



# ILLICIT MONITOR

Period Ending June 24, 2017

Date: July 21<sup>st</sup>, 2017

## METHODOLOGY

**What?**



**Continuous Online Tracking study**

**Who?**



**Adult smokers**

(At least 19 years and 7 months old)

**When?**



**Current reporting period = July 2016 – June 2017  
(period ending June 24, 2017)**

**Where?**



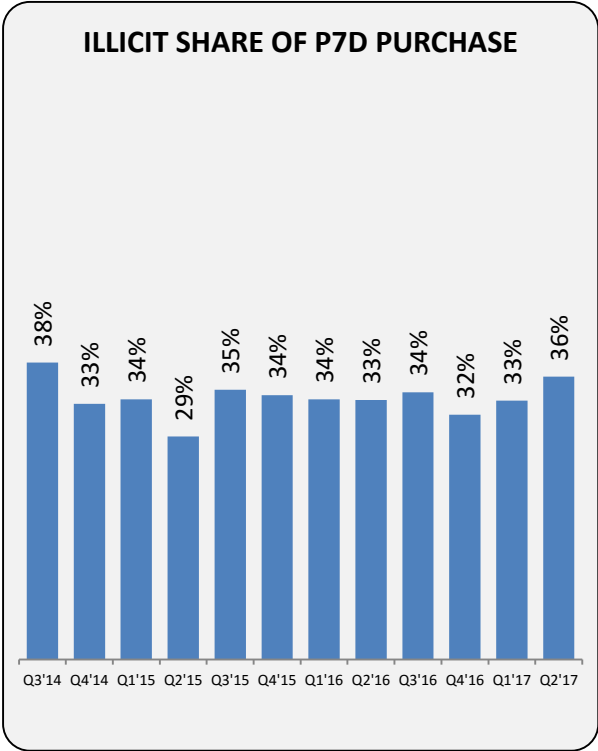
**Ontario (sample size = ~ 500 per month)  
Quebec (sample size = ~ 350 per month in 2014; n=500 for the  
first 4 week period ending April 4, 2015 and n=300 for each  
subsequent period in 2015)  
Prairies (sample size = ~ 200 per month starting April 2017)**

*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.*



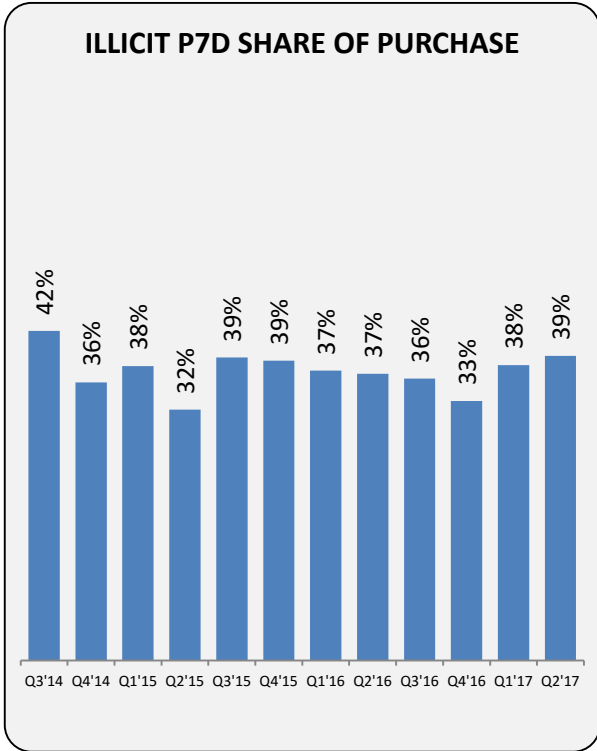
# ONTARIO

# ILLICIT – ONTARIO – QUARTERLY



**ROO**

# ILLCIT – ROO – QUARTERLY

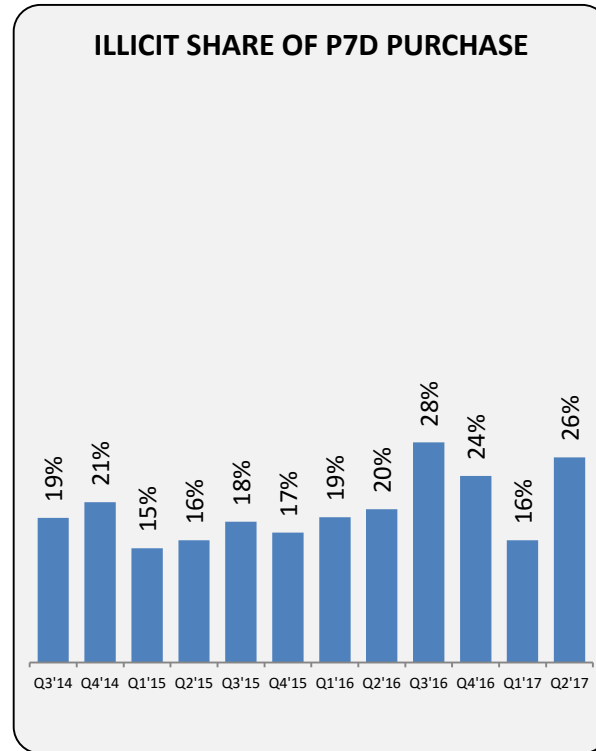


ROO= Rest of Ontario (Ontario excluding GTA)

Illicit P7D share in ROO continues to be high, 39%.

**GTA**

# GTA – QUARTERLY



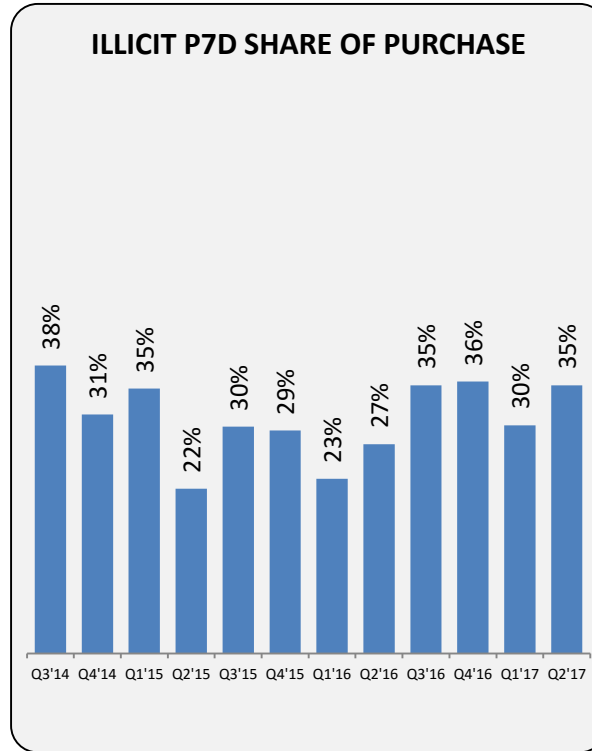
GTA – After 2 quarters of falling illicit use and purchase volumes are approaching record levels.





# OTTAWA / EASTERN ONTARIO

# OTTAWA / EASTERN ONTARIO – QUARTERLY

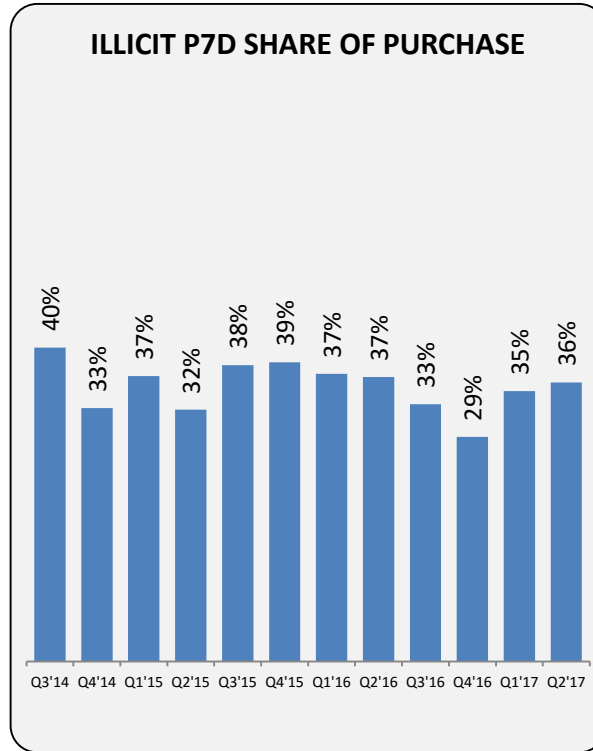


Ottawa – Illicit levels have appeared to have stabilized.



# SOUTHERN ONTARIO

# SOUTHERN ONTARIO – QUARTERLY

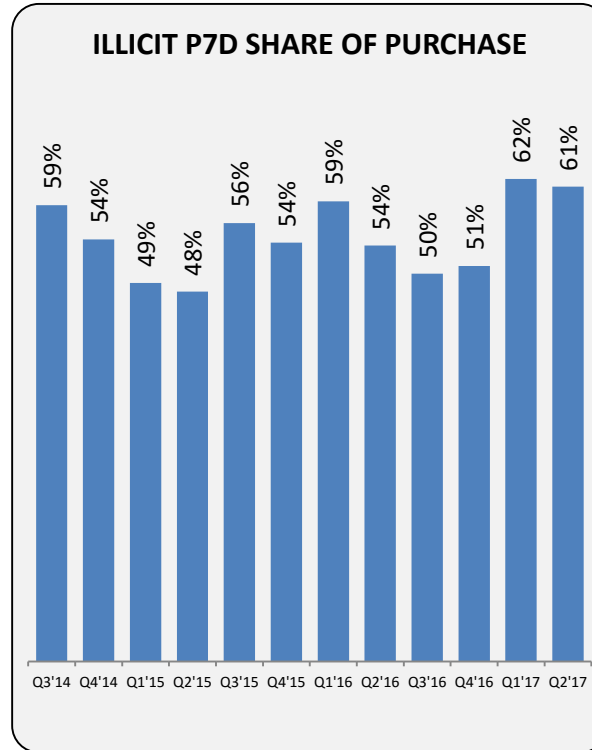


Southern Ontario P7D share increase over Q4'16 is being maintained.



# NORTHERN ONTARIO

# NORTHERN ONTARIO – QUARTERLY



Northern Ontario –Continues to maintain a purchase share of over 60%.