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# Final Report of Findings: 2000/01

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## Measurement of Retailer Compliance With Respect to the *Tobacco Act* & Provincial Tobacco Sales-To-Minors Legislation

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*Prepared For:*

Tobacco Control Programme  
Health Canada

**March 2001**



Toronto: 160 McNabb, Markham, Ontario L3R 4B8 \* Tel: (905) 475-3344

Montreal: 3333 Place Cavendish, Bureau 505, St-Laurent Qc., H4M 2X6 \* Tel: (514) 333-1416

Vancouver: 6011 Westminister Hwy, Suite 211, Richmond BC, V7C 4V4 \* Tel: (604) 270-7444

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This report has been commissioned by Tobacco Control Programme, Health Canada. The opinions expressed in this report are strictly those of ACNielsen and do not necessarily represent the views of the Department.



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# TABLE OF CONTENTS

Page No.

<b>EXECUTIVE SUMMARY</b>	<b>4</b>
<b>INTRODUCTION</b>	<b>16</b>
Preface	16
Research Objectives	17
Methodology	18
Scope	19
Sample	20
Sample Weighting	20
Understanding This Report	20
<b>RESEARCH FINDINGS</b>	<b>22</b>
• <b>PART A - Tobacco Sales-To-Minors Legislation</b>	<b>22</b>
<i>Section 1 - Tobacco Sales To Minors</i>	<i>22</i>
1.1. National Results	22
1.1.1. National Results By Age of Minor	24
1.1.2. National Results By Age of Clerk	26
1.1.3. National Results By Gender	28
1.1.4. National Results By Proximity To Schools &/Or Malls	30
1.1.5. National Results By Time of Visit	30
1.1.6. National Results By Presence of Adults In Store	33
1.1.7. National Results By Class of Trade	34
1.2. Results By City/Province/Region	36
1.2.1. Regional Results By Age of Minor	41
1.2.2. Regional Results By Age of Clerk	43
1.2.3. Regional Results By Class of Trade	45
1.2.4. Regional Results By Gender of Minor	47
1.2.5. Regional Results By Gender of Clerk	49
1.2.6. Regional results By Proximity To School &/Or Mall	51
1.2.7. Regional Results By Presence or Not of Adults In Store	53
1.2.8. Regional Results By Day of Visit	56
<i>Section 2 - Posting Of Age/Health Advisory Signs</i>	<i>58</i>
2.1. Overall Compliance - National	59
2.2. Compliance By Class of Trade	60
2.3. Overall Compliance By Region	63
2.4. Sign Compliance By Provincial Legislative Component	66
• <b>PART B - Tobacco Advertisements At Point Of Sale (POS)</b>	<b>68</b>
1. <i>General Trends In Tobacco POS Advertising</i>	<i>69</i>
1.1. Distribution Of Point-Of-Sale (POS) Advertising	69
1.2. POS Ad Share & Number of Ads Per Store By Type	72
1.3. Tobacco Advertising By Class of Trade	76
1.4. Tobacco Advertising By Proximity To Schools &/Or Malls	78
2. <i>Tobacco POS Advertising by Brand (Selected Classes Of Trade)</i>	<i>79</i>
2.1. Convenience Chains (Excluding Gas Convenience Stores)	79
2.2. Independent Convenience Stores	84

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## **EXECUTIVE SUMMARY**

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### **Background**

This report summarizes results from the latest independent investigation into retailer compliance with Canadian tobacco sales-to-minors legislation. The laws regulating tobacco sales in Canada are embodied in the federal government's *Tobacco Act* and in corresponding provincial legislation. ACNielsen has been conducting independent measurements of retailer compliance with the sales-to-minors provisions of the laws since 1995.

Research teams consisting of one young Canadian (fifteen, sixteen or seventeen years of age) and one adult (over nineteen) were sent into tobacco-selling establishments across twenty-five cities in each of ten Canadian provinces. Minors attempted to buy a brand-name pack of cigarettes but refused the transaction if retailers appeared willing to sell. If asked their age, teens were instructed to be untruthful. However, they carried no identification and made no effort to disguise their appearance. Adult observers were responsible for the supervision of minors as well as for the collection of data relating to the posting of mandatory signs under the tobacco laws and for the gathering of information relating to the availability of tobacco advertising at point of sale. Team members operated independently of one another.

Retailers in five classes of trade were sampled: grocery supermarkets, chain convenience, independent convenience stores, pharmacies and gas convenience chains/service stations. A total of 5,024 stores were visited. As much as possible, we attempted to keep the methodology the same as that used in previous surveys. The size of the sample and the way it was distributed across cities and by class of trade within cities was much the same as in past surveys. Youth were hired and were deployed across the sample according to age and gender criteria similar to those established in 1999. Observations were collected and recorded in the same way as before.

The methodology has evolved but has direct links to that developed by ACNielsen for the first tobacco retailer compliance audits conducted for Health Canada in 1995 and 1996. This permits us to trend the data, with appropriate cautions for slight variations in methodology between years.

One difference from previous research lies in the timing of this year's study. This latest investigation was executed over twelve weeks beginning the week of November 3, 2000 and ending on January 16, 2001. Throughout this period, except for weekends and holidays, school was in session. All previous annual surveys were conducted during the summer recess, usually over an eight-week period between mid-July and Labour Day.

The timing change means observations reflect market conditions over a longer period. Certain advantages followed as a natural consequence. It enabled retailer compliance to be compared on days when school was in session versus days when it was not. In the case of advertising at point-of-sale, it permitted measurements to be taken in the weeks immediately after the prohibition of tobacco sponsorship ads that went into effect October 2000.

## **KEY FINDINGS**

### **1. Tobacco Sales-To-Minors Legislation: Retailer Compliance With Provisions Prohibiting Tobacco Sales To Minors (Tables A, B)**

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The national rate of compliance was 69.8%. The figure is unchanged from 1999 levels, but keeps compliance levels at their historical high. The figure is weighted (i.e., raw data has been extrapolated to reflect conditions we might have found had all stores in Canada been visited instead of just a sample of stores). The result is accurate +/- 1.3, 19 times out of twenty at the 95% confidence level.

The stability of the national finding belies advances in retailer compliance achieved with certain key pockets of the youth population. Perhaps the most intriguing finding of this latest survey is that retailer compliance rates appear to have come closer together--- that gaps that traditionally exist when tobacco retailers are approached by teens of a certain age or gender narrowed, and that compliance rates among these youth segments converged at a point closer to the national average. Rather than indicating that progress to push compliance forward stalled, the latest survey suggests the underlying components that build up the national rate solidified and settled, consolidating the integrity of the overall result:

- The data show younger teens continue to have a harder time purchasing tobacco than older ones, but the compliance spread between age groups is smaller than at any time before. At the same time, the percentage of retailers refusing to sell tobacco to older teens (those sixteen and seventeen years of age) is higher than it has ever been.
- The data show that young girls are finding it progressively harder to buy cigarettes. Survey trends of the last four years indicate retailer compliance involving female customers rose slowly but steadily between 1997 and 1999, before jumping significantly in the period since. In this last survey, young girls were actually refused a purchase more often than young boys. The finding was repeated in the great majority of cities.
- The data show that compliance rates posted by retailers operating across the different classes of trade are converging ever closer towards the national average. Retailers in certain accounts still post better compliance rates than others, but in all cases, rates are very close to, or higher than, seventy percent. (Lowest compliance was in independent convenience stores, at 68.1%).
- The data show that clerks who are teenagers remain the most likely to sell tobacco to their underage peers, but compliance rates for this group, too, have improved steadily since 1998, rising above fifty-percent for the first time this year.
- In all the cases where progress has been made, the data show that a higher percentage of retailers are asking young patrons for ID.

The findings, above, highlight movement in the battle to drive retailer compliance higher. They combine with other first-time observations to embody the fresh insights contained in the latest survey results. Among the other new observations:

- The presence of adults at the tobacco counter appears to influence the selling behaviour of retailers operating smaller-surface stores. While overall compliance rates showed little difference when adults were and were not present at the tobacco counter, rates in gas convenience and independent convenience stores were generally higher in the presence of adults;
- At the same time as the overall percentage of retailers asking for identification improved, we noticed a growing percentage of retailers asking for identification, but willing to sell anyway when none was produced;
- For the first time since we started taking measurements, it was possible to compare compliance during days when school was in session against days when it was not. The preliminary reading suggests fewer retailers are likely to refuse a sale during school days. However, this finding may not be conclusive.

The data from the latest survey also confirmed what previous research had already revealed, specifically, that several variables have little or no bearing on retailer compliance with sales-to-minors provisions of the tobacco laws. Among the list, the time of day when purchases are attempted, the gender of clerks behind the tobacco counter and the stores' proximity to schools or malls do not affect the outcome.

In the regions, the highest rate of sales compliance (above 80.0%) was reported in 9 cities:

- Medicine Hat (95.6%)
- Bathurst (95.4%)
- St. John's, Nfld. (87.8%)
- Toronto (87.5%)
- Charlottetown (86.0%)
- Campbell River/Courtnay (85.1%)
- Brandon (84.5%)
- Saskatoon (82.6%)
- Regina (80.1%)

Charlottetown, Campbell River/Courtnay, Brandon and Saskatoon were on last year's list. All other cities are new to the list. Halifax, Ottawa, Sudbury, Winnipeg, Edmonton and Kelowna fell off the list.

There are four communities where retailer compliance in 2000/01 was below sixty percent:

- Quebec City (18.5%)
- Sherbrooke (41.1%)
- Sydney (52.2%)
- Sudbury (59.6%)

Sydney was on last year's weak list too, but compliance is actually improved (up from 45.3% in 1999). The results highlight a major fallback in compliance in Quebec City and Sherbrooke.

Sales compliance rates improved in nine of twenty-five cities. The strongest improvement (double-digit gains above 1999 levels) was reported in six cities:

- Medicine Hat +89.0
- Fredericton +49.7
- St. John's, Nfld. +35.1
- Bathurst +35.1
- Saint John, NB. +21.2
- Vancouver (CMA) +17.2

Though more cities experienced a drop in compliance than enjoyed a gain, the average of the losses is about half the average of the gains, and the deepest reversals occurred in smaller Canadian cities. This explains why the weighted national rate of compliance held steady.

*Table A - Weighted - Sales To Minors Compliance  
Results By City/Province/Region – 2000/01*

Region	% unwilling to sell (compliant)	% Willing to Sell (Non-compliant)	% who asked for ID	% who asked for ID & Did Not Sell	% who asked for ID & Would Sell	% Not asking for ID who were willing to sell
National	69.8	30.2	77.1	88.5	11.5	93.0
St. John's, NFLD	87.8	12.2	95.2	90.4	9.6	62.2
Charlottetown, PEI	86.0	14.0	88.4	90.9	9.1	51.5
New Brunswick	72.7	27.3	76.7	92.2	7.8	91.6
Fredricton	79.9	20.1	81.9	95.1	4.9	88.9
Saint John	67.1	32.9	72.9	89.7	10.3	93.8
Bathurst	95.4	4.6	90.9	100.0	0.0	50.0
Nova Scotia	70.9	29.1	78.7	89.0	11.0	96.1
Halifax	76.8	23.2	85.3	89.2	10.8	95.2
Sydney	52.2	47.8	57.6	88.4	11.6	97.0
Quebec	47.0	53.0	53.1	86.6	13.4	97.9
Total Montreal	63.2	36.8	67.6	91.4	8.6	95.7
Montreal Island	59.9	40.1	63.8	92.0	8.0	96.6
Laval	69.3	30.7	74.5	91.1	8.9	94.5
Quebec City	18.5	81.5	28.2	65.1	34.9	99.8
Sherbrooke	41.1	58.9	45.5	85.9	14.1	96.4
Chicoutimi/Jonquiere	64.5	35.5	62.0	99.0	1.0	91.7
Ontario	83.7	16.3	88.9	91.1	8.9	75.8
Ottawa	68.6	31.4	82.8	82.2	17.8	97.1
Toronto	87.5	12.5	91.1	92.7	7.3	65.5
Windsor	60.0	40.0	67.9	86.3	13.7	95.5
Sudbury	59.6	40.4	73.6	77.4	22.6	89.9
Manitoba	78.9	21.1	88.7	87.2	12.8	87.0
Brandon	84.5	15.5	89.2	84.9	15.1	19.1
Winnipeg	78.8	21.2	88.7	87.3	12.7	88.0
Saskatchewan	81.4	18.6	84.4	94.5	5.5	89.6
Regina	80.1	19.9	80.3	96.9	3.1	88.4
Saskatoon	82.6	17.4	88.2	92.4	7.6	91.6
Alberta	67.3	32.7	80.4	82.6	17.4	95.5
Calgary	63.0	37.0	81.7	77.1	22.9	100.0
Edmonton	71.7	28.3	78.6	88.8	11.2	91.2
Medicine Hat	95.6	4.4	97.3	95.5	4.5	0.0
British Columbia	75.3	24.7	84.1	88.0	12.0	92.3
Vancouver	75.4	24.6	83.9	88.5	11.5	92.8
Kelowna	63.8	36.2	92.5	67.0	33.0	76.3
Campbell River/Courtnay	85.1	14.9	89.0	88.8	11.2	45.8



*Table B - % Retailers Refusing To Sell By Region  
Trended Results\* (Weighted)*

Region	1995 Results	1996 Results	1997 Results	1998 Results	1999 Results	2000 Results
National (All Cities)	47.9	60.5	67.3	61.0	69.7	69.8
St. John's, NFLD	33.2	58.4	83.4	79.6	52.4	87.8
Charlottetown, PEI	90.4	34.3	72.9	77.9	86.0	86.0
New Brunswick	88.8	84.8	58.0	40.7	42.1	72.7
Fredericton	99.9	89.5	49.3	39.8	30.2	79.9
Saint John	94.2	87.6	61.5	42.7	45.9	67.1
Bathurst	8.3	38.7	60.0	22.6	60.3	95.4
Nova Scotia	75.5	89.8	64.1	69.3	73.3	70.9
Halifax	NA	NA	57.4	62.2	84.5	76.8
Truro/New Glasgow	50.5	79.8	NA	NA	NA	NA
Sydney	96.8	98.1	80.5	86.5	45.3	52.2
Quebec	23.9	28.8	45.4	48.7	65.2	47.0
Montreal (CMA)	27.7	27.9	45.4	62.0	69.3	63.2
Quebec City	9.1	33.8	44.8	25.1	57.3	18.5
Sherbrooke	32.7	45.9	45.0	47.5	69.4	41.1
Chicoutimi/Jonquiere	16.0	14.3	49.0	47.9	72.2	64.5
Ontario	62.2	73.3	69.4	62.0	79.1	83.7
Ottawa	40.1	46.5	72.1	55.5	84.3	68.6
Toronto	68.6	77.3	67.9	62.4	78.5	87.5
Windsor	63.1	93.2	86.5	63.0	73.0	60.0
Sudbury	74.2	61.1	80.2	79.7	84.1	59.6
Manitoba	56.5	76.8	72.1	67.7	83.7	78.9
Brandon	61.0	69.3	47.2	79.8	92.6	84.5
Winnipeg	56.4	76.9	72.3	67.5	83.6	78.8
Saskatchewan	30.1	77.8	66.9	73.8	78.9	81.4
Regina	NA	NA	58.6	72.5	70.7	80.1
Saskatoon	NA	NA	74.6	75.2	85.9	82.6
Swift Current	18.8	60.8	NA	NA	NA	NA
North Battleford	63.7	100.0	NA	NA	NA	NA
Alberta	60.1	68.6	80.3	75.4	73.6	67.3
Calgary	42.1	55.9	82.6	82.6	63.2	63.0
Edmonton	75.4	78.7	78.1	68.2	85.4	71.7
Medicine Hat	95.6	93.4	69.4	62.5	6.6	95.6
British Columbia	69.2	74.0	77.7	60.3	59.3	75.3
Vancouver	69.1	74.0	77.5	59.6	58.2	75.4
Kelowna	53.2	53.6	82.9	87.6	98.2	63.8
Campbell River/Courtnay	100.0	100.0	94.5	86.8	98.2	85.1

*\*Historical trends based on similar, but not identical, methodologies. View comparisons with appropriate caution.*



## **2. Tobacco Sales-To-Minors Legislation: Compliance With Posting Of Tobacco Age Advisory/Health Warning Signs (Tables C & D)**

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The percentage of retailers in full compliance with the posting of mandatory tobacco age and health advisory signs was 47.5%. This is the fourth consecutive year the rate has improved. The figure is the highest it has been in six years of audits and is slightly better than that reported in 1999.

If not for provisions in four provinces requiring retailers to carry more than one type of sign, sign compliance would have been well above fifty percent. The data show that the majority of retailers in most cities had at least one mandated age advisory sign posted in all locations required by law. However, fewer than half of all retailers carried all signs required by law in the manner proscribed. The shortfall is most apparent in Toronto, where compliance stood at 6.0% owing strictly to the failure of retailers to post the “No Smoking” sign Ontario law demands.

Not all cities in provinces requiring multiple signs did poorly. Indeed, among those with the highest rates of compliance are cities in New Brunswick, British Columbia and Ontario where more than one sign is required. Conversely Chicoutimi/Jonquiere reported the lowest compliance rate (2.3%)-- in a province where only the federal age advisory sign needs posting.

Sign compliance actually declined in more cities than it improved. Levels were lower in seventeen of twenty-five cities and higher in only eight others. The national rate held because the weighted average of the declines was substantially less than the weighted average of the gains.

The greatest decrease in sign compliance was reported in four cities:

- Bathurst (-42.8 points)
- Chicoutimi/Jonquiere (-37.5 points)
- Brandon (-16.7 points)
- Regina (-16.5 points)

The greatest improvement in sign compliance was reported in three cities:

- Windsor (+49.6 points)
- Kelowna (+35.1 points)
- Halifax (+22.8 points)

Seventeen of twenty-five cities reported compliance above the overall national average, and of these, all but two reported compliance above fifty-five percent. Full compliance with the sign provisions was highest (above 85%) in three cities:

- Charlottetown (97.5%)
- Kelowna (92.5%)
- Fredericton (87.2%)

Full compliance with the sign provisions was lowest in two cities:

- Chicoutimi/Jonquiere (2.3%)
- Toronto (6.0%)

Sign compliance levels increased in three of five trade classes measured. Improvement was noted in chain and independent convenience stores and in pharmacies, where compliance was highest (64.4%). Sign compliance fell in gas stores and supermarket grocery outlets, where compliance was lowest (38.9%).

Table C – Sign Compliance – Point Gain/Losses 2000/01 vs 1999 Results – Weighted

Cities Reporting Distribution Gains in 2000/01		Cities Reporting Distribution Losses In 2000/01	
• Windsor	+49.6	• Bathurst	(42.8)
• Kelowna	+35.1	• Chicoutimi/Jonquiere	(37.5)
• Ottawa	+23.1	• Brandon	(16.7)
• Halifax	+22.8	• Regina	(16.5)
• Fredericton	+8.5	• Calgary	(13.4)
• Edmonton	+7.1	• Saint John, NB.	(9.8)
• Vancouver	+5.4	• Winnipeg	(9.8)
• Laval	+5.4	• Sherbrooke	(9.0)
• Montreal (Island)	+2.3	• Saskatoon	(7.6)
		• St. John's, Nfld.	(8.1)
		• Sydney	(6.2)
		• Medicine Hat	(4.9)
		• Toronto	(4.4)
		• Campbell River/Courtnay	(3.9)
		• Charlottetown	(2.5)
		• Quebec City	(2.3)
		• Sudbury	(1.9)

**Table D - (Weighted)**  
**Retailer Compliance with Mandatory Sign Provisions – 2000/01**

Region	Age restriction sign	Door decal indicating legal age of 19 warning sign	Health and photo ID sign required	Sign indicating legal age and photo ID required	"No Smoking" sign	"Tobacco can kill you" sign	"Tobacco Restricted" sticker	Signs in both languages	Full Compliance
National									47.5%
St. John's, Nfld	44.7								44.7%
Charlottetown, PEI		100.0		97.5					97.5%
New Brunswick			88.1	84.5		79.1			72.6%
Fredricton			89.6	95.6		95.3			87.2%
Saint John			86.5	79.7		73.6			68.5%
Bathurst			97.1	80.0		57.8			43.5%
Nova Scotia	74.3	82.2	81.8				76.3		47.8%
Halifax	77.3	84.5	85.9				81.2		51.5%
Sydney	64.6	75.0	68.8				60.5		35.8%
Quebec	54.8							55.1	52.3%
Total Montreal	64.8							64.9	62.3%
Montreal Island	64.3							61.5	61.3%
Laval	62.4							63.6	59.7%
Quebec City	40.4							42.3	39.0%
Sherbrooke	54.0							45.0	40.7%
Chic./Jonquiere	10.6							2.3	2.3%
Ontario	86.2			78.5	17.6				15.9%
Ottawa	87.0			88.9	65.2				63.2%
Toronto	86.0			76.6	7.1				6.0%
Windsor	91.2			86.2	76.2				68.5%
Sudbury	81.7			82.9	57.3				42.7%
Manitoba	58.0							61.6	57.8%
Brandon	62.3							59.8	59.8%
Winnipeg	58.0							61.7	57.7%
Saskatchewan	77.4							68.0	67.2%
Regina	75.2							55.3	54.0%
Saskatoon	79.4							79.9	79.4%
Alberta	75.5							64.5	63.8%
Calgary	76.9							57.5	56.9%
Edmonton	74.1							72.7	71.9%
Medicine Hat	65.2							62.3	62.3%
British Columbia			87.4	83.8					74.7%
Vancouver			87.3	83.7					74.4%
Kelowna			95.2	92.5					92.5%
Campbell River/Courtnay			83.4	77.8					70.8%

### 3. Retail Advertising At Point-Of-Sale (Table E)

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As in previous surveys, ACNielsen collected information on retail point-of-sale (POS) tobacco advertising permitted under the *Tobacco Act*. The difference this survey is that measurements were taken in the weeks immediately following the prohibition of tobacco sponsorship advertising at point-of-sale. The data collected is based on the presence in-store strictly of advertising bearing printed trademarks, logos or brand names belonging to tobacco companies. Sponsored event ads void of such trademarks, logos or brand names are excluded from the calculations.

So measured, 35.2% of stores carried some form of tobacco-related advertising. This figure is the lowest distribution for POS tobacco ads since we first began to take measurements in 1996.

Counter-top displays were the single-most predominant ad form. They were present in more stores than any other (26.6%) and accounted for two-thirds (65.8%) of all trademarked tobacco ads.

The prohibition against advertising tobacco-sponsored events at point-of-sale appears to have had the following initial impact:

- The overall percentage of stores with ads has dropped. We cannot say for certain that there are fewer ads at point-of-sale paid for by tobacco companies, but we can reasonably assume there are fewer ads directly bearing tobacco trademarks to which young customers are exposed;
- The importance of posters as a vehicle for advertising trademarks has fallen off sharply. Posters traditionally were used to advertise tobacco-sponsored events;
- Merchandise such as clocks and calendars have retained some, but not all of their distribution;
- Counter-top displays have become the advertising vehicle of choice for tobacco companies. Their in-store importance is not merely the result of posters and other promotional tools falling out of favor; the percentage of stores carrying counter-top displays actually increased since the last measurement in 1999.

These developments are repeated in most regions.

Ad distribution was lower, or nil, in eighteen cities. The biggest drops were reported in St. John's, Nfld, Kelowna and Bathurst.

Lowest distribution was reported in seven cities:

- Charlottetown (0.0)
- Kelowna (0.0)
- Bathurst (1.5%)
- Campbell River/Courtney (2.5%)
- St. John's, Nfld. (5.8%)
- Sudbury (6.8%)
- Vancouver (14.7%)

Four cities had many more stores carrying tobacco ads this year than in 1999. (Figures in brackets represent net gain):

- Saskatoon (+27.5 points)
- Windsor (+22.0 points)
- Sydney (+17.1 points)
- Quebec City (+9.9 points)

In general, across provinces where at least three cities were visited, distribution of POS ads was higher in Quebec and the Prairies, and lowest in Nova Scotia and B.C. The cities with the highest and lowest ad distribution levels are as follows:

Table E – Ad Distribution Across Regions (% of Stores w/Ads) – Weighted – 2000/01			
Cities With Highest Distribution (Above National Average)		Cities With Lowest Distribution (Below National Average)	
• Quebec City	72.3%	• Charlottetown	0.0%
• Laval	70.5%	• Kelowna	0.0%
• Edmonton	57.6%	• Bathurst	1.5%
• Windsor	54.6%	• Campbell River/Courtney	2.5%
• Saskatoon	50.7%	• St. John's, Nfld.	5.8%
• Calgary	50.5%	• Sudbury	6.8%
• Brandon	46.7%	• Halifax	10.6%
• Ottawa	46.6%	• Vancouver	14.7%
• Montreal (Island)	46.3%	• Chicoutimi/Jonquiere	20.9%
• Winnipeg	41.0%	• Sherbrooke	23.8%
• Saint John, NB.	39.6%	• Toronto	23.9%
• Medicine Hat	35.2%	• Sydney	25.9%
		• Fredericton	34.1%
		• Regina	34.3%

The proximity of stores to schools or malls did not affect the distribution of tobacco ads.

Convenience chain stores (excluding gas convenience stores) were the most likely of any class of trade to carry tobacco advertising. We found 60.7% of these stores with some form of trademarked ad. The figure is higher than the rate in 1999.

Independent convenience stores were the next most likely to have tobacco ads (35.9%); Grocery supermarkets were the least likely (7.3%).

On average, stores with ads had 2.1 ads in place.

ACNielsen monitored POS advertising by tobacco brand in convenience chains, independent convenience stores and gas stores. The following brand-related observations hold for these classes of trade:

- Nationally, no single brand had ads in more than twenty-seven percent of these stores. The brand with the greatest distribution was “du Maurier” with ads available in 27.0% of chain convenience stores. “Benson & Hedges” had highest distribution in independent convenience stores (12.6%) and “Players” in gas convenience/kiosks (11.4%).
- The share of ads enjoyed by tobacco brands across cities and trade classes coincided closely with the percent of stores carrying each brand;
- Chain and independent convenience stores with ads each carried an average of 2.2 ads per store. Gas station stores with ads carried fewer ads (1.7 ads on average). It is estimated that most stores carried only one ad per tobacco brand featured;
- Counter-top displays were the predominant advertising vehicle in all three channels of trade--- these accounted for at least three-quarters of all ads in chain and gas convenience stores and about two-thirds of ads in independent convenience outlets. In all stores, counter-top displays were the leading ad vehicle for the most advertised brands.
- In all three trade classes, the distribution of brand ads was generally higher than average in Quebec and the Prairies and lower than average across Atlantic Canada, B.C. and selected cities in Ontario (including Toronto).



### **Preface**

This is the latest in a series of annual measurements of retailer compliance levels with respect to key provisions of the federal government's *Tobacco Act* and with corresponding provincial tobacco sales-to-minors legislation.

The federal *Tobacco Act* sets the minimum federal standards in Canada prohibiting tobacco sales-to-minors. Among key provisions, the legislation makes it illegal for retailers to furnish tobacco products to anyone under the age of 18 and provides for defense of due diligence for retailers who require photo identification to confirm a customer's age. The Act also restricts the distribution of advertising and sets minimum mandatory sign requirements at point-of-sale.

Most provinces now have in place their own regulations prohibiting the sale of tobacco products to minors and stipulating protocol for the posting of mandatory signs. At the time of this research, Saskatchewan, Alberta and Quebec were the last remaining provinces to operate under federal guidelines, although Quebec had adopted its own tobacco law. Observers in these three provinces were instructed to monitor retailer compliance with the age and sign provisions of the federal *Tobacco Act*.

The *Tobacco Act* establishes the regulatory framework for tobacco advertising in all provinces.

This year's findings are comparable to data collected in previous surveys. ACNielsen has been conducting annual compliance measurements since 1995 using the same basic methodology and field operating procedures. In those instances where legislation has changed over the years, or where adjustments to the sample have had to be made, these differences affecting the historical trend are noted at the appropriate places in this document.

A change that is new with this year's survey concerns the timing of store visits. All previous annual surveys were conducted during the summer, usually over an eight-week period between mid-July and Labour Day, when school was not in session. The current survey was executed over twelve weeks from November 2000 to January 2001. The current year's findings are based on observations gathered over a longer time period than earlier studies and a time when, except for weekends and holidays, school was in session. Furthermore, the results reflect retail conditions in the weeks immediately following the total ban, in October 2000, of tobacco sponsorship advertising at point-of-sale.

## Research Objectives

Health Canada's fundamental objective in commissioning this research is to maintain and enhance the health and safety of young Canadians. The data we have collected is strictly for information purposes and has not been commissioned for purposes of enforcement. The study builds upon knowledge gathered from annual retailer compliance measurements taken by ACNielsen since 1995. Combined, the findings from the current and previous studies provide Health Canada with relevant intelligence about market conditions and their influence on retailer compliance. The main objective is to use this understanding to design more effective information, education and awareness programs to bring retailer compliance consistently and permanently higher.

These aspects of the *Tobacco Act* and corresponding provincial legislation were measured as part of this study:

1. Sales to Minors
  - ⇒ number and percent of retailers refusing to sell tobacco to underage Canadians;
  - ⇒ number and percent of retailers asking customers for proper identification.
2. Tobacco Sign Provisions
  - ⇒ number and percent of retailers posting all mandatory age advisory and/or health warning signs prescribed by law;
  - ⇒ number and percent of retailers posting each of these signs in the proper manner and location proscribed by law;
  - ⇒ number and percent of retailers in partial or complete non-compliance of the sign posting provisions of applicable federal or provincial laws, with an indication of the number and percent of retailers posting which signs by type.
3. Retail Point-Of-Sale (POS) Merchandise
  - ⇒ in all trade classes, point-in-time information regarding the distribution, number and type of retail POS materials in support of the tobacco category as a whole;
  - ⇒ in convenience stores (both chains and independents) and gas bars/stations, the above-indicated POS measures by brand as follows: Belvedere, Benson & Hedges, Canadian Classics, Du Maurier, Export "A", Export "A" Smooth, Remaining Export "A", Matinee, Players, Rothmans, Sportsman, Other.

## Methodology

Teams made up of two ACNielsen observers, one a minor (fifteen, sixteen or seventeen years of age) and the other an adult over nineteen years of age, were sent into a randomly selected sample of 5,024 retail establishments in twenty-five cities and towns across Canada. Stores were visited over twelve weeks starting November 3, 2000 and ending January 16, 2001.

Team members entered stores at different times. They gave no indication of being together. Each carried out specifically assigned tasks:

- The responsibility of the teen researcher was to gauge the willingness of retailers to sell him/her tobacco by actually attempting to buy a twenty-five pack of name-brand cigarettes. The teenagers did not carry identification. During the attempted transaction, minors made no misleading statements other than if asked their age. If asked their age, they were not truthful, but rather claimed to be 18 or 19 years old, depending on the minimum age requirements of that province. Under no circumstances did they make a purchase. They were given clear instructions about how to casually back out of any attempted sale.
- The senior member of the research team was responsible for supervising the younger partner and for carrying out a visual inspection of the retailer's place of business for the purpose of observing and recording compliance with the posting of mandatory signs under the federal *Tobacco Act* or similar provincial legislation. These people were also responsible for collecting information on in-store tobacco advertising and promotions.

In order to measure the influence of age and gender on retailers' propensity to comply with sales-to-minors legislation, visits were organized so as to ensure the following minimum national requirements:

- ⇒ that store visits were conducted by a mix of both male and female teens in roughly equal proportions;
- ⇒ that approximately half of all store visits were completed by a minor seventeen years of age, with the rest of the sample being divided about equally between fifteen and sixteen year olds. At the level of individual cities or regions where the size of the store sample was too small to permit the use of several teen observers, teens of average age (sixteen) or of an age and gender consistent with previous tobacco compliance audits in these cities were used.

These last requirements have been standard practice in tobacco compliance surveys conducted for Health Canada since 1997. Table *i* confirms national completion rates by age and gender of teen researcher in accordance with the essential parameters. Slight variations in distributions are noted in for surveys done between 1997 and 2000/01.

*Table i – National Sample Dispersion By Age Gender of Teen Researchers*

	1997	1998	1999	2000/01
Sample Size (# Stores Visits)	5,013	5,023	5,023	5,024
Male	50.6%	50.7%	49.8%	49.6%
Female	49.4%	49.3%	50.2%	50.4%
15 Year Olds	23.4%	23.4%	23.4%	23.6%
16 year Olds	28.8%	28.8%	28.7%	29.0%
17 year Olds	47.8%	47.8%	47.9%	47.4%

## Scope

Retail stores in twenty-five urban markets were visited. The list of cities is the same as those sampled since 1997. The list is also the same, except for two cities, to that used in 1995 and 1996.

The choice of cities includes at least one city from each province in Canada.

## Sample

A targeted national sample of retailers was selected from best-available universe estimates across each of the chosen cities. Although a completely new sample was randomly chosen for the latest study, the intent was to match sample distributions by city and class of trade as closely as possible to those in 1999.

The sample frame was designed to ensure equal chances of representation for retailers in each of five classes of trade:

- Grocery supermarket banners
- Chain convenience stores
- Independent convenience outlets
- Gas convenience/service stations
- Pharmacies

Sample selection in this, as in previous years, was guided by defined statistical procedures:

- For each city and for each trade class, the sample frame was organized by banner where appropriate and in a geographic serpentine pattern based on postal codes. The frame was then divided into sub-strata requiring a minimum sample of one, and a store was randomly selected from each sub-stratum;
- Our intent was to sample no fewer than 50 stores from each class of trade per city;

- In those cases where the universe consisted of fewer than 50 stores, all of the stores available were chosen for our sample;
- In cities in provinces where pharmacies were prohibited by law from selling cigarettes, pharmacies were excluded from the sample frame.

Once fieldwork began, some selected sample stores may have been found to have closed or to no longer be selling tobacco products. In these cases, ACNielsen staff replaced the stores with other retail establishments of the same type located in close proximity to the original outlet(s). When additional stores of the same type that sold tobacco could not be found, the original sample store was replaced by a store from another class of trade in the same area.

In the end, we completed visits to 5,024 stores, largely as sampled across cities. Table *ii*, next page, shows the actual number of completed visits and how this compares against the targets in each city.

### **Sample Weighting**

Raw level data from our sample stores has been weighted statistically to reflect the distribution of total stores in the universe within the twenty-five communities. Weighted data is an estimate of conditions we likely would have found had we visited every retail outlet in the twenty-five cities instead of just the stores in our sample. In no instance has an attempt been made to project results beyond the retail universe in the urban areas sampled.

Unless otherwise mentioned, all the percentages quoted in this report are results after weightings have been applied.

NOTE: Readers attempting to replicate weighted percentage figures using raw sample sizes will yield different results from those generally reported.

### **Understanding This Report**

The survey is not intended as a rating of cross-jurisdictional performance. The design of this research is intended to yield reasonable estimates of retailer compliance under specified conditions, at the national level. The regional data is useful for understanding the national trend, but one must be careful about drawing comparisons between regions. For practical reasons, it was not possible to impose in all cities the same controls for age and gender of teens that we did nationally. This contributes to regional differences. At the regional level, the findings should be used for other things: to debate best practices between regions; to track local compliance over the six annual surveys since 1995; to measure the progress and general direction of change in that time; to learn from the national results what variables motivate retailer behaviour; to consider ways to apply these lessons in the territories. As long as the data is reviewed objectively, the insights gleaned will have value.

Table ii - ACNielsen Tobacco Compliance Sample – 2000/01

City	Chain Convenience	Pharmacy	Gas	Grocery Supermrket	Indep't Conv.	Final Sample	Target Sample
Total Sample	893	426	1303	809	1592	5024	5024
St. John's, Nfld.	22	41	41	20	73	197	197
Charlottetown, PEI	6	10	23	11	32	82	82
Fredericton	1	0	25	5	45	76	76
Saint John, NB	2	0	27	10	63	102	102
Bathurst	2	0	17	4	17	40	40
Halifax	25	0	64	11	145	245	245
Sydney	10	0	40	12	70	132	132
Montreal (CMA)	136	0	150	113	222	622	622
Quebec City	50	0	69	68	123	310	310
Sherbrooke	15	0	30	14	44	103	103
Chicoutimi/Jonquiere	15	0	33	25	69	142	142
Ottawa	52	0	62	46	48	208	208
Toronto	100	0	100	104	104	408	408
Windsor	53	0	44	12	45	154	154
Sudbury	12	0	34	12	49	107	107
Brandon	6	1	24	7	14	52	52
Winnipeg	51	48	65	51	71	286	286
Regina	24	28	52	17	30	151	151
Saskatoon	25	40	67	19	18	169	169
Calgary	86	52	73	45	91	347	347
Edmonton	75	78	75	70	54	352	352
Medicine Hat	4	10	24	7	16	61	61
Vancouver	105	101	101	99	101	507	507
Kelowna	10	7	40	14	23	94	94
Campbell River/Courtney	6	10	23	13	25	77	77

# RESEARCH FINDINGS

## PART A TOBACCO SALES-TO-MINORS LEGISLATION

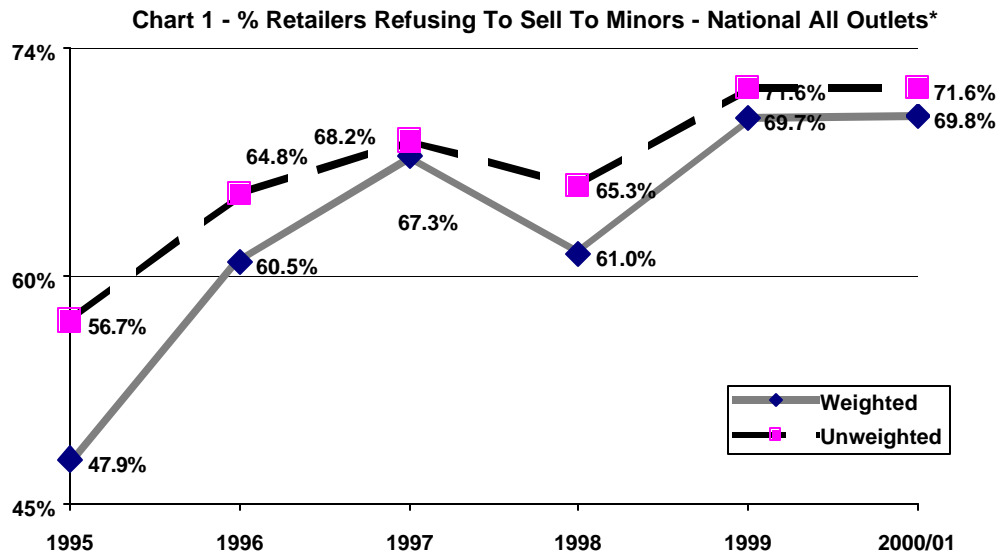
### Section 1: Tobacco Sales To Minors

This section presents our findings of retailer compliance with respect to those provisions of sales-to-minors legislation prohibiting the sale of tobacco products to underage youth.

#### 1.1. National Results

Retailer compliance is holding at 69.8%. This figure is virtually identical to the 1999 result.

The figure is weighted, i.e., raw figures have been adjusted to reflect results we would have obtained had every retail establishment in our universe been visited instead of just a sample of these stores. The raw compliance figure is higher, at 71.6%, and also identical to the level reported last year. Trend comparisons are accurate +/- 1.3, 19 times out of twenty at the 95% confidence level.



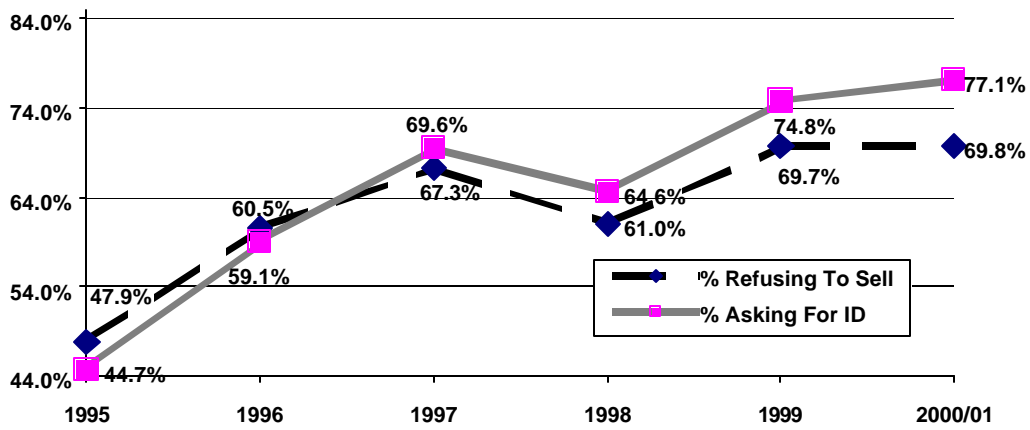
\*Note: 1995/1996 data are from surveys using similar, but not identical methodology to that used in 1997-2001. Caution should be exercised when analyzing results for comparative purposes.

The percentage of tobacco retailers willing to ask young customers for proof of age continues to improve, reaching 77.1% in the latest study. This is a new high, and encouraging news because the evidence is clear that the first defense against retailers improperly selling

tobacco to minors is getting them to demand proper age ID. Over the last four annual surveys, roughly ninety percent of those retailers asking for identification refused to sell when none was produced (Table 1).

Less comforting is data showing that the bond between asking for identification and retailer compliance, however strong it remains, is slowly weakening. Chart 2 reveals the gap between these two variables widening. In our latest survey, 11.5% of retailers who asked for identification nonetheless indicated willingness to complete a tobacco sale to underage teens unable to produce ID of any kind. This is up from 10.6% in 1999, and 8.8% in 1997.

**Chart 2 - Correlation Between % Retailers Asking For ID & % Retailers Willing To Sell - National (Weighted) - All Outlets\***



1995/1996 trends are from surveys using similar, but not identical, methodology to that used in 1997-1999. View comparisons with appropriate caution.

Table 1 - Findings Related To Request For Proof Of Age – 19987-2000/01 National - All Stores - Weighted				
	1997	1998	1999	2000/01
% Retailers Asking For ID	69.6%	64.6%	74.8%	77.1%
% Retailers Not Asking For ID	30.4%	35.4%	25.2%	22.9%
Retailers Who Refused To Sell As % Of Those Asking For ID	91.2%	89.2%	89.4%	88.5%
Retailers Who Were Willing To Sell As % Of Those Asking For ID	8.8%	10.8%	10.6%	11.5%
Retailers Willing To Sell As % Of Those Not Asking For ID	87.3%	90.6%	88.7%	93.0%
Retailers Refusing To Sell As % Of Those Not Asking For ID	12.7%	9.4%	11.3%	7.0%



### 1.1.1. National Results By Age of Minor

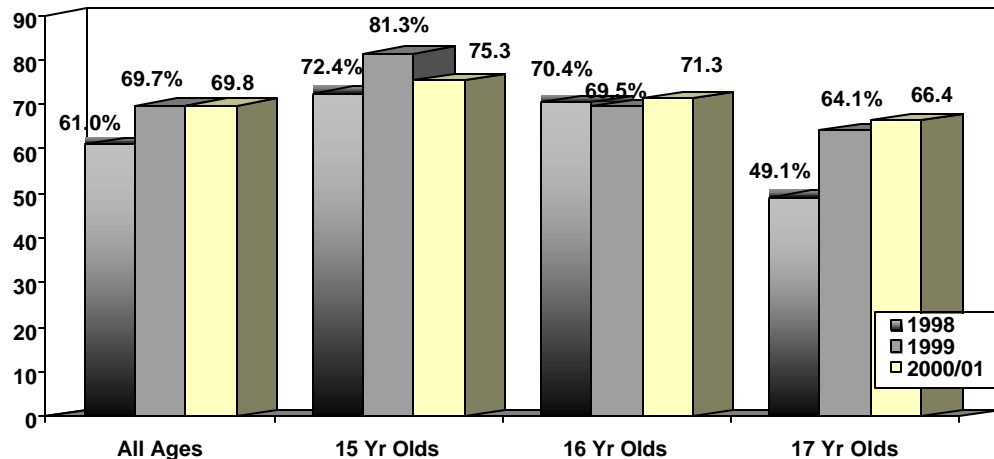
Retailers remain less likely to sell tobacco to younger than older teens. This year the compliance gap across age groups has narrowed, and rates involving teens of various ages have moved towards converging at a point in line with the national average.

Contributing to this convergence, a downturn occurred in compliance when fifteen-year olds tried to buy cigarettes. The current figure, 75.3%, is considerably lower than last year's figure of 81.3% --- sharp enough a drop to raise a warning flag, and to question whether the trend towards convergence is being realized in a manner that is actually desirable. There would certainly be no triumph in rates coming together at the lowest end of the scale.

In fact, this does not appear to be the case. Although this year's drop in compliance where fifteen-year olds are involved is unfortunate, the present rate remains significantly above that of any other age group and is higher still than the rate recorded in 1998. The trended data suggest the long-term direction of compliance remains positive, even for the youngest age group.

Where sixteen and seventeen year olds are involved, the results are quite encouraging. Both age cohorts experienced higher than ever sale refusals at the hands of tobacco retailers. In the case of seventeen-year olds, retailer refusals increased by more than two percentage points nationally, to 66.4%. In the case of sixteen-year olds, the rise was just under two percentage points, and the gain reversed a small but troubling downward trend noted in last year's report.<sup>1</sup>

**Chart 3 - Weighted  
Sales Compliance Results By Age Of Minor - National All Stores  
% Retailers Refusing Cigarettes To Minors**



<sup>1</sup> *Measurement of Retailer Compliance With respect to the Tobacco Act & provincial Tobacco Sales-To-Minors Legislation, Report of Findings: 1999, ACNielsen, December 1999, p. 22.*

The single-most determinant variable of compliance across age groups remains the willingness of retailers to ask teens in each group for age identification. In the case of all ages when ID was requested, refusal rates held steady at, or about, ninety percent compliance (Table 2).

Compliance levels remain lower when seventeen-year old customers are involved. This is because a significantly smaller proportion of retailers still fails to ask these teens for ID. In a small percentage of these cases (7.1%) retailers simply assume the customer is too young and refuse to sell anyway. The rest of the time, retailers are breaking the law more or less knowingly by failing to execute the due diligence required of them, by not asking for proper age identification in the first place. There are also instances where retailers do ask seventeen-year olds for identification, but proceed to sell anyway when none is produced. A minority of retailers chooses to take youngsters at their word and to accept that they are of age without proof.

<i>Table 2 - Findings Related To Request For Proof Of Age By Age Of Minor – 2000/01 National - All Stores - Weighted</i>				
	Age Of Minor:	15	16	17
		Years	Years	Years
		Old	Old	Old
% of Retailers Refusing To Sell		75.3	71.3	66.4
% Retailers Asking For ID		81.8	80.5	73.0
% Retailers Not Asking For ID		18.2	19.5	27.0
Retailers Who Refused To Sell As % of Those Asking For ID		90.0	87.3	88.3
Retailers Who Were Willing To Sell As % Those Asking For ID		10.0	12.7	11.7
Retailers Who Refused To Sell As % of Those Not Asking For ID		8.9	5.1	7.1

Among fifteen-year olds, this year's drop in compliance traces to two variables. First, the percentage of retailers who asked for ID fell back slightly from last year's benchmark (to 81.8% from 84.1%). Second, a modestly larger proportion of retailers was willing to take the fifteen-year olds at their word, asking for age identification, but accepting to sell tobacco to these youngsters even after no proof of age was produced (Table 3).

Perhaps these teens just looked older than they were.<sup>2</sup> However, we will point out that this year's rate of mistaken seniority involving fifteen-year old observers is no higher, and actually lower, than the ratio reported involving sixteen and seventeen year-olds. In other words, it appears to be well within the bounds of any occurring rate of normal error. Moreover, the

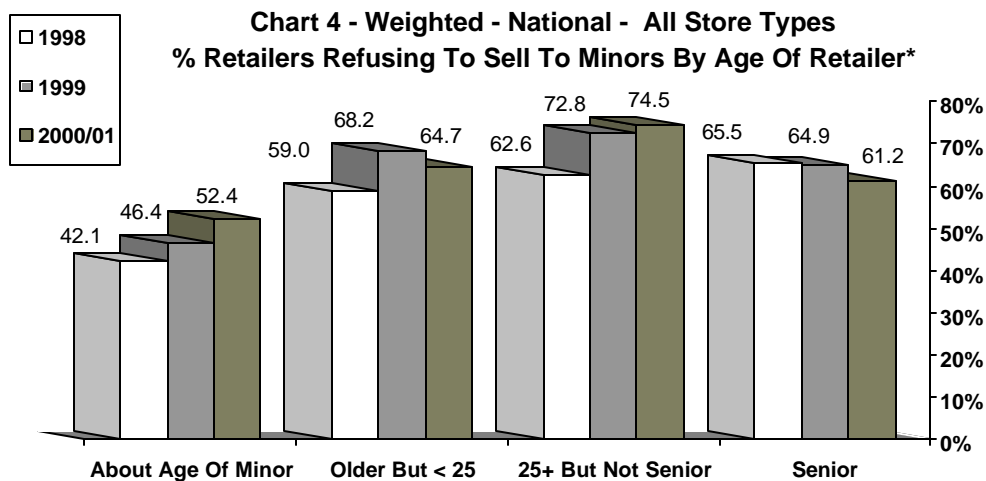
<sup>2</sup> The age of all ACNielsen teen recruits is verified before hiring and nothing is done to deliberately disguise their appearance. However, teens are not market-tested beforehand for appearance and some observers might naturally look older than their age.

retailers' obligations under the tobacco laws are clear. When a customer's age is in doubt, they must refuse to sell. In the scenario under review, the initial act of asking for identification suggests uncertainty in retailers' minds about the age of their customer. Under these circumstances, when no proper proof of age was produced, and the retailer still indicated willingness to sell, the result is non-compliance.

<i>Table 3 – Trended Indicators Related to Compliance Results For 15 Year Olds National – All Stores - Weighted</i>		
	1999	2000/01
% of Retailers Refusing To Sell	81.3	75.3
% Retailers Asking For ID	84.1	81.8
% Retailers Not Asking For ID	15.9	18.2
Retailers Who Refused To Sell As % of Those Asking For ID	93.1	90.0
Retailers Who Were Willing To Sell As % Those Asking For ID	6.9	10.0
Retailers Who Refused To Sell As % of Those Not Asking For ID	19.0	8.9

### 1.1. 2. National Results By Age of Clerk

The data of the past several years proves conclusively that young Canadians have an easier time purchasing cigarettes when other teenagers are behind the tobacco counter. This year, clerks close in age to that of our teens refused a sale 52.4% of the time. The figure is improved over that of the previous two years, but it remains well below the rate of compliance posted by older clerks.



Very young clerks do not have the knowledge or, perhaps, the willingness of their older counterparts to ask young customers for identification. In those instances when ID was

requested, the rate of compliance among the youngest clerks is perfectly comparable with that among older ones.

The finding suggests that retailer compliance rates could be improved overall if very young clerks could be taught to become more disciplined. However, of 5,024 retail establishments visited, in only 348 of them, or 7%, did we find a very young person behind the tobacco counter. Of these, more than half did refuse a sale. The number of those remaining, and with whom retailer obligations under the tobacco laws might need reinforcing, are a relatively small part of the problem.

It is retailers of median age (i.e., older than 25, but not seniors) who represent the majority of clerks behind the tobacco counter. This is positive to the cause of tobacco reduction because compliance rates among retailers of this age group is the highest of any other (74.5%), and is rising. The reason is the greater amount of discipline demonstrated by median-aged clerks than others towards executing their responsibilities under the tobacco laws--- median-aged retailers were at least ten percentage points more likely than any other group to ask for identification (82.0%); they were also more likely to refuse a sale when no ID was forthcoming.

Among other clerks, compliance levels posted by those that might be classified as “young adults” (i.e., not teens but younger than 25) fell back slightly from the gain posted in 1999, but remain within the average range of recent surveys. Compliance among seniors dropped to its lowest level since 1997, but remains above sixty percent. In both cases, as with retailers in the youngest age group, compliance level differences between groups and changes over 1999 results correlate directly with the likelihood of each group asking for and insisting on the presentation of proper identification.

*Table 4 - Findings Related To Request For Proof Of Age By Age Of Clerk – 2000/01  
National - All Stores - Weighted*

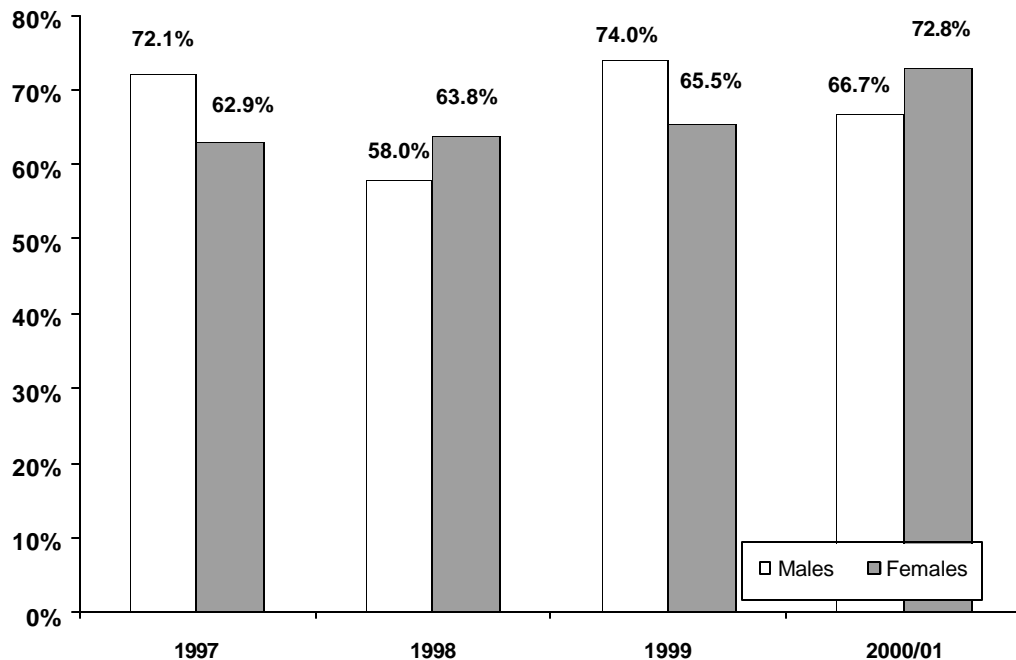
Age Of Clerk:	About Age of Minor	Older Than Minor But < 25	25+ But Not Senior	Senior
% Retailers Refusing To Sell	52.4	64.7	74.5	61.2
% Retailers Asking For ID	57.9	70.9	82.0	70.2
% Retailers Not Asking For ID	42.1	29.1	18.0	29.8
Retailers Refusing To Sell As % of Those Asking For ID	87.5	86.9	89.3	86.8
Retailers Refusing To Sell As % of Those Not Asking For ID	4.1	10.5	6.9	0.9

### 1.1. 3. National Results By Gender

#### *Results By Gender of Minor*

Young girls are having a progressively harder time trying to buy cigarettes. The indication is that the gap that has traditionally existed between the sexes is closing, so that it is no longer the case that underage girls have an easier time making a tobacco purchase than underage boys. Survey trends of the past four years indicate that retailer compliance involving young female customers rose slowly between 1997 and 1999, before jumping significantly in the last twelve months.

**Chart 5 – Weighted  
Indicated Refusal of Retailers To Sell  
Results By Gender of Minor - Trended**

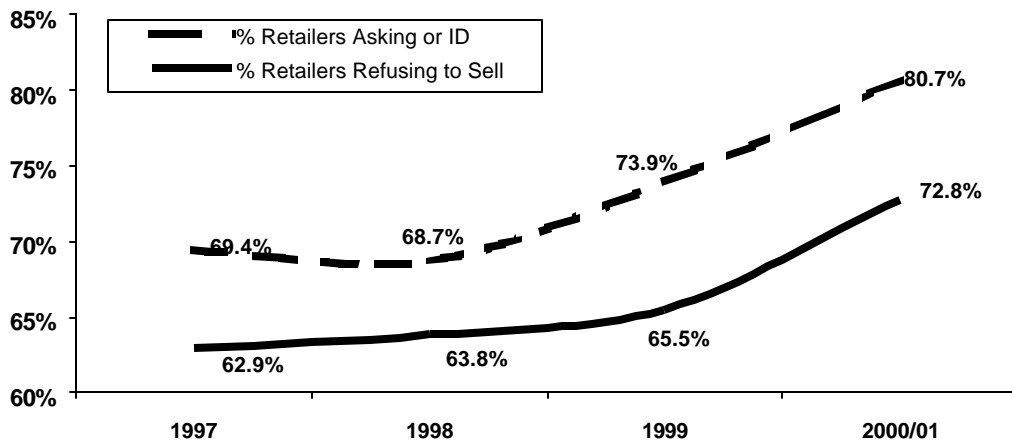


Coincident with the increased refusal of retailers to sell tobacco to underage girls has been the steadily increasing resolve on their part to insist these customers present age identification. The sharp correlation between these two elements and the steadily rising percentage of retailers asking girls for ID is illustrated in Chart 6, next page.

In the same way that compliance rates between older and younger teens were observed to be coming closer together, we see convergence occurring in compliance rates between the genders. In both cases, the trend is positive, because the improvements are coming within

age and gender segments that traditionally contributed to poorer levels of retailer compliance. The data suggests that tobacco retailers are more sensitive today than in the past to compliance gaps based on age and gender, and have become more diligent exercising their responsibilities with respect to the problem segments. At the same time, compliance levels within the remaining customer sets are holding at more or less average levels.

**Chart 6 – Weighted  
Indicated Refusal of Retailers To Sell to Underage Girls  
Correlated with % of Retailers Asking for ID – Trended – National**



*Results By Gender of Clerk*

The current data suggest female clerks are a little more likely than male clerks to refuse a tobacco sale to minors. Under most circumstances we would consider the spread too small to be significant. However, given that the finding is consistent over time, the observation appears to have merit.

<i>Table 5 – Compliance Indicators By Gender of Retail Clerk National – All Stores (Weighted) – Trended</i>						
	% Refused To Sell		% Who Asked For ID		% Of Those Asking For ID Who Did Not Sell	
Gender of Clerk	Male	Female	Male	Female	Male	Female
2000/01	68.0	71.6	77.1	77.1	85.8	91.0
1999	68.7	70.5	72.4	76.7	90.0	86.6

1998	57.8	63.2	62.8	66.0	88.9	91.0
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#### 1.1. 4. National Results By Proximity to Schools &/or Malls

Schools and malls are heavily frequented by young teens. It is of interest to know whether the concentrated presence of children in proximity to a school and/or mall tends to affect retailer behaviour with respect to their obligations under the tobacco laws.

For our purpose, "proximity" to schools or malls is defined to mean a store within a 300-metre radius of either establishment. Almost forty-five percent (2,247) of the stores in our latest sample were located near schools or malls and the rest (2,777 stores) were not.

The compliance difference between locations is too small to be statistically significant. This assessment is reinforced by findings at the level of individual cities and regions where the trend is not always in the same direction as the national result. (Regional variations are discussed elsewhere in this report).

Results were similarly inconclusive in 1999.

<i>Table 6 – Compliance Indicators By Gender of Retail Clerk National – All Stores (Weighted) – Trended</i>						
	% Refused To Sell		% Who Asked For ID		% Of Those Asking For ID Who Did Not Sell	
Store Located:	1999	2000/01	1999	2000/01	1999	2000/01
Near school and/or mall	71.1	71.7	78.9	78.9	90.7	89.1
Elsewhere	69.0	68.5	72.5	75.8	90.5	88.0

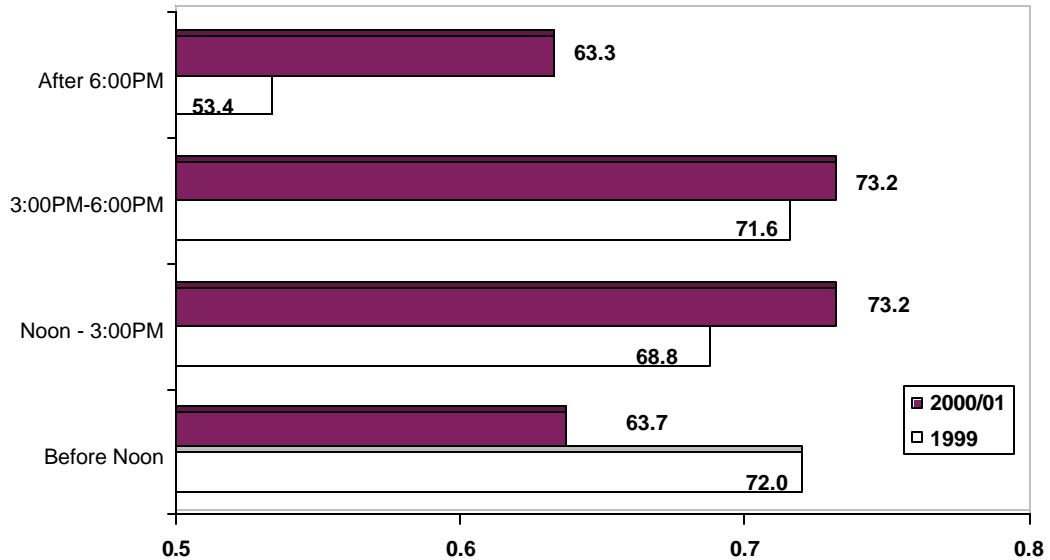
#### 1.1. 5. National Results By Time of Visit

##### *Results By Time of Day*

Compliance statistics were collected and tabulated based on the general time of day when stores were visited.

Compliance was lowest in stores visited either before noon or after 6:00 PM (63.7% and 63.3%, respectively). The figure for early morning visits is lower than last year's; that for late night visits is higher. Compliance in stores visited either early or late afternoon was identical (73.2%), and marginally higher than levels reported in 1999.

**Chart 7 - % Retailers Unwilling To Sell By Time Of Visit  
National - All Stores (Weighted) - 2000/01 vs 1999**



The time of store visits has no direct bearing on retailer compliance levels. Any difference observed in compliance across time-periods is inevitably the influence of other, more dominant variables at play. Table 8 (next page) shows how store visits were distributed by day-parts across several variables that might have influenced the results. The first column of data shows the percentage of all visits conducted across the variables on the left-hand side of the table. For example, the data shows that 4.9% of store visits involved a clerk who was roughly the same age as the minor sent in to attempt a tobacco purchase. Similarly, 52.9% of tobacco purchases were attempted by seventeen-year old minors. The data in the other columns shows comparable percentages, but are based only on the visits done during the indicated day-part.

Table 8 shows that a disproportionate percentage of morning visits involved seventeen-year old minors and senior clerks. Knowing as we do that compliance tends to be lower in cases where either demographic is involved, this may well account for lower compliance during our morning calls. A disproportionately large percentage of seventeen-year olds were also involved in visits after 6:00PM, probably accounting for weaker compliance during evening visits.



	All visits	Before Noon	Between 12PM and 3PM	Between 3PM and 6PM	After 6PM
Age of Minor					
15	23.6%	22.2%	27.2%	19.7%	20.8%
16	23.5%	23.2%	24.1%	31.4%	6.9%
17	52.9%	54.6%	48.7%	48.9%	72.4%
Age of Clerk					
same as minor	4.9%	3.5%	5.9%	5.4%	4.6%
under 25	28.0%	27.5%	27.7%	30.5%	26.1%
over 25	54.5%	52.7%	52.4%	57.8%	62.4%
senior	12.5%	16.3%	14.1%	6.3%	6.9%
Gender of Minor					
Male	45.9%	40.6%	40.0%	47.9%	81.7%
Female	54.1%	59.4%	60.0%	52.1%	18.3%
Gender of Clerk					
Male	48.0%	50.1%	44.6%	49.6%	52.4%
Female	52.0%	49.9%	55.4%	50.4%	47.6%

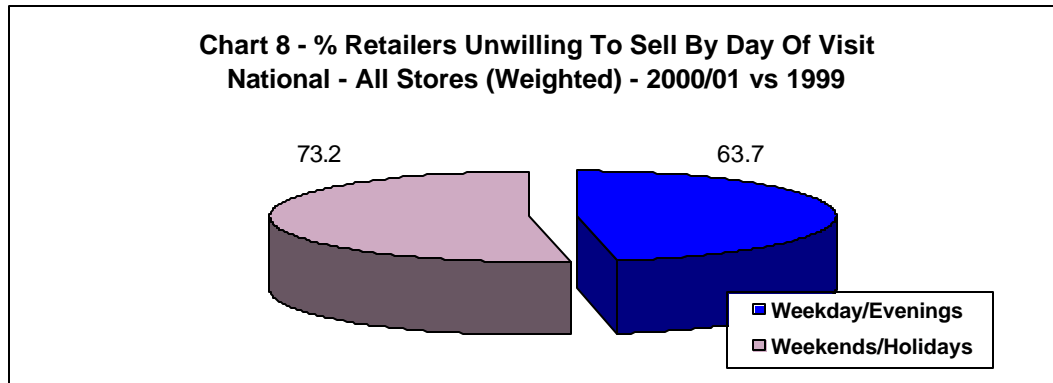
*Table 7  
Distributions for Store Visits by Key variables – Weighted (2000/01)*

#### *Results By Day of Visit*

This year, research was conducted during the fall and winter months with school in session. During this period, store visits took place during school days and on weekends and holidays when school was out. This permits us, for the first time, to report on whether or not retailers are influenced by the school calendar and if compliance measures might vary depending on days school is in or out of session. Specifically, is there evidence to suggest retailers may be more vigilant with respect to tobacco sales to minors during school days when teen traffic is concentrated, and when it may be more likely young customers are of school age?

The national result suggests retailers' awareness is not heightened during school days. Compliance levels were lower during days and evenings when school was in session compared with days when it was not (64.7% versus 71.3%, respectively).

We caution readers against drawing too much from this preliminary benchmark. The store visits on which these results are based do not divide equally between weekdays and holidays and weekends. Of 5024 store visits, 3,912 visits (78%) were conducted on days when school was out and 1,112 visits (22%) on teaching days. Nor are distributions equally proportional in all cities. Only in nineteen cities were visits divided between teaching and non-teaching days, so that the national result is skewed by what was observed in the cities that reported (refer Section 1.2.8. for details).



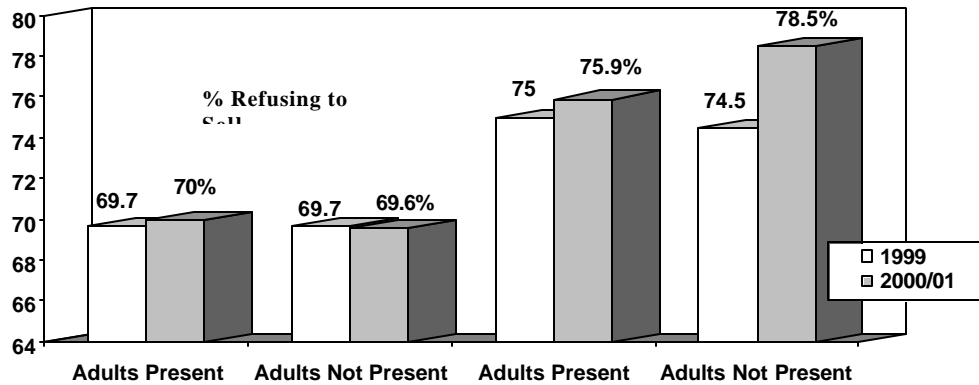
**1.1.6. National Results By Presence of Adults In Store**

Compliance estimates were tabulated based on the presence of adult customers in the store at the time of our attempt to purchase. Adult customers were present in about two-thirds (66.9%) of sample stores at the time of our call.

Overall, the presence of adults in the store made no difference to retailer compliance. The figures have hardly changed since 1999.

**Chart 9 – Weighted - National  
Retailer Compliance When Other Adults Present/Not Present  
Correlated with % of Retailers Asking for ID (1999 vs 2000/01)**

% Asking for ID



We did notice some difference in retailer refusal rates when adults were present in certain store types. In gas station kiosks and in grocery supermarkets, with other adults present at the tobacco counter, refusal rates were much higher than when no other adults were there. The finding for gas outlets is noteworthy. The rate difference between stores with and without adults is significantly large (spread of almost seven points) and is based on over six hundred visits to stores where adult customers were and were not present. The grocery results show an even larger spread, but are based on only 37 stores where no adults were present. As such, the comparison for these outlets is statistically weak and we suggest it should be ignored.

Given that many gas station kiosks are small and cramped, retailers may be more inclined to exercise their obligations under the tobacco laws when other customers are close, than may be the case in larger surface stores where conditions are less intimate. If this theory holds, we'd expect similar results in other small-surface stores, including independent convenience stores.

The difference in independent convenience stores is small nationally, but takes on greater significance when results are reviewed by region (see Section 1.2.7).

Table 8 - National – Weighted (2000/01) % Compliance When Adults Present/Not Present in Store by Class of Trade		
	% Retailers Refusing to Sell	
	Adults in Store	No Adults
All Stores	70.0	69.6
Convenience Chains	73.8	74.3
Pharmacies	79.2	77.7
Gas	74.7	68.0
Grocery Stores	79.4	67.8

Independent Convenience Stores	66.7	69.5
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### 1.1.7. National Results By Class of Trade

We continue to find differences in compliance among retailers operating in the different outlets included in our survey. This year, compliance levels were highest in pharmacies and in grocery supermarket outlets (both report 79.0% refusal rates). Lowest compliance levels were in independent convenience stores (68.1%).

Compared with results in 1999:

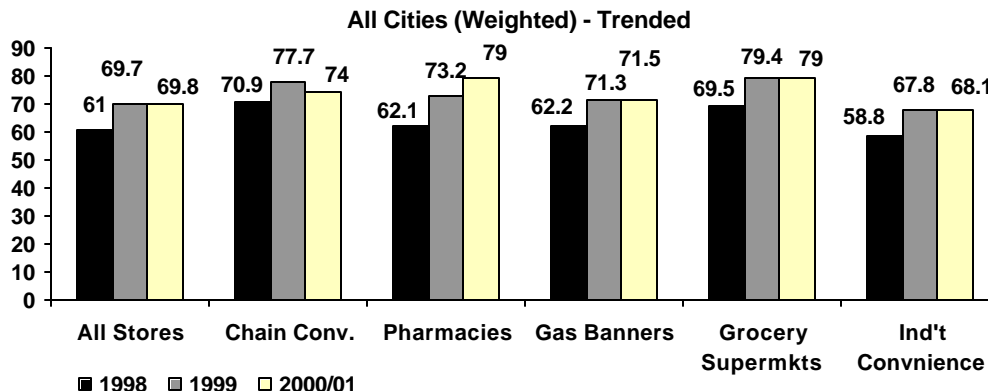
- compliance levels in grocery stores, gas stations and independent convenience stores have not changed;
- compliance among pharmacy retailers improved, even as the number of these outlets still selling cigarettes continues to decline;
- chain convenience stores are the only outlets where a drop in compliance was reported, but the current level remains above the average for all outlets and within the average range reported by chain convenience stores during the last three years.

These developments have served to further narrow the percentage spread that exists between the least compliant class of trade and the overall national rate of compliance. The table below shows that, between 1998 and the latest survey, the difference between these two numbers has fallen annually. The change is not a large one, but coincident with other findings that suggest traditional differences are narrowing, it reinforces the notion of convergence underlining the latest results.

Of course, the physical structure of a retail establishment cannot in itself influence a retailer's actions. Different compliance rates between classes of trade reflect the predisposition of the people behind the tobacco counter to react differently to conditions and factors having a more direct bearing on their behaviour.

<i>Table 9 - National – Weighted Compliance Gap Between National Average (All Stores) &amp; Rate in Trade Class With Lowest Compliance</i>			
Compliance In...	All Stores	Class of Trade w/Lowest Compliance	Difference
2000/01	69.8	68.1	(1.7)
1999	69.7	67.8	(1.9)
1998	61.0	58.5	(2.2)

**Chart 10 - % Retailers Refusing Sales To Minors By Class Of Trade**



## 1.2. Results By City/Province/Region

The minimum national standard governing the sale of tobacco products to young Canadians is embodied in the federal government's *Tobacco Act*. Under the Act, it is illegal for Canadian retailers to sell cigarettes to minors under the age of eighteen. Eighteen is the minimum age of young Canadians to whom retailers can sell tobacco in Quebec, Manitoba, Saskatchewan and Alberta. In all other provinces, the age of legality is nineteen.

Nationally, the percentage of retailers refusing to sell cigarettes to minors in 2000/01 is the same as it was in 1999. This overall compliance rate is a weighted average of conditions across regions and twenty-five cities where, despite national consistency, variations in compliance over last year's results were observed.

Compliance rates improved in nine of twenty-five cities visited.<sup>3</sup> The straight average of the gains in these nine cities (i.e., not weighted by the relative population size of the cities involved) is 30.3 points. In six of nine cities, the gains were in double-digits, though all of the cities involved reported strong compliance increases.:

- Medicine Hat +89.0 points
- Fredericton +49.7 points
- St. John's, Nfld. +35.4 points
- Bathurst +35.1 points
- Saint John, NB +21.2 points
- Vancouver (CMA) +17.2 points

<sup>3</sup> Unless otherwise stated, the larger census metropolitan area (CMA) of Montreal is treated for analytical purposes as a single community and one of twenty-five communities sampled. Where significant reporting differences exist, results for the two major sub-components of the Montreal CMA, Montreal Island and the Island of Laval, may be discussed separately.

- Regina +9.4 points
- Toronto +9.0 points
- Sydney +6.9 points

All three cities visited in New Brunswick make the list of top-gainers. Of the regions where at least three cities were visited, New Brunswick registered the largest overall improvement in compliance. Current levels in the province are the best they have been since 1996. This is true of each of the individual cities included from that province.

The largest gains of any city were reported for Medicine Hat, Fredericton and St. John's, Newfoundland. The situation in Medicine Hat represents a total reversal of the weakness shown in 1999. Here, as in St. John's, the increase means compliance is the highest it has been since ACNielsen first started taking measurements.

In Calgary and Charlottetown compliance held at last year's levels.

There are fourteen cities this year where compliance rates dropped relative to estimates in 1999. The straight average of the losses across these cities (i.e., not weighted by the relative population sizes of the cities involved) is 15.6 points. In eight of the fourteen cities involved, the decreases were in double-digits:

- Quebec City -38.3 points
- Kelowna -34.3 points
- Sherbrooke -28.3 points
- Sudbury -24.5 points
- Ottawa -15.7 points
- Edmonton -13.7 points
- Campbell River/Courtney -13.1 points
- Windsor -13.0 points
- Brandon -8.1 points
- Halifax -7.7 points
- Chicoutimi/Jonquiere -7.6 points
- Montreal (CMA) -6.1 points
- Winnipeg -4.8 points
- Saskatoon -3.3 points

The fact that the straight average of these losses is about half that of the gains reported, and that the deepest reversals occurred in smaller Canadian cities explains why overall compliance, nationally, held steady.

All four cities visited in Quebec report lower compliance this year than last. This is a turnaround from the improvement made in 1999 and that contributed directly to higher

national compliance rates reported that year. Among provinces where we visited at least three cities, Quebec's average rate of compliance (49.2%) is the lowest recorded.

The current decrease is sharpest in Quebec City and Sherbrooke. The decline within the greater metropolitan area of Montreal is less pronounced, but this is because levels in Laval offset a decrease on the Island of Montreal. (Compliance on Montreal Island dropped from 67.3% to 59.9%, while holding steady in Laval at about 69%.) All in all, the decreases were widely dispersed across the province.

In Sherbrooke and Chicoutimi/Jonquiere, the most significant compliance rate drop occurred among retailers addressing seventeen-year old teens. In Sherbrooke one seventeen-year old boy was used; in Chicoutimi/Jonquiere, a seventeen-year old girl. It is conceivable that the youngsters looked older, and that retailers honestly assumed them to be of age. This certainly seems to be the case in Chicoutimi/Jonquiere, where the problem traces to the failure of almost half the retailers to ask the girl for identification. Of those who did ask, virtually all of them refused the sale when no ID was shown. In Sherbrooke, the circumstances are less obvious. Here, a much smaller percentage (21.7%) of retailers bothered to ask the seventeen-year old boy for ID, but even among those who did ask, almost forty-percent (36.6%) still were willing to sell to the youngster when no proof of age was shown.

Across Quebec City and the Island of Montreal, we deployed several youngsters of multiple ages, and lower compliance was widely distributed across age groups. The only situation where compliance improved over 1999 levels involved seventeen-year old teens attempting to buy cigarettes on the Island of Montreal.

Among the other ten cities where compliance levels dropped, three (Saskatoon, Brandon and Campbell River/Courtney) still remain in the list of communities reporting highest compliance (i.e., above 80%), and three others (Halifax, Winnipeg and Edmonton) still post results above seventy percent. The level in Ottawa is down, but in line with the average of the last two surveys. Only in Sudbury and Kelowna are the decreases significantly off historical levels. In both cities the weakness traces to a disproportionately high percentage of retailers asking for identification who were still willing to sell when none was produced (22.6% and 33.0% in each city respectively, compared with 11.5% nationally).

This year's list of cities with the highest proportion of retailers refusing to sell (i.e., with compliance rates above 80.0%) includes nine communities:

- Medicine Hat 95.6%
- Bathurst 95.4%
- St. John's, Nfld. 87.8%
- Toronto 87.5%
- Charlottetown 86.0%
- Campbell River/Courtney 85.1%
- Brandon 84.5%
- Saskatoon 82.6%
- Regina 80.1%

Of these cities, Saskatoon, Campbell River/Courtney, Brandon and Charlottetown were on the list in 1999. All the others are new to the list this year. Six cities on last year's list (Kelowna, Edmonton, Halifax, Ottawa, Sudbury and Winnipeg) did not make the list this year.

There are four communities where retailer compliance in 2000/01 was below sixty percent:

- Quebec City 18.5%
- Sherbrooke 41.1%
- Sydney 52.2%
- Sudbury 59.6%

Sydney was on last year's weak list too, but compliance is actually improved (up from 45.3% in 1999). Indeed, whereas four cities reported levels below fifty-percent compliance a year ago, there are only two cities in this range today. Medicine Hat, Fredericton and Saint John, NB, all weak cities in 1999, have risen substantially since the last measurement.

*Table 10 - % Retailers Refusing To Sell By Region  
Trended Results (Weighted)*

Region	1995 Results	1996 Results	1997 Results	1998 Results	1999 Results	2000 Results
National (All Cities)	47.9	60.5	67.3	61.0	69.7	69.8
St. John's, NFLD	33.2	58.4	83.4	79.6	52.4	87.8
Charlottetown, PEI	90.4	34.3	72.9	77.9	86.0	86.0
New Brunswick	88.8	84.8	58.0	40.7	42.1	72.7
Fredericton	99.9	89.5	49.3	39.8	30.2	79.9
Saint John	94.2	87.6	61.5	42.7	45.9	67.1
Bathurst	8.3	38.7	60.0	22.6	60.3	95.4
Nova Scotia	75.5	89.8	64.1	69.3	73.3	70.9
Halifax	NA	NA	57.4	62.2	84.5	76.8
Truro/New Glasgow	50.5	79.8	NA	NA	NA	NA
Sydney	96.8	98.1	80.5	86.5	45.3	52.2
Quebec	23.9	28.8	45.4	48.7	65.2	47.0
Montreal (CMA)	27.7	27.9	45.4	62.0	69.3	63.2
Quebec City	9.1	33.8	44.8	25.1	57.3	18.5
Sherbrooke	32.7	45.9	45.0	47.5	69.4	41.1
Chicoutimi/Jonquiere	16.0	14.3	49.0	47.9	72.2	64.5
Ontario	62.2	73.3	69.4	62.0	79.1	83.7
Ottawa	40.1	46.5	72.1	55.5	84.3	68.6
Toronto	68.6	77.3	67.9	62.4	78.5	87.5
Windsor	63.1	93.2	86.5	63.0	73.0	60.0
Sudbury	74.2	61.1	80.2	79.7	84.1	59.6



Manitoba	56.5	76.8	72.1	67.7	83.7	78.9
Brandon	61.0	69.3	47.2	79.8	92.6	84.5
Winnipeg	56.4	76.9	72.3	67.5	83.6	78.8
Saskatchewan	30.1	77.8	66.9	73.8	78.9	81.4
Regina	NA	NA	58.6	72.5	70.7	80.1
Saskatoon	NA	NA	74.6	75.2	85.9	82.6
Swift Current	18.8	60.8	NA	NA	NA	NA
North Battleford	63.7	100.0	NA	NA	NA	NA
Alberta	60.1	68.6	80.3	75.4	73.6	67.3
Calgary	42.1	55.9	82.6	82.6	63.2	63.0
Edmonton	75.4	78.7	78.1	68.2	85.4	71.7
Medicine Hat	95.6	93.4	69.4	62.5	6.6	95.6
British Columbia	69.2	74.0	77.7	60.3	59.3	75.3
Vancouver	69.1	74.0	77.5	59.6	58.2	75.4
Kelowna	53.2	53.6	82.9	87.6	98.2	63.8
Campbell River/Courtney	100.0	100.0	94.5	86.8	98.2	85.1

*\*Historical trends based on similar, but not identical, methodologies. View comparisons with appropriate caution.*

*Table 11 - Weighted - Sales To Minors Compliance  
Results By City/Province/Region – 2000/01*

Region	% unwilling to sell (compliant)	% Willing To Sell (non-compliant)	% who asked for ID	% who asked for ID and did not sell	% who asked for ID but willing to sell	% who did not ask for ID and were willing to sell
National	69.8	30.2	77.1	88.5	11.5	93.0
St. John's, NFLD	87.8	12.2	95.2	90.4	9.6	62.2
Charlottetown, PEI	86.0	14.0	88.4	90.9	9.1	51.5
New Brunswick	72.7	27.3	76.7	92.2	7.8	91.6
Fredericton	79.9	20.1	81.9	95.1	4.9	88.9
Saint John	67.1	32.9	72.9	89.7	10.3	93.8
Bathurst	95.4	4.6	90.9	100.0	0.0	50.0
Nova Scotia	70.9	29.1	78.7	89.0	11.0	96.1
Halifax	76.8	23.2	85.3	89.2	10.8	95.2
Sydney	52.2	47.8	57.6	88.4	11.6	97.0
Quebec	47.0	53.0	53.1	86.6	13.4	97.9
Total Montreal	63.2	36.8	67.6	91.4	8.6	95.7
Montreal Island	59.9	40.1	63.8	92.0	8.0	96.6
Laval	69.3	30.7	74.5	91.1	8.9	94.5
Quebec City	18.5	81.5	28.2	65.1	34.9	99.8
Sherbrooke	41.1	58.9	45.5	85.9	14.1	96.4
Chicoutimi/Jonquiere	64.5	35.5	62.0	99.0	1.0	91.7
Ontario	83.7	16.3	88.9	91.1	8.9	75.8
Ottawa	68.6	31.4	82.8	82.2	17.8	97.1
Toronto	87.5	12.5	91.1	92.7	7.3	65.5
Windsor	60.0	40.0	67.9	86.3	13.7	95.5
Sudbury	59.6	40.4	73.6	77.4	22.6	89.9
Manitoba	78.9	21.1	88.7	87.2	12.8	87.0
Brandon	84.5	15.5	89.2	84.9	15.1	19.1
Winnipeg	78.8	21.2	88.7	87.3	12.7	88.0
Saskatchewan	81.4	18.6	84.4	94.5	5.5	89.6
Regina	80.1	19.9	80.3	96.9	3.1	88.4
Saskatoon	82.6	17.4	88.2	92.4	7.6	91.6
Alberta	67.3	32.7	80.4	82.6	17.4	95.5
Calgary	63.0	37.0	81.7	77.1	22.9	100.0
Edmonton	71.7	28.3	78.6	88.8	11.2	91.2
Medicine Hat	95.6	4.4	97.3	95.5	4.5	0.0
British Columbia	75.3	24.7	84.1	88.0	12.0	92.3
Vancouver	75.4	24.6	83.9	88.5	11.5	92.8
Kelowna	63.8	36.2	92.5	67.0	33.0	76.3
Campbell River/Courtney	85.1	14.9	89.0	88.8	11.2	45.8

### 1.2.1. Regional Results By Age of Minor (Table 12)

The research design called for store visits to be completed by teens fifteen, sixteen and seventeen years of age. Nationally, approximately half of the sample was visited by seventeen-year-olds, and the balance was visited by fifteen and sixteen year olds in roughly equal proportions.

At the level of individual cities and regions, wherever sample sizes permitted, we targeted for store visits to be completed in proportions similar to the national average. In seven cities where the number of stores in the sample was below sixty, it was impractical to engage teens of each age for this project. In four cities (Charlottetown, Fredericton, Kelowna and Campbell River/Courtney) teens representative of two of the three age groups were used; in three other cities (Bathurst, Brandon and Medicine Hat) only sixteen year olds were used. In 2000/01, the deployment of teens according to age in each city was consistent with that of the 1999 survey.

Nationally, retailers were more likely to sell cigarettes to older teens than to younger ones, but the gap across age groups appeared to be narrowing. At the level of regions and cities, age continues to influence compliance measures consistent with the national results. Below are highlights from this portion of our research:

- among eighteen cities where stores were visited by teens from each of three age groups, retailers in eleven cities (61%) were found more willing to sell to sixteen or seventeen year olds than they were to fifteen year olds;
- of twenty-one communities where seventeen-year-olds attempted to buy cigarettes, retailers in twelve of these communities (i.e., 57%) scored compliance levels lower than the national average. The lowest incidence of compliance involving seventeen-year-olds this year was in Quebec City (13.3%) and Sherbrooke (13.8%). These two cities, along with Sydney, Chicoutimi/Jonquiere, Windsor, Sudbury and Calgary, all had compliance levels below fifty percent;
- of nineteen communities where fifteen year olds attempted to buy cigarettes, retailers in all but six of these communities scored compliance levels above the national average---the six areas where this was not the case are Quebec City (25.5%), Kelowna (44.7%), Sudbury (49.6%), Montreal (60.1%), Sydney (62.5%) and Ottawa (69.7%);
- retailers in Montreal and St. John's, Nfld. were as likely to refuse a sale to a seventeen year old as they were to a fifteen year old;
- Ottawa and Kelowna were the two cities where compliance differences were sharply lower and deeply pronounced within a single age group. In Ottawa, compliance was much lower (39.3%) in stores visited by a sixteen year old boy than in stores visited by fifteen or seventeen-year olds. In Kelowna, retailers in stores visited by a fifteen-year old boy fared quite poorly (44.7% compliance). It may well be that the teens in question in either city looked older than their age. This does not excuse the fact that, in Kelowna, where almost all retailers asked the fifteen year old for ID, 57% still seemed willing to complete the sale when no ID was shown. In Ottawa, only 78% of retailers asked the sixteen-year old boy for proof of age in the first place. In this city, compliance was also lower this year than last year across all other customer age groups.

*Table 12 - Weighted - Sales To Minors Compliance Results By City/Province/Region  
% Retailers Unwilling To Sell By Age Of Minor – 2000/01*

Region	% unwilling to sell (compliant)	% unwilling To Sell when teen was	% unwilling to sell when teen was	% unwilling to sell when teen was
	Across All Ages	15Yr	16Yr	17Yr
National	69.8	75.3	71.3	66.4
St. John's, NFLD	87.8	84.7	99.1	83.8
Charlottetown, PEI	86.0	0.0	100.0	72.0
New Brunswick	72.7	80.4	83.4	61.9
Fredericton	79.9	0.0	87.5	72.7
Saint John	67.1	80.4	75.0	56.7
Bathurst	95.4	0.0	95.4	0.0
Nova Scotia	70.9	71.5	85.5	63.3
Halifax	76.8	74.2	97.6	67.7
Sydney	52.2	62.5	48.4	49.1
Quebec	47.0	49.2	51.8	43.6
Total Montreal	63.2	60.1	68.6	62.0
Montreal Island	59.9	53.4	64.0	60.9
Laval	69.3	67.0	71.9	69.1
Quebec City	18.5	25.5	21.5	13.3
Sherbrooke	41.1	90.3	46.1	13.8
Chicoutimi/Jonquiere	64.5	91.5	61.7	49.2
Ontario	83.7	78.6	81.1	87.5
Ottawa	68.6	69.7	39.3	83.8
Toronto	87.5	80.4	87.4	91.2
Windsor	60.0	83.0	71.4	42.8
Sudbury	59.6	49.6	98.3	44.1
Manitoba	78.9	98.1	81.9	68.3
Brandon	84.5	0.0	84.5	0.0
Winnipeg	78.8	98.1	81.7	68.3
Saskatchewan	81.4	85.6	72.6	83.5
Regina	80.1	90.4	75.9	77.3
Saskatoon	82.6	81.4	69.5	89.4
Alberta	67.3	93.9	71.7	51.5
Calgary	63.0	97.8	65.1	44.4
Edmonton	71.7	89.5	77.6	59.7
Medicine Hat	95.6	0.0	95.6	0.0
British Columbia	75.3	89.5	71.2	70.1
Vancouver	75.4	91.4	70.2	70.0
Kelowna	63.8	44.7	87.2	0.0
Campbell River/Courtney	85.1	0.0	90.1	79.8

*NOTE: Where "0" appears, indicates there is no data for that cell (i.e., condition does not apply).*

### 1.2.2. Regional Results By Age of Clerk (Table 13)

The following are highlights for retailer compliance by region based on the approximate age of the clerk behind the tobacco counter:

- as observed nationally, the youngest clerks in a majority of cities (twelve of twenty-three cities, or 52%) were least likely to refuse a tobacco sale to the teens attempting to buy;
- in sixteen of twenty-three cities where youngest people were behind the tobacco counter, compliance within this sales clerk age segment was below the overall national average;
- compliance among youngest clerks was lowest in three cities: St. John's, Nfld. (3.9%), Sherbrooke (18.3%) and Quebec City (23.0%). The reader is reminded that these results are based on relatively few occasions where teenage clerks staffed the tobacco counter. Nationally, there were 348 such occasions. At the level of individual cities, the actual number of occasions seldom exceeded twenty and most often involved 15 stores or less;
- nationally, compliance is highest when clerks behind the tobacco counter were middle-aged (i.e., older than 25, but not seniors). Regionally, this age group reported compliance above the overall national average in sixteen of twenty-five cities (or 64% of all cities visited).

*Table 13 - Weighted - Sales To Minors Compliance Results By City/Province/Region  
% Retailers Unwilling To Sell By Age Of Clerk – 2000/01*

Region	% unwilling to sell (compliant) All Retailers	% unwilling to sell: age same as minor	% unwilling to sell: age older than minor but < 25	% unwilling to sell: age > 25 but not senior	% unwilling to sell: senior
National	69.8	52.4	64.7	74.5	61.2
St. John's, NFLD	87.8	3.9	82.5	92.0	100.0
Charlottetown, PEI	86.0	41.3	87.2	98.3	0.0
New Brunswick	72.7	51.5	71.0	76.7	81.3
Fredericton	79.9	79.8	73.6	82.6	100.0
Saint John	67.1	35.0	67.6	71.6	75.0
Bathurst	95.4	100.0	87.3	100.0	100.0
Nova Scotia	70.9	46.9	77.4	72.2	46.1
Halifax	76.8	52.3	80.9	79.6	44.4
Sydney	52.2	30.1	58.6	52.3	50.0
Quebec	47.0	31.0	37.9	53.7	50.7
Total Montreal	63.2	49.2	60.0	66.8	60.7
Montreal Island	59.9	71.9	63.5	58.7	59.8
Laval	69.3	61.1	60.2	73.3	70.6
Quebec City	18.5	23.0	16.4	20.1	16.0
Sherbrooke	41.1	18.3	40.6	57.6	0.0
Chicoutimi/Jonquiere	64.5	51.6	64.4	66.9	72.8
Ontario	83.7	82.5	83.0	84.1	82.3
Ottawa	68.6	48.1	48.9	79.6	52.1
Toronto	87.5	92.4	87.6	86.1	100.0
Windsor	60.0	58.8	64.0	60.8	41.4
Sudbury	59.6	0.0	73.8	66.1	23.1
Manitoba	78.9	76.9	67.9	82.6	81.6
Brandon	84.5	100.0	87.6	82.4	19.4
Winnipeg	78.8	76.6	67.0	82.6	82.0
Saskatchewan	81.4	67.9	90.2	81.1	72.3
Regina	80.1	81.6	87.2	73.1	79.4
Saskatoon	82.6	59.3	93.3	88.8	63.8
Alberta	67.3	54.3	69.0	68.1	48.4
Calgary	63.0	41.9	70.0	62.0	53.1
Edmonton	71.7	67.4	67.4	75.1	36.3
Medicine Hat	95.6	0.0	100.0	93.4	0.0
British Columbia	75.3	43.2	72.3	76.7	86.2
Vancouver	75.4	41.7	72.5	76.7	90.4
Kelowna	63.8	87.7	56.5	65.9	59.6
Campbell River/Courtney	85.1	32.2	90.4	90.4	61.7

NOTE: Where "0" appears, indicates there is no data for that cell (i.e., condition does not apply).

### 1.2.3. Regional Results By Class of Trade (Table 14)

At the national level it was observed that retailers in grocery stores and pharmacies generated the highest compliance figures; those in independent convenience stores, the lowest. However, the gap separating the highest and lowest compliance estimates has really not widened since 1999.

In several regions, the compliance gap between trade classes may no longer be as pronounced as it might once have been, or as some may still perceive it to be:

- in at least six of twenty-five cities, compliance levels across trade classes were very consistent. These are: St. John's, Nfld., Bathurst, Quebec City, Toronto, Medicine Hat and Vancouver. The list includes two of Canada's three largest urban markets, and in all but one of the six (Quebec City), the rates are consistently above the national average;
- there are several other markets where compliance levels are consistent across the majority of trade classes visited.

Of course, differences continue to exist. Regardless of general increases in the overall compliance rate within all trade classes over the last few years, some accounts continue to post better results than others. The following are results across trade classes operating within a particular city:

- compliance was as high or higher in chain convenience stores than other outlets in eleven of twenty-five cities;
- compliance was as high or higher in supermarket grocery stores than other outlets in thirteen of twenty-five cities;
- compliance was lowest in independent convenience stores than other outlets in ten of twenty-five cities:
  - Sydney (51.4%)
  - Bathurst (94.1%)
  - Quebec City (17.9%)
  - Regina (73.3%)
  - Saskatoon (72.2%)
  - Calgary (52.7%)
  - Edmonton (66.7%)
  - Medicine Hat (93.8%)
  - Kelowna (56.5%)
  - Vancouver (73.3%)
- compliance was lowest in chain convenience stores than any other outlets in six of twenty-five cities: Charlottetown, Saint John, NB., Halifax, Montreal (Island), Chicoutimi/Jonquiere and Windsor;
- compliance was lowest in gas stations/kiosks than any other outlets in six of twenty-five cities: St. John's, Nfld., Sherbrooke, Ottawa, Sudbury, Winnipeg and Campbell River/Courtney.

*Table 14 - Weighted - Sales To Minors Compliance Results By City/Province/Region  
% Retailers Unwilling To Sell By Class Of Trade – 2000/01*

Region	% unwilling to sell (compliant) All Stores	% unwilling to sell: Chain Convenience	% unwilling to sell: Pharmacies	% unwilling to sell: Gas	% unwilling to sell: Grocery	% unwilling to sell: Independent Convenience
National	69.8	74.0	79.0	71.5	79.0	68.1
St. John's, NFLD	87.8	100.0	90.2	85.4	90.0	87.7
Charlottetown, PEI	86.0	50.0	80.0	60.9	81.8	90.6
New Brunswick	72.7	81.8	0.0	81.1	71.2	72.1
Fredericton	79.9	100.0	0.0	80.0	60.0	80.0
Saint John	67.1	50.0	0.0	74.1	70.0	66.7
Bathurst	95.4	100.0	0.0	100.0	100.0	94.1
Nova Scotia	70.9	75.2	0.0	73.0	90.9	70.5
Halifax	76.8	76.0	0.0	78.1	100.0	76.6
Sydney	52.2	70.0	0.0	55.0	83.3	51.4
Quebec	47.0	53.1	0.0	54.2	57.0	45.1
Total Montreal	63.2	58.1	0.0	69.0	73.8	62.3
Montreal Island	59.9	51.6	0.0	64.9	74.1	59.3
Laval	69.3	80.0	0.0	78.8	76.7	66.3
Quebec City	18.5	24.0	0.0	21.7	20.6	17.9
Sherbrooke	41.1	46.7	0.0	36.7	57.1	40.9
Chicoutimi/Jonquiere	64.5	53.3	0.0	78.8	64.0	62.3
Ontario	83.7	81.5	0.0	74.4	87.7	85.9
Ottawa	68.6	76.9	0.0	45.2	65.2	75.0
Toronto	87.5	85.0	0.0	80.0	90.4	89.4
Windsor	60.0	52.8	0.0	72.7	100.0	57.8
Sudbury	59.6	66.7	0.0	58.8	83.3	59.2
Manitoba	78.9	80.5	85.4	68.4	89.9	80.3
Brandon	84.5	100.0	100.0	83.3	71.4	85.7
Winnipeg	78.8	80.4	85.4	67.7	90.2	80.3
Saskatchewan	81.4	88.3	84.8	83.2	91.5	73.0
Regina	80.1	79.2	89.3	82.7	94.1	73.3
Saskatoon	82.6	96.0	82.5	83.6	89.5	72.2
Alberta	67.3	78.9	75.6	73.5	83.5	58.4
Calgary	63.0	77.9	75.0	74.0	97.8	52.7
Edmonton	71.7	80.0	75.6	72.0	75.7	66.7
Medicine Hat	95.6	100.0	100.0	95.8	100.0	93.8
British Columbia	75.3	77.4	79.2	80.6	87.9	73.2
Vancouver	75.4	77.1	79.2	81.2	87.9	73.3
Kelowna	63.8	100.0	85.7	72.5	85.7	56.5
Campbell River/Courtney	85.1	100.0	80.0	69.6	92.3	88.0



*NOTE: Where "0" appears, indicates there is no data for that cell (i.e., condition does not apply).*

#### **1.2.4. Regional Results By Gender of Minor (Table 15)**

Teens of both genders went into stores in twenty-two of the twenty-five cities. The national data suggests that young girls had a much harder time trying to buy cigarettes this year than at any time in the recent past. Indeed, retailers were more likely to refuse a sale to young girls than they were to young boys.

Regionally, this finding holds in sixteen of the twenty-two cities (73% of cities) where teens of both genders were deployed. The list includes Canada's three largest cities where we deployed multiple numbers of boys and girls of various ages to conduct store visits. As such, the sample was broadly representative and widely dispersed.

In three other cities (Halifax, Winnipeg and Calgary), young boys were refused a sale more often than young girls, but the difference in compliance rates between the genders is small (less than four percentage points). The boys in these cities averaged slightly younger in age than the girls. Given that compliance tends to decrease with age, age is likely a factor skewing results in favor of the younger boys.

There were only three cities where boys were far more likely than girls to be refused a sale:

- Charlottetown --- compliance involving boys 100%, girls 72%
- Chicoutimi/Jonquiere --- compliance involving boys 91.5%, girls 54.4%
- Regina --- compliance involving boys 81.5%; girls 75.9%

In Charlottetown and Chicoutimi/Jonquiere, the girls involved in the research were older than the boys. Once again, their respective age may have had something to do with the results.

In Regina, the girl was the same age as one boy used and younger than a second. We might have expected higher incidence of refusals where the girl was involved. The fact is that the compliance gap between genders in Regina is not all that great, and the total rate of compliance itself is relatively high in either case.

*Table 15 - Weighted - Sales To Minors Compliance Results By City/Province/Region  
% Retailers Unwilling To Sell By Gender Of Minor – 2000/01*

Region	% unwilling to sell (compliant) All Teens	% unwilling to sell when teen was: Male	% unwilling to sell when teen was: Female
National	69.8	66.7	72.8
St. John's, NFLD	87.8	83.8	91.9
Charlottetown, PEI	86.0	100.0	72.0
New Brunswick	72.7	66.4	83.4
Fredericton	79.9	72.7	87.5
Saint John	67.1	64.3	75.0
Bathurst	95.4	0.0	95.4
Nova Scotia	70.9	68.4	73.9
Halifax	76.8	77.9	75.7
Sydney	52.2	48.8	62.5
Quebec	47.0	40.4	53.6
Total Montreal	63.2	54.7	71.7
Montreal Island	59.9	51.6	68.3
Laval	69.3	58.6	80.1
Quebec City	18.5	14.1	22.8
Sherbrooke	41.1	39.4	46.1
Chicoutimi/Jonquiere	64.5	91.5	54.4
Ontario	83.7	81.4	86.3
Ottawa	68.6	68.3	69.7
Toronto	87.5	86.6	88.4
Windsor	60.0	52.5	83.0
Sudbury	59.6	49.6	62.9
Manitoba	78.9	81.8	77.8
Brandon	84.5	84.5	0.0
Winnipeg	78.8	81.7	77.7
Saskatchewan	81.4	78.4	84.2
Regina	80.1	81.5	75.9
Saskatoon	82.6	69.5	86.7
Alberta	67.3	62.4	70.1
Calgary	63.0	65.1	62.3
Edmonton	71.7	59.7	83.7
Medicine Hat	95.6	95.6	0.0
British Columbia	75.3	74.3	76.2
Vancouver	75.4	74.9	75.8
Kelowna	63.8	44.7	87.2
Campbell River/Courtnay	85.1	79.8	90.1

*NOTE: Where "0" appears, indicates there is no data for that cell (i.e., condition does not apply).*

### **1.2.5. Regional Results By Gender of Clerk (Table 16)**

In seventeen of twenty-five cities visited (68%), female clerks were more likely than male clerks to refuse a sale. However in many cities where differences were noted, the spread is too small to be considered significant.

Below is the list of cities where the largest compliance gap (ten percentage points or better) was found between clerks of either gender. Eight of twenty-five cities make the list:

- Campbell River/Courtnay (male compliance 65.2% vs female compliance 96.2%)
- Sherbrooke (male compliance 25.9% vs female compliance 49.8%)
- Windsor (male compliance 49.9% vs female compliance 71.9%)
- Sudbury (male compliance 48.4% vs female compliance 69.8%)
- Kelowna (male compliance 56.3% vs female compliance 70.6%)
- Charlottetown (male compliance 78.7% vs female compliance 92.1%)
- Chicoutimi/Jonquiere (male compliance 71.6% vs female compliance 60.3%)
- Brandon (male compliance 78.8% vs female compliance 89.5%)

Chicoutimi/Jonquiere is the only city where male clerks reported substantially higher rates of compliance than female clerks.

*Table 16 - Weighted - Sales To Minors Compliance Results By City/Province/Region  
% Retailers Unwilling To Sell By Gender of Clerk – 2000/01*

Region	% unwilling to sell (compliant) All Stores	% unwilling to sell: Clerk is Male	% unwilling to sell: Clerk is Female
National	69.8	68.0	71.6
St. John's, NFLD	87.8	88.6	87.5
Charlottetown, PEI	86.0	78.7	92.1
New Brunswick	72.7	74.9	71.2
Fredericton	79.9	85.3	77.3
Saint John	67.1	70.8	63.7
Bathurst	95.4	100.0	94.7
Nova Scotia	70.9	71.6	70.2
Halifax	76.8	75.2	78.8
Sydney	52.2	50.2	53.1
Quebec	47.0	45.9	48.1
Total Montreal	63.2	61.3	65.3
Montreal Island	59.9	58.3	62.1
Laval	69.3	65.0	73.2
Quebec City	18.5	13.1	22.3
Sherbrooke	41.1	25.9	49.8
Chicoutimi/Jonquiere	64.5	71.6	60.3
Ontario	83.7	79.9	88.8
Ottawa	68.6	66.6	74.0
Toronto	87.5	84.4	91.4
Windsor	60.0	49.9	71.9
Sudbury	59.6	48.4	69.8
Manitoba	78.9	76.3	80.4
Brandon	84.5	78.8	89.5
Winnipeg	78.8	76.3	80.3
Saskatchewan	81.4	82.1	80.8
Regina	80.1	81.2	78.7
Saskatoon	82.6	83.3	82.1
Alberta	67.3	62.6	70.2
Calgary	63.0	58.4	66.4
Edmonton	71.7	67.8	73.7
Medicine Hat	95.6	100.0	92.4
British Columbia	75.3	72.8	77.6
Vancouver	75.4	73.2	77.5
Kelowna	63.8	56.3	70.6
Campbell River/Courtnay	85.1	65.2	96.2

### **1.2.6. Regional Results By Proximity To School &/or Mall (Table 17)**

Across our entire sample, retailers in stores closest to schools or malls showed they were marginally more likely to comply with tobacco sales-to-minors legislation than other retailers. At the regional level, the stores' proximity to schools or malls does not always translate into higher compliance rates.

Retailer compliance for stores in proximity to schools/malls was higher in thirteen of twenty-five cities surveyed. In the other twelve cities, the opposite was found to be true. As such about half the cities we visited showed one result and half another. Even where differences exist, the gap is not always large or meaningful.

These mixed findings do not lend themselves to any conclusive arguments regarding the influence of store location on retailer behaviour. We drew the same conclusion from results in 1999.

*Table 17 - Weighted - Sales To Minors Compliance Results By City/Province/Region  
% Retailers Unwilling To Sell By Proximity to School &/Or Mall – 2000/01*

Region	% unwilling to sell (compliant) All Stores	% unwilling to sell: Stores Near School or Mall	% unwilling to sell: All Other Stores
National	69.8	71.7	68.5
St. John's, NFLD	87.8	85.7	88.7
Charlottetown, PEI	86.0	83.2	87.1
New Brunswick	72.7	68.5	74.2
Fredericton	79.9	87.1	77.6
Saint John	67.1	54.8	71.0
Bathurst	95.4	100.0	92.6
Nova Scotia	70.9	70.5	71.0
Halifax	76.8	72.8	78.7
Sydney	52.2	55.3	51.6
Quebec	47.0	38.4	51.0
Total Montreal	63.2	56.7	65.1
Montreal Island	59.9	56.2	60.8
Laval	69.3	50.3	76.1
Quebec City	18.5	23.1	14.2
Sherbrooke	41.1	47.5	39.0
Chicoutimi/Jonquiere	64.5	63.2	64.7
Ontario	83.7	85.5	82.0
Ottawa	68.6	73.2	65.3
Toronto	87.5	89.5	85.7
Windsor	60.0	44.5	74.5
Sudbury	59.6	48.0	65.1
Manitoba	78.9	81.7	75.9
Brandon	84.5	83.4	85.1
Winnipeg	78.8	81.7	75.7
Saskatchewan	81.4	81.8	80.8
Regina	80.1	78.6	81.7
Saskatoon	82.6	83.9	79.4
Alberta	67.3	72.3	60.3
Calgary	63.0	72.8	47.7
Edmonton	71.7	71.7	71.8
Medicine Hat	95.6	82.4	98.0
British Columbia	75.3	76.5	74.4
Vancouver	75.4	76.6	74.5
Kelowna	63.8	64.1	63.3
Campbell River/Courtnay	85.1	90.1	80.6

**1.2.7. Regional Results By Presence Or Not Of Adults In Store (Table 18 - 20)**

In our discussion of results at the national level, we observed no difference in the overall retailer rate of refusal when other adults were present in store compared to when they were not. However, the possibility was hinted at that gas retailers might be more sensitive than retailers in other outlets to an adult's presence at the tobacco counter.

The regional data supports these conclusions, and suggests that independent convenience retailers, too, may be more prone to letting their guard down when no adults are at the tobacco counter. In most cities, gas station clerks and those operating independent convenience stores were more likely to refuse a sale to underage teens when adults were present than when they were not.

As already suggested, it may be that retailers in small-surface stores are more inclined to exercise their obligations under the tobacco laws when other customers are close, than may be the case in larger surface stores where conditions are less intimate.

Summary results by trade class are presented below:

*Table 18 - Summary Results of Regional Data  
Relating to Compliance When Adults Present/Not Present at the Tobacco Counter  
2000/01 Survey*

Trade Class	# Cities Involved	# Cities Where Compliance Was Same or Better w/No Adults	% of Cities	# Cities Where Compliance Was Better w/ Adults	% of Cities
Gas stores	25	10	40%	15	60%
Ind't convenience	25	12	48%	13	52%
Chain convenience	22	14	64%	8	36%
Pharmacies	12	9	75%	3	25%
Grocery supermarkets	13	11	85%	2	15%

*Table 19 - Weighted - Sales To Minors Compliance Results By City/Province/Region  
% Retailers Unwilling To Sell Based On Presence Of Adult Customers In Store – 2000/01*

Region	% unwilling to sell (compliant) All Stores	% unwilling to sell: Stores With Adult Customers	% unwilling to sell: Stores With No Adult Customers
National	69.8	70.0	69.6
St. John's, NFLD	87.8	80.8	94.6
Charlottetown, PEI	86.0	91.6	74.5
New Brunswick	72.7	78.3	66.5
Fredericton	79.9	91.5	64.0
Saint John	67.1	67.8	66.3
Bathurst	95.4	100.0	85.1
Nova Scotia	70.9	71.1	70.6
Halifax	76.8	79.2	73.9
Sydney	52.2	48.6	58.0
Quebec	47.0	47.4	46.5
Total Montreal	63.2	64.9	60.9
Montreal Island	59.9	60.3	59.4
Laval	69.3	67.5	71.9
Quebec City	18.5	18.8	17.9
Sherbrooke	41.1	43.9	31.9
Chicoutimi/Jonquiere	64.5	71.0	57.7
Ontario	83.7	86.1	81.3
Ottawa	68.6	71.8	64.0
Toronto	87.5	90.6	84.6
Windsor	60.0	62.6	57.9
Sudbury	59.6	52.3	69.9
Manitoba	78.9	72.8	87.8
Brandon	84.5	86.4	81.5
Winnipeg	78.8	72.6	87.9
Saskatchewan	81.4	86.3	72.8
Regina	80.1	81.3	78.0
Saskatoon	82.6	91.0	68.2
Alberta	67.3	68.5	64.9
Calgary	63.0	67.8	56.1
Edmonton	71.7	68.9	78.5
Medicine Hat	95.6	92.7	100.0
British Columbia	75.3	78.4	71.9
Vancouver	75.4	78.5	72.1
Kelowna	63.8	65.9	60.2
Campbell River/Courtnay	85.1	90.3	74.1



*Table 20 - Weighted - Sales To Minors Compliance Results By City/Province/Region  
% Retailers Unwilling To Sell Based On Presence Of Adult Customers  
In Each Class of Trade - 2000/01*

Region	Gas Stores/Kiosks		Ind't Convenience		Chain Convenience		Pharmacies		Grocery	
	Adults	No Adults	Adults	No Adults	Adults	No Adults	Adults	No Adults	Adults	No Adults
National	74.7	68.0	66.7	69.5	73.8	74.3	79.2	77.7	79.4	67.6
St. John's, NFLD	82.6	88.9	79.4	94.9	100.0	100.0	90.9	87.5	88.2	100.0
Charlottetown, PEI	70.0	53.8	95.5	80.0	40.0	100.0	77.8	100.0	81.8	0.0
New Brunswick	87.3	70.8	77.5	66.2	100.0	75.0	0.0	0.0	69.1	100.0
Fredericton	85.7	72.7	92.3	63.2	100.0	0.0	0.0	0.0	60.0	0.0
Saint John	83.3	55.6	66.7	66.7	100.0	0.0	0.0	0.0	66.7	100.0
Bathurst	100.0	100.0	100.0	80.0	0.0	100.0	0.0	0.0	100.0	0.0
Nova Scotia	75.1	71.2	70.6	70.4	72.6	82.1	0.0	0.0	89.7	100.0
Halifax	81.5	75.7	79.0	73.4	72.2	85.7	0.0	0.0	100.0	100.0
Sydney	60.0	46.7	46.5	59.3	75.0	50.0	0.0	0.0	83.3	0.0
Quebec	58.6	49.6	44.6	45.8	56.6	48.1	0.0	0.0	57.2	53.6
Total Montreal	74.8	62.8	62.7	61.7	63.0	51.5	0.0	0.0	74.8	52.9
Montreal Island	71.4	54.5	57.4	61.5	57.9	41.7	0.0	0.0	75.0	50.0
Laval	72.7	84.8	65.5	67.6	77.3	83.3	0.0	0.0	75.9	100.0
Quebec City	25.0	18.2	18.2	17.4	24.2	23.5	0.0	0.0	17.7	50.0
Sherbrooke	33.3	41.7	44.1	30.0	50.0	40.0	0.0	0.0	57.1	0.0
Chicoutimi/Jonquiere	78.6	78.9	71.4	52.9	55.6	50.0	0.0	0.0	59.1	100.0
Ontario	81.8	66.8	88.5	83.8	76.3	88.8	0.0	0.0	87.7	84.9
Ottawa	46.9	43.3	78.6	70.0	77.1	76.5	0.0	0.0	65.1	66.7
Toronto	88.5	70.8	93.2	86.7	78.9	93.0	0.0	0.0	90.3	100.0
Windsor	71.4	73.3	65.0	52.0	44.8	62.5	0.0	0.0	100.0	0.0
Sudbury	61.5	57.1	50.0	73.7	66.7	66.7	0.0	0.0	83.3	0.0
Manitoba	57.7	76.3	71.6	93.0	83.9	71.7	84.6	88.9	89.5	100.0
Brandon	87.5	75.0	85.7	85.7	100.0	100.0	100.0	0.0	71.4	0.0
Winnipeg	55.6	76.3	71.4	93.1	83.8	71.4	84.6	88.9	89.8	100.0
Saskatchewan	90.8	74.0	76.9	67.1	90.5	77.0	85.4	82.1	91.3	100.0
Regina	88.5	76.9	70.0	80.0	85.7	33.3	88.0	100.0	93.8	100.0
Saskatoon	92.3	71.4	100.0	50.0	95.0	100.0	83.9	77.8	89.5	0.0
Alberta	70.2	78.6	58.8	58.0	78.6	79.8	75.2	79.0	83.5	82.8
Calgary	74.4	73.5	56.5	48.9	80.6	70.8	75.0	75.0	97.7	100.0
Edmonton	66.0	86.4	61.3	73.9	76.3	93.8	75.0	80.0	75.4	80.0
Medicine Hat	88.9	100.0	90.9	100.0	100.0	100.0	100.0	100.0	100.0	0.0
British Columbia	81.8	79.3	76.0	71.1	79.1	67.4	80.2	70.3	88.8	47.3
Vancouver	82.0	80.4	76.2	71.2	78.9	66.7	80.2	70.0	88.7	50.0
Kelowna	76.0	66.7	57.1	55.6	100.0	100.0	83.3	100.0	85.7	0.0
Campbell River/Courtney	100.0	53.3	88.9	85.7	100.0	100.0	77.8	100.0	100.0	0.0

*NOTE: Where "0" appears, indicates there is no data for that cell (i.e., condition does not apply).*

### **1.2.8. Regional Results By Day of Visit (Table 21)**

In nineteen of twenty-five cities, we conducted store visits on weekdays and evenings of days when school was in session and holidays and weekends when it was not. In the remaining cities all visits were conducted either on school days/evenings or weekends/holidays.

Across the cities where comparisons are possible, retailers in thirteen cities were more willing to sell or as willing to sell tobacco to underage teens during days when school was in session compared to days when it was not. Retailers in six cities were less willing to sell during days school was in.

We caution readers that these initial observations based on day of visit may not be conclusive. The store visits on which these results are based do not divide equally between weekdays and holidays and weekends, nor are distributions equally proportional in all cities. Sample sizes vary, so results are not significant in all cases. More data should be collected before drawing final conclusions.

*Table 21 - Weighted - Sales To Minors Compliance Results By City/Province/Region  
% Retailers Unwilling To Sell Based On Day of Visit – 2000/01*

	% Unwilling To Sell: All Stores	% Unwilling To Sell: During School Days/Evenings	% Unwilling To Sell: During Weekends/Holidays
National	69.8	64.7	71.3
St. John's, NFLD	87.8	90.3	86.8
Charlottetown, PEI	86.0	0.0	86.0
New Brunswick	72.7	100.0	72.7
Fredericton	79.9	0.0	79.9
Saint John	67.1	100.0	67.0
Bathurst	95.4	0.0	95.4
Nova Scotia	70.9	68.1	71.7
Halifax	76.8	73.6	77.9
Sydney	52.2	23.4	55.6
Quebec	47.0	28.2	51.7
Total Montreal	63.2	44.8	67.1
Montreal Island	59.9	44.4	63.3
Laval	69.3	76.0	69.0
Quebec City	18.5	9.6	21.7
Sherbrooke	41.1	0.0	41.1
Chicoutimi/Jonquiere	64.5	0.0	64.5
Ontario	83.7	83.3	83.8
Ottawa	68.6	77.9	53.9
Toronto	87.5	87.3	87.6
Windsor	60.0	69.8	57.7
Sudbury	59.6	39.8	66.0
Manitoba	78.9	98.3	78.4
Brandon	84.5	78.2	85.3
Winnipeg	78.8	100.0	78.3
Saskatchewan	81.4	81.8	80.9
Regina	80.1	79.7	80.4
Saskatoon	82.6	83.2	81.6
Alberta	67.3	65.6	67.9
Calgary	63.0	93.4	55.5
Edmonton	71.7	49.6	86.1
Medicine Hat	95.6	0.0	95.6
British Columbia	75.3	66.2	78.0
Vancouver	75.4	65.3	78.3
Kelowna	63.8	86.9	44.2
Campbell River/Courtney	85.1	71.7	95.0

NOTE: Where "0" appears, indicates there is no data for that cell (i.e., condition does not apply).

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## PART A (continued)

### TOBACCO SALES-TO-MINORS LEGISLATION

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#### Section 2: Posting Of Age/Health Advisory Signs

Federal and provincial sales-to-minors legislation regulates the posting of age advisory and/or tobacco health-warning signs in retail establishment where tobacco products are sold. The number and type of signs that must be posted in each establishment varies by province depending upon the legislation in effect. In addition, the legislation clearly stipulates the manner in which signs must be posted and the location on the premises (windows, doors, at tobacco counters, etc.) where each sign must be displayed.

This section of the report summarizes observations regarding retailer compliance with the sign provisions of sales-to-minors legislation across Canada.

In 2000/01, the signs whose presence we verified were the same as those verified in 1999.

A liberal definition of compliance was adopted for this portion of the research. Compliance was assumed to exist provided that retailers respected these minimum fundamental requirements of the legislation:

- that *every* type of *mandatory* sign designed to be visible to the customer was posted;
- that these signs were present at or *near* every required location on the premises and;
- that, in Quebec, Manitoba, Saskatchewan and Alberta, signs were posted in both official languages.

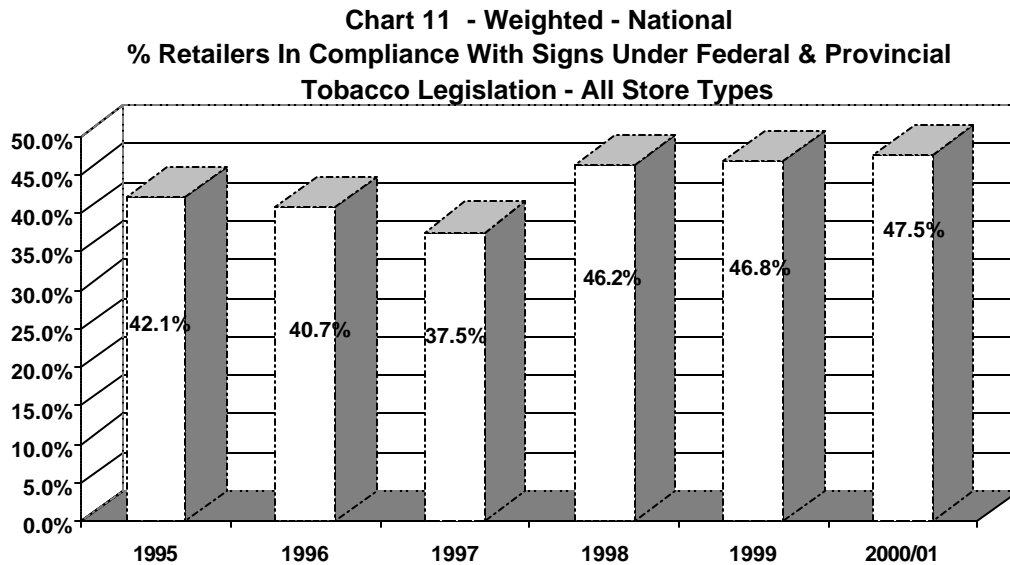
The presence of signs designed to be visible only to the cashier, or those designated as optional, were not measured and do not factor into the results. We were unconcerned with signs not posted exactly where the law stipulated, provided they were in close proximity to the suggested location and visible to the customer. The only attempt to verify that signs met the size provisions stipulated in some of the legislation is in the case of Nova Scotia's *Tobacco Access Act* "Health Warning" sign. In all other cases, we did not deduct points for the failure of retailers to meet size provisions.

One requirement on which there was no compromise was that the signs posted be only those officially sanctioned under the tobacco laws of the province. No credit was given for the presence of any other tobacco age/health-advisory sign--- whether hand-drawn by the retailer, issued by the retail organization or even by a government health authority--- if the official government sign we were instructed to look for was not itself visible.

## 2.1. Overall Compliance - National

Nationally, the percentage of retailers complying fully with the sign provisions of the tobacco laws was 47.5%. This figure represents the percentage of retailers across all twenty-five cities visited that met every sign compliance condition we measured.

The current figure is the highest level of compliance reported in six years of audits, and is marginally better than the rate recorded in 1999. Over the last three surveys sign compliance is holding within a narrow percentage band just below fifty-percent. The data shows that more than half of all retailers continue to have difficulty meeting all the provisions of the tobacco sign laws.



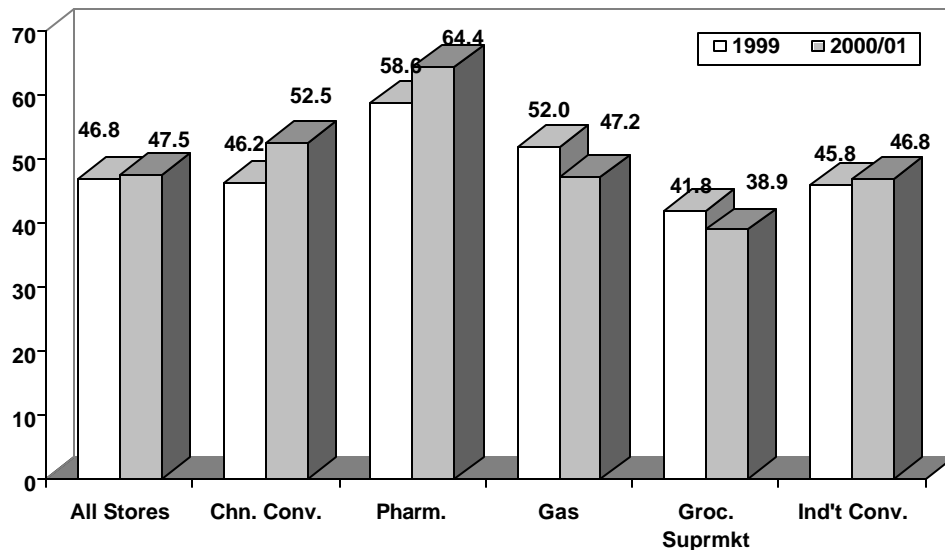
The figures in the chart above reflect the national percentage of retailers who post *every* mandatory sign at *every* designated location on their premises, as proscribed under federal or provincial laws. In New Brunswick, for example, there are as many as three mandatory signs requiring posting. Each sign has a designated location. If retailers failed to post even one of these signs in even one location, they would not factor into the national compliance figure shown. In provinces where designated signs must also be posted in both official languages, any retailer posting a sign in English only or French only would also be excluded from the compliance average and, indeed, would bring down the national compliance rate. The greater the number of individual requirements a retailer must satisfy with respect to the sign provisions of the *Tobacco Act* or provincial equivalent, the greater the chances that one condition will not be met and that compliance in that region will be lower than elsewhere. At the national level, the number of mandatory requirements cuts across seven different laws and numerous combinations of signs, their language and their location. The situation is directly comparable with conditions in 1999, and similar to those of 1995 -1998.

## 2.2. Compliance by Class of Trade (Table 22)

Sign compliance levels increased in three of five trade classes measured. The best improvement occurred in chain convenience stores (from 46.2% in 1999 to 52.5% in the latest survey) and in pharmacies, which continue to show the greatest proportion of outlets (64.4%) in full compliance.<sup>4</sup> Independent convenience retailers also raised the level of sign compliance in their stores, to 46.8%. These three trade classes are responsible for overall higher compliance at the national level.

Sign compliance fell in gas stores and supermarket grocery outlets. The decline in gas stores puts compliance below fifty-percent. In these outlets, as well as in grocery supermarkets and independent convenience stores, more than half of all retailers do not comply with the sign laws. At 38.9%, the compliance level in grocery supermarkets continues to be the lowest of any class of trade.

**Chart 12 - Weighted - National  
% Retailers In Full Compliance With Posting of Signs  
By Class of Trade - 2000/01 vs 1999**



Across regions, the following highlights are noted by class of trade:

- in pharmacies, sign compliance was above the national average for compliance in these stores (64.4%) in five of twelve cities where pharmacies still sold tobacco. The high rate of compliance in pharmacies is the result of very strong compliance in a few areas, including Charlottetown, Brandon and Kelowna (all with 100% compliance), and Saskatoon and Vancouver (compliance above 70% in both cities);

<sup>4</sup> The number of pharmacies still selling tobacco continues to diminish across the country. This year, pharmacy retailers in Nova Scotia joined with those in New Brunswick, Quebec and Ontario in banning tobacco sales.

- chain convenience stores in fifteen of twenty-five cities posted compliance with the sign laws above the national average for this trade class (52.5%). Included among these cities were Charlottetown, Fredericton, Medicine Hat and Kelowna, all of which posted 100% compliance;
- sign compliance in independent convenience stores, was above the national average for these stores (46.8%) in seventeen of twenty-five cities. The highest rates of compliance were recorded in Charlottetown, Fredericton, Windsor, Brandon, Saskatoon and across BC. More than seventy percent of independent convenience stores in these areas were in full compliance with the sign laws;
- the mandated tobacco age advisory and /or health warning signs were up in a large majority of gas convenience stores in Charlottetown, New Brunswick and across the West. Across Quebec, just under sixty percent (57.7%) of gas stores had posted the single age advisory sign required in that province, while only 17.5% of gas stores across Ontario had the three signs that that province demands;
- we found six cities where at least eighty percent of supermarket grocery stores were in full compliance with the sign laws of their province. These were Charlottetown (100%), Fredericton (100%), Sudbury (91.7%), Kelowna (85.7%), Campbell River/Courtney (84.6%) and Ottawa (82.6%).

*Table 22 - Weighted – Full Sign Compliance By Class of Trade  
% Retailers Posting All Signs in All Places As Required - 2000/01*

Region	Gas Stores/Kiosks	Ind't Convenience	Chain Convenience	Pharmacies	Grocery
National	47.2	46.8	52.5	64.4	38.9
St. John's, NFLD	58.5	43.8	45.5	46.3	40.0
Charlottetown, PEI	100.0	96.9	100.0	100.0	100.0
New Brunswick	76.9	72.3	54.5	0.0	71.2
Fredericton	92.0	86.7	100.0	0.0	100.0
Saint John	74.1	68.3	50.0	0.0	70.0
Bathurst	52.9	41.2	50.0	0.0	25.0
Nova Scotia	42.7	48.2	60.7	0.0	51.7
Halifax	48.4	51.7	64.0	0.0	63.6
Sydney	22.5	37.1	40.0	0.0	41.7
Quebec	57.7	50.2	71.9	0.0	53.3
Total Montreal	68.0	60.2	76.3	0.0	60.8
Montreal Island	63.2	59.3	77.4	0.0	61.1
Laval	62.1	58.9	67.5	0.0	53.3
Quebec City	42.0	38.2	52.0	0.0	41.2
Sherbrooke	43.3	40.9	20.0	0.0	42.9
Chicoutimi/Jonquiere	6.1	1.4	6.7	0.0	4.0
Ontario	17.5	15.1	23.8	0.0	9.7
Ottawa	77.4	54.2	84.6	0.0	82.6
Toronto	4.0	6.7	9.0	0.0	0.0
Windsor	59.1	71.1	69.8	0.0	41.7
Sudbury	67.6	36.7	75.0	0.0	91.7
Manitoba	72.8	56.5	49.3	45.9	39.1
Brandon	50.0	71.4	83.3	100.0	28.6
Winnipeg	73.8	56.3	49.0	45.8	39.2
Saskatchewan	65.8	70.1	78.8	61.1	72.3
Regina	48.1	66.7	58.3	28.6	70.6
Saskatoon	79.1	77.8	96.0	77.5	73.7
Alberta	74.1	56.4	77.5	63.3	71.8
Calgary	69.9	48.4	69.8	61.5	77.8
Edmonton	80.0	68.5	86.7	64.1	68.6
Medicine Hat	54.2	68.8	100.0	60.0	71.4
British Columbia	65.7	78.4	60.3	70.3	57.5
Vancouver	64.4	78.2	60.0	70.3	56.6
Kelowna	95.0	91.3	100.0	100.0	85.7
Campbell River/Courtney	52.2	76.0	50.0	30.0	84.6

NOTE: Where "0" appears, indicates there is no data for that cell (i.e., condition does not apply).



### 2.3. Overall Compliance by Region

Despite the marginally improved level nationally, sign compliance actually dropped in more cities than it increased, compared with results in 1999. Levels were lower in seventeen of twenty-five cities and higher in only eight cities. The explanation for this apparent anomaly lies in the degree of the changes, up or down, and the influence of larger centers on the weighted results.

Of the seventeen cities where sign compliance dropped, the rate of the decrease was relatively large (i.e., more than five percentage points) in nine of them. The straight average of the drop across all seventeen cities is 11.6 points. The biggest drop occurred in relatively small cities.

Contrast this with the situation in the eight cities where sign compliance improved. Of these, compliance was significantly higher (i.e., more than five percentage points) in seven cities. The straight average of the gain across all cities is 19.6 points. Moreover, those reporting increases included large cities like Montreal, Vancouver, Ottawa and Edmonton.

In 2000/01, the greatest increases in sign compliance over 1999 levels were reported by three cities:

- Windsor (+49.6 points)
- Kelowna (+35.1 points)
- Halifax (+22.8 points)

In 2000/01, the greatest decrease in sign compliance over 1999 levels were reported in four cities:

- Bathurst (-42.8 points)
- Chicoutimi/ Jonquiere (-37.5 points)
- Brandon (-16.7 points)
- Regina (-16.5 points)

All but Bathurst are cities located in provinces where only the federal age restriction sign is mandated by law. Lower rates here are attributable to fewer retailers posting the sign, in both official languages as the law requires, where it was visible to customers. In Bathurst, the shortfall stemmed from a lower percentage of retailers posting all of the signs called for by New Brunswick law.

Seventeen of twenty-five cities posted compliance above the national average, and of these, all but two reported compliance above fifty-five percent:

- Charlottetown (97.5%)
- Kelowna (92.5%)
- Fredericton (87.2%)
- Saskatoon (79.4%)
- Vancouver (74.4%)

- Edmonton (71.9%)
- Campbell River/Courtney (70.8%)
- Windsor (68.5%)
- Saint John, NB. (68.5%)
- Medicine Hat (63.2%)
- Ottawa (63.2%)
- Montreal (CMA) (62.3%)
- Brandon (59.8%)
- Winnipeg (57.7%)
- Calgary (56.9%)
- Regina (54.0%)
- Halifax (51.5%)

The above list includes cities from provinces representative of the wide range of sign laws in effect throughout the country. At the aggregate level, compliance was highest in PEI, New Brunswick, Alberta and B.C.

Eight cities reported compliance below the national average:

- Chicoutimi/Jonquiere (2.3%)
- Toronto (6.0%)
- Sydney (35.8%)
- Quebec City (39.0%)
- Sherbrooke (40.7%)
- Sudbury (42.7%)
- Bathurst (43.5%)
- St. John's, Nfld. (44.7%)

This list includes four cities in provinces where local sign laws mandate the posting of more than one sign, and four cities in provinces where only one type sign is mandated. At the aggregate level, retailers in Ontario report lowest overall sign compliance. However, the very low compliance figure in Toronto is what weights down the whole provincial average. Sign compliance in Ontario is much higher in cities outside the greater Toronto area.

Disconcerting as the regional variations and annual compliance rate fluctuations may be, the fact remains that, overall, compliance with the tobacco sign laws is higher this year than last and is above average in many larger cities where most of Canada's retailers are located.

*Table 23 - % Retailer Sign Compliance By Region  
All Store Types – 2000/01 vs 1998 Results (Weighted)*

Region	1999 Results	2000/01 Results	Net Change
National (All Cities)	46.8	47.5	0.7
St. John's	52.8	44.7	(8.1)
Charlottetown	100.0	97.5	(2.5)
New Brunswick	78.9	72.6	(6.3)
Fredericton	78.7	87.2	8.5
Saint John	78.3	68.5	(9.8)
Bathurst	86.3	43.5	(42.8)
Nova Scotia	32.5	47.8	15.3
Halifax	28.7	51.5	22.8
Sydney	42.0	35.8	(6.2)
Quebec	51.1	52.3	1.2
Montreal (CMA)	57.5	62.3	4.8
Montreal Island	59.0	61.3	2.3
Laval	54.3	59.7	5.4
Quebec City	41.3	39.0	(2.3)
Sherbrooke	49.8	40.7	(9.1)
Chicoutimi/Jonquiere	39.8	2.3	(37.5)
Ontario	14.8	15.9	1.1
Ottawa	40.1	63.2	23.1
Toronto	10.4	6.0	(4.4)
Windsor	18.9	68.5	49.6
Sudbury	44.6	42.7	(1.9)
Manitoba	67.6	57.8	(9.8)
Brandon	76.5	59.8	(16.7)
Winnipeg	67.5	57.7	(9.8)
Saskatchewan	79.3	67.2	(12.2)
Regina	70.5	54.0	(16.5)
Saskatoon	87.0	79.4	(7.6)
Alberta	67.6	63.8	(3.8)
Calgary	70.3	56.9	(13.4)
Edmonton	64.8	71.9	7.1
Medicine Hat	67.2	62.3	(4.9)
British Columbia	68.9	74.7	5.8
Vancouver	69.0	74.4	5.4
Kelowna	57.4	92.5	35.1
Campbell River/Courtney	74.7	70.8	(3.9)

## 2.4. Sign Compliance by Provincial Legislative Component (Table 24)

Table 24 shows retailer compliance by each individual sign component for signs mandated under the *Tobacco Act* or corresponding provincial legislation. The data show that the majority of retailers in every city, except three, had at least one mandated age advisory or health warning sign posted in their establishment, and that most retailers had this sign posted at all locations required by law.

The three cities where this was not the case are: St. John's, Nfld., Quebec City and Chicoutimi/Jonquiere. In each of these cities, the law requires only one type of sign to be posted at all locations in the store where tobacco is sold. Here, the majority of retailers failed to comply with even the least rigorous of Canada's tobacco sign requirements.

In those cities where full compliance with the sign laws was lowest the reasons vary:

- in Toronto, compliance would have been among the highest in Canada if not for the fact that most retailers did not have the designated "No Smoking" signs in the appropriate locations in their stores. Only 7.1%% of Toronto retailers had this sign in place, a figure that is lower even than in 1999;
- in Sudbury, as in Toronto, compliance would have been well above the national average if not for the lower percentage of retailers posting the "No Smoking" sign;
- as discussed for St. John's, Nfld., Chicoutimi/Jonquiere and Quebec City, low compliance in these cities was simply the result of retailers failing to comply with the proper posting of the required sign. It is quite possible most retailers had some version of the sign posted, but perhaps not in all locations required, or not where the sign was clearly visible to customers. In Chicoutimi/Jonquiere, retailers also failed to post the mandated federal sign in both official languages.

The three cities where full compliance with the sign laws were most improved are all in provinces requiring that multiple signs be posted at various locations of the store. The higher compliance rate this year over last is the result of more retailers posting all required signs:

- in Halifax, there was a vast improvement in the percentage of retailers posting the "Health Warning" sign and "Tobacco Restricted" sticker;
- in Windsor, the percentage of retailers posting the "No Smoking" sign was much more in line with the percentage of retailers posting the other two signs mandated by Ontario law;
- in Kelowna, the improvement was generalized--- the two mandatory signs under B.C. law both gained distribution across the city's stores.

**Table 24 - (Weighted) Retailer Compliance With  
Mandatory Tobacco Sign Provisions – 2000/01**

Region	Age restriction sign	Door decal indicating legal age of 19 warning sign	Health and photo ID required	Sign indicating legal age	"No Smoking" sign	"Tobacco can kill you" sign	"Tobacco Restricted" sticker	Signs in both languages	Full Compliance
National									47.5%
St. John's, NFLD	44.7								44.7%
Charlottetown, PEI		100.0		97.5					97.5%
New Brunswick			88.1	84.5		79.1			72.6%
Fredricton			89.6	95.6		95.3			87.2%
Saint John			86.5	79.7		73.6			68.5%
Bathurst			97.1	80.0		57.8			43.5%
Nova Scotia	74.3	82.2	81.8				76.3		47.8%
Halifax	77.3	84.5	85.9				81.2		51.5%
Sydney	64.6	75.0	68.8				60.5		35.8%
Quebec	54.8							55.1	52.3%
Total Montreal	64.8							64.9	62.3%
Montreal Island	64.3							61.5	61.3%
Laval	62.4							63.6	59.7%
Quebec City	40.4							42.3	39.0%
Sherbrooke	54.0							45.0	40.7%
Chic./Jonquiere	10.6							2.3	2.3%
Ontario	86.2			78.5	17.6				15.9%
Ottawa	87.0			88.9	65.2				63.2%
Toronto	86.0			76.6	7.1				6.0%
Windsor	91.2			86.2	76.2				68.5%
Sudbury	81.7			82.9	57.3				42.7%
Manitoba	58.0							61.6	57.8%
Brandon	62.3							59.8	59.8%
Winnipeg	58.0							61.7	57.7%
Saskatchewan	77.4							68.0	67.2%
Regina	75.2							55.3	54.0%
Saskatoon	79.4							79.9	79.4%
Alberta	75.5							64.5	63.8%
Calgary	76.9							57.5	56.9%
Edmonton	74.1							72.7	71.9%
Medicine Hat	65.2							62.3	62.3%
British Columbia			87.4	83.8					74.7%
Vancouver			87.3	83.7					74.4%
Kelowna			95.2	92.5					92.5%
Campbell River/Courtney			83.4	77.8					70.8%

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## PART B

# TOBACCO ADVERTISEMENTS AT POINT OF SALE

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ACNielsen has monitored the extent and quality of distribution of tobacco advertising at point of sale since 1996. For this year's study, measurements were established as follows:

- for all stores and by trade class, an indication of the number and type of in-store tobacco promotional items in these outlets, including counter top displays, shelf talkers, danglers, posters and other promotional merchandise<sup>5</sup>; and
- for chain convenience, independent convenience stores and gas bars/service stations, the information on the same tobacco point-of-sale materials listed above, reported by major tobacco brand name.

These parameters are the same as those used in 1999, and the current findings build on results of past measurements.

What is unique about this year's measurements is that they took place following the date when the federal *Tobacco Act* imposed a total ban on tobacco sponsorship advertising at point-of-sale. In October 2000, promotional materials in support of tobacco-sponsored events were no longer permitted in stores. In past years such materials represented a major portion of tobacco advertisements at retail. The latest survey, therefore, provides a read of the tobacco companies' and retailers' initial response to tighter advertising restrictions just recently imposed.

We were aware that tobacco companies, in anticipation of the tobacco ad ban, had modified sponsorship event ads by removing references to tobacco trademarks on traditional creative. No credit has been given to these transformed ads in our survey. To qualify as a tobacco ad, promotional materials had to identify tobacco brand names, logos or trademarks directly. Any promotional materials void of such identifying trademarks did not receive distribution credit, even if these materials depicted events, images or bore colors that, in the past, could have been associated with tobacco products or sponsored events.

### **1. General Trends In Tobacco POS Advertising**

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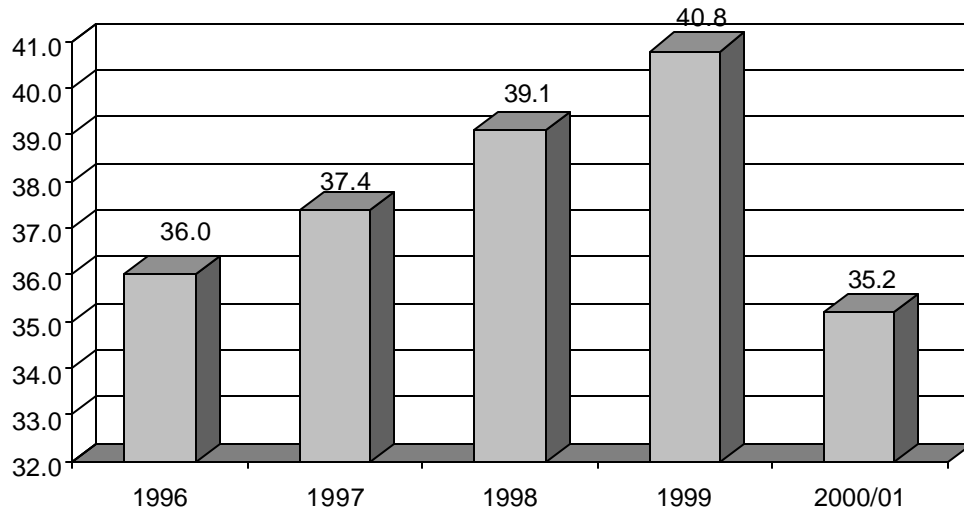
<sup>5</sup> The definition of "posters" is self-explanatory. Broad definitions of the other forms of point-of-sale advertising are these: "counter top display": a tobacco display either supplied by the manufacturer or set up by the retailer that is small enough to sit on the counter. A display credit will have been given whether or not an advertising backboard was attached.; "dangler" is a merchandising piece or strip of paper affixed to the shelf and that overhangs the advertised tobacco brand; "shelf talkers" are two-dimensional ad strips that are attached flat to the shelf; "other promotional merchandise" include objects such as wall clocks or calendars that have tobacco brand names or corporate trademarks printed on them. Display credits were given to POS materials promoting tobacco sponsored events if these bore tobacco trademarks, but were not given to any retailer signs (hand drawn or otherwise) advertising tobacco products for sale in their store.

### 1.1. Distribution Of Point-Of-Sale (POS) Advertising

Across five classes of trade and twenty-five cities, an estimated 35.2% of retailers carried some form of point-of-sale advertising. This weighted national figure is the lowest distribution of POS tobacco ads since measurements were first taken in 1996.

Nationally, no single piece of POS advertising material was found in more than twenty-seven percent of stores. Among specific forms of POS ads, counter-top displays became the predominant ad form available in the largest percentage of stores (26.6% distribution). This figure is actually quite a bit higher than the comparable estimate in 1999 (17.4% distribution). The distribution of posters fell sharply back of historical levels.

Chart 13 - Weighted - National  
% of All Stores With Tobacco Ads



The ban on tobacco sponsorship advertising seems to have had an early impact. First, the overall percentage of stores with ads dropped, and so, too, we can assume, the absolute number of trademarked tobacco ads to which young people are exposed. (This point is discussed further, later in this section). Second, the ban is responsible for the dramatic shift away from posters to counter-top displays as the leading ad form. Posters have traditionally been the vehicle-of-choice for advertising tobacco-sponsored events. The ban has contributed to tobacco companies pulling out of several big events (e.g. Montreal Jazz Festival, Grand Prix), eliminating advertising associated with these events. In the case of events still being sponsored, posters for these events can still be found, but the ban has forced the removal from them of any tobacco trademarks, and these posters do not factor into our results. With fewer posters in the equation, the proportion that counter-top displays make up of credited ads would be higher even if the absolute number of counter-top displays in distribution remained the same as ever. However, the data shows that the distribution of counter-top displays is actually more than before.

Table 25 – Weighted – National (All Stores) % of Stores With Point-of-Sale Advertising By Type of Ad					
	1996	1997	1998	1999	2000/01
All Ad Types	36.0%	37.4%	39.1%	40.8%	35.2%
Danglers	1.2%	1.6%	0.4%	2.8%	0.5%
Shelf Talkers	12.5%	1.7%	1.2%	1.4%	1.8%
Posters	16.6%	14.0%	12.5%	14.9%	4.2%
Counter -Top Displays	13.6%	17.0%	19.8%	17.4%	26.6%
Other Ad Types	14.8%	16.1%	18.6%	19.2%	10.3%

In comparison with last year's findings, ad distribution rates were sharply lower across the majority of cities. Distribution of tobacco ads was measurably lower, or nil, in eighteen of twenty-five cities. Two cities (Charlottetown and Kelowna) had no ads at all, and five others had ads in less than 15% of outlets.

Tobacco ad distribution was lowest in these areas:

Table 26 – Weighted- All Stores Changes in POS Ad Distribution Across Regions – 2000/01 vs 1999 Results			
% of Stores With Ads			
Cities Where Tobacco Ad Distribution Weakest This Year	1999	2000/01	Diff 2000/01 vs '99
• Charlottetown	0.0	0.0	-
• Kelowna	25.7	0.0	(25.7)
• Bathurst	23.8	1.5	(22.3)
• Campbell River/Courtnay	20.5	2.5	(18.0)
• St. John's, Nfld.	37.6	5.8	(31.8)
• Sudbury	17.5	6.8	(10.7)
• Vancouver	15.1	14.7	(0.4)

In the majority of these cities, lower distribution of ads overall can be attributed to decreases in distribution of ad types that were most popular a year ago: posters, counter-top displays and or "other" ad forms.



Over 1999 rates, ad distribution was substantially higher in four communities. The largest net gain in distribution was in Windsor and Saskatoon.

Table 27 – Weighted- All Stores Changes in POS Ad Distribution Across Regions – 2000/01 vs 1999 Results			
% of Stores With Ads			
Cities Where Tobacco Ad Distribution Failed To Decrease	1999	2000/01	Diff 2000/01 vs '99
• Quebec City	62.4	72.3	+9.9
• Windsor	32.6	54.6	+22.0
• Saskatoon	23.2	50.7	+27.5
• Sydney	7.9	25.0	+17.1

In all of these cities, ad distribution remained higher or increased because of wider distribution of counter-top displays. In Sydney, posters and shelf-talkers also became available in more stores than was the case in 1999.

Quebec City and Laval were the only two areas of the country with ad distribution above sixty percent.

Eleven communities reported distribution above the national average and rank as the cities with highest ad distribution overall. These are:

- Quebec City 72.3%
- Laval 70.5%
- Edmonton 57.6%
- Windsor 54.6%
- Saskatoon 50.7%
- Calgary 50.5%
- Brandon 46.7%
- Ottawa 46.6%
- Montreal (Island) 46.3%
- Winnipeg 41.0%
- Saint John 39.6%
- Medicine Hat 35.6%

Based on the above, it can generally be concluded that tobacco in-store advertising was more widely available in Quebec and the Prairies than elsewhere in Canada. Indeed, when

the results from all cities in a region are aggregated, Quebec reports the highest weighted distribution (57.4%), followed by Alberta (53.6%), Saskatchewan (42.8%) and Manitoba (41.1%).

Across provinces where at least three cities were visited, lowest overall provincial distribution was reported in Nova Scotia and British Columbia (Table 28).

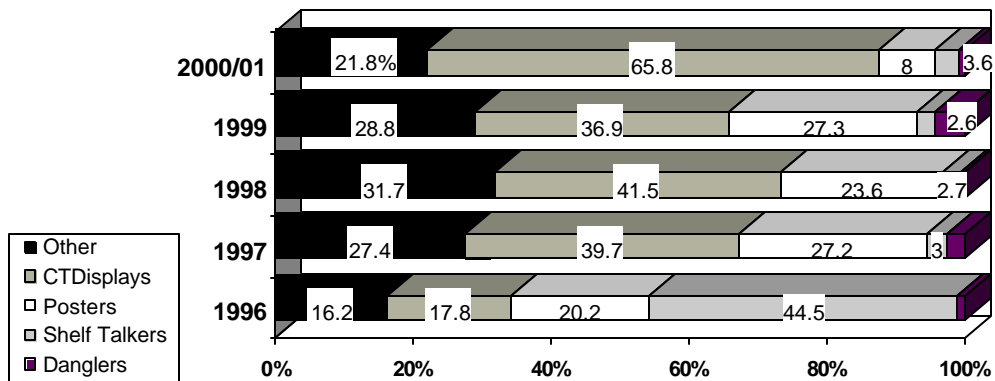
## 1.2. POS Ad Share & Number Of Ads Per Store By Type

### POS Ad Share By Type

Nationally, counter-top displays accounted for two-thirds (65.8%) of all tobacco-related POS found in stores. This figure is dramatically increased from 1999 levels (36.9%) and is the highest share reported for any ad form at any time since measurements began. The dominance of counter-top displays is attributable to two developments at point-of-sale: (1) the collapse of posters and other ad forms once the more popular vehicles for tobacco advertising and (2) the actual increase, over 1999 levels, in the percentage of stores with countertop displays.

What we might call “hard” tobacco advertising vehicles had more visibility at point-of-sale in this survey than in 1999. These include counter-top displays, but also “other” forms of POS merchandise like clocks and calendars. Since the ban on sponsorship advertising at point-of-sale, the effect has been to virtually eliminate from retail outlets posters, danglers and shelf talkers overtly bearing tobacco trademarks. This has left the field open to the remaining forms of advertising.

Chart 14 - National (Weighted) Share of Ads By Type  
(1996 - 2000/01)



The share of all ads enjoyed by each ad type correlates closely with its overall availability (i.e., % store distribution) in the marketplace. It is important to keep in mind that the shift in

importance from one form of advertising to another says nothing about changes to the actual number of tobacco ads to which store patrons are exposed. We have seen that the actual percentage of outlets with tobacco ads is at an all-time low, nationally. In the next section, we will learn that the actual number of ads per store carrying ads has changed little since the last survey. Combined, these two findings suggest that there are fewer trade marked tobacco ads in total in the marketplace today than a year ago. That posters, and other ad forms, currently enjoy a smaller share of a shrinking pie means the absolute number of these ad forms, too, is reduced. The same cannot be said of tobacco countertop-displays. The larger share of ads they control coincides with more stores having these displays, at the same time that the average number of displays per store remains constant.

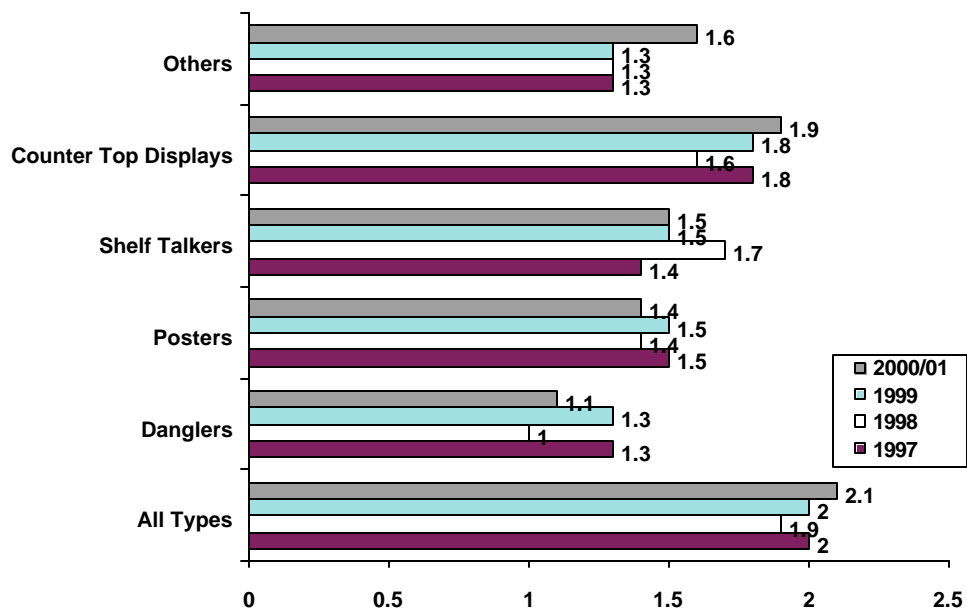
Regionally, tobacco advertising patterns often mimic the national findings, but not in all cases:

- In New Brunswick, where about a third of stores still carry tobacco ads, posters still enjoy the lion's share of ads. Posters account for about 90% of ads in Fredericton and Saint John where 34.1% and 39.6% of retailers, respectively, carried ads. (Retailers in Bathurst, NB carried few ads to speak of);
- In Nova Scotia, Brandon, Medicine Hat and Vancouver, "other" ad types were more popular than either posters or counter-top displays. These include promotional merchandise like calendars and clocks. (Despite Nova Scotia's Law 107 banning tobacco counter-top displays, we still found a handful of retailers carrying these);
- Weighting the national result, countertop displays were the prominent ad form in the store-rich markets of central Canada, as well as across most of the Prairies.

#### *Average Number Of Ads By Type Per Store*

The average number of ads in stores with ads was 2.1 (Chart 15, next page). The number of ads per store carrying has not changed since 1997. Compared with 1999 levels, we can say with certainty that there are fewer trademarked tobacco ads today than there were then because the number of stores with any ads at all has dropped. Using the same reasoning, the estimated number of tobacco ads across the country was probably only a little lower at the time of the last survey than it was in 1997. (The percentage of stores with ads and the average number of ads per store are about the same in both years.)

Chart 15 - Weighted  
Average No. Of Tobacco POS Ads Per Store Carrying - (1996-1999)



Note: These averages cannot be added to arrive at a cumulative total because not all stores carry all ads. The combined average is an estimate calculated by dividing the total number of ads in distribution by the number of retail outlets that have at least one in-store tobacco ad. Store averages for individual types of ads are arrived at by dividing the total number of ads of that type by the number of stores handling that ad.

Table 28– Tobacco POS Ad Distribution & Share Summary – All Stores (Weighted)

Region	Total			Dangler			Poster			Shelf Talker			C/T Display			Other		
	dist %	avg		dist %	%	avg	dist %	%	avg	dist %	%	avg	dist %	%	avg	dist %	%	avg
National	35.2	2.1		0.5	0.8	1.1	4.2	8.0	1.4	1.8	3.6	1.5	26.6	65.8	1.9	10.3	21.8	1.6
St. John's, NFLD	5.8	1.5		0.5	9.0	1.8	0.1	1.3	1.0	2.7	56.9	1.9	0.0	0.0	0.0	2.9	32.8	1.0
Charlottetown, PEI	0.0	0.0		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
New Brunswick	35.5	1.9		0.0	0.0	0.0	35.3	91.4	1.7	0.1	0.2	1.2	0.0	0.0	0.0	5.5	8.4	1.0
Fredricton	34.1	1.5		0.0	0.0	0.0	33.8	89.5	1.4	0.0	0.0	0.0	0.0	0.0	0.0	5.1	10.5	1.1
Saint John	39.6	2.0		0.0	0.0	0.0	39.6	92.2	1.9	0.0	0.0	0.0	0.0	0.0	0.0	6.2	7.8	1.0
Bathurst	1.5	1.2		0.0	0.0	0.0	0.0	0.0	0.0	1.5	100.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0
Nova Scotia	14.0	2.1		0.8	2.5	1.0	2.9	11.8	1.2	3.2	19.3	1.8	1.7	7.7	1.4	10.3	58.7	1.7
Halifax	10.6	1.5		0.6	3.9	1.0	1.9	12.1	1.0	0.0	0.0	0.0	0.6	3.9	1.0	8.7	80.0	1.4
Sydney	25.0	3.1		1.3	1.7	1.0	6.3	11.6	1.4	13.5	31.5	1.8	5.2	10.1	1.5	15.4	45.2	2.2
Quebec	57.4	2.2		0.4	0.3	1.0	6.1	5.3	1.1	0.3	0.2	1.0	49.0	76.6	2.0	16.5	17.5	1.4
Total Montreal	51.4	2.2		0.1	0.1	1.0	7.9	8.0	1.2	0.1	0.0	1.0	41.4	74.9	2.1	14.9	17.0	1.3
Montreal Island	46.3	2.3		0.0	0.0	0.0	6.5	7.2	1.2	0.0	0.0	0.0	38.1	75.6	2.1	14.0	17.2	1.3
Laval	70.5	2.3		0.8	0.5	1.0	11.4	9.3	1.3	0.0	0.0	0.0	57.8	69.3	1.9	22.2	20.9	1.5
Quebec City	72.3	2.2		0.7	0.4	1.0	3.6	2.2	1.0	0.7	0.4	1.0	66.3	78.6	1.9	21.0	18.3	1.4
Sherbrooke	23.9	2.2		0.0	0.0	0.0	0.5	1.0	1.0	0.2	0.6	2.0	23.8	98.4	2.1	0.0	0.0	0.0
Chic./Jonquiere	20.9	1.4		2.9	9.8	1.0	1.6	5.3	1.0	1.5	5.0	1.0	10.5	43.2	1.2	7.2	36.7	1.5
Ontario	27.3	2.2		1.0	1.9	1.2	6.4	17.6	1.6	3.4	8.0	1.4	21.2	63.5	1.8	4.0	8.9	1.3
Ottawa	46.6	2.6		1.9	2.6	1.7	7.4	6.0	1.0	23.1	25.5	1.4	36.1	61.9	2.1	3.2	4.0	1.5
Toronto	23.8	2.0		0.8	1.7	1.0	6.5	23.5	1.7	0.2	0.7	2.0	18.5	62.9	1.6	4.1	11.2	1.3
Windsor	54.6	2.1		2.2	1.9	1.0	2.0	1.8	1.0	14.4	16.7	1.3	43.8	75.6	2.0	4.5	4.0	1.0
Sudbury	6.8	1.0		0.0	0.0	0.0	1.7	24.6	1.0	0.0	0.0	0.0	3.5	50.9	1.0	1.7	24.6	1.0
Manitoba	41.1	1.5		0.0	0.0	0.0	0.2	0.5	1.5	0.0	0.0	0.0	33.1	76.3	1.4	9.9	23.2	1.4
Brandon	46.7	2.1		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	11.8	15.1	1.2	43.1	84.9	1.9
Winnipeg	41.0	1.5		0.0	0.0	0.0	0.2	0.5	1.5	0.0	0.0	0.0	33.4	77.9	1.4	9.4	21.6	1.4
Saskatchewan	42.8	1.7		0.4	0.6	1.0	0.6	0.8	1.0	0.0	0.0	0.0	37.0	81.4	1.6	7.2	17.2	1.8
Regina	34.3	1.9		0.0	0.0	0.0	1.2	1.9	1.0	0.0	0.0	0.0	25.1	66.7	1.7	11.7	31.4	1.7
Saskatoon	50.7	1.7		0.8	1.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	48.1	92.0	1.6	3.0	7.0	2.0
Alberta	53.6	2.3		1.0	0.9	1.1	0.3	0.3	1.0	5.5	6.8	1.5	42.8	67.8	1.9	17.4	24.2	1.7
Calgary	50.5	1.9		0.9	0.9	1.0	0.0	0.0	0.0	6.2	12.1	1.8	44.5	75.4	1.6	6.9	11.6	1.6
Edmonton	57.6	2.7		1.1	0.9	1.2	0.7	0.4	1.0	4.7	3.3	1.1	41.5	63.0	2.4	29.3	32.4	1.7
Medicine Hat	35.6	2.5		0.0	0.0	0.0	2.7	3.1	1.0	0.0	0.0	0.0	9.5	24.7	2.3	26.1	72.2	2.4
British Columbia	14.3	1.9		0.0	0.0	0.0	0.1	0.6	1.3	0.0	0.0	0.0	5.0	21.4	1.2	9.6	78.0	2.2
Vancouver	14.7	1.9		0.0	0.0	0.0	0.1	0.6	1.3	0.0	0.0	0.0	5.1	21.3	1.2	9.9	78.1	2.2
Kelowna	0.0	0.0		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Campbell River/Courtney	2.5	1.0		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5	100.0	1.0	0.0	0.0	0.0

### 1.3. Tobacco Advertising by Class of Trade (Table 29)

These are the latest highlights for tobacco advertising by class of trade:

- convenience chain stores (excluding gas convenience stores) were more likely than other retail outlets to carry some form of tobacco advertising. About sixty-one percent (60.7%) of all convenience chains we visited had at least one tobacco POS ad in store. This figure is actually higher than what it was in 1999 (53.3%);
- ad distribution was next highest in independent convenience stores (35.9%). The figure is lower by almost nine points than it was a year ago, and it is this distribution decrease in independent convenience stores that largely accounts for lower tobacco ad distribution overall. This year the percentage of stores carrying tobacco ads was about the same or higher for all classes of trade, except independent convenience stores;
- grocery supermarkets remained the least likely of all store types to carry tobacco advertising. We found POS ads in 7.3% of retail grocery supermarkets, essentially the same figure as in 1999;
- countertop displays were the most prevalent form of tobacco ads in every retail class of trade. Distribution of countertop displays was highest in convenience chain stores (49.4%), gas stations (27.1%) and independent convenience outlets (26.5%);
- “other” ad forms (clocks, calendars, etc.) had highest distribution in Convenience chains (18.1%), pharmacies (12.9%) and independent convenience stores (10.8%);
- the average number of ad pieces carried in stores was similar in three of the five trade classes. These stores with ads typically carried just over two ad pieces each. The exception was grocery supermarkets, which on average handled fewer ads (1.9 ads per store handling ads) and gas stations (1.7 ads per store handling ads);
- counter top displays were the most popular form of tobacco POS advertising in all store types, except pharmacies. In convenience chains, supermarkets and gas stores, these accounted for more than seventy percent of all ads found. In independent convenience stores they represented 63.5% of ads;
- “other” types of promotional merchandise (clocks, calendars, etc.) were the most likely ad forms to be found in pharmacies (accounting for 50.2% of tobacco ads in pharmacies).

Variations to these observations recorded at the national level may be found across cities and regions (refer to statistical summary tables in the Appendix).

*Table29 - Tobacco POS Advertising By Class Of Trade  
(Weighted) All Ad Types – 2000/01*

Region	All Store Types	Convenience Chains	Pharmacies	Gas Stations	Grocery Supermarkets	Ind't. Conv.
% Stores Carrying Any Ad	35.2	60.7	23.9	31.3	7.3	35.9
Average # All Ads In Store	2.1	2.2	2.1	1.7	1.9	2.2
% Stores With Danglers	0.5	1.0	1.2	0.3	0.0	0.5
Average # Danglers In Store	1.1	1.0	1.4	1.1	1.0	1.1
% Stores With Posters	4.2	5.3	1.2	1.1	0.4	5.1
Average # Posters In Store	1.4	1.3	1.0	1.2	1.0	1.5
% Stores With Shelf Talkers	1.8	2.8	1.8	1.1	0.3	2.0
Ave. # Shelf Talkers In Store	1.5	1.4	1.3	1.4	1.3	1.5
% Stores With Counter Disp.	26.6	49.4	11.9	27.1	5.3	26.5
Ave. # Counter Disp. In Store	1.9	2.0	1.6	1.6	1.8	1.9
% Stores With "Other" Ads	10.3	18.1	12.9	5.9	1.9	10.8
Ave. # "Other" Ads In Store	1.6	1.1	1.9	1.5	1.7	1.6

*NOTE: Summary tables of advertising findings by city by class of trade are provided in the Appendix to this report.*

#### 1.4. Tobacco Advertising By Proximity To Schools &/Or Malls (Table 30)

No difference exists regarding the availability of tobacco advertising based on the proximity of stores to schools or malls. Across all cities, ad distribution was 35.3% in stores closest to schools/malls and 35.1% in stores further away.

Within the various trade classes, distribution differences based on location to schools/malls were largely insignificant and less apparent than they have been in previous surveys.

Table 30 – Tobacco Ad % Distribution Based on Store proximity to Schools/Malls (Weighted) – 1997-2000/01 All Stores				
	1997	1998	1999	2000/01
<u>All Store Types</u>				
Near	39.8	35.8	41.6	35.3
Away	35.7	42.2	40.4	35.1
<u>Convenience Chains</u>				
Near	63.0	59.1	57.3	61.5
Away	55.1	50.3	50.6	60.0
<u>Pharmacies</u>				
Near	31.8	25.9	22.5	24.3
Away	32.0	22.8	19.5	23.1
<u>Gas Stations</u>				
Near	32.8	30.0	27.4	33.6
Away	25.6	36.0	30.2	30.0
<u>Independent Convenience</u>				
Near	43.6	38.8	47.3	36.7
Away	36.1	44.6	43.0	35.3
<u>Supermarkets</u>				
Near	10.6	5.1	6.9	6.2
Away	17.5	16.6	8.1	9.3



## **2. Tobacco POS Advertising by Brand (Selected Classes of Trade)**

Data was collected on tobacco point-of-sale advertising in convenience chains, independent convenience stores and in gas convenience stores/gas station kiosks. In this section are summarized findings in each store type.

### **2.1. Convenience Chains (Excluding Independents & Gas Convenience Stores)**

**Distribution** - Nationally, the tobacco brand with the highest distribution of ads was “du Maurier”, with ads available in 27.0% of convenience chain stores. This figure is about the same as recorded by the ad distribution leader in the previous survey. Indeed, the percentage of convenience stores with ads increased, at least a little bit, for each of the top advertised tobacco brands.

The ranking of brand families with the highest distribution of POS advertising is as follows in the latest survey:

- |                                       |                          |
|---------------------------------------|--------------------------|
| 1. du Maurier                         | • ads in 27.0% of stores |
| 2. Players                            | • ads in 25.4% of stores |
| 3. Export A (excluding Smooth)        | • ads in 19.3% of stores |
| 4. “Others” (combined, not specified) | • ads in 17.4% of stores |
| 5. Benson & Hedges                    | • ads in 9.9% of stores  |

“Canadian Classics, which made the list in 1999, fell back this survey, posting distribution of 6.1%, nationally. “Matinee” was advertised in 4.4% of convenience chains and “Export A Smooth” in 2.4% of these stores. The remaining brand names observed had ads in less than one percent of stores.

Advertising support for tobacco brands and trademarks varied across the country:

- No brands were advertised in convenience chain stores in St. John’s, Nfld., Charlottetown, Fredericton, Bathurst, Sydney, Sudbury or Kelowna;
- Ads for two brands or fewer were found in Saint John, NB., Halifax and Campbell River/Courtney;
- Stores in Quebec, Ontario and the Prairies had ads for the highest number of brands. In Quebec, ads continued to appear at point-of-sale for all brands, except “Sportsman”;
- The number of brands for which ads were found in cities across Saskatchewan and Alberta ranged between 8-9 out of twelve monitored. The number of brands across cities in Ontario and Manitoba ranged between 5-7 brands;

- “du Maurier” , Export A” and “Players” were brands whose ads were available in the largest number of chain convenience stores in Quebec (especially those in Montreal and Quebec City). Ads for “du Maurier” also got high distribution in Ottawa and Windsor, and across parts of the West.

**Brand Share Of Ads** – As you would expect, the share of ads controlled by individual tobacco brands at the time of our visit correlates closely with their relative level of ad distribution. Below is a synopsis of brand share of tobacco ads at the national level.

1. Players	23.1%
2. du Maurier	21.5%
3. Export A (excluding Smooth)	17.9%
4. “Other” brands (not specified)	17.1%
5. Benson & Hedges	7.6%

Regionally, brand ad shares fluctuated with ad distribution.

**Average Number Of Ads Per Store** - Nationally, across all tobacco brands, the average convenience chain store with ads carried 2.2 ad pieces. This figure suggests the number of ads per store handling had not declined in the four months immediately following the legislative ban on tobacco sponsorship advertising. In fact, the current figure is actually a little higher than it was in the previous survey (2.0 ad pieces). Most brands still averaged about one ad piece per store handling, indicating that, in the majority of convenience chains, each brand with an ad obtained a single ad of support. Since the average total number of ads in-store is about two, we can reasonably conclude that at least two tobacco brands were being advertised in the average convenience chain store at the time of our visits. This estimate has not changed in the last four surveys.

*Table 31 - % Distribution and No. Of Ads Per Store By Brand By Type  
Weighted National Results -Convenience Chains – 2000/01*

Region	Total		Dangler		Poster		Shelf Talker		C/T Display		Other	
	dist %	avg	dist %	avg	dist %	avg	dist %	avg	dist %	avg	dist %	avg
Total	60.7	2.2	1.0	1.0	5.3	1.3	2.8	1.4	49.4	2.0	18.1	1.1
Belvedere	0.9	1.0	0.0	0.0	0.0	0.0	0.2	1.0	0.6	1.0	0.0	0.0
Benson & Hedges	9.9	1.0	0.0	0.0	2.1	1.0	0.2	1.0	4.0	1.1	3.6	1.0
Canadian Classics	6.1	1.1	0.0	0.0	0.0	0.0	0.5	1.0	2.8	1.1	2.7	1.0
Du Maurier	27.0	1.1	0.4	1.0	0.0	0.0	0.3	1.0	25.8	1.1	0.7	1.0
Export A	19.3	1.2	0.1	1.0	1.1	1.0	1.0	1.0	13.0	1.1	7.7	1.0
Export A Smooth	2.4	1.1	0.0	0.0	0.0	0.0	0.0	0.0	2.4	1.1	0.0	0.0
Rem. Export A	1.9	1.1	0.0	0.0	0.0	0.0	0.0	0.0	1.9	1.1	0.0	0.0
Matinee	4.4	1.0	0.0	0.0	0.6	1.0	0.1	1.0	3.7	1.0	0.1	1.0
Players	25.4	1.2	0.0	0.0	2.3	1.2	0.2	1.5	21.5	1.1	3.2	1.0
Rothman's	0.5	1.0	0.0	0.0	0.0	1.0	0.0	0.0	0.5	1.0	0.0	0.0
Sportsman	0.1	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	1.0
Other	17.4	1.3	0.5	1.0	0.5	1.0	0.7	1.9	14.6	1.3	1.9	1.1

**Brand Advertising By Type Of Ad** – Counter-top displays were the most abundant forms of POS ads in convenience chains. These were found in more stores than any other ad type (49.4%), and in more stores even than in 1999 (34.7%).<sup>6</sup> Counter-top displays represented three-quarters of all ads in convenience chain stores. They accounted for the greatest portion of ads for all of the leading advertised brands.

After counter-top displays, “other” forms of advertising (clocks, calendars, etc.) had the next highest distribution (18.1%) and share (15.4%). Combined, these and counter-top displays made up more than ninety percent of tobacco POS promotions. At the level of individual brands, the distribution of these remaining ad types was quite limited. The highest single level of distribution was reported by “other” merchandise in support of “Export A” (7.7%)--- a finding very similar to that of the previous survey.

<sup>6</sup> *Measurement of Retailer Compliance With Respect to the Tobacco Act & Provincial Tobacco Sales-To-Minors Legislation, Final Report: 1999, ACNielsen (December 1999), pp.72.*

*Table 32 - Ad Type Importance Within Brand (% Share Of Brand Ads)  
Weighted National Results -Convenience Chains – 2000/01*

Region	All Types	Dangler	Poster	Shelf Talker	Counter Top Display	Other Ad Type
Total	100.0%	0.7	5.2	3.0	75.6	15.4
Belvedere	100.0%	0.0	0.0	28.5	71.5	0.0
Benson & Hedges	100.0%	0.0	20.4	1.8	42.2	35.6
Canadian Classics	100.0%	0.0	0.0	8.0	47.9	44.0
Du Maurier	100.0%	1.5	0.0	1.1	95.1	2.4
Export A	100.0%	0.4	4.5	4.0	57.9	33.3
Export A Smooth	100.0%	0.0	0.0	0.0	100.0	0.0
Rem. Export A	100.0%	0.0	0.0	0.0	100.0	0.0
Matinee	100.0%	0.0	13.0	2.1	82.8	2.1
Players	100.0%	0.0	8.7	1.1	79.8	10.3
Rothmans	100.0%	0.0	8.8	0.0	91.2	0.0
Sportsman	100.0%	0.0	0.0	0.0	0.0	100.0
Other	100.0%	2.1	2.1	6.0	80.5	9.4

The figures on the next page summarize the leading advertised brands within each ad type. For each brand listed, we show the brand's share of all such ads nationally, the percent (distribution) of all chain convenience stores carrying at least one ad of that type and the average number of such ads per store carrying:

Table 33 - Weighted - POS Advertising: Tobacco Brands - Convenience Chains  
All Cities – 2000/01

<i>Ad Type: CT Displays</i>	Brand Share Of CT Displays	% Distribution	Ave. # Displays/Store
1. du Maurier	27.1	25.8	1.1
2. Players	24.3	21.5	1.1
3. "Others" (not specified)	18.2	14.6	1.3
4. Export A (excl. Smooth)	13.7	13.0	1.1

<i>Ad Type: Posters</i>	Brand Share Of Posters	% Distribution	Ave. # Posters/Store
1. Players	38.7	2.3	1.2
2. Benson & Hedges	29.8	2.1	1.0
3. Export A (ecl. Smooth)	15.4	1.1	1.0

<i>Ad Type: Shelf Talkers</i>	Brand Share Of Shelf Talkers	% Distribution	Ave. # Talkers/Store
1. "Others" (not specified)	34.0	0.7	1.9
2. Export A (excl. Smooth)	23.9	1.0	1.0
3. Canadian Classics	12.9	0.5	1.0

<i>Ad Type: Dangers</i>	Brand Share Of Dangers	% Distribution	Ave. # Dangers/Store
1. "Others" (not specified)	47.7	0.5	1.0
2. du Maurier	42.5	0.4	1.0
3. Export A (excl. Smooth)	9.8	0.1	1.0

<i>Ad Type: Other Forms</i>	Brand Share Of Other Ads	% Distribution	Ave. # Ads/Store
1. Export A (excl. Smooth)	38.6	7.7	1.0
2. Benson & Hedges	17.5	3.6	1.0
3. Players	15.4	3.2	1.0
4. Canadian Classics	13.8	2.7	1.0

Note: Summary tables of advertising trends in convenience chains by region and type of tobacco ad appear in the APPENDIX of this report..



## 2.2. Independent Convenience Stores

**Distribution** – Tobacco advertising was available in 35.9% of independent convenience stores. This is nine percentage points lower than in the previous survey. Ads for “Benson & Hedges”, “Players” and “other” unspecified brands were the most widely available, but none of these had more than thirteen-percent distribution. The five tobacco trademarks with ads in the greatest percentage of independent convenience stores were these:

1. Benson & Hedges	• ads in 12.6% of stores
2. “Others” (not specified)	• ads in 12.3% of stores
3. Players	• ads in 11.9% of stores
4. Export A (excl. Smooth)	• ads in 9.6% of stores
5. du Maurier	• ads in 7.9% of stores

Following are highlights across regions regarding the distribution of tobacco brand ads in independent convenience stores:

- No brands were advertised in independent convenience stores in Charlottetown, Kelowna and Campbell River/Courtney;
- Ads for three brands were found in St. John’s, Nfld.;
- In Quebec, ad distribution was above the national average for all advertised brands except “Canadian Classics”. Ads for “Export A” (excl. Smooth) were the most widely available, with distribution of 20.5% across the province;
- Cities with the largest number of brands being advertised included Quebec City, Ottawa and Calgary (we found ads for 11 brands of the twelve monitored);

It is reasonable to assume that regional variations like these largely reflect the regional strengths of individual tobacco trademarks.

**Brand Share Of Ads** – the brands with the greatest share of ads were the same as those whose ads had the highest distribution. Nationally, brand share of advertising in independent convenience stores looked like this:

1. “Others” (not specified)	20.4%
2. Benson & Hedges	18.7%
3. Players	18.3%
4. Export A (excl. Smooth)	15.3%
5. du Maurier	10.6%

Geographically, share levels varied for brands coincident with their ad distribution at the regional level.

**Average Number Of Ads Per Store** – Independent convenience stores averaged the same number of ads per store handling as chain convenience outlets with ads (2.2 ads per store handling). The number of ads was about one per advertised brand, suggesting the average store still had ads for at least two different brands.

The average store was also likely to carry more counter-top displays, “other” promotional merchandise like clocks and calendars than it was to carry danglers, posters or shelf-talkers.

<i>Table 34 - % Distribution and No. Of Ads Per Store By Brand By Type Weighted National Results – Independent Convenience Stores – 2000/01</i>												
Region	Total		Dangler		Poster		Shelf Talker		C/T Display		Other	
	dist %	avg	dist %	avg	dist %	avg	dist %	avg	dist %	avg	dist %	avg
Total	35.9	2.2	0.5	1.1	5.1	1.5	2.0	1.5	26.5	1.9	10.8	1.6
Belvedere	2.6	1.1	0.0	1.0	0.6	1.0	0.2	1.0	1.5	1.1	0.4	1.0
Benson & Hedges	12.6	1.2	0.0	0.0	1.6	1.1	0.2	1.0	5.7	1.3	5.6	1.0
Canadian Classics	3.3	1.1	0.1	2.0	0.0	0.0	0.2	1.0	1.0	1.0	2.1	1.0
Du Maurier	7.9	1.0	0.0	0.0	0.4	1.0	0.4	1.2	6.6	1.0	0.7	1.0
Export A	9.6	1.3	0.0	0.0	1.1	1.0	0.3	1.0	6.7	1.1	2.9	1.1
Export A Smooth	2.0	1.1	0.0	1.0	0.0	0.0	0.3	1.0	1.6	1.0	0.1	1.0
Rem. Export A	2.2	1.3	0.0	1.0	0.0	1.0	0.0	0.0	1.7	1.0	1.0	1.0
Matinee	1.0	1.0	0.0	0.0	0.2	1.0	0.0	1.0	0.7	1.0	0.1	1.0
Players	11.9	1.2	0.1	1.0	1.2	1.0	0.3	1.2	9.2	1.2	2.0	1.0
Rothman's	0.8	1.1	0.0	0.0	0.0	0.0	0.1	1.0	0.6	1.2	0.1	1.0
Sportsman	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other	12.3	1.3	0.3	1.0	1.9	1.1	0.5	1.4	8.9	1.2	2.2	1.0

**Brand Advertising By Type Of Ad** – Counter-top displays accounted for about two-thirds (63.5%) of all ads in independent convenience stores. Next most prevalent were “other” ad types, accounting for 22.6% of ads. Counter-top displays were the single-most important ad form for all brands for which advertising was found, except “Canadian Classics”, for which clocks, calendars and similar promotional merchandise took precedent.

We remind the reader that distribution of all these ad forms was minimal for all brands, and that shares are relative to the limited number of actual ads found.

*Table 35 - Ad Type Importance Within Brand (% Share Of Brand Ads)*



<i>Weighted National Results –Independent Convenience Stores – 2000/01</i>						
Region	All Types	Dangler	Poster	Shelf Talker	Counter Top Display	Other Ad Type
Total	100.0%	0.8	9.4	3.7	63.5	22.6
Belvedere	100.0%	0.3	21.9	6.4	58.2	13.2
Benson & Hedges	100.0%	0.0	11.6	1.1	49.5	37.8
Canadian Classics	100.0%	3.9	0.0	6.3	28.9	61.0
du Maurier	100.0%	0.0	4.4	5.9	81.0	8.7
Export A	100.0%	0.0	8.8	2.5	61.1	27.5
Export A Smooth	100.0%	0.4	0.0	15.7	77.5	6.4
Rem. Export A	100.0%	0.8	0.5	0.0	62.3	36.4
Matinee	100.0%	0.0	24.2	1.8	67.9	6.1
Players	100.0%	1.0	8.5	2.8	73.7	14.1
Rothmans	100.0%	0.0	0.0	7.9	78.6	13.5
Sportsman	100.0%	0.0	0.0	0.0	0.0	0.0
Other	100.0%	1.8	13.5	4.7	65.7	14.3

The figures on the next page summarize the leading advertised brands within each ad type. For each brand listed, we show the brand's share of all such ads nationally, the percent (distribution) of all chain convenience stores carrying at least one ad of that type and the average number of such ads per store carrying:

*Table 36 – Weighted - POS Advertising: Tobacco Brands  
Independent Convenience Stores - All Cities – 2000/01*

<i>Ad Type: CT Displays</i>	Brand Share Of CT Displays	% Distribution	Ave. # Displays/Store
1. Players	21.2	9.2	1.2
2. "Others" (not specified)	21.1	8.9	1.2
3. Export A (excl. Smooth)	14.7	6.7	1.1
4. Benson & Hedges	14.6	5.7	1.3
5. du Maurier	13.5	6.6	1.0

<i>Ad Type: Posters</i>	Brand Share Of Posters	% Distribution	Ave. # Posters/Store
1. "Others" (not specified)	29.2	1.9	1.1
2. Benson & Hedges	23.0	1.6	1.1
3. Players	16.5	1.2	1.0
4. Export A (excl. Smooth)	14.3	1.1	1.0

<i>Ad Type: Shelf Talkers</i>	Brand Share Of Shelf Talkers	% Distribution	Ave. # Talkers/Store
1. "Others" (not specified)	25.5	0.5	1.4
2. du Maurier	16.7	0.4	1.2
3. Players	13.6	0.3	1.2
4. Export A Smooth	11.5	0.3	1.0
5. Export A (excl. Smooth)	10.4	0.3	1.0

<i>Ad Type: Danglers</i>	Brand Share Of Danglers	% Distribution	Ave. # Danglers/Store
1. "Others" (not specified)	48.5	0.3	1.0
2. Players	22.6	0.1	1.0
3. Canadian Classics	22.1	0.1	2.0

<i>Ad Type: Other Forms</i>	Brand Share Of Other Ads	% Distribution	Ave. # Ads/Store
1. Benson & Hedges	31.3	5.6	1.0
2. Export A (excl. Smooth)	18.7	2.9	1.1
3. "Others" (not specified)	13.0	2.2	1.0
4. Canadian Classics	12.0	2.1	1.0
5. Players	11.5	2.0	1.0

*Note: Summary tables of advertising trends in independent convenience stores by region and type of tobacco ad appear in the APPENDIX of this report..*

### 2.3. Gas Convenience Chains/Gas Kiosks

**Distribution** - tobacco POS ads were still present in about one-third (31.3%) of gas stores we visited. This figure is about the same as the previous survey.<sup>7</sup> Ads for “Players” were the most widely available, in 11.4% of these stores.

1. Players	• ads in 11.4% of stores
2. Export A (excl. Smooth)	• ads in 10.8% of stores
3. du Maurier	• ads in 8.3% of stores
4. Benson & Hedges	• ads in 7.4% of stores
5. “Others” (not specified)	• ads in 6.9% of stores

These levels varied considerably by brand across cities and regions:

- Cities where gas stores had the most brand advertising include Montreal, Ottawa, and Edmonton (at least eight of twelve brands monitored still had ads);
- Cities with fewest (two or less) tobacco brands advertised were Charlottetown, Sudbury, Kelowna, Bathurst, St. John’s, Nfld., Campbell River/Courtnay Sherbrooke and Toronto. No ads were found in Charlottetown, Sudbury and Kelowna gas stores;
- Distribution of ads for “Players” and “Export A” (excl. Smooth) were above the national average in Fredericton, Montreal, Quebec City, and across the Prairies;
- Distribution of ads for “du Maurier” were above the national average in Windsor, Manitoba, Edmonton and Medicine Hat.

Rankings and share levels varied across cities and within regions, with the share of ads chiefly determined by the level of brand ad distribution. Nationally, brand share of ads across gas station outlets ranked as follows:

1. Players	22.4%
2. Export A (excluding Smooth)	22.4%
3. du Maurier	16.2%
4. “Other” brands (not specified)	15.0%
5. Benson & Hedges	14.8%

**Average Number Of Ads Per Store** - The typical tobacco brand had essentially one POS ad piece in the average gas station store. The average store, however, carried 1.7 pieces of tobacco POS advertising nationally, suggesting that most gas stores with ads advertised at least two different brands per store. These findings are unchanged from those of the last several surveys.

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<sup>7</sup> Ibid, p. 78.

Gas station stores with counter-top displays, “other” promotional merchandise or shelf-talkers, typically averaged more ads per store than those carrying posters or danglers did. Generally, whatever the ad type, one ad per brand was common. However, stores handling counter-top displays linked to “Belvedere”, “Rothman’s” or “Matinee” still averaged slightly more than one ad per brand.

*Table 37 - % Distribution and No. Of Ads Per Store By Brand By Type  
Weighted National Results - Gas Stations/Kiosks – 2000/01*

Region	Total		Dangler		Poster		Shelf Talker		C/T Display		Other	
	dist %	avg	dist %	avg	dist %	avg	dist %	avg	dist %	avg	dist %	avg
Total	31.3	1.7	0.3	1.1	1.1	1.2	1.1	1.4	27.1	1.6	5.9	1.5
Belvedere	0.4	1.2	0.1	1.0	0.1	1.0	0.0	1.0	0.2	1.5	0.1	1.0
Benson & Hedges	7.4	1.1	0.0	0.0	0.1	1.0	0.1	1.0	5.2	1.1	2.3	1.1
Canadian Classics	1.3	1.1	0.0	0.0	0.1	1.0	0.0	0.0	0.9	1.0	0.3	1.3
Du Maurier	8.3	1.1	0.1	1.0	0.3	1.0	0.1	1.0	6.5	1.0	1.5	1.0
Export A	10.8	1.1	0.0	1.0	0.3	1.0	0.1	1.0	8.6	1.0	2.8	1.0
Export A Smooth	0.9	1.1	0.0	0.0	0.0	1.0	0.1	1.0	0.7	1.1	0.1	1.0
Rem. Export A	1.0	1.0	0.0	0.0	0.0	1.0	0.0	0.0	0.8	1.0	0.2	1.0
Matinee	0.6	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.4	1.2	0.1	1.0
Players	11.4	1.1	0.0	0.0	0.2	1.0	0.1	1.0	10.4	1.1	0.9	1.0
Rothman's	0.4	1.2	0.0	0.0	0.0	0.0	0.0	1.0	0.3	1.3	0.1	1.0
Sportsman	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other	6.9	1.2	0.1	1.0	0.2	1.0	0.6	1.7	5.9	1.1	0.3	1.1

**Brand Advertising By Type Of Ad** – Almost eighty percent (77.8%) of all tobacco POS ads found at gas station locations across the country were in the form of counter-top displays. The distribution and share of counter-top displays in gas stores are both higher than was the case in 1999, suggesting that more of these items made their way into stores between then and the latest survey. These ad types were found in 27.1% of the outlets. While no single brand reported distribution of counter-top displays above 10.4% (attributed to “Players”), this compares with the 7.6% (attributed to “Export A”) in 1999.<sup>8</sup>

“Other” forms of merchandise (clocks, calendars, etc.) were the next most popular ad-form. These accounted for another 16.4% of the ads found across gas stores nationally. Nonetheless, distribution of these items associated with individual brands was limited.

<sup>8</sup> Ibid., p.79

*Table 38 - Ad Type Importance Within Brand (% Share Of Brand Ads) Weighted National Results - Gas Stations/Kiosks – 2000/01*

Region	All Types	Dangler	Poster	Shelf Talker	Counter Top Display	Other Ad Type
Total	100.0%	0.6	2.3	3.0	77.8	16.4
Belvedere	100.0%	12.0	16.8	6.5	49.0	15.7
Benson & Hedges	100.0%	0.0	0.7	1.1	68.5	29.7
Canadian Classics	100.0%	0.0	5.9	0.0	62.6	31.5
Du Maurier	100.0%	1.1	3.2	0.8	77.4	17.5
Export A	100.0%	0.2	2.8	1.2	73.1	22.7
Export A Smooth	100.0%	0.0	2.3	8.4	81.8	7.6
Rem. Export A	100.0%	0.0	1.2	0.0	83.0	15.8
Matinee	100.0%	0.0	0.0	0.0	77.8	22.2
Players	100.0%	0.0	1.6	0.7	90.2	7.5
Rothmans	100.0%	0.0	0.0	3.7	81.6	14.7
Sportsman	100.0%	0.0	0.0	0.0	0.0	0.0
Other	100.0%	1.5	2.1	13.3	79.3	3.9

On the next page we summarize the top three advertised brands by type of tobacco POS promotion. For each brand, its share of each respective ad type is shown along with the percentage (distribution) of gas stations featuring at least one ad of that type and the average number of such ads per store carrying:

Table 39 - Weighted - POS Advertising: Tobacco Brands - Gas Stations/Kiosks  
All Cities – 2000/01

<i>Ad Type: CT Displays</i>	Brand Share Of CT Displays	% Distribution	Ave. # Displays/Store
1. Players	26.0	10.4	1.1
2. Export A (excl. Smooth)	21.1	8.6	1.0
3. du Maurier	16.1	6.5	1.0
4. "Other" (not specified)	15.2	5.9	1.1
5. Benson & Hedges	13.0	5.2	1.1

<i>Ad Type: Posters</i>	Brand Share Of Posters	% Distribution	Ave. # Posters/Store
1. Export A (excl. Smooth)	27.7	0.3	1.0
2. du Maurier	22.5	0.3	1.0
3. Players	16.0	0.2	1.0

<i>Ad Type: Shelf Talkers</i>	Brand Share Of Shelf Talkers	% Distribution	Ave. # Talkers/Store
1. "Others" (not specified)	67.1	0.6	1.7
2. Export A (excl. Smooth)	9.1	0.1	1.0
3. Players	5.7	0.1	1.0

<i>Ad Type: Danglers</i>	Brand Share Of Danglers	% Distribution	Ave. # Danglers/Store
1. "Others" (not specified)	39.9	0.1	1.0
2. du Maurier	33.7	0.1	1.0
3. Belvedere	19.4	0.1	1.0

<i>Ad Type: Other Forms</i>	Brand Share Of Other Ads	% Distribution	Ave. # Ads/Store
1. Export A (excl. Smooth)	31.1	2.8	1.0
2. Benson & Hedges	27.0	2.3	1.1
3. du Maurier	17.3	1.5	1.0
4. Players	10.2	0.9	1.0

Note: Summary tables of advertising trends in gas convenience chains and kiosks by region and type of tobacco ad appear in the APPENDIX of this report.

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## CONCLUSION

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The latest measurements suggest tobacco retailer compliance levels of the past several years are holding. Compliance with the sales-to-minors provisions of the laws is steady at about seventy percent, and full compliance with the proscribed posting of mandatory signs remains just under fifty-percent. On the surface, little seems to have changed except with respect to the availability of trademarked tobacco advertising, where the prohibition against tobacco event sponsorship ads has resulted in fewer branded ads at point-of-sale.

Yet whereas the overall national rates of compliance appear to have moved little, real progress was made towards consolidating the gains that have been achieved so far.

This year saw the narrowing of the spread in compliance rates involving segments of the youth population that traditionally have found it easier to buy cigarettes:

- sixteen and seventeen year olds had the hardest time ever trying to make a tobacco purchase;
- girls found it more difficult than boys to get retailers to sell;
- more young clerks than ever refused a sale to their peers;
- across distribution channels, compliance rates in independent convenience stores moved higher and compliance levels in one trade class and another converged closer to the national average.

Through concerted training, education and enforcement efforts, authorities seem to be succeeding in reducing the distinctions that have existed historically in retailer compliance across age and gender variables. These developments suggest progress is being made sensitizing retailers to compliance shortfalls linked to age, gender and establishment, and that retailers are becoming more diligent exercising their obligations in consideration of the problem segments. Concurrently, compliance within the remaining segments is holding at average levels.

This is the great revelation of the latest findings.

At the same time, this kind of progress raises new challenges. For one thing, the pressure to reduce the distinctions further will not abate. For another, it will take even stronger programs, people and resources to raise retailer compliance significantly above the current bar. And as more retailers are convinced to exercise their responsibilities under the tobacco laws, ensuring that all remain equally dedicated to the task becomes more difficult. We may be seeing evidence of this already. In the latest survey, we found more retailers than ever asking youth for age identification. Concurrently, a higher percentage of these were willing to sell even when no ID was shown. Apparently, part of the effort requires training retailers *how* to enforce the law, at the same time that they are taught the law itself.

In light of the ever-changing operating environment, the work of Health Canada and provincial regulatory authorities must continue to evolve.

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## APPENDIX

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The APPENDIX contains additional supporting tables relating to tobacco point-of-sale advertising.

The following tables are included:

**Tables A1 - A6: Tobacco Point-Of-Sale Advertising Indicators (Weighted)**

• All Classes Of Trade	A1
• Convenience Chains	A2
• Pharmacies	A3
• Gas Convenience/Gas Station Kiosks	A4
• Grocery Stores	A5
• Independent Convenience Stores	A6

**Tables A7 - A12: Advertising In Convenience Chains By Type Of Ad (Weighted)**

• All POS Ad Types	A7
• Danglers	A8
• Posters	A9
• Shelf Talkers	A10
• Counter Top Displays	A11
• "Other " Ad Types	A12

**Tables A13 – A18: Advertising In Gas Convenience Stores/Kiosks By Type Of Ad (Weighted)**

• All POS Ad Types	A13
• Danglers	A14
• Posters	A15
• Shelf Talkers	A16
• Counter Top Displays	A17
• "Other " Ad Types	A18

**Tables A19 – A24: Advertising In Independent Convenience Stores/Kiosks (Weighted)**

• All POS Ad Types	A19
• Danglers	A20
• Posters	A21
• Shelf Talkers	A22



- Counter Top Displays A23
- “Other” Ad Types A24

Tobacco Point-of-Sale Advertising Indicators - (2000/01) - Weighted - All Classes of Trade

Table A - 1 Region	Total		Dangler			Poster			Shelf Talker			C/T Display			Other		
	dist %	avg	dist %	%	avg	dist %	%	avg	dist %	%	avg	dist %	%	avg	dist %	%	avg
National	35.2	2.1	0.5	0.8	1.1	4.2	8.0	1.4	1.8	3.6	1.5	26.6	65.8	1.9	10.3	21.8	1.6
St. John's/Nfld.	5.8	1.5	0.5	9.0	1.8	0.1	1.3	1.0	2.7	56.9	1.9	0.0	0.0	0.0	2.9	32.8	1.0
Charlottetown, PEI	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
New Brunswick	35.5	1.9	0.0	0.0	0.0	35.3	91.4	1.7	0.1	0.2	1.2	0.0	0.0	0.0	5.5	8.4	1.0
Fredricton	34.1	1.5	0.0	0.0	0.0	33.8	89.5	1.4	0.0	0.0	0.0	0.0	0.0	0.0	5.1	10.5	1.1
Saint John	39.6	2.0	0.0	0.0	0.0	39.6	92.2	1.9	0.0	0.0	0.0	0.0	0.0	0.0	6.2	7.8	1.0
Bathurst	1.5	1.2	0.0	0.0	0.0	0.0	0.0	0.0	1.5	100.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0
Nova Scotia	14.0	2.1	0.8	2.5	1.0	2.9	11.8	1.2	3.2	19.3	1.8	1.7	7.7	1.4	10.3	58.7	1.7
Halifax	10.6	1.5	0.6	3.9	1.0	1.9	12.1	1.0	0.0	0.0	0.0	0.6	3.9	1.0	8.7	80.0	1.4
Sydney	25.0	3.1	1.3	1.7	1.0	6.3	11.6	1.4	13.5	31.5	1.8	5.2	10.1	1.5	15.4	45.2	2.2
Quebec	57.4	2.2	0.4	0.3	1.0	6.1	5.3	1.1	0.3	0.2	1.0	49.0	76.6	2.0	16.5	17.5	1.4
Total Montreal	51.4	2.2	0.1	0.1	1.0	7.9	8.0	1.2	0.1	0.0	1.0	41.4	74.9	2.1	14.9	17.0	1.3
Montreal Island	46.3	2.3	0.0	0.0	0.0	6.5	7.2	1.2	0.0	0.0	0.0	38.1	75.6	2.1	14.0	17.2	1.3
Laval	70.5	2.3	0.8	0.5	1.0	11.4	9.3	1.3	0.0	0.0	0.0	57.8	69.3	1.9	22.2	20.9	1.5
Quebec City	72.3	2.2	0.7	0.4	1.0	3.6	2.2	1.0	0.7	0.4	1.0	66.3	78.6	1.9	21.0	18.3	1.4
Sherbrooke	23.9	2.2	0.0	0.0	0.0	0.5	1.0	1.0	0.2	0.6	2.0	23.8	98.4	2.1	0.0	0.0	0.0
Chic./Jonquiere	20.9	1.4	2.9	9.8	1.0	1.6	5.3	1.0	1.5	5.0	1.0	10.5	43.2	1.2	7.2	36.7	1.5
Ontario	27.3	2.2	1.0	1.9	1.2	6.4	17.6	1.6	3.4	8.0	1.4	21.2	63.5	1.8	4.0	8.9	1.3
Ottawa	46.6	2.6	1.9	2.6	1.7	7.4	6.0	1.0	23.1	25.5	1.4	36.1	61.9	2.1	3.2	4.0	1.5
Toronto	23.8	2.0	0.8	1.7	1.0	6.5	23.5	1.7	0.2	0.7	2.0	18.5	62.9	1.6	4.1	11.2	1.3
Windsor	54.6	2.1	2.2	1.9	1.0	2.0	1.8	1.0	14.4	16.7	1.3	43.8	75.6	2.0	4.5	4.0	1.0
Sudbury	6.8	1.0	0.0	0.0	0.0	1.7	24.6	1.0	0.0	0.0	0.0	3.5	50.9	1.0	1.7	24.6	1.0
Manitoba	41.1	1.5	0.0	0.0	0.0	0.2	0.5	1.5	0.0	0.0	0.0	33.1	76.3	1.4	9.9	23.2	1.4
Brandon	46.7	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	11.8	15.1	1.2	43.1	84.9	1.9
Winnipeg	41.0	1.5	0.0	0.0	0.0	0.2	0.5	1.5	0.0	0.0	0.0	33.4	77.9	1.4	9.4	21.6	1.4
Saskatchewan	42.8	1.7	0.4	0.6	1.0	0.6	0.8	1.0	0.0	0.0	0.0	37.0	81.4	1.6	7.2	17.2	1.8
Regina	34.3	1.9	0.0	0.0	0.0	1.2	1.9	1.0	0.0	0.0	0.0	25.1	66.7	1.7	11.7	31.4	1.7
Saskatoon	50.7	1.7	0.8	1.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	48.1	92.0	1.6	3.0	7.0	2.0
Alberta	53.6	2.3	1.0	0.9	1.1	0.3	0.3	1.0	5.5	6.8	1.5	42.8	67.8	1.9	17.4	24.2	1.7
Calgary	50.5	1.9	0.9	0.9	1.0	0.0	0.0	0.0	6.2	12.1	1.8	44.5	75.4	1.6	6.9	11.6	1.6
Edmonton	57.6	2.7	1.1	0.9	1.2	0.7	0.4	1.0	4.7	3.3	1.1	41.5	63.0	2.4	29.3	32.4	1.7
Medicine Hat	35.6	2.5	0.0	0.0	0.0	2.7	3.1	1.0	0.0	0.0	0.0	9.5	24.7	2.3	26.1	72.2	2.4
British Columbia	14.3	1.9	0.0	0.0	0.0	0.1	0.6	1.3	0.0	0.0	0.0	5.0	21.4	1.2	9.6	78.0	2.2
Vancouver	14.7	1.9	0.0	0.0	0.0	0.1	0.6	1.3	0.0	0.0	0.0	5.1	21.3	1.2	9.9	78.1	2.2
Kelowna	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Campbell River/Courtney	2.5	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5	100.0	1.0	0.0	0.0	0.0

Dist % = Percent of stores(based on weighted estimates) that carried that form of ad  
 Ave = Average number of ads in distribution in all stores carrying that type of ad  
 % = Weighted share of total ads, i.e., the percent of all ads represented by each type of ad

Tobacco Point-of-Sale Advertising Indicators - (2000/01) - Weighted - Chain Convenience Stores

Table A - 2 Region	Total		Dangler			Poster			Shelf Talker			C/T Display			Other		
	dist %	avg	dist %	%	avg	dist %	%	avg	dist %	%	avg	dist %	%	avg	dist %	%	avg
National	60.7	2.2	1.0	0.7	1.0	5.3	5.2	1.3	2.8	3.0	1.4	49.4	75.6	2.0	18.1	15.4	1.1
St. John's, NFLD	4.5	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.5	100.0	1.0
Charlottetown, PEI	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
New Brunswick	18.2	2.0	0.0	0.0	0.0	18.2	100.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fredricton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Saint John	50.0	2.0	0.0	0.0	0.0	50.0	100.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bathurst	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Nova Scotia	27.6	1.1	0.0	0.0	0.0	3.4	11.1	1.0	0.0	0.0	0.0	0.0	0.0	0.0	24.1	88.9	1.1
Halifax	32.0	1.1	0.0	0.0	0.0	4.0	11.1	1.0	0.0	0.0	0.0	0.0	0.0	0.0	28.0	88.9	1.1
Sydney	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Quebec	91.5	2.5	0.0	0.0	0.0	12.0	6.3	1.2	0.7	0.3	1.0	77.8	74.9	2.2	36.6	18.5	1.2
Total Montreal	92.0	2.4	0.0	0.0	0.0	14.2	7.6	1.2	0.7	0.3	1.0	76.2	71.4	2.1	40.4	20.7	1.1
Montreal Island	91.9	2.5	0.0	0.0	0.0	9.7	4.9	1.2	0.0	0.0	0.0	77.4	72.5	2.1	45.2	22.5	1.1
Laval	95.0	2.4	0.0	0.0	0.0	15.0	7.7	1.2	0.0	0.0	0.0	82.5	72.5	2.0	35.0	19.8	1.3
Quebec City	96.0	2.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	94.0	91.9	2.6	18.0	8.1	1.2
Sherbrooke	13.3	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	13.3	100.0	2.0	0.0	0.0	0.0
Chic./Jonquiere	33.3	1.2	0.0	0.0	0.0	0.0	0.0	0.0	20.0	50.0	1.0	20.0	50.0	1.0	0.0	0.0	0.0
Ontario	42.6	2.1	2.0	2.2	1.0	5.8	9.2	1.4	3.4	5.9	1.5	30.5	72.9	2.1	8.7	9.8	1.0
Ottawa	61.5	2.6	1.9	1.2	1.0	1.9	1.2	1.0	17.3	17.9	1.7	55.8	78.6	2.3	1.9	1.2	1.0
Toronto	35.0	1.8	2.0	3.1	1.0	7.0	15.6	1.4	0.0	0.0	0.0	21.0	65.6	2.0	10.0	15.6	1.0
Windsor	92.5	2.5	1.9	0.8	1.0	0.0	0.0	0.0	15.1	8.3	1.3	88.7	87.6	2.3	7.5	3.3	1.0
Sudbury	8.3	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.3	100.0	1.0	0.0	0.0	0.0
Manitoba	84.3	1.8	0.0	0.0	0.0	3.9	3.8	1.5	0.0	0.0	0.0	81.9	83.7	1.6	14.1	12.5	1.4
Brandon	83.3	3.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	16.7	17.6	3.0	66.7	82.4	3.5
Winnipeg	84.3	1.8	0.0	0.0	0.0	3.9	3.8	1.5	0.0	0.0	0.0	82.4	84.6	1.6	13.7	11.5	1.3
Saskatchewan	79.0	1.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	68.4	82.6	1.8	21.4	17.4	1.2
Regina	54.2	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	50.0	95.7	1.8	4.2	4.3	1.0
Saskatoon	100.0	1.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	84.0	77.1	1.8	36.0	22.9	1.2
Alberta	80.3	2.2	1.2	0.7	1.0	0.6	0.3	1.0	6.9	5.4	1.4	71.7	81.9	2.0	18.0	11.7	1.1
Calgary	90.7	1.9	0.0	0.0	0.0	0.0	0.0	0.0	11.6	8.6	1.3	84.9	82.2	1.7	14.0	9.2	1.2
Edmonton	68.0	2.5	2.7	1.6	1.0	1.3	0.8	1.0	1.3	1.6	2.0	56.0	81.4	2.5	22.7	14.7	1.1
Medicine Hat	100.0	2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	75.0	90.0	3.0	25.0	10.0	1.0
British Columbia	24.6	1.7	0.0	0.0	0.0	0.9	4.6	2.0	0.0	0.0	0.0	13.3	51.3	1.6	14.1	44.1	1.3
Vancouver	24.8	1.7	0.0	0.0	0.0	1.0	4.7	2.0	0.0	0.0	0.0	13.3	51.2	1.6	14.3	44.2	1.3
Kelowna	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Campbell River/Courtney	33.3	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	33.3	100.0	1.0	0.0	0.0	0.0

Dist % = Percent of stores(based on weighted estimates) that carried that form of ad

Ave = Average number of ads in distribution in all stores carrying that type of ad

% = Weighted share of total ads, i.e., the percent of all ads represented by each type of ad

Tobacco Point-of-Sale Advertising Indicators - (2000/01) - Weighted - Pharmacies

Table A - 3 Region	Total		Dangler			Poster			Shelf Talker			C/T Display			Other		
	dist %	avg	dist %	%	avg	dist %	%	avg	dist %	%	avg	dist %	%	avg	dist %	%	avg
National	23.9	2.1	1.2	3.4	1.4	1.2	2.4	1.0	1.8	4.8	1.3	11.9	39.1	1.6	12.9	50.2	1.9
St. John's, NFLD	14.6	1.7	7.3	50.0	1.7	2.4	10.0	1.0	2.4	10.0	1.0	0.0	0.0	0.0	7.3	30.0	1.0
Charlottetown, PEI	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
New Brunswick	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fredricton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Saint John	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bathurst	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Nova Scotia	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Halifax	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sydney	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Quebec	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Montreal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Montreal Island	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Laval	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Quebec City	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sherbrooke	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chic./Jonquiere	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ontario	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ottawa	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Toronto	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Windsor	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sudbury	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Manitoba	20.8	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	12.5	42.9	1.0	8.3	57.1	2.0
Brandon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Winnipeg	20.8	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	12.5	42.9	1.0	8.3	57.1	2.0
Saskatchewan	34.8	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	24.0	65.6	1.5	11.9	34.4	1.6
Regina	39.3	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.1	20.0	2.0	35.7	80.0	1.6
Saskatoon	32.5	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	32.5	100.0	1.5	0.0	0.0	0.0
Alberta	44.3	2.3	2.6	3.5	1.3	1.7	1.7	1.0	4.7	6.1	1.3	24.1	41.9	1.8	24.0	46.8	2.0
Calgary	28.8	2.1	0.0	0.0	0.0	0.0	0.0	0.0	3.8	9.7	1.5	21.2	48.4	1.4	11.5	41.9	2.2
Edmonton	51.3	2.3	3.8	4.3	1.3	2.6	2.2	1.0	5.1	5.4	1.3	25.6	40.9	1.9	29.5	47.3	1.9
Medicine Hat	50.0	3.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	50.0	100.0	3.0
British Columbia	6.9	1.7	0.0	0.0	0.0	1.0	8.3	1.0	0.0	0.0	0.0	1.0	8.3	1.0	4.9	83.3	2.0
Vancouver	6.9	1.7	0.0	0.0	0.0	1.0	8.3	1.0	0.0	0.0	0.0	1.0	8.3	1.0	5.0	83.3	2.0
Kelowna	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Campbell River/Courtney	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Dist % = Percent of stores(based on weighted estimates) that carried that form of ad

Ave = Average number of ads in distribution in all stores carrying that type of ad

% = Weighted share of total ads, i.e., the percent of all ads represented by each type of ad

Tobacco Point-of-Sale Advertising Indicators - (2000/01) - Weighted - Gas Convenience Stores/Kiosks

Table A - 4 Region	Total			Dangler			Poster			Shelf Talker			C/T Display			Other		
	dist %	avg		dist %	%	avg	dist %	%	avg	dist %	%	avg	dist %	%	avg	dist %	%	avg
National	31.3	1.7		0.3	0.6	1.1	1.1	2.3	1.2	1.1	3.0	1.4	27.1	77.8	1.6	5.9	16.4	1.5
St. John's, NFLD	4.9	2.0		2.4	50.0	2.0	0.0	0.0	0.0	2.4	25.0	1.0	0.0	0.0	0.0	2.4	25.0	1.0
Charlottetown, PEI	0.0	0.0		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
New Brunswick	22.5	2.0		0.0	0.0	0.0	19.9	80.9	1.9	1.1	2.4	1.0	0.0	0.0	0.0	6.1	16.7	1.2
Fredricton	44.0	1.9		0.0	0.0	0.0	40.0	81.0	1.7	0.0	0.0	0.0	0.0	0.0	0.0	12.0	19.0	1.3
Saint John	11.1	2.7		0.0	0.0	0.0	11.1	87.5	2.3	0.0	0.0	0.0	0.0	0.0	0.0	3.7	12.5	1.0
Bathurst	5.9	1.0		0.0	0.0	0.0	0.0	0.0	0.0	5.9	100.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0
Nova Scotia	5.3	2.1		0.0	0.0	0.0	0.0	0.0	0.0	1.7	24.8	1.7	0.0	0.0	0.0	4.2	75.2	2.0
Halifax	4.7	2.0		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.7	100.0	2.0
Sydney	7.5	2.3		0.0	0.0	0.0	0.0	0.0	0.0	7.5	71.4	1.7	0.0	0.0	0.0	2.5	28.6	2.0
Quebec	47.7	1.9		0.1	0.1	1.0	2.5	3.0	1.1	0.0	0.0	0.0	41.7	78.6	1.7	13.0	18.3	1.3
Total Montreal	46.5	2.0		0.0	0.0	0.0	3.1	3.6	1.1	0.0	0.0	0.0	39.8	76.2	1.8	13.7	20.2	1.4
Montreal Island	38.6	1.9		0.0	0.0	0.0	1.8	2.4	1.0	0.0	0.0	0.0	35.1	75.6	1.6	10.5	22.0	1.5
Laval	56.1	1.8		0.0	0.0	0.0	6.1	7.4	1.3	0.0	0.0	0.0	40.9	64.7	1.6	21.2	27.9	1.4
Quebec City	55.1	1.7		0.0	0.0	0.0	1.4	1.6	1.0	0.0	0.0	0.0	50.7	84.4	1.5	13.0	14.1	1.0
Sherbrooke	10.0	1.7		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	10.0	100.0	1.7	0.0	0.0	0.0
Chic./Jonquiere	27.3	1.1		3.0	10.0	1.0	3.0	10.0	1.0	0.0	0.0	0.0	15.2	50.0	1.0	9.1	30.0	1.0
Ontario	16.2	1.7		0.3	1.2	1.0	1.2	4.5	1.0	2.2	12.5	1.6	14.1	79.8	1.5	0.3	2.0	1.7
Ottawa	45.2	2.2		1.6	1.6	1.0	8.1	8.2	1.0	4.8	6.6	1.3	37.1	80.3	2.1	1.6	3.3	2.0
Toronto	10.0	1.2		0.0	0.0	0.0	0.0	0.0	0.0	1.0	16.7	2.0	9.0	83.3	1.1	0.0	0.0	0.0
Windsor	50.0	1.8		2.3	2.5	1.0	2.3	2.5	1.0	18.2	25.0	1.3	43.2	67.5	1.4	2.3	2.5	1.0
Sudbury	0.0	0.0		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Manitoba	64.3	1.4		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	61.1	91.4	1.4	5.5	8.6	1.5
Brandon	58.3	2.4		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	16.7	15.2	1.3	58.3	84.8	2.0
Winnipeg	64.6	1.4		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	63.1	96.6	1.4	3.1	3.4	1.0
Saskatchewan	46.4	1.7		0.9	1.1	1.0	0.0	0.0	0.0	0.0	0.0	0.0	43.0	88.0	1.6	3.3	10.9	2.5
Regina	36.5	1.7		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	32.7	81.3	1.5	5.8	18.8	2.0
Saskatoon	53.7	1.6		1.5	1.7	1.0	0.0	0.0	0.0	0.0	0.0	0.0	50.7	91.5	1.6	1.5	6.8	4.0
Alberta	53.8	1.8		0.7	0.7	1.0	0.0	0.0	0.0	2.1	2.1	1.0	48.9	81.5	1.6	10.6	15.7	1.5
Calgary	54.8	1.4		1.4	1.8	1.0	0.0	0.0	0.0	2.7	3.5	1.0	50.7	93.0	1.4	1.4	1.8	1.0
Edmonton	53.3	2.3		0.0	0.0	0.0	0.0	0.0	0.0	1.3	1.1	1.0	48.0	73.1	1.9	21.3	25.8	1.5
Medicine Hat	37.5	1.8		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	20.8	68.8	2.2	16.7	31.3	1.3
British Columbia	19.6	1.8		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	14.1	54.3	1.3	8.3	45.7	1.9
Vancouver	20.8	1.8		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	14.9	54.1	1.3	8.9	45.9	1.9
Kelowna	0.0	0.0		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Campbell River/Courtney	13.0	1.0		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	13.0	100.0	1.0	0.0	0.0	0.0

Dist % = Percent of stores(based on weighted estimates) that carried that form of ad

Ave = Average number of ads in distribution in all stores carrying that type of ad

% = Weighted share of total ads, i.e., the percent of all ads represented by each type of ad

Tobacco Point-of-Sale Advertising Indicators - (2000/01) - Weighted - Grocery Supermarkets

Table A - 5 Region	Total		Dangler			Poster			Shelf Talker			C/T Display			Other		
	dist %	avg	dist %	%	avg	dist %	%	avg	dist %	%	avg	dist %	%	avg	dist %	%	avg
National	7.3	1.9	0.0	0.2	1.0	0.4	3.1	1.0	0.3	2.4	1.3	5.3	70.1	1.8	1.9	24.2	1.7
St. John's, NFLD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Charlottetown, PEI	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
New Brunswick	9.6	1.3	0.0	0.0	0.0	6.8	55.6	1.0	2.7	44.4	2.0	0.0	0.0	0.0	0.0	0.0	0.0
Fredricton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Saint John	10.0	1.0	0.0	0.0	0.0	10.0	100.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bathurst	25.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0	25.0	100.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0
Nova Scotia	13.6	1.3	0.0	0.0	0.0	0.0	0.0	0.0	4.5	50.0	2.0	9.1	50.0	1.0	0.0	0.0	0.0
Halifax	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sydney	25.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0	8.3	50.0	2.0	16.7	50.0	1.0	0.0	0.0	0.0
Quebec	15.3	1.7	0.1	0.3	1.0	1.1	4.1	1.0	0.1	0.7	2.0	10.8	67.4	1.6	3.7	27.4	1.9
Total Montreal	17.3	1.8	0.0	0.0	0.0	1.2	3.9	1.0	0.0	0.0	0.0	12.3	68.7	1.7	4.1	27.5	2.1
Montreal Island	18.5	1.6	0.0	0.0	0.0	1.9	6.3	1.0	0.0	0.0	0.0	11.1	56.3	1.5	5.6	37.5	2.0
Laval	20.0	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	16.7	54.5	1.2	6.7	45.5	2.5
Quebec City	10.3	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.4	66.7	1.2	2.9	33.3	1.5
Sherbrooke	42.9	2.3	0.0	0.0	0.0	21.4	21.4	1.0	7.1	14.3	2.0	35.7	64.3	1.8	0.0	0.0	0.0
Chic./Jonquiere	8.0	1.5	4.0	33.3	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.0	66.7	2.0
Ontario	2.0	2.8	0.0	0.0	0.0	0.3	6.2	1.0	0.3	6.2	1.2	1.6	87.6	3.0	0.0	0.0	0.0
Ottawa	8.7	2.0	0.0	0.0	0.0	2.2	12.5	1.0	2.2	12.5	1.0	6.5	75.0	2.0	0.0	0.0	0.0
Toronto	1.0	4.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	100.0	4.0	0.0	0.0	0.0
Windsor	33.3	1.3	0.0	0.0	0.0	16.7	40.0	1.0	8.3	40.0	2.0	8.3	20.0	1.0	0.0	0.0	0.0
Sudbury	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Manitoba	5.8	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.9	60.0	1.5	1.9	40.0	2.0
Brandon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Winnipeg	5.9	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.9	60.0	1.5	2.0	40.0	2.0
Saskatchewan	2.9	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.9	100.0	1.0	0.0	0.0	0.0
Regina	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Saskatoon	5.3	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.3	100.0	1.0	0.0	0.0	0.0
Alberta	17.7	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.9	2.5	1.0	13.1	67.3	1.9	7.4	30.2	1.5
Calgary	11.1	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	11.1	100.0	1.4	0.0	0.0	0.0
Edmonton	21.4	2.3	0.0	0.0	0.0	0.0	0.0	0.0	1.4	2.9	1.0	14.3	61.8	2.1	11.4	35.3	1.5
Medicine Hat	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
British Columbia	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Vancouver	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kelowna	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Campbell River/Courtney	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Dist % = Percent of stores(based on weighted estimates) that carried that form of ad

Ave = Average number of ads in distribution in all stores carrying that type of ad

% = Weighted share of total ads, i.e., the percent of all ads represented by each type of ad

Tobacco Point-of-Sale Advertising Indicators - (2000/01) - Weighted - Independent Convenience Stores

Table A - 6 Region	Total		Dangler			Poster			Shelf Talker			C/T Display			Other		
	dist %	avg	dist %	%	avg	dist %	%	avg	dist %	%	avg	dist %	%	avg	dist %	%	avg
National	35.9	2.2	0.5	0.8	1.1	5.1	9.4	1.5	2.0	3.7	1.5	26.5	63.5	1.9	10.8	22.6	1.6
St. John's, NFLD	5.5	1.5	0.0	0.0	0.0	0.0	0.0	0.0	2.7	66.7	2.0	0.0	0.0	0.0	2.7	33.3	1.0
Charlottetown, PEI	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
New Brunswick	36.7	1.9	0.0	0.0	0.0	36.7	92.0	1.7	0.0	0.0	0.0	0.0	0.0	0.0	5.4	8.0	1.0
Fredricton	33.3	1.5	0.0	0.0	0.0	33.3	90.9	1.3	0.0	0.0	0.0	0.0	0.0	0.0	4.4	9.1	1.0
Saint John	41.3	2.0	0.0	0.0	0.0	41.3	92.3	1.8	0.0	0.0	0.0	0.0	0.0	0.0	6.3	7.7	1.0
Bathurst	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Nova Scotia	14.9	2.2	0.9	2.7	1.0	3.3	12.3	1.2	3.4	19.2	1.8	1.9	8.0	1.4	10.9	57.8	1.7
Halifax	11.0	1.4	0.7	4.3	1.0	2.1	13.0	1.0	0.0	0.0	0.0	0.7	4.3	1.0	9.0	78.3	1.4
Sydney	27.1	3.1	1.4	1.7	1.0	7.1	11.9	1.4	14.3	30.5	1.8	5.7	10.2	1.5	17.1	45.8	2.3
Quebec	58.6	2.2	0.4	0.3	1.0	6.4	5.4	1.1	0.3	0.3	1.0	50.1	76.7	2.0	16.2	17.2	1.4
Total Montreal	50.2	2.2	0.1	0.1	1.0	8.3	8.6	1.2	0.0	0.0	0.0	40.0	75.5	2.1	13.1	15.7	1.3
Montreal Island	44.2	2.3	0.0	0.0	0.0	7.0	8.1	1.2	0.0	0.0	0.0	36.0	76.7	2.1	11.6	15.1	1.3
Laval	73.7	2.4	1.1	0.6	1.0	12.6	9.7	1.3	0.0	0.0	0.0	61.1	69.7	2.0	22.1	20.0	1.6
Quebec City	76.4	2.2	0.8	0.5	1.0	4.1	2.4	1.0	0.8	0.5	1.0	69.9	77.7	1.9	22.8	19.0	1.4
Sherbrooke	25.0	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	25.0	100.0	2.2	0.0	0.0	0.0
Chic./Jonquiere	20.3	1.5	2.9	9.5	1.0	1.4	4.8	1.0	1.4	4.8	1.0	10.1	42.9	1.3	7.2	38.1	1.6
Ontario	30.3	2.2	1.1	2.0	1.2	8.2	20.3	1.7	4.0	7.9	1.3	23.6	60.2	1.7	4.7	9.6	1.4
Ottawa	47.9	2.8	2.1	3.1	2.0	8.3	6.3	1.0	31.3	31.3	1.3	35.4	54.7	2.1	4.2	4.7	1.5
Toronto	27.9	2.1	1.0	1.6	1.0	8.7	25.8	1.8	0.0	0.0	0.0	22.1	61.3	1.7	4.8	11.3	1.4
Windsor	46.7	2.0	2.2	2.4	1.0	2.2	2.4	1.0	13.3	19.5	1.3	33.3	70.7	1.9	4.4	4.9	1.0
Sudbury	8.2	1.0	0.0	0.0	0.0	2.0	25.0	1.0	0.0	0.0	0.0	4.1	50.0	1.0	2.0	25.0	1.0
Manitoba	35.2	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	25.2	68.9	1.4	11.5	31.1	1.4
Brandon	35.7	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.1	14.3	1.0	28.6	85.7	1.5
Winnipeg	35.2	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	25.4	69.4	1.4	11.3	30.6	1.4
Saskatchewan	37.9	2.0	0.0	0.0	0.0	2.3	3.1	1.0	0.0	0.0	0.0	31.1	75.6	1.8	9.2	21.4	1.8
Regina	30.0	2.2	0.0	0.0	0.0	3.3	5.0	1.0	0.0	0.0	0.0	20.0	60.0	2.0	13.3	35.0	1.8
Saskatoon	55.6	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	55.6	100.0	1.7	0.0	0.0	0.0
Alberta	52.7	2.5	0.7	0.5	1.0	0.0	0.0	1.0	6.9	8.7	1.7	41.3	65.0	2.1	18.6	25.8	1.8
Calgary	45.1	2.0	1.1	1.3	1.0	0.0	0.0	0.0	6.6	16.3	2.2	38.5	70.0	1.6	6.6	12.5	1.7
Edmonton	64.8	3.1	0.0	0.0	0.0	0.0	0.0	0.0	7.4	3.7	1.0	46.3	62.0	2.7	37.0	34.3	1.9
Medicine Hat	31.3	3.0	0.0	0.0	0.0	6.3	6.7	1.0	0.0	0.0	0.0	0.0	0.0	0.0	31.3	93.3	2.8
British Columbia	14.5	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.9	13.3	1.0	10.6	86.7	2.4
Vancouver	14.9	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.0	13.3	1.0	10.9	86.7	2.4
Kelowna	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Campbell River/Courtney	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Dist % = Percent of stores(based on weighted estimates) that carried that form of ad

Ave = Average number of ads in distribution in all stores carrying that type of ad

% = Weighted share of total ads, i.e., the percent of all ads represented by each type of ad

Tobacco Point-of-Sale Advertising in Chain Convenience Stores By Ad Type (2000/01) - Weighted - All Ads

Table A - 7 Region	Belvedere		Benson & Hedges		Canadian Classics		Du Maurier		Export A		Export A Smooth		Remaining Export A		Matinee		Players		Rothmans		Sportsman		Other	
	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share
National	0.9	0.6	9.9	7.6	6.1	4.8	27.0	21.5	19.3	17.9	2.4	2.0	1.9	1.5	4.4	3.4	25.4	23.1	0.5	0.4	0.1	0.1	17.4	17.1
St. John's, NFLD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.5	100.0	0.0	0.0	0.0	0.0	0.0	0.0
Charlottetown, PEI	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
New Brunswick	0.0	0.0	18.2	50.0	0.0	0.0	0.0	0.0	18.2	50.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fredricton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Saint John	0.0	0.0	50.0	50.0	0.0	0.0	0.0	0.0	50.0	50.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bathurst	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Nova Scotia	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.9	22.2	0.0	0.0	0.0	0.0	0.0	0.0	24.1	77.8	0.0	0.0	0.0	0.0	0.0	0.0
Halifax	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.0	22.2	0.0	0.0	0.0	0.0	0.0	0.0	28.0	77.8	0.0	0.0	0.0	0.0	0.0	0.0
Sydney	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Quebec	2.0	0.9	3.8	1.7	1.0	0.4	39.8	17.8	49.3	28.7	5.2	2.3	2.9	1.3	2.7	1.2	61.6	36.7	1.9	0.9	0.0	0.0	16.5	8.2
Total Montreal	2.4	1.1	3.5	1.5	0.5	0.2	37.0	16.6	51.6	30.7	4.5	2.0	0.7	0.3	3.2	1.4	59.8	38.0	1.3	0.6	0.0	0.0	14.5	7.5
Montreal Island	3.2	1.4	4.8	2.1	0.0	0.0	40.3	17.6	53.2	30.3	3.2	1.4	0.0	0.0	4.8	2.1	54.8	35.9	1.6	0.7	0.0	0.0	16.1	8.5
Laval	2.5	1.1	2.5	1.1	5.0	2.2	25.0	12.1	60.0	39.6	10.0	4.4	0.0	0.0	0.0	0.0	67.5	33.0	2.5	1.1	0.0	0.0	10.0	5.5
Quebec City	0.0	0.0	6.0	2.2	4.0	1.5	60.0	23.7	40.0	19.3	10.0	3.7	16.0	5.9	0.0	0.0	78.0	30.4	6.0	2.2	0.0	0.0	30.0	11.1
Sherbrooke	0.0	0.0	0.0	0.0	0.0	0.0	6.7	25.0	6.7	25.0	0.0	0.0	0.0	0.0	0.0	0.0	6.7	25.0	0.0	0.0	0.0	0.0	6.7	25.0
Chic./Jonquiere	0.0	0.0	6.7	16.7	6.7	16.7	6.7	16.7	6.7	16.7	0.0	0.0	0.0	0.0	0.0	0.0	13.3	33.3	0.0	0.0	0.0	0.0	0.0	0.0
Ontario	1.1	1.2	16.4	19.3	0.3	0.3	19.0	23.9	1.5	1.9	0.3	0.6	0.0	0.0	6.3	7.1	7.1	8.0	0.1	0.2	0.0	0.0	21.9	37.5
Ottawa	3.8	2.4	1.9	1.2	1.9	1.2	42.3	31.0	5.8	4.8	1.9	2.4	0.0	0.0	5.8	3.6	13.5	8.3	0.0	0.0	0.0	0.0	38.5	45.2
Toronto	0.0	0.0	19.0	31.3	0.0	0.0	11.0	17.2	0.0	0.0	0.0	0.0	0.0	0.0	7.0	10.9	6.0	9.4	0.0	0.0	0.0	0.0	15.0	31.3
Windsor	7.5	3.3	15.1	6.6	0.0	0.0	64.2	35.5	9.4	4.1	0.0	0.0	0.0	0.0	0.0	0.0	7.5	3.3	1.9	0.8	0.0	0.0	67.9	46.3
Sudbury	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.3
Manitoba	0.0	0.0	3.9	2.5	0.1	0.2	52.7	40.5	10.0	6.5	1.9	1.3	0.0	0.0	3.9	2.5	60.8	40.1	0.0	0.0	0.0	0.0	9.7	6.3
Brandon	0.0	0.0	0.0	0.0	16.7	17.6	16.7	5.9	33.3	11.8	0.0	0.0	0.0	0.0	0.0	0.0	66.7	64.7	0.0	0.0	0.0	0.0	0.0	0.0
Winnipeg	0.0	0.0	3.9	2.6	0.0	0.0	52.9	41.0	9.8	6.4	2.0	1.3	0.0	0.0	3.9	2.6	60.8	39.7	0.0	0.0	0.0	0.0	9.8	6.4
Saskatchewan	0.0	0.0	6.0	4.0	21.2	14.3	31.5	21.3	35.6	24.0	4.1	2.8	1.9	1.3	4.1	2.8	41.8	28.3	0.0	0.0	0.0	0.0	1.9	1.3
Regina	0.0	0.0	8.3	8.7	8.3	8.7	16.7	17.4	20.8	21.7	4.2	4.3	4.2	4.3	4.2	4.3	25.0	26.1	0.0	0.0	0.0	0.0	4.2	4.3
Saskatoon	0.0	0.0	4.0	2.1	32.0	16.7	44.0	22.9	48.0	25.0	4.0	2.1	0.0	0.0	4.0	2.1	56.0	29.2	0.0	0.0	0.0	0.0	0.0	0.0
Alberta	0.0	0.0	11.2	6.4	22.3	13.4	34.3	20.4	30.5	19.9	4.9	3.2	4.9	3.1	5.6	3.6	25.6	15.4	0.0	0.0	0.6	0.4	21.8	14.2
Calgary	0.0	0.0	10.5	5.9	16.3	9.2	41.9	24.3	31.4	19.7	1.2	0.7	0.0	0.0	7.0	4.6	33.7	19.1	0.0	0.0	1.2	0.7	24.4	15.8
Edmonton	0.0	0.0	12.0	7.0	29.3	18.6	25.3	15.5	29.3	20.2	9.3	6.2	10.7	7.0	4.0	2.3	16.0	10.9	0.0	0.0	0.0	0.0	18.7	12.4
Medicine Hat	0.0	0.0	0.0	0.0	25.0	10.0	75.0	30.0	50.0	40.0	0.0	0.0	0.0	0.0	0.0	0.0	50.0	20.0	0.0	0.0	0.0	0.0	0.0	0.0
British Columbia	0.0	0.0	2.8	7.0	7.5	20.9	11.4	30.4	3.8	9.3	0.0	0.0	1.9	4.6	0.9	2.3	3.8	11.6	0.0	0.0	0.0	0.0	4.7	13.9
Vancouver	0.0	0.0	2.9	7.0	7.6	20.9	11.4	30.2	3.8	9.3	0.0	0.0	1.9	4.7	1.0	2.3	3.8	11.6	0.0	0.0	0.0	0.0	4.8	14.0
Kelowna	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Campbell River/Courtney	0.0	0.0	0.0	0.0	0.0	0.0	33.3	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

% Dist = Percentage of all stores in the region carrying ad type for brand specified

Brand share = brand's share of all ads of the type indicated



Tobacco Point-of-Sale Advertising in Chain Convenience Stores By Ad Type (2000/01) - Weighted - Danglers

Table A - 8 Region	Belvedere		Benson & Hedges		Canadian Classics		Du Maurier		Export A		Export A Smooth		Remaining Export A		Matinee		Players		Rothmans		Sportsman		Other	
	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share
National	0.0	0.0	0.0	0.0	0.0	0.0	0.4	42.5	0.1	9.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	47.7
St. John's, NFLD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Charlottetown, PEI	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
New Brunswick	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fredricton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Saint John	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bathurst	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Nova Scotia	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Halifax	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sydney	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Quebec	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Montreal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Montreal Island	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Laval	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Quebec City	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sherbrooke	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chic./Jonquiere	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ontario	0.0	0.0	0.0	0.0	0.0	0.0	0.8	40.0	0.3	13.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	46.9
Ottawa	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Toronto	0.0	0.0	0.0	0.0	0.0	0.0	1.0	50.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	50.0
Windsor	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9	100.0
Sudbury	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Manitoba	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brandon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Winnipeg	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Saskatchewan	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Regina	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Saskatoon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Alberta	0.0	0.0	0.0	0.0	0.0	0.0	0.6	50.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	50.0
Calgary	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Edmonton	0.0	0.0	0.0	0.0	0.0	0.0	1.3	50.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	50.0
Medicine Hat	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
British Columbia	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Vancouver	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kelowna	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Campbell River/Courtney	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

% Dist = Percentage of all stores in the region carrying ad type for brand specified

Brand share = brand's share of all ads of the type indicated

Tobacco Point-of-Sale Advertising in Chain Convenience Stores By Ad Type (2000/01) - Weighted - Posters

Table A - 9 Region	Belvedere		Benson & Hedges		Canadian Classics		Du Maurier		Export A		Export A Smooth		Remaining Export A		Matinee		Players		Rothmans		Sportsman		Other	
	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share
National	0.0	0.0	2.1	29.8	0.0	0.0	0.0	0.0	1.1	15.4	0.0	0.0	0.0	0.0	0.6	8.5	2.3	38.7	0.0	0.6	0.0	0.0	0.5	6.9
St. John's, NFLD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Charlottetown, PEI	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
New Brunswick	0.0	0.0	18.2	50.0	0.0	0.0	0.0	0.0	18.2	50.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fredricton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Saint John	0.0	0.0	50.0	50.0	0.0	0.0	0.0	0.0	50.0	50.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bathurst	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Nova Scotia	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.4	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Halifax	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sydney	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Quebec	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.7	25.9	0.0	0.0	0.0	0.0	0.0	0.0	8.8	70.1	0.2	1.3	0.0	0.0	0.4	2.7
Total Montreal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.4	25.9	0.0	0.0	0.0	0.0	0.0	0.0	10.5	70.1	0.2	1.3	0.0	0.0	0.5	2.7
Montreal Island	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.8	42.9	0.0	0.0	0.0	0.0	0.0	0.0	6.5	57.1	0.0	0.0	0.0	0.0	0.0	0.0
Laval	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.0	28.6	0.0	0.0	0.0	0.0	0.0	0.0	5.0	28.6	2.5	14.3	0.0	0.0	5.0	28.6
Quebec City	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sherbrooke	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chic./Jonquiere	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ontario	0.0	0.0	5.5	67.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	19.4	0.0	0.0	0.0	0.0	0.0	1.0	12.8
Ottawa	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9	100.0
Toronto	0.0	0.0	7.0	70.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	20.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	10.0
Windsor	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sudbury	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Manitoba	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9	33.3	0.0	0.0	0.0	0.0	0.0	0.0	3.9	66.7	0.0	0.0	0.0	0.0	0.0	0.0
Brandon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Winnipeg	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	33.3	0.0	0.0	0.0	0.0	0.0	0.0	3.9	66.7	0.0	0.0	0.0	0.0	0.0	0.0
Saskatchewan	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Regina	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Saskatoon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Alberta	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Calgary	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Edmonton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Medicine Hat	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
British Columbia	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	100.0	0.0	0.0	0.0	0.0	0.0	0.0
Vancouver	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0
Kelowna	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Campbell River/Courtney	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

% Dist = Percentage of all stores in the region carrying ad type for brand specified

Brand share = brand's share of all ads of the type indicated

Tobacco Point-of-Sale Advertising in Chain Convenience Stores By Ad Type (2000/01) - Weighted - Shelf Talkers

Table A - 10 Region	Belvedere		Benson & Hedges		Canadian Classics		Du Maurier		Export A		Export A Smooth		Remaining Export A		Matinee		Players		Rothmans		Sportsman		Other	
	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share
National	0.2	6.1	0.2	4.4	0.5	12.9	0.3	7.6	1.0	23.9	0.0	0.0	0.0	0.0	0.1	2.4	0.2	8.8	0.0	0.0	0.0	0.0	0.7	34.0
St. John's, NFLD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Charlottetown, PEI	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
New Brunswick	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fredricton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Saint John	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bathurst	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Nova Scotia	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Halifax	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sydney	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Quebec	0.0	0.0	0.0	0.0	0.0	5.8	0.0	0.0	0.6	88.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.8	0.0	0.0	0.0	0.0	0.0	0.0
Total Montreal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Montreal Island	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Laval	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Quebec City	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sherbrooke	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chic./Jonquiere	0.0	0.0	0.0	0.0	6.7	33.3	0.0	0.0	6.7	33.3	0.0	0.0	0.0	0.0	0.0	0.0	6.7	33.3	0.0	0.0	0.0	0.0	0.0	0.0
Ontario	0.7	12.5	0.1	2.6	0.0	0.0	0.1	2.6	0.1	2.6	0.0	0.0	0.0	0.3	4.9	0.3	4.9	0.0	0.0	0.0	0.0	2.0	69.9	
Ottawa	3.8	13.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9	6.7	1.9	6.7	0.0	0.0	0.0	0.0	9.6	73.3	
Toronto	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Windsor	1.9	10.0	1.9	10.0	0.0	0.0	1.9	10.0	1.9	10.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	9.4	60.0	
Sudbury	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Manitoba	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brandon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Winnipeg	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Saskatchewan	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Regina	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Saskatoon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Alberta	0.0	0.0	0.6	6.7	2.5	26.8	1.3	13.4	3.8	40.2	0.0	0.0	0.0	0.0	0.0	0.0	0.6	13.0	0.0	0.0	0.0	0.0	0.0	0.0
Calgary	0.0	0.0	1.2	7.7	4.7	30.8	2.3	15.4	7.0	46.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Edmonton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	100.0	0.0	0.0	0.0	0.0	0.0	0.0
Medicine Hat	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
British Columbia	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Vancouver	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kelowna	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Campbell River/Courtnay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

% Dist = Percentage of all stores in the region carrying ad type for brand specified

Brand share = brand's share of all ads of the type indicated

Tobacco Point-of-Sale Advertising in Chain Convenience Stores By Ad Type (2000/01) - Weighted - Counter-Top Displays

Table A - 11 Region	Belvedere		Benson & Hedges		Canadian Classics		Du Maurier		Export A		Export A Smooth		Remaining Export A		Matinee		Players		Rothmans		Sportsman		Other		
	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	
National	0.6	0.6	4.0	4.2	2.8	3.1	25.8	27.1	13.0	13.7	2.4	2.6	1.9	2.0	3.7	3.7	21.5	24.3	0.5	0.4	0.0	0.0	14.6	18.2	
St. John's, NFLD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Charlottetown, PEI	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
New Brunswick	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fredricton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Saint John	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bathurst	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Nova Scotia	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Halifax	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sydney	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Quebec	2.0	1.2	2.4	1.4	0.9	0.6	39.5	23.5	29.2	18.3	5.2	3.0	2.9	1.7	2.7	1.6	54.2	39.4	1.8	1.0	0.0	0.0	13.2	8.3	
Total Montreal	2.4	1.5	2.2	1.3	0.5	0.3	37.0	23.1	28.2	19.0	4.5	2.8	0.7	0.4	3.2	2.0	51.5	41.3	1.1	0.7	0.0	0.0	10.8	7.4	
Montreal Island	3.2	1.9	3.2	1.9	0.0	0.0	40.3	24.3	29.0	18.4	3.2	1.9	0.0	0.0	4.8	2.9	48.4	39.8	1.6	1.0	0.0	0.0	11.3	7.8	
Laval	2.5	1.5	0.0	0.0	5.0	3.0	25.0	15.2	42.5	28.8	10.0	6.1	0.0	0.0	0.0	0.0	62.5	42.4	0.0	0.0	0.0	0.0	5.0	3.0	
Quebec City	0.0	0.0	4.0	1.6	4.0	1.6	58.0	25.0	38.0	15.3	10.0	4.0	16.0	6.5	0.0	0.0	76.0	32.3	6.0	2.4	0.0	0.0	28.0	11.3	
Sherbrooke	0.0	0.0	0.0	0.0	0.0	0.0	6.7	25.0	6.7	25.0	0.0	0.0	0.0	0.0	0.0	0.0	6.7	25.0	0.0	0.0	0.0	0.0	6.7	25.0	
Chic./Jonquiere	0.0	0.0	6.7	33.3	0.0	0.0	6.7	33.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.7	33.3	0.0	0.0	0.0	0.0	0.0	0.0	
Ontario	0.4	0.6	4.0	7.4	0.3	0.4	17.9	31.2	1.1	2.0	0.3	0.8	0.0	0.0	4.2	6.5	5.3	8.1	0.1	0.2	0.0	0.0	19.3	42.7	
Ottawa	0.0	0.0	1.9	1.5	1.9	1.5	42.3	39.4	3.8	4.5	1.9	3.0	0.0	0.0	1.9	1.5	11.5	9.1	0.0	0.0	0.0	0.0	32.7	39.4	
Toronto	0.0	0.0	4.0	11.9	0.0	0.0	10.0	23.8	0.0	0.0	0.0	0.0	0.0	5.0	11.9	4.0	9.5	0.0	0.0	0.0	0.0	0.0	13.0	42.9	
Windsor	5.7	2.8	7.5	3.8	0.0	0.0	60.4	38.7	7.5	3.8	0.0	0.0	0.0	0.0	0.0	0.0	7.5	3.8	1.9	0.9	0.0	0.0	64.2	46.2	
Sudbury	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.3	100.0	
Manitoba	0.0	0.0	0.0	0.0	0.0	0.0	52.7	48.4	6.0	4.6	1.9	1.5	0.0	0.0	3.9	3.0	46.8	36.4	0.0	0.0	0.0	0.0	7.8	6.0	
Brandon	0.0	0.0	0.0	0.0	0.0	0.0	16.7	33.3	16.7	33.3	0.0	0.0	0.0	0.0	0.0	0.0	16.7	33.3	0.0	0.0	0.0	0.0	0.0	0.0	
Winnipeg	0.0	0.0	0.0	0.0	0.0	0.0	52.9	48.5	5.9	4.5	2.0	1.5	0.0	0.0	3.9	3.0	47.1	36.4	0.0	0.0	0.0	0.0	7.8	6.1	
Saskatchewan	0.0	0.0	6.0	4.9	3.8	3.1	29.3	24.0	33.4	27.3	4.1	3.3	1.9	1.6	4.1	3.3	37.7	30.9	0.0	0.0	0.0	0.0	1.9	1.6	
Regina	0.0	0.0	8.3	9.1	8.3	9.1	16.7	18.2	20.8	22.7	4.2	4.5	4.2	4.5	4.2	4.5	20.8	22.7	0.0	0.0	0.0	0.0	4.2	4.5	
Saskatoon	0.0	0.0	4.0	2.7	0.0	0.0	40.0	27.0	44.0	29.7	4.0	2.7	0.0	0.0	4.0	2.7	52.0	35.1	0.0	0.0	0.0	0.0	0.0	0.0	
Alberta	0.0	0.0	8.7	6.1	12.3	9.5	31.8	22.7	25.5	19.1	4.9	3.9	4.9	3.8	5.6	4.4	22.6	16.2	0.0	0.0	0.0	0.0	18.0	14.4	
Calgary	0.0	0.0	8.1	5.6	5.8	4.0	39.5	27.2	25.6	17.6	1.2	0.8	0.0	0.0	7.0	5.6	33.7	23.2	0.0	0.0	0.0	0.0	20.9	16.0	
Edmonton	0.0	0.0	9.3	6.7	20.0	16.2	22.7	17.1	25.3	21.0	9.3	7.6	10.7	8.6	4.0	2.9	9.3	7.6	0.0	0.0	0.0	0.0	14.7	12.4	
Medicine Hat	0.0	0.0	0.0	0.0	0.0	0.0	75.0	33.3	50.0	44.4	0.0	0.0	0.0	0.0	0.0	0.0	50.0	22.2	0.0	0.0	0.0	0.0	0.0	0.0	
British Columbia	0.0	0.0	0.9	4.5	0.0	0.0	9.5	50.2	0.9	4.5	0.0	0.0	1.9	9.1	0.9	4.5	2.8	13.6	0.0	0.0	0.0	0.0	2.8	13.6	
Vancouver	0.0	0.0	1.0	4.5	0.0	0.0	9.5	50.0	1.0	4.5	0.0	0.0	1.9	9.1	1.0	4.5	2.9	13.6	0.0	0.0	0.0	0.0	2.9	13.6	
Kelowna	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Campbell River/Courtney	0.0	0.0	0.0	0.0	0.0	0.0	33.3	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	

% Dist = Percentage of all stores in the region carrying ad type for brand specified  
Brand share = brand's share of all ads of the type indicated

Tobacco Point-of-Sale Advertising in Chain Convenience Stores By Ad Type (2000/01) - Weighted - Other Ad Types

Table A - 12 Region	Belvedere		Benson & Hedges		Canadian Classics		Du Maurier		Export A		Export A Smooth		Remaining Export A		Matinee		Players		Rothmans		Sportsman		Other	
	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share
National	0.0	0.0	3.6	17.5	2.7	13.8	0.7	3.3	7.7	38.6	0.0	0.0	0.0	0.0	0.1	0.5	3.2	15.4	0.0	0.0	0.1	0.6	1.9	10.4
St. John's, NFLD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.5	100.0	0.0	0.0	0.0	0.0	0.0	0.0
Charlottetown, PEI	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
New Brunswick	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fredricton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Saint John	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bathurst	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Nova Scotia	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.4	12.5	0.0	0.0	0.0	0.0	0.0	0.0	24.1	87.5	0.0	0.0	0.0	0.0	0.0	0.0
Halifax	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.0	12.5	0.0	0.0	0.0	0.0	0.0	0.0	28.0	87.5	0.0	0.0	0.0	0.0	0.0	0.0
Sydney	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Quebec	0.0	0.0	1.4	3.3	0.0	0.0	0.5	1.1	28.9	70.9	0.0	0.0	0.0	0.0	0.0	0.0	6.3	15.0	0.0	0.0	0.0	0.0	3.2	9.7
Total Montreal	0.0	0.0	1.3	2.8	0.0	0.0	0.2	0.5	31.9	71.5	0.0	0.0	0.0	0.0	0.0	0.0	7.2	15.5	0.0	0.0	0.0	0.0	3.5	9.8
Montreal Island	0.0	0.0	1.6	3.1	0.0	0.0	0.0	0.0	33.9	65.6	0.0	0.0	0.0	0.0	0.0	0.0	9.7	18.8	0.0	0.0	0.0	0.0	4.8	12.5
Laval	0.0	0.0	2.5	5.6	0.0	0.0	2.5	5.6	32.5	83.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5	5.6
Quebec City	0.0	0.0	2.0	9.1	0.0	0.0	2.0	9.1	14.0	63.6	0.0	0.0	0.0	0.0	0.0	0.0	2.0	9.1	0.0	0.0	0.0	0.0	2.0	9.1
Sherbrooke	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chic./Jonquiere	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ontario	0.0	0.0	6.7	77.3	0.0	0.0	0.1	1.6	0.0	0.0	0.0	0.0	0.0	0.3	3.0	1.6	18.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ottawa	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Toronto	0.0	0.0	8.0	80.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	20.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Windsor	0.0	0.0	5.7	75.0	0.0	0.0	1.9	25.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sudbury	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Manitoba	0.0	0.0	3.9	20.2	0.1	2.0	0.0	0.0	2.1	10.7	0.0	0.0	0.0	0.0	0.0	0.0	10.1	57.0	0.0	0.0	0.0	0.0	1.9	10.1
Brandon	0.0	0.0	0.0	0.0	16.7	21.4	0.0	0.0	16.7	7.1	0.0	0.0	0.0	0.0	0.0	0.0	50.0	71.4	0.0	0.0	0.0	0.0	0.0	0.0
Winnipeg	0.0	0.0	3.9	22.2	0.0	0.0	0.0	0.0	2.0	11.1	0.0	0.0	0.0	0.0	0.0	0.0	9.8	55.6	0.0	0.0	0.0	0.0	2.0	11.1
Saskatchewan	0.0	0.0	0.0	0.0	17.3	67.3	2.2	8.4	2.2	8.4	0.0	0.0	0.0	0.0	0.0	0.0	4.1	15.8	0.0	0.0	0.0	0.0	0.0	0.0
Regina	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.2	100.0	0.0	0.0	0.0	0.0	0.0	0.0
Saskatoon	0.0	0.0	0.0	0.0	32.0	72.7	4.0	9.1	4.0	9.1	0.0	0.0	0.0	0.0	0.0	0.0	4.0	9.1	0.0	0.0	0.0	0.0	0.0	0.0
Alberta	0.0	0.0	1.9	9.1	7.4	36.4	1.2	6.1	3.1	15.1	0.0	0.0	0.0	0.0	0.0	0.0	2.4	12.0	0.0	0.0	0.6	3.1	3.7	18.3
Calgary	0.0	0.0	1.2	7.1	5.8	35.7	1.2	7.1	2.3	14.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	7.1	4.7	28.6
Edmonton	0.0	0.0	2.7	10.5	9.3	36.8	1.3	5.3	4.0	15.8	0.0	0.0	0.0	0.0	0.0	0.0	5.3	21.1	0.0	0.0	0.0	0.0	2.7	10.5
Medicine Hat	0.0	0.0	0.0	0.0	25.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
British Columbia	0.0	0.0	1.9	10.5	7.5	47.4	1.9	10.5	2.8	15.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.8	15.8
Vancouver	0.0	0.0	1.9	10.5	7.6	47.4	1.9	10.5	2.9	15.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.9	15.8
Kelowna	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Campbell River/Courtney	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

% Dist = Percentage of all stores in the region carrying ad type for brand specified  
Brand share = brand's share of all ads of the type indicated

Tobacco Point-of-Sale Advertising In Gas Convenience Stores/Kiosks (2000/01) - Weighted - All Ad Types

Table A - 13 Region	Belvedere		Benson & Hedges		Canadian Classics		Du Maurier		Export A		Export A Smooth		Remaining Export A		Matinee		Players		Rothmans		Sportsman		Other	
	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share
National	0.4	0.9	7.4	14.8	1.3	2.6	8.3	16.2	10.8	22.4	0.9	1.8	1.0	1.8	0.6	1.2	11.4	22.4	0.4	0.9	0.0	0.0	6.9	15.0
St. John's, NFLD	2.4	25.0	0.0	0.0	0.0	0.0	0.0	0.0	4.9	75.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Charlottetown, PEI	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
New Brunswick	10.7	23.3	3.3	7.1	0.0	0.0	2.6	5.7	12.3	26.9	3.0	6.6	1.5	3.3	0.0	0.0	12.4	27.1	0.0	0.0	0.0	0.0	0.0	0.0
Fredricton	24.0	28.6	0.0	0.0	0.0	0.0	4.0	4.8	24.0	28.6	8.0	9.5	4.0	4.8	0.0	0.0	20.0	23.8	0.0	0.0	0.0	0.0	0.0	0.0
Saint John	3.7	12.5	7.4	25.0	0.0	0.0	0.0	0.0	7.4	25.0	0.0	0.0	0.0	0.0	0.0	0.0	11.1	37.5	0.0	0.0	0.0	0.0	0.0	0.0
Bathurst	0.0	0.0	0.0	0.0	0.0	0.0	5.9	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Nova Scotia	1.2	10.9	0.0	0.0	0.0	0.0	0.0	0.0	3.5	31.7	1.2	10.9	2.4	21.8	0.0	0.0	0.6	5.0	0.6	5.0	0.0	0.0	1.1	14.9
Halifax	1.6	16.7	0.0	0.0	0.0	0.0	0.0	0.0	3.1	33.3	1.6	16.7	3.1	33.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sydney	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.0	28.6	0.0	0.0	0.0	0.0	0.0	0.0	2.5	14.3	2.5	14.3	0.0	0.0	5.0	42.9
Quebec	0.4	0.4	19.5	22.4	0.4	0.5	8.7	9.7	17.7	23.1	1.9	2.1	2.2	2.4	0.8	0.9	21.1	25.4	0.8	0.9	0.0	0.0	10.0	12.2
Total Montreal	0.6	0.6	22.0	24.5	0.0	0.0	9.8	10.5	21.1	27.7	2.2	2.4	1.0	1.1	1.2	1.3	21.3	25.5	0.6	0.6	0.0	0.0	5.4	5.8
Montreal Island	0.0	0.0	21.1	31.7	0.0	0.0	7.0	9.8	12.3	22.0	1.8	2.4	0.0	0.0	1.8	2.4	15.8	24.4	0.0	0.0	0.0	0.0	5.3	7.3
Laval	3.0	2.9	24.2	23.5	0.0	0.0	10.6	10.3	28.8	32.4	1.5	1.5	0.0	0.0	1.5	1.5	19.7	22.1	3.0	2.9	0.0	0.0	3.0	2.9
Quebec City	0.0	0.0	17.4	18.8	1.4	1.6	7.2	7.8	13.0	14.1	1.4	1.6	4.3	4.7	0.0	0.0	23.2	25.0	1.4	1.6	0.0	0.0	20.3	25.0
Sherbrooke	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.3	20.0	0.0	0.0	0.0	0.0	10.0	80.0
Chic./Jonquiere	0.0	0.0	3.0	10.0	0.0	0.0	6.1	20.0	3.0	10.0	0.0	0.0	6.1	20.0	0.0	0.0	9.1	30.0	0.0	0.0	0.0	0.0	3.0	10.0
Ontario	0.3	2.0	1.3	6.6	0.2	0.8	3.7	16.1	1.2	6.0	0.5	2.5	0.1	0.3	0.5	2.5	3.4	15.4	0.5	2.5	0.0	0.0	9.4	45.1
Ottawa	1.6	3.3	6.5	9.8	1.6	1.6	21.0	24.6	6.5	9.8	3.2	4.9	0.0	0.0	3.2	4.9	11.3	16.4	3.2	4.9	0.0	0.0	14.5	19.7
Toronto	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	16.7	0.0	0.0	0.0	0.0	8.0	83.3
Windsor	2.3	2.5	11.4	12.5	0.0	0.0	20.5	27.5	6.8	7.5	0.0	0.0	2.3	2.5	0.0	0.0	6.8	7.5	0.0	0.0	0.0	0.0	25.0	40.0
Sudbury	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Manitoba	0.0	0.0	12.7	13.9	1.5	1.6	19.8	22.1	21.5	23.6	0.0	0.0	1.5	1.6	0.0	0.0	27.2	29.3	0.0	0.0	0.0	0.0	7.4	7.9
Brandon	0.0	0.0	20.8	18.2	0.0	0.0	50.0	48.5	20.8	21.2	0.0	0.0	0.0	0.0	0.0	0.0	16.7	12.1	0.0	0.0	0.0	0.0	0.0	0.0
Winnipeg	0.0	0.0	12.3	13.6	1.5	1.7	18.5	20.3	21.5	23.7	0.0	0.0	1.5	1.7	0.0	0.0	27.7	30.5	0.0	0.0	0.0	0.0	7.7	8.5
Saskatchewan	1.7	2.2	9.3	12.1	8.5	14.4	4.2	5.5	25.2	34.0	2.5	3.3	0.8	1.1	0.8	1.1	18.6	25.3	0.0	0.0	0.0	0.0	0.8	1.1
Regina	1.9	3.1	5.8	9.4	3.8	6.3	3.8	6.3	23.1	37.5	3.8	6.3	1.9	3.1	1.9	3.1	13.5	21.9	0.0	0.0	0.0	0.0	1.9	3.1
Saskatoon	1.5	1.7	11.9	13.6	11.9	18.6	4.5	5.1	26.9	32.2	1.5	1.7	0.0	0.0	0.0	0.0	22.4	27.1	0.0	0.0	0.0	0.0	0.0	0.0
Alberta	0.0	0.0	12.4	14.5	2.0	2.0	14.2	16.8	23.1	27.2	1.8	1.8	2.4	2.4	1.8	1.8	23.1	24.2	0.6	0.6	0.0	0.0	7.7	8.6
Calgary	0.0	0.0	9.6	12.3	1.4	1.8	8.2	10.5	19.2	26.3	0.0	0.0	0.0	0.0	0.0	0.0	26.0	33.3	0.0	0.0	0.0	0.0	11.0	15.8
Edmonton	0.0	0.0	16.0	16.1	2.7	2.2	21.3	21.5	28.0	28.0	4.0	3.2	5.3	4.3	4.0	3.2	20.0	17.2	1.3	1.1	0.0	0.0	4.0	3.2
Medicine Hat	0.0	0.0	8.3	12.5	4.2	6.3	12.5	18.8	16.7	25.0	0.0	0.0	0.0	0.0	0.0	0.0	16.7	31.3	0.0	0.0	0.0	0.0	4.2	6.3
British Columbia	0.0	0.0	2.8	10.9	2.8	8.1	12.9	37.6	9.2	29.5	0.0	0.0	0.0	0.0	0.0	0.0	3.8	13.8	0.0	0.0	0.0	0.0	0.0	0.0
Vancouver	0.0	0.0	3.0	10.8	3.0	8.1	13.9	37.8	9.9	29.7	0.0	0.0	0.0	0.0	0.0	0.0	4.0	13.5	0.0	0.0	0.0	0.0	0.0	0.0
Kelowna	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Campbell River/Courtney	0.0	0.0	4.3	33.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.7	66.7	0.0	0.0	0.0	0.0	0.0	0.0

% Dist = Percentage of all stores in the region carrying ad type for brand specified

Brand share = brand's share of all ads of the type indicated

Tobacco Point-of-Sale Advertising In Gas Convenience Stores/Kiosks (2000/01) - Weighted - Dangles

Table A - 14	Belvedere		Benson & Hedges		Canadian Classics		Du Maurier		Export A		Export A Smooth		Remaining Export A		Matinee		Players		Rothmans		Sportsman		Other	
	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share
National	0.1	19.4	0.0	0.0	0.0	0.0	0.1	33.7	0.0	7.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	39.9
St. John's, NFLD	2.4	50.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4	50.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Charlottetown, PEI	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
New Brunswick	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fredricton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Saint John	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bathurst	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Nova Scotia	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Halifax	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sydney	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Quebec	0.0	0.0	0.0	0.0	0.0	0.0	0.1	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Montreal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Montreal Island	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Laval	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Quebec City	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sherbrooke	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chic./Jonquiere	0.0	0.0	0.0	0.0	0.0	0.0	3.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ontario	0.0	0.0	0.0	0.0	0.0	0.0	0.2	72.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	27.1	
Ottawa	0.0	0.0	0.0	0.0	0.0	0.0	1.6	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Toronto	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Windsor	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3
Sudbury	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Manitoba	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brandon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Winnipeg	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Saskatchewan	0.9	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Regina	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Saskatoon	1.5	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Alberta	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	100.0
Calgary	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	100.0
Edmonton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Medicine Hat	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
British Columbia	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Vancouver	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kelowna	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Campbell River/Courtney	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

% Dist = Percentage of all stores in the region carrying ad type for brand specified

Brand share = brand's share of all ads of the type indicated

Tobacco Point-of-Sale Advertising In Gas Convenience Stores/Kiosks (2000/01) - Weighted - Posters

Table A - 15 Region	Belvedere		Benson & Hedges		Canadian Classics		Du Maurier		Export A		Export A Smooth		Remaining Export A		Matinee		Players		Rothmans		Sportsman		Other		
	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	
National	0.1	6.5	0.1	4.5	0.1	6.7	0.3	22.5	0.3	27.7	0.0	1.8	0.0	0.9	0.0	0.0	0.2	16.0	0.0	0.0	0.0	0.0	0.2	13.4	
St. John's, NFLD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Charlottetown, PEI	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
New Brunswick	10.7	28.8	3.3	8.8	0.0	0.0	1.5	4.1	10.8	29.2	3.0	8.1	1.5	4.1	0.0	0.0	6.3	16.9	0.0	0.0	0.0	0.0	0.0	0.0	
Fredricton	24.0	35.3	0.0	0.0	0.0	0.0	4.0	5.9	20.0	29.4	8.0	11.8	4.0	5.9	0.0	0.0	8.0	11.8	0.0	0.0	0.0	0.0	0.0	0.0	
Saint John	3.7	14.3	7.4	28.6	0.0	0.0	0.0	0.0	7.4	28.6	0.0	0.0	0.0	0.0	0.0	0.0	7.4	28.6	0.0	0.0	0.0	0.0	0.0	0.0	
Bathurst	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Nova Scotia	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Halifax	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Sydney	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Quebec	0.0	0.0	0.0	0.0	0.0	0.0	0.5	19.7	1.4	51.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	29.3	0.0	0.0	0.0	0.0	0.0	0.0	
Total Montreal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1	63.5	0.0	0.0	0.0	0.0	0.0	0.0	1.2	36.5	0.0	0.0	0.0	0.0	0.0	0.0	
Montreal Island	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8	100.0	0.0	0.0	0.0	0.0	0.0	0.0	
Laval	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.1	80.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	20.0	0.0	0.0	0.0	0.0	0.0	0.0	
Quebec City	0.0	0.0	0.0	0.0	0.0	0.0	1.4	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Sherbrooke	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Chic./Jonquiere	0.0	0.0	0.0	0.0	0.0	0.0	3.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Ontario	0.0	0.0	0.1	6.9	0.2	18.6	0.5	37.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	37.2	
Ottawa	0.0	0.0	0.0	0.0	1.6	20.0	3.2	40.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.2	40.0
Toronto	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Windsor	0.0	0.0	2.3	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Sudbury	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Manitoba	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Brandon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Winnipeg	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Saskatchewan	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Regina	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Saskatoon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Alberta	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Calgary	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Edmonton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Medicine Hat	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
British Columbia	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Vancouver	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Kelowna	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Campbell River/Courtney	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	

% Dist = Percentage of all stores in the region carrying ad type for brand specified

Brand share = brand's share of all ads of the type indicated



Tobacco Point-of-Sale Advertising In Gas Convenience Stores/Kiosks (2000/01) - Weighted - Shelf Talkers

Table A - 16 Region	Belvedere		Benson & Hedges		Canadian Classics		Du Maurier		Export A		Export A Smooth		Remaining Export A		Matinee		Players		Rothmans		Sportsman		Other		
	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	
National	0.0	1.9	0.1	5.5	0.0	0.0	0.1	4.4	0.1	9.1	0.1	5.2	0.0	0.0	0.0	0.0	0.1	5.7	0.0	1.1	0.0	0.0	0.6	67.1	
St. John's, NFLD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Charlottetown, PEI	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
New Brunswick	0.0	0.0	0.0	0.0	0.0	0.0	1.1	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Fredricton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Saint John	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Bathurst	0.0	0.0	0.0	0.0	0.0	0.0	5.9	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Nova Scotia	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	40.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	20.0	0.6	20.0	0.0	0.0	0.6	20.0	
Halifax	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Sydney	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.0	40.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5	20.0	2.5	20.0	0.0	0.0	2.5	20.0	
Quebec	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Total Montreal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Montreal Island	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Laval	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Quebec City	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Sherbrooke	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Chic./Jonquiere	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Ontario	0.1	2.5	0.0	0.0	0.0	0.0	0.2	5.0	0.0	0.0	0.2	6.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	85.7	
Ottawa	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	25.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.2	75.0
Toronto	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	100.0	
Windsor	2.3	10.0	0.0	0.0	0.0	0.0	4.5	20.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	11.4	70.0	
Sudbury	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Manitoba	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Brandon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Winnipeg	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Saskatchewan	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Regina	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Saskatoon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Alberta	0.0	0.0	0.7	35.5	0.0	0.0	0.0	0.0	0.7	35.5	0.0	0.0	0.0	0.0	0.0	0.0	0.6	29.1	0.0	0.0	0.0	0.0	0.0	0.0	
Calgary	0.0	0.0	1.4	50.0	0.0	0.0	0.0	0.0	1.4	50.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Edmonton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	100.0	0.0	0.0	0.0	0.0	0.0	0.0	
Medicine Hat	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
British Columbia	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Vancouver	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Kelowna	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Campbell River/Courtney	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	

% Dist = Percentage of all stores in the region carrying ad type for brand specified

Brand share = brand's share of all ads of the type indicated

Tobacco Point-of-Sale Advertising In Gas Convenience Stores/Kiosks (2000/01) - Weighted - Counter-Top Displays

Table A - 17	Belvedere		Benson & Hedges		Canadian Classics		Du Maurier		Export A		Export A Smooth		Remaining Export A		Matinee		Players		Rothmans		Sportsman		Other	
	brand %dist	brand share	brand %dist	brand share	brand %dist	brand share	brand %dist	brand share	brand %dist	brand share	brand %dist	brand share	brand %dist	brand share	brand %dist	brand share	brand %dist	brand share	brand %dist	brand share	brand %dist	brand share	brand %dist	brand share
National	0.2	0.6	5.2	13.0	0.9	2.1	6.5	16.1	8.6	21.1	0.7	1.9	0.8	1.9	0.4	1.2	10.4	26.0	0.3	1.0	0.0	0.0	5.9	15.2
St. John's, NFLD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Charlottetown, PEI	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
New Brunswick	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fredricton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Saint John	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bathurst	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Nova Scotia	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Halifax	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sydney	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Quebec	0.4	0.5	11.4	16.1	0.4	0.6	7.9	11.2	12.8	19.0	1.9	2.7	2.0	2.8	0.8	1.1	19.6	30.1	0.8	1.1	0.0	0.0	9.4	14.6
Total Montreal	0.6	0.8	14.8	20.7	0.0	0.0	9.5	13.4	14.2	21.4	2.2	3.2	1.0	1.4	1.2	1.7	19.1	30.3	0.6	0.8	0.0	0.0	4.5	6.3
Montreal Island	0.0	0.0	15.8	29.0	0.0	0.0	7.0	12.9	8.8	16.1	1.8	3.2	0.0	0.0	1.8	3.2	14.0	29.0	0.0	0.0	0.0	0.0	3.5	6.5
Laval	3.0	4.5	6.1	9.1	0.0	0.0	9.1	13.6	18.2	27.3	1.5	2.3	0.0	0.0	1.5	2.3	18.2	31.8	3.0	4.5	0.0	0.0	3.0	4.5
Quebec City	0.0	0.0	5.8	7.4	1.4	1.9	5.8	7.4	11.6	14.8	1.4	1.9	4.3	5.6	0.0	0.0	23.2	29.6	1.4	1.9	0.0	0.0	20.3	29.6
Sherbrooke	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.3	20.0	0.0	0.0	0.0	0.0	10.0	80.0
Chic./Jonquiere	0.0	0.0	3.0	20.0	0.0	0.0	0.0	0.0	3.0	20.0	0.0	0.0	0.0	0.0	0.0	0.0	6.1	40.0	0.0	0.0	0.0	0.0	3.0	20.0
Ontario	0.2	2.1	1.2	7.5	0.0	0.0	2.6	15.2	1.2	7.5	0.2	2.1	0.1	0.4	0.5	3.2	3.2	18.2	0.5	3.2	0.0	0.0	7.9	40.6
Ottawa	1.6	4.1	6.5	12.2	0.0	0.0	14.5	22.4	6.5	12.2	1.6	4.1	0.0	0.0	3.2	6.1	9.7	18.4	3.2	6.1	0.0	0.0	11.3	14.3
Toronto	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	20.0	0.0	0.0	0.0	0.0	7.0	80.0
Windsor	0.0	0.0	6.8	11.1	0.0	0.0	15.9	33.3	6.8	11.1	0.0	0.0	2.3	3.7	0.0	0.0	6.8	11.1	0.0	0.0	0.0	0.0	18.2	29.6
Sudbury	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Manitoba	0.0	0.0	12.0	14.1	1.5	1.7	17.7	20.8	18.0	21.3	0.0	0.0	1.5	1.7	0.0	0.0	26.9	31.7	0.0	0.0	0.0	0.0	7.4	8.7
Brandon	0.0	0.0	4.2	20.0	0.0	0.0	0.0	0.0	8.3	40.0	0.0	0.0	0.0	0.0	0.0	0.0	8.3	40.0	0.0	0.0	0.0	0.0	0.0	0.0
Winnipeg	0.0	0.0	12.3	14.0	1.5	1.8	18.5	21.1	18.5	21.1	0.0	0.0	1.5	1.8	0.0	0.0	27.7	31.6	0.0	0.0	0.0	0.0	7.7	8.8
Saskatchewan	0.0	0.0	8.5	12.6	7.6	11.3	4.2	6.2	24.4	37.4	1.7	2.5	0.0	0.0	0.8	1.2	17.7	27.6	0.0	0.0	0.0	0.0	0.8	1.2
Regina	0.0	0.0	3.8	7.7	3.8	7.7	3.8	7.7	21.2	42.3	1.9	3.8	0.0	0.0	1.9	3.8	11.5	23.1	0.0	0.0	0.0	0.0	1.9	3.8
Saskatoon	0.0	0.0	11.9	14.8	10.4	13.0	4.5	5.6	26.9	35.2	1.5	1.9	0.0	0.0	0.0	0.0	22.4	29.6	0.0	0.0	0.0	0.0	0.0	0.0
Alberta	0.0	0.0	11.0	13.7	1.9	2.4	12.9	16.8	21.8	27.2	1.8	2.2	2.4	3.0	0.6	0.7	20.8	26.0	0.0	0.0	0.0	0.0	5.7	8.0
Calgary	0.0	0.0	8.2	11.3	1.4	1.9	8.2	11.3	19.2	26.4	0.0	0.0	0.0	0.0	0.0	0.0	26.0	35.8	0.0	0.0	0.0	0.0	8.2	13.2
Edmonton	0.0	0.0	14.7	16.2	2.7	2.9	18.7	22.1	25.3	27.9	4.0	4.4	5.3	5.9	1.3	1.5	14.7	16.2	0.0	0.0	0.0	0.0	2.7	2.9
Medicine Hat	0.0	0.0	0.0	0.0	0.0	0.0	8.3	18.2	12.5	27.3	0.0	0.0	0.0	0.0	0.0	0.0	16.7	45.5	0.0	0.0	0.0	0.0	4.2	9.1
British Columbia	0.0	0.0	1.0	10.3	0.9	4.9	7.4	39.8	5.5	29.7	0.0	0.0	0.0	0.0	0.0	0.0	2.9	15.6	0.0	0.0	0.0	0.0	0.0	0.0
Vancouver	0.0	0.0	1.0	10.0	1.0	5.0	7.9	40.0	5.9	30.0	0.0	0.0	0.0	0.0	0.0	0.0	3.0	15.0	0.0	0.0	0.0	0.0	0.0	0.0
Kelowna	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Campbell River/Courtney	0.0	0.0	4.3	33.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.7	66.7	0.0	0.0	0.0	0.0	0.0	0.0

% Dist = Percentage of all stores in the region carrying ad type for brand specified

Brand share = brand's share of all ads of the type indicated

Tobacco Point-of-Sale Advertising In Gas Convenience Stores/Kiosks (2000/01) - Weighted - Other Ad Types

Table A - 18	Belvedere		Benson & Hedges		Canadian Classics		Du Maurier		Export A		Export A Smooth		Remaining Export A		Matinee		Players		Rothmans		Sportsman		Other	
	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share
National	0.1	0.9	2.3	27.0	0.3	5.0	1.5	17.3	2.8	31.1	0.1	0.9	0.2	1.7	0.1	1.6	0.9	10.2	0.1	0.8	0.0	0.0	0.3	3.5
St. John's, NFLD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Charlottetown, PEI	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
New Brunswick	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	19.7	0.0	0.0	0.0	0.0	0.0	0.0	6.1	80.3	0.0	0.0	0.0	0.0	0.0	0.0
Fredricton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.0	25.0	0.0	0.0	0.0	0.0	0.0	0.0	12.0	75.0	0.0	0.0	0.0	0.0	0.0	0.0
Saint John	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.7	100.0	0.0	0.0	0.0	0.0	0.0	0.0
Bathurst	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Nova Scotia	1.2	14.5	0.0	0.0	0.0	0.0	0.0	0.0	2.4	28.9	1.2	14.5	2.4	28.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	13.2
Halifax	1.6	16.7	0.0	0.0	0.0	0.0	0.0	0.0	3.1	33.3	1.6	16.7	3.1	33.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sydney	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5	100.0
Quebec	0.0	0.0	8.2	53.4	0.0	0.0	0.2	1.1	5.9	36.1	0.0	0.0	0.2	1.1	0.0	0.0	0.7	4.6	0.0	0.0	0.0	0.0	0.6	3.7
Total Montreal	0.0	0.0	7.2	43.1	0.0	0.0	0.3	1.5	8.5	45.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	5.4	0.0	0.0	0.0	0.0	0.9	5.0
Montreal Island	0.0	0.0	5.3	44.4	0.0	0.0	0.0	0.0	7.0	44.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8	11.1
Laval	0.0	0.0	18.2	63.2	0.0	0.0	1.5	5.3	9.1	31.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Quebec City	0.0	0.0	11.6	88.9	0.0	0.0	0.0	0.0	1.4	11.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sherbrooke	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chic./Jonquiere	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.1	66.7	0.0	0.0	3.0	33.3	0.0	0.0	0.0	0.0	0.0	0.0
Ontario	0.0	0.0	0.1	15.7	0.0	0.0	0.2	42.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	42.2	0.0	0.0	0.0	0.0	0.0	0.0
Ottawa	0.0	0.0	0.0	0.0	0.0	0.0	1.6	50.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	50.0	0.0	0.0	0.0	0.0	0.0	0.0
Toronto	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Windsor	0.0	0.0	2.3	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sudbury	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Manitoba	0.0	0.0	0.9	11.3	0.0	0.0	2.2	36.1	3.8	48.1	0.0	0.0	0.0	0.0	0.0	0.0	0.4	4.5	0.0	0.0	0.0	0.0	0.0	0.0
Brandon	0.0	0.0	20.8	17.9	0.0	0.0	50.0	57.1	20.8	17.9	0.0	0.0	0.0	0.0	0.0	0.0	8.3	7.1	0.0	0.0	0.0	0.0	0.0	0.0
Winnipeg	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.1	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Saskatchewan	0.8	9.8	0.8	9.8	0.9	40.9	0.0	0.0	0.8	9.8	0.8	9.8	0.8	9.8	0.0	0.0	0.8	9.8	0.0	0.0	0.0	0.0	0.0	0.0
Regina	1.9	16.7	1.9	16.7	0.0	0.0	0.0	0.0	1.9	16.7	1.9	16.7	1.9	16.7	0.0	0.0	1.9	16.7	0.0	0.0	0.0	0.0	0.0	0.0
Saskatoon	0.0	0.0	0.0	0.0	1.5	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Alberta	0.0	0.0	2.5	16.5	0.1	0.5	3.1	19.8	4.3	27.6	0.0	0.0	0.0	0.0	1.2	7.7	2.4	15.5	0.6	3.9	0.0	0.0	1.3	8.6
Calgary	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	100.0
Edmonton	0.0	0.0	5.3	16.7	0.0	0.0	6.7	20.8	9.3	29.2	0.0	0.0	0.0	0.0	2.7	8.3	5.3	16.7	1.3	4.2	0.0	0.0	1.3	4.2
Medicine Hat	0.0	0.0	8.3	40.0	4.2	20.0	4.2	20.0	4.2	20.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
British Columbia	0.0	0.0	1.8	11.8	1.8	11.8	5.5	35.3	4.6	29.4	0.0	0.0	0.0	0.0	0.0	0.0	1.8	11.8	0.0	0.0	0.0	0.0	0.0	0.0
Vancouver	0.0	0.0	2.0	11.8	2.0	11.8	5.9	35.3	5.0	29.4	0.0	0.0	0.0	0.0	0.0	0.0	2.0	11.8	0.0	0.0	0.0	0.0	0.0	0.0
Kelowna	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Campbell River/Courtney	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

% Dist = Percentage of all stores in the region carrying ad type for brand specified

Brand share = brand's share of all ads of the type indicated

Tobacco Advertising In Independent Convenience Stores By Ad Type (2000/01) - Weighted - All Ad Types

Table A - 19 Region	Belvedere		Benson & Hedges		Canadian Classics		Du Maurier		Export A		Export A Smooth		Remaining Export A		Matinee		Players		Rothmans		Sportsman		Other	
	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share
National	2.6	3.7	12.6	18.7	3.3	4.4	7.9	10.6	9.6	15.3	2.0	2.7	2.2	3.5	1.0	1.3	11.9	18.3	0.8	1.1	0.0	0.0	12.3	20.4
St. John's, NFLD	4.1	50.0	0.0	0.0	0.0	0.0	1.4	16.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	16.7	0.0	0.0	0.0	0.0	1.4	16.7
Charlottetown, PEI	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
New Brunswick	32.3	51.4	17.1	25.1	0.0	0.0	2.7	4.0	5.4	8.0	0.0	0.0	0.0	0.0	1.0	1.5	6.9	10.1	0.0	0.0	0.0	0.0	0.0	0.0
Fredricton	28.9	63.6	8.9	18.2	0.0	0.0	2.2	4.5	4.4	9.1	0.0	0.0	0.0	0.0	0.0	0.0	2.2	4.5	0.0	0.0	0.0	0.0	0.0	0.0
Saint John	36.5	48.1	22.2	26.9	0.0	0.0	3.2	3.8	6.3	7.7	0.0	0.0	0.0	0.0	1.6	1.9	9.5	11.5	0.0	0.0	0.0	0.0	0.0	0.0
Bathurst	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Nova Scotia	5.9	20.4	1.0	3.2	0.0	0.0	0.3	1.1	3.8	16.0	0.0	0.0	0.0	0.0	0.3	1.1	6.1	26.2	0.0	0.0	0.0	0.0	6.4	32.1
Halifax	5.5	34.8	1.4	8.7	0.0	0.0	0.0	0.0	1.4	8.7	0.0	0.0	0.0	0.0	0.0	0.0	3.4	21.7	0.0	0.0	0.0	0.0	3.4	26.1
Sydney	7.1	11.9	0.0	0.0	0.0	0.0	1.4	1.7	11.4	20.3	0.0	0.0	0.0	0.0	1.4	1.7	14.3	28.8	0.0	0.0	0.0	0.0	15.7	35.6
Quebec	3.7	3.3	13.5	10.7	0.6	0.5	14.3	11.2	20.5	19.0	2.8	2.1	5.6	5.7	1.2	0.9	31.1	29.0	1.7	1.6	0.0	0.0	16.9	16.1
Total Montreal	4.7	4.2	9.6	9.3	0.0	0.0	12.1	10.8	21.8	23.4	2.0	1.8	0.1	0.2	1.5	1.3	28.0	33.2	1.4	1.3	0.0	0.0	13.3	14.6
Montreal Island	5.8	5.8	10.5	11.6	0.0	0.0	9.3	9.3	19.8	23.3	1.2	1.2	0.0	0.0	2.3	2.3	22.1	33.7	1.2	1.2	0.0	0.0	9.3	11.6
Laval	7.4	4.2	13.7	7.9	0.0	0.0	16.8	9.7	35.8	22.4	5.3	3.0	1.1	1.2	0.0	0.0	50.5	36.4	1.1	0.6	0.0	0.0	22.1	14.5
Quebec City	2.4	2.4	21.1	12.3	1.6	0.9	18.7	11.4	20.3	14.7	4.1	2.4	14.6	11.4	0.8	0.5	39.0	25.1	2.4	1.9	0.0	0.0	23.6	17.1
Sherbrooke	2.3	4.2	2.3	4.2	0.0	0.0	11.4	20.8	9.1	16.7	0.0	0.0	0.0	0.0	0.0	0.0	4.5	8.3	0.0	0.0	0.0	0.0	15.9	45.8
Chic./Jonquiere	2.9	9.5	0.0	0.0	0.0	0.0	1.4	4.8	5.8	19.0	5.8	19.0	1.4	4.8	0.0	0.0	11.6	38.1	0.0	0.0	0.0	0.0	1.4	4.8
Ontario	1.5	2.2	14.0	30.1	0.5	1.0	9.2	14.7	1.3	3.5	0.9	1.7	0.4	0.5	1.6	2.4	2.4	3.8	0.7	1.0	0.0	0.0	18.7	38.9
Ottawa	6.3	4.7	6.3	4.7	4.2	4.7	33.3	29.7	4.2	4.7	8.3	7.8	2.1	1.6	6.3	4.7	6.3	6.3	6.3	4.7	0.0	0.0	27.1	26.6
Toronto	1.0	1.6	15.4	38.7	0.0	0.0	5.8	9.7	1.0	3.2	0.0	0.0	0.0	0.0	1.0	1.6	1.9	3.2	0.0	0.0	0.0	0.0	17.3	41.9
Windsor	0.0	0.0	17.8	19.5	0.0	0.0	17.8	22.0	2.2	2.4	0.0	0.0	2.2	2.4	2.2	2.4	0.0	0.0	0.0	0.0	0.0	0.0	35.6	51.2
Sudbury	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	25.0	2.0	25.0	2.0	25.0	0.0	0.0	0.0	0.0	2.0	25.0
Manitoba	0.0	0.0	14.0	27.6	1.4	2.7	4.3	11.3	8.6	16.9	0.0	0.0	0.0	0.0	1.4	2.7	9.8	19.4	0.0	0.0	0.0	0.0	9.8	19.2
Brandon	0.0	0.0	7.1	14.3	0.0	0.0	7.1	28.6	21.4	42.9	0.0	0.0	0.0	0.0	0.0	0.0	7.1	14.3	0.0	0.0	0.0	0.0	0.0	0.0
Winnipeg	0.0	0.0	14.1	27.8	1.4	2.8	4.2	11.1	8.5	16.7	0.0	0.0	0.0	0.0	1.4	2.8	9.9	19.4	0.0	0.0	0.0	0.0	9.9	19.4
Saskatchewan	0.0	0.0	8.6	11.4	9.8	13.0	6.3	8.4	20.7	30.5	2.3	3.1	2.3	3.1	1.7	2.3	9.8	13.0	0.0	0.0	0.0	0.0	11.5	15.3
Regina	0.0	0.0	10.0	15.0	6.7	10.0	6.7	10.0	20.0	35.0	3.3	5.0	3.3	5.0	0.0	0.0	6.7	10.0	0.0	0.0	0.0	0.0	6.7	10.0
Saskatoon	0.0	0.0	5.6	5.9	16.7	17.6	5.6	5.9	22.2	23.5	0.0	0.0	0.0	0.0	5.6	5.9	16.7	17.6	0.0	0.0	0.0	0.0	22.2	23.5
Alberta	0.7	0.5	24.2	20.1	16.0	13.7	8.4	6.3	22.0	21.7	7.8	6.4	5.7	4.9	1.3	1.0	12.6	12.9	0.7	0.5	0.0	0.0	13.7	12.0
Calgary	1.1	1.3	23.1	27.5	14.3	17.5	6.6	7.5	8.8	10.0	3.3	3.8	1.1	1.3	2.2	2.5	7.7	8.8	1.1	1.3	0.0	0.0	14.3	18.8
Edmonton	0.0	0.0	25.9	14.8	18.5	11.1	11.1	5.6	42.6	29.6	14.8	8.3	13.0	7.4	0.0	0.0	20.4	15.7	0.0	0.0	0.0	0.0	13.0	7.4
Medicine Hat	0.0	0.0	25.0	46.7	18.8	20.0	6.3	6.7	12.5	13.3	0.0	0.0	0.0	0.0	0.0	0.0	6.3	6.7	0.0	0.0	0.0	0.0	6.3	6.7
British Columbia	0.0	0.0	9.6	33.3	8.7	30.0	1.0	3.3	3.9	20.0	1.9	6.7	0.0	0.0	0.0	0.0	1.0	3.3	0.0	0.0	0.0	0.0	1.0	3.3
Vancouver	0.0	0.0	9.9	33.3	8.9	30.0	1.0	3.3	4.0	20.0	2.0	6.7	0.0	0.0	0.0	0.0	1.0	3.3	0.0	0.0	0.0	0.0	1.0	3.3
Kelowna	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Campbell River/Courtney	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

% Dist = Percentage of all stores in the region carrying ad type for specified brand

Brand Share = brand's share of all ads of the type indicated

Tobacco Advertising In Independent Convenience Stores By Ad Type (2000/01) - Weighted - Danglers

Table A - 20 Region	Belvedere		Benson & Hedges		Canadian Classics		Du Maurier		Export A		Export A Smooth		Remaining Export A		Matinee		Players		Rothmans		Sportsman		Other	
	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share
National	0.0	1.5	0.0	0.0	0.1	22.1	0.0	0.0	0.0	0.0	0.0	1.5	0.0	3.6	0.0	0.0	0.1	22.6	0.0	0.0	0.0	0.0	0.3	48.5
St. John's, NFLD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Charlottetown, PEI	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
New Brunswick	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fredricton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Saint John	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bathurst	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Nova Scotia	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	100.0
Halifax	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	100.0
Sydney	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	100.0
Quebec	0.0	7.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.1	0.0	0.0	0.0	0.0	0.0	0.3	68.0	0.0	0.0	0.0	0.0	0.1	17.8
Total Montreal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	100.0
Montreal Island	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Laval	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	100.0
Quebec City	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	100.0	0.0	0.0	0.0	0.0	0.0	0.0
Sherbrooke	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chic./Jonquiere	1.4	50.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	50.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ontario	0.0	0.0	0.0	0.0	0.2	35.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	5.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	59.0
Ottawa	0.0	0.0	0.0	0.0	2.1	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Toronto	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	100.0
Windsor	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sudbury	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Manitoba	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brandon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Winnipeg	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Saskatchewan	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Regina	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Saskatoon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Alberta	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	100.0	0.0	0.0	0.0	0.0	0.0	0.0
Calgary	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	100.0	0.0	0.0	0.0	0.0	0.0	0.0
Edmonton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Medicine Hat	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
British Columbia	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Vancouver	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kelowna	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Campbell River/Courtney	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

% Dist = Percentage of all stores in the region carrying ad type for specified brand  
 Brand Share = brand's share of all ads of the type indicated

Tobacco Advertising In Independent Convenience Stores By Ad Type (2000/01) - Weighted - Posters

Table A - 21	Belvedere		Benson & Hedges		Canadian Classics		Du Maurier		Export A		Export A Smooth		Remaining Export A		Matinee		Players		Rothmans		Sportsman		Other	
Region	brand %dist	brand share	brand %dist	brand share	brand %dist	brand share	brand %dist	brand share	brand %dist	brand share	brand %dist	brand share	brand %dist	brand share	brand %dist	brand share	brand %dist	brand share	brand %dist	brand share	brand %dist	brand share	brand %dist	brand share
National	0.6	8.6	1.6	23.0	0.0	0.0	0.4	4.9	1.1	14.3	0.0	0.0	0.0	0.2	0.2	3.3	1.2	16.5	0.0	0.0	0.0	0.0	1.9	29.2
St. John's, NFLD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Charlottetown, PEI	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
New Brunswick	32.3	51.5	17.1	27.2	0.0	0.0	2.7	4.3	5.4	8.7	0.0	0.0	0.0	0.0	1.0	1.6	4.1	6.6	0.0	0.0	0.0	0.0	0.0	0.0
Fredricton	28.9	65.0	8.9	20.0	0.0	0.0	2.2	5.0	4.4	10.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Saint John	36.5	47.9	22.2	29.2	0.0	0.0	3.2	4.2	6.3	8.3	0.0	0.0	0.0	0.0	1.6	2.1	6.3	8.3	0.0	0.0	0.0	0.0	0.0	0.0
Bathurst	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Nova Scotia	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	21.8	0.0	0.0	0.0	0.0	2.4	78.2
Halifax	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	33.3	0.0	0.0	0.0	0.0	1.4	66.7
Sydney	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	14.3	0.0	0.0	0.0	0.0	5.7	85.7
Quebec	0.1	1.1	0.4	12.1	0.0	0.0	0.6	8.5	2.5	34.5	0.0	0.0	0.0	0.0	0.0	0.0	3.0	41.5	0.0	0.0	0.0	0.0	0.2	2.2
Total Montreal	0.1	1.4	0.7	15.5	0.0	0.0	0.0	0.0	3.2	33.2	0.0	0.0	0.0	0.0	0.0	0.0	4.5	47.0	0.0	0.0	0.0	0.0	0.3	2.8
Montreal Island	0.0	0.0	1.2	28.6	0.0	0.0	0.0	0.0	3.5	42.9	0.0	0.0	0.0	0.0	0.0	0.0	2.3	28.6	0.0	0.0	0.0	0.0	0.0	0.0
Laval	1.1	6.3	0.0	0.0	0.0	0.0	0.0	0.0	7.4	43.8	0.0	0.0	0.0	0.0	0.0	0.0	6.3	37.5	0.0	0.0	0.0	0.0	2.1	12.5
Quebec City	0.0	0.0	0.0	0.0	0.0	0.0	1.6	40.0	1.6	40.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	20.0	0.0	0.0	0.0	0.0	0.0	0.0
Sherbrooke	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chic./Jonquiere	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	100.0	0.0	0.0	0.0	0.0	0.0	0.0
Ontario	0.0	0.0	4.0	28.8	0.0	0.0	0.5	3.4	0.8	5.8	0.0	0.0	0.1	0.4	0.8	5.8	0.8	5.8	0.0	0.0	0.0	0.0	6.1	50.1
Ottawa	0.0	0.0	0.0	0.0	0.0	0.0	4.2	50.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.2	50.0
Toronto	0.0	0.0	4.8	31.3	0.0	0.0	0.0	0.0	1.0	6.3	0.0	0.0	0.0	0.0	1.0	6.3	1.0	6.3	0.0	0.0	0.0	0.0	6.7	50.0
Windsor	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2	100.0
Sudbury	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Manitoba	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brandon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Winnipeg	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Saskatchewan	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Regina	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.3	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Saskatoon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Alberta	0.0	0.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Calgary	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Edmonton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Medicine Hat	0.0	0.0	6.3	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
British Columbia	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Vancouver	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kelowna	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Campbell River/Courtney	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

% Dist = Percentage of all stores in the region carrying ad type for specified brand

Brand Share = brand's share of all ads of the type indicated

Tobacco Advertising In Independent Convenience Stores By Ad Type (2000/01) - Weighted - Shelf Talkers

Table A - 22 Region	Belvedere		Benson & Hedges		Canadian Classics		Du Maurier		Export A		Export A Smooth		Remaining Export A		Matinee		Players		Rothmans		Sportsman		Other	
	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share
National	0.2	6.3	0.2	5.6	0.2	7.5	0.4	16.7	0.3	10.4	0.3	11.5	0.0	0.0	0.0	0.6	0.3	13.6	0.1	2.3	0.0	0.0	0.5	25.5
St. John's, NFLD	2.7	50.0	0.0	0.0	0.0	0.0	1.4	25.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	25.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Charlottetown, PEI	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
New Brunswick	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fredricton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Saint John	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bathurst	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Nova Scotia	0.7	11.1	0.0	0.0	0.0	0.0	0.3	5.6	1.4	22.2	0.0	0.0	0.0	0.0	0.3	5.6	2.4	55.6	0.0	0.0	0.0	0.0	0.0	0.0
Halifax	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sydney	2.9	11.1	0.0	0.0	0.0	0.0	1.4	5.6	5.7	22.2	0.0	0.0	0.0	0.0	1.4	5.6	10.0	55.6	0.0	0.0	0.0	0.0	0.0	0.0
Quebec	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	90.5	0.0	0.0	0.0	0.0	0.0	9.5	0.0	0.0	0.0	0.0	0.0	0.0
Total Montreal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Montreal Island	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Laval	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Quebec City	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sherbrooke	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chic./Jonquiere	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ontario	0.2	4.4	0.1	1.5	0.2	4.4	0.9	22.1	0.5	8.8	0.7	13.3	0.0	0.0	0.0	0.0	0.2	4.4	0.2	4.4	0.0	0.0	1.4	36.7
Ottawa	2.1	5.0	0.0	0.0	2.1	5.0	8.3	25.0	4.2	10.0	6.3	15.0	0.0	0.0	0.0	0.0	2.1	5.0	2.1	5.0	0.0	0.0	8.3	30.0
Toronto	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Windsor	0.0	0.0	2.2	12.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	13.3	87.5
Sudbury	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Manitoba	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brandon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Winnipeg	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Saskatchewan	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Regina	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Saskatoon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Alberta	0.0	0.0	2.0	17.3	2.1	18.3	1.3	11.5	1.4	12.0	0.7	5.8	0.0	0.0	0.0	0.0	1.4	12.0	0.0	0.0	0.0	0.0	2.0	23.0
Calgary	0.0	0.0	3.3	23.1	1.1	7.7	2.2	15.4	1.1	7.7	1.1	7.7	0.0	0.0	0.0	0.0	1.1	7.7	0.0	0.0	0.0	0.0	3.3	30.8
Edmonton	0.0	0.0	0.0	0.0	3.7	50.0	0.0	0.0	1.9	25.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9	25.0	0.0	0.0	0.0	0.0	0.0	0.0
Medicine Hat	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
British Columbia	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Vancouver	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kelowna	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Campbell River/Courtney	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

% Dist = Percentage of all stores in the region carrying ad type for specified brand  
Brand Share = brand's share of all ads of the type indicated

Tobacco Advertising In Independent Convenience Stores By Ad Type (2000/01) - Weighted - Counter-Top Displays

Table A - 23	Belvedere	Benson & Hedges	Canadian Classics	Du Maurier	Export A	Export A Smooth	Remaining Export A	Matinee	Players	Rothmans	Sportsman	Other
Region	brand %dist share	brand %dist share	brand %dist share	brand %dist share	brand %dist share	brand %dist share	brand %dist share	brand %dist share	brand %dist share	brand %dist share	brand %dist share	brand %dist share
National	1.5 3.4	5.7 14.6	1.0 2.0	6.6 13.5	6.7 14.7	1.6 3.3	1.7 3.5	0.7 1.4	9.2 21.2	0.6 1.3	0.0 0.0	8.9 21.1
St. John's, NFLD	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0
Charlottetown, PEI	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0
New Brunswick	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0
Fredricton	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0
Saint John	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0
Bathurst	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0
Nova Scotia	0.9 33.5	0.0 0.0	0.0 0.0	0.0 0.0	0.7 26.6	0.0 0.0	0.0 0.0	0.0 0.0	0.3 13.3	0.0 0.0	0.0 0.0	0.7 26.6
Halifax	0.7 100.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0
Sydney	1.4 16.7	0.0 0.0	0.0 0.0	0.0 0.0	2.9 33.3	0.0 0.0	0.0 0.0	0.0 0.0	1.4 16.7	0.0 0.0	0.0 0.0	2.9 33.3
Quebec	3.6 4.2	5.7 5.7	0.6 0.6	12.7 12.9	15.8 17.8	2.4 2.4	4.2 4.2	1.2 1.2	27.1 31.6	1.7 2.0	0.0 0.0	14.6 17.5
Total Montreal	4.4 5.2	5.1 6.0	0.0 0.0	11.4 13.4	14.8 19.2	2.0 2.4	0.0 0.0	1.5 1.8	23.9 35.8	1.4 1.7	0.0 0.0	10.3 14.5
Montreal Island	5.8 7.6	4.7 6.1	0.0 0.0	9.3 12.1	14.0 19.7	1.2 1.5	0.0 0.0	2.3 3.0	20.9 37.9	1.2 1.5	0.0 0.0	7.0 10.6
Laval	5.3 4.3	7.4 6.1	0.0 0.0	15.8 13.0	14.7 13.0	5.3 4.3	0.0 0.0	0.0 0.0	46.3 45.2	1.1 0.9	0.0 0.0	14.7 13.0
Quebec City	2.4 3.0	7.3 5.5	1.6 1.2	15.4 12.2	18.7 16.5	3.3 2.4	11.4 8.5	0.8 0.6	35.0 28.0	2.4 2.4	0.0 0.0	22.0 19.5
Sherbrooke	2.3 4.2	2.3 4.2	0.0 0.0	11.4 20.8	9.1 16.7	0.0 0.0	0.0 0.0	0.0 0.0	4.5 8.3	0.0 0.0	0.0 0.0	15.9 45.8
Chic./Jonquiere	1.4 11.1	0.0 0.0	0.0 0.0	1.4 11.1	1.4 11.1	1.4 11.1	0.0 0.0	0.0 0.0	5.8 44.4	0.0 0.0	0.0 0.0	1.4 11.1
Ontario	1.3 3.1	8.3 33.8	0.0 0.0	7.4 18.4	0.9 2.1	0.2 0.6	0.2 0.6	0.8 2.1	0.5 1.7	0.2 0.6	0.0 0.0	12.1 37.0
Ottawa	4.2 5.7	6.3 8.6	0.0 0.0	25.0 34.3	0.0 0.0	2.1 2.9	2.1 2.9	6.3 8.6	4.2 8.6	2.1 2.9	0.0 0.0	14.6 25.7
Toronto	1.0 2.6	8.7 42.1	0.0 0.0	4.8 13.2	1.0 2.6	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	11.5 39.5
Windsor	0.0 0.0	11.1 17.2	0.0 0.0	17.8 31.0	2.2 3.4	0.0 0.0	0.0 0.0	2.2 3.4	0.0 0.0	0.0 0.0	0.0 0.0	24.4 44.8
Sudbury	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	2.0 50.0	0.0 0.0	0.0 0.0	0.0 0.0	2.0 50.0
Manitoba	0.0 0.0	5.6 16.0	1.4 4.0	4.2 16.0	5.6 16.2	0.0 0.0	0.0 0.0	0.0 0.0	7.0 20.0	0.0 0.0	0.0 0.0	9.8 27.9
Brandon	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	7.1 100.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0
Winnipeg	0.0 0.0	5.6 16.0	1.4 4.0	4.2 16.0	5.6 16.0	0.0 0.0	0.0 0.0	0.0 0.0	7.0 20.0	0.0 0.0	0.0 0.0	9.9 28.0
Saskatchewan	0.0 0.0	4.0 7.1	7.5 13.1	6.3 11.1	13.8 24.2	2.3 4.0	0.0 0.0	1.7 3.0	9.8 17.2	0.0 0.0	0.0 0.0	11.5 20.2
Regina	0.0 0.0	3.3 8.3	3.3 8.3	6.7 16.7	10.0 25.0	3.3 8.3	0.0 0.0	0.0 0.0	6.7 16.7	0.0 0.0	0.0 0.0	6.7 16.7
Saskatoon	0.0 0.0	5.6 5.9	16.7 17.6	5.6 5.9	22.2 23.5	0.0 0.0	0.0 0.0	5.6 5.9	16.7 17.6	0.0 0.0	0.0 0.0	22.2 23.5
Alberta	0.7 0.8	17.1 20.0	10.2 11.9	7.0 8.2	16.9 21.5	6.4 8.3	5.0 6.7	1.3 1.5	9.1 11.5	0.0 0.0	0.0 0.0	8.3 9.6
Calgary	1.1 1.8	17.6 28.6	12.1 19.6	4.4 7.1	7.7 12.5	2.2 3.6	1.1 1.8	2.2 3.6	5.5 8.9	0.0 0.0	0.0 0.0	7.7 12.5
Edmonton	0.0 0.0	16.7 13.4	7.4 6.0	11.1 9.0	31.5 28.4	13.0 11.9	11.1 10.4	0.0 0.0	14.8 13.4	0.0 0.0	0.0 0.0	9.3 7.5
Medicine Hat	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0
British Columbia	0.0 0.0	1.0 25.0	0.0 0.0	0.0 0.0	1.0 25.0	1.9 50.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0
Vancouver	0.0 0.0	1.0 25.0	0.0 0.0	0.0 0.0	1.0 25.0	2.0 50.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0
Kelowna	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0
Campbell River/Courtney	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0

% Dist = Percentage of all stores in the region carrying ad type for specified brand

Brand Share = brand's share of all ads of the type indicated



Tobacco Advertising In Independent Convenience Stores By Ad Type (2000/01) - Weighted - Other Ad Types

Table A - 24 Region	Belvedere		Benson & Hedges		Canadian Classics		Du Maurier		Export A		Export A Smooth		Remaining Export A		Matinee		Players		Rothmans		Sportsman		Other		
	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	
National	0.4	2.1	5.6	31.3	2.1	12.0	0.7	4.1	2.9	18.7	0.1	0.8	1.0	5.7	0.1	0.3	2.0	11.5	0.1	0.6	0.0	0.0	2.2	13.0	
St. John's, NFLD	1.4	50.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	50.0
Charlottetown, PEI	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
New Brunswick	2.7	50.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.7	50.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fredricton	2.2	50.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2	50.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Saint John	3.2	50.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.2	50.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bathurst	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Nova Scotia	5.0	26.9	1.0	5.6	0.0	0.0	0.0	0.0	3.1	16.6	0.0	0.0	0.0	0.0	0.0	0.0	3.5	20.4	0.0	0.0	0.0	0.0	4.7	30.5	
Halifax	4.8	38.9	1.4	11.1	0.0	0.0	0.0	0.0	1.4	11.1	0.0	0.0	0.0	0.0	0.0	0.0	2.8	22.2	0.0	0.0	0.0	0.0	2.1	16.7	
Sydney	5.7	14.8	0.0	0.0	0.0	0.0	0.0	0.0	8.6	22.2	0.0	0.0	0.0	0.0	0.0	0.0	5.7	18.5	0.0	0.0	0.0	0.0	12.9	44.4	
Quebec	0.1	0.4	7.4	32.7	0.0	0.0	1.0	4.5	4.6	20.3	0.1	0.3	3.1	14.3	0.0	0.0	2.9	13.0	0.0	0.0	0.0	0.0	3.3	14.7	
Total Montreal	0.1	0.8	3.8	21.7	0.0	0.0	0.7	3.9	6.7	38.2	0.0	0.0	0.1	1.6	0.0	0.0	2.3	13.2	0.0	0.0	0.0	0.0	3.6	20.6	
Montreal Island	0.0	0.0	4.7	30.8	0.0	0.0	0.0	0.0	4.7	30.8	0.0	0.0	0.0	0.0	0.0	0.0	2.3	15.4	0.0	0.0	0.0	0.0	3.5	23.1	
Laval	1.1	3.0	6.3	18.2	0.0	0.0	1.1	3.0	15.8	45.5	0.0	0.0	1.1	6.1	0.0	0.0	2.1	6.1	0.0	0.0	0.0	0.0	6.3	18.2	
Quebec City	0.0	0.0	13.8	42.5	0.0	0.0	1.6	5.0	1.6	5.0	0.0	0.0	8.1	25.0	0.0	0.0	4.1	12.5	0.0	0.0	0.0	0.0	3.3	10.0	
Sherbrooke	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chic./Jonquiere	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.3	37.5	2.9	25.0	1.4	12.5	0.0	0.0	2.9	25.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ontario	0.0	0.0	2.5	39.2	0.0	0.0	0.8	12.3	0.2	3.7	0.2	3.7	0.0	0.0	0.0	0.0	0.8	13.1	0.2	3.7	0.0	0.0	1.6	24.5	
Ottawa	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1	33.3	2.1	33.3	0.0	0.0	0.0	0.0	0.0	0.0	2.1	33.3	0.0	0.0	0.0	0.0	0.0
Toronto	0.0	0.0	2.9	42.9	0.0	0.0	1.0	14.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	14.3	0.0	0.0	0.0	0.0	1.9	28.6	
Windsor	0.0	0.0	4.4	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sudbury	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Manitoba	0.0	0.0	8.4	53.5	0.0	0.0	0.1	1.0	2.9	18.6	0.0	0.0	0.0	0.0	1.4	8.8	2.9	18.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brandon	0.0	0.0	7.1	16.7	0.0	0.0	7.1	33.3	14.3	33.3	0.0	0.0	0.0	0.0	0.0	0.0	7.1	16.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Winnipeg	0.0	0.0	8.5	54.5	0.0	0.0	0.0	0.0	2.8	18.2	0.0	0.0	0.0	0.0	1.4	9.1	2.8	18.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Saskatchewan	0.0	0.0	4.6	28.6	2.3	14.3	0.0	0.0	6.9	42.9	0.0	0.0	2.3	14.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Regina	0.0	0.0	6.7	28.6	3.3	14.3	0.0	0.0	10.0	42.9	0.0	0.0	3.3	14.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Saskatoon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Alberta	0.0	0.0	7.2	21.5	5.8	17.0	0.0	0.1	8.0	25.8	0.7	2.1	0.7	2.1	0.0	0.0	4.4	15.0	0.7	2.0	0.0	0.0	4.1	14.3	
Calgary	0.0	0.0	3.3	30.0	2.2	20.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	10.0	0.0	0.0	4.4	40.0	
Edmonton	0.0	0.0	13.0	18.9	11.1	16.2	0.0	0.0	20.4	32.4	1.9	2.7	1.9	2.7	0.0	0.0	11.1	18.9	0.0	0.0	0.0	0.0	3.7	8.1	
Medicine Hat	0.0	0.0	25.0	42.9	18.8	21.4	6.3	7.1	12.5	14.3	0.0	0.0	0.0	0.0	0.0	0.0	6.3	7.1	0.0	0.0	0.0	0.0	6.3	7.1	
British Columbia	0.0	0.0	8.7	34.6	8.7	34.6	1.0	3.8	2.9	19.2	0.0	0.0	0.0	0.0	0.0	0.0	1.0	3.8	0.0	0.0	0.0	0.0	1.0	3.8	
Vancouver	0.0	0.0	8.9	34.6	8.9	34.6	1.0	3.8	3.0	19.2	0.0	0.0	0.0	0.0	0.0	0.0	1.0	3.8	0.0	0.0	0.0	0.0	1.0	3.8	
Kelowna	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Campbell River/Courtney	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	

% Dist = Percentage of all stores in the region carrying ad type for specified brand  
Brand Share = brand's share of all ads of the type indicated