



ILLICIT MONITOR

Period Ending March 4, 2017

Date: March 31st, 2017

METHODOLOGY

What?



Continuous Online Tracking study

Who?



Adult smokers

(At least 19 years and 7 months old)

When?



**Current reporting period = April 2016 – March 2017
(period ending March 4, 2017)**

Where?



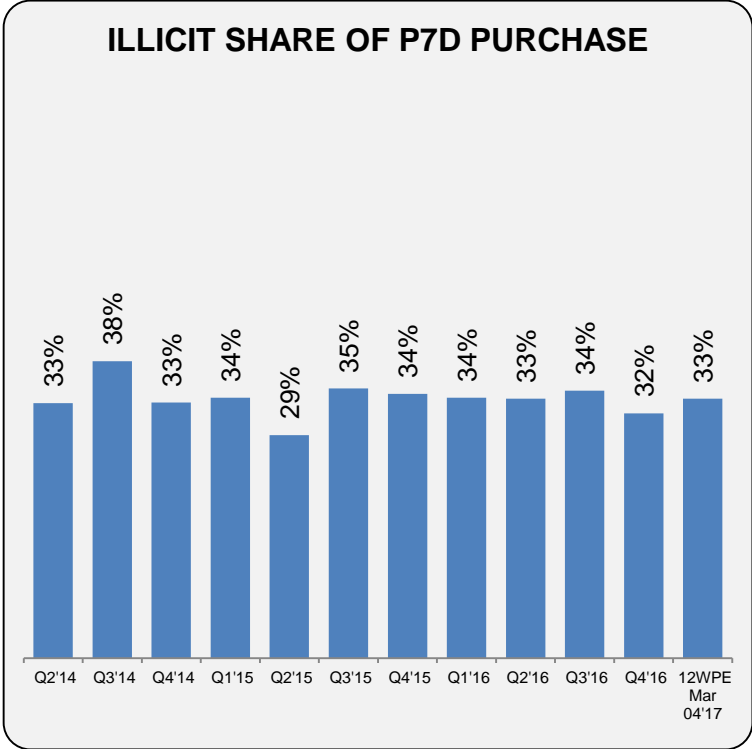
Ontario (sample size = ~ 500 per month)

Note: Generally, people tend to under-report socially undesirable beliefs, but may also over-report behaviours that are socially desirable. When thinking about the validity of the online methodology in capturing illicit tobacco usage, the online methodology actually provides a certain anonymity to the respondents that favours more truthful reporting relative to an interviewer administered phone survey.



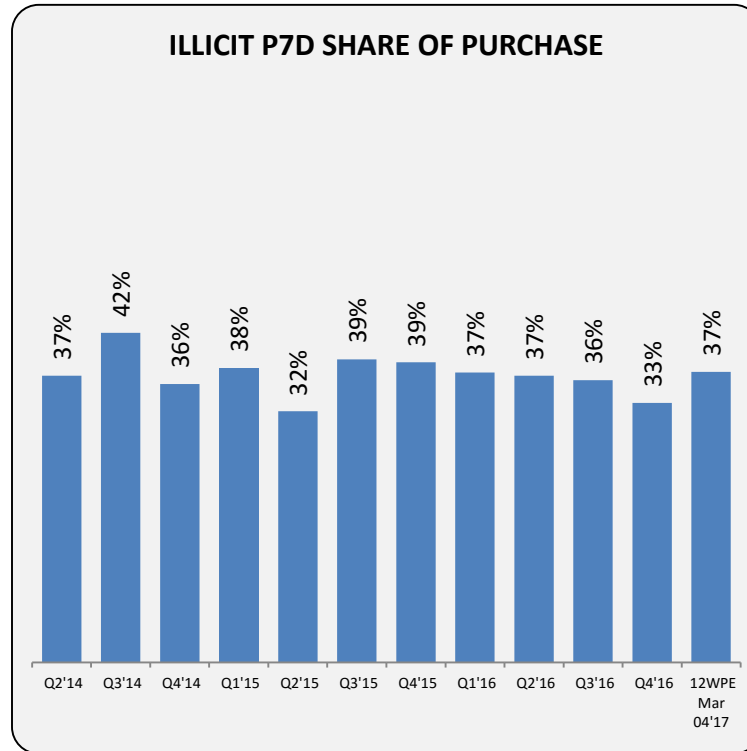
ONTARIO

ILLCIT – ONTARIO – QUARTERLY



ROO

ILLCIT – ROO – QUARTERLY

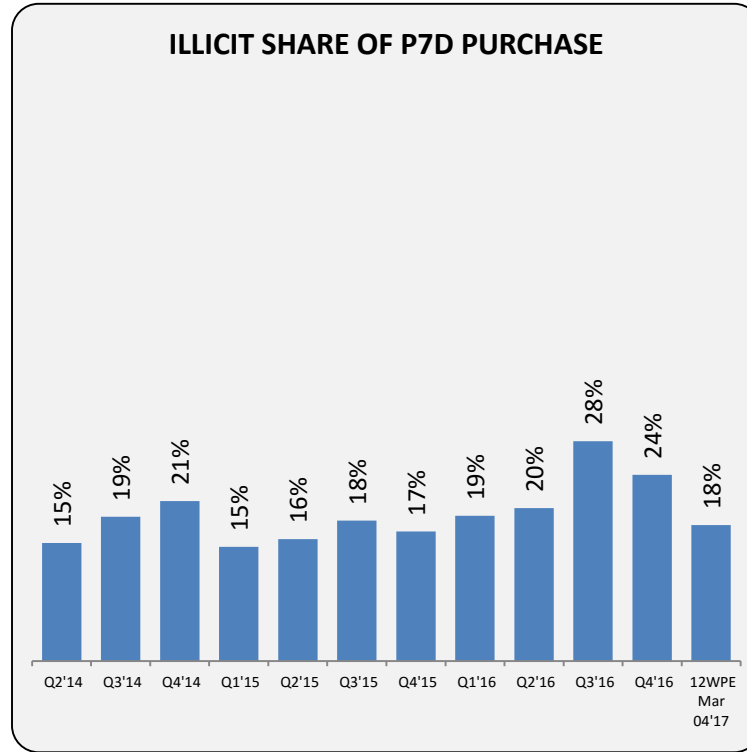


ROO= Rest of Ontario (Ontario excluding GTA)

Illicit P7D share in ROO is up hitting 37%.

GTA

GTA – QUARTERLY

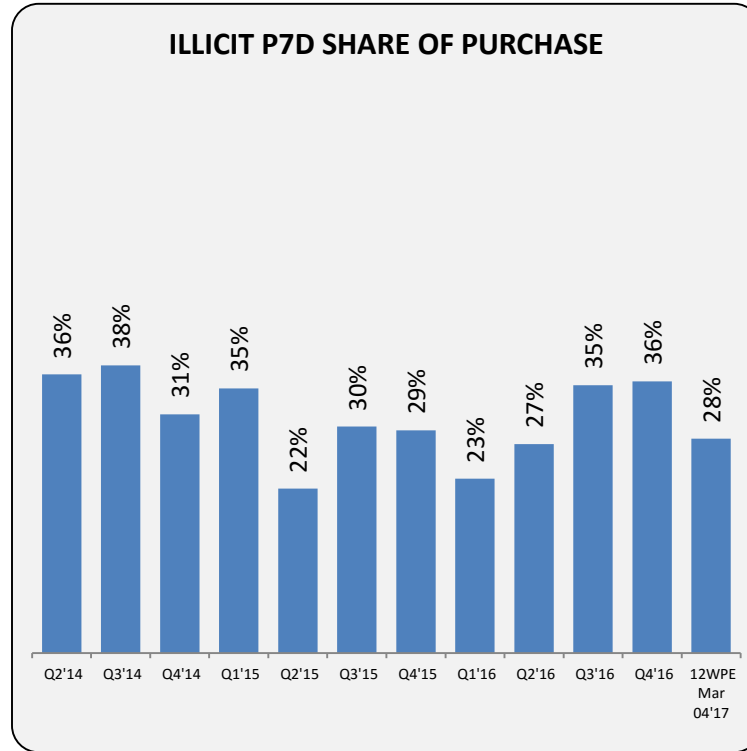


GTA – P7D share continues to fall with a further decline in reservation purchases.



OTTAWA / EASTERN ONTARIO

OTTAWA / EASTERN ONTARIO – QUARTERLY

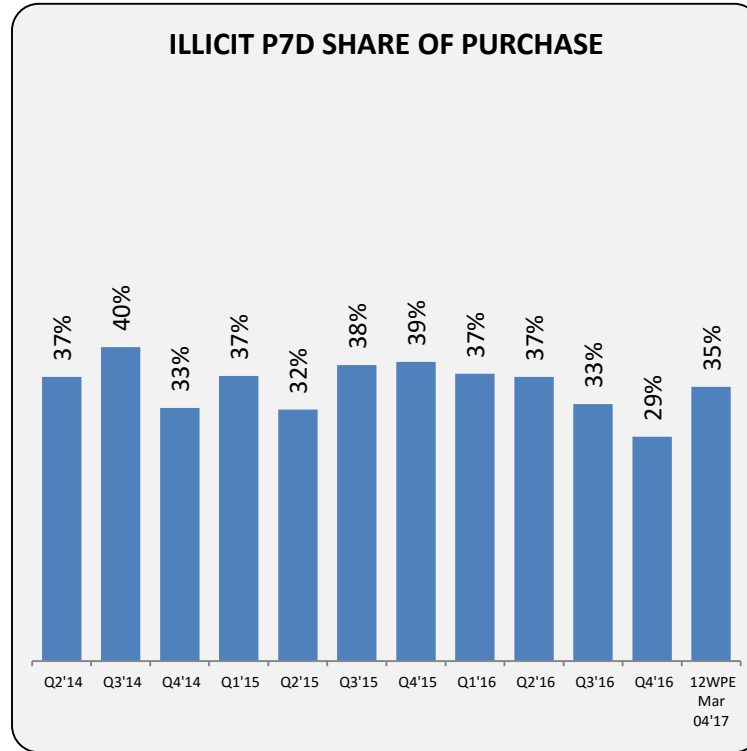


Ottawa – P7D share is down from the numbers that we saw at the end of 2016.



SOUTHERN ONTARIO

SOUTHERN ONTARIO – QUARTERLY

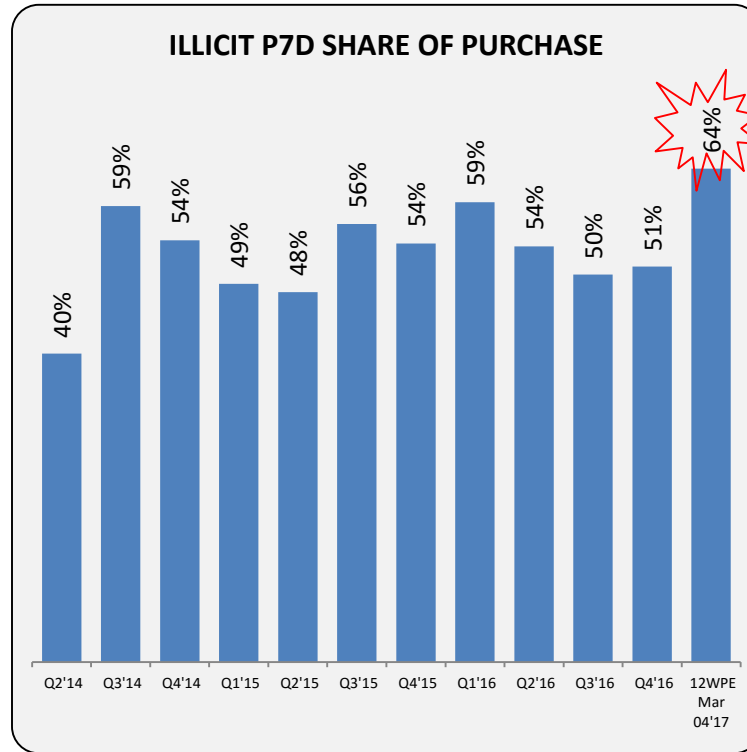


Southern Ontario P7D share increase over Q4'16.



NORTHERN ONTARIO

NORTHERN ONTARIO – QUARTERLY



Northern Ontario –P7D share hits highest level recorded since tracking started (64%).