

Manitoba Follow-Up Survey on the Tobacco Retail Environment: 2006

Report

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Introduction

Corporate Research Associates Inc. (CRA) is pleased to present the results of the **Manitoba Follow-Up Survey on the Tobacco Retail Environment: 2006**, conducted on behalf of Health Canada. Prior to August 15, 2005 retailers were able to display cigarette packages openly and visibly to the public, including minors. Retailers often displayed cigarette packages against a wall in stacked rows, grouped by colour and brand, often referred to as “power walls.” In August 2005, the Province of Manitoba brought into force new legislation that included prohibiting the display of tobacco and tobacco-related products where visible to children in a place where such products are sold. Retailers that restrict their customer base to only those 18 or over, such as tobacco specialty stores, are still able to display cigarette packages openly.. Although Saskatchewan implemented similar policies earlier, there has been relatively little experience in Canada with such display restrictions. As a follow up to the **Manitoba Baseline Survey on the Tobacco Retail Environment: 2005**, the principal objective of the current study was to collect post-implementation data and information after the legislation was in force in Manitoba. Comparing the baseline and follow-up data allows a preliminary assessment of the legislative measures implemented, and the extent to which they have succeeded. More specifically, objectives of the study included:

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

Consistent with the **Manitoba Baseline Survey on the Tobacco Retail Environment: 2005**, to meet the above objectives, quantitative research was conducted with three specific populations in Manitoba: adults aged 18 years or over, youth aged 12 to 17, and retailers in the province who sell cigarettes. The survey questionnaire utilized in the current follow-up study was designed by CRA research staff in consultation with Health Canada officials, and was similar to that used in the **Manitoba Baseline Survey on the Tobacco Retail Environment: 2005**, with few modifications to assess the impact of the legislation. In addition, these surveys sought to measure public opinions, attitudes, and perceptions regarding the impact that power walls and other aspects 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 September 6 to October 30, 2006, and from January 11-24, 2007, from data collection facilities in Nova Scotia and Quebec. In total, 800 interviews were conducted with adult Manitobans of legal smoking age (i.e., 18 years of age or 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 over-sample of 200 smokers in Manitoba 18 years of age or older was collected. Please note, the sample of youth smokers is small, n=38, so caution is recommended in interpreting these results.

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 over-sampled 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. The combined data set was weighted, using a cell weighting procedure, according to results provided by the 2003 Canadian Tobacco Use Monitoring Survey (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). 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 in the Study Methodology section.

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.



Executive Summary

Results of the **Manitoba Follow-Up Survey on the Tobacco Retail Environment: 2006** suggest legislation affecting Manitoba's tobacco merchandising displays, specifically power walls, has had an impact in some respects. Although the majority of adults continue to recall seeing a power wall, significantly fewer youth admit to having seen cigarette packages displayed in vertical rows highlighting certain brands.

There has been a significant rise in support for legislative restrictions on the display of tobacco and tobacco-related products. Specifically, just over two-thirds of adults now provide some degree of support for such restrictions, with particular backing for the federal and provincial governments restricting the display of tobacco-related products. Moreover, whereas last year two-thirds of adult non-smokers supported the government restricting tobacco display advertising, currently almost three-quarters provide backing. Furthermore, while only one-third of adult smokers in 2005 supported legislative changes to restrict the display of tobacco products, currently one-half offer backing. A slight majority of youth, believe the government should restrict the display of tobacco products.

On the other hand, retailer support for restricting tobacco merchandising displays continues to be minimal. In addition, retailers who anticipated a sales impact from the tobacco legislation were indeed correct in their prognostications, though sales loss predictions were overestimated. As well, costs for renovating retail locations to meet requirements of the new Manitoba law were underestimated slightly.

Consistent with previous results, **convenience** continues to be the most important factor determining where adult smokers purchase cigarettes. Indeed, proximity to home continues to be the paramount geographic consideration motivating smokers. As was the case last year, **gas stations** and **convenience stores** are the primary usual purchase locations, although adults aged 55 or older tend to make their cigarette purchases at **grocery stores**. The importance of convenience to smokers is perhaps reflected in the fact that one-third say they would smoke fewer cigarettes if they had to travel farther to purchase them.

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Résumé

Selon les résultats de l'**enquête de suivi sur la vente au détail de produits du tabac au Manitoba : 2006**, la loi en matière d'étalage de produits de tabac au Manitoba, surtout l'étalage mural à grande visibilité, a eu une incidence à certains égards. Bien que la plupart des adultes se rappellent encore avoir vu un étalage mural à grande visibilité, de moins en moins de jeunes avouent avoir vu des paquets de cigarettes étalés verticalement pour mettre en évidence certaines marques.

Les contraintes légales en matière d'étalage des produits du tabac et des produits liés au tabac ont reçu un appui de plus en plus considérable. Plus précisément, un peu plus de deux tiers des adultes appuient dans une certaine mesure ce genre de restrictions et tout particulièrement les restrictions des gouvernements fédéral et provincial en matière d'étalage de produits reliés au tabac. Qui plus est, si l'année dernière deux tiers des non-fumeurs adultes ont appuyé les restrictions du gouvernement liées à l'étalage publicitaire du tabac, maintenant, près des trois-quarts les appuient. En outre, si en 2005 seulement un tiers des fumeurs adultes ont appuyé les modifications législatives visant à limiter l'étalage des produits du tabac, à présent, la moitié d'entre eux soutiennent ces restrictions. Une faible majorité des jeunes croient que le gouvernement devrait limiter l'étalage des produits du tabac.

D'autre part, l'appui des détaillants en faveur de la restriction de l'étalage du tabac est encore faible. De plus, les détaillants qui prévoyaient un impact sur les ventes suite à la législation en matière de tabac ont eu raison, bien que ces prévisions sur la perte de ventes ait été surestimée. Également, les coûts des rénovations des magasins de détail nécessaires pour satisfaire aux exigences de la nouvelle loi manitobaine ont un peu dépassé les estimations.

Conformément aux résultats antérieurs, la **commodité** continue d'être le facteur le plus important qui décide de l'endroit où les fumeurs adultes achètent leurs cigarettes. En effet, la proximité du fournisseur continue d'être la considération géographique suprême motivant les fumeurs. Tout comme l'année dernière, les gens préfèrent dans la plupart des cas acheter leurs cigarettes dans les **stations d'essence** et les **dépanneurs**. Quant aux adultes âgés de 55 ans et plus, ils préfèrent acheter leurs cigarettes dans les **épiceries**. On apprécie l'importance de la commodité par les déclarations des fumeurs, dont un tiers affirment qu'ils fumeraient moins s'ils devaient se déplacer plus loin pour acheter leurs cigarettes.

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Detailed Analysis - General Public

The following section of the report presents a detailed comparative 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.

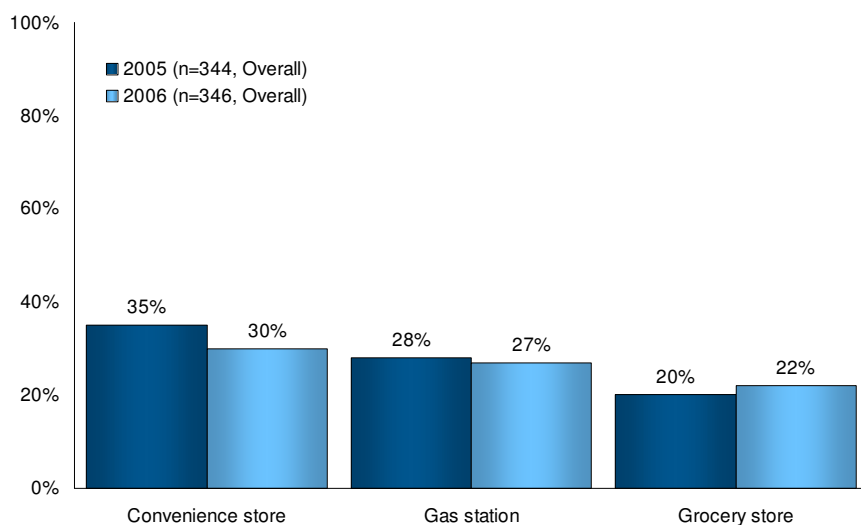
Place of Purchase

For many smokers, convenience continues to be foremost in determining where they purchase cigarettes.

Consistent with past results, most cigarette purchases in Manitoba take place at convenience stores, gas stations or grocery stores. No other locations are mentioned by more than 2 percent of adult smokers. Furthermore, as was indicated last year, smokers who live outside of Winnipeg visit grocery stores more often to purchase their cigarettes. Preference continues to vary by age in that smokers 18 to 34 years of age rarely purchase cigarettes at a grocery store, though this location continues to be, by far, the most common purchase location among smokers 55 years of age or older. (Figure 1)

Figure 1

Where Do You Usually Purchase Cigarettes?

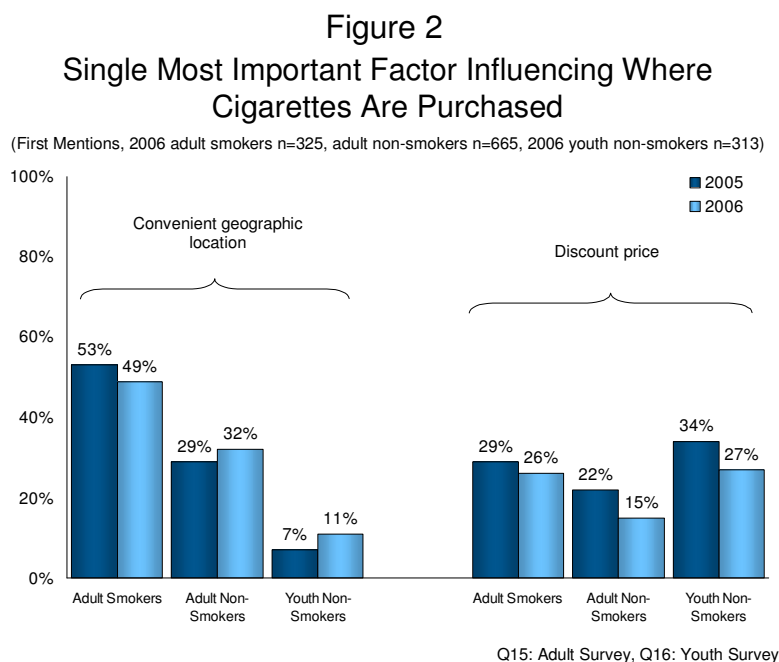


Q14: Adult Survey

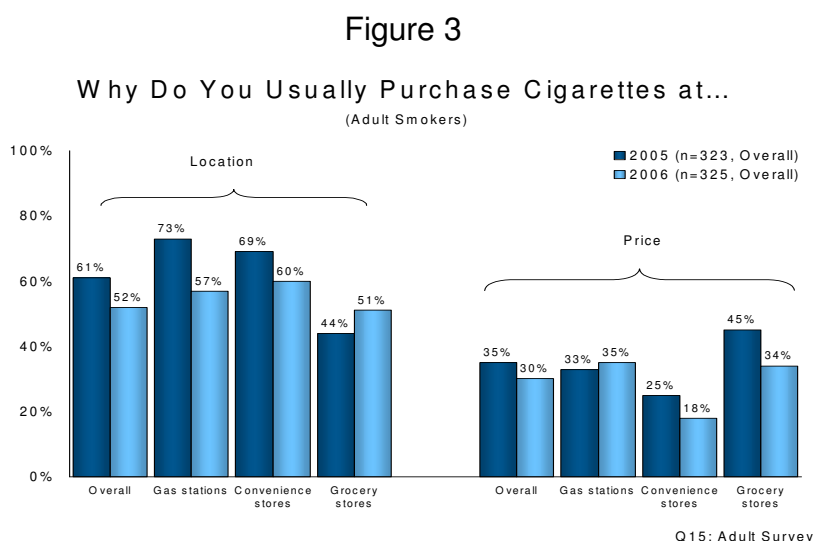
Convenience, in terms of geographic location, continues to be the single most important factor determining where smokers usually purchase cigarettes, with price trailing behind. Indeed, one-half (49%, as compared to 53% in 2005) of all smokers mention a convenient location first, while price is mentioned by one-quarter (26%, as compared to 29% in 2005) of all smokers. No other factor is mentioned by more than five percent of all smokers. While adult non-smokers



continue to assume that a convenient geographic location would be a key factor in a smokers' purchase location of cigarettes, youth non-smokers continue to believe smokers are more influenced by a lower price. (Figure 2)



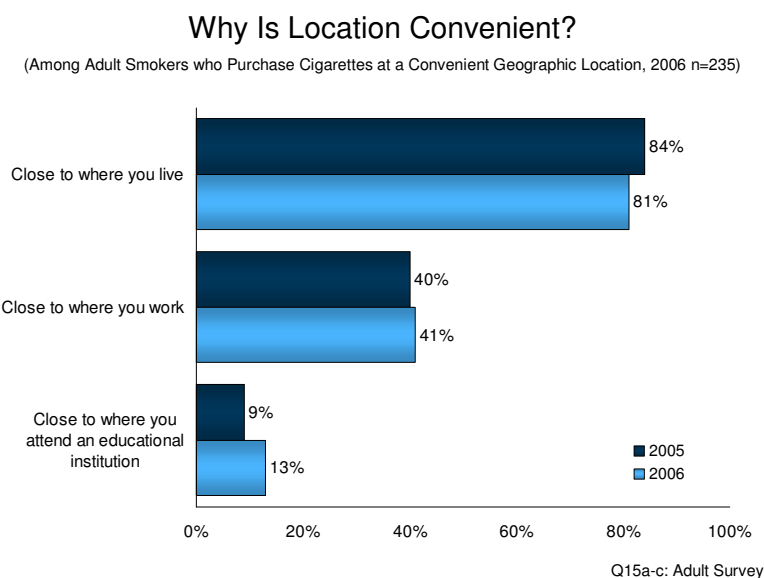
There continues to be notable differences by type of retail establishment. For adult smokers who typically purchase cigarettes at convenience stores or gas stations, convenient geographic location is the most important reason. (i.e., 60% convenience stores, 57% gas stations, and 51% grocery stores). (Figure 3)



Furthermore, proximity of a retail establishment to smokers' **dwellings** is by far the most apparent reason why smokers choose to purchase based on convenience, more so than proximity to a smokers' place of work or education. (Figure 4)

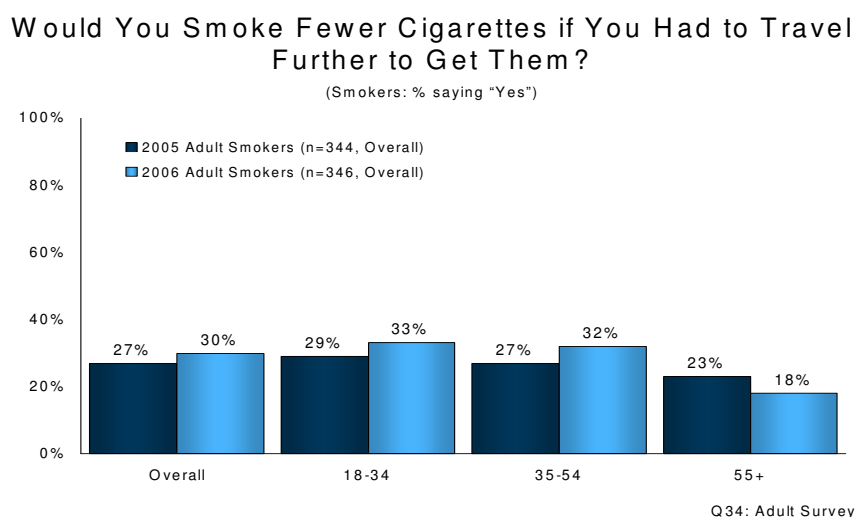


Figure 4



Despite the importance of a convenient geographic location, two-thirds (66%) of adult smokers do not believe they would smoke fewer cigarettes even if they had to travel further to make their purchase. In contrast, three in ten (30%) adult smokers would indeed smoke fewer cigarettes if they had to travel further to purchase them. The likelihood of smoking fewer cigarettes as a result of having to travel further is more prominent for adult smokers 18-54 years of age. (Figure 5)

Figure 5



Among adult Manitoba smokers who buy other products when purchasing cigarettes, if the establishment where they usually buy cigarettes no longer sold them, more than one-half would always or often continue to shop there. This figure is somewhat below that registered last year.

Non-smokers state they would be more likely to shop at a location if it did not sell cigarettes, a finding consistent with last year.



Tobacco Merchandising Displays

There continues to be significant public recognition of the influence power walls can have on consumers, and support for restrictions on tobacco merchandising displays has increased.

Power Walls

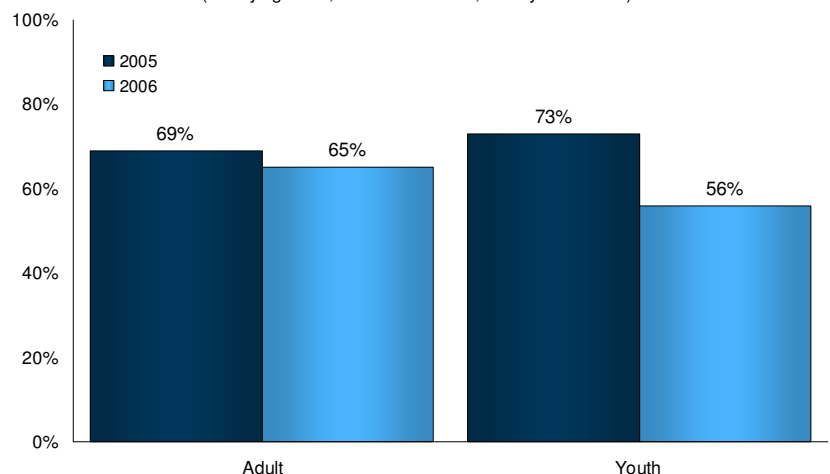
The legislation in Manitoba prohibiting the retail display of tobacco products provided an exemption for stores where the sale of tobacco or tobacco-related products (i.e. a tobacco specialty shop) is the major activity. Prior to August 15, 2005, retail stores were able to display cigarette packages openly and visibly to the public, including minors. Many retailers displayed cigarettes in multiple, rows, which highlighted the colour and could make a particular brand stand out. This type of display is often referred to as a “power wall.” Overall, approximately two-thirds (65%) of adults who have not recently been in a tobacco specialty shop, and more than one-half (56%) of youth recall having seen cigarette packages displayed in this manner in retail outlets, prior to August 15, 2005. It is noteworthy that significantly fewer youth this year compared to last year recall having seen “power walls” (56%, as compared to 73% in 2005).

There are several differences this year within population segments in terms of recall of “power walls.” Specifically, older adults (55 plus), those less educated, unemployed, and with a household income of less than \$50,000 are significantly less likely than their counterparts to recall having seen a “power wall” in retail outlets. Furthermore, this year’s research indicates that youth living outside Winnipeg, those between 15 and 17 years old, and smokers (youth and adult) are indeed more likely than their counterparts to recall having seen a power wall. (Figure 6)

Figure 6

Recall Seeing Cigarette Packages Displayed in Vertical Rows Highlighting Certain Brands

(% Saying “Yes”, 2006 adult n=936, 2006 youth n=351)



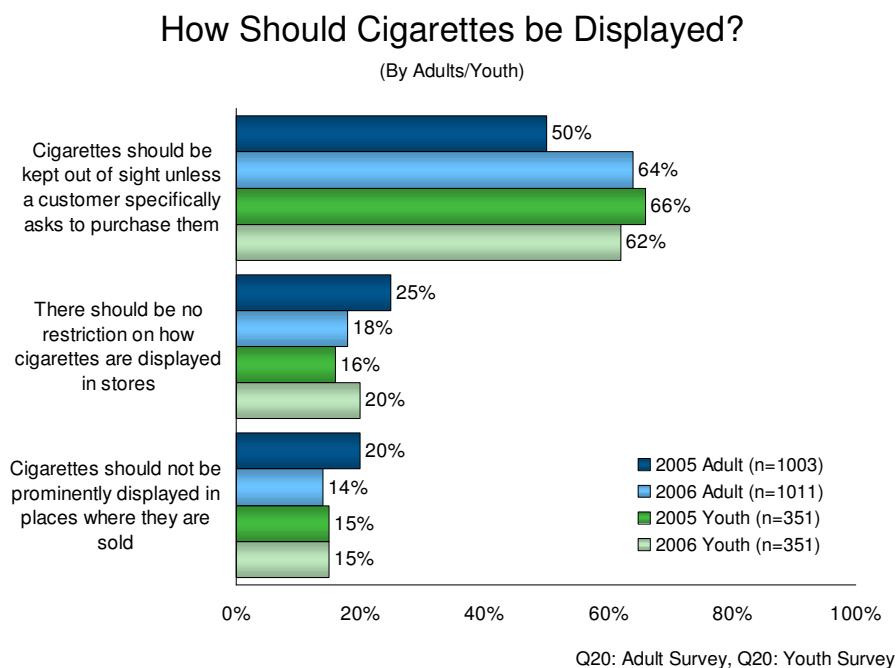
Q23: Adult Survey, Q23: Youth Survey



There is rising support, particularly among adults, for placing restrictions on the retail display of cigarettes. Indeed, eight in ten adults (78%, as compared to 70% in 2005) 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). Eight in ten youth (79%, as compared to 81% in 2005) also express a similar belief. In contrast, two in ten adults (18%) and youth (20%) maintain there should be no such restrictions on tobacco display advertising.

Specifically, two-thirds of adults (64%, as compared to 50% in 2005) this year believe cigarettes should be kept out of sight unless a customer specifically makes a request to purchase them. Just over one in ten (14%) believe cigarettes should not be prominently displayed in places where they are sold. (Figure 7)

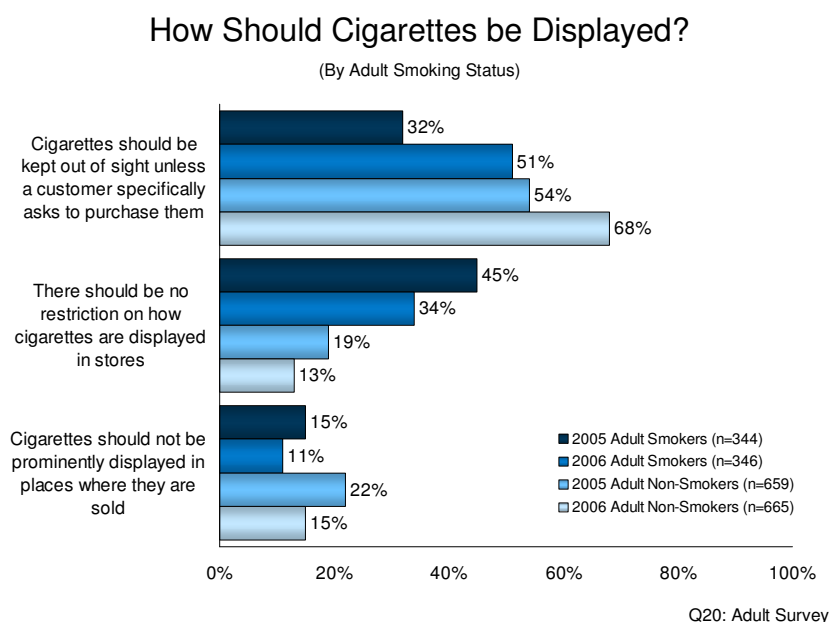
Figure 7



In fact, support has risen significantly even among adult smokers for keeping cigarettes out of sight unless a customer specifically requests to purchase them (51%, as compared to 32% in 2005). (Figure 8)

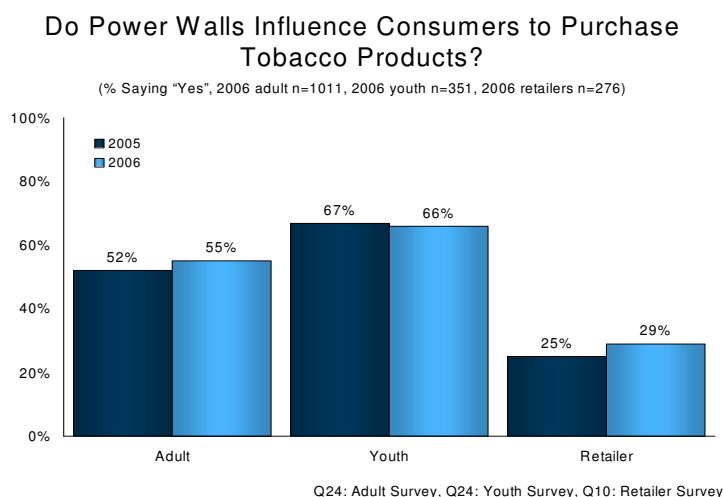


Figure 8



The perceived influence of power walls on consumers' purchase behaviours continues to vary widely among segments of the population. In fact, only a minority of Manitoba cigarette retailers (29%) and adult smokers (38%) believe power walls can influence purchase behaviour, a finding consistent with results of 2005. In contrast, the majority of all adults (55%), adult non-smokers (60%), and youth respondents surveyed (66%) believe power walls do indeed influence consumer purchase behaviour. Of particular interest, youth non-smokers believe power walls can influence consumers' purchase behaviour. (Figure 9)

Figure 9

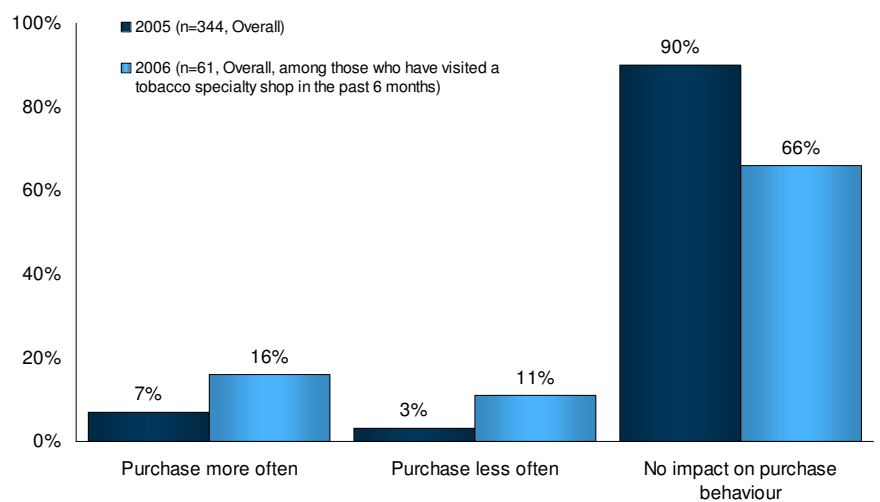


This year, adult smokers are significantly more likely to state that seeing a power wall in a store indeed affects their personal purchase behaviour. Specifically, this year two-thirds (66%) of adult smokers state that seeing a wall of cigarettes upon entering a retail establishment has no impact on



their purchase behaviour, a significant decline from nine in ten (90%) admitting the same in 2005. One in seven (16%, as compared to 7% in 2005) adult smokers now say that seeing the wall of cigarettes makes them want to purchase cigarettes *more often*, while one in ten adult smokers (11%, as compared to 3% in 2005) state that it makes them want to purchase them *less often*.¹ (Figure 10)

Figure 10
Effect of Wall of Cigarettes on Purchase Behaviour
(Adult Smokers)



Q35: Adult Survey

Attitudes Toward Restrictions of Tobacco Displays

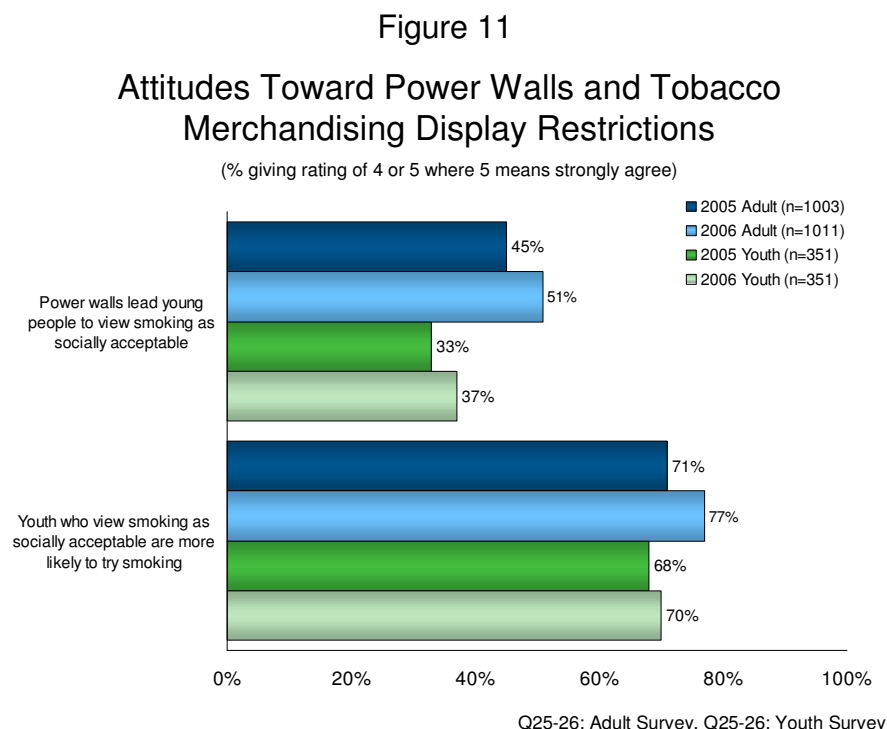
To further understand public perceptions concerning the Manitoba ban on tobacco display advertising, a series of questions was posed regarding social aspects of smoking. Compared to 2005 results, more adults (51%, as compared to 45% in 2005) agree or strongly agree that the use of power walls can lead youth to view smoking as a socially acceptable behaviour. This increase is attributable to more non-smokers (55%, as compared to 49% in 2005) as well as smokers (37%, as compared to 28% in 2005) believing that power walls could lead youth to believe smoking is a normal and socially acceptable behaviour. A sizeable minority of youth (37%, as compared to 33% in 2005) continue to believe power walls could lead youth to view smoking as a normal and socially acceptable behaviour. (Figure 11)

In conjunction with the growing belief that power walls could influence youth to perceive smoking to be normal and acceptable, there has also been a significant rise in the percentage of adults who believe this perception would lead to youth being more likely to try smoking. Specifically, more

¹ Please note, the 2005 figures in the current discussion are derived from all adult smokers in the Manitoba population. At that time, there was no legislation concerning the presence of power walls in Manitoba retail outlets. The 2006 figures in the current discussion are derived from adult smokers who have visited a tobacco specialty store in the past six months, that is, smokers who we can definitively state have recently had exposure to a power wall.



than three-quarters of adults (77%, as compared to 71% in 2005) now agree or strongly agree that if young people view smoking as a normal and socially acceptable behaviour, they would be more likely to try smoking themselves. Furthermore, adult non-smokers (81%) continue to be more likely to believe this than adult smokers (62%). Though there has been no significant change among youth, as seven in ten (70%, as compared to 68% in 2005) continue to believe that youth would be more likely to try smoking if they viewed it as a normal and socially acceptable behaviour. (Figure 11)



There has been a significant rise in support for legislative restrictions on the display of tobacco and tobacco-related products. Specifically, just over two-thirds of adults (68%, as compared to 60% in 2005) now provide some degree of support for such restrictions, with particular backing for the federal and provincial governments restricting the display of tobacco-related products.

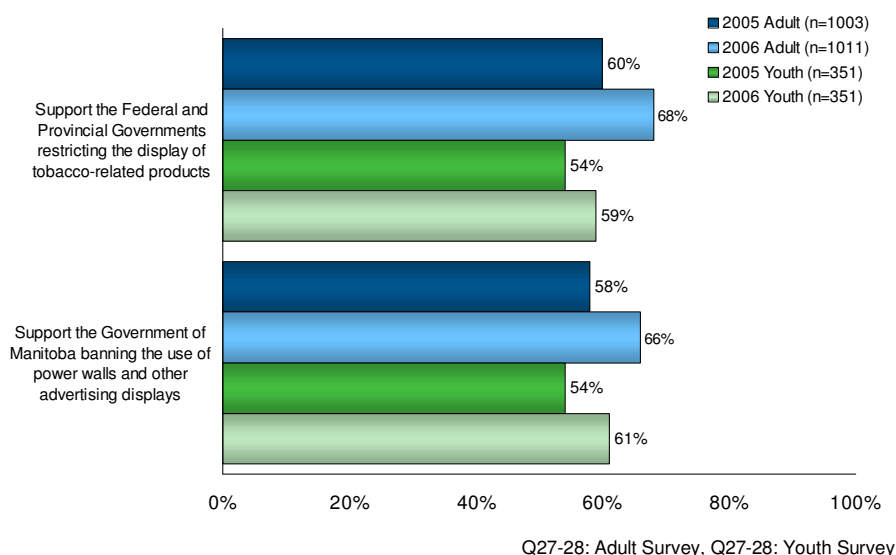
Moreover, whereas the majority of adult non-smokers previously supported (67% in 2005) the government restricting tobacco display advertising, currently almost three-quarters (73%) provide backing. Furthermore, while only a minority (33% in 2005) of adult smokers previously supported legislative changes to restrict the display of tobacco products, currently one-half (51%) of adult smokers provide support, a significant increase. The majority of youth (59% currently, as compared to 54% in 2005), in particular youth who do not smoke, believe the government should restrict the display of tobacco products. (Figure 12)



Figure 12

Attitudes Toward Power Walls and Tobacco Merchandising Display Restrictions

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



Consistent with increasing support for legislative restrictions on the display of tobacco and tobacco-related products, there has also been a significant increase in backing for a Government of Manitoba ban on the use of power walls as well as other forms of tobacco displays and advertising in all retail outlets in Manitoba. Indeed, two-thirds of adults (66%, as compared to 58% in 2005) now provide support for the Government of Manitoba banning power walls as well as other forms of tobacco displays and advertising. The strongest support continues to emanate from among adult non-smokers with more than seven in ten (72%, as compared to 65% in 2005) supporting such a Government of Manitoba ban. This shift represents a significant increase in support over the past year. Among adult smokers, though there has been a significant increase in support for Manitoba banning power walls and other forms of tobacco display advertising, backing continues to be more limited within this group (43%, as compared to 34% in 2005).

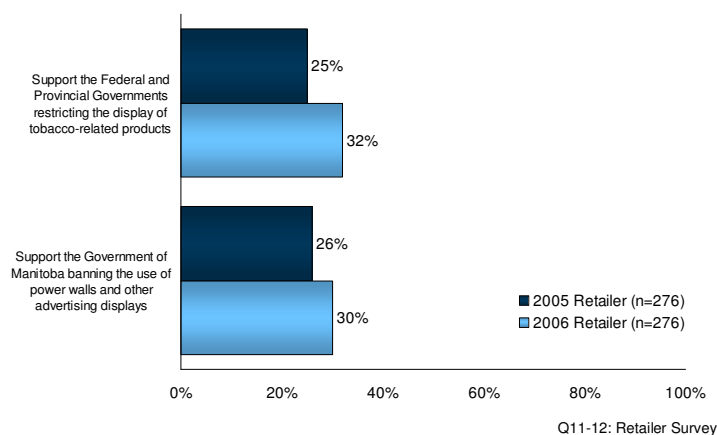
Backing for a Manitoba power wall and other tobacco merchandising ban is more limited among retailers, with only three in ten (30%, as compared to 26% in 2005) expressing support. (Figure 13)



Figure 13

Attitudes Toward Power Walls and Tobacco Merchandising Display Restrictions

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



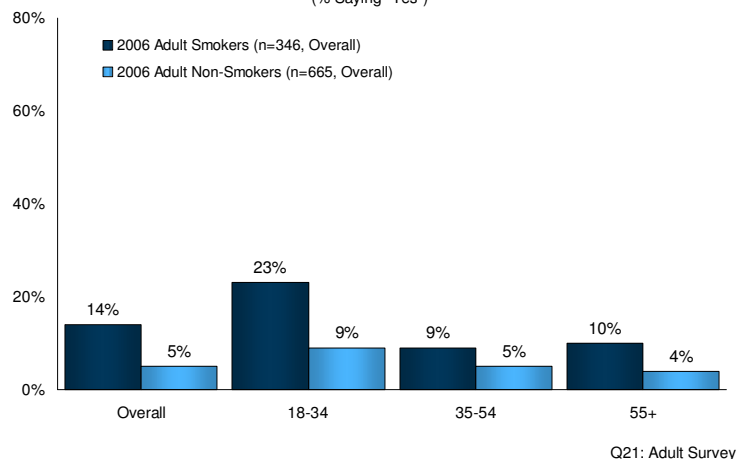
Specialty Tobacco Stores

Few adults (7%) in the past six months have visited a retail outlet that specializes in the sale of tobacco products. In terms of age group, those between 18 and 34 are significantly more likely (13%) to have visited a specialty tobacco store in the last six months, as compared to their older counterparts (5% for those aged 35 or over). Not surprisingly, adult smokers (14%) are more likely than adult non-smokers (5%) to have visited such a specialty store in the past six months. Among adult smokers, several demographic and related differences are noteworthy. Specifically, adult smokers living in the Winnipeg CMA, as well as those between the ages of 18 and 34, are far more likely than those living outside Winnipeg and older Manitobans to have visited a specialty tobacco store in the past six months. (Figure 14)

Figure 14

Have You Visited a Retail Outlet that Specializes in the Sale of Tobacco Products?

(% Saying "Yes")

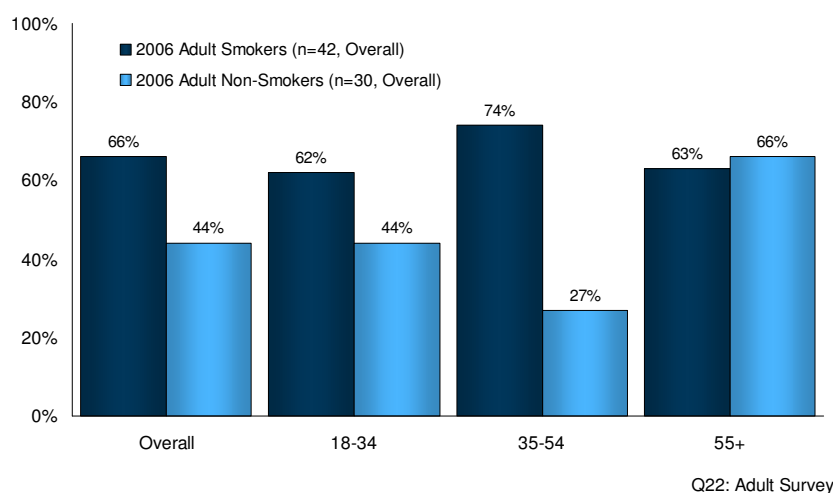


Of those adults who indeed have visited a specialty tobacco store, one-half (53%) recall seeing a power wall. Adult smokers (66%) who have visited a tobacco specialty store are more likely than adult non-smokers (44%) to recall seeing a power wall. Despite relatively small sample sizes, it is noteworthy that recall is highest among adult smokers living outside of the Winnipeg CMA, those who have graduated from high school, and among unemployed adult smokers. (Figure 15)

Figure 15

Recall Seeing Cigarette Packages Displayed in Vertical Rows Highlighting Certain Brands

(% Saying "Yes" – Based on those who have visited a tobacco specialty outlet in past 6 months)



Availability and Licensing

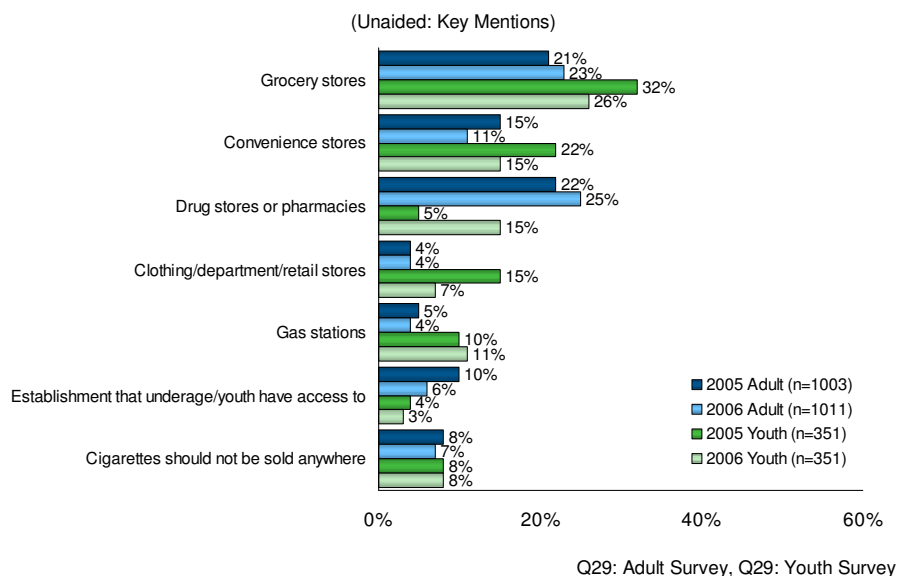
Public support for the licensing of cigarette retailers or placing limitations on where cigarettes can be sold is unchanged year-over-year.

When asked what specific types of establishments, if any, should not be allowed to sell cigarettes in Manitoba, adults and youth in the province continue to mention a variety of responses. Both adults (23%) and youth (26%) have a tendency to maintain that grocery stores should not be permitted to sell cigarettes. Consistent with results reported last year, adults continue to be more likely than youth to mention drug stores or pharmacies as a location where cigarettes should not be sold, with a significant increase in the percentage of youth who believe the sale of tobacco should not be permitted in such establishments. Adult smokers continue to be more likely than others to believe no restrictions should be placed on tobacco display advertising. Please note, the following graph includes key mentions only, and thus does not detail the full spectrum of responses to this question. (Figure 16)



Figure 16

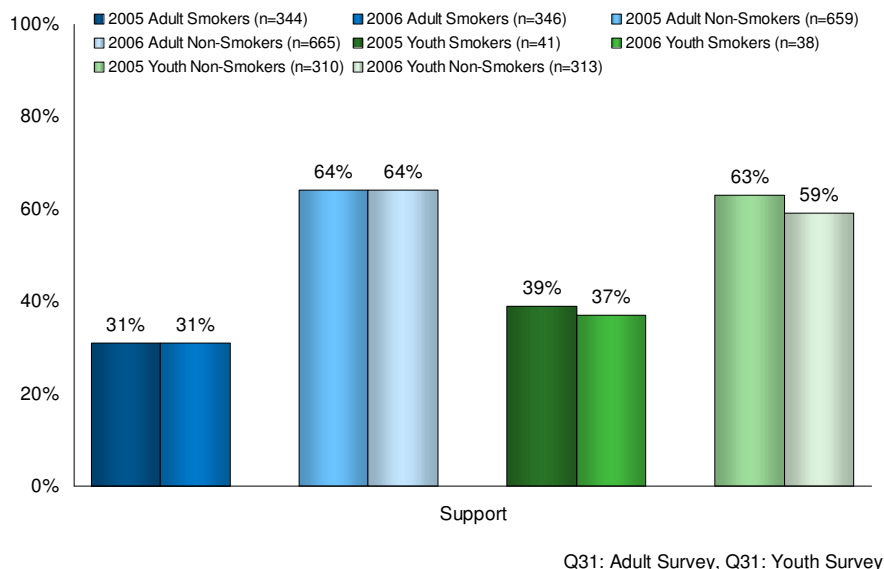
Establishments That Should Not be Allowed to Sell Cigarettes



The majority of Manitoba's overall adult population (57%, unchanged) continue to support changing current practices so that fewer types of establishments could sell cigarettes. Consistent with previous results, adult smokers are far less likely than non-smokers (31%, as compared to 64%) to support changing current practices so that fewer types of establishments could sell cigarettes. (Figure 17)

Figure 17

Support for Limiting Types of Establishments Where Cigarettes are Sold

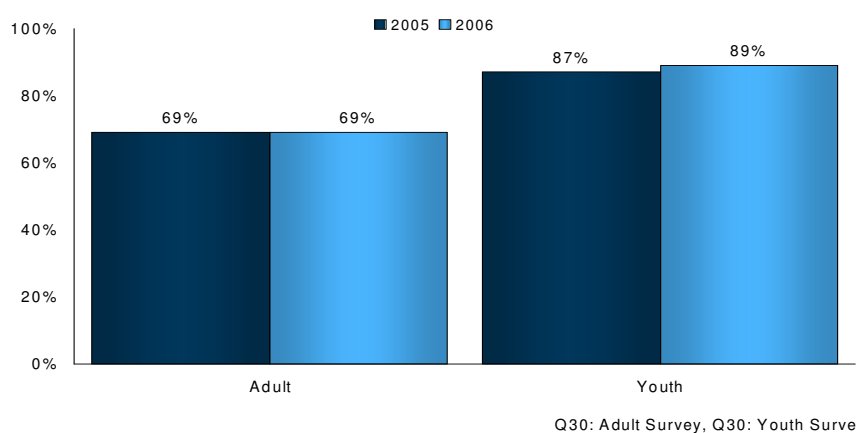


When given an explicit question regarding licensing, seven in ten adults (69%) and nine in ten (89%) youth continue to believe establishments should be required to have a license to sell cigarettes. Consistent with 2005 results, adult non-smokers are significantly more likely than adult smokers to believe establishments selling cigarettes should be required to have a license. Perceptions on this matter within these two segments have not changed year-over-year. As noted last year, support for licensing of establishments is generally higher among all key population subgroups, as compared to support for changing current practices so that fewer types of establishments could sell cigarettes. (Figure 18)

Figure 18

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

(% saying "Yes", 2006 adult n=1011, 2006 youth n=351)



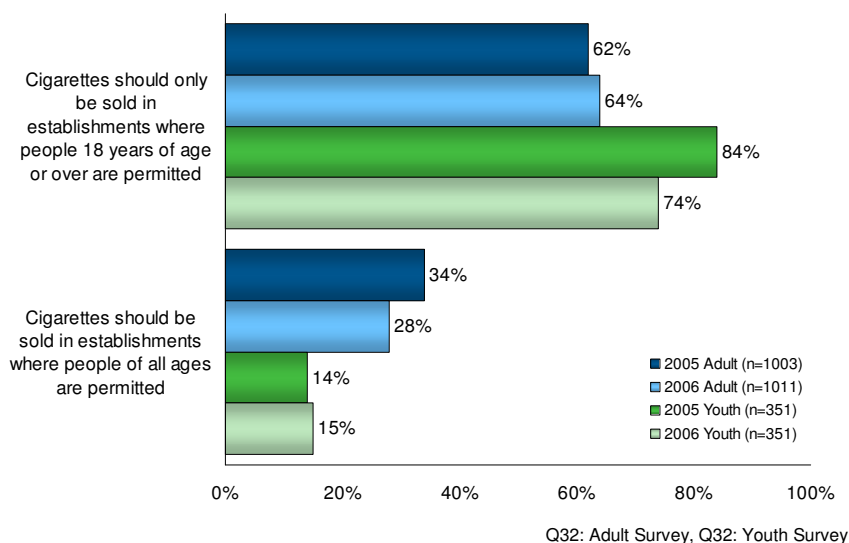
To delve deeper concerning opinions on the issue, and consistent with the 2005 line of questioning, residents were asked two additional questions: the first concerned limiting the sale of tobacco to those establishments where only people 18 years of age or older are permitted, and the second query related to potentially eliminating the sale of tobacco in those establishments that are located within 500 metres of schools.

Current opinions on these issues are consistent with last year's results. Specifically, two-thirds of adults (64%) support limits on the sale of tobacco products, either by not permitting them to be sold in establishments frequented by youth (i.e., under the age of 18), or by preventing them from being sold within 500 metres of a school property. Similar to results reported in 2005, adult smokers (38%, unchanged since last year) are significantly less likely to support such restrictions, than are adult non-smokers (70%, as compared to 68% in 2005). It also is noteworthy that although the majority of youth continue to support restricting the sale of cigarettes in establishments where minors are present, significantly fewer youth (74%, as compared to 84% in 2005) expressed such an opinion this year. (Figure 19)



Figure 19

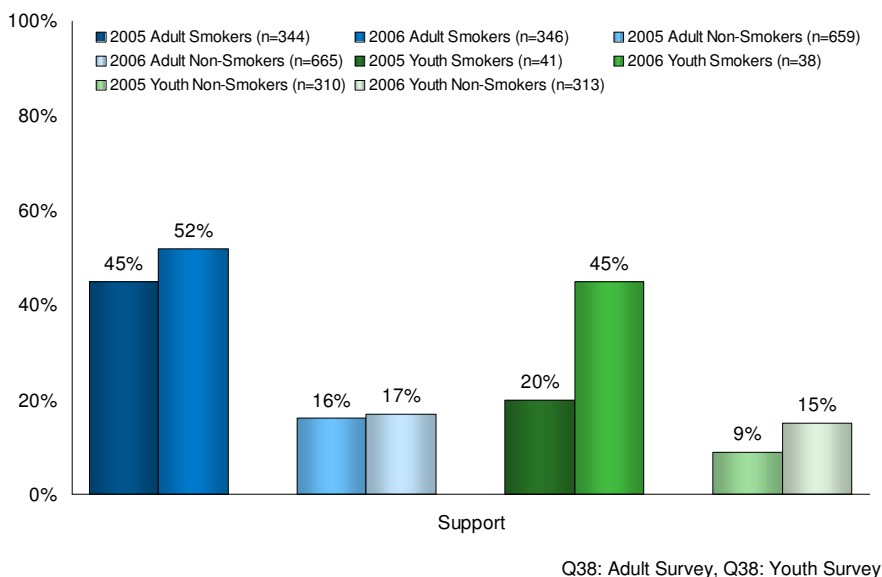
Limiting Cigarette Sales Where Minors Are Present



Finally, opposition to the sale of cigarettes in establishments where everyday products are sold is consistent both among adults (46%, as compared to 45% in 2005) and youth (60%, as compared to 62% in 2005). Conversely, adult smokers are the only subgroup that provides significant support for the sale of cigarettes in establishments where everyday products are sold (52%). Large percentages of youth non-smokers (62%, as compared to 63% in 2005) and adult non-smokers (52%, unchanged) oppose cigarettes being sold in establishments where everyday products are sold. (Figure 20)

Figure 20

Attitude Toward Selling Cigarettes Where Everyday Products are Sold

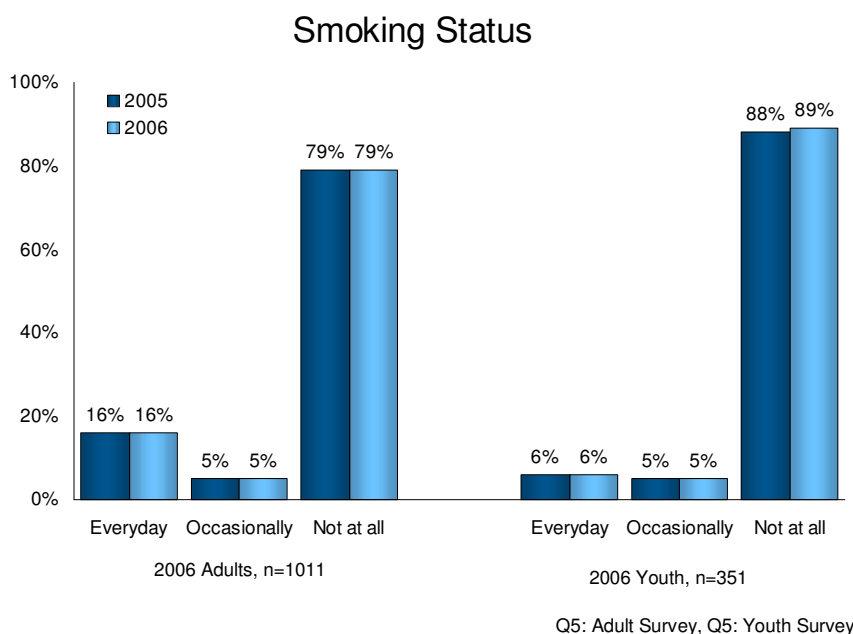


Smoking Behaviour

In Manitoba, youth and adult smokers continue to express clear intentions of quitting, though youth continue to have a more difficult time doing so.

A series of survey questions again were posed this year to better understand patterns of smoking behaviour. In general, smoking behaviour among adults and youth has remained constant year-over-year. Specifically, two in ten (21% unchanged) Manitobans 18 years of age or older, and one in ten youth (11% unchanged) smoke cigarettes either everyday or occasionally. The rate of *everyday* smoking continues to be higher among adults than youth. 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 2006 incidence levels. In contrast to differences noted last year, the percentage of adult smokers is relatively consistent across the various demographic segments of the population that were examined. (Figure 21)

Figure 21

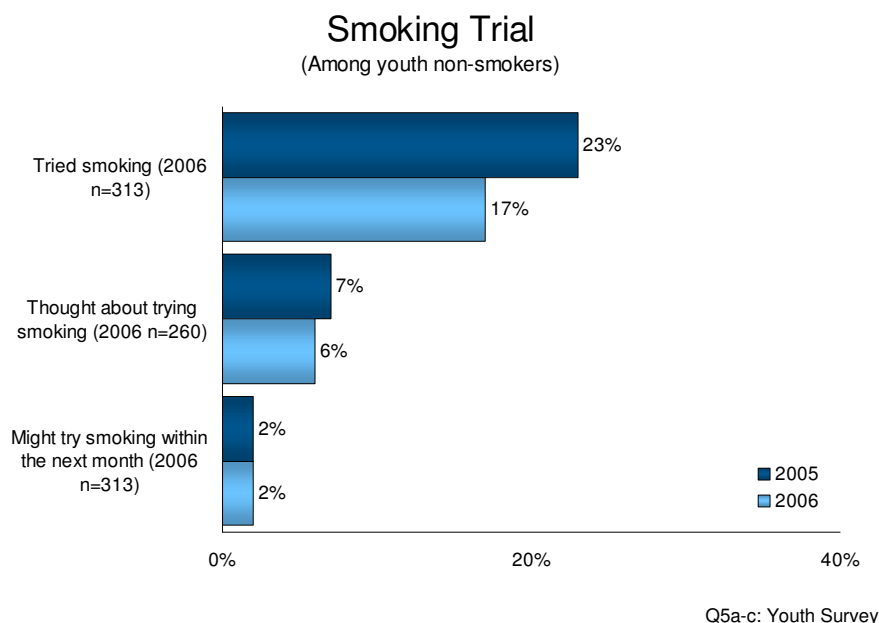


Among youth who describe themselves as non-smokers (n=313), there has been a modest decline since last year (17%, as compared to 23% in 2005) in the percentage that has tried smoking. Very few (2%, unchanged) youth non-smokers admit they are considering trying smoking cigarettes within the next month, while slightly more (6%, as compared to 7% in 2005) have seriously thought about trying cigarettes. To estimate the percentage of youth “potential smokers,” those who have tried smoking in the past, those who have seriously thought about trying smoking, and those who might try smoking in the next month are classified as such. Overall, 19 percent of Manitoba youth non-smokers exhibit tendencies that lead to their categorization as potential smokers, a modest decline year-over-year. Consistent with differences reported last year,



older youth (aged 15 to 17) and those outside of the Winnipeg area, are more likely to have tried cigarette smoking in the past. (Figure 22)

Figure 22

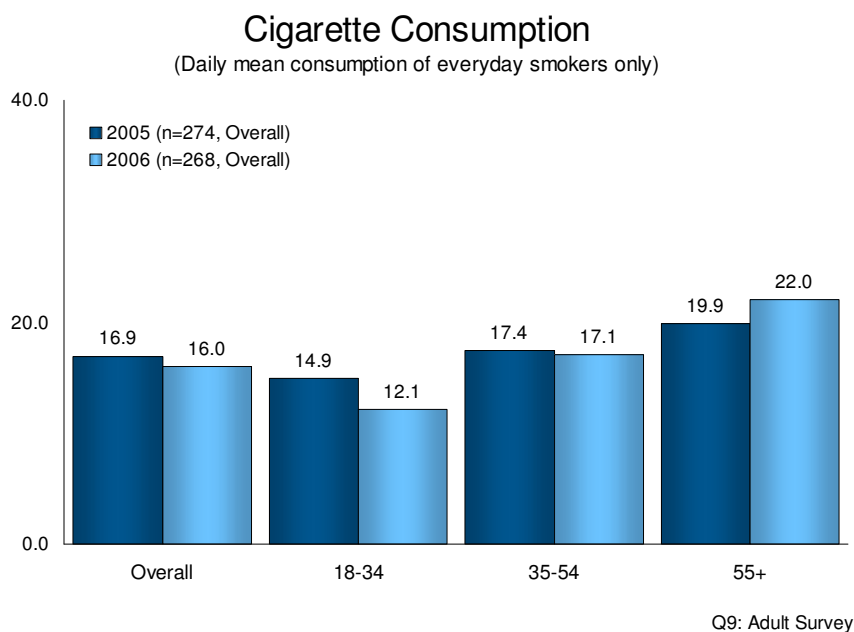


On a related matter, adults who are classified as everyday smokers continue to smoke approximately 16 cigarettes per day, a slight decrease from the 16.9 cigarettes per day figure reported in 2005. Year-over-year, many segments of the population have decreased the average number of cigarettes they smoke per day, albeit perhaps only to a modest extent.

Exceptions to this general tendency are those over the age of 54, males, and those with an annual household income of more than \$100K, as there has been an increase in the average number of cigarettes smoked per day within these segments. In addition, heavy everyday smoking continues to be prevalent among those over the age of 54 (average = 22.0), and among those with less than a high school education (average = 18.0). The mean number of cigarettes smoked by youth who smoke everyday is 9.6 per day, as compared to the 2005 average of 12.5 cigarettes per day. (Figure 23)



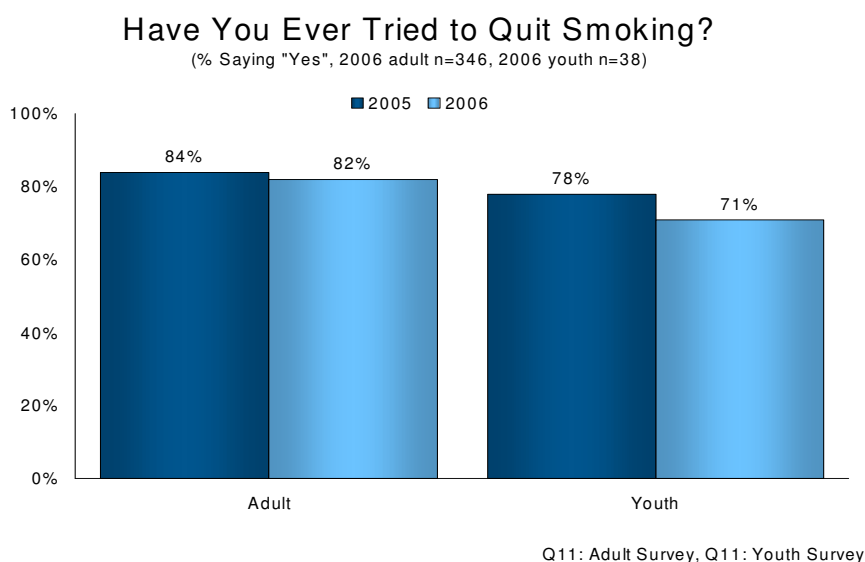
Figure 23



Cessation

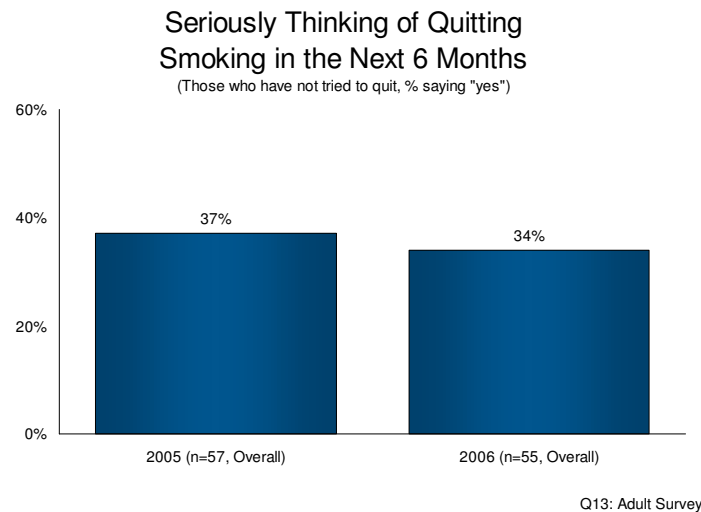
The vast majority of adult smokers in Manitoba (82%, as compared to 84% in 2005) have tried to quit at some point in the past. This year, however, youth smokers are less apt than in 2005 to report having tried to quit smoking (71%, as compared to 78% in 2005). Subgroup results for this question continue to be relatively consistent across key population subgroups. (Figure 24)

Figure 24



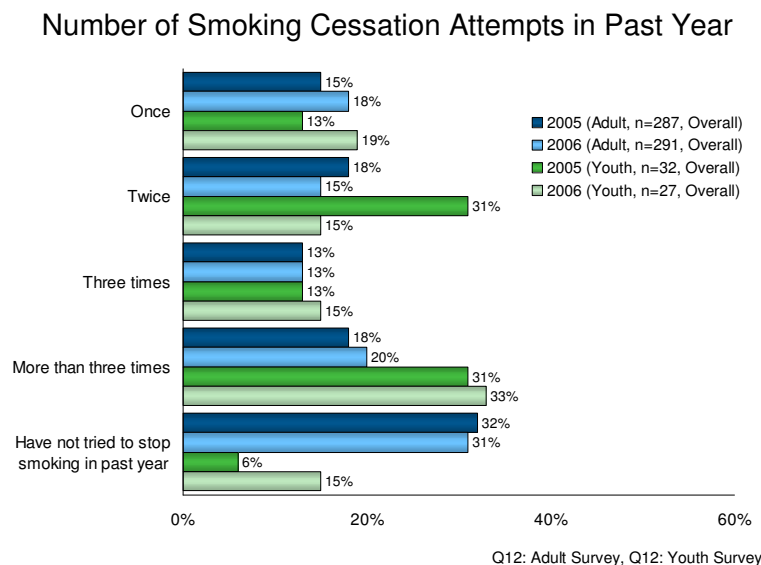
On a related matter, though there are relatively few who have not already tried to quit smoking in the past, of those who indeed have not endeavoured to do so, a minority offer that they are seriously contemplating quitting in the next six months. Specifically, one-third of adults who have not already tried to quit (34%, as compared to 37% in 2005) say they are seriously thinking about quitting smoking in the next six months (this result is to be interpreted with caution, as it is based on a small sample size – unweighted n=55). (Figure 25)

Figure 25



As was the case in 2005 results, many who have attempted to quit smoking at some point in the past, have made such an effort in the past year. While the number of multiple attempts continues to suggest an ongoing effort among smokers to end this behaviour, it also continues to highlight the challenge of successfully doing so. (Figure 26)

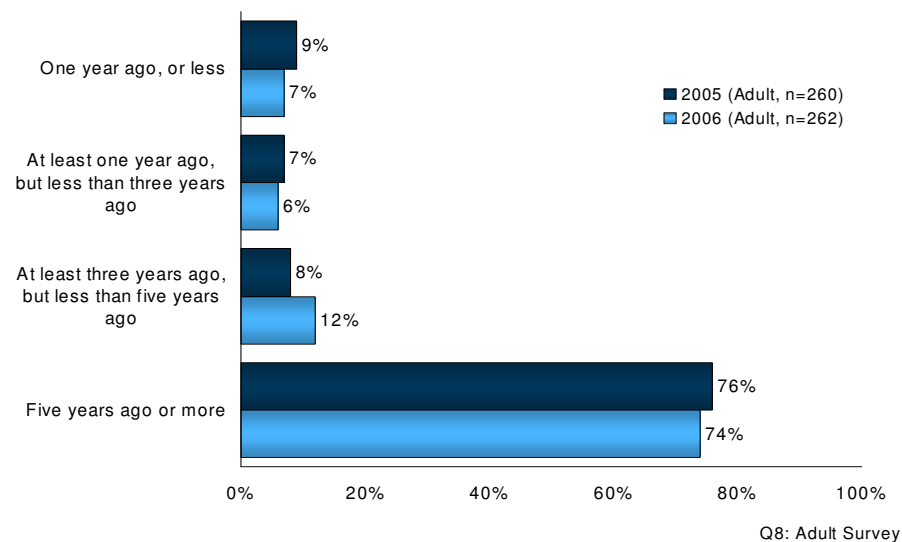
Figure 26



Despite the challenges of quitting smoking, results of the current study suggest 30 percent of the Manitoba population 18 years of age and older (compared to 31% last year) 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. Among the youth population, the percentage of former smokers is notably smaller (2%, as compared to 1% in 2005), no doubt due to the lower smoking incidence and shorter window of opportunity based on their age. (Figure 27)

Figure 27

When Did You Last Stop Smoking?



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, where appropriate there is some discussion of data collected from youth and adults in the province, 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. Where appropriate, results presented will be compared with 2005 results.

Tobacco Merchandising Displays

Many retailers remain skeptical regarding the influence of power walls on consumer purchase behaviour, and as was the case last year, only a minority support restrictions on tobacco merchandising displays.

Prior to August 15, 2005 retailers were able to display cigarette packages openly and visibly to the public, including minors. Retailers often displayed cigarette packages against a wall in stacked rows, grouped by colour and brand, often referred to as “power walls.” Retailers that restrict their customer base to only those 18 or over, such as tobacco specialty stores, are still able to display cigarette packages openly.

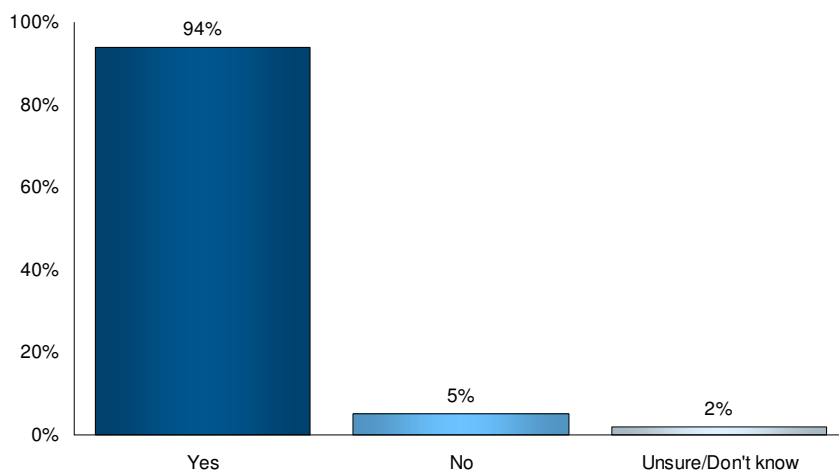
Grocery stores may maintain a separate retail area for the sale of tobacco products. While minors could be restricted from entering this area of the store, access to the store in general is not prohibited. In order to effectively gauge the proportion of retailers who have restricted access, grocery store retailers were asked if people under the age of 18 were allowed to enter the retail area where tobacco products are sold. Other retailers (e.g., gas stations, convenience stores) were asked if young people under the age of 18 were allowed to enter the store. When responses to both questions were combined, it was revealed that 5 percent of all non-tobacco specialty store retailers had restricted access to those under the age of 18. (Figure 28)



Figure 28

Does Your Store Allow Young People Under 18 to Enter?

(n=187)



*These results are based on interviewing conducted between January 11 – 24, 2007.

Q50a/b combined: Retailer Survey

Retailers who had not restricted access to people under the age of 18 were asked if they were considering changing the store policy to prohibit minors. None of the retailers indicated that they were considering such a change to store policy.

Among the few retailers that have prohibited access to consumers under the age of 18 and thus are legally permitted to continue to openly display tobacco and tobacco-related products, none have a “power wall” in their establishment.

Two-thirds (66%) of retail stores that currently do not allow access to consumers under the age of 18, indicate they previously displayed cigarettes on a “power wall.” Of the remaining retailers, one-quarter (26%) indicated they did not previously display cigarette packages on a “power wall,” while eight percent were either unsure or did not know how cigarettes had been displayed previously. In addition, the likelihood of having displayed cigarettes on a “power wall” was higher for convenience stores compared with other types of businesses. (Figure 29)

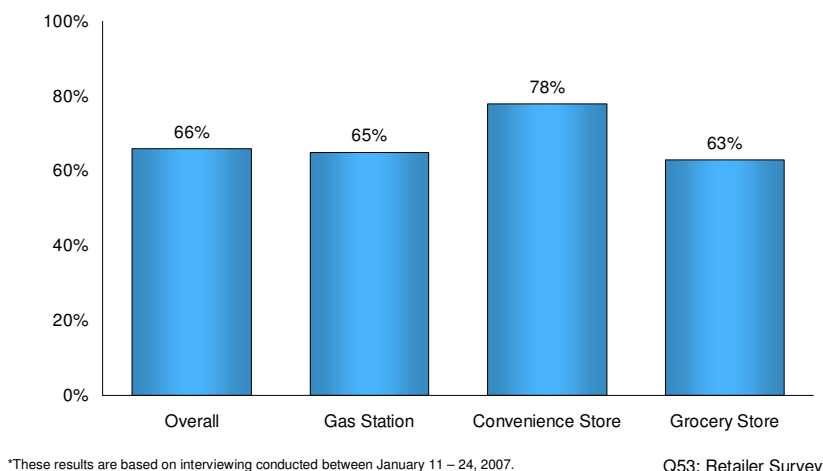


Figure 29

Did Your Store Display Cigarettes in a Power Wall?

(% Saying 'Yes' - n=175)

Based on those retailers that cannot openly display tobacco and tobacco-related products)

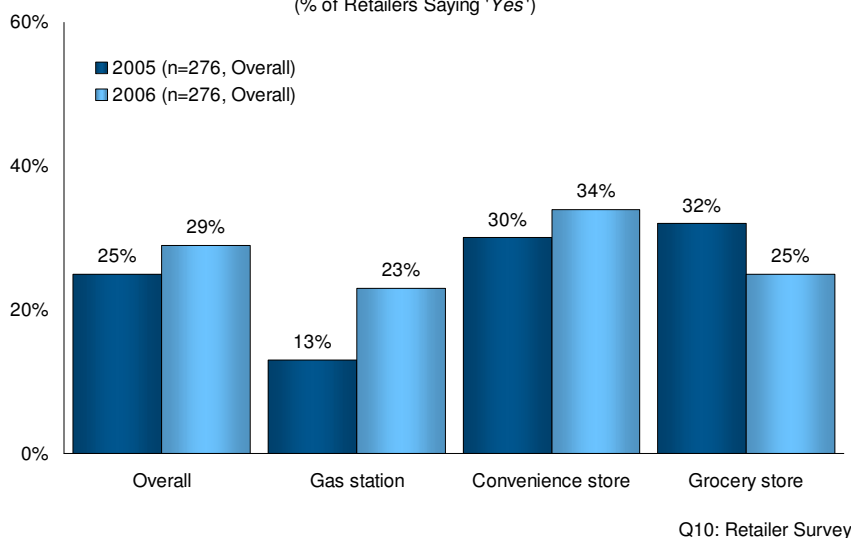


Consistent with 2005 results, almost three in ten retailers (29%) that sell tobacco products believe that power walls have the potential to influence consumers to purchase tobacco or tobacco-related products. This is in contrast to the opinions of both youth and adults (see Figure 9). Specifically, two-thirds (66%) of youth continue to believe that power walls have the potential to influence youth to purchase tobacco or tobacco-related products, while 55 percent of adults believe power walls have the potential for influence. (Figure 30)

Figure 30

Do Power Walls Influence Consumers to Purchase Tobacco Products?

(% of Retailers Saying 'Yes')



Given that the majority of retailers continue to believe that power walls do not overly influence consumer behaviour, it perhaps follows that they continue to offer only modest support for restrictions on the display of tobacco-related products. In fact, only one-third (32%) of retailers provide strong support for federal/provincial government restrictions on the display of tobacco and tobacco-related products, while three in ten (30%) retailers provide such support for a Government of Manitoba ban on the use of power walls as well as other forms of tobacco displays and advertising in all retail stores in Manitoba. (Figures 31, 32)

Figure 31

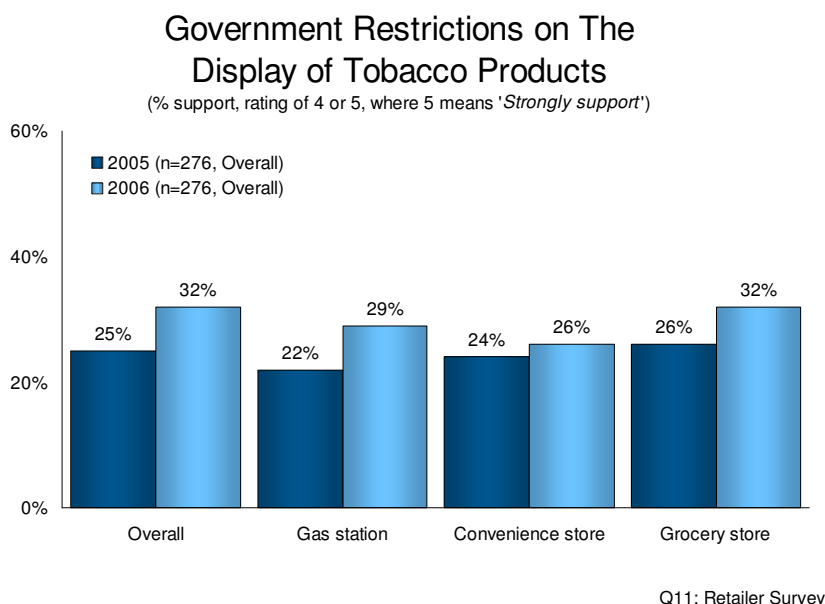
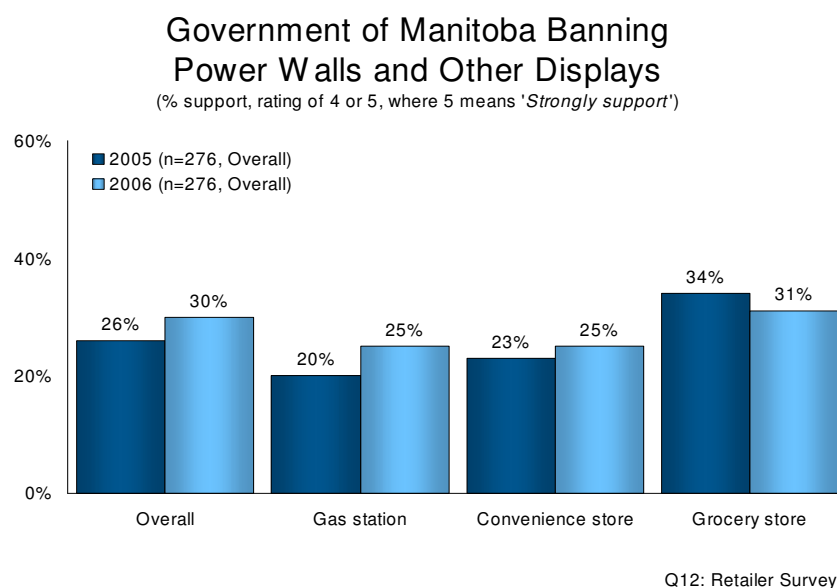


Figure 32



This retailers' level of support continues to be significantly lower than the support expressed by adults and youth in Manitoba. Given their relatively greater likelihood in believing power walls can affect consumer purchase behaviour, it perhaps follows that the majority of adults and youth offer greater support on restrictions such as the display of tobacco-related products, and the use of power walls and other forms of advertising.

Perceived Economic Impact of Tobacco Legislation

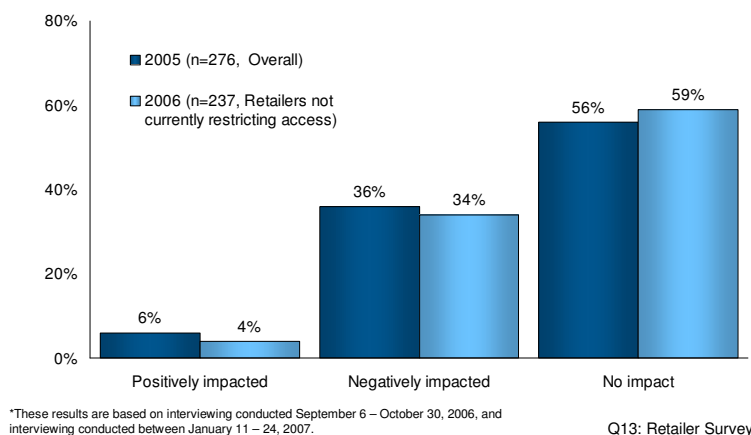
Retailers correctly anticipated the impact the tobacco legislation would have on their business.

It is interesting to compare retailers' 2005 and 2006 opinions regarding the impact that restrictions on the display of tobacco products would have or has had on their business. *Last year*, just over one-third (36%) of retailers believed such prohibitions or restrictions on displays of tobacco-related products would negatively affect their business. This year, approximately the same number (34%) state that their business has indeed been negatively affected as a result of the new regulations. In contrast, this year approximately six in ten retailers (59%) state the prohibition has had no impact on their business to date, a result consistent with the percentage that last year predicted no change in their business as a result of regulatory changes.

Very few retailers have indicated that the prohibition on displaying of tobacco-related products has positively affected their business. Consistent with differences across the retailer population noted last year, managers or owners of grocery stores and those located outside of Winnipeg are less likely to have been negatively affected. Finally, retailers whose tobacco revenues account for a greater percentage of their total revenue, such as tobacco specialty stores, have experienced the largest negative impact as a result of the new law. (Figure 33)

Figure 33

Perceived Impact on Business of Tobacco Display Prohibition

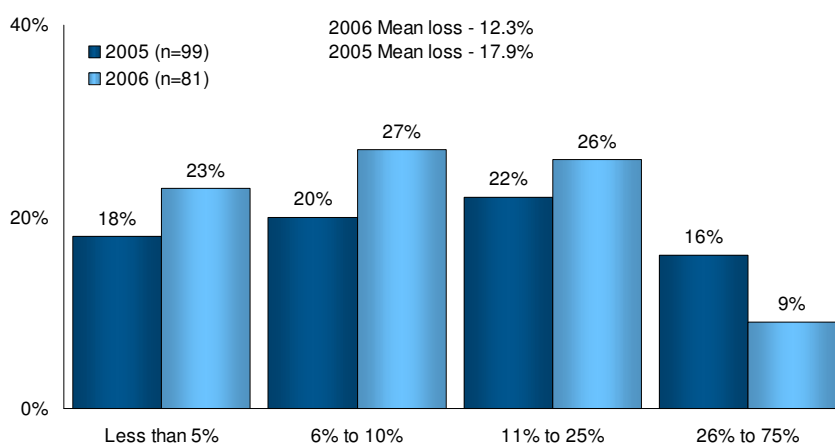


Tobacco retailers who expected and incurred a negative impact on their business due to the Manitoba ban on tobacco displays, overestimated their potential revenue loss. Retailers expected, on average, a sales loss of approximately 18 percent if they were unable to display, but still sell, tobacco products. In actuality, retailers who self-reported that they were negatively affected by the restrictions (n=81), in fact reported a 12 percent loss in sales. The majority of this group (60%) predicted a loss in revenue of 25 percent or less, and results indicate that three-quarters of retailers (76%) incurred such a loss. (Figure 34)

Figure 34

Predicted and Self-Reported Actual Sales Loss Due to Tobacco Display Restrictions

(Among those predicting a loss)



*These results are based on interviewing conducted September 6 – October 30, 2006, and interviewing conducted between January 11 – 24, 2007.

Q14: Retailer Survey

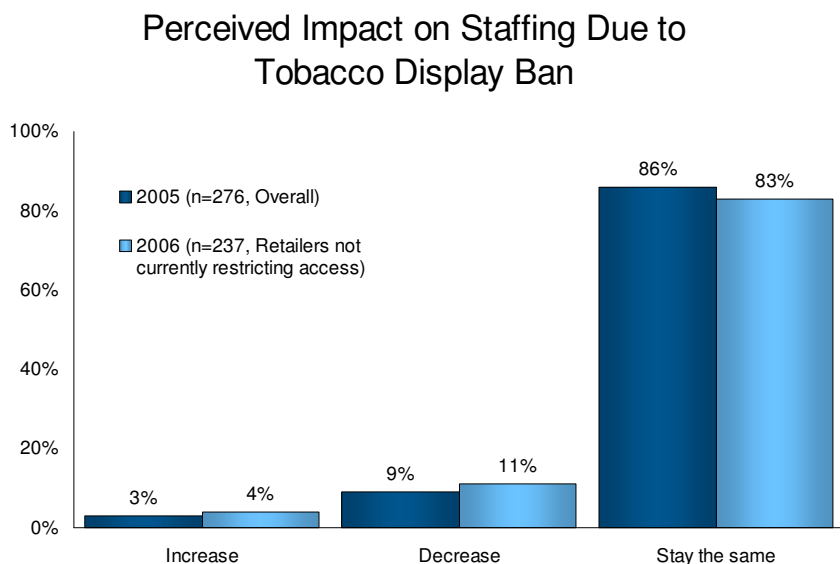
On a related matter, for most retailers there has been no change in staffing levels as a result of the Manitoba ban on the display of tobacco products. Last year, more than eight in ten retailers (86%) anticipated that staffing numbers would remain the same, despite restrictions on the display of tobacco products. This year, eight in ten (83%) retailers who have not restricted access to their retail store indeed have experienced no change in staffing numbers. In contrast, approximately one in ten (11%) retailers who have not restricted access, have decreased their staff complement as a result of the Manitoba ban on the display of tobacco products, a result consistent with what was anticipated in 2005 (9%).

The anticipated magnitude of the staff decrease was approximately on target, as, on average, retailers in 2005 that expected a decrease in staff, anticipated losing 1.7 persons. In fact, the small number of retailers (n=26) who indeed decreased the size of their staff due to the new regulations, decreased their staff complement by 2.1 persons. Finally, four percent of retailers increased their number of staff as a result of the Manitoba ban on the display of tobacco products. Among this very small group (n=10), this translated into an average increase of 3.5 staff persons, due to the new regulations introduced in August 2005. This 3.5 figure is a number over and above what was last year expected by retailers who predicted a staff increase as a result of the then-proposed



regulations (1.5 in 2005). Readers should interpret these figures with caution, given the small sample sizes under examination. (Figure 35)

Figure 35



*These results are based on interviewing conducted September 6 – October 30, 2006, and interviewing conducted between January 11 – 24, 2007.

Q15: Retailer Survey

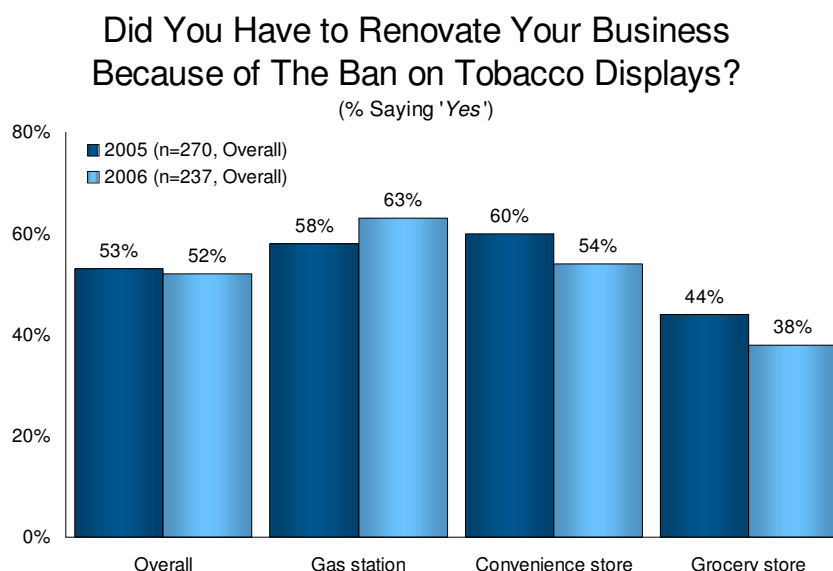
Renovations to Existing Locations

The incidence of store renovations as a result of the new legislation was correctly anticipated by retailers.

Prior to the new legislation on tobacco displays coming into effect, one-half of retailers (53%) indicated they would renovate their business to comply with the new regulations. Results this year indicate that 52 percent did indeed renovate their business to comply with the legislation. In contrast, a sizeable minority of retailers (46%) has not made any changes to their existing location, despite the legislation. Last year, 42 percent stated that they did not expect to renovate. Retailers most likely to have undertaken renovations include gas stations and those whose tobacco revenues constitute more than 30 percent of their total revenue. In addition, the current data indicates that retailers in Winnipeg are most likely to have renovated their retail location, due to the new legislation. (Figure 36)



Figure 36



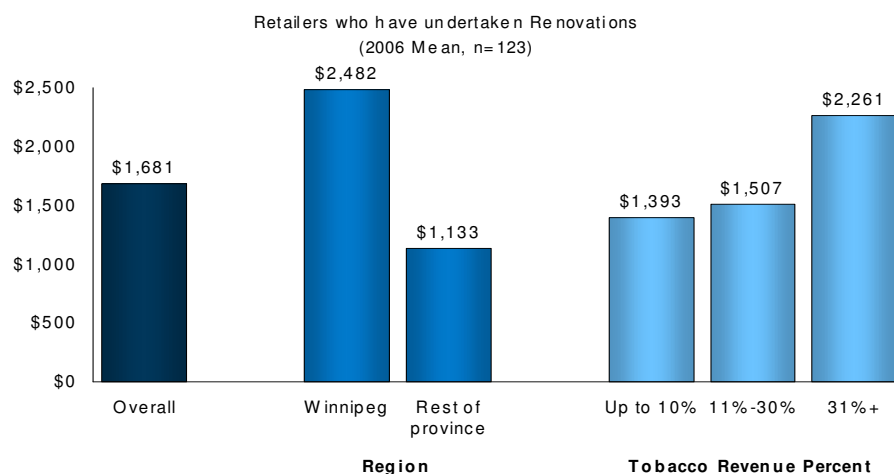
*These results are based on interviewing conducted September 6 – October 30, 2006, and interviewing conducted between January 11 – 24, 2007.

Q19: Retailer Survey

Retailers expected the cost of renovations to be \$1,520, on average. The actual price tag, for those who undertook renovations as a result of the new legislation, was just under \$1,700. Although retailers in Winnipeg were correct in their expectations that renovations would cost more than in other areas of the province, they underestimated the cost of renovations by approximately \$500. Retailers with tobacco revenues exceeding 30 percent of their business revenues, indeed spent more on their renovations than those whose tobacco revenues constitute a smaller share of their overall revenues. (Figure 37)

Figure 37

What Has the Estimated Cost Been to Complete Necessary Renovations?



*These results are based on interviewing conducted September 6 – October 30, 2006, and interviewing conducted between January 11 – 24, 2007.
** Data collected for this question are actual dollar estimates, not range values as derived from fixed choice response categories.

Q20: Retailer Survey



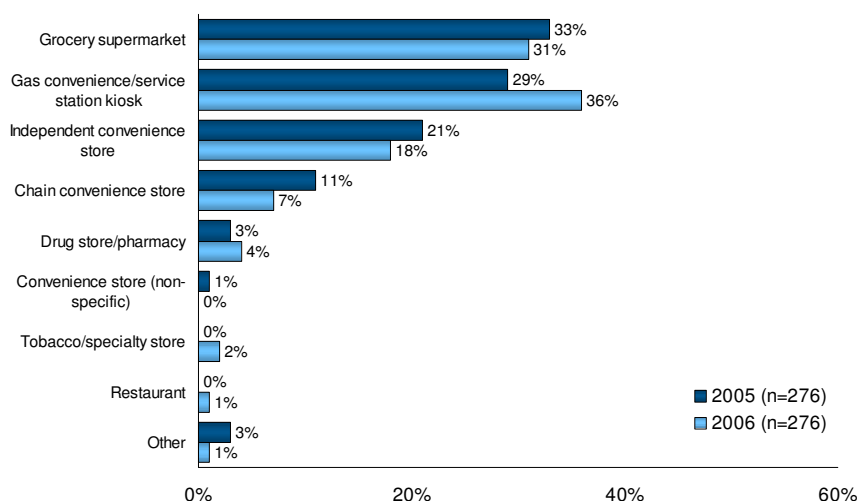
Business Profile

The percentage of retailers' revenue attributable to sales of tobacco products has remained consistent.

Consistent with last year's results, the majority of tobacco retailers surveyed for this study included 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. In addition, this year a small number of retail outlets contacted were tobacco or specialty stores. Outside of the Winnipeg area, grocery stores continue to be most common, while inside the city there are relatively more chain convenience stores. (Figure 38)

Figure 38

Type of Business

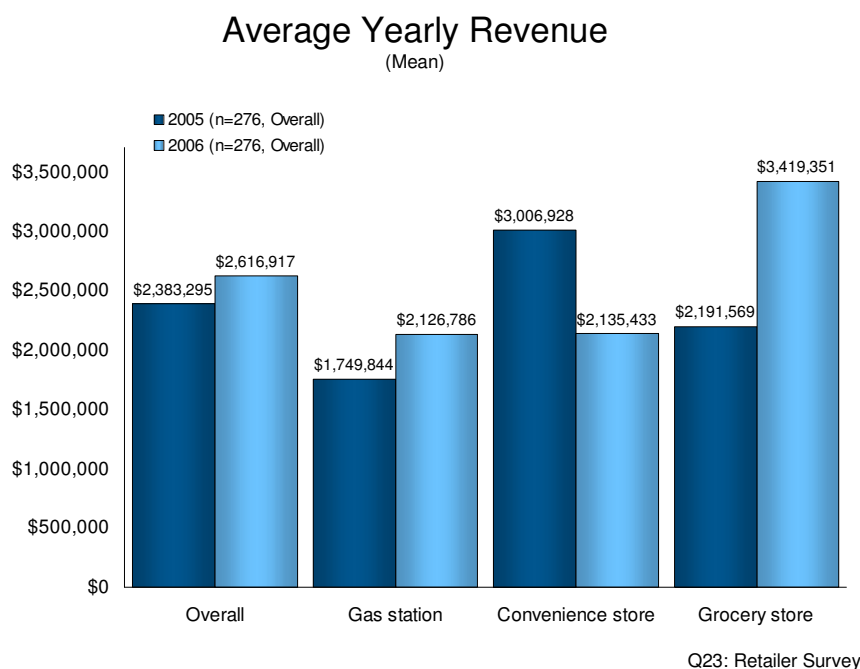


Q5: Retailer Survey

Yearly average revenue among tobacco retailers currently stands at \$2.6 million, representing an increase since last year. The highest revenues are reported by retailers outside of Winnipeg, grocery stores that sell cigarettes, and those with revenues from tobacco sales making up less than 10 percent of their business's revenues. (Figure 39)

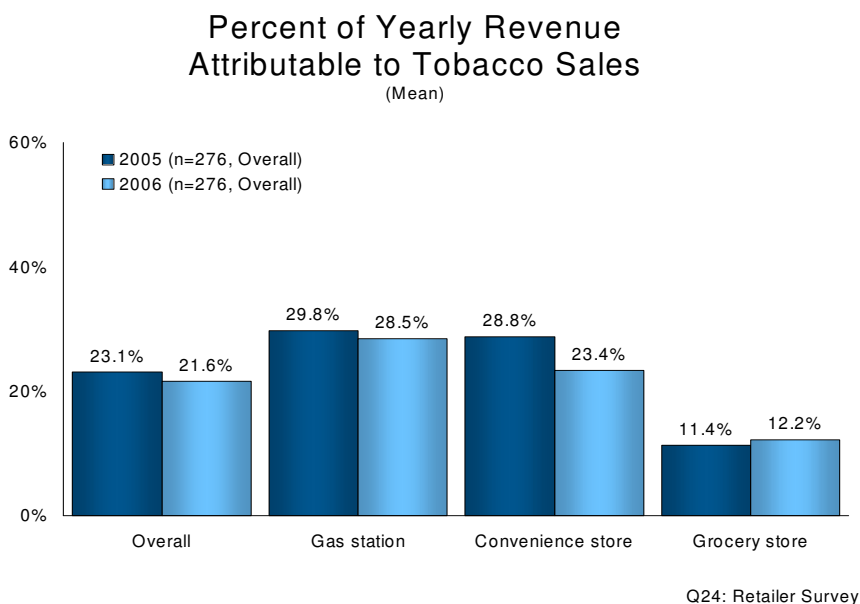


Figure 39



Consistent with last year's results, approximately one-fifth (21.6%) of retailers' current total annual revenue is attributable to the sale of tobacco or tobacco-related products. Similar to last year, 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. Grocery store retailers have a much lower percentage of their revenue arising from sales of tobacco products, as compared to other types of retailers. (Figure 40)

Figure 40



Study Methodology

Questionnaire Design

The questionnaires for this study were designed by Corporate Research Associates in consultation with senior Health Canada officials. Questionnaires were developed from the **Manitoba Baseline Survey on the Tobacco Retail Environment: 2005**, with minor revisions to reflect both changes in legislation and the retail environment. These revisions assist the research in efforts to gauge the impact of the 2005 legislation on the general public and retailers.

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 over-sample of 200 additional adult 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 businesses likely to sell cigarettes, based on their Standard Industry Code (SIC) designation. In particular, those businesses included convenience stores, variety stores, gas stations, pharmacies, tobacco specialty shops, 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 or over, 200 adult smokers aged 18 or over, and 275 retailers of cigarettes. Subsequently, data collected from the two adult surveys (general population and the over-sample 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 1,011 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 if 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?”



To clarify subject matter contained in the Retailers component of the research, supplementary interviewing of this population took place between January 11-24, 2007. The questionnaire utilized for these supplementary interviews is attached to this report as Appendix C(ii). A total of 187 supplementary interviews with retailers were completed, from the original survey population of 271 (no efforts were made to complete a supplementary interview with tobacco specialty store respondents, given that the tobacco legislation does not apply to this group). Given the number of retailers available for this supplementary interviewing, the 187 interviews total represents a response rate of 75 percent.

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 and consistent with weighting procedures conducted in 2005, 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 over-sample 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. 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). CRA again utilized the 2003 CTUMS data for weighting the current study rather than the 2005 CTUMS data, because the smoking status, gender, and age variables were not available crossed from the 2005 data set.

Survey Administration

All telephone surveys were administered from September 6 to October 30, 2006 from data collection facilities in Nova Scotia and Quebec. A small number of supplementary interviews were conducted January 11-24, 2007. All interviewing was conducted by fully-trained and supervised interviewers and a minimum of 10 percent of all completed interviews were monitored or 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 over-sample of smokers being the longest (approximately 12 minutes, on average).

Completion Results

Among all eligible Canadian residents contacted, the response rate was 37 percent, consistent with



the 36 percent response rate calculated in 2005. Response rate is calculated as the number of cooperative contacts (9,147) divided by the total number of eligible telephone numbers called (24,712). 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	Over-sample
A. Total Numbers Attempted	1,316	15,240	5,443	7,714
Discontinued Number/Not in Service	71	2,532	885	940
Fax/Modem	16	98	69	85
Cell Phone/Pager	--	6	2	1
Non-Residential Number/Non-Business Number	3	104	35	38
Wrong Number	2	20	10	3
Blocked Number	--	21	2	2
Duplicate	3	6	3	3
Corporate Level Decision	41	--	--	--
B. Eligible Numbers	1,180	12,453	4,437	6,642
Busy	41	391	176	280
Answering Machine	44	1,075	645	1,233
No Answer	72	1,355	381	876
Illness/Incapable	1	91	52	65
Language Problem	39	86	71	71
Qualified Not Available/Callbacks	108	303	231	1,557
C. Total Asked	875	9,152	2,881	2,560
Gatekeeper Refusal	42	795	463	234
Respondent Refusal	455	698	979	1,088
Mid-Terminate	18	15	24	25
Never Call List	--	23	28	30
Hang Up	20	637	565	182
D. Co-operative Contacts	340	6,984	822	1,001
Did Not Qualify - Age	--	6,628	13	57
Did Not Qualify - Occupation	--	5	9	47
Refused/ Did Not Qualify - Smoking Status	--	--	--	697
Retailers - Did Not Qualify - Not Manager	2	--	--	--
Retailers - Did Not Qualify - Do Not Sell Tobacco Products	62	--	--	--
Completed Interviews	276	351	800	200



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 is 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.



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 less than 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

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

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
2 No
7 Refused

**THANK, TERMINATE AND RECORD
CONTINUE
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 |
|---|----------------------|

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 |

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:** _____)

- 15a. **[ASK IF SMOKER, BUT DO NOT ASK IF CODES 96, 97 OR 98 IN Q.14]** 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. **[ASK IF SMOKER, BUT DO NOT ASK IF CODES 96, 97 OR 98 IN Q.14]** 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. **[ASK IF SMOKER, BUT DO NOT ASK IF CODES 96, 97 OR 98 IN Q.14]** 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:** _____)

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

D. Display Issues

And moving along ...

20. Which one of the following statements comes closest to how you feel about the display of cigarettes 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. In the last six months have you visited a retail outlet that specializes in the sale of tobacco products? By a “retail outlet that specializes in the sale of tobacco products,” I am referring to a store that sells only or almost exclusively tobacco and tobacco-related products.
CODE ONE ONLY

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

22. **[ASK Q.22 ONLY IF “YES” IN Q.21]** And now I would like to talk to you some more about the manner in which tobacco and tobacco-related products are displayed in specialty tobacco stores. These 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 often referred to as a “power wall.” Have you been in specialty tobacco 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

23. **[ASK Q.23 ONLY IF “NO” IN Q.21]** And now I would like to talk to you some more about the display of tobacco and tobacco-related products. Before August 15, 2005, retail stores were able to display cigarette packages openly and visibly to the public, including minors. Many retailers displayed cigarette packages in multiple vertical rows, which highlighted the colour and could make a particular brand stand out. This type of display is often referred to as a “power wall.” Do you recall seeing cigarette packages displayed in this manner in retail outlets?

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

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 ban on 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

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
- 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

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 [18/19] 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 WHO ANSWERED “YES” TO Q.21 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

36. **[ASK FORMER SMOKERS WHO ANSWERED “YES” TO Q.21 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
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. Section F is deleted

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

45. Which of the following broad income categories best describes your **total** household income **before** taxes in 2005? 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: _____

DIRECTIVES GÉNÉRALES:

- o L'intervieweur doit lire chaque ensemble de directives apparaissant dans les diverses parties du présent questionnaire.
- o L'intervieweur doit inscrire clairement toutes les réponses, textuellement au besoin.
- o L'intervieweur doit éviter de paraphraser ou de reformuler les réponses.

INSCRIRE LES RENSEIGNEMENTS SUIVANTS :

Nom du répondant : _____

N° de téléphone : _____

Communauté : _____

Code postal : _____

Identification CRA : _____

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 10 à 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 NOM 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

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
2 Non
7 Refusé

**REMERCIER LA PERSONNE, METTRE FIN À L'ENTREVUE ET
PRENDRE NOTE DES RÉSULTATS**
CONTINUER
**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

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

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

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 :** _____)

- 15a. **[DEMANDER SI FUMEUR, MAIS PAS SI CODES 96, 97 OU 98 À LA Q. 14]** 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. **[DEMANDER SI FUMEUR, MAIS PAS SI CODES 96, 97 OU 98 À LA Q. 14]** 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
- 8 Ne sait pas/n'a pas d'opinion

- 15c. **[DEMANDER SI FUMEUR, MAIS PAS SI CODES 96, 97 OU 98 À LA Q. 14]** 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
- 8 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 :** _____)

- 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

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. Lequel des énoncés suivants se rapproche le plus de 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 :** _____)

21. Au cours des six derniers mois, êtes-vous allé dans un magasin de vente au détail spécialisé dans la vente des produits du tabac? Par « magasin de vente au détail spécialisé dans la vente des produits du tabac », je veux dire un magasin qui vend seulement ou presque exclusivement du tabac et des produits connexes.

COCHER UNE SEULE RÉPONSE

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

22. **[POSER LA Q. 22 SEULEMENT SI « OUI » À LA Q. 21.]** Maintenant, j'aimerais vous parler de la façon dont le tabac et les produits connexes sont mis en étalage dans les magasins de tabac spécialisés. Ces détaillants peuvent mettre les paquets de cigarettes en étalage en plusieurs rangées verticales, ce qui met la couleur en évidence et peut mettre en vedette une marque en particulier. Ce type d'étalage est souvent appelé « étalage mural à grande visibilité ». Vous rappelez-vous avoir vu des paquets de cigarettes mis en étalage de cette façon dans des magasins de tabac?

COCHER UNE SEULE RÉPONSE

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

23. **[POSER LA Q. 23 SEULEMENT SI « NON » À LA Q. 21.]** Maintenant, j'aimerais vous parler de la façon dont le tabac et les produits connexes sont mis en étalage. Avant le 15 août 2005, les magasins de vente au détail pouvaient mettre les paquets de cigarettes en étalage ouvertement et visiblement pour le public, y compris les mineurs. De nombreux détaillants mettaient les paquets de cigarettes en étalage en plusieurs rangées verticales, ce qui mettait en évidence la couleur et pouvait mettre en vedette une marque en particulier. Ce type d'étalage est souvent appelé « étalage mural à grande visibilité ». Vous rappelez-vous avoir vu des paquets de cigarettes mis en étalage de cette façon dans des magasins de tabac?

COCHER UNE SEULE RÉPONSE

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

24. Pensez-vous que les étagères murales 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

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'étagères murales 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

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 :** _____)

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

35. **[DEMANDER AUX FUMEURS QUI ONT DIT « OUI » À Q.21 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 QUI ONT DIT « OUI » À Q.21 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

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

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 (1^{re} à 8^e 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 À la recherche de travail
- 4 Étudiant
- 5 À 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 2005?

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

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

Attestation de l'intervieweur : J'atteste que ce sondage a été réalisé comme il devait l'être et je comprends que les entrevues seront vérifiées en partie par un superviseur.

Nom de l'intervieweur : _____ Date : _____

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

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 1988-1994

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
2 No
7 Refused

THANK, TERMINATE AND RECORD
CONTINUE
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
2 Occasionally
3 Not at all
8 Refused/No answer

CLASSIFY AS “SMOKER”
CLASSIFY AS “SMOKER”
CLASSIFY AS “NON- SMOKER”
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
2 No
8 Don't know/No answer

SKIP TO Q.5c
CONTINUE
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
8 Don't know/No answer

- 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
8 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

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

CODE ONE ONLY

1 Yes

2 No

8 Don't know/No answer

CONTINUE

SKIP TO Q.13

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 ...

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:** _____)

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

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**: _____)

23. And now I would like to talk to you some more about the display of tobacco and tobacco-related products. Before August 15, 2005, retail stores were able to display cigarette packages openly and visibly to the public, including minors. Many retailers displayed cigarette packages in multiple vertical rows, which highlighted the colour and could make a particular brand stand out. This type of display is often referred to as a "power wall." Do you recall seeing cigarette packages displayed in this manner in retail outlets?

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

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 ban on 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

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

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:** _____)

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

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, or
- 3 Looking for work
- 4 A student
- VOLUNTEERED**
- 8 Refused

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: _____

DIRECTIVES GÉNÉRALES :

- o L'intervieweur doit lire chaque ensemble de directives apparaissant dans les diverses parties du présent questionnaire.
- o L'intervieweur doit inscrire clairement toutes les réponses, textuellement au besoin.
- o L'intervieweur doit éviter de paraphraser ou de reformuler les réponses.

INSCRIRE LES RENSEIGNEMENTS SUIVANTS :

Nom du répondant : _____
N° de téléphone : _____
Communauté : _____
Code postal : _____
Identification CRA : _____

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 des renseignements personnels, 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 SONDAJE, PRENDRE NOTE DE SON NOM 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

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 1988-1994

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
2 Non
7 Refusé

**REMERCIER LA PERSONNE, METTRE FIN À L'ENTREVUE
ET PRENDRE NOTE DES RÉSULTATS**
CONTINUER
**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
2 À l'occasion
3 Pas du tout
8 Refusé/N'a pas d'opinion

CLASSER COMME « FUMEUR »
CLASSER COMME « FUMEUR »
CLASSER COMME « NON-FUMEUR »
**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
2 Non
3 Ne sait pas/N'a pas d'opinion

PASSER À LA Q.5c
CONTINUER
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

6. **[ALLER À LA Q.16 SI « PAS DU 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

11. **[DEMANDER AUX FUMEURS SEULEMENT]** Avez-vous déjà essayé d'arrêter de fumer?

COCHER UNE SEULE RÉPONSE

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

**CONTINUER
ALLER À LA Q.13
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

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 :** _____)

23. J'aimerais maintenant vous parler encore de la présentation des produits du tabac. Avant le 15 août 2005, les magasins de détail pouvaient exposer les paquets de cigarettes à la vue du public, y compris les mineurs. Plusieurs détaillants présentaient les paquets de cigarettes en plusieurs rangées, ce qui permettait de distinguer rapidement une marque particulière par sa couleur. Il s'agit d'un étalage mural à grande visibilité. Vous rappelez-vous avoir vu des paquets de cigarettes présentés ainsi dans les magasins de 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

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

28. Sur une échelle de « 1 » à « 5 », tout bien considéré, jusqu'à quel point soutenez-vous ou vous opposez-vous à l'interdiction, par le gouvernement du Manitoba, d'utiliser des étalages muraux à grande visibilité ou d'autres types de présentation ou d'annonce des produits du tabac, et ce, dans tous les magasins de détail du Manitoba?

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. Selon vous, quels sont les types d'établissements qui ne devraient pas avoir le droit de vendre des cigarettes au 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. Oui ou non, pensez-vous que les magasins devraient être obligés d'obtenir une licence pour 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** : _____)

31. Est-ce que vous **[LISEZ LES RÉPONSES DANS L'ORDRE]** le fait de changer les pratiques actuelles afin de réduire le nombre de types d'établissements qui peuvent 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 dont l'accès est interdit aux mineurs

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 :** _____)

38. Selon vous, est-ce que vous **[LISEZ LES RÉPONSES DANS L'ORDRE]** le fait que des cigarettes soient vendues dans les établissements offrant des produits d'usage courant?

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

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 (1^{re} à 8^e 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 À la recherche de travail

SPONTANÉMENT

- 8 A refusé de répondre

46. Dans quelle ville ou village habitez-vous?

- _____
- 97 A refusé de répondre

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 : _____

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

Attestation de l'intervieweur : J'atteste que ce sondage a été réalisé comme il devait l'être et je comprends que les entrevues seront vérifiées en partie par un superviseur.

Nom de l'intervieweur : _____ Date : _____

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**

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

CODE ONE ONLY

- | | | |
|---|---------|-------------------------------------|
| 1 | Yes | CONTINUE TO Q.4c |
| 2 | No | GO TO Q.4a |
| 3 | Refused | THANK, TERMINATE, AND RECORD |

- 4a. **[ASK Q.4a ONLY IF “NO” IN Q.4]** Have tobacco products ever been available for sale in your store?

- | | | |
|---|---------|-------------------------------------|
| 1 | Yes | CONTINUE TO Q.4b |
| 2 | No | THANK, TERMINATE, AND RECORD |
| 3 | Refused | THANK, TERMINATE, AND RECORD |

- 4b. **[ASK Q.4a ONLY IF “YES” IN Q.4a]** When did you stop selling tobacco products? Why?

RECORD RESPONSES

THANK, TERMINATE, AND RECORD

- 4c. Some retail stores in Manitoba have prohibited access to consumers who are under the age of 18, so they can continue to openly display tobacco and tobacco-related products. Has your store done this?

CODE ONE ONLY

- | | | |
|---|-------------------|--------------------|
| 1 | Yes | SKIP TO Q.5 |
| 2 | No | CONTINUE |
| 8 | Unsure/Don't know | CONTINUE |

- 4d. Are you considering prohibiting access to your store to consumers who are under the age of 18?

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

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 |
| 07 | Tobacco shop/Specialty store |
| 98 | Don't know/No answer |
| 99 | Other (SPECIFY: _____) |

- 9a. **[ASK Q.9a ONLY IF “YES” OR “UNSURE/DON’T KNOW” IN Q.4c]** Retail stores like yours that do not allow young people to enter, are able to display cigarette packages openly. 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

- 9b. **[ASK Q.9b ONLY IF “NO” IN Q.4c]** Before August 15, 2005, retail stores were able to display cigarette packages openly and visibly to the public, including minors. Retailers often displayed cigarette packages against a wall in stacked rows, grouped by colour and brand. This is often referred to as a “power wall”. Did 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 ban on 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

**ASK Q.13 to Q.20 ONLY (IF “NO” IN Q.4c),
OR (IF “UNSURE/DON’T KNOW” IN Q.4c AND IF “YES” IN Q.9a)**

13. Now, I would like to ask you a few questions about the possible economic impact the prohibition of advertising and displaying tobacco and tobacco-related products may have on your business. Since you can no longer display tobacco and tobacco related products, do you believe your business has been positively impacted or negatively impacted, or do you think it has had 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 estimate your business has lost since you can no longer 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. As a result of the ban on the display of tobacco products in August last year, has the number of staff you employ increased, decreased, or stayed the same?

REPEAT RESPONSES ONLY IF NECESSARY – CODE ONE ONLY

- | | |
|---|--------------------|
| 1 | Increased |
| 2 | Decreased |
| 3 | Stayed the same |
| | VOLUNTEERED |
| 8 | Unsure/Don't know |

16. **[POSE Q.16 ONLY IF “INCREASED” OR “DECREASED” IN Q.15]** By how many people has your staff **[READ RESPONSE FROM Q.15]**?

RECORD EXACT NUMBER, EVEN IF IT IS A FRACTION – PROBE TO AVOID ACCEPTING A RANGE

RECORD NUMBER: _____

997 Refused

998 Unsure/Don't know

19. The new tobacco law requires that power walls and other tobacco displays be kept out of sight of underage consumers. Did 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 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 full-time 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 part-time basis?

RECORD EXACT NUMBER – PROBE TO AVOID ACCEPTING A RANGE

RECORD NUMBER: _____

6 None

7 Refused

8 Unsure/Don't know

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: _____

DIRECTIVES GÉNÉRALES :

- o L'intervieweur doit lire chaque ensemble de directives apparaissant dans les diverses parties du présent questionnaire.
- o L'intervieweur doit inscrire clairement toutes les réponses, textuellement au besoin.
- o L'intervieweur doit éviter de paraphraser ou de reformuler les réponses.

INSCRIRE LES RENSEIGNEMENTS SUIVANTS :

Nom du répondant : _____

N° de téléphone : _____

Communauté : _____

Code postal : _____

Identification CRA : _____

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 SONDAJE, PRENDRE NOTE DE SON NOM 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
2 Non

**ALLER À LA Q.4
CONTINUER**

3. Pourrais-je parler à cette personne?

COCHER UNE SEULE RÉPONSE

- 1 Oui, immédiatement
2 Oui, arranger pour effectuer un rappel
3 No

**TRANSFÉRER ET CONTINUER
RAPPEL
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
2 Non
7 Refusé

- 4a. **[POSER LA Q.4a SEULEMENT SI LA PERSONNE RÉPOND « NON » À LA Q.4]** Avez-vous déjà vendu des produits connexes dans votre magasin?

- 1 Oui
2 Non
3 Refusé

CONTINUER À LA Q.4b

**REMERCIER LA PERSONNE, METTRE FIN À
L'ENTREVUE ET PRENDRE NOTE DES RÉSULTATS
REMERCIER LA PERSONNE, METTRE FIN À
L'ENTREVUE ET PRENDRE NOTE DES RÉSULTATS**

- 4b. **[POSER LA Q.4b SEULEMENT SI LA PERSONNE RÉPOND « NON » À LA Q.4]** À quel moment avez-vous cessé de vendre des produits connexes? Pourquoi?

ENREGISTREZ LES RÉPONSES

REMERCIEZ, TERMINEZ PUIS ENREGISTREZ

- 4c. Certains magasins de vente au détail au Manitoba ont interdit l'accès aux consommateurs de moins de 18 ans, ainsi ils peuvent continuer de mettre du tabac et des produits connexes ouvertement en étalage. Est-ce que votre magasin a continué de le faire?

COCHER UNE SEULE RÉPONSE

- 1 Oui
2 Non
8 Incertain/ Ne sait pas

PASSER À LA Q.5

CONTINUER

CONTINUER

- 4d. Est-ce que vous envisagez d'interdire l'accès à votre magasin aux consommateurs qui ont moins de 18 ans?

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

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
07 Débit de tabac/magasin de spécialités
98 Ne sait pas/n'a pas d'opinion
99 Autre (**PRÉCISER** : _____)

- 9a. **[POSER LA Q.9a SEULEMENT SI LA PERSONNE RÉPOND « INCERTAIN/NE SAIT PAS » À LA Q.4c]** Les magasins de vente au détail comme le vôtre, qui ne permettent pas aux jeunes d'entrer, peuvent mettre du tabac et des produits connexes ouvertement en étalage. Les détaillants placent parfois des paquets de cigarettes en étalage contre un mur en rangées verticales, regroupées selon la couleur et la marque. C'est ce qu'on appelle parfois un « étalage mural à grande visibilité ». Est-ce que votre magasin utilise ce type d'étalage pour les cigarettes?

COCHER UNE SEULE RÉPONSE

- 1 Oui
- 2 Non
- 8 Incertain/ Ne sait pas

- 9b. **[POSER LA Q.9b SEULEMENT SI LA PERSONNE RÉPOND « NON » À LA Q.4c]** Avant le 15 août 2005, les magasins de vente au détail pouvaient mettre les paquets de cigarettes en étalage ouvertement et visiblement pour le public, y compris les mineurs. Les détaillants mettaient souvent les paquets de cigarettes contre un mur en étalage en rangées verticales, regroupées selon la couleur et la marque. Ce type d'étalage est souvent appelé « étalage mural à grande visibilité ». Est-ce que votre magasin utilise ce type d'étalage pour les cigarettes?

COCHER UNE SEULE RÉPONSE

- 1 Oui
- 2 Non
- 8 Incertain/ Ne sait pas

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 utilisant la même échelle de « 1 » à « 5 », tout bien considéré, dans quelle mesure vous opposez-vous ou appuyez-vous l'interdiction du gouvernement du Manitoba d'utiliser les étalages muraux à grande visibilité, de même que tout autre type d'étalage du tabac et la publicité dans les magasins de vente au détail au Manitoba?

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 sur les retombées économiques possibles de l'interdiction d'annoncer et de mettre en étalage le tabac et les produits connexes que vous vendez dans votre commerce. Depuis que vous ne pouvez plus mettre le tabac et les produits connexes en étalage, croyez-vous que les conséquences ont été positives ou négatives pour votre commerce, ou croyez-vous que cela n'a eu aucune conséquence?

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

14. Pouvez-vous me dire quel pourcentage de ventes vous estimez que votre commerce a perdu depuis que vous ne pouvez plus mettre le tabac et les produits connexes en 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. À cause de l'interdiction de mettre en étalage les produits du tabac en août de l'année dernière, est-ce que votre personnel a augmenté, diminué ou est resté le même?

RÉPETER LES RÉPONSES SEULEMENT SI C'EST NÉCESSAIRE – COCHER UNE SEULE RÉPONSE

1 Augmenté

2 Diminué

3 Resté le même

SPONTANÉMENT

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

16. **[POSER LA Q.16 SEULEMENT SI LA PERSONNE RÉPOND « AUGMENTÉ » OU « DIMINUÉ » À LA Q.4]** De combien d'employés votre personnel a-t-il **[LISEZ LA RÉPONSE DE LA Q. 15]**?
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

19. La nouvelle loi sur le tabac exige que les étalages muraux à grande visibilité et les autres étalages de tabac soient hors du champ de vision des consommateurs mineurs. Avez-vous dû rénover votre commerce à cause de l'interdiction sur les étalages du 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]** Pouvez-vous me dire à quel coût vous estimez les rénovations que vous avez dû apporter à votre commerce? 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 à temps plein 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 à temps partiel 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

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

Attestation de l'intervieweur : J'atteste que ce sondage a été réalisé comme il devait l'être et je comprends que les entrevues seront vérifiées en partie par un superviseur.

Nom de l'intervieweur : _____ Date : _____

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, may I please speak to **[NAME FROM SAMPLE]**. Hello, my name is _____ and I work with Corporate Research Associates, a research company. You may recall that we recently contacted you to conduct a survey on behalf of Health Canada, the federal government's health department. The survey dealt with tobacco-related issues, and was conducted among owners or managers of Manitoba retailers that sell tobacco and tobacco-related products. I am calling today to follow-up on a few questions asked in that survey. This should only take two or three minutes. **SCHEDULE CALLBACK IF NECESSARY - IF RESPONDENT HAS QUESTIONS ABOUT THE SURVEY, PLEASE RECORD NAME AND NUMBER AND PETER MacINTOSH WILL CALL HIM/HER BACK. IF PERSON WHO ORIGINALLY CONDUCTED THE INTERVIEW IS UNAVAILABLE, ASK FOR ANOTHER MANAGER OR OWNER, AND THEN PROCEED. CONDUCT INTERVIEW IN OFFICIAL LANGUAGE ORIGINALLY REQUESTED BY RESPONDENT; IF THIS IS A NEW RESPONDENT, ASK FOR OFFICIAL LANGUAGE PREFERENCE.**

50a. **[ADMINISTER Q.50a ONLY IF A "GROCERY SUPERMARKET" IN Q.5 FROM AUTUMN INTERVIEWING]** Which one of the following two statements currently applies to your retail area where tobacco products are sold? Is it the case that:

READ STATEMENTS IN ORDER - CODE ONE ONLY

- 1 Your store does not allow young people under 18 years of age to enter the retail area where tobacco products are sold

~ **OR, IS IT THE CASE THAT** ~

- 2 Your store does allow young people under 18 years of age to enter the retail area where tobacco products are sold

VOLUNTEERED

- 8 Unsure/Don't know

50b. **[DO NOT ADMINISTER Q.50b IF A "GROCERY SUPERMARKET" OR IF "TOBACCO SHOP/SPECIALTY STORE" IN Q.5 FROM AUTUMN INTERVIEWING]** Some retail stores in Manitoba do not allow young people under 18 years of age to enter the store, thus they can continue to openly display tobacco and tobacco-related products. Does your store allow young people under 18 years of age to enter?

CODE ONE ONLY

- 1 Yes
2 No
8 Unsure/Don't know

51. **[POSE Q.51 ONLY IF “DOES ALLOW” OR “UNSURE/DON’T KNOW” IN Q.50a, OR IF “YES” OR “UNSURE/DON’T KNOW” IN Q.50b.]** Are you considering a change to your store policy whereby you would not allow young people under the age of 18 to enter your store?

READ RESPONSES IN ORDER - CODE ONE ONLY

- 1 Yes, am considering a change to store policy
- 2 No, am not considering a change to store policy

VOLUNTEERED

- 8 Don't know/No answer

52. **[POSE Q.52 ONLY IF: 1) “DOES NOT ALLOW” IN Q.50a, OR IF: 2) “NO” IN Q.50b]** Retail stores like yours that do not allow young people to enter, are able to display cigarette packages openly. Retailers often display cigarette packages in stacked rows in what is sometimes referred to as a “power wall,” or display them in counter top displays. Does your store currently display cigarettes in this way?

CODE ONE ONLY

- 1 Yes
- 2 No
- 8 Unsure/Don't know

53. **[POSE Q.53 ONLY IF “DOES ALLOW” IN Q.50a, OR IF “YES” IN Q.50b]** Before August 15, 2005, retail stores were able to display cigarette packages openly and visibly to the public, including young people under 18 years of age. Retailers often displayed cigarette packages against a wall in stacked rows in what is sometimes referred to as a “power wall,” or displayed them in counter top displays. Before August 15, 2005, did your store display cigarettes in this way?

CODE ONE ONLY

- 1 Yes
- 2 No
- 8 Unsure/Don't know

ASK Q.13 to Q.20 ONLY IF: a] (“DOES ALLOW” IN Q.50a), OR IF b] (“YES” IN Q.50b).

BUT: DO NOT ADMINISTER Q.13-20 SEQUENCE IF: (a) “DOES ALLOW” IN Q.50a) AND IF “NO” IN Q.53, OR IF (b) “YES” IN Q.50b), AND IF “NO” IN Q.53

DO NOT POSE ANY QUESTIONS IN THE Q.13-20 SEQUENCE, IF THE RETAILER ALREADY HAS ANSWERED THESE QUESTIONS IN THE ORIGINAL INTERVIEW.

13. Now, I would like to ask you a few questions about the possible economic impact the prohibition of advertising and displaying tobacco and tobacco-related products may have on your business. Since you can no longer display tobacco and tobacco related products, do you believe your business has been positively impacted or negatively impacted, or do you think it has had 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 estimate your business has lost since you can no longer 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. As a result of the ban on the display of tobacco products in August last year, has the number of staff you employ increased, decreased, or stayed the same?

REPEAT RESPONSES ONLY IF NECESSARY – CODE ONE ONLY

1 Increased

2 Decreased

3 Stayed the same

VOLUNTEERED

8 Unsure/Don't know

16. **[POSE Q.16 ONLY IF “INCREASED” OR “DECREASED” IN Q.15]** By how many people has your staff **[READ RESPONSE FROM Q.15]**?

RECORD EXACT NUMBER, EVEN IF IT IS A FRACTION – PROBE TO AVOID ACCEPTING A RANGE

RECORD NUMBER: _____

997 Refused

998 Unsure/Don't know

19. The new tobacco law requires that power walls and other tobacco displays be kept out of sight of underage consumers. Did 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 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

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: _____

HEALTH CANADA

2006 Manitoba Survey on the Tobacco Retail Environment - Adult Component

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 (#)	1011	559	452	265	421	325	139	248	113	504	669	335	376	367	133	498	513	213	798	298
UNWEIGHTED SAMPLE SIZE (#)	1011	547	464	200	450	361	155	266	114	468	635	368	399	347	116	353	658	346	665	262

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	26	29	22	100	0	0	21	27	28	27	28	23	32	26	18	29	23	38	23	13
35-54	42	40	43	0	100	0	28	36	40	49	54	16	29	52	62	39	44	48	40	38
55+	32	30	34	0	0	100	52	37	32	24	18	60	38	22	20	32	32	15	37	49
WEIGHTED SAMPLE SIZE (#)	1011	559	452	265	421	325	139	248	113	504	669	335	376	367	133	498	513	213	798	298
UNWEIGHTED SAMPLE SIZE (#)	1011	547	464	200	450	361	155	266	114	468	635	368	399	347	116	353	658	346	665	262

HEALTH CANADA

2006 Manitoba Survey on the Tobacco Retail Environment - Adult Component

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	15	16	22	18	7	23	21	18	10	17	13	22	12	8	17	15	75	0	1
Occasionally	5	5	6	8	6	3	7	6	6	5	6	4	8	4	1	7	4	25	0	1
Not at all	79	80	77	70	76	90	70	73	76	85	77	83	70	84	91	76	82	0	100	98
WEIGHTED SAMPLE SIZE (#)	1011	559	452	265	421	325	139	248	113	504	669	335	376	367	133	498	513	213	798	298
UNWEIGHTED SAMPLE SIZE (#)	1011	547	464	200	450	361	155	266	114	468	635	368	399	347	116	353	658	346	665	262

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	50	50	51	42	52	55	62	58	57	42	52	48	51	50	46	56	45	96	38	100
No	49	50	49	57	47	45	38	42	43	57	48	52	49	49	54	44	54	3	62	0
Don't know/No answer	0	0	0	0	0	0	1	0	1	0	0	0	1	0	0	0	1	1	0	0
WEIGHTED SAMPLE SIZE (#)	1011	559	452	265	421	325	139	248	113	504	669	335	376	367	133	498	513	213	798	298
UNWEIGHTED SAMPLE SIZE (#)	1011	547	464	200	450	361	155	266	114	468	635	368	399	347	116	353	658	346	665	262

HEALTH CANADA

2006 Manitoba Survey on the Tobacco Retail Environment - Adult Component

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	21	23	30	26	10	34	27	23	15	23	18	31	17	9	25	18	97	2	0
No	78	79	77	70	74	90	66	73	77	85	77	82	69	83	91	75	82	3	98	100
WEIGHTED SAMPLE SIZE (#)	1011	559	452	265	421	325	139	248	113	504	669	335	376	367	133	498	513	213	798	298
UNWEIGHTED SAMPLE SIZE (#)	1011	547	464	200	450	361	155	266	114	468	635	368	399	347	116	353	658	346	665	262

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	7	7	8	33	4	4	3	10	6	8	9	5	9	8	7	11	4	33	7	7
At least one year ago, but less than three years ago	6	8	4	5	6	7	8	3	3	8	6	6	2	6	11	3	10	0	6	6
At least three years ago, but less than five years ago	12	13	11	34	13	5	5	5	6	20	16	3	11	16	8	11	12	45	11	12
Five years ago or more	74	72	76	28	78	83	83	80	84	65	67	86	78	70	74	74	75	22	75	74
Don't know/No answer	0	0	1	0	0	1	0	2	0	0	1	0	0	0	0	1	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	298	165	133	38	113	147	42	80	39	135	194	104	81	125	50	161	137	5	293	298
UNWEIGHTED SAMPLE SIZE (#)	262	145	117	24	102	136	40	72	33	114	163	99	75	105	42	109	153	8	254	262

HEALTH CANADA

2006 Manitoba Survey on the Tobacco Retail Environment - Adult Component

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	17	26	7	25	14	9	11	15	31	19	17	17	11	28	24	20	15	17	0	67
10 to 12	25	27	24	33	22	18	25	34	19	21	24	30	32	16	30	20	32	25	0	0
13 to 15	15	12	19	17	16	9	12	11	7	25	17	12	15	18	16	14	17	15	0	0
16 to 24	18	10	27	13	20	23	29	19	17	12	17	22	19	16	14	18	18	18	0	0
25 or more	23	23	22	9	29	38	22	22	20	23	24	17	24	19	17	27	18	23	0	33
Don't know	1	2	0	2	0	3	1	0	7	1	2	1	0	3	0	2	1	1	0	0
WEIGHTED SAMPLE SIZE (#)	159	85	74	58	78	23	31	52	20	53	113	44	83	44	10	83	76	159	0	2
MEAN	16.0	14.5	17.7	12.1	17.1	22.0	18.1	15.9	13.6	15.1	15.9	15.8	16.4	15.0	15.4	16.8	15.1	16.0	.	15.5
MEDIAN	15.0	12.0	15.0	12.0	15.0	20.0	16.0	13.0	12.0	15.0	15.0	15.0	15.0	15.0	10.0	15.0	13.0	15.0	.	9.0
UNWEIGHTED SAMPLE SIZE (#)	268	152	116	67	143	58	53	88	35	90	181	84	132	79	19	92	176	268	0	3

HEALTH CANADA

2006 Manitoba Survey on the Tobacco Retail Environment - Adult Component

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	29	41	18	30	30	24	5	20	65	34	26	39	27	30	60	22	42	29	0	41
3 to 4	22	23	22	25	18	27	31	18	22	21	23	22	27	24	0	22	22	22	0	0
5 to 6	22	19	24	26	12	37	22	43	0	15	23	22	26	11	40	28	9	22	0	0
7 or more	19	13	24	15	25	13	22	12	13	24	22	13	19	26	0	17	23	19	0	59
Don't know	8	4	12	5	14	0	20	7	0	6	6	4	2	9	0	11	3	8	0	0
WEIGHTED SAMPLE SIZE (#)	54	26	28	22	23	8	10	14	7	24	40	13	29	15	1	36	19	54	0	3
MEAN	5.5	4.8	6.3	4.6	6.4	5.8	7.4	5.0	2.6	6.0	6.0	4.2	5.6	5.9	3.0	6.1	4.5	5.5	.	11.2
MEDIAN	4.0	3.0	5.0	4.0	4.0	4.0	5.0	5.0	2.0	4.0	4.0	3.0	3.0	4.0	1.0	5.0	3.0	4.0	.	15.0
UNWEIGHTED SAMPLE SIZE (#)	78	38	40	24	35	19	16	20	11	31	53	23	42	20	3	36	42	78	0	5

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	82	85	79	80	82	86	74	80	90	85	81	83	81	86	81	80	84	82	0	61
No	18	15	21	20	18	14	26	20	10	15	19	17	19	14	19	20	16	18	0	39
WEIGHTED SAMPLE SIZE (#)	213	111	102	80	101	31	41	66	27	77	152	56	112	59	12	119	94	213	0	5
UNWEIGHTED SAMPLE SIZE (#)	346	190	156	91	178	77	69	108	46	121	234	107	174	99	22	128	218	346	0	8

HEALTH CANADA

2006 Manitoba Survey on the Tobacco Retail Environment - Adult Component

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	18	19	17	15	21	16	20	13	29	19	18	15	16	22	15	16	22	18	0	36
Twice	15	16	14	18	14	13	9	17	16	15	19	6	14	11	40	16	14	15	0	0
Three times	13	13	13	17	9	17	25	13	8	11	13	14	19	8	3	14	13	13	0	0
More than three times	20	21	19	29	13	16	15	21	14	24	18	26	17	24	9	22	17	20	0	36
Have you not tried to stop smoking in the past year	31	28	33	17	41	33	25	33	31	31	28	35	31	32	27	30	31	31	0	28
Don't know/No answer	3	2	4	4	2	4	6	4	2	2	3	4	3	3	6	3	3	3	0	0
WEIGHTED SAMPLE SIZE (#)	175	94	80	65	83	27	31	53	24	65	124	47	90	51	9	95	79	175	0	3
UNWEIGHTED SAMPLE SIZE (#)	291	161	130	73	151	67	54	88	43	104	192	94	144	86	19	105	186	291	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	34	32	36	44	29	20	36	24	89	32	31	44	32	24	62	40	26	34	0	0
No	62	68	57	47	71	80	64	76	11	56	64	56	68	59	38	54	74	62	0	28
Don't know/No answer	4	0	7	9	0	0	0	0	0	13	5	0	0	18	0	6	0	4	0	72
WEIGHTED SAMPLE SIZE (#)	38	16	22	16	18	4	11	13	3	11	28	10	21	8	2	23	15	38	0	2
UNWEIGHTED SAMPLE SIZE (#)	55	29	26	18	27	10	15	20	3	17	42	13	30	13	3	23	32	55	0	2

HEALTH CANADA

2006 Manitoba Survey on the Tobacco Retail Environment - Adult Component

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	30	32	28	40	25	23	33	22	37	32	31	29	32	30	36	29	31	30	0	0
Gas stations	27	29	25	29	29	17	24	32	32	24	28	26	27	25	19	33	21	27	0	33
Grocery stores	22	16	27	10	25	42	27	21	18	22	19	30	19	27	29	17	27	22	0	39
No usual place	4	4	5	5	5	1	0	5	2	7	6	1	4	4	7	4	5	4	0	0
Don't purchase cigarettes	3	4	3	7	1	3	0	5	2	4	5	1	4	2	0	5	2	3	0	6
The Reserve	2	1	3	2	2	2	7	1	0	1	2	1	3	1	0	2	2	2	0	0
Drug stores	1	1	1	0	2	2	0	1	0	3	2	1	1	2	0	1	1	1	0	0
Cigar/Tobacco shop	1	2	1	1	2	1	2	2	0	1	1	2	2	0	0	0	3	1	0	11
Post-secondary educational institutions such as universities	0	0	0	0	1	0	1	0	0	0	0	0	0	0	5	0	0	0	0	0
Government-owned premises	0	0	0	0	0	2	0	0	0	1	0	1	0	1	0	0	0	0	0	0
Two or more places equally	0	0	1	0	1	0	0	0	0	1	0	1	0	0	0	0	1	0	0	0
Price Club/Costco	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0
Other	7	7	6	5	8	7	6	9	9	4	7	6	7	7	5	7	7	7	0	11
Don't know/No answer	1	2	0	2	0	1	1	2	0	0	0	1	1	1	0	1	0	1	0	0
WEIGHTED SAMPLE SIZE (#)	213	111	102	80	101	31	41	66	27	77	152	56	112	59	12	119	94	213	0	5
UNWEIGHTED SAMPLE SIZE (#)	346	190	156	91	178	77	69	108	46	121	234	107	174	99	22	128	218	346	0	8

HEALTH CANADA

2006 Manitoba Survey on the Tobacco Retail Environment - Adult Component

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	49	47	52	52	49	45	39	44	68	52	53	41	46	57	53	55	42	49	0	53
Discount prices	26	31	22	19	28	37	35	29	13	25	25	31	29	19	35	19	35	26	0	35
Buy other things at that location as well	4	4	5	2	6	4	6	8	2	1	4	3	4	4	0	4	4	4	0	0
Availability	3	2	5	4	3	1	4	3	7	1	2	5	2	5	8	3	3	3	0	0
Addicted/Need them	2	3	1	4	1	0	3	2	1	1	2	2	3	1	0	1	2	2	0	0
Always have purchased them there	1	1	2	2	1	1	4	0	0	1	2	0	2	1	0	1	1	1	0	0
Always there/Go frequently	1	1	1	1	1	2	1	1	0	1	1	2	2	1	0	1	2	1	0	0
Best selection	1	1	1	1	1	0	0	0	0	3	2	0	1	1	0	1	1	1	0	0
Know the people who work at the store	1	2	0	2	0	2	0	0	0	3	1	1	0	4	0	2	0	1	0	0
Close to where I live	1	1	0	2	0	0	0	0	6	0	0	3	1	0	0	1	0	1	0	0
They're open long hours/24-7	1	0	1	2	0	0	0	0	0	2	0	3	1	0	0	1	0	1	0	0
They carry my brand	1	1	0	0	1	1	0	0	0	2	1	1	0	1	5	1	1	1	0	0
Good promotions	0	0	1	1	0	0	0	1	0	0	0	1	1	0	0	0	1	0	0	0
Close to where I work	0	1	0	1	0	0	0	0	0	1	0	0	0	1	0	0	1	0	0	0
They present cigarettes in a pleasant way	0	0	1	0	1	0	0	0	2	0	0	0	1	0	0	0	1	0	0	0
Other	4	4	5	5	4	4	4	7	1	4	5	4	5	1	0	5	3	4	0	12
Don't know/No answer	4	3	5	3	4	3	4	4	0	4	4	4	3	5	0	4	3	4	0	0
WEIGHTED SAMPLE SIZE (#)	197	101	97	72	96	30	41	59	26	70	140	55	103	56	11	108	89	197	0	5
UNWEIGHTED SAMPLE SIZE (#)	325	175	150	84	167	74	68	99	43	113	217	104	164	93	21	120	205	325	0	7

HEALTH CANADA

2006 Manitoba Survey on the Tobacco Retail Environment - Adult Component

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	52	51	53	55	53	46	41	47	70	56	56	44	49	58	55	57	46	52	0	53
Discount prices	30	34	27	24	31	43	41	32	17	29	27	38	33	23	40	22	40	30	0	35
Buy other things at that location as well	5	4	5	2	7	5	6	10	2	1	4	5	4	6	0	4	6	5	0	0
Availability	3	2	5	4	3	1	4	3	7	1	2	5	2	5	8	3	3	3	0	0
Addicted/Need them	2	3	1	4	1	0	3	2	1	2	2	2	3	2	0	1	3	2	0	0
They're open long hours/24-7	1	1	2	3	0	0	1	0	0	3	0	4	1	2	0	1	1	1	0	0
Always have purchased them there	1	1	2	2	1	1	4	0	0	1	2	0	2	1	0	1	1	1	0	0
Always there/Go frequently	1	1	1	1	1	2	1	1	0	1	1	2	2	1	0	1	2	1	0	0
Best selection	1	1	1	1	1	0	0	0	0	3	2	0	1	1	0	1	1	1	0	0
Know the people who work at the store	1	2	0	2	0	2	0	0	0	3	1	1	0	4	0	2	0	1	0	0
Close to where I live	1	2	0	3	0	0	0	0	6	1	0	3	1	1	0	1	1	1	0	0
They carry my brand	1	1	0	0	1	1	0	0	0	2	1	1	0	1	5	1	1	1	0	0
Good promotions	0	0	1	1	0	0	0	1	0	0	0	1	1	0	0	0	1	0	0	0
Close to where I work	0	1	0	1	0	0	0	0	0	1	0	0	0	1	0	0	1	0	0	0
They present cigarettes in a pleasant way	0	0	1	0	1	0	0	0	2	0	0	0	1	0	0	0	1	0	0	0
Other	5	4	7	5	6	4	5	9	1	4	6	5	7	1	0	6	4	5	0	12
Don't know/No answer	4	3	5	3	4	3	4	4	0	4	4	4	3	5	0	4	3	4	0	0
WEIGHTED SAMPLE SIZE (#)	197	101	97	72	96	30	41	59	26	70	140	55	103	56	11	108	89	197	0	5
UNWEIGHTED SAMPLE SIZE (#)	325	175	150	84	167	74	68	99	43	113	217	104	164	93	21	120	205	325	0	7

HEALTH CANADA

2006 Manitoba Survey on the Tobacco Retail Environment - Adult Component

TABLE 15a:

[ASK IF SMOKER, BUT DO NOT ASK IF CODES 96, 97 OR 98 IN Q.14] 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	81	84	79	82	80	84	91	79	68	85	82	80	83	83	68	79	84	81	0	100
No	17	16	19	18	18	14	9	17	32	14	17	19	15	16	32	19	16	17	0	0
Don't know/No answer	1	1	2	0	2	2	0	3	0	1	1	1	2	1	0	2	0	1	0	0
WEIGHTED SAMPLE SIZE (#)	146	74	72	58	65	23	27	41	23	53	100	45	76	40	9	84	62	146	0	3
UNWEIGHTED SAMPLE SIZE (#)	235	123	112	67	114	54	45	66	36	86	154	79	118	68	17	94	141	235	0	3

TABLE 15b:

[ASK IF SMOKER, BUT DO NOT ASK IF CODES 96, 97 OR 98 IN Q.14] 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	41	31	52	44	46	20	32	40	40	46	51	20	41	43	55	44	38	41	0	43
No	48	60	35	51	46	43	43	48	50	51	46	51	45	48	45	46	49	48	0	57
Do not work	9	8	11	5	5	33	24	8	10	3	1	27	12	8	0	8	12	9	0	0
Don't know/No answer	2	1	2	0	2	4	1	3	0	1	1	2	2	1	0	2	0	2	0	0
WEIGHTED SAMPLE SIZE (#)	146	74	72	58	65	23	27	41	23	53	100	45	76	40	9	84	62	146	0	3
UNWEIGHTED SAMPLE SIZE (#)	235	123	112	67	114	54	45	66	36	86	154	79	118	68	17	94	141	235	0	3

HEALTH CANADA

2006 Manitoba Survey on the Tobacco Retail Environment - Adult Component

TABLE 15c:

[ASK IF SMOKER, BUT DO NOT ASK IF CODES 96, 97 OR 98 IN Q.14] 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	13	7	20	21	10	2	10	14	16	13	13	13	19	7	17	11	17	13	0	0
No	55	64	46	50	60	53	64	46	49	59	59	45	45	67	62	53	57	55	0	100
Do not attend an educational institution	31	28	33	29	28	42	27	36	35	27	26	41	34	25	20	34	26	31	0	0
Don't know/No answer	1	1	2	0	2	2	0	3	0	1	1	1	2	1	0	2	0	1	0	0
WEIGHTED SAMPLE SIZE (#)	146	74	72	58	65	23	27	41	23	53	100	45	76	40	9	84	62	146	0	3
UNWEIGHTED SAMPLE SIZE (#)	235	123	112	67	114	54	45	66	36	86	154	79	118	68	17	94	141	235	0	3

HEALTH CANADA

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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	32	35	28	38	37	21	9	26	25	41	37	22	23	37	51	31	32	0	32	31
Discount prices	15	15	14	20	17	8	6	20	22	13	18	9	14	21	12	15	14	0	15	18
Advertising	5	6	4	5	3	8	9	7	0	4	3	9	5	2	3	5	5	0	5	5
Peer pressure/friends	4	4	4	2	4	5	8	4	3	3	2	7	6	3	2	3	5	0	4	4
Good promotions	4	3	6	3	3	6	9	5	3	3	4	5	4	4	2	5	3	0	4	2
Availability	2	2	2	4	2	1	0	1	3	3	2	2	1	2	1	3	1	0	2	1
Visibility/If they can see them	1	1	2	0	2	1	1	1	1	2	1	2	1	2	2	1	2	0	1	1
Addiction	1	1	1	0	1	2	2	0	3	1	1	1	1	1	2	1	1	0	1	2
Best selection	1	1	1	1	1	1	0	0	0	2	1	1	0	2	0	1	1	0	1	0
Always have purchased them there	0	0	0	0	0	1	0	0	0	1	0	0	0	0	2	1	0	0	0	0
Will buy them anywhere/anywhere they're sold	0	0	0	0	0	1	0	1	0	0	0	1	1	0	0	0	0	0	0	0
The cigarette wall is impressive there	0	0	1	0	1	0	0	1	1	0	0	1	0	0	0	0	1	0	0	0
They're open long hours/24-7	0	0	1	0	1	0	0	0	1	0	0	0	0	1	0	0	0	0	0	0
They present cigarettes in a pleasant way	0	0	0	0	0	0	0	0	1	0	0	0	1	0	0	0	0	0	0	0
Buy other things at that location as well	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1	0	0	0	0	0
Other	4	4	4	2	4	6	5	3	4	5	4	5	4	3	8	5	3	0	4	5
Don't know/No answer	29	26	33	24	24	38	50	30	33	23	25	36	39	23	15	28	30	0	29	27
WEIGHTED SAMPLE SIZE (#)	798	449	350	185	320	294	98	182	86	428	517	279	264	308	122	379	419	0	798	293
UNWEIGHTED SAMPLE SIZE (#)	665	357	308	109	272	284	86	158	68	347	401	261	225	248	94	225	440	0	665	254

HEALTH CANADA

2006 Manitoba Survey on the Tobacco Retail Environment - Adult Component

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	40	32	46	43	23	9	29	33	46	42	25	25	44	57	36	36	0	36	36
Discount prices	21	23	18	24	28	11	9	25	24	21	25	14	18	27	22	20	21	0	21	24
Advertising	6	7	6	6	4	9	10	8	2	6	5	9	7	3	6	7	6	0	6	7
Peer pressure/friends	5	5	5	4	4	7	8	4	5	5	3	8	7	4	2	5	5	0	5	5
Good promotions	4	3	6	3	3	6	9	5	3	3	4	5	4	4	3	5	3	0	4	3
Availability	2	2	3	4	3	1	0	1	3	3	3	2	1	2	3	3	2	0	2	2
Addiction	2	2	2	0	2	3	4	0	3	2	2	2	2	1	3	1	2	0	2	3
Visibility/If they can see them	2	1	2	0	2	2	2	1	1	2	1	2	1	2	2	1	3	0	2	2
Best selection	1	1	1	1	1	2	0	1	0	2	2	1	0	3	0	2	1	0	1	1
They're open long hours/24-7	1	1	2	0	2	0	0	0	4	1	1	0	0	2	2	2	0	0	1	1
Always have purchased them there	1	1	1	0	0	1	0	0	0	1	0	1	1	0	2	1	0	0	1	1
The cigarette wall is impressive there	1	0	1	0	1	1	0	1	1	1	0	1	1	0	1	0	1	0	1	1
They present cigarettes in a pleasant way	1	1	0	0	1	1	0	0	1	1	0	1	1	0	1	0	1	0	1	0
Buy other things at that location as well	0	0	0	0	1	1	0	0	0	1	1	0	0	1	1	0	1	0	0	1
Will buy them anywhere/anywhere they're sold	0	0	0	0	0	1	0	1	0	0	0	1	1	0	0	0	0	0	0	0
They carry my brand	0	0	0	1	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0
Other	5	5	4	2	5	6	5	3	4	6	4	5	4	4	9	6	4	0	5	6
Don't know/No answer	29	26	33	24	24	38	50	30	33	23	25	36	39	23	15	28	30	0	29	27
WEIGHTED SAMPLE SIZE (#)	798	449	350	185	320	294	98	182	86	428	517	279	264	308	122	379	419	0	798	293
UNWEIGHTED SAMPLE SIZE (#)	665	357	308	109	272	284	86	158	68	347	401	261	225	248	94	225	440	0	665	254

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2006 Manitoba Survey on the Tobacco Retail Environment - Adult Component

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	30	26	34	21	33	42	35	24	29	32	30	30	26	34	29	26	34	30	0	34
Often	37	32	43	37	39	30	36	50	29	30	37	37	36	37	41	41	33	37	0	22
Rarely	21	26	16	26	21	9	18	19	33	21	22	19	25	21	21	20	23	21	0	11
Never	9	14	4	11	6	14	10	6	8	12	8	10	9	6	9	8	10	9	0	33
Don't have [a usual establishment/establishments] where I buy cigarettes	2	2	2	4	0	3	0	2	1	3	2	1	3	0	0	3	0	2	0	0
Don't know/No answer	1	0	1	2	0	2	0	0	0	3	0	3	1	1	0	2	0	1	0	0
WEIGHTED SAMPLE SIZE (#)	213	111	102	80	101	31	41	66	27	77	152	56	112	59	12	119	94	213	0	5
UNWEIGHTED SAMPLE SIZE (#)	346	190	156	91	178	77	69	108	46	121	234	107	174	99	22	128	218	346	0	8

HEALTH CANADA

2006 Manitoba Survey on the Tobacco Retail Environment - Adult Component

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	41	36	46	35	39	64	42	45	31	42	39	47	36	53	61	40	43	41	0	59
Coffee/Water/Pop/Beverage	24	23	25	38	18	8	23	24	17	27	23	28	28	20	5	26	21	24	0	42
Gasoline	22	20	24	22	26	8	16	22	25	23	27	11	26	18	21	24	20	22	0	9
Milk	19	19	19	9	23	30	23	17	24	17	17	19	16	20	24	16	23	19	0	0
Bread	12	10	15	3	16	26	21	7	22	9	10	16	13	12	16	10	16	12	0	0
Snack foods	11	10	12	20	7	2	11	9	5	16	10	15	14	8	5	14	8	11	0	0
Newspapers/Magazines	8	10	6	4	12	2	6	5	10	11	10	1	5	10	10	10	5	8	0	0
Candy	8	11	5	8	8	9	4	10	9	7	8	9	7	7	0	6	10	8	0	16
Movies/Videos	4	4	3	4	4	2	4	5	2	3	5	1	5	3	5	4	4	4	0	0
Lottery tickets	3	4	3	1	4	6	2	4	4	4	4	2	1	7	10	2	5	3	0	16
Drugs/pharmaceuticals	2	3	1	2	3	2	2	1	2	4	1	6	2	0	13	0	5	2	0	0
Other	8	8	8	12	5	13	17	5	9	5	7	9	7	8	3	10	6	8	0	0
Don't know/No answer	2	1	3	1	3	0	1	4	4	0	3	1	4	0	3	2	2	2	0	0
WEIGHTED SAMPLE SIZE (#)	188	93	95	68	95	25	37	61	24	63	137	48	97	54	11	103	84	188	0	3
UNWEIGHTED SAMPLE SIZE (#)	308	163	145	78	166	64	60	102	42	102	210	94	155	91	20	112	196	308	0	5

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2006 Manitoba Survey on the Tobacco Retail Environment - Adult Component

TABLE 18:

[ASK SMOKERS ONLY, BUT DO NOT ASK Q.18 if 'NEVER' IN Q.17a, OR IF CODE 7 IN .Q17a] 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	29	28	31	21	33	40	28	29	28	30	28	31	23	34	36	25	35	29	0	51
Often	29	28	30	38	24	23	30	38	19	26	31	27	31	28	31	28	30	29	0	16
Rarely	22	23	21	28	21	10	18	18	34	24	21	23	25	18	8	23	20	22	0	16
Never	17	17	16	11	20	21	17	14	18	18	17	15	18	18	24	19	13	17	0	16
Don't have [a usual establishment/establishments] where I buy cigarettes	1	1	0	0	1	0	3	0	0	0	1	0	1	1	0	1	0	1	0	0
Don't know/No answer	2	3	2	2	1	7	4	1	0	3	1	5	2	1	0	2	2	2	0	0
WEIGHTED SAMPLE SIZE (#)	189	93	96	68	95	26	37	60	24	65	137	50	98	55	11	105	84	189	0	3
UNWEIGHTED SAMPLE SIZE (#)	309	163	146	78	166	65	60	101	42	104	210	95	155	92	20	114	195	309	0	5

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	34	33	36	32	34	37	43	30	28	36	33	36	38	33	31	33	36	0	34	26
No	55	58	52	60	56	52	42	59	58	56	57	53	50	57	60	56	54	0	55	64
Don't know/No answer	10	9	12	9	10	11	15	11	14	8	10	11	12	10	9	11	10	0	10	11
WEIGHTED SAMPLE SIZE (#)	798	449	350	185	320	294	98	182	86	428	517	279	264	308	122	379	419	0	798	293
UNWEIGHTED SAMPLE SIZE (#)	665	357	308	109	272	284	86	158	68	347	401	261	225	248	94	225	440	0	665	254

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TABLE 20:

Which one of the following statements comes closest to how you feel about the display of cigarettes 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	14	13	14	12	13	17	10	10	15	16	13	15	15	15	9	15	13	11	15	15
Cigarettes should be kept out of sight unless a customer specifically asks to purchase them	64	65	64	71	65	58	62	62	64	67	66	62	61	69	72	61	68	51	68	65
There should be no restriction on how cigarettes are displayed in stores	18	18	18	15	21	17	21	22	17	15	19	15	20	13	17	21	15	34	13	15
Should not be sold/Should be illegal	1	0	1	0	0	2	1	1	0	0	0	2	1	0	0	0	1	0	1	1
Other	1	0	1	1	0	1	1	1	0	0	0	1	0	0	0	0	1	2	0	0
Doesn't matter/Don't care	1	2	0	1	1	2	0	1	2	1	1	2	1	2	0	1	1	1	1	1
Don't know/No answer	2	2	2	0	1	4	4	3	1	1	1	4	2	1	2	2	2	2	2	3
WEIGHTED SAMPLE SIZE (#)	1011	559	452	265	421	325	139	248	113	504	669	335	376	367	133	498	513	213	798	298
UNWEIGHTED SAMPLE SIZE (#)	1011	547	464	200	450	361	155	266	114	468	635	368	399	347	116	353	658	346	665	262

TABLE 21:

In the last six months have you visited a retail outlet that specializes in the sale of tobacco 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	7	8	6	13	5	4	9	9	5	6	7	7	9	7	4	9	5	14	5	6
No	93	92	94	86	95	95	90	90	95	94	93	93	91	93	95	91	95	85	94	93
Don't know/No answer	0	1	0	0	0	1	1	1	0	0	0	1	0	0	1	0	0	0	0	1
WEIGHTED SAMPLE SIZE (#)	1011	559	452	265	421	325	139	248	113	504	669	335	376	367	133	498	513	213	798	298
UNWEIGHTED SAMPLE SIZE (#)	1011	547	464	200	450	361	155	266	114	468	635	368	399	347	116	353	658	346	665	262

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TABLE 22:

[ASK Q.22 ONLY IF 'YES' IN Q.21] And now I would like to talk to you some more about the manner in which tobacco and tobacco-related products are displayed in specialty tobacco stores. These 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 often referred to as a 'power wall.' Have you been in specialty tobacco 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	53	53	54	54	45	65	39	54	58	57	47	64	54	54	62	52	55	66	44	48
No	45	44	46	46	48	35	61	46	42	38	50	36	46	40	38	47	41	32	54	52
Don't know/No answer	2	4	0	0	7	0	0	0	0	5	3	0	0	6	0	1	4	2	2	0
WEIGHTED SAMPLE SIZE (#)	72	43	29	35	23	14	12	24	6	30	48	22	34	24	6	45	27	30	42	19
UNWEIGHTED SAMPLE SIZE (#)	72	45	27	25	30	17	11	23	8	30	49	22	35	23	5	33	39	42	30	15

TABLE 23:

[ASK Q.23 ONLY IF 'NO' IN Q.21] And now I would like to talk to you some more about the display of tobacco and tobacco-related products. Before August 15, 2005, retail stores were able to display cigarette packages openly and visibly to the public, including minors. Many retailers displayed cigarette packages in multiple vertical rows, which highlighted the colour and could make a particular brand stand out. This type of display is often referred to as a 'power wall.' Do you recall seeing cigarette packages displayed in this manner in retail outlets?

	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	65	68	61	73	71	51	52	55	74	71	72	52	56	73	79	67	63	77	62	68
No	32	30	34	24	27	44	45	42	21	26	25	45	39	25	20	30	34	21	34	29
Don't know/No answer	3	2	4	3	2	5	3	3	5	3	3	4	5	2	1	4	3	2	4	3
WEIGHTED SAMPLE SIZE (#)	936	513	423	229	398	309	125	223	107	474	620	311	341	342	126	451	485	182	754	277
UNWEIGHTED SAMPLE SIZE (#)	936	499	437	174	420	342	143	241	106	438	585	344	363	324	110	319	617	303	633	245

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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	55	56	55	57	55	54	48	53	56	58	56	55	54	61	54	55	55	38	60	54
No	37	37	37	39	37	35	37	43	37	34	38	36	38	35	36	37	37	57	32	39
Don't know/No answer	8	7	8	3	8	11	15	4	7	8	7	9	8	3	10	7	8	6	8	6
WEIGHTED SAMPLE SIZE (#)	1011	559	452	265	421	325	139	248	113	504	669	335	376	367	133	498	513	213	798	298
UNWEIGHTED SAMPLE SIZE (#)	1011	547	464	200	450	361	155	266	114	468	635	368	399	347	116	353	658	346	665	262

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	20	16	20	21	24	26	17	15	17	23	22	14	19	19	19	37	15	16
2	10	13	7	9	12	9	11	6	9	12	11	7	9	12	9	13	7	11	10	13
3	17	16	18	19	16	16	15	21	16	16	17	17	19	18	15	16	18	13	18	21
4	19	19	19	29	16	14	10	17	24	21	20	16	17	20	23	21	17	8	22	15
Strongly agree	32	32	33	27	33	36	35	27	31	35	33	33	31	35	33	29	36	28	34	34
Don't know/No answer	2	2	2	1	2	4	5	3	2	1	2	4	2	1	2	2	3	3	2	2
WEIGHTED SAMPLE SIZE (#)	1011	559	452	265	421	325	139	248	113	504	669	335	376	367	133	498	513	213	798	298
UNWEIGHTED SAMPLE SIZE (#)	1011	547	464	200	450	361	155	266	114	468	635	368	399	347	116	353	658	346	665	262
Tox 2 Box Score (5, 4)	51	51	52	56	49	50	46	44	55	56	53	49	48	55	56	50	53	37	55	49

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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	7	5	8	4	7	8	12	9	4	4	6	8	10	4	4	5	8	15	4	4
2	5	5	4	3	5	5	7	6	5	3	5	4	4	5	1	5	4	5	4	6
3	10	10	11	9	10	13	18	9	14	8	10	12	11	10	9	11	10	16	9	10
4	21	21	22	27	20	17	9	26	17	23	22	19	20	22	24	25	18	15	23	22
Strongly agree	56	57	54	57	57	54	53	48	60	60	56	55	53	59	61	53	59	47	58	57
Don't know/No answer	1	2	1	1	0	3	1	1	0	1	0	3	1	1	1	1	2	2	1	1
WEIGHTED SAMPLE SIZE (#)	1011	559	452	265	421	325	139	248	113	504	669	335	376	367	133	498	513	213	798	298
UNWEIGHTED SAMPLE SIZE (#)	1011	547	464	200	450	361	155	266	114	468	635	368	399	347	116	353	658	346	665	262
Tox 2 Box Score (5, 4)	77	78	76	84	78	71	63	74	76	83	79	74	73	81	85	78	76	62	81	79

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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?

	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	13	11	16	6	15	17	24	18	9	8	13	14	18	9	6	13	13	28	9	12
2	5	6	5	6	6	5	7	6	5	5	6	4	5	5	9	7	4	7	5	7
3	12	12	12	15	10	12	12	13	21	9	12	10	16	10	9	14	9	13	12	11
4	13	12	13	19	12	8	8	12	10	15	14	11	12	14	9	15	11	11	13	10
Strongly support	55	58	52	53	56	56	47	48	55	61	54	58	47	61	65	49	61	39	60	58
Don't know/No answer	2	1	2	1	2	2	2	3	0	1	1	3	2	1	2	1	2	2	2	2
WEIGHTED SAMPLE SIZE (#)	1011	559	452	265	421	325	139	248	113	504	669	335	376	367	133	498	513	213	798	298
UNWEIGHTED SAMPLE SIZE (#)	1011	547	464	200	450	361	155	266	114	468	635	368	399	347	116	353	658	346	665	262
Tox 2 Box Score (5, 4)	68	71	64	73	67	65	54	60	64	77	68	69	59	75	74	64	72	51	73	68

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2006 Manitoba Survey on the Tobacco Retail Environment - Adult Component

TABLE 28:

Using the same '1' to '5' scale, all things considered to what extent do you oppose or support the Government of Manitoba ban on 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	12	9	16	7	13	16	25	19	7	6	11	15	16	8	7	14	11	27	8	11
2	6	6	6	7	7	3	4	5	6	7	8	2	6	7	5	8	4	7	6	3
3	13	15	11	19	12	10	18	16	19	9	13	14	16	12	11	16	10	20	12	10
4	11	10	12	16	9	9	7	11	15	11	12	10	12	11	12	11	11	7	12	12
Strongly support	55	57	53	50	58	57	41	46	51	65	56	55	48	63	63	48	62	36	60	61
Don't know/No answer	2	2	2	1	1	4	5	2	1	1	1	4	2	0	3	2	2	3	2	2
WEIGHTED SAMPLE SIZE (#)	1011	559	452	265	421	325	139	248	113	504	669	335	376	367	133	498	513	213	798	298
UNWEIGHTED SAMPLE SIZE (#)	1011	547	464	200	450	361	155	266	114	468	635	368	399	347	116	353	658	346	665	262
Tox 2 Box Score (5, 4)	66	67	65	66	67	66	48	57	66	76	68	65	60	73	75	60	73	43	72	73

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2006 Manitoba Survey on the Tobacco Retail Environment - Adult Component

TABLE 29:

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

	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	25	25	24	7	30	32	20	23	23	28	24	26	19	27	39	25	25	16	27	35
Grocery stores	23	23	24	23	23	25	20	19	24	27	22	26	19	27	28	19	28	11	27	23
There should not be restrictions on selling cigarettes	12	14	11	15	14	8	8	14	12	13	14	9	13	12	11	15	10	21	10	12
Convenience stores	11	11	11	14	12	8	9	10	12	12	13	8	9	13	19	10	12	4	13	11
Cigarettes shouldn't be available for sale anywhere	7	7	7	5	5	12	13	8	6	5	5	11	10	4	5	7	7	2	8	7
Any type of establishment that underage/youth have access to	6	5	6	6	5	6	5	6	4	6	5	6	6	7	2	5	7	7	5	5
Restaurant/food establishment	5	3	8	3	5	6	8	4	6	4	4	7	5	5	3	3	7	4	5	5
Public schools	4	4	4	4	3	5	2	4	10	3	4	5	5	3	1	4	4	6	3	4
Health care facilities	4	4	4	2	5	5	3	2	7	5	4	4	3	7	1	4	4	4	4	4
Clothing/department/retail stores	4	3	5	4	4	3	3	3	1	5	4	4	3	4	3	4	4	3	4	5
Athletic and recreation facilities such as rinks, gyms, golf	4	3	4	1	4	6	3	5	5	3	3	4	4	3	3	4	4	4	4	4
Gas stations	4	4	3	4	4	2	2	3	2	5	4	3	3	4	9	4	3	1	4	3
Licensed bars and taverns	2	1	2	3	1	2	3	0	1	2	1	2	2	2	0	2	1	1	2	1
Post-secondary educational institutions such as universities	1	2	1	2	0	2	1	1	5	1	1	2	2	1	0	2	1	2	1	1
Should not be sold anywhere near schools	1	1	2	3	1	1	2	1	0	1	2	1	1	0	2	1	1	3	1	1
Health food stores	1	0	1	0	1	1	2	1	0	1	0	1	1	1	1	1	1	0	1	0
Should only be sold in tobacco stores/smoke shops	1	1	0	0	1	0	0	0	1	1	1	0	0	1	1	1	1	1	1	1
Vending machines	1	1	0	1	1	0	0	1	2	1	1	0	1	0	0	0	1	1	0	0
By choice of owner	1	0	1	1	1	0	1	1	0	1	1	0	0	0	1	1	1	2	0	0
Liquor stores	1	1	0	1	1	0	0	1	3	0	1	0	1	1	0	1	0	1	1	1
Government-owned premises	0	1	0	1	0	0	1	0	0	1	0	1	1	0	0	0	0	1	0	0
Public building/establishment (general)	0	1	0	1	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0
Horserace tracks	0	0	0	0	0	1	0	1	0	0	0	1	0	0	0	0	0	0	0	0
Other	1	2	1	1	2	1	2	0	3	1	2	1	1	2	1	1	2	3	1	2
Don't know/No answer	21	23	19	28	19	17	25	24	18	19	22	19	24	19	16	20	21	25	20	18

(cont.)

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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? PROBE: Any others?

(cont.)

	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			
WEIGHTED SAMPLE SIZE (#)	1011	559	452	265	421	325	139	248	113	504	669	335	376	367	133	498	513	213	798	298
UNWEIGHTED SAMPLE SIZE (#)	1011	547	464	200	450	361	155	266	114	468	635	368	399	347	116	353	658	346	665	262

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	67	71	80	64	66	69	68	75	68	67	73	69	72	62	65	72	57	72	66
No	29	30	27	19	33	31	29	30	23	29	31	25	28	26	36	32	26	42	25	32
They already are required to have a license	0	1	0	0	1	0	0	1	0	0	0	0	1	0	0	1	0	0	0	0
Other	1	0	1	1	0	0	0	1	0	1	1	0	0	0	2	1	0	0	1	0
Don't know/No answer	2	2	1	0	2	3	2	1	1	2	1	2	2	1	0	2	1	1	2	1
WEIGHTED SAMPLE SIZE (#)	1011	559	452	265	421	325	139	248	113	504	669	335	376	367	133	498	513	213	798	298
UNWEIGHTED SAMPLE SIZE (#)	1011	547	464	200	450	361	155	266	114	468	635	368	399	347	116	353	658	346	665	262

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TABLE 31:

Would you support, neither support nor oppose, or 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	55	59	54	63	52	42	52	65	62	58	55	50	63	65	53	60	31	64	58
Neither support nor oppose	13	14	13	18	10	14	12	12	14	14	13	14	13	14	16	15	12	13	13	15
Oppose	25	27	24	24	24	27	39	31	20	19	25	26	31	21	15	29	22	51	18	24
Don't know/No answer	4	4	5	4	3	7	7	4	2	4	4	5	6	1	4	3	5	5	4	4
WEIGHTED SAMPLE SIZE (#)	1011	559	452	265	421	325	139	248	113	504	669	335	376	367	133	498	513	213	798	298
UNWEIGHTED SAMPLE SIZE (#)	1011	547	464	200	450	361	155	266	114	468	635	368	399	347	116	353	658	346	665	262

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 [18/19] years of age or over are permitted	64	62	66	64	64	62	65	61	70	63	62	66	63	66	67	58	69	38	70	63
Cigarettes should be sold in establishments or stores where people of all ages are permitted	28	30	26	28	30	26	25	30	22	29	30	24	27	27	30	33	23	43	24	30
Doesn't matter/People who want cigarettes will get them	4	3	4	4	4	3	3	4	4	4	4	3	4	4	1	5	3	14	1	1
Cigarettes should not be sold anywhere	1	2	1	0	0	3	3	1	0	1	1	2	1	1	0	1	1	0	2	2
Other	1	1	1	3	0	1	2	1	0	1	1	2	1	2	0	2	1	2	1	1
Don't know/No answer	2	2	2	1	1	4	2	2	4	2	2	3	3	1	1	1	3	2	2	2
WEIGHTED SAMPLE SIZE (#)	1011	559	452	265	421	325	139	248	113	504	669	335	376	367	133	498	513	213	798	298
UNWEIGHTED SAMPLE SIZE (#)	1011	547	464	200	450	361	155	266	114	468	635	368	399	347	116	353	658	346	665	262

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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	66	65	63	66	65	60	66	67	64	66	63	65	72	60	69	44	70	65
There should be no restrictions on the location where cigarettes are sold	31	33	28	33	32	28	27	37	29	30	33	28	32	32	24	35	27	50	26	30
Makes no difference/They'll smoke regardless	1	1	1	0	2	1	2	0	2	1	1	1	0	1	2	1	1	1	1	2
Should not be sold anywhere	1	1	1	0	0	2	2	1	0	0	0	2	1	0	0	1	1	1	1	1
Other	0	0	1	0	0	1	1	0	1	1	1	0	0	1	0	1	0	0	1	1
Don't know/No answer	2	2	3	2	3	3	4	3	2	2	2	3	3	2	1	3	2	3	2	2
WEIGHTED SAMPLE SIZE (#)	1011	559	452	265	421	325	139	248	113	504	669	335	376	367	133	498	513	213	798	298
UNWEIGHTED SAMPLE SIZE (#)	1011	547	464	200	450	361	155	266	114	468	635	368	399	347	116	353	658	346	665	262

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	30	29	31	33	32	18	43	29	25	27	30	32	33	26	31	25	37	30	0	50
No	66	66	66	61	68	74	55	66	70	69	67	61	64	71	69	70	61	66	0	39
Depends how far I would have to travel	0	0	0	0	0	3	0	0	0	1	0	1	0	1	0	0	0	0	0	11
Don't know/No answer	3	4	2	6	1	5	1	4	5	3	2	6	4	1	0	5	2	3	0	0
WEIGHTED SAMPLE SIZE (#)	213	111	102	80	101	31	41	66	27	77	152	56	112	59	12	119	94	213	0	5
UNWEIGHTED SAMPLE SIZE (#)	346	190	156	91	178	77	69	108	46	121	234	107	174	99	22	128	218	346	0	8

HEALTH CANADA

2006 Manitoba Survey on the Tobacco Retail Environment - Adult Component

TABLE 35:

[ASK SMOKERS WHO ANSWERED 'YES' TO Q.21 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	16	19	10	25	8	0	46	14	7	9	21	5	24	13	0	16	16	16	0	100
Less often	11	5	24	15	4	13	5	15	13	10	7	25	11	0	0	14	6	11	0	0
Does seeing such a display have no impact on your purchase behaviour	66	68	61	56	71	87	49	63	67	75	64	66	60	69	100	66	65	66	0	0
I never see such displays	3	4	0	0	8	0	0	4	7	0	4	0	2	5	0	2	4	3	0	0
Don't know/No answer	4	4	6	3	8	0	0	4	7	5	4	5	2	12	0	2	9	4	0	0
WEIGHTED SAMPLE SIZE (#)	42	29	14	22	13	7	6	14	8	14	29	12	23	11	1	28	14	42	0	1
UNWEIGHTED SAMPLE SIZE (#)	61	44	17	22	23	16	10	19	10	22	40	20	32	15	2	28	33	61	0	1

HEALTH CANADA

2006 Manitoba Survey on the Tobacco Retail Environment - Adult Component

TABLE 36:

[ASK FORMER SMOKERS WHO ANSWERED 'YES' TO Q.21 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	3	2	5	6	2	3	0	3	0	5	3	3	3	3	3	3	4	57	3	3
Does it confirm your decision to quit smoking	14	16	10	12	12	16	18	5	16	17	14	14	14	17	7	12	15	0	14	14
Does seeing such a display have no impact on your purchase behaviour	82	80	84	82	84	80	80	91	82	76	82	82	82	78	90	84	79	43	82	82
I never see such displays	1	1	1	0	2	1	0	0	3	2	1	1	0	2	0	1	1	0	1	1
Don't know/No answer	0	1	0	0	0	1	2	0	0	0	0	1	1	0	0	0	1	0	0	0
WEIGHTED SAMPLE SIZE (#)	296	163	133	38	112	146	41	80	38	134	192	104	79	124	50	159	137	3	293	296
UNWEIGHTED SAMPLE SIZE (#)	257	141	116	23	100	134	39	72	32	111	158	99	72	103	42	106	151	3	254	257

TABLE 38:

In your opinion, do you support, neither support nor oppose, or 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	25	27	22	22	28	22	27	31	22	21	24	25	30	21	20	25	24	52	17	17
Neither support nor oppose	25	25	25	30	25	22	15	25	22	29	28	21	23	27	33	28	22	23	26	33
Oppose	46	45	48	45	44	49	54	39	51	47	45	49	42	49	46	43	49	24	52	47
Don't know/No answer	4	4	5	2	3	6	4	5	5	3	3	5	5	3	0	4	5	1	5	3
WEIGHTED SAMPLE SIZE (#)	1011	559	452	265	421	325	139	248	113	504	669	335	376	367	133	498	513	213	798	298
UNWEIGHTED SAMPLE SIZE (#)	1011	547	464	200	450	361	155	266	114	468	635	368	399	347	116	353	658	346	665	262

HEALTH CANADA

2006 Manitoba Survey on the Tobacco Retail Environment - Adult Component

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	52	46	55	46	49	52	47	55	49	56	35	46	52	57	100	0	56	47	54
Female	51	48	54	45	54	51	48	53	45	51	44	65	54	48	43	0	100	44	53	46
WEIGHTED SAMPLE SIZE (#)	1011	559	452	265	421	325	139	248	113	504	669	335	376	367	133	498	513	213	798	298
UNWEIGHTED SAMPLE SIZE (#)	1011	547	464	200	450	361	155	266	114	468	635	368	399	347	116	353	658	346	665	262

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	4	0	1	5	16	0	0	0	1	4	5	0	0	3	1	2	2	3
Some high school	12	10	13	11	8	17	84	0	0	0	7	20	19	5	3	11	12	17	10	11
Graduated high school/vocational	25	22	28	25	21	28	0	100	0	0	23	27	29	23	8	23	26	31	23	27
Some community/technical college	5	4	6	5	4	6	0	0	42	0	6	2	5	6	4	6	3	5	5	7
Graduate community/technical college	16	17	16	21	19	9	0	0	0	33	20	10	14	18	20	14	19	21	15	17
Some university	6	8	5	7	7	6	0	0	58	0	6	8	8	6	6	6	7	8	6	6
Graduated university	33	39	27	31	39	28	0	0	0	67	37	28	21	42	58	36	31	15	38	29
Other	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Refused	1	0	1	0	0	1	0	0	0	0	0	1	0	0	0	0	1	1	0	1
WEIGHTED SAMPLE SIZE (#)	1011	559	452	265	421	325	139	248	113	504	669	335	376	367	133	498	513	213	798	298
UNWEIGHTED SAMPLE SIZE (#)	1011	547	464	200	450	361	155	266	114	468	635	368	399	347	116	353	658	346	665	262

HEALTH CANADA

2006 Manitoba Survey on the Tobacco Retail Environment - Adult Component

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	56	59	52	60	75	28	30	53	52	67	85	0	41	71	79	68	45	62	55	57
Working at a job/business part-time	8	6	9	7	8	7	5	7	14	7	11	0	9	8	5	4	11	6	8	6
Looking for work	1	1	1	2	1	0	4	0	2	0	0	3	1	1	0	1	1	3	0	0
A student	4	6	3	15	1	0	4	2	7	5	0	13	6	3	4	5	4	6	4	1
Retired	19	18	20	0	1	57	38	23	12	12	0	57	28	10	4	17	20	9	21	28
Raising a family or running a household	9	8	10	12	10	5	12	11	8	8	0	27	10	7	8	1	17	9	9	5
Seasonally employed	2	1	4	3	3	2	5	2	5	1	4	0	4	1	0	4	1	4	2	3
Refused	1	1	0	1	1	1	2	1	0	0	0	0	1	0	0	1	1	2	0	0
WEIGHTED SAMPLE SIZE (#)	1011	559	452	265	421	325	139	248	113	504	669	335	376	367	133	498	513	213	798	298
UNWEIGHTED SAMPLE SIZE (#)	1011	547	464	200	450	361	155	266	114	468	635	368	399	347	116	353	658	346	665	262

HEALTH CANADA

2006 Manitoba Survey on the Tobacco Retail Environment - Adult Component

TABLE 45:

Which of the following broad income categories best describes your total household income before taxes in 2005? 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	13	11	16	19	6	18	30	18	16	6	8	24	35	0	0	12	14	17	12	7
At least \$25,000, but less than \$50,000	24	20	29	27	21	26	35	26	26	20	22	28	65	0	0	22	26	36	21	20
At least \$50,000, but less than \$75,000	24	25	22	27	27	17	9	24	26	27	28	15	0	65	0	25	22	19	25	26
At least \$75,000, but less than \$100,000	13	13	12	9	18	8	5	9	12	16	15	7	0	35	0	13	12	8	14	16
\$100,000 or more	13	16	10	9	20	8	3	5	12	21	17	7	0	0	100	15	11	5	15	17
Refused	11	12	10	4	8	20	12	14	8	9	8	16	0	0	0	10	12	11	11	13
Don't know/No answer	2	3	2	4	1	3	6	4	1	1	2	4	0	0	0	2	3	3	2	2
WEIGHTED SAMPLE SIZE (#)	1011	559	452	265	421	325	139	248	113	504	669	335	376	367	133	498	513	213	798	298
UNWEIGHTED SAMPLE SIZE (#)	1011	547	464	200	450	361	155	266	114	468	635	368	399	347	116	353	658	346	665	262

HEALTH CANADA

2006 Manitoba Survey on the Tobacco Retail Environment - 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	POTENTIAL QUITTERS
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 (#)	346	180	166	131	164	51	67	108	43	125	248	92	182	96	19	193	153	258	88	284	62	21
UNWEIGHTED SAMPLE SIZE (#)	346	190	156	91	178	77	69	108	46	121	234	107	174	99	22	128	218	268	78	291	55	16

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	POTENTIAL QUITTERS
18-34	38	38	38	100	0	0	38	41	41	35	36	42	46	29	25	41	34	37	41	37	41	53
35-54	48	44	51	0	100	0	42	48	44	50	57	22	42	59	60	45	51	49	43	48	47	40
55+	15	18	11	0	0	100	20	11	15	15	7	35	13	12	14	14	15	14	16	15	11	7
WEIGHTED SAMPLE SIZE (#)	346	180	166	131	164	51	67	108	43	125	248	92	182	96	19	193	153	258	88	284	62	21
UNWEIGHTED SAMPLE SIZE (#)	346	190	156	91	178	77	69	108	46	121	234	107	174	99	22	128	218	268	78	291	55	16

HEALTH CANADA

2006 Manitoba Survey on the Tobacco Retail Environment - Adult Smokers

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	POTENTIAL QUITTERS
Everyday	75	77	72	72	77	73	76	79	76	69	74	78	74	74	88	70	80	100	0	77	64	79
Occasionally	25	23	28	28	23	27	24	21	24	31	26	22	26	26	12	30	20	0	100	23	36	21
WEIGHTED SAMPLE SIZE (#)	346	180	166	131	164	51	67	108	43	125	248	92	182	96	19	193	153	258	88	284	62	21
UNWEIGHTED SAMPLE SIZE (#)	346	190	156	91	178	77	69	108	46	121	234	107	174	99	22	128	218	268	78	291	55	16

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	POTENTIAL QUITTERS
Yes	96	99	94	94	98	98	98	94	95	99	96	97	96	98	93	95	98	99	90	98	89	92
No	3	1	5	5	2	2	2	6	5	0	3	2	3	2	7	5	1	1	8	1	11	8
Don't know/No answer	1	0	1	1	0	0	0	0	0	1	0	1	1	0	0	0	1	0	2	1	0	0
WEIGHTED SAMPLE SIZE (#)	346	180	166	131	164	51	67	108	43	125	248	92	182	96	19	193	153	258	88	284	62	21
UNWEIGHTED SAMPLE SIZE (#)	346	190	156	91	178	77	69	108	46	121	234	107	174	99	22	128	218	268	78	291	55	16

HEALTH CANADA

2006 Manitoba Survey on the Tobacco Retail Environment - Adult Smokers

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	POTENTIAL QUITTERS
Yes	97	96	98	95	98	96	99	99	92	95	96	99	97	94	100	96	98	98	93	97	95	100
No	3	4	2	5	2	4	1	1	8	5	4	1	3	6	0	4	2	2	7	3	5	0
WEIGHTED SAMPLE SIZE (#)	346	180	166	131	164	51	67	108	43	125	248	92	182	96	19	193	153	258	88	284	62	21
UNWEIGHTED SAMPLE SIZE (#)	346	190	156	91	178	77	69	108	46	121	234	107	174	99	22	128	218	268	78	291	55	16

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	POTENTIAL QUITTERS
One year ago, or less	33	36	28	28	0	100	100	0	0	36	37	0	40	24	0	30	39	34	32	36	28	0
At least three years ago, but less than five years ago	45	28	72	72	44	0	0	0	36	64	51	0	20	76	0	54	22	34	51	28	72	0
Five years ago or more	22	36	0	0	56	0	0	100	64	0	12	100	40	0	0	15	39	33	16	36	0	0
WEIGHTED SAMPLE SIZE (#)	8	5	3	3	3	2	1	1	1	5	7	1	4	4	0	6	2	3	5	5	3	0
UNWEIGHTED SAMPLE SIZE (#)	8	6	2	2	4	2	1	1	2	4	7	1	5	3	0	5	3	3	5	6	2	0

HEALTH CANADA

2006 Manitoba Survey on the Tobacco Retail Environment - Adult Smokers

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	POTENTIAL QUITTERS
Less than 10	17	26	7	25	14	9	11	15	31	19	17	17	11	28	24	20	15	17	0	17	19	34
10 to 12	25	27	24	33	22	18	25	34	19	21	24	30	32	16	30	20	32	25	0	26	20	10
13 to 15	15	12	19	17	16	9	12	11	7	25	17	12	15	18	16	14	17	15	0	16	13	10
16 to 24	18	10	27	13	20	23	29	19	17	12	17	22	19	16	14	18	18	18	0	16	30	38
25 or more	23	23	22	9	29	38	22	22	20	23	24	17	24	19	17	27	18	23	0	24	17	8
Don't know	1	2	0	2	0	3	1	0	7	1	2	1	0	3	0	2	1	1	0	1	1	0
WEIGHTED SAMPLE SIZE (#)	258	138	120	95	127	37	51	85	33	86	183	71	135	71	17	135	123	258	0	218	40	17
MEAN	16.0	14.5	17.7	12.1	17.1	22.0	18.1	15.9	13.6	15.1	15.9	15.8	16.4	15.0	15.4	16.8	15.1	16.0	.	15.9	16.3	13.2
MEDIAN	15.0	12.0	15.0	12.0	15.0	20.0	16.0	13.0	12.0	15.0	15.0	15.0	15.0	15.0	10.0	15.0	13.0	15.0	.	15.0	15.0	15.0
UNWEIGHTED SAMPLE SIZE (#)	268	152	116	67	143	58	53	88	35	90	181	84	132	79	19	92	176	268	0	229	39	13

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	POTENTIAL QUITTERS
0 to 2	29	41	18	30	30	24	5	20	65	34	26	39	27	30	60	22	42	0	29	28	33	52
3 to 4	22	23	22	25	18	27	31	18	22	21	23	22	27	24	0	22	22	0	22	24	18	0
5 to 6	22	19	24	26	12	37	22	43	0	15	23	22	26	11	40	28	9	0	22	19	30	48
7 or more	19	13	24	15	25	13	22	12	13	24	22	13	19	26	0	17	23	0	19	19	18	0
Don't know	8	4	12	5	14	0	20	7	0	6	6	4	2	9	0	11	3	0	8	11	0	0
WEIGHTED SAMPLE SIZE (#)	88	42	46	36	38	14	16	23	11	39	65	21	46	25	2	58	30	0	88	66	22	4
MEAN	5.5	4.8	6.3	4.6	6.4	5.8	7.4	5.0	2.6	6.0	6.0	4.2	5.6	5.9	3.0	6.1	4.5	.	5.5	5.8	4.8	3.4
MEDIAN	4.0	3.0	5.0	4.0	4.0	4.0	5.0	5.0	2.0	4.0	4.0	3.0	3.0	4.0	1.0	5.0	3.0	.	4.0	4.0	4.0	2.0
UNWEIGHTED SAMPLE SIZE (#)	78	38	40	24	35	19	16	20	11	31	53	23	42	20	3	36	42	0	78	62	16	3

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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	POTENTIAL QUITTERS
Yes	82	85	79	80	82	86	74	80	90	85	81	83	81	86	81	80	84	85	75	100	0	0
No	18	15	21	20	18	14	26	20	10	15	19	17	19	14	19	20	16	15	25	0	100	100
WEIGHTED SAMPLE SIZE (#)	346	180	166	131	164	51	67	108	43	125	248	92	182	96	19	193	153	258	88	284	62	21
UNWEIGHTED SAMPLE SIZE (#)	346	190	156	91	178	77	69	108	46	121	234	107	174	99	22	128	218	268	78	291	55	16

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	POTENTIAL QUITTERS
Once	18	19	17	15	21	16	20	13	29	19	18	15	16	22	15	16	22	19	16	18	0	0
Twice	15	16	14	18	14	13	9	17	16	15	19	6	14	11	40	16	14	15	16	15	0	0
Three times	13	13	13	17	9	17	25	13	8	11	13	14	19	8	3	14	13	12	18	13	0	0
More than three times	20	21	19	29	13	16	15	21	14	24	18	26	17	24	9	22	17	17	29	20	0	0
Have you not tried to stop smoking in the past year	31	28	33	17	41	33	25	33	31	31	28	35	31	32	27	30	31	35	16	31	0	0
Don't know/No answer	3	2	4	4	2	4	6	4	2	2	3	4	3	3	6	3	3	2	5	3	0	0
WEIGHTED SAMPLE SIZE (#)	284	153	131	105	135	44	50	86	39	106	202	76	147	82	15	155	129	218	66	284	0	0
UNWEIGHTED SAMPLE SIZE (#)	291	161	130	73	151	67	54	88	43	104	192	94	144	86	19	105	186	229	62	291	0	0

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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	POTENTIAL QUITTERS
Yes	34	32	36	44	29	20	36	24	89	32	31	44	32	24	62	40	26	43	20	0	34	100
No	62	68	57	47	71	80	64	76	11	56	64	56	68	59	38	54	74	57	70	0	62	0
Don't know/No answer	4	0	7	9	0	0	0	0	0	13	5	0	0	18	0	6	0	0	10	0	4	0
WEIGHTED SAMPLE SIZE (#)	62	26	35	26	29	7	17	22	4	18	46	16	35	13	4	38	24	40	22	0	62	21
UNWEIGHTED SAMPLE SIZE (#)	55	29	26	18	27	10	15	20	3	17	42	13	30	13	3	23	32	39	16	0	55	16

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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	POTENTIAL QUITTERS
Convenience stores	30	32	28	40	25	23	33	22	37	32	31	29	32	30	36	29	31	33	22	31	28	45
Gas stations	27	29	25	29	29	17	24	32	32	24	28	26	27	25	19	33	21	27	30	30	16	8
Grocery stores	22	16	27	10	25	42	27	21	18	22	19	30	19	27	29	17	27	25	13	20	28	40
No usual place	4	4	5	5	5	1	0	5	2	7	6	1	4	4	7	4	5	4	5	5	0	0
Don't purchase cigarettes	3	4	3	7	1	3	0	5	2	4	5	1	4	2	0	5	2	0	12	3	7	0
The Reserve	2	1	3	2	2	2	7	1	0	1	2	1	3	1	0	2	2	2	2	1	5	0
Drug stores	1	1	1	0	2	2	0	1	0	3	2	1	1	2	0	1	1	1	3	1	2	0
Cigar/Tobacco shop	1	2	1	1	2	1	2	2	0	1	1	2	2	0	0	0	3	1	2	1	2	0
Post-secondary educational institutions such as universities	0	0	0	0	1	0	1	0	0	0	0	0	0	0	5	0	0	0	0	0	0	0
Government-owned premises	0	0	0	0	0	2	0	0	0	1	0	1	0	1	0	0	0	0	0	0	0	0
Two or more places equally	0	0	1	0	1	0	0	0	0	1	0	1	0	0	0	0	1	0	0	0	0	0
Price Club/Costco	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0
Other	7	7	6	5	8	7	6	9	9	4	7	6	7	7	5	7	7	5	11	5	12	6
Don't know/No answer	1	2	0	2	0	1	1	2	0	0	0	1	1	1	0	1	0	1	0	1	0	0
WEIGHTED SAMPLE SIZE (#)	346	180	166	131	164	51	67	108	43	125	248	92	182	96	19	193	153	258	88	284	62	21
UNWEIGHTED SAMPLE SIZE (#)	346	190	156	91	178	77	69	108	46	121	234	107	174	99	22	128	218	268	78	291	55	16

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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	POTENTIAL QUITTERS
Convenient geographic location	49	47	52	52	49	45	39	44	68	52	53	41	46	57	53	55	42	50	48	51	40	42
Discount prices	26	31	22	19	28	37	35	29	13	25	25	31	29	19	35	19	35	31	11	26	26	24
Buy other things at that location as well	4	4	5	2	6	4	6	8	2	1	4	3	4	4	0	4	4	3	7	3	8	19
Availability	3	2	5	4	3	1	4	3	7	1	2	5	2	5	8	3	3	3	4	2	8	4
Addicted/Need them	2	3	1	4	1	0	3	2	1	1	2	2	3	1	0	1	2	2	2	2	2	0
Always have purchased them there	1	1	2	2	1	1	4	0	0	1	2	0	2	1	0	1	1	2	0	1	0	0
Always there/Go frequently	1	1	1	1	1	2	1	1	0	1	1	2	2	1	0	1	2	1	0	1	2	0
Best selection	1	1	1	1	1	0	0	0	0	3	2	0	1	1	0	1	1	0	3	1	0	0
Know the people who work at the store	1	2	0	2	0	2	0	0	0	3	1	1	0	4	0	2	0	0	4	1	0	0
Close to where I live	1	1	0	2	0	0	0	0	6	0	0	3	1	0	0	1	0	0	3	0	4	11
They're open long hours/24-7	1	0	1	2	0	0	0	0	0	2	0	3	1	0	0	1	0	1	0	1	0	0
They carry my brand	1	1	0	0	1	1	0	0	0	2	1	1	0	1	5	1	1	0	2	1	0	0
Good promotions	0	0	1	1	0	0	0	1	0	0	0	1	1	0	0	0	1	0	0	0	0	0
Close to where I work	0	1	0	1	0	0	0	0	0	1	0	0	0	1	0	0	1	0	0	0	0	0
They present cigarettes in a pleasant way	0	0	1	0	1	0	0	0	2	0	0	0	1	0	0	0	1	0	0	0	0	0
Other	4	4	5	5	4	4	4	7	1	4	5	4	5	1	0	5	3	1	15	4	5	0
Don't know/No answer	4	3	5	3	4	3	4	4	0	4	4	4	3	5	0	4	3	4	2	3	5	0
WEIGHTED SAMPLE SIZE (#)	321	164	157	117	156	49	67	96	42	114	227	90	168	90	18	177	145	245	76	263	59	21
UNWEIGHTED SAMPLE SIZE (#)	325	175	150	84	167	74	68	99	43	113	217	104	164	93	21	120	205	256	69	272	53	16

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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	POTENTIAL QUITTERS
Convenient geographic location	52	51	53	55	53	46	41	47	70	56	56	44	49	58	55	57	46	53	49	54	43	47
Discount prices	30	34	27	24	31	43	41	32	17	29	27	38	33	23	40	22	40	36	13	30	31	28
Buy other things at that location as well	5	4	5	2	7	5	6	10	2	1	4	5	4	6	0	4	6	4	8	4	8	19
Availability	3	2	5	4	3	1	4	3	7	1	2	5	2	5	8	3	3	3	4	2	8	4
Addicted/Need them	2	3	1	4	1	0	3	2	1	2	2	2	3	2	0	1	3	2	2	2	2	0
They're open long hours/24-7	1	1	2	3	0	0	1	0	0	3	0	4	1	2	0	1	1	1	1	1	1	0
Always have purchased them there	1	1	2	2	1	1	4	0	0	1	2	0	2	1	0	1	1	2	0	1	0	0
Always there/Go frequently	1	1	1	1	1	2	1	1	0	1	1	2	2	1	0	1	2	1	0	1	2	0
Best selection	1	1	1	1	1	0	0	0	0	3	2	0	1	1	0	1	1	0	3	1	0	0
Know the people who work at the store	1	2	0	2	0	2	0	0	0	3	1	1	0	4	0	2	0	0	4	1	0	0
Close to where I live	1	2	0	3	0	0	0	0	6	1	0	3	1	1	0	1	1	0	3	0	4	11
They carry my brand	1	1	0	0	1	1	0	0	0	2	1	1	0	1	5	1	1	0	2	1	0	0
Good promotions	0	0	1	1	0	0	0	1	0	0	0	1	1	0	0	0	1	0	0	0	0	0
Close to where I work	0	1	0	1	0	0	0	0	0	1	0	0	0	1	0	0	1	0	0	0	0	0
They present cigarettes in a pleasant way	0	0	1	0	1	0	0	0	2	0	0	0	1	0	0	0	1	0	0	0	0	0
Other	5	4	7	5	6	4	5	9	1	4	6	5	7	1	0	6	4	2	16	5	5	0
Don't know/No answer	4	3	5	3	4	3	4	4	0	4	4	4	3	5	0	4	3	4	2	3	5	0
WEIGHTED SAMPLE SIZE (#)	321	164	157	117	156	49	67	96	42	114	227	90	168	90	18	177	145	245	76	263	59	21
UNWEIGHTED SAMPLE SIZE (#)	325	175	150	84	167	74	68	99	43	113	217	104	164	93	21	120	205	256	69	272	53	16

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TABLE 15a:

[ASK IF SMOKER, BUT DO NOT ASK IF CODES 96, 97 OR 98 IN Q.14] 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	POTENTIAL QUITTERS
Yes	81	84	79	82	80	84	91	79	68	85	82	80	83	83	68	79	84	83	74	84	70	69
No	17	16	19	18	18	14	9	17	32	14	17	19	15	16	32	19	16	17	19	16	25	31
Don't know/No answer	1	1	2	0	2	2	0	3	0	1	1	1	2	1	0	2	0	0	6	0	5	0
WEIGHTED SAMPLE SIZE (#)	237	120	117	94	106	37	44	66	37	87	163	73	124	65	15	137	100	186	51	194	43	15
UNWEIGHTED SAMPLE SIZE (#)	235	123	112	67	114	54	45	66	36	86	154	79	118	68	17	94	141	190	45	197	38	10

TABLE 15b:

[ASK IF SMOKER, BUT DO NOT ASK IF CODES 96, 97 OR 98 IN Q.14] 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	POTENTIAL QUITTERS
Yes	41	31	52	44	46	20	32	40	40	46	51	20	41	43	55	44	38	45	30	42	39	36
No	48	60	35	51	46	43	43	48	50	51	46	51	45	48	45	46	49	45	57	47	51	64
Do not work	9	8	11	5	5	33	24	8	10	3	1	27	12	8	0	8	12	10	6	10	5	0
Don't know/No answer	2	1	2	0	2	4	1	3	0	1	1	2	2	1	0	2	0	0	7	1	5	0
WEIGHTED SAMPLE SIZE (#)	237	120	117	94	106	37	44	66	37	87	163	73	124	65	15	137	100	186	51	194	43	15
UNWEIGHTED SAMPLE SIZE (#)	235	123	112	67	114	54	45	66	36	86	154	79	118	68	17	94	141	190	45	197	38	10

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TABLE 15c:

[ASK IF SMOKER, BUT DO NOT ASK IF CODES 96, 97 OR 98 IN Q.14] 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	POTENTIAL QUITTERS
Yes	13	7	20	21	10	2	10	14	16	13	13	13	19	7	17	11	17	13	13	12	19	33
No	55	64	46	50	60	53	64	46	49	59	59	45	45	67	62	53	57	53	61	54	59	56
Do not attend an educational institution	31	28	33	29	28	42	27	36	35	27	26	41	34	25	20	34	26	34	19	34	16	12
Don't know/No answer	1	1	2	0	2	2	0	3	0	1	1	1	2	1	0	2	0	0	6	0	5	0
WEIGHTED SAMPLE SIZE (#)	237	120	117	94	106	37	44	66	37	87	163	73	124	65	15	137	100	186	51	194	43	15
UNWEIGHTED SAMPLE SIZE (#)	235	123	112	67	114	54	45	66	36	86	154	79	118	68	17	94	141	190	45	197	38	10

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	POTENTIAL QUITTERS
Always	30	26	34	21	33	42	35	24	29	32	30	30	26	34	29	26	34	30	30	29	34	23
Often	37	32	43	37	39	30	36	50	29	30	37	37	36	37	41	41	33	40	30	39	26	31
Rarely	21	26	16	26	21	9	18	19	33	21	22	19	25	21	21	20	23	22	19	21	22	29
Never	9	14	4	11	6	14	10	6	8	12	8	10	9	6	9	8	10	8	14	8	12	17
Don't have [a usual establishment/establishments] where I buy cigarettes	2	2	2	4	0	3	0	2	1	3	2	1	3	0	0	3	0	0	7	1	5	0
Don't know/No answer	1	0	1	2	0	2	0	0	0	3	0	3	1	1	0	2	0	1	1	1	0	0
WEIGHTED SAMPLE SIZE (#)	346	180	166	131	164	51	67	108	43	125	248	92	182	96	19	193	153	258	88	284	62	21
UNWEIGHTED SAMPLE SIZE (#)	346	190	156	91	178	77	69	108	46	121	234	107	174	99	22	128	218	268	78	291	55	16

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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		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	POTENTIAL QUITTERS
Groceries	41	36	46	35	39	64	42	45	31	42	39	47	36	53	61	40	43	41	40	40	48	56
Coffee/Water/Pop/Beverage	24	23	25	38	18	8	23	24	17	27	23	28	28	20	5	26	21	25	21	25	18	19
Gasoline	22	20	24	22	26	8	16	22	25	23	27	11	26	18	21	24	20	23	20	23	17	5
Milk	19	19	19	9	23	30	23	17	24	17	17	19	16	20	24	16	23	19	19	20	15	5
Bread	12	10	15	3	16	26	21	7	22	9	10	16	13	12	16	10	16	13	9	13	9	5
Snack foods	11	10	12	20	7	2	11	9	5	16	10	15	14	8	5	14	8	12	8	11	13	19
Newspapers/Magazines	8	10	6	4	12	2	6	5	10	11	10	1	5	10	10	10	5	8	7	8	8	13
Candy	8	11	5	8	8	9	4	10	9	7	8	9	7	7	0	6	10	7	12	8	5	0
Movies/Videos	4	4	3	4	4	2	4	5	2	3	5	1	5	3	5	4	4	5	1	4	5	9
Lottery tickets	3	4	3	1	4	6	2	4	4	4	4	2	1	7	10	2	5	4	2	4	1	3
Drugs/pharmaceuticals	2	3	1	2	3	2	2	1	2	4	1	6	2	0	13	0	5	2	2	3	0	0
Other	8	8	8	12	5	13	17	5	9	5	7	9	7	8	3	10	6	6	15	9	6	9
Don't know/No answer	2	1	3	1	3	0	1	4	4	0	3	1	4	0	3	2	2	1	5	1	8	0
WEIGHTED SAMPLE SIZE (#)	305	151	154	110	154	41	60	99	40	103	222	79	158	88	17	168	137	236	69	254	51	18
UNWEIGHTED SAMPLE SIZE (#)	308	163	145	78	166	64	60	102	42	102	210	94	155	91	20	112	196	246	62	261	47	13

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TABLE 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 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	POTENTIAL QUITTERS
Always	29	28	31	21	33	40	28	29	28	30	28	31	23	34	36	25	35	26	40	30	26	10
Often	29	28	30	38	24	23	30	38	19	26	31	27	31	28	31	28	30	29	29	29	32	52
Rarely	22	23	21	28	21	10	18	18	34	24	21	23	25	18	8	23	20	21	26	22	23	25
Never	17	17	16	11	20	21	17	14	18	18	17	15	18	18	24	19	13	21	1	16	17	13
Don't have [a usual establishment/establishments] where I buy cigarettes	1	1	0	0	1	0	3	0	0	0	1	0	1	1	0	1	0	1	0	0	2	0
Don't know/No answer	2	3	2	2	1	7	4	1	0	3	1	5	2	1	0	2	2	2	4	3	0	0
WEIGHTED SAMPLE SIZE (#)	308	151	156	111	154	42	60	98	40	106	222	81	159	89	17	171	136	238	70	257	51	18
UNWEIGHTED SAMPLE SIZE (#)	309	163	146	78	166	65	60	101	42	104	210	95	155	92	20	114	195	246	63	262	47	13

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TABLE 20:

Which one of the following statements comes closest to how you feel about the display of cigarettes 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	POTENTIAL QUITTERS
Cigarettes should not be prominently displayed in places where they are sold	11	13	8	15	7	11	10	10	8	13	10	13	11	12	0	12	9	8	18	12	6	0
Cigarettes should be kept out of sight unless a customer specifically asks to purchase them	51	52	49	59	50	34	45	56	63	46	53	45	50	51	83	49	53	50	54	49	59	71
There should be no restriction on how cigarettes are displayed in stores	34	30	39	24	41	40	41	29	25	37	35	33	36	32	17	36	32	37	27	35	31	22
Should not be sold/Should be illegal	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
Other	2	0	3	1	1	4	2	2	2	1	1	4	1	2	0	2	2	2	0	2	0	0
Doesn't matter/Don't care	1	1	0	0	0	5	1	1	0	1	0	2	0	1	0	0	1	1	0	1	1	4
Don't know/No answer	2	3	1	1	1	6	2	2	2	1	1	4	2	2	0	1	2	2	1	2	2	2
WEIGHTED SAMPLE SIZE (#)	346	180	166	131	164	51	67	108	43	125	248	92	182	96	19	193	153	258	88	284	62	21
UNWEIGHTED SAMPLE SIZE (#)	346	190	156	91	178	77	69	108	46	121	234	107	174	99	22	128	218	268	78	291	55	16

TABLE 21:

In the last six months have you visited a retail outlet that specializes in the sale of tobacco 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	POTENTIAL QUITTERS
Yes	14	19	9	23	9	10	13	15	17	13	14	13	17	14	3	17	11	16	9	15	12	10
No	85	81	91	76	91	90	87	83	83	87	85	87	82	86	97	83	89	84	91	85	88	90
Don't know/No answer	0	1	0	1	0	0	0	1	0	0	0	0	1	0	0	0	1	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	346	180	166	131	164	51	67	108	43	125	248	92	182	96	19	193	153	258	88	284	62	21
UNWEIGHTED SAMPLE SIZE (#)	346	190	156	91	178	77	69	108	46	121	234	107	174	99	22	128	218	268	78	291	55	16

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TABLE 22:

[ASK Q.22 ONLY IF 'YES' IN Q.21] And now I would like to talk to you some more about the manner in which tobacco and tobacco-related products are displayed in specialty tobacco stores. These 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 often referred to as a 'power wall.' Have you been in specialty tobacco 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	POTENTIAL QUITTERS
Yes	66	60	79	62	74	63	44	87	48	64	69	49	68	77	0	66	66	63	79	67	58	0
No	32	38	21	38	19	37	56	13	52	30	28	51	32	16	100	32	34	35	21	31	42	100
Don't know/No answer	2	3	0	0	6	0	0	0	0	6	3	0	0	7	0	3	0	2	0	2	0	0
WEIGHTED SAMPLE SIZE (#)	49	34	15	30	14	5	9	17	7	16	35	12	31	14	0	33	16	41	8	42	7	2
UNWEIGHTED SAMPLE SIZE (#)	42	31	11	18	17	7	7	14	7	14	30	11	26	12	1	20	22	35	7	33	9	2

TABLE 23:

[ASK Q.23 ONLY IF 'YES' IN Q.21] And now I would like to talk to you some more about the display of tobacco and tobacco-related products. Before August 15, 2005, retail stores were able to display cigarette packages openly and visibly to the public, including minors. Many retailers displayed cigarette packages in multiple vertical rows, which highlighted the colour and could make a particular brand stand out. This type of display is often referred to as a 'power wall.' Do you recall seeing cigarette packages displayed in this manner in retail outlets?

	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	POTENTIAL QUITTERS
Yes	77	79	75	87	74	64	70	73	79	83	79	75	81	82	78	78	76	76	79	77	75	76
No	21	20	23	13	24	31	30	24	17	16	20	23	18	15	22	20	23	22	18	21	25	24
Don't know/No answer	2	1	2	0	2	5	0	3	4	1	2	2	1	3	0	2	1	2	2	2	0	0
WEIGHTED SAMPLE SIZE (#)	296	145	151	100	150	45	58	90	36	109	212	80	149	82	18	160	136	216	80	241	55	19
UNWEIGHTED SAMPLE SIZE (#)	303	158	145	72	161	70	62	93	39	107	203	96	147	87	21	108	195	232	71	257	46	14

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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		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	POTENTIAL QUITTERS
Yes	38	41	34	48	32	29	41	41	33	35	38	39	38	41	33	42	33	32	54	36	48	49
No	57	54	59	50	62	56	45	57	60	61	58	51	57	56	62	52	62	63	38	59	46	37
Don't know/No answer	6	5	7	2	6	15	14	2	7	4	3	10	4	4	5	6	5	5	8	5	7	13
WEIGHTED SAMPLE SIZE (#)	346	180	166	131	164	51	67	108	43	125	248	92	182	96	19	193	153	258	88	284	62	21
UNWEIGHTED SAMPLE SIZE (#)	346	190	156	91	178	77	69	108	46	121	234	107	174	99	22	128	218	268	78	291	55	16

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	POTENTIAL QUITTERS
Strongly disagree	37	32	42	30	42	37	38	34	38	37	37	35	35	38	45	37	37	40	28	37	33	27
2	11	15	7	9	12	14	12	9	12	13	10	12	10	12	7	13	9	12	10	13	4	4
3	13	10	16	13	13	15	15	18	10	9	13	14	13	15	5	13	14	13	13	13	12	18
4	8	10	6	16	4	4	1	12	7	9	8	8	8	9	15	9	7	8	10	8	10	22
Strongly agree	28	31	25	32	27	23	30	23	32	31	29	27	30	26	28	26	31	26	34	27	32	27
Don't know/No answer	3	2	3	1	2	7	4	3	1	2	2	5	3	0	0	2	3	1	6	1	8	2
WEIGHTED SAMPLE SIZE (#)	346	180	166	131	164	51	67	108	43	125	248	92	182	96	19	193	153	258	88	284	62	21
UNWEIGHTED SAMPLE SIZE (#)	346	190	156	91	178	77	69	108	46	121	234	107	174	99	22	128	218	268	78	291	55	16
Tox 2 Box Score (5, 4)	37	41	31	47	31	27	31	35	39	40	38	35	38	35	43	36	38	34	44	35	43	48

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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		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	POTENTIAL QUITTERS
Strongly disagree	15	14	16	8	18	22	19	15	9	13	15	15	17	13	17	14	16	16	11	16	10	8
2	5	6	4	3	7	8	3	5	8	6	6	4	4	9	0	4	8	5	5	5	5	2
3	16	13	20	14	18	16	24	16	21	11	14	23	15	16	17	12	21	17	15	16	16	12
4	15	15	14	18	13	13	6	16	15	18	15	14	16	11	17	16	14	14	17	15	15	19
Strongly agree	47	49	45	57	43	36	45	47	46	49	48	41	46	49	49	53	39	46	51	46	51	56
Don't know/No answer	2	3	1	1	1	5	3	1	0	2	1	4	2	1	0	1	2	2	2	1	3	2
WEIGHTED SAMPLE SIZE (#)	346	180	166	131	164	51	67	108	43	125	248	92	182	96	19	193	153	258	88	284	62	21
UNWEIGHTED SAMPLE SIZE (#)	346	190	156	91	178	77	69	108	46	121	234	107	174	99	22	128	218	268	78	291	55	16
Tox 2 Box Score (5, 4)	62	64	59	74	56	49	51	64	61	67	64	54	62	60	66	69	53	60	67	61	65	75

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?

	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	POTENTIAL QUITTERS
Strongly oppose	28	26	30	11	38	38	35	25	26	25	27	28	28	27	21	29	26	33	13	27	32	21
2	7	6	8	9	6	6	5	8	3	9	7	7	7	6	10	6	8	7	9	7	8	12
3	13	13	12	14	9	20	9	13	15	13	12	13	15	13	5	12	14	12	14	13	10	12
4	11	12	10	17	9	3	7	13	14	11	13	7	13	7	3	14	8	9	17	11	10	11
Strongly support	39	41	37	48	36	30	42	35	41	42	38	41	34	47	61	37	42	38	43	40	34	44
Don't know/No answer	2	2	3	1	2	4	2	5	0	0	2	3	3	0	0	2	2	1	4	1	6	0
WEIGHTED SAMPLE SIZE (#)	346	180	166	131	164	51	67	108	43	125	248	92	182	96	19	193	153	258	88	284	62	21
UNWEIGHTED SAMPLE SIZE (#)	346	190	156	91	178	77	69	108	46	121	234	107	174	99	22	128	218	268	78	291	55	16
Tox 2 Box Score (5, 4)	51	53	48	65	45	32	48	48	55	53	51	48	47	54	64	51	50	47	61	52	44	55

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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 ban on 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	POTENTIAL QUITTERS
Strongly oppose	27	25	29	13	35	37	34	29	26	21	27	27	26	28	26	30	24	31	15	26	33	33
2	7	7	7	6	8	6	1	7	2	11	8	3	5	12	5	8	6	6	10	8	3	0
3	20	20	19	26	15	19	16	22	29	17	21	15	22	17	5	22	17	19	21	20	20	19
4	7	6	8	10	7	1	4	10	10	6	6	11	8	4	5	7	8	7	8	7	6	8
Strongly support	36	38	34	42	33	32	37	28	33	44	36	38	34	39	59	30	44	34	43	37	32	40
Don't know/No answer	3	4	2	3	2	6	7	4	0	1	2	5	4	0	0	4	2	3	3	2	7	0
WEIGHTED SAMPLE SIZE (#)	346	180	166	131	164	51	67	108	43	125	248	92	182	96	19	193	153	258	88	284	62	21
UNWEIGHTED SAMPLE SIZE (#)	346	190	156	91	178	77	69	108	46	121	234	107	174	99	22	128	218	268	78	291	55	16
Tox 2 Box Score (5, 4)	43	45	42	52	40	33	41	38	43	50	42	50	43	43	64	37	52	41	51	45	37	48

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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	POTENTIAL QUITTERS
There should not be restrictions on selling cigarettes	21	23	19	16	22	28	19	23	26	19	19	26	19	24	17	21	21	24	13	20	23	17
Drug stores or pharmacies	16	15	16	6	21	25	17	11	12	21	15	17	14	22	26	15	17	15	19	17	9	19
Grocery stores	11	10	12	15	9	8	12	7	17	13	12	9	9	16	18	11	11	9	18	11	12	8
Any type of establishment that underage/youth have access to	7	8	5	7	8	2	9	8	2	6	7	5	7	8	5	7	7	9	0	6	9	15
Public schools	6	6	6	5	6	8	2	6	10	6	6	7	6	4	5	6	6	6	6	7	3	4
Athletic and recreation facilities such as rinks, gyms, golf	4	4	5	3	6	5	3	7	6	3	5	2	5	6	0	6	2	4	7	5	0	0
Convenience stores	4	3	6	5	4	3	8	2	5	3	4	4	4	4	7	2	7	5	3	5	1	0
Restaurant/food establishment	4	2	5	3	3	6	9	2	2	3	2	6	3	2	0	4	3	2	8	4	0	0
Health care facilities	4	4	3	1	5	7	3	3	3	5	3	5	2	5	5	3	5	4	3	4	3	8
Clothing/department/retail stores	3	2	5	4	2	8	3	2	0	5	2	6	4	3	3	3	4	4	2	4	1	0
Should not be sold anywhere near schools	3	3	2	3	2	2	7	1	2	2	3	1	3	1	5	3	2	3	0	2	4	11
Cigarettes shouldn't be available for sale anywhere	2	2	2	0	3	6	1	4	2	2	2	3	3	1	5	2	3	1	4	2	4	0
By choice of owner	2	1	3	2	2	1	2	1	0	3	2	1	1	1	5	2	2	3	0	2	1	0
Post-secondary educational institutions such as universities	2	3	1	2	1	5	3	1	2	1	2	2	2	1	0	3	0	2	1	2	0	0
Licensed bars and taverns	1	0	3	3	0	1	6	0	2	0	1	2	2	0	0	1	2	1	1	1	3	8
Vending machines	1	2	0	2	1	1	0	3	3	0	2	0	1	0	0	1	2	1	2	2	0	0
Gas stations	1	0	2	1	1	2	0	1	0	2	1	2	0	2	5	0	2	1	1	1	0	0
Should only be sold in tobacco stores/smoke shops	1	2	0	0	1	1	0	0	1	2	1	1	0	0	0	1	0	0	3	0	4	0
Liquor stores	1	1	0	1	1	0	0	1	2	0	1	0	0	0	5	0	1	0	1	1	0	0
Government-owned premises	1	0	1	1	1	0	0	1	0	1	0	1	0	1	0	0	1	0	1	1	0	0
Health food stores	0	0	1	0	1	0	0	1	0	0	0	0	0	1	0	0	0	0	0	0	0	0
Public building/establishment (general)	0	0	0	0	0	1	0	0	1	0	0	1	0	0	0	0	0	0	0	0	0	0
Other	3	4	2	5	3	2	5	0	7	3	4	2	2	7	0	5	2	3	6	4	0	0
Don't know/No answer	25	25	25	37	21	11	26	31	25	22	28	21	34	14	17	26	24	24	28	24	33	33
WEIGHTED SAMPLE SIZE (#)	346	180	166	131	164	51	67	108	43	125	248	92	182	96	19	193	153	258	88	284	62	21
UNWEIGHTED SAMPLE SIZE (#)	346	190	156	91	178	77	69	108	46	121	234	107	174	99	22	128	218	268	78	291	55	16

HEALTH CANADA

2006 Manitoba Survey on the Tobacco Retail Environment - Adult Smokers

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	POTENTIAL QUITTERS
Yes	57	57	57	76	46	45	48	63	56	58	55	61	59	55	50	57	57	51	73	56	60	56
No	42	41	42	24	53	53	51	35	44	41	44	36	40	44	46	42	41	47	26	43	39	44
They already are required to have a license	0	0	0	0	1	0	1	0	0	0	0	1	0	0	0	0	0	0	0	0	1	0
Don't know/No answer	1	1	1	0	1	3	0	2	0	1	1	2	1	1	5	0	2	1	1	1	0	0
WEIGHTED SAMPLE SIZE (#)	346	180	166	131	164	51	67	108	43	125	248	92	182	96	19	193	153	258	88	284	62	21
UNWEIGHTED SAMPLE SIZE (#)	346	190	156	91	178	77	69	108	46	121	234	107	174	99	22	128	218	268	78	291	55	16

TABLE 31:

Would you support, neither support nor oppose, or 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	POTENTIAL QUITTERS
Support	31	30	31	37	29	21	28	31	43	28	32	28	28	31	45	31	30	26	43	31	28	32
Neither support nor oppose	13	13	14	18	9	16	17	12	8	15	12	18	16	8	21	13	14	12	17	12	20	23
Oppose	51	52	51	44	55	57	50	51	46	54	53	49	52	55	34	52	50	57	34	52	46	43
Don't know/No answer	5	5	4	2	6	6	5	5	2	4	4	5	4	6	0	4	5	4	6	4	6	2
WEIGHTED SAMPLE SIZE (#)	346	180	166	131	164	51	67	108	43	125	248	92	182	96	19	193	153	258	88	284	62	21
UNWEIGHTED SAMPLE SIZE (#)	346	190	156	91	178	77	69	108	46	121	234	107	174	99	22	128	218	268	78	291	55	16

HEALTH CANADA

2006 Manitoba Survey on the Tobacco Retail Environment - Adult Smokers

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	POTENTIAL QUITTERS
Cigarettes should only be sold in establishments where people [18/19] years of age or over are permitted	38	41	36	44	35	34	47	40	34	34	37	40	37	39	42	39	38	35	49	38	40	29
Cigarettes should be sold in establishments or stores where people of all ages are permitted	43	43	44	38	48	44	37	41	46	47	45	39	43	43	53	42	46	47	33	43	45	68
Doesn't matter/People who want cigarettes will get them	14	14	15	14	15	15	12	14	15	16	14	18	15	16	5	16	13	14	15	15	10	0
Other	2	0	4	4	1	2	3	3	1	1	3	0	3	1	0	3	1	2	3	2	4	0
Don't know/No answer	2	2	1	1	1	6	1	2	4	1	1	3	2	1	0	1	2	2	1	2	1	2
WEIGHTED SAMPLE SIZE (#)	346	180	166	131	164	51	67	108	43	125	248	92	182	96	19	193	153	258	88	284	62	21
UNWEIGHTED SAMPLE SIZE (#)	346	190	156	91	178	77	69	108	46	121	234	107	174	99	22	128	218	268	78	291	55	16

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	POTENTIAL QUITTERS
Cigarettes should not be sold in stores that are within 500 meters of schools	44	45	43	57	38	32	49	41	52	43	45	43	48	39	52	48	39	41	54	46	35	37
There should be no restrictions on the location where cigarettes are sold	50	50	51	40	55	65	44	57	42	53	50	54	49	56	43	46	56	54	41	48	64	63
Makes no difference/They'll smoke regardless	1	1	1	0	3	0	3	0	0	2	1	0	0	2	0	2	0	1	3	2	0	0
Should not be sold anywhere	1	0	1	0	1	0	0	0	0	0	1	0	0	0	0	1	0	1	0	1	0	0
Other	0	0	0	0	1	0	0	0	0	1	0	0	0	0	0	0	1	0	0	0	0	0
Don't know/No answer	3	3	3	4	2	4	4	3	6	2	3	3	3	3	5	2	4	3	3	3	1	0
WEIGHTED SAMPLE SIZE (#)	346	180	166	131	164	51	67	108	43	125	248	92	182	96	19	193	153	258	88	284	62	21
UNWEIGHTED SAMPLE SIZE (#)	346	190	156	91	178	77	69	108	46	121	234	107	174	99	22	128	218	268	78	291	55	16

HEALTH CANADA

2006 Manitoba Survey on the Tobacco Retail Environment - Adult Smokers

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	POTENTIAL QUITTERS
Yes	30	29	31	33	32	18	43	29	25	27	30	32	33	26	31	25	37	27	41	29	35	44
No	66	66	66	61	68	74	55	66	70	69	67	61	64	71	69	70	61	72	49	68	55	45
Depends how far I would have to travel	0	0	0	0	0	3	0	0	0	1	0	1	0	1	0	0	0	1	0	0	0	0
Don't know/No answer	3	4	2	6	1	5	1	4	5	3	2	6	4	1	0	5	2	1	9	2	10	11
WEIGHTED SAMPLE SIZE (#)	346	180	166	131	164	51	67	108	43	125	248	92	182	96	19	193	153	258	88	284	62	21
UNWEIGHTED SAMPLE SIZE (#)	346	190	156	91	178	77	69	108	46	121	234	107	174	99	22	128	218	268	78	291	55	16

TABLE 35:

[ASK SMOKERS WHO ANSWERED 'YES' TO Q.21 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	POTENTIAL QUITTERS
More often	16	19	10	25	8	0	46	14	7	9	21	5	24	13	0	16	16	19	6	18	8	0
Less often	11	5	24	15	4	13	5	15	13	10	7	25	11	0	0	14	6	12	10	12	8	0
Does seeing such a display have no impact on your purchase behaviour	66	68	61	56	71	87	49	63	67	75	64	66	60	69	100	66	65	61	84	63	76	100
I never see such displays	3	4	0	0	8	0	0	4	7	0	4	0	2	5	0	2	4	3	0	3	0	0
Don't know/No answer	4	4	6	3	8	0	0	4	7	5	4	5	2	12	0	2	9	6	0	4	8	0
WEIGHTED SAMPLE SIZE (#)	69	47	22	36	21	11	11	22	13	23	47	19	37	17	1	45	23	54	14	57	11	3
UNWEIGHTED SAMPLE SIZE (#)	61	44	17	22	23	16	10	19	10	22	40	20	32	15	2	28	33	49	12	49	12	3

HEALTH CANADA

2006 Manitoba Survey on the Tobacco Retail Environment - Adult Smokers

TABLE 36:

[ASK FORMER SMOKERS WHO ANSWERED 'YES' TO Q.21 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	POTENTIAL QUITTERS
Start smoking again	57	0	100	100	0	0	0	0	0	100	72	0	0	100	0	72	0	0	72	0	100	0
Does seeing such a display have no impact on your purchase behaviour	43	100	0	0	100	0	0	100	100	0	28	100	100	0	0	28	100	100	28	100	0	0
WEIGHTED SAMPLE SIZE (#)	4	2	2	2	2	0	0	1	1	2	3	1	2	2	0	3	1	1	3	2	2	0
UNWEIGHTED SAMPLE SIZE (#)	3	2	1	1	2	0	0	1	1	1	2	1	2	1	0	2	1	1	2	2	1	0

TABLE 38:

In your opinion, do you support, neither support nor oppose, or 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	POTENTIAL QUITTERS
Support	52	55	49	38	60	64	49	50	62	52	50	58	53	53	36	44	62	57	39	52	53	59
Neither support nor oppose	23	21	25	29	20	15	16	28	9	26	24	19	27	18	24	28	16	21	28	22	25	31
Oppose	24	23	24	32	18	19	33	20	27	21	25	21	19	29	35	27	19	21	31	24	21	8
Don't know/No answer	1	1	2	1	1	2	1	1	1	1	1	2	1	0	5	0	2	1	2	1	1	2
WEIGHTED SAMPLE SIZE (#)	346	180	166	131	164	51	67	108	43	125	248	92	182	96	19	193	153	258	88	284	62	21
UNWEIGHTED SAMPLE SIZE (#)	346	190	156	91	178	77	69	108	46	121	234	107	174	99	22	128	218	268	78	291	55	16

HEALTH CANADA

2006 Manitoba Survey on the Tobacco Retail Environment - Adult Smokers

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	POTENTIAL QUITTERS
Male	56	54	58	60	53	55	55	59	53	53	61	42	54	55	59	100	0	52	66	55	61	71
Female	44	46	42	40	47	45	45	41	47	47	39	58	46	45	41	0	100	48	34	45	39	29
WEIGHTED SAMPLE SIZE (#)	346	180	166	131	164	51	67	108	43	125	248	92	182	96	19	193	153	258	88	284	62	21
UNWEIGHTED SAMPLE SIZE (#)	346	190	156	91	178	77	69	108	46	121	234	107	174	99	22	128	218	268	78	291	55	16

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	POTENTIAL QUITTERS
Elementary school (Grades 1-8)	2	2	2	0	4	3	11	0	0	0	1	2	2	1	0	3	1	2	4	2	4	0
Some high school	17	12	23	19	13	24	89	0	0	0	14	26	21	9	14	17	18	18	15	16	24	29
Graduated high school/vocational	31	33	29	34	31	24	0	100	0	0	32	28	33	34	13	33	29	33	26	30	35	25
Some community/technical college	5	4	5	6	4	5	0	0	38	0	5	4	4	6	9	6	4	5	4	6	0	0
Graduate community/technical college	21	20	22	23	23	9	0	0	0	57	24	14	19	26	27	20	22	22	18	21	20	27
Some university	8	10	5	8	8	8	0	0	62	0	6	12	9	7	0	6	10	8	8	8	7	19
Graduated university	15	19	11	11	16	27	0	0	0	43	16	14	11	17	38	14	17	12	26	16	10	0
Refused	1	0	2	0	2	0	0	0	0	0	1	0	0	0	0	2	0	1	0	1	0	0
WEIGHTED SAMPLE SIZE (#)	346	180	166	131	164	51	67	108	43	125	248	92	182	96	19	193	153	258	88	284	62	21
UNWEIGHTED SAMPLE SIZE (#)	346	190	156	91	178	77	69	108	46	121	234	107	174	99	22	128	218	268	78	291	55	16

HEALTH CANADA

2006 Manitoba Survey on the Tobacco Retail Environment - Adult Smokers

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	POTENTIAL QUITTERS
Working at a job/business full-time	62	64	59	61	72	32	40	67	54	73	86	0	56	83	83	70	52	60	66	62	63	52
Working at a job/business part-time	6	6	6	5	8	3	7	5	6	6	8	0	7	3	5	1	12	6	5	6	4	4
Looking for work	3	1	4	4	2	2	6	2	3	1	0	10	3	0	5	1	4	3	2	3	1	0
A student	6	5	6	14	1	0	2	4	15	5	0	21	7	3	0	6	5	5	7	4	14	26
Retired	9	11	8	0	2	58	13	8	12	8	0	35	9	7	3	9	9	10	8	11	2	7
Raising a family or running a household	9	9	9	12	8	4	17	9	5	6	0	34	12	3	5	3	16	10	6	9	8	0
Seasonally employed	4	2	6	3	6	0	10	2	5	0	5	0	3	0	0	7	0	4	2	3	7	11
Refused	2	2	2	2	2	1	4	3	0	1	0	0	2	0	0	2	1	1	3	2	0	0
WEIGHTED SAMPLE SIZE (#)	346	180	166	131	164	51	67	108	43	125	248	92	182	96	19	193	153	258	88	284	62	21
UNWEIGHTED SAMPLE SIZE (#)	346	190	156	91	178	77	69	108	46	121	234	107	174	99	22	128	218	268	78	291	55	16

TABLE 45:

Which of the following broad income categories best describes your total household income before taxes in 2005? 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	POTENTIAL QUITTERS
Less than \$25,000	17	14	19	24	9	21	33	17	19	7	10	33	32	0	0	17	16	16	18	14	27	30
At least \$25,000, but less than \$50,000	36	35	37	40	37	24	29	38	37	37	38	31	68	0	0	34	39	36	35	37	30	23
At least \$50,000, but less than \$75,000	19	23	15	18	22	14	11	22	8	26	23	11	0	69	0	19	20	19	18	21	12	11
At least \$75,000, but less than \$100,000	8	6	11	4	12	8	3	9	20	8	10	4	0	31	0	8	8	8	10	8	9	4
\$100,000 or more	5	5	5	4	7	5	4	2	4	10	7	3	0	0	100	6	5	6	3	5	6	11
Refused	11	14	8	6	11	26	10	8	13	12	9	15	0	0	0	13	9	11	12	11	10	11
Don't know/No answer	3	3	4	6	2	1	9	4	0	1	3	4	0	0	0	4	3	3	5	3	6	11
WEIGHTED SAMPLE SIZE (#)	346	180	166	131	164	51	67	108	43	125	248	92	182	96	19	193	153	258	88	284	62	21
UNWEIGHTED SAMPLE SIZE (#)	346	190	156	91	178	77	69	108	46	121	234	107	174	99	22	128	218	268	78	291	55	16

HEALTH CANADA

2006 Manitoba Survey on the Tobacco Retail Environment - 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	100	100	100	100
French	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	665	374	291	154	267	244	81	152	72	356	430	232	220	257	101	316	349	244
UNWEIGHTED SAMPLE SIZE (#)	665	357	308	109	272	284	86	158	68	347	401	261	225	248	94	225	440	254

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	23	27	18	100	0	0	13	22	24	26	25	20	27	26	18	25	21	12
35-54	40	39	41	0	100	0	22	32	38	48	54	15	24	50	62	37	43	38
55+	37	33	41	0	0	100	65	46	37	26	21	66	49	24	21	37	36	50
WEIGHTED SAMPLE SIZE (#)	665	374	291	154	267	244	81	152	72	356	430	232	220	257	101	316	349	244
UNWEIGHTED SAMPLE SIZE (#)	665	357	308	109	272	284	86	158	68	347	401	261	225	248	94	225	440	254

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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?

	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 (#)	665	374	291	154	267	244	81	152	72	356	430	232	220	257	101	316	349	244
UNWEIGHTED SAMPLE SIZE (#)	665	357	308	109	272	284	86	158	68	347	401	261	225	248	94	225	440	254

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	38	38	38	20	38	50	46	45	45	32	39	38	32	41	41	44	33	100
No	62	62	61	80	62	49	53	55	54	68	61	62	68	58	59	56	67	0
Don't know/No answer	0	0	0	0	1	0	1	0	1	0	0	0	0	0	0	0	1	0
WEIGHTED SAMPLE SIZE (#)	665	374	291	154	267	244	81	152	72	356	430	232	220	257	101	316	349	244
UNWEIGHTED SAMPLE SIZE (#)	665	357	308	109	272	284	86	158	68	347	401	261	225	248	94	225	440	254

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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	2	3	1	2	3	1	6	1	2	1	2	2	2	2	0	3	1	0
No	98	97	99	98	97	99	94	99	98	99	98	98	98	98	100	97	99	100
WEIGHTED SAMPLE SIZE (#)	665	374	291	154	267	244	81	152	72	356	430	232	220	257	101	316	349	244
UNWEIGHTED SAMPLE SIZE (#)	665	357	308	109	272	284	86	158	68	347	401	261	225	248	94	225	440	254

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	7	7	7	34	4	3	2	10	7	7	8	5	8	8	7	10	3	7
At least one year ago, but less than three years ago	6	8	5	6	6	7	8	3	4	8	7	6	2	6	11	3	10	6
At least three years ago, but less than five years ago	11	12	10	32	12	5	5	5	5	19	16	3	11	15	8	10	12	11
Five years ago or more	75	73	78	29	78	84	84	80	85	66	69	86	79	71	74	75	75	75
Don't know/No answer	0	0	1	0	0	1	0	2	0	0	1	0	0	0	0	1	0	0
WEIGHTED SAMPLE SIZE (#)	244	135	110	30	93	121	35	66	31	110	158	86	65	102	42	131	113	244
UNWEIGHTED SAMPLE SIZE (#)	254	139	115	22	98	134	39	71	31	110	156	98	70	102	42	104	150	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	32	35	28	38	37	21	9	26	25	41	37	22	23	37	51	31	32	31
Discount prices	15	15	14	20	17	8	6	20	22	13	18	9	14	21	12	15	14	18
Advertising	5	6	4	5	3	8	9	7	0	4	3	9	5	2	3	5	5	5
Peer pressure/friends	4	4	4	2	4	5	8	4	3	3	2	7	6	3	2	3	5	4
Good promotions	4	3	6	3	3	6	9	5	3	3	4	5	4	4	2	5	3	2
Availability	2	2	2	4	2	1	0	1	3	3	2	2	1	2	1	3	1	1
Visibility/If they can see them	1	1	2	0	2	1	1	1	1	2	1	2	1	2	2	1	2	1
Addiction	1	1	1	0	1	2	2	0	3	1	1	1	1	1	2	1	1	2
Best selection	1	1	1	1	1	1	0	0	0	2	1	1	0	2	0	1	1	0
Always have purchased them there	0	0	0	0	0	1	0	0	0	1	0	0	0	0	2	1	0	0
Will buy them anywhere/anywhere they're sold	0	0	0	0	0	1	0	1	0	0	0	1	1	0	0	0	0	0
The cigarette wall is impressive there	0	0	1	0	1	0	0	1	1	0	0	1	0	0	0	0	1	0
They're open long hours/24-7	0	0	1	0	1	0	0	0	1	0	0	0	0	1	0	0	0	0
They present cigarettes in a pleasant way	0	0	0	0	0	0	0	0	1	0	0	0	1	0	0	0	0	0
Buy other things at that location as well	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1	0	0	0
Other	4	4	4	2	4	6	5	3	4	5	4	5	4	3	8	5	3	5
Don't know/No answer	29	26	33	24	24	38	50	30	33	23	25	36	39	23	15	28	30	27
WEIGHTED SAMPLE SIZE (#)	665	374	291	154	267	244	81	152	72	356	430	232	220	257	101	316	349	244
UNWEIGHTED SAMPLE SIZE (#)	665	357	308	109	272	284	86	158	68	347	401	261	225	248	94	225	440	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	40	32	46	43	23	9	29	33	46	42	25	25	44	57	36	36	36
Discount prices	21	23	18	24	28	11	9	25	24	21	25	14	18	27	22	20	21	24
Advertising	6	7	6	6	4	9	10	8	2	6	5	9	7	3	6	7	6	7
Peer pressure/friends	5	5	5	4	4	7	8	4	5	5	3	8	7	4	2	5	5	5
Good promotions	4	3	6	3	3	6	9	5	3	3	4	5	4	4	3	5	3	3
Availability	2	2	3	4	3	1	0	1	3	3	3	2	1	2	3	3	2	2
Addiction	2	2	2	0	2	3	4	0	3	2	2	2	2	1	3	1	2	3
Visibility/If they can see them	2	1	2	0	2	2	2	1	1	2	1	2	1	2	2	1	3	2
Best selection	1	1	1	1	1	2	0	1	0	2	2	1	0	3	0	2	1	1
They're open long hours/24-7	1	1	2	0	2	0	0	0	4	1	1	0	0	2	2	2	0	1
Always have purchased them there	1	1	1	0	0	1	0	0	0	1	0	1	1	0	2	1	0	1
The cigarette wall is impressive there	1	0	1	0	1	1	0	1	1	1	0	1	1	0	1	0	1	1
They present cigarettes in a pleasant way	1	1	0	0	1	1	0	0	1	1	0	1	1	0	1	0	1	0
Buy other things at that location as well	0	0	0	0	1	1	0	0	0	1	1	0	0	1	1	0	1	1
Will buy them anywhere/anywhere they're sold	0	0	0	0	0	1	0	1	0	0	0	1	1	0	0	0	0	0
They carry my brand	0	0	0	1	0	0	0	1	0	0	0	0	0	0	0	0	0	0
Other	5	5	4	2	5	6	5	3	4	6	4	5	4	4	9	6	4	6
Don't know/No answer	29	26	33	24	24	38	50	30	33	23	25	36	39	23	15	28	30	27
WEIGHTED SAMPLE SIZE (#)	665	374	291	154	267	244	81	152	72	356	430	232	220	257	101	316	349	244
UNWEIGHTED SAMPLE SIZE (#)	665	357	308	109	272	284	86	158	68	347	401	261	225	248	94	225	440	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	34	33	36	32	34	37	43	30	28	36	33	36	38	33	31	33	36	26
No	55	58	52	60	56	52	42	59	58	56	57	53	50	57	60	56	54	64
Don't know/No answer	10	9	12	9	10	11	15	11	14	8	10	11	12	10	9	11	10	11
WEIGHTED SAMPLE SIZE (#)	665	374	291	154	267	244	81	152	72	356	430	232	220	257	101	316	349	244
UNWEIGHTED SAMPLE SIZE (#)	665	357	308	109	272	284	86	158	68	347	401	261	225	248	94	225	440	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		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	15	13	16	11	14	17	10	11	18	17	15	15	16	16	10	16	13	14
Cigarettes should be kept out of sight unless a customer specifically asks to purchase them	68	68	68	77	69	61	70	64	65	70	70	65	66	72	71	64	71	65
There should be no restriction on how cigarettes are displayed in stores	13	15	12	11	14	14	13	19	14	11	14	12	14	9	17	16	11	16
Should not be sold/Should be illegal	1	0	1	0	0	2	2	2	0	0	0	2	1	0	0	0	1	1
Other	0	0	0	1	0	0	0	1	0	0	0	1	0	0	0	0	0	0
Doesn't matter/Don't care	1	2	0	1	1	1	0	1	3	1	1	2	1	2	0	1	1	1
Don't know/No answer	2	2	2	0	1	4	5	3	1	1	1	4	2	0	2	2	1	3
WEIGHTED SAMPLE SIZE (#)	665	374	291	154	267	244	81	152	72	356	430	232	220	257	101	316	349	244
UNWEIGHTED SAMPLE SIZE (#)	665	357	308	109	272	284	86	158	68	347	401	261	225	248	94	225	440	254

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TABLE 21:

In the last six months have you visited a retail outlet that specializes in the sale of tobacco 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	5	5	6	9	5	4	7	7	1	5	5	5	5	5	4	7	4	6
No	94	95	94	91	95	96	92	92	99	95	95	94	95	95	94	93	96	93
Don't know/No answer	0	0	0	0	0	1	1	0	0	0	0	1	0	0	1	0	0	1
WEIGHTED SAMPLE SIZE (#)	665	374	291	154	267	244	81	152	72	356	430	232	220	257	101	316	349	244
UNWEIGHTED SAMPLE SIZE (#)	665	357	308	109	272	284	86	158	68	347	401	261	225	248	94	225	440	254

TABLE 22:

[ASK Q.22 ONLY IF 'YES' IN Q.21] And now I would like to talk to you some more about the manner in which tobacco and tobacco-related products are displayed in specialty tobacco stores. These 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 often referred to as a 'power wall.' Have you been in specialty tobacco 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	44	46	41	44	27	66	36	29	100	53	28	71	36	41	65	40	49	47
No	54	49	59	56	66	34	64	71	0	42	68	29	64	52	35	60	45	53
Don't know/No answer	2	5	0	0	7	0	0	0	0	5	4	0	0	6	0	0	6	0
WEIGHTED SAMPLE SIZE (#)	35	18	17	14	12	9	6	11	1	17	22	13	12	13	4	21	14	15
UNWEIGHTED SAMPLE SIZE (#)	30	14	16	7	13	10	4	9	1	16	19	11	9	11	4	13	17	14

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TABLE 23:

[ASK Q.23 ONLY IF 'YES' IN Q.21]And now I would like to talk to you some more about the display of tobacco and tobacco-related products. Before August 15, 2005, retail stores were able to display cigarette packages openly and visibly to the public, including minors. Many retailers displayed cigarette packages in multiple vertical rows, which highlighted the colour and could make a particular brand stand out. This type of display is often referred to as a 'power wall.' Do you recall seeing cigarette packages displayed in this manner in retail outlets?

	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	62	66	57	68	70	50	45	49	73	69	70	47	47	72	79	63	61	68
No	34	32	37	28	27	45	50	48	22	27	26	49	46	26	20	33	36	29
Don't know/No answer	4	3	5	4	3	5	5	3	5	3	3	4	7	2	1	4	3	3
WEIGHTED SAMPLE SIZE (#)	628	354	275	140	255	234	74	140	71	339	408	218	208	243	96	294	335	227
UNWEIGHTED SAMPLE SIZE (#)	633	341	292	102	259	272	81	148	67	331	382	248	216	237	89	211	422	238

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	60	59	61	61	62	57	51	58	63	62	61	58	61	65	56	59	60	54
No	32	33	31	35	29	33	33	38	30	29	31	33	30	32	33	33	31	39
Don't know/No answer	8	8	9	4	9	10	15	5	6	8	8	9	9	3	11	8	9	6
WEIGHTED SAMPLE SIZE (#)	665	374	291	154	267	244	81	152	72	356	430	232	220	257	101	316	349	244
UNWEIGHTED SAMPLE SIZE (#)	665	357	308	109	272	284	86	158	68	347	401	261	225	248	94	225	440	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	15	14	10	13	19	18	23	11	11	11	20	16	10	16	14	15	15
2	10	12	7	8	12	8	10	5	8	12	12	6	8	12	9	13	7	13
3	18	17	19	22	17	16	15	23	18	17	18	18	21	18	16	17	19	21
4	22	21	22	35	20	15	14	19	30	23	24	18	21	22	24	25	19	15
Strongly agree	34	32	36	25	35	38	38	29	31	35	33	34	32	37	33	30	37	34
Don't know/No answer	2	2	2	1	2	4	5	3	3	1	2	4	2	1	2	2	3	2
WEIGHTED SAMPLE SIZE (#)	665	374	291	154	267	244	81	152	72	356	430	232	220	257	101	316	349	244
UNWEIGHTED SAMPLE SIZE (#)	665	357	308	109	272	284	86	158	68	347	401	261	225	248	94	225	440	254
Tox 2 Box Score (5, 4)	55	53	58	59	55	53	52	47	60	58	57	51	53	59	57	54	56	49

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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	4	3	6	2	4	7	8	7	2	3	3	6	8	2	2	3	6	4
2	4	5	3	3	5	4	8	7	4	2	5	4	4	4	2	5	3	6
3	9	9	8	6	7	12	15	7	12	7	8	9	9	9	9	10	7	10
4	23	22	24	31	23	18	11	29	17	24	25	20	22	24	24	28	19	22
Strongly agree	58	59	57	56	62	56	57	48	64	62	59	58	56	61	62	53	63	56
Don't know/No answer	1	1	1	1	0	3	1	1	0	1	0	3	1	0	1	0	2	1
WEIGHTED SAMPLE SIZE (#)	665	374	291	154	267	244	81	152	72	356	430	232	220	257	101	316	349	244
UNWEIGHTED SAMPLE SIZE (#)	665	357	308	109	272	284	86	158	68	347	401	261	225	248	94	225	440	254
Tox 2 Box Score (5, 4)	81	81	81	88	85	74	67	78	81	86	83	77	77	85	87	81	81	79

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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?

	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	9	7	12	4	8	14	19	16	4	5	8	11	14	6	5	9	10	12
2	5	5	4	4	5	5	8	5	6	4	5	4	5	5	9	7	2	7
3	12	11	12	15	10	11	14	12	23	8	13	10	16	10	9	15	9	11
4	13	13	14	20	12	9	8	12	8	16	14	11	11	15	9	15	11	10
Strongly support	60	62	56	56	62	59	49	53	59	65	59	62	53	63	65	53	66	58
Don't know/No answer	2	1	2	1	2	2	2	3	0	1	1	3	2	1	2	1	2	2
WEIGHTED SAMPLE SIZE (#)	665	374	291	154	267	244	81	152	72	356	430	232	220	257	101	316	349	244
UNWEIGHTED SAMPLE SIZE (#)	665	357	308	109	272	284	86	158	68	347	401	261	225	248	94	225	440	254
Tox 2 Box Score (5, 4)	73	75	69	76	75	68	57	65	67	81	72	73	64	79	75	68	77	68

HEALTH CANADA

2006 Manitoba Survey on the Tobacco Retail Environment - Adult Non-smokers

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	8	6	12	4	6	14	22	15	1	4	6	12	12	4	6	9	8	11
2	6	6	6	8	7	3	6	4	7	6	8	2	6	6	5	8	4	3
3	12	13	9	16	11	9	18	14	16	8	10	14	13	11	11	14	9	9
4	12	11	13	19	10	10	9	12	16	12	14	9	14	12	13	13	11	12
Strongly support	60	62	59	53	66	59	42	53	57	69	61	59	54	67	63	54	66	61
Don't know/No answer	2	2	1	0	1	4	4	2	2	1	1	4	2	0	3	2	2	3
WEIGHTED SAMPLE SIZE (#)	665	374	291	154	267	244	81	152	72	356	430	232	220	257	101	316	349	244
UNWEIGHTED SAMPLE SIZE (#)	665	357	308	109	272	284	86	158	68	347	401	261	225	248	94	225	440	254
Tox 2 Box Score (5, 4)	72	73	72	72	75	70	51	64	74	81	75	68	68	79	76	67	77	73

HEALTH CANADA

2006 Manitoba Survey on the Tobacco Retail Environment - Adult Non-smokers

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	
Drug stores or pharmacies	27	27	26	7	33	33	21	27	27	29	27	27	21	28	40	28	26	36
Grocery stores	27	26	28	26	27	26	24	23	27	29	25	30	23	29	29	22	31	23
Convenience stores	13	14	13	18	15	9	10	13	14	14	15	9	11	15	20	13	13	12
There should not be restrictions on selling cigarettes	10	11	9	14	11	6	4	10	7	12	12	6	10	10	11	13	7	12
Cigarettes shouldn't be available for sale anywhere	8	8	8	7	5	13	18	10	7	6	6	13	14	5	5	8	9	7
Restaurant/food establishment	5	3	9	3	6	6	8	5	7	5	5	7	6	6	4	3	7	5
Any type of establishment that underage/youth have access to	5	5	6	6	4	6	3	6	4	6	5	6	6	7	2	4	7	5
Gas stations	4	5	3	6	5	2	2	4	3	5	5	3	4	4	10	5	3	3
Health care facilities	4	4	4	3	5	4	3	1	8	5	5	3	4	7	1	4	4	4
Clothing/department/retail stores	4	4	5	4	5	3	2	4	1	5	5	3	3	5	3	4	4	5
Athletic and recreation facilities such as rinks, gyms, golf	4	3	4	0	3	6	3	4	5	3	3	5	4	3	3	3	4	4
Public schools	3	3	4	3	2	5	1	3	9	3	3	5	4	3	1	3	4	4
Licensed bars and taverns	2	2	2	3	1	2	2	0	0	2	1	2	2	2	0	3	0	1
Post-secondary educational institutions such as universities	1	2	1	3	0	1	0	0	6	1	1	2	2	1	0	2	1	1
Should not be sold anywhere near schools	1	1	1	2	0	1	0	2	0	1	1	1	1	0	2	1	1	1
Health food stores	1	1	1	0	1	1	3	0	0	1	0	2	1	1	1	1	1	0
Should only be sold in tobacco stores/smoke shops	1	1	0	1	1	0	0	0	1	1	1	0	0	1	1	0	1	1
Liquor stores	1	1	0	1	1	0	0	1	3	0	1	0	1	1	0	1	0	1
Vending machines	0	0	1	1	1	0	0	0	1	1	1	0	1	0	0	0	1	0
Public building/establishment (general)	0	1	0	1	0	0	0	0	0	1	1	0	0	0	0	1	0	0
Government-owned premises	0	1	0	1	0	0	1	0	0	1	0	1	1	0	0	1	0	0
By choice of owner	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0
Horseshoe tracks	0	0	0	0	0	1	0	1	0	0	0	1	0	0	0	0	0	0

(cont.)

HEALTH CANADA

2006 Manitoba Survey on the Tobacco Retail Environment - Adult Non-smokers

TABLE 29:

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

(cont.)

	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	
Other	1	1	1	0	1	1	1	0	1	1	1	1	1	1	1	0	2	2
Don't know/No answer	20	22	17	24	19	18	25	21	16	18	20	19	20	19	16	19	21	18
WEIGHTED SAMPLE SIZE (#)	665	374	291	154	267	244	81	152	72	356	430	232	220	257	101	316	349	244
UNWEIGHTED SAMPLE SIZE (#)	665	357	308	109	272	284	86	158	68	347	401	261	225	248	94	225	440	254

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	72	69	75	82	70	68	77	70	82	70	70	76	74	75	63	68	76	65
No	25	28	22	17	27	28	20	27	17	27	27	22	23	23	35	28	23	32
They already are required to have a license	0	1	0	0	1	0	0	1	0	0	1	0	1	0	0	1	0	0
Other	1	0	1	1	1	0	0	1	0	1	1	0	0	0	2	1	0	0
Don't know/No answer	2	2	1	0	2	3	2	1	2	2	2	2	2	1	0	2	1	1
WEIGHTED SAMPLE SIZE (#)	665	374	291	154	267	244	81	152	72	356	430	232	220	257	101	316	349	244
UNWEIGHTED SAMPLE SIZE (#)	665	357	308	109	272	284	86	158	68	347	401	261	225	248	94	225	440	254

HEALTH CANADA

2006 Manitoba Survey on the Tobacco Retail Environment - Adult Non-smokers

TABLE 31:

Would you support, neither support nor oppose, or 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	62	67	62	73	55	49	60	72	68	66	60	59	69	67	60	67	58
Neither support nor oppose	13	14	12	18	11	14	10	12	16	14	14	13	11	15	15	15	11	15
Oppose	18	20	16	15	15	24	34	24	11	13	16	22	22	15	14	21	16	23
Don't know/No answer	4	4	5	5	2	7	7	4	2	4	4	5	7	1	4	3	5	4
WEIGHTED SAMPLE SIZE (#)	665	374	291	154	267	244	81	152	72	356	430	232	220	257	101	316	349	244
UNWEIGHTED SAMPLE SIZE (#)	665	357	308	109	272	284	86	158	68	347	401	261	225	248	94	225	440	254

HEALTH CANADA

2006 Manitoba Survey on the Tobacco Retail Environment - Adult Non-smokers

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 [18/19] years of age or over are permitted	70	67	74	73	73	65	73	69	81	68	70	71	74	71	70	64	76	63
Cigarettes should be sold in establishments or stores where people of all ages are permitted	24	27	21	24	24	24	20	27	15	26	26	22	20	24	28	31	18	30
Cigarettes should not be sold anywhere	2	2	1	0	1	4	4	2	0	1	1	2	2	1	0	1	2	2
Doesn't matter/People who want cigarettes will get them	1	1	1	0	0	2	0	0	0	1	1	0	0	1	1	1	0	1
Other	1	1	1	3	0	1	1	0	0	2	1	2	1	2	0	1	1	1
Don't know/No answer	2	2	2	1	1	4	2	2	4	2	2	3	4	1	1	1	3	2
WEIGHTED SAMPLE SIZE (#)	665	374	291	154	267	244	81	152	72	356	430	232	220	257	101	316	349	244
UNWEIGHTED SAMPLE SIZE (#)	665	357	308	109	272	284	86	158	68	347	401	261	225	248	94	225	440	254

HEALTH CANADA

2006 Manitoba Survey on the Tobacco Retail Environment - Adult Non-smokers

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	67	73	68	71	70	71	66	70	71	69	71	70	70	74	63	76	65
There should be no restrictions on the location where cigarettes are sold	26	29	22	31	26	24	20	30	25	26	28	23	25	27	22	32	20	30
Makes no difference/They'll smoke regardless	1	0	1	0	1	1	1	0	3	0	1	1	0	0	3	1	1	2
Should not be sold anywhere	1	1	0	0	0	2	3	1	0	0	0	2	1	0	0	0	1	1
Other	1	0	1	0	0	1	1	0	2	1	1	0	0	1	0	1	0	1
Don't know/No answer	2	2	3	1	3	2	4	3	1	2	2	3	4	1	1	3	1	2
WEIGHTED SAMPLE SIZE (#)	665	374	291	154	267	244	81	152	72	356	430	232	220	257	101	316	349	244
UNWEIGHTED SAMPLE SIZE (#)	665	357	308	109	272	284	86	158	68	347	401	261	225	248	94	225	440	254

HEALTH CANADA

2006 Manitoba Survey on the Tobacco Retail Environment - Adult Non-smokers

TABLE 36:

[ASK FORMER SMOKERS WHO ANSWERED 'YES' TO Q.21 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	
Start smoking again	3	2	4	3	2	3	0	3	0	4	2	3	3	2	3	2	4	3
Does it confirm your decision to quit smoking	14	16	11	12	12	16	18	5	16	17	14	14	14	17	7	12	15	14
Does seeing such a display have no impact on your purchase behaviour	82	80	85	85	84	80	80	91	82	77	83	82	82	79	90	85	79	82
I never see such displays	1	1	1	0	2	1	0	0	3	2	1	1	0	2	0	1	1	1
Don't know/No answer	0	1	0	0	0	1	2	0	0	0	0	1	1	0	0	0	1	0
WEIGHTED SAMPLE SIZE (#)	244	135	110	30	93	121	35	66	31	110	158	86	65	102	42	131	113	244
UNWEIGHTED SAMPLE SIZE (#)	254	139	115	22	98	134	39	71	31	110	156	98	70	102	42	104	150	254

HEALTH CANADA

2006 Manitoba Survey on the Tobacco Retail Environment - Adult Non-smokers

TABLE 38:

In your opinion, do you support, neither support nor oppose, or 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	17	20	14	16	17	18	18	24	9	16	17	18	20	15	18	19	16	17
Neither support nor oppose	26	26	26	31	26	23	15	23	26	30	29	21	22	29	34	28	24	33
Oppose	52	50	55	51	53	52	63	46	58	51	50	55	51	53	47	48	55	47
Don't know/No answer	5	4	5	3	4	7	5	7	7	4	4	6	7	3	0	5	5	3
WEIGHTED SAMPLE SIZE (#)	665	374	291	154	267	244	81	152	72	356	430	232	220	257	101	316	349	244
UNWEIGHTED SAMPLE SIZE (#)	665	357	308	109	272	284	86	158	68	347	401	261	225	248	94	225	440	254

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	52	42	52	44	48	50	42	56	48	55	34	42	51	57	100	0	54
Female	53	48	58	48	56	52	50	58	44	52	45	66	58	49	43	0	100	46
WEIGHTED SAMPLE SIZE (#)	665	374	291	154	267	244	81	152	72	356	430	232	220	257	101	316	349	244
UNWEIGHTED SAMPLE SIZE (#)	665	357	308	109	272	284	86	158	68	347	401	261	225	248	94	225	440	254

HEALTH CANADA

2006 Manitoba Survey on the Tobacco Retail Environment - Adult Non-smokers

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	0	4	0	1	5	18	0	0	0	1	4	6	0	0	3	1	3
Some high school	10	10	10	7	6	17	82	0	0	0	5	19	18	5	2	10	10	11
Graduated high school/vocational	23	19	28	21	18	29	0	100	0	0	20	27	27	21	8	20	25	27
Some community/technical college	5	4	6	5	3	6	0	0	43	0	6	2	5	5	4	6	3	7
Graduate community/technical college	15	16	14	21	18	9	0	0	0	28	18	10	12	17	20	12	19	17
Some university	6	7	5	6	7	5	0	0	57	0	6	7	7	6	7	6	6	6
Graduated university	38	43	32	40	46	29	0	0	0	72	43	30	24	47	60	43	34	29
Other	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Refused	0	0	0	0	0	1	0	0	0	0	0	1	0	0	0	0	1	1
WEIGHTED SAMPLE SIZE (#)	665	374	291	154	267	244	81	152	72	356	430	232	220	257	101	316	349	244
UNWEIGHTED SAMPLE SIZE (#)	665	357	308	109	272	284	86	158	68	347	401	261	225	248	94	225	440	254

HEALTH CANADA

2006 Manitoba Survey on the Tobacco Retail Environment - Adult Non-smokers

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	58	50	59	76	28	26	48	52	65	84	0	34	69	78	67	43	56
Working at a job/business part-time	8	6	10	9	8	7	5	8	16	7	12	0	9	8	5	4	11	6
Looking for work	0	1	0	1	0	0	3	0	2	0	0	1	1	1	0	1	0	0
A student	4	6	2	16	1	0	5	1	4	5	0	12	6	3	5	5	4	1
Retired	21	20	24	1	1	57	48	29	13	13	0	61	36	10	4	20	23	29
Raising a family or running a household	9	8	11	12	11	5	9	12	9	8	0	26	10	8	9	0	17	5
Seasonally employed	2	1	3	3	2	2	3	3	5	1	3	0	5	1	0	3	1	3
Refused	0	1	0	0	0	1	2	0	0	0	0	0	0	0	0	0	1	0
WEIGHTED SAMPLE SIZE (#)	665	374	291	154	267	244	81	152	72	356	430	232	220	257	101	316	349	244
UNWEIGHTED SAMPLE SIZE (#)	665	357	308	109	272	284	86	158	68	347	401	261	225	248	94	225	440	254

HEALTH CANADA

2006 Manitoba Survey on the Tobacco Retail Environment - Adult Non-smokers

TABLE 45:

Which of the following broad income categories best describes your total household income before taxes in 2005? 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	15	17	4	17	28	19	15	5	7	22	37	0	0	11	13	7
At least \$25,000, but less than \$50,000	21	17	26	21	16	27	37	21	23	17	18	27	63	0	0	19	23	20
At least \$50,000, but less than \$75,000	25	26	24	31	29	17	8	25	31	28	30	16	0	65	0	27	23	26
At least \$75,000, but less than \$100,000	14	15	12	12	20	8	7	10	10	18	17	8	0	35	0	14	13	16
\$100,000 or more	15	18	11	12	24	9	3	5	15	23	20	7	0	0	100	18	13	17
Refused	11	12	10	4	8	19	13	16	6	8	8	16	0	0	0	9	12	13
Don't know/No answer	2	3	1	4	0	3	4	4	1	1	1	4	0	0	0	1	3	2
WEIGHTED SAMPLE SIZE (#)	665	374	291	154	267	244	81	152	72	356	430	232	220	257	101	316	349	244
UNWEIGHTED SAMPLE SIZE (#)	665	357	308	109	272	284	86	158	68	347	401	261	225	248	94	225	440	254

HEALTH CANADA

2006 Manitoba Survey on the Tobacco Retail Environment - 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
SAMPLE SIZE (#)	351	195	156	161	190	121	227	56	292	154	197	38	313	68

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			
1988	1	2	0	0	2	0	2	2	1	1	2	11	0	0
1989	15	13	18	0	28	2	22	25	13	14	16	26	14	21
1990	17	17	17	0	32	0	27	16	18	14	20	39	15	24
1991	21	17	25	0	38	8	27	21	20	23	18	18	21	21
1992	36	39	32	79	0	63	22	23	39	39	34	5	40	29
1993	7	9	4	16	0	19	0	7	7	5	9	0	8	6
1994	3	2	3	6	0	7	0	5	2	4	2	0	3	0
SAMPLE SIZE (#)	351	195	156	161	190	121	227	56	292	154	197	38	313	68

HEALTH CANADA

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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	6	6	0	11	0	9	9	5	5	6	53	0	0
Occasionally	5	6	4	1	8	2	7	4	5	3	7	47	0	0
Not at all	89	89	90	99	81	98	85	88	89	92	87	0	100	100
SAMPLE SIZE (#)	351	195	156	161	190	121	227	56	292	154	197	38	313	68

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	17	11	24	10	24	13	20	24	16	18	16	0	17	78
No	83	89	76	90	76	87	80	76	84	82	84	0	83	22
Don't know/No answer	0	0	0	0	0	0	0	0	0	0	0	0	0	0
SAMPLE SIZE (#)	313	173	140	159	154	118	192	49	261	141	172	0	313	68

HEALTH CANADA

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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	6	6	6	6	6	4	6	8	5	8	4	0	6	100
No	94	94	93	94	94	96	93	92	95	92	95	0	94	0
Don't know/No answer	0	0	1	1	0	0	1	0	0	0	1	0	0	0
SAMPLE SIZE (#)	260	154	106	143	117	103	154	37	220	116	144	0	260	15

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	3	1	3	1	3	2	2	2	2	0	2	9
No	98	99	97	99	97	99	97	98	98	98	98	0	98	91
Don't know/No answer	0	0	0	0	0	0	0	0	0	0	0	0	0	0
SAMPLE SIZE (#)	313	173	140	159	154	118	192	49	261	141	172	0	313	68

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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	40	44	36	6	48	22	44	47	38	34	43	79	11	11
No	59	56	62	94	51	78	55	53	61	66	55	18	89	89
Don't know/No answer	1	0	2	0	1	0	1	0	1	0	2	3	0	0
SAMPLE SIZE (#)	91	41	50	18	73	18	73	19	72	38	53	38	53	53

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	45	51	40	28	49	22	51	42	46	34	53	87	15	15
No	55	49	60	72	51	78	49	58	54	66	47	13	85	85
Don't know/No answer	0	0	0	0	0	0	0	0	0	0	0	0	0	0
SAMPLE SIZE (#)	91	41	50	18	73	18	73	19	72	38	53	38	53	53

HEALTH CANADA

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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	67	100	50	0	67	50	75	100	60	50	75	50	75	75
At least one year ago, but less than three years ago	0	0	0	0	0	0	0	0	0	0	0	0	0	0
At least three years ago, but less than five years ago, or was it	17	0	25	0	17	50	0	0	20	50	0	0	25	25
Five years ago or more	17	0	25	0	17	0	25	0	20	0	25	50	0	0
Don't know/No answer	0	0	0	0	0	0	0	0	0	0	0	0	0	0
SAMPLE SIZE (#)	6	2	4	0	6	2	4	1	5	2	4	2	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	50	55	44	0	50	0	50	40	53	63	42	50	0	0
10 to 12	25	18	33	0	25	0	25	0	33	13	33	25	0	0
13 to 15	15	18	11	0	15	0	15	60	0	25	8	15	0	0
25 or more	10	9	11	0	10	0	10	0	13	0	17	10	0	0
SAMPLE SIZE (#)	20	11	9	0	20	0	20	5	15	8	12	20	0	0
MEAN	9.6	9.3	10.0	.	9.6	.	9.6	11.4	9.0	7.8	10.8	9.6	.	.
MEDIAN	9.5	7.0	10.0	.	9.5	.	9.5	13.0	7.0	6.0	10.0	9.5	.	.

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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	61	73	43	50	63	67	60	0	69	60	62	61	0	0
3 to 4	17	9	29	50	13	33	13	0	19	40	8	17	0	0
5 to 6	11	0	29	0	13	0	13	50	6	0	15	11	0	0
7 or more	11	18	0	0	13	0	13	50	6	0	15	11	0	0
SAMPLE SIZE (#)	18	11	7	2	16	3	15	2	16	5	13	18	0	0
MEAN	3.4	3.8	2.9	2.0	3.6	1.7	3.8	9.0	2.7	2.0	4.0	3.4	.	.
MEDIAN	2.0	2.0	3.0	2.0	2.0	1.0	2.0	9.0	2.0	2.0	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	71	68	75	50	72	100	69	57	74	54	80	71	0	0
No	29	32	25	50	28	0	31	43	26	46	20	29	0	0
SAMPLE SIZE (#)	38	22	16	2	36	3	35	7	31	13	25	38	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	19	20	17	100	15	33	17	25	17	14	20	19	0	0
Twice	15	13	17	0	15	33	13	50	9	14	15	15	0	0
Three times	15	13	17	0	15	0	17	0	17	14	15	15	0	0
More than three times	33	27	42	0	35	33	33	25	35	43	30	33	0	0
Have you not tried to stop smoking in the past year	15	20	8	0	15	0	17	0	17	14	15	15	0	0
Don't know/No answer	4	7	0	0	4	0	4	0	4	0	5	4	0	0
SAMPLE SIZE (#)	27	15	12	1	26	3	24	4	23	7	20	27	0	0

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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	36	29	50	100	30	0	36	67	25	33	40	36	0	0
No	64	71	50	0	70	0	64	33	75	67	60	64	0	0
SAMPLE SIZE (#)	11	7	4	1	10	0	11	3	8	6	5	11	0	0

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TABLE 16: FIRST MENTION

[ASK IF NON-SMOKER] In your opinion, what reasons do you think smokers take into account when deciding where to 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	27	27	28	22	32	23	30	27	28	25	30	25	27	29
Convenient geographic location	13	13	12	9	16	11	14	4	14	11	14	35	11	10
Know the people who work at the store	3	3	3	3	3	3	3	2	4	4	3	0	4	3
Best selection	3	3	2	3	2	3	3	2	3	3	3	5	3	1
Peer pressure/friends	2	2	2	2	2	3	1	4	2	1	3	0	2	4
They carry their brand	2	2	3	3	1	3	1	2	2	3	2	5	2	1
Always have purchased them there	2	2	2	2	2	2	2	2	2	3	1	5	2	1
Good promotions	2	1	2	2	1	1	2	0	2	2	1	0	2	3
Store owners/staff will sell to minors	1	2	1	1	1	2	1	6	0	1	1	0	1	3
Advertising	1	1	1	0	2	1	1	2	1	1	1	0	1	1
They present cigarettes in a pleasant way	1	1	1	1	1	2	0	0	1	1	1	0	1	1
They never run out of their brand/Dependable	1	1	1	1	1	1	0	2	0	1	1	0	1	1
Buy other things at that location as well	1	1	0	0	1	0	1	0	1	0	1	0	1	1
Will buy them anywhere/anywhere they're sold	0	1	0	0	1	1	0	0	0	0	1	0	0	0
Addiction	0	1	0	1	0	0	0	0	0	1	0	0	0	0
The cigarette wall is impressive there	0	0	1	0	1	0	0	0	0	1	0	0	0	0
They're open long hours/24-7	0	1	0	1	0	0	0	0	0	1	0	0	0	1
Other	3	1	5	4	2	5	2	2	3	4	2	5	3	4
Don't know/No answer	38	39	37	46	31	41	36	45	37	39	38	20	39	31
SAMPLE SIZE (#)	333	183	150	161	172	120	210	51	279	150	183	20	313	68

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TABLE 16: TOTAL MENTIONS

[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?

	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	32	32	32	27	37	28	35	29	33	30	34	25	33	32
Convenient geographic location	18	19	17	11	25	12	22	12	20	17	20	45	17	24
Know the people who work at the store	7	7	6	6	7	8	6	4	7	7	7	0	7	9
They carry their brand	5	5	5	6	3	6	4	2	5	6	4	10	4	1
Best selection	5	5	4	4	5	3	5	6	4	4	5	10	4	3
Always have purchased them there	4	2	5	4	3	3	4	2	4	5	3	10	3	4
Peer pressure/friends	2	3	2	2	3	3	2	4	2	1	4	0	3	6
Good promotions	2	2	3	3	2	2	3	4	2	2	3	0	3	4
Store owners/staff will sell to minors	1	2	1	1	1	2	1	6	0	1	1	0	1	3
They present cigarettes in a pleasant way	1	1	1	1	1	2	1	0	1	1	1	5	1	1
They never run out of their brand/Dependable	1	1	1	1	1	2	1	2	1	1	1	0	1	1
Advertising	1	1	1	0	2	1	1	2	1	1	1	0	1	1
They're open long hours/24-7	1	1	1	1	1	0	1	0	1	2	0	5	1	1
The cigarette wall is impressive there	1	0	1	0	1	0	1	0	1	1	1	0	1	0
Buy other things at that location as well	1	1	0	0	1	0	1	0	1	0	1	0	1	1
Will buy them anywhere/anywhere they're sold	0	1	0	0	1	1	0	0	0	0	1	0	0	0
Addiction	0	1	0	1	0	0	0	0	0	1	0	0	0	0
Good parking	0	0	1	1	0	1	0	0	0	0	1	0	0	0
Other	5	2	9	6	4	7	4	6	4	6	4	5	5	4
None	28	30	27	29	27	29	28	18	30	29	28	40	27	21
Don't know/No answer	41	42	41	49	34	44	40	45	41	42	41	20	43	37
SAMPLE SIZE (#)	333	183	150	161	172	120	210	51	279	150	183	20	313	68

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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	47	55	64	37	63	43	57	49	53	48	0	50	41
No	36	39	33	27	46	27	42	29	38	37	36	0	36	47
Don't know/No answer	13	14	12	9	17	10	15	14	13	10	16	0	13	12
SAMPLE SIZE (#)	313	173	140	159	154	118	192	49	261	141	172	0	313	68

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	17	12	21	9	17	13	9	16	14	15	11	15	4
Cigarettes should be kept out of sight unless a customer specifically asks to purchase them	62	62	63	64	61	67	60	68	61	62	62	50	64	51
There should be no restriction on how cigarettes are displayed in stores	20	19	21	12	26	12	23	23	19	21	18	37	18	35
Should not be sold/Should be illegal	1	1	1	1	1	2	0	0	1	1	1	0	1	0
Doesn't matter/Don't care	1	1	1	1	1	1	1	0	1	1	1	0	1	4
Don't know/No answer	2	1	3	1	2	2	2	0	2	1	2	3	2	4
SAMPLE SIZE (#)	351	195	156	161	190	121	227	56	292	154	197	38	313	68

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TABLE 23:

And now I would like to talk to you some more about the display of tobacco and tobacco-related products. Before August 15, 2005, retail stores were able to display cigarette packages openly and visibly to the public, including minors. Many retailers displayed cigarette packages in multiple vertical rows, which highlighted the colour and could make a particular brand stand out. This type of display is often referred to as a "power wall". Do you recall seeing cigarette packages displayed in this manner in retail outlets?

	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	52	61	50	61	53	58	52	57	55	57	71	54	68
No	40	42	37	42	38	40	40	46	38	42	39	29	41	28
Don't know/No answer	4	6	2	8	1	7	2	2	5	4	5	0	5	4
SAMPLE SIZE (#)	351	195	156	161	190	121	227	56	292	154	197	38	313	68

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	66	66	66	65	67	67	67	71	65	68	65	58	67	62
No	30	29	30	29	30	27	30	23	30	29	30	42	28	34
Don't know/No answer	4	5	4	6	3	6	4	5	4	3	5	0	5	4
SAMPLE SIZE (#)	351	195	156	161	190	121	227	56	292	154	197	38	313	68

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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	14	11	18	19	11	18	12	16	14	20	10	16	14	9
2	18	18	19	15	21	14	20	23	17	16	20	18	18	22
3	31	31	30	28	33	26	33	36	30	31	30	29	31	43
4	20	22	17	20	19	21	19	18	20	16	23	18	20	21
Strongly agree	17	18	16	19	16	21	15	7	19	17	17	18	17	6
SAMPLE SIZE (#)	351	195	156	161	190	121	227	56	292	154	197	38	313	68
Tox 2 Box Score (5, 4)	37	39	33	39	35	42	34	25	39	32	40	37	37	26

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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	8	8	8	11	6	10	7	13	8	9	8	8	8	6
2	7	9	6	6	8	7	7	9	7	11	5	8	7	7
3	14	13	14	12	15	14	13	9	14	15	13	13	14	12
4	28	27	28	27	28	24	30	34	26	25	29	34	27	31
Strongly agree	43	43	43	43	43	44	42	36	45	39	46	37	43	44
Don't know/No answer	0	0	1	1	0	1	0	0	0	1	0	0	0	0
SAMPLE SIZE (#)	351	195	156	161	190	121	227	56	292	154	197	38	313	68
Tox 2 Box Score (5, 4)	70	70	71	70	71	68	72	70	71	64	75	71	70	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 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	12	15	17	11	15	13	18	13	18	10	21	13	15
2	7	8	6	6	8	6	8	9	7	7	7	8	7	6
3	18	17	20	14	22	15	19	23	17	18	18	24	18	29
4	15	17	13	15	16	13	17	14	16	13	17	29	14	19
Strongly support	43	44	43	45	42	48	41	30	46	42	44	18	46	26
Don't know/No answer	2	2	3	4	1	3	2	5	2	1	3	0	3	4
SAMPLE SIZE (#)	351	195	156	161	190	121	227	56	292	154	197	38	313	68
Tox 2 Box Score (5, 4)	59	61	56	60	58	61	58	45	62	55	61	47	60	46

HEALTH CANADA

2006 Manitoba Survey on the Tobacco Retail Environment - Youth Component

TABLE 28:

Using the same "1" to "5" scale, all things considered to what extent do you oppose or support the Government of Manitoba ban on 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	9	10	9	11	8	10	9	11	9	10	9	18	8	7
2	7	8	6	9	6	7	7	9	7	8	7	5	8	4
3	21	18	26	15	27	17	23	20	22	21	21	26	21	35
4	20	19	21	17	22	17	21	23	19	18	21	21	19	29
Strongly support	41	44	38	48	35	49	37	34	42	42	40	24	43	24
Don't know/No answer	1	2	1	0	2	0	2	4	1	1	2	5	1	0
SAMPLE SIZE (#)	351	195	156	161	190	121	227	56	292	154	197	38	313	68
Tox 2 Box Score (5, 4)	61	63	58	65	57	66	58	57	61	60	61	45	63	53

HEALTH CANADA

2006 Manitoba Survey on the Tobacco Retail Environment - Youth Component

TABLE 29:

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

	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	26	27	25	27	25	25	27	20	27	23	29	26	26	19
Convenience stores	15	18	12	19	12	21	12	18	15	19	13	8	16	7
Drug stores or pharmacies	15	15	15	13	17	18	14	13	16	15	16	16	15	12
Gas stations	11	12	11	11	12	10	12	18	10	10	12	8	12	6
Public schools	9	9	9	13	6	13	7	4	10	7	11	11	9	6
Cigarettes shouldn't be available for sale anywhere	8	7	9	12	4	12	5	9	8	9	7	5	8	6
Clothing/department/retail stores	7	7	6	8	6	8	6	5	7	6	8	5	7	10
There should not be restrictions on selling cigarettes	5	6	4	2	8	2	7	5	5	10	2	11	5	9
Athletic and recreation facilities such as rinks, gymnasiums	5	6	5	7	4	7	4	2	6	4	7	8	5	3
Post-secondary educational institutions such as universities	4	3	5	6	2	6	3	2	4	3	5	0	4	1
Any type of establishment that underage/youth have access to	3	4	2	4	3	2	4	4	3	1	5	0	4	3
Licensed bars and taverns	3	4	2	3	3	3	3	2	3	5	2	0	3	6
Restaurant/food establishment	2	2	2	1	2	1	2	2	2	1	3	0	2	3
Vending machines	1	2	1	2	1	2	1	2	1	1	2	0	2	0
Health care facilities	1	1	1	2	1	1	1	0	1	1	1	0	1	1
Liquor stores	1	1	1	2	0	2	0	0	1	1	1	0	1	0
Horserace tracks	1	1	1	1	0	0	1	0	1	0	1	0	1	0
Should not be sold anywhere near schools	0	0	1	0	1	0	0	0	0	0	1	0	0	0
Government-owned premises	0	1	0	1	0	0	0	0	0	0	1	0	0	0

(cont.)

HEALTH CANADA

2006 Manitoba Survey on the Tobacco Retail Environment - Youth Component

TABLE 29:

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

(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			
Other	2	1	3	1	3	1	2	0	2	1	3	0	2	3
Don't know/No answer	21	18	24	17	24	17	23	32	19	18	24	32	20	29
SAMPLE SIZE (#)	351	195	156	161	190	121	227	56	292	154	197	38	313	68

TABLE 30:

Yes or no, do you think establishments 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	89	88	89	90	87	88	89	93	88	86	90	82	89	81
No	10	10	10	9	11	11	10	7	11	13	8	18	9	19
Other	1	1	0	1	1	1	0	0	1	1	1	0	1	0
Don't know/No answer	1	1	1	0	1	0	1	0	1	0	1	0	1	0
SAMPLE SIZE (#)	351	195	156	161	190	121	227	56	292	154	197	38	313	68

HEALTH CANADA

2006 Manitoba Survey on the Tobacco Retail Environment - Youth Component

TABLE 31:

Would you support, neither support nor oppose, or oppose changing current practices so that fewer types of establishments 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	56	56	56	59	54	62	54	45	59	60	54	37	59	50
Neither support nor oppose	15	13	19	12	18	10	18	14	15	14	17	18	15	22
Oppose	25	27	24	26	25	26	25	39	23	24	26	42	23	24
Don't know/No answer	3	4	1	3	3	2	4	2	3	3	3	3	3	4
SAMPLE SIZE (#)	351	195	156	161	190	121	227	56	292	154	197	38	313	68

HEALTH CANADA

2006 Manitoba Survey on the Tobacco Retail Environment - Youth Component

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	74	72	76	78	71	74	74	80	73	69	78	50	77	69
Cigarettes should be sold in establishments or stores where people of all ages are permitted	15	15	15	6	22	7	19	18	14	18	12	45	11	26
Cigarettes should not be sold anywhere	11	13	8	16	6	18	7	0	13	12	10	5	12	4
Doesn't matter/People who want cigarettes will get them	0	0	1	0	1	1	0	0	0	1	0	0	0	0
Other	0	1	0	0	1	0	0	2	0	1	0	0	0	0
SAMPLE SIZE (#)	351	195	156	161	190	121	227	56	292	154	197	38	313	68

HEALTH CANADA

2006 Manitoba Survey on the Tobacco Retail Environment - Youth Component

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	67	66	69	81	56	77	62	66	67	66	68	32	72	54
There should be no restrictions on the location where cigarettes are sold	30	31	29	16	42	20	36	30	30	29	31	68	26	43
Should not be sold anywhere	1	1	0	1	1	1	0	0	1	1	0	0	1	0
Makes no difference/They'll smoke regardless	0	1	0	1	0	1	0	0	0	0	1	0	0	1
Don't know/No answer	2	2	1	2	2	2	2	4	1	3	1	0	2	1
SAMPLE SIZE (#)	351	195	156	161	190	121	227	56	292	154	197	38	313	68

HEALTH CANADA

2006 Manitoba Survey on the Tobacco Retail Environment - Youth Component

TABLE 38:

In your opinion, do you support, neither support nor oppose, or oppose cigarettes being sold in establishments 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	18	19	16	11	24	17	19	25	16	19	17	45	15	28
Neither support nor oppose	19	19	20	16	23	18	20	21	19	19	19	11	20	24
Oppose	60	59	60	70	52	61	59	50	62	58	61	45	62	44
Don't know/No answer	3	2	4	4	2	4	2	4	3	3	3	0	3	4
SAMPLE SIZE (#)	351	195	156	161	190	121	227	56	292	154	197	38	313	68

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	44	40	49	46	42	50	41	48	43	100	0	34	45	50
Female	56	60	51	54	58	50	59	52	57	0	100	66	55	50
SAMPLE SIZE (#)	351	195	156	161	190	121	227	56	292	154	197	38	313	68

HEALTH CANADA

2006 Manitoba Survey on the Tobacco Retail Environment - Youth Component

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)	34	35	34	67	7	100	0	29	36	39	31	8	38	28
Some high school	64	62	65	30	92	0	98	68	63	59	67	87	61	69
Graduated high school/vocational	1	2	1	1	2	0	2	2	1	1	1	5	1	1
Other	0	1	0	1	0	0	0	2	0	0	1	0	0	0
Refused	1	1	0	1	0	0	0	0	0	1	1	0	1	1
SAMPLE SIZE (#)	351	195	156	161	190	121	227	56	292	154	197	38	313	68

HEALTH CANADA

2006 Manitoba Survey on the Tobacco Retail Environment - Youth Component

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	83	84	82	86	81	86	82	0	100	81	85	82	83	76
Working at a job/business full-time	1	1	2	1	2	0	2	9	0	2	1	0	2	3
Working at a job/business part-time	6	5	7	2	9	2	8	38	0	9	4	11	5	9
Looking for work	9	9	8	9	8	11	7	54	0	6	10	8	9	10
Refused	1	1	1	1	1	1	0	0	0	1	1	0	1	1
SAMPLE SIZE (#)	351	195	156	161	190	121	227	56	292	154	197	38	313	68

HEALTH CANADA

2006 Manitoba Survey on the Tobacco Retail Environment - Supplementary Interviewing - Retailers

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	105	171	68	99	85	24	177	99	73	90	106	53	74	101	71	51

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	105	171	68	99	85	24	177	99	73	90	106	53	74	101	71	51

HEALTH CANADA

2006 Manitoba Survey on the Tobacco Retail Environment - Supplementary Interviewing - Retailers

TABLE 4:

First of all, can you tell me does your business sell tobacco and/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	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
SAMPLE SIZE (#)	276	105	171	68	99	85	24	177	99	73	90	106	53	74	101	71	51

TABLE 50a:

[ADMINISTER Q.50a ONLY IF A "GROCERY SUPERMARKET" IN Q.5 FROM AUTUMN INTERVIEWING] Which one of the following two statements currently applies to your retail area where tobacco products are sold? Is it the case that:

	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%+
Your store does not allow young people under 18 years of age to enter the retail area where tobacco products are sold	12	24	8	0	0	12	0	13	12	25	10	8	10	17	6	23	25
Your store does allow young people under 18 years of age to enter the retail area where tobacco products are sold	83	76	85	0	0	83	0	82	85	69	80	92	90	78	88	77	75
Unsure/Don't know	5	0	6	0	0	5	0	5	4	6	10	0	0	6	6	0	0
SAMPLE SIZE (#)	65	17	48	0	0	65	0	39	26	16	10	36	10	18	34	13	4

HEALTH CANADA

2006 Manitoba Survey on the Tobacco Retail Environment - Supplementary Interviewing - Retailers

TABLE 50b:

[DO NOT ADMINISTER Q.50b IF A "GROCERY SUPERMARKET" OR IF "TOBACCO SHOP/SPECIALTY STORE" IN Q.5 FROM AUTUMN INTERVIEWING] Some retail stores in Manitoba do not allow young people under 18 years of age to enter the store, thus they can continue to openly display tobacco and tobacco-related products. Does your store allow young people under 18 years of age to enter?

	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	99	98	100	98	100	0	100	100	98	100	98	100	100	100	100	100	100
No	1	2	0	2	0	0	0	0	2	0	2	0	0	0	0	0	0
Unsure/Don't know	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
SAMPLE SIZE (#)	122	48	74	41	68	0	13	79	43	32	48	40	24	30	36	35	28

TABLE 50:

[Q50a/Q50b COMBINED] Some retail stores in Manitoba do not allow young people under 18 years of age to enter the store, thus they can continue to openly display tobacco and tobacco-related products. Does your store allow young people under 18 years of age to enter?

	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	94	92	94	98	100	83	100	94	93	90	95	96	97	92	94	94	97
No	5	8	3	2	0	12	0	4	6	8	3	4	3	6	3	6	3
Unsure/Don't know	2	0	2	0	0	5	0	2	1	2	2	0	0	2	3	0	0
SAMPLE SIZE (#)	187	65	122	41	68	65	13	118	69	48	58	76	34	48	70	48	32

HEALTH CANADA

2006 Manitoba Survey on the Tobacco Retail Environment - Supplementary Interviewing - Retailers

TABLE 51:

[POSE Q.51 ONLY IF "DOES ALLOW" OR "UNSURE/DON'T KNOW" IN Q.50a, OR IF "YES" OR "UNSURE/DON'T KNOW" IN Q.50b] Are you considering a change to your store policy whereby you would not allow young people under the age of 18 to enter your store?

	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, am considering a change to store policy	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
No, am not considering a change to store policy	96	92	97	95	97	93	100	96	95	95	100	93	97	100	99	100	94
Don't know/No answer	4	8	3	5	3	7	0	4	5	5	0	7	3	0	1	0	6
SAMPLE SIZE (#)	178	60	118	40	68	57	13	113	65	44	56	73	33	45	68	45	31

HEALTH CANADA

2006 Manitoba Survey on the Tobacco Retail Environment - Supplementary Interviewing - Retailers

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%+
Gas convenience/service station kiosk	36	40	33	0	100	0	0	40	29	29	46	34	25	39	25	37	59
Grocery supermarket	31	23	36	0	0	100	0	31	31	27	18	42	26	34	44	28	8
Independent convenience store	18	11	22	72	0	0	0	15	23	32	23	5	36	14	17	24	16
Chain convenience store	7	11	4	26	0	0	0	7	6	1	9	8	2	8	2	8	8
Drug store/Pharmacy	4	8	2	0	0	0	46	4	4	1	0	8	2	3	7	1	0
Tobacco/specialty store	2	4	1	0	0	0	21	3	0	7	0	0	6	0	0	0	10
Restaurant	1	0	2	0	0	0	17	1	3	1	2	1	4	1	3	0	0
Convenience store	0	0	1	1	0	0	0	0	1	1	0	0	0	0	0	1	0
Other	1	3	1	0	0	0	17	1	2	0	2	2	0	1	3	0	0
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	105	171	68	99	85	24	177	99	73	90	106	53	74	101	71	51

HEALTH CANADA

2006 Manitoba Survey on the Tobacco Retail Environment - Supplementary Interviewing - Retailers

TABLE 52:

[POSE Q.52 ONLY IF: 1) "DOES NOT ALLOW" IN Q.50a, OR IF: 2) "NO" IN Q.50b] Retail stores like yours that do not allow young people to enter, are able to display cigarette packages openly. Retailers often display cigarette packages in stacked rows in what is sometimes referred to as a "power wall," or display them in counter top displays. Does your store currently display cigarettes in this way?

	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	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
No	100	100	100	100	0	100	0	100	100	100	100	100	100	100	100	100	100
Unsure/Don't know	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
SAMPLE SIZE (#)	9	5	4	1	0	8	0	5	4	4	2	3	1	3	2	3	1

TABLE 53:

[POSE Q.53 ONLY IF "DOES ALLOW" IN Q.50a, OR IF "YES" IN Q.50b] Before August 15, 2005, retail stores were able to display cigarette packages openly and visibly to the public, including young people under 18 years of age. Retailers often displayed cigarette packages against a wall in stacked rows in what is sometimes referred to as a "power wall," or displayed them in counter top displays. Before August 15, 2005, did your store display cigarettes in this way?

	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	66	62	68	78	65	63	46	63	70	72	75	58	82	75	64	78	71
No	26	32	23	15	26	30	46	29	22	16	18	36	15	20	32	13	23
Unsure/Don't know	8	7	9	8	9	7	8	8	8	12	7	7	3	5	5	9	6
SAMPLE SIZE (#)	175	60	115	40	68	54	13	111	64	43	55	73	33	44	66	45	31

HEALTH CANADA

2006 Manitoba Survey on the Tobacco Retail Environment - Supplementary Interviewing - Retailers

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	29	37	23	34	23	25	50	32	23	27	21	36	30	27	30	21	31
No	63	53	68	60	70	61	46	59	69	60	71	58	62	68	64	69	61
Unsure/Don't know	9	10	8	6	7	14	4	9	8	12	8	6	8	5	6	10	8
SAMPLE SIZE (#)	276	105	171	68	99	85	24	177	99	73	90	106	53	74	101	71	51

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	34	40	30	40	38	32	8	37	28	34	41	29	45	43	32	41	47
2	11	7	13	13	11	11	4	11	11	8	8	16	8	16	17	10	2
3	20	16	22	15	20	24	17	16	26	18	20	20	21	15	17	20	24
4	5	4	5	3	6	6	0	5	4	7	3	5	4	1	4	4	6
Strongly support	28	27	28	24	23	26	63	28	26	26	27	29	19	24	31	21	18
Don't know/No answer	3	7	1	6	1	2	8	3	4	7	1	1	4	0	0	4	4
SAMPLE SIZE (#)	276	105	171	68	99	85	24	177	99	73	90	106	53	74	101	71	51
Top 2 Box Score (5, 4)	32	30	33	26	29	32	63	33	30	33	30	34	23	26	35	25	24

HEALTH CANADA

2006 Manitoba Survey on the Tobacco Retail Environment - Supplementary Interviewing - Retailers

TABLE 12:

Using the same "1" to "5" scale, all things considered to what extent do you oppose or support the Government of Manitoba ban on 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.	Convenience	Gas Station	Grocery	Other	Male	Female	1 - 5	6 - 10	11+	Under \$1M	\$1M+	Up to 10%	11% - 30%	31%+
Strongly oppose	31	32	30	37	36	27	8	32	29	29	39	27	42	35	32	35	41
2	12	10	13	12	10	15	8	12	11	8	6	21	9	14	18	8	16
3	24	18	27	21	26	25	21	23	26	25	28	20	25	23	22	28	16
4	5	4	6	6	3	9	0	4	8	8	4	5	4	5	5	6	6
Strongly support	24	30	20	19	22	21	58	25	22	22	22	27	17	22	23	17	20
Don't know/No answer	3	5	2	6	2	2	4	3	3	8	1	0	4	1	1	6	2
SAMPLE SIZE (#)	276	105	171	68	99	85	24	177	99	73	90	106	53	74	101	71	51
Top 2 Box Score (5, 4)	30	34	27	25	25	31	58	29	30	30	27	32	21	27	28	23	25

HEALTH CANADA

2006 Manitoba Survey on the Tobacco Retail Environment - Supplementary Interviewing - Retailers

TABLE 13:

Now, I would like to ask you a few questions about the possible economic impact the prohibition of advertising and displaying tobacco and tobacco-related products may have on your business. Since you can no longer display tobacco and tobacco-related products, do you believe your business has been positively impacted or negatively impacted, or do you think it has had 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	4	3	4	7	3	3	0	4	4	5	4	3	4	2	1	8	0
Negatively impacted	34	47	27	41	36	25	44	35	32	27	35	39	44	40	23	40	54
No impact	59	47	67	51	58	70	50	59	61	67	58	57	50	57	75	51	43
Unsure/Don't know	3	3	2	2	2	3	6	2	4	2	4	1	2	2	1	2	2
SAMPLE SIZE (#)	237	88	149	59	89	73	16	153	84	60	83	88	50	65	83	65	46

HEALTH CANADA

2006 Manitoba Survey on the Tobacco Retail Environment - Supplementary Interviewing - Retailers

TABLE 14:

Can you tell me what percentage of sales you estimate your business has lost since you can no longer display tobacco or tobacco-related products?

	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%+
Less than 5%	23	20	28	25	22	28	14	30	11	0	28	32	14	50	42	27	8
6% to 10%	27	27	28	38	25	22	14	30	22	25	31	26	41	23	32	19	36
11% to 25%	26	29	23	13	34	22	43	26	26	25	31	24	18	19	11	31	40
26% to 75%	9	10	8	8	9	11	0	7	11	31	3	3	18	4	5	12	12
76% to 100%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Refused	2	0	5	0	3	6	0	2	4	0	0	3	0	0	5	0	4
Unsure/Don't know	12	15	10	17	6	11	29	6	26	19	7	12	9	4	5	12	0
SAMPLE SIZE (#)	81	41	40	24	32	18	7	54	27	16	29	34	22	26	19	26	25
MEAN	12.3	12.7	11.9	10.7	13.1	12.9	12.2	11.5	14.4	20.4	10.3	10.6	14.9	8.4	9.1	13.2	14.7
MEDIAN	10.0	10.0	10.0	10.0	10.0	10.0	12.0	10.0	12.0	20.0	10.0	10.0	10.0	5.0	6.0	10.0	13.0

HEALTH CANADA

2006 Manitoba Survey on the Tobacco Retail Environment - Supplementary Interviewing - Retailers

TABLE 15:

As a result of the ban on the display of tobacco products in August last year, has the number of staff you employ increased, decreased, or stayed the same?

	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%+
Increased	4	3	5	5	4	4	0	4	5	2	2	8	4	3	1	6	4
Decreased	11	15	9	19	9	5	19	12	10	13	11	10	16	14	6	12	17
Stayed the same	83	80	85	75	85	88	81	83	83	83	87	81	80	83	92	82	76
Unsure/Don't know	2	2	1	2	1	3	0	1	2	2	0	1	0	0	1	0	2
SAMPLE SIZE (#)	237	88	149	59	89	73	16	153	84	60	83	88	50	65	83	65	46

TABLE 16:

[POSE Q.16 ONLY IF "INCREASED" OR "DECREASED" IN Q.15] By how many people has your staff INCREASED?

	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	30	33	29	33	50	0	0	50	0	100	50	14	0	50	0	25	50
2	40	0	57	33	25	67	0	33	50	0	50	43	50	50	100	25	50
3	10	0	14	0	25	0	0	17	0	0	0	14	0	0	0	25	0
6	10	33	0	33	0	0	0	0	25	0	0	14	50	0	0	25	0
15	10	33	0	0	0	33	0	0	25	0	0	14	0	0	0	0	0
Refused	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Unsure/Don't know	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
SAMPLE SIZE (#)	10	3	7	3	4	3	0	6	4	1	2	7	2	2	1	4	2
MEAN	3.5	7.3	1.9	3.0	1.8	6.3	.	1.7	6.3	1.0	1.5	4.4	4.0	1.5	2.0	3.0	1.5

HEALTH CANADA

2006 Manitoba Survey on the Tobacco Retail Environment - Supplementary Interviewing - Retailers

TABLE 16:

[POSE Q.16 ONLY IF "INCREASED" OR "DECREASED" IN Q.15] By how many people has your staff DECREASED?

	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	35	23	46	9	50	25	100	28	50	50	22	33	38	22	40	13	38
2	42	54	31	73	38	0	0	44	38	50	67	11	50	33	40	38	63
3	4	0	8	9	0	0	0	6	0	0	11	0	13	0	0	13	0
4	8	8	8	9	0	25	0	6	13	0	0	22	0	22	20	0	0
5	4	8	0	0	13	0	0	6	0	0	0	11	0	11	0	13	0
6	4	0	8	0	0	25	0	6	0	0	0	11	0	11	0	13	0
Refused	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Unsure/Don't know	4	8	0	0	0	25	0	6	0	0	0	11	0	0	0	13	0
SAMPLE SIZE (#)	26	13	13	11	8	4	3	18	8	8	9	9	8	9	5	8	8
MEAN	2.1	2.2	2.1	2.2	1.9	3.7	1.0	2.3	1.8	1.5	1.9	3.0	1.8	3.0	2.0	3.0	1.6

HEALTH CANADA

2006 Manitoba Survey on the Tobacco Retail Environment - Supplementary Interviewing - Retailers

TABLE 19:

The new tobacco law requires that power walls and other tobacco displays be kept out of sight of underage consumers. Did 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	52	64	45	54	63	38	44	58	40	47	60	51	68	55	43	55	78
No	46	34	54	46	33	62	56	41	57	52	39	47	30	45	57	42	20
Already have	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Don't know/No answer	2	2	1	0	4	0	0	1	2	2	1	2	2	0	0	3	2
SAMPLE SIZE (#)	237	88	149	59	89	73	16	153	84	60	83	88	50	65	83	65	46

HEALTH CANADA

2006 Manitoba Survey on the Tobacco Retail Environment - Supplementary Interviewing - Retailers

TABLE 20:

[POSE Q.20 ONLY IF CODE "1" OR CODE "3" IN Q.19] Can you tell me what you estimate the cost 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	8	5	10	9	4	14	14	8	9	7	10	7	12	6	17	8	0
\$200 - \$499	13	5	19	6	13	21	14	15	9	11	12	16	15	22	28	8	6
\$500 - \$999	17	11	22	16	20	18	0	17	18	29	16	11	24	11	19	28	8
\$1000 - \$2999	25	27	24	28	23	21	43	26	24	25	24	27	26	28	17	19	39
\$3000+	21	32	12	25	23	18	0	22	18	11	24	24	15	31	17	25	25
Refused	1	0	1	0	2	0	0	1	0	0	0	2	0	0	0	0	3
Don't know/No answer	15	20	10	16	16	7	29	11	24	18	14	13	9	3	3	11	19
SAMPLE SIZE (#)	123	56	67	32	56	28	7	89	34	28	50	45	34	36	36	36	36
MEAN	\$1,681	\$2,482	\$1,133	\$1,606	\$2,042	\$1,246	\$960	\$1,698	\$1,634	\$1,116	\$1,768	\$1,921	\$1,379	\$1,729	\$1,393	\$1,507	\$2,261
MEDIAN	\$1,000	\$2,000	\$500	\$1,000	\$1,500	\$500	\$1,000	\$1,000	\$1,000	\$800	\$1,000	\$1,000	\$750	\$1,000	\$500	\$900	\$2,000

Statistics in this table are trimmed. The range has been set to \$50 - \$8999.

HEALTH CANADA

2006 Manitoba Survey on the Tobacco Retail Environment - Supplementary Interviewing - Retailers

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.	Conven- ience	Gas Station	Grocery	Other	Male	Female	1 - 5	6 - 10	11+	Under \$1M	\$1M+	Up to 10%	11% - 30%	31%+
0 - 1	16	11	19	21	13	16	13	11	24	47	9	1	26	4	11	17	22
2 - 4	38	36	39	46	46	22	38	37	39	53	53	17	47	36	29	46	43
5 - 6	15	14	15	16	13	19	4	15	14	0	28	15	15	18	16	13	20
7 - 11	16	21	13	13	17	14	25	19	10	0	10	33	8	27	19	17	14
12+	13	14	13	3	10	25	17	16	9	0	0	34	4	15	25	7	2
Refused	1	0	1	0	0	2	0	1	1	0	0	0	0	0	1	0	0
Unsure/Don't know	1	3	0	1	0	1	4	1	2	0	0	0	0	0	0	0	0
SAMPLE SIZE (#)	276	105	171	68	99	85	24	177	99	73	90	106	53	74	101	71	51
MEAN	15.6	9.4	19.3	4.3	5.6	38.4	7.7	15.5	15.7	1.8	4.0	16.4	3.8	12.0	21.0	6.2	3.9
MEDIAN	4.0	5.0	4.0	3.0	4.0	6.0	4.0	5.0	3.0	2.0	4.0	9.0	2.0	5.0	6.0	4.0	3.0
MODE	2.0	3.0	2.0	2.0	4.0	1.0	3.0	3.0	1.0	1.0	4.0	10.0	2.0	3.0	2.0	3.0	1.0

HEALTH CANADA

2006 Manitoba Survey on the Tobacco Retail Environment - Supplementary Interviewing - Retailers

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.	Conven- ience	Gas Station	Grocery	Other	Male	Female	1 - 5	6 - 10	11+	Under \$1M	\$1M+	Up to 10%	11% - 30%	31%+
0 - 1	18	14	20	26	12	16	21	16	20	56	6	2	30	5	14	21	24
2 - 4	35	31	37	44	38	25	33	34	36	42	58	13	34	36	34	38	31
5 - 6	13	16	11	10	21	8	4	15	9	1	21	15	9	16	7	13	25
7 - 11	15	11	18	15	16	14	17	12	21	0	16	26	13	19	19	17	10
12+	17	26	12	4	11	34	21	21	11	0	0	43	13	23	26	11	10
Refused	1	0	1	0	0	2	0	1	1	0	0	0	0	0	1	0	0
Unsure/Don't know	1	1	1	0	1	0	4	1	1	0	0	0	0	0	0	0	0
SAMPLE SIZE (#)	276	105	171	68	99	85	24	177	99	73	90	106	53	74	101	71	51
MEAN	10.4	16.1	7.0	4.6	5.7	21.6	8.0	10.5	10.4	1.5	4.1	21.7	4.9	10.5	13.5	7.2	4.6
MEDIAN	4.0	5.0	4.0	3.0	4.0	6.0	4.0	4.0	4.0	1.0	4.0	10.0	3.0	6.0	5.0	4.0	4.0
MODE	2.0	2.0	2.0	2.0	2.0	.0	1.0	2.0	3.0	.0	4.0	6.0	.0	2.0	2.0	.0	5.0

HEALTH CANADA

2006 Manitoba Survey on the Tobacco Retail Environment - Supplementary Interviewing - Retailers

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.	Convenience	Gas Station	Grocery	Other	Male	Female	1 - 5	6 - 10	11+	Under \$1M	\$1M+	Up to 10%	11% - 30%	31%+
Up to \$420,000	11	11	10	15	8	9	13	10	12	22	7	6	55	0	7	11	27
\$420,001 - \$1,000,000	16	14	16	21	15	13	13	17	13	19	21	9	45	26	12	27	22
\$1,000,001 - \$1,400,000	3	4	2	3	3	4	0	4	1	0	8	1	0	11	5	1	4
\$1,400,001 - \$2,500,000	6	6	6	9	7	4	0	7	3	0	11	6	0	22	6	7	8
\$2,500,001+	11	10	12	6	9	16	17	15	4	1	3	25	0	42	23	8	2
Refused	26	24	28	22	26	31	25	26	27	25	27	26	0	0	28	21	18
Unsure/Don't know	28	31	25	25	31	24	33	21	39	33	23	26	0	0	20	24	20
SAMPLE SIZE (#)	276	105	171	68	99	85	24	177	99	73	90	106	53	74	101	71	51
MEAN	\$2,616,917	\$1,661,600	\$3,173,177	\$2,135,433	\$2,126,786	\$3,419,351	\$3,439,800	\$3,147,974	\$1,136,394	\$665,471	\$1,265,778	\$5,193,229	\$405,936	\$4,244,444	\$4,315,283	\$1,791,184	\$869,988
MEDIAN	\$1,000,000	\$1,000,000	\$1,000,000	\$875,000	\$1,000,000	\$1,000,000	\$650,000	\$1,000,000	\$500,000	\$350,000	\$1,000,000	\$3,000,000	\$350,000	\$2,000,000	\$1,600,000	\$875,000	\$775,000

*** Removed Don't know/No answer, Refused, and any outliers from Mean and Median

HEALTH CANADA

2006 Manitoba Survey on the Tobacco Retail Environment - Supplementary Interviewing - Retailers

TABLE 24:

What percentage of your business' 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	24	20	27	15	15	34	54	25	22	15	20	35	15	32	66	0	0
6 - 10	12	9	15	13	10	18	0	12	12	8	13	15	9	22	34	0	0
11 - 25	19	17	20	29	18	16	4	22	14	26	17	17	36	20	0	75	0
26 - 40	11	8	13	12	14	9	0	13	7	10	16	8	9	8	0	25	24
41+	14	28	6	12	24	2	21	14	15	19	16	10	28	15	0	0	76
Refused	5	5	6	6	2	8	8	5	6	4	7	3	0	0	0	0	0
Unsure/Don't know	14	14	13	13	16	12	13	8	23	18	12	11	2	3	0	0	0
SAMPLE SIZE (#)	276	105	171	68	99	85	24	177	99	73	90	106	53	74	101	71	51
MEAN	21.6%	29.5%	16.7%	23.4%	28.5%	12.2%	20.4%	20.8%	23.4%	27.3%	23.6%	16.6%	28.0%	19.0%	4.7%	21.4%	55.3%
MEDIAN	15.0%	25.0%	10.0%	18.0%	25.0%	8.0%	3.0%	15.0%	13.0%	20.0%	18.0%	9.0%	20.0%	10.0%	5.0%	20.0%	50.0%

TABLE 25:

RECORD 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	64	68	62	56	71	64	63	100	0	53	62	75	58	85	66	73	67
Female	36	32	38	44	29	36	38	0	100	47	38	25	42	15	34	27	33
SAMPLE SIZE (#)	276	105	171	68	99	85	24	177	99	73	90	106	53	74	101	71	51

Appendix I

Youth Smokers vs. Non-Smokers - Selected Comparisons

The following tables present a selection of results from the study's youth survey component, with responses displayed by youth smokers (n=38) and youth non-smokers (n=313). Please note, it is suggested that readers interpret these results with caution, given the small sample size for the youth smoker group:

(Table 20) Which one of the following statements comes closest to how you feel about how cigarettes are displayed in stores? Do you think:		
Description	Smoker	Non-Smoker
Cigarettes should not be prominently displayed in stores where they are sold	11%	15%
Cigarettes should be kept out of sight unless a customer specifically asks to purchase them	50%	64%
There should be no restriction on how cigarettes are displayed in stores	37%	18%
Should not be sold/Should be illegal	0%	1%
Doesn't matter/Don't care	0%	1%
Don't know/No answer	3%	2%
Sample Size (#)	38	313

(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?		
Description	Smoker	Non-Smoker
Strongly disagree	16%	14%
2	18%	18%
3	29%	31%
4	18%	20%
Strongly agree	18%	17%
Sample Size (#)	38	313

(Table 28) Using a "1" to "5" scale where "1" means "strongly oppose" and "5" means "strongly support," all things considered to what extent to you oppose or support the Government of Manitoba ban on the use of power walls as well as other forms of tobacco displays and advertising in all retail stores in Manitoba?		
Description	Smoker	Non-Smoker
Strongly oppose	18%	8%
2	5%	8%
3	26%	21%
4	21%	19%
Strongly support	24%	43%
Don't know/No answer	5%	1%
Sample Size (#)	38	313

(Table 38) In your opinion, do you support, neither support nor oppose, or oppose cigarettes being sold in establishments where everyday products are sold?

Description	Smoker	Non-Smoker
Support	45%	15%
Neither support nor oppose	11%	20%
Oppose	45%	62%
Don't know/No answer	0%	3%
Sample Size (#)	38	313