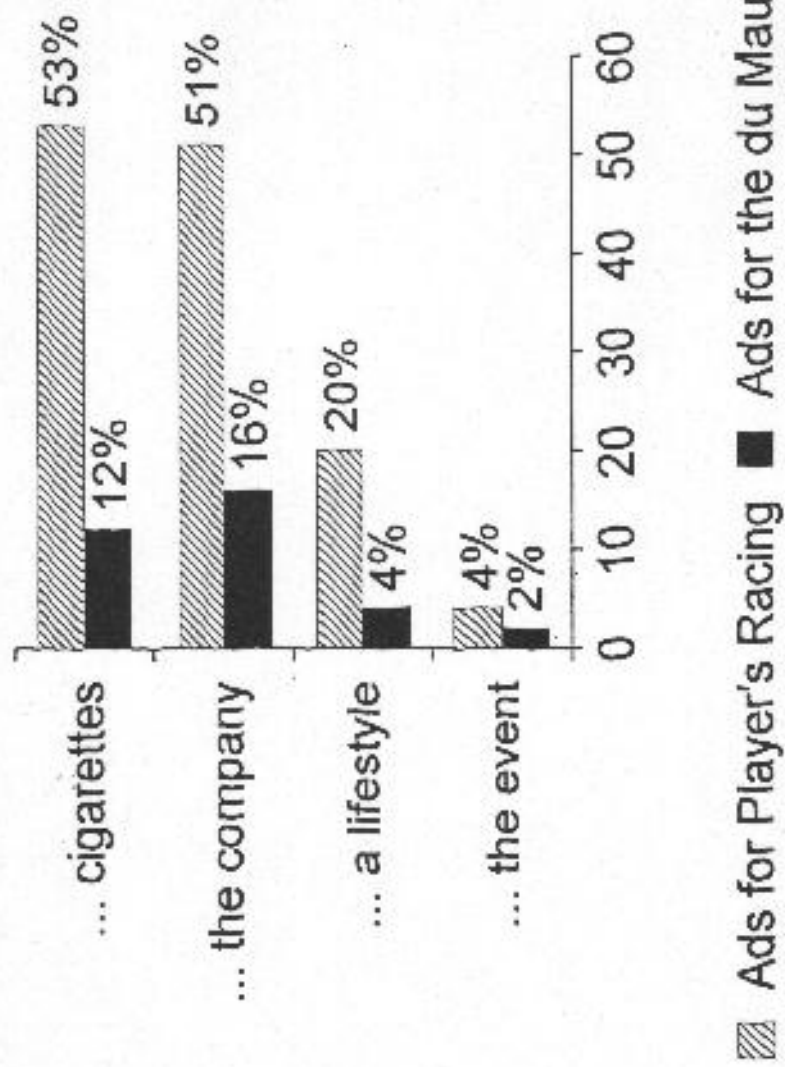


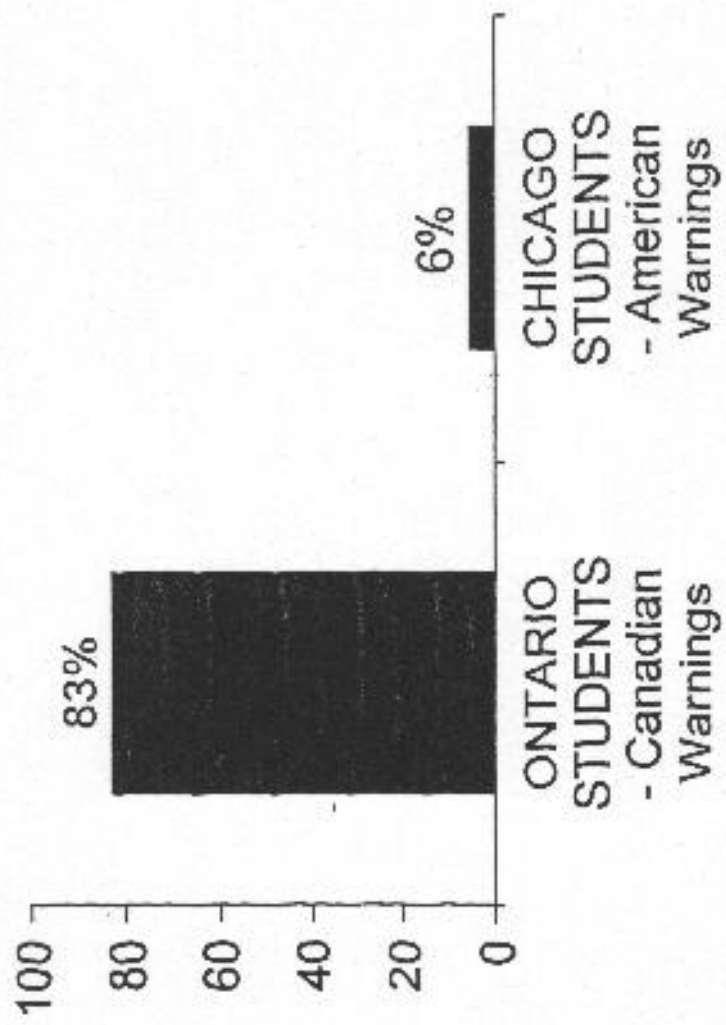
**FIGURE 1**  
 Percent of Grade 7 & 9 Students in Ontario Who Said  
 Tobacco-Sponsored Event Ads Were About...



Ontario students misinterpret ads for tobacco company sponsored events as ads for cigarettes

## FIGURE 2

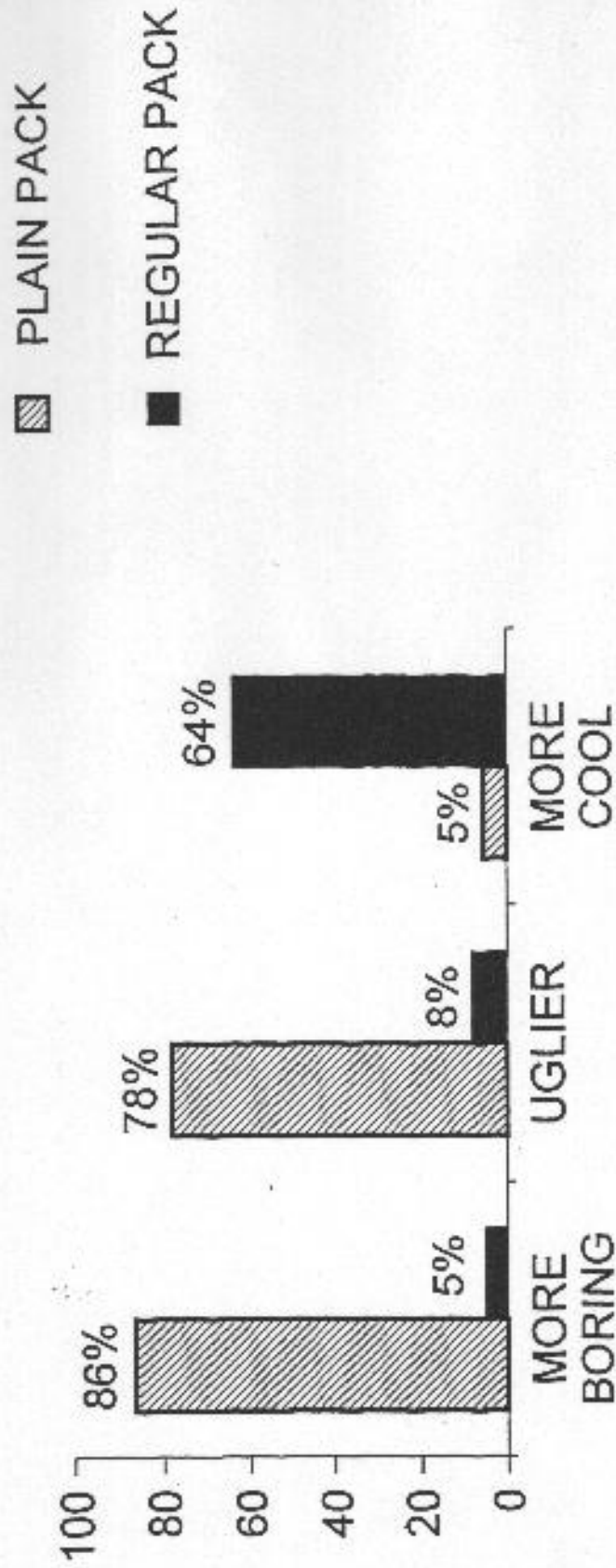
Percent of Students Who Recalled the Health Warning



Health warning labels are much more prominent on Canadian cigarettes than American cigarettes. Ontario students are much more likely to remember the health warning than are Chicago students.

### FIGURE 3

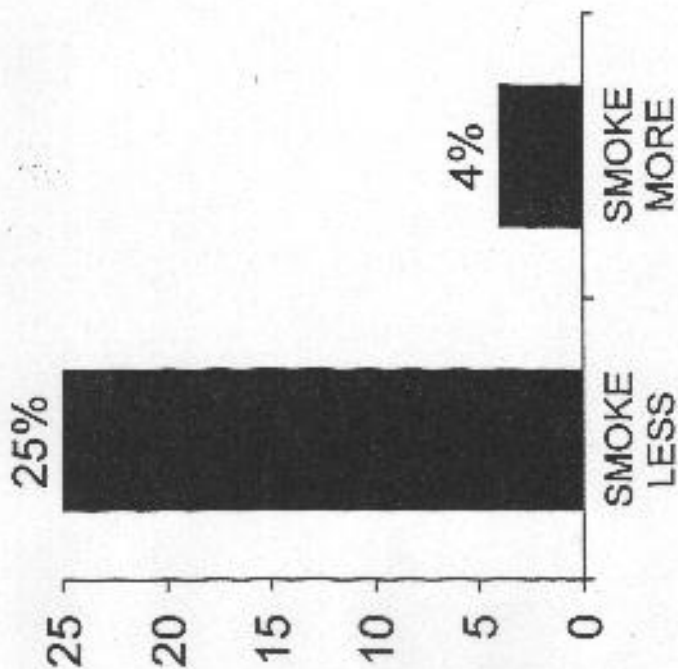
Ontario Students Rate Plain and Regular Cigarette Packs Differently:



Students are susceptible to the positive imagery projected by cigarette packaging. Plain packaging does not project the same positive imagery. In fact, the imagery projected by plain packaging is decidedly negative.

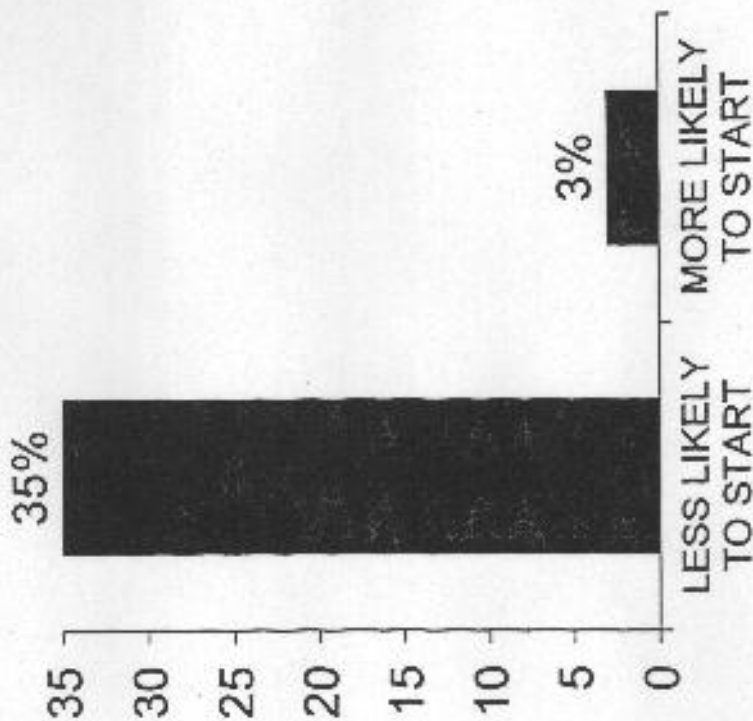
**FIGURE 4**

Ontario Students Think Plain Packaging Will Make Young Smokers...



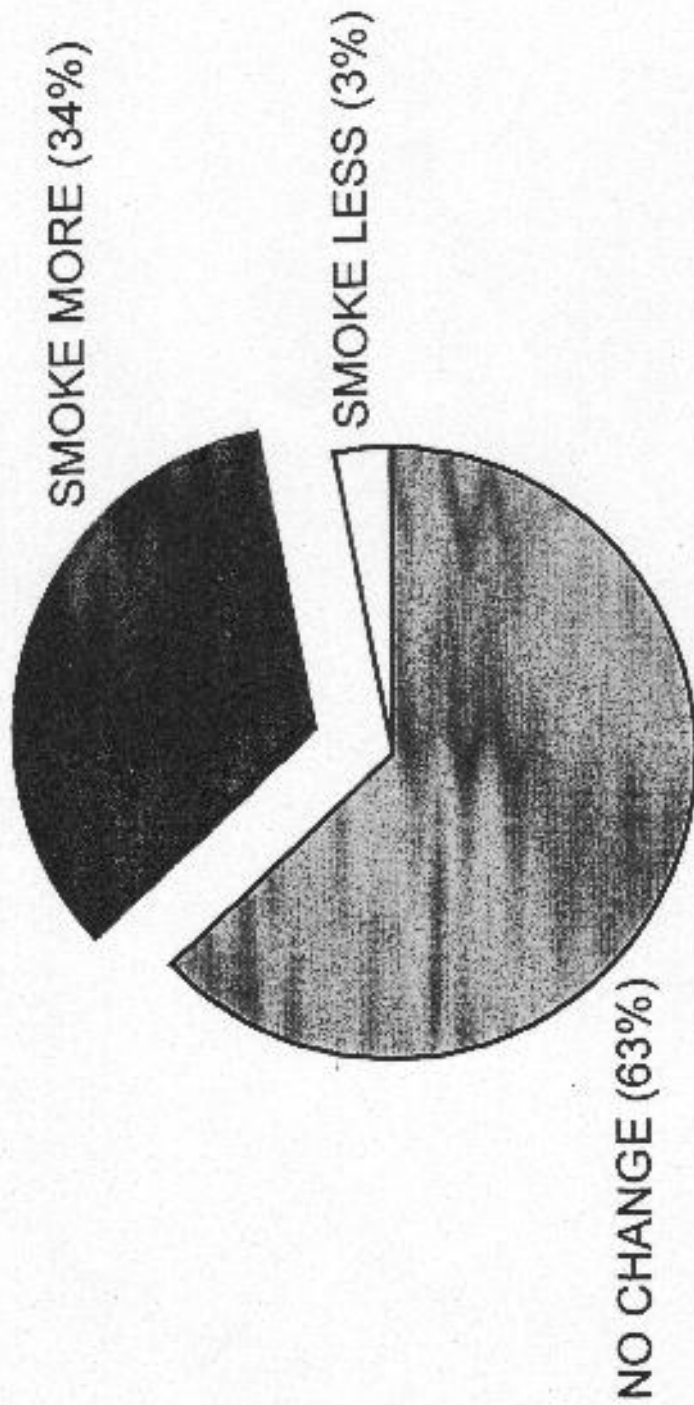
**FIGURE 5**

Ontario Students Think Plain Packaging Will Make Young Nonsmokers...



While two-thirds of Ontario students think plain cigarette packaging will not affect youth smoking, a substantial percent think it will make young smokers smoke less, and make young nonsmokers less likely to start.

**FIGURE 6**  
Reported Effect of the February 1994 Tax Reduction  
on Amount Smoked



Fully one-third of Ontario Grade 7 & 9 smokers report smoking more as a result of the tax rollback.