

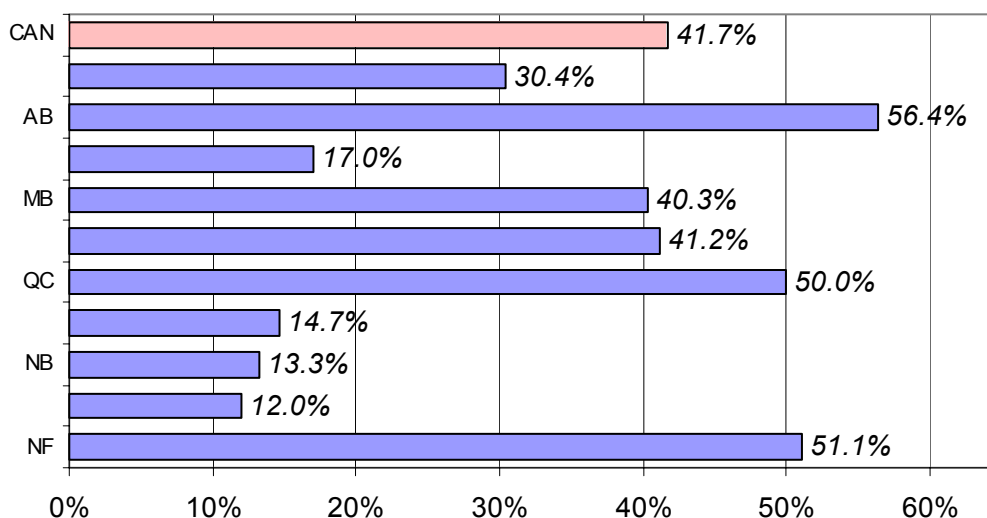


Presence of Tobacco Advertising in Canadian Retail Stores, 1996 - 2003

Health Canada regularly commissions surveys of cigarette promotions at retail outlets. This work is conducted by ACNielsen, and involves surveys of more than 5000 individual retailers across Canada. The results of this survey show that there are more – not fewer – retailers promoting cigarettes.

<i>Percentage of Retailers carrying tobacco ads by province</i>	<i>1996 survey</i>	<i>1997 survey</i>	<i>1998 survey</i>	<i>1999 survey</i>	<i>2000 Survey</i>	<i>2001 survey</i>	<i>2003 survey</i>
Canada	36.%	37%	39%	41%	35%	33%	42%
• Newfoundland	31.5%	21%	30%	38%	6%	21%	51%
• Prince Edward Island	28%	27%	0%	0%	0%	n/a	12%
• New Brunswick	70%	42%	51%	49%	36%	17%	13%
• Nova Scotia	22%	45%	43%	30%	14%	n/a	15%
• Quebec	57.%	60%	54%	64%	57%	56%	50%
• Ontario	17.%	26%	23%	32%	27%	27%	41%
• Manitoba	56.%	48%	43%	54%	41%	31%	40%
• Saskatchewan	78%	51%	41%	44%	43%	n/a	17%
• Alberta	59%	48%	57%	53%	54%	42%	56%
• British Columbia	26%	23%	37%	15%	14%	17%	30%

Percentage of Retailers displaying cigarette promotions, 2003



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