do you think you might try smoking within the next month?

	OVERALL %	REGION		AGE		EDUCATION		EMPLOYMENT STATUS		GENDER		SMOKER	NON - SMOKER	POTENTIAL SMOKER
		Winnipeg CMA	Rest of prov.	12-14	15-17	Elem. School	Some/ Grad H.S.	Employed/ Looking	Student	Male	Female			
Yes	2	1	4	0	4	0	4	4	1	2	2	0	2	8
No	96	98	94	99	94	98	94	93	98	96	96	0	96	88
Don't know/No answer	2	2	1	1	2	2	2	3	1	2	1	0	2	4
SAMPLE SIZE (#)	310	176	134	135	175	131	172	95	209	141	169	0	310	89

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TABLE 6:

[SKIP TO Q.16 IF 'NOT AT ALL' IN Q.5 AND IF 'NO' IN Q.5a] Have you smoked at least 100 cigarettes in your life?

	OVERALL %	REGION		AGE		EDUCATION		EMPLOYMENT STATUS		GENDER		SMOKER	NON - SMOKER	POTENTIAL SMOKER
		Winnipeg CMA	Rest of prov.	12-14	15-17	Elem. School	Some/ Grad H.S.	Employed/ Looking	Student	Male	Female			
Yes	30	29	31	15	34	16	34	35	28	37	25	71	7	7
No	70	71	69	85	66	84	66	65	72	63	75	29	93	93
Don't know/No answer	0	0	0	0	0	0	0	0	0	0	0	0	0	0
SAMPLE SIZE (#)	113	52	61	26	87	25	87	40	72	46	67	41	72	72

TABLE 7:

Have you smoked any cigarettes in the past 30 days?

	OVERALL %	REGION		AGE		EDUCATION		EMPLOYMENT STATUS		GENDER		SMOKER	NON - SMOKER	POTENTIAL SMOKER
		Winnipeg CMA	Rest of prov.	12-14	15-17	Elem. School	Some/ Grad H.S.	Employed/ Looking	Student	Male	Female			
Yes	41	37	44	27	45	20	47	50	36	43	39	90	13	13
No	59	63	56	73	55	80	53	50	64	57	61	10	88	88
Don't know/No answer	0	0	0	0	0	0	0	0	0	0	0	0	0	0
SAMPLE SIZE (#)	113	52	61	26	87	25	87	40	72	46	67	41	72	72

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TABLE 8:

[ASK 'FORMER SMOKERS' ONLY] When did you last stop smoking? Was it:

	OVERALL %	REGION		AGE		EDUCATION		EMPLOYMENT STATUS		GENDER		SMOKER	NON - SMOKER	POTENTIAL SMOKER
		Winnipeg CMA	Rest of prov.	12-14	15-17	Elem. School	Some/ Grad H.S.	Employed/ Looking	Student	Male	Female			
One year ago, or less	60	33	100	100	33	100	33	50	67	50	67	100	50	50
At least one year ago, but less than three years ago	40	67	0	0	67	0	67	50	33	50	33	0	50	50
At least three years ago, but less than five years ago	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Five years ago or more	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Don't know/No answer	0	0	0	0	0	0	0	0	0	0	0	0	0	0
SAMPLE SIZE (#)	5	3	2	2	3	2	3	2	3	2	3	1	4	4

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TABLE 9:

[ASK Q.9 ONLY IF 'EVERYDAY' IN Q.5] On average, how many cigarettes do you smoke per day?

	OVERALL %	REGION		AGE		EDUCATION		EMPLOYMENT STATUS		GENDER		SMOKER	NON - SMOKER	POTENTIAL SMOKER
		Winnipeg CMA	Rest of prov.	12-14	15-17	Elem. School	Some/ Grad H.S.	Employed/ Looking	Student	Male	Female			
Less than 10	27	20	33	0	30	0	30	22	31	27	27	27	0	0
10 to 12	23	30	17	0	25	50	20	22	23	27	18	23	0	0
13 to 15	32	40	25	100	25	50	30	33	31	36	27	32	0	0
16 to 24	9	10	8	0	10	0	10	11	8	0	18	9	0	0
25 or more	9	0	17	0	10	0	10	11	8	9	9	9	0	0
SAMPLE SIZE (#)	**22**	**10**	**12**	**2**	**20**	**2**	**20**	**9**	**13**	**11**	**11**	**22**	**0**	**0**
MEAN	12.5	12.1	12.8	14.0	12.4	11.5	12.6	13.7	11.7	11.9	13.1	12.5	.	.
MEDIAN	12.5	11.5	13.5	14.0	11.0	11.5	13.5	15.0	10.0	12.0	15.0	12.5	.	.

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TABLE 10:

[ASK Q.10 ONLY IF 'OCCASIONALLY' IN Q.5] On the days that you smoke, about how many cigarettes do you smoke?

	OVERALL %	REGION		AGE		EDUCATION		EMPLOYMENT STATUS		GENDER		SMOKER	NON - SMOKER	POTENTIAL SMOKER
		Winnipeg CMA	Rest of prov.	12-14	15-17	Elem. School	Some/ Grad H.S.	Employed/ Looking	Student	Male	Female			
0 to 2	53	43	58	43	58	40	57	56	50	33	62	53	0	0
3 to 4	32	29	33	43	25	40	29	33	30	33	31	32	0	0
5 to 6	11	29	0	14	8	20	7	0	20	17	8	11	0	0
7 or more	5	0	8	0	8	0	7	11	0	17	0	5	0	0
SAMPLE SIZE (#)	19	7	12	7	12	5	14	9	10	6	13	19	0	0
MEAN	2.9	3.1	2.8	2.9	3.0	2.8	3.0	3.2	2.7	4.3	2.3	2.9	.	.
MEDIAN	2.0	3.0	2.0	3.0	2.0	3.0	2.0	2.0	2.5	3.0	2.0	2.0	.	.

TABLE 11:

[ASK SMOKERS ONLY] Have you ever tried to quit smoking?

	OVERALL %	REGION		AGE		EDUCATION		EMPLOYMENT .STATUS		GENDER		SMOKER	NON - SMOKER	POTENTIAL SMOKER
		Winnipeg CMA	Rest of prov.	12-14	15-17	Elem. School	Some/ Grad H.S.	Employed/ Looking	Student	Male	Female			
Yes	78	71	83	78	78	86	76	78	78	71	83	78	0	0
No	22	29	17	22	22	14	24	22	22	29	17	22	0	0
SAMPLE SIZE (#)	41	17	24	9	32	7	34	18	23	17	24	41	0	0

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TABLE 12:

[ASK SMOKERS ONLY, AND IF 'YES' IN Q.11] In the past year, how many times have you stopped smoking for at least 24 hours because you were trying to quit smoking? Would it be:

	OVERALL %	REGION		AGE		EDUCATION		EMPLOYMENT STATUS		GENDER		SMOKER	NON - SMOKER	POTENTIAL SMOKER
		Winnipeg CMA	Rest of prov.	12-14	15-17	Elem. School	Some/ Grad H.S.	Employed/ Looking	Student	Male	Female			
Once	13	17	10	0	16	0	15	14	11	17	10	13	0	0
Twice	31	17	40	14	36	17	35	14	44	17	40	31	0	0
Three times	13	0	20	43	4	33	8	14	11	8	15	13	0	0
More than three times	31	42	25	29	32	33	31	36	28	50	20	31	0	0
Have not tried to stop smoking in the past year	6	17	0	0	8	0	8	14	0	8	5	6	0	0
Don't know/No answer	6	8	5	14	4	17	4	7	6	0	10	6	0	0
SAMPLE SIZE (#)	32	12	20	7	25	6	26	14	18	12	20	32	0	0

TABLE 13:

[ASK ONLY IF 'NO' OR 'DON'T KNOW/NO ANSWER' IN Q.11] Are you now seriously thinking of quitting smoking in the next 6 months?

	OVERALL %	REGION		AGE		EDUCATION		EMPLOYMENT STATUS		GENDER		SMOKER	NON - SMOKER	POTENTIAL SMOKER
		Winnipeg CMA	Rest of prov.	12-14	15-17	Elem. School	Some/ Grad H.S.	Employed/ Looking	Student	Male	Female			
Yes	56	40	75	100	43	100	50	75	40	40	75	56	0	0
No	44	60	25	0	57	0	50	25	60	60	25	44	0	0
SAMPLE SIZE (#)	9	5	4	2	7	1	8	4	5	5	4	9	0	0

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TABLE 16: FIRST MENTION

[ASK IF NON-SMOKER] What do you think is the single most important factor that influences where smokers purchase cigarettes?

	OVERALL %	REGION		AGE		EDUCATION		EMPLOYMENT STATUS		GENDER		SMOKER	NON - SMOKER	POTENTIAL SMOKER
		Winnipeg CMA	Rest of prov.	12-14	15-17	Elem. School	Some/ Grad H.S.	Employed/ Looking	Student	Male	Female			
Discount prices	34	34	34	33	35	32	36	34	34	38	31	0	34	36
Convenient geographic location	7	8	6	3	10	3	10	7	7	6	8	0	7	9
Peer pressure/friends	4	5	2	1	6	2	5	3	4	2	5	0	4	1
Store owners/staff will sell to minors	2	1	3	1	3	1	3	2	1	4	1	0	2	3
Know the people who work at the store	2	2	1	1	2	1	2	1	2	0	3	0	2	1
Addiction	1	2	0	2	1	2	1	0	2	1	1	0	1	2
Advertising	1	0	1	1	1	1	1	1	0	1	1	0	1	0
Will buy them anywhere/anywhere they're sold	0	0	1	0	1	0	1	0	0	1	0	0	0	1
Good promotions	0	1	0	1	0	1	0	0	0	0	1	0	0	0
They're open long hours/24-7	0	1	0	0	1	0	1	0	0	0	1	0	0	0
Buy other things at that location as well	0	1	0	0	1	0	1	1	0	0	1	0	0	1
Best selection	0	1	0	1	0	1	0	0	0	0	1	0	0	1
Other	3	2	4	3	3	4	3	4	3	4	2	0	3	4
Don't know/No answer	45	43	46	54	37	53	38	46	44	43	46	0	45	39
SAMPLE SIZE (#)	**310**	**176**	**134**	**135**	**175**	**131**	**172**	**95**	**209**	**141**	**169**	**0**	**310**	**89**

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TABLE 16: TOTAL MENTIONS

[ASK IF NON-SMOKER] What do you think is the single most important factor that influences where smokers purchase cigarettes?

	OVERALL %	REGION		AGE		EDUCATION		EMPLOYMENT STATUS		GENDER		SMOKER	NON - SMOKER	POTENTIAL SMOKER
		Winnipeg CMA	Rest of prov.	12-14	15-17	Elem. School	Some/ Grad H.S.	Employed/ Looking	Student	Male	Female			
Discount prices	40	40	40	34	45	34	45	41	40	45	36	0	40	43
Convenient geographic location	11	12	10	4	17	4	16	13	10	9	13	0	11	15
Peer pressure/friends	5	6	3	3	6	4	5	4	5	3	6	0	5	2
Store owners/staff will sell to minors	3	2	4	1	5	1	5	4	2	4	2	0	3	4
Know the people who work at the store	3	2	4	1	5	1	5	1	4	1	4	0	3	3
They carry their brand	2	1	4	3	2	3	2	1	3	2	2	0	2	1
Best selection	2	2	1	3	1	3	1	1	2	2	2	0	2	2
Addiction	1	2	0	2	1	2	1	0	2	1	1	0	1	2
Advertising	1	0	1	1	1	1	1	1	0	1	1	0	1	0
Buy other things at that location as well	1	1	1	0	1	0	1	1	0	1	1	0	1	2
Will buy them anywhere/anywhere they're sold	0	0	1	0	1	0	1	0	0	1	0	0	0	1
Good promotions	0	1	0	1	0	1	0	0	0	0	1	0	0	0
They're open long hours/24-7	0	1	0	0	1	0	1	0	0	0	1	0	0	0
Other	6	5	7	7	5	8	4	6	6	4	7	0	6	10
Don't know/No answer	45	43	46	54	37	53	38	46	44	43	46	0	45	39
SAMPLE SIZE (#)	**310**	**176**	**134**	**135**	**175**	**131**	**172**	**95**	**209**	**141**	**169**	**0**	**310**	**89**

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TABLE 19:

[ASK NON-SMOKERS ONLY] Would you be more likely to shop at a store if they no longer sold cigarettes?

	OVERALL %	REGION		AGE		EDUCATION		EMPLOYMENT STATUS		GENDER		SMOKER	NON - SMOKER	POTENTIAL SMOKER
		Winnipeg CMA	Rest of prov.	12-14	15-17	Elem. School	Some/ Grad H.S.	Employed/ Looking	Student	Male	Female			
Yes	50	49	51	62	40	60	41	53	49	48	51	0	50	47
No	37	35	40	24	47	26	46	39	36	43	33	0	37	43
Don't Know/No Answer	13	16	10	13	13	14	13	8	15	10	16	0	13	10
SAMPLE SIZE (#)	**310**	**176**	**134**	**135**	**175**	**131**	**172**	**95**	**209**	**141**	**169**	**0**	**310**	**89**

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TABLE 20:

Which one of the following statements comes closest to how you feel about how cigarettes are displayed in stores? Do you think:

	OVERALL %	REGION		AGE		EDUCATION		EMPLOYMENT STATUS		GENDER		SMOKER	NON - SMOKER	POTENTIAL SMOKER
		Winnipeg CMA	Rest of prov.	12-14	15-17	Elem. School	Some/ Grad H.S.	Employed/ Looking	Student	Male	Female			
Cigarettes should not be prominently displayed in stores where they are sold	15	18	11	15	15	14	16	16	15	14	16	10	16	16
Cigarettes should be kept out of sight unless a customer specifically asks to purchase them	66	63	70	74	61	75	62	61	69	61	70	54	68	56
There should be no restriction on how cigarettes are displayed in stores	16	17	14	9	20	9	19	19	13	22	11	29	14	25
Doesn't matter/Don't care	0	0	1	0	0	0	0	1	0	1	0	0	0	1
Other	1	1	1	1	1	0	1	0	2	1	2	2	1	2
Don't know/No answer	1	1	3	1	2	1	1	3	1	2	1	5	1	0
SAMPLE SIZE (#)	**351**	**193**	**158**	**144**	**207**	**138**	**206**	**113**	**232**	**158**	**193**	**41**	**310**	**89**

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TABLE 21:

In many stores that sell cigarettes, it is common for the cigarettes to be located behind the store clerk at the cash register. Why do you think cigarettes are often located there?

	OVERALL %	REGION		AGE		EDUCATION		EMPLOYMENT STATUS		GENDER		SMOKER	NON - SMOKER	POTENTIAL SMOKER
		Winnipeg CMA	Rest of prov.	12-14	15-17	Elem. School	Some/ Grad H.S.	Employed/ Looking	Student	Male	Female			
To prevent/discourage theft	61	61	62	65	59	64	61	56	64	59	63	51	63	69
To prevent children from getting at the cigarettes	25	25	25	21	28	25	25	32	22	22	27	29	24	26
To promote purchasing cigarettes	11	11	11	8	14	9	13	10	12	13	10	22	10	15
Convenient for the store clerk	7	4	11	7	8	8	7	6	8	9	6	7	7	6
Displays the brands they have for sale	5	5	4	4	5	3	6	7	4	6	4	2	5	3
It's the law	2	3	2	2	2	2	2	1	3	1	3	2	2	3
Won't tempt/influence children	1	2	1	1	1	1	1	3	1	2	1	0	2	1
They're paid to place them there	1	1	1	0	1	0	1	0	1	1	1	0	1	0
Other	5	4	5	5	4	4	4	5	4	5	4	2	5	3
Don't know/No answer	9	10	9	9	10	10	9	13	8	9	9	12	9	10
SAMPLE SIZE (#)	**351**	**193**	**158**	**144**	**207**	**138**	**206**	**113**	**232**	**158**	**193**	**41**	**310**	**89**

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TABLE 22:

To the best of your knowledge, do some stores that sell cigarettes get paid by tobacco companies to prominently display a certain brand?

	OVERALL %	REGION		AGE		EDUCATION		EMPLOYMENT STATUS		GENDER		SMOKER	NON - SMOKER	POTENTIAL SMOKER
		Winnipeg CMA	Rest of prov.	12-14	15-17	Elem. School	Some/ Grad H.S.	Employed/ Looking	Student	Male	Female			
Yes	41	41	40	35	44	36	44	50	36	40	41	54	39	40
No	16	11	22	12	18	11	19	13	17	17	15	15	16	18
Don't Know/No Answer	44	48	39	53	37	53	37	36	47	43	44	32	45	42
SAMPLE SIZE (#)	351	193	158	144	207	138	206	113	232	158	193	41	310	89

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TABLE 23:

And now I would like to talk to you some more about the manner in which tobacco and tobacco-related products are displayed. Right now, retail stores are able to display cigarette packages openly and visibly to the public, including minors. Retailers may display cigarette packages in multiple vertical rows, which highlight the colour and can make a particular brand stand out. This type of display is sometimes referred to as a 'power wall'. Have you been in retail stores where you can recall seeing cigarette packages displayed in this manner?

	OVERALL %	REGION		AGE		EDUCATION		EMPLOYMENT STATUS		GENDER		SMOKER	NON - SMOKER	POTENTIAL SMOKER
		Winnipeg CMA	Rest of prov.	12-14	15-17	Elem. School	Some/ Grad H.S.	Employed/ Looking	Student	Male	Female			
Yes	73	68	78	72	73	73	73	74	72	73	72	78	72	74
No	23	27	18	23	23	22	23	21	24	23	23	20	24	22
Don't know/No answer	4	5	4	5	4	4	4	4	4	4	5	2	5	3
SAMPLE SIZE (#)	351	193	158	144	207	138	206	113	232	158	193	41	310	89

TABLE 24:

Do you think power walls have the potential to influence young people to purchase tobacco or tobacco related products?

	OVERALL %	REGION		AGE		EDUCATION		EMPLOYMENT STATUS		GENDER		SMOKER	NON - SMOKER	POTENTIAL SMOKER
		Winnipeg CMA	Rest of prov.	12-14	15-17	Elem. School	Some/ Grad H.S.	Employed/ Looking	Student	Male	Female			
Yes	67	66	67	68	66	67	67	71	65	60	72	49	69	69
No	27	28	25	23	29	25	28	26	27	34	21	44	25	27
Don't know/No answer	7	6	8	9	5	9	5	4	8	6	7	7	6	4
SAMPLE SIZE (#)	351	193	158	144	207	138	206	113	232	158	193	41	310	89

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TABLE 25:

Using a scale from '1' to '5,' with '1' being 'strongly disagree' and '5' being 'strongly agree,' all things considered to what extent do you agree or disagree that the use of 'power walls' when displaying tobacco and other tobacco related products can lead young people to view smoking as a normal and socially accepted behaviour?

	OVERALL %	REGION		AGE		EDUCATION		EMPLOYMENT STATUS		GENDER		SMOKER	NON - SMOKER	POTENTIAL SMOKER
		Winnipeg CMA	Rest of prov.	12-14	15-17	Elem. School	Some/ Grad H.S.	Employed/ Looking	Student	Male	Female			
Strongly disagree	12	13	11	11	13	11	12	12	12	15	10	20	11	13
2	21	21	20	19	22	17	23	21	21	22	20	17	21	19
3	32	32	31	32	31	33	31	29	32	32	32	15	34	34
4	19	16	22	19	18	20	18	17	20	16	21	22	18	22
Strongly agree	15	15	14	15	14	14	15	20	12	12	17	27	13	11
Don't know/No answer	2	3	2	4	1	4	1	1	3	4	1	0	3	0
SAMPLE SIZE (#)	**351**	**193**	**158**	**144**	**207**	**138**	**206**	**113**	**232**	**158**	**193**	**41**	**310**	**89**
Tox 2 Box Score (5,4)	33	31	36	34	33	35	33	37	32	28	37	49	31	34

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TABLE 26:

Using the same '1' to '5' scale, all things considered to what extent do you agree or disagree that if young people view smoking as normal and socially acceptable behaviour, they are more likely to try smoking themselves?

	OVERALL %	REGION		AGE		EDUCATION		EMPLOYMENT STATUS		GENDER		SMOKER	NON - SMOKER	POTENTIAL SMOKER
		Winnipeg CMA	Rest of prov.	12-14	15-17	Elem. School	Some/ Grad H.S.	Employed/ Looking	Student	Male	Female			
Strongly disagree	9	9	9	9	9	10	8	7	9	11	8	7	9	9
2	7	9	5	5	9	5	9	12	5	9	6	5	7	7
3	16	15	16	15	16	14	16	12	18	18	13	17	15	17
4	26	25	27	26	26	25	27	30	25	25	26	20	27	34
Strongly agree	42	41	42	44	40	43	41	40	42	35	47	51	40	34
Don't know/No answer	1	1	0	1	0	1	0	0	1	1	0	0	1	0
SAMPLE SIZE (#)	**351**	**193**	**158**	**144**	**207**	**138**	**206**	**113**	**232**	**158**	**193**	**41**	**310**	**89**
Tox 2 Box Score (5,4)	68	66	69	69	66	69	67	70	67	61	73	71	67	67

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TABLE 27:

Using a '1' to '5' scale where '1' means 'strongly oppose' and '5' means 'strongly support,' all things considered to what extent do you oppose or support the federal and provincial governments restricting the display of tobacco and tobacco-related products?

	OVERALL %	REGION		AGE		EDUCATION		EMPLOYMENT STATUS		GENDER		SMOKER	NON - SMOKER	POTENTIAL SMOKER
		Winnipeg CMA	Rest of prov.	12-14	15-17	Elem. School	Some/ Grad H.S.	Employed/ Looking	Student	Male	Female			
Strongly oppose	14	13	15	12	15	12	15	13	14	16	12	20	13	13
2	10	10	9	7	12	8	11	8	11	12	8	12	10	16
3	19	18	22	18	20	18	21	25	17	18	20	20	19	21
4	15	17	13	15	15	14	16	13	16	14	16	17	15	15
Strongly support	38	39	38	42	36	41	36	38	39	39	38	32	39	30
Don't know/No answer	3	3	3	6	1	7	0	3	3	1	5	0	4	4
SAMPLE SIZE (#)	**351**	**193**	**158**	**144**	**207**	**138**	**206**	**113**	**232**	**158**	**193**	**41**	**310**	**89**
Tox 2 Box Score (5,4)	54	55	51	57	51	55	52	51	55	53	54	49	54	45

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TABLE 28:

Using the same '1' to '5' scale, all things considered to what extent do you oppose or support the Government of Manitoba banning the use of power walls as well as other forms of tobacco displays and advertising in all retail stores in Manitoba?

	OVERALL %	REGION		AGE		EDUCATION		EMPLOYMENT STATUS		GENDER		SMOKER	NON - SMOKER	POTENTIAL SMOKER
		Winnipeg CMA	Rest of prov.	12-14	15-17	Elem. School	Some/ Grad H.S.	Employed/ Looking	Student	Male	Female			
Strongly oppose	14	13	15	9	17	9	17	19	12	12	15	24	12	12
2	13	14	11	13	13	12	12	12	13	18	8	12	13	16
3	18	17	19	13	22	12	22	16	19	17	19	22	17	19
4	14	15	12	17	12	15	13	16	13	10	17	5	15	18
Strongly support	40	38	42	47	35	50	34	35	43	41	39	34	41	33
Don't know/No answer	2	3	1	2	2	1	1	2	1	1	3	2	2	2
SAMPLE SIZE (#)	**351**	**193**	**158**	**144**	**207**	**138**	**206**	**113**	**232**	**158**	**193**	**41**	**310**	**89**
Tox 2 Box Score (5,4)	54	53	54	64	47	65	47	51	56	51	56	39	56	51

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TABLE 29:

In your opinion, which specific types of stores, if any, should not be allowed to sell cigarettes in Manitoba?

	OVERALL %	REGION		AGE		EDUCATION		EMPLOYMENT STATUS		GENDER		SMOKER	NON - SMOKER	POTENTIAL SMOKER
		Winnipeg CMA	Rest of prov.	12-14	15-17	Elem. School	Some/ Grad H.S.	Employed/ Looking	Student	Male	Female			
Grocery stores	32	32	33	30	34	32	33	37	30	32	33	22	34	37
Convenience stores	22	26	16	21	22	20	23	27	19	22	21	27	21	26
Clothing/department/retail stores	15	17	13	20	11	22	10	11	17	17	13	10	15	17
Gas stations	10	10	9	13	8	12	8	12	9	9	10	7	10	4
Cigarettes shouldn't be available for sale anywhere	8	8	7	11	5	12	4	8	8	8	7	5	8	4
Drug stores or pharmacies	5	4	5	2	6	2	6	7	3	4	5	5	5	8
Any type of establishment that underage/youth have access to	4	3	6	4	4	4	4	4	4	4	5	7	4	4
There should not be restrictions on selling cigarettes	3	2	6	1	5	1	4	4	3	4	3	10	3	4
Restaurant/food establishment	2	2	3	2	2	2	2	3	2	2	3	0	3	0
Health care facilities	1	1	2	1	1	1	1	3	0	2	1	2	1	1
Should not be sold anywhere near schools	1	0	1	1	0	1	0	1	0	0	1	0	1	1
Liquor stores	1	0	1	0	1	0	1	1	0	1	1	2	0	1
Vending machines	1	1	0	1	0	0	1	1	0	1	1	0	1	1
Public schools	1	0	1	1	0	1	0	0	1	0	1	0	1	1
Licensed bars and taverns	1	1	1	1	0	1	0	1	0	1	0	0	1	0
No restrictions	0	1	0	0	0	1	0	0	0	1	0	0	0	0
Government-owned premises	0	1	0	1	0	0	0	1	0	1	0	0	0	0
Athletic and recreation facilities such as rinks, gymnasiums, golf courses and so on	0	0	1	0	0	0	0	1	0	1	0	0	0	0
Other	2	3	1	1	3	1	3	2	3	4	1	0	3	3

(cont.)

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TABLE 29:

In your opinion, which specific types of stores, if any, should not be allowed to sell cigarettes in Manitoba?

(cont.)

	OVERALL %	REGION		AGE		EDUCATION		EMPLOYMENT STATUS		GENDER		SMOKER	NON - SMOKER	POTENTIAL SMOKER
		Winnipeg CMA	Rest of prov.	12-14	15-17	Elem. School	Some/ Grad H.S.	Employed/ Looking	Student	Male	Female			
Don't know/No answer	22	20	24	20	23	18	25	19	23	20	24	20	22	18
SAMPLE SIZE (#)	351	193	158	144	207	138	206	113	232	158	193	41	310	89

TABLE 30:

Yes or no, do you think stores should be required to have a license to sell cigarettes?

	OVERALL %	REGION		AGE		EDUCATION		EMPLOYMENT STATUS		GENDER		SMOKER	NON - SMOKER	POTENTIAL SMOKER
		Winnipeg CMA	Rest of prov.	12-14	15-17	Elem. School	Some/ Grad H.S.	Employed/ Looking	Student	Male	Female			
Yes	87	88	87	93	84	92	85	87	88	87	88	56	92	88
No	11	11	12	6	15	7	14	12	12	11	12	44	7	10
Don't know/No answer	1	2	1	1	1	1	1	2	0	2	1	0	1	2
SAMPLE SIZE (#)	351	193	158	144	207	138	206	113	232	158	193	41	310	89

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TABLE 31:

Would you support, neither support nor oppose or oppose changing current practices so that fewer types of stores could sell cigarettes?

	OVERALL %	REGION		AGE		EDUCATION		EMPLOYMENT STATUS		GENDER		SMOKER	NON - SMOKER	POTENTIAL SMOKER
		Winnipeg CMA	Rest of prov.	12-14	15-17	Elem. School	Some/ Grad H.S.	Employed/ Looking	Student	Male	Female			
Support	60	61	59	60	60	58	62	55	63	58	62	39	63	58
Neither support nor oppose	11	9	12	8	13	8	12	10	11	14	8	12	10	15
Oppose	18	19	18	17	19	19	18	23	16	19	18	41	15	16
Don't know/No answer	11	11	11	15	9	15	8	12	10	9	13	7	12	11
SAMPLE SIZE (#)	**351**	**193**	**158**	**144**	**207**	**138**	**206**	**113**	**232**	**158**	**193**	**41**	**310**	**89**

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TABLE 32:

Which one of the following two statements comes closer to how you feel about where cigarettes should be sold? Do you think:

	OVERALL %	REGION		AGE		EDUCATION		EMPLOYMENT STATUS		GENDER		SMOKER	NON - SMOKER	POTENTIAL SMOKER
		Winnipeg CMA	Rest of prov.	12-14	15-17	Elem. School	Some/ Grad H.S.	Employed/ Looking	Student	Male	Female			
Cigarettes should only be sold in establishments where people 18 years of age or over are permitted	84	85	83	94	77	93	78	81	87	79	88	63	87	75
Cigarettes should be sold in establishments or stores where people of all ages are permitted	14	13	15	5	20	6	20	18	12	18	10	32	12	21
Cigarettes should not be sold anywhere	0	0	1	0	0	0	0	1	0	1	0	0	0	0
Other	1	1	1	1	0	1	0	1	0	1	0	2	0	1
Don't know/No answer	1	1	1	0	2	0	1	0	1	1	2	2	1	2
SAMPLE SIZE (#)	**351**	**193**	**158**	**144**	**207**	**138**	**206**	**113**	**232**	**158**	**193**	**41**	**310**	**89**

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TABLE 33:

Which one of the following two statements comes closer to how you feel about where cigarettes should be sold? Do you think:

	OVERALL %	REGION		AGE		EDUCATION		EMPLOYMENT STATUS		GENDER		SMOKER	NON - SMOKER	POTENTIAL SMOKER
		Winnipeg CMA	Rest of prov.	12-14	15-17	Elem. School	Some/ Grad H.S.	Employed/ Looking	Student	Male	Female			
Cigarettes should not be sold in stores that are within 500 meters of schools	71	71	71	82	63	79	65	73	71	66	75	39	75	62
There should be no restrictions on the location where cigarettes are sold	27	27	27	18	34	21	33	27	28	32	23	54	24	37
Makes no difference/They'll smoke regardless	0	0	1	0	0	0	0	0	0	1	0	2	0	0
Don't know/No answer	1	2	1	0	2	0	2	1	1	1	2	5	1	1
SAMPLE SIZE (#)	351	193	158	144	207	138	206	113	232	158	193	41	310	89

TABLE 36:

[ASK FORMER SMOKERS ONLY] When you enter a store and see a wall of cigarettes displayed behind the counter, does this make you want to:

	OVERALL %	REGION		AGE		EDUCATION		EMPLOYMENT STATUS		GENDER		SMOKER	NON - SMOKER	POTENTIAL SMOKER
		Winnipeg CMA	Rest of prov.	12-14	15-17	Elem. School	Some/ Grad H.S.	Employed/ Looking	Student	Male	Female			
Does it confirm your decision to quit smoking	20	0	50	0	33	0	33	0	33	50	0	0	25	25
Does seeing such a display have no impact on your behaviour	80	100	50	100	67	100	67	100	67	50	100	100	75	75
SAMPLE SIZE (#)	5	3	2	2	3	2	3	2	3	2	3	1	4	4

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TABLE 37:

[ASK EVERYONE] In general, would you say that seeing displays promoting cigarettes in a retail location encourages young people to be more likely, less likely or neither more nor less likely to smoke?

	OVERALL %	REGION		AGE		EDUCATION		EMPLOYMENT STATUS		GENDER		SMOKER	NON - SMOKER	POTENTIAL SMOKER
		Winnipeg CMA	Rest of prov.	12-14	15-17	Elem. School	Some/ Grad H.S.	Employed/ Looking	Student	Male	Female			
More likely	62	62	63	67	59	65	61	63	63	59	65	59	63	58
Less likely	7	8	7	8	7	9	6	11	6	9	6	2	8	9
Neither more nor less likely	27	27	27	21	32	22	32	25	28	29	26	37	26	29
Don't know/No answer	3	3	3	4	2	4	1	2	3	3	3	2	3	3
SAMPLE SIZE (#)	351	193	158	144	207	138	206	113	232	158	193	41	310	89

TABLE 38:

In your opinion, do you support, neither support nor oppose or oppose cigarettes being sold in stores where everyday products are sold?

	OVERALL %	REGION		AGE		EDUCATION		EMPLOYMENT STATUS		GENDER		SMOKER	NON - SMOKER	POTENTIAL SMOKER
		Winnipeg CMA	Rest of prov.	12-14	15-17	Elem. School	Some/ Grad H.S.	Employed/ Looking	Student	Male	Female			
Support	10	10	10	9	11	9	11	11	10	9	10	20	9	20
Neither support nor oppose	25	25	23	22	26	20	27	23	25	27	22	24	25	25
Oppose	62	59	65	64	60	65	60	65	60	58	65	51	63	51
Don't know/No answer	4	6	2	5	3	6	2	2	5	6	3	5	4	4
SAMPLE SIZE (#)	351	193	158	144	207	138	206	113	232	158	193	41	310	89

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2005 Manitoba Survey on the Tobacco Retail Environment
Youth Component

TABLE 39:

Thinking about stores that sell cigarettes, how do they let people know that you can buy them there?

	OVERALL %	REGION		AGE		EDUCATION		EMPLOYMENT STATUS		GENDER		SMOKER	NON - SMOKER	POTENTIAL SMOKER
		Winnipeg CMA	Rest of prov.	12-14	15-17	Elem. School	Some/ Grad H.S.	Employed/ Looking	Student	Male	Female			
The wall/wall display of cigarettes	42	42	42	40	44	43	42	39	45	39	46	49	42	42
Signs in stores	23	20	26	24	21	26	21	22	22	29	17	20	23	21
Signs outside the store	21	20	21	17	23	16	24	26	18	22	19	27	20	16
Advertising/Posters (non-specific)	11	13	9	6	14	6	14	13	10	6	15	10	11	11
Point of sale posters	9	10	9	10	9	11	9	8	10	7	11	12	9	12
Sign stating do not sell to minors	6	6	6	4	7	5	6	4	7	6	6	2	6	8
Word of mouth	4	3	5	5	3	5	3	4	4	3	4	5	4	6
Price lists	3	3	4	4	3	5	2	4	3	4	3	2	4	2
Ask the clerk	2	3	2	2	2	2	2	3	2	2	3	2	2	3
Common knowledge/Don't have to advertise	1	3	0	1	1	1	1	0	2	2	1	0	2	2
Brand signage	1	1	1	1	1	0	1	2	0	1	1	0	1	0
Haven't heard/seen any such advertising	0	1	0	0	0	0	0	0	0	0	1	0	0	0
Other	2	2	2	1	2	1	2	2	2	3	2	5	2	2
Don't know/No answer	15	15	15	22	11	19	12	16	15	16	15	10	16	15
SAMPLE SIZE (#)	**351**	**193**	**158**	**144**	**207**	**138**	**206**	**113**	**232**	**158**	**193**	**41**	**310**	**89**

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TABLE 40:

Do you consider cigarette packages on the wall behind the counter in a store to be a form of advertising, or not?

	OVERALL %	REGION		AGE		EDUCATION		EMPLOYMENT STATUS		GENDER		SMOKER	NON - SMOKER	POTENTIAL SMOKER
		Winnipeg CMA	Rest of prov.	12-14	15-17	Elem. School	Some/ Grad H.S.	Employed/ Looking	Student	Male	Female			
Yes	77	74	82	76	78	75	80	75	79	74	80	71	78	72
No	21	25	16	24	20	25	19	23	21	25	19	29	20	26
Don't Know/No Answer	1	1	2	1	2	0	1	2	0	1	2	0	2	2
SAMPLE SIZE (#)	351	193	158	144	207	138	206	113	232	158	193	41	310	89

TABLE 41:

[ASK SMOKERS AND FORMER SMOKERS ONLY] In general, would you say that seeing displays promoting cigarettes in a retail location makes you more likely, less likely or neither more nor less likely to smoke cigarettes?

	OVERALL %	REGION		AGE		EDUCATION		EMPLOYMENT STATUS		GENDER		SMOKER	NON - SMOKER	POTENTIAL SMOKER
		Winnipeg CMA	Rest of prov.	12-14	15-17	Elem. School	Some/ Grad H.S.	Employed/ Looking	Student	Male	Female			
More likely	47	37	54	60	43	50	46	58	38	42	50	49	25	25
Less likely	2	5	0	10	0	0	3	0	4	0	4	2	0	0
Neither more nor less likely	49	58	42	30	54	50	49	42	54	58	42	46	75	75
Don't know/No answer	2	0	4	0	3	0	3	0	4	0	4	2	0	0
SAMPLE SIZE (#)	45	19	26	10	35	8	37	19	26	19	26	41	4	4

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TABLE 42:

Are you male or female?

	OVERALL %	REGION		AGE		EDUCATION		EMPLOYMENT STATUS		GENDER		SMOKER	NON - SMOKER	POTENTIAL SMOKER
		Winnipeg CMA	Rest of prov.	12-14	15-17	Elem. School	Some/ Grad H.S.	Employed/ Looking	Student	Male	Female			
Male	45	47	43	43	46	46	46	50	42	100	0	41	45	40
Female	55	53	57	57	54	54	54	50	58	0	100	59	55	60
SAMPLE SIZE (#)	351	193	158	144	207	138	206	113	232	158	193	41	310	89

TABLE 43:

What is the highest level of education you have completed?

	OVERALL %	REGION		AGE		EDUCATION		EMPLOYMENT STATUS		GENDER		SMOKER	NON - SMOKER	POTENTIAL SMOKER
		Winnipeg CMA	Rest of prov.	12-14	15-17	Elem. School	Some/ Grad H.S.	Employed/ Looking	Student	Male	Female			
Elementary school (Grades 1-8)	39	41	37	90	4	100	0	27	45	40	39	17	42	28
Some high school	55	53	58	8	88	0	94	71	49	56	54	80	52	65
Graduated high school/vocational	4	3	5	0	6	0	6	3	4	4	4	2	4	4
Graduate community/technical College	0	1	0	0	0	0	0	0	0	0	1	0	0	0
Refused	2	3	1	3	1	0	0	0	2	1	3	0	2	2
SAMPLE SIZE (#)	351	193	158	144	207	138	206	113	232	158	193	41	310	89

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TABLE 44:

Which of the following best describes your main activity during the last 12 months?

	OVERALL %	REGION		AGE		EDUCATION		EMPLOYMENT STATUS		GENDER		SMOKER	NON - SMOKER	POTENTIAL SMOKER
		Winnipeg CMA	Rest of prov.	12-14	15-17	Elem. School	Some/ Grad H.S.	Employed/ Looking	Student	Male	Female			
A student	66	69	62	76	59	76	59	0	100	61	70	56	67	66
Looking for work	16	14	18	15	16	16	16	49	0	19	13	20	15	11
Working at a job/business part-time	13	12	13	3	19	3	19	39	0	13	12	10	13	18
Working at a job/business full-time	4	2	6	3	5	3	5	12	0	4	4	15	3	2
Refused	2	2	1	2	1	2	0	0	0	3	1	0	2	2
SAMPLE SIZE (#)	351	193	158	144	207	138	206	113	232	158	193	41	310	89

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Appendix H:
Tabular Results
Retailers

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2005 Manitoba Survey on the Tobacco Retail Environment
Retailer Component

TABLE 1:

In which official language would you prefer to be interviewed?

	OVERALL %	REGION		TYPE OF BUSINESS				GENDER		NUMBER OF EMPLOYEES			ANNUAL REVENUE		TOBACCO REVENUE PERCENT		
		Winnipeg	Rest of prov.	Convenience	Gas Station	Grocery	Other	Male	Female	1 - 5	6 - 10	11+	Under $1M	$1M+	Up to 10%	11% - 30%	31%+
English	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
French	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
SAMPLE SIZE (#)	276	101	175	90	79	92	15	173	103	76	84	113	50	85	91	55	52

TABLE 2:

Are you the manager or owner of this business?

	OVERALL %	REGION		TYPE OF BUSINESS				GENDER		NUMBER OF EMPLOYEES			ANNUAL REVENUE		TOBACCO REVENUE PERCENT		
		Winnipeg	Rest of prov.	Convenience	Gas Station	Grocery	Other	Male	Female	1 - 5	6 - 10	11+	Under $1M	$1M+	Up to 10%	11% - 30%	31%+
Yes	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
No	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
SAMPLE SIZE (#)	276	101	175	90	79	92	15	173	103	76	84	113	50	85	91	55	52

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TABLE 5:

What type of business is this?

	OVERALL %	REGION		TYPE OF BUSINESS				GENDER		NUMBER OF EMPLOYEES			ANNUAL REVENUE		TOBACCO REVENUE PERCENT		
		Winnipeg	Rest of prov.	Conven-ience	Gas Station	Grocery	Other	Male	Female	1 - 5	6 - 10	11+	Under $1M	$1M+	Up to 10%	11% - 30%	31%+
Grocery supermarket	33	24	39	0	0	100	0	35	30	29	24	42	28	42	51	24	8
Gas convenience/service station kiosk	29	28	29	0	100	0	0	28	29	24	36	27	22	25	19	36	38
Independent convenience store	21	17	23	63	0	0	0	18	24	33	19	14	34	15	22	20	27
Chain convenience store	11	24	3	33	0	0	0	12	9	7	17	10	10	14	2	18	21
Drug store/Pharmacy	3	5	1	0	0	0	47	3	2	0	2	4	4	1	5	0	0
Convenience store	1	1	1	3	0	0	0	1	1	3	1	0	2	1	0	0	4
Other	3	2	3	0	0	0	53	2	5	5	1	3	0	1	1	2	2
Don't know/No answer	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
SAMPLE SIZE (#)	276	101	175	90	79	92	15	173	103	76	84	113	50	85	91	55	52

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TABLE 6: FIRST MENTION

Where in your store do you currently display cigarettes?

	OVERALL %	REGION		TYPE OF BUSINESS				GENDER		NUMBER OF EMPLOYEES			ANNUAL REVENUE		TOBACCO REVENUE PERCENT		
		Winnipeg	Rest of prov.	Convenience	Gas Station	Grocery	Other	Male	Female	1 - 5	6 - 10	11+	Under $1M	$1M+	Up to 10%	11% - 30%	31%+
Behind cash/on wall	62	66	60	68	72	51	47	61	64	61	74	54	56	64	49	75	71
Not displayed	18	12	22	18	18	20	20	18	18	22	14	19	24	16	22	16	13
On counter	10	11	9	12	5	10	20	11	8	13	6	11	16	9	11	7	12
Enclosed/Locked display case	3	4	3	0	4	7	0	3	4	0	2	6	2	5	8	2	2
Customer service desk	3	4	2	0	1	8	0	3	3	0	0	7	2	1	4	0	0
Other	3	2	3	2	0	5	7	3	3	4	2	3	0	4	4	0	2
Don't know/No answer	0	1	0	0	0	0	7	1	0	0	1	0	0	1	1	0	0
SAMPLE SIZE (#)	276	101	175	90	79	92	15	173	103	76	84	113	50	85	91	55	52

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TABLE 6: TOTAL MENTIONS

Where in your store do you currently display cigarettes?

	OVERALL %	REGION		TYPE OF BUSINESS				GENDER		NUMBER OF EMPLOYEES			ANNUAL REVENUE		TOBACCO REVENUE PERCENT		
		Winnipeg	Rest of prov.	Conven-lence	Gas Station	Grocery	Other	Male	Female	1 - 5	6 - 10	11+	Under $1M	$1M+	Up to 10%	11% - 30%	31%+
Behind cash/on wall	64	69	61	69	73	52	53	62	66	62	75	56	58	66	51	76	75
Not displayed	19	13	22	18	18	21	20	18	19	22	14	20	24	16	22	16	13
On counter	12	15	11	14	10	11	20	13	11	14	7	14	16	14	11	11	17
Enclosed/Locked display case	4	5	3	0	5	8	0	4	4	0	2	8	2	7	8	2	4
Customer service desk	3	4	2	0	1	8	0	3	3	0	0	7	2	1	4	0	0
Other	4	3	5	2	3	7	7	4	4	5	5	3	0	6	5	2	2
Don't know/No answer	0	1	0	0	0	0	7	1	0	0	1	0	0	1	1	0	0
SAMPLE SIZE (#)	276	101	175	90	79	92	15	173	103	76	84	113	50	85	91	55	52

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TABLE 7: FIRST MENTION

[DO NOT POSE Q.7 'DON'T KNOW/NO ANSWER' IN Q.6] Why do you have them in that location?

	OVERALL %	REGION		TYPE OF BUSINESS				GENDER		NUMBER OF EMPLOYEES			ANNUAL REVENUE		TOBACCO REVENUE PERCENT		
		Winnipeg	Rest of prov.	Conven-lence	Gas Station	Grocery	Other	Male	Female	1 - 5	6 - 10	11+	Under $1M	$1M+	Up to 10%	11% - 30%	31%+
To prevent theft/increase security	35	28	39	27	34	43	43	37	33	30	31	42	30	35	52	27	21
To comply with the law/Government regulation	13	12	14	17	13	12	7	15	12	17	8	15	20	14	12	18	12
More accessible to staff/Convenience	11	10	11	11	10	13	0	11	11	11	12	11	12	14	6	15	13
More accessible to patrons	8	8	9	10	10	5	7	8	10	5	10	10	12	8	7	11	10
Better visibility	5	6	4	8	4	3	0	5	4	4	8	3	2	6	2	4	12
Have always been there	4	3	5	3	6	3	0	3	5	7	4	3	2	6	8	5	0
No other place to put them	3	3	3	0	6	2	14	3	4	4	4	3	2	2	2	2	4
Store built/set up that way	3	3	3	1	3	5	7	2	5	3	4	4	0	2	3	2	0
Paid to/Tobacco company display	3	7	1	3	4	1	7	3	3	3	4	3	8	1	1	5	6
Corporate decision/Standard in all locations	3	4	2	3	3	1	7	3	2	1	5	2	0	4	1	2	4
Prime sale location/Sell better	2	5	1	3	3	1	0	3	0	3	2	2	4	1	1	0	8
Less accessible to minors	1	2	0	0	1	1	0	0	2	1	0	1	0	0	0	0	2
Less visibility	0	0	1	0	0	1	0	0	1	0	0	1	0	0	1	0	0
Other	3	4	3	6	3	1	7	4	2	4	4	3	4	1	1	7	4
No reason	1	2	1	3	0	0	0	0	3	4	0	0	2	1	0	2	2
Don't know/No answer	4	3	4	4	1	5	0	3	5	4	5	1	2	4	2	0	4
SAMPLE SIZE (#)	275	100	175	90	79	92	14	172	103	76	83	113	50	84	90	55	52

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TABLE 7: TOTAL MENTIONS

[DO NOT POSE Q.7 'DON'T KNOW/NO ANSWER' IN Q.6] Why do you have them in that location?

	OVERALL %	REGION		TYPE OF BUSINESS				GENDER		NUMBER OF EMPLOYEES			ANNUAL REVENUE		TOBACCO REVENUE PERCENT		
		Winnipeg	Rest of prov.	Convenience	Gas Station	Grocery	Other	Male	Female	1 - 5	6 - 10	11+	Under $1M	$1M+	Up to 10%	11% - 30%	31%+
To prevent theft/increase security	44	37	49	32	44	55	50	46	42	39	43	49	48	42	58	38	33
More accessible to staff/Convenience	14	14	14	16	16	13	0	14	15	14	16	13	14	19	10	16	19
To comply with the law/Government regulation	14	13	14	17	14	12	7	15	13	17	10	15	20	14	12	18	13
More accessible to patrons	12	11	12	12	14	10	7	13	10	8	13	13	16	14	12	15	13
Better visibility	6	7	6	9	8	3	0	7	5	4	12	4	2	7	2	5	15
No other place to put them	5	6	4	0	9	4	14	5	4	4	5	5	6	5	3	4	6
Have always been there	4	3	5	3	8	3	0	3	6	7	4	4	2	6	8	5	0
Store built/set up that way	4	3	4	1	3	7	7	2	6	4	4	4	2	2	4	2	0
Paid to/Tobacco company display	3	8	1	4	4	1	7	3	3	3	5	3	8	2	1	5	8
Prime sale location/Sell better	3	6	1	3	5	1	0	4	1	3	4	3	4	2	1	2	8
Corporate decision/Standard in all locations	3	4	2	3	3	1	7	3	2	1	5	2	0	4	1	2	4
Less accessible to minors	2	4	1	3	1	2	0	1	4	5	0	2	2	0	2	0	4
Less visibility	0	0	1	0	0	1	0	0	1	0	0	1	0	0	1	0	0
Other	4	6	3	6	4	1	14	5	2	4	5	4	4	1	3	7	4
No reason	1	2	1	3	0	0	0	0	3	4	0	0	2	1	0	2	2
Don't know/No answer	4	3	4	4	1	5	0	3	5	4	5	1	2	4	2	0	4
SAMPLE SIZE (#)	275	100	175	90	79	92	14	172	103	76	83	113	50	84	90	55	52

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TABLE 9:

Okay, I would like to talk to you about the manner in which tobacco and tobacco-related products are displayed. Right now, retail stores are able to display cigarette packages openly and visibly to the public, including minors. Retailers sometimes display cigarette packages against a wall in stacked rows, grouped by colour and brand. This is sometimes referred to as a 'power wall'. Does your store display cigarettes in this manner?

	OVERALL %	REGION		TYPE OF BUSINESS				GENDER		NUMBER OF EMPLOYEES			ANNUAL REVENUE		TOBACCO REVENUE PERCENT		
		Winnipeg	Rest of prov.	Convenience	Gas Station	Grocery	Other	Male	Female	1 - 5	6 - 10	11+	Under $1M	$1M+	Up to 10%	11% - 30%	31%+
Yes	39	53	31	47	51	23	40	38	42	39	46	35	40	32	26	36	60
No	57	45	64	51	43	74	60	61	50	57	51	61	56	66	70	64	33
Unsure/Don't know	4	2	5	2	6	3	0	1	9	4	2	4	4	2	3	0	8
SAMPLE SIZE (#)	276	101	175	90	79	92	15	173	103	76	84	113	50	85	91	55	52

TABLE 10:

Do you think that power walls have the potential to influence consumers to purchase tobacco or tobacco related products?

	OVERALL %	REGION		TYPE OF BUSINESS				GENDER		NUMBER OF EMPLOYEES			ANNUAL REVENUE		TOBACCO REVENUE PERCENT		
		Winnipeg	Rest of prov.	Convenience	Gas Station	Grocery	Other	Male	Female	1 - 5	6 - 10	11+	Under $1M	$1M+	Up to 10%	11% - 30%	31%+
Yes	25	28	23	30	13	32	20	34	10	25	26	23	32	29	27	27	19
No	66	66	66	58	76	64	73	60	77	64	65	68	64	62	69	67	63
Unsure/Don't know	9	6	11	12	11	4	7	6	14	11	8	9	4	8	3	5	17
SAMPLE SIZE (#)	276	101	175	90	79	92	15	173	103	76	84	113	50	85	91	55	52

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TABLE 11:

Using a '1' to '5' scale where '1' means 'strongly oppose' and '5' means 'strongly support,' all things considered to what extent do you oppose or support the federal and provincial governments restricting the display of tobacco and tobacco related products?

	OVERALL %	REGION		TYPE OF BUSINESS				GENDER		NUMBER OF EMPLOYEES			ANNUAL REVENUE		TOBACCO REVENUE PERCENT		
		Winnipeg	Rest of prov.	Convenience	Gas Station	Grocery	Other	Male	Female	1 - 5	6 - 10	11+	Under $1M	$1M+	Up to 10%	11% - 30%	31%+
Strongly oppose	43	38	46	47	42	42	27	43	43	46	38	45	44	55	44	44	54
2	9	13	7	8	10	9	13	10	7	11	10	8	14	8	9	11	13
3	19	23	17	14	24	21	13	20	17	13	26	19	14	18	19	18	17
4	4	6	3	7	3	2	13	4	5	5	5	4	12	0	7	5	0
Strongly support	20	16	23	18	19	24	20	20	20	20	15	22	8	16	20	20	8
Don't know/No answer	4	5	4	7	3	2	13	2	8	5	6	3	8	2	2	2	8
SAMPLE SIZE (#)	**276**	**101**	**175**	**90**	**79**	**92**	**15**	**173**	**103**	**76**	**84**	**113**	**50**	**85**	**91**	**55**	**52**
Top 2 Box Score(5,4)	25	22	26	24	22	26	33	24	25	25	20	26	20	16	26	25	8

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TABLE 12:

Using the same '1' to '5' scale, all things considered to what extent do you oppose or support the Government of Manitoba banning the use of power walls as well as other forms of tobacco displays and advertising in all retail stores in Manitoba?

	OVERALL %	REGION		TYPE OF BUSINESS				GENDER		NUMBER OF EMPLOYEES			ANNUAL REVENUE		TOBACCO REVENUE PERCENT		
		Winnipeg	Rest of prov.	Conven-ience	Gas Station	Grocery	Other	Male	Female	1 - 5	6 - 10	11+	Under $1M	$1M+	Up to 10%	11% - 30%	31%+
Strongly oppose	41	41	41	44	46	35	33	41	41	41	43	41	44	53	41	36	56
2	10	12	9	7	14	11	0	12	6	7	13	10	12	8	11	13	8
3	19	21	18	18	18	18	33	19	18	20	17	19	20	13	16	25	15
4	6	5	6	7	6	5	0	4	9	5	7	5	10	4	7	7	2
Strongly support	20	16	22	17	14	28	20	21	17	21	15	21	8	19	24	18	10
Don't know/No answer	5	6	4	8	3	2	13	2	9	7	5	4	6	4	1	0	10
SAMPLE SIZE (#)	**276**	**101**	**175**	**90**	**79**	**92**	**15**	**173**	**103**	**76**	**84**	**113**	**50**	**85**	**91**	**55**	**52**
Top 2 Box Score(5,4)	26	21	29	23	20	34	20	25	26	26	23	27	18	22	31	25	12

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TABLE 13:

Now, I would like to ask you a few questions about the possible economic impact a prohibition of advertising and displaying tobacco and tobacco-related products might have on your business. If you are no longer able to display tobacco and tobacco-related products, do you believe your business will be positively impacted or negatively impacted, or do you think it will have no impact?

	OVERALL %	REGION		TYPE OF BUSINESS				GENDER		NUMBER OF EMPLOYEES			ANNUAL REVENUE		TOBACCO REVENUE PERCENT		
		Winnipeg	Rest of prov.	Convenience	Gas Station	Grocery	Other	Male	Female	1 - 5	6 - 10	11+	Under $1M	$1M+	Up to 10%	11% - 30%	31%+
Positively impacted	6	7	5	8	4	7	0	6	5	7	6	5	8	5	3	7	8
Negatively impacted	36	44	31	38	41	30	33	38	32	30	35	40	36	41	33	38	60
No impact	56	47	62	52	52	62	67	53	61	61	57	53	56	53	62	55	31
Unsure/Don't know	2	3	2	2	4	1	0	2	2	3	2	2	0	1	2	0	2
SAMPLE SIZE (#)	276	101	175	90	79	92	15	173	103	76	84	113	50	85	91	55	52

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TABLE 14:

Can you tell me what percentage of sales you expect your business to lose if you are still able to sell but no longer able to display tobacco or tobacco-related products?

	OVERALL %	REGION		TYPE OF BUSINESS				GENDER		NUMBER OF EMPLOYEES			ANNUAL REVENUE		TOBACCO REVENUE PERCENT		
		Winnipeg	Rest of prov.	Convenience	Gas Station	Grocery	Other	Male	Female	1 - 5	6 - 10	11+	Under $1M	$1M+	Up to 10%	11% - 30%	31%+
Less than 5%	18	11	24	24	9	25	0	21	12	4	24	22	11	23	33	29	6
6% to 10%	20	16	24	26	19	14	20	27	6	30	24	13	33	11	27	24	16
11% to 25%	22	27	18	26	22	18	20	24	18	9	24	29	11	34	17	19	35
26% to 75%	16	11	20	6	34	7	20	8	33	30	17	9	22	9	7	14	19
Refused	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Unsure/Don't know	23	34	15	18	16	36	40	20	30	26	10	27	22	23	17	14	23
SAMPLE SIZE (#)	**99**	**44**	**55**	**34**	**32**	**28**	**5**	**66**	**33**	**23**	**29**	**45**	**18**	**35**	**30**	**21**	**31**
MEAN	17.9	17.9	17.9	13.5	24.7	14.2	20.0	14.2	26.6	23.8	17.5	15.2	17.6	17.3	11.6	14.2	21.0
MEDIAN	12.5	15.0	10.0	10.0	20.0	10.0	20.0	10.0	25.0	15.0	10.0	15.0	10.0	15.0	10.0	10.0	20.0

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TABLE 15:

And do you expect that the number of staff you employ will increase, decrease, or stay the same, if you are still able to sell but no longer able to display tobacco or tobacco-related products?

	OVERALL %	REGION		TYPE OF BUSINESS				GENDER		NUMBER OF EMPLOYEES			ANNUAL REVENUE		TOBACCO REVENUE PERCENT		
		Winnipeg	Rest of prov.	Convenience	Gas Station	Grocery	Other	Male	Female	1 - 5	6 - 10	11+	Under $1M	$1M+	Up to 10%	11% - 30%	31%+
Increase	3	5	1	4	4	0	0	3	1	1	1	4	4	5	1	2	10
Decrease	9	13	7	8	14	9	0	9	10	11	12	7	6	12	3	13	19
Stay the same	86	79	89	84	81	89	93	85	86	88	83	86	90	81	93	85	71
Unsure/Don't know	3	3	2	3	1	2	7	2	3	0	4	3	0	2	2	0	0
SAMPLE SIZE (#)	276	101	175	90	79	92	15	173	103	76	84	113	50	85	91	55	52

TABLE 16:

By how many people do you think your staff will INCREASE if you are still able to sell but no longer able to display tobacco or tobacco related products?

	OVERALL %	REGION		TYPE OF BUSINESS				GENDER		NUMBER OF EMPLOYEES			ANNUAL REVENUE		TOBACCO REVENUE PERCENT		
		Winnipeg	Rest of prov.	Convenience	Gas Station	Grocery	Other	Male	Female	1 - 5	6 - 10	11+	Under $1M	$1M+	Up to 10%	11% - 30%	31%+
1	71	60	100	75	67	0	0	83	0	100	0	80	100	75	100	100	60
4	14	20	0	0	33	0	0	17	0	0	0	20	0	25	0	0	20
Refused	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Unsure/Don't know	14	20	0	25	0	0	0	0	100	0	100	0	0	0	0	0	20
SAMPLE SIZE (#)	7	5	2	4	3	0	0	6	1	1	1	5	2	4	1	1	5
MEAN	1.5	1.8	1.0	1.0	2.0	.	.	1.5	.	1.0	.	1.6	1.0	1.8	1.0	1.0	1.8

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TABLE 16:

By how many people do you think your staff will DECREASE if you are still able to sell but no longer able to display tobacco or tobacco related products?

	OVERALL %	REGION		TYPE OF BUSINESS				GENDER		NUMBER OF EMPLOYEES			ANNUAL REVENUE		TOBACCO REVENUE PERCENT		
		Winnipeg	Rest of prov.	Convenience	Gas Station	Grocery	Other	Male	Female	1 - 5	6 - 10	11+	Under $1M	$1M+	Up to 10%	11% - 30%	31%+
1	54	46	62	57	55	50	0	56	50	63	50	50	67	60	33	57	60
2	15	23	8	14	18	13	0	13	20	0	10	38	0	10	33	0	30
3	8	8	8	0	9	13	0	6	10	13	10	0	0	10	0	0	0
4	4	0	8	0	9	0	0	6	0	0	10	0	0	10	0	14	0
5	4	8	0	0	0	13	0	0	10	0	10	0	0	10	0	14	0
Refused	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Unsure/Don't know	15	15	15	29	9	13	0	19	10	25	10	13	33	0	33	14	10
SAMPLE SIZE (#)	26	13	13	7	11	8	0	16	10	8	10	8	3	10	3	7	10
MEAN	1.7	1.8	1.5	1.2	1.7	2.0	.	1.5	1.9	1.3	2.1	1.4	1.0	2.0	1.5	2.2	1.3

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TABLE 17:

Some retail stores in Manitoba are thinking of restricting access to consumers who are under the age of 18, so they can continue to openly display tobacco and tobacco-related products. Is your store considering this restriction?

	OVERALL %	REGION		TYPE OF BUSINESS				GENDER		NUMBER OF EMPLOYEES			ANNUAL REVENUE		TOBACCO REVENUE PERCENT		
		Winnipeg	Rest of prov.	Convenience	Gas Station	Grocery	Other	Male	Female	1 - 5	6 - 10	11+	Under $1M	$1M+	Up to 10%	11% - 30%	31%+
Yes	11	13	10	12	13	11	0	11	12	13	13	9	18	7	4	15	15
No	82	83	81	80	81	82	100	84	79	80	80	84	74	85	91	78	79
Already restrict access	2	1	3	3	3	1	0	2	2	3	1	3	2	4	1	5	2
Unsure/Don't know	5	3	6	4	4	7	0	3	8	4	6	4	6	5	3	2	4
SAMPLE SIZE (#)	276	101	175	90	79	92	15	173	103	76	84	113	50	85	91	55	52

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TABLE 18:

Using a '1' to '5' scale where '1' means 'strongly oppose' and '5' means 'strongly support,' all things considered how would you feel about a law that only allows the sale of tobacco or tobacco-related products in locations that did not permit entrance to minors?

	OVERALL %	REGION		TYPE OF BUSINESS				GENDER		NUMBER OF EMPLOYEES			ANNUAL REVENUE		TOBACCO REVENUE PERCENT		
		Winnipeg	Rest of prov.	Convenience	Gas Station	Grocery	Other	Male	Female	1 - 5	6 - 10	11+	Under $1M	$1M+	Up to 10%	11% - 30%	31%+
Strongly oppose	49	44	51	49	52	47	40	52	43	45	51	50	54	59	58	55	48
2	7	9	5	9	5	7	0	5	9	7	7	6	8	6	7	5	10
3	13	14	12	11	14	11	27	13	13	14	13	10	14	7	7	13	15
4	4	2	5	3	5	2	7	5	2	4	4	4	4	2	4	5	0
Strongly support	21	21	21	17	18	27	27	20	22	18	19	25	10	24	19	16	17
Don't know/No answer	8	11	6	11	6	7	0	5	12	12	6	5	10	2	5	5	10
SAMPLE SIZE (#)	276	101	175	90	79	92	15	173	103	76	84	113	50	85	91	55	52
Top 2 Box Score (5,4)	25	23	26	20	23	29	33	25	24	22	23	28	14	26	23	22	17

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TABLE 19:

[DO NOT POSE Q.19 IF CODE 3 IN Q.17] The new tobacco law will require that power walls and other tobacco displays be kept out of sight of underage consumers. Will you have to renovate your business because of the ban on tobacco displays?

	OVERALL %	REGION		TYPE OF BUSINESS				GENDER		NUMBER OF EMPLOYEES			ANNUAL REVENUE		TOBACCO REVENUE PERCENT		
		Winnipeg	Rest of prov.	Convenience	Gas Station	Grocery	Other	Male	Female	1 - 5	6 - 10	11+	Under $1M	$1M+	Up to 10%	11% - 30%	31%+
Yes	53	59	50	60	58	44	47	51	57	46	58	55	53	62	46	52	73
No	42	35	46	32	38	54	47	44	39	49	39	39	37	35	49	46	20
Already have	3	2	4	5	4	1	0	3	3	1	2	5	4	1	3	2	4
Don't know/No answer	2	4	1	3	0	1	7	2	1	4	1	1	6	1	2	0	4
SAMPLE SIZE (#)	270	100	170	87	77	91	15	169	101	74	83	110	49	82	90	52	51

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TABLE 20:

[POSE Q.20 ONLY IF CODE '1' OR CODE '3' IN Q.19] Can you tell me what you estimate the cost [will be/has been] to your business to complete the necessary renovations? Please tell me the average cost per location of your business.

	OVERALL %	REGION		TYPE OF BUSINESS				GENDER		NUMBER OF EMPLOYEES			ANNUAL REVENUE		TOBACCO REVENUE PERCENT		
		Winnipeg	Rest of prov.	Convenience	Gas Station	Grocery	Other	Male	Female	1 - 5	6 - 10	11+	Under $1M	$1M+	Up to 10%	11% - 30%	31%+
Less than $200	10	0	17	3	6	24	14	5	17	14	10	9	14	9	13	13	0
$200 - $499	16	13	18	15	10	21	29	19	11	14	18	16	17	16	22	19	15
$500 - $999	11	13	10	12	14	10	0	13	10	19	8	10	10	13	16	13	5
$1000 - $2999	22	21	22	19	28	21	0	23	19	14	24	25	14	33	20	19	25
$3000+	16	19	15	19	26	5	0	20	11	14	16	19	28	24	9	26	30
Refused	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Don't know/No answer	25	34	19	32	16	19	57	20	32	27	25	22	17	5	20	10	25
SAMPLE SIZE (#)	**158**	**62**	**96**	**59**	**50**	**42**	**7**	**95**	**63**	**37**	**51**	**69**	**29**	**55**	**45**	**31**	**40**
MEAN	$1,520	$1,900	$1,288	$1,856	$1,671	$1,002	$300	$1,687	$1,186	$1,329	$1,304	$1,777	$1,714	$1,634	$1,021	$2,089	$1,967
MEDIAN	$1,000	$1,000	$500	$1,000	$1,000	$450	$300	$1,000	$825	$500	$1,000	$1,000	$900	$1,000	$500	$1,000	$1,000

Statistics in this table are trimmed. The range has been set to $50 - $8999.

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TABLE 21:

How many people does your business currently employ on a full-time basis?

	OVERALL %	REGION		TYPE OF BUSINESS				GENDER		NUMBER OF EMPLOYEES			ANNUAL REVENUE		TOBACCO REVENUE PERCENT		
		Winnipeg	Rest of prov.	Convenience	Gas Station	Grocery	Other	Male	Female	1 - 5	6 - 10	11+	Under $1M	$1M+	Up to 10%	11% - 30%	31%+
0 - 1	12	7	14	17	11	8	7	7	19	32	10	0	16	4	15	13	4
2 - 4	38	44	34	43	44	29	20	36	40	66	48	12	52	28	24	38	67
5 - 6	17	15	18	16	18	17	13	18	14	3	36	12	16	20	14	24	12
7 - 11	16	16	15	17	14	15	20	15	17	0	7	33	8	25	19	13	10
12+	17	17	18	8	13	27	40	22	10	0	0	42	8	24	27	13	8
Refused	0	1	0	0	0	1	0	1	0	0	0	0	0	0	0	0	0
Unsure/Don't know	1	1	1	0	0	2	0	1	1	0	0	0	0	0	0	0	0
SAMPLE SIZE (#)	276	101	175	90	79	92	15	173	103	76	84	113	50	85	91	55	52
MEAN	12.0	18.8	8.2	6.7	7.7	21.2	11.9	14.7	7.6	1.9	4.0	16.1	4.2	9.5	11.1	5.5	4.3
MEDIAN	5.0	4.0	5.0	3.0	4.0	6.0	7.0	5.5	3.0	2.0	4.0	10.0	2.0	6.0	6.0	4.0	3.0

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TABLE 22:

And how many people does your business currently employ on a part-time basis?

	OVERALL %	REGION		TYPE OF BUSINESS				GENDER		NUMBER OF EMPLOYEES			ANNUAL REVENUE		TOBACCO REVENUE PERCENT		
		Winnipeg	Rest of prov.	Convenience	Gas Station	Grocery	Other	Male	Female	1 - 5	6 - 10	11+	Under $1M	$1M+	Up to 10%	11% - 30%	31%+
0 - 1	17	20	15	22	13	13	27	16	17	47	11	1	28	8	16	20	21
2 - 4	37	36	37	40	43	29	27	35	40	50	56	14	38	36	26	47	37
5 - 6	13	8	17	19	14	9	7	12	17	3	23	14	8	12	13	9	19
7 - 11	17	17	17	12	22	18	7	18	15	0	11	33	12	26	18	13	21
12+	16	18	14	7	9	27	33	18	11	0	0	38	14	18	26	11	2
Refused	0	1	0	0	0	1	0	1	0	0	0	0	0	0	0	0	0
Unsure/Don't know	1	1	1	0	0	2	0	1	1	0	0	0	0	0	0	0	0
SAMPLE SIZE (#)	276	101	175	90	79	92	15	173	103	76	84	113	50	85	91	55	52
MEAN	8.6	10.8	7.4	5.8	9.1	11.1	7.9	8.3	9.2	1.6	3.8	17.0	5.2	8.3	11.4	4.8	4.2
MEDIAN	4.0	4.0	4.0	4.0	4.0	6.0	4.0	4.0	4.0	2.0	4.0	9.0	3.0	6.0	5.0	3.0	3.5

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TABLE 23:

What are your average yearly revenues?

	OVERALL %	REGION		TYPE OF BUSINESS				GENDER		NUMBER OF EMPLOYEES			ANNUAL REVENUE		TOBACCO REVENUE PERCENT		
		Winnipeg	Rest of prov.	Conven-lence	Gas Station	Grocery	Other	Male	Female	1 - 5	6 - 10	11+	Under $1M	$1M+	Up to 10%	11% - 30%	31%+
Up to $420,000	10	9	10	16	6	9	0	10	9	22	2	7	54	0	9	18	12
$420,001 - $1,000,000	14	17	13	17	15	12	13	17	11	22	18	7	46	20	13	22	23
$1,000,001 - $1,400,000	5	4	5	4	4	7	0	6	3	1	10	4	0	15	4	5	6
$1,400,001 - $2,500,000	11	8	12	10	8	14	7	14	5	0	15	14	0	34	16	13	10
$2,500,001+	9	9	10	8	8	13	7	13	4	0	0	23	0	31	14	9	6
Refused	20	23	18	12	19	24	40	15	27	21	13	22	0	0	16	11	17
Unsure/Don't know	32	31	32	33	41	22	33	25	42	33	42	23	0	0	26	22	27
SAMPLE SIZE (#)	276	101	175	90	79	92	15	173	103	76	84	113	50	85	91	55	52
MEAN	$1,713,418	$1,780,117	$1,677,794	$1,349,927	$1,749,844	$2,015,400	$2,100,000	$1,881,577	$1,172,156	$510,871	$1,267,895	$2,665,337	$408,228	$2,481,176	$2,042,500	$1,470,700	$1,298,810
MEDIAN	$1,200,000	$1,000,000	$1,200,000	$1,000,000	$1,000,000	$1,450,000	$1,400,000	$1,200,000	$1,000,000	$500,000	$1,200,000	$2,000,000	$372,500	$2,000,000	$1,750,000	$1,000,000	$1,000,000

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TABLE 24:

What percentage of your businesses' yearly revenues is attributable to tobacco or tobacco product sales?

	OVERALL %	REGION		TYPE OF BUSINESS				GENDER		NUMBER OF EMPLOYEES			ANNUAL REVENUE		TOBACCO REVENUE PERCENT		
		Winnipeg	Rest of prov.	Convenience	Gas Station	Grocery	Other	Male	Female	1 - 5	6 - 10	11+	Under $1M	$1M+	Up to 10%	11% - 30%	31%+
Up to 5	17	11	20	8	15	26	20	17	17	16	8	24	18	20	51	0	0
6 - 10	16	10	20	17	6	24	20	19	12	17	14	18	10	25	49	0	0
11 - 25	14	12	16	20	14	12	0	17	11	16	17	12	26	20	0	73	0
26 - 40	12	19	8	12	20	5	7	14	8	12	13	12	14	12	0	27	35
41+	12	24	6	21	16	1	7	11	15	16	15	8	20	11	0	0	65
Refused	4	7	3	2	6	4	7	4	5	1	5	4	0	1	0	0	0
Unsure/Don't know	24	18	27	20	22	27	40	18	34	22	27	22	12	12	0	0	0
SAMPLE SIZE (#)	**276**	**101**	**175**	**90**	**79**	**92**	**15**	**173**	**103**	**76**	**84**	**113**	**50**	**85**	**91**	**55**	**52**
MEAN	23.1%	33.5%	16.6%	28.8%	29.8%	11.4%	17.0%	21.9%	25.5%	25.8%	27.8%	17.9%	25.5%	20.0%	6.0%	22.3%	53.8%
MEDIAN	15.0%	30.0%	10.0%	25.0%	30.0%	8.0%	8.0%	15.0%	15.0%	20.0%	25.0%	10.0%	21.0%	10.0%	5.0%	25.0%	50.0%

TABLE 25:

GENDER (By observation)

	OVERALL %	REGION		TYPE OF BUSINESS				GENDER		NUMBER OF EMPLOYEES			ANNUAL REVENUE		TOBACCO REVENUE PERCENT		
		Winnipeg	Rest of prov.	Convenience	Gas Station	Grocery	Other	Male	Female	1 - 5	6 - 10	11+	Under $1M	$1M+	Up to 10%	11% - 30%	31%+
Male	63	62	63	61	62	66	53	100	0	53	62	70	70	80	68	75	62
Female	37	38	37	39	38	34	47	0	100	47	38	30	30	20	32	25	38
SAMPLE SIZE (#)	**276**	**101**	**175**	**90**	**79**	**92**	**15**	**173**	**103**	**76**	**84**	**113**	**50**	**85**	**91**	**55**	**52**

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