



## Retail Sales of Cigarettes

### Willingness to sell cigarettes to children, 1995-2003

Health Canada-commissioned surveys show that Canadian retailers are increasingly unwilling to sell cigarettes to under-age shoppers, but that there has been only marginal improvement in this area since 1999.

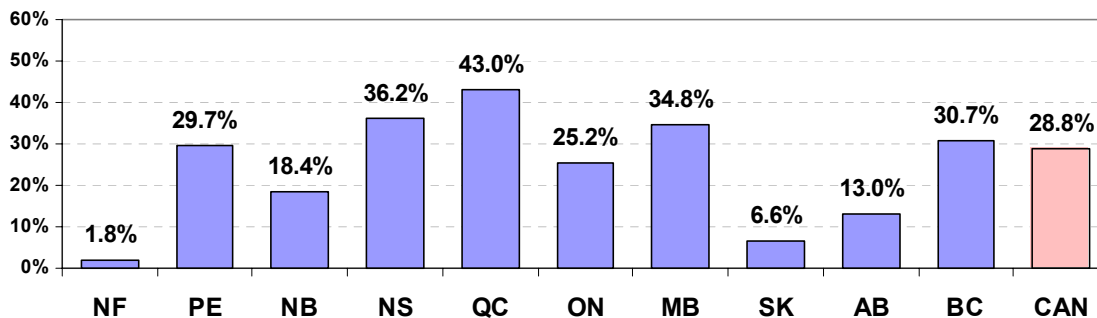
Health Canada contracted ACNielsen to test retailer willingness to sell cigarettes in more than 5,000 outlets selling tobacco. This survey, conducted in all but one year between 1995 to 2003, shows:

- There has been a general improvement in compliance over the five year period
- Drug stores are the most likely to obey the law (cigarette sales are not allowed in drug stores in several provinces)
- Mom & Pop convenience stores and convenience chains were once the least likely to obey the law, but there is now little difference between types of stores.
- Teenage store clerks are the most likely to sell to teenagers

### Compliance rate by type of retailer

	Convenience Chains	Drug Stores	Gas Stations	Grocery Supermarkets	Mom-and Pop	All Stores
1995	47	52.8	45	46.5	39.2	42.1
1996	54.7	65.2	55.1	60.7	61.4	60.5
1997	73.1	68.9	61.7	71.6	67	67.3
1998	70.9	62.1	62.2	69.5	58.8	61.0
1999	77.7	73.2	71.3	79.4	67.8	69.7
2000	74.3	79.0	71.5	79.0	68.1	69.8
2002	76.1	83.4	72.1	79.0	66.2	71.2
2003	67.8	86.9	68.2	69.0	69.0	67.7

Percentage of retailers willing to sell cigarettes to children



## Compliance rate by province

	<b>Compliance rate</b> (Percentage of retailers who refuse to sell to an under-age customer)							
	<b>1995</b>	<b>1996</b>	<b>1997</b>	<b>1998</b>	<b>1999</b>	<b>2000</b>	<b>2002</b>	<b>2003</b>
Canada	47.9	60.5	67.3	61	70	70	71.2	67.7
• Prince Edward Island	90.4	34.3	72.9	78	86	86	75.6	74.8
• Newfoundland	33.2	58.4	83.2	80	52	88	98.2	67.2
• New Brunswick	88.8	84.8	58	41	42	73	81.6	78.7
• Nova Scotia	75.5	89.8	64.1	69	73	71	63.8	89.7
• Quebec	23.9	28.8	45.4	49	65	47	57.0	36.6
• Ontario	62.2	73.3	59.4	62	79	84	74.8	76.3
• Manitoba	56.6	76.8	72.1	68	84	79	65.2	90.5
• Saskatchewan	30.1	77.8	66.9	74	79	81	93.4	81.7
• Alberta	60.1	68.6	80.3	75	74	67	87.0	83.2
• British Columbia	69.2	74	77.7	60	59	75	69.3	84.2

Source: Health Canada:

*Measurement of Retailer Compliance with respect to the Tobacco Act and Provincial Tobacco Sales-to-Minors Legislation. Final Results: Wave 1: 1997*

*Measurement of Retailer Compliance with respect to Tobacco Sales-to-Minors Legislation. Final Results: Wave 2 Results – 1996*

*Measurement of Retailer Compliance With Respect to the Tobacco Act and Provincial Tobacco Sales to Minors Legislation. Final Report of Findings: 1999. December 1999*

*Measurement of Retailer Compliance With Respect to the Tobacco Act and Provincial Tobacco Sales to Minors Legislation. Final Report of Findings: 2000/01. March 2001*

*Evaluation of Retailers' Behaviour Toward Certain Youth Access to Tobacco Restrictions, February Final Report, 2002 January 2003*

*Evaluation of Retailers' Behaviour Toward Certain Youth Access to Tobacco Restrictions, February Final report, 2003 February 2004*

Complete copies of these reports can be obtained from Health Canada. [www.gosmokefree.ca](http://www.gosmokefree.ca)