

EVALUATION OF RETAILERS' BEHAVIOUR TOWARDS CERTAIN YOUTH ACCESS-TO-TOBACCO RESTRICTIONS

Final Report Findings: 2006

Prepared for:



Health Canada Santé Canada

Tobacco Control Program
Healthy Environments & Consumer Safety Branch
Final Report February 2007

Contract No. H4097-035007/001/SS



TABLE OF CONTENTS

Executive Summary	9
BACKGROUND	9
KEY FINDINGS	10
1. TOBACCO SALES-TO-MINORS LEGISLATION: RETAILER BEHAVIOUR WITH RESPECT TO PROVISIONS PROHIBITING TOBACCO SALES TO MINORS (<i>TABLES A, B & C</i>).....	10
2. TOBACCO SALES-TO-MINORS LEGISLATION: COMPLIANCE WITH POSTING OF TOBACCO AGE ADVISORY/HEALTH WARNING SIGNS (<i>TABLES D & E</i>)	18
3. RETAIL ADVERTISING AT POINT OF SALE (POS) (<i>TABLE F</i>)	22
POINT OF SALE	23
Introduction	25
PREFACE	25
RESEARCH OBJECTIVES	26
METHODOLOGY	27
SCOPE	29
SAMPLE	29
SAMPLE WEIGHTING	30
UNDERSTANDING THIS REPORT	30
Part A – Tobacco Sales-to-Minors Legislation	33
Section 1.0 – Tobacco Sales to Minors	33
1.1 NATIONAL RESULTS	33
1.1.1 <i>National Results by Age of Minor</i>	34
1.1.2 <i>National Results by Age of Clerk</i>	36
1.1.3 <i>National Results by Sex of Minor</i>	37
1.1.4 <i>National Results by Sex of Clerk</i>	38
1.1.5 <i>National Results by Proximity to Schools and/or Malls</i>	39
1.1.6 <i>National Results by Time of Visit</i>	40
1.1.7 <i>National Results by Presence of Adults in Outlet</i>	41
1.1.8 <i>National Results by Class of Trade</i>	42
1.2 RESULTS BY CITY/PROVINCE/REGION	43
1.2.1 <i>Regional Results by Age of Minor</i>	49
1.2.2 <i>Regional Results by Age of Clerk</i>	52
1.2.3 <i>Regional Results by Class of Trade</i>	54
1.2.4 <i>Regional Results by Sex of Minor</i>	56
1.2.5 <i>Regional Results by Sex of Clerk</i>	58
1.2.6 <i>Regional Results by Proximity to Schools and/or Malls</i>	60
1.2.7 <i>Regional Results by Presence or Not of Adults in Outlet</i>	62
1.3 RESULTS BY DISPLAY OF "OPERATION ID" MATERIALS.....	64
Section 2.0 – Posting of Age/Health Advisory Signs	72
2.1 OVERALL COMPLIANCE – NATIONAL.....	74
2.2 COMPLIANCE BY CLASS OF TRADE	75
2.3 OVERALL COMPLIANCE BY REGION	78
2.4 SIGN COMPLIANCE BY PROVINCIAL LEGISLATIVE COMPONENT	81

Evaluation of Retailers' Behaviour Towards Certain Youth Access-to-Tobacco Restrictions (2006)

Part B – Tobacco Advertisements at Point of Sale (POS)..... 83

Section 1.0 – General Trends in Tobacco POS Advertising 84

1.1 DISTRIBUTION OF POS ADVERTISING..... 84

1.2 POS AD SHARE & NUMBER OF ADS PER OUTLET BY TYPE 87

1.3 TOBACCO ADVERTISING BY CLASS OF TRADE..... 92

1.4 TOBACCO ADVERTISING BY PROXIMITY TO SCHOOLS AND/OR MALLS..... 93

Section 2.0 – Tobacco POS Advertising by Brand (Selected Classes of Trade)..... 94

2.1 CHAIN CONVENIENCE (EXCLUDING INDEPENDENT & GAS STORES/KIOSKS) 94

2.2 INDEPENDENT CONVENIENCE OUTLETS..... 98

2.3 GAS STORES/KIOSKS..... 102

Conclusion..... 106

Appendix 108

INDEX OF TABLES AND GRAPHS

TABLE A –	WEIGHTED – SALES-TO-MINORS COMPLIANCE RESULTS BY CITY/PROVINCE/REGION – 2006	15
TABLE B –	WEIGHTED – % OF RETAILERS REFUSING TO SELL BY REGION – TRENDED RESULTS*	16
TABLE C –	WEIGHTED – SALES-TO-MINORS COMPLIANCE RESULTS BY CITY/PROVINCE/REGION BASED ON RETAILER DISPLAYING “OPERATION ID” MATERIALS– 2006	17
TABLE D –	WEIGHTED – SIGN COMPLIANCE – REGIONS REPORTING HIGHEST AND LOWEST RETAILER COMPLIANCE – 2006	19
TABLE E –	WEIGHTED – RETAILER COMPLIANCE WITH MANDATORY SIGN PROVISIONS – 2006	21
TABLE F –	WEIGHTED – ALL STORES – CHANGES IN POS* AD DISTRIBUTION ACROSS REGIONS – 2006 vs. 2005 RESULTS % OF STORES WITH ADS	23
TABLE I –	NATIONAL SAMPLE DISPERSION BY AGE AND SEX OF TEEN RESEARCHER	28
TABLE II –	SAMPLE DISPERSION BY CLASS OF TRADE – 2006	32
CHART 1 –	% OF RETAILERS REFUSING TO SELL TO MINORS: NATIONAL – ALL OUTLETS*	33
CHART 2 –	WEIGHTED – COMPLIANCE TREND AND % OF RETAILERS ASKING FOR ID: NATIONAL – ALL OUTLETS*	34
TABLE 1 –	WEIGHTED – FINDINGS RELATED TO REQUEST FOR PROOF OF AGE – 2002-2006: NATIONAL – ALL OUTLETS	34
CHART 3 –	WEIGHTED – SALES COMPLIANCE RESULTS BY AGE OF MINOR: NATIONAL – ALL OUTLETS – % OF RETAILERS REFUSING TO SELL TOBACCO TO MINORS	35
TABLE 2 –	WEIGHTED – FINDINGS RELATED TO REQUEST FOR PROOF OF AGE BY AGE OF MINOR – 2006: NATIONAL – ALL OUTLETS	36
CHART 4 –	WEIGHTED – NATIONAL – ALL OUTLETS – % OF RETAILERS REFUSING TO SELL TO MINORS BY AGE OF CLERK	36
TABLE 3 –	WEIGHTED – FINDINGS RELATED TO REQUEST FOR PROOF OF AGE BY AGE OF CLERK – 2006: NATIONAL – ALL OUTLETS	37
CHART 5 –	WEIGHTED – % OF RETAILERS INDICATING REFUSAL TO SELL – RESULTS BY SEX OF MINOR – TRENDED RESULTS	38
TABLE 4 –	WEIGHTED – FINDINGS RELATED TO REQUEST FOR PROOF OF AGE BY SEX OF MINOR – 2006: NATIONAL – ALL OUTLETS	38
TABLE 5 –	WEIGHTED – COMPLIANCE INDICATORS BY SEX OF RETAIL CLERK: NATIONAL – ALL OUTLETS – TRENDED	39

Evaluation of Retailers' Behaviour Towards Certain Youth Access-to-Tobacco Restrictions (2006)

TABLE 6 –	WEIGHTED – COMPLIANCE INDICATORS BY PROXIMITY TO SCHOOLS/MALLS – NATIONAL – ALL OUTLETS – TRENDED	40
CHART 6 –	WEIGHTED – % OF RETAILERS UNWILLING TO SELL BY TIME OF VISIT – NATIONAL – ALL OUTLETS – 2006	41
CHART 7 –	WEIGHTED – NATIONAL % OF RETAILERS REFUSING TO SELL WHEN ADULTS WERE PRESENT/NOT PRESENT	42
CHART 8 –	WEIGHTED – % OF RETAILERS REFUSING TO SELL TO MINORS BY CLASS OF TRADE – NATIONAL – TRENDED	43
TABLE 7 –	WEIGHTED – % OF RETAILERS REFUSING TO SELL BY REGION – TRENDED RESULTS	47
TABLE 8 –	WEIGHTED – SALES-TO-MINORS COMPLIANCE RESULTS BY CITY/PROVINCE/REGION – 2006	48
TABLE 9 –	WEIGHTED – SALES-TO-MINORS COMPLIANCE RESULTS BY CITY/PROVINCE/REGION – % OF RETAILERS UNWILLING TO SELL BY AGE OF MINORS – 2006	51
TABLE 10 –	WEIGHTED – SALES-TO-MINORS COMPLIANCE RESULTS BY CITY/PROVINCE/REGION – % OF RETAILERS UNWILLING TO SELL BY AGE OF CLERK – 2006	53
TABLE 11 –	WEIGHTED – SALES-TO-MINORS COMPLIANCE RESULTS BY CITY/PROVINCE/REGION – % OF RETAILERS UNWILLING TO SELL BY CLASS OF TRADE – 2006	55
TABLE 12 –	WEIGHTED – SALES-TO-MINORS COMPLIANCE RESULTS BY CITY/PROVINCE/REGION – % OF RETAILERS UNWILLING TO SELL BY SEX OF MINOR – 2006	57
TABLE 13 –	WEIGHTED – SALES-TO-MINORS COMPLIANCE RESULTS BY CITY/PROVINCE/REGION – % OF RETAILERS UNWILLING TO SELL BY SEX OF CLERK – 2006	59
TABLE 14 –	WEIGHTED – SALES-TO-MINORS COMPLIANCE RESULTS BY CITY/PROVINCE/REGION – % OF RETAILERS UNWILLING TO SELL BY PROXIMITY TO SCHOOLS AND/OR MALLS – 2006	61
TABLE 15 –	WEIGHTED – SALES-TO-MINORS COMPLIANCE BY RESULTS CITY/PROVINCE/REGION – % OF RETAILERS UNWILLING TO SELL BASED ON PRESENCE OF ADULT CUSTOMERS IN OUTLET – 2006	63
CHART 9 –	WEIGHTED – NATIONAL – SALES-TO-MINORS COMPLIANCE BASED ON RETAILER DISPLAY OF “OPERATION ID” MATERIALS – 2006	66
CHART 10 –	WEIGHTED – NATIONAL – SALES-TO-MINORS COMPLIANCE BY CLASS OF TRADE BASED ON RETAILER DISPLAY OF “OPERATION ID” MATERIALS – 2006	67
CHART 11 –	WEIGHTED – NATIONAL – SALES-TO-MINORS COMPLIANCE BY AGE OF TEEN BASED ON RETAILER DISPLAY OF “OPERATION ID” MATERIALS – 2006	68
TABLE 16 –	RAW – RETAILER DISPLAY OF “OPERATION ID” MATERIALS RATE BY CITY/PROVINCE/REGION – 2006 vs. 2005 COMPARISON	69

Evaluation of Retailers' Behaviour Towards Certain Youth Access-to-Tobacco Restrictions (2006)

CHART 12 –	WEIGHTED – NATIONAL SALES-TO-MINORS COMPLIANCE BY SEX OF TEEN BASED ON RETAILER DISPLAY OF “OPERATION ID” MATERIALS – 2006	70
CHART 13 –	WEIGHTED – NATIONAL SALES-TO-MINORS COMPLIANCE BASED ON PROXIMITY TO SCHOOLS/MALLS & RETAILER DISPLAY OF “OPERATION ID” MATERIALS – 2006	70
TABLE 17 –	WEIGHTED – SALES-TO-MINORS COMPLIANCE RESULTS BY CITY/PROVINCE/REGION BASED ON RETAILER DISPLAY OF “OPERATION ID” MATERIALS – 2006	71
CHART 14 –	WEIGHTED – NATIONAL – % OF RETAILERS IN COMPLIANCE WITH SIGNS UNDER FEDERAL & PROVINCIAL TOBACCO LEGISLATION – ALL OUTLETS	74
CHART 15 –	WEIGHTED – NATIONAL – % OF RETAILERS IN COMPLIANCE WITH POSTING OF SIGNS BY CLASS OF TRADE – TRENDED	75
TABLE 18 –	WEIGHTED – FULL SIGN COMPLIANCE BY CLASS OF TRADE – % OF RETAILERS POSTING ALL SIGNS AS REQUIRED – 2006	77
TABLE 19 –	WEIGHTED – % OF RETAILER SIGN COMPLIANCE BY REGION – ALL OUTLET TYPES – 2006 vs. 2005 RESULTS	80
TABLE 20 –	WEIGHTED – RETAILER COMPLIANCE WITH MANDATORY TOBACCO SIGN PROVISIONS – 2006	82
CHART 16 –	WEIGHTED – NATIONAL – % OF ALL OUTLETS WITH TOBACCO ADS – 2002-2006	84
TABLE 21 –	WEIGHTED – NATIONAL – % OF ALL OUTLETS WITH POS ADVERTISING BY TYPE OF AD – 2002-2006	85
TABLE 22 –	WEIGHTED – ALL OUTLETS – CHANGES IN POS Ad DISTRIBUTION ACROSS REGIONS – 2006 vs. 2005 RESULTS % OF OUTLETS WITH ADS – MOST INCREASED	85
TABLE 23 –	WEIGHTED – ALL OUTLETS – POS Ad DISTRIBUTION ACROSS REGIONS – 2006 vs. 2005 RESULTS % OF OUTLETS WITH ADS – HIGHEST	86
TABLE 24 –	WEIGHTED – ALL OUTLETS – CHANGES IN POS Ad DISTRIBUTION ACROSS REGIONS – 2006 vs. 2005 RESULTS % OF OUTLETS WITH ADS – LOWEST	87
CHART 17 –	WEIGHTED – NATIONAL – % SHARE OF ADS BY TYPE – 2002-2006	88
CHART 18 –	WEIGHTED – AVERAGE NUMBER OF TOBACCO POS ADS PER OUTLET CARRYING – 2002-2006	89
TABLE 25A –	WEIGHTED – TOBACCO POS Ad DISTRIBUTION & SHARE SUMMARY – ALL OUTLETS	90
TABLE 25B –	WEIGHTED – TOBACCO POS Ad DISTRIBUTION & SHARE SUMMARY – ALL OUTLETS	91
TABLE 26 –	WEIGHTED – TOBACCO POS ADVERTISING BY CLASS OF TRADE – ALL AD TYPES – 2006	92
TABLE 27 –	WEIGHTED – TOBACCO ADS % DISTRIBUTION BASED ON OUTLET PROXIMITY TO SCHOOLS AND/OR MALLS – 2002-2006	93

Evaluation of Retailers' Behaviour Towards Certain Youth Access-to-Tobacco Restrictions (2006)

TABLE 28 –	WEIGHTED – % DISTRIBUTION AND NUMBER OF ADS PER OUTLET BY BRAND BY TYPE – NATIONAL RESULTS – CHAIN CONVENIENCE – 2006	95
TABLE 29 –	WEIGHTED – % SHARE OF ADS BY TYPE AND BY BRAND – NATIONAL RESULTS – CHAIN CONVENIENCE – 2006	96
TABLE 30 –	WEIGHTED – POS ADVERTISING: TOBACCO BRANDS – CHAIN CONVENIENCE – ALL CITIES – 2006	97
TABLE 31 –	WEIGHTED – % DISTRIBUTION AND NUMBER OF ADS PER OUTLET BY BRAND BY TYPE – NATIONAL RESULTS – INDEPENDENT CONVENIENCE OUTLETS – 2006	99
TABLE 32 –	WEIGHTED – % SHARE OF ADS BY TYPE AND BY BRAND – NATIONAL RESULTS – INDEPENDENT CONVENIENCE OUTLETS – 2006	100
TABLE 33 –	WEIGHTED – POS ADVERTISING: TOBACCO BRANDS – INDEPENDENT CONVENIENCE OUTLETS – ALL CITIES – 2006	101
TABLE 34 –	WEIGHTED – % DISTRIBUTION AND NUMBER OF ADS PER OUTLET BY BRAND BY TYPE – NATIONAL RESULTS – GAS STORES/KIOSKS – 2006	103
TABLE 35 –	WEIGHTED – % SHARE OF ADS BY TYPE AND BY BRAND – NATIONAL RESULTS – GAS STORES/KIOSKS – 2006	103
TABLE 36 –	WEIGHTED – POS ADVERTISING: TOBACCO BRANDS – GAS STORES/KIOSKS – ALL CITIES – 2006	105
TABLE A-1 –	WEIGHTED – TOBACCO POINT-OF-SALES ADVERTISING INDICATORS – 2006 – ALL CLASSES OF TRADE	108
TABLE A-2 –	WEIGHTED – TOBACCO POINT-OF-SALE ADVERTISING INDICATORS – 2006 – CHAIN CONVENIENCE	109
TABLE A-3 –	WEIGHTED – TOBACCO POINT-OF-SALE ADVERTISING INDICATORS – 2006 – GAS STORES/KIOSKS	110
TABLE A-4 –	WEIGHTED – TOBACCO POINT-OF-SALE ADVERTISING INDICATORS – 2006 – GROCERY STORES	111
TABLE A-5 –	WEIGHTED – TOBACCO POINT-OF-SALE ADVERTISING INDICATORS – 2006 – INDEPENDENT CONVENIENCE	112
TABLE A-6A –	WEIGHTED – TOBACCO POINT-OF-SALE ADVERTISING – ALL ADS – 2006 – CHAIN CONVENIENCE	113
TABLE A-6B –	WEIGHTED – TOBACCO POINT-OF-SALE ADVERTISING – ALL ADS – 2006 – CHAIN CONVENIENCE	114
TABLE A-7A –	WEIGHTED – TOBACCO POINT-OF-SALE ADVERTISING – ALL ADS – 2006 – GAS STORES/KIOSKS	115

Evaluation of Retailers' Behaviour Towards Certain Youth Access-to-Tobacco Restrictions (2006)

TABLE A-7B – WEIGHTED – TOBACCO POINT-OF-SALE ADVERTISING – ALL ADS – 2006 – GAS STORES/KIOSKS	116
TABLE A-8A – WEIGHTED – TOBACCO POINT-OF-SALE ADVERTISING – ALL ADS – 2006 – INDEPENDENT CONVENIENCE	117
TABLE A-8B – WEIGHTED – TOBACCO POINT-OF-SALE ADVERTISING – ALL ADS – 2006 – INDEPENDENT CONVENIENCE	118
TABLE A-9 – WEIGHTED – RETAILER SALES COMPLIANCE UNDER “OPERATION ID” BY CLASS OF TRADE – 2006 – CHAIN CONVENIENCE	119
TABLE A-10 – WEIGHTED – RETAILER SALES COMPLIANCE UNDER “OPERATION ID” BY CLASS OF TRADE – 2006 – GROCERY STORES	120
TABLE A-11 – WEIGHTED – RETAILER SALES COMPLIANCE UNDER “OPERATION ID” BY CLASS OF TRADE – 2006 – GAS STORES/KIOSKS	121
TABLE A-12 – WEIGHTED – RETAILER SALES COMPLIANCE UNDER “OPERATION ID” BY CLASS OF TRADE – 2006 – INDEPENDENT CONVENIENCE	122

Executive Summary

Background

This report summarizes results from the latest independent investigation into retailer behaviour with respect to key aspects of Canadian tobacco legislation, in particular that part of the laws regarding youth access to tobacco. The laws regulating tobacco sales in Canada are embodied in the federal government's *Tobacco Act* and in corresponding provincial legislation. The Corporate Research Group Ltd. (CRG) has conducted the independent measurements of retailer compliance with the sales-to-minors provisions of the laws for Health Canada since 2004. The study has been conducted since 1995.

The scope and methodology of this work has evolved over the years but maintain direct links to the original study design. In the effort to provide as much continuity as possible with the baseline measurements established in prior years, CRG's approach to the study was to keep the field research and data reporting methods held as constant as possible with those of previous years. Notes are provided where and when changes to the methodology occurred, as well as cautionary advice on how to interpret the data.

Research teams consisting of one young Canadian (15, 16 or 17 years old) and one adult (over 19 years old) were sent into tobacco-selling establishments across 30 cities in each of 10 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 signs consistent with 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 four classes of trade were sampled: chain convenience, gas stores/kiosks, grocery stores, and independent convenience. Different from last year's study, pharmacies were excluded from the sample this year. The exclusion was based primarily on the fact that, in the past few years, more and more provinces have been banning the sale of tobacco in pharmacies and, even where still allowed, pharmacies have been voluntarily discontinuing selling tobacco and tobacco-related products. This made finding enough pharmacies to include in the sample increasingly difficult. The sample represented by pharmacies was relatively small and showed little effect on the national compliance rate; as such, they were excluded.

A total of 5,605 stores were visited. Thirty cities across Canada form part of this study. The same cities have been consistently studied since 2002.

In Saskatchewan, similar to the 2005 survey, retailers were considered non-compliant if signs were posted other than those mandated by law. This was due to various amendments to legislation which have come into force. In Newfoundland and Labrador, the sign compliance is mandated by the provincial legislation. The province has not as of yet provided retailers with age restriction and health warning signs; therefore, this province did not form part of our sign compliance observations.

Observations relating to "Operation ID" have only been studied for the past five years. All other measurements for this year's survey were collected and recorded in the same way as always.

Key Findings

1. Tobacco Sales-to-Minors Legislation: Retailer Behaviour with Respect to Provisions Prohibiting Tobacco Sales to Minors (*Tables A, B & C*)

The national retailer compliance levels regarding youth access to tobacco has exceeded the Federal Tobacco Control Strategy's (FTCS) 10-year target objective of 80% or greater for the third consecutive year. The current level stands at 81.7%.

Nationally, the percentage of retailers refusing to sell cigarettes to underage Canadians increased from last year's results of 80.8%. The figure is weighted (i.e., raw data has been extrapolated to reflect conditions we might have found had all stores in the 30 cities been visited instead of just a sample of stores). Using the empirical rule, 95% of the elements have a parameter that falls within two standard deviations of the mean for that parameter in a normal distribution. Therefore, the results are accurate +/- 2 points at the 95% confidence level, meaning that any result in this year's findings that is within +/- 2 points from last year's results is statistically insignificant and statistically significant if the difference is outside of this range. Hence, on a national level, the variance of +0.9% between 2006 and 2005 represents a statistically insignificant increase.

Please use caution when applying the national confidence level and, subsequently, the margin of error when comparing sub-category results, i.e., class of trade, region, between this year and last year. The national confidence level is used to give a broad margin of error and it is not intended to be applied to sub-categories or smaller samples. Confidence levels may vary in small sample sizes of sub-categories, since standard deviations may also vary due to the uniqueness of the samples' distribution around the mean.

Consistent with the slight increase in the percentage of retailers refusing to sell to underage youth, the number of retailers asking for ID also improved. This year indicates a compliance of 79.9% when asking for ID, an increase of 3.5% over the 2005 results (76.4%).

Retailers' willingness to sell to minors increases with the age of the minor. This study shows that a retailer's willingness to sell tobacco products is significantly higher (12.8%) towards 17 year olds over 15 year olds (78.9% vs. 91.7%, respectively). Compliance rates were highest among the "25+ *but not senior*" category age group of the retail clerk (83.6%). This year, retailers were equally as compliant with both sexes of the minor: male (81.8%) versus female (81.7%); a switch from last year when observations showed that males were more likely to be refused the sale of tobacco. Female clerks refused to sell to minors more often than male clerks (3.0%) whereas there was no significant difference between male and female clerks in asking for ID. The variance for refusing to sell is statistically significant (3.0%), whereas the variance for asking for ID is not significant (1.7%).

Consistent with the statistically unchanged national compliance level, the rate for retailers refusing to sell to minors near schools and/or malls was identical to last year (82.7%). Retailers elsewhere were compliant 80.9% of the time, an insignificant increase nationally of 1.2% over 2005. In 2005, the gap between retailers refusing to sell in stores closest to schools and/or malls and elsewhere was statistically significant, 3.0%. The gap narrowed in 2006 to an insignificant difference of 1.8%. The time of day of the visit was consistent with last year's results (*Chart 6*). The trend was that retailers were more compliant before noon and became less compliant as the day progressed. Compliance rates dropped from 87.8% before noon to 74.0% after 6:00 pm. Contrary to last year's results, clerks were found to be equally as likely to show willingness to sell when adult customers were present (81.7%) as when they were not present (81.8%) in the store at the time of the minor's attempt to purchase cigarettes (*Chart 7*).

In 2006, the highest rate of compliance among the four classes of trade studied in this report belonged to chain convenience stores at 87.9% (in previous years, pharmacies were traditionally the highest). Among the trade classes, grocery stores ranked second and gas stores/kiosks ranked third in compliance. Independent convenience stores were the lowest in compliance at 78.9%. Chain convenience, gas stores/kiosks and independent convenience stores showed a significant increase from 2005 levels, 6.1%, 2.9% and 2.1% respectively. Grocery stores increased insignificantly by 1.6%.

This year, although the national compliance level showed an insignificant change over last year, not all regions maintained status quo. There were three regions that experienced a substantial (double-digit) increase and four that experienced a substantial decrease in compliance this year over last. They were:

Evaluation of Retailers' Behaviour Towards Certain Youth Access-to-Tobacco Restrictions (2006)

Increased from 2005

- Winnipeg ➔ 18.4%
- Thunder Bay ➔ 17.3%
- Campbell River/
Courtenay ➔ 14.6%

Decreased from 2005

- St. John's (NL) ➔ -10.1%
- Vancouver CMA ➔ -10.9%
- Sherbrooke ➔ -20.3%
- Chicoutimi/Jonquiere ➔ -46.6%

Among the encouraging details from the latest survey are these:

- 26 of 30 cities we visited reported compliance levels of 75% or greater. In descending order, they are:

Ranking Order	Region	Compliance Rate
1	KINGSTON	100.0%
2	WINDSOR	98.5%
3	FREDERICTON	97.8%
4	CALGARY	96.9%
5	KELOWNA	96.4%
6	SYDNEY	94.6%
7	SAINT JOHN	94.5%
8	CHARLOTTETOWN (PEI)	94.0%
9	CAMPBELL RIVER COURTENAY	93.1%
10	OTTAWA	92.0%
11	SASKATOON	91.5%
12	MEDICINE HAT	90.5%
13	WINNIPEG	90.0%
14	ST. JOHN'S (NL)	88.3%
15	BRANDON	86.1%
15	SUDBURY	86.1%
17	ST. CATHARINES	85.8%
18	REGINA	84.5%
19	EDMONTON	83.9%
20	THUNDER BAY	83.7%
21	VANCOUVER CMA	81.9%
22	RED DEER	81.1%
23	HALIFAX	78.0%
24	BATHURST	77.4%
25	QUEBEC CITY	77.0%
26	TORONTO	75.0%

- the list contains four cities that were not on last year's list of cities with highest compliance: Winnipeg, Thunder Bay, Quebec City, and Toronto;
- sales-to-minors compliance is at 80% or better (i.e., within the national target) in 22 of the 30 cities studied;

Evaluation of Retailers' Behaviour Towards Certain Youth Access-to-Tobacco Restrictions (2006)

- in 2006, compliance levels improved by a significant amount (double digits) in three regions: Winnipeg, Thunder Bay and Campbell River/Courtenay;
- Kingston and Vancouver 4 achieved a perfect score of 100% compliance;
- among 21 regions where outlets were visited by 15 year olds, only two regions scored below 80% for this age group, with the lowest being Vancouver 1 (55.9%), and two regions scored 100%;
- among 25 regions where stores were visited by 16 year olds, retailers in 21 regions scored above 80% but below 100% and five regions scored 100%;
- for stores visited by 17 year olds, retailers in 17 regions out of 29 scored above 80% but below 100%, and four regions scored 100%;
- clerks treated both sexes equally when it came to refusing the sale of tobacco to minors;
- retailers equally refused to sell tobacco to minors whether an adult was present in the store or not; and
- compliance levels increased despite the removal of the pharmacy class of trade, which has traditionally been the highest performer in compliance.

This year's survey shows that certain outside variables continue to influence tobacco retailer sales-to-minors behaviour. The age of teens attempting to make a purchase remains among the most significant of these. The data show that compliance drops progressively among retailers dealing with 15-, 16- or 17-year-old customers (91.7% compliance for age 15; 87.7% for age 16; and 78.9% compliance for age 17) (*Chart 3*).

The age and sex of the clerk staffing the tobacco counter also appear to affect the result in measurable ways; clerks older than 25 but not senior are less apt to sell. And, as always, there exists a strong correlation between the willingness of retailers to ask for proper proof of age and the likelihood that they will refuse a sale to underage youth when no ID is shown.

In 2006, the percentage of retailers who asked for ID was 79.9%, a significant increase from last year's rate of 76.4% and closer to the level experienced in 2004 (80.1%). Of the retailers who asked for ID, 97.2% were unwilling to sell when the minor claimed to not have ID on their person. When the minor wasn't even asked for ID, the minor was still refused a sale 20.2% of the time. This development is a contributing factor to this year's high overall national rate of retailer compliance.

The findings were less conclusive concerning the influence of other variables on retailer tobacco sales behaviour. This year, retailers treated male and female minors equally when refusing to sell cigarettes. This result is not consistent at the level of individual

regions. The national finding is skewed by the results in a relatively few number of larger and more populated communities.

There was also a shift in retailer behaviour when the store had an adult present or not during the interaction or when the store was close to a school or mall. In previous years, the gaps between these sub-categories was significant; this year, it was insignificant or non-existent.

Although there is a 13.8% variance between early morning visits and late evening visits, the majority of the visits did take place in the mid-range hours of the day and the average of the compliance levels during these times is roughly the same as the national average.

Of interest to stakeholders on both sides of the tobacco debate is the effect on retailer compliance of the industry-sponsored "Operation ID" program. This is the fifth year compliance measurements were taken along this dimension. We found a significant difference this year compared to last in retailers displaying "Operation ID" materials (+10.5%). More than half (55.2%) of the 5,605 establishments visited for this year's study displayed some form of "Operation ID" material, compared with 44.7% the year before. The variance in observation rates at the regional level were largely dispersed among the 30 cities.

For the fifth consecutive year, retailers displaying "Operation ID" materials registered refusal rates that were significantly better at the national level than retailers without (83.2% versus 80.3%, respectively). Measurable differences in line with the national findings were also observed across all retail classes of trade.

Regionally, results are mixed and suggest that while compliance rates are higher nationally among retailers displaying "Operation ID" materials, they vary from city to city. Of the 30 cities we visited, eight cities showed insignificant differences. The increase in compliance recorded in retailers with "Operation ID" materials over retailers without was considered large enough to be significant in 14 cities. Just as meaningful, seven cities showed a significantly higher compliance rate for retailers without "Operation ID" materials.

Evaluation of Retailers' Behaviour Towards Certain Youth Access-to-Tobacco Restrictions (2006)

Table A – Weighted – Sales-to-Minors Compliance Results by City/Province/Region – 2006

Region	% Unwilling to Sell (Compliant)	% Willing to Sell (Non-Compliant)	% Who Asked for ID	% Who Asked for ID but Were Unwilling to Sell	% Who Asked for ID and Were Willing to Sell	% Who Did Not Ask for ID and Were Willing to Sell*
NATIONAL	81.7%	18.3%	79.9%	97.2%	2.8%	79.8%
ST. JOHN'S (NL)	88.3%	11.7%	85.4%	98.9%	1.1%	73.6%
CHARLOTTETOWN (PEI)	94.0%	6.0%	82.9%	100.0%	0.0%	34.8%
NEW BRUNSWICK	84.6%	15.4%	87.6%	93.5%	6.5%	78.0%
BATHURST	77.4%	22.6%	84.1%	92.1%	7.9%	100.0%
FREDERICTON	97.8%	2.2%	90.2%	100.0%	0.0%	21.9%
MONCTON	69.6%	30.4%	82.9%	84.0%	16.0%	100.0%
SAINT JOHN	94.5%	5.5%	93.0%	97.0%	3.0%	38.4%
NOVA SCOTIA	83.7%	16.3%	82.6%	97.8%	2.2%	83.1%
HALIFAX	78.0%	22.0%	80.0%	96.5%	3.5%	96.0%
SYDNEY	94.6%	5.4%	87.6%	100.0%	0.0%	43.7%
QUEBEC	68.3%	31.7%	62.0%	97.7%	2.3%	79.6%
CHICOUTIMI						
JONQUIERE	44.1%	55.9%	41.6%	96.6%	3.4%	93.3%
MONTREAL	70.4%	29.6%	60.2%	97.7%	2.3%	71.0%
QUEBEC CITY	77.0%	23.0%	75.9%	98.2%	1.8%	89.7%
SHERBROOKE	53.0%	47.0%	53.2%	96.3%	3.7%	96.2%
ONTARIO	82.0%	18.0%	80.5%	98.0%	2.0%	84.0%
KINGSTON	100.0%	0.0%	88.6%	100.0%	0.0%	0.0%
OTTAWA	92.0%	8.0%	88.8%	99.7%	0.3%	69.1%
ST. CATHARINES	85.8%	14.2%	80.9%	95.9%	4.1%	57.0%
SUDBURY	86.1%	13.9%	85.7%	98.8%	1.2%	89.8%
THUNDER BAY	83.7%	16.3%	81.9%	98.8%	1.2%	84.0%
TORONTO	75.0%	25.0%	76.1%	97.5%	2.5%	96.8%
WINDSOR	98.5%	1.5%	89.1%	99.0%	1.0%	5.4%
MANITOBA	89.7%	10.3%	83.2%	97.7%	2.3%	50.2%
BRANDON	86.1%	13.9%	80.5%	100.0%	0.0%	71.2%
WINNIPEG	90.0%	10.0%	83.5%	97.5%	2.5%	47.8%
SASKATCHEWAN	88.3%	11.7%	88.6%	97.7%	2.3%	85.0%
REGINA	84.5%	15.5%	85.3%	98.3%	1.7%	95.5%
SASKATOON	91.5%	8.5%	91.4%	97.3%	2.7%	69.6%
ALBERTA	90.2%	9.8%	90.7%	98.0%	2.0%	86.5%
CALGARY	96.9%	3.1%	95.9%	99.7%	0.3%	69.9%
EDMONTON	83.9%	16.1%	86.3%	95.8%	4.2%	91.0%
MEDICINE HAT	90.5%	9.5%	87.2%	100.0%	0.0%	74.3%
RED DEER	81.1%	18.9%	83.2%	97.5%	2.5%	100.0%
BRITISH COLUMBIA	83.6%	16.4%	85.2%	94.5%	5.5%	78.8%
KELOWNA	96.4%	3.6%	97.8%	97.6%	2.4%	56.9%
CAMPBELL RIVER						
COURTENAY	93.1%	6.9%	97.1%	95.9%	4.1%	100.0%
VANCOUVER CMA	81.9%	18.1%	83.5%	94.0%	6.0%	79.3%
VANCOUVER 1	69.3%	30.7%	73.6%	87.3%	12.7%	80.9%
VANCOUVER 2	96.2%	3.8%	92.0%	99.6%	0.4%	42.4%
VANCOUVER 3	87.1%	12.9%	89.0%	97.3%	2.7%	96.4%
VANCOUVER 4	100.0%	0.0%	100.0%	100.0%	0.0%	0.0%

* This column indicates the amount of those who did not ask for ID and were willing to sell tobacco products as a percentage.

Vancouver 1: Vancouver, Richmond

Vancouver 2: Burnaby, Coquitlam, Port Moody, Port Coquitlam, Maple Ridge, Whonnock, Pitt Meadows, New Westminster

Vancouver 3: Delta, Surrey, Langley, North Delta, White Rock

Vancouver 4: North Vancouver, West Vancouver

Evaluation of Retailers' Behaviour Towards Certain Youth Access-to-Tobacco Restrictions (2006)

Table B – Weighted – % of Retailers Refusing to Sell by Region – Trended Results*

Region	1995 Results	1996 Results	1997 Results	1998 Results	1999 Results	2000 Results	2002 Results	2003 Results	2004 Results	2005 Results	2006 Results	Statistically Significant 2005 vs. 2006 > +/- 2%
NATIONAL	47.9%	60.5%	67.3%	61.0%	69.7%	69.8%	71.2%	67.7%	82.3%	80.8%	81.7%	No
ST. JOHN'S (NL)	33.2%	58.4%	83.4%	79.6%	52.4%	87.8%	98.2%	67.2%	70.3%	98.4%	88.3%	Yes
CHARLOTTETOWN (PEI)	90.4%	34.3%	72.9%	77.9%	86.0%	86.0%	75.6%	74.8%	91.9%	90.1%	94.0%	Yes
NEW BRUNSWICK	88.8%	84.8%	58.0%	40.7%	42.1%	72.7%	81.6%	78.7%	72.6%	84.1%	84.6%	No
BATHURST	8.3%	38.7%	60.0%	22.6%	60.3%	95.4%	59.1%	78.7%	97.2%	84.2%	77.4%	Yes
FREDERICTON	99.9%	89.5%	49.3%	39.8%	30.2%	79.9%	84.9%	86.3%	75.7%	94.3%	97.8%	Yes
MONCTON	N/A	N/A	N/A	N/A	N/A	N/A	98.5%	82.8%	86.8%	61.1%	69.6%	Yes
SAINT JOHN	94.2%	87.6%	61.5%	42.7%	45.9%	67.1%	73.1%	70.2%	48.4%	99.0%	94.5%	Yes
NOVA SCOTIA	75.5%	89.8%	64.1%	69.3%	73.3%	70.9%	63.8%	89.7%	79.3%	84.5%	83.7%	No
HALIFAX	N/A	N/A	57.4%	62.2%	84.5%	76.8%	54.1%	92.8%	71.8%	80.5%	78.0%	Yes
SYDNEY	96.8%	98.1%	80.5%	86.5%	45.3%	52.2%	86.1%	82.3%	93.8%	92.5%	94.6%	Yes
QUEBEC	23.9%	28.8%	45.4%	48.7%	65.2%	47.0%	57.0%	36.6%	76.5%	70.4%	68.3%	Yes
CHICOUTIMI	16.0%	14.3%	49.0%	47.9%	72.2%	64.5%	80.4%	67.8%	91.3%	90.7%	44.1%	Yes
JONQUIERE												
MONTREAL	27.7%	27.9%	45.4%	62.0%	69.3%	63.2%	54.2%	32.5%	67.0%	69.5%	70.4%	No
QUEBEC CITY	9.1%	33.8%	44.8%	25.1%	57.3%	18.5%	58.4%	49.7%	78.0%	68.3%	77.0%	Yes
SHERBROOKE	32.7%	45.9%	45.0%	47.5%	69.4%	41.1%	87.1%	33.8%	86.8%	73.3%	53.0%	Yes
ONTARIO	62.2%	73.3%	69.4%	62.0%	79.1%	83.7%	74.8%	76.3%	83.9%	77.1%	82.0%	Yes
KINGSTON	N/A	N/A	N/A	N/A	N/A	N/A	88.7%	90.1%	93.8%	94.4%	100.0%	Yes
OTTAWA	40.1%	46.5%	72.1%	55.5%	84.3%	68.6%	97.6%	90.5%	95.8%	91.0%	92.0%	No
ST. CATHARINES	N/A	N/A	N/A	N/A	N/A	N/A	77.1%	80.4%	81.5%	86.5%	85.8%	No
SUDBURY	74.2%	61.1%	80.2%	79.7%	84.1%	59.6%	66.7%	82.4%	80.0%	88.1%	86.1%	No
THUNDER BAY	N/A	N/A	N/A	N/A	N/A	N/A	96.2%	87.6%	84.0%	66.5%	83.7%	Yes
TORONTO	68.6%	77.3%	67.9%	62.4%	78.5%	87.5%	67.8%	70.3%	75.0%	69.7%	75.0%	Yes
WINDSOR	63.1%	93.2%	86.5%	63.0%	73.0%	60.0%	97.9%	100.0%	91.8%	94.2%	98.5%	Yes
MANITOBA	56.5%	76.8%	72.1%	67.7%	83.7%	78.9%	65.2%	90.5%	64.5%	72.0%	89.7%	Yes
BRANDON	61.0%	69.3%	47.2%	79.8%	92.6%	84.5%	84.9%	73.9%	66.7%	77.2%	86.1%	Yes
WINNIPEG	56.4%	76.9%	72.3%	67.5%	83.6%	78.8%	63.6%	91.8%	64.2%	71.6%	90.0%	Yes
SASKATCHEWAN	30.1%	77.8%	66.9%	73.8%	78.9%	81.4%	93.4%	81.7%	76.5%	96.0%	88.3%	Yes
REGINA	N/A	N/A	58.6%	72.5%	70.7%	80.1%	95.2%	73.0%	93.0%	92.9%	84.5%	Yes
SASKATOON	N/A	N/A	74.6%	75.2%	85.9%	82.6%	91.9%	89.0%	64.4%	99.0%	91.5%	Yes
ALBERTA	60.1%	68.6%	80.3%	75.4%	73.6%	67.3%	87.0%	83.2%	91.8%	84.7%	90.2%	Yes
CALGARY	42.1%	55.9%	82.6%	82.6%	63.2%	63.0%	95.0%	82.4%	91.7%	90.3%	96.9%	Yes
EDMONTON	75.4%	78.7%	78.1%	68.2%	85.4%	71.7%	79.6%	81.0%	89.6%	78.4%	83.9%	Yes
MEDICINE HAT	95.6%	93.4%	69.4%	62.5%	6.6%	95.6%	89.9%	95.4%	98.4%	88.8%	90.5%	No
RED DEER	N/A	N/A	N/A	N/A	N/A	N/A	81.3%	100.0%	100.0%	78.3%	81.1%	Yes
BRITISH COLUMBIA	69.2%	74.0%	77.7%	60.3%	59.3%	75.3%	69.3%	84.2%	91.5%	91.8%	83.6%	Yes
KELOWNA	53.2%	53.6%	82.9%	87.6%	98.2%	63.8%	100.0%	93.3%	95.7%	94.1%	96.4%	Yes
CAMPBELL RIVER	100.0%	100.0%	94.5%	86.8%	98.2%	85.1%	97.6%	89.8%	84.5%	78.5%	93.1%	Yes
COURTENAY												
VANCOUVER CMA	69.1%	74.0%	77.5%	59.6%	58.2%	75.4%	65.5%	83.2%	91.8%	92.8%	81.9%	Yes
VANCOUVER 1	N/A	N/A	N/A	N/A	N/A	N/A	62.2%	81.4%	93.3%	87.1%	69.3%	Yes
VANCOUVER 2	N/A	N/A	N/A	N/A	N/A	N/A	63.8%	89.3%	93.5%	96.2%	96.2%	No
VANCOUVER 3	N/A	N/A	N/A	N/A	N/A	N/A	71.3%	81.1%	98.6%	94.3%	87.1%	Yes
VANCOUVER 4	N/A	N/A	N/A	N/A	N/A	N/A	72.3%	81.4%	70.2%	98.2%	100.0%	No

*Note: The study years 1995-2000 were comprised of 25 core cities and 2002-2005 were comprised of 30 core cities. The cities added were Moncton, NB, Kingston, ON, St. Catharines, ON, Thunder Bay, ON, Red Deer, AB. These changes impact the results for the provinces of Alberta, Ontario and New Brunswick.

N/A = Not Applicable, i.e., region was not surveyed for tobacco sales compliance during that year.

Vancouver 1: Vancouver, Richmond

Vancouver 2: Burnaby, Coquitlam, Port Moody, Port Coquitlam, Maple Ridge, Whonnock, Pitt Meadows, New Westminster

Vancouver 3: Delta, Surrey, Langley, North Delta, White Rock

Vancouver 4: North Vancouver, West Vancouver

Evaluation of Retailers' Behaviour Towards Certain Youth Access-to-Tobacco Restrictions (2006)

Table C – Weighted – Sales-to-Minors Compliance Results by City/Province/Region Based on Retailer Displaying “Operation ID” Materials – 2006

Region	All Stores	Retailer Sales-to-Minors Compliance Stores Not Displaying "Operation ID" Materials	Retailer Sales-to-Minors Compliance in Stores Displaying "Operation ID" Materials	Compliance Point Difference*	Likely That Change is Statistically Significant (Yes/No)
NATIONAL	81.7%	80.3%	83.2%	3.0%	Yes
ST. JOHN'S (NL)	88.3%	87.7%	88.4%	0.7%	No
CHARLOTTETOWN (PEI)	94.0%	83.1%	96.1%	13.1%	Yes
NEW BRUNSWICK	84.6%	89.3%	81.6%	-7.7%	Yes
BATHURST	77.4%	96.5%	63.7%	-32.8%	Yes
FREDERICTON	97.8%	100.0%	97.7%	-2.3%	Yes
MONCTON	69.6%	73.5%	65.1%	-8.3%	Yes
SAINT JOHN	94.5%	93.4%	100.0%	6.6%	Yes
NOVA SCOTIA	83.7%	78.7%	87.5%	8.8%	Yes
HALIFAX	78.0%	77.1%	79.3%	2.2%	Yes
SYDNEY	94.6%	89.9%	95.5%	5.6%	Yes
QUEBEC	68.3%	70.9%	65.7%	-5.2%	Yes
CHICOUTIMI					
JONQUIERE	44.1%	15.5%	45.8%	30.3%	Yes
MONTREAL	70.4%	70.6%	70.0%	-0.7%	No
QUEBEC CITY	77.0%	77.5%	76.6%	-0.9%	No
SHERBROOKE	53.0%	62.0%	37.5%	-24.5%	Yes
ONTARIO	82.0%	81.0%	83.5%	2.5%	Yes
KINGSTON	100.0%	100.0%	100.0%	0.0%	No
OTTAWA	92.0%	90.0%	95.7%	5.7%	Yes
ST. CATHARINES	85.8%	92.9%	80.7%	-12.3%	Yes
SUDBURY	86.1%	83.9%	90.3%	6.5%	Yes
THUNDER BAY	83.7%	41.3%	85.9%	44.6%	Yes
TORONTO	75.0%	76.4%	71.2%	-5.2%	Yes
WINDSOR	98.5%	100.0%	98.2%	-1.8%	No
MANITOBA	89.7%	89.5%	89.9%	0.4%	No
BRANDON	86.1%	N/A	86.1%	N/A	N/A
WINNIPEG	90.0%	89.5%	91.0%	1.5%	No
SASKATCHEWAN	88.3%	85.9%	92.6%	6.7%	Yes
REGINA	84.5%	84.8%	83.2%	-1.6%	No
SASKATOON	91.5%	87.3%	96.1%	8.9%	Yes
ALBERTA	90.2%	83.7%	94.3%	10.7%	Yes
CALGARY	96.9%	98.8%	96.5%	-2.3%	Yes
EDMONTON	83.9%	79.5%	91.6%	12.0%	Yes
MEDICINE HAT	90.5%	89.1%	92.5%	3.4%	Yes
RED DEER	81.1%	59.8%	85.8%	25.9%	Yes
BRITISH COLUMBIA	83.6%	80.5%	86.0%	5.4%	Yes
KELOWNA	96.4%	96.7%	96.3%	-0.5%	No
CAMPBELL RIVER					
COURTENAY	93.1%	91.6%	94.7%	3.1%	Yes
VANCOUVER CMA	81.9%	78.8%	84.8%	6.0%	Yes
VANCOUVER 1	69.3%	69.2%	69.5%	0.3%	No
VANCOUVER 2	96.2%	97.0%	95.8%	-1.3%	No
VANCOUVER 3	87.1%	85.4%	88.1%	2.7%	Yes
VANCOUVER 4	100.0%	100.0%	100.0%	0.0%	No

N/A = Not Applicable. "Operation ID" was observed in all of the retailers surveyed in Brandon.

Note: Observations for "Operation ID" were made on signs or other materials.

* Difference may be under or over by 0.1% due to rounding.

Vancouver 1: Vancouver, Richmond

Vancouver 2: Burnaby, Coquitlam, Port Moody, Port Coquitlam, Maple Ridge, Whonnock, Pitt Meadows, New Westminster

Vancouver 3: Delta, Surrey, Langley, North Delta, White Rock

Vancouver 4: North Vancouver, West Vancouver

2. Tobacco Sales-to-Minors Legislation: Compliance with Posting of Tobacco Age Advisory/Health Warning Signs (*Tables D & E*)

The percentage of retailers in full compliance with the posting of mandatory tobacco age and health advisory signs was 68.6%, a significant increase over last year (66.4%). This figure represents the weighted percentage of retailers across all 30 cities visited that met every sign compliance condition we measured.

Full compliance is measured by observing all mandatory signs and the absence of non-authorized signs in Saskatchewan. In Nova Scotia, the size of a particular health warning sign is relative to the length of shelf space attributed to tobacco products; shelves under three metres require that the small sign be posted, and the outlets having shelf space for tobacco longer than three metres require a large sign. In Quebec, the federal sign **or** the provincial health warning sign must be present.

In Newfoundland and Labrador, mandatory age and signage requirements are those stated in provincial legislation. The minimum age requirement in Newfoundland and Labrador is 19. Corresponding provincial signage has not been created. Additionally, since the federal signage addresses a minimum age requirement of 18, the posting of the federal sign would contradict the provincial minimum age requirement of 19. Information regarding the posting of federal and provincial signage was gathered but not presented as a matter of compliance.

In 2006, observations were not made relative to sign positioning or language, but rather the presence of the appropriate signs.

The largest and most significant increases (i.e., double-digit increases) are from 12 cities. These cities represent several provinces and are legislated under a variety of tobacco laws. These regions are:

- Charlottetown (PEI) (36.0 points)
- Kingston (35.5 points)
- Thunder Bay (34.5 points)
- Ottawa (27.6 points)
- Quebec City (27.1 points)
- Windsor (26.2 points)
- Medicine Hat (24.4 points)
- Vancouver CMA (15.6 points)
- Brandon (14.9 points)
- Winnipeg (14.8 points)
- Edmonton (11.5 points)
- Halifax (10.0 points)

Evaluation of Retailers' Behaviour Towards Certain Youth Access-to-Tobacco Restrictions (2006)

There are seven cities where retailer compliance with the posting provisions of the tobacco laws deteriorated over levels in 2005. The largest drops (double digit) occurred in the following cities:

- Regina (-17.3 points)
- Fredericton (-17.9 points)
- Saint John (-19.6 points)
- Montreal (-20.9 points)
- Kelowna (-22.9 points)
- Saskatoon (-39.0 points)
- Moncton (-81.7 points)

The table below records the regions with highest and lowest levels of retailer compliance with the sign provisions of the tobacco laws. Highest compliance was in 18 regions, where the percentage of stores in full compliance was 70% or greater. Lowest compliance was in 13 regions, where the percentage of stores in full compliance was below the national average (i.e., less than 68.6%).

Table D – Weighted – Sign Compliance – Regions Reporting Highest and Lowest Retailer Compliance – 2006

Regions Reporting Highest Sign Compliance (70% or Better)		Regions Reporting Lowest Sign Compliance (Below National Average 68.6%)	
BRANDON	100.0%	MONCTON	9.9%
THUNDER BAY	99.0%	SAINT JOHN	24.6%
VANCOUVER 4	96.2%	SASKATOON	25.1%
CHICOUTIMI/JONQUIERE	95.1%	HALIFAX	37.3%
VANCOUVER 2	90.0%	MONTREAL	39.3%
EDMONTON	89.8%	SYDNEY	48.5%
RED DEER	88.1%	FREDERICTON	49.9%
QUEBEC CITY	85.2%	SHERBROOKE	52.9%
WINNIPEG	84.2%	SUDBURY	55.4%
VANCOUVER 1	83.4%	REGINA	58.7%
CALGARY	81.8%	TORONTO	64.5%
WINDSOR	80.9%	KELOWNA	64.5%
ST. CATHARINES	80.6%	BATHURST	68.5%
MEDICINE HAT	77.9%		
CAMPBELL RIVER/COURTENAY	77.3%		
VANCOUVER 3	76.6%		
OTTAWA	75.1%		
KINGSTON	70.2%		

There is a higher chance of failure to comply when more than one sign is mandatory. In New Brunswick, for example, the law requires that three different signs be posted. The poor showing in Moncton, Saint John and Fredericton is directly attributable to retailers in these cities routinely posting only two of the three necessary signs, failing mostly to post the type "C" age restriction sign demanded by the law.

Evaluation of Retailers' Behaviour Towards Certain Youth Access-to-Tobacco Restrictions (2006)

Table E – Weighted – Retailer Compliance with Mandatory Sign Provisions – 2006

How to Interpret this Table

The figures in the column labelled "Full Compliance" indicate those retailers posting every required sign in the region shown and, in the case of the national figure, across all regions in the country.

Region	Sign Presence					Full Compliance
NATIONAL						68.6%
Newfoundland						
ST. JOHN'S						N/A
Prince Edward Island	Sign A (Health Warning)	Sign B (Age Restriction/Photo ID)	Sign C (Age Restriction/Photo ID)			A&B&C
CHARLOTTETOWN	70.1%	97.1%	98.1%			69.1%
New Brunswick	Sign A (Age Restriction)	Sign B (Health Warning)	Sign C (Age Restriction)			A&B&C
NEW BRUNSWICK	61.7%	85.9%	49.5%			36.4%
BATHURST	72.8%	93.7%	85.4%			68.5%
FREDERICTON	71.1%	100.0%	59.1%			49.9%
MONCTON	30.9%	80.8%	26.6%			9.9%
SAINT JOHN	72.4%	74.1%	34.7%			24.6%
Nova Scotia	Sign A (Health Warning/Age Restriction)	Sign B (Health Warning/Age Restriction/Photo ID)	Sign C (Health Warning/Age Restriction/Photo ID)	Sign D (Health Warning - small)	Sign D (Health Warning - large)	A&B&C + one of D
NOVA SCOTIA	86.9%	86.3%	57.5%	40.7%	39.8%	41.2%
HALIFAX	80.0%	80.6%	53.6%	22.7%	59.3%	37.3%
SYDNEY	100.0%	97.0%	64.9%	75.0%	2.8%	48.5%
Quebec	Sign A (Health Warning/Age Restriction)					A
QUEBEC	57.9%					57.9%
CHICOUTIMI	95.1%					95.1%
JONQUIERE	39.3%					39.3%
MONTREAL	85.2%					85.2%
QUEBEC CITY	52.9%					52.9%
SHERBROOKE						
Ontario	Sign A (Health Warning/Age Restriction)	Sign B (Age Restriction)				A&B
ONTARIO	78.6%	76.4%				70.0%
KINGSTON	78.7%	73.4%				70.2%
OTTAWA	87.2%	80.2%				75.1%
ST. CATHARINES	86.2%	85.8%				80.6%
SUDBURY	72.8%	78.3%				55.4%
THUNDER BAY	99.0%	99.0%				99.0%
TORONTO	72.4%	70.7%				64.5%
WINDSOR	90.3%	88.9%				80.9%
Manitoba	Sign A (Federal - Age Restriction)					A
MANITOBA	85.6%					85.6%
BRANDON	100.0%					100.0%
WINNIPEG	84.2%					84.2%
Saskatchewan	Sign A (Health Warning/Age Restriction/Photo ID)	Absence of Other Unauthorized Signs with Age Restriction/Health Warning Messages Posted				A & Absence of Unauthorized
SASKATCHEWAN	94.3%	1.0%				40.6%
REGINA	92.6%	1.5%				58.7%
SASKATOON	95.7%	0.7%				25.1%
Alberta	Sign A (Federal - Age Restriction)					A
ALBERTA	85.4%					85.4%
CALGARY	81.8%					81.8%
EDMONTON	89.8%					89.8%
MEDICINE HAT	77.9%					77.9%
RED DEER	88.1%					88.1%
British Columbia	Sign A (Health Warning)	Sign B (Health Warning/Age Restriction/Photo ID)				A&B
BRITISH COLUMBIA	91.5%	88.9%				82.8%
KELOWNA	75.3%	79.8%				64.5%
CAMPBELL RIVER	90.7%	86.6%				77.3%
COURTENAY	92.7%	89.7%				84.4%
VANCOUVER CMA	90.5%	90.0%				83.4%
VANCOUVER 1	92.6%	95.8%				90.0%
VANCOUVER 2	94.9%	80.6%				76.6%
VANCOUVER 3	99.0%	96.2%				96.2%
VANCOUVER 4						

N/A = Not Applicable. Sign compliance was not measured in Newfoundland and Labrador this year. The province has not made age restriction or health warning signs available to retailers.

Vancouver 1: Vancouver, Richmond

Vancouver 2: Burnaby, Coquitlam, Port Moody, Port Coquitlam, Maple Ridge, Whonnock, Pitt Meadows, New Westminster

Vancouver 3: Delta, Surrey, Langley, North Delta, White Rock

Vancouver 4: North Vancouver, West Vancouver

3. Retail Advertising at Point of Sale (POS) (*Table F*)

Data on tobacco point-of-sale (POS) advertising permitted under the *Tobacco Act* was collected for this study. The information summarized in this section was based on the presence of advertising bearing printed trademarks, logos or brand names belonging to tobacco companies. For the purpose of this study, we have reported on observations of danglers, posters, counter-top displays and shelf-talkers separately; all other forms of ads observed are reported in a category called "other ad types". Sponsored event ads void of such trademarks, logos or brand names were excluded from the calculations.

Nationally, we found in-store tobacco-related advertising elements in fewer than forty percent (35.5%) of stores (*Chart 16*). This is a weighted figure and is an estimate of conditions we likely would have found had all stores in the universe been visited, not just a sample of stores. This distribution figure represents a significant decrease from the last three years (41.7% in 2003, 44.3% in 2004, and 40.7% in 2005). The average number of ads found in those stores with ads has decreased considerably from last year (1.7 pieces this year over 3.3 pieces in 2005).

Where counter-top displays and shelf-talkers used to be the most widely distributed tobacco brand advertising mediums, in 2006, only counter-top displays were found to be more prominently displayed this year (16.8%) of all stores surveyed (*Table 21*). There is a more evenly spread distribution between all the ad types, ranging from 12.9% for shelf-talkers and 16.8% for counter-top displays.

The regions where tobacco ad distribution increased the most are listed in *Table 22*. Nine of the regions (Moncton, Sherbrooke, Edmonton, Vancouver CMA, Montreal, Sydney, Calgary, Quebec City, and Kelowna) jumped by more than 10% this year.

The highest distribution was found in nine regions where over 60% of the outlets surveyed carried some form of tobacco advertisement: Red Deer, Sydney, Chicoutimi/Jonquiere, Moncton, Sherbrooke, Calgary, Quebec City, Montreal, and Edmonton.

The weakest recorded number of observations in 2006 were in the following regions: Medicine Hat, Regina, Saskatoon, St. Catharines, Ottawa, Windsor, and Winnipeg.

Small surface retail stores (chain and independent convenience and gas stores/kiosks) remain more likely than larger surface stores to carry tobacco POS merchandising materials. Over one-third (39.2%) of independent convenience nationally carried POS advertising, followed by chain convenience (38.8%) and gas stores/kiosks (37.6%) (*Table 26*). Only 8% of grocery stores carried POS merchandising materials.

Nationally, the percentage of stores carrying tobacco ads has decreased significantly across all store types.

Evaluation of Retailers' Behaviour Towards Certain Youth Access-to-Tobacco Restrictions (2006)

A statistically meaningful difference exists regarding the availability of tobacco advertising based on the proximity of stores to schools and/or malls nationally. Across all cities, ad distribution was significantly lower in stores closest to schools/malls (33.8%) than in stores further than 300 metres away (36.8%).

Among stores with ads, the average number of tobacco POS ad pieces carried was 1.7 pieces per store, down almost 50% from 3.3 pieces a year ago (*Chart 18*).

The table below summarizes the cities with the highest and lowest levels of tobacco POS ad distribution, as well as the change in distribution over 2005.

Table F – Weighted – All Stores – Changes in POS* Ad Distribution Across Regions – 2006 vs. 2005 Results % of Stores with Ads

Cities Where Tobacco Ad Distribution is Highest	2005	2006	Difference ** 2006 vs. 2005
RED DEER	95.3%	90.4%	-4.9%
SYDNEY	71.4%	90.3%	19.0%
CHICOUTIMI/JONQUIERE	83.8%	81.8%	-1.9%
MONCTON	23.5%	80.5%	57.0%
SHERBROOKE	48.2%	80.0%	31.8%
CALGARY	59.6%	76.1%	16.6%
QUEBEC CITY	59.6%	72.3%	12.8%
MONTREAL	43.6%	66.7%	23.0%
EDMONTON	34.8%	63.1%	28.3%
Cities Where Tobacco Ad Distribution is Lowest	2005	2006	Difference ** 2006 vs. 2005
MEDICINE HAT	16.0%	0.0%	-16.0%
REGINA	0.0%	1.4%	1.4%
SASKATOON	0.0%	1.8%	1.8%
ST. CATHARINES	7.8%	2.0%	-5.8%
OTTAWA	52.4%	2.3%	-50.1%
WINDSOR	34.6%	2.8%	-31.8%
WINNIPEG	20.7%	2.8%	-17.9%

*Point-of-Sale

** Difference may be under or over by 0.1% due to rounding.

Note: Cities with 0.0% indicate no ad distribution.

Point of Sale

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

Evaluation of Retailers' Behaviour Towards Certain Youth Access-to-Tobacco Restrictions (2006)

- Nationally, the brand with the greatest distribution was “Other” (not separately specified), with ads available in 22.9% of independent convenience outlets, 21.0% of chain convenience outlets, and 20.4% of gas stores/kiosks;
- distribution for du Maurier brands was actually second highest than that for any other single brand across each of these classes of retail trade;
- the share of ads enjoyed by tobacco brands nationally among the three trade classes studied coincided closely with the percent of stores carrying each brand, (i.e., brands that are widely distributed among the three classes of trade also have a large share of ads in those stores);
- the top four single-brand share of ads in chain convenience and gas stores/kiosks are du Maurier, Export A, Canadian Classics and Players, and the top four in independent convenience are du Maurier, Export A, Players, and Benson & Hedges;
- the highest recording of brand share of ads was in the “Other” category, with 28.2% in independent convenience, 26.6% in chain convenience, and 24.8% in gas stores/kiosks. The second highest single-brand share of ads goes to du Maurier;
- within each store type, stores with ads now carried fewer than two ads, on average, per store. In each trade class, the average number of ads carried is now considerably lower in 2006 than in 2005, representing a significant statistical difference of 48%. Chain convenience stores carried the largest number of ads (2.0 ads on average). Independent convenience and gas stores/kiosks each carried an average of 1.9 ads.
- among these three classes of trade, the counter-top displays are the most widely distributed. Posters are the second most popular in chain convenience and gas stores/kiosks; danglers are second most popular in independent convenience.

Introduction

Preface

This is the latest in a series of annual studies designed to evaluate the behaviour of retailers towards youth access-to-tobacco restrictions. Health Canada has been using independent researchers since 1995 to evaluate retailer behaviour towards youth access restrictions of the federal and provincial tobacco laws.

The federal *Tobacco Act* sets the minimum federal standards in Canada, prohibiting the furnishing of tobacco products 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 defence 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.

Individual provinces have in place their own regulations prohibiting the sale of tobacco products to minors. These may stipulate rules for the display of tobacco products differently from the federal minimum, may require sign-posting requirements different from the federal provision, and may restrict the sale of tobacco products to minors older than 18. Indeed, except for Quebec, Manitoba, Alberta and Saskatchewan, retailers in all other provinces are restricted by local law from selling tobacco products to anyone under 19 years of age.

At the time of this research, Alberta, Manitoba and Quebec were the last remaining provinces where tobacco retailers are monitored against the basic federal guidelines, even though Quebec put its own tobacco legislation in place several years ago. Observers in these three provinces were instructed to monitor retailer compliance consistent with the age and sign provisions of the federal *Tobacco Act*. Any additional signs were noted, if found.

In March 2002, Saskatchewan's *Tobacco Control Act* took effect and removed retail displays from stores. The law required vendors to use curtains and cabinets to hide cigarettes, cigars and chewing tobacco behind the counter, or ban minors from their stores. The legislation banning power walls was unsuccessfully challenged in the Saskatchewan Court of Appeal in 2004. Therefore, after a brief reprieve from the enforcement of the law that year, the law was re-instated in January 2005. Observations made of retailers in Saskatchewan for 2006 continued to be completed in the manner in which they were conducted in 2005. Manitoba also adapted a similar new legislation in 2005 with regard to retail displays and was observed accordingly in 2006.

This study was designed to permit direct comparisons with the results of last year and, as much as possible, with similar data collected in years prior. As such, the current data

can be compared with statistical validity with past results. Where adjustments to the sample were made or where legislative changes necessitated adjustments to work requirements, these differences affecting the historical trend are noted at the appropriate places in this document.

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 and evaluation purposes, and has not been commissioned for purposes of enforcement.

The work is important within the context of the Federal Tobacco Control Strategy (FTCS). The FTCS embodies the federal government's latest initiatives to combat tobacco use in Canada. Among these, it sets clear and ambitious ten-year targets for tobacco control, including the goal of increasing retailer compliance with tobacco-sales-to-youth laws to 80%. The FTCS specifies the on-going annual evaluation of retailer compliance as one of five strategic objectives for the coming years. The findings from the current study build on the results of annual retailer behaviour measurements since 1995, at the same time establishing new benchmarks against which future progress can be measured and compared.

This year's study had three specific measurement objectives in mind:

1. To monitor the behaviour of retailers relative to the sales-to-minors provisions of the *Tobacco Act* and related provincial legislation, including aspects of the laws relating to the posting of mandatory age restriction/health-warning signs;
2. To collect information on tobacco point-of-sale (POS) merchandising; and
3. To determine the in-store display of "Operation ID" materials.

Under each individual objective, estimates were collected of the following:

1. Sales-to-Minors and Sign-Posting Provisions of the Tobacco Laws
 - number and percent of retailers refusing to sell tobacco to persons under legal age;
 - number and percent of retailers asking customers for proper identification as required by the law;
 - number and percent of retailers posting all mandatory age advisory and/or health-warning signs prescribed by the law;

- number and percent of retailers posting each of these signs in the proper manner and location prescribed by the law, although position was not taken into account for compliance; and
 - number and percent of retailers in partial or complete non-compliance with the sign-posting provisions of applicable federal or provincial laws, including provinces where some signs are unauthorized to be posted, with an indication of the number and percent of retailers posting which signs by type.
2. 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; and
 - in convenience stores (both chain and independent) and gas stores/kiosks, 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".
3. "Operation ID" Displays
- the number and percentage of establishments displaying "Operation ID" POS material of any sort.

Methodology

Teams made up of two evaluators, one a minor (15, 16 or 17 years of age) and the other an adult over 19 years of age, were sent into a randomly selected, stratified sample of 5,605 retail establishments in 30 cities and towns across Canada. Stores were visited over nine weeks, from June 19, 2006 to August 14, 2006.

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 20 or 25 size 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; and

Evaluation of Retailers' Behaviour Towards Certain Youth Access-to-Tobacco Restrictions (2006)

- 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 and "Operation ID" displays.

In order to measure the influence of age and sex 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; and
- that approximately half of all store visits were completed by a minor 17 years of age, with the rest of the sample being divided about equally between 15 and 16 year olds.

These distribution targets are the same as those established for studies conducted since 1998.

Table i confirms national completion rates by age and sex of teen researchers for the current study and preceding ones to 2002.

Table i – National Sample Dispersion by Age and Sex of Teen Researcher

	2002	2003	2004	2005	2006
Sample Size (# Store Visits)	5,550	5,452	5,516	5,561	5,605
Male	49.4%	49.6%	49.7%	50.1%	50.0%
Female	50.6%	50.4%	50.3%	49.9%	50.0%
15 year old	23.7%	23.8%	24.7%	26.6%	25.5%
16 year old	29.3%	29.4%	24.4%	26.5%	26.4%
17 year old	46.9%	46.8%	50.9%	46.9%	48.1%

As much as possible, we tried to respect these targets within individual cities and across retail classes of trade. However, as in past years, there were cities and store types this year where the number of sample stores was too small to accommodate a full mix of boys and girls across each age group. In these cases, the sample was assigned to one or more teens of pre-determined age and sex. The distributions were similar to the criteria used in the last study of this type, in 2005.

Scope

Retail stores in 30 urban markets were visited. The list of all 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. A completely new sample was randomly chosen for the latest study.

This year, pharmacies were removed from the sample due to the increased number of provinces banning the sale of tobacco in pharmacies and the voluntary ban in pharmacies in provinces where it is still allowed. The sample was redistributed among the remaining four classes of trade.

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

- Chain convenience
- Gas stores/kiosks
- Grocery
- Independent convenience

Sample selection was guided by defined statistical procedures used in previous studies to select samples the first time in each city. For each city and for each trade class, the sample frame was organized by banner, where appropriate, and geographically distributed across each city 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.

In all cities for 2006, our sampling objective was to match sample distributions by city and class of trade as closely as possible to those established in previous years. Samples were drawn to ensure representation of the census metropolitan area (CMA) of the largest cities. For Vancouver, it was requested that statistically reliable measures be provided for the entire CMA and separately for each of four different health territories. This required the area to be over-sampled.

Evaluation of Retailers' Behaviour Towards Certain Youth Access-to-Tobacco Restrictions (2006)

The four health regions within the Greater Vancouver Area were defined by the boundaries of communities as follows:

Region 1	Region 2	Region 3	Region 4
Vancouver	Burnaby	Delta	North Vancouver
Richmond	Coquitlam	Surrey	West Vancouver
	Port Moody	Langley	
	Port Coquitlam	North Delta	
	Maple Ridge	White Rock	
	Whonnock		
	Pitt Meadows		
	New Westminster		

Once fieldwork began, some selected sample stores were found to have closed or to no longer be selling tobacco products. In these cases, the stores were replaced with other retail establishments of the same type located in close proximity to the original store(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 5,605 stores, geographically dispersed largely in a manner consistent with our pre-established targets. *Table ii*, at the end of this section, shows the actual number of completes across the nation.

Sample Weighting

Due to the stratified random sample, four class trades per region, raw level data from our sample outlets has been weighted statistically to reflect the distribution of total outlets, in the universe within the 30 communities and, subsequently, the provinces and across the country. Weighted data is an estimate of conditions we likely would have found had we visited every retail outlet in the 30 cities instead of just the outlets 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 sex of teens that we did nationally. *This will affect the results in the regions.* At the regional level, the findings should be used for other considerations:

- to debate best practices between regions;
- to track the progress and general direction of retailer compliance with the tobacco laws over 11 surveys since 1995;
- to learn from the national results what variables motivate retailer behaviour; and
- to consider ways to apply these lessons in the provinces.

Evaluation of Retailers' Behaviour Towards Certain Youth Access-to-Tobacco Restrictions (2006)

Table ii – Sample Dispersion by Class of Trade – 2006

Region	All Store Classes	Chain Convenience	Gas Stores/Kiosks	Grocery	Independent Convenience
NATIONAL	5605	1013	1800	897	1895
ST. JOHN'S (NL)	198	16	52	28	102
CHARLOTTETOWN (PEI)	92	15	36	12	29
NEW BRUNSWICK	303	25	84	32	162
BATHURST	37	0	12	6	19
FREDERICTON	86	6	24	6	50
MONCTON	80	12	22	10	36
SAINT JOHN	100	7	26	10	57
NOVA SCOTIA	376	41	107	24	204
HALIFAX	246	24	67	12	143
SYDNEY	130	17	40	12	61
QUEBEC	933	179	241	183	330
CHICOUTIMI					
JONQUIERE	130	14	32	18	66
MONTREAL	365	97	99	80	89
QUEBEC CITY	332	53	80	71	128
SHERBROOKE	106	15	30	14	47
ONTARIO	1289	331	345	208	405
KINGSTON	84	19	22	8	35
OTTAWA	213	52	64	45	52
ST. CATHARINES	236	68	56	20	92
SUDBURY	114	18	34	19	43
THUNDER BAY	76	16	23	4	33
TORONTO	416	104	104	104	104
WINDSOR	150	54	42	8	46
MANITOBA	339	66	124	62	87
BRANDON	37	5	17	7	8
WINNIPEG	302	61	107	55	79
SASKATCHEWAN	309	46	137	58	68
REGINA	147	22	64	29	32
SASKATOON	162	24	73	29	36
ALBERTA	800	178	308	138	176
CALGARY	347	88	129	46	84
EDMONTON	343	78	127	74	64
MEDICINE HAT	64	6	30	11	17
RED DEER	46	6	22	7	11
BRITISH COLUMBIA	966	116	366	152	332
KELOWNA	87	10	42	14	21
CAMPBELL RIVER					
COURTENAY	74	9	29	13	23
VANCOUVER CMA	805	97	295	125	288
VANCOUVER 1	242	46	76	37	83
VANCOUVER 2	225	25	90	32	78
VANCOUVER 3	230	22	96	41	71
VANCOUVER 4	108	4	33	15	56

Note: Pharmacies have been excluded in the 2006 study.

Vancouver 1: Vancouver, Richmond

Vancouver 2: Burnaby, Coquitlam, Port Moody, Port Coquitlam, Maple Ridge, Whonnock, Pitt Meadows, New Westminster

Vancouver 3: Delta, Surrey, Langley, North Delta, White Rock

Vancouver 4: North Vancouver, West Vancouver

Part A – Tobacco Sales-to-Minors Legislation

Section 1.0 – Tobacco Sales to Minors

Total retailer compliance results in regards to those provisions of sales-to-minors legislation prohibiting the sale of tobacco products to underage youth are as follows.

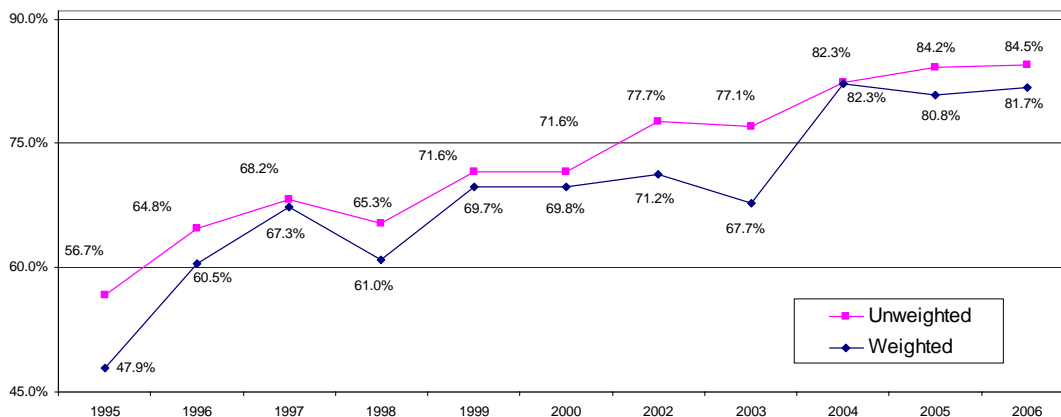
1.1 National Results

Weighted retailer national compliance for all outlets visited in 2006 is 81.7%, 0.9% higher than last year's compliance level of 80.8% (*Chart 1*). National trend comparisons, i.e., 2006 to 2005, are accurate +/- 2%, 19 times out of 20 at the 95% confidence level, making the difference from this year to last statistically insignificant. The **raw unweighted results** indicate an increase in compliance levels of 0.3% from 84.2% last year to 84.5% this year.

In regards to the raw data, the trend for retailers refusing to sell to minors is showing a steady increase from as far back as 1998 with only an insignificant drop in 2003 by 0.6% from the previous year.

The difference between the raw and weighted data in *Chart 1* indicates that those areas having a greater impact or weight, i.e., large cities or regions, on the national results performed less desirably than those not having considerable weight. Regional data later in this report will highlight the differences.

Chart 1 – % of Retailers Refusing to Sell to Minors: National – All Outlets*

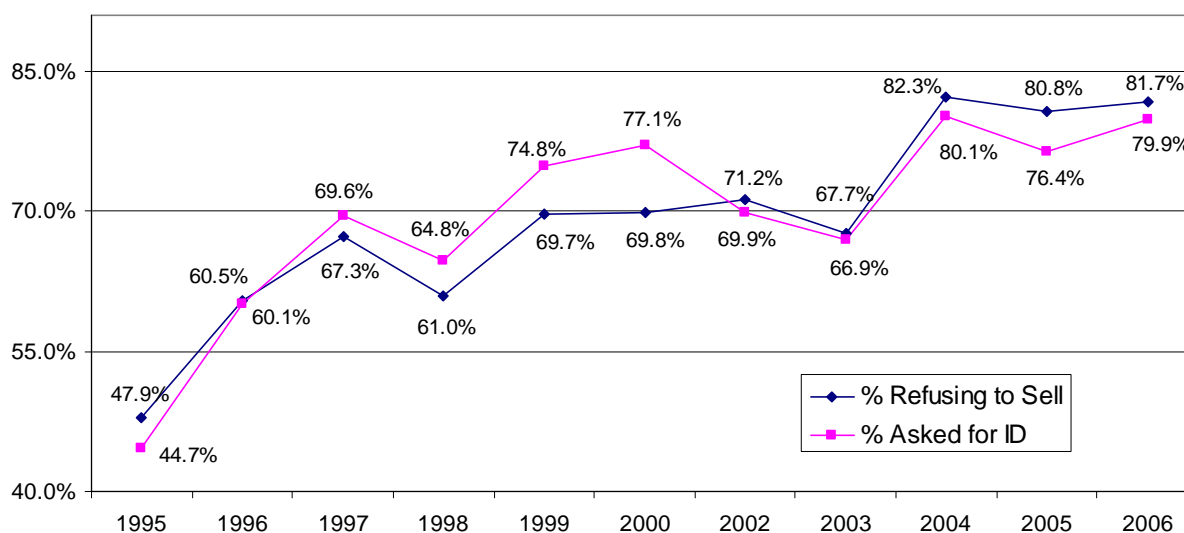


*Note: 1995-1996 and 2002 data are from surveys using similar, but not identical methodology to that used in 1997-2000 and 2003-2006. Caution should be exercised when analyzing results for comparative purposes.

Evaluation of Retailers' Behaviour Towards Certain Youth Access-to-Tobacco Restrictions (2006)

The relationship between compliance levels and retailers asking for ID remains close (*Chart 2*). The difference between compliance and asking for ID is less than 2%, narrowing the gap from last year's 4.4%. The weighted average of retailers asking for ID has increased 3.5% from 76.4% to 79.9% and has rebounded to results experienced the year prior in 2004 of 80.1%.

Chart 2 – Weighted – Compliance Trend and % of Retailers Asking for ID: National – All Outlets*



*Trend data are from surveys using similar, but not identical, methodology over time. View comparisons with appropriate caution.

Table 1 – Weighted – Findings Related to Request for Proof of Age – 2002-2006: National – All Outlets

	2002	2003	2004	2005	2006
% Retailers Asking for ID	69.9%	66.9%	80.1%	76.4%	79.9%
% Retailers Not Asking for ID	30.1%	33.1%	19.9%	23.6%	20.1%
Retailers Who Refused to Sell as % of Those Asking for ID	96.0%	97.1%	96.9%	97.9%	97.2%
Retailers Who Were Willing to Sell as % of Those Asking for ID	4.0%	2.9%	3.1%	2.1%	2.8%
Retailers Willing to Sell as % of Those Not Asking for ID	86.4%	91.5%	76.5%	74.8%	79.8%
Retailers Refusing to Sell as % of Those Not Asking for ID	13.6%	8.5%	23.5%	25.2%	20.2%

1.1.1 National Results by Age of Minor

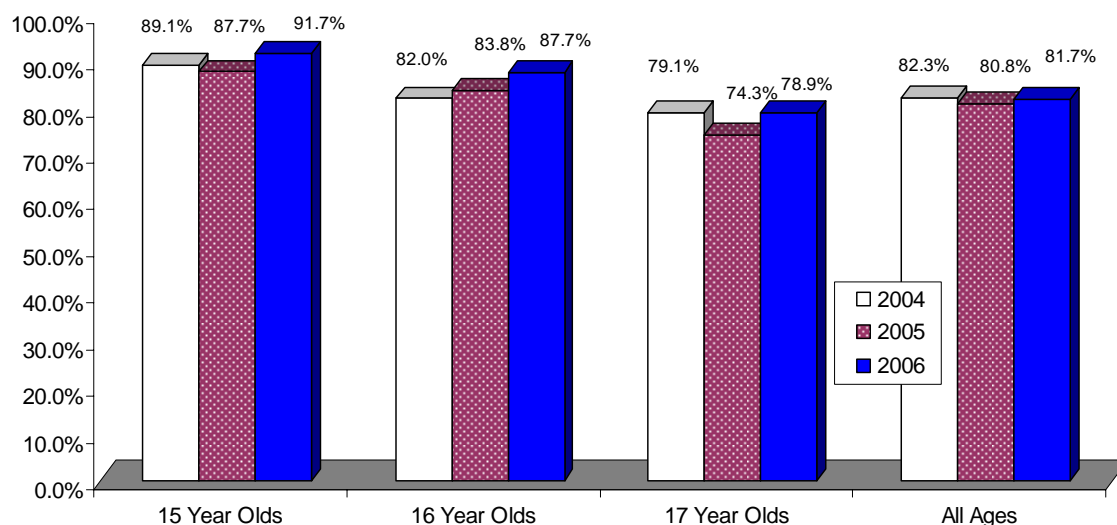
The trend continues (*Chart 3*) from previous years as retailers continue to refuse tobacco to younger teens (15 and 16 year olds) at a greater rate than older teens (17 year olds). The difference between 15 year olds and 16 year olds is the same as last year (4%), with the largest drop in compliance when retailers are approached by 17

Evaluation of Retailers' Behaviour Towards Certain Youth Access-to-Tobacco Restrictions (2006)

year olds (i.e., 8.8% less than 16 year olds, 12.8% less than 15 year olds and 2.8% less than the national compliance level).

Seventeen year olds represented about 48% of the minors; therefore, had a greater relative effect on the overall compliance levels than the other minor age groups individually (26% fifteen year olds and 26% sixteen year olds).

Chart 3 – Weighted – Sales Compliance Results by Age of Minor: National – All Outlets – % of Retailers Refusing to Sell Tobacco to Minors



The trend of retailers asking for ID is similar to that of retailers refusing to sell tobacco products; that is to say, compliance levels are higher with younger minors than they are for older minors. Although the trend is the same, the margin between results of minor compliance is narrower with asking for ID than it is for refusing to sell (see Table 2). The spread between 15 year olds and 17 year olds when it comes to retailers asking for ID is 11.7%, whereas it is 17% when it comes to retailers refusing to sell tobacco. The rate of refusal (91.7%) is much higher than the rate of asking for ID (86.1%) when it comes to 15 year old minors. The gap narrows for 17 year olds where the rate of refusal is 74.7% and the rate of asking for ID is 74.4%.

Compliance levels are similar to last year; they are almost 100% when ID was asked for by the retailers and less than 52% when ID was not asked for, indicating a direct correlation between retailer policing (asking for ID) and compliance levels. Retailers are more likely not to sell to 15 year olds when not asking for ID than they are to 16 and 17 year olds combined. These results are in line with last year's¹.

¹ Compliance levels where retailers did not ask for ID last year were 47.2% - 15 year olds, 28.5% - 16 year olds, and 13.3% - 17 year olds.

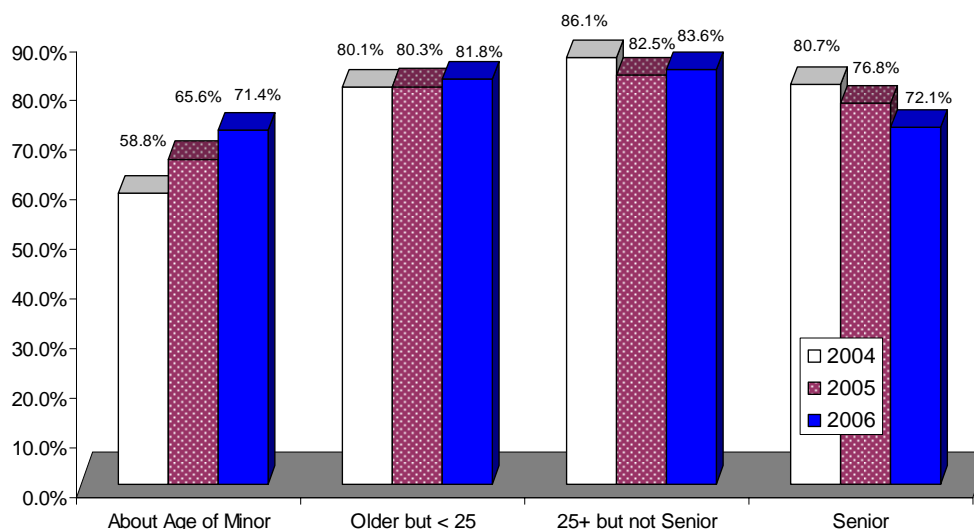
Table 2 – Weighted – Findings Related to Request for Proof of Age by Age of Minor – 2006: National – All Outlets

Age of Minor	15 Year Olds	16 Year Olds	17 Year Olds
% Retailers Refusing to Sell	91.7%	87.7%	78.9%
% Retailers Asking for ID	86.1%	83.9%	74.4%
% Retailers Not Asking for ID	13.9%	16.1%	25.6%
Retailers Who Refused to Sell as % of Those Asking for ID	98.3%	96.8%	96.9%
Retailers Who Were Willing to Sell as % of Those Asking for ID	1.7%	3.2%	3.1%
Retailers Who Refused to Sell as % of Those Not Asking for ID	51.5%	23.1%	10.1%

1.1.2 National Results by Age of Clerk

Statistically, only the clerks who were about the same age as the minor have shown an increase in compliance levels over last year when an attempt for purchasing tobacco product was made by a minor (*Chart 4*), with an increase of 5.8% over last year's 65.6% (71.4%). The compliance level where a senior clerk was involved dropped by 4.7% from 76.8% last year to 72.1% this year. The trend in compliance level measured by age of clerk is the same this year, with the exception of those instances where clerks were older than 25 but not senior citizens.

Chart 4 – Weighted – National – All Outlets – % of Retailers Refusing to Sell to Minors by Age of Clerk



Eighty nine percent of the clerks sampled were older than the minor but not a senior citizen; falling within the two middle age categories (32% - "Older but < 25", 57% - "25+ but not Senior"). The rates of refusal for the clerks in these two age categories are close to the national mean of 81.7%.

Evaluation of Retailers' Behaviour Towards Certain Youth Access-to-Tobacco Restrictions (2006)

Clerks older than 25 but not a senior citizen had the highest compliance level in all instances when measuring either willingness to sell or not to sell tobacco and whether asking for ID or not. Although this clerk age group performed the highest of all, it was only marginally better than the younger age group of “older than minor but less than 25” in all cases.

Table 3 – Weighted – Findings Related to Request for Proof of Age by Age of Clerk – 2006: National – All Outlets

Age of Clerk	About Age of Minor	Older but < 25	25+ but not Senior	Senior
% Retailers Refusing to Sell	71.4%	81.8%	83.6%	72.1%
% Retailers Asking for ID	74.3%	80.8%	80.9%	70.7%
% Retailers Not Asking for ID	25.7%	19.2%	19.1%	29.3%
Retailers Who Refused to Sell as % of Those Asking for ID	94.4%	97.1%	97.6%	96.6%
Retailers Who Were Willing to Sell as % of Those Asking for ID	5.6%	2.9%	2.4%	3.4%
Retailers Who Refused to Sell as % of Those Not Asking for ID	5.0%	17.2%	24.4%	13.0%

1.1.3 National Results by Sex of Minor

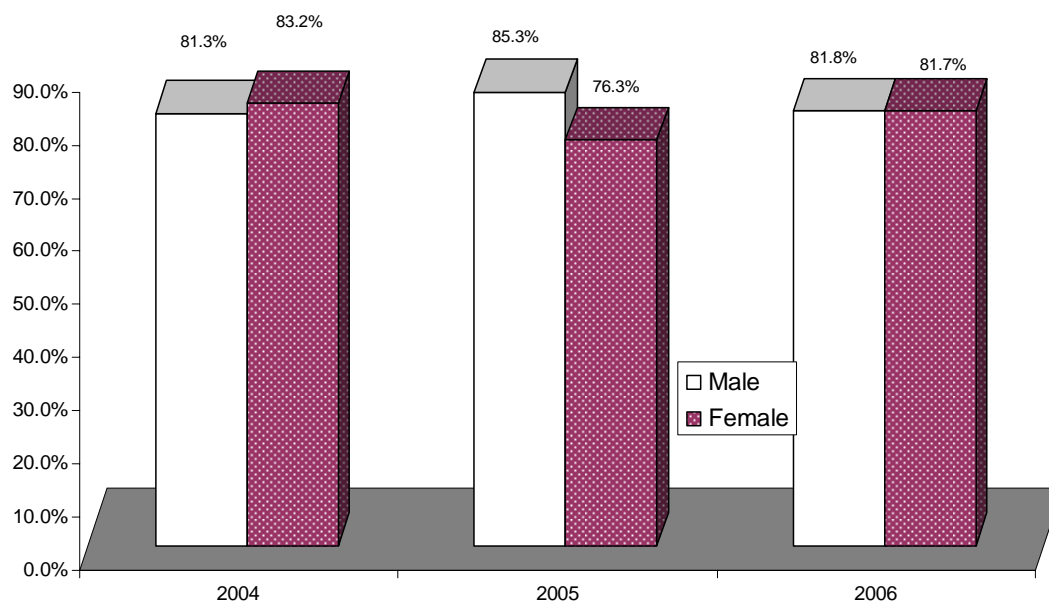
Retailers in 2006 treated both sexes equally when refusing to sell tobacco to minors. This year, compliance levels were roughly the same when it came to female and male minors, in contrast to last year's results when retailers were more likely to sell to female minors and the year prior when they were more likely to sell to male minors (*Chart 5*).

Retailers' compliance levels for refusing to sell tobacco to female minors has increased this year to levels more in line with those in 2004 when the difference in retailers' compliance levels between male and female minors was insignificant.

The average of these two compliance levels (male and female) equals the national mean, indicating a neutral weighting effect on the overall results. This is likely due to the equal number of female and male minors used and the proportionate distribution of them across the regions.

Evaluation of Retailers' Behaviour Towards Certain Youth Access-to-Tobacco Restrictions (2006)

Chart 5 – Weighted – % of Retailers Indicating Refusal to Sell – Results by Sex of Minor – Trended Results



In both cases (*Table 4*), male and female minors were refused tobacco in almost every instance where they were asked for ID by the retailer (male 97.3%, female 97.2%). In all cases, the results between male and female minors were roughly the same, except when refusing to sell when ID was not asked for. In this case, the compliance level was significantly higher with male minors than female.

Table 4 – Weighted – Findings Related to Request for Proof of Age by Sex of Minor – 2006: National – All Outlets

	Sex of Minor	Male	Female
% of Retailers Refusing to Sell		81.8%	81.7%
% of Retailers Asking for ID		79.2%	80.5%
% of Retailers Not Asking for ID		20.8%	19.5%
Retailers Refusing to Sell as % of Those Asking for ID		97.3%	97.2%
Retailers Willing to Sell as % of Those Asking for ID		2.7%	2.8%
Retailers Refusing to Sell as % of Those Not Asking for ID		22.4%	18.0%

1.1.4 National Results by Sex of Clerk

This year there is a statistically significant difference between the likelihood of male and female clerks refusing a sale: female clerks 83.3%, male clerks 80.3%.

Evaluation of Retailers' Behaviour Towards Certain Youth Access-to-Tobacco Restrictions (2006)

Compliance levels among female clerks remained virtually unchanged over the last three years and compliance levels among male clerks increased significantly this year to levels once experienced in 2004 (*Table 5*). The percentage of male clerks asking for ID has increased substantially from last year (6.6%).

Table 5 – Weighted – Compliance Indicators by Sex of Retail Clerk: National – All Outlets – Trended Results

Year	% Refused to Sell		% Who Asked for ID		% of Those Asking for ID Who Did Not Sell	
	Male	Female	Male	Female	Male	Female
2006	80.3%	83.3%	79.0%	80.7%	96.8%	97.8%
2005	77.5%	83.8%	72.4%	80.1%	97.3%	98.4%
2004	80.5%	83.8%	79.0%	81.1%	96.2%	97.5%
2003	65.7%	69.4%	64.2%	69.0%	97.7%	96.7%
2002	68.6%	73.2%	67.7%	71.7%	94.2%	97.3%

1.1.5 National Results by Proximity to Schools and/or Malls

Teens tend to spend much of their time either near a school or mall, making compliance levels of those retailers selling tobacco products in those areas of particular concern. Tobacco retailers within a 300-metre radius of a school or mall are considered to be in “proximity” and are therefore included as such. Close to 44% of the total retailers surveyed this year were near a school or mall, slightly higher than last year (39%), but lower than the year before (48.0%). The variance is due to random sampling.

This year there was no significant difference in compliance when retailers were near a school and/or mall, or located elsewhere. Retailers near a school and/or mall had compliance levels higher (but not significantly different) than the national average with those retailers elsewhere having compliance levels slightly lower, but again not significantly different (*see Table 6*).

Retailers near a school and/or mall asking for ID have not changed significantly from last year, which is a direct relationship to the null change in the rate of refusal to sell. Retailers elsewhere, on the other hand, have increased their rate of asking for ID significantly from last year (up 4.6%), adding to the increase in compliance levels of refusing to sell tobacco to minors.

Table 6 – Weighted – Compliance Indicators by Proximity to Schools/Malls – National – All Outlets – Trended

Year	% Refused to Sell		% Who Asked for ID	
	Near School/Mall	Elsewhere	Near School/Mall	Elsewhere
2006	82.7%	80.9%	80.5%	79.3%
2005	82.7%	79.7%	79.6%	74.7%
2004	83.4%	81.2%	82.2%	78.2%
2003	66.1%	69.0%	66.3%	67.3%
2002	74.0%	68.8%	72.6%	67.7%

1.1.6 National Results by Time of Visit

Compliance results were collected to determine if retailers were more or less willing to sell tobacco to minors based on time of day (*Chart 6*).

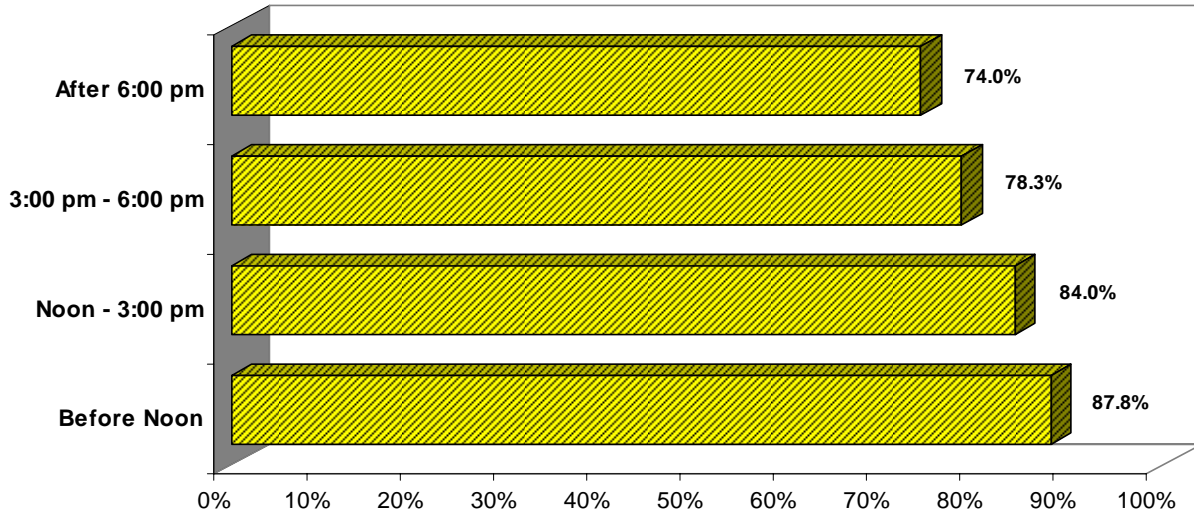
Of all outlets:

- 18.6% were visited after 6:00 pm;
- 24.4% were visited between 3:00 pm and 6:00 pm;
- 33.1% were visited between noon and 3:00 pm; and
- 23.9% were visited before noon.

Since the majority of visits (57.5%) were performed between noon and 6:00 pm, these results are given more consideration than those outside of this time period. The average compliance level of these two time slots is 81.9%, which falls close in line with the national average of 81.7%.

Outlets visited before noon and after 6:00 pm represented 42.5% of total visits and their average compliance level was 80.1%, slightly lower than the national average, but not significantly.

Chart 6 – Weighted – % of Retailers Unwilling to Sell by Time of Visit – National – All Outlets – 2006

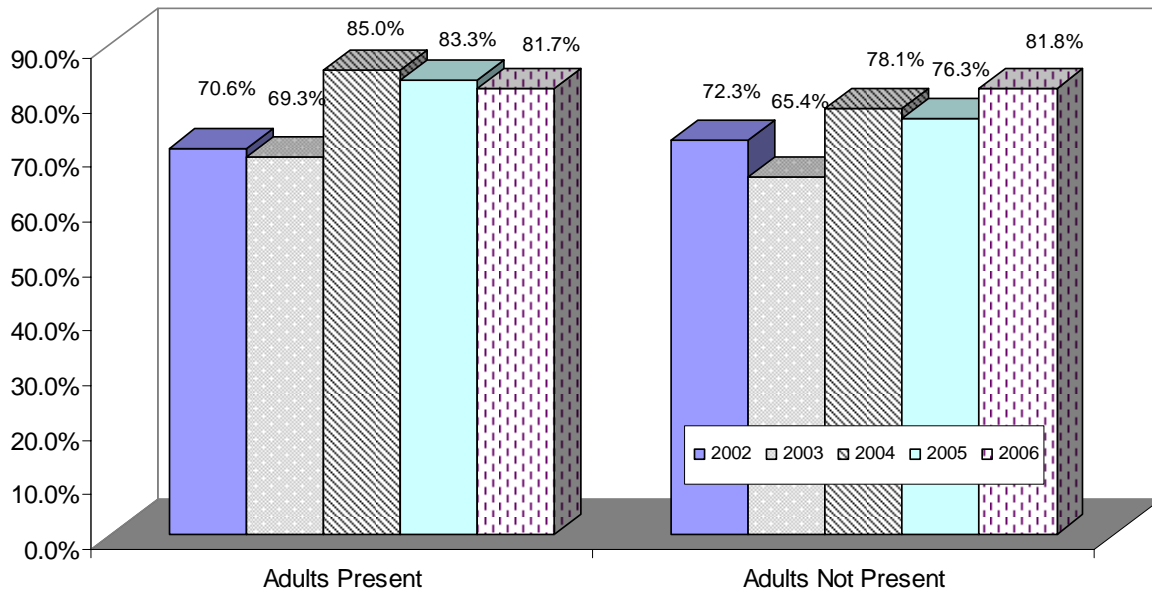


1.1.7 National Results by Presence of Adults in Outlet

The effect of an adult customer in the outlet on compliance levels is estimated by tabulating their presence at the time of an attempt to purchase by a minor (*Chart 7*).

Consistent with last year, adult customers were present in 62% of all outlets visited. For the first time since 2002, compliance levels varied insignificantly if an adult was or was not present. In all years between 2002 and 2005, compliance levels were typically higher when an adult was present. The rate whether adults were present or not was in line with the national compliance rate.

Chart 7 – Weighted – National – % of Retailers Refusing to Sell When Adults Were Present/Not Present

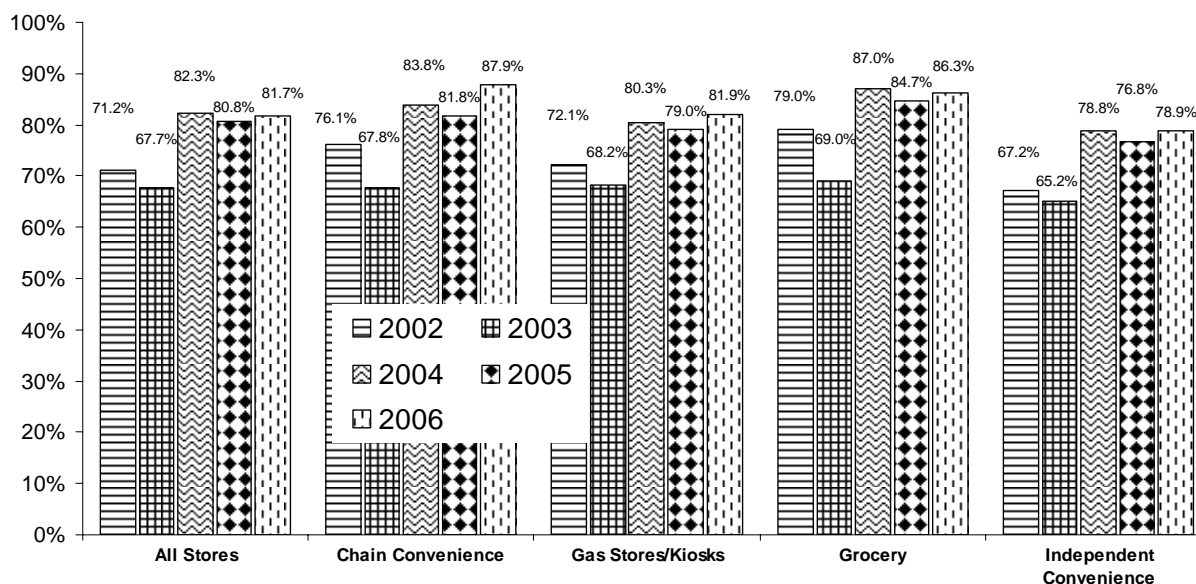


1.1.8 National Results by Class of Trade

Compliance levels have increased only slightly in all class of trades, except chain convenience where compliance has increased significantly by almost 6% (*Chart 8*).

Due to the increase in the number of provinces banning the sale of tobacco in pharmacies, this class of trade has been omitted from this year's analysis. In the past, pharmacies were always good performers and the compliance level of this class of trade was typically equal to or greater than the national average. However, there is little impact on the overall compliance level since pharmacies represented a very small share of the national sample (6%). The sample was re-distributed among the remaining classes of trade.

Chart 8 – Weighted – % of Retailers Refusing to Sell to Minors by Class of Trade – National – Trended



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 tobacco to minors under the age of 18. 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 19.

The 2006 national compliance level (weighted average across 30 cities) is 81.7%, only marginally and not significantly higher than the 2005 result of 80.8% (*Table 7*). The difference between this year's result and last year's is within the +/- 2% accuracy margin at the 95% confidence level², indicating the continuation of high compliance levels in refusing to sell tobacco to minors.

The two provinces having the greatest effect on the overall weighted results are Quebec and Ontario. The aggregate results of the cities studied in Quebec showed a decrease in performance (↘ -2.1%) which negatively affected the overall compliance level for cities in that province. The higher percentages achieved from the aggregate results of the cities in Ontario compensated for Quebec (↗ 4.9%), resulting in a positive effect on the national average.

² Based on a statistical equation designed to measure whether or not the degree of change between studies is statistically significant, at the 95% confidence level, beyond the standard error associated with the sample sizes and universe estimates in each city.

Evaluation of Retailers' Behaviour Towards Certain Youth Access-to-Tobacco Restrictions (2006)

In Quebec, the two cities having the trend changing effect are Chicoutimi/Jonquiere (↘ -46.6%) and Sherbrooke (↘ -20.3%) for the second year in a row, while, in Ontario the best performers were Thunder Bay (↗ 17.3%), Kingston (↗ 5.6%), and Toronto (↗ 5.3%).

Regions with substantial increases (double digit) over last year:

- Winnipeg ↗ 18.4%
- Thunder Bay ↗ 17.3%
- Campbell River/Courtenay ↗ 14.6%

And regions with marginal increases (greater than 5%) over last year:

- Toronto ↗ 5.3%
- Kingston ↗ 5.6%
- Edmonton ↗ 5.5%
- Calgary ↗ 6.6%
- Moncton ↗ 8.5%
- Quebec City ↗ 8.7%
- Brandon ↗ 8.9%

Nineteen of the 30 regions showed an increase over last year with many of those being larger regions, having a greater weight on the overall score: Quebec City (↗ 8.7%), Calgary (↗ 6.6%), Edmonton (↗ 5.5%), Toronto (↗ 5.3%), and Montreal (↗ 0.9%).

Regions with substantial decreases (double digits) over last year:

- St. John's (NL) ↘ -10.1%
- Vancouver CMA ↘ -10.9%
- Sherbrooke ↘ -20.3%
- Chicoutimi/Jonquiere ↘ -46.6%

Regions with marginal decreases (greater than 5%) over last year:

- Bathurst ↘ -6.8%
- Saskatoon ↘ -7.5%
- Regina ↘ -8.4%

Eleven of 30 cities showed a decrease from last year, of which one is considered to be a large region: Vancouver CMA (↘ -10.9%).

The average change from last year is -0.5% which was greatly influenced by those few regions four that had considerable decreases from last year's performance. With a negative average change of the region level, the favourable positive change (0.9%) in national compliance is the result of the increased performance of larger regions having a greater weight on the overall score.

Evaluation of Retailers' Behaviour Towards Certain Youth Access-to-Tobacco Restrictions (2006)

Although the cities within British Columbia are showing the highest decrease (▼ -8.2%), it still scored higher than the national level, with a compliance of 83.6%. The decline this year is likely attributable to the increase in the last two years, as cities within British Columbia return to a compliance level similar to that found in 2003. Cities within New Brunswick showed the most consistency with the least amount of change while still performing better than the national level. Essentially, all cities within the provinces performed better than the national level with only cities within Quebec scoring below (68.3%), using its weight to bring the national score lower than it otherwise could be.

The City of Winnipeg reported the highest increase (► 18.4%) going from 71.6% last year to 90.0% this year. Last year's top ten cities³ averaged a compliance level of 95.2%, slightly and insignificantly lower than this year's 95.8%. Scoring better than the national level this year were 21 cities out of 30, whereas last year only 18 out of the 30 cities scored better. This indicates more than half of the cities score better than the national level. This supports that the relative scoring of the individual regions has less of an effect on the national score than does the weighted effect of larger regions found in Ontario and Quebec.

The following lists the regions that scored 81.7% or better (greater than the national average) in 2006 and also lists their scores in 2005:

Cities	2005	2006
Kingston	94.4%	100.0%
Windsor	94.2%	98.5%
Fredericton	94.3%	97.8%
Calgary	90.3%	96.9%
Kelowna	94.1%	96.4%
Sydney	92.5%	94.6%
Saint John	99.0%	94.5%
Charlottetown (PEI)	90.1%	94.0%
Campbell River/Courtenay	78.5%	93.1%
Ottawa	91.0%	92.0%
Saskatoon	99.0%	91.5%
Medicine Hat	88.8%	90.5%
Winnipeg	71.6%	90.0%
St. John's (NL)	98.4%	88.3%
Sudbury	88.1%	86.1%
Brandon	77.2%	86.1%
St. Catharines	86.5%	85.8%
Regina	92.9%	84.5%

³ Final Report of Findings 2005: The Corporate Research Group Ltd.

Evaluation of Retailers' Behaviour Towards Certain Youth Access-to-Tobacco Restrictions (2006)

Table 7 – Weighted – % of Retailers Refusing to Sell by Region – Trended Result

Region	1995 Results	1996 Results	1997 Results	1998 Results	1999 Results	2000 Results	2002 Results	2003 Results	2004 Results	2005 Results	2006 Results
NATIONAL	47.9%	60.5%	67.3%	61.0%	69.7%	69.8%	71.2%	67.7%	82.3%	80.8%	81.7%
ST. JOHN'S (NL)	33.2%	58.4%	83.4%	79.6%	52.4%	87.8%	98.2%	67.2%	70.3%	98.4%	88.3%
CHARLOTTETOWN (PEI)	90.4%	34.3%	72.9%	77.9%	86.0%	86.0%	75.6%	74.8%	91.9%	90.1%	94.0%
NEW BRUNSWICK	88.8%	84.8%	58.0%	40.7%	42.1%	72.7%	81.6%	78.7%	72.6%	84.1%	84.6%
BATHURST	8.3%	38.7%	60.0%	22.6%	60.3%	95.4%	59.1%	78.7%	97.2%	84.2%	77.4%
FREDERICTON	99.9%	89.5%	49.3%	39.8%	30.2%	79.9%	84.9%	86.3%	75.7%	94.3%	97.8%
MONCTON	N/A	N/A	N/A	N/A	N/A	N/A	98.5%	82.8%	86.8%	61.1%	69.6%
SAINT JOHN	94.2%	87.6%	61.5%	42.7%	45.9%	67.1%	73.1%	70.2%	48.4%	99.0%	94.5%
NOVA SCOTIA	75.5%	89.8%	64.1%	69.3%	73.3%	70.9%	63.8%	89.7%	79.3%	84.5%	83.7%
HALIFAX	N/A	N/A	57.4%	62.2%	84.5%	76.8%	54.1%	92.8%	71.8%	80.5%	78.0%
SYDNEY	96.8%	98.1%	80.5%	86.5%	45.3%	52.2%	86.1%	82.3%	93.8%	92.5%	94.6%
QUEBEC	23.9%	28.8%	45.4%	48.7%	65.2%	47.0%	57.0%	36.6%	76.5%	70.4%	68.3%
CHICOUTIMI											
JONQUIERE	16.0%	14.3%	49.0%	47.9%	72.2%	64.5%	80.4%	67.8%	91.3%	90.7%	44.1%
MONTREAL	27.7%	27.9%	45.4%	62.0%	69.3%	63.2%	54.2%	32.5%	67.0%	69.5%	70.4%
QUEBEC CITY	9.1%	33.8%	44.8%	25.1%	57.3%	18.5%	58.4%	49.7%	78.0%	68.3%	77.0%
SHERBROOKE	32.7%	45.9%	45.0%	47.5%	69.4%	41.1%	87.1%	33.8%	86.8%	73.3%	53.0%
ONTARIO	62.2%	73.3%	69.4%	62.0%	79.1%	83.7%	74.8%	76.3%	83.9%	77.1%	82.0%
KINGSTON	N/A	N/A	N/A	N/A	N/A	N/A	88.7%	90.1%	93.8%	94.4%	100.0%
OTTAWA	40.1%	46.5%	72.1%	55.5%	84.3%	68.6%	97.6%	90.5%	95.8%	91.0%	92.0%
ST. CATHARINES	N/A	N/A	N/A	N/A	N/A	N/A	77.1%	80.4%	81.5%	86.5%	85.8%
SUDBURY	74.2%	61.1%	80.2%	79.7%	84.1%	59.6%	66.7%	82.4%	80.0%	88.1%	86.1%
THUNDER BAY	N/A	N/A	N/A	N/A	N/A	N/A	96.2%	87.6%	84.0%	66.5%	83.7%
TORONTO	68.6%	77.3%	67.9%	62.4%	78.5%	87.5%	67.8%	70.3%	75.0%	69.7%	75.0%
WINDSOR	63.1%	93.2%	86.5%	63.0%	73.0%	60.0%	97.9%	100.0%	91.8%	94.2%	98.5%
MANITOBA	56.5%	76.8%	72.1%	67.7%	83.7%	78.9%	65.2%	90.5%	64.5%	72.0%	89.7%
BRANDON	61.0%	69.3%	47.2%	79.8%	92.6%	84.5%	84.9%	73.9%	66.7%	77.2%	86.1%
WINNIPEG	56.4%	76.9%	72.3%	67.5%	83.6%	78.8%	63.6%	91.8%	64.2%	71.6%	90.0%
SASKATCHEWAN	30.1%	77.8%	66.9%	73.8%	78.9%	81.4%	93.4%	81.7%	76.5%	96.0%	88.3%
REGINA	N/A	N/A	58.6%	72.5%	70.7%	80.1%	95.2%	73.0%	93.0%	92.9%	84.5%
SASKATOON	N/A	N/A	74.6%	75.2%	85.9%	82.6%	91.9%	89.0%	64.4%	99.0%	91.5%
ALBERTA	60.1%	68.6%	80.3%	75.4%	73.6%	67.3%	87.0%	83.2%	91.8%	84.7%	90.2%
CALGARY	42.1%	55.9%	82.6%	82.6%	63.2%	63.0%	95.0%	82.4%	91.7%	90.3%	96.9%
EDMONTON	75.4%	78.7%	78.1%	68.2%	85.4%	71.7%	79.6%	81.0%	89.6%	78.4%	83.9%
MEDICINE HAT	95.6%	93.4%	69.4%	62.5%	6.6%	95.6%	89.9%	95.4%	98.4%	88.8%	90.5%
RED DEER	N/A	N/A	N/A	N/A	N/A	N/A	81.3%	100.0%	100.0%	78.3%	81.1%
BRITISH COLUMBIA	69.2%	74.0%	77.7%	60.3%	59.3%	75.3%	69.3%	84.2%	91.5%	91.8%	83.6%
KELOWNA	53.2%	53.6%	82.9%	87.6%	98.2%	63.8%	100.0%	93.3%	95.7%	94.1%	96.4%
CAMPBELL RIVER											
COURTENAY	100.0%	100.0%	94.5%	86.8%	98.2%	85.1%	97.6%	89.8%	84.5%	78.5%	93.1%
VANCOUVER CMA	69.1%	74.0%	77.5%	59.6%	58.2%	75.4%	65.5%	83.2%	91.8%	92.8%	81.9%
VANCOUVER 1	N/A	N/A	N/A	N/A	N/A	N/A	62.2%	81.4%	93.3%	87.1%	69.3%
VANCOUVER 2	N/A	N/A	N/A	N/A	N/A	N/A	63.8%	89.3%	93.5%	96.2%	96.2%
VANCOUVER 3	N/A	N/A	N/A	N/A	N/A	N/A	71.3%	81.1%	98.6%	94.3%	87.1%
VANCOUVER 4	N/A	N/A	N/A	N/A	N/A	N/A	72.3%	81.4%	70.2%	98.2%	100.0%

Note: The study years 1995-2000 were comprised of 25 core cities and 2002-2006 were comprised of 30 core cities. The cities added were Moncton, NB, Kingston, ON, St. Catharines, ON, Thunder Bay, ON, Red Deer, AB. These changes impact the results for the provinces of Alberta, Ontario and New Brunswick.

N/A = Not Applicable, i.e., region was not surveyed for tobacco sales compliance during that year.

Vancouver 1: Vancouver, Richmond

Vancouver 2: Burnaby, Coquitlam, Port Moody, Port Coquitlam, Maple Ridge, Whonnock, Pitt Meadows, New Westminister

Vancouver 3: Delta, Surrey, Langley, North Delta, White Rock

Vancouver 4: North Vancouver, West Vancouver

Evaluation of Retailers' Behaviour Towards Certain Youth Access-to-Tobacco Restrictions (2006)

Table 8 – Weighted – Sales-to-Minors Compliance Results by City/Province/Region – 2006

Region	% Unwilling to Sell (Compliant)	% Willing to Sell (Non-Compliant)	% Who Asked for ID	% Who Asked for ID but Were Unwilling to Sell	% Who Asked for ID and Were Willing to Sell	% Who Did Not Ask for ID and Were Willing to Sell*
NATIONAL	81.7%	18.3%	79.9%	97.2%	2.8%	79.8%
ST. JOHN'S (NL)	88.3%	11.7%	85.4%	98.9%	1.1%	73.6%
CHARLOTTETOWN (PEI)	94.0%	6.0%	82.9%	100.0%	0.0%	34.8%
NEW BRUNSWICK	84.6%	15.4%	87.6%	93.5%	6.5%	78.0%
BATHURST	77.4%	22.6%	84.1%	92.1%	7.9%	100.0%
FREDERICTON	97.8%	2.2%	90.2%	100.0%	0.0%	21.9%
MONCTON	69.6%	30.4%	82.9%	84.0%	16.0%	100.0%
SAINT JOHN	94.5%	5.5%	93.0%	97.0%	3.0%	38.4%
NOVA SCOTIA	83.7%	16.3%	82.6%	97.8%	2.2%	83.1%
HALIFAX	78.0%	22.0%	80.0%	96.5%	3.5%	96.0%
SYDNEY	94.6%	5.4%	87.6%	100.0%	0.0%	43.7%
QUEBEC	68.3%	31.7%	62.0%	97.7%	2.3%	79.6%
CHICOUTIMI						
JONQUIERE	44.1%	55.9%	41.6%	96.6%	3.4%	93.3%
MONTREAL	70.4%	29.6%	60.2%	97.7%	2.3%	71.0%
QUEBEC CITY	77.0%	23.0%	75.9%	98.2%	1.8%	89.7%
SHERBROOKE	53.0%	47.0%	53.2%	96.3%	3.7%	96.2%
ONTARIO	82.0%	18.0%	80.5%	98.0%	2.0%	84.0%
KINGSTON	100.0%	0.0%	88.6%	100.0%	0.0%	0.0%
OTTAWA	92.0%	8.0%	88.8%	99.7%	0.3%	69.1%
ST. CATHARINES	85.8%	14.2%	80.9%	95.9%	4.1%	57.0%
SUDBURY	86.1%	13.9%	85.7%	98.8%	1.2%	89.8%
THUNDER BAY	83.7%	16.3%	81.9%	98.8%	1.2%	84.0%
TORONTO	75.0%	25.0%	76.1%	97.5%	2.5%	96.8%
WINDSOR	98.5%	1.5%	89.1%	99.0%	1.0%	5.4%
MANITOBA	89.7%	10.3%	83.2%	97.7%	2.3%	50.2%
BRANDON	86.1%	13.9%	80.5%	100.0%	0.0%	71.2%
WINNIPEG	90.0%	10.0%	83.5%	97.5%	2.5%	47.8%
SASKATCHEWAN	88.3%	11.7%	88.6%	97.7%	2.3%	85.0%
REGINA	84.5%	15.5%	85.3%	98.3%	1.7%	95.5%
SASKATOON	91.5%	8.5%	91.4%	97.3%	2.7%	69.6%
ALBERTA	90.2%	9.8%	90.7%	98.0%	2.0%	86.5%
CALGARY	96.9%	3.1%	95.9%	99.7%	0.3%	69.9%
EDMONTON	83.9%	16.1%	86.3%	95.8%	4.2%	91.0%
MEDICINE HAT	90.5%	9.5%	87.2%	100.0%	0.0%	74.3%
RED DEER	81.1%	18.9%	83.2%	97.5%	2.5%	100.0%
BRITISH COLUMBIA	83.6%	16.4%	85.2%	94.5%	5.5%	78.8%
KELOWNA	96.4%	3.6%	97.8%	97.6%	2.4%	56.9%
CAMPBELL RIVER						
COURTENAY	93.1%	6.9%	97.1%	95.9%	4.1%	100.0%
VANCOUVER CMA	81.9%	18.1%	83.5%	94.0%	6.0%	79.3%
VANCOUVER 1	69.3%	30.7%	73.6%	87.3%	12.7%	80.9%
VANCOUVER 2	96.2%	3.8%	92.0%	99.6%	0.4%	42.4%
VANCOUVER 3	87.1%	12.9%	89.0%	97.3%	2.7%	96.4%
VANCOUVER 4	100.0%	0.0%	100.0%	100.0%	0.0%	0.0%

* This column indicates the amount of those who did not ask for ID and were willing to sell tobacco products as a percentage.

Vancouver 1: Vancouver, Richmond

Vancouver 2: Burnaby, Coquitlam, Port Moody, Port Coquitlam, Maple Ridge, Whonnock, Pitt Meadows, New Westminster

Vancouver 3: Delta, Surrey, Langley, North Delta, White Rock

Vancouver 4: North Vancouver, West Vancouver

1.2.1 Regional Results by Age of Minor

The research design called for retail outlet visits to be completed by teens 15, 16 and 17 years old. Nationally, approximately half (48%) of the sample was visited by 17 year olds, and the balance was visited by 15 and 16 year olds in roughly equal proportions (*Table i, Introduction*).

At the level of individual cities and regions, wherever sample sizes permitted, we targeted for sample distribution to be completed in sex and age group proportions similar to the national average. We engaged the participation of all sex and age groups in the larger cities.

In many regions, the sample size fell below 100 outlets. Therefore, it was not practical to engage teen test shoppers of each age group. In 16 regions, teens representative of two of the three age groups were used:

- Campbell River/Courtenay
- Charlottetown (PEI)
- Chicoutimi/Jonquiere
- Fredericton
- Kelowna
- Kingston
- Moncton
- Regina
- Saint John
- Sherbrooke
- St. John's (NL)
- Sudbury
- Sydney
- Thunder Bay
- Vancouver 4
- Windsor

In four regions, Bathurst, Brandon, Red Deer and Medicine Hat, only 16 year olds were used.

The older the teen, the more likely retailers were willing to sell, as indicated by the drop in compliance levels. Compliance levels for retailers serving 15 and 16 year olds surpassed the national average of 81.7%. A retailer's willingness to sell to 17 year olds, on the other hand, fell short of the national average, with a compliance level of 78.9% (*Table 9*). This trend is consistent with results of past surveys.

Evaluation of Retailers' Behaviour Towards Certain Youth Access-to-Tobacco Restrictions (2006)

At a regional level, the poorest compliance results involving retailers visited by 17 year olds are isolated to five communities: Sherbrooke, Moncton, Montreal, Toronto, and Chicoutimi/Jonquiere. All of these cities recorded compliance at less than 60% for this age of minor.

Below are regional highlights of our findings across age of teens (minors) attempting to buy cigarettes. Counted in the number of regions are the four Vancouver sub-regions.

- 15 year olds: among 21 regions where outlets were visited by minors in this age category, only two regions, Halifax and Vancouver 1, scored below 80% with compliance of 67.2% and 55.9%, respectively. Four regions scored between 80% and 90% and retailers in 15 regions scored higher than 90%, two scoring 100%;
- 16 year olds: among 25 regions where outlets were visited by minors in this age category, retailers in four regions scored below 80%, retailers in seven regions scored between 80% and 90%, and 14 regions scored greater than 90% with five scoring 100%. This year, one region scored below 50% for the first time in three years in this age category (Chicoutimi/Jonquiere, 41.5%); and
- 17 year olds: among 29 regions, twelve regions scored below 80%. Retailers in four regions scored between 80% and 90%, and retailers in 13 regions scored higher than 90% with four scoring 100%. The poorest performers in this age group were Sherbrooke (17.0%) and Chicoutimi/Jonquiere (46.2%).

The marginal but not significant increase in compliance level over last year is the direct result of higher compliance levels experienced in all age groups of minors attempting to buy cigarettes.

Evaluation of Retailers' Behaviour Towards Certain Youth Access-to-Tobacco Restrictions (2006)

Table 9 – Weighted –Sales-to-Minors Compliance Results by City/Province/Region – % of Retailers Unwilling to Sell by Age of Minors – 2006

Region	% Unwilling to Sell Across All Ages	% Unwilling to Sell When Teen Was 15 Years Old	% Unwilling to Sell When Teen Was 16 Years Old	% Unwilling to Sell When Teen Was 17 Years Old
NATIONAL	81.7%	91.7%	87.7%	78.9%
ST. JOHN'S (NL)	88.3%	82.8%	N/A	91.9%
CHARLOTTETOWN (PEI)	94.0%	98.0%	N/A	90.7%
NEW BRUNSWICK	84.6%	90.0%	88.9%	82.0%
BATHURST	77.4%	N/A	75.0%	N/A
FREDERICTON	97.8%	N/A	97.7%	97.7%
MONCTON	69.6%	90.0%	N/A	50.0%
SAINT JOHN	94.5%	N/A	96.3%	92.9%
NOVA SCOTIA	83.7%	82.9%	95.2%	80.6%
HALIFAX	78.0%	67.2%	95.2%	74.6%
SYDNEY	94.6%	96.9%	N/A	92.3%
QUEBEC	68.3%	94.8%	69.5%	53.3%
CHICOUTIMI				
JONQUIERE	44.1%	N/A	41.5%	46.2%
MONTREAL	70.4%	94.8%	75.0%	57.5%
QUEBEC CITY	77.0%	98.8%	85.5%	63.3%
SHERBROOKE	53.0%	88.7%	N/A	17.0%
ONTARIO	82.0%	97.4%	91.4%	77.9%
KINGSTON	100.0%	100.0%	N/A	100.0%
OTTAWA	92.0%	98.1%	92.6%	90.6%
ST. CATHARINES	85.8%	89.8%	100.0%	78.0%
SUDBURY	86.1%	100.0%	N/A	73.2%
THUNDER BAY	83.7%	N/A	81.6%	84.2%
TORONTO	75.0%	99.0%	89.4%	59.1%
WINDSOR	98.5%	97.3%	N/A	100.0%
MANITOBA	89.7%	90.7%	95.5%	87.5%
BRANDON	86.1%	N/A	86.5%	N/A
WINNIPEG	90.0%	90.7%	100.0%	87.5%
SASKATCHEWAN	88.3%	88.8%	94.5%	85.3%
REGINA	84.5%	N/A	94.4%	76.0%
SASKATOON	91.5%	88.8%	100.0%	93.8%
ALBERTA	90.2%	96.5%	88.5%	87.4%
CALGARY	96.9%	97.6%	91.0%	100.0%
EDMONTON	83.9%	95.3%	88.4%	75.4%
MEDICINE HAT	90.5%	N/A	90.6%	N/A
RED DEER	81.1%	N/A	80.4%	N/A
BRITISH COLUMBIA	83.6%	81.3%	91.1%	89.0%
KELOWNA	96.4%	N/A	100.0%	93.2%
CAMPBELL RIVER				
COURTENAY	93.1%	N/A	97.3%	89.2%
VANCOUVER CMA	81.9%	81.3%	87.3%	88.6%
VANCOUVER 1	69.3%	55.9%	77.0%	77.0%
VANCOUVER 2	96.2%	92.9%	96.7%	97.2%
VANCOUVER 3	87.1%	96.4%	81.0%	87.1%
VANCOUVER 4	100.0%	N/A	100.0%	100.0%

N/A = Not Applicable. A minor of that age category was not used for observations in that region.

Vancouver 1: Vancouver, Richmond

Vancouver 2: Burnaby, Coquitlam, Port Moody, Port Coquitlam, Maple Ridge, Whonnock, Pitt Meadows, New Westminster

Vancouver 3: Delta, Surrey, Langley, North Delta, White Rock

Vancouver 4: North Vancouver, West Vancouver

1.2.2 Regional Results by Age of Clerk

The following are highlights for retailer compliance by region, based on the approximate age of the clerk behind the tobacco counter (*Table 10*):

- Similar age to minor: although an improvement over last year⁵, the lowest overall national compliance rate (70.8%) belonged to this age group of clerk. Eighteen regions out of 30, in which the clerks were reported to be about the same age as the minor, scored above the national average, half of those scoring 100%. Conversely, many compliance scores among clerks in this age group were low;
- Young adults: clerks who are older than the minor but not 25 recorded compliance level of 83.4%, statistically higher than last year's 80.3%. Chicoutimi/Jonquiere recorded the lowest at 32.0%. Four regions scored 100%;
- Older than 25 but not a senior: ranking highest in compliance levels is this age group with 86.7%, statistically higher than last year's 82.5%. Out of 33 regions, four scored 100%, 21 scored more than 80% but less than 100%, and the remaining eight scored less than 80% with only one of them below 50%;
- Seniors: had an overall national compliance of 81.3% out of the 29 regions in which clerks were seniors. Eleven regions scored 100%, four were in the 90 percentile, five in the 80 percentile, and the remaining nine were below 80%. Ten regions scored below the national average of this category; and
- Typically, the age of the clerk behind the tobacco counter made little, if any, difference in regions reporting the very highest levels of compliance.

⁵ Report Findings 2005: The Corporate Research Group Ltd.

Evaluation of Retailers' Behaviour Towards Certain Youth Access-to-Tobacco Restrictions (2006)

Table 10 – Weighted – Sales-to-Minors Compliance Results by City/Province/Region – % of Retailers Unwilling to Sell by Age of Clerk – 2006

Region	% Unwilling to Sell All Retailers	% Unwilling to Sell Age Same as Minor	% Unwilling to Sell Age Older Than Minor But < 25	% Unwilling to Sell Age Over 25 But Not a Senior Citizen	% Unwilling to Sell Senior Citizen
NATIONAL	81.7%	70.8%	83.4%	86.7%	81.3%
ST. JOHN'S (NL)	88.3%	100.0%	80.6%	91.2%	83.3%
CHARLOTTETOWN (PEI)	94.0%	75.0%	96.6%	94.7%	100.0%
NEW BRUNSWICK	84.6%	85.7%	86.7%	86.3%	75.0%
BATHURST	77.4%	83.3%	80.0%	70.0%	N/A
FREDERICTON	97.8%	66.7%	100.0%	98.4%	N/A
MONCTON	69.6%	N/A	62.5%	74.2%	0.0%
SAINT JOHN	94.5%	100.0%	96.0%	93.2%	100.0%
NOVA SCOTIA	83.7%	70.0%	85.6%	84.0%	91.7%
HALIFAX	78.0%	60.0%	74.3%	80.7%	91.7%
SYDNEY	94.6%	80.0%	97.2%	95.3%	N/A
QUEBEC	68.3%	51.3%	70.0%	68.2%	70.1%
CHICOUTIMI					
JONQUIERE	44.1%	30.8%	32.0%	53.2%	80.0%
MONTREAL	70.4%	63.6%	76.9%	71.9%	55.6%
QUEBEC CITY	77.0%	42.9%	77.6%	79.6%	86.2%
SHERBROOKE	53.0%	50.0%	63.6%	26.7%	70.4%
ONTARIO	82.0%	71.4%	86.5%	88.1%	79.5%
KINGSTON	100.0%	100.0%	100.0%	100.0%	100.0%
OTTAWA	92.0%	72.7%	92.0%	94.4%	96.3%
ST. CATHARINES	85.8%	100.0%	90.3%	86.1%	63.6%
SUDBURY	86.1%	58.3%	92.3%	90.7%	71.4%
THUNDER BAY	83.7%	75.0%	69.2%	95.2%	50.0%
TORONTO	75.0%	58.3%	73.1%	79.3%	54.5%
WINDSOR	98.5%	100.0%	97.8%	100.0%	87.5%
MANITOBA	89.7%	85.7%	89.2%	91.9%	92.9%
BRANDON	86.1%	66.7%	85.7%	89.5%	100.0%
WINNIPEG	90.0%	88.9%	89.9%	92.1%	92.3%
SASKATCHEWAN	88.3%	76.9%	86.0%	92.1%	84.2%
REGINA	84.5%	57.1%	81.4%	87.6%	100.0%
SASKATOON	91.5%	84.2%	89.5%	97.3%	72.7%
ALBERTA	90.2%	77.8%	90.9%	89.9%	95.7%
CALGARY	96.9%	100.0%	98.3%	96.1%	92.9%
EDMONTON	83.9%	53.8%	88.2%	84.6%	100.0%
MEDICINE HAT	90.5%	100.0%	76.2%	97.0%	100.0%
RED DEER	81.1%	N/A	71.4%	83.9%	100.0%
BRITISH COLUMBIA	83.6%	76.5%	85.2%	90.4%	87.9%
KELOWNA	96.4%	91.7%	93.5%	100.0%	100.0%
CAMPBELL RIVER					
COURTENAY	93.1%	33.3%	100.0%	97.8%	100.0%
VANCOUVER CMA	81.9%	83.3%	82.7%	88.6%	85.7%
VANCOUVER 1	69.3%	N/A	61.1%	76.1%	85.7%
VANCOUVER 2	96.2%	100.0%	91.6%	98.4%	100.0%
VANCOUVER 3	87.1%	72.7%	90.4%	89.4%	57.1%
VANCOUVER 4	100.0%	100.0%	100.0%	100.0%	N/A

Note: Moncton had only two cases recorded as a senior serving the minor, both were non-compliant.

N/A = Not Applicable. Age of clerk was not sighted in the respective region.

Vancouver 1: Vancouver, Richmond

Vancouver 2: Burnaby, Coquitlam, Port Moody, Port Coquitlam, Maple Ridge, Whonnock, Pitt Meadows, New Westminster

Vancouver 3: Delta, Surrey, Langley, North Delta, White Rock

Vancouver 4: North Vancouver, West Vancouver

1.2.3 Regional Results by Class of Trade

Pharmacies were excluded from the sample this year as more provinces are banning the sale of tobacco in these retail premises; many pharmacies are voluntarily opting out of selling tobacco products even where allowed. Hence, the inclusion of them has grown increasingly difficult to sample and the impact of removing them has proven to have little effect on national compliance rates. The provinces that included pharmacies last studied in 2005 were Newfoundland, Manitoba, Saskatchewan, Alberta, and British Columbia. With the exclusion of pharmacies this year, two provinces increased in compliance and three decreased. The variance for these provinces between last year and this year's compliance levels for all trades combined is as follows:

- Manitoba ➤ 17.7%
- Alberta ➤ 5.5%
- Newfoundland ➤ -10.1%
- Saskatchewan ➤ -7.7%
- British Columbia ➤ -8.2%

For the remaining four classes of trade studied this year, compliance levels have increased in all class of trades from last year, mirroring the national result (*Table 11*):

- Chain convenience: a surprising change of events is the comparably high compliance level of this class of trade. Usually trailing behind grocery stores in third place (when pharmacies were considered), this class has surfaced to first place this year with a compliance level of 87.9%;
- Grocery: the second highest compliance levels belong to grocery stores with 86.3%. Twenty four regions scored above 80% with nine of those regions (down from 13 regions last year) scoring 100%;
- Independent convenience: retailers in these outlets continue to report the lowest overall rate of compliance (78.9%) with tobacco sales-to-minors provisions, trailing closely behind gas stores/kiosks (81.9%). The regions contributing to the lower score for independent convenience outlets are Bathurst (68.4%), Sherbrooke (55.3%) and Chicoutimi/Jonquiere (50.0%); and
- Gas stores/kiosks: 19 of the regions reported compliance levels above 80% with two of them scoring 100%. Eleven regions scored below 80% with only two of them scoring below 50%.

Evaluation of Retailers' Behaviour Towards Certain Youth Access-to-Tobacco Restrictions (2006)

Table 11 – Weighted – Sales-to-Minors Compliance Results by City/Province/Region – % of Retailers Unwilling to Sell by Class of Trade – 2006

Region	% Unwilling to Sell All Class of Trades	% Unwilling to Sell Chain Convenience	% Unwilling to Sell Gas Stores/Kiosks	% Unwilling to Sell Grocery	% Unwilling to Sell Independent Convenience
NATIONAL	81.7%	87.9%	81.9%	86.3%	78.9%
ST. JOHN'S (NL)	88.3%	100.0%	73.1%	92.9%	91.2%
CHARLOTTETOWN (PEI)	94.0%	100.0%	97.2%	91.7%	89.7%
NEW BRUNSWICK	84.6%	89.9%	85.0%	91.7%	81.6%
BATHURST	77.4%	N/A	83.3%	100.0%	68.4%
FREDERICTON	97.8%	100.0%	100.0%	100.0%	96.0%
MONCTON	69.6%	75.0%	68.2%	50.0%	75.0%
SAINT JOHN	94.5%	100.0%	96.2%	100.0%	91.2%
NOVA SCOTIA	83.7%	84.4%	81.7%	86.7%	84.4%
HALIFAX	78.0%	75.0%	73.1%	83.3%	80.4%
SYDNEY	94.6%	100.0%	95.0%	91.7%	93.4%
QUEBEC	68.3%	74.3%	63.2%	66.0%	69.4%
CHICOUTIMI					
JONQUIERE	44.1%	50.0%	37.5%	27.8%	50.0%
MONTREAL	70.4%	79.4%	63.6%	72.5%	70.8%
QUEBEC CITY	77.0%	88.7%	75.0%	76.1%	75.8%
SHERBROOKE	53.0%	53.3%	50.0%	50.0%	55.3%
ONTARIO	82.0%	86.5%	82.5%	87.7%	78.8%
KINGSTON	100.0%	100.0%	100.0%	100.0%	100.0%
OTTAWA	92.0%	98.1%	95.3%	91.1%	86.5%
ST. CATHARINES	85.8%	89.7%	85.7%	100.0%	81.5%
SUDBURY	86.1%	94.4%	79.4%	94.7%	86.0%
THUNDER BAY	83.7%	87.5%	87.0%	100.0%	75.8%
TORONTO	75.0%	76.9%	75.0%	81.7%	73.1%
WINDSOR	98.5%	100.0%	97.6%	100.0%	97.8%
MANITOBA	89.7%	97.0%	91.1%	94.2%	84.2%
BRANDON	86.1%	100.0%	94.1%	71.4%	75.0%
WINNIPEG	90.0%	96.7%	90.7%	96.4%	84.8%
SASKATCHEWAN	88.3%	94.0%	82.9%	93.2%	91.2%
REGINA	84.5%	90.9%	78.1%	89.7%	90.6%
SASKATOON	91.5%	95.8%	87.7%	96.6%	91.7%
ALBERTA	90.2%	93.2%	88.4%	88.3%	90.8%
CALGARY	96.9%	97.7%	95.3%	97.8%	97.6%
EDMONTON	83.9%	88.5%	81.9%	81.1%	84.4%
MEDICINE HAT	90.5%	66.7%	90.0%	100.0%	94.1%
RED DEER	81.1%	100.0%	72.7%	85.7%	81.8%
BRITISH COLUMBIA	83.6%	87.0%	88.4%	90.9%	78.7%
KELOWNA	96.4%	100.0%	95.2%	92.9%	100.0%
CAMPBELL RIVER					
COURTENAY	93.1%	88.9%	93.1%	100.0%	91.3%
VANCOUVER CMA	81.9%	85.8%	87.1%	90.7%	77.0%
VANCOUVER 1	69.3%	73.9%	71.1%	83.8%	66.3%
VANCOUVER 2	96.2%	100.0%	93.3%	96.9%	97.4%
VANCOUVER 3	87.1%	90.9%	91.7%	87.8%	81.7%
VANCOUVER 4	100.0%	100.0%	100.0%	100.0%	100.0%

N/A = Not Applicable. No stores of that class of trade were studied in this year's sample.

Vancouver 1: Vancouver, Richmond

Vancouver 2: Burnaby, Coquitlam, Port Moody, Port Coquitlam, Maple Ridge, Whonnock, Pitt Meadows, New Westminster

Vancouver 3: Delta, Surrey, Langley, North Delta, White Rock

Vancouver 4: North Vancouver, West Vancouver

1.2.4 Regional Results by Sex of Minor

Male and female minors each went into retail outlets in 28 of the 30 cities visited. In two cities (Brandon and Red Deer), only female minors visited retailers and in two cities (Bathurst and Medicine Hat), only male minors visited retailers. This balance is not only consistent with the number of regions visited, it is also consistent with the number of male and female minors used in the analysis, as well as the balance between the compliance levels by sex.

An equal number of males and females were used in the study. The compliance levels indicated this year that retailers were no more or less likely to sell tobacco to either a male or female minor (*Table 12*), compared to last year where retailers were more likely to sell tobacco product to female minors than male minors at a rate difference of 9.0%.

Manitoba and British Columbia compliance levels for both sexes are consistent with the national compliance levels. The remaining provinces had stark contrasts between sex of minor compliance levels, with the following six provinces having the highest difference:

	All Teens	Male	Female
New Brunswick	84.6%	78.8%	95.1%
Nova Scotia	83.7%	90.1%	77.2%
Quebec	68.3%	55.3%	80.3%
Ontario	82.0%	87.1%	77.0%
Saskatchewan	88.3%	93.8%	82.9%
Alberta	90.2%	92.7%	87.7%

Results by region were mixed. Of the 26 cities where both male and female minors attempted to buy tobacco products, compliance levels were equal among the sexes in two cities, compliance levels were higher with males than with females in 14 cities, and the opposite was true in ten cities.

Notable changes in cities where there were double-digit changes from last year in both sexes are:

	Male	Female
Campbell River/Courtenay	35.0%	-11.2%
Chicoutimi/Jonquiere	-45.4%	-47.7%
Montreal	-38.4%	37.2%
St. Catharines	16.6%	-18.0%
Winnipeg	16.9%	20.0%

Evaluation of Retailers' Behaviour Towards Certain Youth Access-to-Tobacco Restrictions (2006)

Table 12 – Weighted – Sales-to-Minors Compliance Results by City/Province/Region – % of Retailers Unwilling to Sell by Sex of Minor – 2006

Region	% Unwilling to Sell All Teens	% Unwilling to Sell When Teen Was Male	% Unwilling to Sell When Teen Was Female
NATIONAL	81.7%	81.7%	81.8%
ST. JOHN'S (NL)	88.3%	92.2%	84.4%
CHARLOTTETOWN (PEI)	94.0%	97.5%	90.1%
NEW BRUNSWICK	84.6%	78.8%	95.1%
BATHURST	77.4%	77.4%	N/A
FREDERICTON	97.8%	97.8%	97.8%
MONCTON	69.6%	47.7%	91.4%
SAINT JOHN	94.5%	92.8%	96.2%
NOVA SCOTIA	83.7%	90.1%	77.2%
HALIFAX	78.0%	89.0%	66.8%
SYDNEY	94.6%	92.2%	97.0%
QUEBEC	68.3%	55.3%	80.3%
CHICOUTIMI			
JONQUIERE	44.1%	45.7%	42.6%
MONTREAL	70.4%	52.1%	86.3%
QUEBEC CITY	77.0%	75.4%	78.7%
SHERBROOKE	53.0%	17.3%	88.8%
ONTARIO	82.0%	87.1%	77.0%
KINGSTON	100.0%	100.0%	100.0%
OTTAWA	92.0%	94.6%	89.4%
ST. CATHARINES	85.8%	98.1%	73.5%
SUDBURY	86.1%	100.0%	71.7%
THUNDER BAY	83.7%	86.4%	80.7%
TORONTO	75.0%	79.9%	70.1%
WINDSOR	98.5%	97.0%	100.0%
MANITOBA	89.7%	89.9%	89.5%
BRANDON	86.1%	N/A	86.1%
WINNIPEG	90.0%	89.9%	90.1%
SASKATCHEWAN	88.3%	93.8%	82.9%
REGINA	84.5%	93.7%	75.9%
SASKATOON	91.5%	93.9%	89.1%
ALBERTA	90.2%	92.7%	87.7%
CALGARY	96.9%	96.6%	97.2%
EDMONTON	83.9%	88.9%	79.0%
MEDICINE HAT	90.5%	90.5%	N/A
RED DEER	81.1%	N/A	81.1%
BRITISH COLUMBIA	83.6%	84.2%	83.1%
KELOWNA	96.4%	100.0%	93.1%
CAMPBELL RIVER			
COURTENAY	93.1%	97.5%	88.8%
VANCOUVER CMA	81.9%	81.6%	82.3%
VANCOUVER 1	69.3%	62.9%	75.1%
VANCOUVER 2	96.2%	96.2%	96.3%
VANCOUVER 3	87.1%	98.2%	75.8%
VANCOUVER 4	100.0%	100.0%	100.0%

N/A = Not Applicable. A minor of that gender was not used for observations in that region.

Vancouver 1: Vancouver, Richmond

Vancouver 2: Burnaby, Coquitlam, Port Moody, Port Coquitlam, Maple Ridge, Whonnock, Pitt Meadows, New Westminster

Vancouver 3: Delta, Surrey, Langley, North Delta, White Rock

Vancouver 4: North Vancouver, West Vancouver

1.2.5 Regional Results by Sex of Clerk

While national compliance levels among female clerks has changed insignificantly from last year (83.2% vs. 83.8% in 2005), compliance levels among male clerks increased significantly from 77.5% to 80.3% this year (*Table 13*).

Compliance differences between male clerks and female clerks were statistically insignificant in eight of the 30 cities.

Of the 22 cities where the difference in compliance between male and female clerks was significant, only in eight cities were male clerks more likely to refuse a sale of tobacco products to minors, compared to female clerks who had significantly higher compliance rates in 14 of the 22 cities.

The top ten cities where the significant difference in the rate of compliance measured between male and female clerks is the highest are:

Region	Difference in Compliance Between Male and Female Clerks
Bathurst	14.2%
Chicoutimi/Jonquiere	13.7%
Brandon	9.9%
Red Deer	8.7%
Quebec City	4.9%
Campbell River/Courtenay	-11.2%
Sudbury	-11.8%
Saint John	-12.8%
Regina	-15.0%
Moncton	-16.7%

We acknowledge the possibility in all cases that factors other than the sex of clerks (e.g., the age and/or sex of teens) may have some bearing on the findings along this dimension.

Evaluation of Retailers' Behaviour Towards Certain Youth Access-to-Tobacco Restrictions (2006)

Table 13 – Weighted – Sales-to-Minors Compliance Results by City/Province/Region – % of Retailers Unwilling to Sell by Sex of Clerk – 2006

Region	% Unwilling to Sell All Stores	% Unwilling to Sell When Clerk is Male	% Unwilling to Sell When Clerk is Female
NATIONAL	81.7%	80.3%	83.2%
ST. JOHN'S (NL)	88.3%	82.4%	91.3%
CHARLOTTETOWN (PEI)	94.0%	90.7%	96.2%
NEW BRUNSWICK	84.6%	81.5%	86.2%
BATHURST	77.4%	86.7%	72.5%
FREDERICTON	97.8%	100.0%	96.5%
MONCTON	69.6%	60.4%	77.1%
SAINT JOHN	94.5%	84.8%	97.6%
NOVA SCOTIA	83.7%	82.8%	84.6%
HALIFAX	78.0%	77.2%	78.9%
SYDNEY	94.6%	94.7%	94.5%
QUEBEC	68.3%	68.3%	68.4%
CHICOUTIMI			
JONQUIERE	44.1%	52.0%	38.3%
MONTREAL	70.4%	67.5%	74.0%
QUEBEC CITY	77.0%	79.9%	75.0%
SHERBROOKE	53.0%	50.6%	53.8%
ONTARIO	82.0%	81.1%	83.5%
KINGSTON	100.0%	100.0%	100.0%
OTTAWA	92.0%	93.0%	90.2%
ST. CATHARINES	85.8%	86.0%	85.6%
SUDBURY	86.1%	77.8%	89.6%
THUNDER BAY	83.7%	82.4%	84.6%
TORONTO	75.0%	74.5%	75.9%
WINDSOR	98.5%	97.2%	100.0%
MANITOBA	89.7%	90.4%	88.9%
BRANDON	86.1%	90.3%	80.4%
WINNIPEG	90.0%	90.5%	89.5%
SASKATCHEWAN	88.3%	83.0%	92.8%
REGINA	84.5%	76.2%	91.2%
SASKATOON	91.5%	88.4%	94.2%
ALBERTA	90.2%	90.0%	90.3%
CALGARY	96.9%	96.8%	97.0%
EDMONTON	83.9%	80.0%	86.6%
MEDICINE HAT	90.5%	93.0%	89.7%
RED DEER	81.1%	87.0%	78.3%
BRITISH COLUMBIA	83.6%	80.4%	87.4%
KELOWNA	96.4%	96.6%	96.4%
CAMPBELL RIVER			
COURTENAY	93.1%	84.7%	95.9%
VANCOUVER CMA	81.9%	79.6%	84.7%
VANCOUVER 1	69.3%	66.2%	74.3%
VANCOUVER 2	96.2%	95.8%	96.6%
VANCOUVER 3	87.1%	86.3%	87.9%
VANCOUVER 4	100.0%	100.0%	100.0%

Vancouver 1: Vancouver, Richmond

Vancouver 2: Burnaby, Coquitlam, Port Moody, Port Coquitlam, Maple Ridge, Whonnock, Pitt Meadows, New Westminster

Vancouver 3: Delta, Surrey, Langley, North Delta, White Rock

Vancouver 4: North Vancouver, West Vancouver

1.2.6 Regional Results by Proximity to Schools and/or Malls

The difference in compliance between outlets near schools and/or malls and elsewhere has narrowed this year (*Table 14*). To describe the relevance of the gap, it should be noted that 44% of the total retailers surveyed this year were near a school or mall. The higher number of outlets being shopped elsewhere within the sample provides a greater weight to the national average, explaining the similarity of the results between the national average and the compliance levels of outlets not near a school and/or mall.

In the 30 cities, 11 had compliance differences (based on proximity to schools/malls and elsewhere) that were not significant. Of the remaining 19 cities, 14 had compliance differences that were within +/- 10%, three were between +/- 10% and +/- 15%, and two were greater than +/- 15%, indicating a very significant difference in compliance levels of retailers near schools and/or malls versus elsewhere.

Regions with outlets in proximity to schools and/or malls where compliance levels dropped by more than five percent from last year's levels are:

- Chicoutimi/Jonquiere ➤ -59.5%
- Sherbrooke ➤ -18.0%
- Vancouver CMA ➤ -13.0%
- St. John's (NL) ➤ -12.2%
- Moncton ➤ -11.4%
- Saskatoon ➤ -10.1%
- Regina ➤ -8.2%
- St. Catharines ➤ -7.5%

The sub-regions Vancouver 1 and Vancouver 3 dropped by 26.2% and 9.0%, respectively, from last year's rates for retailers in proximity to schools and/or malls. These scores contributed to the lower compliance level for Vancouver CMA this year.

Evaluation of Retailers' Behaviour Towards Certain Youth Access-to-Tobacco Restrictions (2006)

Table 14 – Weighted – Sales-to-Minors Compliance Results by City/Province/Region – % Retailers Unwilling to Sell by Proximity to Schools and/or Malls – 2006

Region	% Unwilling to Sell All Stores	% Unwilling to Sell Near a School/Mall	% Unwilling to Sell Elsewhere
NATIONAL	81.7%	82.7%	80.9%
ST. JOHN'S (NL)	88.3%	84.4%	89.1%
CHARLOTTETOWN (PEI)	94.0%	91.0%	94.6%
NEW BRUNSWICK	84.6%	87.9%	83.1%
BATHURST	77.4%	94.6%	70.8%
FREDERICTON	97.8%	97.5%	98.1%
MONCTON	69.6%	46.6%	75.8%
SAINT JOHN	94.5%	100.0%	92.2%
NOVA SCOTIA	83.7%	81.3%	84.8%
HALIFAX	78.0%	77.4%	78.3%
SYDNEY	94.6%	93.3%	94.9%
QUEBEC	68.3%	68.4%	68.3%
CHICOUTIMI			
JONQUIERE	44.1%	40.5%	47.2%
MONTREAL	70.4%	73.5%	67.4%
QUEBEC CITY	77.0%	72.7%	79.4%
SHERBROOKE	53.0%	56.8%	45.9%
ONTARIO	82.0%	85.1%	79.3%
KINGSTON	100.0%	100.0%	100.0%
OTTAWA	92.0%	93.0%	89.5%
ST. CATHARINES	85.8%	86.5%	84.9%
SUDBURY	86.1%	89.2%	83.9%
THUNDER BAY	83.7%	90.6%	80.4%
TORONTO	75.0%	77.6%	73.2%
WINDSOR	98.5%	96.8%	100.0%
MANITOBA	89.7%	92.2%	88.0%
BRANDON	86.1%	86.4%	85.6%
WINNIPEG	90.0%	93.1%	88.1%
SASKATCHEWAN	88.3%	88.7%	87.9%
REGINA	84.5%	88.5%	81.7%
SASKATOON	91.5%	88.8%	94.0%
ALBERTA	90.2%	90.7%	89.7%
CALGARY	96.9%	96.7%	97.1%
EDMONTON	83.9%	84.6%	83.5%
MEDICINE HAT	90.5%	89.7%	91.2%
RED DEER	81.1%	79.1%	82.8%
BRITISH COLUMBIA	83.6%	84.8%	82.6%
KELOWNA	96.4%	96.2%	96.8%
CAMPBELL RIVER			
COURTENAY	93.1%	100.0%	87.1%
VANCOUVER CMA	81.9%	82.8%	81.2%
VANCOUVER 1	69.3%	69.3%	69.4%
VANCOUVER 2	96.2%	96.9%	95.7%
VANCOUVER 3	87.1%	87.0%	87.1%
VANCOUVER 4	100.0%	100.0%	100.0%

Vancouver 1: Vancouver, Richmond

Vancouver 2: Burnaby, Coquitlam, Port Moody, Port Coquitlam, Maple Ridge, Whonnock, Pitt Meadows, New Westminster

Vancouver 3: Delta, Surrey, Langley, North Delta, White Rock

Vancouver 4: North Vancouver, West Vancouver

1.2.7 Regional Results by Presence or Not of Adults in Outlet

The compliance level difference between adults present and not present when teens attempted to purchase tobacco product is only 0.1% or negligible, making the results essentially the same (*Table 15*). This is a significant change from last year's results when the variation between the two was ➤ 7.0%.

Regionally, the presence of adults in retail outlets correlated with higher rates of retailer compliance in 18 of the 30 cities visited. In eight cities, differences between retailers with and without adults present were statistically insignificant, and the remaining four showed a lower compliance level when adults were present.

The cities reporting the largest gap (more retailers were willing to sell to minors when adults were not present) in compliance rates (double digits) are:

- Bathurst ➤ 27.4%
- Montreal ➤ 10.2%

Evaluation of Retailers' Behaviour Towards Certain Youth Access-to-Tobacco Restrictions (2006)

Table 15 – Weighted – Sales-to-Minors Compliance Results by City/Province/Region – % of Retailers Unwilling to Sell Based on Presence of Adult Customers in Outlet – 2006

Region	% Unwilling to Sell All Stores	% Unwilling to Sell Stores With Adult Customers	% Unwilling to Sell Stores Without Adult Customers
NATIONAL	81.7%	81.7%	81.8%
ST. JOHN'S (NL)	88.3%	87.7%	89.3%
CHARLOTTETOWN (PEI)	94.0%	95.4%	90.5%
NEW BRUNSWICK	84.6%	80.4%	89.6%
BATHURST	77.4%	61.3%	88.7%
FREDERICTON	97.8%	98.2%	97.3%
MONCTON	69.6%	69.5%	69.9%
SAINT JOHN	94.5%	96.0%	93.2%
NOVA SCOTIA	83.7%	84.1%	83.3%
HALIFAX	78.0%	79.6%	75.9%
SYDNEY	94.6%	94.9%	94.3%
QUEBEC	68.3%	66.1%	71.2%
CHICOUTIMI			
JONQUIERE	44.1%	41.6%	48.1%
MONTREAL	70.4%	65.4%	75.6%
QUEBEC CITY	77.0%	78.2%	74.7%
SHERBROOKE	53.0%	55.9%	49.5%
ONTARIO	82.0%	81.1%	83.0%
KINGSTON	100.0%	100.0%	100.0%
OTTAWA	92.0%	94.7%	88.9%
ST. CATHARINES	85.8%	85.2%	86.4%
SUDBURY	86.1%	89.3%	84.0%
THUNDER BAY	83.7%	95.5%	72.2%
TORONTO	75.0%	71.2%	78.8%
WINDSOR	98.5%	97.5%	100.0%
MANITOBA	89.7%	90.9%	87.3%
BRANDON	86.1%	85.9%	86.4%
WINNIPEG	90.0%	91.4%	87.4%
SASKATCHEWAN	88.3%	88.2%	88.4%
REGINA	84.5%	82.5%	90.4%
SASKATOON	91.5%	93.4%	87.0%
ALBERTA	90.2%	91.9%	87.1%
CALGARY	96.9%	97.9%	95.0%
EDMONTON	83.9%	86.3%	80.1%
MEDICINE HAT	90.5%	87.5%	93.5%
RED DEER	81.1%	85.8%	73.9%
BRITISH COLUMBIA	83.6%	85.1%	81.2%
KELOWNA	96.4%	96.7%	95.7%
CAMPBELL RIVER			
COURTENAY	93.1%	94.4%	88.7%
VANCOUVER CMA	81.9%	82.9%	80.4%
VANCOUVER 1	69.3%	73.2%	62.0%
VANCOUVER 2	96.2%	97.5%	94.4%
VANCOUVER 3	87.1%	86.9%	87.3%
VANCOUVER 4	100.0%	100.0%	100.0%

Vancouver 1: Vancouver, Richmond

Vancouver 2: Burnaby, Coquitlam, Port Moody, Port Coquitlam, Maple Ridge, Whonnock, Pitt Meadows, New Westminister

Vancouver 3: Delta, Surrey, Langley, North Delta, White Rock

Vancouver 4: North Vancouver, West Vancouver

1.3 Results by Display of "Operation ID" Materials

Compliance levels are measured as they relate to those retailers who either display or do not display "Operation ID" materials. Results by city and class of trade are extrapolated using a weighted average approach to estimate the provincial and national averages.

"Operation ID" is an initiative of the Canadian Coalition for Responsible Tobacco Retailing designed to encourage retailers to proactively adhere to the sales-to-minors provisions of Canada's various tobacco laws. The program is promoted openly as an effort to pre-empt further legislative encroachment on the right of private retailers to sell tobacco. Concerned about possibly tighter government restrictions on tobacco retail sales, the program seeks to help retailers deal with minors who want to buy tobacco⁶.

The program reminds retailers of the legal penalties for selling tobacco to minors and provides training to participating retailers on dealing with various situations when minors ask to purchase tobacco. The "Operation ID" kit includes a training guide for adults and for young employees, along with various forms of point-of-sale materials (posters, danglers, window stickers and counter cards) stressing the need of minors wanting to buy tobacco to show ID.

This research notes only if the "Operation ID" materials were displayed in retail outlets, since the research teams have no way of knowing whether or not the retailer is actively participating in the program.

Retailers where "Operation ID" Materials were observed

Of the 5,605 retailers visited, 55.2% displayed "Operation ID" materials, up considerably from last year (44.7%) and 2004 (43.7%) (*Table 16*). Only eight cities visited (compared to 15 last year) displayed a reduced number of materials over last year, with an average drop of 26.2%. In contrast to last year, the two largest cities in Canada, Montreal and Toronto, were both more likely to display the materials. The remaining 22 cities increased the display of the materials with an average of 20.2%.

⁶ The mission statement of the Coalition can be found at the *Operation ID* website: <http://operationid.com/kit-howtoletter.html>

Evaluation of Retailers' Behaviour Towards Certain Youth Access-to-Tobacco Restrictions (2006)

The cities with the highest increase (double digit) in display of materials are:

Region	Increase From Last Year
Sydney	60.2%
Thunder Bay	46.1%
Montreal	43.9%
Windsor	41.3%
Saskatoon	34.4%
St. John's (NL)	26.6%
Sherbrooke	20.0%
Charlottetown (PEI)	18.1%
Bathurst	18.1%
Regina	17.8%
Calgary	17.1%
Fredericton	16.1%
Red Deer	14.5%
Vancouver CMA	14.2%
St. Catharines	13.1%
Kingston	13.0%

The cities with the highest decrease (double digit) in display of materials are:

Region	Decrease From Last Year
Sudbury	-55.7%
Medicine Hat	-34.4%
Ottawa	-29.6%
Kelowna	-29.4%
Saint John	-26.7%
Moncton	-25.5%

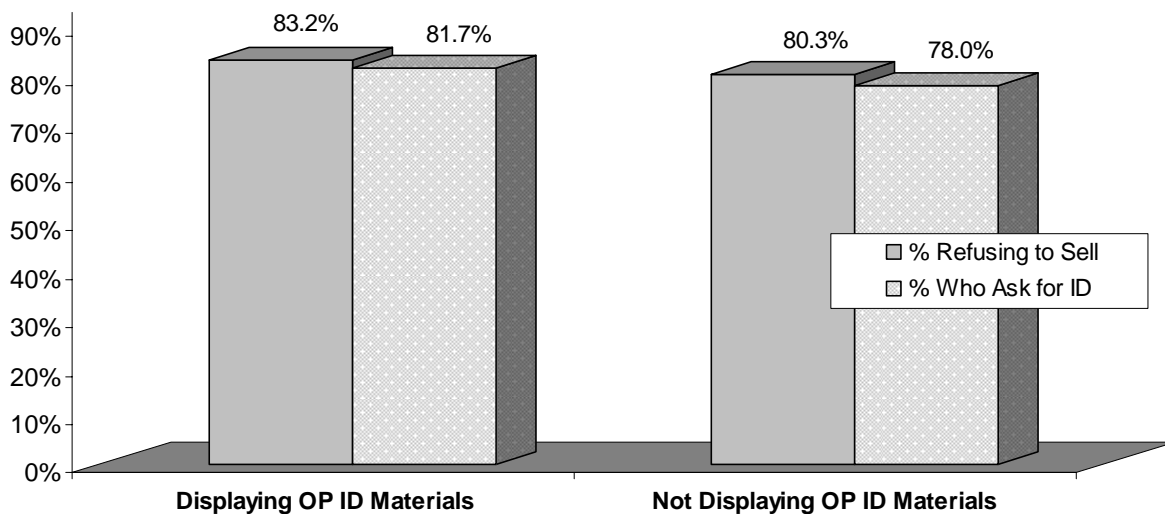
In Saskatchewan, where the provincial legislation prohibits the posting of tobacco-related signs other than those specifically mandated by tobacco laws as of 2003 (including "Operation ID" materials), 26.7% of retailers displayed "Operation ID" materials, up from a level last year of only 8%.

Overall Sales-to-Minors Compliance Rates

Focused upon herein is the level of retailer compliance in relation to the retailers' display of "Operation ID" materials. The even distribution throughout the sample of retailers displaying "Operation ID" material and those not displaying materials allows for a reliable comparison of retailers' compliance with the sales-to-minors provisions of the tobacco laws. At the provincial level, comparisons should be viewed more cautiously, depending on the sample sizes between groups in each city.

Nationally (*Table 17*), 83.2% of retailers displaying "Operation ID" refused to sell tobacco products to minors, whereas 80.3% of retailers not displaying materials refused to sell to minors, a statistically significant difference. This is a similar trend to last year⁷, however, with a narrower gap⁸. In 2006, compliance levels are higher within those retailer groups who displayed the material than those who do not. The respective levels of compliance in each group correlate directly with the percentage of retailers asking for ID (*Chart 9*).

Chart 9 – Weighted – National – Sales-to-Minors Compliance Based on Retailer Display of "Operation ID" Materials – 2006



Differences in the rate of retailer compliance based on the display of "Operation ID" materials were found in all trade channels (*Chart 10*). Those trades, except independent convenience, all surpassed the national compliance level when displaying "Operation ID" materials. Conversely, all trades, except gas stores/kiosks and independent

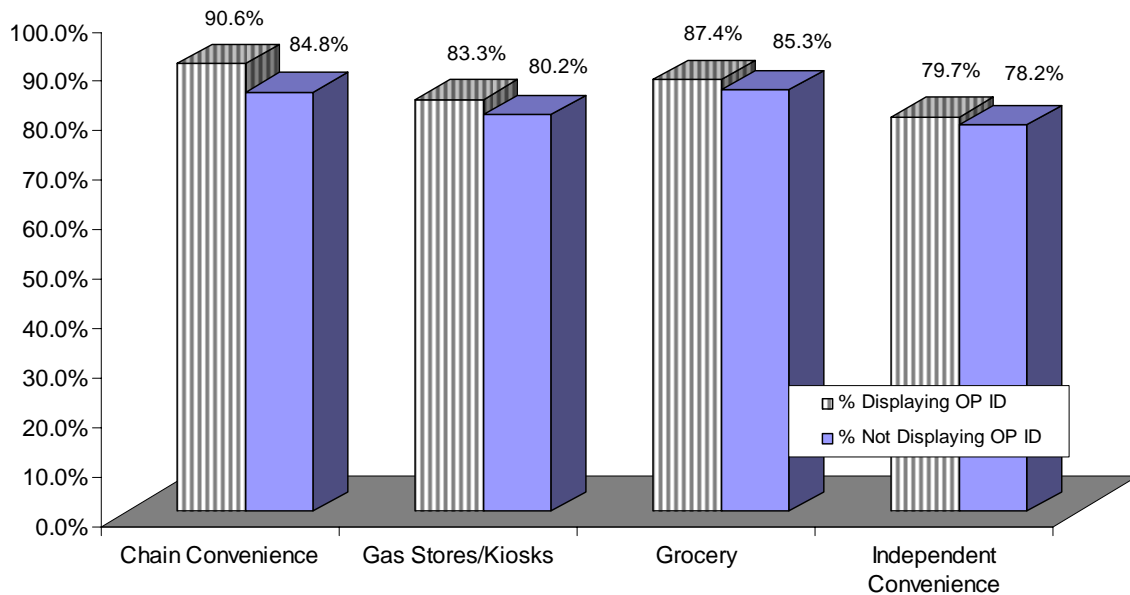
⁷ Last year's results were 87.8% compliance in retailers displaying OP ID materials and 76.4% in retailers not displaying OP ID materials. Final Report of Findings: The Corporate Research Group Ltd. 2005

⁸ Statistically, given the sample sizes involved and the compliance rate, any difference nationally of ± 2 percentage points suggests there is a high probability that the difference in compliance between those retailers displaying and not displaying OP ID materials is meaningful.

Evaluation of Retailers' Behaviour Towards Certain Youth Access-to-Tobacco Restrictions (2006)

convenience, surpassed the national compliance level when not displaying "Operation ID" materials.

Chart 10 – Weighted – National – Sales-to-Minors Compliance by Class of Trade Based on Retailer Display of "Operation ID" Materials – 2006



Of the 30 cities we visited, we were able to draw comparisons between outlets displaying and those not displaying "Operation ID" materials in 29 of them (*Table 16*). (In Brandon, every outlet we visited carried an "Operation ID" sign, so no comparison is possible.) Of the 29 cities, the difference in compliance recorded between retailers displaying and not displaying the materials was deemed large enough to be significant⁹ in 21 cities (*Table 17*). Of the 21 cities reporting a significant difference in compliance levels between outlets that display the materials and those that do not, 14 report a higher compliance level in outlets that display the materials, and seven show a higher level of compliance in those outlets that do not display the materials. Therefore a significant positive difference in compliance levels related to display of "Operation ID" materials exists in 14 of the 29 cities visited.

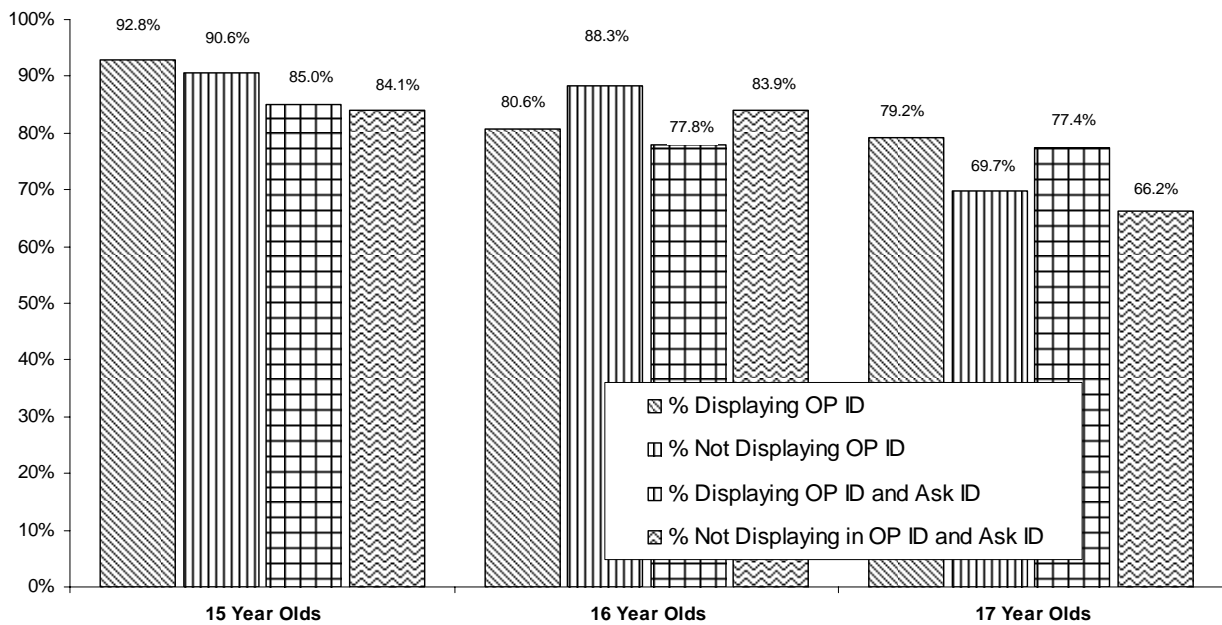
Higher compliance involving minors of all ages coincides directly with retailer willingness to ask for proper ID. Retailers displaying "Operation ID" materials were more likely than those not displaying "Operation ID" materials to ask for proof of age among 15 and 17 year olds. This did not prove to be so with 16 year olds. However, display of materials did not result in uniform demand for age identification across age groups, or in more uniform rates of compliance between groups. Whether or not retailers seemed to be

⁹ Given the sample sizes involved and the compliance rate, any difference nationally of two percentage points in either direction (up or down) suggests there is a high probability that the difference in compliance between those retailers displaying and not displaying OP ID materials is meaningful.

Evaluation of Retailers' Behaviour Towards Certain Youth Access-to-Tobacco Restrictions (2006)

endorsing "Operation ID", older teens had an easier time attempting to buy tobacco products than younger ones (*Chart 11*). This finding is consistent with results in 2005.

Chart 11 – Weighted – National – Sales-to-Minors Compliance by Age of Teen Based on Retailer Display of "Operation ID" Materials – 2006



Evaluation of Retailers' Behaviour Towards Certain Youth Access-to-Tobacco Restrictions (2006)

Table 16 – Raw – Retailer Display of “Operation ID” Materials Rate by City/Province/Region – 2006 vs. 2005 Comparison

Region	Displayed "Operation ID" Materials in 2005			Displayed "Operation ID" Materials in 2006			Display Rate Difference 2006 vs. 2005
	# Sample Stores Displaying "Operation ID" Materials (Raw)	Total # Stores in Sample (Raw)	% of Sample Displaying "Operation ID"	# Sample Stores Displaying "Operation ID" Materials (Raw)	Total # Stores in Sample (Raw)	% of Sample Displaying "Operation ID" Materials	
NATIONAL	2,483	5,561	44.7%	3,093	5,605	55.2%	10.5%
ST. JOHN'S (NL)	113	194	58.2%	168	198	84.8%	26.6%
CHARLOTTETOWN (PEI)	60	90	66.7%	78	92	84.8%	18.1%
NEW BRUNSWICK	167	294	56.8%	146	303	48.2%	-8.6%
BATHURST	11	36	30.6%	18	37	48.6%	18.1%
FREDERICTON	65	82	79.3%	82	86	95.3%	16.1%
MONCTON	56	78	71.8%	37	80	46.3%	-25.5%
SAINT JOHN	35	98	35.7%	9	100	9.0%	-26.7%
NOVA SCOTIA	120	375	32.0%	214	376	56.9%	24.9%
HALIFAX	90	248	36.3%	105	246	42.7%	6.4%
SYDNEY	30	127	23.6%	109	130	83.8%	60.2%
QUEBEC	356	933	38.2%	546	933	58.5%	20.4%
CHICOUTIMI							
JONQUIERE	125	126	99.2%	123	130	94.6%	-4.6%
MONTREAL	46	367	12.5%	206	365	56.4%	43.9%
QUEBEC CITY	168	333	50.5%	179	332	53.9%	3.5%
SHERBROOKE	17	107	15.9%	38	106	35.8%	20.0%
ONTARIO	586	1,279	45.8%	626	1,289	48.6%	2.7%
KINGSTON	46	82	56.1%	58	84	69.0%	13.0%
OTTAWA	141	216	65.3%	76	213	35.7%	-29.6%
ST. CATHARINES	106	236	44.9%	137	236	58.1%	13.1%
SUDBURY	98	109	89.9%	39	114	34.2%	-55.7%
THUNDER BAY	36	74	48.6%	72	76	94.7%	46.1%
TORONTO	88	412	21.4%	111	416	26.7%	5.3%
WINDSOR	71	150	47.3%	133	150	88.7%	41.3%
MANITOBA	133	332	40.1%	151	339	44.5%	4.5%
BRANDON	38	38	100.0%	37	37	100.0%	0.0%
WINNIPEG	95	294	32.3%	114	302	37.7%	5.4%
SASKATCHEWAN	25	314	8.0%	107	309	34.6%	26.7%
REGINA	4	154	2.6%	30	147	20.4%	17.8%
SASKATOON	21	160	13.1%	77	162	47.5%	34.4%
ALBERTA	434	790	54.9%	472	800	59.0%	4.1%
CALGARY	225	343	65.6%	287	347	82.7%	17.1%
EDMONTON	132	339	38.9%	122	343	35.6%	-3.4%
MEDICINE HAT	48	64	75.0%	26	64	40.6%	-34.4%
RED DEER	29	44	65.9%	37	46	80.4%	14.5%
BRITISH COLUMBIA	489	960	50.9%	585	966	60.6%	9.6%
KELOWNA	84	93	90.3%	53	87	60.9%	-29.4%
CAMPBELL RIVER							
COURTENAY	29	72	40.3%	37	74	50.0%	9.7%
VANCOUVER CMA	376	795	47.3%	495	805	61.5%	14.2%
VANCOUVER 1	102	239	42.7%	112	242	46.3%	3.6%
VANCOUVER 2	112	215	52.1%	141	225	62.7%	10.6%
VANCOUVER 3	115	229	50.2%	140	230	60.9%	10.7%
VANCOUVER 4	47	112	42.0%	102	108	94.4%	52.5%

Note: Observations for "Operation ID" were made on signs or other materials.

Vancouver 1: Vancouver, Richmond

Vancouver 2: Burnaby, Coquitlam, Port Moody, Port Coquitlam, Maple Ridge, Whonnock, Pitt Meadows, New Westminster

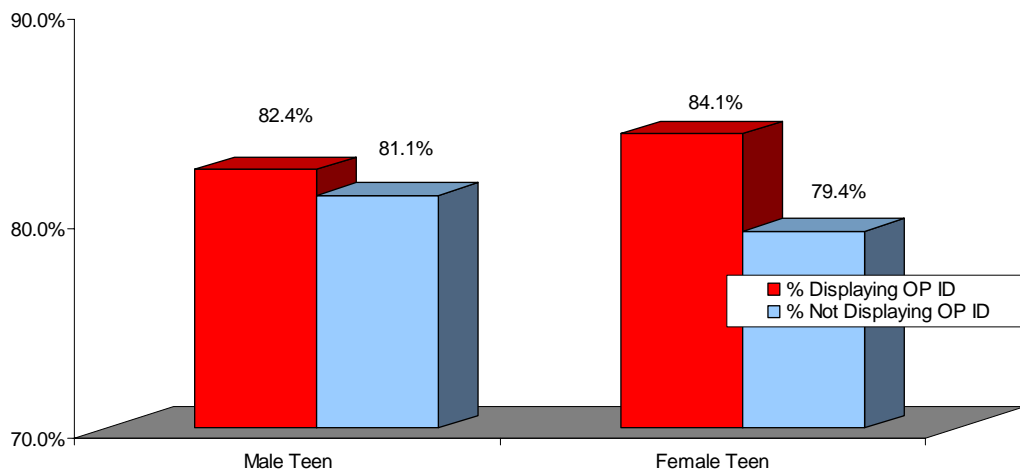
Vancouver 3: Delta, Surrey, Langley, North Delta, White Rock

Vancouver 4: North Vancouver, West Vancouver

Evaluation of Retailers' Behaviour Towards Certain Youth Access-to-Tobacco Restrictions (2006)

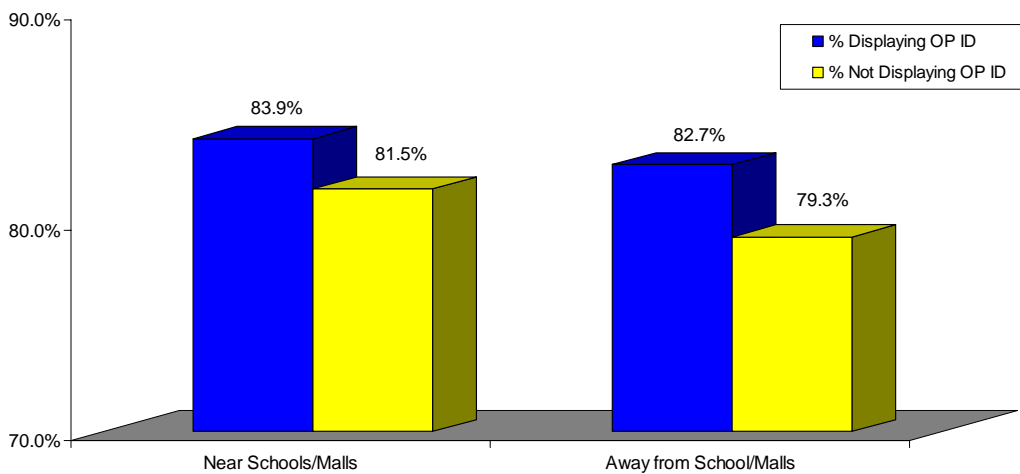
Compliance levels are higher in cases where the retailer displayed "Operation ID" materials for both sexes of the minor (*Chart 12*). Retailers displaying "Operation ID" materials are not statistically more likely to refuse a sale to female teens than they are to male teens. The compliance levels of retailers not displaying "Operations ID" materials are also similar for both sexes of the minor.

Chart 12 – Weighted – National Sales-to-Minors Compliance by Gender of Teen Based on Retailer Display of "Operation ID" Materials – 2006



Retailers displaying "Operation ID" materials are more likely to refuse a sale to a minor, regardless of their proximity to a school and/or mall (*Chart 13*).

Chart 13 – Weighted – National Sales-to-Minors Compliance Based on Proximity to Schools/Malls & Retailer Display of "Operation ID" Materials – 2006



Evaluation of Retailers' Behaviour Towards Certain Youth Access-to-Tobacco Restrictions (2006)

Table 17 – Weighted – Sales-to-Minors Compliance Results by City/Province/Region Based on Retailer Display of "Operation ID" Materials – 2006

Region	All Stores	Retailer Sales-to-Minors Compliance Stores Not Displaying "Operation ID" Materials	Retailer Sales-to-Minors Compliance in Stores Displaying "Operation ID" Materials	Compliance Point Difference*	Likely That Change is Statistically Significant (Yes/No)
NATIONAL	81.7%	80.3%	83.2%	3.0%	Yes
ST. JOHN'S (NL)	88.3%	87.7%	88.4%	0.7%	No
CHARLOTTETOWN (PEI)	94.0%	83.1%	96.1%	13.1%	Yes
NEW BRUNSWICK	84.6%	89.3%	81.6%	-7.7%	Yes
BATHURST	77.4%	96.5%	63.7%	-32.8%	Yes
FREDERICTON	97.8%	100.0%	97.7%	-2.3%	Yes
MONCTON	69.6%	73.5%	65.1%	-8.3%	Yes
SAINT JOHN	94.5%	93.4%	100.0%	6.6%	Yes
NOVA SCOTIA	83.7%	78.7%	87.5%	8.8%	Yes
HALIFAX	78.0%	77.1%	79.3%	2.2%	Yes
SYDNEY	94.6%	89.9%	95.5%	5.6%	Yes
QUEBEC	68.3%	70.9%	65.7%	-5.2%	Yes
CHICOUTIMI					
JONQUIERE	44.1%	15.5%	45.8%	30.3%	Yes
MONTREAL	70.4%	70.6%	70.0%	-0.7%	No
QUEBEC CITY	77.0%	77.5%	76.6%	-0.9%	No
SHERBROOKE	53.0%	62.0%	37.5%	-24.5%	Yes
ONTARIO	82.0%	81.0%	83.5%	2.5%	Yes
KINGSTON	100.0%	100.0%	100.0%	0.0%	No
OTTAWA	92.0%	90.0%	95.7%	5.7%	Yes
ST. CATHARINES	85.8%	92.9%	80.7%	-12.3%	Yes
SUDBURY	86.1%	83.9%	90.3%	6.5%	Yes
THUNDER BAY	83.7%	41.3%	85.9%	44.6%	Yes
TORONTO	75.0%	76.4%	71.2%	-5.2%	Yes
WINDSOR	98.5%	100.0%	98.2%	-1.8%	No
MANITOBA	89.7%	89.5%	89.9%	0.4%	No
BRANDON	86.1%	N/A	86.1%	N/A	N/A
WINNIPEG	90.0%	89.5%	91.0%	1.5%	No
SASKATCHEWAN	88.3%	85.9%	92.6%	6.7%	Yes
REGINA	84.5%	84.8%	83.2%	-1.6%	No
SASKATOON	91.5%	87.3%	96.1%	8.9%	Yes
ALBERTA	90.2%	83.7%	94.3%	10.7%	Yes
CALGARY	96.9%	98.8%	96.5%	-2.3%	Yes
EDMONTON	83.9%	79.5%	91.6%	12.0%	Yes
MEDICINE HAT	90.5%	89.1%	92.5%	3.4%	Yes
RED DEER	81.1%	59.8%	85.8%	25.9%	Yes
BRITISH COLUMBIA	83.6%	80.5%	86.0%	5.4%	Yes
KELOWNA	96.4%	96.7%	96.3%	-0.5%	No
CAMPBELL RIVER					
COURTENAY	93.1%	91.6%	94.7%	3.1%	Yes
VANCOUVER CMA	81.9%	78.8%	84.8%	6.0%	Yes
VANCOUVER 1	69.3%	69.2%	69.5%	0.3%	No
VANCOUVER 2	96.2%	97.0%	95.8%	-1.3%	No
VANCOUVER 3	87.1%	85.4%	88.1%	2.7%	Yes
VANCOUVER 4	100.0%	100.0%	100.0%	0.0%	No

N/A = Not Applicable. "Operation ID" was observed in all of the retailers surveyed in Brandon.

Note: Observations for "Operation ID" were made on signs or other materials.

* Difference may be under or over by 0.1% due to rounding.

Vancouver 1: Vancouver, Richmond

Vancouver 2: Burnaby, Coquitlam, Port Moody, Port Coquitlam, Maple Ridge, Whonnock, Pitt Meadows, New Westminster

Vancouver 3: Delta, Surrey, Langley, North Delta, White Rock

Vancouver 4: North Vancouver, West Vancouver

Section 2.0 – Posting of Age/Health Advisory Signs

Focused upon herein are the observations regarding retailer compliance with the sign provisions of sales-to-minors legislation across Canada.

Federal and provincial sales-to-minors legislation regulates the posting of age advisory and/or tobacco health-warning signs in retail establishments 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. The legislation stipulates certain required positions for the signs; however, the law also uses the words “on or near” these required positions. Since the term “near” is loosely defined and the focus of this study is for research purposes to verify if retailers are abiding by the general spirit of the law and not for enforcement, our results for sign compliance are reported *not* taking position into account. Simply the presence of the mandatory signs or absence of unauthorized signs suffices.

The federal mandatory sign requirements have not changed since the last survey performed in 2005.

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; and
- that, in Quebec, Manitoba and Alberta, where federal law prevails, signs were posted in both official languages. Since the federal sign is printed only in a bilingual format, this observation was futile – if the sign was there, it would have been in both 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 not concerned with signs not posted exactly where the law stipulated, provided they were present 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 an outside organization or even by a government health authority.

Manitoba's Non-Smokers Health Protection Amendment Act (Bill 37) that amended the Non-Smokers Health Protection Act received Royal Assent on August 9, 2002. The amendment included a ban on displays of tobacco or tobacco-related products in most retail premises where such displays would be visible to children and a ban on advertising and promotion of tobacco and tobacco-related products in most retail premises where children are permitted access. These provisions did not come into force until January 1, 2004. However, Manitoba did not start enforcing the law with respect to display, advertising and promotion until after the Supreme Court decision in January 2005 on similar legislation in Saskatchewan and after further consultation with retailers. The provisions came into effect August 15, 2005 and were in effect for this data collection.

Saskatchewan requires that their provincial sign be posted advising "It is illegal to provide tobacco to anyone under 18" and "Government supplied ID is required". Age restricted signs and signs containing a health warning message are not allowed unless previously approved by Saskatchewan Health. At this time, Saskatchewan Health has not approved any other age-restricted or health warning signage, other than its own, for posting at retail. "Operation ID" signs that have an age-restricted message are not allowed to be displayed; however, most other "Operation ID" signs are permitted, including training material. Advertising and promotion of tobacco and tobacco-related products is also not permitted in retail establishments that allow young persons (under the age of 18) access; however, outdoor signs stating the generic product and price are allowed.

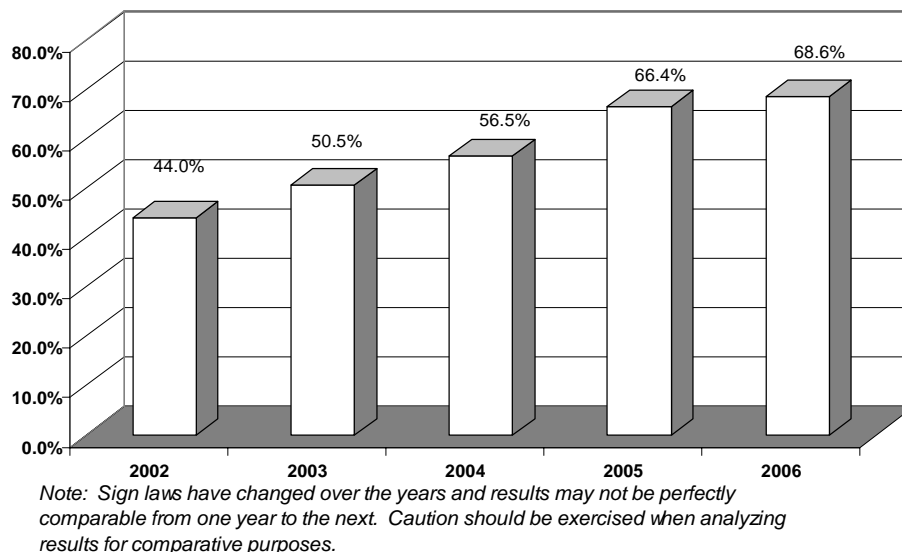
In Newfoundland and Labrador, mandatory age and signage requirements are those stated in provincial legislation. The minimum age requirement in Newfoundland and Labrador is 19. Corresponding provincial signage has not been created. Additionally, since the federal signage addresses a minimum age requirement of 18, the posting of the federal sign would contradict the provincial minimum age requirement of 19. Because of this situation, information regarding the posting of federal and provincial signage was gathered but not presented as a matter of compliance in that province.

2.1 Overall Compliance – National

Slightly more than two-thirds (68.6%) of all weighted outlets comply with sign provisions, a significant increase over last year's result of 66.4%. This figure represents the weighted percentage of retailers across all 29 cities (St. John's (NL) excluded) visited that met every sign compliance condition we measured.

Mandatory sign compliance is on the rise from previous years. Between 2002 and 2005, the trend was to increase about 6% to 10% annually; the increase over last year was 2.2%.

Chart 14 – Weighted – National – % of Retailers in Compliance with Signs under Federal & Provincial Tobacco Legislation – All Outlets

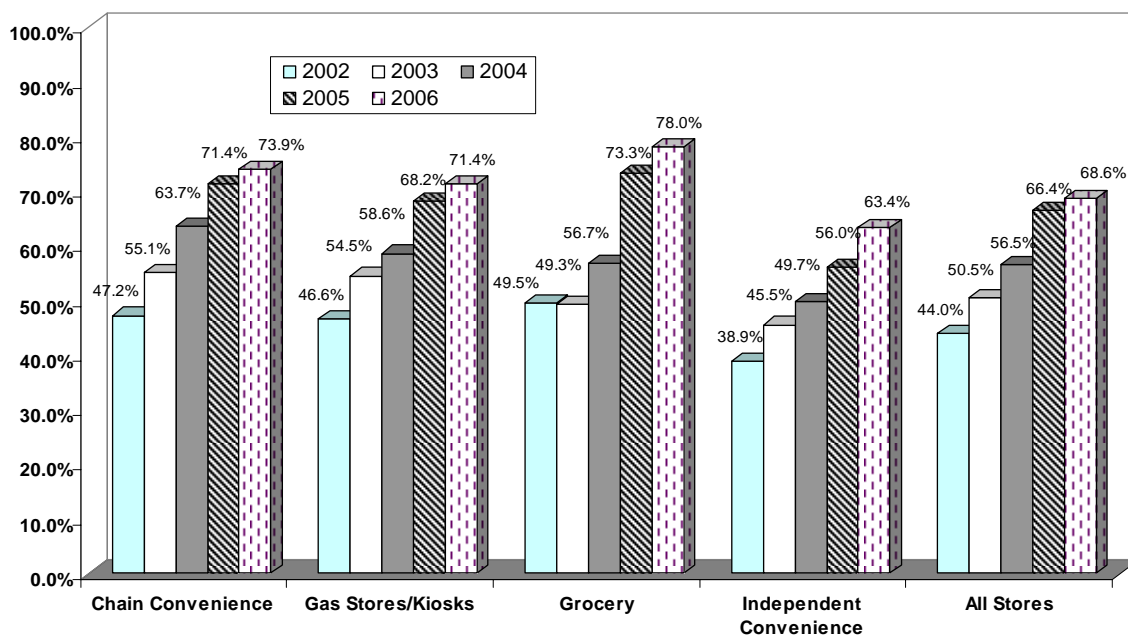


The figures in the chart above reflect the national percentage of retailers who post every mandatory sign at every designated location on their premises, as prescribed under federal or provincial laws. In New Brunswick, for example, there are three mandatory signs requiring posting. If retailers failed to post even one of these signs, they would not factor into the national compliance figure shown. 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 eight different laws and numerous combinations of signs within each province.

2.2 Compliance by Class of Trade

All classes of trade showed an increase in sign compliance from previous years. Pharmacies were excluded from this year's study (*Chart 15*). Independent convenience is the only class of trade that fell below the national average. This is consistent with previous years.

Chart 15 – Weighted – National – % of Retailers in Compliance with Posting of Signs by Class of Trade – Trended



Across regions, the following highlights are noted by class of trade (*Table 18*):

Grocery:

Among the four classes of trade in this study, this class of trade has the highest tobacco sign compliance, at 78.0%. Four cities, Thunder Bay, Brandon, Windsor and Chicoutimi/Jonquiere, scored 100% sign compliance in grocery outlets. Fourteen cities scored better than the national average.

Chain Convenience:

This class of trade has the second highest compliance rate and is higher than the national average by 5.3%. Fifteen of the cities surpassed the national average.

Gas Stores/Kiosks:

This class of trade only marginally surpassed the national average as it did last year; however, 15 cities surpassed the national average, improving upon last year's tally of ten cities.

Independent Convenience:

Although higher than last year, this class of trade is the only one to score below the national average, with a 63.4% tobacco sign compliance rate. Independent convenience outlets represent 33.8% of the outlets visited and, therefore, have a greater weight on the national extrapolation than the other classes of trade. Nineteen cities scored above the national average, 12 below it.

Evaluation of Retailers' Behaviour Towards Certain Youth Access-to-Tobacco Restrictions (2006)

Table 18 – Weighted – Full Sign Compliance by Class of Trade – % of Retailers Posting All Signs as Required – 2006

Region	All Stores	Chain Convenience	Gas Stores/Kiosks	Grocery	Independent Convenience
NATIONAL	68.6%	73.9%	71.4%	78.0%	63.4%
ST. JOHN'S (NL)	N/A	N/A	N/A	N/A	N/A
CHARLOTTETOWN (PEI)	69.1%	60.0%	77.8%	66.7%	65.5%
NEW BRUNSWICK	36.4%	35.4%	27.2%	48.4%	38.4%
BATHURST	68.5%	N/A	50.0%	66.7%	78.9%
FREDERICTON	49.9%	50.0%	50.0%	33.3%	52.0%
MONCTON	9.9%	8.3%	9.1%	20.0%	8.3%
SAINT JOHN	24.6%	57.1%	15.4%	40.0%	21.1%
NOVA SCOTIA	41.2%	64.1%	40.0%	61.7%	34.4%
HALIFAX	37.3%	45.8%	44.8%	58.3%	29.4%
SYDNEY	48.5%	94.1%	32.5%	66.7%	45.9%
QUEBEC	57.9%	73.8%	72.5%	85.4%	48.2%
CHICOUTIMI					
JONQUIERE	95.1%	100.0%	87.5%	100.0%	97.0%
MONTREAL	39.3%	58.8%	55.6%	60.0%	34.8%
QUEBEC CITY	85.2%	88.7%	88.8%	91.5%	79.7%
SHERBROOKE	52.9%	33.3%	46.7%	92.9%	53.2%
ONTARIO	70.0%	70.4%	72.8%	74.3%	67.2%
KINGSTON	70.2%	89.5%	63.6%	50.0%	71.4%
OTTAWA	75.1%	67.3%	84.4%	86.7%	67.3%
ST. CATHARINES	80.6%	82.4%	75.0%	75.0%	83.7%
SUDBURY	55.4%	55.6%	58.8%	52.6%	53.5%
THUNDER BAY	99.0%	100.0%	100.0%	100.0%	97.0%
TORONTO	64.5%	61.5%	67.3%	70.2%	62.5%
WINDSOR	80.9%	85.2%	78.6%	100.0%	76.1%
MANITOBA	85.6%	93.9%	89.5%	91.7%	77.5%
BRANDON	100.0%	100.0%	100.0%	100.0%	100.0%
WINNIPEG	84.2%	93.4%	87.9%	90.9%	75.9%
SASKATCHEWAN	40.6%	8.5%	42.5%	59.8%	50.7%
REGINA	58.7%	22.7%	57.8%	82.8%	68.8%
SASKATOON	25.1%	0.0%	27.4%	37.9%	36.1%
ALBERTA	85.4%	93.0%	83.2%	86.2%	83.2%
CALGARY	81.8%	89.8%	82.9%	78.3%	77.4%
EDMONTON	89.8%	96.2%	85.0%	91.9%	89.1%
MEDICINE HAT	77.9%	83.3%	76.7%	81.8%	76.5%
RED DEER	88.1%	100.0%	81.8%	71.4%	90.9%
BRITISH COLUMBIA	82.8%	85.5%	80.8%	83.4%	83.2%
KELOWNA	64.5%	50.0%	61.9%	78.6%	66.7%
CAMPBELL RIVER					
COURTENAY	77.3%	88.9%	79.3%	69.2%	73.9%
VANCOUVER CMA	84.4%	87.9%	83.6%	85.1%	84.1%
VANCOUVER 1	83.4%	89.1%	84.2%	78.4%	83.1%
VANCOUVER 2	90.0%	92.0%	90.0%	93.8%	88.5%
VANCOUVER 3	76.6%	77.3%	74.0%	85.4%	76.1%
VANCOUVER 4	96.2%	100.0%	97.0%	86.7%	98.2%

N/A = Not Applicable. The respective class of trade was not observed for sign compliance in that city.

Vancouver 1: Vancouver, Richmond

Vancouver 2: Burnaby, Coquitlam, Port Moody, Port Coquitlam, Maple Ridge, Whonnock, Pitt Meadows, New Westminster

Vancouver 3: Delta, Surrey, Langley, North Delta, White Rock

Vancouver 4: North Vancouver, West Vancouver

2.3 Overall Compliance by Region

The national sign compliance rate continues to increase each year; however, decreases in 10 cities over the 2005 study kept the national rate at 68.6%. The straight average of the decreases across all 10 cities is -23.3%. The largest and most significant decreases (i.e., double digit) occurred in seven cities, where the straight average of the drop is -31.3% (*Table 19*). These cities are:

- Regina (-17.3 points)
- Fredericton (-17.9 points)
- Saint John (-19.6 points)
- Montreal (-20.9 points)
- Kelowna (-22.9 points)
- Saskatoon (-39.0 points)
- Moncton (-81.7 points)

These communities represent several provinces and are legislated under a variety of tobacco laws.

In 19 of the 29 cities visited, an increase in tobacco sign compliance was reported with a straight average of 16.5%. Double-digit increases occurred in 12 of them:

- Charlottetown (PEI) (36.0 points)
- Kingston (35.5 points)
- Thunder Bay (34.5 points)
- Ottawa (27.6 points)
- Quebec City (27.1 points)
- Windsor (26.2 points)
- Medicine Hat (24.4 points)
- Vancouver CMA (15.6 points)
- Brandon (14.9 points)
- Winnipeg (14.8 points)
- Edmonton (11.5 points)
- Halifax (10.0 points)

Evaluation of Retailers' Behaviour Towards Certain Youth Access-to-Tobacco Restrictions (2006)

Thirteen cities scored below the national average of 68.6%:

- Bathurst 68.5%
- Kelowna 64.5%
- Toronto 64.5%
- Regina 58.7%
- Sudbury 55.4%
- Sherbrooke 52.9%
- Fredericton 49.9%
- Sydney 48.5%
- Montreal 39.3%
- Halifax 37.3%
- Saskatoon 25.1%
- Saint John 24.6%
- Moncton 9.9%

Many of the cities are from provinces where tobacco laws require more than the posting of a single mandatory sign. It is noteworthy to see two cities from Quebec (Montreal and Sherbrooke) on the above list, since stores in this province are required to carry only one sign in order to meet sign compliance regulations. The stores in Ontario showed an improvement over last year. Last year in this province, the "No Smoking" sign was required to meet compliance regulations; however, this year it was not required, which resulted in two cities scoring above the national average where they didn't last year: Ottawa and Kingston.

Highest sign compliance was found in 15 cities, where compliance was 70% or better:

- Brandon 100.0%
- Thunder Bay 99.0%
- Chicoutimi/Jonquiere 95.1%
- Edmonton 89.8%
- Red Deer 88.1%
- Quebec City 85.2%
- Vancouver CMA 84.4%
- Winnipeg 84.2%
- Calgary 81.8%
- Windsor 80.9%
- St. Catharines 80.6%
- Medicine Hat 77.9%
- Campbell River/Courtenay 77.3%
- Ottawa 75.1%
- Kingston 70.2%

Evaluation of Retailers' Behaviour Towards Certain Youth Access-to-Tobacco Restrictions (2006)

Table 19 – Weighted – % of Retailer Sign Compliance by Region – All Outlet Types – 2006 vs. 2005 Results

Region	2005	2006	Net Change
NATIONAL	66.4%	68.6%	2.2%
ST. JOHN'S (NL)	89.9%	N/A	N/A
CHARLOTTETOWN (PEI)	33.2%	69.1%	36.0%
NEW BRUNSWICK	67.6%	36.4%	-31.3%
BATHURST	63.5%	68.5%	5.0%
FREDERICTON	67.8%	49.9%	-17.9%
MONCTON	91.7%	9.9%	-81.7%
SAINT JOHN	44.2%	24.6%	-19.6%
NOVA SCOTIA	34.8%	41.2%	6.4%
HALIFAX	27.3%	37.3%	10.0%
SYDNEY	50.2%	48.5%	-1.7%
QUEBEC	60.9%	57.9%	-3.1%
CHICOUTIMI			
JONQUIERE	99.1%	95.1%	-4.0%
MONTREAL	60.3%	39.3%	-20.9%
QUEBEC CITY	58.1%	85.2%	27.1%
SHERBROOKE	44.3%	52.9%	8.7%
ONTARIO	58.8%	70.0%	11.3%
KINGSTON	34.7%	70.2%	35.5%
OTTAWA	47.5%	75.1%	27.6%
ST. CATHARINES	73.9%	80.6%	6.7%
SUDBURY	52.1%	55.4%	3.3%
THUNDER BAY	64.5%	99.0%	34.5%
TORONTO	60.9%	64.5%	3.5%
WINDSOR	54.6%	80.9%	26.2%
MANITOBA	70.7%	85.6%	14.9%
BRANDON	85.1%	100.0%	14.9%
WINNIPEG	69.4%	84.2%	14.8%
SASKATCHEWAN	69.8%	40.6%	-29.2%
REGINA	75.9%	58.7%	-17.3%
SASKATOON	64.1%	25.1%	-39.0%
ALBERTA	83.2%	85.4%	2.3%
CALGARY	90.3%	81.8%	-8.5%
EDMONTON	78.3%	89.8%	11.5%
MEDICINE HAT	53.5%	77.9%	24.4%
RED DEER	87.2%	88.1%	1.0%
BRITISH COLUMBIA	70.2%	82.8%	12.5%
KELOWNA	87.4%	64.5%	-22.9%
CAMPBELL RIVER			
COURTENAY	69.2%	77.3%	8.1%
VANCOUVER CMA	68.8%	84.4%	15.6%
VANCOUVER 1	65.8%	83.4%	17.7%
VANCOUVER 2	79.9%	90.0%	10.1%
VANCOUVER 3	59.6%	76.6%	17.1%
VANCOUVER 4	75.1%	96.2%	21.1%

N/A = Not Applicable. Sign compliance was not measured in Newfoundland and Labrador this year. The province has not made age restriction or health warning signs available to retailers.

Vancouver 1: Vancouver, Richmond

Vancouver 2: Burnaby, Coquitlam, Port Moody, Port Coquitlam, Maple Ridge, Whonnock, Pitt Meadows, New Westminster

Vancouver 3: Delta, Surrey, Langley, North Delta, White Rock

Vancouver 4: North Vancouver, West Vancouver

2.4 Sign Compliance by Provincial Legislative Component

Table 20 shows retailer compliance by each individual sign component for signs mandated under the *Tobacco Act* or corresponding provincial legislation.

Twenty-two of the 29 cities visited (76%) achieved a sign compliance of 50% or better, with the following cities ranking in the top five:

- Brandon 100.0%
- Thunder Bay 99.0%
- Chicoutimi/Jonquiere 95.1%
- Edmonton 89.8%
- Red Deer 88.1%

Regionally, the provinces and cities where sign compliance is low are typically those where one or another version of the required age restriction signs are posted, but where retailers fail to post these signs equally in all the prescribed places, or where they are less disciplined in posting ancillary signs. It is no surprise then, that, of the top five cities, four come from three provinces where only one sign is required to meet compliance: Manitoba, Alberta, and Quebec.

In Saskatchewan, the province's tobacco law prohibits the posting of signs other than those expressly allowed. Mandatory signs are the two issued by the province. In addition to these, but not in place of them, the federal age restriction sign designated under the *Tobacco Act* is also allowed.

Evaluation of Retailers' Behaviour Towards Certain Youth Access-to-Tobacco Restrictions (2006)

Table 20 – Weighted – Retailer Compliance with Mandatory Tobacco Sign Provisions – 2006

How to Interpret this Table

The figures in the column labelled "Full Compliance" indicate those retailers posting every required sign in the region shown and, in the case of the national figure, across all regions in the country.

Region	Sign Presence					Full Compliance
NATIONAL						68.6%
Newfoundland						
ST. JOHN'S						N/A
Prince Edward Island	Sign A (Health Warning)	Sign B (Age Restriction/Photo ID)	Sign C (Age Restriction/Photo ID)			A&B&C
CHARLOTTETOWN	70.1%	97.1%	98.1%			69.1%
New Brunswick	Sign A (Age Restriction)	Sign B (Health Warning)	Sign C (Age Restriction)			A&B&C
NEW BRUNSWICK	61.7%	85.9%	49.5%			36.4%
BATHURST	72.8%	93.7%	85.4%			68.5%
FREDERICTON	71.1%	100.0%	59.1%			49.9%
MONCTON	30.9%	80.8%	26.6%			9.9%
SAINT JOHN	72.4%	74.1%	34.7%			24.6%
Nova Scotia	Sign A (Health Warning/Age Restriction)	Sign B (Health Warning/Age Restriction/Photo ID)	Sign C (Health Warning/Age Restriction/Photo ID)	Sign D (Health Warning - small)	Sign D (Health Warning - large)	A&B&C + one of D
NOVA SCOTIA	86.9%	86.3%	57.5%	40.7%	39.8%	41.2%
HALIFAX	80.0%	80.6%	53.6%	22.7%	59.3%	37.3%
SYDNEY	100.0%	97.0%	64.9%	75.0%	2.8%	48.5%
Quebec	Sign A (Health Warning/Age Restriction)					A
QUEBEC	57.9%					57.9%
CHICOUTIMI	95.1%					95.1%
JONQUIERE						
MONTREAL	39.3%					39.3%
QUEBEC CITY	85.2%					85.2%
SHERBROOKE	52.9%					52.9%
Ontario	Sign A (Health Warning/Age Restriction)	Sign B (Age Restriction)				A&B
ONTARIO	78.6%	76.4%				70.0%
KINGSTON	78.7%	73.4%				70.2%
OTTAWA	87.2%	80.2%				75.1%
ST. CATHARINES	86.2%	85.8%				80.6%
SUDBURY	72.8%	78.3%				55.4%
THUNDER BAY	99.0%	99.0%				99.0%
TORONTO	72.4%	70.7%				64.5%
WINDSOR	90.3%	88.9%				80.9%
Manitoba	Sign A (Federal - Age Restriction)					A
MANITOBA	85.6%					85.6%
BRANDON	100.0%					100.0%
WINNIPEG	84.2%					84.2%
Saskatchewan	Sign A (Health Warning/Age Restriction/Photo ID)	Absence of Other Unauthorized Signs with Age Restriction/Health Warning Messages Posted				A & Absence of Unauthorized
SASKATCHEWAN	94.3%	1.0%				40.6%
REGINA	92.6%	1.5%				58.7%
SASKATOON	95.7%	0.7%				25.1%
Alberta	Sign A (Federal - Age Restriction)					A
ALBERTA	85.4%					85.4%
CALGARY	81.8%					81.8%
EDMONTON	89.8%					89.8%
MEDICINE HAT	77.9%					77.9%
RED DEER	88.1%					88.1%
British Columbia	Sign A (Health Warning)	Sign B (Health Warning/Age Restriction/Photo ID)				A&B
BRITISH COLUMBIA	91.5%	88.9%				82.8%
KELOWNA	75.3%	79.8%				64.5%
CAMPBELL RIVER	90.7%	86.6%				77.3%
COURTENAY						
VANCOUVER CMA	92.7%	89.7%				84.4%
VANCOUVER 1	90.5%	90.0%				83.4%
VANCOUVER 2	92.6%	95.8%				90.0%
VANCOUVER 3	94.9%	80.6%				76.6%
VANCOUVER 4	99.0%	96.2%				96.2%

N/A = Not Applicable. Sign compliance was not measured in Newfoundland and Labrador this year. The province has not made age restriction or health warning signs available to retailers.

Vancouver 1: Vancouver, Richmond

Vancouver 2: Burnaby, Coquitlam, Port Moody, Port Coquitlam, Maple Ridge, Whonnock, Pitt Meadows, New Westminster

Vancouver 3: Delta, Surrey, Langley, North Delta, White Rock

Vancouver 4: North Vancouver, West Vancouver

Part B – Tobacco Advertisements at Point of Sale (POS)

The distribution of tobacco advertising at POS measurements was established as follows:

- for all outlets and by trade class, an indication of the number and type of in-outlet tobacco promotional items in these outlets, including counter-top displays, shelf-talkers, danglers, posters and other promotional merchandise¹⁰; and
- for chain convenience, independent convenience outlets and gas stores/kiosks, the information on the same tobacco POS materials listed above, reported by major tobacco brand name.

These parameters are similar to those of previous studies, and the current findings build on results of past measurements. This year's measurement is the sixth taken following the date when a total ban on tobacco sponsorship advertising at POS was imposed by the federal government. The first measurement taken after the ban was in 2000. Prior to the ban, sponsorship-related advertising represented a major portion of tobacco advertisements at retail. The latest survey, therefore, provides an indication of the evolution of tobacco POS merchandising since sponsorship restrictions were imposed a few years ago. It should be clarified that the use of the word "advertising" or "ad" in this section refers more accurately to tobacco merchandising and promotional materials at POS.

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 colours that are associated with tobacco products or the companies that manufacture them.

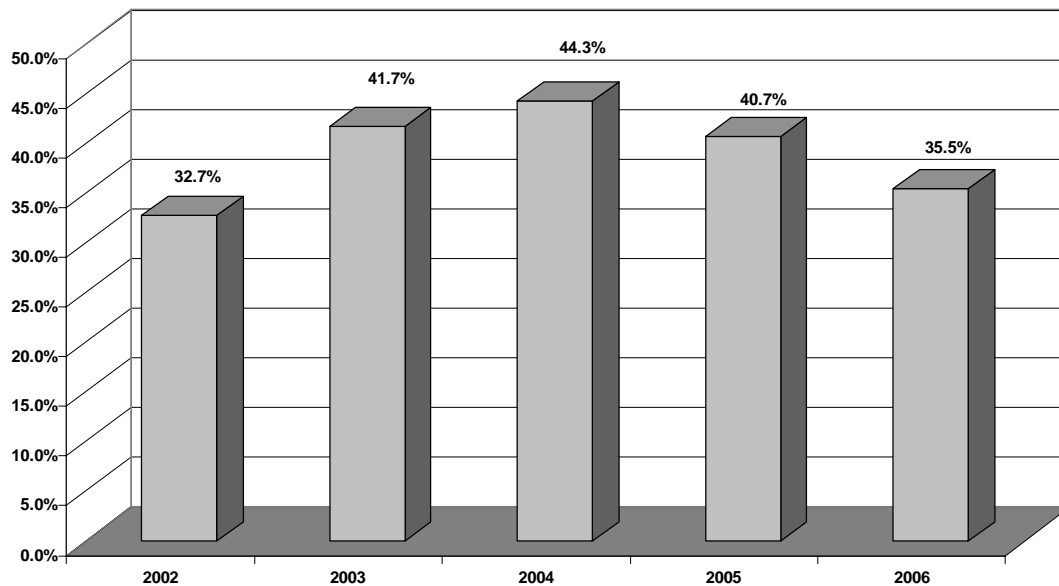
¹⁰ The definition of "posters" is self-explanatory. Broad definitions of the other forms of point-of-sale advertising are these: "counter-top displays": tobacco displays either supplied by the manufacturer or set up by the retailer that are small enough to sit on the counter. A display credit will have been given whether or not an advertising backboard was attached; "danglers" are merchandising pieces or strips of paper affixed to the shelf and that overhang the advertised tobacco brands; "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 outlet. Prefabricated tobacco elements to which facings are mounted on the regular power wall were treated as regular facings, and not given distribution credit.

Section 1.0 – General Trends in Tobacco POS Advertising

1.1 Distribution of POS Advertising

Continuing with a decreasing trend since 2004, the distribution of POS signs in retail establishments is lower this year across the nation at 35.5% versus 40.7% last year and 44.3% in 2004 (see *Chart 16*).

Chart 16 – Weighted – National – % of All Outlets with Tobacco Ads – 2002-2006



No more than 17% of all outlets had any one particular sign distribution (*Table 21*). This year, both counter-top displays and posters had the highest presence in outlets with each being found in 16.8% and 15.9% of all outlets respectively. Counter-top displays continue to have the lead since 2002 in POS distribution.

Following the ban on tobacco sponsorship advertising, tobacco companies realigned their in-outlet merchandising vehicles. The traditional predominance of posters was replaced by a shift to counter-top displays. However, the new trend of POS ad types demonstrates a more balanced distribution, all ranging between 12.7% and 16.8%.

Shelf-talkers were the only type of POS advertising that decreased from the previous year (-2.1%) with all other ad types increasing. The highest increase was noticed in “other ad types”, with a 7.0% increase over last year.

Evaluation of Retailers' Behaviour Towards Certain Youth Access-to-Tobacco Restrictions (2006)

Table 21 – Weighted – National – % of All Outlets with POS Advertising by Type of Ad – 2002-2006

Ad Types	2002	2003	2004	2005	2006
All Ad Types	32.7%	41.7%	44.3%	40.7%	35.5%
Danglers	0.7%	5.7%	10.2%	9.1%	13.5%
Shelf-Talkers	3.1%	4.2%	19.3%	15.0%	12.9%
Posters	1.2%	2.4%	12.4%	14.6%	15.9%
Counter-Top Displays	28.0%	33.0%	24.2%	15.0%	16.8%
Other Ad Types	2.5%	7.4%	4.8%	5.7%	12.7%

Compared to 2005, 13 cities out of 30 visited showed an increase in ad distribution, with the remaining showing decreases (*Appendix Table A-1*).

Regions with double-digit increases are recorded in *Table 22*. In three of the cities, distribution increased by more than 25%. However large this increase may be, the overall national distribution is lower this year than last (*Appendix Table A-1*).

Table 22 – Weighted – All Outlets Changes in POS Ad Distribution Across Regions – 2006 vs. 2005 Results % of Outlets with Ads – Most Increased

Cities Where Tobacco Ad Distribution Increased the Most	2005	2006	Difference * 2006 vs. 2005
MONCTON	23.5%	80.5%	57.0%
SHERBROOKE	48.2%	80.0%	31.8%
EDMONTON	34.8%	63.1%	28.3%
VANCOUVER CMA	20.3%	43.9%	23.6%
MONTREAL	43.6%	66.7%	23.0%
SYDNEY	71.4%	90.3%	19.0%
CALGARY	59.6%	76.1%	16.6%
QUEBEC CITY	59.6%	72.3%	12.8%
KELOWNA	29.4%	39.7%	10.3%

* Difference may be under or over by 0.1% due to rounding.

The cities where tobacco ad distribution was the highest (i.e., above the national average of 35.5%) are included in *Table 23*. The list includes several cities in which ad distribution increased substantially this year over last.

Evaluation of Retailers' Behaviour Towards Certain Youth Access-to-Tobacco Restrictions (2006)

Table 23 – Weighted – All Outlets – POS Ad Distribution Across Regions – 2006 vs. 2005 Results % of Outlets with Ads – Highest

Cities Where Tobacco Ad Distribution Highest This Year	2005	2006	Difference * 2006 vs. 2005
RED DEER	95.3%	90.4%	-4.9%
SYDNEY	71.4%	90.3%	19.0%
CHICOUTIMI JONQUIERE	83.8%	81.8%	-1.9%
MONCTON	23.5%	80.5%	57.0%
SHERBROOKE	48.2%	80.0%	31.8%
CALGARY	59.6%	76.1%	16.6%
QUEBEC CITY	59.6%	72.3%	12.8%
MONTREAL	43.6%	66.7%	23.0%
EDMONTON	34.8%	63.1%	28.3%
ST. JOHN'S (NL)	45.7%	46.5%	0.8%
VANCOUVER CMA	20.3%	43.9%	23.6%
CAMPBELL RIVER COURTENAY	30.0%	39.7%	9.7%
KELOWNA	29.4%	39.7%	10.3%

* Difference may be under or over by 0.1% due to rounding.

Although provincial legislation prohibits tobacco advertising in Saskatchewan, observations of advertising were made and reported herein.

Seventeen regions showed a decrease in ads, with 13 (more than three-quarters of them) showing a double-digit decrease. The highest recorded decreases are in Ottawa, Sudbury, Saint John and Brandon, all experiencing drops of more than 50%.

Tobacco ad distribution was lowest (less than 10%) in those cities recorded in *Table 24*.

Evaluation of Retailers' Behaviour Towards Certain Youth Access-to-Tobacco Restrictions (2006)

Table 24 – Weighted – All Outlets – Changes in POS Ad Distribution Across Regions – 2006 vs. 2005 Results % of Outlets with Ads – Lowest

Cities Where Tobacco Ad Distribution Lowest this Year	2005	2006	Difference * 2006 vs. 2005
MEDICINE HAT	16.0%	0.0%	-16.0%
REGINA	0.0%	1.4%	1.4%
SASKATOON	0.0%	1.8%	1.8%
ST. CATHARINES	7.8%	2.0%	-5.8%
OTTAWA	52.4%	2.3%	-50.1%
WINDSOR	34.6%	2.8%	-31.8%
WINNIPEG	20.7%	2.8%	-17.9%
SUDBURY	54.3%	3.2%	-51.1%
TORONTO	40.3%	3.9%	-36.4%
KINGSTON	40.1%	5.7%	-34.4%
SAINT JOHN	72.2%	6.3%	-65.9%
HALIFAX	54.3%	8.1%	-46.2%

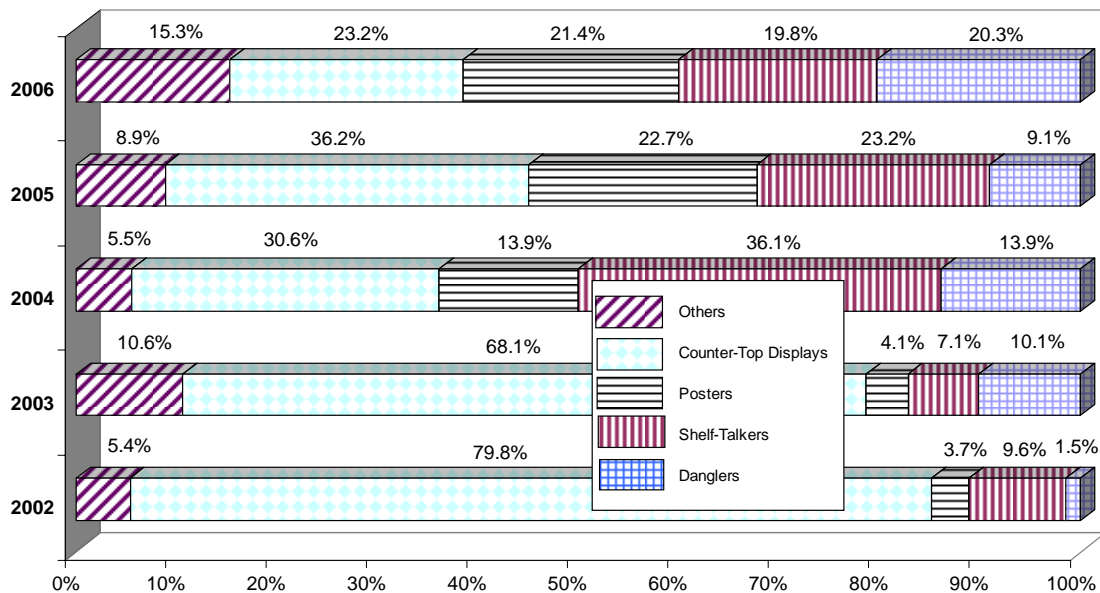
* Difference may be under or over by 0.1% due to rounding.

1.2 POS Ad Share & Number of Ads per Outlet by Type

POS Ad Share by Type

Counter-top displays, posters and shelf-talkers were all less present in outlets this year over last, with decreases of 13.0%, 1.3% and 3.4%, respectively. Others increased by 6.4% and danglers by 11.2%. Although counter-top displays have dropped in representation, they remain the most utilized type of ad within all outlets with almost one quarter of all ads being of this type.

Chart 17 – Weighted – National – % Share of Ads by Type – 2002-2006



Statistics relative to share of POS ads are:

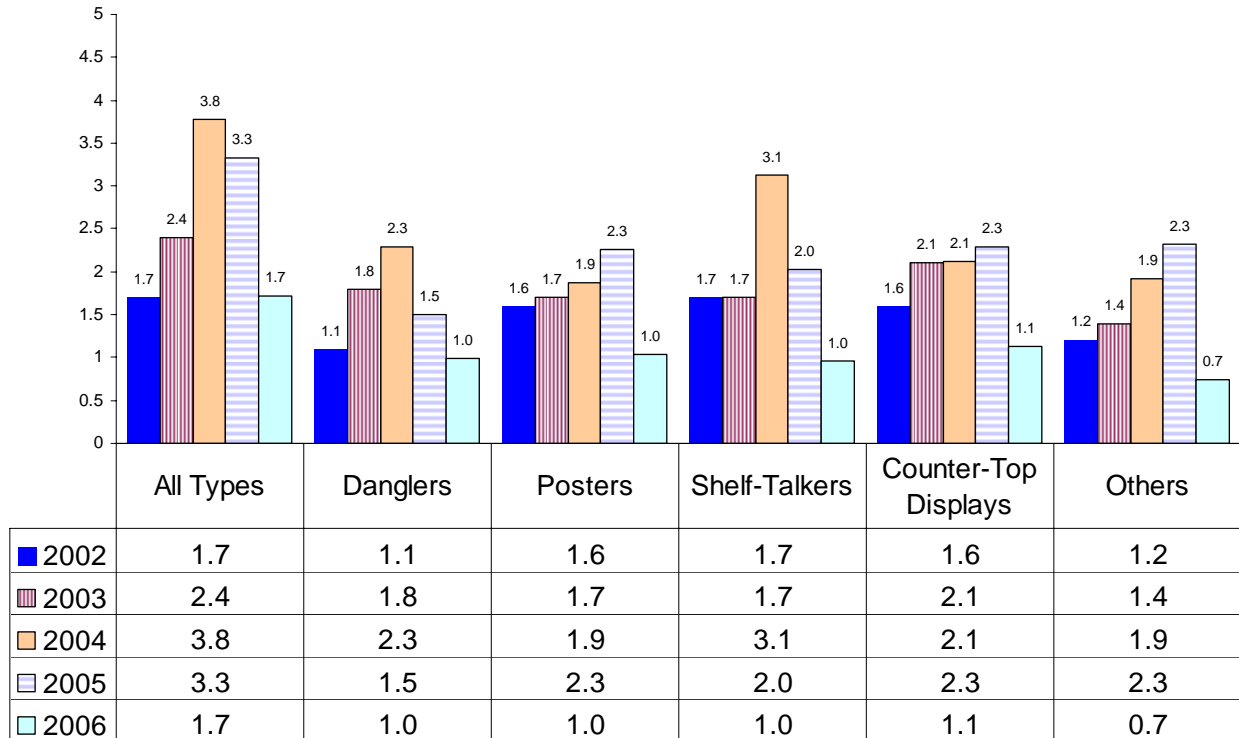
- The three largest share of ads are distributed between counter-top displays, posters and danglers, which represent 64.9% of all ads in outlets. Shelf-talkers rank the fourth largest ad type, at 19.8%;
- Share of signs this year are more evenly distributed among four types (counter-top displays, posters, shelf-talkers, and danglers) rather than the predominance of counter-top displays and shelf-talkers (59.4%) seen last year;
- Cities with the highest distribution of ads are Red Deer, Sydney, Chicoutimi/Jonquiere, Moncton, Sherbrooke, Calgary, Quebec City, Montreal, and Edmonton (*Appendix Table A-1*); and
- Of the two largest provinces, cities within Quebec had a higher distribution of ads (70.6%) than the national average (35.5%), while cities within Ontario had the lowest distribution with only 4.3% distribution (*Appendix Table A-1*).

Average Number of Ads by Type per Outlet

In stores carrying POS ads, the average number of ads is 1.7, much lower than previous years (*Chart 18*). In 2006, there were both fewer outlets carrying ads (35.5%), and there were fewer ads across all outlets.

Evaluation of Retailers' Behaviour Towards Certain Youth Access-to-Tobacco Restrictions (2006)

Chart 18 – Weighted – Average Number of Tobacco POS Ads per Outlet Carrying – 2002-2006



Evaluation of Retailers' Behaviour Towards Certain Youth Access-to-Tobacco Restrictions (2006)

Table 25A – Weighted – Tobacco POS Ad Distribution & Share Summary – All Outlets

Region	Total		Danglers			Shelf-Talkers		
	Proj Dist %	Proj Avg	Proj Dist %	Share	Proj Avg	Proj Dist %	Share	Proj Avg
NATIONAL	35.5%	1.7	13.5%	20.3%	1.0	12.9%	19.8%	1.0
ST. JOHN'S (NL)	46.5%	1.7	12.9%	11.1%	0.4	34.4%	41.4%	1.5
CHARLOTTETOWN (PEI)	10.2%	0.4	3.6%	18.5%	0.6	0.0%	0.0%	0.0
NEW BRUNSWICK	33.3%	0.7	2.8%	4.3%	0.1	0.5%	1.8%	0.0
BATHURST	19.5%	0.2	2.4%	10.2%	0.1	0.0%	0.0%	0.0
FREDERICTON	30.4%	0.5	1.1%	2.0%	0.0	1.1%	8.0%	0.1
MONCTON	80.5%	1.8	8.1%	4.4%	0.1	1.1%	0.6%	0.0
SAINT JOHN	6.3%	0.1	0.0%	0.0%	0.0	0.0%	0.0%	0.0
NOVA SCOTIA	36.4%	1.1	20.9%	30.3%	0.9	17.5%	22.1%	0.6
HALIFAX	8.1%	0.1	0.8%	8.4%	0.1	3.2%	32.9%	0.4
SYDNEY	90.3%	2.9	59.0%	31.7%	1.0	44.6%	21.5%	0.7
QUEBEC	70.6%	4.1	33.8%	24.3%	1.4	23.5%	14.0%	0.8
CHICOUTIMI JONQUIERE	81.8%	6.7	75.1%	25.9%	2.1	61.2%	16.4%	1.3
MONTREAL	66.7%	3.5	35.1%	28.5%	1.5	19.6%	13.8%	0.7
QUEBEC CITY	72.3%	3.8	22.2%	23.2%	1.2	8.2%	3.4%	0.2
SHERBROOKE	80.0%	6.1	7.6%	4.4%	0.3	60.9%	36.0%	2.7
ONTARIO	4.3%	0.1	1.6%	22.2%	0.4	0.9%	11.1%	0.2
KINGSTON	5.7%	0.1	1.4%	19.8%	0.2	2.1%	30.9%	0.4
OTTAWA	2.3%	0.1	0.3%	2.4%	0.1	0.0%	0.0%	0.0
ST. CATHARINES	2.0%	0.0	1.2%	56.8%	0.6	0.4%	21.6%	0.2
SUDBURY	3.2%	0.2	0.0%	0.0%	0.0	0.0%	0.0%	0.0
THUNDER BAY	29.8%	0.5	13.9%	34.9%	0.6	0.0%	0.0%	0.0
TORONTO	3.9%	0.1	1.4%	22.0%	0.4	1.5%	22.7%	0.4
WINDSOR	2.8%	0.1	1.4%	66.5%	1.7	0.0%	0.0%	0.0
MANITOBA	4.6%	0.1	2.1%	56.8%	1.1	0.5%	8.6%	0.2
BRANDON	22.2%	0.7	10.9%	61.7%	1.9	6.0%	12.2%	0.4
WINNIPEG	2.8%	0.0	1.3%	45.3%	0.5	0.0%	0.0%	0.0
SASKATCHEWAN	1.6%	0.0	0.3%	14.9%	0.4	0.0%	0.0%	0.0
REGINA	1.4%	0.0	0.0%	0.0%	0.0	0.0%	0.0%	0.0
SASKATOON	1.8%	0.1	0.6%	17.7%	0.6	0.0%	0.0%	0.0
ALBERTA	68.0%	4.5	24.7%	16.4%	1.1	32.8%	27.3%	1.8
CALGARY	76.1%	6.1	46.4%	24.1%	1.9	51.2%	23.6%	1.9
EDMONTON	63.1%	1.9	5.2%	3.7%	0.1	10.7%	9.4%	0.3
MEDICINE HAT	0.0%	0.0	0.0%	0.0%	0.0	0.0%	0.0%	0.0
RED DEER	90.4%	15.6	12.5%	1.7%	0.3	79.8%	59.9%	10.4
BRITISH COLUMBIA	43.4%	1.1	10.5%	17.4%	0.5	10.3%	16.0%	0.4
KELOWNA	39.7%	0.7	2.3%	6.5%	0.1	3.7%	10.7%	0.2
CAMPBELL RIVER COURTENAY	39.7%	0.7	1.2%	1.7%	0.0	0.0%	0.0%	0.0
VANCOUVER CMA	43.9%	1.2	11.6%	18.3%	0.5	11.3%	16.7%	0.5
VANCOUVER 1	29.7%	0.5	10.6%	32.2%	0.6	1.3%	5.7%	0.1
VANCOUVER 2	55.1%	2.3	13.8%	13.4%	0.6	21.8%	20.2%	0.8
VANCOUVER 3	62.3%	1.5	14.9%	18.8%	0.5	23.3%	20.5%	0.5
VANCOUVER 4	37.4%	0.6	0.9%	1.5%	0.0	1.7%	4.0%	0.1

Vancouver 1: Vancouver, Richmond

Vancouver 2: Burnaby, Coquitlam, Port Moody, Port Coquitlam, Maple Ridge, Whonnock, Pitt Meadows, New Westminster

Vancouver 3: Delta, Surrey, Langley, North Delta, White Rock

Vancouver 4: North Vancouver, West Vancouver

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Evaluation of Retailers' Behaviour Towards Certain Youth Access-to-Tobacco Restrictions (2006)

Table 25B – Weighted – Tobacco POS Ad Distribution & Share Summary – All Outlets

Region	Posters			Counter-Top Displays			Others		
	Proj Dist %	Share	Proj Avg	Proj Dist %	Share	Proj Avg	Proj Dist %	Share	Proj Avg
NATIONAL	15.9%	21.4%	1.0	16.8%	23.2%	1.1	12.7%	15.3%	0.7
ST. JOHN'S (NL)	5.9%	5.1%	0.2	31.6%	20.1%	0.7	25.2%	22.2%	0.8
CHARLOTTETOWN (PEI)	2.3%	10.3%	0.4	1.3%	3.8%	0.1	6.6%	67.5%	2.3
NEW BRUNSWICK	21.7%	68.7%	1.4	1.0%	1.6%	0.0	11.4%	23.6%	0.5
BATHURST	5.1%	21.5%	0.3	0.0%	0.0%	0.0	14.3%	68.3%	0.8
FREDERICTON	3.9%	19.3%	0.3	0.0%	0.0%	0.0	25.4%	70.7%	1.3
MONCTON	77.7%	91.2%	2.1	4.1%	2.3%	0.1	2.8%	1.5%	0.0
SAINT JOHN	0.0%	0.0%	0.0	0.0%	0.0%	0.0	6.3%	100.0%	1.5
NOVA SCOTIA	4.5%	5.1%	0.2	1.9%	4.2%	0.1	22.0%	38.2%	1.1
HALIFAX	1.2%	11.9%	0.1	0.9%	9.7%	0.1	2.4%	37.0%	0.4
SYDNEY	10.9%	4.7%	0.2	3.8%	3.9%	0.1	59.3%	38.3%	1.2
QUEBEC	42.5%	24.4%	1.4	36.4%	23.5%	1.4	26.5%	13.8%	0.8
CHICOUTIMI									
JONQUIERE	80.3%	31.7%	2.6	1.4%	0.3%	0.0	66.9%	25.8%	2.1
MONTREAL	39.0%	22.9%	1.2	35.0%	19.8%	1.1	27.0%	15.0%	0.8
QUEBEC CITY	28.0%	16.5%	0.9	53.6%	48.8%	2.5	14.8%	8.1%	0.4
SHERBROOKE	73.2%	38.8%	2.9	32.0%	17.9%	1.4	8.7%	2.9%	0.2
ONTARIO	1.8%	31.0%	0.6	0.2%	12.9%	0.3	1.0%	22.9%	0.5
KINGSTON	0.9%	12.4%	0.2	1.3%	18.5%	0.2	1.3%	18.5%	0.2
OTTAWA	0.3%	4.8%	0.2	1.0%	59.3%	2.8	1.0%	33.5%	1.6
ST. CATHARINES	0.0%	0.0%	0.0	0.0%	0.0%	0.0	0.4%	21.6%	0.2
SUDBURY	1.0%	18.4%	0.9	0.0%	0.0%	0.0	2.2%	81.6%	4.1
THUNDER BAY	3.1%	29.8%	0.5	1.2%	2.6%	0.0	14.7%	32.6%	0.5
TORONTO	2.9%	53.2%	0.9	0.0%	0.0%	0.0	0.1%	2.1%	0.0
WINDSOR	0.0%	0.0%	0.0	0.0%	0.0%	0.0	1.4%	33.5%	0.8
MANITOBA	1.0%	13.8%	0.3	0.5%	5.3%	0.1	1.0%	15.5%	0.3
BRANDON	2.7%	7.8%	0.2	2.7%	3.9%	0.1	6.2%	14.4%	0.4
WINNIPEG	0.8%	27.8%	0.3	0.2%	8.6%	0.1	0.5%	18.2%	0.2
SASKATCHEWAN	1.0%	23.2%	0.6	0.4%	35.4%	0.9	0.4%	26.5%	0.7
REGINA	1.4%	100.0%	1.0	0.0%	0.0%	0.0	0.0%	0.0%	0.0
SASKATOON	0.6%	8.8%	0.3	0.7%	42.0%	1.5	0.7%	31.5%	1.1
ALBERTA	30.8%	18.5%	1.2	45.1%	27.1%	1.8	19.1%	10.7%	0.7
CALGARY	38.4%	18.2%	1.5	51.1%	23.2%	1.9	24.2%	10.9%	0.9
EDMONTON	26.7%	35.3%	1.1	38.7%	34.7%	1.1	15.9%	16.9%	0.5
MEDICINE HAT	0.0%	0.0%	0.0	0.0%	0.0%	0.0	0.0%	0.0%	0.0
RED DEER	19.7%	1.7%	0.3	81.0%	33.4%	5.8	15.5%	3.3%	0.6
BRITISH COLUMBIA	11.4%	19.7%	0.5	15.7%	21.3%	0.6	14.2%	25.7%	0.7
KELOWNA	2.5%	5.3%	0.1	8.2%	17.2%	0.3	25.6%	60.3%	1.0
CAMPBELL RIVER									
COURTENAY	1.2%	1.7%	0.0	2.7%	3.8%	0.1	35.8%	92.9%	1.7
VANCOUVER CMA	12.6%	20.9%	0.6	16.9%	22.1%	0.6	12.3%	22.0%	0.6
VANCOUVER 1	2.7%	6.0%	0.1	12.8%	36.3%	0.6	5.2%	19.9%	0.4
VANCOUVER 2	28.3%	30.7%	1.3	18.0%	13.1%	0.5	22.8%	22.6%	0.9
VANCOUVER 3	9.1%	7.6%	0.2	28.4%	28.0%	0.7	18.6%	25.1%	0.6
VANCOUVER 4	32.5%	81.5%	1.4	2.9%	8.5%	0.1	2.0%	4.5%	0.1

Vancouver 1: Vancouver, Richmond

Vancouver 2: Burnaby, Coquitlam, Port Moody, Port Coquitlam, Maple Ridge, Whonnock, Pitt Meadows, New Westminster

Vancouver 3: Delta, Surrey, Langley, North Delta, White Rock

Vancouver 4: North Vancouver, West Vancouver

1.3 Tobacco Advertising by Class of Trade

With the exclusion of pharmacies from the analysis this year, consumers were more likely to find tobacco POS ads in all other types of outlets than in grocery stores (*Table 26*). The highest number of outlets carrying ads was independent convenience (39.2%), with chain convenience second (38.8%).

All classes of trade are showing a decrease this year in the number of outlets carrying POS ads, subsequently lowering the national average. The highest decrease was in chain convenience stores with a 25.5% drop in the number of outlets of this type carrying ads. Gas stores/kiosks were second place with a drop of 8.8%.

With 50% lower POS ads over last year, posters (15.9%) and counter-top displays (16.8%) only marginally took the lead in national representation in the various classes of trade, with the highest recorded statistic being counter-top displays in chain convenience stores (20.5%).

The number of ads in outlets with ads has decreased nearly 50%, from 3.3 in 2005 to 1.7 in 2006. The highest number of ads is found in chain convenience at 2.0, followed by gas stores/kiosks and independent convenience both at 1.9.

Nationally, each ad type is equally represented in the outlets, having roughly one ad per store. Across the classes of trade, the average number of ads ranges between less than half per store to slightly more than one in each store.

Variations to these observations recorded at the national level may be found across cities and regions (*Appendix Tables A1 to A5*).

Table 26 – Weighted – Tobacco POS Advertising by Class of Trade – All Ad Types – 2006

	All Store Types	Chain Convenience	Gas Stores/Kiosks	Grocery	Independent Convenience
% Stores Carrying any Ad	35.5%	38.8%	37.6%	8.0%	39.2%
Average # All Ads in Store	1.7	2.0	1.9	0.3	1.9
% Stores with Danglers	13.5%	15.3%	13.2%	1.5%	15.7%
Average # Danglers in Store	1.0	0.9	1.0	0.4	1.0
% Stores with Posters	15.9%	15.0%	13.5%	2.1%	14.3%
Average # Posters in Store	1.0	1.1	1.0	0.6	0.9
% Stores with Shelf-Talkers	12.9%	17.7%	16.4%	2.9%	18.0%
Average # Shelf-Talkers in Store	1.0	1.1	1.1	0.6	1.0
% Stores With Counter-Top Displays	16.8%	20.5%	17.2%	2.0%	18.8%
Average # Counter-Top Displays in Store	1.1	1.2	1.2	0.7	1.1
% Stores with "Other" Ads	12.7%	14.4%	12.1%	3.1%	14.5%
Average # "Other" Ads in Store	0.7	0.8	0.7	0.9	0.7

1.4 Tobacco Advertising by Proximity to Schools and/or Malls

Ad distribution in relation to the retailers' proximity to schools and/or malls bears resemblance to the national overall average in that ad distribution has decreased when compared to last year (*Table 27*).

Ads can be found in 33.8% of retailers located near schools and/or malls and 36.8% further away. This year's results have dropped to levels experienced in the 2002 survey. The difference between the two is 3.0%; not a large disparity, but nonetheless the difference is significant.

Within each of the classes of trade, a reduction was observed in tobacco ads for both outlets near schools and/or malls as well as elsewhere.

Table 27 – Weighted – Tobacco Ads % Distribution Based on Outlet Proximity to Schools and/or Malls – 2002-2006

	2002	2003	2004	2005	2006
All Store Types					
Near	31.5%	43.7%	42.2%	36.5%	33.8%
Away	33.8%	40.1%	46.3%	38.7%	36.8%
Chain Convenience					
Near	54.6%	65.6%	67.2%	59.0%	35.0%
Away	60.4%	62.0%	62.2%	55.2%	42.3%
Gas Stores/Kiosks					
Near	33.8%	47.2%	50.2%	50.1%	38.7%
Away	34.2%	42.4%	49.8%	44.7%	36.9%
Grocery					
Near	10.8%	8.9%	10.6%	9.7%	9.9%
Away	14.3%	11.8%	12.3%	10.6%	4.7%
Independent Convenience					
Near	34.3%	48.3%	50.9%	46.6%	38.4%
Away	32.1%	38.3%	50.3%	42.3%	39.8%

Section 2.0 – Tobacco POS Advertising by Brand (Selected Classes of Trade)

Data was collected on branded tobacco POS advertising in chain convenience, independent convenience outlets, and gas stores/kiosks. The findings are summarized hereunder for each outlet type.

Advertising support for tobacco brands and trademarks varies across the country (*Appendix Table A-1*):

- The province with the highest distribution of ads is Quebec (70.6%), with most ads being posters (42.5%); and
- The two largest provinces, Ontario and Quebec, have opposing results. Quebec has 70.6% ad distribution and Ontario balances this amount with a remarkably low rate of 4.3% ad distribution. Ontario's low rate was instrumental in reducing the overall ad distribution from last year's result.

2.1 Chain Convenience (Excluding Independent & Gas Stores/Kiosks)

Distribution

Nationally, the brand with the largest distribution among chain convenience outlets was "Other", with a distribution of 21.0%, up from last year's 15.3% when it was the second highest distributed brand following du Maurier (*Table 28*). This distribution rate for "Other" is only marginally more widespread than du Maurier ads (17.4%) and greater than the third most widely distributed brand ad: Export A (15.6%).

When not considering the unspecified brand group of "Other", there is a narrow disparity between the top four most promoted brands, which have a difference of 6.2% from the lowest to the highest promoted brands.

The ranking of brand families with the highest distribution of POS advertising is:

Brand	Distribution
"Other" (<i>not specified</i>)	21.0%
du Maurier	17.4%
Export A (<i>excluding Smooth</i>)	15.6%
Players	12.7%
Canadian Classics	11.2%

Evaluation of Retailers' Behaviour Towards Certain Youth Access-to-Tobacco Restrictions (2006)

Regionally, brand ad shares fluctuate with ad distribution.

Average Number of Ads per Outlet – The average number of ads in chain convenience outlets has dropped from 3.6 to 2.0 this year. This reflects the lower distribution rate this year. Counter-top displays remain the most widely distributed type of ads (20.5%), with posters having the second highest average (17.7%) number in retail establishments.

Table 28 – Weighted – % Distribution and Number of Ads per Outlet by Brand by Type – National Results – Chain Convenience – 2006

Ad Availability Chain Convenience	Total		Counter-Top Displays		Danglers		Posters		Shelf-Talkers		Others	
	Dist %	Avg	Dist %	Avg	Dist %	Avg	Dist %	Avg	Dist %	Avg	Dist %	Avg
Total	38.8%	2.0	20.5%	1.2	15.3%	0.9	17.7%	1.1	15.0%	1.1	14.4%	0.8
Belvedere	7.3%	1.4	1.8%	1.1	1.8%	1.1	1.5%	1.1	1.9%	1.4	2.1%	1.0
Benson & Hedges	9.5%	1.4	2.6%	1.0	3.1%	1.1	3.0%	1.1	2.8%	1.1	0.9%	1.3
Canadian Classics	11.2%	2.0	3.2%	1.5	2.9%	1.1	2.6%	1.2	3.4%	2.4	2.2%	1.2
du Maurier	17.4%	1.9	5.2%	1.3	2.7%	2.2	7.2%	1.3	5.0%	1.5	3.1%	1.2
Export A	15.6%	1.5	4.6%	1.4	4.4%	1.2	5.2%	1.1	2.8%	1.3	1.9%	1.0
Export A Smooth	2.7%	1.6	0.4%	1.0	0.5%	2.6	0.3%	1.0	0.9%	1.2	0.9%	1.1
Remaining Export A	3.1%	1.5	0.9%	1.3	1.4%	1.3	0.4%	1.0	0.6%	1.1	0.6%	1.0
Matinee	4.6%	1.3	0.5%	1.2	1.4%	1.2	1.0%	1.0	1.2%	1.3	1.2%	1.0
Players	12.7%	1.5	2.4%	1.3	3.1%	1.2	4.0%	1.1	3.4%	1.3	2.8%	1.2
Rothmans	3.9%	1.3	0.4%	1.0	1.1%	1.0	1.2%	1.1	0.9%	1.0	1.3%	1.0
Sportsman	4.1%	1.5	0.5%	1.0	1.0%	1.3	1.1%	1.0	1.2%	1.0	1.8%	1.1
Other	21.0%	2.5	10.1%	1.8	3.5%	1.4	7.2%	1.7	3.4%	2.8	5.3%	1.5

Brand Share of Ads – Brand share correlates with brand distribution (*Table 29* and *Appendix Table A-6*). “Other” takes the top spot in brand share again this year with 26.6%, and du Maurier remains second, with 16.6%. The top five brands are:

Brand	Share
“Other” (<i>not specified</i>)	26.6%
du Maurier	16.6%
Export A (<i>excluding Smooth</i>)	11.4%
Canadian Classics	10.9%
Players	9.5%

Brand Advertising by Type of Ad – Although significantly less popular this year (23.5%) compared to last year (32.6%), counter-top displays are the most popular type of ad. In chain convenience outlets, these types of ads are found in 20.5% of all outlets. “Other” had the highest share of these types of ads at 34.7%.

Not far behind counter-top displays, shelf-talkers had the second highest share of ads at 22.2%.

Evaluation of Retailers' Behaviour Towards Certain Youth Access-to-Tobacco Restrictions (2006)

Table 29 – Weighted – % Share of Ads by Type and by Brand – National Results – Chain Convenience – 2006

Share of Ads - Chain Convenience Stores						
Brand	All Ads	Counter-Top Displays	Danglers	Posters	Shelf-Talkers	Others
Total	100%	23.5%	17.8%	21.9%	22.2%	14.6%
Belvedere	100%	18.8%	19.5%	15.1%	25.9%	20.7%
Benson & Hedges	100%	20.0%	25.8%	23.1%	22.6%	8.5%
Canadian Classics	100%	22.4%	14.6%	14.3%	37.2%	11.4%
du Maurier	100%	19.7%	17.9%	27.9%	23.0%	11.5%
Export A	100%	28.2%	22.6%	24.4%	16.2%	8.6%
Export A Smooth	100%	9.0%	33.2%	8.0%	26.2%	23.7%
Remaining Export A	100%	25.7%	37.8%	9.1%	13.9%	13.5%
Matinee	100%	9.1%	28.5%	17.7%	24.3%	20.4%
Players	100%	16.2%	19.3%	23.5%	23.1%	17.9%
Rothmans	100%	8.8%	21.6%	25.7%	18.2%	25.8%
Sportsman	100%	7.6%	21.4%	19.0%	19.4%	32.6%
Other	100%	34.7%	9.2%	23.4%	17.7%	15.1%

The percentages in *Table 30* on the next page summarize the leading advertised brands within each ad type. For each brand listed, we show the brand share of all such ads nationally, the percent (distribution) of all chain convenience outlets carrying at least one ad of that type, and the average number of such ads per outlet carrying.

Evaluation of Retailers' Behaviour Towards Certain Youth Access-to-Tobacco Restrictions (2006)

Table 30 – Weighted – POS Advertising: Tobacco Brands – Chain Convenience – All Cities – 2006

<i>Ad Type: Counter-Top Displays</i>	Brand Share of CT Displays	% Distribution	Avg # Displays/Store
Other	39.1%	49.5%	1.8
du Maurier	13.9%	25.3%	1.3
Export A	13.7%	22.7%	1.4
Canadian Classics	10.3%	15.7%	1.5
Players	6.6%	12.0%	1.3
Benson & Hedges	5.8%	12.9%	1.0
<i>Ad Type: Posters</i>	Brand Share of Posters	% Distribution	Avg # Posters/Store
Other	28.3%	40.6%	1.7
du Maurier	21.1%	40.4%	1.3
Export A	12.7%	29.3%	1.1
Players	10.2%	22.8%	1.1
Benson & Hedges	7.2%	16.8%	1.1
Canadian Classics	7.1%	14.8%	1.2
<i>Ad Type: Shelf-Talkers</i>	Brand Share of Shelf-Talkers	% Distribution	Avg # Talkers/Store
Other	21.3%	22.7%	2.8
Canadian Classics	18.3%	22.6%	2.4
du Maurier	17.2%	33.3%	1.5
Players	9.9%	22.8%	1.3
Export A	8.3%	18.6%	1.3
Benson & Hedges	7.0%	18.8%	1.1
<i>Ad Type: Danglers</i>	Brand Share of Danglers	% Distribution	Avg # Danglers/Store
du Maurier	16.6%	17.5%	2.2
Export A	14.4%	28.7%	1.2
Other	13.7%	23.2%	1.4
Players	10.3%	20.4%	1.2
Benson & Hedges	9.9%	20.4%	1.1
Canadian Classics	8.9%	19.0%	1.1
<i>Ad Type: Other Forms</i>	Brand Share of Other Ads	% Distribution	Avg # Ads/Store
Other	27.5%	36.7%	1.5
du Maurier	13.0%	21.3%	1.2
Players	11.8%	19.6%	1.2
Canadian Classics	8.5%	14.9%	1.2
Belvedere	7.4%	14.8%	1.0
Sportsman	6.7%	12.6%	1.1

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

2.2 Independent Convenience Outlets

Distribution – Increasing from last year's 33.6% distribution, independent convenience outlets had a 39.2% distribution this year (*Table 31*), with "Other" having the widest distribution rate of 22.9%; du Maurier was second with a 20.0% distribution rate.

The top five distributed brand ads in outlets with ads are:

Brand	Distribution
"Other" (<i>not specified</i>)	22.9%
du Maurier	20.0%
Export A (<i>excluding Smooth</i>)	12.6%
Players	12.5%
Benson & Hedges	10.0%

Unlike last year, all brands were represented with ads widely distributed in this class of trade. For example, last year, Sportsman ads were not found in any outlets, whereas this year, they have a 3.1% distribution, adding to the overall distribution of ads in this class of trade.

The following are regional highlights of tobacco brand ad distribution in independent convenience outlets (*Appendix Tables A-5 and A-8*):

- Ad distribution in independent convenience outlets topped the national average by 3.7% at 39.2%;
- The highest distribution was found in cities within Quebec (72.6%) and Alberta (73.7%);
- The lowest distribution was found in cities within Ontario, Manitoba and Saskatchewan, with rates of 3.5%, 2.8% and 1.5%, respectively;
- The brand with the highest ad distribution is "Other" at 22.9%, followed by du Maurier at 20.0%; and
- "Other" had a high distribution in Chicoutimi/Jonquiere, Quebec City and Sherbrooke, making Quebec the province with the highest distribution of ad types.

Brand Share of Ads – The brand with the greatest share of ads was similar to those whose ads had the highest distribution. Nationally, brand share of advertising in independent convenience outlets was as follows:

Evaluation of Retailers' Behaviour Towards Certain Youth Access-to-Tobacco Restrictions (2006)

Brand	Share
"Other" (<i>not specified</i>)	28.2%
du Maurier	21.8%
Players	10.4%
Export A (<i>excluding Smooth</i>)	9.1%

Average Number of Ads per Outlet – Independent convenience outlets averaged 1.9 ads per outlet, down considerably from last year's 3.3 ads per outlet. Brands with highest distribution only averaged 2.2 ads per outlet, with the highest number of ads per outlet belonging to "Other".

Table 31 – Weighted – % Distribution and Number of Ads per Outlet by Brand by Type – National Results – Independent Convenience Outlets – 2006

Ad Availability Independent Convenience	Total		Counter-Top Displays		Danglers		Posters		Shelf-Talkers		Others	
	Dist %	Avg	Dist %	Avg	Dist %	Avg	Dist %	Avg	Dist %	Avg	Dist %	Avg
Brand												
Total	39.2%	1.9	18.8%	1.1	15.7%	1.0	18.0%	1.0	14.3%	0.9	14.5%	0.7
Belvedere	7.5%	1.3	1.0%	1.0	2.4%	1.1	1.8%	1.2	1.8%	1.2	1.5%	1.1
Benson & Hedges	10.0%	1.4	3.1%	1.1	2.3%	1.2	3.0%	1.2	2.6%	1.1	1.2%	1.2
Canadian Classics	6.4%	1.7	1.8%	1.7	1.2%	1.4	1.7%	1.0	1.4%	1.8	1.4%	1.3
du Maurier	20.0%	2.0	5.0%	1.4	7.2%	2.3	5.7%	1.2	3.8%	1.5	4.6%	1.2
Export A	12.6%	1.4	3.7%	1.2	2.6%	1.2	3.5%	1.1	2.1%	1.5	2.2%	1.0
Export A Smooth	2.5%	1.3	0.4%	1.4	0.7%	1.2	0.7%	1.3	0.7%	1.0	0.4%	1.3
Remaining Export A	3.4%	1.3	0.8%	1.0	0.3%	1.0	0.5%	1.5	1.4%	1.1	1.0%	1.0
Matinee	3.9%	1.3	1.4%	1.1	1.1%	1.1	1.0%	1.1	0.5%	1.1	0.4%	1.0
Players	12.5%	1.6	2.1%	1.4	2.9%	1.2	3.8%	1.3	3.1%	1.2	3.0%	1.3
Rothmans	4.2%	1.3	0.9%	1.2	0.8%	1.0	0.8%	1.1	1.6%	1.1	0.9%	1.1
Sportsman	3.1%	1.4	0.7%	1.0	1.1%	1.2	0.6%	1.1	0.5%	1.0	1.1%	1.1
Other	22.9%	2.3	9.4%	1.8	3.2%	1.8	8.3%	1.5	4.5%	2.1	5.1%	1.6

Brand Advertising by Type of Ad – Counter-top displays took the lead away from danglers this year, with a share of 23.1% (*Table 32*), up significantly from last year's rate of 10.9%. Danglers moved down one spot with a share of 21.7% and posters were third at 21.2%. Rounding out the bottom of the list were shelf-talkers at 18.5%.

Evaluation of Retailers' Behaviour Towards Certain Youth Access-to-Tobacco Restrictions (2006)

Table 32 – Weighted – % Share of Ads by Type and by Brand – National Results – Independent Convenience Outlets – 2006

Share of Ads - Independent Convenience						
Brand	All Ads	Counter-Top Displays	Danglers	Posters	Shelf-Talkers	Others
Total	100%	23.1%	21.7%	21.2%	18.5%	15.5%
Belvedere	100%	10.6%	27.8%	21.7%	21.9%	18.0%
Benson & Hedges	100%	23.8%	19.2%	25.2%	21.1%	10.6%
Canadian Classics	100%	28.5%	16.3%	15.4%	23.2%	16.6%
du Maurier	100%	17.2%	40.3%	16.0%	13.4%	13.2%
Export A	100%	26.2%	18.7%	23.1%	18.4%	13.6%
Export A Smooth	100%	16.3%	22.5%	26.3%	20.5%	14.4%
Remaining Export A	100%	17.9%	7.2%	17.4%	34.4%	23.0%
Matinee	100%	30.5%	26.2%	23.5%	10.9%	8.8%
Players	100%	15.4%	18.3%	25.8%	20.0%	20.4%
Rothmans	100%	19.5%	14.3%	16.8%	31.2%	18.3%
Sportsman	100%	15.8%	31.7%	14.9%	11.3%	26.2%
Other	100%	31.8%	10.8%	23.8%	18.0%	15.6%

The percentages in *Table 33* on the next page summarize the leading advertised brands within each ad type. For each brand listed, we show the brand share of all such ads nationally, the percent (distribution) of all independent convenience outlets carrying at least one ad of that type, and the average number of such ads per outlet carrying.

Evaluation of Retailers' Behaviour Towards Certain Youth Access-to-Tobacco Restrictions (2006)

Table 33 – Weighted – POS Advertising: Tobacco Brands – Independent Convenience Outlets – All Cities – 2006

Ad Type: Counter-Top Displays	Brand Share of CT Displays	% Distribution	Avg # Displays/Store
Other	38.7%	49.9%	1.8
du Maurier	16.2%	26.5%	1.4
Export A	10.3%	19.8%	1.2
Benson & Hedges	7.6%	16.6%	1.1
Canadian Classics	7.1%	9.6%	1.7
Players	7.0%	11.1%	1.4
Ad Type: Posters			
Ad Type: Posters	Brand Share of Posters	% Distribution	Avg # Posters/Store
Other	31.6%	46.4%	1.5
du Maurier	16.5%	31.5%	1.2
Players	12.7%	20.9%	1.3
Export A	9.9%	19.6%	1.1
Benson & Hedges	8.7%	16.7%	1.2
Belvedere	5.3%	9.9%	1.2
Ad Type: Shelf-Talkers			
Ad Type: Shelf-Talkers	Brand Share of Shelf-Talkers	% Distribution	Avg # Talkers/Store
Other	27.5%	31.1%	2.1
du Maurier	15.8%	26.3%	1.5
Players	11.3%	21.8%	1.2
Export A	9.1%	14.5%	1.5
Benson & Hedges	8.4%	18.2%	1.1
Canadian Classics	7.2%	9.6%	1.8
Ad Type: Danglers			
Ad Type: Danglers	Brand Share of Danglers	% Distribution	Avg # Danglers/Store
du Maurier	40.6%	45.5%	2.3
Other	14.0%	20.5%	1.8
Players	8.8%	18.3%	1.2
Export A	7.8%	16.4%	1.2
Belvedere	6.6%	15.2%	1.1
Benson & Hedges	6.5%	14.6%	1.2
Ad Type: Other Forms			
Ad Type: Other Forms	Brand Share of Other Ads	% Distribution	Avg # Ads/Store
Other	28.3%	34.8%	1.6
du Maurier	18.5%	31.8%	1.2
Players	13.8%	20.8%	1.3
Export A	8.0%	15.4%	1.0
Canadian Classics	6.1%	9.6%	1.3
Belvedere	6.0%	10.4%	1.1

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 Stores/Kiosks

Distribution – Up from 31.5% last year, 37.6% of all gas stores/kiosks in 2006 carried ads from various tobacco brands. Counter-top displays had the highest average distribution of 17.2% (*Table 34*).

The top five brands with the highest distribution are:

Brand	Distribution
"Other" (<i>not specified</i>)	20.4%
du Maurier	14.4%
Players	12.6%
Export A (<i>excluding Smooth</i>)	11.9%
Canadian Classics	10.4%

The tobacco brand with the greatest national distribution of ads is "Other" at 20.4%, with du Maurier following behind at 14.4% (*Appendix Table A-7*). Cities within Quebec are well covered by "Other" ads with 61.6% distribution. Conversely, cities within Ontario have fewer "Other" brands, with only 2.3% distribution.

Brand Share of Ads – "Other" brands and du Maurier account for almost 40% of all the tobacco ads we found in gas stores/kiosks across the country. With the addition of the Players ads, the third highest share, this total increases to over 50%. This indicates that the concentration of ads by brand is less when compared to last year where du Maurier and "Other" represented 50% of the share of total ads.

Nationally, brand share of ads across gas stores/kiosks ranked as follows:

Brand	Share
"Other" (<i>not specified</i>)	24.8%
du Maurier	14.9%
Players	11.2%
Canadian Classics	10.3%
Export A (<i>excluding Smooth</i>)	10.0%

Average Number of Ads per Outlet – The most advertised tobacco brand ("Other") in gas stores/kiosks had 2.3 ad pieces in such outlets with ads (*Table 34*). The average outlet carried 1.9 pieces of tobacco POS advertising nationally. This figure is significantly lower than that of last year's survey (3.2) and suggests that, in gas stores/kiosks, the absolute number of tobacco POS ads is more dispersed between brands.

Evaluation of Retailers' Behaviour Towards Certain Youth Access-to-Tobacco Restrictions (2006)

Table 34 – Weighted – % Distribution and Number of Ads per Outlet by Brand by Type – National Results – Gas Stores/Kiosks – 2006

Ad Availability Gas Stores/Kiosks	Total		Counter-Top Displays		Danglers		Posters		Shelf-Talkers		Others	
	Brand	Dist %	Avg	Dist %	Avg	Dist %	Avg	Dist %	Avg	Dist %	Avg	Dist %
Total	37.6%	1.9	17.2%	1.2	13.2%	1.0	16.4%	1.1	13.5%	1.0	12.1%	0.7
Belvedere	6.1%	1.8	1.1%	1.4	2.3%	1.2	1.9%	1.3	1.3%	1.5	1.7%	1.2
Benson & Hedges	8.7%	1.7	3.0%	1.3	2.6%	1.2	2.6%	1.2	2.7%	1.4	0.8%	1.5
Canadian Classics	10.4%	1.9	2.2%	1.6	2.3%	1.3	3.1%	1.2	2.8%	2.2	2.4%	1.3
du Maurier	14.4%	1.9	4.2%	1.4	3.9%	2.0	4.4%	1.2	3.5%	1.5	2.6%	1.3
Export A	11.9%	1.6	3.2%	1.5	3.3%	1.5	3.2%	1.2	2.3%	1.3	1.7%	1.3
Export A Smooth	3.4%	1.7	0.8%	1.5	1.4%	1.3	0.8%	1.2	0.9%	1.3	0.5%	1.1
Remaining Export A	3.3%	1.6	0.8%	1.5	0.7%	1.2	0.8%	1.2	0.9%	1.2	0.9%	1.1
Matinee	4.1%	1.7	0.7%	1.1	1.8%	1.3	1.4%	1.3	0.8%	1.1	0.8%	1.2
Players	12.6%	1.7	2.9%	1.5	3.3%	1.3	3.7%	1.2	3.1%	1.5	2.4%	1.4
Rothmans	4.2%	1.4	0.7%	1.3	0.7%	1.6	1.2%	1.1	1.3%	1.0	1.0%	1.4
Sportsman	2.6%	1.7	0.6%	1.3	0.4%	1.3	0.8%	1.2	0.5%	1.0	1.1%	1.5
Other	20.4%	2.3	7.8%	1.9	3.0%	1.4	7.1%	1.6	3.5%	2.6	4.8%	1.5

Brand Advertising by Type of Ad – Almost a quarter of all tobacco POS ads found at gas stores/kiosks across the country were in the form of counter-top displays (*Table 35*). This is over two times that of last year's 9.5%. Once the leader, posters have significantly decreased from 25.2% last year to 21.5% this year.

Table 35 – Weighted – % Share of Ads by Type and by Brand – National Results – Gas Stores/Kiosks – 2006

Share of Ads - Gas Stores/Kiosks						
Brand	All Ads	Counter-Top Displays	Danglers	Posters	Shelf-Talkers	Others
Total	100%	23.4%	19.5%	21.5%	20.8%	14.8%
Belvedere	100%	14.7%	25.8%	22.3%	18.8%	18.4%
Benson & Hedges	100%	25.5%	20.9%	20.1%	25.4%	8.0%
Canadian Classics	100%	17.3%	15.4%	19.7%	32.3%	15.2%
du Maurier	100%	20.7%	28.1%	19.6%	19.2%	12.3%
Export A	100%	25.0%	25.7%	21.4%	16.1%	11.9%
Export A Smooth	100%	21.8%	30.9%	16.5%	20.8%	10.0%
Remaining Export A	100%	24.9%	16.4%	17.1%	21.7%	19.9%
Matinee	100%	11.7%	34.7%	26.9%	12.9%	13.9%
Players	100%	21.1%	20.1%	21.2%	21.7%	15.8%
Rothmans	100%	14.9%	18.4%	23.2%	21.6%	21.9%
Sportsman	100%	17.4%	12.3%	20.9%	12.3%	37.1%
Other	100%	32.6%	8.8%	23.9%	19.2%	15.4%

The percentages in *Table 36* on the next page summarize the leading advertised brands within each ad type. For each brand listed, we show the brand share of all such ads nationally, the percent (distribution) of all independent convenience outlets carrying at least one ad of that type, and the average number of such ads per outlet carrying.

Evaluation of Retailers' Behaviour Towards Certain Youth Access-to-Tobacco Restrictions (2006)

Table 36 – Weighted – POS Advertising: Tobacco Brands – Gas Stores/Kiosks – All Cities – 2006

Ad Type: Counter-Top Displays	Brand Share of CT Displays	% Distribution	Avg # Displays/Store
Other	34.5%	45.2%	1.9
du Maurier	13.2%	24.6%	1.4
Export A	10.7%	18.5%	1.5
Players	10.1%	17.1%	1.5
Benson & Hedges	8.8%	17.2%	1.3
Canadian Classics	7.6%	12.5%	1.6
Ad Type: Posters			
Ad Type: Posters	Brand Share of Posters	% Distribution	Avg # Posters/Store
Other	27.6%	43.4%	1.6
du Maurier	13.5%	27.1%	1.2
Players	11.0%	22.6%	1.2
Export A	9.9%	19.7%	1.2
Canadian Classics	9.5%	18.7%	1.2
Benson & Hedges	7.6%	15.6%	1.2
Ad Type: Shelf-Talkers			
Ad Type: Shelf-Talkers	Brand Share of Shelf-Talkers	% Distribution	Avg # Talkers/Store
Other	22.9%	25.9%	2.6
Canadian Classics	16.0%	21.1%	2.2
du Maurier	13.7%	25.8%	1.5
Players	11.7%	23.3%	1.5
Benson & Hedges	9.9%	20.2%	1.4
Export A	7.7%	17.4%	1.3
Ad Type: Danglers			
Ad Type: Danglers	Brand Share of Danglers	% Distribution	Avg # Danglers/Store
du Maurier	21%	30%	2.0
Export A	13%	25%	1.5
Players	12%	25%	1.3
Other	11%	23%	1.4
Benson & Hedges	9%	20%	1.2
Canadian Classics	8%	18%	1.3
Ad Type: Other Forms			
Ad Type: Other Forms	Brand Share of Other Ads	% Distribution	Avg # Ads/Store
Other	25.8%	39.7%	1.5
du Maurier	12.4%	21.3%	1.3
Players	11.9%	19.7%	1.4
Canadian Classics	10.6%	19.5%	1.3
Export A	8.0%	14.0%	1.3
Belvedere	7.1%	13.7%	1.2

Note: Summary tables of advertising trends in gas stores/kiosks by region and type of tobacco ad appear in the Appendix of this report.

Conclusion

The findings of the 2006 survey results are very encouraging. Retailer compliance with sales-to-minors provisions of the tobacco laws are at 81.7% in 2006 compared to 80.8% in 2005.

For the third year in a row, the national retailer compliance levels regarding youth access to tobacco exceeded the Federal Tobacco Control Strategy's (FTCS) 10-year target objective of 80% or greater compliance levels. The findings of the current survey point to the success of achieving and consolidating compliance gains across a large number of individual cities and towns to keep building compliance levels nationally.

Sales-to-minors compliance levels at or above 80% have been achieved and are proving sustainable in the great majority of cities and towns measured by our survey. The percentage of communities among those where compliance is within the highest range in 2006 is higher than last year (up to 21 from 18 in 2005). The biggest drop was seen in Chicoutimi/Jonquiere, which last year achieved 90.7% in compliance and this year dropped to 44.1%; Sherbrooke went from 73.3% in 2005 to 53.0% in 2006. The biggest increases were in Winnipeg, where compliance raised from 71.6% last year to 90.0% this year.

The results are also encouraging when it comes to sign compliance. At a rate of 68.6%, sign compliance has steadily improved over the last five years. This number represents retailers surveyed for this study that were found to be 100% compliant with every aspect of the law for posting signs in their outlets. The result this year shows a 2.2% jump compared to 2005.

The national compliance figure this year for sales to minors is due largely in part to significant increases in compliance within three cities Winnipeg, Thunder Bay and Campbell River/Courtenay. The influence of these areas has been strong enough to maintain the national average, but in some cases is offset by lower scores in cities in some other regions. The next step is to focus the available resources against the cities where compliance is relaxed or resistant.

Certainly, the national result is the outcome of the net gains and losses across many cities, not just those in the three cities mentioned, and we acknowledge that compliance levels rose this year in 19 of the 30 cities we visited.

We suggest that efforts be taken towards rebuilding compliance levels in the Chicoutimi/Jonquiere and Sherbrooke cities of Quebec, where the strongest drops were observed, and continue efforts in Bathurst, Moncton, Halifax, Montreal, Quebec City and Toronto, where compliance falls below 80%.

The corollary of this strategy is that we cannot take for granted those cities and regions where we are already satisfied with the results. The trend data clearly shows that compliance can plummet sharply between surveys when adequate levels of regulatory enforcement and reinforcement are not sustained. The latest survey encourages health authorities to pursue the efforts taken to promote awareness and compliance, and the lessons learned from the previous years' studies give us a good idea of where extra efforts must be directed to ensure the maximum positive impact on future national results. Additional resources and extra regulatory effort focused against our weakest markets could potentially help in raising low levels in those markets.

Evaluation of Retailers' Behaviour Towards Certain Youth Access-to-Tobacco Restrictions (2006)

Appendix

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

Tables A-1 – A-5: Weighted – Tobacco Point-of-Sale Advertising Indicators

Table A-1 – Weighted – Tobacco Point-of-Sales Advertising Indicators – 2006 – All Classes of Trade

Region	Total		Danglers			Shelf-Talkers			Posters		Counter-Top Displays			Others			
	Proj Dist %	Proj Avg	Proj Dist %	Share	Proj Avg	Proj Dist %	Share	Proj Avg	Proj Dist %	Share	Proj Avg	Proj Dist %	Share	Proj Avg	Proj Dist %	Share	Proj Avg
NATIONAL	35.5%	1.7	13.5%	20.3%	1.0	12.9%	19.8%	1.0	15.9%	21.4%	1.0	16.8%	23.2%	1.1	12.7%	15.3%	0.7
ST. JOHN'S (NL)	46.5%	1.7	12.9%	11.1%	0.4	34.4%	41.4%	1.5	5.9%	5.1%	0.2	31.6%	20.1%	0.7	25.2%	22.2%	0.8
CHARLOTTETOWN (PEI)	10.2%	0.4	3.6%	18.5%	0.6	0.0%	0.0%	0.0	2.3%	10.3%	0.4	1.3%	3.8%	0.1	6.6%	67.5%	2.3
NEW BRUNSWICK	33.3%	0.7	2.8%	4.3%	0.1	0.5%	1.8%	0.0	21.7%	68.7%	1.4	1.0%	1.6%	0.0	11.4%	23.6%	0.5
BATHURST	19.5%	0.2	2.4%	10.2%	0.1	0.0%	0.0%	0.0	5.1%	21.5%	0.3	0.0%	0.0%	0.0	14.3%	68.3%	0.8
FREDERICTON	30.4%	0.5	1.1%	2.0%	0.0	1.1%	8.0%	0.1	3.9%	19.3%	0.3	0.0%	0.0%	0.0	25.4%	70.7%	1.3
MONCTON	80.5%	1.8	8.1%	4.4%	0.1	1.1%	0.6%	0.0	77.7%	91.2%	2.1	4.1%	2.3%	0.1	2.8%	1.5%	0.0
SAINT JOHN	6.3%	0.1	0.0%	0.0%	0.0	0.0%	0.0%	0.0	0.0%	0.0%	0.0	0.0%	0.0%	0.0	6.3%	100.0%	1.5
NOVA SCOTIA	36.4%	1.1	20.9%	30.3%	0.9	17.5%	22.1%	0.6	4.5%	5.1%	0.2	1.9%	4.2%	0.1	22.0%	38.2%	1.1
HALIFAX	8.1%	0.1	0.8%	8.4%	0.1	3.2%	32.9%	0.4	1.2%	11.9%	0.1	0.9%	9.7%	0.1	2.4%	37.0%	0.4
SYDNEY	90.3%	2.9	59.0%	31.7%	1.0	44.6%	21.5%	0.7	10.9%	4.7%	0.2	3.8%	3.9%	0.1	59.3%	38.3%	1.2
QUEBEC	70.6%	4.1	33.8%	24.3%	1.4	23.5%	14.0%	0.8	42.5%	24.4%	1.4	36.4%	23.5%	1.4	26.5%	13.8%	0.8
CHICOUTIMI	81.8%	6.7	75.1%	25.9%	2.1	61.2%	16.4%	1.3	80.3%	31.7%	2.6	1.4%	0.3%	0.0	66.9%	25.8%	2.1
JONQUIERE	66.7%	3.5	35.1%	28.5%	1.5	19.6%	13.8%	0.7	39.0%	22.9%	1.2	35.0%	19.8%	1.1	27.0%	15.0%	0.8
MONTRÉAL	72.3%	3.8	22.2%	23.2%	1.2	8.2%	3.4%	0.2	28.0%	16.5%	0.9	53.6%	48.8%	2.5	14.8%	8.1%	0.4
SHERBROOKE	80.0%	6.1	7.6%	4.4%	0.3	60.9%	36.0%	2.7	73.2%	38.8%	2.9	32.0%	17.9%	1.4	8.7%	2.9%	0.2
ONTARIO	4.3%	0.1	1.6%	22.2%	0.4	0.9%	11.1%	0.2	1.8%	31.0%	0.6	0.2%	12.9%	0.3	1.0%	22.9%	0.5
KINGSTON	5.7%	0.1	1.4%	19.8%	0.2	2.1%	30.9%	0.4	0.9%	12.4%	0.2	1.3%	18.5%	0.2	1.3%	18.5%	0.2
OTTAWA	2.3%	0.1	0.3%	2.4%	0.1	0.0%	0.0%	0.0	0.3%	4.8%	0.2	1.0%	59.3%	2.8	1.0%	33.5%	1.6
ST. CATHARINES	2.0%	0.0	1.2%	56.8%	0.6	0.4%	21.6%	0.2	0.0%	0.0%	0.0	0.0%	0.0%	0.0	0.4%	21.6%	0.2
SUDBURY	3.2%	0.2	0.0%	0.0%	0.0	0.0%	0.0%	0.0	1.0%	18.4%	0.9	0.0%	0.0%	0.0	2.2%	81.6%	4.1
THUNDER BAY	29.8%	0.5	13.9%	34.9%	0.6	0.0%	0.0%	0.0	3.1%	29.8%	0.5	1.2%	2.6%	0.0	14.7%	32.6%	0.5
TORONTO	3.9%	0.1	1.4%	22.0%	0.4	1.5%	22.7%	0.4	2.9%	53.2%	0.9	0.0%	0.0%	0.0	0.1%	2.1%	0.0
WINDSOR	2.8%	0.1	1.4%	66.5%	1.7	0.5%	0.0%	0.0	0.0%	0.0%	0.0	0.0%	0.0%	0.0	1.4%	33.5%	0.8
MANITOBA	4.8%	0.1	2.1%	56.8%	1.1	0.5%	8.6%	0.2	1.0%	13.8%	0.3	0.5%	5.3%	0.1	1.0%	15.5%	0.3
BRANDON	22.2%	0.7	10.9%	61.7%	1.9	6.0%	12.2%	0.4	2.7%	7.8%	0.2	2.7%	3.9%	0.1	8.2%	14.4%	0.4
WINNIPEG	2.8%	0.0	1.3%	45.3%	0.5	0.0%	0.0%	0.0	0.8%	27.8%	0.3	0.2%	8.8%	0.1	0.5%	18.2%	0.2
SASKATCHEWAN	1.6%	0.0	0.3%	14.9%	0.4	0.0%	0.0%	0.0	1.0%	23.2%	0.6	0.4%	35.4%	0.9	0.4%	26.5%	0.7
REGINA	1.4%	0.0	0.0%	0.0%	0.0	0.0%	0.0%	0.0	1.4%	100.0%	1.0	0.0%	0.0%	0.0	0.0%	0.0%	0.0
SASKATOON	1.8%	0.1	0.6%	17.7%	0.6	0.0%	0.0%	0.0	0.6%	8.8%	0.3	0.7%	42.0%	1.5	0.7%	31.5%	1.1
ALBERTA	68.0%	4.5	24.7%	16.4%	1.1	32.8%	27.3%	1.8	30.8%	18.5%	1.2	45.1%	27.1%	1.8	19.1%	10.7%	0.7
CALGARY	76.1%	6.1	46.4%	24.1%	1.9	51.2%	23.6%	1.9	38.4%	18.2%	1.5	51.1%	23.2%	1.9	24.2%	10.9%	0.9
EDMONTON	63.1%	1.9	5.2%	3.7%	0.1	10.7%	9.4%	0.3	26.7%	35.3%	1.1	38.7%	34.7%	1.1	15.9%	16.9%	0.5
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
RED DEER	90.4%	15.6	12.5%	1.7%	0.3	79.8%	59.9%	10.4	19.7%	1.7%	0.3	81.0%	33.4%	5.8	15.5%	3.3%	0.6
BRITISH COLUMBIA	43.4%	1.1	10.5%	17.4%	0.5	10.3%	16.0%	0.4	11.4%	19.7%	0.5	15.7%	21.3%	0.6	14.2%	25.7%	0.7
KELOWNA	39.7%	0.7	2.3%	6.5%	0.1	3.7%	10.7%	0.2	2.5%	5.3%	0.1	8.2%	17.2%	0.3	25.6%	60.3%	1.0
CAMPBELL RIVER	39.7%	0.7	1.2%	1.7%	0.0	0.0%	0.0%	0.0	1.2%	1.7%	0.0	2.7%	3.8%	0.1	35.8%	92.9%	1.7
COURTENAY	43.9%	1.2	11.6%	18.3%	0.5	11.3%	16.7%	0.5	12.6%	20.9%	0.6	16.9%	22.1%	0.6	12.3%	22.0%	0.6
VANCOUVER CMA	29.7%	0.5	10.6%	32.2%	0.6	1.3%	5.7%	0.1	2.7%	6.0%	0.1	12.8%	36.3%	0.6	5.2%	19.9%	0.4
VANCOUVER 1	55.1%	2.3	13.8%	13.4%	0.6	21.8%	20.2%	0.8	28.3%	30.7%	1.3	18.0%	13.1%	0.5	22.8%	22.6%	0.9
VANCOUVER 2	62.3%	1.5	14.9%	18.8%	0.5	23.3%	20.5%	0.5	9.1%	7.6%	0.2	28.4%	28.0%	0.7	18.6%	25.1%	0.6
VANCOUVER 3	37.4%	0.6	0.9%	1.5%	0.0	1.7%	4.0%	0.1	32.5%	81.5%	1.4	2.9%	8.5%	0.1	2.0%	4.5%	0.1
VANCOUVER 4																	

Vancouver 1: Vancouver, Richmond
 Vancouver 2: Burnaby, Coquitlam, Port Moody, Port Coquitlam, Maple Ridge, Whonnock, Pitt Meadows, New Westminister
 Vancouver 3: Delta, Surrey, Langley, North Delta, White Rock
 Vancouver 4: North Vancouver, West Vancouver

Evaluation of Retailers' Behaviour Towards Certain Youth Access-to-Tobacco Restrictions (2006)

Table A-2 – Weighted – Tobacco Point-of-Sale Advertising Indicators – 2006 – Chain Convenience

Region	Total		Danglers			Shelf-Talkers			Posters			Counter-Top Displays			Others		
	Dist %	Avg	Dist %	%	Avg	Dist %	%	Avg	Dist %	%	Avg	Dist %	%	Avg	Dist %	%	Avg
NATIONAL	38.8%	2.0	15.3%	17.8%	0.9	15.0%	22.2%	1.1	17.7%	21.9%	1.1	20.5%	23.5%	1.2	14.4%	14.6%	0.8
ST. JOHN'S (NL)	56.3%	2.0	12.5%	9.4%	0.3	37.5%	31.3%	1.1	0.0%	0.0%	0.0	43.8%	25.0%	0.9	50.0%	34.4%	1.2
CHARLOTTETOWN (PEI)	6.7%	0.1	0.0%	0.0%	0.0	0.0%	0.0%	0.0	0.0%	0.0%	0.0	0.0%	0.0%	0.0	6.7%	100.0%	1.0
NEW BRUNSWICK	54.2%	1.3	10.1%	7.8%	0.2	3.4%	2.6%	0.1	45.0%	75.5%	1.8	0.0%	0.0%	0.0	9.1%	14.1%	0.3
BATHURST	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
FREDERICTON	33.3%	0.8	0.0%	0.0%	0.0	0.0%	0.0%	0.0	16.7%	60.0%	1.5	0.0%	0.0%	0.0	16.7%	40.0%	1.0
MONCTON	100.0%	2.4	25.0%	10.3%	0.3	8.3%	3.4%	0.1	100.0%	86.2%	2.1	0.0%	0.0%	0.0	0.0%	0.0%	0.0
SAINT JOHN	14.3%	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	14.3%	100.0%	2.0
NOVA SCOTIA	40.4%	1.3	24.4%	43.2%	1.4	20.4%	25.2%	0.8	4.4%	6.6%	0.2	0.0%	0.0%	0.0	22.2%	24.9%	0.8
HALIFAX	4.2%	0.0	0.0%	0.0%	0.0	4.2%	100.0%	1.0	0.0%	0.0%	0.0	0.0%	0.0%	0.0	0.0%	0.0%	0.0
SYDNEY	100.0%	3.5	64.7%	44.1%	1.5	47.1%	23.7%	0.8	11.8%	6.8%	0.2	0.0%	0.0%	0.0	58.8%	25.4%	0.9
QUEBEC	92.2%	6.8	45.8%	19.8%	1.5	34.7%	13.4%	1.0	67.9%	29.4%	2.2	49.2%	22.6%	1.7	40.5%	14.8%	1.1
CHICOUTIMI	92.9%	9.6	92.9%	24.6%	2.5	78.6%	20.9%	2.2	92.9%	31.3%	3.2	0.0%	0.0%	0.0	92.9%	23.1%	2.4
JONQUIERE	86.6%	5.6	42.3%	23.6%	1.5	22.7%	9.2%	0.6	58.8%	28.0%	1.8	53.6%	21.4%	1.4	41.2%	17.9%	1.2
MONTREAL	94.3%	5.5	30.2%	16.6%	1.0	13.2%	4.5%	0.3	52.8%	23.1%	1.3	67.9%	45.5%	2.6	18.9%	10.3%	0.6
QUEBEC CITY	100.0%	9.9	33.3%	12.8%	1.3	66.7%	23.5%	2.3	100.0%	38.9%	3.9	53.3%	18.8%	1.9	26.7%	6.0%	0.6
SHERBROOKE	5.5%	0.1	2.5%	30.4%	0.6	1.1%	10.8%	0.2	1.8%	25.1%	0.5	0.2%	2.4%	0.0	2.0%	31.4%	0.6
ONTARIO	10.5%	0.1	0.0%	0.0%	0.0	5.3%	50.0%	0.5	5.3%	50.0%	0.5	0.0%	0.0%	0.0	0.0%	0.0%	0.0
KINGSTON	0.0%	0.0	0.0%	0.0%	0.0	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
ST. CATHARINES	2.9%	0.0	2.9%	100.0%	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
SUDBURY	11.1%	0.5	0.0%	0.0%	0.0	0.0%	0.0%	0.0	0.0%	0.0%	0.0	0.0%	0.0%	0.0	11.1%	100.0%	4.5
THUNDER BAY	43.8%	0.7	12.5%	18.2%	0.3	0.0%	0.0%	0.0	6.3%	36.4%	0.6	6.3%	9.1%	0.1	25.0%	36.4%	0.6
TORONTO	4.8%	0.1	2.9%	33.3%	0.6	1.9%	22.2%	0.4	2.9%	33.3%	0.6	0.0%	0.0%	0.0	1.0%	11.1%	0.2
WINDSOR	3.7%	0.1	1.9%	80.0%	2.0	0.0%	0.0%	0.0	0.0%	0.0%	0.0	0.0%	0.0%	0.0	1.9%	20.0%	0.5
MANITOBA	9.1%	0.1	3.0%	29.0%	0.3	1.4%	27.6%	0.3	1.5%	14.5%	0.2	1.5%	14.5%	0.2	1.5%	14.5%	0.2
BRANDON	20.0%	0.4	0.0%	0.0%	0.0	20.0%	100.0%	2.0	0.0%	0.0%	0.0	0.0%	0.0%	0.0	0.0%	0.0%	0.0
WINNIPEG	8.2%	0.1	3.3%	40.0%	0.4	0.0%	0.0%	0.0	1.6%	20.0%	0.2	1.6%	20.0%	0.2	1.6%	20.0%	0.2
SASKATCHEWAN	1.7%	0.0	0.0%	0.0%	0.0	0.0%	0.0%	0.0	1.7%	100.0%	1.0	0.0%	0.0%	0.0	0.0%	0.0%	0.0
REGINA	4.5%	0.0	0.0%	0.0%	0.0	0.0%	0.0%	0.0	4.5%	100.0%	1.0	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
ALBERTA	84.6%	4.9	33.2%	14.8%	0.9	38.5%	31.1%	1.8	38.9%	17.6%	1.0	57.7%	27.1%	1.6	23.3%	9.4%	0.5
CALGARY	86.4%	5.5	58.0%	23.9%	1.5	58.0%	27.6%	1.8	45.5%	17.1%	1.1	56.8%	23.1%	1.5	23.9%	8.2%	0.5
EDMONTON	84.6%	2.5	9.0%	5.1%	0.2	11.5%	7.1%	0.2	35.9%	33.5%	1.0	56.4%	34.5%	1.0	24.4%	19.8%	0.6
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
RED DEER	100.0%	21.0	16.7%	1.6%	0.3	100.0%	65.1%	13.7	16.7%	2.4%	0.5	100.0%	29.4%	6.2	16.7%	1.6%	0.3
BRITISH COLUMBIA	50.4%	1.4	13.0%	22.5%	0.6	11.4%	17.3%	0.5	7.3%	10.6%	0.3	23.4%	25.5%	0.7	14.5%	24.0%	0.7
KELOWNA	30.0%	0.5	0.0%	0.0%	0.0	0.0%	0.0%	0.0	0.0%	0.0%	0.0	10.0%	20.0%	0.3	20.0%	80.0%	1.3
CAMPBELL RIVER	22.2%	0.4	0.0%	0.0%	0.0	0.0%	0.0%	0.0	0.0%	0.0%	0.0	0.0%	0.0%	0.0	22.2%	100.0%	2.0
COURTENAY	54.6%	1.5	15.1%	23.7%	0.7	13.3%	18.2%	0.5	8.5%	11.2%	0.3	26.5%	26.3%	0.7	13.4%	20.6%	0.6
VANCOUVER CMA	39.1%	0.7	10.9%	26.7%	0.4	0.0%	0.0%	0.0	0.0%	0.0%	0.0	21.7%	40.0%	0.7	8.7%	33.3%	0.6
VANCOUVER 1	64.0%	2.0	12.0%	18.0%	0.6	24.0%	28.0%	0.9	20.0%	22.0%	0.7	24.0%	16.0%	0.5	16.0%	16.0%	0.5
VANCOUVER 2	72.7%	3.0	31.8%	28.8%	1.2	31.8%	19.7%	0.8	9.1%	4.5%	0.2	40.9%	28.8%	1.2	18.2%	18.2%	0.8
VANCOUVER 3	75.0%	1.0	0.0%	0.0%	0.0	0.0%	0.0%	0.0	25.0%	50.0%	0.7	25.0%	25.0%	0.3	25.0%	25.0%	0.3
VANCOUVER 4																	

N/A = Not Applicable. This class of trade is not represented in this region or tobacco advertisement is banned.

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

Avg = 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.

Vancouver 1: Vancouver, Richmond

Vancouver 2: Burnaby, Coquitlam, Port Moody, Port Coquitlam, Maple Ridge, Whonnock, Pitt Meadows, New Westminster

Vancouver 3: Delta, Surrey, Langley, North Delta, White Rock

Vancouver 4: North Vancouver, West Vancouver

Evaluation of Retailers' Behaviour Towards Certain Youth Access-to-Tobacco Restrictions (2006)

Table A-3 – Weighted – Tobacco Point-of-Sale Advertising Indicators – 2006 – Gas Stores/Kiosks

Region	Total			Danglers			Shelf-Talkers			Posters			Counter-Top Displays			Others		
	Dist %	Avg	%	Dist %	Avg	%	Dist %	Avg	%	Dist %	Avg	%	Dist %	Avg	%	Dist %	Avg	%
NATIONAL	37.6%	1.9	13.2%	19.5%	1.0	13.5%	20.8%	1.0	16.4%	21.5%	1.1	17.2%	23.4%	1.2	12.1%	14.8%	0.7	
ST. JOHN'S (NL)	55.8%	2.1	15.4%	13.8%	0.5	38.5%	39.4%	1.5	7.7%	8.3%	0.3	38.5%	20.2%	0.8	23.1%	18.3%	0.7	
CHARLOTTETOWN (PEI)	11.1%	0.5	2.8%	21.1%	1.0	0.0%	0.0%	0.0	2.8%	5.3%	0.3	0.0%	0.0%	0.0	8.3%	73.7%	3.5	
NEW BRUNSWICK	38.6%	0.8	1.6%	2.0%	0.0	0.0%	0.0%	0.0	28.1%	77.5%	1.5	0.0%	0.0%	0.0	10.5%	20.5%	0.4	
BATHURST	8.3%	0.2	0.0%	0.0%	0.0	0.0%	0.0%	0.0	0.0%	0.0%	0.0	0.0%	0.0%	0.0	8.3%	100.0%	2.0	
FREDERICTON	33.3%	0.5	0.0%	0.0%	0.0	0.0%	0.0%	0.0	0.0%	0.0%	0.0	0.0%	0.0%	0.0	33.3%	100.0%	1.5	
MONCTON	86.4%	1.8	4.5%	2.5%	0.1	0.0%	0.0%	0.0	81.8%	95.0%	2.0	0.0%	0.0%	0.0	4.5%	2.5%	0.1	
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	
NOVA SCOTIA	40.8%	1.3	27.3%	33.4%	1.0	18.4%	23.2%	0.7	4.9%	3.9%	0.1	1.0%	0.8%	0.0	23.4%	38.7%	1.2	
HALIFAX	6.0%	0.1	1.5%	16.7%	0.3	3.0%	33.3%	0.5	0.0%	0.0%	0.0	0.0%	0.0%	0.0	1.5%	50.0%	0.8	
SYDNEY	95.0%	3.1	67.5%	34.1%	1.1	42.5%	22.8%	0.7	12.5%	4.1%	0.1	2.5%	0.8%	0.0	57.5%	38.2%	1.2	
QUEBEC	81.4%	4.7	33.6%	21.6%	1.2	26.3%	13.1%	0.8	50.2%	26.0%	1.5	40.8%	25.8%	1.5	28.1%	13.5%	0.8	
CHICOUTIMI	96.9%	6.9	75.0%	24.9%	1.8	62.5%	14.0%	1.0	93.8%	33.9%	2.4	0.0%	0.0%	0.0	68.8%	27.1%	1.9	
JONQUIERE	70.7%	4.2	35.4%	23.5%	1.4	19.2%	13.6%	0.8	46.5%	26.7%	1.6	38.4%	20.9%	1.2	28.3%	15.3%	0.9	
MONTREAL	83.8%	4.2	23.8%	23.6%	1.2	11.3%	4.2%	0.2	31.3%	16.1%	0.8	60.0%	48.4%	2.4	18.8%	7.8%	0.4	
SHERBROOKE	90.0%	5.4	6.7%	3.1%	0.2	63.3%	39.1%	2.3	80.0%	41.0%	2.4	30.0%	15.5%	0.9	6.7%	1.2%	0.1	
ONTARIO	5.4%	0.1	2.4%	26.9%	0.5	0.7%	7.0%	0.1	2.4%	46.7%	0.9	0.0%	0.0%	0.0	1.1%	19.4%	0.4	
KINGSTON	4.5%	0.0	4.5%	100.0%	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	
OTTAWA	1.6%	0.1	0.0%	0.0%	0.0	0.0%	0.0%	0.0	0.0%	0.0%	0.0	0.0%	0.0%	0.0	1.6%	100.0%	4.0	
ST. CATHARINES	5.4%	0.1	1.8%	33.3%	0.3	1.8%	33.3%	0.3	0.0%	0.0%	0.0	0.0%	0.0%	0.0	1.8%	33.3%	0.3	
SUDBURY	2.9%	0.1	0.0%	0.0%	0.0	0.0%	0.0%	0.0	2.9%	100.0%	3.0	0.0%	0.0%	0.0	0.0%	0.0%	0.0	
THUNDER BAY	34.8%	0.6	21.7%	42.9%	0.8	0.0%	0.0%	0.0	4.3%	35.7%	0.6	0.0%	0.0%	0.0	13.0%	21.4%	0.4	
TORONTO	4.8%	0.1	1.9%	22.2%	0.4	1.0%	11.1%	0.2	3.8%	66.7%	1.2	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	
MANITOBA	6.3%	0.1	2.4%	36.2%	0.5	0.0%	0.0%	0.0	2.4%	36.6%	0.5	0.8%	8.9%	0.1	1.6%	18.3%	0.3	
BRANDON	23.5%	0.4	11.8%	42.9%	0.8	0.0%	0.0%	0.0	5.9%	28.6%	0.5	5.9%	14.3%	0.3	5.9%	14.3%	0.3	
WINNIPEG	3.7%	0.0	0.9%	25.0%	0.3	0.0%	0.0%	0.0	1.9%	50.0%	0.5	0.0%	0.0%	0.0	0.9%	25.0%	0.3	
SASKATCHEWAN	2.2%	0.0	0.7%	48.5%	0.6	0.0%	0.0%	0.0	1.5%	51.5%	0.7	0.0%	0.0%	0.0	0.0%	0.0%	0.0	
REGINA	1.6%	0.0	0.0%	0.0%	0.0	0.0%	0.0%	0.0	1.6%	100.0%	1.0	0.0%	0.0%	0.0	0.0%	0.0%	0.0	
SASKATOON	2.7%	0.0	1.4%	66.7%	1.0	0.0%	0.0%	0.0	1.4%	33.3%	0.5	0.0%	0.0%	0.0	0.0%	0.0%	0.0	
ALBERTA	71.7%	5.6	28.1%	19.0%	1.5	37.4%	27.9%	2.2	31.4%	17.7%	1.4	49.3%	25.6%	2.0	17.6%	9.9%	0.8	
CALGARY	81.4%	8.0	50.4%	25.4%	2.5	58.1%	23.9%	2.3	39.5%	18.0%	1.8	60.5%	22.7%	2.2	21.7%	10.0%	1.0	
EDMONTON	66.1%	1.8	5.5%	5.4%	0.1	8.7%	8.9%	0.2	27.6%	40.6%	1.1	36.2%	27.7%	0.7	15.7%	17.4%	0.5	
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	
RED DEER	95.5%	13.8	13.6%	2.3%	0.3	72.7%	55.8%	8.0	22.7%	1.7%	0.2	81.8%	35.6%	5.1	13.6%	4.6%	0.7	
BRITISH COLUMBIA	54.3%	1.4	10.9%	14.6%	0.4	12.6%	15.0%	0.4	14.8%	19.7%	0.5	19.6%	23.2%	0.6	18.9%	27.5%	0.7	
KELOWNA	47.6%	0.8	0.0%	0.0%	0.0	7.1%	17.1%	0.3	4.8%	8.6%	0.2	11.9%	22.9%	0.4	28.6%	51.4%	0.9	
CAMPBELL RIVER	48.3%	0.9	3.4%	3.7%	0.1	0.0%	0.0%	0.0	3.4%	3.7%	0.1	0.0%	0.0%	0.0	44.8%	92.6%	1.8	
COURTENAY	55.7%	1.5	12.9%	16.2%	0.4	14.3%	15.5%	0.4	17.1%	21.3%	0.6	22.1%	24.3%	0.6	15.7%	22.7%	0.6	
VANCOUVER CMA	38.2%	0.8	9.2%	26.3%	0.5	0.0%	0.0%	0.0	3.9%	5.3%	0.1	13.2%	28.1%	0.6	15.8%	40.4%	0.8	
VANCOUVER 1	56.7%	2.1	15.6%	15.6%	0.6	21.1%	19.8%	0.7	27.8%	31.3%	1.2	21.1%	18.2%	0.7	15.6%	15.1%	0.6	
VANCOUVER 2	69.8%	1.6	16.7%	15.5%	0.4	21.9%	17.4%	0.4	11.5%	7.7%	0.2	34.4%	31.6%	0.7	18.8%	27.7%	0.6	
VANCOUVER 3	54.5%	1.1	0.0%	0.0%	0.0	6.1%	8.6%	0.2	45.5%	71.4%	1.4	6.1%	14.3%	0.3	3.0%	5.7%	0.1	

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

Vancouver 1: Vancouver, Richmond
 Vancouver 2: Burnaby, Coquitlam, Port Moody, Port Coquitlam, Maple Ridge, Whonnock, Pitt Meadows, New Westminster
 Vancouver 3: Delta, Surrey, Langley, North Delta, White Rock
 Vancouver 4: North Vancouver, West Vancouver

Evaluation of Retailers' Behaviour Towards Certain Youth Access-to-Tobacco Restrictions (2006)

Table A-4 – Weighted – Tobacco Point-of-Sale Advertising Indicators – 2006 – Grocery Stores

Region	Total			Danglers			Shelf-Talkers			Posters			Counter-Top Displays			Others			
	Dist %	Avg	%	Dist %	Avg	%	Dist %	Avg	%	Dist %	Avg	%	Dist %	Avg	%	Dist %	Avg	%	
NATIONAL	8.0%	0.3	1.5%	12.8%	0.4	2.1%	19.2%	0.6	2.9%	18.5%	0.6	2.0%	22.1%	0.7	3.1%	27.3%	0.9		
ST. JOHN'S (NL)	0.0%	0.0	0.0%	0.0%	0.0	0.0%	0.0%	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
NEW BRUNSWICK	20.2%	0.2	0.0%	0.0%	0.0	0.0%	0.0%	0.0	12.0%	66.1%	0.8	0.0%	0.0%	0.0	8.2%	33.9%	0.4		
BATHURST	33.3%	0.3	0.0%	0.0%	0.0	0.0%	0.0%	0.0	16.7%	50.0%	0.5	0.0%	0.0%	0.0	16.7%	50.0%	0.5		
FREDERICTON	16.7%	0.2	0.0%	0.0%	0.0	0.0%	0.0%	0.0	16.7%	100.0%	1.0	0.0%	0.0%	0.0	0.0%	0.0%	0.0	0.0%	0.0
MONCTON	10.0%	0.3	0.0%	0.0%	0.0	0.0%	0.0%	0.0	10.0%	100.0%	3.0	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
NOVA SCOTIA	8.3%	0.1	0.0%	0.0%	0.0	0.0%	0.0%	0.0	0.0%	0.0%	0.0	4.9%	42.2%	0.6	3.4%	57.8%	0.8		
HALIFAX	8.3%	0.1	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	0.0%	0.0
SYDNEY	8.3%	0.2	0.0%	0.0%	0.0	0.0%	0.0%	0.0	0.0%	0.0%	0.0	0.0%	0.0%	0.0	8.3%	100.0%	2.0		
QUEBEC	4.6%	0.3	4.0%	32.9%	2.4	1.5%	10.6%	0.8	3.0%	26.3%	1.9	0.0%	0.0%	0.0	2.9%	30.2%	2.2		
CHICOUTIMI	16.7%	1.4	16.7%	16.0%	1.3	5.6%	8.0%	0.7	16.7%	32.0%	2.7	0.0%	0.0%	0.0	16.7%	44.0%	3.7		
JONQUIERE																			
MONTREAL	3.8%	0.4	3.8%	80.6%	8.3	0.0%	0.0%	0.0	0.0%	0.0%	0.0	0.0%	0.0%	0.0	2.5%	19.4%	2.0		
QUEBEC CITY	1.4%	0.0	1.4%	100.0%	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%	0.0
SHERBROOKE	7.1%	0.5	0.0%	0.0%	0.0	7.1%	42.9%	3.0	7.1%	57.1%	4.0	0.0%	0.0%	0.0	0.0%	0.0%	0.0	0.0%	0.0
ONTARIO	2.1%	0.1	0.4%	4.9%	0.2	0.0%	0.0%	0.0	0.4%	9.8%	0.4	0.4%	24.6%	1.1	1.2%	60.6%	2.6		
KINGSTON	0.0%	0.0	0.0%	0.0%	0.0	0.0%	0.0%	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	8.9%	0.3	2.2%	7.1%	0.3	0.0%	0.0%	0.0	2.2%	14.3%	0.5	2.2%	35.7%	1.3	4.4%	42.9%	1.5		
ST. CATHARINES	0.0%	0.0	0.0%	0.0%	0.0	0.0%	0.0%	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	5.3%	0.5	0.0%	0.0%	0.0	0.0%	0.0%	0.0	0.0%	0.0%	0.0	0.0%	0.0%	0.0	5.3%	100.0%	9.0		
THUNDER BAY	0.0%	0.0	0.0%	0.0%	0.0	0.0%	0.0%	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
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
MANITOBA	1.2%	0.0	1.2%	100.0%	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%	0.0
BRANDON	14.3%	0.1	14.3%	100.0%	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%	0.0
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
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
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
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
ALBERTA	15.9%	0.6	0.8%	2.7%	0.1	4.0%	17.2%	0.6	5.6%	12.6%	0.4	9.6%	50.8%	1.8	7.1%	16.7%	0.6		
CALGARY	23.9%	0.8	0.0%	0.0%	0.0	8.7%	25.6%	0.9	8.7%	10.3%	0.4	15.2%	53.8%	1.9	8.7%	10.3%	0.4		
EDMONTON	12.2%	0.4	1.4%	6.3%	0.2	1.4%	6.3%	0.2	4.1%	15.6%	0.6	6.8%	46.9%	1.7	6.8%	25.0%	0.9		
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
RED DEER	0.0%	0.0	0.0%	0.0%	0.0	0.0%	0.0%	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	17.0%	0.5	3.9%	15.5%	0.4	8.1%	38.4%	1.1	4.7%	15.0%	0.4	1.7%	7.4%	0.2	3.9%	23.8%	0.7		
KELOWNA	14.3%	0.1	0.0%	0.0%	0.0	0.0%	0.0%	0.0	0.0%	0.0%	0.0	7.1%	50.0%	0.5	7.1%	50.0%	0.5		
CAMPBELL RIVER																			
COURTENAY	7.7%	0.2	0.0%	0.0%	0.0	0.0%	0.0%	0.0	0.0%	0.0%	0.0	0.0%	0.0%	0.0	7.7%	100.0%	2.0		
VANCOUVER CMA	18.0%	0.5	4.6%	16.3%	0.5	9.6%	40.4%	1.2	5.6%	15.7%	0.5	1.4%	6.5%	0.2	3.2%	21.2%	0.6		
VANCOUVER 1	18.9%	0.8	10.8%	27.6%	1.1	5.4%	31.0%	1.3	13.5%	24.1%	1.0	0.0%	0.0%	0.0	2.7%	17.2%	0.7		
VANCOUVER 2	6.3%	0.3	0.0%	0.0%	0.0	3.1%	12.5%	0.5	0.0%	0.0%	0.0	0.0%	0.0%	0.0	6.3%	87.5%	3.5		
VANCOUVER 3	31.7%	0.6	2.4%	4.2%	0.1	24.4%	70.8%	1.3	0.0%	0.0%	0.0	4.9%	20.8%	0.4	2.4%	4.2%	0.1		
VANCOUVER 4	6.7%	0.1	0.0%	0.0%	0.0	0.0%	0.0%	0.0	6.7%	100.0%	2.0	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.
 Avg = 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.

Vancouver 1: Vancouver, Richmond
 Vancouver 2: Burnaby, Coquitlam, Port Moody, Port Coquitlam, Maple Ridge, Whonnock, Pitt Meadows, New Westminster
 Vancouver 3: Delta, Surrey, Langley, North Delta, White Rock
 Vancouver 4: North Vancouver, West Vancouver

Evaluation of Retailers' Behaviour Towards Certain Youth Access-to-Tobacco Restrictions (2006)

Table A-5 – Weighted – Tobacco Point-of-Sale Advertising Indicators – 2006 – Independent Convenience

Region	Total		Danglers			Shelf-Talkers			Posters			Counter-Top Displays			Others		
	Dist %	Avg	Dist %	%	Avg	Dist %	%	Avg	Dist %	%	Avg	Dist %	%	Avg	Dist %	%	Avg
NATIONAL	39.2%	1.9	15.7%	21.7%	1.0	14.3%	18.5%	0.9	18.0%	21.2%	1.0	18.8%	23.1%	1.1	14.5%	15.5%	0.7
ST. JOHN'S (NL)	50.0%	1.8	14.7%	10.2%	0.4	39.2%	45.2%	1.6	7.8%	4.8%	0.2	32.4%	18.8%	0.7	25.5%	21.0%	0.8
CHARLOTTETOWN (PEI)	13.8%	0.4	6.9%	16.7%	0.5	0.0%	0.0%	0.0	3.4%	16.7%	0.5	3.4%	8.3%	0.3	6.9%	58.3%	1.8
NEW BRUNSWICK	30.7%	0.6	3.2%	5.1%	0.1	0.5%	3.1%	0.1	16.9%	60.4%	1.2	2.1%	3.4%	0.1	13.3%	28.0%	0.6
BATHURST	15.8%	0.2	5.3%	25.0%	0.3	0.0%	0.0%	0.0	0.0%	0.0%	0.0	0.0%	0.0%	0.0	15.8%	75.0%	1.0
FREDERICTON	30.0%	0.6	2.0%	3.6%	0.1	2.0%	14.3%	0.3	2.0%	14.3%	0.3	0.0%	0.0%	0.0	26.0%	67.9%	1.3
MONCTON	88.9%	2.1	8.3%	4.0%	0.1	0.0%	0.0%	0.0	86.1%	89.3%	2.1	11.1%	5.3%	0.1	2.8%	1.3%	0.0
SAINT JOHN	8.8%	0.1	0.0%	0.0%	0.0	0.0%	0.0%	0.0	0.0%	0.0%	0.0	0.0%	0.0%	0.0	8.8%	100.0%	1.4
NOVA SCOTIA	37.1%	1.0	19.3%	25.3%	0.7	18.8%	20.9%	0.6	4.9%	5.7%	0.2	2.5%	7.1%	0.2	23.7%	41.0%	1.1
HALIFAX	9.8%	0.1	0.7%	6.3%	0.1	3.5%	31.3%	0.4	2.1%	18.8%	0.2	0.7%	6.3%	0.1	3.5%	37.5%	0.4
SYDNEY	100.0%	3.2	62.3%	26.8%	0.9	54.1%	20.1%	0.6	11.5%	4.6%	0.1	6.6%	7.2%	0.2	70.5%	41.2%	1.3
QUEBEC	72.6%	4.0	36.0%	26.1%	1.5	24.0%	14.4%	0.8	41.8%	22.8%	1.3	37.9%	23.1%	1.3	27.1%	13.6%	0.8
CHICOUTIMI	84.8%	7.0	83.3%	27.4%	2.3	68.2%	16.2%	1.3	83.3%	30.5%	2.5	3.0%	0.6%	0.1	69.7%	25.3%	2.1
JONQUIERE	67.4%	3.4	36.0%	29.6%	1.5	20.2%	14.3%	0.7	38.2%	21.8%	1.1	34.8%	19.5%	1.0	27.0%	14.7%	0.8
MONTRÉAL	84.4%	4.4	26.6%	25.0%	1.3	7.8%	2.7%	0.1	29.7%	14.7%	0.8	64.8%	50.1%	2.6	16.4%	7.6%	0.4
QUEBEC CITY	85.1%	6.6	2.1%	1.3%	0.1	70.2%	40.3%	3.1	76.6%	37.3%	2.9	34.0%	18.8%	1.5	6.4%	2.9%	0.2
SHERBROOKE	3.5%	0.1	0.9%	17.9%	0.4	1.2%	18.1%	0.4	1.7%	25.1%	0.5	0.4%	27.8%	0.5	0.5%	11.1%	0.2
ONTARIO	5.7%	0.1	0.0%	0.0%	0.0	2.9%	33.3%	0.5	0.0%	0.0%	0.0	2.9%	33.3%	0.5	2.9%	33.3%	0.5
KINGSTON	1.9%	0.1	0.0%	0.0%	0.0	0.0%	0.0%	0.0	0.0%	0.0%	0.0	1.9%	100.0%	7.0	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
ST. CATHARINES	0.0%	0.0	0.0%	0.0%	0.0	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
THUNDER BAY	18.2%	0.2	6.1%	37.5%	0.5	0.0%	0.0%	0.0	0.0%	0.0%	0.0	0.0%	0.0%	0.0	12.1%	62.5%	0.8
TORONTO	3.8%	0.1	1.0%	16.7%	0.3	1.9%	33.3%	0.5	2.9%	50.0%	0.8	0.0%	0.0%	0.0	0.0%	0.0%	0.0
WINDSOR	4.3%	0.1	2.2%	60.0%	1.5	0.0%	0.0%	0.0	0.0%	0.0%	0.0	0.0%	0.0%	0.0	2.2%	40.0%	1.0
MANITOBA	2.8%	0.1	2.0%	77.8%	3.0	0.8%	7.4%	0.3	0.0%	0.0%	0.0	0.0%	0.0%	0.0	0.8%	14.8%	0.6
BRANDON	25.0%	1.5	12.5%	75.0%	4.5	12.5%	8.3%	0.5	0.0%	0.0%	0.0	0.0%	0.0%	0.0	12.5%	16.7%	1.0
WINNIPEG	1.3%	0.0	1.3%	100.0%	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
SASKATCHEWAN	1.5%	0.1	0.0%	0.0%	0.0	0.0%	0.0%	0.0	0.0%	0.0%	0.0	1.5%	57.1%	4.0	1.5%	42.9%	3.0
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	2.8%	0.2	0.0%	0.0%	0.0	0.0%	0.0%	0.0	0.0%	0.0%	0.0	2.8%	57.1%	4.0	2.8%	42.9%	3.0
ALBERTA	73.7%	4.7	25.5%	15.1%	1.0	35.5%	25.1%	1.6	34.5%	20.1%	1.3	46.8%	27.8%	1.8	22.5%	12.0%	0.8
CALGARY	79.8%	6.1	48.8%	23.4%	1.8	52.4%	21.1%	1.6	41.7%	19.4%	1.5	48.8%	22.7%	1.7	31.0%	13.4%	1.0
EDMONTON	71.9%	2.4	4.7%	2.0%	0.1	15.6%	11.2%	0.4	31.3%	34.9%	1.2	45.3%	37.5%	1.2	15.6%	14.5%	0.5
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
RED DEER	81.8%	15.9	9.1%	1.1%	0.2	81.8%	61.1%	11.9	18.2%	1.1%	0.2	72.7%	33.7%	6.6	18.2%	2.9%	0.6
BRITISH COLUMBIA	42.3%	1.1	11.4%	18.3%	0.5	9.3%	14.1%	0.4	11.7%	22.2%	0.6	15.3%	20.4%	0.5	14.0%	24.9%	0.7
KELOWNA	42.9%	0.8	9.5%	23.5%	0.4	0.0%	0.0%	0.0	0.0%	0.0%	0.0	0.0%	0.0%	0.0	33.3%	76.5%	1.4
CAMPBELL RIVER	56.5%	1.0	0.0%	0.0%	0.0	0.0%	0.0%	0.0	0.0%	0.0%	0.0	8.7%	9.1%	0.2	47.8%	90.9%	1.5
COURTENAY	41.8%	1.1	11.9%	18.7%	0.5	9.9%	14.8%	0.4	12.4%	23.3%	0.6	16.0%	21.2%	0.6	12.3%	22.0%	0.6
VANCOUVER CMA	27.7%	0.4	10.8%	37.1%	0.6	1.2%	2.9%	0.0	1.2%	2.9%	0.0	13.3%	48.6%	0.7	2.4%	8.6%	0.1
VANCOUVER 1	65.4%	3.0	16.7%	11.8%	0.5	26.9%	19.4%	0.9	38.5%	32.5%	1.5	19.2%	10.1%	0.5	34.6%	26.2%	1.2
VANCOUVER 2	63.4%	1.5	14.1%	20.2%	0.5	22.5%	17.3%	0.4	9.9%	9.6%	0.2	28.2%	25.0%	0.6	23.9%	27.9%	0.6
VANCOUVER 3	33.9%	0.5	1.8%	3.4%	0.1	0.0%	0.0%	0.0	33.9%	96.6%	1.5	0.0%	0.0%	0.0	0.0%	0.0%	0.0
VANCOUVER 4																	

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

Avg = 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.

Vancouver 1: Vancouver, Richmond

Vancouver 2: Burnaby, Coquitlam, Port Moody, Port Coquitlam, Maple Ridge, Whonnock, Pitt Meadows, New Westminster

Vancouver 3: Delta, Surrey, Langley, North Delta, White Rock

Vancouver 4: North Vancouver, West Vancouver

Evaluation of Retailers' Behaviour Towards Certain Youth Access-to-Tobacco Restrictions (2006)

Tables A-6 – A-8: Weighted – Tobacco Point-of-Sale Advertising by Brand

Table A-6A – Weighted – Tobacco Point-of-Sale Advertising – All Ads – 2006 – Chain Convenience

Table A - 6 Region	Belvedere		Benson & Hedges		Canadian Classics		du Maurier		Export A		Export A Smooth		Remaining Export A	
	% Dist	Brand Shr	% Dist	Brand Shr	% Dist	Brand Shr	% Dist	Brand Shr	% Dist	Brand Shr	% Dist	Brand Shr	% Dist	Brand Shr
NATIONAL	7.3%	5.2%	9.5%	6.8%	11.2%	10.9%	17.4%	16.6%	15.6%	11.4%	2.7%	2.1%	3.1%	2.4%
ST. JOHN'S (NL)	25.0%	15.6%	43.8%	34.4%	0.0%	0.0%	12.5%	9.4%	0.0%	0.0%	6.3%	3.1%	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%
NEW BRUNSWICK	4.5%	3.5%	0.0%	0.0%	3.4%	2.6%	16.9%	13.0%	3.4%	2.6%	0.0%	0.0%	0.0%	0.0%
BATHURST	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
FREDERICTON	16.7%	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%
MONCTON	0.0%	0.0%	0.0%	0.0%	8.3%	3.4%	41.7%	17.2%	8.3%	3.4%	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%
NOVA SCOTIA	24.4%	24.9%	8.9%	6.8%	0.0%	0.0%	8.9%	6.6%	22.2%	23.3%	2.2%	15.0%	6.7%	5.0%
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%
SYDNEY	64.7%	25.4%	23.5%	6.8%	0.0%	0.0%	23.5%	6.8%	58.8%	23.7%	5.9%	15.3%	17.6%	5.1%
QUEBEC	33.4%	7.6%	27.0%	6.0%	2.4%	0.7%	60.9%	19.9%	59.6%	12.7%	8.3%	1.6%	12.9%	2.7%
CHICOUTIMI	71.4%	9.0%	57.1%	8.2%	0.0%	0.0%	57.1%	7.5%	85.7%	11.9%	21.4%	2.2%	35.7%	6.0%
JONQUIERE	26.8%	11.0%	20.6%	4.2%	3.1%	0.9%	70.1%	37.2%	24.7%	5.2%	7.2%	1.5%	13.4%	2.9%
MONTREAL	20.8%	5.9%	22.6%	8.6%	3.8%	1.4%	54.7%	15.5%	71.7%	20.7%	5.7%	2.1%	5.7%	1.4%
QUEBEC CITY	33.3%	3.4%	13.3%	1.3%	0.0%	0.0%	60.0%	18.1%	80.0%	12.1%	0.0%	0.0%	0.0%	0.0%
SHERBROOKE	0.2%	2.4%	0.9%	9.1%	0.2%	2.4%	0.9%	9.1%	0.2%	1.7%	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%	5.3%	50.0%	0.0%	0.0%	0.0%	0.0%
KINGSTON	0.0%	0.0%	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%
ST. CATHARINES	0.0%	0.0%	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%
THUNDER BAY	6.3%	9.1%	0.0%	0.0%	6.3%	9.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
TORONTO	0.0%	0.0%	1.9%	22.2%	0.0%	0.0%	1.9%	22.2%	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%
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%
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%
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%
SASKATCHEWAN	0.0%	0.0%	0.0%	0.0%	1.7%	100.0%	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%	4.5%	100.0%	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%
ALBERTA	6.4%	2.0%	17.8%	5.1%	51.5%	22.3%	43.7%	16.9%	38.3%	12.2%	6.7%	2.2%	7.3%	2.6%
CALGARY	9.1%	1.9%	33.0%	8.5%	54.5%	17.7%	48.9%	18.8%	50.0%	15.1%	13.6%	3.9%	9.1%	3.1%
EDMONTON	2.8%	1.0%	3.8%	2.0%	44.9%	21.3%	41.0%	21.8%	21.8%	8.6%	0.0%	0.0%	6.4%	4.1%
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%
RED DEER	16.7%	3.2%	0.0%	0.0%	100.0%	34.9%	33.3%	7.1%	83.3%	8.7%	0.0%	0.0%	0.0%	0.0%
BRITISH COLUMBIA	0.9%	0.6%	5.3%	5.1%	14.8%	12.6%	8.6%	6.3%	9.8%	8.3%	1.9%	1.4%	0.8%	0.6%
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%
CAMPBELL RIVER	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
COURTENAY	0.0%	0.0%	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 CMA	1.0%	0.7%	6.2%	5.4%	17.3%	13.2%	10.1%	6.6%	11.4%	8.8%	2.2%	1.4%	1.0%	0.6%
VANCOUVER 1	2.2%	3.3%	0.0%	0.0%	13.0%	20.0%	4.3%	6.7%	8.7%	13.3%	0.0%	0.0%	0.0%	0.0%
VANCOUVER 2	0.0%	0.0%	12.0%	8.0%	12.0%	8.0%	8.0%	4.0%	16.0%	10.0%	8.0%	4.0%	0.0%	0.0%
VANCOUVER 3	0.0%	0.0%	13.6%	6.1%	27.3%	12.1%	22.7%	7.6%	13.6%	6.1%	0.0%	0.0%	4.5%	1.5%
VANCOUVER 4	0.0%	0.0%	0.0%	0.0%	50.0%	50.0%	25.0%	25.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

N/A = Not Applicable. Stores of this type were not available in this region.

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

Brand Shr = brand's share of all ads.

Vancouver 1: Vancouver, Richmond

Vancouver 2: Burnaby, Coquitlam, Port Moody, Port Coquitlam, Maple Ridge, Whonnock, Pitt Meadows, New Westminster

Vancouver 3: Delta, Surrey, Langley, North Delta, White Rock

Vancouver 4: North Vancouver, West Vancouver

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Evaluation of Retailers' Behaviour Towards Certain Youth Access-to-Tobacco Restrictions (2006)

Table A-6B – Weighted – Tobacco Point-of-Sale Advertising – All Ads – 2006 – Chain Convenience

Region	Matinee		Players		Rothmans		Sportsman		Other	
	% Dist	Brand Shr	% Dist	Brand Shr	% Dist	Brand Shr	% Dist	Brand Shr	% Dist	Brand Shr
NATIONAL	4.6%	3.0%	12.7%	9.5%	3.9%	2.5%	4.1%	3.0%	21.0%	26.6%
ST. JOHN'S (NL)	0.0%	0.0%	31.3%	25.0%	12.5%	6.3%	0.0%	0.0%	12.5%	6.3%
CHARLOTTETOWN (PEI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.7%	100.0%
NEW BRUNSWICK	0.0%	0.0%	27.0%	23.4%	3.4%	2.6%	0.0%	0.0%	44.0%	52.3%
BATHURST	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
FREDERICTON	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	33.3%	80.0%
MONCTON	0.0%	0.0%	66.7%	31.0%	8.3%	3.4%	0.0%	0.0%	75.0%	41.4%
SAINT JOHN	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	14.3%	100.0%
NOVA SCOTIA	2.2%	1.7%	6.7%	5.0%	2.2%	1.7%	2.2%	1.7%	7.0%	8.6%
HALIFAX	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.2%	100.0%
SYDNEY	5.9%	1.7%	17.6%	5.1%	5.9%	1.7%	5.9%	1.7%	11.8%	6.8%
QUEBEC	15.7%	2.7%	32.8%	7.9%	14.6%	3.0%	20.1%	4.6%	68.9%	30.7%
CHICOUTIMI	42.9%	4.5%	78.6%	11.2%	64.3%	9.7%	85.7%	13.4%	64.3%	16.4%
JONQUIERE	11.3%	2.8%	32.0%	11.4%	5.2%	0.9%	8.2%	1.7%	48.5%	20.3%
QUEBEC CITY	9.4%	2.1%	13.2%	4.1%	3.8%	1.0%	5.7%	2.8%	79.2%	34.5%
SHERBROOKE	6.7%	1.3%	26.7%	4.0%	0.0%	0.0%	0.0%	0.0%	100.0%	59.7%
ONTARIO	1.6%	16.0%	0.2%	1.7%	0.9%	9.1%	0.0%	0.0%	2.4%	48.5%
KINGSTON	0.0%	0.0%	5.3%	50.0%	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%
ST. CATHARINES	1.5%	50.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	50.0%
SUDBURY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.1%	100.0%
THUNDER BAY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	37.5%	81.8%
TORONTO	2.9%	33.3%	0.0%	0.0%	1.9%	22.2%	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%	3.7%	100.0%
MANITOBA	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.1%	100.0%
BRANDON	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	20.0%	100.0%
WINNIPEG	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.2%	100.0%
SASKATCHEWAN	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%
SASKATOON	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ALBERTA	10.1%	3.3%	24.9%	7.8%	5.0%	1.5%	9.5%	2.6%	38.1%	21.4%
CALGARY	12.5%	4.3%	35.2%	10.3%	5.7%	1.4%	12.5%	3.1%	34.1%	12.0%
EDMONTON	9.0%	4.1%	15.4%	6.1%	5.1%	3.0%	7.7%	4.1%	37.2%	23.9%
MEDICINE HAT	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
RED DEER	0.0%	0.0%	16.7%	3.2%	0.0%	0.0%	0.0%	0.0%	100.0%	42.9%
BRITISH COLUMBIA	2.6%	2.5%	20.7%	21.1%	2.5%	1.8%	0.0%	0.0%	28.4%	39.7%
KELOWNA	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	30.0%	100.0%
CAMPBELL RIVER	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	22.2%	100.0%
COURTENAY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	22.2%	100.0%
VANCOUVER CMA	3.1%	2.6%	24.1%	22.2%	2.9%	1.9%	0.0%	0.0%	28.9%	36.6%
VANCOUVER 1	2.2%	3.3%	10.9%	16.7%	2.2%	3.3%	0.0%	0.0%	19.6%	33.3%
VANCOUVER 2	4.0%	2.0%	20.0%	14.0%	0.0%	0.0%	0.0%	0.0%	40.0%	50.0%
VANCOUVER 3	4.5%	3.0%	59.1%	31.8%	9.1%	3.0%	0.0%	0.0%	40.9%	28.8%
VANCOUVER 4	0.0%	0.0%	25.0%	25.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

N/A = Not Applicable. Stores of this type were not available in this region.

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

Brand Shr = brand's share of all ads.

Vancouver 1: Vancouver, Richmond

Vancouver 2: Burnaby, Coquitlam, Port Moody, Port Coquitlam, Maple Ridge, Whonnock, Pitt Meadows, New Westminster

Vancouver 3: Delta, Surrey, Langley, North Delta, White Rock

Vancouver 4: North Vancouver, West Vancouver

Evaluation of Retailers' Behaviour Towards Certain Youth Access-to-Tobacco Restrictions (2006)

Table A-7A – Weighted – Tobacco Point-of-Sale Advertising – All Ads – 2006 – Gas Stores/Kiosks

Table A - 7 Region	Belvedere		Benson & Hedges		Canadian Classics		du Maurier		Export A		Export A Smooth		Remaining Export A	
	% Dist	Brand Shr	% Dist	Brand Shr	% Dist	Brand Shr	% Dist	Brand Shr	% Dist	Brand Shr	% Dist	Brand Shr	% Dist	Brand Shr
NATIONAL	6.1%	5.7%	8.7%	8.1%	10.4%	10.3%	14.4%	14.9%	11.9%	10.0%	3.4%	3.0%	3.3%	2.7%
ST. JOHN'S (NL)	7.7%	6.4%	34.6%	27.5%	7.7%	6.4%	9.6%	5.5%	7.7%	4.6%	0.0%	0.0%	0.0%	0.0%
CHARLOTTETOWN (PEI)	2.8%	21.1%	0.0%	0.0%	2.8%	5.3%	2.8%	5.3%	5.6%	21.1%	0.0%	0.0%	0.0%	0.0%
NEW BRUNSWICK	2.8%	3.6%	0.9%	1.2%	10.9%	14.3%	14.1%	18.4%	5.6%	7.3%	0.0%	0.0%	3.1%	4.1%
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%
FREDERICTON	12.5%	25.0%	4.2%	8.3%	0.0%	0.0%	0.0%	4.2%	8.3%	0.0%	0.0%	0.0%	0.0%	0.0%
MONCTON	0.0%	0.0%	0.0%	0.0%	31.8%	17.5%	40.9%	22.5%	13.6%	7.5%	0.0%	0.0%	9.1%	5.0%
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%
NOVA SCOTIA	22.4%	23.3%	8.8%	7.8%	3.8%	5.3%	20.5%	24.1%	17.6%	16.3%	3.9%	3.1%	2.0%	1.6%
HALIFAX	1.5%	16.7%	0.0%	0.0%	1.5%	50.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
SYDNEY	55.0%	23.6%	22.5%	8.1%	7.5%	3.3%	52.5%	25.2%	45.0%	17.1%	10.0%	3.3%	5.0%	1.6%
QUEBEC	20.2%	6.3%	20.9%	6.2%	2.0%	0.4%	42.7%	20.4%	39.7%	12.6%	6.3%	1.9%	9.1%	2.2%
CHICOUTIMI														
JONQUIERE	46.9%	9.5%	59.4%	10.0%	0.0%	0.0%	56.3%	11.3%	68.8%	13.6%	3.1%	0.5%	25.0%	5.0%
MONTREAL	19.2%	6.3%	24.2%	7.5%	4.0%	1.0%	42.4%	31.1%	25.3%	8.3%	11.1%	4.4%	11.1%	2.7%
QUEBEC CITY	12.5%	5.1%	7.5%	4.2%	1.3%	0.3%	38.8%	17.6%	45.0%	17.9%	3.8%	0.9%	3.8%	0.9%
SHERBROOKE	16.7%	3.7%	6.7%	1.2%	0.0%	0.0%	40.0%	14.9%	30.0%	6.2%	3.3%	0.6%	0.0%	0.0%
ONTARIO	0.2%	2.2%	0.5%	5.3%	1.1%	10.8%	1.0%	10.6%	0.5%	5.3%	0.5%	5.0%	0.0%	0.0%
KINGSTON	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%
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%
ST. CATHARINES	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.6%	66.7%	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%
THUNDER BAY	4.3%	7.1%	0.0%	0.0%	21.7%	35.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
TORONTO	0.0%	0.0%	1.0%	11.1%	0.0%	0.0%	1.9%	22.2%	1.0%	11.1%	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%
MANITOBA	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	17.9%	0.8%	17.9%	0.0%	0.0%	0.0%	0.0%
BRANDON	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.9%	28.6%	5.9%	28.6%	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%
SASKATCHEWAN	0.0%	0.0%	0.0%	0.0%	1.5%	51.5%	0.7%	48.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
REGINA	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%
SASKATOON	0.0%	0.0%	0.0%	0.0%	1.4%	33.3%	1.4%	66.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ALBERTA	12.1%	5.6%	21.7%	9.1%	44.9%	18.1%	33.0%	12.4%	25.1%	9.0%	13.6%	4.8%	10.9%	3.8%
CALGARY	22.5%	7.5%	41.9%	12.6%	54.3%	14.0%	44.2%	12.1%	37.2%	10.3%	23.3%	6.0%	20.2%	5.2%
EDMONTON	2.4%	2.7%	2.4%	1.8%	35.4%	28.6%	22.8%	15.6%	12.6%	8.9%	4.7%	3.6%	2.4%	1.8%
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%
RED DEER	0.0%	0.0%	0.0%	0.0%	68.2%	27.4%	36.4%	11.2%	27.3%	3.6%	4.5%	0.7%	0.0%	0.0%
BRITISH COLUMBIA	0.3%	0.2%	4.8%	4.1%	15.1%	12.4%	9.3%	8.9%	7.9%	7.4%	1.3%	1.1%	1.3%	1.4%
KELOWNA	0.0%	0.0%	0.0%	0.0%	2.4%	2.9%	2.4%	2.9%	4.8%	5.7%	0.0%	0.0%	0.0%	0.0%
CAMPBELL RIVER														
COURTENAY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.3%	25.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
VANCOUVER CMA	0.3%	0.2%	5.8%	4.6%	18.0%	13.8%	10.1%	8.7%	8.9%	7.8%	1.6%	1.2%	1.6%	1.6%
VANCOUVER 1	0.0%	0.0%	0.0%	0.0%	19.7%	31.6%	6.6%	8.8%	2.6%	3.5%	0.0%	0.0%	0.0%	0.0%
VANCOUVER 2	1.1%	0.5%	6.7%	3.6%	12.2%	6.8%	11.1%	8.9%	22.2%	14.6%	3.3%	1.6%	1.1%	0.5%
VANCOUVER 3	0.0%	0.0%	10.4%	7.7%	18.8%	12.9%	12.5%	8.4%	4.2%	2.6%	1.0%	0.6%	3.1%	1.9%
VANCOUVER 4	0.0%	0.0%	3.0%	2.9%	30.3%	28.6%	9.1%	8.6%	0.0%	0.0%	3.0%	5.7%	3.0%	11.4%

N/A = Not Applicable. Brands of this type were not observed in this region.
 % Dist = Percentage of all stores in the region carrying all ad types for brand specified.
 Brand Shr = brand's share of all ads.

Vancouver 1: Vancouver, Richmond
 Vancouver 2: Burnaby, Coquitlam, Port Moody, Port Coquitlam, Maple Ridge, Whonnock, Pitt Meadows, New Westminster
 Vancouver 3: Delta, Surrey, Langley, North Delta, White Rock
 Vancouver 4: North Vancouver, West Vancouver

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Evaluation of Retailers' Behaviour Towards Certain Youth Access-to-Tobacco Restrictions (2006)

Table A-7B – Weighted – Tobacco Point-of-Sale Advertising – All Ads – 2006 – Gas Stores/Kiosks

Region	Matinee		Players		Rothmans		Sportsman		Other	
	% Dist	Brand Shr	% Dist	Brand Shr	% Dist	Brand Shr	% Dist	Brand Shr	% Dist	Brand Shr
NATIONAL	4.1%	3.7%	12.6%	11.2%	4.2%	3.2%	2.6%	2.4%	20.4%	24.8%
ST. JOHN'S (NL)	1.9%	0.9%	28.8%	22.9%	19.2%	12.8%	0.0%	0.0%	23.1%	12.8%
CHARLOTTETOWN (PEI)	0.0%	0.0%	5.6%	31.6%	2.8%	5.3%	0.0%	0.0%	5.6%	10.5%
NEW BRUNSWICK	0.0%	0.0%	16.8%	23.9%	0.0%	0.0%	0.0%	0.0%	15.3%	27.2%
BATHURST	0.0%	0.0%	8.3%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
FREDERICTON	0.0%	0.0%	12.5%	25.0%	0.0%	0.0%	0.0%	0.0%	12.5%	33.3%
MONCTON	0.0%	0.0%	36.4%	20.0%	0.0%	0.0%	0.0%	0.0%	36.4%	27.5%
SAINT JOHN	0.0%	N/A	0.0%	N/A	0.0%	N/A	0.0%	N/A	0.0%	N/A
NOVA SCOTIA	5.9%	8.6%	1.0%	0.8%	0.0%	0.0%	0.0%	0.0%	7.7%	9.2%
HALIFAX	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%	33.3%
SYDNEY	15.0%	8.9%	2.5%	0.8%	0.0%	0.0%	0.0%	0.0%	15.0%	8.1%
QUEBEC	9.5%	2.4%	28.4%	9.9%	10.8%	2.7%	9.1%	2.5%	61.6%	32.6%
CHICOUTIMI JONQUIERE	28.1%	4.5%	65.6%	13.1%	46.9%	7.7%	43.8%	7.7%	68.8%	17.2%
MONTREAL	7.1%	2.2%	29.3%	13.1%	6.1%	1.7%	4.0%	1.0%	44.4%	20.9%
QUEBEC CITY	7.5%	2.1%	18.8%	7.2%	5.0%	1.5%	3.8%	1.5%	68.8%	40.9%
SHERBROOKE	0.0%	0.0%	10.0%	3.1%	0.0%	0.0%	0.0%	0.0%	86.7%	70.2%
ONTARIO	1.0%	10.6%	0.2%	1.7%	0.0%	0.0%	0.5%	5.3%	2.3%	43.2%
KINGSTON	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%	1.6%	100.0%
ST. CATHARINES	0.0%	0.0%	1.8%	33.3%	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%	2.9%	100.0%
THUNDER BAY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	17.4%	57.1%
TORONTO	1.9%	22.2%	0.0%	0.0%	0.0%	0.0%	1.0%	11.1%	1.9%	22.2%
WINDSOR	0.0%	N/A	0.0%	N/A	0.0%	N/A	0.0%	N/A	0.0%	N/A
MANITOBA	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	26.8%	3.2%	37.4%
BRANDON	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.8%	42.9%	0.0%	0.0%
WINNIPEG	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.7%	100.0%
SASKATCHEWAN	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%
SASKATOON	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ALBERTA	12.7%	4.9%	23.8%	9.3%	9.9%	3.2%	6.7%	3.1%	31.7%	16.7%
CALGARY	22.5%	6.4%	36.4%	9.2%	17.1%	4.2%	12.4%	4.2%	29.5%	8.3%
EDMONTON	3.1%	2.2%	11.0%	8.5%	3.9%	2.2%	1.6%	0.9%	27.6%	23.2%
MEDICINE HAT	0.0%	N/A	0.0%	N/A	0.0%	N/A	0.0%	N/A	0.0%	N/A
RED DEER	4.5%	0.7%	22.7%	10.2%	0.0%	0.0%	0.0%	0.0%	95.5%	46.2%
BRITISH COLUMBIA	2.0%	2.1%	21.9%	20.1%	3.5%	3.1%	0.6%	0.4%	30.8%	38.7%
KELOWNA	0.0%	0.0%	14.3%	22.9%	0.0%	0.0%	2.4%	2.9%	35.7%	62.9%
CAMPBELL RIVER COURTENAY	0.0%	0.0%	17.2%	22.2%	6.9%	11.1%	0.0%	0.0%	24.1%	40.7%
VANCOUVER CMA	2.5%	2.4%	23.3%	19.8%	3.7%	3.0%	0.3%	0.2%	30.6%	36.7%
VANCOUVER 1	1.3%	1.8%	14.5%	22.8%	0.0%	0.0%	0.0%	0.0%	14.5%	31.6%
VANCOUVER 2	0.0%	0.0%	24.4%	16.1%	3.3%	2.1%	1.1%	0.5%	42.2%	44.8%
VANCOUVER 3	6.3%	5.8%	34.4%	25.8%	7.3%	5.2%	0.0%	0.0%	31.3%	29.0%
VANCOUVER 4	0.0%	0.0%	3.0%	2.9%	3.0%	2.9%	0.0%	0.0%	39.4%	37.1%

N/A = Not Applicable. Brands of this type were not observed in this region.

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

Brand Shr = brand's share of all ads

Vancouver 1: Vancouver, Richmond

Vancouver 2: Burnaby, Coquitlam, Port Moody, Port Coquitlam, Maple Ridge, Whonnock, Pitt Meadows, New Westminster

Vancouver 3: Delta, Surrey, Langley, North Delta, White Rock

Vancouver 4: North Vancouver, West Vancouver

Evaluation of Retailers' Behaviour Towards Certain Youth Access-to-Tobacco Restrictions (2006)

Table A-8A – Weighted – Tobacco Point-of-Sale Advertising – All Ads – 2006 – Independent Convenience

Table A - 8		Belvedere		Benson & Hedges		Canadian Classics		du Maurier		Export A		Export A Smooth		Remaining Export A		
Region	% Dist	Brand Shr	% Dist	Brand Shr	% Dist	Brand Shr	% Dist	Brand Shr	% Dist	Brand Shr	% Dist	Brand Shr	% Dist	Brand Shr	% Dist	Brand Shr
NATIONAL	7.5%	5.2%	10.0%	7.4%	6.4%	5.7%	20.0%	21.8%	12.6%	9.1%	2.5%	1.8%	3.4%	2.5%		
ST. JOHN'S (NL)	19.6%	13.4%	26.5%	24.7%	2.9%	2.2%	12.7%	8.1%	12.7%	7.5%	2.9%	1.6%	1.0%	1.1%		
CHARLOTTETOWN (PEI)	10.3%	25.0%	0.0%	0.0%	0.0%	0.0%	6.9%	16.7%	10.3%	25.0%	0.0%	0.0%	0.0%	0.0%		
NEW BRUNSWICK	6.4%	11.0%	0.6%	1.0%	3.7%	6.0%	6.4%	10.3%	3.8%	7.8%	1.5%	2.5%	0.0%	0.0%		
BATHURST	5.3%	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%		
FREDERICTON	10.0%	21.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	7.1%	2.0%	3.6%	0.0%	0.0%		
MONCTON	8.3%	4.0%	0.0%	0.0%	19.4%	9.3%	33.3%	16.0%	13.9%	6.7%	5.6%	2.7%	0.0%	0.0%		
SAINT JOHN	3.5%	28.6%	1.8%	14.3%	0.0%	0.0%	0.0%	0.0%	1.8%	28.6%	0.0%	0.0%	0.0%	0.0%		
NOVA SCOTIA	12.9%	16.2%	6.9%	10.0%	4.9%	9.5%	17.8%	24.3%	9.9%	11.0%	2.5%	2.4%	2.0%	1.9%		
HALIFAX	1.4%	12.5%	0.0%	0.0%	0.7%	6.3%	0.0%	0.0%	0.0%	0.0%	0.7%	6.3%	0.7%	6.3%		
SYDNEY	39.3%	16.5%	23.0%	10.8%	14.8%	9.8%	59.0%	26.3%	32.8%	11.9%	6.6%	2.1%	4.9%	1.5%		
QUEBEC	16.8%	5.5%	22.1%	6.8%	4.2%	1.4%	47.2%	26.8%	28.3%	9.1%	3.7%	0.9%	8.6%	2.6%		
CHICOUTIMI	56.1%	10.4%	57.6%	9.3%	1.5%	0.2%	48.5%	9.5%	57.6%	8.9%	1.5%	0.2%	21.2%	3.7%		
JONQUIERE	13.5%	4.9%	21.3%	7.5%	4.5%	2.0%	51.7%	36.2%	19.1%	6.2%	4.5%	1.3%	9.0%	3.3%		
MONTRÉAL	14.8%	5.1%	14.1%	5.3%	5.5%	1.2%	29.7%	13.8%	50.8%	19.1%	2.3%	0.5%	4.7%	1.2%		
QUEBEC CITY	14.9%	2.9%	10.6%	1.6%	0.0%	0.0%	44.7%	15.3%	34.0%	6.8%	0.0%	0.0%	0.0%	0.0%		
SHERBROOKE	0.7%	11.2%	0.0%	0.0%	0.3%	27.5%	1.1%	16.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		
ONTARIO	2.9%	66.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		
KINGSTON	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%		
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%		
ST. CATHARINES	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		
SLUDBURY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		
THUNDER BAY	0.0%	0.0%	0.0%	0.0%	3.0%	12.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		
TORONTO	1.0%	16.7%	0.0%	0.0%	0.0%	0.0%	1.9%	33.3%	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%		
MANITOBA	0.8%	14.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	7.4%		
BRANDON	12.5%	16.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.5%	8.3%		
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%		
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%		
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%		
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%		
ALBERTA	8.0%	2.3%	21.2%	7.2%	35.0%	13.8%	43.1%	17.6%	30.7%	10.4%	10.4%	4.1%	8.3%	3.0%		
CALGARY	15.5%	3.5%	34.5%	9.5%	44.0%	12.2%	46.4%	16.7%	38.1%	11.4%	19.0%	6.0%	13.1%	3.9%		
EDMONTON	1.6%	0.7%	10.9%	5.9%	25.0%	12.5%	40.6%	22.4%	26.6%	12.5%	3.1%	2.0%	4.7%	2.6%		
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%		
RED DEER	0.0%	0.0%	0.0%	0.0%	63.6%	21.7%	63.6%	14.3%	18.2%	3.4%	0.0%	0.0%	0.0%	0.0%		
BRITISH COLUMBIA	1.3%	1.1%	3.3%	3.2%	8.9%	10.3%	9.0%	11.8%	5.8%	7.1%	1.6%	1.4%	1.4%	1.5%		
KELOWNA	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.8%	5.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		
CAMPBELL RIVER	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.7%	13.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		
COURTENAY	1.3%	1.2%	3.5%	3.3%	9.5%	10.8%	9.2%	11.9%	6.1%	7.5%	1.7%	1.5%	1.5%	1.6%		
VANCOUVER CMA	2.4%	5.7%	0.0%	0.0%	4.8%	17.1%	4.8%	14.3%	1.2%	2.9%	1.2%	2.9%	0.0%	0.0%		
VANCOUVER 1	0.0%	0.0%	7.7%	2.5%	19.2%	8.4%	21.8%	13.1%	24.4%	11.8%	5.1%	1.7%	7.7%	3.0%		
VANCOUVER 2	0.0%	0.0%	11.3%	8.7%	9.9%	6.7%	9.9%	6.7%	4.2%	2.9%	0.0%	0.0%	0.0%	0.0%		
VANCOUVER 3	0.0%	0.0%	0.0%	0.0%	17.9%	34.5%	7.1%	13.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		
VANCOUVER 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%	0.0%	0.0%		

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

Vancouver 1: Vancouver, Richmond
Vancouver 2: Burnaby, Coquitlam, Port Moody, Port Coquitlam, Maple Ridge, Whonnock, Pitt Meadows, New Westminster
Vancouver 3: Delta, Surrey, Langley, North Delta, White Rock
Vancouver 4: North Vancouver, West Vancouver

Continued on next page...

Evaluation of Retailers' Behaviour Towards Certain Youth Access-to-Tobacco Restrictions (2006)

Table A-8B – Weighted – Tobacco Point-of-Sale Advertising – All Ads – 2006 – Independent Convenience

Region	Matinee		Players		Rothmans		Sportsman		Other	
	% Dist	Brand Shr	% Dist	Brand Shr	% Dist	Brand Shr	% Dist	Brand Shr	% Dist	Brand Shr
NATIONAL	3.9%	2.6%	12.5%	10.4%	4.2%	3.0%	3.1%	2.3%	22.9%	28.2%
ST. JOHN'S (NL)	2.0%	1.1%	20.6%	15.1%	11.8%	7.5%	0.0%	0.0%	18.6%	17.7%
CHARLOTTETOWN (PEI)	0.0%	0.0%	3.4%	8.3%	3.4%	8.3%	0.0%	0.0%	3.4%	16.7%
NEW BRUNSWICK	0.5%	0.9%	12.9%	21.5%	0.5%	3.1%	0.0%	0.0%	15.6%	35.9%
BATHURST	0.0%	0.0%	10.5%	50.0%	0.0%	0.0%	0.0%	0.0%	5.3%	25.0%
FREDERICTON	0.0%	0.0%	6.0%	14.3%	2.0%	14.3%	0.0%	0.0%	14.0%	39.3%
MONCTON	2.8%	1.3%	41.7%	20.0%	0.0%	0.0%	0.0%	0.0%	58.3%	40.0%
SAINT JOHN	0.0%	0.0%	3.5%	28.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
NOVA SCOTIA	6.4%	6.7%	3.0%	2.9%	1.5%	1.4%	0.5%	1.4%	8.8%	11.8%
HALIFAX	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.0%	68.8%
SYDNEY	21.3%	7.2%	9.8%	3.1%	4.9%	1.5%	1.6%	1.5%	13.1%	7.2%
QUEBEC	7.6%	2.0%	23.6%	8.6%	8.8%	2.7%	8.6%	2.9%	48.7%	30.8%
CHICOUTIMI										
JONQUIERE	34.8%	5.2%	68.2%	12.7%	31.8%	6.0%	57.6%	11.2%	62.1%	22.7%
MONTREAL	5.6%	1.6%	22.5%	10.1%	7.9%	2.6%	5.6%	2.3%	38.2%	22.1%
QUEBEC CITY	6.3%	1.6%	14.8%	4.4%	5.5%	1.8%	3.1%	0.7%	75.0%	45.1%
SHERBROOKE	2.1%	0.3%	6.4%	1.3%	0.0%	0.0%	0.0%	0.0%	83.0%	71.8%
ONTARIO	0.0%	0.0%	0.1%	1.4%	0.0%	0.0%	0.0%	0.0%	2.5%	43.2%
KINGSTON	0.0%	0.0%	2.9%	33.3%	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%
ST. CATHARINES	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%
THUNDER BAY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	18.2%	87.5%
TORONTO	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	50.0%
WINDSOR	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.3%	100.0%
MANITOBA	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	66.7%	1.2%	11.1%
BRANDON	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.5%	75.0%	0.0%	0.0%
WINNIPEG	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	100.0%
SASKATCHEWAN	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	100.0%
REGINA	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%	2.8%	100.0%
ALBERTA	13.2%	4.8%	25.5%	11.2%	10.4%	3.5%	7.4%	1.9%	37.8%	20.1%
CALGARY	22.6%	6.8%	39.3%	12.4%	19.0%	5.2%	14.3%	2.9%	27.4%	9.5%
EDMONTON	4.7%	2.0%	10.9%	6.6%	3.1%	1.3%	1.6%	0.7%	46.9%	30.9%
MEDICINE HAT	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
RED DEER	9.1%	1.1%	45.5%	13.1%	0.0%	0.0%	0.0%	0.0%	81.8%	46.3%
BRITISH COLUMBIA	1.6%	1.5%	13.9%	19.5%	1.6%	1.7%	0.2%	0.2%	23.9%	40.7%
KELOWNA	0.0%	0.0%	9.5%	17.6%	0.0%	0.0%	0.0%	0.0%	38.1%	76.5%
CAMPBELL RIVER										
COURTENAY	0.0%	0.0%	21.7%	31.8%	8.7%	13.6%	0.0%	0.0%	21.7%	40.9%
VANCOUVER CMA	1.7%	1.6%	13.8%	19.2%	1.4%	1.5%	0.2%	0.2%	23.6%	39.9%
VANCOUVER 1	0.0%	0.0%	6.0%	14.3%	0.0%	0.0%	0.0%	0.0%	10.8%	42.9%
VANCOUVER 2	3.8%	1.3%	30.8%	18.1%	2.6%	1.3%	1.3%	0.4%	55.1%	38.4%
VANCOUVER 3	5.6%	3.8%	25.4%	28.8%	4.2%	2.9%	0.0%	0.0%	28.2%	39.4%
VANCOUVER 4	0.0%	0.0%	0.0%	0.0%	1.8%	3.4%	0.0%	0.0%	25.0%	48.3%

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

Vancouver 1: Vancouver, Richmond

Vancouver 2: Burnaby, Coquitlam, Port Moody, Port Coquitlam, Maple Ridge, Whonnock, Pitt Meadows, New Westminster

Vancouver 3: Delta, Surrey, Langley, North Delta, White Rock

Vancouver 4: North Vancouver, West Vancouver

Evaluation of Retailers' Behaviour Towards Certain Youth Access-to-Tobacco Restrictions (2006)

Tables A-9 – A-12: Retailer Sales Compliance under “Operation ID” by Class of Trade

Table A-9 – Weighted – Retailer Sales Compliance under “Operation ID” by Class of Trade – 2006 – Chain Convenience

Region	All Stores	% Unwilling to Sell (Compliant) - Stores that do not Display "Operation ID" Materials	% Unwilling to Sell (Compliant) - Stores that Display "Operation ID" Materials	Compliance Point Difference	Likely that Change is Statistically Significant (Yes/No)
NATIONAL	87.9%	86.2%	89.5%	3.4%	Yes
ST. JOHN'S (NL)	100.0%	100.0%	100.0%	0.0%	No
CHARLOTTETOWN (PEI)	100.0%	100.0%	100.0%	0.0%	No
NEW BRUNSWICK	89.9%	88.3%	100.0%	11.7%	Yes
BATHURST	N/A	N/A	N/A	N/A	N/A
FREDERICTON	100.0%	100.0%	100.0%	0.0%	No
MONCTON	75.0%	75.0%	0.0%	0.0%	No
SAINT JOHN	100.0%	100.0%	0.0%	0.0%	No
NOVA SCOTIA	84.4%	81.7%	100.0%	18.3%	Yes
HALIFAX	75.0%	70.0%	100.0%	30.0%	Yes
SYDNEY	100.0%	100.0%	100.0%	0.0%	No
QUEBEC	74.3%	76.0%	72.7%	-3.3%	Yes
CHICOUTIMI					
JONQUIERE	50.0%	50.0%	50.0%	0.0%	No
MONTREAL	79.4%	83.7%	75.0%	-8.7%	Yes
QUEBEC CITY	88.7%	90.9%	87.1%	-3.8%	Yes
SHERBROOKE	53.3%	66.7%	50.0%	-16.7%	Yes
ONTARIO	86.5%	83.4%	88.8%	5.4%	Yes
KINGSTON	100.0%	100.0%	100.0%	0.0%	No
OTTAWA	98.1%	100.0%	97.0%	-3.0%	Yes
ST. CATHARINES	89.7%	88.9%	90.2%	1.4%	No
SUDBURY	94.4%	100.0%	90.9%	-9.1%	Yes
THUNDER BAY	87.5%	85.7%	100.0%	14.3%	Yes
TORONTO	76.9%	71.7%	81.0%	9.3%	Yes
WINDSOR	100.0%	100.0%	100.0%	0.0%	No
MANITOBA	97.0%	97.6%	96.0%	-1.6%	No
BRANDON	100.0%	N/A	100.0%	N/A	N/A
WINNIPEG	96.7%	97.6%	95.0%	-2.6%	Yes
SASKATCHEWAN	94.0%	91.0%	95.8%	4.8%	Yes
REGINA	90.9%	84.6%	100.0%	15.4%	Yes
SASKATOON	95.8%	100.0%	94.4%	-5.6%	Yes
ALBERTA	93.2%	93.8%	92.7%	-1.0%	No
CALGARY	97.7%	97.5%	97.9%	0.4%	No
EDMONTON	88.5%	90.0%	87.5%	-2.5%	Yes
MEDICINE HAT	66.7%	75.0%	50.0%	-25.0%	Yes
RED DEER	100.0%	100.0%	100.0%	0.0%	No
BRITISH COLUMBIA	87.0%	80.8%	97.7%	16.9%	Yes
KELOWNA	100.0%	100.0%	100.0%	0.0%	No
CAMPBELL RIVER					
COURTENAY	88.9%	88.9%	0.0%	0.0%	No
VANCOUVER CMA	85.8%	79.0%	97.4%	18.5%	Yes
VANCOUVER 1	73.9%	66.7%	100.0%	33.3%	Yes
VANCOUVER 2	100.0%	100.0%	100.0%	0.0%	No
VANCOUVER 3	90.9%	90.0%	91.7%	1.7%	No
VANCOUVER 4	100.0%	100.0%	100.0%	0.0%	No

N/A = Not Applicable. All stores in Brandon displayed "Operation ID" materials.

Vancouver 1: Vancouver, Richmond

Vancouver 2: Burnaby, Coquitlam, Port Moody, Port Coquitlam, Maple Ridge, Whonnock, Pitt Meadows, New Westminster

Vancouver 3: Delta, Surrey, Langley, North Delta, White Rock

Vancouver 4: North Vancouver, West Vancouver

Evaluation of Retailers' Behaviour Towards Certain Youth Access-to-Tobacco Restrictions (2006)

Table A-10 – Weighted Retailer Sales Compliance under “Operation ID” by Class of Trade – 2006 – Grocery Stores

Region	All Stores	% Unwilling to Sell (Compliant) - Stores that do not Display "Operation ID" Materials	% Unwilling to Sell (Compliant) - Stores that Display "Operation ID" Materials	Compliance Point Difference	Likely that Change is Statistically Significant (Yes/No)
NATIONAL	86.3%	86.5%	85.6%	-0.9%	No
ST. JOHN'S (NL)	92.9%	91.7%	100.0%	8.3%	Yes
CHARLOTTETOWN (PEI)	91.7%	85.7%	100.0%	14.3%	Yes
NEW BRUNSWICK	91.7%	91.2%	100.0%	8.8%	Yes
BATHURST	100.0%	100.0%	0.0%	-100.0%	Yes
FREDERICTON	100.0%	100.0%	100.0%	0.0%	No
MONCTON	50.0%	50.0%	0.0%	-50.0%	Yes
SAINT JOHN	100.0%	100.0%	100.0%	0.0%	No
NOVA SCOTIA	86.7%	88.9%	80.0%	-8.9%	Yes
HALIFAX	83.3%	85.7%	80.0%	-5.7%	Yes
SYDNEY	91.7%	91.7%	0.0%	-91.7%	Yes
QUEBEC	66.0%	66.5%	64.8%	-1.8%	No
CHICOUTIMI					
JONQUIERE	27.8%	26.7%	33.3%	6.7%	Yes
MONTREAL	72.5%	76.7%	67.6%	-9.2%	Yes
QUEBEC CITY	76.1%	78.0%	71.4%	-6.6%	Yes
SHERBROOKE	50.0%	50.0%	50.0%	0.0%	No
ONTARIO	87.7%	87.7%	87.7%	0.0%	No
KINGSTON	100.0%	100.0%	0.0%	-100.0%	Yes
OTTAWA	91.1%	89.5%	92.3%	2.8%	Yes
ST. CATHARINES	100.0%	100.0%	100.0%	0.0%	No
SUDBURY	94.7%	100.0%	90.9%	-9.1%	Yes
THUNDER BAY	100.0%	100.0%	0.0%	-100.0%	Yes
TORONTO	81.7%	81.8%	81.6%	-0.2%	No
WINDSOR	100.0%	100.0%	100.0%	0.0%	No
MANITOBA	94.2%	97.6%	86.4%	-11.2%	Yes
BRANDON	71.4%	N/A	71.4%	N/A	N/A
WINNIPEG	96.4%	97.6%	92.3%	-5.3%	Yes
SASKATCHEWAN	93.2%	92.4%	100.0%	7.6%	Yes
REGINA	89.7%	88.5%	100.0%	11.5%	Yes
SASKATOON	96.6%	96.2%	100.0%	3.8%	Yes
ALBERTA	88.3%	86.5%	93.7%	7.2%	Yes
CALGARY	97.8%	96.3%	100.0%	3.7%	Yes
EDMONTON	81.1%	81.0%	81.8%	0.9%	No
MEDICINE HAT	100.0%	100.0%	100.0%	0.0%	No
RED DEER	85.7%	75.0%	100.0%	25.0%	Yes
BRITISH COLUMBIA	90.9%	90.5%	92.6%	2.2%	Yes
KELOWNA	92.9%	91.7%	100.0%	8.3%	Yes
CAMPBELL RIVER					
COURTENAY	100.0%	100.0%	0.0%	-100.0%	Yes
VANCOUVER CMA	90.7%	90.2%	92.4%	2.2%	Yes
VANCOUVER 1	83.8%	82.1%	88.9%	6.7%	Yes
VANCOUVER 2	96.9%	96.2%	100.0%	3.8%	Yes
VANCOUVER 3	87.8%	88.9%	80.0%	-8.9%	Yes
VANCOUVER 4	100.0%	100.0%	100.0%	0.0%	No

N/A = Not Applicable. All stores in Brandon displayed "Operation ID" materials.

Vancouver 1: Vancouver, Richmond

Vancouver 2: Burnaby, Coquitlam, Port Moody, Port Coquitlam, Maple Ridge, Whonnock, Pitt Meadows, New Westminster

Vancouver 3: Delta, Surrey, Langley, North Delta, White Rock

Vancouver 4: North Vancouver, West Vancouver

Evaluation of Retailers' Behaviour Towards Certain Youth Access-to-Tobacco Restrictions (2006)

Table A-11 – Weighted – Retailer Sales Compliance under “Operation ID” by Class of Trade – 2006 – Gas Stores/Kiosks

Region	All Stores	% Unwilling to Sell (Compliant) - Stores that do not Display "Operation ID" Materials	% Unwilling to Sell (Compliant) - Stores that Display "Operation ID" Materials	Compliance Point Difference	Likely that Change is Statistically Significant (Yes/No)
NATIONAL	81.9%	81.5%	82.8%	1.4%	No
ST. JOHN'S (NL)	73.1%	76.7%	55.6%	-21.2%	Yes
CHARLOTTETOWN (PEI)	97.2%	95.5%	100.0%	4.5%	Yes
NEW BRUNSWICK	85.0%	83.9%	100.0%	16.1%	Yes
BATHURST	83.3%	81.8%	100.0%	18.2%	Yes
FREDERICTON	100.0%	100.0%	100.0%	0.0%	No
MONCTON	68.2%	68.2%	0.0%	-68.2%	Yes
SAINT JOHN	96.2%	96.0%	100.0%	4.0%	Yes
NOVA SCOTIA	81.7%	81.4%	85.7%	4.3%	Yes
HALIFAX	73.1%	71.7%	85.7%	14.0%	Yes
SYDNEY	95.0%	95.0%	0.0%	-95.0%	Yes
QUEBEC	63.2%	60.6%	67.6%	7.0%	Yes
CHICOUTIMI					
JONQUIERE	37.5%	36.7%	50.0%	13.3%	Yes
MONTREAL	63.6%	64.1%	62.9%	-1.2%	No
QUEBEC CITY	75.0%	75.6%	74.4%	-1.3%	No
SHERBROOKE	50.0%	47.1%	53.8%	6.8%	Yes
ONTARIO	82.5%	81.1%	84.3%	3.2%	Yes
KINGSTON	100.0%	100.0%	100.0%	0.0%	No
OTTAWA	95.3%	93.9%	96.8%	2.8%	Yes
ST. CATHARINES	85.7%	94.1%	72.7%	-21.4%	Yes
SUDBURY	79.4%	80.0%	79.2%	-0.8%	No
THUNDER BAY	87.0%	85.7%	100.0%	14.3%	Yes
TORONTO	75.0%	71.7%	79.5%	7.9%	Yes
WINDSOR	97.6%	100.0%	96.7%	-3.3%	Yes
MANITOBA	91.1%	91.0%	91.4%	0.4%	No
BRANDON	94.1%	N/A	94.1%	N/A	N/A
WINNIPEG	90.7%	91.0%	88.9%	-2.1%	Yes
SASKATCHEWAN	82.9%	84.4%	76.4%	-8.0%	Yes
REGINA	78.1%	80.4%	62.5%	-17.9%	Yes
SASKATOON	87.7%	89.1%	83.3%	-5.8%	Yes
ALBERTA	88.4%	88.1%	89.0%	0.8%	No
CALGARY	95.3%	95.9%	94.6%	-1.2%	No
EDMONTON	81.9%	81.3%	83.3%	2.0%	Yes
MEDICINE HAT	90.0%	95.5%	75.0%	-20.5%	Yes
RED DEER	72.7%	73.3%	71.4%	-1.9%	No
BRITISH COLUMBIA	88.4%	87.5%	93.7%	6.2%	Yes
KELOWNA	95.2%	93.8%	100.0%	6.3%	Yes
CAMPBELL RIVER					
COURTENAY	93.1%	92.9%	100.0%	7.1%	Yes
VANCOUVER CMA	87.1%	86.3%	92.0%	5.7%	Yes
VANCOUVER 1	71.1%	70.1%	77.8%	7.6%	Yes
VANCOUVER 2	93.3%	92.3%	100.0%	7.7%	Yes
VANCOUVER 3	91.7%	92.0%	87.5%	-4.5%	Yes
VANCOUVER 4	100.0%	100.0%	100.0%	0.0%	No

N/A = Not Applicable. All stores in Brandon displayed "Operation ID" materials.

Vancouver 1: Vancouver, Richmond

Vancouver 2: Burnaby, Coquitlam, Port Moody, Port Coquitlam, Maple Ridge, Whonnock, Pitt Meadows, New Westminster

Vancouver 3: Delta, Surrey, Langley, North Delta, White Rock

Vancouver 4: North Vancouver, West Vancouver

Evaluation of Retailers' Behaviour Towards Certain Youth Access-to-Tobacco Restrictions (2006)

Table A-12 – Weighted – Retailer Sales Compliance under “Operation ID” by Class of Trade – 2006 – Independent Convenience

Region	All Stores	% Unwilling to Sell (Compliant) - Stores that do not Display "Operation ID" Materials	% Unwilling to Sell (Compliant) - Stores that Display "Operation ID" Materials	Compliance Point Difference	Likely that Change is Statistically Significant (Yes/No)
NATIONAL	78.9%	79.7%	77.1%	-2.6%	Yes
ST. JOHN'S (NL)	91.2%	90.4%	94.7%	4.4%	Yes
CHARLOTTETOWN (PEI)	89.7%	84.2%	100.0%	15.8%	Yes
NEW BRUNSWICK	81.6%	81.0%	100.0%	19.0%	Yes
BATHURST	68.4%	68.4%	0.0%	-68.4%	Yes
FREDERICTON	96.0%	95.2%	100.0%	4.8%	Yes
MONCTON	75.0%	75.0%	0.0%	-75.0%	Yes
SAINT JOHN	91.2%	91.2%	0.0%	-91.2%	Yes
NOVA SCOTIA	84.4%	84.7%	75.0%	-9.7%	Yes
HALIFAX	80.4%	80.9%	71.4%	-9.5%	Yes
SYDNEY	93.4%	93.3%	100.0%	6.7%	Yes
QUEBEC	69.4%	74.8%	60.2%	-14.6%	Yes
CHICOUTIMI					
JONQUIERE	50.0%	48.8%	52.0%	3.2%	Yes
MONTREAL	70.8%	78.6%	57.6%	-21.0%	Yes
QUEBEC CITY	75.8%	74.4%	78.6%	4.2%	Yes
SHERBROOKE	55.3%	57.7%	52.4%	-5.3%	Yes
ONTARIO	78.8%	76.2%	82.6%	6.5%	Yes
KINGSTON	100.0%	100.0%	100.0%	0.0%	No
OTTAWA	86.5%	88.9%	84.0%	-4.9%	Yes
ST. CATHARINES	81.5%	79.3%	85.3%	6.0%	Yes
SUDBURY	86.0%	90.0%	82.6%	-7.4%	Yes
THUNDER BAY	75.8%	74.2%	100.0%	25.8%	Yes
TORONTO	73.1%	68.9%	79.1%	10.2%	Yes
WINDSOR	97.8%	100.0%	96.4%	-3.6%	Yes
MANITOBA	84.2%	84.1%	84.8%	0.7%	No
BRANDON	75.0%	N/A	75.0%	N/A	N/A
WINNIPEG	84.8%	84.1%	90.0%	5.9%	Yes
SASKATCHEWAN	91.2%	92.6%	85.6%	-7.0%	Yes
REGINA	90.6%	91.7%	87.5%	-4.2%	Yes
SASKATOON	91.7%	93.3%	83.3%	-10.0%	Yes
ALBERTA	90.8%	90.0%	92.6%	2.6%	Yes
CALGARY	97.6%	100.0%	93.8%	-6.3%	Yes
EDMONTON	84.4%	82.0%	92.9%	10.9%	Yes
MEDICINE HAT	94.1%	92.9%	100.0%	7.1%	Yes
RED DEER	81.8%	83.3%	80.0%	-3.3%	Yes
BRITISH COLUMBIA	78.7%	77.7%	86.7%	9.0%	Yes
KELOWNA	100.0%	100.0%	100.0%	0.0%	No
CAMPBELL RIVER					
COURTENAY	91.3%	90.5%	100.0%	9.5%	Yes
VANCOUVER CMA	77.0%	76.0%	85.6%	9.6%	Yes
VANCOUVER 1	66.3%	65.8%	71.4%	5.6%	Yes
VANCOUVER 2	97.4%	98.3%	94.7%	-3.6%	Yes
VANCOUVER 3	81.7%	80.0%	100.0%	20.0%	Yes
VANCOUVER 4	100.0%	100.0%	100.0%	0.0%	No

N/A = Not Applicable. All stores in Brandon displayed "Operation ID" materials.

Vancouver 1: Vancouver, Richmond

Vancouver 2: Burnaby, Coquitlam, Port Moody, Port Coquitlam, Maple Ridge, Whonnock, Pitt Meadows, New Westminster

Vancouver 3: Delta, Surrey, Langley, North Delta, White Rock

Vancouver 4: North Vancouver, West Vancouver