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***Examining Spillover and Recall of Tobacco Industry
Advertising among Canadian Youth***

Final Report

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Submitted to:

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« Ce rapport est aussi disponible en français. »



Table of Contents

EXECUTIVE SUMMARY	1
Background	1
Research Objectives.....	2
Methodology	3
Key Findings.....	6
RAPPORT SOMMAIRE.....	12
Contexte	12
Objectifs de l'étude	13
Méthodologie.....	14
Faits saillants.....	17
INTRODUCTION.....	23
Background	23
Rationale.....	26
Purpose of the Project.....	26
Research Objectives.....	26
METHODOLOGY	27
Parental Consent	27
Teen Online Omni.....	27
Custom Telephone Survey.....	28
Note on Comparability.....	30
DETAILED FINDINGS-ONLINE OMNIBUS RESEARCH.....	31
Wave One: Magazines and Newspapers	31
Wave Two: Internet.....	40
Wave Three: Age-Restricted Venues	45
Wave Four: Attitudes and Perceptions of Tobacco Advertising	54
DETAILED FINDINGS-NATIONAL TELEPHONE SURVEY	66
Access	66
Youth Access to the Internet	68
Youth Recall of Internet Advertising	71
Youth Access to Magazines and Newspapers	73
Youth Recall of Advertising in Magazines and Newspapers	79
Youth Access to Age-Restricted Venues.....	83

Youth Recall of Advertising in Age-Restricted Venues	85
Tobacco Product Use Among Youth	89
APPENDIX 1: RESPONSE RATE CALCULATION FOR THE TELEPHONE SURVEY	91
APPENDIX 2: WAVE ONE QUESTIONNAIRE	92
APPENDIX 3: WAVE TWO QUESTIONNAIRE	97
APPENDIX 4: WAVE THREE QUESTIONNAIRE	101
APPENDIX 5: WAVE FOUR QUESTIONNAIRE	109
APPENDIX 6: CATI QUESTIONNAIRE	115

EXECUTIVE SUMMARY

Background

Smoking is the most preventable cause of disease and premature death in Canada. More than 37,000 people will die prematurely this year in Canada due to tobacco use – at least 800 of them will be non-smokers.

The Government of Canada's Federal Tobacco Control Strategy (FTCS) is championed by many parties working collaboratively towards reducing and, possibly eliminating, tobacco use. Health Canada's Tobacco Control Programme (TCP) plays a leadership role in implementing the Strategy.

The TCP is responsible for the administration and enforcement of the [Tobacco Act \(1997\)](#) as well as developing the policies and programs needed to support the objectives of the [FTCS](#).

The *Tobacco Act* restricts the promotion of tobacco products: section 19 of the Act prohibits all promotion except as otherwise permitted by the Act. Section 22 provides that, subject to regulations, "information" advertising and "brand-preference" advertising are allowed for tobacco products, but only in specific media (publications mailed to named adults, in publications with an adult readership of not less than 85 percent or on signs in places where young persons are not permitted by law). That being said, the advertising cannot constitute "lifestyle" advertising nor can it be "appealing to youth".

Most of the advertising observed by Health Canada comes from imported magazines, tobacco retailers advertising in magazines aimed at tourists, on websites or in bars.

Recently, a decision has been taken on this topic. From the Attorney General of Canada, et al. v. J.T.I. Macdonald Corp., et al. (Que.) (Civil) (By Leave)¹ case that was recently decided.

¹ (http://205.193.81.30/information/cms/case_summary_e.asp?30611)

Ongoing research via the Decima Televox national omnibus study is being conducted with respect to Canadian adults, aged 18 and older, regarding their tobacco usage and recall of tobacco advertising (HC POR-07-23). Ten waves of this study are now completed. Preliminary results from waves 1 through 10 are:

- Nineteen percent (19%) of Canadian adults recalled seeing tobacco advertising or ads sponsored by the tobacco industry promoting tobacco products.
- Thirty-six percent (36%) of young adults under the age of 25 (18-24) recall tobacco advertising; while only 22% of those between the ages of 25 and 44 do.
- Among those who do recall having seen them, the top three locations Canadians recall seeing tobacco ads are in magazines (42%), billboards (22%), and posted on walls in retail stores (22%).

Research Objectives

In this context, Health Canada was interested in examining youth access to adult-oriented publications, ads in printed media, on the Internet, or posted at retail locations. Health Canada wished to obtain quantitative data to identify the level of any tobacco industry advertising which reaches youth aged 13-17 years old. This research provides Health Canada with information regarding awareness and recall of tobacco product advertising such as billboards, ads in printed media, on the Internet, or posted at retail locations, among Canadian youth.

Specific research objectives include the following:

- To identify which publications Canadian youth regularly access
- To measure Canadian youth's exposure to advertising, including tobacco industry advertising in adult-oriented publications, in terms of facility and frequency
- To measure recall of tobacco advertising
- To measure Canadian youth's level of awareness of tobacco advertising

Methodology

In order to achieve the research objectives, Ipsos-Reid adopted a mixed methodology approach consisting of four waves of an online survey among Canadians aged 13 to 17 years old. Concurrent to the third wave, a national custom telephone survey among n=1,000 youth aged 13 to 17 years of age was conducted.

Parental Consent

Prior to conducting any survey with an individual under the age of 16, Ipsos-Reid obtains full parental consent. The survey was administered only once parental consent was obtained.

Teen Online Omni

The four waves were conducted using the Canadian Ipsos-Reid teen online omnibus among approximately 1,000 respondents aged 13-17 years old. The sample was pulled from the Ipsos I-Say Online Panel, which consists of over 200,000 panellists. Respondents for this survey were selected from among those who have registered to participate in online surveys. The data have been weighted to reflect the demographic composition of respondents 13-17 year olds. Because the sample is based on those who initially self-selected for participation in the panel, no estimates of sampling error can be calculated.

It should be noted that the four online omnibus surveys cannot be extrapolated to the Canadian youth population at large. In the reporting section of the on-line survey only, we are using the term 'respondents' because the results cannot be generalized to all youth in Canada. In the reporting section of the telephone survey, we are using the term 'youth' because the results can be generalized to the youth population in Canada.

- Wave One: Access to Magazines and Newspapers; Magazine and Newspaper Readership. The first wave consisted of eight questions. The survey was conducted among 13 to 17 years olds for a total of n=1,135 completes. The field window extended from December 19th to December 31st, 2007.
- Wave Two: Access to the Internet and Pop-up Advertising. The second wave consisted of nine questions. The survey was conducted among 13 to 17 years olds for a total of n=1,032 completes. The field window extended from January 21st to January 28th, 2008.

- Wave Three: Age-Restricted Venues and Advertising. The third wave consisted of fourteen questions. The survey was conducted among 13 to 17 years olds for a total of n=1,025 completes. The field window extended from February 25th to March 4th, 2008.
- Wave Four: Magazine and Newspaper Advertising. The fourth wave consisted of ten questions. The survey was conducted among 13 to 17 years olds for a total of n=1,024 completes. The field window extended from March 26th to April 2nd, 2008.

Custom Telephone Survey

The national telephone survey was conducted from February 14th to March 10th, 2008 among n=1,000 youth aged 13 to 17 years old. The survey was conducted across all regions of the country, in both official languages, using CATI (Computer Assisted Telephone Interviewing). The sample has been weighted to ensure that it is representative of the Canadians youth composition by region, sex and age, according to Census data. The sample of 1,000 obtains a theoretical margin of error of +/-3.1 percentage points at a 95 percent confidence interval. This means that if the same survey could be repeated under identical conditions, the results gained by repeating the research will generally be expected to remain within a 3.1 percentage point margin 19 times out of 20.

An in-depth description of the survey methods and the questionnaires are included in the report.

A Note on Comparability

Telephone and online research are two different and distinct methodologies. A direct comparison of the results is not viable for a number of different reasons. The fact that these questionnaires include different questions that were administered in a different order combined with the fact that they were asked under completely different conditions means that a direct comparison of the data would not be meaningful. For example, telephone interviews are conducted orally and in the presence (over the phone) of an interviewer while online research is administered visually (through a computer interface) and is completed independently. In addition, online research allows more time for the respondent to consider their response than does telephone interviewing. Moreover, a comparison of the findings will not shed light on questions of representativeness.

That said, this study has allowed Health Canada to establish a baseline with regard to the research objectives using both types of methodology.

Key Findings

Online Teen Omnibus²

Wave One: Access to Magazines and Newspapers; Magazines and Newspaper Readership

- Of the fifty-nine percent of respondents who say they have seen, flipped through, read or looked at a magazine and/or newspaper in the last month, regardless of whether or not it was current:
 - A large majority – four in five (78%) – of this 59 percent saw the magazine or newspaper in their home.
 - Only about one in ten (12%) recall seeing tobacco advertisements or ads sponsored by the tobacco industry promoting tobacco products.
 - 14 percent have seen advertisements for cigarettes, with Camel (7%) and Marlboro (5%) being the most commonly seen brands among those presented to respondents.
- One in three (32%) have a magazine, and over one in four (28%) have a newspaper, delivered to their household in print format.

Wave Two: Access to the Internet and Pop-up Advertising

- Among those respondents who visited a social networking site, a blog, a magazine or a newspaper website in the last month (96%), the most popular websites were Facebook (56%) and YouTube (41%).
- Fewer than half (44%) say they saw any pop-up advertising on the websites they were visiting.
 - Of those who did see pop-up advertising, 56 percent saw dating site advertising and 49 percent saw contests being advertised. Only two percent saw pop-up advertising for cigarettes and tobacco products.
- Very few (2%) have searched for information on smoking or tobacco products on the Internet in the last month.

² It should be noted that the results found from the four online omnibus surveys cannot be extrapolated to the Canadian youth population at large.

Wave Three: Age-Restricted Venues and Advertising

- Nine in ten (89%) respondents say that they have **not** been 'out clubbing' or to a live music venue, a bar, a pub or tavern, a rave or a university or college campus event in the last month.
- One in ten say they have, including those who have been to a live music venue (6%), 'out clubbing' (3%), to a bar (3%), a pub (1%), a tavern (1%), or a university or college campus event (1%).
- Of those respondents who have been to one of these venues, just over half (54%) say they do so less often than six times a year, while 15 percent estimate they do so six times a year and 23 percent that they do so one to three times a month. Fewer than one in ten of the respondents who have been to one of these venues do so once a week (7%) or more (2%).
- Of those who have been to one of these venues, ten percent have seen advertising for cigarettes or tobacco products while at the venue;
 - While the extremely low base size does not allow for quantitative interpretation, looking at the frequencies suggests that this advertising was seen in the hallway, around the bar or near the entrance/coat check area; and,
 - Most of the advertising is for cigarettes versus other forms of tobacco products.
- Eight percent of respondents have been to a tobacconist or smoke shop in the last month. Among those, a little over half (54%) have seen advertising for tobacco and tobacco products while they were there.
- Although once again the base size is too small for quantitative analysis, looking at the frequencies tells us that most of the advertising seen by those who visited a tobacconist shop was for either cigarettes or cigars as opposed to other tobacco products.
- Fewer than one in ten respondents smoke cigarettes daily (5%) or occasionally (4%).
- Almost one in five respondents have tried smoking cigarettes (19%).
- None of the respondents had used chewing tobacco, pinch or snuff in the last 30 days.
- Only three percent of respondents had smoked pipes, cigars, bidis, kreteks or herbal cigarettes in last 30 days.

Wave Four: Magazines and Newspaper Advertising

- Respondents say that advertising for clothing (67%), for candy, breath mints or gum (65%), for food products or non-alcoholic drinks (52%), and for cosmetics (49%) is targeted to someone their own age. Conversely, respondents say that advertising for alcohol, liquor, beer or coolers (67%), for tobacco products (60%) and for cars (51%) is targeted to adults.
- Three quarters of respondents (74%) believe that tobacco companies should not be allowed to advertise in magazines and/or newspapers.
- Nearly two thirds of respondents (65%) believe that advertising of tobacco products encourages youth to try cigarettes or to smoke.
- An equal number believe that tobacco product advertising makes smoking more acceptable (41%) or makes no difference (41%), while only nine percent feel it makes smoking less acceptable.
- Over half of the respondents (56%) believe that tobacco companies in this country are interested in promoting their products among people who currently smoke and that they are trying to encourage young people to start smoking.
- Two in five respondents believe that smoking among youth between 12 and 14 years of age (40%) and among youth between 15 and 19 years of age (43%) has increased over the past two years.
- One in five believe that smoking among youth between 12 and 14 years of age (20%) and among youth between 15 and 19 years of age (23%) has remained at the same level over the past two years.
- Most respondents (87%) believe that cigarette smoking is a major health problem, while only seven percent say it is a minor problem and two percent say that it is not a problem at all.

National Telephone Survey

Youth Access to Newspapers, Magazines, the Internet and Retail Locations

- A strong majority (96%) of youth have used the Internet in the past month. A similar proportion (86%) have seen, looked at, or flipped through a magazine or newspaper and one in five (22%) have been 'out clubbing' or to a live music venue, a bar, a pub or tavern, a rave or a university or college campus event.

Youth Access to the Internet

- Among those who have used the Internet in the past month, 37% use the Internet two to five hours a week, three in ten (29%) use it six to ten hours a week and one in five (22%) spend more than ten hours a week on the Internet. Only one in ten (12%) use the Internet less than an hour a week.
- While on the Internet, four in five (87%) have visited or looked at a social networking site, a quarter (23%) have visited a blog and just over one in ten have read an online magazine (15%) or an online newspaper (14%).
- Not surprisingly, the most commonly visited websites are Facebook (59%) and Youtube (52%). A third say that Google is the site they visited most often (35%).

Youth Recall of Internet Advertising

- Two thirds (67%) of those who have used the Internet in the past month say they have seen pop-up advertising.
 - When presented with a list of types of pop-up advertising, ads for dating sites (63%) and contests (61%) are the most commonly recalled. Only 4% recall pop-up advertising for cigarettes or tobacco products.
- Among this same audience, almost all (94%) say they have not looked for information on smoking or tobacco products in the past month and none say they have ever purchased cigarettes or tobacco products on the Internet.

Youth Access to Magazines and Newspapers

- Among those who have seen, read or flipped through a magazine or a newspaper in the last month:
 - Two in five (37%) say they do so a couple of times a week. About one in five say they read or look at a magazine or newspaper at least once a day (21%), once a week (19%) or once or twice a month (18%).
 - Many say they look at or read publications that tend to target an adult audience such as People (10%), Cosmopolitan (6%) or the Journal de Montreal (6%).
 - Two in three (66%) say they access these publications in their homes, two in five (38%) on a newsstand or on a shelf in a store and a quarter (26%) at school.
 - Two thirds (64%) say they get magazines or newspapers delivered to their homes, most publications that tend to target an adult audience.

Youth Recall of Advertising in Magazines and Newspapers

- Among those who looked through or read a magazine in the past month, one in five (19%) say they recall advertisements for cigarettes or tobacco products. Most say they recall advertisements for clothing (69%), cars (63%), makeup and cosmetics (63%) and cell phones (57%).
 - Among those who looked through or read a magazine and who recall advertising for cigarettes or tobacco products, four in five (80%) say they recall advertising for cigarettes, a quarter for cigars (26%) and one in five for chewing tobacco (19%) or cigarillos or little cigars (18%).
 - Almost half (45%) say they do not recall a specific brand being advertised. One in five (21%) recall advertising for Camel, 8% for Skoal smokeless tobacco and 7% for either Players or Marlboro.

Youth Access to Age-Restricted Venues

- Among those who said they have been to one of the age-restricted venues, three in five (58%) say they have been to a live music venue; just over a third (36%) to a bar; a third 'out clubbing'; three in ten (30%) a campus event; 23% to a pub; 19% to a tavern and 11% to a rave.
- On average, a third say they go either less than six times a year (34%) or one to three times a month (32%).

Youth Recall of Advertising Age-Restricted Venues

- Of those who have been to one of the specified venues, a quarter (24%) say they recall having seen advertising for cigarettes or tobacco products; three in five (58%) say they recall having seen advertising for alcohol, liquor, beer or coolers.
- Among those who have been to one of the specified venues³:
 - Almost half say they saw them in the entrance/coat check area (49%), in the hallway (46%) or behind or around the bar (43%). Almost as many (38%) recall seeing this advertising in a bathroom stall.
 - Four in five (84%) of those who say they recall cigarette or tobacco products ads say they recall cigarette ads; a third say they recall advertising for cigarillos or little cigars (32%).
 - Among this same audience, half (48%) say they don't recall specific brands; roughly one in five recall ads for Players (21%) or DuMaurier (16%).

Tobacco Product Use Among Youth

- Nine in ten youth (88%) say they do not smoke at all; while one in five (19%) say they have tried smoking.
- Almost all youth say they have not used specified tobacco products in the last 30 days (98%: tobacco, pinch or snuff; 92%: pipes, cigars, bidis, kreteks, or herbal cigarettes).

For further information about POR 288-07, conducted by Ipsos Reid, please contact por-rop@hc-sc.gc.ca.

³ The small base size of respondents should be noted here and findings treated with caution.

RAPPORT SOMMAIRE

Contexte

Le tabagisme est la cause de maladie et de mort prématurée la plus évitable au Canada. Cette année au Canada, plus de 37 000 personnes mourront prématurément en raison de l'usage du tabac – et au moins 800 d'entre elles seront des non-fumeurs.

La Stratégie fédérale de lutte contre le tabagisme du gouvernement du Canada (SFLT) reçoit l'appui d'un grand nombre de parties qui travaillent de concert pour réduire et possiblement éliminer l'usage du tabac. Le Programme de la lutte au tabagisme (PLT) de Santé Canada joue un rôle prépondérant dans l'implantation de la stratégie.

Le PLT est responsable de l'administration et de l'application de la [Loi sur le tabac \(1997\)](#), ainsi que de l'élaboration des politiques et des programmes nécessaires au soutien des objectifs de la [SFLT](#).

La *Loi sur le tabac* restreint la promotion des produits du tabac : l'article 19 de la Loi interdit d'en faire la promotion sauf dans la mesure où elle est autorisée par la Loi. L'article 22 stipule que, sous réserve des règlements, la publicité « informative » et la publicité « préférentielle » sont autorisées pour les produits du tabac, mais seulement dans des médias précis (publications expédiées par courrier et adressées à un adulte désigné par son nom, publications dont au moins 85 pour cent du lectorat est adulte ou affiches placées dans des endroits interdits aux jeunes par la loi). Cela étant dit, cette publicité ne peut pas être une publicité « de style de vie » ni « attrayante pour les jeunes ».

La majorité des publicités que Santé Canada a observées proviennent de magazines importés, de détaillants de tabac qui font de la publicité dans les magazines de tourisme, de sites Web ou de bars.

À ce sujet, un jugement a récemment été rendu dans l'affaire du Procureur général du Canada, et al. c. J.T.I. Macdonald Corp, et al. (Qc) (Civile) (avec autorisation)⁴.

⁴ (http://205.193.81.30/information/cms/case_summary_f.asp?30611)

Une étude en continu est menée par le biais d'entrevues Omnibus téléVox nationales de Décima sur l'usage du tabac et le souvenir des publicités sur le tabac chez les adultes canadiens de 18 ans et plus (HC POR-07-23). Dix vagues de l'étude ont été réalisées jusqu'à présent. Voici les résultats préliminaires des vagues 1 à 10 :

- Dix-neuf pour cent (19 %) des adultes canadiens se souviennent d'avoir vu des publicités sur le tabac ou des annonces commanditées par l'industrie du tabac qui font la promotion des produits du tabac.
- Trente-six pour cent (36 %) des jeunes adultes de moins de 25 ans (18 à 24 ans) se souviennent de publicités sur le tabac, et c'est le cas de seulement 22 % des répondants de 25 à 44 ans.
- Les trois principaux endroits où les répondants se rappellent avoir vu des publicités sur le tabac sont les magazines (42 %), les panneaux d'affichage (22 %) et les affiches sur les murs des commerces de détail (22 %).

Objectifs de l'étude

Dans ce contexte, Santé Canada voulait connaître l'accès qu'ont les jeunes aux publications, publicités imprimées, publicités sur Internet ou publicités affichées dans des commerces de détail qui s'adressent aux adultes. Santé Canada souhaitait obtenir des données quantitatives pour déterminer dans quelle mesure la publicité de l'industrie du tabac rejoint les jeunes de 13 à 17 ans. La présente étude fournit à Santé Canada des renseignements sur la connaissance et le souvenir qu'ont les jeunes Canadiens de la publicité pour les produits du tabac présente sur les panneaux d'affichage, dans les médias imprimés, sur Internet ou dans les commerces de détail.

Au nombre des objectifs spécifiques de l'étude, mentionnons :

- Déterminer les publications auxquelles les jeunes Canadiens ont régulièrement accès
- Mesurer l'exposition des jeunes Canadiens à la publicité, y compris la publicité de l'industrie du tabac dans les publications destinées aux adultes, et ce, sur le plan de la facilité et de la fréquence
- Mesurer le souvenir de la publicité sur le tabac

- Mesurer le niveau de sensibilisation des jeunes Canadiens quant à la publicité sur le tabac

Méthodologie

Pour atteindre les objectifs de l'étude, Ipsos-Reid a adopté une approche méthodologique combinée composée de quatre vagues d'un sondage mené en ligne auprès de Canadiens de 13 à 17 ans. Parallèlement à la troisième vague, un sondage téléphonique personnalisé a été mené à l'échelle nationale auprès de $n = 1\,000$ jeunes de 13 à 17 ans.

Consentement des parents

Avant d'interviewer un répondant de moins de 16 ans, Ipsos-Reid demande le consentement des parents. Le sondage n'a été mené que lorsque le consentement parental était donné.

Omnibus en ligne pour les adolescents

Les quatre vagues ont été menées à l'aide de l'Omnibus en ligne pour les adolescents auprès d'environ 1 000 jeunes de 13 à 17 ans. L'échantillon a été tiré du panel en ligne d'Ipsos Je-Dis, qui comprend plus de 200 000 membres. Les répondants de ce sondage ont été sélectionnés parmi ceux qui s'étaient inscrits pour répondre à des sondages en ligne. Les données ont été pondérées pour refléter la composition démographique des jeunes de 13 à 17 ans. Étant donné que l'échantillon est formé de répondants qui s'étaient initialement inscrits pour faire partie du panel, il n'est pas possible d'estimer l'erreur d'échantillonnage.

Il convient de noter que les résultats des quatre sondages Omnibus en ligne ne peuvent pas être extrapolés à l'ensemble de la population des jeunes Canadiens. De plus, seulement dans la section du rapport concernant le sondage en ligne, nous utilisons le terme « répondants » puisque les résultats ne peuvent être généralisés à l'ensemble des jeunes Canadiens. Dans la section du rapport sur le sondage téléphonique, nous utilisons le terme « jeunes » puisque les résultats peuvent être généralisés à l'ensemble de la population des jeunes au Canada.

- Vague 1 : Accès aux magazines et aux journaux; lectorat des magazines et des journaux. La première vague comprenait huit questions. Le sondage a été mené

auprès de personnes de 13 à 17 ans, et n = 1 135 entrevues ont été complétées. Il a eu lieu du 19 au 31 décembre 2007.

- Vague 2 : Accès à Internet et aux fenêtres publicitaires. La deuxième vague comprenait neuf questions. Le sondage a été mené auprès de personnes de 13 à 17 ans, et n = 1 032 entrevues ont été complétées. Il a eu lieu du 21 au 28 janvier 2008.
- Vague 3 : Lieux où l'âge est limité et la publicité. La troisième vague comprenait quatorze questions. Le sondage a été mené auprès de personnes de 13 à 17 ans, et n = 1 025 entrevues ont été complétées. Il a eu lieu du 25 février au 4 mars 2008.
- Vague 4 : Publicité dans les magazines et les journaux. La quatrième vague comprenait dix questions. Le sondage a été mené auprès de personnes de 13 à 17 ans, et n = 1 024 entrevues ont été complétées. Il a eu lieu du 26 mars au 2 avril 2008.

Sondage téléphonique

Le sondage téléphonique national a été mené du 14 février au 10 mars 2008 et n = 1 000 jeunes de 13 à 17 ans ont été interviewés. Le sondage a été mené dans toutes les régions du pays et dans les deux langues officielles à l'aide de la technologie de l'interview assistée par ordinateur (ITAO). L'échantillon a été pondéré pour qu'il soit représentatif de la population des jeunes Canadiens en ce qui concerne la région, l'âge et le sexe, selon les données du recensement. Pour un échantillon de 1 000 répondants, la marge d'erreur théorique est de $\pm 3,1$ points de pourcentage, à un intervalle de confiance de 95 %. Cela signifie que si le même sondage était de nouveau mené dans les mêmes conditions, les résultats obtenus par une répétition de l'étude devraient en général se situer à l'intérieur d'une marge de 3,1 points de pourcentage, 19 fois sur 20.

Une description approfondie des méthodes utilisées pour ces sondages ainsi que les questionnaires sont inclus dans le rapport complet.

Note sur la comparabilité

Les sondages téléphoniques et les sondages en ligne utilisent deux méthodologies différentes. On ne peut donc pas comparer directement les résultats obtenus, et ce, pour plusieurs raisons. Étant donné que les questionnaires comprennent des questions différentes posées dans un ordre différent et qu'ils ont été administrés dans des conditions totalement différentes, une comparaison directe des résultats ne serait pas significative. Par exemple, les entrevues téléphoniques sont menées oralement en

présence (au téléphone) d'un interviewer alors que les sondages en ligne sont administrés visuellement (par une interface informatique) et remplis par le répondant seul. De plus, les répondants ont plus de temps pour répondre aux sondages en ligne qu'aux entrevues téléphoniques. En outre, une comparaison des résultats ne donnerait aucune indication sur les questions de représentativité.

Cela dit, cette étude a permis à Santé Canada d'établir une référence quant aux objectifs de l'étude à l'aide des deux types de méthodologies.

Faits saillants

Omnibus en ligne pour les adolescents⁵

Vague 1 : Accès aux magazines et aux journaux; lectorat des magazines et des journaux.

- Des cinquante-neuf pour cent des répondants qui disent avoir vu, feuilleté, lu ou regardé un magazine ou un journal au cours du dernier mois, qu'il s'agisse de numéros courants ou non :
 - Une grande majorité – quatre sur cinq (78 %) – de ces 59 pour cent ont vu le magazine ou le journal à la maison.
 - Seulement un répondant sur dix (12 %) environ se souvient d'avoir vu des publicités pour le tabac ou des annonces commanditées par l'industrie du tabac faisant la promotion des produits du tabac.
 - Quatorze pour cent ont vu des publicités pour des cigarettes, et ce sont les marques Camel (7 %) et Marlboro (5 %) qu'ils ont vues le plus souvent.
- Un répondant sur trois (32 %) reçoit un magazine imprimé à la maison, et plus d'un sur quatre (28 %) reçoit un journal.

Vague 2 : Accès à Internet et aux fenêtres publicitaires

- Parmi les sites de réseautage, blogues, magazines ou journaux en ligne que les répondants ont visités au cours du dernier mois (96 %), les plus populaires sont Facebook (56 %) et YouTube (41 %).
- Moins de la moitié des répondants (44 %) disent avoir vu une quelconque fenêtre publicitaire dans les sites qu'ils ont visités.
 - Parmi ceux qui ont vu des fenêtres publicitaires, 56 pour cent disent avoir vu de la publicité pour des sites de rencontre et 49 pour cent, pour des concours. Seulement deux pour cent ont vu des publicités pour des cigarettes ou des produits du tabac.
- Très peu de répondants (2 %) ont cherché sur Internet des renseignements sur le tabagisme ou les produits du tabac au cours du dernier mois.

⁵ Il convient de noter que les résultats des quatre sondages Omnibus en ligne ne peuvent pas être extrapolés à l'ensemble de la population des jeunes Canadiens.

Vague 3 : Lieux où l'âge est limité et la publicité

- Neuf répondants sur dix (89 %) mentionnent **ne pas** être sortis dans un bar, un pub, une brasserie, un club/discothèque, un rave ou encore être allés à un concert ou un événement sur un campus au cours du dernier mois.
- Un sur dix indique être sorti, y compris les répondants qui ont assisté à un concert (6 %), qui sont allés dans un club/discothèque (3 %), un bar (3 %), un pub (1 %), une brasserie (1 %) ou à un événement sur un campus (1%).
- Parmi les répondants qui sont allés à l'un de ces endroits, à peine un peu plus de la moitié (54 %) disent y aller moins de six fois par année, 15 pour cent estiment que c'est six fois par année, et 23 pour cent, une à trois fois par mois. Parmi les répondants qui sont allés à l'un de ces endroits, moins d'un sur dix y va une fois par semaine (7 %) ou plus (2 %).
- Parmi ceux qui sont allés à l'un de ces endroits, dix pour cent y ont vu de la publicité pour des cigarettes ou des produits du tabac.
 - Même si l'échantillon très restreint ne permet pas une interprétation quantitative, l'exploration des fréquences suggère que les publicités ont été vues dans le couloir, autour du bar ou près du vestiaire; et
 - La majorité des publicités annoncent des cigarettes, comparativement à d'autres produits du tabac.
- Huit pour cent des répondants sont allés dans une tabagie ou un magasin de tabac au cours du dernier mois. Un peu plus de la moitié (54 %) d'entre eux y ont vu des publicités pour le tabac et des produits du tabac.
- Même si, encore une fois, l'échantillonnage est trop restreint pour permettre une analyse quantitative, les fréquences indiquent que la majorité des publicités vues par ceux qui sont allés dans un magasin de tabac portaient sur des cigarettes ou des cigares, comparativement à d'autres produits du tabac.
- Moins d'un répondant sur dix fume la cigarette quotidiennement (5 %) ou occasionnellement (4 %).
- Près d'un répondant sur cinq a déjà essayé la cigarette (19 %).
- Aucun répondant n'a consommé de tabac à chiquer ni de tabac à priser au cours des 30 derniers jours.
- Seulement trois pour cent des répondants ont déjà fumé la pipe, le cigare, des bidis, des kreteks ou des cigarettes à base d'herbe au cours des 30 derniers jours.

Vague 4 : Publicité dans les magazines et les journaux

- Les répondants disent que la publicité pour les vêtements (67 %), pour les bonbons, les menthes ou la gomme à mâcher (65 %), pour les produits alimentaires ou les boissons non alcoolisées (52 %) et pour le maquillage (49 %) cible les gens de leur âge. À l'inverse, les répondants disent que la publicité pour l'alcool, les spiritueux, la bière ou les coolers (67 %), pour les produits du tabac (60 %) et pour les voitures (51 %) cible les adultes.
- Les trois quarts des répondants (74 %) croient que les compagnies de tabac ne devraient pas être autorisées à faire de la publicité dans les magazines ou les journaux.
- Près des deux tiers des répondants (65 %) croient que la publicité pour les produits du tabac les encourage à essayer la cigarette ou à fumer.
- Ils sont aussi nombreux à croire que la publicité pour les produits du tabac rend le tabagisme plus acceptable (41 %) ou ne fait aucune différence (41 %), et seulement neuf pour cent jugent qu'elle rend le tabagisme moins acceptable.
- Plus de la moitié des répondants (56 %) croient que les compagnies de tabac du pays cherchent à promouvoir leurs produits auprès des gens qui fument déjà et qu'elles essaient d'encourager les jeunes à commencer à fumer.
- Deux répondants sur cinq sont d'avis que le tabagisme chez les jeunes de 12 à 14 ans (40 %) et chez ceux de 15 à 19 ans (43 %) a augmenté au cours des deux dernières années.
- Un répondant sur cinq est d'avis que le tabagisme chez les jeunes de 12 à 14 ans (20 %) et chez ceux de 15 à 19 ans (23 %) est demeuré stable au cours des deux dernières années.
- La majorité des répondants (87 %) jugent que le tabagisme est un problème de santé majeur, seulement sept pour cent disent que c'est un problème mineur, et deux pour cent, que ce n'est pas du tout un problème.

Sondage téléphonique national

Accès des jeunes aux journaux, aux magazines, à Internet et aux commerces de détail

- Une forte majorité (96 %) de jeunes a utilisé Internet au cours du dernier mois. Une proportion similaire (86 %) a vu, regardé ou feuilleté un magazine ou un journal, et un sur cinq (22 %) est sorti dans une discothèque, un bar, un pub, une brasserie, un rave, ou est allé à un concert ou à un événement sur un campus.

Accès des jeunes à Internet

- Parmi les jeunes qui ont utilisé Internet au cours du dernier mois, 37 % y passent de deux à cinq heures par semaine, trois sur dix (29 %), de six à dix heures par semaine, et un sur cinq (22 %), plus de dix heures par semaine. Seulement un sur dix (12 %) passe moins d'une heure par semaine sur Internet.
- Quatre répondants sur cinq (87 %) disent avoir visité ou regardé un site de réseautage social, le quart (23 %), un blogue, et un peu plus d'un sur dix a lu un magazine en ligne (15 %) ou un journal en ligne (14 %).
- Comme on pouvait s'y attendre, les sites Web les plus visités sont Facebook (59 %) et YouTube (52 %). Le tiers des répondants dit que Google est le site qu'ils visitent le plus souvent (35 %).

Souvenir qu'ont les jeunes de la publicité sur Internet

- Les deux tiers (67 %) des répondants qui ont utilisé Internet au cours du dernier mois disent y avoir vu des fenêtres publicitaires.
 - Lorsqu'on leur présente une liste des types de fenêtres publicitaires, ils se souviennent le plus souvent de publicités pour des sites de rencontre (63 %) et pour des concours (61 %). Seulement 4 % se souviennent de fenêtres publicitaires pour des cigarettes ou des produits du tabac.
- Presque tous les répondants (94 %) de ce public disent qu'ils n'ont pas cherché de renseignements sur le tabagisme ou les produits du tabac sur Internet au cours du dernier mois, et tous disent ne jamais avoir acheté des cigarettes ou des produits du tabac par Internet.

Accès des jeunes aux magazines et aux journaux

- Parmi les répondants qui ont vu, lu ou feuilleté un magazine ou un journal au cours du dernier mois :
 - Deux sur cinq (37 %) disent qu'ils l'ont fait quelques fois par semaine. Près d'un sur cinq dit qu'il lit ou regarde un magazine ou un journal au moins une fois par jour (21 %), une fois par semaine (19 %) ou une ou deux fois par mois (18 %).
 - Ils sont nombreux à dire qu'ils regardent ou lisent des publications qui ciblent surtout un lectorat adulte, comme *People* (10 %), *Cosmopolitan* (6 %) ou le *Journal de Montréal* (6 %).
 - Deux sur trois (66 %) disent qu'ils ont accès à ces publications à la maison, deux sur cinq (38 %), dans un présentoir de journaux ou sur un étalage de magasin, et le quart (26 %), à l'école.
 - Deux tiers (64 %) disent qu'ils reçoivent leurs magazines ou journaux à la maison, des publications qui ciblent surtout un lectorat adulte.

Souvenir qu'ont les jeunes de la publicité dans les magazines et les journaux

- Parmi les répondants qui ont regardé ou lu un magazine au cours du dernier mois, un sur cinq (19 %) dit se souvenir de publicités pour des cigarettes ou des produits du tabac. La majorité se souvient de publicités pour des vêtements (69 %), des voitures (63 %), du maquillage et des produits cosmétiques (63 %) et des téléphones cellulaires (57 %).
 - Parmi ceux qui ont regardé ou lu un magazine et qui se souviennent de publicités sur des cigarettes ou des produits du tabac, quatre sur cinq (80 %) disent se souvenir de publicités pour des cigarettes, le quart (26 %), pour des cigares, et un sur cinq (19 %) pour du tabac à chiquer ou (18 %) pour des cigarillos ou des petits cigares.
 - Près de la moitié des répondants (45 %) indiquent ne pas se souvenir des marques en particulier qui étaient annoncées. Un sur cinq (21 %) se souvient de publicités pour Camel, 8 %, pour le tabac sans fumée Skoal, et 7 %, pour Players ou Marlboro.

Accès des jeunes aux lieux où l'âge est limité

- Parmi les répondants qui disent être allés à l'un des endroits où l'âge est limité, trois sur cinq (58 %) disent être allés à un concert; un peu plus du tiers (36 %), dans un bar; le tiers, dans une discothèque; trois sur dix (30 %), à un événement sur un campus; 23 %, dans un pub; 19 %, dans une brasserie et 11 %, dans un rave.
- En moyenne, le tiers des répondants disent y aller moins de six fois par année (34 %) ou de une à trois fois par mois (32 %).

Souvenir qu'ont les jeunes de la publicité dans les lieux où l'âge est limité

- Des répondants qui sont allés à l'un des endroits mentionnés, le quart (24 %) disent se souvenir d'avoir vu des publicités pour des cigarettes ou des produits du tabac; trois sur cinq (58 %), pour de l'alcool, des spiritueux, de la bière ou des coolers.
- Parmi ceux qui sont allés à l'un des endroits mentionnés ⁶:
 - Près de la moitié des répondants disent avoir vu les publicités à l'entrée ou au vestiaire (49 %), dans le couloir (46 %) ou derrière ou autour du bar (43 %). Ils sont presque aussi nombreux (38 %) à se souvenir d'en avoir vu dans une cabine de toilettes.
 - Parmi ceux qui se souviennent d'avoir vu des publicités sur la cigarette ou les produits du tabac, quatre sur cinq (84 %) disent se rappeler de publicités pour des cigarettes; le tiers se rappelle de publicité pour des cigarillos ou des petits cigares (32 %).
 - Au sein du même public, la moitié (48 %) disent ne pas se souvenir de marques en particulier; à peine un sur cinq se souvient de publicités pour Players (21 %) ou du Maurier (16 %).

Usage des produits du tabac par les jeunes

- Neuf jeunes sur dix (88 %) disent ne pas fumer du tout; un sur cinq (19 %) dit avoir essayé de fumer.
- Presque tous les jeunes disent qu'ils n'ont pas utilisé de produits du tabac en particulier au cours des 30 derniers jours (tabac à chiquer, tabac à priser pour 98 %; pipe, cigare, bidis, kreteks ou cigarette aux herbes pour 92 %).

Pour plus de renseignements sur l'étude POR 288-07 menée par Ipsos Reid, veuillez écrire à por-rop@hc-sc.gc.ca.

⁶ Étant donné la base restreinte de répondants, les résultats doivent être interprétés avec prudence.

INTRODUCTION

Background

Smoking is the most preventable cause of disease and premature death in Canada. More than 37,000 people will die prematurely this year in Canada due to tobacco use – at least 800 of them will be non-smokers.

The Government of Canada's Federal Tobacco Control Strategy (FTCS) is championed by many parties working collaboratively towards reducing and, possibly eliminating, tobacco use. Health Canada's Tobacco Control Programme (TCP) plays a leadership role in implementing the Strategy.

The TCP is responsible for the administration and enforcement of the [*Tobacco Act \(1997\)*](#) as well as developing the policies and programs needed to support the objectives of the [FTCS](#).

The *Tobacco Act* restricts the promotion of tobacco products: section 19 of the Act prohibits all promotion except as otherwise permitted by the Act. Section 22 provides that, subject to regulations, "information" advertising and "brand-preference" advertising are allowed for tobacco products, but only in specific media (publications mailed to named adults, in publications with an adult readership of not less than 85 percent or on signs in places where young persons are not permitted by law). That being said, the advertising cannot constitute "lifestyle" advertising nor can it be "appealing to youth". There are no regulations on tobacco products advertising at this moment. These rules also apply to advertising for accessories (a product that may be used in consumption of a tobacco product, including a pipe, cigarette holder, cigar clip, lighter and matches) that carry a tobacco-related brand element.

Most of the advertising observed by Health Canada comes from imported magazines, tobacco retailers advertising in magazines aimed at tourists, on websites or in bars.

Recently, a decision has been taken on this topic. From the Attorney General of Canada, et al. v. J.T.I. Macdonald Corp., et al. (Que.) (Civil) (By Leave)⁷ case that was recently decided (cited directly from the Supreme Court website):

Canadian Charter – Freedom of expression – Freedom of commercial expression – Commercial advertising relating to tobacco – Whether ss. 18, 19, 20, 22, 24 and 25 of Tobacco Act, S.C. 1997, c. 13, in whole or in part or through their combined effect, infringe s. 2(b) of Canadian Charter of Rights and Freedoms – If so, whether infringement is reasonable limit prescribed by law that can be demonstrably justified in free and democratic society within meaning of s. 1 of Canadian Charter of Rights and Freedoms – Whether provisions of Tobacco Products Information Regulations, SOR/2000-272, governing size of required messages infringe s. 2(b) of Canadian Charter of Rights and Freedoms – If so, whether infringement is reasonable limit prescribed by law that can be demonstrably justified in free and democratic society within meaning of s. 1 of Canadian Charter of Rights and Freedoms – Whether s. 22(3), when read in context of Part IV of Act, constitutes unjustified infringement of manufacturers' freedom of expression – Whether requirement that warnings occupy 50% of display surface violates manufacturers' freedom of expression and, if so, whether government has met its burden of justifying increase in size of warnings.

The Respondent tobacco manufacturers challenged the constitutionality of the Tobacco Act, 45-46 Eliz. II, c. 13, as amended in 1998 by the Act to amend the Tobacco Act, 46-47 Eliz. II, c. 38, as well as of the Tobacco Products Information Regulations, Canada Gazette Part II, Vol. 134, No. 15, SOR/2000-272, 26 June 2000, and the Tobacco Reporting Regulations, Canada Gazette Part II, Vol. 134, No. 15, SOR/2000-273, 26 June 2000.

⁷ (http://205.193.81.30/information/cms/case_summary_e.asp?30611)

These statutory and regulatory provisions were enacted by Parliament following *RJR-MacDonald Inc. v. Canada (Attorney General)*, in which the Supreme Court of Canada ruled that the statutory scheme then in force, which, among other things, prevented manufacturers from engaging in information or brand-preference advertising and required them to endorse information that was not their own, was an unjustifiable infringement on their freedom of commercial expression under s. 2(b) of the Canadian Charter.

The Superior Court dismissed all the manufacturers' arguments. A majority of the Court of Appeal declared certain portions of ss. 18(2), 20, 24 and 25 of the new legislation to be of no force or effect. These provisions concern, more specifically, promotion disguised as scientific works, promotion "likely to create an erroneous impression," and the use of a manufacturer's name for sponsorship purposes.

Ongoing research via the Decima Televox national omnibus study is being conducted with respect to Canadian adults, aged 18 and older, regarding their tobacco usage and recall of tobacco advertising (HC POR-07-23). Ten waves of this study are now completed. Preliminary results from waves 1 through 10 are:

- Nineteen percent (19%) of Canadian adults recalled seeing tobacco advertising or ads sponsored by the tobacco industry promoting tobacco products.
- Thirty-six percent (36%) of young adults under the age of 25 (18-24) recall tobacco advertising; while only 22% of those between the ages of 25 and 44 do.
- Among those who do recall having seen them, the top three locations Canadians recall seeing tobacco ads are in magazines (42%), billboards (22%), and posted on walls in retail stores (22%).

Rationale

As noted above, advertising is allowed for tobacco products, but only in publications mailed to named adults, in publications with an adult readership of not less than 85 percent, or on signs in places where young persons are not permitted by law. Nevertheless, there is concern that Canadian youth aged 13-17 years old, the age group that is most at risk of trying tobacco products, could be targeted by the tobacco industry. Since it is expected that tobacco advertising will increase after the Supreme Court decision, surveillance information is needed to inform Health Canada as to the level of youth access regarding adult-oriented magazines and whether they are exposed to any tobacco advertising.

In this context, it is important to explore issues regarding youth access to adult-oriented publications, ads in printed media, on the Internet, or posted at retail locations.

Purpose of the Project

The purpose of this project was to gather information to better understand youth media habits by measuring the access to and recall and awareness of tobacco industry advertising among youth.

Research Objectives

In this context, Health Canada was interested in examining youth access to adult-oriented publications, ads in printed media, on the Internet, or posted at retail locations. Health Canada wished to obtain quantitative data to identify the level of any tobacco industry advertising which reaches youth aged 13-17 years old. This research provides Health Canada with information regarding awareness and recall of tobacco product advertising such as billboards, ads in printed media, on the Internet, or posted at retail locations, among Canadian youth.

- To identify which publications Canadian youth regularly access
- To measure Canadian youth's exposure to advertising, including tobacco industry advertising in adult-oriented publications, in terms of facility and frequency
- To measure recall of tobacco advertising
- To measure Canadian youth's level of awareness of tobacco advertising

METHODOLOGY

In order to achieve the research objectives, Ipsos-Reid adopted a mixed methodology approach consisting of four waves of an online survey among Canadians aged 13 to 17 years old. Concurrent to the third wave, a national custom telephone survey among n=1,000 youth aged 13 to 17 years of age was conducted.

Parental Consent

Prior to conducting any survey with an individual under the age of 16, Ipsos-Reid obtains full parental consent. In other words, when conducting surveys with this audience, the household was contacted either by telephone or by email and a parent who lives in the household was identified through a series of screening questions. The parameters and objectives of the survey were presented to the parent who was then asked to provide consent for his or her child to answer the survey questions. The survey was administered only once parental consent was obtained.

Teen Online Omni

These four surveys were conducted via the Ipsos I-Say Online Panel among approximately 1,000 respondents aged 13-17 years old. Ipsos Reid's national online panel consists of over 200,000 panellists. Respondents for this survey were selected from among those who have registered to participate in online surveys. The survey was available in both official languages. The data have been weighted to reflect the demographic composition of respondents 13-17 year olds. Because the sample is based on those who initially self-selected for participation in the panel, no estimates of sampling error can be calculated.

It should be noted that the four online omnibus surveys cannot be extrapolated to the Canadian youth population at large.

- Wave One: Access to Magazines and Newspapers; Magazine and Newspaper Readership. The first wave consisted of eight questions. The survey was conducted among 13 to 17 years olds for a total of n=1,135 completes. The field window extended from December 19th to December 31st, 2007.
- Wave Two: Access to the Internet and Pop-up Advertising. The second wave consisted of nine questions. The survey was conducted among 13 to 17 years olds

for a total of n=1,032 completes. The field window extended from January 21st to January 28th, 2008.

- Wave Three: Age-Restricted Venues and Advertising. The third wave consisted of fourteen questions. The survey was conducted among 13 to 17 years olds for a total of n=1,025 completes. The field window extended from February 25th to March 4th, 2008.
- Wave Four: Magazine and Newspaper Advertising. The fourth wave consisted of ten questions. The survey was conducted among 13 to 17 years olds for a total of n=1,024 completes. The field window extended from March 26th to April 2nd, 2008.

Custom Telephone Survey

The national telephone survey was conducted from February 14th to March 10th, 2008 among n=1,000 youth aged 13 to 17 years old. The survey was conducted across all regions of the country, in both official languages, using CATI (Computer Assisted Telephone Interviewing).

The sample for this component of the research was generated through random-digit dialling, the industry standard method of randomly generating and dialling household telephone numbers within a geographically stratified region. In this case our regional stratification was based on the regional distribution found in the 2006 Census. As a result of these methods, we have generated a random probability sample of Canadian youth between the ages of 13 and 17 that is representative of the regional distribution of Canada's youth of this age.

The sample has been weighted to ensure that it is representative of the Canadians youth composition by region, sex and age, according to the Census. The sample of 1,000 obtains a theoretical margin of error of ± 3.1 percentage points at a 95 percent confidence interval. This means that if the same survey could be repeated under identical conditions, the results gained by repeating the research will generally be expected to remain within a 3.1 percentage point margin 19 times out of 20.

The following tables show the distribution of the sample by age, sex and region based on unweighted data.

Sample distribution by age and sex:

Age and Sex	Sample Size n=1,000	Margin of Error
Males	513	± 4.33
13 years old	97	± 9.95
14 years old	86	± 10.57
15 years old	112	± 9.26
16 years old	120	± 9.26
17 years old	98	± 9.90
Females	487	± 4.44
13 years old	101	± 9.75
14 years old	76	± 11.24
15 years old	108	± 9.43
16 years old	108	± 9.43
17 years old	94	± 10.11

Sample distribution by region:

Region	Sample Size n=1,000	Margin of Error
British Columbia	117	± 9.60
Alberta	84	± 10.69
Manitoba/Saskatchewan	72	± 11.55
Ontario	324	± 5.44
Quebec	355	± 5.20
Atlantic Provinces	48	± 14.15
Canada	1,000	± 3.10

In order to identify statistically significant differences among subgroups, a t-test was applied to the data using a 5 percent risk level.

Note on Comparability

Telephone and online research are two different and distinct methodologies. A direct comparison of the results is not viable for a number of different reasons. The fact that these questionnaires include different questions that were administered in a different order combined with the fact that they were asked under completely different conditions means that a direct comparison of the data would not be meaningful. For example, telephone interviews are conducted orally and in the presence (over the phone) of an interviewer while online research is administered visually (through a computer interface) and is completed independently. In addition, online research allows more time for the respondent to consider their response than does telephone interviewing. Moreover, a comparison of the findings will not shed light on questions of representativeness.

That said, this study has allowed Health Canada to establish a baseline with regard to the research objectives using both types of methodology.

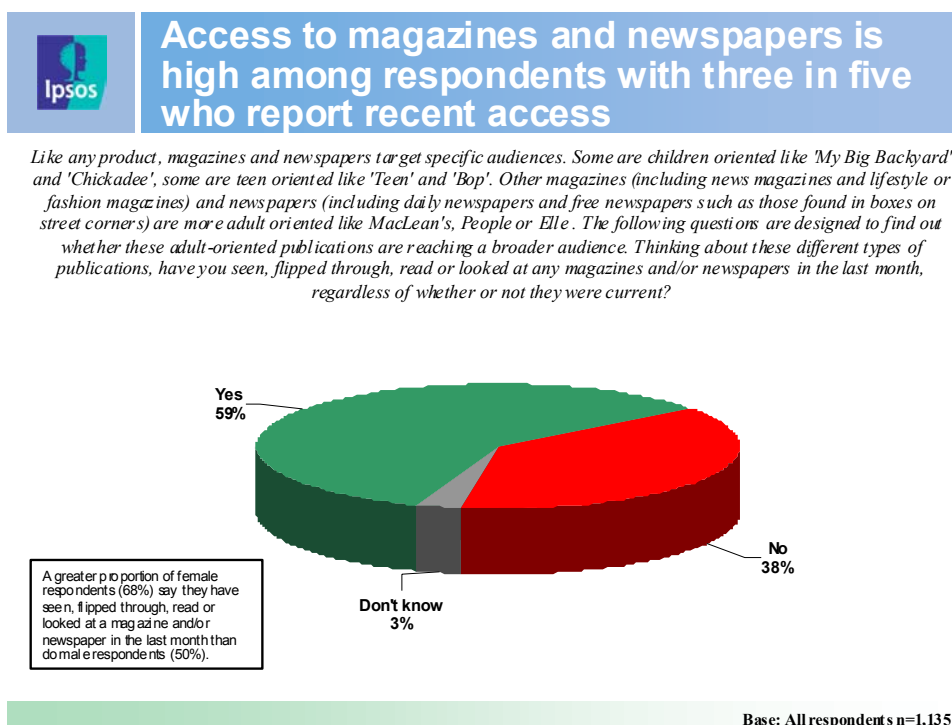
DETAILED FINDINGS-ONLINE OMNIBUS RESEARCH⁸

Wave One: Magazines and Newspapers

Access to Magazines and Newspapers

Access to magazines and newspapers is high among respondents with three in five who report recent access

Three in five respondents (59%) say they have seen, flipped through, read or looked at any magazines and/or newspapers in the last month, regardless of whether or not they were current. Two in five (38%) say they have not.

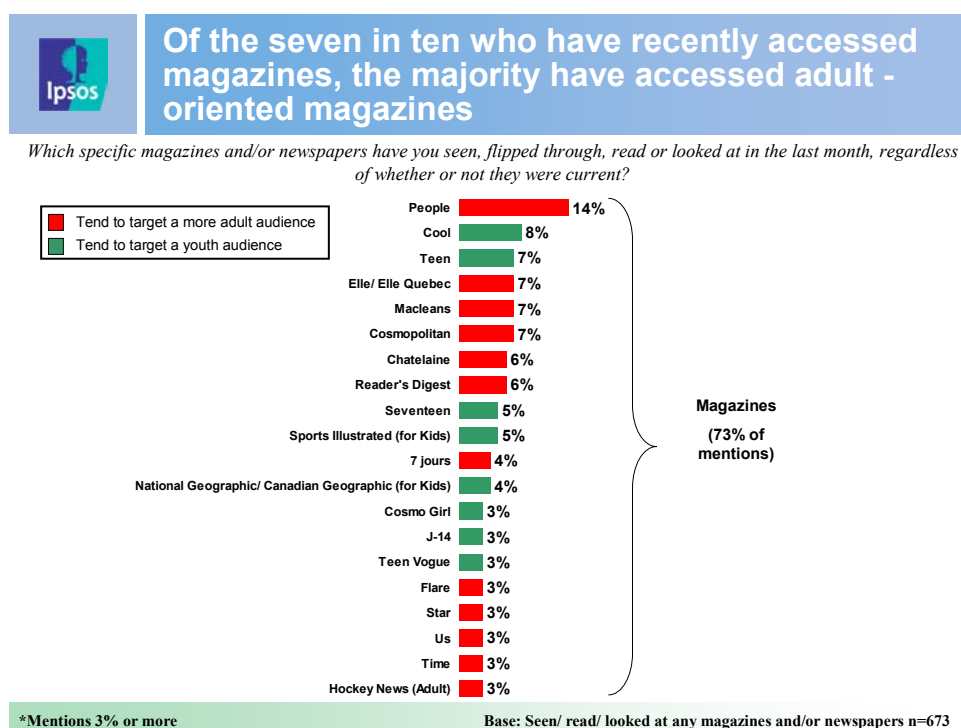


A greater proportion of female respondents (68%) say they have seen, flipped through, read or looked at a magazine and/or newspaper in the last month than do male respondents (50%).

⁸ It should be noted that the results gathered during the four online omnibus surveys cannot be extrapolated to the Canadian youth population at large.

Seven in ten of those who have recently accessed magazines, the majority have accessed adult-oriented magazines

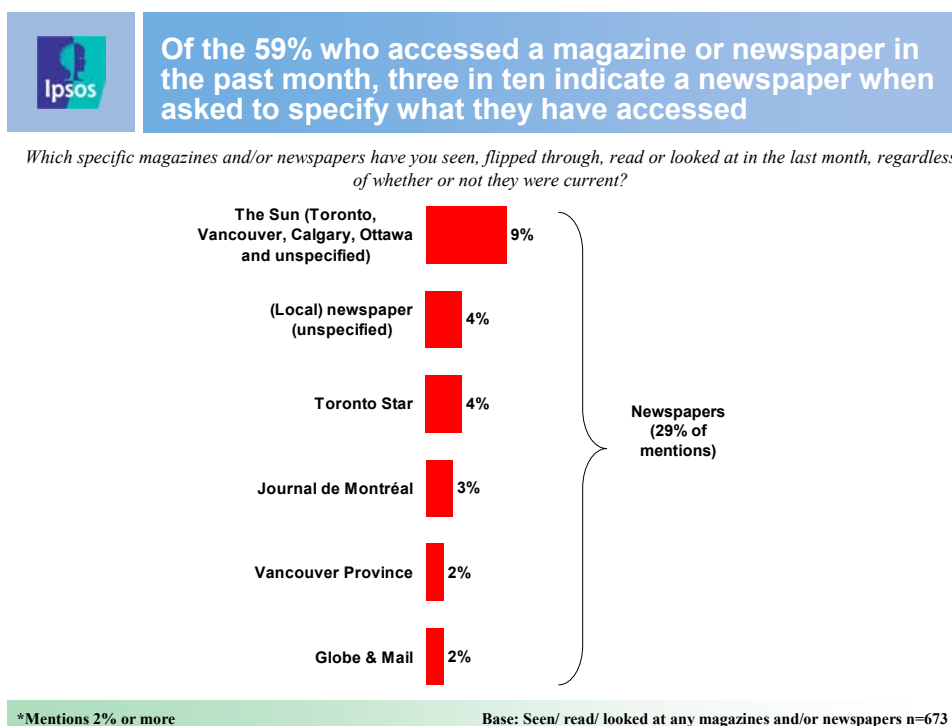
When asked to name the specific magazines and/or newspapers that they have seen, flipped through, read or looked at in the last month regardless of whether or not they are current, seven in ten (73%) of the titles mentioned were names of magazines. Of those magazines, many named publications that tend to target a more adult audience such as People (14%), Macleans (7%) or Cosmopolitan (7%). Other frequent mentions were Teen (8%), Cool (7%) and Elle/Elle Quebec (7%).



Those who say that they have seen, flipped through, read or looked at a magazine in the last month, regardless of whether or not it was current, include a greater proportion of female respondents (85%) compared to male respondents (58%).

Of the 59% who accessed a magazine or newspaper in the past month, three in ten indicate a newspaper when asked to specify what they have accessed

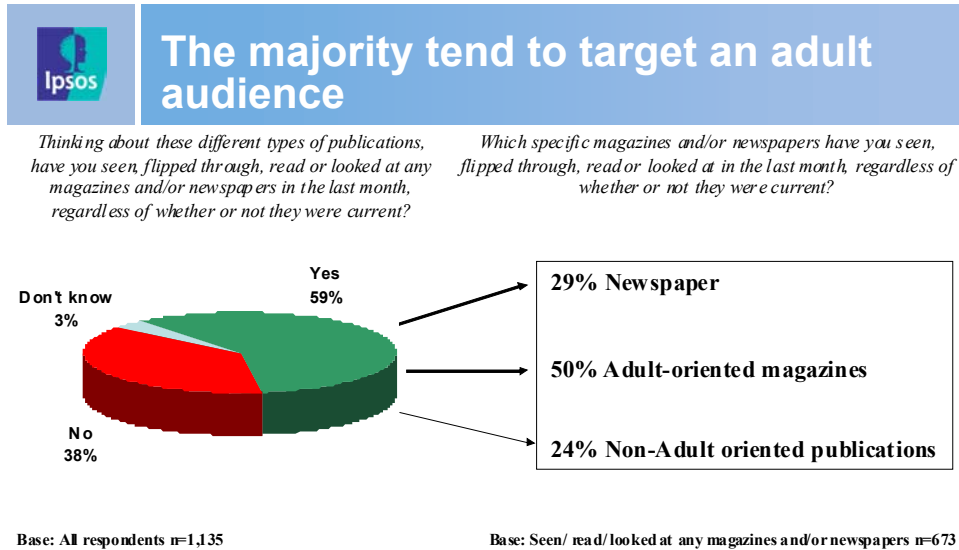
Three in ten respondents mention a newspaper when asked to specify what magazines or newspapers they have seen, flipped through or read in the last month. The most frequent mentions were variations on The Sun which included the Toronto Sun, the Vancouver Sun, the Calgary Sun, the Ottawa Sun and The Sun (without specifying the city). Four percent mention a “local newspaper” without giving a name and the same proportion mention The Toronto Star (4%).



Those who say that they have seen, flipped through, read or looked at a newspaper in the last month, regardless of whether or not it was current, include a greater proportion of male respondents (39%) compared to female respondents (22%).

The majority have accessed adult-oriented publications

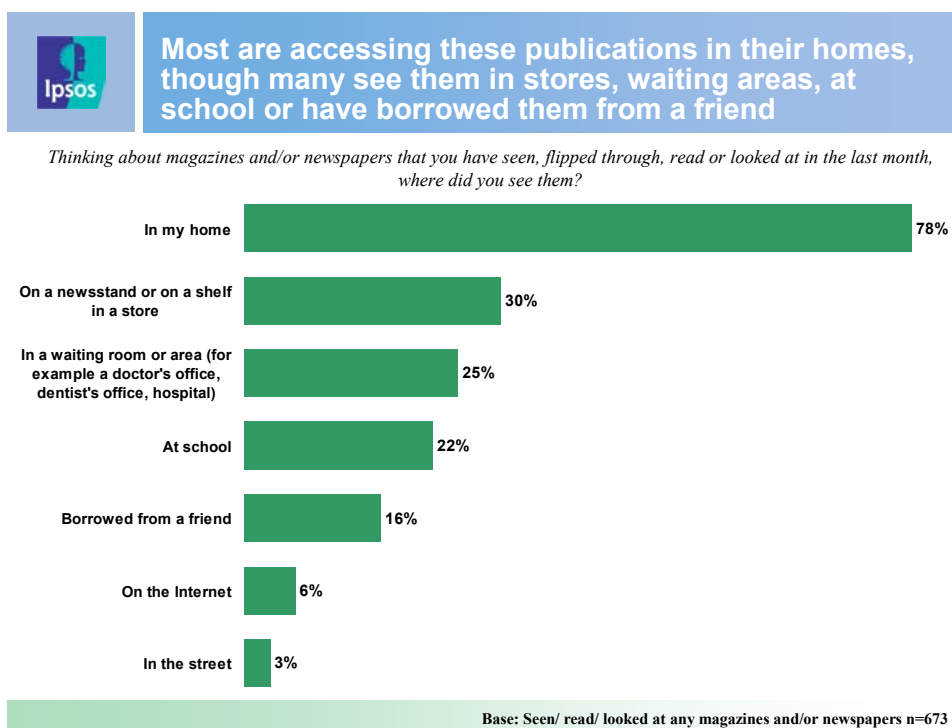
Of those six in ten respondents who have accessed newspapers and magazines in the last month, half (50%) accessed adult-oriented magazines, in total almost half (46%) of all respondents have seen adult-oriented publications in the last month.



•Almost half (46%) of respondents have seen adult oriented magazines or newspapers

Most are accessing these publications in their homes, though many see them in stores, waiting areas, at school or have borrowed them from a friend

Among respondents who have accessed magazines and newspapers in the last month, a large majority (78%) did so in their homes. Three in ten accessed the publications from a newsstand or in a store (30%); one quarter accessed them in a waiting room or area (25%); one in five accessed them at school (22%); one in six borrowed them from a friend (16%); one in 20 accessed them on the Internet (6%) and less than one in 20 found them in the street (3%).



Those who have seen newspapers and/or magazines on a newsstand or on a shelf in a store include a greater proportion of female respondents (36%) compared to male respondents (23%).

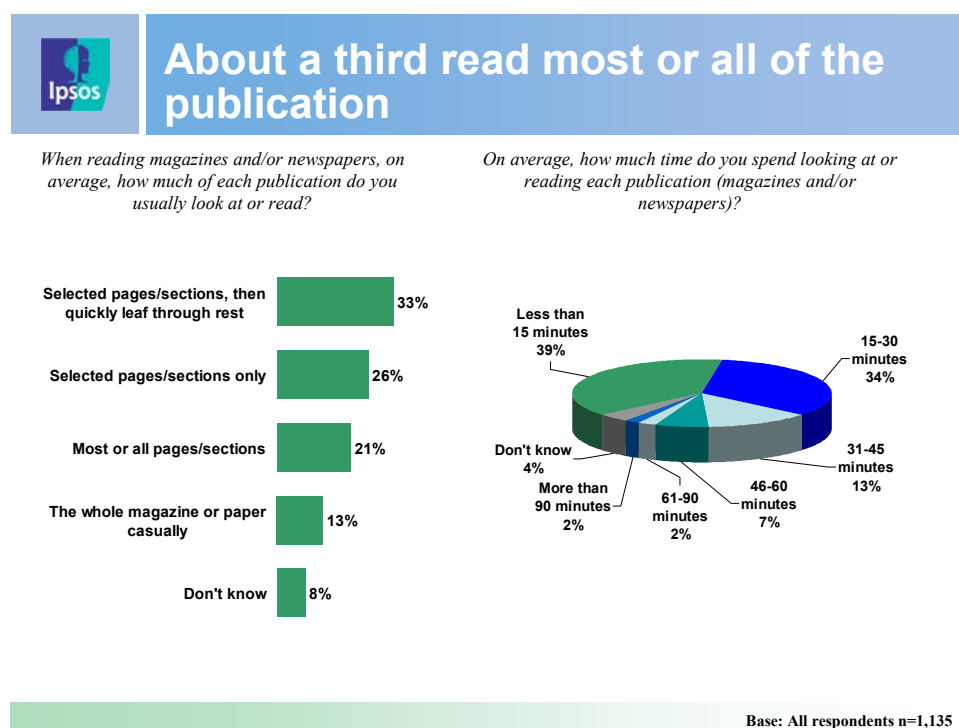
Those who have borrowed newspapers and/or magazines from a friend include a greater proportion of female respondents (21%) compared to male respondents (8%).

Magazine and Newspaper Readership Behaviour

About a third read most or all of a publication

When asked how much of these publications they read, one third of respondents say they read selected pages or sections, then quickly leaf through the rest (33%). One quarter say they read selected pages or sections only (26%); one in five say they read most or all of the pages or sections (21%); and just over one in ten say they read the whole publication casually (13%).

The majority of respondents spend less than a half an hour looking at or reading these publications (73%).

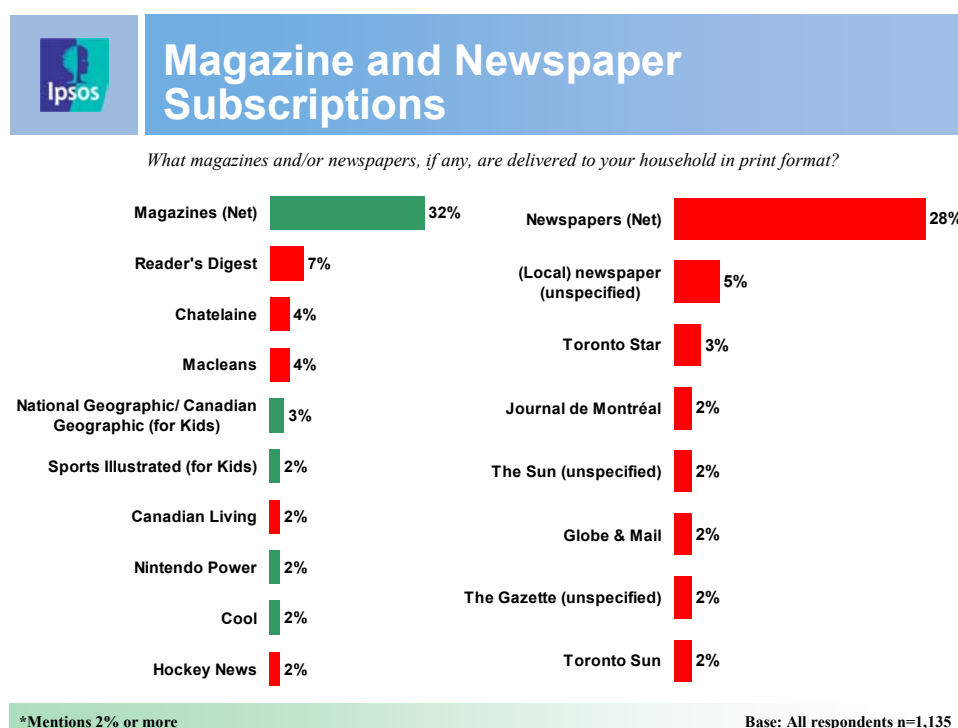


A greater proportion of female respondents (27%) than male respondents (15%) indicate that they look at or read most or all pages or sections.

A greater proportion of male respondents (48%) than female respondents (30%) say they spend less than 15 minutes looking at or reading each publication.

Magazine and Newspaper Subscriptions

Around three in ten respondents say that magazines (32%) or newspapers (28%) are delivered to their household in print form. Of those who receive magazines, just over one in 20 say they receive the *Reader's Digest* (7%); of those who receive newspapers, one in 20 say they receive a local newspaper (5%).



Those who have a magazine delivered to their household in print format include a greater proportion of those with an annual household income of more than \$60K (39%) compared to those whose annual household income is between \$30K and \$60K (25%) and less than \$30K (18%).

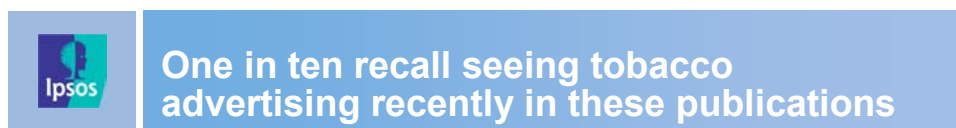
Those who have a newspaper delivered to their household in print format include a greater proportion of:

- Those with annual household incomes of more than \$60K (32%) percent compared to those whose annual household income is between \$30K and \$60K (23%) and less than \$30K (19%); and,
- Males (31%) compared to females (24%).

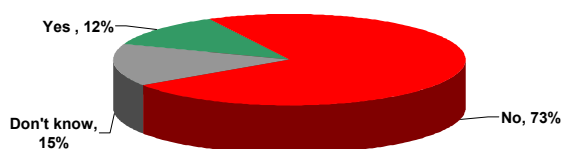
Recall of Tobacco Advertising

One in ten recall seeing tobacco advertising recently in these publications

Among those who have accessed magazines or newspapers in the last month, one in ten (12%) says they remember seeing tobacco advertisements or advertisements sponsored by the tobacco industry in these publications.



Do you recall seeing any tobacco advertisements or any ads sponsored by the tobacco industry promoting tobacco products in any of these magazines and/or newspapers you have seen, flipped through, read or looked at in the last month?

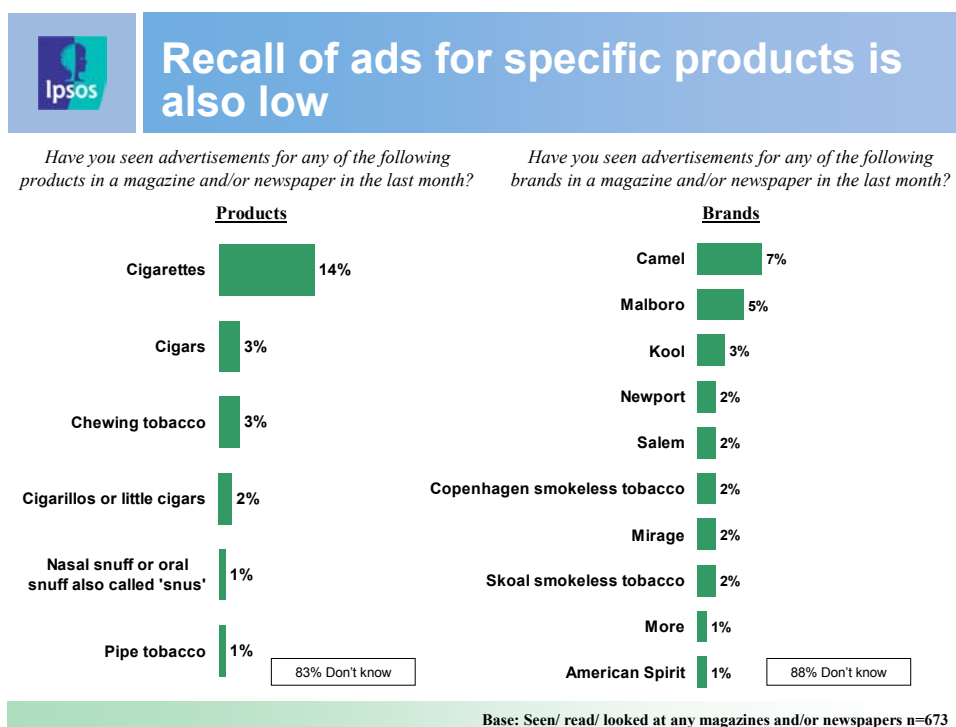


Base: Seen/ read/ looked at any magazines and/or newspapers n=673

Recall of ads for specific products is also low

Among those who have accessed magazines or newspapers in the last month, eight in ten (83%) say they do not know if they saw advertising for a variety of tobacco products. However, one in seven says they have seen advertisements for cigarettes (14%). Fewer than one in 20 have seen advertisements for cigars (3%), chewing tobacco (3%), cigarillos or little cigars (2%), nasal or oral snuff (1%) or pipe tobacco (1%).

When asked about seeing ads for specific tobacco product brands, almost nine in ten (88%) of those who have accessed magazines or newspapers in the last month say they do not know; however, the two most recalled brands were Camel (7%) and Marlboro (5%).

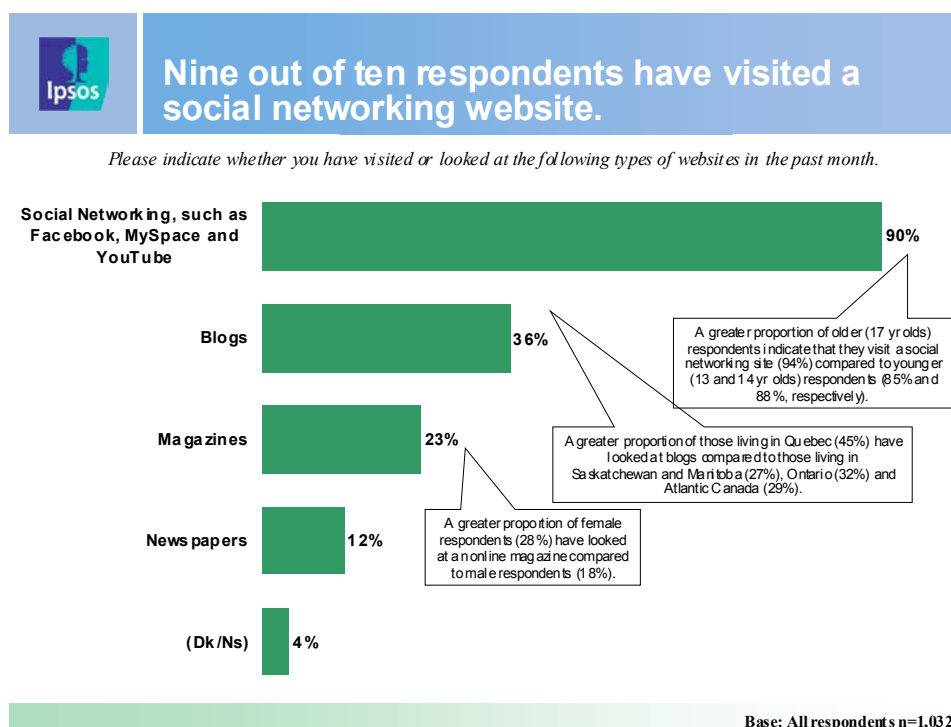


Wave Two: Internet

Access to the Internet and Pop-up Advertising

Nine out of ten have visited a social networking website.

When asked what types of websites they have visited in the last month, nine in ten respondents say they have visited a social networking website (90%). Over a third has visited blogs (36%); just fewer than one quarter has visited the website of a magazine (23%), and one in ten has visited the website of a newspaper (12%).

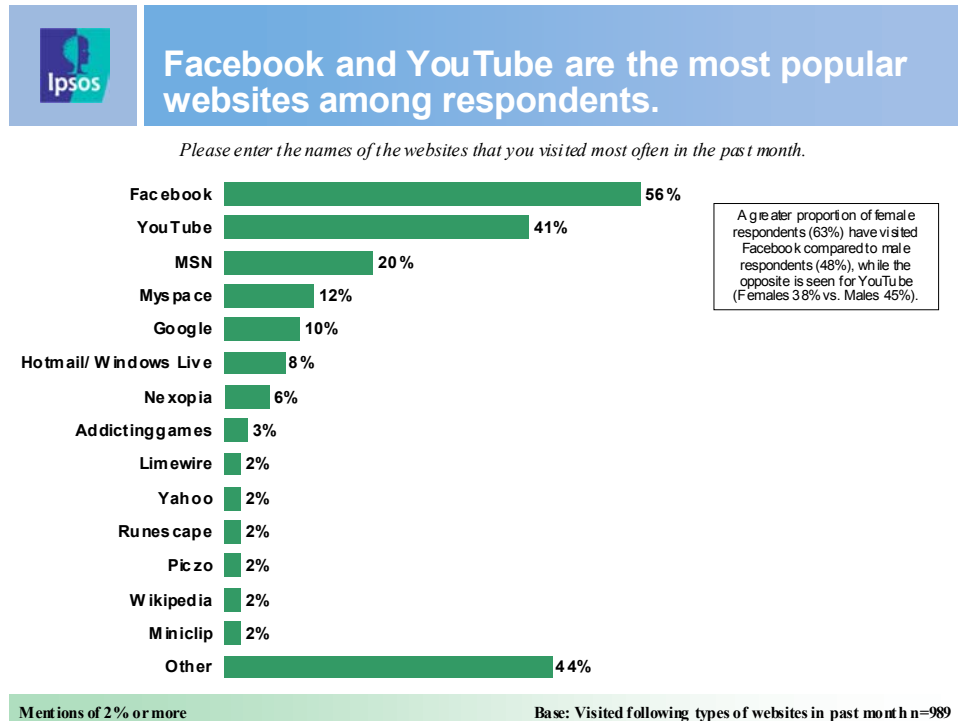


A greater proportion of older respondents (17 year olds) indicate that they visit a social networking site (94%) compared to younger (13 and 14 year olds) respondents (85% and 88%, respectively).

A greater proportion of females (28%) have looked at an online magazine compared to males (18%).

Facebook and YouTube are the most popular websites.

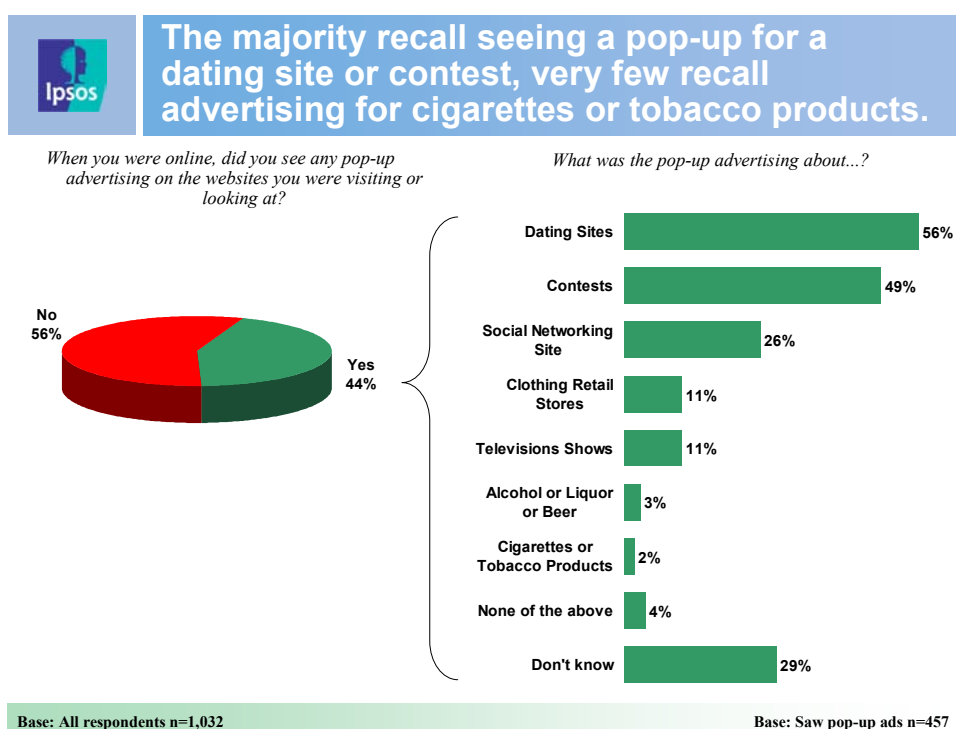
Among respondents who have visited websites in the last month, the most popular destination is Facebook, with more than half naming that site (56%). Two in five say they have visited YouTube (41%), and one in five have visited MSN (20%). Around one in ten have visited MySpace (12%), Google (10%), Hotmail or Windows Live (8%). One in 20 have visited Nexopia (6%).



A greater proportion of females (63%) have visited Facebook compared to males (48%), while the opposite is seen for YouTube (females 38% vs. males 45%).

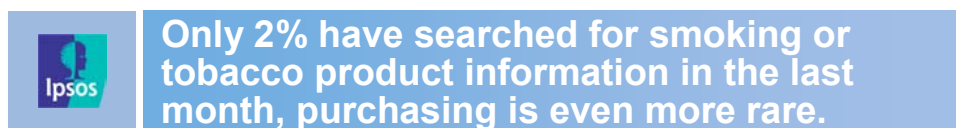
The majority recall seeing a pop-up for a dating site or contest, very few recall advertising for cigarettes or tobacco products.

When online, just under half of respondents (44%) remember seeing pop-up advertising on the websites they were visiting. Of those who remember seeing such advertising, a majority (56%) remember ads for dating sites, and half remember ads for contests (49%). One quarter (26%) remembers advertising for social networking sites, and one in ten (11%) remember advertising for clothing retail stores or for television shows (11%). Fewer than one in 20 recall seeing pop-up advertising for alcohol, liquor or beer (3%), or for cigarettes or tobacco products (2%).

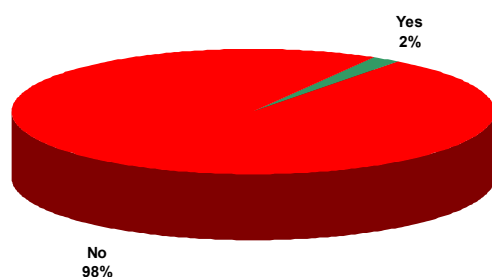


Only 2% have searched for smoking or tobacco product information in the last month, purchasing is even more rare.

Just a tiny fraction of respondents (2%) indicate that they have searched for smoking or tobacco product information in the last month.



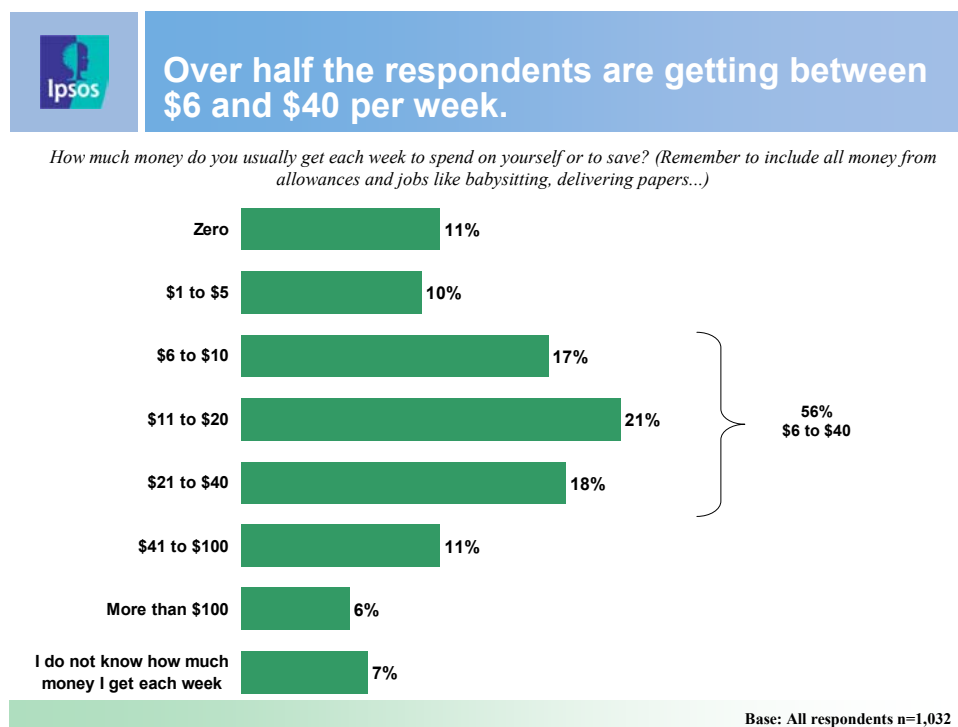
Have you searched for information on smoking or tobacco products on the Internet in the past month?



Base: All respondents n=1,032

Over half the respondents are getting between \$6 and \$40 per week.

When asked how much money they get each week to spend on themselves or to save, a majority of respondents say that they get between \$6 and \$40 (56%). One in ten get no money (11%), from \$1 to \$5 (10%) or from \$41 to \$100 (11%). Just one in 20 get more than \$100 (6%).

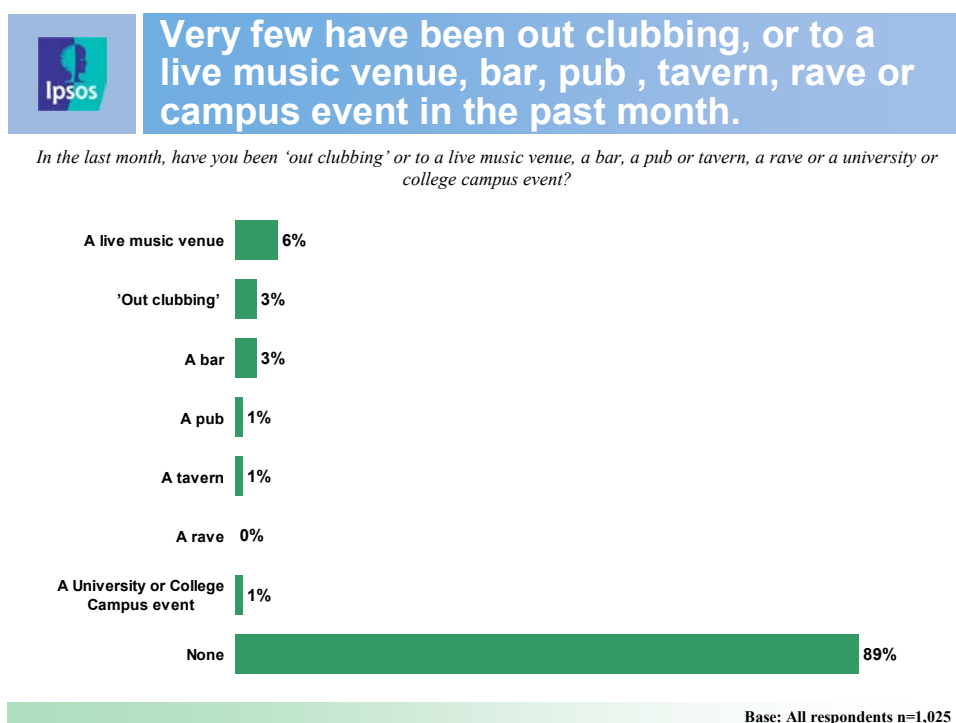


Wave Three: Age-Restricted Venues

Access to Age-Restricted Venues

Very few have been out clubbing, or to a live music venue, bar, pub, tavern, rave or campus event in the last month.

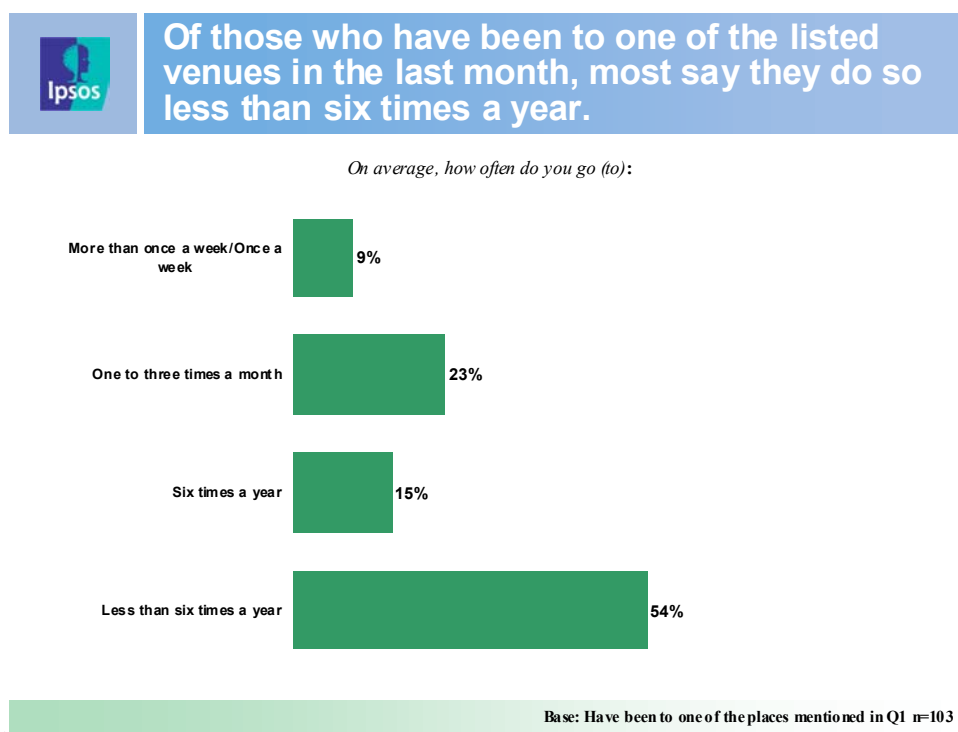
Nine in ten respondents (89%) have **not** been out clubbing, to a live music venue, bar, pub, tavern, rave or campus event in the last month. Just one in 20 (6%) have been to a live music venue, and fewer than one in 20 have been out clubbing (3%), to a bar (3%), a pub (1%), a tavern (1%) or a university or college campus event (1%).



Those who say they have **not** been to any of the above-mentioned venues include a greater proportion of 13 year olds (97%), 14 year olds (92%), 15 year olds (91%) and 16 year olds (90%) compared to 17 year olds (75%).

Of those who have been to one of these age-restricted venues in the last month, most say they do so less than six times a year.

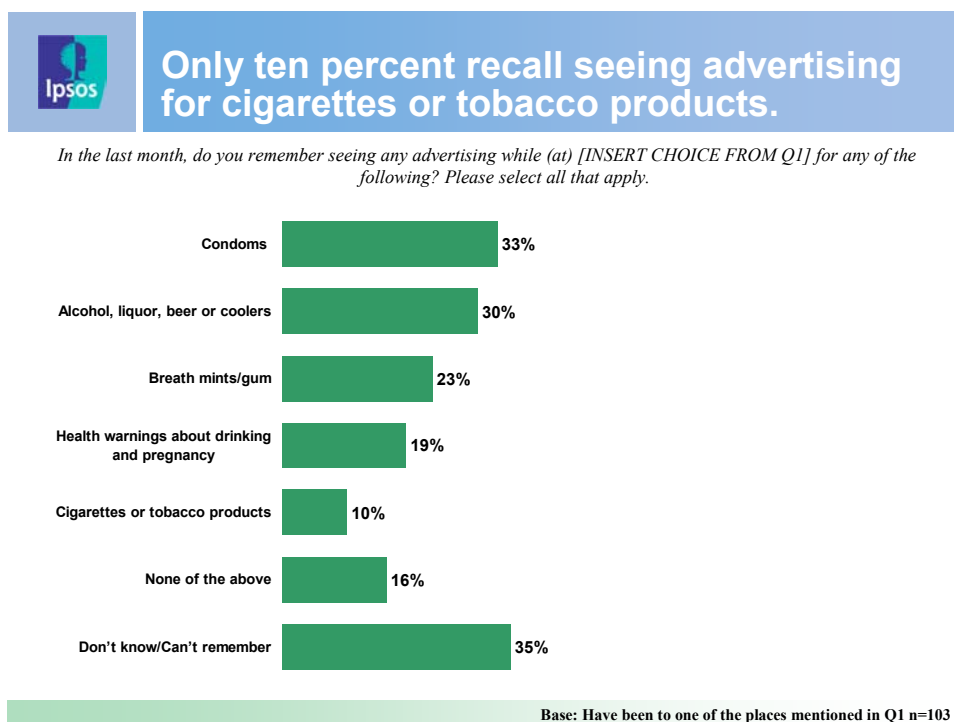
Among those who say they have been to an age-restricted venue in the last month, more than half (54%) say they go to such venues less than six times a year. About one in seven (15%) say they go six times a year, and almost one quarter (23%) say they go one to three times a month. About one in ten (9%) say they go either once a week or more than once a week.



Recall of Advertising in Age-Restricted Venues

Only ten percent recall seeing advertising for cigarettes or tobacco products.

Among respondents who have visited the age-restricted venues in the last month, just one in ten (10%) remember seeing advertising for cigarettes or tobacco products at the venues. One third remember seeing advertising for condoms at such venues (33%), and three in ten remember advertising for alcohol, liquor, beer or coolers (30%). Just under one quarter (23%) remember seeing advertising for breath mints or gum; and one in five remember advertising of health warnings about drinking while pregnant (19%). One in six (16%) remember no advertising of the listed topics, and just over one third (35%) says they cannot remember or do not know if they saw any advertising.

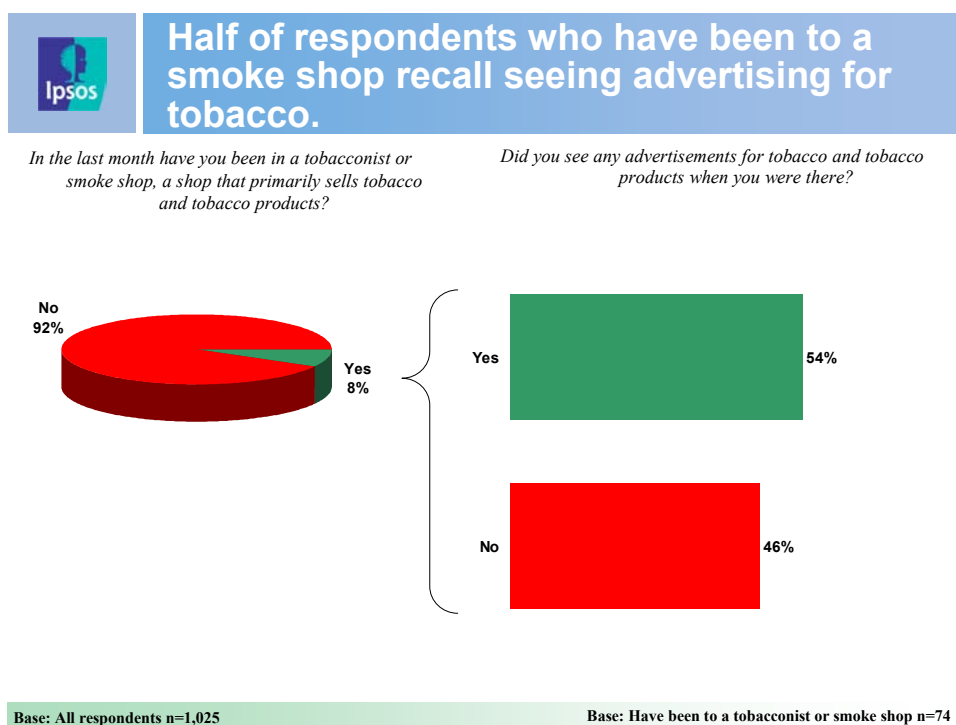


Advertising for cigarettes has been seen in various locations at events.

Among the very small number of respondents who recall seeing advertising for cigarettes and tobacco products, a variety of locations, types of products and brands have been seen (n=10). This small number of respondents notice advertising in a variety of locations including hallways, near bars, in entrance or coat check areas, in bathroom stalls, elsewhere in bathrooms and above urinals. Most remember cigarette advertisements (n=9), as compared to cigarillos or little cigars or cigars. Half of the respondents who recall seeing advertising for cigarettes and tobacco products did not recall a specific brand.

Half of respondents who have been to a smoke shop recall seeing advertising for tobacco.

Just fewer than one in ten (8%) respondents have visited a tobacconist or smoke shop in the last month. Of those who have visited a smoke shop, more than half (54%) remember seeing some advertisements for tobacco and tobacco products while they were there. The small base size of respondents (74) should be noted here and findings treated with caution.



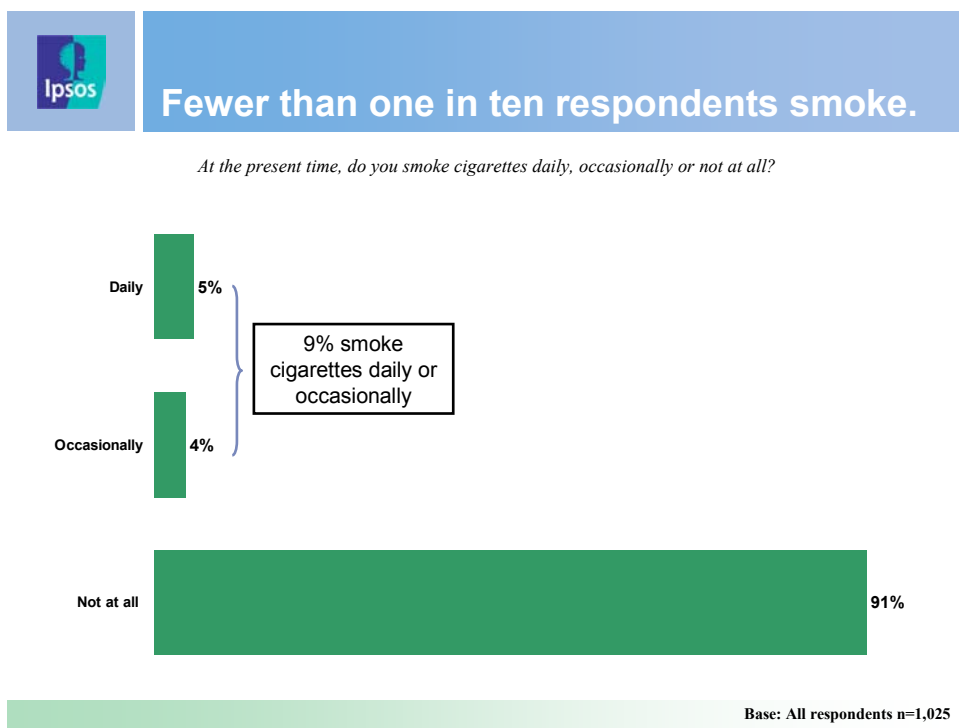
Most of the advertising recalled by respondents is for cigarettes or cigars.

Among the small number of respondents (n=40) who remember seeing advertising for tobacco products in smoke shops, a variety of types of products and brands is recalled. Most remember seeing advertising for cigarettes (n=33) and cigars (n=20), but a few also remember advertisements for pipe tobacco (n=8), chewing tobacco (n=6) and cigarillos or little cigars (n=5). Advertising for Marlboro is recalled by a few more respondents than ads for other brands (n=8), but a range of other brands is also mentioned, including More (n=5) and Camel (n=5).

Smoking Habits

Fewer than one in ten respondents smoke.

When asked whether they smoke at the present time, just fewer than one in ten respondents say they smoke daily (5%) or occasionally (4%). Nine in ten do not smoke at all (91%).

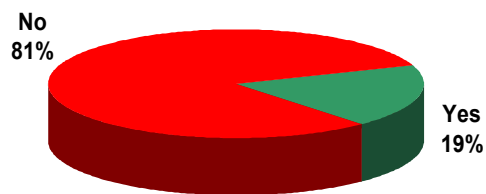


Four out of five respondents have never tried smoking cigarettes.

When asked whether they have ever tried smoking even a few puffs of a cigarette, four in five respondents say no (81%); just one in five have done so (19%).



Have you ever tried cigarette smoking, even just a few puffs?



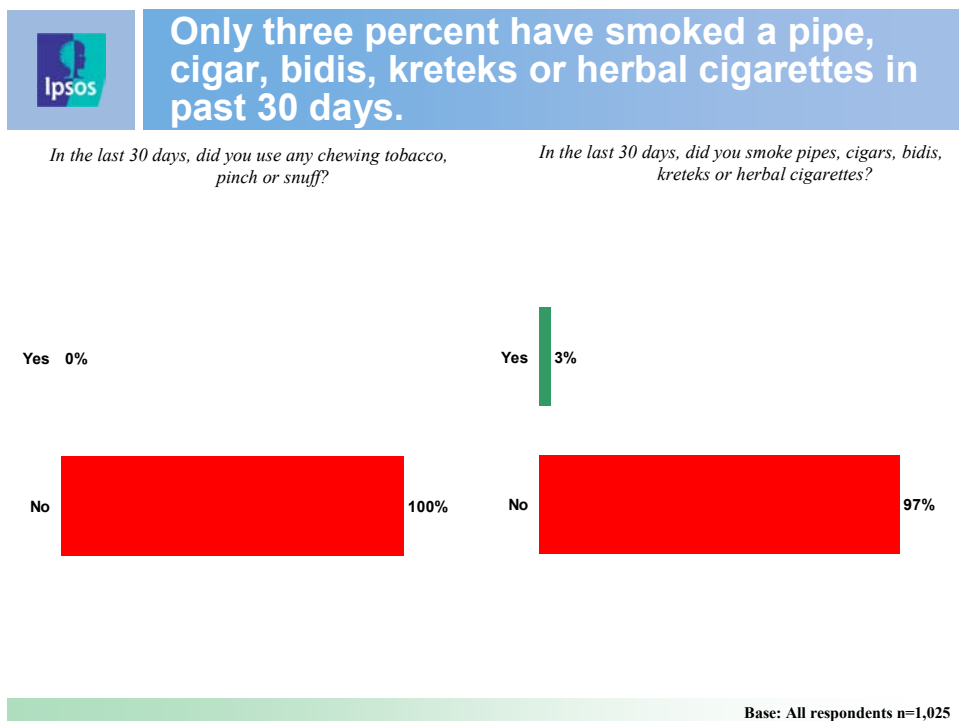
Base: Do not smoke n=934

Those who say they have tried smoking cigarettes include a greater proportion of:

- Those 15 years old (22%), 16 years old (27%) and 17 years old (25%) compared to 13 year olds (9%) and 14 year olds (13%); and,
- Those with an annual household income of less than \$30K (27%) and between \$30K and \$60K (26%) compared to those whose annual household income is more than \$60K (15%).

Only three percent have smoked a pipe, cigar, bidis, kreteks or herbal cigarettes in past 30 days.

When asked about their use of a variety of other tobacco products during the past 30 days, no respondents say they have used chewing tobacco, pinch or snuff. Fewer than one in 20 have used pipes, cigars, bidis, kreteks or herbal cigarettes in the past 30 days.

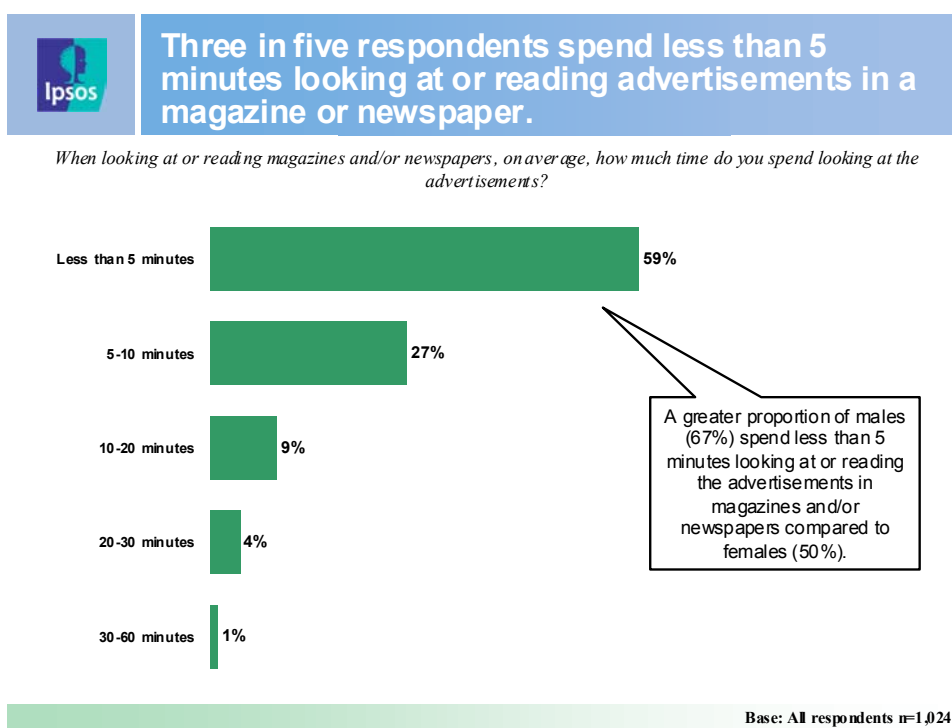


Wave Four: Attitudes and Perceptions of Tobacco Advertising

Magazine and Newspaper Behaviour and Advertising

Three in five respondents spend less than 5 minutes looking at or reading advertisements in a magazine or newspaper.

When asked how long they spend looking at the advertisements in a magazine or newspaper, three in five respondents say they spend less than five minutes (59%). Just over one quarter (27%) of respondents spend five to ten minutes, and one in ten spends ten to 20 minutes (9%). One in 20 (4%) spend 20 to 30 minutes, and only a small fraction (1%) spends 30 to 60 minutes looking at the advertising.



A greater proportion of males (67%) spend less than five minutes looking at or reading the advertisements in magazines and/or newspapers compared to females (50%).

Advertisements with clothing, make-up or fashion draw female respondents' attention, whereas males are drawn by video games, sports and cars.

When asked on an unaided basis what kind of advertisements most draw their attention, the most frequent mentions among respondents include advertising with clothing (18%), make-up (14%) and about fashion (10%); these advertisements are most likely to draw the attention of female respondents, with one third of females saying clothing (31%) and make-up (28%) and one in five females saying fashion (20%). Advertising about video games (9%), sports (8%) and cars (8%) are also frequently mentioned, particularly among male respondents; more than one in ten males mention advertising about video games (17%), sports (14%) and cars (14%). Males are also more likely to say their attention is drawn by advertisements about movies (8%), games (9%) and electronics (6%). Both males and females are drawn to advertisements that are colourful (7%); are about music (6%); or involve food (4%).



Advertisements with clothing, make-up or fashion draw female respondents' attention, whereas males are drawn by video games, sports and cars.

Thinking about advertising in magazines and newspapers, what types of advertisements draw your attention the most?
[UNAIDED]

	Total	Male	Female
With clothing	18%	6%	31%↑
With make up	14%	0%	28%↑
About fashion	10%	0%	20%↑
With video games	9%	17%↑	1%
Sports	8%	14%↑	2%
Colourful	7%	7%	8%
With cars	8%	14%↑	1%
Music	6%	8%	5%
With movies	5%	8%↑	3%
With games (unspecified)	5%	9%↑	0%
With food	4%	4%	4%
With electronics (unspecified)	4%	6%↑	2%
Other	25%	24%	27%
None	5%	6%	4%
Don't know	4%	5%	2%

↑ represents a statistically significant difference between male and female respondents.

Mentions of 3% or higher for Total.

Base: All respondents n=1,024

A greater proportion of those with an annual household income of \$60K or more say that advertising about fashion will draw their attention (12%) compared to those whose annual household income is less than \$30K (7%).

Roughly half say advertising showing clothing or celebrities grabs their attention

When asked to choose from a list of types of advertising that grabs their attention, a majority of respondents (52%) say advertising for clothing; this includes one quarter of males (26%) and four in five females (80%). Almost half (44%) say advertising with celebrities in it grabs their attention; more females than males are attracted to this kind of advertising (55% compared to 33%). Females are also more likely to say their attention is drawn by advertising with animals in it (46% compared to 27% for males), for cosmetics (67% compared to 2% for males), and with a man in the advertising (17% compared to 3% for males). By contrast, males are more likely to be drawn to advertising for a car (52% compared to 11% for females), or to advertisements featuring a woman (38% compared to 23% for females), video games (7% compared to 0% for females) or sports (5% compared to 1% for females).

Just three percent of respondents say that advertising for tobacco products grabs their attention (3% males, 2% females), and seven percent say that advertising for alcohol, liquor, beer or coolers grabs their attention (7% males, 6% females).



Roughly half say advertising showing clothing or celebrities grabs their attention

When you are looking at or reading a magazine or newspaper what type of advertising grabs your attention? Is it advertising ...

	Total	Male	Female
For clothing	52%	26%	80%↑
With a celebrity in it	44%	33%	55%↑
With animals in it	36%	27%	46%↑
For cosmetics	33%	2%	67%↑
For a car	32%	52%↑	11%
With a woman in it	31%	38%↑	23%
For candy, breath mints or gum	28%	26%	31%
For food products or non-alcoholic drinks	20%	22%	17%
With a man in it	10%	3%	17%↑
For alcohol, liquor, beer or coolers	7%	7%	6%
For video games	4%	7%↑	0%
For sports	3%	5%↑	1%
For tobacco products	3%	3%	2%
With games (unspecified)	2%	4%	-
With electronics (unspecified)	2%	3%	0%
Other	7%	8%	5%
None	1%	1%	0

↑ represents a statistically significant difference between male and female respondents.

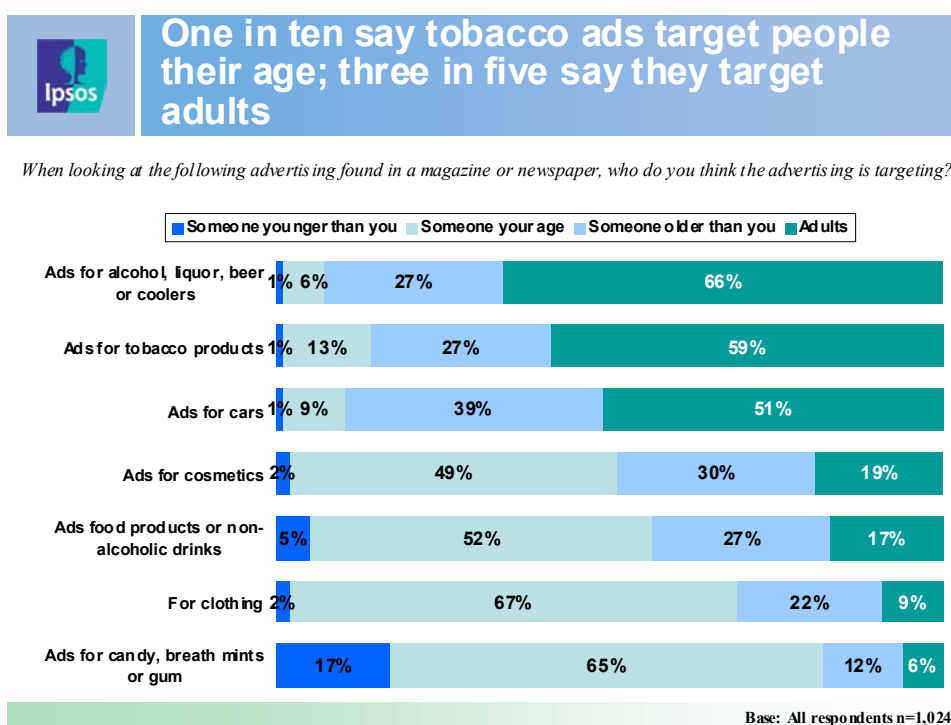
Base: All respondents n=1,024

Attitudes toward Tobacco Advertising

Three in ten say tobacco ads target people their age; three in five say they target adults

When asked who is being targeted in advertisements for various products that appear in magazines or newspapers, just about one in seven (14%) say that ads for tobacco products target someone their age or younger. Almost nine in ten (86%) say the ads for tobacco products are targeted at someone older than them (27%) or adults (59%). Similarly, just over one in 20 (7%) thinks that advertising for alcohol, liquor, beer or coolers is targeted at someone their age or younger; more than nine in ten (93%) think it is targeted at someone older than them (27%) or adults (66%).

By contrast, advertising for cars is thought by just half of respondents to be aimed at adults (51%). Half think that advertising for cosmetics is targeted at someone their age (49%), and a majority think that advertising for food products or non-alcoholic drinks (52%), for clothing (67%) and for candy, breath mints or gum (65%) is aimed at someone their age.



Those who say the following advertising is targeted to adults include a greater proportion of:

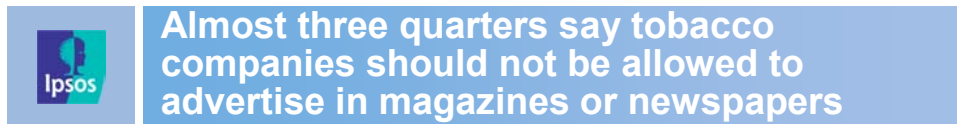
- For cars:
 - Females (58%) compared to males (44%).
- For tobacco products:
 - Those with an annual household income of less than \$30K (66%) compared to those whose annual household income is between \$30K and \$60K (57%) and over \$60K (57%).
- For alcohol, liquor, beer or coolers:
 - Those 13 years old (73%), 14 years old (72%) and 15 years old (73%) compared to 16 year olds (58%) and 17 year olds (55%).

Those who say the following advertising is targeted to someone their own age include a greater proportion of:

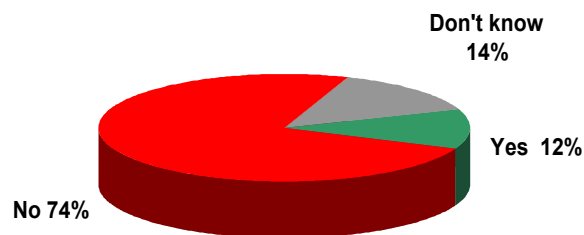
- For cars:
 - Females (12%) compared to males (5%).
- For cosmetics:
 - Females (68%) compared to males (30%).
- For clothing:
 - Females (76%) compared to males (58%); and,
- For food products or non-alcoholic drinks:
 - Males (57%) compared to females (47%).

Almost three quarters say tobacco companies should not be allowed to advertise in magazines or newspapers

Almost three quarters of respondents (74%) say that tobacco companies should not be allowed to advertise in magazines and newspapers; just one in ten (12%) say that they should be allowed.



Should tobacco companies be allowed to advertise in magazines and/or newspapers?



Base: All respondents n=1,024

Those who say that tobacco companies should be allowed to advertise in magazines and/or newspapers include a greater proportion of those 17 years old (15%) compared to those 13 years old (8%).

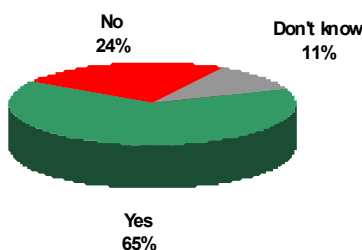
Two thirds of respondents say that advertising encourages youth to try cigarettes or to smoke

Two thirds of respondents say that advertising of tobacco products does encourage youth to try cigarettes or smoking (65%); one quarter say it does not (24%).



Two thirds of respondents say that advertising encourages youth to try cigarettes or to smoke

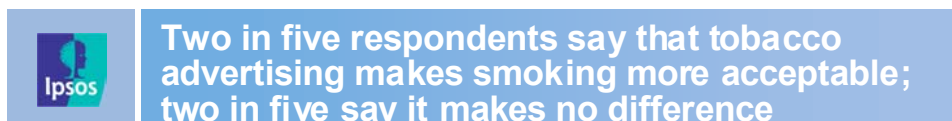
Do you believe that the advertising of tobacco products encourages youth to try cigarettes or to smoke?



Base: All respondents n=1,024

Two in five respondents say that tobacco advertising makes smoking more acceptable; two in five say it makes no difference

When asked whether tobacco advertising makes smoking more acceptable, an equal proportion of respondents (41%) believed that tobacco product advertising makes smoking more acceptable or made no difference in acceptability. Just fewer than one in ten think that tobacco advertising makes smoking less acceptable (8%).



Do you think tobacco product advertising makes smoking more acceptable, less acceptable or does it make no difference?

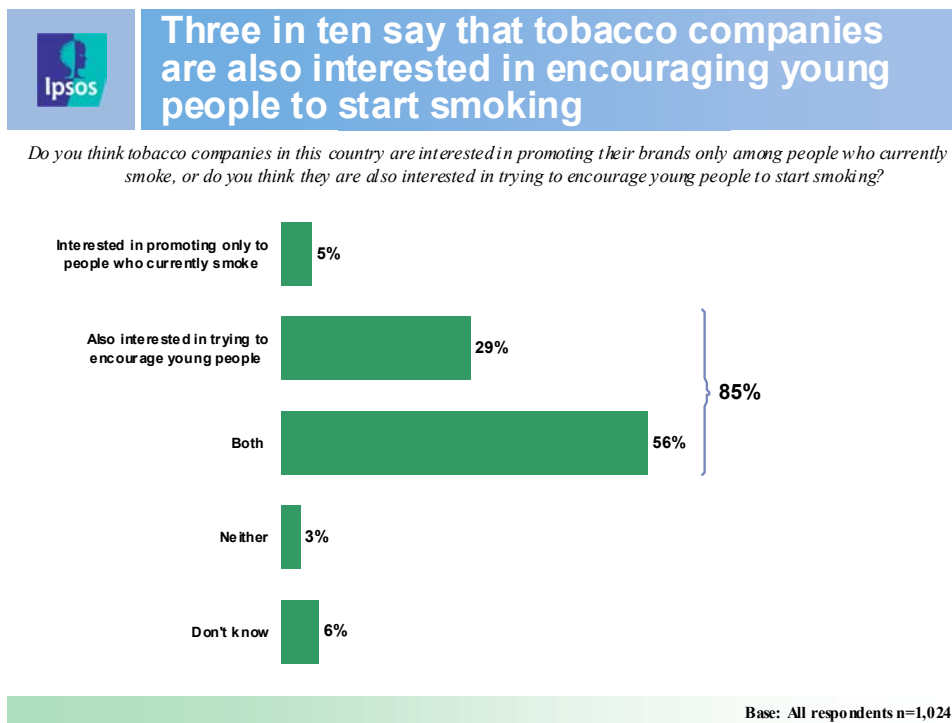


Base: All respondents n=1,024

Those who say tobacco product advertising makes smoking more acceptable include a greater proportion of those with an annual household income of more than \$60K (47%) compared to those whose annual household income is under \$30K (34%) and between \$30K and \$60K (37%).

Three in ten say that tobacco companies are also interested in encouraging young people to start smoking

Just one in 20 (5%) respondents think that tobacco companies are “interested in promoting only to people who currently smoke”. A large majority (85%) think they are “also interested in trying to encourage young people to start smoking” (29%) or that they are interested in both objectives (56%).

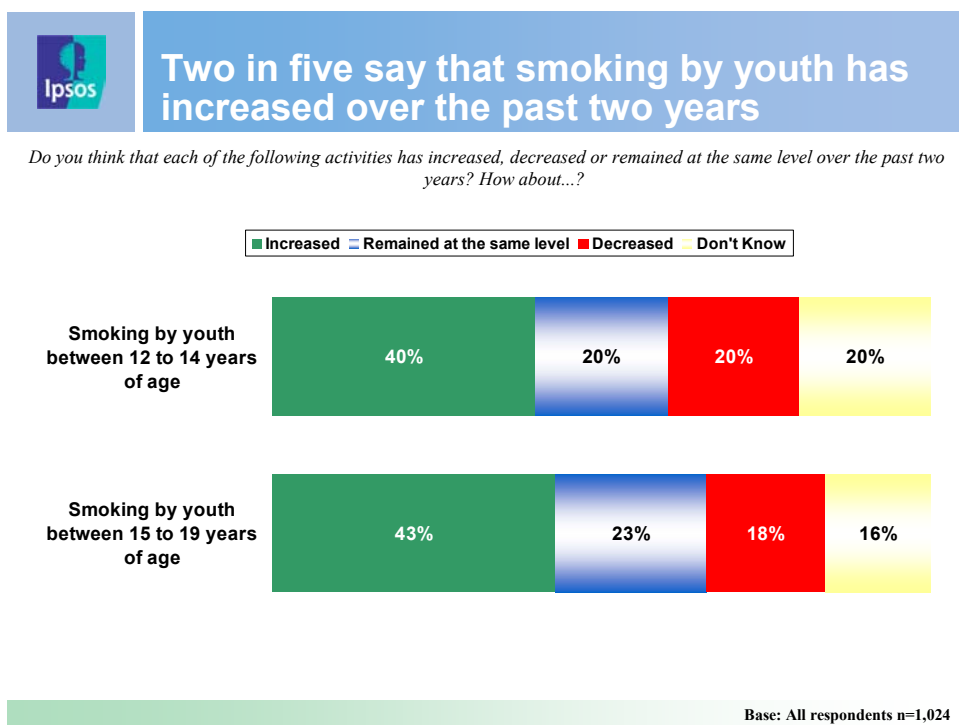


Perceptions of Smoking Habits

Two in five say that smoking by youth has increased over the past two years

When asked whether smoking by youth between 12 and 14 years of age has increased, decreased or remained the same over the past two years, two in five (40%) respondents say that it has increased. One in five (20%) say it has remained the same, and the same proportion say it has decreased (20%) or that they don't know (20%).

Similarly, just over two in five (43%) say that smoking by youth between 15 and 19 years of age has increased over the past two years. Just over one in five (23%) say that it has remained the same; almost one in five (18%) say it has decreased; and just under one in six (16%) say they do not know.



Those who believe smoking by youth between 12 and 14 years of age has increased include a greater proportion of:

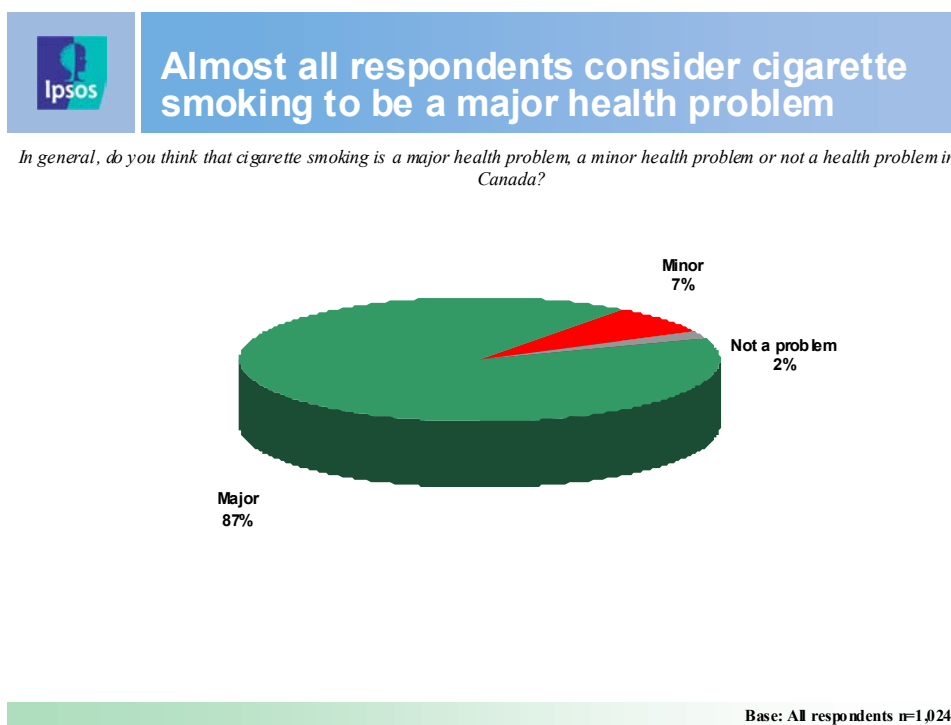
- Females (44%) compared to males (37%); and,
- Those with an annual household income of less than \$30K (47%) compared to those whose annual household income is between \$30K and \$60K (38%) and over \$60K (38%).

Those who believe smoking by youth between 15 and 19 years of age has increased include a greater proportion of those with an annual household income of less than \$30K (52%) compared to those whose household income is between \$30K and \$60K (39%) and \$60K or more (42%).

Those who believe smoking by youth between 15 and 19 years of age has decreased include a greater proportion of 17 year olds (22%) compared to those 13 years of age (13%).

Almost all respondents consider cigarette smoking to be a major health problem

Nine in ten respondents do consider that cigarette smoking is a major health problem in Canada. Just over one in 20 (7%) think it is a minor problem, and only two percent say it is not a problem.

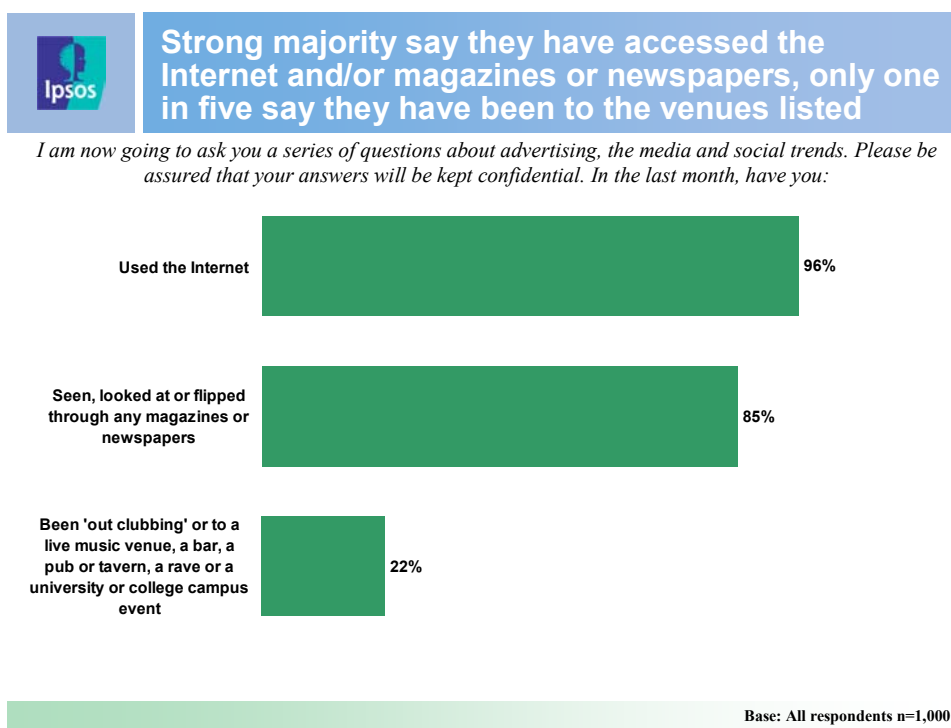


DETAILED FINDINGS-NATIONAL TELEPHONE SURVEY

Access

Strong majority say they have accessed the Internet and/or magazines or newspapers, only one in five say they have been to the venues listed

When asked, almost all (96%) of youth say they have used the Internet in the last month. Almost as many (85%) say they have seen, looked at or flipped through any magazines or newspapers. Only one in five (22%) say they have been 'out clubbing' or to a live music venue, a bar, a pub or tavern, a rave or a university or college campus event.



Those who say they have seen, looked at or flipped through magazines or newspapers include a greater proportion of:

- Females (90%) compared to males (80%); and,
- Those who get between \$21 and \$100 to spend each week (91%) compared to those who get between \$1 and \$20 (83%).

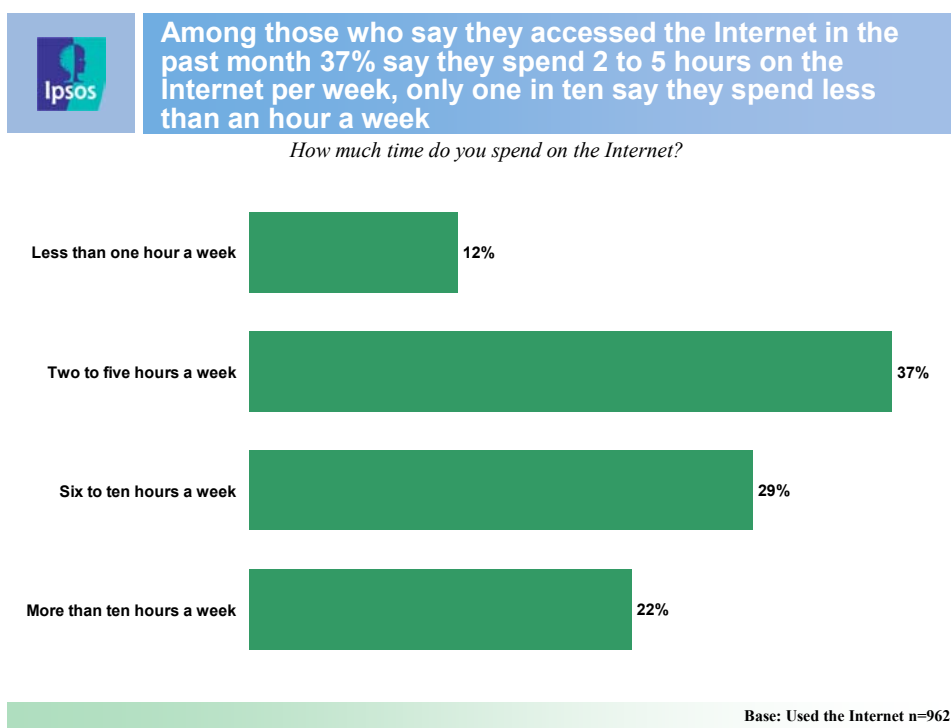
Those who say they have been “out clubbing” or to a live music venue, a bar, a pub or tavern, a rave or a campus event include a greater proportion of:

- Those who get between \$21 and \$100 to spend each week (24%) and those who get over \$100 (44%), compared to those who get between \$1 and \$20 (14%);
- Those who smoke daily or occasionally (40%) compared to those who do not smoke (19%); and,
- Older youth (16 years old; 29% and 17 years old; 38%) compared to younger youth (13 years old; 10%, 14 years old; 13%, and 15 years old; 17%).

Youth Access to the Internet

Among those who say they accessed the Internet in the last month, 37% say they spend two to five hours on the Internet per week, only one in ten say they spend less than an hour a week

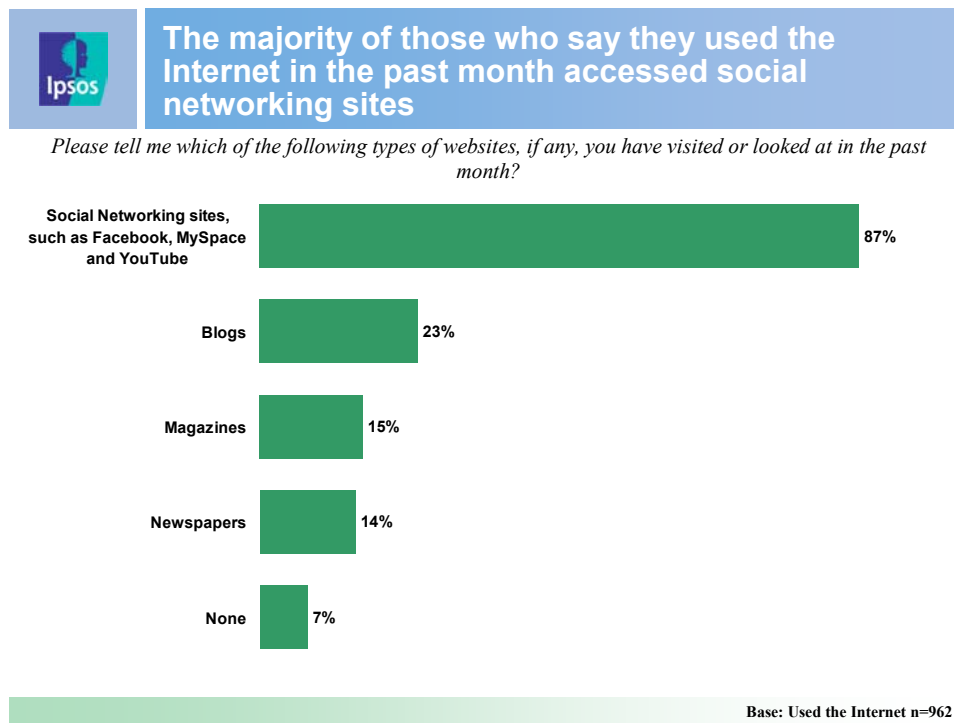
Among those who say they accessed the Internet in the last month, a plurality (37%) says they spend between two and five hours per week on the Internet. Three in ten (29%) spend between six and ten hours and 22 percent say they spend more than ten hours a week on the Internet. Only one in ten (12%) youth says they spend less than one hour per week on the Internet.



Those who say they spend more than ten hours a week on the Internet include a greater proportion of older youth 15+ (27%, 23%, and 29%) compared to younger youth 13 and 14 years old (14% and 16%).

The majority of those who say they used the Internet in the last month accessed social networking sites

Nine in ten (87%) of those who say they have used the Internet in the last month have visited a social networking site such as Facebook, MySpace and YouTube. Blogs (23%), online magazines (15%) or online newspapers (14%) received considerably fewer mentions.



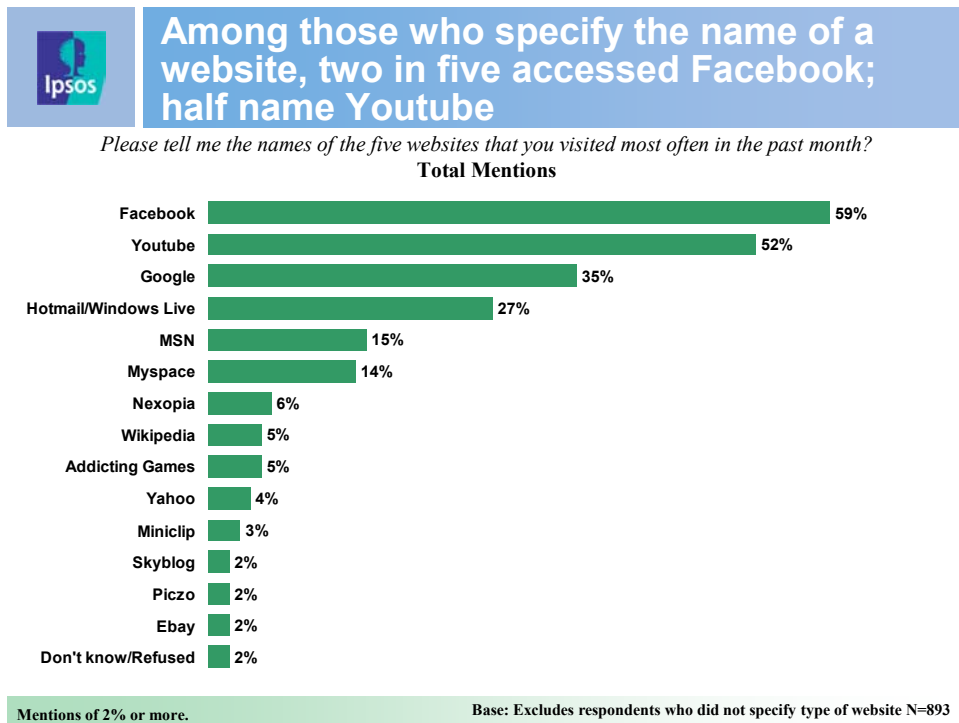
Those who say they accessed social networking sites in the last month include a greater proportion of those who smoke daily or occasionally (93%) compared to those who do not smoke (86%).

Those who say they accessed blogs in the last month include a greater proportion of females (26%) compared to males (19%).

Those who say they accessed magazines on the Internet in the last month include a greater proportion of females (20%) compared to males (10%).

Among those who specify the name of a website, two in five accessed Facebook; half name Youtube

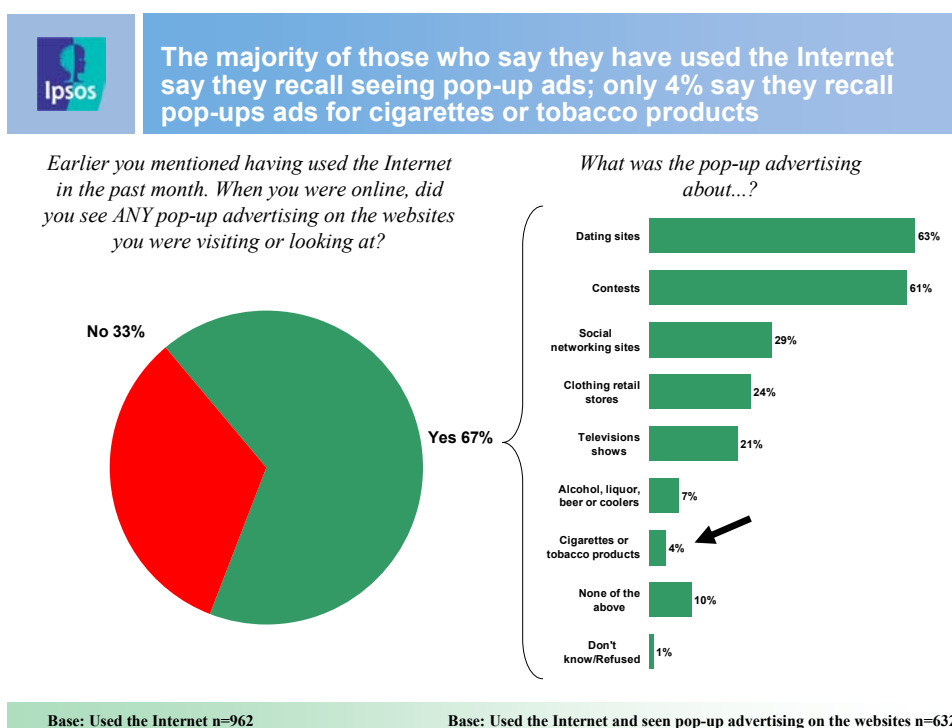
When asked which websites they visited in the last month, social networking sites and search engines top the list. In fact, three in five (59%) say they visited Facebook, half (52%) say they visited Youtube and just over a third (35%) say they visited Google.



Youth Recall of Internet Advertising

The majority of those who say they have used the Internet recall seeing pop-up ads; only 4% say they recall pop-up ads for cigarettes or tobacco products

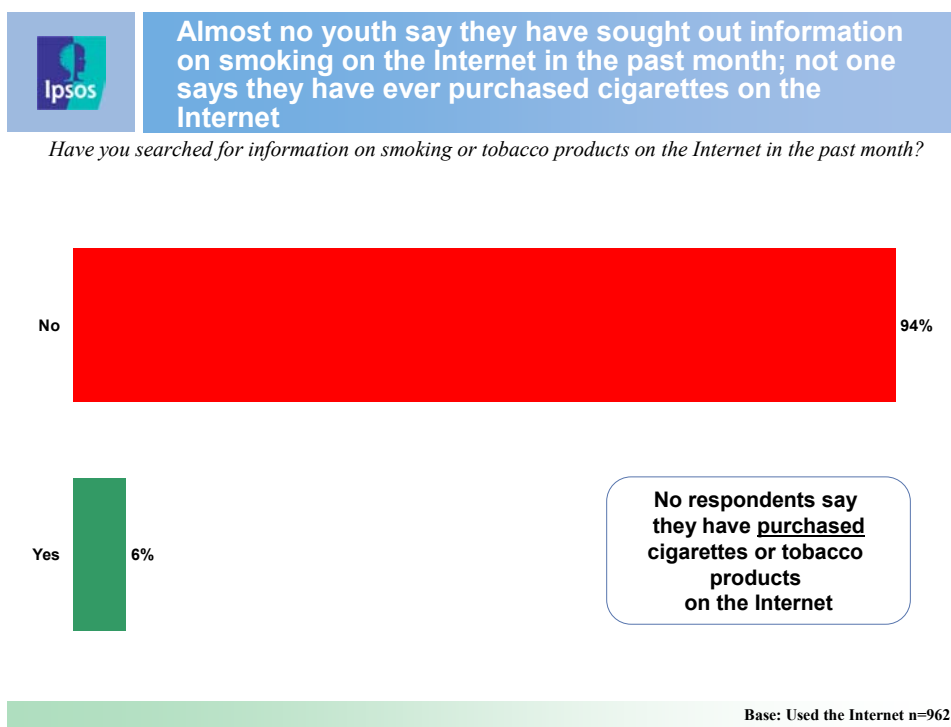
Nearly seven in ten (67%) youth who have used the Internet in the last month have seen pop-up advertising. When asked what the pop-up advertising was about, most say they saw advertisements for dating sites (63%) or contests (61%). Only four percent say they recall seeing advertising for cigarettes or tobacco products.



Those who say they saw pop-up advertising on the Internet include a greater proportion of those who get between \$1 and \$20 to spend each week (68%) and those who get between \$21 and \$100 (70%) compared to those who get over \$100 (54%).

Almost no youth say they have sought out information on smoking on the Internet in the last month; not one says they have ever purchased cigarettes on the Internet

Youth who say they have used the Internet in the past month were asked whether or not they had searched for information on smoking or tobacco products or purchased tobacco products on the web. Among them, very few (6%) say they have sought out information on smoking on the Internet in the past month and none say they have purchased cigarettes or tobacco products on the Internet.

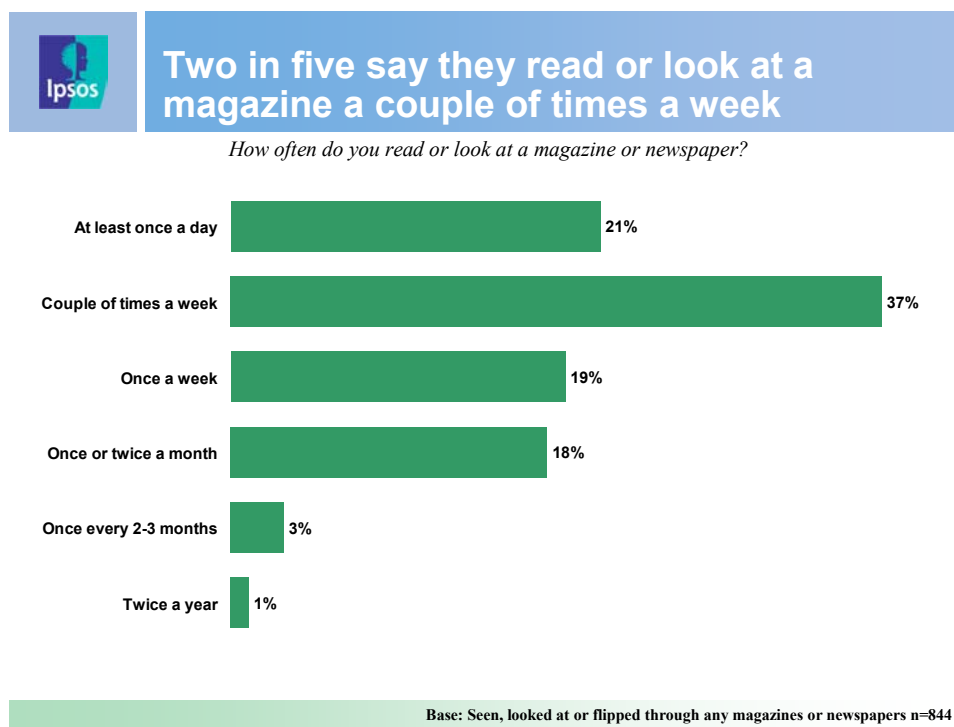


Youth Access to Magazines and Newspapers

Two in five say they read or look at a magazine a couple of times a week

Among those who say they have seen, looked at or flipped through any magazines or newspapers in the past month, one in five (21%) say they read or look at a magazine at least once a day and two in five (37%) say they read or look at a magazine or newspaper a couple of times a week.

A similar number of youth say they read or look at a magazine or newspaper once a week (19%) or once or twice a month (18%). Very few youth say they read or look at a magazine or newspaper once every two to three months (3%) or twice a year (1%).

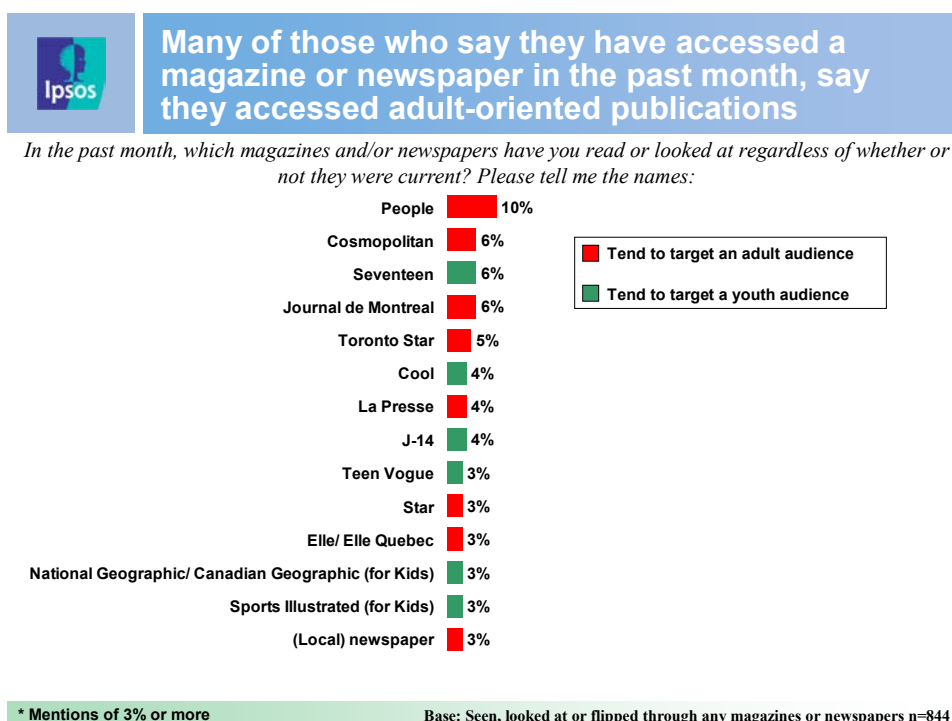


Those who say they read or look at a magazine or newspaper at least once a day include a greater proportion of males (27%) compared to females (16%).

Those who say they read or look at a magazine or newspaper once or twice a month include a greater proportion of females (23%) compared to males (14%).

Many of those who say they have accessed a magazine or newspaper in the last month say they accessed adult-oriented publications

When asked to name the newspapers and/or magazines they have read or looked at in the last month, many youth name publications that tend to target an adult audience. In fact, one in ten youth (10%) say they read or looked at People magazine and another 6 percent name Cosmopolitan or the Journal de Montreal.

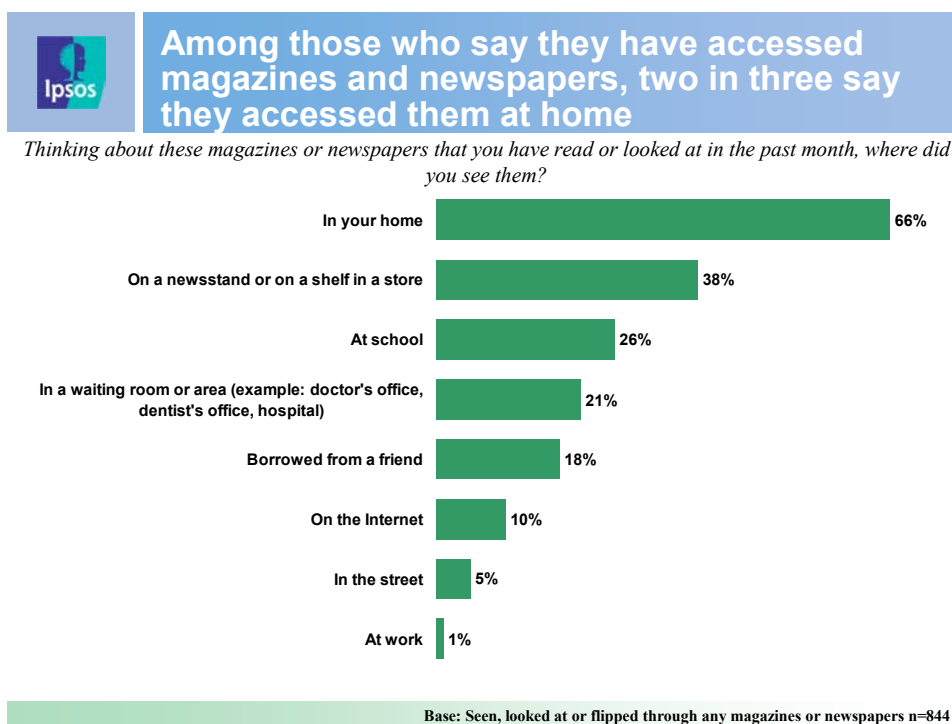


Among those who say they have accessed magazines and newspapers, two in three say they accessed them at home

Two thirds of youth (66%) say they have accessed magazines and newspapers in their home, while almost two in five (38%) say they have accessed magazines and newspapers from a newsstand or on a shelf in the store.

Roughly a quarter (26%) say they have accessed magazines and newspapers at school and approximately one in five (21%) say they have accessed magazines and newspapers in a waiting room or area or that they have borrowed the magazines or newspapers from a friend (18%).

Just one in ten youth says they have accessed magazines and newspapers from the Internet (10%), while even fewer say they have accessed magazines and newspapers in the street (5%) or at work (1%).



Those who say they saw the newspapers or magazines in their home include a greater proportion of:

- Those aged 13 (71%) and 14 years (74%) compared to those aged 16 years (59%); and,
- Those who get between \$1 and \$20 to spend each week (72%) compared to those who get between \$21 and \$100 (63%) and those who get over \$100 (61%).

Those who say they saw the newspapers or magazines on a newsstand or on a shelf in a store include a greater proportion of females (42%) compared to males (33%).

Those who say they saw the newspapers or magazines at school include a greater proportion of those aged 17 years (33%) compared to those aged 13 years (23%).

Those who say they saw the newspapers or magazines in a waiting room or area include a greater proportion of females (25%) compared to males (17%).

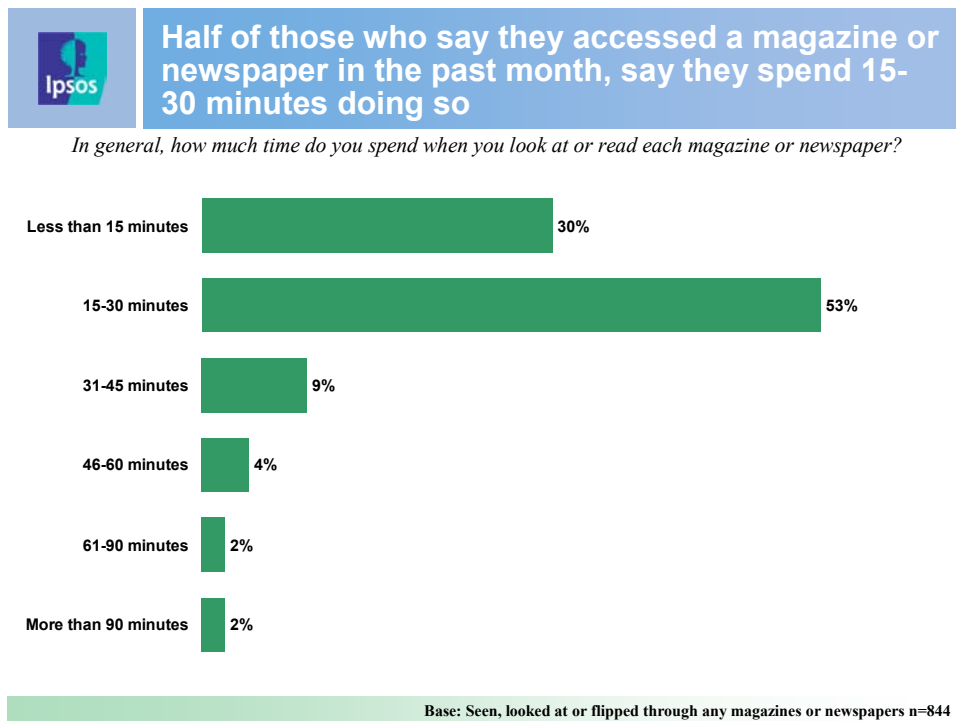
Those who say they borrowed the newspapers or magazines from a friend include a greater proportion of:

- Females (23%) compared to males (12%); and,
- Those who get between \$21 and \$100 to spend each week (22%) compared to those who get between \$1 and \$20 (16%).

Half of those who say they accessed a magazine or newspaper in the last month, say they spend 15-30 minutes doing so

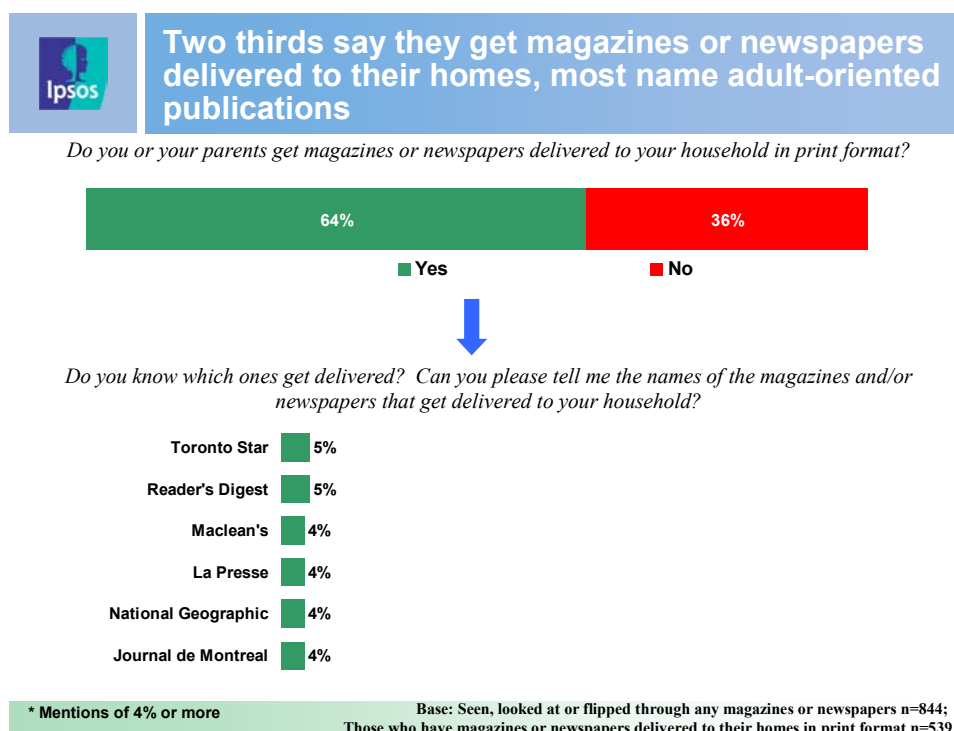
Those who say they have seen, looked at or flipped through a magazine or newspaper in the past month were also asked how much time they spend when they do so. Four in five (83%) say they spend less than thirty minutes looking at or reading a magazine or newspaper (53 percent say they spend between 15 and 30 minutes and 30 percent say that they look at or read a magazine or newspaper for less than 15 minutes).

Fewer than one in ten (9%) say they spend 31-45 minutes looking at or reading a magazine or newspaper, while only four percent spend 46-60 minutes. Very few youth (2%) say they spend more than 60 minutes looking at or reading a magazine or newspaper.



Two thirds say they get magazines or newspapers delivered to their homes, most name adult-oriented publications

Nearly two thirds (64%) of youth who have seen, looked at or flipped through any magazines or newspapers within the past month say they get magazines or newspapers delivered to their household in print format; among this group, one in twenty say they have the Toronto Star and Reader's Digest, Maclean's, La Presse, National Geographic or le Journal de Montreal delivered.



Those who have magazines or newspapers delivered to their homes include a greater proportion of those who smoke either daily or occasionally (65%) compared to those who do not smoke (52%).

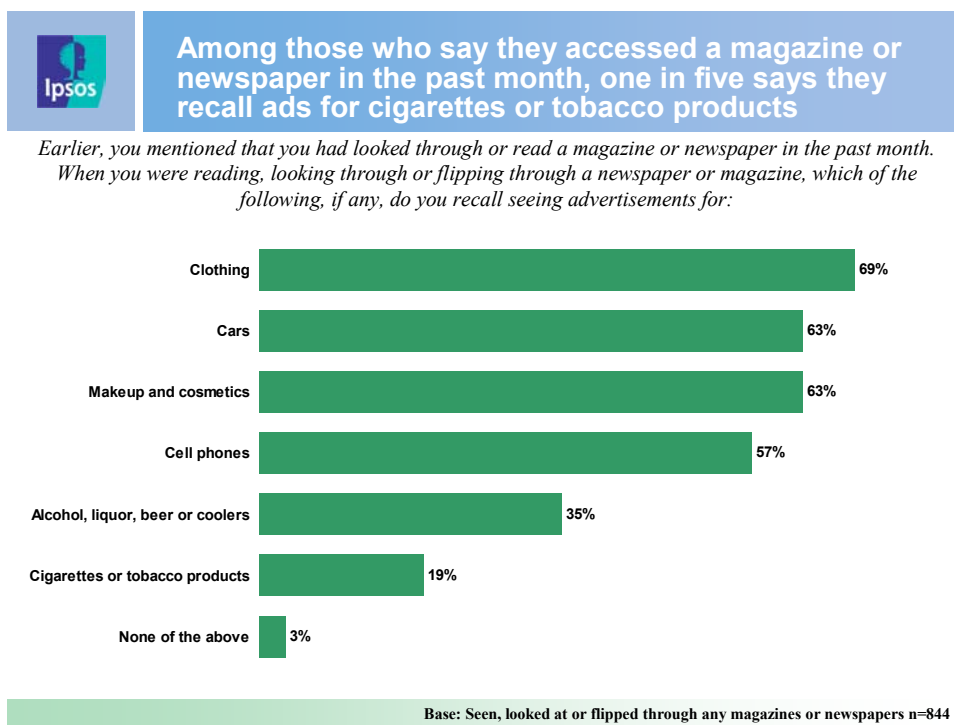
Youth Recall of Advertising in Magazines and Newspapers

Among those who say they accessed a magazine or newspaper in the last month, one in five say they recall ads for cigarettes or tobacco products

Youth who say they have seen, read or flipped through a newspaper or magazine in the past month were asked if they recalled seeing any advertising for clothing, cars, makeup and cosmetics, cell phones, alcohol, liquor, beer or coolers, or cigarette or tobacco products.

Roughly two thirds recall seeing ads for clothing (69%), cars (63%) and makeup/cosmetics (63%). Over half of youth (57%) recall seeing ads for cell phones, while over a third (35%) recall seeing ads for alcohol, liquor, beer or coolers.

Fewer than one in five youth recall seeing any ads for cigarettes or tobacco products (19%).



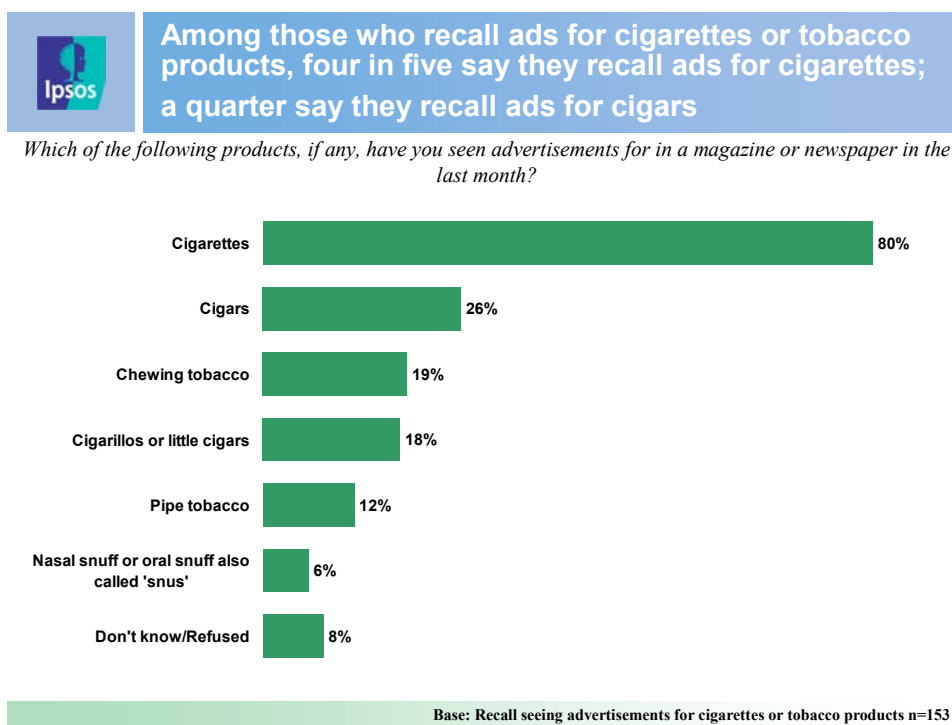
Those who recall seeing print ads for cigarettes or tobacco products include a greater proportion of older youth (15 years old; 20%, 16 years old; 26% and, 17 years old; 23%) compared to younger youth (13 years old; 10% and 14 years old; 12%).

Those who recall seeing print ads for alcohol, liquor, beer or coolers include a greater proportion of:

- Older youth (16 years old; 39% and 17 years old; 43%) compared younger youth (13 years old; 26% and 14 years old; 31%); and,
- Those who get more to spend each week (between \$21 and \$100 to spend each week; 39%, and those who get over \$100; 42%) compared to those who get less (\$1 and \$20; 28%).

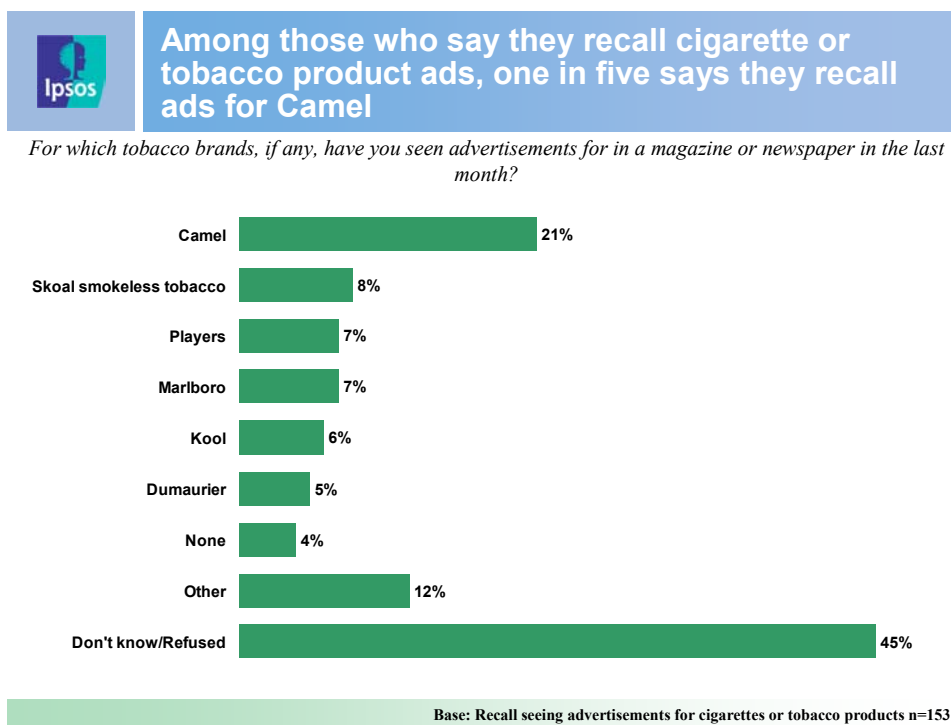
Among those who recall ads for cigarettes or tobacco products, four in five say they recall ads for cigarettes; a quarter say they recall ads for cigars

Among those who recall seeing advertisements for cigarettes or tobacco products in a magazine or newspaper in the last month, four in five (80%) say they saw ads for cigarettes. A quarter (26%) say they saw ads for cigars, 19 percent for chewing tobacco, a similar proportion (18%) for cigarillos or little cigars, 12 percent for pipe tobacco and 6 percent for nasal or oral snuff.



Among those who say they recall cigarette or tobacco product ads, one in five say they recall ads for Camel

Among those youth who say they recall seeing advertising for cigarettes or tobacco products in a magazine in the last month, almost half (45%) say they cannot name a specific brand of tobacco they have seen advertised. However, one in five (21%) say they recall ads for Camel and just fewer than one in ten (8%) say they recall ads for Skoal. Only seven percent say they recall ads for Players or Marlboro. Only seven percent say they recall ads for Players or Marlboro. Only seven percent say they recall ads for Players or Marlboro.

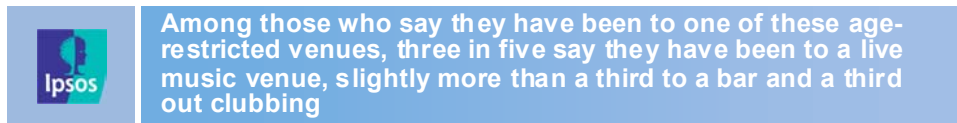


Youth Access to Age-Restricted Venues

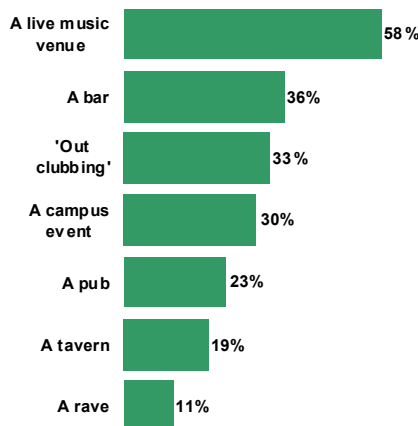
Among those who say they have been to one of the age-restricted venues, three in five say they have been to a live music venue, slightly more than a third to a bar and a third out clubbing

The one in five (22%) youth who say they have been to one of the age-restricted venues were asked to specify which type of venue they had visited in the past month. Among them, three in five (58%) say they have been to a live music venue and roughly a third of youth (36%) say they have been to a bar or out clubbing (33%). Three in ten youth (30%) say they have been to a campus event, while fewer than a quarter (23%) say they have been to a pub.

One in five (19%) say they have been to a tavern and just one in ten (11%) say they have been to a rave in the past month.



You mentioned earlier that you have been 'out clubbing' or to a live music venue, a bar, a pub or tavern, a rave or a university or college campus event in the past month, was that:

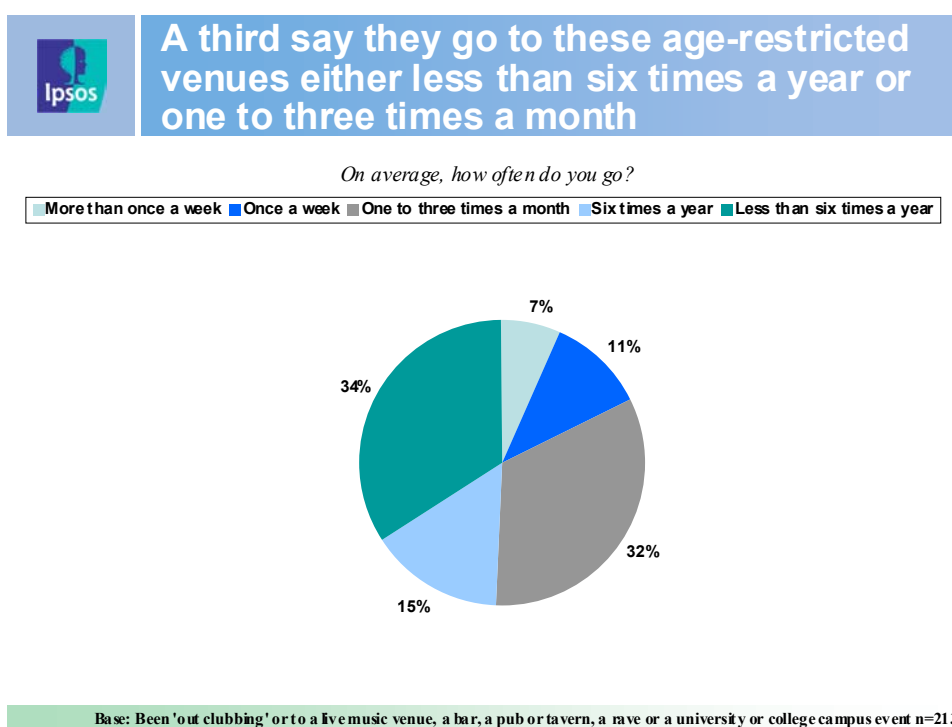


Base: Been 'out clubbing' or to a live music venue, a bar, a pub or tavern, a rave or a university or college campus event n=221

Those who have been to a bar include a greater proportion of males (43%) compared to females (27%).

A third say they go to these age-restricted venues either less than six times a year or one to three times a month

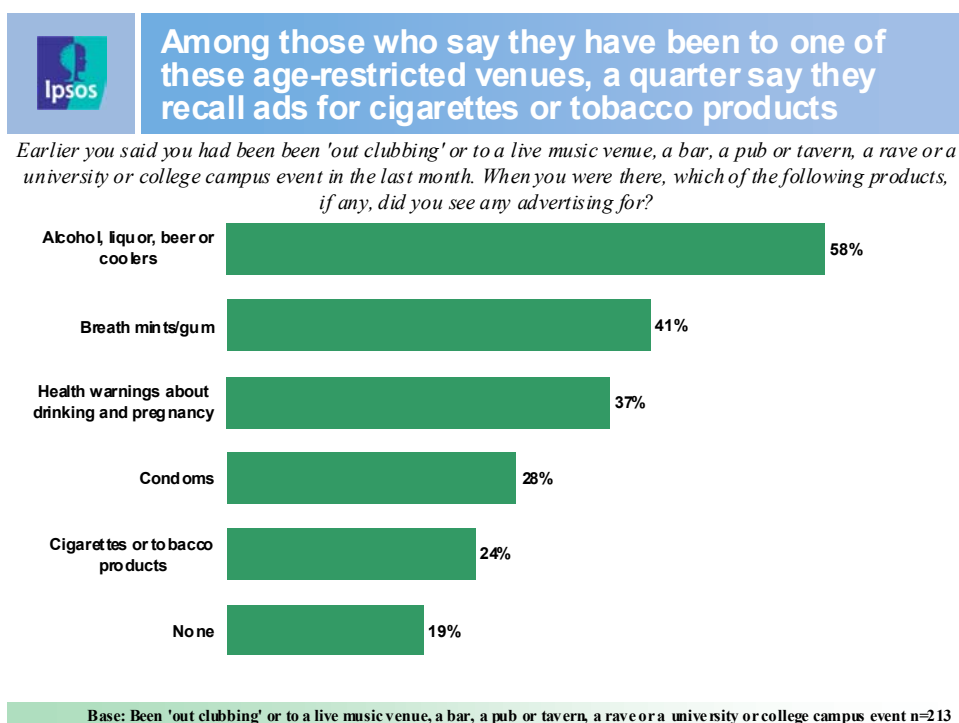
Those who say they have been 'out clubbing' or to a live music venue, a bar, a pub or tavern, a rave or a university or college campus event in the past month were asked how often they go to these venues. A third (32%) say they go to these age-restricted venues either one to three times a month or less than six times a year (34%). Fifteen percent of youth say they go to these venues six times a year and fewer than one in ten (7%) say they go more than once a week, while eleven percent say they go once a week.



Youth Recall of Advertising in Age-Restricted Venues

Among those who say they have been to one of the age-restricted venues, a quarter say they recall ads for cigarettes or tobacco products

Youth who have been to one of the age-restricted venues presented to them were asked what advertising, if any, they recalled having seen while they were there. Among them, over half (58%) say they recall seeing ads for alcohol, liquor, beer or coolers. Two in five (41%) recall seeing ads for breath mints/gum, while slightly fewer (37%) recall seeing ads for health warnings about drinking and pregnancy. Three in ten youth (28%) recall seeing ads for condoms and a quarter (24%) recall seeing ads for cigarettes or tobacco products.

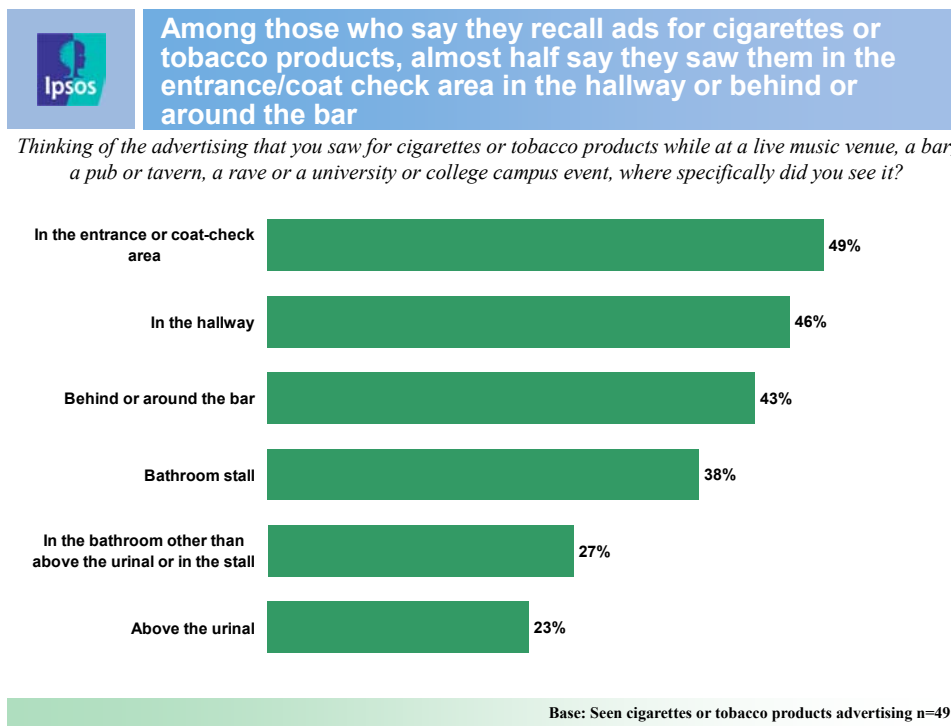


Those who remember advertising for alcohol, liquor, beer or coolers include a greater proportion of those aged 17 years (73%) compared to those aged 16 years (53%).

Among those who say they recall ads for cigarettes or tobacco products, almost half say they saw them in the entrance/coat check area in the hallway or behind or around the bar

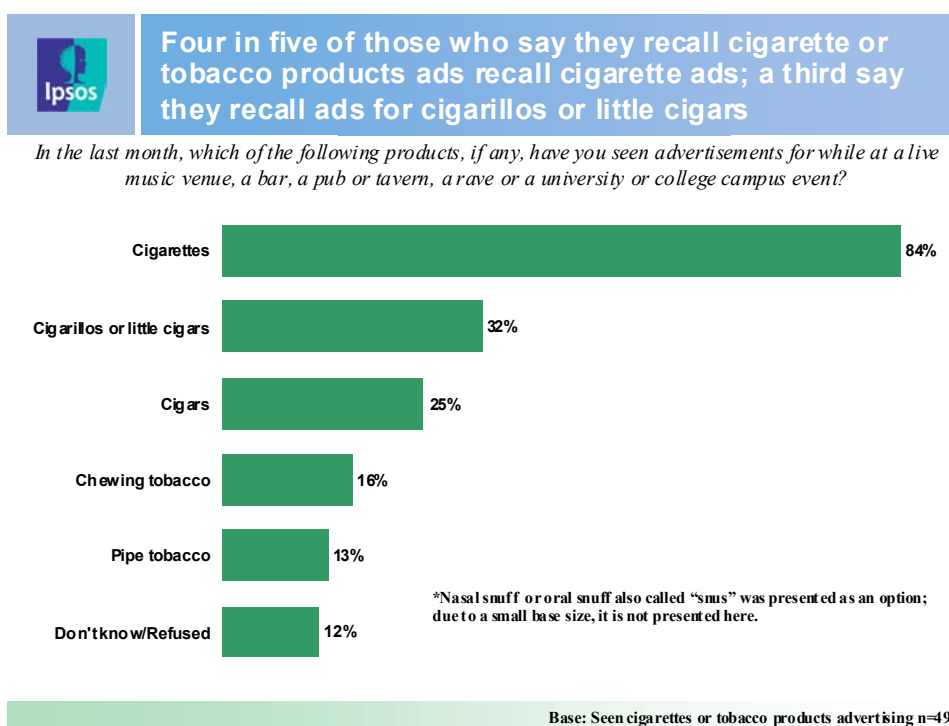
Half of youth (49%) who say they recall seeing ads for cigarettes or tobacco products in one of these age-restricted venues in the past month, recall seeing them in the entrance or coat-check area. Slightly fewer recall seeing them in the hallway (46%) or behind or around the bar (43%).

Approximately two in five (38%) recall seeing ads for cigarettes or tobacco products in the bathroom stall, while three in ten (27%) recall seeing the ads in the bathroom other than above the urinal or in the stall. Another one in four (23%) recall seeing them above the urinal. The small base size of respondents (49) should be noted here and findings treated with caution.



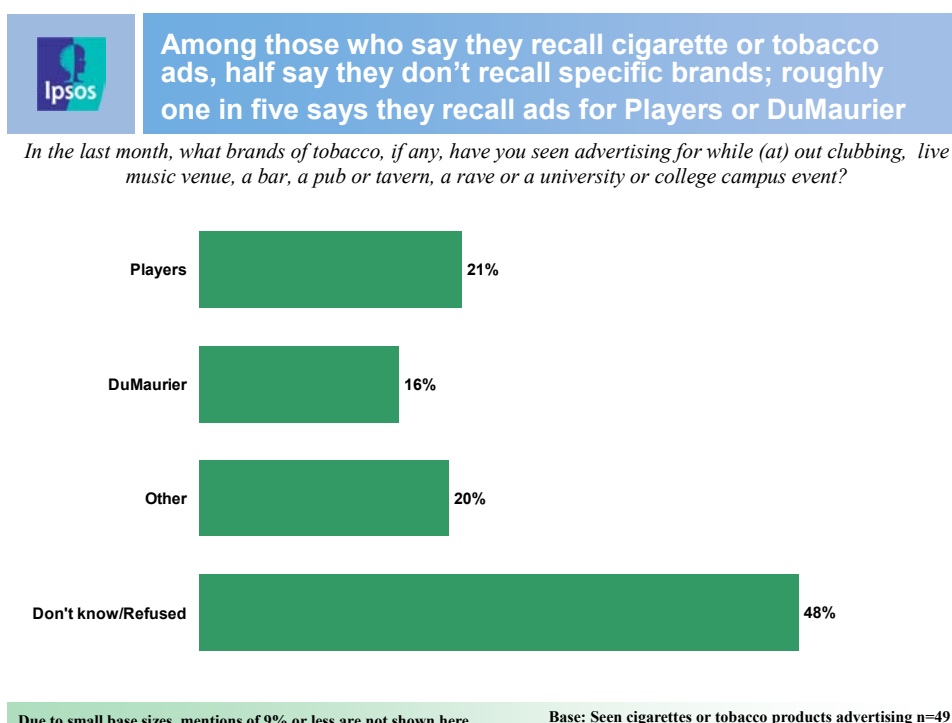
Of those who say they recall cigarette or tobacco products ads four in five recall cigarette ads; a third say they recall ads for cigarillos or little cigars

When presented with a list of tobacco products and asked which ones they have seen advertised in one of the age-restricted venues, a majority of youth (84%) say they recall seeing ads for cigarettes and about a third (32%) recall seeing ads for cigarillos or little cigars. A quarter of youth (25%) say they recall ads for cigars while 16 percent recall seeing ads for chewing tobacco and 13 percent for pipe tobacco. The small base size of respondents (49) should be noted here and findings treated with caution.



Among those who say they recall cigarette or tobacco ads, half say they don't recall specific brands; roughly one in five says they recall ads for Players or DuMaurier

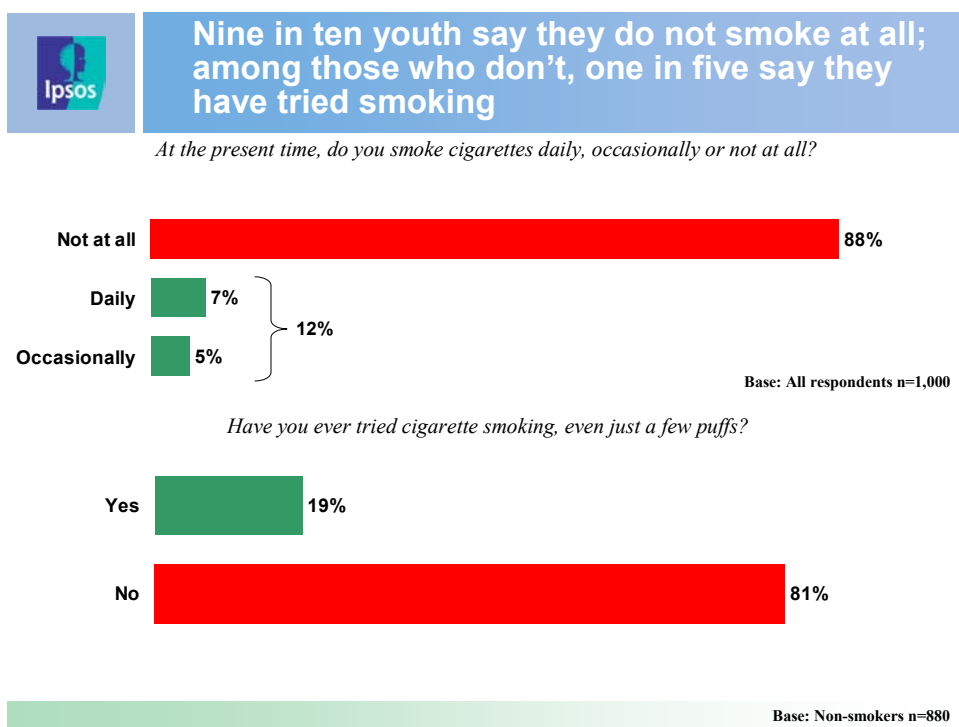
Those who said they had seen cigarettes or tobacco products advertising in an age-restricted venue in the past month were asked if they recalled any advertising for any specific brands of tobacco. Nearly half (48%) cannot say whether they recall seeing advertising for a specific brand of tobacco. However, approximately one in five say (21%) they recall ads for Players and sixteen percent say they recall advertising for DuMaurier. The small base size of respondents (49) should be noted here and findings treated with caution.



Tobacco Product Use Among Youth

Nine in ten youth say they do not smoke at all; among those who don't, one in five say they have tried smoking

Only one in ten youth (12%) say they smoke either daily (7%) or occasionally (5%). Among those who say they do not smoke (88%), one in five (19%) say they have tried it.



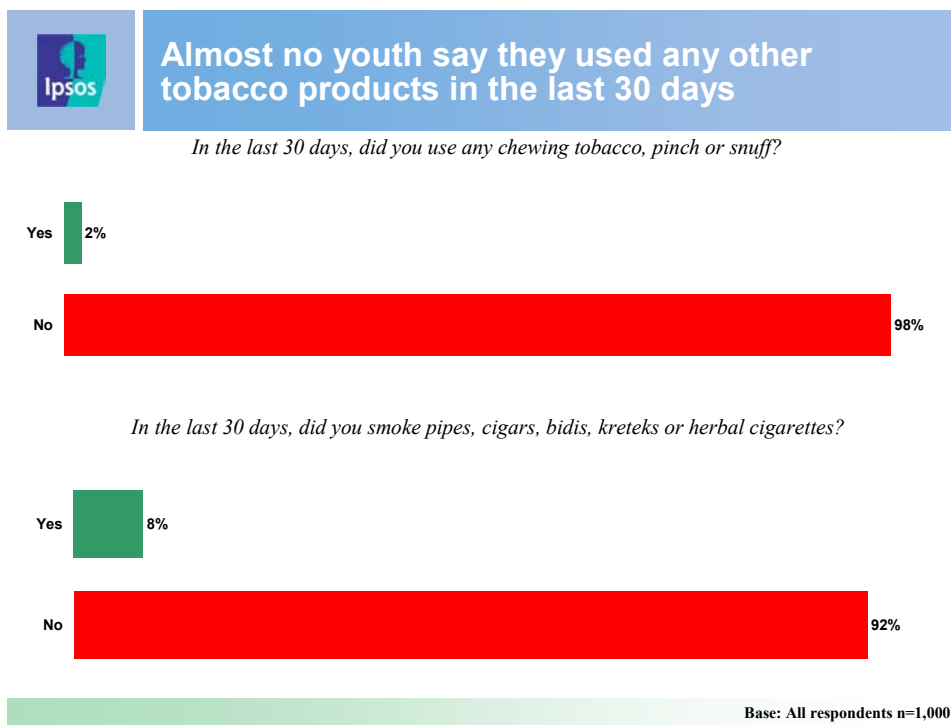
Those who say they smoke daily or occasionally include a greater proportion of:

- Those who get over \$100 to spend each week (24%) compared to those who get between \$21 and \$100 (14%) and those who get between \$1 and \$20 (6%); and,
- Older youth (17 years old; 24%) compared to younger youth (16; 15%, 15; 10%, 14; 7% and 13; 2%).

Those who say they have tried smoking include a greater proportion of older youth (14 years old; 12%, 15 years old; 20%, 16 years old; 30% and 17 years old; 30%) compared to younger youth (those aged 13 years old; 5%).

Almost no youth say they used any other tobacco products in the last 30 days

Very few youth have used chewing tobacco, pinch or snuff (2%) in the last 30 days or have smoked pipes, cigars, bidis, kreteks or herbal cigarettes (8%).



APPENDIX 1: RESPONSE RATE CALCULATION FOR THE TELEPHONE SURVEY

This table calculates the response rate among the youth in this research based on the empirical calculation standard of the Market Research and Intelligence Association.

More information on this method may be located here: <http://www.mria-arim.ca/STANDARDS/Response.asp>

Empirical Calculation for Data Collection	
Total Numbers Attempted	158580
Invalid (NIS, fax/modem, business/non-res.)	63222
Unresolved (U) (Busy, no answer, answering machine)	25004
In-scope - non-responding (IS)	34601
Language problem	1152
Illness, incapable, deaf	333
Household refusal	31876
Respondent refusal	988
Qualified respondent break-off	252
In-scope - Responding units (R)	35753
No one 13 to 17 years old	34673
Other disqualify	79
Completed interviews	1001
Response Rate = $R/(U+IS+R)$	37%

APPENDIX 2: WAVE ONE QUESTIONNAIRE

English

Like any product, magazines and newspapers target specific audiences. Some are children oriented like "My Big Backyard" and "Chickadee", some are teen oriented like "Teen" and "Bop". Other magazines (including news magazines and lifestyle or fashion magazines) like "Maclean's", "People" or "Elle" and newspapers (including daily newspapers and free newspapers such as those found in boxes on street corners) are more adult oriented. The following questions are designed to find out whether these adult-oriented publications are reaching a broader audience.

1. Thinking about these different types of publications, have you seen, flipped through, read or looked at any magazines and/or newspapers **in the last month**, regardless of whether or not they were current?

Yes [IF YES, CONTINUE, IF NO, SKIP TO Q4]

No

Don't know

2. Which specific magazines and/or newspapers have you seen, flipped through, read or looked at **in the last month**, regardless of whether or not they were current? Please enter the name of the publications (e.g. magazines and/or newspapers) in the boxes provided. [OPEN ENDED]
3. Thinking about magazines and/or newspapers that you have seen, flipped through, read or looked at in **the last month**, where did you see them? Please check all that apply.

In a waiting room or area (for example a doctor's office, dentist's office, hospital)

On a newsstand or on a shelf in a store

In my home

At school

Borrowed from a friend

In the street

On the Internet

Don't know

4. -When reading magazines and/or newspapers, on average, how much of each publication do you usually look at or read?

Most or all pages/sections

Selected pages/sections only

Selected pages/sections, then quickly leaf through rest

The whole magazine or paper casually

Don't know

5. On average, how much time do you spend looking at or reading each publication (magazines and/or newspapers):

Less than 15 minutes
15–30 minutes
31–45 minutes
46–60 minutes
61–90 minutes
More than 90 minutes
Don't know

6. What magazines and/or newspapers, if any, are delivered to your household in print format? [OPEN]

[For those who answered no at Q1, skip to demos]

7. Do you recall seeing any tobacco advertisements or any ads sponsored by the tobacco industry promoting tobacco products in any of these magazines and/or newspapers you have seen, flipped through, read or looked at **in the last month**?

Yes
No
Don't know

8. Have you seen advertisements for any of the following products in a magazine and/or newspaper **in the last month**? Please select all that apply.

Cigarettes
Cigars
Cigarillos or little cigars
Chewing tobacco
Nasal snuff or oral snuff also called "snus"
Pipe tobacco
Don't know

9. Have you seen advertisements for any of the following brands in a magazine and/or newspaper **in the last month**? Please select all that apply.

Mirage
More
Copenhagen smokeless tobacco
Skoal smokeless tobacco
American Spirit
Camel
Malboro
Kool
Salem
Newport
Don't know

French

Comme n'importe quel produit, les magazines et les journaux ciblent des publics en particulier. Certains s'adressent aux enfants, par exemple «Les Explorateurs» et «J'aime Lire», alors que d'autres s'adressent aux adolescents, par exemple «Adorable» et «Cool». D'autres magazines (y compris les magazines d'actualité et les magazines de style de vie ou de mode) par exemple «L'Actualité», «Echo Vedette» ou «Elle Québec» et journaux (y compris les quotidiens et les journaux gratuits que l'on trouve dans les boîtes aux coins des rues) s'adressent davantage aux adultes. Avec les questions suivantes, nous cherchons à savoir si les publications qui s'adressent aux adultes rejoignent un public plus large.

HU1. En pensant à ces différents types de magazines/journaux, as-tu vu, feuilleté, lu ou regardé un ou des magazines/journaux **au cours du dernier mois**, qu'il s'agisse d'un numéro courant ou non? **(VEUILLEZ CHOISIR UNE SEULE RÉPONSE.)**

- Oui
- Non
- Je ne sais pas

[IF "YES" TO HU1, CONTINUE; OTHERWISE SKIP TO HU3b]

HU2. Quels magazines/journaux en particulier as-tu vus, feuilletés, lus ou regardés **au cours du dernier mois**, qu'il s'agisse d'un numéro courant ou non? Inscris le nom des publications (p. ex. magazines et/ou journaux) dans les espaces prévus.

HU3. En ce qui concerne les magazines et/ou journaux que tu as vu, feuilletés, lus ou regardés au cours **du dernier mois**, où les as-tu trouvés?

(VEUILLEZ CHOISIR TOUT CE QUI S'APPLIQUE.)

- Dans une salle ou une aire d'attente (comme dans un cabinet de médecin ou de dentiste, ou encore à l'hôpital)
- Dans un présentoir de journaux ou sur un étalage de magasin
- À la maison
- À l'école
- Empruntés à un ami
- Dans la rue
- Sur l'Internet
- Je ne sais pas

HU3b. Lorsque tu lis des magazines et/ou des journaux, en moyenne, quelle proportion de chaque publication lis-tu ou regardes-tu en général?

(VEUILLEZ CHOISIR UNE SEULE RÉPONSE.)

- Lis toutes ou presque toutes les pages/sections
- Lis certaines pages/sections seulement
- Lis certaines pages/sections, puis je parcours le reste rapidement
- Feuillette le magazine/journal d'un bout à l'autre
- Je ne sais pas
-

HU4. En moyenne, combien de temps passes-tu à regarder ou à lire chaque publication (magazines et/ou journaux)?

(VEUILLEZ CHOISIR UNE SEULE RÉPONSE.)

- Moins de 15 minutes
- 15 à 30 minutes
- 31 à 45 minutes
- 46 à 60 minutes
- 61 à 90 minutes
- Plus de 90 minutes
- Je ne sais pas

HU5. S'il y a lieu, quels magazines et/ou journaux sont livrés à la maison en format papier?

[IF 'YES' AT HU1, CONTINUE; OTHERWISE SKIP TO NEXT SECTION]

HU6. Te souviens-tu d'avoir vu des publicités de tabac ou des publicités commanditées par l'industrie du tabac faisant la promotion du tabac dans l'un ou l'autre des magazines et/ou journaux que tu as vu, feuilletés, lus ou regardés **au cours du dernier mois**?

(VEUILLEZ CHOISIR UNE SEULE RÉPONSE.)

- Oui
- Non
- Je ne sais pas

HU7. As-tu vu des publicités pour l'un ou l'autre des produits suivants dans un magazine et/ou un journal **au cours du dernier mois**?

(VEUILLEZ CHOISIR TOUT CE QUI S'APPLIQUE.)

- Cigarettes
- Cigares
- Cigarillos ou petits cigares
- Tabac à chiquer (mâcher)
- Tabac à priser nasal ou tabac à priser oral, aussi appelé « snus »
- Tabac à pipe
- Je ne sais pas

HU8. As tu vu des publicités pour l'une ou l'autre des marques suivantes dans un magazine et/ou un journal **au cours du dernier mois**?

(VEUILLEZ CHOISIR TOUT CE QUI S'APPLIQUE.)

- Mirage
- Plus
- Tabac sans fumée Copenhagen
- Tabac sans fumée Skoal
- American Spirit
- Camel
- Marlboro
- Kool
- Salem
- Newport
- Je ne sais pas

APPENDIX 3: WAVE TWO QUESTIONNAIRE

English

With the increased use of computers and the Internet, information is more easily accessible throughout various websites. The following questions are designed to find out what type of information teens are getting from the Internet.

1. Please indicate whether you have visited or looked the following types of websites in the past month. Please select all that apply.

- ☐ Magazines
- ☐ Newspapers
- ☐ Blogs
- ☐ Social Networking, such as Facebook, MySpace and YouTube

[IF YES TO ANY OF THE ABOVE CONTINUE, OR SKIP TO Q.3]

2. Please enter the names of the websites that you visited most often in the past month.

3. When you were online, did you see any pop-up advertising on the websites you were visiting or looking at?

- ☐ Yes
- ☐ No

[IF YES CONTINUE, IF NO SKIP TO Q.5]

4. What was the pop-up advertising about...? [Please select all that apply]

- ☐ Dating Sites
- ☐ Televisions Shows
- ☐ Contests
- ☐ Cigarettes or Tobacco Products
- ☐ Clothing Retail Stores
- ☐ Social Networking Site
- ☐ Alcohol or Liquor or Beer
- ☐ Non of the above
- ☐ Don't Know/Can't remember
- ☐ Have you searched for information on smoking or tobacco products on the Internet in the past month?
- ☐ Yes
- ☐ No

-
5. Have you searched for information on smoking or tobacco products on the Internet in the past month?
- Yes
No
6. Have you ever purchased cigarettes or tobacco products on the Internet?
- ☐ Yes
☐ No
7. How much money do you usually get each week to spend on yourself or to save?
(Remember to include all money from allowances and jobs like babysitting, delivering papers...)
- ☐ Zero
☐ \$1 to \$5
☐ \$6 to \$10
☐ \$11 to \$20
☐ \$21 to \$40
☐ \$41 to \$100
☐ More than \$100
☐ I do not know how much money I get each week
8. What grade are you in?
- ☐ Grade 6
☐ Grade 7
☐ Grade 8
☐ Grade 9
☐ Grade 10
☐ Grade 11
☐ Grade 12
☐ Completed high school
☐ No longer in school
- Quebec Students Only
- ☐ Grade 6
☐ Secondary I
☐ Secondary II
☐ Secondary III
☐ Secondary IV
☐ Secondary V
☐ Completed Secondary School
☐ No longer in school

French

En raison de l'utilisation accrue des ordinateurs et d'Internet, l'information est plus facilement accessible sur une multitude de sites Web. Les questions qui suivent sont conçues pour savoir quel type d'information les adolescents vont chercher sur Internet.

1. As-tu visité ou consulté les types de sites Web suivants au cours du dernier mois? Tu peux choisir tout ce qui s'applique.

- ☐ Magazines
- ☐ Journaux
- ☐ Blogues
- ☐ Réseautage social comme Facebook, MySpace et YouTube

[SI OUI À L'UN OU L'AUTRE, CONTINUER OU PASSER À LA Q.3.]

2. Quels sont les noms des sites Web que tu as visités le plus souvent au cours du dernier mois?

-
3. Lorsque tu étais en ligne, as-tu vu des fenêtres publicitaires (pop-up) sur les sites Web que tu visitais ou que tu consultais?

- ☐ Oui
- ☐ Non

[SI OUI, CONTINUER. SI NON, PASSER À LA Q.5.]

4. Sur quoi portaient ces fenêtres publicitaires? [Tu peux choisir tout ce qui s'applique.]

- ☐ Sites de rencontre
- ☐ Émissions de télévision
- ☐ Concours
- ☐ Cigarettes ou produits du tabac
- ☐ Boutiques de vêtements
- ☐ Site de réseautage social
- ☐ Alcool, spiritueux ou bière
- ☐ Je ne sais pas/Je ne me souviens pas

5. Au cours du dernier mois, as-tu cherché des renseignements sur le tabagisme ou les produits du tabac sur Internet?
- ☐ Oui
 - ☐ Non
6. As-tu déjà acheté des cigarettes ou des produits du tabac par Internet?
- ☐ Oui
 - ☐ Non
7. Combien d'argent reçois-tu généralement chaque semaine pour tes dépenses ou tes économies? (N'oublie pas de calculer toutes les sommes reçues en argent de poche et pour de petits emplois comme gardien d'enfants, camelot, etc.)
- ☐ Zéro
 - ☐ 1 à 5 \$
 - ☐ 6 à 10 \$
 - ☐ 11 à 20 \$
 - ☐ 21 à 40 \$
 - ☐ 41 à 100 \$
 - ☐ Plus de 100 \$
 - ☐ Je ne sais pas combien d'argent je reçois chaque semaine
8. En quelle année es-tu?
- ☐ 6e année
 - ☐ 7e année
 - ☐ 8e année
 - ☐ 9e année
 - ☐ 10e année
 - ☐ 11e année
 - ☐ 12e année
 - ☐ Études secondaires terminées
 - ☐ Je ne suis plus aux études

Élèves du Québec seulement

- ☐ 6e année
- ☐ 1re secondaire
- ☐ 2e secondaire
- ☐ 3e secondaire
- ☐ 4e secondaire
- ☐ 5e secondaire
- ☐ Études secondaires terminées
- ☐ Je ne suis plus aux études

Appendix 4: Wave Three Questionnaire

English

The following questions are about advertising and social trends.

General Recall of Tobacco Advertising – Retail

1. In the last month, have you been 'out clubbing' or to a live music venue, a bar, a pub or tavern, a rave or a university or college campus event?

'Out clubbing'

A Live music venue

A bar

A pub

A tavern

A rave

A University or College Campus event

None

[IF NONE, SKIP TO Q7]

2. On average, how often do you go (to) [INSERT RESPONSES FROM Q1,]?

More than once a week

Once a week

One to three times a month

Six times a year

Less than six times a year

3. In the last month, do you remember seeing any advertising while (at) [INSERT CHOICE FROM Q1] for any of the following? Please select all that apply.

Alcohol, liquor, beer or coolers

Condoms

Cigarettes or tobacco products

Health warnings about drinking and pregnancy

Breath mints/gum

Don't know/Can't remember

None of the above

[IF CHOSE CIGARETTE OR TOBACCO PRODUCTS CONTINUE, IF NOT SKIP TO Q7]

4. Thinking of the advertising that you saw for cigarettes or tobacco products while (at) [INSERT CHOICE FROM Q1], where specifically did you see it? Please select all that apply.

In the entrance or coat check area

Behind or around the bar

Above the urinal

Bathroom stall

Elsewhere in the bathroom

In the hallway

Other (Specify)

Now I'm going to ask you some more questions about advertising.

5. Have you seen advertisements for any of the following products while (at) [INSERT CHOICE FROM Q1] in the last month? Please select all that apply.

Cigarettes

Cigars

Cigarillos or little cigars

Chewing tobacco

Nasal snuff or oral snuff also called "snus"

Pipe tobacco

Don't know

None

6. Have you seen advertisements for any of the following brands while (at) [INSERT CHOICE FROM Q1] in the last month? Please select all that apply.

Mirage

More

Copenhagen smokeless tobacco

Skoal smokeless tobacco

American Spirit

Camel

Malboro

Kool

Salem

Newport

None

Other (Specify)

Don't know

7. In the last month have you been in a tobacconist or smoke shop, a shop that primarily sells tobacco and tobacco products?

Yes

No

[IF YES, CONTINUE, IF NO SKIP TO Q11]

8. Did you see any advertisements for tobacco and tobacco products when you were there?

Yes

No

[IF YES, CONTINUE, IF NO, SKIP TO Q11]

9. Were the advertisements that you saw for any of the following products? Please select all that apply.

Cigarettes

Cigars

Cigarillos or little cigars

Chewing tobacco

Nasal snuff or oral snuff also called "snus"

Pipe tobacco

Don't know

None

10. Were the advertisements that you saw for any of the following brands? Please select all that apply.

Mirage

More

Copenhagen smokeless tobacco

Skoal smokeless tobacco

American Spirit

Camel

Malboro

Kool

Salem

Newport

None

Other (Specify)

Don't know

[DEMOGRAPHICS]

11. At the present time, do you smoke cigarettes daily, occasionally or not at all?

Daily

Occasionally

Not at all

[IF NOT AT ALL CONTINUE, ELSE SKIP TO Q13]

12. Have you ever tried cigarette smoking, even just a few puffs?

☐ Yes

☐ No

13. In the last 30 days, did you use any chewing tobacco, pinch or snuff?
Yes
No
14. In the last 30 days, did you smoke pipes, cigars, bidis, kreteks or herbal cigarettes?
Yes
No

French

Les questions suivantes portent sur la publicité et les tendances sociales.

Souvenir général des publicités sur le tabac – Détaillants

1. Au cours du dernier mois, es-tu sorti dans un bar, un pub, une brasserie, une taverne, un club/discothèque, un rave ou encore es-tu allé dans un concert (événement musical ou show de musique) ou un événement sur un campus universitaire ou collégial? Tu peux choisir tout ce qui s'applique.
 - Un club/discothèque
 - Un concert (événement musical ou show de musique)
 - Un bar
 - Un pub
 - Une brasserie (une taverne)
 - Un rave
 - Un événement sur un campus universitaire ou collégial
 - Aucune de ces réponses
 - [SI AUCUN, PASSER À LA Q7]

2. En moyenne, à quelle fréquence vas-tu dans/à [INSÉRER LES RÉPONSES DE LA Q1]?
 - Plus d'une fois par semaine
 - Une fois par semaine
 - Une à trois fois par mois
 - Six fois par année
 - Moins de six fois par année

3. Au cours du dernier mois, te souviens-tu d'avoir vu des publicités dans [INSÉRER LES RÉPONSES DE LA Q1]? Tu peux choisir tout ce qui s'applique.
 - Alcool, spiritueux, bière ou coolers
 - Condoms
 - Cigarettes ou produits du tabac
 - Mises en garde sur la consommation d'alcool et la grossesse
 - Menthes/Gomme à mâcher pour rafraîchir l'haleine
 - Je ne sais pas/Je ne me souviens pas
 - Aucune de ces réponses

[SI LE RÉPONDANT CHOISIT CIGARETTES OU PRODUITS DU TABAC, CONTINUER. SI NON, PASSER À LA Q7.]

4. En ce qui concerne les publicités que tu as vues pour des cigarettes ou des produits du tabac dans [INSÉRER LES RÉPONSES DE LA Q1], où les as-tu vues précisément? Tu peux choisir tout ce qui s'applique.

À l'entrée ou près du vestiaire
Derrière le bar ou près de celui-ci
Au-dessus de l'urinoir
Dans une cabine des toilettes
Ailleurs dans les toilettes
Dans le couloir
Autre (Préciser)

Voici maintenant quelques questions sur la publicité.

5. Au cours du dernier mois, as-tu vu des publicités pour l'un ou l'autre des produits suivants dans [INSÉRER LES RÉPONSES DE LA Q1]? Tu peux choisir tout ce qui s'applique.

Cigarettes
Cigares
Cigarillos ou petits cigares
Tabac à chiquer
Tabac à priser nasal ou oral, aussi appelé « snus »
Tabac à pipe
Je ne sais pas
Aucune de ces réponses

6. Au cours du dernier mois, as-tu vu des publicités pour l'une ou l'autre des marques suivantes dans [INSÉRER LES RÉPONSES DE LA Q1]? Tu peux choisir tout ce qui s'applique.

Mirage
More
Tabac sans fumée Copenhagen
Tabac sans fumée Skoal
American Spirit
Camel
Marlboro
Kool
Salem
Newport
Aucune de ces réponses
Autre (Préciser)
Je ne sais pas

7. Au cours du dernier mois, es-tu allé chez un marchand de tabac ou dans une tabagie, c'est-à-dire un magasin qui vend surtout du tabac ou des produits du tabac?

Oui
Non

[SI OUI, CONTINUER. SI NON, PASSER À LA Q11.]

8. As-tu vu des publicités pour du tabac ou des produits du tabac lorsque tu y étais?

Oui
Non

[SI OUI, CONTINUER. SI NON, PASSER À LA Q11.]

9. Les publicités que tu as vues étaient-elles pour l'un ou l'autre des produits suivants?
Tu peux choisir tout ce qui s'applique

Cigarettes
Cigares
Cigarillos ou petits cigares
Tabac à chiquer
Tabac à priser nasal ou oral, aussi appelé « snus »
Tabac à pipe
Je ne sais pas
Aucune de ces réponses

10. Les publicités que tu as vues étaient-elles pour l'une ou l'autre des marques suivantes? Tu peux choisir tout ce qui s'applique

Mirage
More
Tabac sans fumée Copenhagen
Tabac sans fumée Skoal
American Spirit
Camel
Marlboro
Kool
Salem
Newport
Aucune de ces réponses
Autre (Préciser)
Je ne sais pas

11. En ce moment, fumes-tu la cigarette tous les jours, à l'occasion ou pas du tout?

Tous les jours
À l'occasion
Pas du tout

[SI PAS DU TOUT, CONTINUER. AUTREMENT, PASSER À LA Q13.]

12. As-tu déjà essayé la cigarette, même juste quelques bouffées?
- ☐ Oui
 - ☐ Non
13. Au cours des 30 derniers jours, as-tu consommé du tabac à chiquer ou du tabac à priser?
- Oui
Non
14. Au cours des 30 derniers jours, as-tu fumé la pipe, des cigares, des bidis, des kreteks ou des cigarettes à base d'herbe?
- Oui
Non

APPENDIX 5: WAVE FOUR QUESTIONNAIRE

English

The following questions are about advertising and smoking.

1. When looking at or reading magazines and/or newspapers, on average, how much time do you spend looking at the advertisements?
 - ☐ Less than 5 minutes
 - ☐ 5-10 minutes
 - ☐ 10-20 minutes
 - ☐ 20-30 minutes
 - ☐ 30-60 minutes
 - ☐ More than one hour
2. Thinking about advertising in magazines and newspapers, what types of advertisements draw your attention the most? Please enter your response in the box provided.
3. When you are looking at or reading a magazine or newspaper what type of advertising grabs your attention? Is it advertising ...[ROTATE OPTIONS AND CHOOSE ALL THAT APPLY]
 - ☐ With a woman in it
 - ☐ With a man in it
 - ☐ With a celebrity in it
 - ☐ With animals in it
 - ☐ For a car
 - ☐ For cosmetics
 - ☐ For clothing
 - ☐ For food products or non-alcoholic drinks
 - ☐ For candy, breath mints or gum
 - ☐ For alcohol, liquor, beer or coolers
 - ☐ For tobacco products
 - ☐ Other, specify _____
4. When looking at the following advertising found in a magazine or newspaper, who do you think the advertising is targeting?
[ROTATE]
 - ☐ Ads for cars
 - ☐ Ads for cosmetics
 - ☐ For clothing
 - ☐ Ads food products or non-alcoholic drinks
 - ☐ Ads for candy, breath mints or gum
 - ☐ Ads for alcohol, liquor, beer or coolers
 - ☐ Ads for tobacco products

- ☐ Someone younger than you
 - ☐ Someone your age
 - ☐ Someone older than you
 - ☐ Adults
5. Should tobacco companies be allowed to advertise in magazines and/or newspapers?
- ☐ Yes
 - ☐ No
 - ☐ (Don't Know/Refused)
6. Do you believe that the advertising of tobacco products encourages youth to try cigarettes or to smoke?
- ☐ Yes
 - ☐ No
 - ☐ (Don't Know/Refused)
7. Do you think tobacco product advertising makes smoking more acceptable, less acceptable or does it make no difference?
- ☐ More acceptable
 - ☐ Less acceptable
 - ☐ No difference
 - ☐ DK/NA
8. Do you think tobacco companies in this country are interested in promoting their brands only among people who currently smoke, or do you think they are also interested in trying to encourage young people to start smoking?
- ☐ Interested in promoting only to people who currently smoke
 - ☐ Also interested in trying to encourage young people
 - ☐ Both
 - ☐ Neither
 - ☐ (Don't Know/Refused)

9. Do you think that each of the following activities has increased, decreased or remained at the same level over the past two years? How about...?

Smoking by youth between 12 and 14 years of age

- ☐ Increased
- ☐ Decreased
- ☐ Remained at the same level
- ☐ (Don't Know/Refused)

Smoking by youth between 15 and 19 years of age

- ☐ Increased
- ☐ Decreased
- ☐ Remained at the same level
- ☐ (Don't Know/Refused)

10. In general, do you think that cigarette smoking is a major health problem, a minor health problem or not a health problem in Canada?

- ☐ Major
- ☐ Minor
- ☐ Not a problem
- ☐ (Don't Know/Refused)

French

1. Quand tu feuilletes ou lis des magazines et/ou des journaux, combien de temps en moyenne passes-tu à regarder les publicités?

- Moins de 5 minutes
- 5 à 10 minutes
- 10 à 20 minutes
- 20 à 30 minutes
- 30 à 60 minutes
- Plus d'une heure

2. En ce qui concerne les publicités dans les magazines et les journaux, quels types de publicités attirent le plus ton attention? Tu peux inscrire ta réponse dans l'espace prévu à cet effet.

3. Quand tu feuilletes ou lis un magazine ou un journal, quel type de publicité attire ton attention? Est-ce de la publicité... [FAIRE LA ROTATION DES OPTIONS ET CHOISIR TOUT CE QUI S'APPLIQUE]

- Montrant une femme
- Montrant un homme
- Montrant une vedette
- Montrant des animaux
- Sur les voitures
- Sur des produits de beauté
- Sur des vêtements
- Sur des produits alimentaires ou des boissons non alcoolisées
- Sur des bonbons, des menthes ou de la gomme
- Sur des boissons alcoolisées, des spiritueux, de la bière ou des coolers
- Sur des produits du tabac
- Autre, peux-tu préciser? _____

4. Quand tu vois les publicités suivantes dans un magazine ou un journal, à qui penses-tu qu'elles sont destinées?

[ROTATE]

- Publicités de voitures
- Publicités de produits de beauté
- Publicités de vêtements
- Publicités de produits alimentaires ou de boissons non alcoolisées
- Publicités de bonbons, de menthes ou de gomme
- Publicités de boissons alcoolisées, de spiritueux, de bières ou de coolers
- Publicités de produits du tabac
- À une personne plus jeune que toi
- À une personne de ton âge

- À une personne plus âgée que toi
- À des adultes

5. Est-ce que les entreprises de tabac devraient avoir le droit de faire de la publicité dans les magazines et/ou les journaux?

- Oui
- Non
- (Je ne sais pas/Refus)

6. Est-ce que tu penses que la publicité sur les produits du tabac encourage les jeunes à essayer la cigarette ou à fumer?

- Oui
- Non
- (Je ne sais pas/Refus)

7. Est-ce que tu penses que la publicité sur les produits du tabac rend le fait de fumer plus acceptable, moins acceptable ou est-ce que cela ne fait aucune différence?

- Plus acceptable
- Moins acceptable
- Aucune différence
- NSP/SO

8. Est-ce que tu penses que les entreprises de tabac au Canada sont intéressées à faire la promotion de leurs marques seulement auprès des fumeurs, ou est-ce que tu penses que les entreprises de tabac veulent aussi essayer d'encourager les jeunes à commencer à fumer?

- Intéressées à faire la promotion seulement auprès des fumeurs
- Veulent aussi essayer d'encourager les jeunes à commencer à fumer
- Les deux
- (Je ne sais pas/Refus)

9. Est-ce que tu penses que chacune des activités suivantes a augmenté, a diminué ou est restée au même niveau au cours des deux dernières années? Et en ce qui concerne...?

Le tabagisme chez les jeunes de 12 à 14 ans

- A augmenté
- A diminué
- Est restée au même niveau
- (Je ne sais pas/Refus)
- Le tabagisme chez les jeunes de 15 à 19 ans
- A augmenté
- A diminué

- Est restée au même niveau
- (Je ne sais pas/Refus)

10. En général, est-ce que tu penses que fumer la cigarette est un problème de santé majeur, mineur, ou pas un problème du tout au Canada?

- Problème majeur
- Problème mineur
- Pas un problème du tout
- (Je ne sais pas/Refus)

APPENDIX 6: CATI QUESTIONNAIRE

Translated

Hello, this is _____ calling from Ipsos-Reid. We're a professional public opinion research company conducting a study on behalf of Health Canada. Please let me assure you that we are not trying to sell anything. We would like to get the views of a random sample of young people across Canada on a series of issues relating to advertising, the media and social trends. (For respondents seeking more information: The registration system has been created by the Canadian survey research industry to allow the public to verify that a survey is legitimate, get information about the survey industry or register a complaint. The registration system's toll-free telephone number is 1-800-554-9996.) May I please speak with someone aged 13 to 17 in your household?

Bonjour, ici _____ d'Ipsos-Reid, une firme professionnelle de sondage d'opinion publique qui mène une étude pour le compte de Santé Canada. Soyez assuré que nous n'avons rien à vendre. Nous recueillons les opinions d'un échantillon de jeunes choisis au hasard à travers le Canada, au sujet de la publicité, des médias et des tendances sociales. (Pour les répondants qui veulent plus d'information : Le système national d'enregistrement des sondages a été créé par l'industrie canadienne de la recherche par sondage pour permettre au public de vérifier la légitimité des sondages, obtenir des renseignements sur l'industrie de la recherche par sondage et déposer des plaintes. Le numéro de téléphone sans frais du système d'enregistrement est le 1 800 554-9996.) Puis-je parler à une personne de votre foyer qui est âgée de 13 à 17 ans?

Age range between 13 and 17 years of age (n=1,000)

Fourchette d'âge de 13 à 17 ans (n=1,000)

S1 Could you please tell me which of the following age categories you belong to? (Read List)

S1. Peux-tu me dire auquel des groupes d'âge suivants tu appartiens? (Lire la liste)

- 13 – 15
- 13 - 15
- 16 - 17
- 16 - 17
- 18+
- 18+

[IF 13-15 YEARS OF AGE, ASK PERMISSION INTRO, IF 16 TO 17 CONTINUE TO Q1, IF 18+ OR DK/REF THANK AND TERMINATE]

S2. [INTRO ASKING PERMISSION FOR 13-15 YEAR OLDS] Because you are under the age of 16, I will need the permission of an adult in your household in order to conduct the interview. Would there be someone at home who could give permission, your parent or guardian, for example?

S2.

[INTRO ASKING PERMISSION FOR 13-15 YEAR OLDS] Comme tu as moins de 16 ans, je dois obtenir l'autorisation d'un adulte de ton foyer avant de faire le sondage. Y a-t-il une personne, un de tes parents ou un tuteur, qui pourrait me donner cette autorisation?

- Yes
- Oui
- No adult is available
- Non, aucun adulte est disponible
- Not interested
- Pas intéressé
- Refusal
- Refus

[if yes ask adult permission intro, IF NO ADULT IS AVAILABLE OR DON'T KNOW, MAKE ARRANGEMENTS FOR A CALL BACK TIME if not interested OR REFUSAL thank and terminate]

S3. ADULT PERMISSION (REPEAT – INTRODUCTION IF NECESSARY) Tonight, we are surveying households with young people who are 13 to 17 years of age on behalf of the Government of Canada. We would like to get young Canadians' views and expectations with respect to various issues relating to the media, advertising and tobacco products. All responses will be kept strictly confidential. Is it possible to conduct the interview with the young person with whom I was just speaking?

S3. AUTORISATION D'UN ADULTE (RÉPÉTER L'INTRODUCTION AU BESOIN) Nous menons ce soir un sondage pour le compte du gouvernement du Canada auprès de foyers qui comptent des jeunes de 13 à 17 ans. Nous aimerions connaître l'opinion et les attentes des jeunes Canadiens à l'égard d'enjeux divers reliés aux médias, à la publicité et aux produits de tabac. Toutes les réponses seront tenues strictement confidentielles. Est-ce possible de poursuivre l'entrevue avec la jeune personne à qui je viens tout juste de parler?

- Yes
- Oui
- No
- Non

[IF YES, CONTINUE; OTHERWISE, THANK AND TERMINATE.]

RECORD SEX (50/50 Soft Quota)

INSCRIRE LE SEXE (Quota souple 50/50)

*I am now going to ask you a series of questions about advertising, the media and social trends.
Please be assured that your answers will be kept confidential.
Je vais te poser une série de questions sur la publicité, les médias et les tendances sociales.*

1. In the last month, have you...?
1. Au cours du dernier mois, est-ce que tu...?

[RANDOMIZE]

- Seen, looked at or flipped through any magazines or newspapers
- As vu, regardé ou feuilleté un magazine ou un journal
- Used the internet
- As utilisé Internet
- Been 'out clubbing' or to a live music venue, a bar, a pub or tavern, a rave or a university or college campus event
- Es sorti dans un bar, un pub, une brasserie, un club/discothèque, un rave ou encore es-tu allé dans un concert ou un évènement sur un campus universitaire ou collégial?
(ACCEPTER TAVERNE ET ÉVÈNEMENT MUSICAL/SHOW DE MUSIQUE SI MENTIONNÉ SI MENTIONNÉ PAR LE RÉPONDENT)
- Yes
- Oui
- No
- Non

[IF YES TO MAGAZINES OR NEWSPAPERS, ASK SECTION A1 THEN B1]

[IF YES TO INTERNET, ASK SECTION A2 THEN B2]

[IF YES TO LIVE MUSIC VENUE, ETC. ASK SECTION A3 THEN B3]

[IF MORE THAN ONE YES, ROTATE SECTIONS, ALWAYS ASKING 'A' SECTIONS FIRST]

A1 Media Habits – Magazines and Newspapers

*Now I am going to ask you a few questions about magazines and newspapers.
Je vais maintenant te poser quelques questions sur les magazines et les journaux.*

2. How often do you read or look at a magazine or newspaper? (READ LIST)

2. À quelle fréquence lis-tu ou regardes-tu un magazine ou un journal? (LIRE LA LISTE)

- At least once a day
- Au moins une fois par jour
- Couple of times a week
- Quelquefois par semaine
- Once a week
- Une fois par semaine
- Once or twice a month
- Une ou deux fois par mois
- Once every 2-3 months
- Une fois tous les 2 ou 3 mois
- Twice a year
- Deux fois par année

3. In the past month, which magazines and/or newspapers have you read or looked at regardless of whether or not they were current? Please tell me the names. (DO NOT READ, RECORD ONE MENTION ONLY) Anything else?

3. Au cours du dernier mois, quels magazines et/ou journaux as-tu lus ou regardés, qu'il s'agisse de numéros courants ou non? Peux-tu me donner les noms? (NE PAS LIRE, INSCRIRE UNE SEULE RÉPONSE.) Y en a-t-il d'autres?

[HARD CODE LIST – RECORD EACH MENTION SEPARATELY, UP TO 3 RESPONSES]

- People
- People
- Cool
- Cool
- Teen
- Teen
- Elle/ Elle Quebec
- Elle/Elle Québec
- Macleans
- Macleans
- Cosmopolitan
- Cosmopolitan
- Chatelaine
- Châtelaine
- Reader's Digest
- Reader's Digest
- Seventeen

- Seventeen
- Sports Illustrated (for Kids)
- Sports Illustrated (pour enfants)
- 7 jours
- 7 jours
- National Geographic/ Canadian Geographic (for Kids)
- National Geographic/Canadian Geographic (pour enfants)
- Cosmo Girl
- Cosmo Girl
- J-14
- J-14
- Teen Vogue
- Teen Vogue
- Flare
- Flare
- Star
- Star
- Us
- Us
- Time
- Time
- Other (Specify)
- Autre (Préciser)
- No others
- Aucun autre

4. Thinking about these magazines or newspapers that you have read or looked at in the past month, where did you see them? (READ LIST AND ACCEPT ALL RESPONSES)

4. En ce qui concerne les magazines et/ou journaux que tu as lus ou regardés au cours du dernier mois, où les as-tu trouvés? (LIRE LA LISTE ET ACCEPTER TOUTES LES RÉPONSES.)

[RANDOMIZE]

- In a waiting room or area (for example a doctor's office, dentist's office, hospital)
- Dans une salle ou une aire d'attente (comme dans un cabinet de médecin ou de dentiste, ou encore à l'hôpital)
- On a newsstand or on a shelf in a store
- Dans un présentoir de journaux ou sur un étalage de magasin
- In your home
- À la maison
- At school
- À l'école
- Borrowed from a friend
- Empruntés d'un ami
- In the street
- Sur la rue
- On the Internet
- Sur Internet

- Other (Specify) (DO NOT READ)

5. In general, how much time do you spend when you look at or read each magazine or newspaper? (READ LIST AND ACCEPT ONE RESPONSE ONLY)

5. En général, combien de temps passes-tu à regarder ou à lire un magazine ou un journal? (LIRE LA LISTE ET ACCEPTER UNE SEULE RÉPONSE.)

- Less than 15 minutes
- Moins de 15 minutes
- 15–30 minutes
- 15 à 30 minutes
- 31–45 minutes
- 31 à 45 minutes
- 46–60 minutes
- 46 à 60 minutes
- 61–90 minutes
- 61 à 90 minutes
- More than 90 minutes
- Plus de 90 minutes

6. Do you or your parents get magazines or newspapers delivered to your household in print format?

6. Est-ce que toi ou tes parents recevez des magazines ou des journaux imprimés à la maison?

- Yes
- Oui
- No
- Non

[IF YES CONTINUE, ELSE SKIP TO SECTION B1.]

7. Do you know which ones get delivered? Can you please tell me the names of the magazines and/or newspapers that get delivered to your household? (DO NOT READ, RECORD ONE MENTION ONLY) Anything else?

7. Sais-tu lesquels vous recevez? Peux-tu me donner les noms des magazines et/ou des journaux que vous recevez à la maison? (NE PAS LIRE, INSCRIRE UNE SEULE RÉPONSE.) Y en a-t-il d'autres?

[HARD CODE LIST – RECORD EACH MENTION SEPARATELY, UP TO 3 RESPONSES]

- People
- People
- Cool
- Cool
- Teen

- Teen
- Elle/ Elle Quebec
- Elle/Elle Québec
- Macleans
- Macleans
- Cosmopolitan
- Cosmopolitan
- Chatelaine
- Châtelaine
- Reader's Digest
- Reader's Digest
- Seventeen
- Seventeen
- Sports Illustrated (for Kids)
- Sports Illustrated (pour enfants)
- 7 jours
- 7 jours
- Toronto Star
- Toronto Star
- Journal de Montréal
- Journal de Montréal
- Toronto Sun
- Toronto Sun
- Vancouver Province
- Vancouver Province
- Ottawa Sun
- Ottawa Sun
- Vancouver Sun
- Vancouver Sun
- The Sun (unspecified)
- The Sun (non précisé)
- Globe & Mail
- Globe & Mail
- Other (Specify)
- Autre (Préciser)
- No others
- Aucun autre

A2 Media Habits - Internet

*Now I'm going to ask you a few questions about the internet.
Je vais maintenant te poser quelques questions sur Internet.*

8. How much time do you spend on the Internet? (READ LIST, ACCEPT ONE RESPONSE)

8. Combien de temps dirais-tu que tu passes sur Internet? (LIRE LA LISTE, ACCEPTER UNE SEULE RÉPONSE.)

- Less than one hour a week

- Moins d'une heure par semaine
- Two to five hours a week
- Deux à cinq heures par semaine
- Six to ten hours a week
- Six à dix heures par semaine
- More than ten hours a week
- Plus de dix heures par semaine

9. Please tell me which of the following types of websites, if any, you have visited or looked at in the past month. (READ LIST, ACCEPT MULTIPLE RESPONSES)

9. S'il y a lieu, peux-tu me dire lesquels des types de sites Web suivants tu as visités ou regardés au cours du dernier mois? (LIRE LA LISTE ET ACCEPTER PLUSIEURS RÉPONSES.)

[RANDOMIZE]

- Magazines
- Magazines
- Newspapers
- Journaux
- Blogs
- Blogues
- Social Networking sites, such as Facebook, MySpace and YouTube
- Sites de réseautage social comme Facebook, MySpace et YouTube
- None (DO NOT READ)
- Aucun (NE PAS LIRE)

[IF NONE, SKIP TO NEXT SECTION; OTHERWISE, CONTINUE.]

10. Please tell me the names of the five websites that you visited most often in the past month. Anything else? (DO NOT READ, RECORD ONE MENTION ONLY) Anything else?

10. Peux-tu me donner les noms des cinq sites Web que tu as visités le plus souvent au cours du dernier mois? Y en a-t-il d'autres? (NE PAS LIRE, INSCRIRE UNE SEULE RÉPONSE.) Y en a-t-il d'autres?

[HARD CODE LIST – RECORD EACH MENTION SEPARATELY, UP TO 5 RESPONSES]

- Facebook
- Facebook
- MSN
- MSN
- Myspace
- Myspace
- Youtube
- Youtube
- Google
- Google
- Hotmail/Windows Live
- Hotmail/Windows Live

- Nexopia
- Nexopia
- Other (specify)
- Autre (préciser)
- No others
- Aucun autre

A3 Media Habits - Retail

11. You mentioned earlier that you have been 'out clubbing' or to a live music venue, a bar, a pub or tavern, a rave or a university or college campus event in the past month. Was that [INSERT ACTIVITY]....?

11-Tu as mentionné plus tôt être sorti dans un bar, un pub, une brasserie, un club/discothèque, un rave ou encore être allé dans un concert ou un événement sur un campus universitaire ou collégial. Es-tu allé [INSÉRER L'ACTIVITÉ]...?

[RANDOMIZE]

- 'Out clubbing'
- Dans un club/discothèque
- A live music venue
- À un concert (événement musical/show de musique)
- A bar
- Dans un bar
- A pub
- Dans un pub
- A tavern
- Dans une brasserie/taverne
- A rave
- À un rave
- A Campus event
- À un événement sur un campus
- Yes
- Oui
- No
- Non

12. On average, how often do you go (to) [INSERT ALL 'YES' RESPONSES FROM Q11 TOGETHER] (READ LIST, ACCEPT ONE RESPONSE)

12. En moyenne, à quelle fréquence vas-tu [INSÉRER ENSEMBLE TOUTES LES RÉPONSES DE LA Q11] (LIRE LA LISTE, ACCEPTER UNE SEULE RÉPONSE)

- More than once a week
- Plus d'une fois par semaine
- Once a week
- Une fois par semaine
- One to three times a month
- Une à trois fois par mois
- Six times a year
- Six fois par année
- Less than six times a year
- Moins de six fois par année

B1 Recall of Tobacco Advertising in Print Media

Now I am going to ask you some questions about advertising in magazines and newspapers.

Je vais maintenant te poser quelques questions sur la publicité dans les magazines et les journaux.

13. Earlier, you mentioned that you had looked through or read a magazine or newspaper in the past month. When you were reading, looking through or flipping through a newspaper or magazine, which of the following, if any, do you recall seeing advertisements for... (READ LIST, ACCEPT ALL THAT APPLY)?

13. Tu as mentionné avoir regardé ou lu un magazine ou un journal au cours du dernier mois. Lorsque tu lisais, regardais ou feuilletais un journal ou un magazine, s'il y a lieu, pour lesquels des produits suivants te souviens-tu d'avoir vu des publicités... (LIRE LA LISTE, ACCEPTER TOUT CE QUI S'APPLIQUE.)?

[RANDOMIZE]

- Cell phones
- Téléphones cellulaires
- Cars
- Automobiles
- Cigarettes or tobacco products
- Cigarettes ou produits du tabac
- Clothing
- Vêtements
- Makeup and cosmetics
- Maquillage et cosmétiques
- Alcohol, liquor, beer or coolers
- Alcool, spiritueux, bière ou coolers
- None of the above (do not read)
- Aucun de ces produits (ne pas lire)

[IF CIGARETTES OR TOBACCO PRODUCTS CONTINUE, ELSE SKIP TO NEXT SECTION]

14. Which of the following products, if any, have you seen advertisements for in a magazine or newspaper in the last month? (READ LIST, ACCEPT ALL THAT APPLY)

14. S'il y a lieu, pour lesquels des produits suivants as-tu vu des publicités dans un magazine ou un journal **au cours du dernier mois**? (LIRE LA LISTE, ACCEPTER TOUT CE QUI S'APPLIQUE.)

[RANDOMIZE]

- Cigarettes
- Cigarettes
- Cigars
- Cigares
- Cigarillos or little cigars
- Cigarillos ou petits cigares
- Chewing tobacco
- Tabac à chiquer
- Nasal snuff or oral snuff also called "snus"
- Tabac à priser nasal ou oral, aussi appelé « snus »
- Pipe tobacco
- Tabac à pipe

15. For which tobacco brands, if any, have you seen advertisements for in a magazine or newspaper in the last month? (DO NOT READ, ACCEPT UP TO FIVE RESPONSES)

15. Pour quelles marques de produits de tabac as-tu vu des publicités dans un magazine ou un journal **au cours du dernier mois**? (NE PAS LIRE, ACCEPTER JUSQU'À CINQ REPONSES.)

[HARD CODE LIST – RECORD EACH MENTION SEPARATELY, ACCEPT UP TO FIVE RESPONSES]

- Mirage
- Mirage
- More
- More
- Copenhagen smokeless tobacco
- Tabac sans fumée Copenhagen
- Skoal smokeless tobacco
- Tabac sans fumée Skoal
- American Spirit
- American Spirit
- Camel
- Camel
- Malboro
- Malboro
- Kool
- Kool
- Salem
- Salem
- Newport
- Newport

- Other (Specify)
- Autre (préciser)

B2 Recall of Tobacco Advertising on the Internet

Now I'm going to ask you some questions about advertising on the Internet.

Voici maintenant quelques questions sur la publicité sur Internet.

16. Earlier you mentioned having used the Internet in the past month. When you were online, did you see any pop-up advertising on the websites you were visiting or looking at?

16. Tu as mentionné plus tôt avoir utilisé Internet au cours du dernier mois. Lorsque tu étais en ligne, as-tu vu des fenêtres publicitaires (pop-up) sur les sites Web que tu visitais ou que tu consultais?

- Yes
- Oui
- No
- Non

[IF YES CONTINUE, IF NO SKIP TO Q18]

17. What was the pop-up advertising about...? (READ LIST AND ACCEPT MULTIPLE RESPONSES)

17. Sur quoi portaient ces fenêtres publicitaires? (LIRE LA LISTE ET ACCEPTER PLUSIEURS RÉPONSES.)

[RANDOMIZE]

- Dating sites
- Sites de rencontre
- Televisions shows
- Émissions de télévision
- Contests
- Concours
- Cigarettes or tobacco products
- Cigarettes ou produits du tabac
- Clothing retail stores
- Boutiques de vêtements
- Social networking sites
- Sites de réseautage social
- Alcohol, liquor, beer or coolers
- Alcool, spiritueux, bière ou coolers
- Don't know/Can't remember (DO NOT READ)
- Ne sait pas/Ne s'en souvient pas (NE PAS LIRE)
- None of the above (DO NOT READ)
- Aucune de ces réponses (NE PAS LIRE)

18. Have you searched for information on smoking or tobacco products on the Internet in the past month?

18. Au cours du dernier mois, as-tu cherché sur Internet des renseignements sur le tabagisme ou les produits du tabac?

- Yes
- Oui
- No
- Non

19. Have you ever purchased cigarettes or tobacco products on the Internet?

19. As-tu déjà acheté des cigarettes ou des produits du tabac par Internet?

- Yes
- Oui
- No
- Non

B3 Recall of Tobacco Advertising in Retail Locations

Now I'm going to ask you some questions about advertising in retail locations.

Voici maintenant quelques questions sur la publicité dans les points de vente.

20. Earlier you said you had been (to) [INSERT 'YES' RESPONSES FROM Q11 TOGETHER] in the last month. When you were there, which of the following products, if any, did you see any advertising for...? (READ LIST, ACCEPT ALL THAT APPLY)

20. Tu as mentionné plus tôt être allé [INSÉRER ENSEMBLE LES RÉPONSES DE LA Q11] au cours du dernier mois. Lorsque tu y étais, s'il y a lieu, pour lesquels des produits suivants as-tu vu des publicités...? (LIRE LA LISTE, ACCEPTER TOUT CE QUI S'APPLIQUE.)

[RANDOMIZE]

- Alcohol, liquor, beer or coolers
- Alcool, spiritueux, bière ou coolers
- Condoms
- Condoms
- Cigarettes or tobacco products
- Cigarettes ou produits du tabac
- Health warnings about drinking and pregnancy
- Mises en garde sur la consommation d'alcool et la grossesse
- Breath mints/gum
- Menthes/Gomme à mâcher pour rafraîchir l'haleine
- None (do not read)
- Aucune de ces réponses (ne pas lire)

[IF YES TO CIGARETTES OR TOBACCO PRODUCTS CONTINUE, ELSE, SKIP TONEXT SECTION]

21. Thinking of the advertising that you saw for cigarettes or tobacco products while (at a) [INSERT 'YES' RESPONSES FROM Q11 TOGETHER], where specifically did you see it? (READ LIST, ACCEPT ALL THAT APPLY)

21. En ce qui concerne les publicités pour des cigarettes ou des produits du tabac que tu as vues [INSÉRER ENSEMBLE LES RÉPONSES DE LA Q11], où les as-tu vues précisément? (LIRE LA LISTE, ACCEPTER TOUT CE QUI S'APPLIQUE.)

[RANDOMIZE]

- In the entrance or coat check area
- À l'entrée ou près du vestiaire
- Behind or around the bar
- Derrière le bar ou près de celui-ci
- Above the urinal
- Au-dessus de l'urinoir
- Bathroom stall
- Dans une cabine de toilettes
- Elsewhere in the bathroom
- Ailleurs dans les toilettes
- In the hallway
- Dans le couloir
- Other (Specify)
- Autre (Préciser)

22. In the last month, which of the following products, if any, have you seen advertisements for while (at a) [INSERT 'YES' RESPONSES FROM Q11 TOGETHER]? (READ LIST, ACCEPT ALL THAT APPLY)

22. S'il y a lieu, pour lesquels des produits suivants as-tu vu une publicité au cours du dernier mois [INSÉRER ENSEMBLE LES RÉPONSES DE LA Q11]? (LIRE LA LISTE, ACCEPTER TOUT CE QUI S'APPLIQUE.)

[RANDOMIZE]

- Cigarettes
- Cigarettes
- Cigars
- Cigares
- Cigarillos or little cigars
- Cigarillos ou petits cigares
- Chewing tobacco
- Tabac à chiquer
- Nasal snuff or oral snuff also called "snus"
- Tabac à priser nasal ou oral, aussi appelé « snus »
- Pipe tobacco
- Tabac à pipe

23. In the last month, what brands of tobacco, if any, have you seen advertising for while (at a) [INSERT 'YES' RESPONSES FROM Q11 TOGETHER]? (DO NOT READ, ACCEPT UP TO FIVE RESPONSES)

23. Au cours du dernier mois, s'il y a lieu, pour quelles marques de tabac as-tu vu une publicité [INSÉRER ENSEMBLE LES RÉPONSES DE LA Q11]? (NE PAS LIRE, ACCEPTER JUSQU'À CINQ REPONSES.)

[HARD CODE LIST – RECORD EACH MENTION SEPARATELY, ACCEPT UP TO FIVE RESPONSES]

- Mirage
- Mirage
- More
- More
- Copenhagen smokeless tobacco
- Tabac sans fumée Copenhagen
- Skoal smokeless tobacco
- Tabac sans fumée Skoal
- American Spirit
- American Spirit
- Camel
- Camel
- Malboro
- Malboro
- Kool
- Kool
- Salem
- Salem
- Newport
- Newport
- Other (specify)
- Autre (préciser)

The following questions are for statistical purposes only. All responses will remain confidential.

Les questions suivantes serviront seulement à des fins statistiques. Toutes les réponses seront tenues confidentielles.

Tobacco Habits

24. At the present time, do you smoke cigarettes daily, occasionally or not at all?

24. En ce moment, fumes-tu la cigarette tous les jours, à l'occasion ou pas du tout?

- Daily
- Tous les jours
- Occasionally
- À l'occasion
- Not at all
- Pas du tout

[IF 'Not at all', CONTINUE, ELSE SKIP TO Q26]

25. Have you ever tried cigarette smoking, even just a few puffs?

25. As-tu déjà essayé la cigarette, même juste quelques bouffées?

- Yes
- Oui
- No
- Non

26. In the last 30 days, did you use any chewing tobacco, pinch or snuff?

26. Au cours des 30 derniers jours, as-tu consommé du tabac à chiquer ou du tabac à priser?

- Yes
- Oui
- No
- Non

27. In the last 30 days, did you smoke pipes, cigars, bidis, kreteks or herbal cigarettes?

27. Au cours des 30 derniers jours, as-tu fumé la pipe, des cigares, des bidis, des kreteks ou des cigarettes à base d'herbe?

- Yes
- Oui
- No
- Non

28. How much money do you usually get each week to spend on yourself or to save? Remember to include all money from allowances and jobs like babysitting, delivering papers, etc... (DO NOT READ – CODE RESPONSE IN APPROPRIATE CATEGORY)

28. Combien d'argent reçois-tu généralement chaque semaine pour tes dépenses ou tes économies? N'oublie pas de tenir compte de toutes les sommes reçues en argent de poche et pour de petits emplois comme gardien d'enfants, camelot, etc. (NE PAS LIRE, CODER LA REPONSE DANS LA CATEGORIE PERTINENTE)

[HARD CODE LIST]

- Zero
- Zéro
- \$1 to \$5
- 1 à 5 \$
- \$6 to \$10
- 6 à 10 \$
- \$11 to \$20
- 11 à 20 \$
- \$21 to \$40
- 21 à 40 \$
- \$41 to \$100
- 41 à 100 \$
- More than \$100
- Plus de 100 \$
- I do not know how much money I get each week
- Je ne sais pas combien d'argent je reçois chaque semaine

29. How old are you? (RECORD IN YEARS)- [Range of 13-17]

29. Quel âge as-tu? (INSCRIRE EN ANNÉES) – [Range of 13-17]

30. What grade are you in?

- Grade 6
- 6^e année
- Grade 7
- 7^e année
- Grade 8
- 8^e année
- Grade 9
- 9^e année
- Grade 10
- 10^e année
- Grade 11
- 11^e année
- Grade 12
- 12^e année
- Completed high school
- Diplôme d'études secondaires
- No longer in school
- Je ne suis plus aux études

Quebec Students Only

- Grade 6
- 6^e année
- Secondary I
- 1^{re} secondaire
- Secondary II
- 2^e secondaire
- Secondary III
- 3^e secondaire
- Secondary IV
- 4^e secondaire
- Secondary V
- 5^e secondaire
- Completed Secondary School
- Diplôme d'études secondaires
- No longer in school
- Je ne suis plus aux études