

HOT TOPICS

**Company Earnings
Federal Election
2008**

NEWS & INFORMATION:
[News Releases](#)
[Webcasts/Podcasts](#)
[Photos](#)
[Broadcast-On-Demand](#)
[Social Media Releases](#)
[Multimedia News Releases](#)
[Media Daybook](#)
[Earnings Database](#)
[Send a News Release](#)
[XBRL News](#)
[CNW Widget](#)
[Ways to get CNW News](#)
FREE SUBSCRIPTION SERVICES:
[Portfolio E-Mail](#)
[RSS Feeds](#)
[Webcast Calendar](#)
[Viigo](#)
TOOLS FOR:
[Media](#)
[Investors](#)
RESOURCES:
[CNW Events](#)
[Partner Associations](#)
[Stock Exchange Directory](#)
IMPERIAL TOBACCO CANADA

[XML/RSS](#) > [TELL A FRIEND](#) > [PRINTER FRIENDLY](#) > [SUBSCRIBE TO PORTFOLIO E-MAIL](#)

Attention News Editors:
Canadians recognize that illegal tobacco sales are a problem for the country and look to governments for answers

<<
Highlights:

- 83% of Canadians believe illegal tobacco sales are a problem.
 - 45.2% of Canadians believe that the federal government should take the lead in addressing the sale of illegal tobacco.
 - Regardless of party affiliation, Canadians believe the federal government should stop the sale of illegal tobacco.
- >>

MONTREAL, Oct. 9 /CNW Telbec/ - A recent study commissioned by Imperial Tobacco Canada found that the vast majority of Canadians think the illegal tobacco trade is a problem in Canada that the federal government and the Royal Canadian Mounted Police should address.

"The results of this public opinion poll clearly show that the government must take this problem seriously and propose practical solutions to counter it. The problem is growing out of control," said Benjamin Kemball, President and CEO of Imperial Tobacco Canada. "We are disappointed that this major issue is not included in any party's current electoral platform."

83.6% of respondents consider illegal tobacco trade to be a problem. This proportion increases to 86.2% in Quebec and 83.9% in Ontario. As for the question of who is ultimately responsible for stamping out this scourge, 59.6% of respondents with an opinion say it is the federal government, while 17% believe this duty goes to the RCMP, resulting in 76.6% of those surveyed naming the federal authorities as the ones who should tackle the issue.

Canadians are concerned with a number of issues that result from illegal tobacco sales with unrestricted youth access to tobacco and the crime related to illegal tobacco topping the list. In addition, almost half of Canadians (47.9%) believe that youth access to illegal tobacco is a major problem. In Quebec, where illegal tobacco makes up 40% of the cigarette market this number jumps to 68.6%.

This survey comes on the heels of several other recent studies that put the problem of illegal tobacco sales into perspective:

- <<
- 13 billion - Total estimated amount of illegal cigarettes bought in Canada in 2008, as opposed to 10 billion in 2007.
 - Governments lose over \$2 billion in tax revenues.
 - Nearly half (48.6%) of the cigarettes bought in Ontario and 40% of those purchased in Quebec were illegal.
 - Illegal cigarettes are found in one out of every five Canadian

homes (19.3%) (homes with smokers only).

- For the past three years, results have shown a considerable increase - from 15.1% in 2006 to 27.7% in 2008 - in the amount of smokers aged 19 to 29 who purchase illegal cigarettes in Canada.
- >>

Illegal tobacco products do not comply with Canada's tobacco regulations. Furthermore, illegal tobacco trade erodes the respect Canadians have toward public order and undermines tobacco control initiatives put in place by governments.

In the meantime, criminal organizations get richer and expand their networks by financing other activities. With all we know today about illegal tobacco trade, one can only wonder why the Government still does nothing.

The survey was conducted between September 27 and September 29, 2008 with 1,201 Canadians by Nanos Research. This survey's margin of error is below 3%, 19 times out of 20.

For further information: Sophie Alarie, Imperial Tobacco Canada, (514) 932-6161, salarie@itl.ca

IMPERIAL TOBACCO CANADA - More on this organization



News Releases
(24)



CNW Group Photo Archive

[XML/RSS](#)

[>TELL A FRIEND](#)

[>PRINTER FRIENDLY](#)

[>SUBSCRIBE TO PORTFOLIO E-MAIL](#)



del.icio.us



Digg



Newsvine



Technorati