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SMOKING AND NON-SMOKING
A STUDY OF CANADIANS' BEHAVIOUR
AND ATTITUDES

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A Research Report
for
HEALTH AND WELFARE CANADA

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INTRODUCTION

I. PURPOSE

After careful discussions with personnel from Health And Welfare Canada, a research study was planned and initiated.

The overall objective of the research was to determine what attitudinal base exists among Canadians about smoking in order to provide direction for the marketing of the concept 'Toward A Generation Of Non-Smoking Canadians'. More specifically, the research was designed to determine:

- * what support can be motivated for the concept, and what attitudinal bases are catalytic to support of the concept, #2
- * what specific groups or segments of the market-place will provide the 'leading edge' of support, and what in their attitudinal set will bring them to be among the first to support the concept. And will those same elements create attitudinal and behavioural support momentum, #3
- * what obstacles or mental roadblocks will the concept face, and what approaches will function to begin to diffuse these negatives, and #4
- * what is the present whole attitudinal environment within which the concept has to breathe its first breaths. #5

II. METHODOLOGY

Once the questionnaire had been designed, adjusted and agreed upon, interviewing began. Due to the nature of the study, interviewing was conducted on a personal basis. The subject area is such that face-to-face interviewing was best suited to the needs and requirements of the study. Personal interviewing permits

the interviewer to assess respondent reactions and to challenge conflicting responses expressed. It permits the establishment of an interviewer-interviewee rapport which can lessen the burden and fatigue of a lengthy interview. Finally, the personal interview contributes to the quality of the responses elicited and therefore contributes to the quality of the data collected.

Interviewing was conducted from July 6th to 31st, 1981. An interview generally lasted about one hour.

The study was conducted nationally with a cross-section of Canadians. The sample was designed to include:

- * 1,000 parents of children 0 - 18 years;
1/2 male; 1/2 female
- * 400 young people 10 - 18 years;
1/2 male; 1/2 female. To ensure a data base large enough to analyze, we quota sampled for a minimum of 150 of the 400 young people to be current smokers.

The sample was drawn from a cross-section of markets from all ten provinces.

The sample was a stratified random sample covering all ten provinces. The stratification was by city size agglomeration - populations of:

- * 100,000 or more
- * 30,000 - 100,000
- * 10,000 - 30,000
- * less than 10,000 and rural.

The sample sizes recommended were to ensure sufficient cells of males and females for independent analysis, and for the study to have the potential to be broken down and analyzed by some of the selected subgroups.

In each interviewing centre, interviewers were given randomly chosen starting points, and a random path to follow in the selection of households to be interviewed. In addition, a pre-selection procedure was used to determine the respondent to be interviewed within the household. The overall sample was also divided to allow regional breakouts, and weighted to ensure that the total properly reflects regional contribution to total Canada population.

A copy of the questionnaire used is included in the Appendix of this Report. A complete set of computer printout tables is available under separate cover.

III. TABULAR RESULTS

The data presented in the computer printout was weighted by population by region in order to properly reflect regional contribution to the overall Canadian population. The following table presents the actual bases and the weighted bases for the data breaks which appear in the computer printout.

	<u>Weighted</u>	<u>Actual</u>
PARENTS		
Total	979	970
Male	481	477
Female	498	493
Non-Smoker	273	269
Quitter	200	202
Smoker		
. Total	506	499
. Occasional	15	14
. Regular	209	213
. Heavy	274	263

(definitions to follow)

	<u>Weighted</u>	<u>Actual</u>
10 - 18 YEAR OLDS		
Total	421	416
Male	208	207
Female	213	209
Non-Smoker	276	268
Smoker		
. Total	144	148
. Light (definitions to follow)	57	59
. Heavy	84	85
REGION		
British Columbia	152	209
Prairies	240	265
Ontario	502	427
Quebec	372	274
Maritimes	134	211
HOUSEHOLDS WITH ...		
No smokers	362	360
One smoker	458	459
Two or more	569	557
PARENTS		
Under 35	400	406
35 - 44	325	322
45 & over	251	239
Both working	356	359
High school or less	646	645
Some university or more	179	177
REACTION TO THE IDEA OF GENERATION OF NON-SMOKING CANADIANS		
Good	1319	1308
Not good	108	109
SMOKING PARENT		
No smoking children	352	350
With smoking children	154	149
NON-SMOKING PARENT		
No smoking children	229	226
With smoking children	44	43
PARENT WHO HAS QUIT		
No smoking children	172	174
With children smoking	28	28
SMOKING CHILDREN		
Parents don't	10	10
One or more do	112	115
One or more quit	18	18

	<u>Weighted</u>	<u>Actual</u>
NON-SMOKING CHILDREN		
Parents don't	30	28
One or more do	174	168
One or more quit	44	45
PARENTS WITH HOUSEHOLD INCOME		
Under \$20,000	274	274
\$20,000 - \$34,999	362	354
\$35,000 or more	182	178
MARIJUANA USERS	144	151

IV DEFINITIONS

The following are definitions for the data breaks for which the names are not self-explanatory:

PARENTS

Non-Smoker -

respondent classifies him/herself as a non-smoker and answers that he/she has never smoked or experimented and never smoked more than 100 cigarettes.

Quitter -

respondent classifies him/herself as a non-smoker and answers that he/she has smoked more than 100 cigarettes but no longer smokes.

Smoker -

respondent classifies him/herself as a smoker, currently smokes and has smoked more than 100 cigarettes in life-time.

- . Occasional smoker - less than one cigarette per day
- . Regular smoker - one or more per day
- . Heavy smoker - more than 20 per day.

10 - 18 YEAR OLDS

Non-Smoker -

respondent classifies him/herself as a non-smoker

Smoker -

respondent classified him/herself as a smoker.

- . Light smoker - fewer than 60 cigarettes per week
- . Heavy smoker - 60 or more cigarettes per week.

IDEA OF GENERATION OF NON-SMOKING CANADIANS

Good -

answered that it was a good idea or the promotion of a generation of non-smoking Canadians was a good idea.

Not good-

answered that it was not a good idea or that the promotion of a generation of non-smoking Canadians was not a good idea.

SMOKING PARENT:

. No smoking children -

all children under 25 do not smoke; parent responding classifies him/herself as smoker.

. With smoking children -

at least one child under 25 smokes; parent responding classifies him/herself as a smoker.

NON-SMOKING PARENT:

- . No smoking children -
all children under 25 do not smoke; parent responding classifies him/herself as a non-smoker.
- . With smoking children -
at least one child under 25 smokes; parent responding classifies him/herself as a non-smoker.

PARENT WHO HAS QUIT:

- . No smoking children -
all children under 25 do not smoke; parent responding classifies him/herself as a non-smoker who formerly smoked more than 100 cigarettes ever.
- . With smoking children -
at least one child under 25 smokes; parent responding classifies him/herself as a non-smoker who formerly smoked more than 100 cigarettes ever.

SMOKING CHILDREN:

- . Parents don't -
respondent classifies him/herself as a smoker; neither parent smokes.
- . One or more do -
respondent classifies himself as a smoker; one or both parents smokes.
- . One or more quit -
respondent classifies himself as a smoker; one or both parents quit smoking.

NON-SMOKING CHILDREN:

- . Parents don't -
respondent classifies himself as a non-smoker; neither parent smokes.
- . One or more do -
respondent classifies him/herself as a non-smoker; one or both parents smokes.
- . One or more quit -
respondent classifies himself as a non-smoker; one or both parents quit smoking.

MARIJUANA USERS: respondents answering that they have smoked marijuana and use it regularly, occasionally or seldom.

OVERVIEW SUMMARY

Concept Of 'Toward A Generation Of Non-Smoking Canadians'

- The concept of 'Toward A Generation Of Non-Smoking Canadians' was outlined to survey respondents as follows:

'Generation of Non-Smokers' involves a long-term effort to have as many young people as possible grow up to adulthood as non-smokers. In order to do this, parents must be made aware of how their actions influence their children's behaviour. They also have a responsibility to protect children from second-hand smoke and to set a good example by quitting smoking. With young people, the idea would be to do everything possible throughout childhood and adolescence to prevent them from starting to smoke, by emphasizing the social and health advantages of not smoking.'

After having read the explanation respondents were asked to indicate whether or not they supported this concept. Overall, nine in ten people had a positive reaction to this idea. There is a great deal of support for the concept. People perceive merit in what Health and Welfare Canada is considering promoting. They have empathy for the existence of problems associated with smoking, and express the desire for people in future, starting with young people to disassociate themselves with this mode of behaviour.

- In looking at the data in terms of who supports the concept of 'Toward A Generation Of Non-Smoking Canadians', the following data breaks illustrate initial high levels of support everywhere. No regional variation in support, or socio-economic variables surface which differentiate where support will come from, or from whom backing will be received relative to this goal.
- The only weak area of support tended to emerge among ten to eighteen year olds who currently smoke. Although there is still widespread support for the concept in this cell, support tends to be somewhat softer than elsewhere in the familial market.

% of Respondents

	Support the <u>idea</u>	Do not support <u>idea</u>	No <u>opinion</u>
TOTAL PARENTS	89	6	5
Male	89	6	5
Female	88	6	6
Non-smoker	94	2	4
Quitter	96	1	3
Smoker	83	9	8
Occasional	92	-	8
Regular	88	6	6
Heavy	78	12	10
TOTAL YOUNG PEOPLE	90	6	4
Male	92	4	4
Female	88	8	4
Non-smoker	96	3	1
Smoker	78	12	10
Light	72	16	12
Heavy	82	8	-
SMOKING PARENT WITH			
Non-smoking child	83	9	8
Smoking child	81	11	8
NON-SMOKING PARENT WITH			
Non-smoking child	94	2	4
Smoking child	92	3	5
PARENT QUIT WITH			
Non-smoking child	96	1	3
Smoking child	100	-	-
SMOKING CHILDREN			
Non-smoking parents	72	17	11
One/more parents smoke	79	11	10
One/more parents quit	79	15	6
NON-SMOKING CHILDREN			
Parents quit	100	-	-
One/more parents smoke	95	4	1
One/more parents quit	98	-	2
PARENTS INCOME			
Under \$20,000	87	9	4
\$20,000 - \$35,000	91	5	4
\$35,000 and over	91	3	6
MARIJUANA USERS	79	15	6

	% of Respondents		
	<u>Support the idea</u>	<u>Do not support idea</u>	<u>No opinion</u>
REGION			
British Columbia	88	9	3
Prairies	88	5	7
Ontario	87	7	6
Quebec	91	3	6
Maritimes	93	4	3
HOUSEHOLD			
No smokers	96	2	2
One smoker	98	5	7
Two or more smokers	85	9	6
PARENTS AGE			
Under 35	89	6	5
35 - 44	90	5	5
45 & over	87	6	7
BOTH PARENTS WORKING	91	4	5
PARENTS EDUCATION			
High school or less	87	6	7
Some university or more	92	4	4

- The implication from the data is that the market target for this concept is the vast majority of Canadians.
- When we look at the smoking status of those who support this concept and those who do not support it, supporters of the concept tended to be a closer reflection of the familial marketplace. However, among those who did not support the concept, smokers outnumbered non-smokers in a ratio of four to one. What this suggests is that what little resistance there is to the concept, has current behaviour at its root, as opposed to being an attitudinal negative predisposition to the idea.

	% of Respondents		
	<u>Total</u>	<u>Support the idea</u>	<u>Do not support the idea</u>
CLASSIFY SELF AS			
(% of total pre/post support)			
Smoker	46	44	81
Non-smoker	54	56	19

- In the course of the interview a fair amount of dialogue was initiated with respect to the concept and people's reaction to it. At the end of the dialogue the question was again asked whether or not people supported the concept of 'Toward A Generation Of Non-Smoking Canadians'. In the course of discussion some of the opposition to the concept among ten to eighteen year old smokers was diffused and the proportion supporting the idea rose.

- The implication to be drawn from this is that within this micro-communications environment, with play, this concept will bring more and more people on board. That is, it will have initial success and will foster and gain momentum in the attitudinal marketplace. Furthermore, this momentum will come in the area where it needs to have the most effect, that is, with young people.

% of Respondents

	--- PRE-DISCUSSION---			--- POST DISCUSSION---		
	Support the <u>idea</u>	Do not support the <u>idea</u>	No <u>opinion</u>	Support the <u>idea</u>	Do not support the <u>idea</u>	No <u>opinion</u>
10 - 18 YEAR OLDS						
Smoker	78	12	10	84	8	8
Light	72	16	12	83	8	9
Heavy	82	8	10	86	6	8

Confidence In The Concept

- The overall feeling is that the concept of 'Toward A Generation Of Non-Smoking Canadians' is an achievable goal. People express faith in the concept which implies there are no major attitudinal roadblocks to the success of the concept. It will take time, but what people are saying today is that they can see the merits of the ide and can conceive of it working.

Target Of The Concept

- There are two critical elements to the success of the program in people's minds. First, the program must reach young people. That is, they want the communication focus and emphasis to be early. They want the program to discourage the habit before it is formed as opposed to changing the habit. Second, the program in people's minds needs to build on and stress the health benefits of not smoking.

Behaviour Perspectives Of Supporters

- Coincident with the desire for a focus on health, when we look at those who are supportive or behind the concept they tended to be, behaviourally:
 - * more likely to be actively involved in bicycling, cross-country skiing, soccer, ice skating and hockey
 - * more likely to follow or watch tennis, hockey, baseball
 - * more likely to say they watch their diet, the amount of rest they get, and their alcohol consumption carefully.

That is, there is a tendency for the concept to flow attitudinally with how supporters already respond to healthful ideals in their own lifestyle.

Main Message Of Program

- In terms of what people are looking for from the program, they desire subtle warnings from Health and Welfare Canada about the dangers of smoking and the resultant health hazards. It is necessary to get this message across so that it is picked-up upon as a logical conclusion for an intelligent individual to make as opposed to coming across as a autocratic individual or an authoritative figure demanding 'good behaviour'. That is, overall the tonality should be one which helps the individual to the conclusion as opposed to making the conclusion for him or her.

Expected Stream Of Information Dissemination

- People expect the government would promote the concept 'Toward A Generation Of Non-Smoking Canadians' through television programs and commercials, general advertising and in schools. Again, what people are saying is that the program has to have at its roots motivating tentacles into the minds of young people before they embark on the habit.

Communication Theme/Spokesperson Insights

- A number of people and organizations were explored in terms of how this concept might be communicated. They were not intended to be a final choice but rather were used to develop an understanding of tonality which would best function in the communication of the concept. In response to this battery of questions, people indicate that they perceive the concept to be education-oriented more than legislation-oriented. That is, they feel the concept should promote the benefits of not smoking rather than trying to pass legislation regulating the advertising of and/or sale of cigarettes.
- A number of individual potential spokespeople were exposed. The following table details the response. Basically what this table is saying is that in communicating the concept it will be important to ensure that the message is not only credible but, also presented credibly by or through a person or organization perceived to add relevant reference or attitudinal scope to the problem at hand. A singer or a writer who could aid campaign awareness, tends to be perceived as offering non-relevant hype, whereas those who are perceived to be in harmony with health consciousness tended to perform more strongly. The implication here is that the delivery of the message will be a sensitive issue and one which should be thoroughly pre-tested.

	% of Respondents	
	<u>Parents</u>	<u>Young people</u>
<u>Should Be Involved</u>		
An organization like the Lung Association or Cancer Society	87	91
The Canadian Medical Association	84	87
A person who has lung cancer	84	88
A doctor	84	86
Teachers	84	76
A parent	84	85
An athlete like Wayne Gretsky	80	76
The federal Minister of Health and Welfare	72	82
A child	72	62
Your provincial Minister of Health and Welfare	71	79
A popular Canadian personality like Anne Murray	67	67
A writer	44	30
The Prime Minister	43	56

Behavioural And Attitudinal Focus: Implications For Development Of The Concept

- Prior to asking respondents questions with respect to their reaction to the concept, 'Toward A Generation Of Non-Smoking Canadians' a series of behavioural and attitudinal questions was asked in order to understand the marketplace framework in which the concept would have to function. These findings have been reported in the detailed findings of this report but some are reviewed here as they have implications for the development and the marketing of the concept.

Smokers

- Most smokers indicated that they tried their first cigarette in their early teens. In explaining why they started, smokers say the key reason was because they wanted to be accepted, to be part of the crowd. That is,

the perception of the majority of smokers at the time they began smoking was that smoking behaviour was socially acceptable. Smoking behaviour was influenced by peers. What this suggests is that taste justification for smoking is just that, a justification. The initial motivation to smoking has more to do with the image one individual wants to project of him/herself.

- The implication of this for the communication of the concept is that a strong image has to be presented of young non-smokers. That is, a young non-smoker has to be perceived as being knowledgeable about his/her health and accepted by his/her peers for his/her decision not to smoke. In other words, the individual has to have an air of self-confidence and social acceptability. And, at the same time, he/she needs to be perceived as an individual to look up to for having made the decision not to smoke.

Perceived Smoking Momentum Among Smokers

- From the behavioural data collected there is some evidence that women are smoking more today, while the evidence suggests momentum appears to be moving in the opposite direction for men. That is, men appear to be cutting down in their smoking behaviour. This was true among both female parents and female ten to eighteen year olds.
- The implication in this is that any visuals in the campaign should portray the female non-smoker and her reasons for joining the non-smoking generation of Canadians in perhaps a little more aggressive manner, since females appear to have greater behaviour momentum to overcome.

Health Concerns Of Smokers

- The smoker today has health related concerns about his/her habit. In providing guidelines for young people and for aiding in support for the concept, then, the smoker can relate to the health motivated reasons for not ever starting to smoke. This means that if questioned by a young person who is contemplating his/her decision with respect to smoking, the present smoker is unlikely to refute health related arguments for not smoking. In this way the existing smoking population can be counted on to support reasons behind the benefits of not ever starting to smoke.

Smokers' Failure To Quit

- Examining reasons behind failure to quit among those smokers who have made the attempt, young people are more likely to blame lack of encouragement or support from friends as reason for their failure rather than individual or personal willpower or determination. This suggests that as not smoking becomes more and more acceptable, attitudinal momentum through peer pressure and influence will help to motivate future non-smoking sentiment and momentum.

Behavioural Role Model Perspectives

- In the eyes of young people, a smoking parent is a role model, while the smoking parent generally refuses to admit this. More young people disapprove of parents' smoking than approve. What this suggests is that with proper motivation and information young people are more likely to fashion themselves as non-smokers and direct themselves away from habits parents may have had. Non-smoking parents and non-smoking peers, however, appear to have a great deal of credibility with young people. This influence should be captured and used in the expression and promotion of the concept 'Toward A Generation Of Non-Smoking Canadians'.

Non-Smokers

- Emotionally, non-smokers feel good about their decision not to smoke. There is a strong health consciousness exhibited by non-smokers as the key reason for their non-smoking behaviour. Non-smokers also perceive that their position has gained momentum. This attitudinal position needs further fostering to help reinforce non-smoking behaviour.
- It is also important to note that young non-smokers do not perceive this increased behavioural momentum to the same degree as parents. However, it is important for them to feel it. Young people, in particular, need to have the feeling of respect for their position or decision, and, that the non-smoking decision they have made is one which is gaining momentum.

Former Smokers

- One of the key findings among quitters is their perception that they are now part of a majority of Canadians as a non-smoker, and also the belief that as a non-smoker their position is gaining momentum.
- Many former smokers say they quit for the same reason that people, overall, believe one should never start; health reasons. Reinforcement of their position or decision to become a non-smoker through the concept of 'Toward A Generation Of Non-Smoking Canadians' will motivate this segment to be disciples of the cause. Their attitude and emotion toward the subject will help to create a more favourable environment in which the concept will function.

Overall Reaction To Second-Hand Smoke

- Although side-stream smoke is not a key issue, young people exhibit more sensitivity than parents to the issue of second-hand smoke. The dangers of second-hand smoke could function as secondary rationale, but should not be played on as strongly as the physical effects and dangers of one's own smoking.

Smoker Versus Non-Smoker Image

- Overall, the study provides some evidence to suggest that young people find a non-smoker to be more acceptable as an individual than a smoker. This attitude can be built on in promotion of the concept.

Momentum Of Smoking

- Another attitudinal measure lending credibility to the concept of 'Toward A Generation Of Non-Smoking Canadians' is that both parents and young people feel anti-smoking sentiment is increasing. That is, the concept will be launched with a favourable attitude already in place as opposed to trying to overcome an attitudinal obstacle.

Familiarity With Health Dangers

- The vast majority of parents feel well informed and familiar with the health dangers associated with smoking. However, young people are somewhat less likely than parents to say they are familiar with the dangers of smoking. Overall this suggests that more educating needs to be done with young people. Educating should be one of the prime objectives of the strategy of the concept.
- Lung cancer tends to be the key concern and health issue most people are aware of. The mere mention of lung cancer can provide a significant disincentive to involvement. As has been mentioned earlier, the program should not dictate or scare people into not smoking. Rather, it should present its case in such a way to lead one to one's own intelligent decision. A participative decision not to smoke is more likely to have greater longevity than a demanded decision not to smoke.

Perspectives On Cigarette Advertising

- While much abounds in the context of motivating consumption, there is not a great deal of support for what advertising tobacco companies currently produce. In fact, many people feel too few restrictions in terms of the tobacco industry's advertising practices. Most would like to see more self and government restriction and regulation in this area.
- What this suggests is that people want the temptations removed and more concrete information on potential health hazards provided. They want information to combat any internal and external motivating stimuli to smoke. This also works in favour of the promotion and potential of the 'Toward A Generation Of Non-Smoking Canadians' concept.

Health And Welfare Canada's Involvement

- While most people indicate they are aware of much publicity about the harmful effects of smoking, on an aided basis, fifty three percent (53%) of parents and sixty-four percent (64%) of ten to eighteen year olds feel Health and Welfare Canada should be doing more to promote anti-smoking. People are desirous of the concept with respect to providing education information. They feel such efforts are both necessary and good for Canadians as a whole.

- Overall, then, the data collected, catalogued, analyzed and interpreted suggests that the familial population at large is desirous of the concept 'Toward A Generation Of Non-Smoking Canadians' being explored. People are confident that in the long term it is an achievable goal. They are supportive of it because of its individual and collective healthful ambitions, since a 'Generation Of Non-Smoking Canadians' is a generation of healthier Canadians.

DETAILED FINDINGS

SECTION ONE
FOCUS ON SMOKERS

LENGTH OF SMOKING BEHAVIOUR (Reference Tables 28, 29)

Age When First Cigarette Was Smoked

- Parents who smoke say, on average, that they had their first cigarette when they were sixteen years old. The data suggests that male smokers tend to have had their first cigarette at an earlier age, on average (15 years) than females (16 years).
- The data indicates that young smokers, those between ten and eighteen years, say they smoked their first cigarette, on average, when they were twelve years old (12 years). Young females are just as likely as young males to say they had their first cigarette when they were twelve.

Length Of Time Smoking

- On average, smoking parents say they have been smoking for about eighteen years. Consistent with an earlier introduction age to smoking, males indicate they have been smoking for more years, on average, (19) than females (17).
- Young smokers, on average, say they have been smoking for about four years. Young males (24%) are more likely than females (7%) to say they have been smoking for six to ten years. That is males between ten and eighteen say they have, on average, been smoking longer (4) than young female smokers (3).

REASONS FOR STARTING TO SMOKE
(Reference Tables 30, 48, 49)

Initial Reason For Starting

- The key reason given by both smoking parents (46%) and young smokers (43%) for their starting to smoke was the impression that smoking cigarettes implied you were one of the crowd. It was a way to be like everyone else, to be accepted. That is, the largest single proportion of smokers started because they perceived it to be socially acceptable behaviour.
- It is significant to note the young smokers, or the more recent beginners, offer the same principal reason for starting to smoke as parents. That is, in spite of the increasing amount of evidence and warnings on health dangers associated with smoking, smokers continue to start smoking, initially, because they perceive it to be socially acceptable behaviour.
- Additional reasons given by both parents and young smokers for starting are peer pressure, curiosity, and the perception that smoking was the 'in' thing to do.

Influence Of Others To Smoke

- Smokers were asked who, if anyone, had influenced their decision to start smoking. Friends appear to be the primary influence on smokers to start smoking. More than three in five parents (61%) and more than three in four (77%) young smokers say their friends influenced their decision to smoke. The example of their parents was also a minor influence to some.
- Female parents (66%) are more likely than males (57%) to say their friends influenced their decision.

Influence Of Others Not To Smoke

- Parents appear to have had the most anti-smoking influence on smokers when they first began to smoke. That is, they are most likely to be the people that tried to persuade smokers not to begin smoking.
- Parents who smoke indicate that their father (40%), and in particular, their mother (50%) tried to persuade them against starting. Females tend to be more likely than males to say both their parents tried to influence non-smoking behaviour.
- Three in five (60%) young smokers, overall, say their mother tried to persuade them not to smoke, compared to 40% who say their father tried to influence their initial smoking decision.
- About one in three (34%) smoking parents and one quarter (24%) of young smokers say no one tried to persuade them not to smoke when they initially began.

COMPARATIVE AMOUNT OF SMOKING
(Reference Tables 31 to 33)

- Overall, more than two in three (68%) parents who smoke say they are currently smoking about the same amount now as they did six months ago. The balance of behaviour is split between those that say they are smoking more today than six months ago (16%) and those who are smoking less (16%).
- Female parents (20%) are more likely than males (13%) to say they are smoking more today, while males are more likely to say they are smoking less.
- Smoking parents who indicate they have been smoking more in the last month attribute it to increasing pressures in their life (30%). They say smoking calms their nerves (22%), particularly among smoking females (25%) more so than males (18%). Some of those who are smoking more say they seem to have more free time now (15%).
- Parents who say they are smoking less today than six months ago tend to be concerned about the dangers of smoking to their health (28%). Women, in particular, (38%) more so than men (18%) say they are smoking less today because of health concerns, as well as heavy smokers (34%).
- A desire among smoking parents to quit smoking (18%), and easing of personal tensions or pressures (14%) are also reasons given for smoking less today than six months ago.
- Young smokers are just as likely to say they are currently smoking more today (36%) than they were six months ago as they are to say they are smoking the same amount (39%). One in four (25%) young smokers are smoking less today than six months ago. That is, there appears to be an increase in the amount young people are smoking.
- It is interesting to note that young female smokers (42%) are more likely than males (30%) to say they are smoking more today, while males (30%) are more likely than females to be smoking less (20%).

- Young smokers who indicate they are smoking more today than six months ago say they have more free time, or a boring job (13%), they feel they are addicted and smoking has become more of a habit (14%) or it calms their nerves (11%).

- Young people who are smoking less tend to say they just want to quit smoking and they are concerned about the effects of smoking on their health.

POSITIVES/NEGATIVES OF SMOKING
(Reference Tables 35, 36)

Positives/Likes About Smoking

- Smokers were asked what they like about smoking or what it is about smoking they find appealing. Two in five smoking parents (40%) say that they find smoking relaxing. It calms their nerves. Some like the taste (16%), they find it enjoyable in general (9%), it gives them something to do (8%) or keeps their hands busy (7%).
- It is interesting to note that two in five (40%) smoking parents say smoking is a habit they cannot break and 8% say they do not like smoking. They say they are addicted. That is, just as many smokers who say they like smoking because it is relaxing, say that they do not necessarily find smoking appealing, but that it tends to be a habit they cannot break.
- Young smokers tend to have various reasons for finding smoking appealing. They say it is relaxing (34%), they like the taste (21%), it gives them something to do (14%) and they enjoy it (11%). However, more than one in five (21%) young smokers say they consider smoking a habit they cannot break. About one in ten (11%) young smokers say they do not like smoking.

Negatives/Concerns About Smoking

- The principal concerns that smoking parents have towards smoking are health related. They outline their concerns as follows:
 - * medical reasons (general mention) (26%)
 - * fear of cancer (13%)
 - * lung problems/cancer/emphysema (13%)
 - * shortness of breath/difficulty breathing (9%)
 - * heart disease (3%)
 - * coughing (2%)

- Non-health oriented concerns of parents who are smokers include:

- * medical reasons (24%)
- * fear of cancer (22%)
- * lung problems/cancer/emphasema (16%)
- * shortness of breath/difficulty breathing (11%)
- * heart disease (8%)
- * expensive (8%)
- * can get addicted/am addicted (7%).

QUITTING EXPERIENCE
(Reference Tables 37 to 40)

Incidence Of Trying To Quit

- The majority of smokers indicate they have tried to quit smoking at least once. Almost three in four (73%) smoking parents say they have attempted to quit at least once. Smoking parents under 45 (88%) are more likely than those over 45 (58%) to have tried to quit.
- Parents who smoke regularly (81%) tend to be more likely than heavy smokers (69%) to say they have tried to quit smoking.
- On average, smoking parents who have tried to quit say they have tried about four times (3.5). It appears that males are more likely than females to have tried to quit more than once.

% of Smoking Parents			
-----SEX-----			
	<u>Total</u>	<u>Male</u>	<u>Female</u>
<u>Number Of Times Tried To Quit</u>			
Never	26	25	27
Once	18	16	20
2 - 5 times	41	43	40
More than 5 times	13	15	11
Don't know/no opinion	2	1	2
	<u>100</u>	<u>100</u>	<u>100</u>
Base:	(506)	(253)	(253)

- More than two thirds (68%) of young people who smoke indicate they have tried to quit. Young males (73%) more so than females (64%) are likely to say they have tried to stop smoking.
- Overall, young smokers say they have tried to quit smoking, on average, about four (3.5) times.

% of Young People

-----SEX-----

	<u>Total</u>	<u>Male</u>	<u>Female</u>
<u>Number Of Times Tried To Quit</u>			
Never	32	27	36
Once	13	16	10
2 - 5 times	45	42	49
More than 5 times	10	15	5
Don't know/no opinion	-	-	-
	<u>100</u>	<u>100</u>	<u>100</u>
Base:	(144)	(68)	(76)

Methods Used To Quit

- More than four in five (82%) parents who smoke who have tried to quit say they have tried to quit smoking cold turkey. Men (86%) are more likely than women (77%) to say they tried to quit by suddenly stopping completely.
- Other methods used by parents who are smokers in their attempts to quit include:
 - * gradually decreased the number of cigarettes smoked daily (20%)
 - * on doctor's advice/health reasons (8%)
 - * first switched to lower tar/lower nicotine products (7%)
 - * quit with a friend/relative (6%)
 - * used anti-smoking pills (5%)
 - * on a bet (4%)
 - * set a date and quit (4%).
- Young smokers are most likely to say they tried to quit smoking cold turkey (72%), however, a significant proportion say they have tried to quit by gradually decreasing the number of cigarettes they smoke per day (39%).

- Young males smokers (77%) are more likely to attempt quitting cold turkey than are females, (67%) while females (51%) are more likely than males (28%) to try a gradual decrease in number of cigarettes smoked.
- Other method of quitting also tried by young smokers include:
 - * first switched to lower tar/lower nicotine cigarettes (19%)
 - * quit with a friend (14%)
 - * quit on a bet (12%)
 - * set a date and quit (12%)
 - * used anti-smoking pills (4%).

Reasons For Failure

- Smokers attribute their failure to successfully quit smoking to various reasons, however, reasons tend to focus on lack of determination or willpower. Smoking parents are most likely to say the following are reasons for failure.
 - * pressures/tensions/nerves were too much/smoking helps me relax (23%)
 - * weak/lack of willpower (19%)
 - * did not really want to/did not try hard enough (16%)
 - * did not get encouragement/people did not help (9%)
 - * addicted/habit I cannot break (8%)
 - * gained weight (7%)
 - * had strong-cravings (5%).
- The key reason young people give for failure in their attempt(s) to quit smoking is that people or friends did not help (37%). That is, young people tend to feel others are responsible for encouraging smokers to quit. They expect positive reinforcement from others. They tend to be more likely to attribute their failure to others rather than to themselves.

- Young smokers offer the following reasons for failure as well:

- * weak/lack of willpower (16%)
- * did not really want to/did not try hard enough (12%)
- * addicted/habit I cannot break (12%)
- * pressure/tension/nerves were too much, smoking relaxes me (8%).

FUTURE QUITTING POTENTIAL
(Reference Tables 41 to 47)

Likelihood Of Trying To Quit

- Overall, although almost two in five (39%) smoking parents say they are at least somewhat likely to try and quit in the next year, more than half say they are a little (18%) or not likely at all to quit (39%). That is, the largest single proportion of parents who smoke say the chance of their trying to quit within the next year is not likely at all.
- Men tend to be only slightly more likely than women to say they may try and quit within the next year. This is consistent with their somewhat higher incidence of attempts to quit in the past.

% of Smoking Parents

-----SEX-----

	<u>Total</u>	<u>Male</u>	<u>Female</u>
<u>Chances Of Quitting Within Next Year</u>			
Very likely	22	26	19
Somewhat likely	17	18	16
A little likely	18	14	22
Not at all likely	39	39	39
No opinion	4	3	4
	<u>100</u>	<u>100</u>	<u>100</u>
Base:	(506)	(253)	(253)

- Younger, more affluent and better educated smoking parents are more likely than others to say it is very likely they will try to quit.
- Parents who smoke who say they are at least somewhat likely to try and quit smoking in the next year say their health is their key concern (30%). However, it is interesting to note that the increasing price or costs associated with smoking is almost just as likely (24%) to be given as a reason for quitting. That is, while health concerns are more important than cost concerns when smokers are asked about overall negatives associated with smoking, cost is almost just as important as health in terms of motivation to quit.

- Other reasons given for being at least somewhat likely to quit smoking in the next year include:
 - * want to feel better/be in better shape (13%)
 - * do not want to smoke anymore (11%)
 - * doctor's advice (6%).

- Smoking parents who are not at all likely to quit in the next year say they like to smoke (25%), smoking does not bother them (5%) and they do not want to quit (23%). They say there are not enough good reasons to quit (6%). About one in ten say they would like to quit but it is too hard, they feel they are addicted (10%), they do not have the willpower (5%) or they have tried and failed (3%).

- More than two in five young smokers (42%), overall, say the chance of their trying to quit in the next year is very likely. That is, young smokers are more likely than parents to say they will most likely attempt to quit smoking in the next year.

- Young female smokers are somewhat more likely than male smokers to say they are at least somewhat likely to try and quit smoking within the next twelve months.

% of Young People

-----SEX-----

	<u>Total</u>	<u>Male</u>	<u>Female</u>
<u>Chances Of Quitting Within Next Year</u>			
Very likely	42] 61	42] 57	42] 65
Somewhat likely	19]	15]	23]
A little likely	16	16	16
Not likely at all	20	23	17
No opinion	3	4	2
	<u>100</u>	<u>100</u>	<u>100</u>
Base:	(144)	(68)	(76)

- The key reasons motivating young people to say they would be somewhat likely to quit smoking are health and cost related. They say they are most likely to quit for the following reasons:
 - * cost/it is too expensive to smoke (27%)
 - * health concerns/dangers of smoking (26%)
 - * to be in better shape/to feel better overall (25%).
- One in ten young people say they want to quit but feel they are addicted and are unable to (10%).
- Although the base is small, young smokers who say they are not at all likely to try and quit smoking in the next twelve months tend to say they are unable to quit, that quitting is too hard. They also indicate that they enjoy smoking and have no desire to quit.

Potential Reasons To Quit

- Smokers were asked what, if anything might make them decide to be committed to quitting. Health related concerns are the key factors that would motivate a commitment to quitting, particularly among male parents more so than females. In specific, smokers mention the following reasons:
 - * health concerns (general mention) (30%)
 - * on my doctor's advice (19%)
 - * increasing expense (13%)
 - * heart disease (8%)
 - * if I were ill/very sick (5%).
- Young smokers suggest similar factors that would influence a commitment on their part to quit smoking.
 - * health concerns (general mention) (30%)
 - * increasing expense (16%)
 - * heart disease (14%)
 - * to please spouse/friends/relatives (8%)
 - * shortness of breath (8%).

ENCOURAGEMENT TO QUIT
(Reference Tables 61, 62)

- Just as many smoking parents say friends have encouraged them to quit smoking (47%) as say friends have never encouraged them (51%).
- Heavy smokers (51%), however, are more likely than regular smokers (44%) to say their friends have suggested or encouraged them to quit smoking.
- Parents who smoke indicate that friends' concern about their smoking has little influence on their decision whether or not to smoke. That is, more than one in two (55%) say friends' concern has no influence at all.

% of Smoking Parents

-----SEX-----

	<u>Total</u>	<u>Male</u>	<u>Female</u>
<u>Friends' Concern Could . . .</u>			
Have a great deal of influence on you to stop smoking in future	3	2	4
Some influence	16	17	15
A little influence	22	24	20
None at all	55	52	58
No opinion	4	5	3
	<u>100</u>	<u>100</u>	<u>100</u>
Base:	(506)	(253)	(253)

- On the other hand, many young smokers indicate that they have had encouragement from their friends to quit smoking. Three in five (60%), overall, say friends have encouraged them to quit. Young females, (65%) are more likely than males (55%) to say friends encourage non-smoking.
- Although young smokers are more likely than smoking parents to say that friends' concern has some influence on their decision to stop smoking in future, more than half say friends' concern has a little (24%) or no influence at all (36%).

- Friends' concern tends to be more likely to influence young female smokers than young male smokers. That is, females are more likely to say that friends' concern about their smoking could influence their decision to stop smoking in future.

% of Young Smokers

-----SEX-----

	<u>Total</u>	<u>Male</u>	<u>Female</u>
<u>Friends' Concern Could . . .</u>			
Have a great deal of influence on you to stop smoking in future	15	11	19
Some influence	22	16	27
A little influence	24	27	21
None at all	36	41	31
No opinion	<u>3</u>	<u>5</u>	<u>2</u>
	100	100	100
Base:	(144)	(68)	(76)

PERSPECTIVES ON PARENTS' SMOKING
(Reference Tables 50 to 54)

Reaction Of Children

- One in two (50%) parents who smoke say their children disapprove of their smoking, while few (4%) say their children approve. Females (56%) are more likely than males (43%) to say their children disapprove.
- The balance of opinion among smoking parents is that their children are indifferent to their smoking (28%) as opposed to accepting or approving of it.
- Parents of children who smoke are more likely to say their children are indifferent to their behaviour, while parents of non-smoking children are most likely to say their children disapprove of their smoking.

% of Smoking Parents

<u>Child's Reaction To Parent Smoking</u>	-----SEX-----			---CHILDREN---	
	<u>Total</u>	<u>Male</u>	<u>Female</u>	<u>Smoking</u>	<u>Non-smoking</u>
				<i>Non-smoking</i>	<i>Smoking</i>
Approve	4	3	4	2	6
Disapprove	50	53	56	59	28
Indifferent	28	32	25	21	44
No opinion	18	12	15	18	12
	100	100	100	100	100
Base:	(506)	(253)	(253)	(352)	(154)

- Almost half (46%) of all smoking parents say their children have tried to encourage them to quit smoking. Females (51%) more so than males (41%) say their children have tried to convince them not to smoke. Older, more affluent and better educated parents are also more likely to say their children have encouraged them not to smoke.

- Smoking parents with non-smoking children (50%) are more likely than those with smoking children (36%) to say their children have tried to get them to stop smoking. It is interesting to note that a significant proportion of smoking children have encouraged their parents not to smoke.

Influence Of Children

- About one in two parents say their children's concern about their smoking could have a great deal (20%) or some influence (27%) on their decision to stop smoking in future. However, more than one in four (26%) say their children's concern would have no influence at all.
- Overall, then, children's concern about parents smoking appears to have more influence than friends' concern.
- Again, parents of non-smoking children are more, likely to be influenced by their children's concern.

% of Smoking Parents					
-----SEX-----			---CHILDREN---		
	<u>Total</u>	<u>Male</u>	<u>Female</u>	<u>Smoking</u>	<u>Non-smoking</u>
<u>Children's Concern Could ...</u>				<i>Non-smoking</i>	<i>Smoking</i>
Have a great deal of influence on you to stop smoking in future	20	18	20	21	15
Some influence	27	27	28	31	19
A little influence	17	15	19	18	16
None at all	27	30	24	22	36
No opinion	9	10	9	8	14
	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>
Base:	(506)	(253)	(253)	(352)	(154)

Smoking As A Role Model

- The majority of smoking parents (63%) say they do not feel that their smoking is a behavioural role model for children. Females, however, (34%) tend to be more likely than males (26%) to feel that their behaviour is a role model for children.
- Smoking parents of non-smoking children (62%) are just as likely as those of smoking children (64%) to say they do not consider their smoking a behavioural role model.
- Those parents who feel they do represent a behavioural role model for children, in general are concerned about the influence of their smoking behaviour on children.
- Smoking parents of non-smoking children, in particular, say they are concerned about the influence of their smoking on their children.

% of Smoking Parents

	<u>Total</u>	-----SEX-----		---CHILDREN---	
		<u>Male</u>	<u>Female</u>	↔ Smoking Non-smoking	
				Non-smoking	Smoking
Does Smoking Role Model Concern You ...					
A great deal	37	40	34	43	21
Some	34	32	36	31	43
A little	15	15	14	16	12
Not at all	14	12	16	10	24
No opinion	-	1	-	-	-
	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>
Base:	(151)	(66)	(85)	(110)	(40)

PERSPECTIVES ON YOUNG SMOKERS' SMOKING
(Reference Tables 55 to 60)

Parents' Awareness Of Childrens' Smoking

- Almost all young smokers (93%) say their parents are aware that they smoke. Most (81%) of those who say their parents know say their parents allow them to smoke at home.
- Light smokers (87%) tend to be somewhat less likely than heavy smokers (98%) to say their parents are aware of their smoking.

Parents' Approval With Knowledge

- Few of those young people who say their parents are aware that they smoke say their parents approve of it (12%). Slightly more than half (53%) young smokers say their parents disapprove, while 33% say their parents are indifferent to the fact that they smoke.
- Young females (58%) are more likely than males (47%) to say their parents disapprove of their smoking.
- The majority of young smokers (62%) whose parents know they smoke, particularly females (66%) more so than males (59%) say their parents have tried, at least once, to persuade them to quit smoking.

Parents Influence

- Young smokers were asked if their parents' concern about their smoking could have influence on their decision to stop smoking in the future. Overall, parents' concern appears to have, at most, some influence. About one in ten (11%) say it could have a great deal, 28% say it would have some, while 31% say a little and 27% say it could have no influence at all.

- Overall, then, while most parents of smoking children disapprove of their childrens' smoking, parents' concern or disapproval does not appear to have a great deal of influence on a young smokers smoking behaviour. This is also implied in the fact that almost all parents of young smokers are aware that their child smokes. That is, young smokers are not hiding their behaviour from their parents.

SECTION TWO
FOCUS ON FORMER SMOKERS

PREVIOUS SMOKING BEHAVIOUR
(Reference Tables 63 to 65,67)

Age Of First Cigarette

- Parents who are former smokers report that, on average, they smoked their first cigarette when they were about fifteen years old. This finding is consistent between males and females.
- Young people who say they formerly smoked and have since quit, indicate that, on average, they smoked their first cigarette when they were about eleven years old. It should be noted here that caution should be exercised when reviewing the former smokers in the young people cell because the base is small.

Length Of Time Having Smoked

- Parents who said they used to smoke, indicate that, on average, they smoked thirteen years before they quit.
- Male parents say they smoked longer (15 years) than females (11 years) before quitting.
- Parents with incomes over \$35,000 who used to smoke say they smoked for fewer years before quitting (11 years) than lower income earners (14 years).
- The number of years that parents report smoking before quitting increases with age.
- Former smoking young people, on average smoked between two and three years before quitting.

Frequency Of Smoking

- Most parents say that before they quit smoking, they smoked about 58 cigarettes a week. Female parents were lighter smokers; males parents say they used to smoke about 62 cigarettes a week, while females smoked 53.
- Former smokers among young people were lighter smokers. On average, before quitting they smoked about 31 cigarettes a week.

Reason For Starting Smoking

- The most outstanding reasons former smoking parents (72%) and young people (82%) give for starting to smoke was peer pressure. Most say that they started to smoke because they wanted to be accepted, be part of the crowd.
- Other reasons given by former smokers include thinking it was smart or cool to smoke, or thinking it was grown-up or more mature to smoke.
- Former smokers, then, are more likely to say they started to smoke for reasons of acceptance and outward appearance, less for reasons of curiosity or enjoyment of smoking.

QUITTING BEHAVIOUR
(Reference Tables 66,68 to 80)

Age Quit Smoking

- Former smoking parents report, on average, that they quit smoking when they were about thirty-two. Males tend to have been older when they quit (34) than female parents (30).
- The age of former smoking parents' quitting increases with age, but declines as income increases. Parents with incomes over \$35,000 say they quit, on average when they were twenty-nine while lower income earners tended to be older (33 - 34).
- Young people who quit smoking said they did so when they were about fourteen. That is, those young people who are former smoker's were not long established smokers. They smoked, on average, for only a couple of years before, quitting.

Reasons For Quitting Smoking

- Among parents, the reason they give for quitting smoking include:
 - * afraid for my health (28%)
 - * got sick/medical problems (21%)
 - * waste of money/too expensive (15%)
 - * coughing and hacking (14%)
 - * pregnancy (11%)
 - * didn't enjoy it (11%).
- Males reasons for quitting smoking differ from female parents' reasons. Males give the following reasons most often:
 - * afraid for my health (30%)
 - * got sick/medical problems (25%)
 - * coughing and hacking (18%)
 - * waste of money (15%).

... while women say their reasons included:

- * afraid for my health (24%)
- * pregnancy (24%)
- * didn't enjoy it (18%)
- * got sick/medical problems (16%)
- * waste of money (15%)
- * husband/boyfriend didn't smoke so I stopped (13%).

- Young people who said they had quit smoking give the following reasons for quitting.

- * afraid for my health (29%)
- * slowing me down/affecting my sports performance (22%)
- * didn't enjoy it (17%)
- * coughing and hacking (12%)
- * girlfriend/boyfriend didn't smoke so I stopped (12%).

Number Of Times Attempted To Quit

- Among parents who formerly smoked, the largest single proportion (42%) say they quit on their first attempt to stop smoking. However, those who didn't succeed on their first attempt are more likely to say they had tried two or more times (36%) rather than just once (15%) before they were successful.

- Older parents, those 45 and over were more likely than those under 35 to be successful on their first attempt to quit.

% of former smoking parents

---- AGE ----

	<u>Total</u>	<u>Under 35</u>	<u>45 and over</u>
<u>Number Of Times Attempted To Quit Before Succeeded</u>			
None/first time	42	33	53
Once	15	16	14
Two to five times	36	42	27
More than five times	7	9	6
	<u>100</u>	<u>100</u>	<u>100</u>
Base:	(200)	(68)	(66)

- Young people are almost as likely to say they tried once before they actually quit (26%) as say they were successful the first time (35%) or that it took as many as five attempts (31%).

Methods Used In Attempt To Quit

- Most parents say that they used no particular method to stop smoking, they just quit, cold turkey (79%). Another one in five (18%) said they gradually decreased the number of cigarettes they smoked daily.
- Other methods used include switching to lower tar or nicotine products first (7%) and then quitting, female parents also mention quitting with a friend or relative (7%) for support.
- Young people, as with parents, say they used the cold turkey method most often (72%). Gradually decreasing the amount smoked was also popular among young people (18%) who quit smoking.

Successful Method Used For Quitting

- The most frequently used method for quitting smoking - the cold turkey method - was also the most successful method among former smoking parents (73%) and young people (66%). Gradually cutting down the amount smoked was more often mentioned among young people (18%) as being the successful method used for quitting than it was among parents (5%).
- While quitting cold turkey was the most often used method of quitting among former smokers, those who were more likely to say cutting down first worked for them were:
 - * those parents 35-44 (10%) more so than those older (4%) or younger (2%)
 - * people with two or more smokers in their household (14%)
 - * upper income earning parents (11%).

Influence Of Others On Decision To Quit

- The immediate family is mentioned by parents and young people alike as having the largest influence on their decision to quit smoking.
- Parents say that the following people had some influence on their decision to quit.
 - * spouse (22%)
 - * child/children (16%)
 - * doctor (15%)
 - * friends (9%).
- Female parents are more likely than males to say that their decision to quit was influenced by their children.
- Male parents are more likely than females to say their doctor (18% vs. 12%) was influential in their decision.
- It is interesting to note that lower income earners are far less likely to credit their spouse with influencing their decision to quit smoking than those earning over \$35,000 (17% vs. 35%).

- Parents 45 and over, and lower income earners are more likely than others to say their doctor was involved in their decision to quit.
- Young people who quit smoking say either their mother (43%), father (32%) or friends (26%) were the most influential in their decision to quit smoking.
- Parents who quit smoking say that the people who influenced them told them of the health risks, or some health problems which affected their decision.
- Specific ways given for individuals having an influence over parents, decision to quit were:
 - * told it was bad for my health/health risks (18%)
 - * husband/wife didn't like me to smoke (11%)
 - * they/he/she helped me to quit (9%)
 - * we quit together (6%)
- Young people who quit smoking say that their decision to quit was a result of someone's influence with respect to:
 - * told it was bad for my health/health risks (30%)
 - * boyfriend/girlfriend/someone didn't like me smoking so I quit (18%)
 - * they/he/she helped me quit (8%).

Factors Influencing Decision To Quit

- Concern for their present health and what smoking could do to their health was the most important factor parents mention influencing their decision to quit smoking.
- Among male parents health factors and doctor's advice were more important, while female parents placed relatively more emphasis on the effect of smoking on others, setting a good example on children, and the amount of pressure from family and friends.

% of former smoking
parents saying each was...

	<u>Very much</u>	<u>Somewhat</u>	<u>A little</u>	<u>Not at all</u>	<u>No opinion</u>
<u>How Much A Factor Were The Following In Your Decision To Quit?</u>					
Concern about what it could do to my health	62	17	8	11	2
Concern about what it was doing to my health	60	18	9	12	1
Setting a good example for my children	22	15	14	43	6
Advice from a doctor	17	5	5	70	3
 The effect my smoking was having on others					
Pressure from my family/friends	16	17	12	53	2
Cost	15	12	9	62	2
	14	13	13	60	-

Base: (200)

- Among young people who had quit smoking the factors that stand out as having more influence on their decision to quit include the following:

- * concern about what it could do to my health
- * pressure from family/friends
- * concern about what it was doing to my health
- * cost.

POST QUITTING ATTITUDES
(Reference Tables 81 to 86, 300,301)

Likelihood Of Starting To Smoke Again

- Almost all (96%) former smoking parents say it is either not likely at all (79%) or not very likely (17%) that they will start smoking again in the next year. That is, most of those who have quit intend their non-smoking status to be permanent.
- Males are more convinced than females that they will not take up smoking again. They (86%) are more likely than females (68%) to say it is not likely at all that they will start to smoke again.
- Young people are less convinced than parents that they will remain former smokers. One in ten (9%), say that it is very or somewhat likely they will start to smoke again in the next year, almost half (48%) say it is not very likely. More than one in three (37%) say it is not likely at all.
- The few who do say that it is very or somewhat likely they would start smoking again say that it would be to calm their nerves or just because they need a cigarette.

Physical Feeling Since Quitting

- Most parents (81%) and young people (89%) alike say that they feel physically much or somewhat better since they quit smoking. The balance say they feel about the same as opposed to worse.
- Male parents are more likely to have noticed a significant physical difference since they quit. While 68% of males say they now feel much better, fewer (55%) female parents respond in this way.

Mental Feeling Since Quitting

- Again a majority of both parents (68%) and young people (74%) say they feel much or somewhat better mentally since they quit smoking. A significant proportion (29% and 27% respectively) say they feel mentally about the same, no better or worse.
- While this finding is consistent among sex and age breaks, upper income earning parents are more likely than lower income earners to say they feel much better mentally.

Perceived Momentum Of Non-Smoker's Position

- Parents who have quit smoking, on the whole, feel that they are now part of the majority of Canadians, as non-smokers (54%). About one in three (35%) say that they are now in the minority.
- On the other hand, young people who have quit smoking are more likely to feel their action has made them a part of the minority of Canadians (84%). About one in three (28%) feel like they are now part of the non-smoking majority.
- As income increases, so does the likelihood of parents feeling that being a non-smoker puts them in with the majority of Canadians.

% of former smoking parents

----- INCOME -----

<u>Under</u> <u>\$20,000</u>	<u>\$20,000-</u> <u>\$35,000</u>	<u>over</u> <u>\$35,000</u>
---------------------------------	-------------------------------------	--------------------------------

As A Non-Smoker, You Are...

Part of a majority of Canadians	43	56	68
Part of a minority of Canadians	41	34	21
Don't know/no opinion	16	10	11
	100	100	100

Base:	(53)	(79)	(37)
-------	------	------	------

- Likewise, parents are more likely to feel that their position as a non-smoker is one which is gaining momentum (71%) as opposed to losing momentum (3%) or holding its own (23%) compared to a year ago.

- Young people are less convinced; while a majority say that their position is gaining momentum (58%), larger proportions say being a non-smoker is losing momentum (17%) or holding its own (20%).

- Upper income earning parents are more likely to agree that their position as a non-smoker is gaining momentum (82% vs. 66%).

REASONS FOR NOT SMOKING
(Reference Tables 87, 90, 91)

Personal Reasons For Not Smoking

- Non-smoking parents offer the following reasons for their decision not to smoke:
 - * health concerns/risks (45%)
 - * do not like taste/do not enjoy smoking (20%)
 - * too expensive/waste of money (19%)
 - * do not like the smell (17%)
 - * never wanted to start (14%)
 - * it is a dirty/filthy habit (12%)
 - * do not like anything about smoking (8%)
 - * it is addictive/habit forming (7%).

- Young non-smokers tend to be more likely than parents to be concerned about the health risks of smoking (60%). Young non-smokers offer the following reasons for not smoking as well:
 - * too expensive/waste of money (13%)
 - * bad for sports/shortness of breath (12%)
 - * do not like taste/do not enjoy smoking (10%)
 - * do not like smell (9%)
 - * never wanted to start (8%).

- Virtually all non-smokers, both parents (97%) and young people (96%) say they feel good about the fact that they do not smoke.

Influence Of Others For Not Smoking

- Non-smoking parents are most likely to say their decision not to smoke was personal, free from outside influence (39%). However, one in five (20%) say the fact their parents do not smoke influenced their decision. One in ten (10%) say the risk or knowing someone with cancer influenced their decision.

SECTION THREE
FOCUS ON NON-SMOKERS

- Young non-smokers are most likely to say the fact that their parents do not smoke has influenced their decision not to smoke as well (33%). They also say that their decision not to smoke was personal (22%) or that they are afraid of or know someone with cancer (14%) which influenced their decision.

- Anti-smoking commercials (8%) also are mentioned by young non-smokers as a factor which influenced their non-smoking behaviour.

EXPERIENCE WITH SMOKING
(Reference Tables 88, 89)

- More than three in five (63%) non-smoking parents say they have tried smoking at least once. Males (70%) are somewhat more likely than females (60%) to say they have experimented with smoking.

- About one in two (49%) non-smoking young people say they have tried smoking. Again, experimentation tends to be more likely among males (51%) than females (46%).

- One in ten (10%) non-smoking parents say have considered, at one time, becoming a smoker. Less than one in ten young non-smokers (9%) say they have considered it.

MOMENTUM OF NON-SMOKERS
(Reference Tables 90, 91)

- Non-smokers were asked if they feel they are part of a majority, or part of a minority of Canadians. Opinion tends to be split. However, it appears there is a slight tendency for both non-smoking parents and young people to feel they are part of a minority. That is, there are a significant number of non-smoking people who feel the majority of Canadians smoke.

	% of Non-Smokers					
	----- PARENTS -----			--- YOUNG PEOPLE ---		
	<u>Total</u>	<u>Male</u>	<u>Female</u>	<u>Total</u>	<u>Male</u>	<u>Female</u>
<u>Do You Feel As A</u> <u>Non-Smoker You Are...</u>						
Part of a majority of Canadians	42	42	42	41	47	34
Part of a minority of Canadians	51	50	51	49	43	55
No opinion	<u>7</u>	<u>8</u>	<u>7</u>	<u>10</u>	<u>10</u>	<u>11</u>
	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>
Base:	(273)	(103)	(170)	(254)	(128)	(126)

- Although one in two non-smoking parents tend to feel they are part of a minority of Canadians, more than one in seven (71%) feel their position as a non-smoker is gaining momentum today compared to one year ago.
- Young non-smokers (52%), however, are less likely than parents to feel their position as a non-smoker has gained momentum over the past year.
- The balance of opinion among non-smoking young people is that the position of a non-smoker is holding its own (28%) as opposed to losing momentum (12%).

% of Non-Smokers

	----- PARENTS -----			--- YOUNG PEOPLE ---		
	<u>Total</u>	<u>Male</u>	<u>Female</u>	<u>Total</u>	<u>Male</u>	<u>Female</u>
<u>Compared To One Year Ago, Non-Smoking ...</u>						
Is gaining momentum	71	69	72	52	54	50
Is losing momentum	4	-	6	12	10	15
Is holding its own	21	28	17	28	29	27
No opinion	<u>4</u>	<u>3</u>	<u>5</u>	<u>8</u>	<u>7</u>	<u>8</u>
	100	100	100	100	100	100
Base:	(273)	(103)	(170)	(254)	(128)	(126)

SECTION FOUR
ATTITUDES TOWARDS SMOKING BEHAVIOUR

ATTITUDES TOWARDS SMOKING LOCATIONS
(Reference Tables 94 to 101)

Sensitivity To Smoking In Home

- Parents do exhibit a certain amount of sensitivity about people smoking in their home. More than one in four overall are very (15%) or somewhat (14%) sensitive to this. Most parents (57%) however are not sensitive at all about people smoking in their home.
- It is not surprising that parents who are non-smokers (56%) are more likely than those who have quit smoking (43%) or those who smoke themselves (7%) to be at least somewhat sensitive to people smoking in their home. Even among non-smokers, however, 28% say they are not sensitive at all to people smoking in their home. This attitude is indicative of the extent to which smoking is considered acceptable behaviour.

	% of Parents			
	<u>Total</u>	<u>Non-smoker</u>	<u>Quitter</u>	<u>Smoker</u>
<u>Sensitivity To People Smoking In Your Home</u>				
Very sensitive	15	33	19	3
Somewhat sensitive	14	23	24	4
A little sensitive	11	14	16	8
Not sensitive at all	57	28	38	81
No opinion	3	2	3	4
	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>
Base:	(979)	(273)	(200)	(506)

- Those parents most likely to be at least somewhat sensitive to people smoking in their home include:
 - * non-smoking parents with non-smoking children (57%)
 - * parents in households where no one smokes (54%)
 - * parents with more education (some university or more; 38%)
 - * more affluent parents (\$35,000 or more; 33%)
 - * parents who quit with non-smoking children (41%)
 - * parents in British Columbia (33%).

- The sensitivity that exists is such that one in six (17%) parents overall have asked someone not to smoke in their home. And the parents who are the most sensitive - the non-smokers (30%), the non-smoking parents with non-smoking children (28%) and those with some university or more (24%) - are the most likely to have asked someone not to smoke in their home.

- The reasons given for asking people not to smoke centre around the comfort of the household:

- * the smoke bothers me/allergic to smoke (25% or 4% of total parents)
- * it is an awful smell (23% or 4% of total)
- * I do not want people smoking in my house (12% or 2% of total)
- * I was pregnant (10% or 2% of total)
- * I was concerned about their health and wanted to keep them from smoking (10% or 2% of total).

- About half (45%) of those parents who have asked people not to smoke in their home believe the smokers are not insulted when they are asked not to smoke. Most of those who say smokers are insulted, however, do not care if they insult the smokers by asking them not to smoke.

% of Parents who have
asked people not to
smoke in their home

When Asked Not To Smoke, Smokers Are...

Not insulted	45
Insulted, but I don't care	27
Insulted, but I care	17
Don't know/no opinion	11
	<u>100</u>

Base: (170)

Sensitivity To Smoking At Work

- The overall sensitivity to people smoking at work tends to parallel that to people smoking at home. One in four (23%) of those parents who work say they are very or somewhat sensitive to people smoking at work. Two in three (66%) however, are not sensitive at all. This suggests that the sensitivity to smoke in the home is greater than sensitivity to smoke in the workplace.

- Again it is the non-smokers who exhibit the greatest sensitivity to smoking in the workplace.

Sensitivity To Smoking In The Car

- Overall, a larger proportion of parents are sensitive to people smoking in their car than they are to people smoking in their home or in the workplace. One in three (31%) parents overall say they are very or somewhat sensitive to people smoking in their car.
- In this respect, non-smokers (40%) and quitters (34%) are much more likely than smokers (5%) to be very sensitive to people smoking in their car.
- Others who say they are very sensitive to people smoking in their car include:
 - * parents from non-smoking households (43%)
 - * non-smoking parents with non-smoking children (41%)
 - * better educated (30%) and more affluent (27%) parents.

ATTITUDES TOWARDS SECOND-HAND SMOKE
(Reference Tables 102,103)

Sensitivity To Second-Hand Smoke

- Parents overall are split in their opinions as to how annoying they find second-hand smoke. While 49% find it very or somewhat annoying, 50% find it a little annoying or not annoying at all.
- While non-smokers and quitters are clearly more likely than smokers to find second-hand smoke annoying, it is significant to note that even among smokers, one in four (29%) find it at least somewhat annoying.

% of Parents

	<u>Total</u>	<u>Non-smoker</u>	<u>Quitter</u>	<u>Smoker</u>
<u>Second-Hand Smoke Is...</u>				
Very annoying	28	51	37	12
Somewhat annoying	22	28	28	17
A little annoying	18	16	16	20
Not annoying at all	32	5	19	51
	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>

Base:	(979)	(273)	(200)	(506)
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- Those parents particularly likely to find second-hand smoke very annoying include:
 - * females (34%)
 - * those with some university or more (34%)
 - * those on the Prairies (36%)
 - * those in non-smoking households (49%).
- Young people are more likely than parents to exhibit sensitivity to smoke from other people's cigarettes. Three in five (62%) young people (compared with one in two (49%) parents) find second-hand smoke at least somewhat annoying.

- As with parents, it is the non-smoking young people (48%) more so than those who smoke (19%) who find second-hand smoke very annoying. It is interesting to note however that young people who smoke are more sensitive to second-hand smoke than parents who smoke are.

% of Young People

	<u>Total</u>	<u>Non-smoker</u>	<u>Smoker</u>
<u>Second-Hand Smoke Is...</u>			
Very annoying	38	48	19
Somewhat annoying	24	23	26
A little annoying	20	17	25
Not annoying at all	18	12	30
	<u>100</u>	<u>100</u>	<u>100</u>
Base:	(421)	(276)	(144)

Perceived Danger Of Second-Hand Smoke

- Although all parents are not sensitive to smoke from other people's cigarettes, most (65%) do believe that second-hand smoke is at least somewhat harmful to the health of others.
- Moreover a majority in each smoker cell, including current smokers (53%) believe that second-hand smoke is harmful to others.

% of Parents

	<u>Total</u>	<u>Non-smoker</u>	<u>Quitter</u>	<u>Smoker</u>
<u>Second-Hand Smoke Is...</u>				
Very harmful to health of others	32	47	40	20
Somewhat harmful	33	35	33	33
A little harmful	18	12	18	21
Not harmful at all	14	5	8	21
No opinion	3	1	1	5
	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>
Base:	(979)	(273)	(200)	(506)

- Almost three in four (74%) young people believe second-hand smoke is harmful to others. Again, young smokers are more likely than parents who are smokers to believe second-hand smoke is harmful.

% of Young People

	<u>Total</u>	<u>Non-smoker</u>	<u>Smoker</u>
<u>Second-Hand Smoke Is...</u>			
Very harmful to health of others	42	49	27
Somewhat harmful	32	32	33
A little harmful	16	11	25
Not harmful at all	8	6	13
No opinion	2	2	2
	<u>100</u>	<u>100</u>	<u>100</u>
Base:	(421)	(276)	(144)

ATTITUDES TOWARDS SMOKERS
(Reference Tables 104 to 125)

Image Of Smokers Versus Non-Smokers

- There is generally a split in opinion among both parents and young people as to whether or not smokers are thought less of than non-smokers. While about two in five in each cell feel smokers are thought less of, similar proportions feel they are not.
- Among parents, similar proportions of non-smokers (43%), quitters (44%) and smokers (41%) say smokers are thought less of than non-smokers. Parents with incomes over \$35,000 (51%), those with some university or more (53%) are particularly likely to feel smokers are thought less of than non-smokers.
- Among young people as well, similar proportions of non-smokers (47%) and smokers (44%) say smokers are thought less of than non-smokers.
- Those people who feel smokers are thought less of than non-smokers say more people are into health and fitness today, and that those who smoke are demonstrating a lack of respect for their own bodies. They also say smokers are thought less of because their smoke bothers other people.

% of Respondents
who feel smokers are thought less of

	<u>Parents</u>	<u>Young people</u>
<u>Why Are Smokers Thought Less Of?</u> (selected)		
More people into health/fitness now/ more people care about their health	20	20
Smokers bother non-smokers	16	17
Think less of someone who smokes knowing it is dangerous	12	13
Infringes on rights of others to breathe clean air	9	7
A lot of places ban smoking now	9	4
More popular to be a non-smoker	8	7
Non-smokers are majority	8	6
A lot of bad publicity against smoking	7	3
Base:	(414)	(192)

Those who feel smokers are not thought less of than non-smokers say smokers are simply people practising their right to live as they want to.

% of Respondents
who feel smokers are not
thought less of

	<u>Parents</u>	<u>Young people</u>
<u>Why Are Smokers Not Thought Less Of? (selected)</u>		
Smokers are no different/should not be looked down on	28	23
Smoking is up to the individual/ his own business	22	21
People don't judge others because they smoke	12	11
Society accepts smoking	9	12
A lot of people smoke/more people smoke today	8	11
Base:	(439)	(169)

On a more personal level, overall, both parents and young people are likely to say they find non-smokers more acceptable than smokers.

Among parents, almost one in two (46%) find non-smokers more acceptable while 10% find smokers more acceptable. A significant proportion of parents who smoke withhold an opinion on this, however, even in this cell, more say they find non-smokers more acceptable. This suggests the trend is towards the declining acceptability of smoking.

% of Parents

	<u>Total</u>	<u>Non- smoker</u>	<u>Quitter</u>	<u>Smoker</u>
<u>Which Is More Acceptable?</u>				
A person who smokes	10	4	2	16
A person who doesn't smoke	46	70	64	26
No opinion	36	20	29	47
Don't know/no opinion	8	6	5	11
	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>
Base:	(979)	(273)	(200)	(506)

- People in non-smoking households are particularly likely to say they think more of a person who does not smoke (75%) than a person who smokes (3%).
- Among young people 71% say they find a person who does not smoke more acceptable. Both non-smokers and smokers in this age cell are more likely than their counterparts in the parents cell to say they find non-smokers more acceptable.

% of Young People

	<u>Total</u>	<u>Non-smoker</u>	<u>Smoker</u>
<u>Which Is More Acceptable?</u>			
A person who smokes	6	2	14
A person who doesn't smoke	71	87	40
No opinion	18	9	36
Don't know	5	2	10
	<u>100</u>	<u>100</u>	<u>100</u>
Base:	(421)	(276)	(144)

Social Acceptability Of Smoking

- Smoking is considered socially acceptable by almost one in two (46%) parents and one in three (32%) young people. Another one in three in each cell (34% and 33% respectively) say smoking is acceptable only under certain circumstances.
- Overall, then, young people are less likely than parents to consider smoking acceptable. More than one in four (29%) young people compared with one in six (18%) parents say smoking is barely acceptable or not acceptable at all.
- Within each cell, it is the smokers who are most likely to say smoking is socially acceptable. Again, however, there are indications that smokers aged 10-18 (44%) are less likely than parents who smoke (52%) to say that smoking is socially acceptable. That is, the anti-smoking feeling is stronger among young people.

- Those who consider smoking socially acceptable base their judgement on the fact that too many people smoke for it not to be considered acceptable. They view smoking as a right of the individual that has been traditionally accepted.
- Those who suggest smoking is acceptable only under certain circumstances say there are places where people cannot or should not smoke. They say, for example, that certain restaurants, public places and hospitals have non-smoking areas. They suggest that people should not smoke in the presence of non-smokers. People are saying that smokers should restrict themselves as to when and where they smoke.
- Those people who say smoking is barely acceptable or not acceptable at all have basically three reasons for their attitude. They say smoking endangers the health of the smoker, is a danger to others around the smoker and is a dirty habit which leaves a bad smell on clothes and irritating smoke in the air.

Social Acceptability Of Individual Smokers

- The types of individuals (from a selected list) most likely to be considered very acceptable by both parents and young people are:
 - * a teenager who doesn't smoke (91% of parents; 84% of young people)
 - * someone who has quit smoking (90%; 89%)
 - * a teacher who doesn't smoke (87%; 85%)
 - * a doctor who doesn't smoke (86%; 86%)
 - * someone who has never smoked (78%; 69%).
- Those next most likely to be considered very acceptable are:
 - * a man who smokes (45% of parents; 32% of young people)
 - * a woman who smokes (35%; 23%)
 - * a teacher who smokes (26%; 20%)
 - * a doctor who smokes (23%; 15%).

- Those types of individuals least likely to be considered very acceptable are:

- * a teenager who smokes (14% of parents; 15% of young people)
- * a professional athlete who smokes (12%; 5%)
- * a pregnant mother who smokes (9%; 3%).

- Overall, it is interesting to note the following from this data:

- * young people overall tend to be less accepting than parents of people who smoke
- * a woman who smokes is less acceptable than a man who smokes
- * a teenager who smokes is less acceptable than either a man or a woman who smokes.

- It is also significant to note that while smokers and non-smokers tend to agree on the acceptability of the various types of non-smokers, smokers are more likely than non-smokers to consider the various types of smokers acceptable.

Anti-Smoking Feeling

- The general feeling among both parents and young people is that the anti-smoking feeling is increasing. The perception that the anti-smoking feeling is gaining momentum tends to be more widespread among parents, however. Young people are not as sure that the movement is growing.

% of Respondents

	<u>Parents</u>	<u>Young people</u>
<u>Anti-Smoking Feeling Is...</u>		
Increasing	66	55
Staying constant	25	30
Decreasing	4	8
No opinion	5	7
	<u>100</u>	<u>100</u>
Base:	(979)	(421)

- Furthermore, among both parents and young people, the perception that the anti-smoking feeling is increasing is similar among smokers and non-smokers.

- Upscale parents are particularly likely to sense an increasing momentum in this area. Three in four parents with some university or more (76%) and a similar proportion of those earning over \$35,00 (73%) say the anti-smoking feeling is increasing.

MOMENTUM OF SMOKING BEHAVIOUR
(Reference Tables 126 to 129, 132 to 138)

Overall Momentum

- Among parents, particularly those who do not smoke, the feeling is that there are fewer people smoking today. That is, they feel smoking is losing momentum. The balance of opinion is that the number of smokers has stayed constant.

	% of Parents			
	<u>Total</u>	<u>Non-smoker</u>	<u>Quitter</u>	<u>Smoker</u>
<u>From What You Observe...</u>				
More people are smoking	12	11	9	14
Fewer people are smoking	54	56	64	49
Number has stayed the same	31	29	25	34
No opinion	3	4	2	3
	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>
Base:	(979)	(273)	(200)	(506)

- Parents with incomes over \$35,000 (71%) and those with some university or more (68%) are especially likely to feel there are fewer people smoking today.

- Young people are not as sure that the number of people who smoke is declining. Almost as many say the number is increasing as say it is decreasing or staying constant. Furthermore, it is among non-smoking young people that the perception that the number of smokers is growing is stronger.

- Among parents, those earning \$35,000 or more and those with some university or more give lower estimates of the number of Canadian adults who smoke (average estimates 51% and 49%, respectively). That is, upscale parents believe fewer Canadian adults are smoking.

Perceived Percent Of Teens Smoking

- Parents estimate, on average, that about 54% of Canadian teenagers smoke. This estimate is slightly lower among those parents earning over \$35,000 (average estimate 47%) and among those with at least some university (average estimate 48%).
- Young people estimate that about 58% of teenagers in Canada smoke, on average. Young people who smoke (average estimate 63%) give a higher average estimate than those who do not (average estimate 55%).

Momentum In Teen Smoking

- The general perception among parents is that more (40%) rather than fewer (27%) teenagers are smoking today than were smoking five years ago. This perception tends to be consistent across the various smoker categories.
- Those parents particularly likely to believe there are more teenagers smoking today include:
 - * those earning under \$20,000 (52%)
 - * those 45 and over (44%)
 - * those with high school or less (43%).
- One in two (49%) young people overall also feel that more teenagers are smoking today. This, too, is consistent between smokers (52%) and non-smokers (48%).

	% of Respondents	
	<u>Parents</u>	<u>Young people</u>
<u>Compared With Five Years Ago</u>		
More teenagers are smoking	40	49
Fewer teenagers are smoking	27	16
About the same proportions of teenagers are smoking	29	22
No opinion	4	13
	<u>100</u>	<u>100</u>
Base:	(979)	(421)

- Those who believe more teenagers are smoking today attribute the trend largely to peer pressure. They say teens want to be like their friends and that it is popular to smoke. Some see it as a result of less parental authority; they feel parents are more liberal today and are more likely to accept their children smoking.
- When they are asked who is responsible for the trend, those who believe more teenagers are smoking point to:
 - * peer pressure
 - * someone in the family smokes
 - * more freedom for teenagers/permissive society
 - * advertising.
- Those who suggest there are fewer teenagers smoking today than there were five years ago say teens today are more aware of the health risks. They say young people today are more conscious of their health and are therefore less likely to take up a habit which is potentially harmful to their health. There is some feeling that today's teens are more educated about the hazards of smoking both through the schools and through anti-smoking campaigns. And young people in particular suggest fewer teens are smoking because it is not 'cool' to smoke anymore. That is, they suggest peer pressure has been lifted.

- When those who believe fewer teens are smoking today are asked who or what is responsible for the trend, they point to:

- * government advertising/publicity for anti-smoking
- * schools are educating them against smoking
- * parents/home
- * teens are smarter/more individual today
- * more aware of the dangers of smoking.

REACTION TO FAMILY MEMBERS SMOKING
(Reference Tables 130,131,139,140)

Spouse Smoking

- More than two in five (44%) parents say their spouse smokes. Incidence of saying their spouse smokes is higher among:
 - * smokers (56%) than non-smokers (27%) or quitters (36%)
 - * parents under 45 (46%) than those over 45 (37%)
 - * those with high school or less (49%) than those with some university or more (31%)
 - * marijuana users (62%).

- Among those parents who say their spouse smokes, the degree of concern varies. Those who are non-smokers (60%) or quitters (52%) say the fact that their spouse smokes concerns them at least somewhat. Those who are smokers themselves however say it does not concern them at all (60%) that their spouse smokes.

Children Smoking

- Most (71%) parents say they feel very strongly that their children should not smoke. This view is held by smokers (61%) as well as non-smokers (85%) and quitters (78%). Clearly, there is a solid base among parents, of people interested in seeing that their children do not take up smoking.

	% of Parents			
	<u>Total</u>	<u>Non-smoker</u>	<u>Quitter</u>	<u>Smoker</u>
<u>Feelings About Children Smoking</u>				
Feel very strongly that your children should not smoke	71	85	78	61
Feel somewhat strongly	17	10	17	21
Feel not strongly at all	8	3	2	12
No opinion	4	2	3	6
	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>
Base:	(979)	(273)	(200)	(506)

- Among parents who smoke, those with children who do not smoke (65%) feel more strongly than those with children who do already smoke (52%) that their children not smoke. That is, smoking parents whose children do not yet smoke feel very strongly that their children should not start smoking.

Parents Smoking

- About two in five (43%) young people feel very strongly that their parents should not smoke. Those young people who do not smoke themselves are especially likely to feel strongly that their parents do not smoke.

% of Young People

	<u>Total</u>	<u>Non-smoker</u>	<u>Smoker</u>
<u>Feelings About Parents Smoking</u>			
Feel very strongly that parents should not smoke	43	55	22
Feel somewhat strongly	21	19	24
Feel not strongly at all	18	10	34
No opinion	18	16	20
	<u>100</u>	<u>100</u>	<u>100</u>
Base:	(421)	(276)	(144)

AWARENESS OF HEALTH DANGERS OF SMOKING
(Reference Tables 141 to 163)

Degree Of Familiarity With Health Dangers

- The vast majority of parents feel they are very (50%) or somewhat (38%) familiar with the potential health dangers of smoking. Furthermore, smokers (48%) are just as likely as quitters (49%) and non-smokers (53%) to be very familiar with the health danger. Clearly, parents do not feel an information void in this respect.
- Young people (35%) are less likely than parents (50%) to say they are very familiar with the dangers of smoking although again, smokers (36%) are just as likely as non-smokers (34%) to say they are very familiar. Overall, this suggests that more educating needs to be done with young people.

	% of Respondents	
	<u>Parents</u>	<u>Young people</u>
<u>Familiarity With Health Dangers Of Smoking</u>		
Very familiar	50	35
Somewhat familiar	38	46
A little familiar	8	13
Not familiar at all	2	4
No opinion	2	2
	<u>100</u>	<u>100</u>
Base:	(979)	(421)

- More affluent (59%) and better educated parents (59%) are particularly likely to feel very familiar with the potential health dangers of smoking.

Degree Of Concern With Health Dangers

- The potential health danger of smoking is something which concerns non-smoking parents more than it concerns those who smoke. Nonetheless, even among those who smoke, one in four (27%) say the potential health dangers concern them a lot. That is, while an anti-smoking approach which deals with the health hazards of smoking will not be entirely effective among smokers, it will carry some weight.

	% of Parents			
	<u>Total</u>	<u>Non-smoker</u>	<u>Quitter</u>	<u>Smoker</u>
<u>Potential Health Hazards Concern You...</u>				
A lot	44	62	63	27
Some	27	24	19	33
A little	15	8	13	20
Not at all	12	5	4	18
No opinion	2	1	1	2
	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>
Base:	(979)	(273)	(200)	(506)

- Non-smokers in the 10-18 age cell (48%) are not as likely as those in the parent cell (62%) to say the potential health dangers of smoking concern them a lot. This suggests there could be more education done with young people as to the possible health hazards.
- Young people who smoke (66%) however, are more likely than parents who smoke (60%) to express at least some concern about the possible health hazards of smoking.

	% of Young People		
	<u>Total</u>	<u>Non-smoker</u>	<u>Smoker</u>
<u>Potential Health Hazards Concern You...</u>			
A lot	40	48	25
Some	32	27	41
A little	17	15	21
Not at all	8	7	11
No opinion	3	1	2
	<u>100</u>	<u>100</u>	<u>100</u>
Base:	(421)	(276)	(144)

Awareness Of Potential Health Dangers

- With respect to the health hazards associated with smoking, most parents generally believe it is true that:

- * other than the lung cancer issue smoking is hazardous to one's health (86%)
- * smoking causes serious health problems (85%)
- * smoking causes lung cancer (82%)
- * smoking during pregnancy harms the child (79%)
- * smoking makes your heart work harder (78%)
- * a smoker is twice as likely as a non-smoker to die of heart disease (67%)
- * children born to smoking mothers generally have lower birth weights (57%).

- Although it is not a majority more parents believe the following are true than believe they are false:

- * smokers die at a younger age than non-smokers (47% say 'true'; 31% say 'false')
- * babies, in their first year, have a higher rate of pneumonia and bronchitis if their parents smoke at home (44% say 'true'; 20% say 'false').

- The general feeling is that the following statements are false:

- * smokers are absent from work/school more than non-smokers (52% say 'false'; 28% say 'true')
- * smoking causes one's blood to thin (40% say 'false'; 20% say 'true').

- For virtually every area, smoking parents are less likely than non-smoking parents to believe the statement is true, and are more likely to say the statement is false.

- The responses of young people tend reflect those of parents. Most young people say the following statements are true:

- * smoking causes lung cancer (94%)
- * smoking causes serious health problems (91%)
- * other than the lung cancer issue, smoking is hazardous to one's health (90%)
- * smoking during pregnancy harms the child (83%)
- * smoking makes your heart work harder (74%)
- * a smoker is twice as likely as a non-smoker to die of heart disease (70%)
- * smokers die at a younger age than non-smokers (53%).

- Although it is not a majority more young people believe the following are true than believe they are false:

- * babies, in their first year, have a higher rate of pneumonia and bronchitis if their parents smoke at home (44% say 'true'; 13% say 'false')
- * children born to smoking mothers generally have lower birth weights (39% say 'true'; 17% say 'false').

- Young people are more likely to say the following are false than they are to say they are true:

- * smokers are absent from school/work more than non-smokers (52% say 'false'; 30% say 'true')
- * smoking causes one's blood to thin (37% say 'false'; 21% say 'true').

- Among young people, as among parents, non-smokers tend to be more likely than smokers to say each of the statements is true.

- The data suggests that while people are sure about the hazards of smoking when it comes to such things as lung cancer, heart disease and pregnancy they are not as familiar with other health hazards. Significant proportions of both parents and young people say they do not know whether each of the following is true or false:

- * babies in their first year have a higher rate of pneumonia and bronchitis if their parents smoke at home (35% of parents 41% of young people)
- * smoking causes one's blood to thin (39% of parents; 40% of young people)
- * children born to smoking mothers generally have lower birth weights (23% of parents; 43% of young people)
- * smokers die at a younger age than non-smokers (20% of parents; 18% of young people)
- * smokers are absent from work/school more than non-smokers (20% of parents; 17% of young people).

Influence Of Potential Health Dangers On Smokers Attitude Towards Quitting

- The statements that are most likely to make smokers in both the parent and young people cell consider quitting are:

- * smoking causes lung cancer
- * smoking causes serious health problems.

- The statement least likely to make smokers consider quitting is:

- * smokers are absent from work/school more often than non-smokers.

- Young people who smoke tend to be more likely than their parent counterparts to be influenced by the health hazards.

	% of Smokers	
	<u>Parents</u>	<u>Young people</u>
Likelihood Of Fact Causing You To Consider Quitting Smoking		
Smoking Causes Lung Cancer		
Very/somewhat likely	63	79
A little/not likely at all	33	19
Smoking Causes Serious Health Problems		
Very/somewhat likely	62	81
A little/not likely at all	33	19
Other Than The Lung Cancer Issue Smoking Is Hazardous To One's Health		
Very/somewhat likely	58	78
A little/not likely at all	37	19
Smoking During Pregnancy Harms The Child		
Very/somewhat likely	57	74
A little/not likely at all	28	17
Smoking Makes Your Heart Work Harder		
Very/somewhat likely	56	73
A little/not likely at all	38	25
A Smoker Is Twice As Likely As A Non-Smoker To Die Of Heart Disease		
Very/somewhat likely	52	66
A little/not likely at all	43	29
Babies, In Their First Year, Have A Higher Rate Of Pneumonia And Bronchitis If Their Parents Smoke At Home		
Very/somewhat likely	52	61
A little/not likely at all	36	25
Children Born To Smoking Mothers Generally Have Lower Birth Rates		
Very/somewhat likely	48	54
A little/not likely at all	35	27
Smokers Die At A Younger Age Than Non-Smokers		
Very/somewhat likely	41	57
A little/not likely at all	52	39
Smokers Are Absent From School/Work More Than Non-Smokers		
Very/somewhat likely	24	28
A little/not likely at all	67	69

PERSPECTIVES ON CIGARETTE ADVERTISING
(Reference Tables 164 to 168)

Appeals Of Cigarette Advertising

- There are few focussed positives of cigarette advertising by either parents or young people. The good looking people (7% of parents; 12% young people) and the scenery (3% of parents; 5% of young people) used in the ads are about the only features which are mentioned. Both smokers and non-smokers in each cell tend to mention these with equal frequency.

Concerns With Cigarette Advertising

- People are more able to say what they do not like about cigarette advertising. Both parents and young people dislike the fact that the ads encourage more people to smoke by portraying a certain type of lifestyle. They dislike the fact that a potentially harmful product is being advertised at all.

	% of Respondents	
	<u>Parents</u>	<u>Young people</u>
<u>Concerns With Cigarette Advertising</u> (selected)		
Lifestyle ads/portray smokers as having a better life	9	8
They encourage people to smoke	8	16
The effect on children/teens/ encourages them to smoke	8	3
They make a harmful product look good	6	8
They advertise too much	5	5
Use sex appeal in ads	4	4
The product is harmful	3	6
Base:	(979)	(421)

- In both cells, however, it is the non-smokers more than the smokers who cite their concerns about cigarette advertising.

Attitudes Towards Self-Regulation Of Advertising By Tobacco Industry

- The general perception of both parents and young people is that the tobacco industry places too few as opposed to too many restrictions on itself in terms of advertising practices. Parents (42%) are more likely than young people (32%) however to say the industry puts too few restrictions on itself.

	% of Respondents	
	<u>Parents</u>	<u>Young people</u>
<u>Tobacco Industry Places...</u>		
Too many restrictions on itself	4	7
Too few restrictions on itself	42	32
About the right amount	36	37
Don't know/no opinion	18	24
	<u>100</u>	<u>100</u>
Base:	(979)	(421)

- In both cells, smokers are more likely than non-smokers to say the industry places about the right amount of restrictions on itself with respect to their advertising. That is, smokers are not as sensitive as non-smokers to cigarette advertising.

Attitudes Towards Government Advertising Restrictions

- Similarly, both parents and young people feel the government places too few restrictions on tobacco companies with respect to their advertising. Again, however, parents (41%) are more likely than young people (34%) to say the government places too few restrictions on tobacco industry advertising.

	% of Respondents	
	<u>Parents</u>	<u>Young people</u>
<u>Government Places...</u>		
Too many restrictions on tobacco industry advertising	7	7
Too few	41	34
About the right number	40	37
Don't know/no opinion	12	22
	<u>100</u>	<u>100</u>
Base:	(979)	(421)

- Smokers in both cells are more likely than non-smokers to feel the government places about the right number of restrictions on the tobacco industry's advertising.
- The largest proportion of those who feel the government currently places too few restrictions on cigarette advertising call for a complete ban of cigarette advertising (40% of parents; 28% of young people). Other, less drastic measures they feel should be taken by the government include:
 - * restrict amount of advertising (9% of parents; 16% of young people)
 - * put stronger warnings on packages (9% of parents; 13% of young people)
 - * restrict sale of tobacco more (4% of parents; 11% of young people)
 - * government should do more advertising on the dangers of smoking (8% of parents; 5% of young people).

PERSPECTIVES ON ANTI-SMOKING CAMPAIGNS
(Reference Tables 169 to 188)

Overall Awareness Of Anti-Smoking Campaigns

- Most parents (69%) and young people (70%) say they have read, heard or seen campaigns or publicity on the harmful effects of smoking, or promoting non-smoking.
- Among parents, smokers (70%), quitters (68%) and non-smokers (68%) also exhibit similar levels of awareness of such campaigns. Among young people, however, smokers (75%) are slightly more likely than non-smokers (69%) to be aware of them.
- The following table outlines what those aware of such campaigns recall about them.

% of Respondents
who recall anti-smoking
campaigns

	<u>Parents</u>	<u>Young people</u>
<u>Recall Of Ads (selected)</u>		
TV ads about stopping smoking	20	14
The lungs of a smoker	15	13
The increased possibility of lung cancer from smoking	11	14
Pamphlets of harmful effects of smoking	7	5
Ads/films in school	4	14
Base:	(677)	(298)

- The Cancer Society and the Heart and Lung Association stand out most frequently as the sponsor of the campaigns these people recall. Unaided, 13% of parents who recall a campaign and 7% of young people who recall a campaign say the sponsor was Health and Welfare Canada or The Ministry of Health.

Influence Of Anti-Smoking Campaigns On Smokers

- The anti-smoking publicity they have seen has reduced the desire to smoke in more than one in three of those parents (36%) and young people (40%) defined as smokers.
- In both cells, these types of campaigns appear to have more effect on lighter smokers.

		% of Smokers who recall anti-smoking campaigns			
		--- PARENTS ---		-- YOUNG PEOPLE --	
		<u>Occasional</u>	<u>Heavy</u>	<u>Light</u>	<u>Heavy</u>
<u>Anti-Smoking Campaigns Have Reduced Your Desire To Smoke</u>					
Yes		41	33	50	34
No		58	65	48	66
No opinion		<u>1</u>	<u>2</u>	<u>2</u>	<u>-</u>
		100	100	100	100
Base:		(146)	(192)	(40)	(66)

- Those smokers who say their desire to smoke has been reduced by the anti-smoking publicity say the talk of smoking being bad for their health has scared them or at least informed them to the extent that they no longer want to smoke as much.

Awareness Of Health And Welfare Canada's Information On Dangers Of Smoking

- On an aided basis more than one in two (54%) parents overall say they are aware of something that Health And Welfare Canada is doing to inform people of the dangers of smoking. Awareness is higher, moreover, among parents who smoke (60%) than among those who have quit (50%) or those who have never smoked (47%).

- Fewer young people (41%) than parents are aware of any anti-smoking campaigns sponsored by Health And Welfare Canada, on an aided basis. Again, however, young people who smoke (54%) are more likely than those who do not (35%) to be aware of a Health And Welfare Canada campaign.

- The specifics of the campaign which people recall are tabled below:

	% of Respondents who recall Health And Welfare Canada anti-smoking campaign	
	<u>Parents</u>	<u>Young people</u>
<u>Recall Of Campaign (selected)</u>		
Warning on cigarette packages	36	38
Ads on TV	28	24
Leaflets on dangers of smoking	18	10
Ads in newspaper/magazines	10	8
Smoking can lead to heart disease/ cancer	9	13
They send people to the schools to talk to children/teens	3	10
Base:	(533)	(174)

Attitudes Towards Current Efforts Of Health And Welfare Canada To Promote Non-Smoking

- The general attitude among parents is that Health And Welfare Canada should be doing more (53%) rather than less (3%) to promote non-smoking. The feeling that the department should be doing more in this area is stronger among non-smokers (60%) and quitters (58%) than among smokers (46%). Two in five (40%) smokers feel Health And Welfare Canada is about as involved as it should be in promoting anti-smoking.
- Young people are even more likely than parents to say Health And Welfare Canada should be doing more (64%) rather than less (1%) to promote anti-smoking. Furthermore young people who smoke (61%) are about as likely as those who do not (65%) to say the department should be doing more.

- Those who say the department should be doing more to promote anti-smoking say people should be told more about the dangers of smoking. In particular they feel children should be educated at an early age as to the dangers of smoking in order to stop them from starting. These people feel there are still too many people smoking and as such, Health And Welfare Canada should be doing more.
- For the most part, those who feel Health And Welfare Canada should be doing more to promote anti-smoking suggest it:
 - * advertise more
 - * go into the schools and educate children
 - * inform children/teens about the dangers of smoking
 - * sponsor more TV shows on smoking
 - * show people what smoking does to you.

Responsibility For Informing The Public About The Dangers Of Smoking

- Both parents (75%) and young people (67%) believe the responsibility for informing people about the dangers of smoking or promoting non-smoking should be shared by both the Federal and Provincial governments, rather than put mainly on one or the other level. This attitude is held by both smokers and non-smokers.
- Those who see it as a shared or joint responsibility say that it is a national as well as a provincial problem. They feel both levels should be involved so they can share the costs of the campaigns and reach more people. The feeling is that both levels of government receive tax revenue from the sale of cigarettes so it is the responsibility of both to be involved. There is also some feeling that a joint appeal or campaign would be stronger than an individual one.

Awareness Of 'Join The Non-Smoking Majority' Campaign

- Almost one in three (29%) parents say they have heard of the 'Join The Non-Smoking Majority' campaign. It is interesting to note that the proportion aware of the campaign is higher among smokers (32%) and non-smokers (28%) than quitters (22%).

- Awareness of the campaign is higher among parents under 35 (36%) and among people in Quebec (38%) and the Maritimes (40%).
- One in three (33%) young people overall claim awareness of the 'Join The Non-Smoking Majority' campaign. The proportion aware is higher among smokers (39%) than non-smokers (30%).
- Many of those who claim awareness of the campaign say only that they have heard the name or seen a television commercial or a button for the campaign. That is, they are not really sure what it is all about. Others, however, say it is a campaign designed to encourage people to quit smoking and join the majority.
- Most of those aware of the campaign do not know who the sponsor is. Only 2% of adults and 4% of young people overall say the sponsor is Health And Welfare Canada.

SECTION FIVE
GENERAL ATTITUDES TOWARDS SMOKING

GENERAL ATTITUDES TOWARDS SMOKING
(Reference Table 189)

- Respondents were asked to indicate their level of agreement with each of a list of statements about smoking. Responses were indexed such that the closer the rating is to one hundred the stronger the overall level of agreement is with each statement. The closer the rating is to zero, the greater is the level of disagreement with the statement.

Health Aspects

- Overall, parents indicate they are generally concerned about the effects of smoking on one's health. They are more likely than not to feel the health warnings and concerns with respect to smoking are well founded. They do not, however, appear to blame the tobacco industry to any great degree for its part in providing potentially dangerous products.
- It is not surprising that health concerns tend to be more evident among non-smokers and quitters than among smokers. Smokers, on the other hand, are more likely than non-smokers or quitters to feel health scares about smoking are unfounded.

Index of Agreement
(Maximum 100)

-----PARENTS-----

	<u>Total</u>	<u>Non-smoker</u>	<u>Quitter</u>	<u>Smoker</u>
I am really concerned about what smoking does for one's health	76	89	90	64
I don't know how cigarette company executives sleep at night, knowing they are selling potentially dangerous products	44	57	48	35
I think the health scares about smoking are largely unfounded	33	18	21	45
Base:	(979)	(506)	(273)	(200)

- Young people, overall, are also concerned about the health effects of smoking. As with parents, non-smokers more so than smokers are likely to feel the concerns and health warnings about smoking are founded.
- Young people, however, are somewhat more likely than parents to be critical of the tobacco industry's role in providing a potentially dangerous product.
- Young females are slightly more likely than males to be concerned about the dangers of smoking and are more likely to blame the tobacco industry for producing a potentially dangerous product.

Index of Agreement
(Maximum 100)

----- YOUNG PEOPLE -----

-----SEX-----

	<u>Total</u>	<u>Non-smoker</u>	<u>Smoker</u>	<u>Male</u>	<u>Female</u>
I am really concerned about what smoking does for one's health	80	85	69	78	81
I don't know how cigarette company executives sleep at night, knowing they are selling potentially dangerous products	59	66	43	56	61
I think the health scares about smoking are largely unfounded	36	29	47	38	33
Base:	(421)	(144)	(276)	(208)	(213)

Anti-Smoking Aspects

- In general, there is a high level of support among parents, particularly non-smokers and quitters more so than smokers, for increasing anti-smoking programs and measures, overall, in society. That is, they tend to be in favour of anti-smoking programs in general. In specific, they support legislation to decrease the incidence of smoking in public places. They tend to feel parents' smoking behaviour sets an example for children.

They feel it is important that parents, as well as society in general, stress the benefits of not smoking. Although there is somewhat less agreement with respect to banning all cigarette advertising, particularly among smokers, the data indicates there is strong support among parents for stricter and increased non-smoking programs.

- The perception among parents is that fewer people are starting to smoke today, and more and more are becoming non-smokers. That is, parents see a non-smoking trend in society and few perceive this to be a fad or passing phase.
- Smokers tend to be less likely than others to feel parental influence and anti-smoking programs are important and necessary. They are less likely, as well, to perceive people are quitting but just as likely to feel fewer are starting today.

Index of Agreement
(Maximum 100)

-----PARENTS-----				
	<u>Total</u>	<u>Non-smoker</u>	<u>Quitter</u>	<u>Smoker</u>
There should be more educational programs in schools, doctors' offices and so on, on the benefits of not smoking	87	92	92	82
I approve of non-smoking areas in public places such as restaurants	85	94	79	88
I think anti-smoking programs are necessary and good for society	84	93	90	77
It is important for parents to set an example for their children by not smoking	80	91	89	70
I think more and more people are becoming non-smokers	72	76	80	68
There should be more legislation to set apart non-smoking areas in public places	70	85	80	58
All cigarette advertising should be banned	64	74	69	57
Fewer people are starting to smoke today	62	60	65	61
I think people who oppose smoking are fanatics	33	22	27	41
Non-smoking is a fad and its popularity will soon pass	23	18	15	28
Base:	(979)	(273)	(200)	(506)

- Young people, as well, appear to be supportive of anti-smoking programs and measures, although support tends to be stronger among non-smokers than smokers.
- Young smokers are less likely than non-smokers to feel parents should set an example for their children with respect to non-smoking behaviour.

- Young smokers are just as likely as young non-smokers, however, to feel more people are becoming non-smokers and fewer people are starting to smoke today.

Index of Agreement
(Maximum 100)

-----YOUNG PEOPLE-----

	<u>Total</u>	<u>Non-smoker</u>	<u>Smoker</u>
There should be more educational programs in schools, doctors' offices and so on, on the benefits of not smoking	88	92	79
I approve of non-smoking areas in public places such as restaurants	89	94	80
I think anti-smoking programs are necessary and good for society	87	91	78
It is important for parents to set an example for their children by not smoking	80	86	69
I think more and more people are becoming non-smokers	65	64	67
There should be more legislation to set apart non-smoking areas in public places	77	81	68
All cigarette advertising should be banned	65	71	54
Fewer people are starting to smoke today	57	58	57
I think people who oppose smoking are fanatics	35	30	42
Non-smoking is a fad and its popularity will soon pass	28	24	34
Base:	(421)	(276)	(144)

- Parents are more likely than young people to perceive a declining trend in the number of people who are becoming non-smokers (Index 72 vs. 65) and also a decline in the number who are starting to smoke today (Index 62 vs. 57). Young people, on the other hand, are more likely than parents to feel there should be more legislation to set apart non-smoking areas in public places (Index 77 vs. 70).

Social Aspects

- Overall, parents tend to have a fairly accepting attitude towards smoking and smokers. The general feeling is that smoking is not a factor in whether a person is liked or disliked. Smokers, however, tend to be most likely to feel this way and they are also more likely than non-smokers or quitters to say many of their friends smoke.
- Quitters and non-smokers are more likely than smokers to perceive that smoking is less socially acceptable today than it was five years ago however.
- Non-smokers, and to a lesser extent, quitters are more likely than smokers to be opposed to the smell of smoke.
- Although smokers are most likely to agree that smoking is no one else's business but the person who smokes, quitters are more likely than non-smokers to feel this way.

Index of Agreement (Maximum 100)

-----PARENTS-----

	<u>Total</u>	<u>Non-smoker</u>	<u>Quitter</u>	<u>Smoker</u>
Smoking does not influence whether or not someone is liked or disliked	76	71	72	80
Many of my friends smoke	72	57	65	82
Smoking is less socially acceptable than it was five years ago	66	69	71	62
Smokers always have bad breath	65	74	72	58
I hate the smell of smoke (mine or someone else's) on my clothes, in the car, etc.	65	87	75	48
Smoking is no one else's business but the person who smokes	64	44	52	79
Smoking disgusts me. It is a filthy habit	53	75	61	39
Base:	(979)	(273)	(200)	(506)

- Young people tend to feel strongly about the smell from smoking. Non-smokers, in particular dislike the smell of smoke on clothing, cars, etc., and feel smokers always have bad breath. They do not, however, generally feel that smoking influences whether someone is liked or disliked, although smokers are more likely than non-smokers to say they have many friends who smoke.

Index of Agreement
(Maximum 100)

-----YOUNG PEOPLE-----

	<u>Total</u>	<u>Non-smoker</u>	<u>Smoker</u>
Smoking does not influence whether or not someone is liked or disliked	68	66	73
Many of my friends smoke	64	51	86
Smoking is less socially acceptable than it was five years ago	61	62	59
Smokers always have bad breath	71	77	60
I hate the smell of smoke (mine or someone else's) on my clothes, in the car, etc.	75	86	56
Smoking is no one else's business but the person who smokes	65	58	78
Smoking disgusts me. It is a filthy habit	65	78	41
Base:	(421)	(276)	(144)

- Young people are more likely than parents to agree with the following statements about smoking:

- * I hate the smell of smoke (Index 75 vs. 65)
- * smoking disgusts me (Index 65 vs. 53)
- * smokers always have bad breath (Index 71 vs. 65)

and they are less likely to agree with the following:

- * many of my friends smoke (Index 64 vs. 72)
- * smoking does not influence whether or not someone is liked or disliked (Index 68 vs. 76)
- * smoking is less socially acceptable today than it was five years ago (Index 61 vs. 66).

- Young people, then, are more likely than parents to be sensitive to smoke, in general. They are less likely to have friends who smoke and more likely to feel smoking behaviour influences whether or not someone is liked.

Starting Aspects

- As indicated elsewhere in the study, parents are very likely to say they started smoking when many of their friends started, against the wishes of their parents. They wanted to do their own thing.
- The influence of having parents that smoke(d) on smoking parents' decision to smoke tends to be minimal. Just as many smoking parents agree as disagree that they saw no harm in smoking because their parents smoke(d).
- Few parents feel smoking is a sign of maturity.

Index of Agreement (Maximum 100)

-----PARENTS-----				
	<u>Total</u>	<u>Non-smoker</u>	<u>Quitter</u>	<u>Smoker</u>
I started smoking when many of my friends started smoking	78	50	84	78
I started smoking against the wishes of my parents	68	41	68	70
I started smoking because I wanted to do my own thing	58	33	59	60
My parents smoke(d), so I saw no harm in smoking myself	52	28	54	56
Smoking is a sign of being grown up	16	9	16	20
Base:	(979)	(273)	(200)	(506)

- Female parents (Index 78) are more likely than males (Index 65) to say they started smoking against the wishes of their parents.

- Young smokers, as well, are likely to say they started, against the wishes of their parents. Young smokers are just as likely as not to say they started smoking because they wanted 'to do their own thing' or because they saw no harm in it because their parents smoke(d). Few young people say outright that they perceive smoking to be a sign of maturity.
- Young females are more likely than males to say they started because their friends were smoking. Although they are more likely to say they started against their parents' wishes, they indicate they were more likely than males to have been influenced by smoking parents.

Index of Agreement
(Maximum 100)

----- YOUNG PEOPLE -----

-----SEX-----

	<u>Total</u>	<u>Non-smoking</u>	<u>Smoking</u>	<u>Male</u>	<u>Female</u>
I started smoking when many of my friends started smoking	69	50	80	65	73
I started smoking against the wishes of my parents	59	47	65	52	66
I started smoking because I wanted to do my own thing	42	29	50	41	44
My parents smoke(d), so I saw no harm in smoking myself	42	27	53	38	45
Smoking is a sign of being grown up	12	9	19	15	10
Base:	(421)	(276)	(144)	(208)	(213)

- Overall, parents who smoke are more likely than young smokers to say they started against the wishes of their parents and young smokers are more likely to have started because they wanted to do their own thing.

Personal Reactions

- Non-smoking parents and those who have quit are proud of the fact that they do not smoke. Smokers and quitters, on the other hand, are very likely to regret ever having started smoking. That is, for whatever reasons, most parents feel that, personally, not smoking is preferable to smoking.
- Consistent with findings elsewhere in the study, smokers are most likely to agree that smoking relaxes them. They also tend to say that smoking gives them something to do with their hands, that they enjoy the taste of smoking and smoking gives them a lift. They are slightly less likely to say that they light up almost without knowing it and they feel uncomfortable in a social situation if they are without a cigarette. They are just as likely to agree as disagree that smoking keeps their weight down, and that they cannot go without a cigarette for more than 30-45 minutes.
- The implication, then, is that smokers believe they are most likely to be smoking for pleasure, for the enjoyment and relaxation they get from smoking rather than smoking out of habit or dependence.
- Smokers are likely to say they would still smoke, even if everyone they knew quit smoking.
- Females, tend to be more likely than males to say smoking relaxes them, gives them something to do with their hands and gives them a lift. They are also more likely to perceive that smoking keeps their weight down.

Index of Agreement
(Maximum 100)

-----PARENTS-----

-----SEX-----

	<u>Total</u>	<u>Non-smoker</u>	<u>Quitter</u>	<u>Smoker</u>	<u>Male</u>	<u>Female</u>
I feel proud of myself for not smoking	76	86	88	44	74	78
I regret ever starting to smoke	75	52	75	76	73	76
Smoking relaxes me	68	20	21	77	63	72
Smoking gives me something to do with my hands	66	15	36	73	62	70
I enjoy the taste I get from smoking	59	11	24	71	57	60
I like the feeling smoking gives me. It gives me a lift	59	23	18	68	56	63
I would still smoke, even if everyone I knew quit smoking	57	19	9	66	56	59
I light up almost without knowing it	54	16	13	61	53	56
I feel uncomfortable in a social situation if I don't have a cigarette	49	9	23	58	47	51
Smoking keeps my weight down	49	33	37	54	44	55
I can't go without a cigarette for more than 30-45 minutes	47	15	8	54	46	48
Base:	(979)	(273)	(200)	(506)	(481)	(498)

- Young non-smokers are proud of the fact they do not smoke, while smokers are likely to regret ever having started. In particular, young female smokers more so than males regret ever having started to smoke. As with parents, then, non-smoking appears to be the preferred behaviour.

- Among young smokers more so than among parents who smoke, friends appear to have influence on their behaviour. That is, young smokers are less likely than parents to say they would still smoke even if everyone else they knew quit.

Young smokers, as well, appear to smoke mostly for the pleasure rather than habit or dependence. Although young smokers are less likely than parents who smoke to agree with the following:

- * smoking gives me something to do with my hands (Index 67 vs. 73)
- * I enjoy the taste I get from smoking (Index 64 vs. 71)
- * I like the feeling smoking gives me. It gives me a lift (Index 53 vs. 68)
- * I light up almost without knowing it (Index 52 vs. 61)
- * I feel uncomfortable in a social situation if I don't have a cigarette (Index 52 vs. 58)
- * I can't go without a cigarette for more than 30-45 minutes (Index 44 vs. 54).

Index of Agreement
(Maximum 100)

----- YOUNG PEOPLE -----

-----SEX-----

	<u>Total</u>	<u>Non-smoker</u>	<u>Smoker</u>	<u>Male</u>	<u>Female</u>
I feel proud of myself for not smoking	87	94	53	85	89
I regret ever starting to smoke	69	58	74	65	72
Smoking relaxes me	55	16	71	52	57
Smoking gives me something to do with my hands	50	18	67	44	45
I enjoy the taste I get from smoking	45	15	64	44	45
I like the feeling smoking gives me. It gives me a lift	38	11	53	36	40
I would still smoke, even if everyone I knew quit smoking	44	15	57	44	43
I light up almost without knowing it	36	9	48	35	36
I feel uncomfortable in a social situation if I don't have a cigarette	37	14	52	37	37
Smoking keeps my weight down	45	32	54	44	46
I can't go without a cigarette for more than 30-45 minutes	30	2	44	32	28

SECTION SIX
'TOWARD A GENERATION OF
NON-SMOKING CANADIANS'

INITIAL REACTION TO CONCEPT
(Reference Table 190)

- The concept of 'Toward A Generation Of Non-Smoking Canadians' was outlined to people as follows:

'Generation of Non-Smokers' involves a long-term effort to have as many young people as possible grow up to adulthood as non-smokers. In order to do this, parents must be made aware of how their actions influence their children's behaviour. They also have a responsibility to protect children from second-hand smoke and to set a good example by quitting smoking. With young people, the idea would be to do everything possible throughout childhood and adolescence to prevent them from starting to smoke, by emphasizing the social and health advantages of not smoking.'

- The vast majority of both parents (89%) and young people (90%) say this is a good idea rather than not a good idea.
- Among parents non-smokers and quitters are more likely than smokers to feel the concept is a good idea.

	% of Parents			
	<u>Total</u>	<u>Non-smoker</u>	<u>Quitter</u>	<u>Smoker</u>
<u>Concept Of 'Toward A Generation Of Non-Smoking Canadians' Is...</u>				
A good idea	89	94	96	83
Not a good idea	6	2	1	9
No opinion	5	4	3	8
	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>
Base:	(979)	(273)	(200)	(506)

- Among young people, non-smokers are also more likely than smokers to feel the concept is a good one.

	% of Young People		
	<u>Total</u>	<u>Non-smoker</u>	<u>Smoker</u>
<u>Concept Of 'Toward A Generation Of Non-Smoking Canadians' Is...</u>			
A good idea	90	96	78
Not a good idea	6	3	12
No opinion	4	1	10
	<u>100</u>	<u>100</u>	<u>100</u>
Base:	(421)	(276)	(144)

- The demographic profiles of those who feel the concept is a good idea compared with those who feel it is not a good idea provide some interesting clues.

DEMOGRAPHIC PROFILES

		% of Respondents	
		--- CONCEPT IS ---	
		<u>Good idea</u>	<u>Not a good idea</u>
SEX			
Male		49	48
Female		51	52
AGE			
10 - 18		30	28
19 - 24		5	6
25 - 34		24	26
35 - 44		23	21
45 & over		17	18
Average Age (years)		31.5	31.4
MARITAL STATUS			
Single		33	32
Married		58	53
Divorced/separated/widowed		8	(15)
RESIDENCE			
House		(66)	47
Apartment		13	(30)
Townhouse		12	(19)
MALE HOUSEHOLD HEAD WORKS			
Full time		(81)	72
Part time		3	4
OCCUPATION OF MALE HOUSEHOLD HEAD (of those who work)			
Skilled labour		44	45
Unskilled labour		13	18
Professional		12	9
Executive/owner		10	13
FEMALE HOUSEHOLD HEAD WORKS			
Full-time		31	35
Part-time		16	8
OCCUPATION OF FEMALE HOUSEHOLD HEAD (of those who work)			
Clerical/office work		35	33
Skilled labour		18	(25)
Unskilled labour		16	19
Professional		(16)	7

% of Respondents

--- CONCEPT IS ---

	<u>Good idea</u>	<u>Not a good idea</u>
EDUCATION		
Some/completed public school	19	18
Some/completed high school	56	62
Some/completed community college	12	14
Some/completed university	8	6
Some/completed graduate school	5	1
UNION HOUSEHOLD	45	37
AVERAGE HOUSEHOLD INCOME (\$000)	26.3	23.6

BEHAVIOURAL PROFILES

	% of Respondents	
	--- CONCEPT IS ---	
	<u>Good idea</u>	<u>Not a good idea</u>
CURRENTLY SMOKE		
Cigarettes	43	(81)
Cigars	4	(10)
Pipe	3	7
CLASSIFY SELF AS(total % pre/past discussion)		
Smoker	44	(81)
Non-smoker	56	19
HAVE SMOKED MARIJUANA	27	(48)
REGULARLY PARTICIPATE IN...		
Swimming/water sports	49	45
Bicycling	(48)	39
Ice skating	(36)	29
Hiking/camping	33	28
Fishing	28	29
Baseball	26	22
Cross-country skiing	21	12
Bowling	21	(33)
Jogging	20	16
Tennis	19	16
Roller skating	19	19
Hockey	(17)	11
Basketball	14	11
Soccer	(14)	8
Golf	13	18
Badminton	13	9
HAVE CONSUMED		
Beer	57	(66)
Wine	48	44
Rye	23	(28)
Liqueurs	(21)	14
Rum	20	19
Vodka	18	(27)
Gin	14	(19)
Scotch	9	9

POSITIVES OF CONCEPT
(Reference Tables 191,193,213)

Likes Of The Concept

- The concept of 'Toward A Generation Of Non-Smoking Canadians' appeals to people because they like the idea that the program starts in the home, with parents setting an example for their children not to smoke.

	% of Respondents	
	<u>Parents</u>	<u>Young people</u>
<u>Positives Of Concept</u> (selected)		
Good idea to start with children	27	19
Idea that children should learn from the example their parents set	15	21
Parents can teach their children/ program starts in the home	12	15
Get fewer young children smoking	11	9
Encourages non-smokers	10	11
Base:	(979)	(421)

Positive Words

- There are certain words or phrases within the concept statement which people feel are more important than others. Both parents and young people suggest the following ideas are most important:

- * parental influence/influencing children's behaviour by setting an example
- * 'Toward A Generation Of Non-Smokers'
- * emphasizing the health advantages of not smoking
- * doing everything possible to prevent them from starting to smoke
- * second-hand smoke
- * parental responsibility
- * social advantages of not smoking.

Most Important Point

- The two most important things which people believe the concept should be communicating are:
 - * smoking is bad for your health
 - * stop smoking or stop before you start.

- Other points which emerge as important ones to be communicated are:
 - * discourage children from smoking
 - * parents are an example for their children.

NEGATIVES OF CONCEPT
(Reference Tables 192,194)

- There are few focussed negatives about the concept 'Toward A Generation Of Non-Smoking Candians'. About seven in ten parents (67%) and young people (74%) say there is nothing about the concept which they dislike.
- The few concerns which do emerge unaided are:
 - * do not like telling adults to quit smoking/can't force parents to quit
 - * puts responsibility totally on parents.

Inappropriate Words

- Similarly, there are few focussed comments about any words or phrases which are considered inappropriate to the concept. The few that do emerge are:
 - * second-hand smoke/can't always protect children from smoke
 - * social advantages of not smoking
 - * parents do not have that much influence with their children.

IS THE GOAL ACHIEVABLE?
(Reference Tables 196 to 198)

- The general feeling among parents is that the goal is achievable (68%). Non-smokers (72%) and quitters (74%), however, have more faith than smokers (62%) that the goal is achievable.
- Three in four (77%) young people feel the goal of the concept is achievable. In this cell, moreover, smokers (73%) are almost as likely as non-smokers (79%) to feel it is an achievable goal.
- It is interesting to note that while most of those who feel the concept is a good idea say the goal is achievable (74%), most of those who say it is not a good idea feel the goal is not achievable (73%).
- Those who feel the goal is achievable say that if the program reaches young enough children, and pushes the point hard enough, the program could be successful. These people feel that people are concerned about their own health and their children's health and that, given time, the goal would be achievable on that basis.
- Those who suggest the goal is not achievable feel that people who want to smoke will always smoke regardless of what is told to them. That is, they feel there will always be people who will start smoking and not want to quit.

WHO SHOULD THE TARGET BE?
(Reference Tables 232 to 237)

- The general feeling among parents is that the idea 'Toward A Generation Of Non-Smoking Canadians' should be aimed at all Canadians (66%) but mainly at children (42%) Non-smokers are as likely to say it should be aimed mainly at parents (37%) as they are to say it should be aimed mainly at children (42%).

	% of Parents			
	<u>Total</u>	<u>Non-smoker</u>	<u>Quitter</u>	<u>Smoker</u>
<u>Idea Should Be Aimed At...</u>				
All Canadians	66	68	74	62
Mainly at children	42	42	36	44
Mainly at parents	29	37	27	26
At teachers	19	21	19	18
Mainly at doctors	15	16	16	14
Base:	(979)	(273)	(200)	(506)

- Young people exhibit similar views overall although they feel more strongly than parents that the idea should be aimed at all Canadians (76%). Moreover, among young people, smokers (36%) are more likely than non-smokers (28%) to feel the idea should be aimed mainly at children.

	% of Young People		
	<u>Total</u>	<u>Non-smoker</u>	<u>Smoker</u>
<u>Idea Should Be Aimed At...</u>			
All Canadians	76	81	66
Mainly at children	31	28	36
Mainly at parents	25	25	23
At teachers	15	14	18
Mainly at doctors	12	10	15
Base:	(421)	(276)	(144)

- Those who feel the idea should be aimed at all Canadians Tend to say that everyone should be aware of the concept as it is everyone's concern. They feel the idea should be to discourage everyone from smoking.

- Those who feel the target should be mainly children feel the concept should be to stop children and young people from starting to smoke. They feel that if today's children stop smoking, or do not even start, the next generation might not smoke.

- Those who feel parents should be the main target of the idea suggest it is up to the parents to influence their children when they are young. They feel the concept should be to encourage parents to encourage their children not to smoke.

COMMUNICATION METHODS

(Reference Tables 195,199 to 212,214 to 231)

Expected Promotion Techniques

- People would expect the government to promote the idea of 'Toward A Generation Of Non-Smoking Canadians' through television programs and commercials, general advertising and in the schools.

<u>Expected Methods Of Communication</u> (selected)	% of Respondents	
	<u>Parents</u>	<u>Young people</u>
T.V. programs/commercials	28	33
In the school system/work with children	22	14
Advertising (general mention)	15	14
Films/school films	10	3
Radio programs/commercials	9	13
Newspaper ads	6	6
Base:	(979)	(421)

Perceived Effectiveness Of Various Techniques

- Both parents and young people believe the most effective ways of getting information to the public about the concept and the benefits of non-smoking are through the schools and the electronic media.
- They feel the least effective methods would be to leave brochures in public places like Post Offices, banks or shopping malls.
- Young people tend to be more optimistic than parents about the effectiveness of various techniques, particularly the following:
 - * pamphlets or brochures in cigarette packages
 - * magazine advertising
 - * booklets in hospitals
 - * pamphlets or brochures in family allowance cheques
 - * booklets in shopping malls.

In virtually every area, smokers tend to be less likely than non-smokers to say an information sources would be very or somewhat effective.

	% of Respondents	
	<u>Parents</u>	<u>Young people</u>
<u>Perceived Effectiveness Of Information Sources</u>		
Booklets Or Pamphlets Distributed Through Schools		
Very/somewhat effective	86	84
A little/not effective at all	13	14
Television Advertising		
Very/somewhat effective	84	90
A little/not effective at all	15	9
Radio Advertising		
Very/somewhat effective	75	77
A little/not effective at all	24	22
Booklets In Doctor's Offices		
Very/somewhat effective	67	71
A little/not effective at all	37	28
Advertising On Billboards		
Very/somewhat effective	64	68
A little/not effective at all	35	30
Newspaper Advertising		
Very/somewhat effective	63	68
A little/not effective at all	36	32
Pamphlets Or Brochures In Cigarette Packages		
Very/somewhat effective	63	71
A little/not effective at all	36	28
Magazine Advertising		
Very/somewhat effective	61	68
A little/not effective at all	38	30
Booklets In Hospitals		
Very/somewhat effective	59	69
A little/not effective at all	40	28
Pamphlets Or Brochures In Family Allowance Cheques		
Very/somewhat effective	57	68
A little/not effective at all	42	30
Booklets In Shopping Malls		
Very/somewhat effective	41	50
A little/not effective at all	59	49

	% of Respondents	
	<u>Parents</u>	<u>Young people</u>
Booklets In Banks		
Very/somewhat effective	32	38
A little/not effective at all	66	60
Booklets In Post Offices		
Very/somewhat effective	30	38
A little/not effective at all	68	59
Base:	(979)	(421)

Communications Themes

- People tend to feel that the main theme or thrust of the idea should be to educate people about the benefits of not smoking and the responsibilities of parents to encourage their children not to smoke. There is also some feeling that as part of the idea, the government could pass legislation regulating the advertising of cigarettes.
- Only one in two, however, feel that legislation regulating the sale of cigarettes should be a part of the concept. Smokers in particular feel this should not be a part of the idea.
- Overall, people are saying they perceive the concept to be education-oriented more than legislation oriented.

	% of Respondents	
	<u>Parents</u>	<u>Young people</u>
<u>As Part Of Idea, Government Should...</u>		
Educate people in general about the benefits of not smoking	88	93
Educate parents about their responsibilities with respect to encouraging their children not to smoke	85	92
Pass legislation regulating the advertising of cigarettes	71	70
Pass legislation regulating the sale of cigarettes	46	53
Base:	(979)	(421)

- Those who feel the concept is a bad idea are particularly likely to feel the government should use it as an education tool, not a legislative one.

Spokespeople/Organizations

- People say it is a good idea to have a variety of people and organizations involved in getting the idea across to Canadians. In particular, at least four in five parents and young people say it would be a good idea to have the following involved:

- * an organization like the Lung Association or Cancer Society
- * the Canadian Medical Association
- * a person who has lung cancer
- * a doctor
- * teachers
- * a parent
- * an athlete like Wayne Gretsky.

- Both cells are least likely to feel a writer or the Prime Minister should be involved in getting the idea across to Canadians.

- In most cases, smokers are less likely than non-smokers to feel any of the people or organizations should be involved.

	% of Respondents	
	<u>Parents</u>	<u>Young people</u>
<u>Should Be Involved</u>		
An organization like the Lung Association or Cancer Society	87	91
The Canadian Medical Association	84	87
A person who has lung cancer	84	88
A doctor	84	86
Teachers	84	76
A parent	84	85
An athlete like Wayne Gretsky	80	76
The federal Minister of Health and Welfare	72	82
A child	72	62
Your provincial Minister of Health and Welfare	71	79
A popular Canadian personality like Anne Murray	67	67
A writer	44	30
The Prime Minister	43	56
Base:	(979)	(421)

SUPPORT FOR POSSIBLE ACTIONS
(Reference Tables 239 to 243)

- Although parents prefer to think of the concept as an educational rather than a legislative tool, they tend to say they would support legislation to:
 - * control the tar and nicotine content of cigarettes (84%)
 - * ban all cigarette advertising (70%)
 - * further restrict smoking in public places (66%).

- Smokers as well as non-smokers and quitters say they would support legislation of these types.

- Non-smoking parents say they would support while smoking parents say they would not support legislation to:
 - * increase the price of cigarettes through taxes to discourage smoking
 - * control the sales of cigarettes or the number of cigarettes sold yearly in Canada.

- Overall, most young people say they would support each of these legislative measures. However, young people who smoke would not support legislation to:
 - * increase the price of cigarettes through taxes to discourage smoking
 - * control the sales of cigarettes or the number of cigarettes sold yearly in Canada.

PRE-POST REACTION TO CONCEPT
(Reference Tables 190, 244)

- There is little change in the opinions of parents about the promotion of a generation of non-smoking Canadians after they think about the idea for a while. Initially 89% of parents felt it was a good idea, and post-measurement reveals that 90% feel it is a good idea.
- Talking about the idea does appear to have some positive effect on young people, however, particularly young smokers.

% of Young People						
----- PRE -----			----- POST -----			
<u>Total</u>	<u>Non-smoker</u>	<u>Smoker</u>	<u>Total</u>	<u>Non-smoker</u>	<u>Smoker</u>	
<u>'Toward A Generation Of Non-Smoking Canadians' Is...</u>						
A good idea	90	96	78	93	97	85
Not a good idea	6	3	12	4	2	7
No opinion	4	1	10	3	1	8
	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>
Base:	(421)	(276)	(144)	(421)	(276)	(144)

SECTION SEVEN
DEMOGRAPHIC PROFILE
AND
LIFESTYLE BEHAVIOUR AND ATTITUDES

FOCUS ON SMOKERS

(Reference Tables 189, 245 to 277)

- Overall, few demographic and lifestyle characteristic differences surface among the smoker categories among parents. However, smoking parents do stand out from non-smokers and quitters in the following ways:
 - * they are less likely than non-smokers and quitters to live in a house
 - * they tend to have a lower average household income than non-smokers and quitters
 - * they are more likely than non-smokers and quitters to have ever smoked marijuana
 - * they are less likely than non-smokers to actively participate in water sports, bicycling
 - * they are more likely than non-smokers to participate in fishing
 - * they are more likely than non-smokers to follow car racing and less likely than both non-smokers and quitters to follow tennis
 - * they are more likely than non-smokers to consume beer, rum or rye, and less likely than both non-smokers and quitters to consume wine
 - * they are less likely than non-smokers and quitters to watch their diet, the amount of rest they get, and their alcohol consumption
 - * they are more likely than non-smokers and quitters to feel travel and accumulation of wealth are very important in life, but are less likely to feel religion is
 - * they are more likely than non-smokers and quitters to feel premarital sexual relations is not a morally wrong issue
 - * they are more likely than non-smokers and quitters to agree with the following statements:
 - . I like to be where lots of things are going on at the same time
 - . I find I have little control over my life. Other factors and influences seem to have more control over my life than I do
 - . I get easily upset when things go wrong
 - . I think I am a more uptight person than most of my friends
 - . I like to drive a powerful car
 - . I am in pretty good physical health. I rarely see a doctor

- There are some interesting differences which emerge between smoking parents with a non-smoking child and smoking parents with a smoking child:

- * smoking parents with a non-smoking child are more likely than those who have a child who smokes to say they watch their diet and alcohol consumption carefully
- * smoking parents with a non-smoking child are more likely than those with a child who smokes to actively participate in golf, tennis, cross-country skiing, ice skating, bicycling and water sports
- * smoking parents with a non-smoking child tend to be more affluent than those with a smoking child
- * smoking parents with a smoking child are more likely than those with a non-smoking child to agree with the following statements:
 - . I'll try anything once
 - . I get easily upset when things go wrong
 - . I think I am a more up-tight person than most of my friends
 - . I don't enjoy Monday to Fridays
 - . Credit is too easy to get today
 - . Obedience and respect for authority are the most important virtues a child should learn
 - . Everything is changing too fast today
 - . I can't go without a cigarette for more than 30-45 minutes
 - . I light up without knowing it
 - . Non-smoking is a fad and its popularity will pass
 - . Many of my friends smoke
 - . I would still smoke, even if everyone I knew quit smoking
 - . Smoking is a sign of being grown up
 - . Smoking is no one else's business but the person who smokes
- * smoking parents with non-smoking children are more likely than those with children that smoke to agree with:
 - . Smoking disgusts me. It is a filthy habit
 - . I think more and more people are becoming non-smokers
 - . I am really concerned about what smoking does to one's health
 - . All cigarette advertising should be banned
 - . Fewer people are starting to smoke today
 - . Smoking is less socially acceptable than it was five years ago
 - . I regret ever having started to smoke
 - . There should be more legislation to set apart non-smoking areas in public places

- The following characteristic differences surface among young smokers:

- * they tend to be somewhat older than young non-smokers
- * they are less likely than young non-smokers to live in a home where the male household head works full-time
- * they are more likely than young non-smokers to live in a union household
- * their average household income tends to be lower than that of young non-smokers
- * they are more likely than young non-smokers to have ever tried marijuana and to smoke it more frequently
- * they are more likely than young non-smokers to actively participate in fishing and bowling, and follow car racing
- * they are more likely than young non-smokers to consume most types of alcohol

FOCUS ON NON-SMOKERS

- The following demographic and lifestyle characteristics stand out among non-smoking parents:
 - * they tend to have a higher average household income than smokers and quitters
 - * they are less likely than smokers and quitters to have ever tried marijuana
 - * they are more likely than smokers and quitters to actively participate in watersports and bicycling, and are less likely than both to follow hockey, baseball
 - * they are less likely than smokers and quitters to consume beer and rye
 - * they are more likely than smokers and quitters to watch their diet, the amount of rest they get and their alcohol consumption
 - * they are more likely than smokers to feel premarital sexual relations is a morally wrong issue
 - * they are less likely than smokers and quitters to agree with the following statements:
 - . I'll try anything once
 - . I think others get more out of life than I do

- Young people who do not smoke differ from young smokers in the following ways:
 - * they tend to be younger than young smokers
 - * they are more likely than young smokers to live in a house, where the male household head works full-time
 - * they tend to have a higher average household income than young smokers
 - * they are more likely than young smokers to actively participate in water sports, bicycling, ice skating, cross-country skiing, tennis, hockey, basketball, soccer, and follow or watch hockey, baseball, football, water sports, tennis, soccer and basketball regularly
 - * they are more likely than young smokers to watch their diet and the amount of rest they get

FOCUS ON FORMER SMOKERS

- The following demographic and lifestyle characteristics stand out among former smokers:

- * they are more likely than non-smokers and smokers to be male
- * they tend to be older than non-smokers and smokers
- * they are less likely than non-smokers to actively bicycle and more likely than both smokers and non-smokers to play golf
- * they are more likely than non-smokers to drink beer and rum
- * they are more likely than smokers to watch their diet, amount of rest, and alcohol consumption
- * they are more likely than smokers and non-smokers to follow or watch hockey, baseball and football regularly

DEMOGRAPHIC PROFILE SUMMARY TABLE

% of Respondents								
	----- PARENTS -----				-- YOUNG PEOPLE --			
	Total	Non-smokers	Quitters	Smokers	Total	Non-smokers	Smokers	
SEX								
Male	49	38	62	50	50	51	47	
Female	51	62	38	50	50	49	53	
AGE								
10 - 14	-	-	-	-	40	53	14	
15 - 18	-	-	-	-	59	46	84	
19 - 24	7	6	4	8	-	-	-	
25 - 34	34	35	30	35	-	-	-	
35 - 44	33	32	33	34	-	-	-	
45 & over	26	27	33	23	-	-	-	
Average Age (years)	38.9	38.6	41.4	38.0	14.5	14.1	15.8	
MARITAL STATUS								
Single	4	4	3	5	98	98	98	
Married	83	87	86	80	1	1	1	
Divorced/separated/ widowed	12	9	10	14	-	-	-	
RESIDENCE								
House	62	68	65	58	69	71	64	
Apartment	16	14	12	18	9	5	16	
Townhouse	12	9	10	15	14	14	12	
MALE HOUSEHOLD HEAD WORKS								
Full-time	81	85	80	79	78	80	73	
Part-time	3	2	2	3	4	3	4	
OCCUPATION OF MALE HOUSEHOLD HEAD (of those who work)								
Skilled labour	44	37	36	50	45	44	48	
Unskilled labour	12	13	14	12	15	14	19	
Professional	13	18	17	9	9	10	7	
Executive/owner	11	12	11	10	9	10	7	
FEMALE HOUSEHOLD HEAD WORKS								
Full-time	28	29	25	29	39	36	40	
Part-time	16	17	19	14	14	16	15	

% of Respondents

	----- PARENTS -----				-- YOUNG PEOPLE --		
	<u>Total</u>	<u>Non-smokers</u>	<u>Quitters</u>	<u>Smokers</u>	<u>Total</u>	<u>Non-smokers</u>	<u>Smokers</u>
OCCUPATION OF FEMALE HOUSEHOLD HEAD (of those who work)							
Clerical/office work	34	28	36	37	7	35	41
Skilled labour	19	20	16	20	17	18	14
Unskilled labour	14	12	16	14	21	21	21
Professional	18	24	18	15	10	10	9
EDUCATION							
Some/completed public school	14	11	12	16	32	41	14
Some/completed high school	52	47	52	55	63	54	82
Some/completed community college	15	14	17	15	4	5	3
Some/completed university	12	17	12	9	-	1	-
Some/completed graduate school	6	10	6	4	-	-	-
UNION HOUSEHOLD	46	45	49	44	40	36	49
AVERAGE HOUSEHOLD INCOME (\$000)	25.9	27.8	26.3	25.0	26.6	27.6	25.0
Base:	(979)	(273)	(200)	(500)	(421)	(276)	(144)

BEHAVIOURAL PROFILE SUMMARY TABLE

% of Respondents

	----- PARENTS -----				-- YOUNG PEOPLE --		
	<u>Total</u>	<u>Non- smokers</u>	<u>Quitters</u>	<u>Smokers</u>	<u>Total</u>	<u>Non- smokers</u>	<u>Smokers</u>
CURRENTLY SMOKE							
Cigarettes	51	-	-	100	34	-	100
Cigars	6	2	2	9	2	-	9
Pipe	4	1	1	8	1	-	2
HAVE SMOKED MARIJUANA	26	15	26	32	32	14	65
FREQUENCY OF USE (% of those who have ever smoked)							
Regularly	5	5	1	6	15	9	17
Occasionally	15	16	12	16	19	16	20
Seldom	8	5	4	10	21	20	22
Hardly ever	63	69	62	62	43	52	40
REGULARLY PARTICIPATE IN ... (selected)							
Swimming/water sports	40	43	41	37	70	75	60
Bicycling	34	41	30	31	76	83	66
Ice skating	26	27	25	26	56	62	46
Hiking/camping	38	31	25	27	45	43	48
Fishing	25	20	27	26	35	32	40
Baseball	16	11	16	18	50	52	46
Cross-country skiing	18	18	17	19	26	29	19
Bowling	20	19	18	22	26	24	29
Jogging	14	17	19	11	34	39	25
Tennis	14	18	14	12	30	33	24
Roller skating	8	9	7	7	44	43	45
Hockey	10	8	11	11	33	35	29
Basketball	5	5	5	5	33	36	28
Soccer	6	7	7	5	33	38	25
Golf	14	14	20	13	12	12	11
HAVE CONSUMED							
Beer	62	50	67	67	48	32	77
Wine	53	58	56	50	33	26	46
Rye	27	22	30	29	14	7	30
Liqueurs	25	23	24	26	10	8	14
Rum	22	16	25	25	16	10	27
Vodka	20	19	20	21	13	9	21
Gin	17	16	19	17	8	4	15
Scotch	12	8	14	14	3	2	4

% of Respondents

	----- PARENTS -----				-- YOUNG PEOPLE --		
	<u>Total</u>	<u>Non- smokers</u>	<u>Quitters</u>	<u>Smokers</u>	<u>Total</u>	<u>Non- smokers</u>	<u>Smokers</u>
ON A DIET	29	31	30	28	18	15	24
WATCH AT LEAST SOMEWHAT CAREFULLY							
Maintaining right weight	67	70	66	61	63	60	68
Getting enough rest	78	85	82	72	71	75	63
Eating a balanced diet	72	86	77	62	58	62	50
Eating an adequate breakfast	58	62	69	47	54	61	49
The amount of sugar in your diet	61	75	60	53	47	49	44
The amount of cholesterol in your diet	51	64	60	43	34	34	34
The chemical additives in your diet	50	61	51	44	36	37	34
The amount of alcoholic beverages you drink	59	67	60	54	30	24	42
FOLLOW/WATCH REGULARLY (selected)							
Hockey	46	41	56	49	56	58	53
Baseball/softball	34	26	46	34	45	49	36
Football	33	28	40	33	43	45	39
Car racing	25	17	25	29	42	39	48
Swimming/water sports	25	22	27	26	37	40	31
Figure skating	29	30	31	27	30	33	24
Tennis	22	27	24	19	34	37	29
Skiing	17	18	19	16	31	31	30
Wrestling	18	14	17	21	27	28	26
Soccer	15	16	19	12	26	32	15
Golf	13	17	11	10	27	30	22
Basketball	20	19	21	20	18	22	10

----- PARENTS -----

	<u>Total</u>	<u>Non- smokers</u>	<u>Quitters</u>	<u>Smokers</u>
IMPORTANCE IN LIFE (% of Parents)				
Travel				
Very important	23	21	19	26
Moderately important	41	45	42	39
Slightly important	25	25	25	26
Not important at all	10	9	12	9
Being Well To Do Or Accumulating Wealth				
Very important	15	10	12	19
Moderately important	41	44	42	40
Slightly important	29	29	31	28
Not important at all	14	17	13	12
Index of Importance (Maximum 10)				
Maintaining high ethical conduct in your life/job	8.7	8.8	8.7	8.6
How useful the work you do is to society	7.7	7.6	7.6	7.7
Commitment to the free enterprise system	6.8	6.7	7.0	6.9
Religion	6.3	6.9	6.4	5.9
Women's rights movements	5.4	5.4	5.6	5.3
PREMARITAL SEXUAL RELATIONS ARE ... (% of Parents)				
Morally wrong	28	35	36	21
Not a morally wrong issue	70	63	61	77
WATCH AMOUNT OF FIBER IN DIET ... (% of Parents)				
Very carefully	11	14	14	9
Somewhat carefully	33	46	39	25
Not that carefully	54	40	46	65
Index of Agreement (Maximum 100)				
My life is my family	85	84	85	85
Advertising tempts people to spend their money foolishly	83	83	83	84
Credit is too easy to get today	82	82	83	81
Obedience and respect for authority are the most important virtues a child should learn	79	78	78	80
My daily life is brim full of things that keep me interested	74	77	73	73
Capital punishment should be reinstituted	73	71	69	75
Everything is changing too fast today	69	67	68	71
I never felt better in my life than I do now	67	71	67	66
I would like to own the most expensive things	37	34	34	39

ATTITUDINAL PROFILE SUMMARY TABLE

Index of Agreement
(Maximum 100)

	----- PARENTS -----				-- YOUNG PEOPLE --		
	<u>Total</u>	<u>Non- smokers</u>	<u>Quitters</u>	<u>Smokers</u>	<u>Total</u>	<u>Non- smokers</u>	<u>Smokers</u>
I like to be where lots of things are going on at the same time	54	50	48	58	76	77	75
I'll try anything once	57	50	57	61	67	65	71
I find I have little control over my life. Other factors and influences seem to have more control over my life than I do	36	34	33	39	41	40	42
I get easily upset when things go wrong	52	49	48	56	59	58	62
I think I am a more uptight person than most of my friends	40	37	38	42	47	44	54
I like to drive a powerful car	37	31	33	41	53	45	66
I think others get more out of life than I do	31	27	32	34	38	37	41
I think I take care of my health and my body better than most of my friends do	55	63	57	50	58	66	53
I prefer to live for today rather than worry about tomorrow	54	50	45	58	70	68	73

BEHAVIOUR PROFILE ON SMOKING PARENTS (selected)

----- SMOKING PARENT -----

	With non- smoking <u>child</u>	With Smoking <u>child</u>
WATCH VERY CAREFULLY		
(% of Parents)		
Eating balanced diet	27	19
Amount of alcoholic beverages you drink	27	18
AGREEMENT STATEMENTS		
(selected)		
I'll try anything once	58	69
I get easily upset when things go wrong	54	60
I think I am a more uptight person than most of my friends	39	48
I don't enjoy Monday's to Fridays	24	30
Credit is too easy to get today	79	84
Obedience and respect for authority are the most important virtues a child should learn	79	84
Everything is changing too fast today	68	77
AVERAGE HOUSEHOLD INCOME (\$000)	25.8	23.0
REGULARLY PARTICIPATE IN ...		
Golf	15	10
Tennis	15	6
Cross-country skiing	21	12
Ice skating	28	21
Bowling	20	24
Bicycling	35	23
Swimming/water sports	39	34

ATTITUDINAL PROFILE OF SMOKING PARENTS

----- SMOKING PARENT -----

	<u>Total</u>	<u>With non- smoking child</u>	<u>With Smoking child</u>
I think the health scares about smoking are largely unfounded	45	43	51
I think people who oppose smoking are fanatics	41	41	41
I think anti-smoking programs are necessary and good for society	77	78	76
I approve of non-smoking areas in public places such as restaurants	79	79	78
I started smoking when many of my friends started smoking	78	79	77
I started smoking against the wishes of my parents	70	69	72
I hate the smell of smoke (mine or someone else's) on my clothes, in the car, etc	48	49	45
My parents smoke(d), so I saw no harm in smoking myself	56	55	54
Smoking disgusts me. It is a filthy habit	39	41	32
I enjoy the taste I get from smoking	71	70	74
I can't go without a cigarette for more than 30 - 45 minutes	54	52	61
I think more and more people are becoming non-smokers	68	70	62
I like the feeling smoking gives me. It gives me a lift	68	67	69
I am really concerned about what smoking does for one's health	64	65	60
Smoking gives me something to do with my hands	73	73	74
I feel uncomfortable in a social situation if I don't have a cigarette	58	57	58
I started smoking because I wanted to do my own thing	60	60	59
I light up almost without knowing it	61	59	66
Non-smoking is a fad and its popularity will soon pass	28	25	35
I don't know how cigarette company executives sleep at night, knowing they are selling potentially dangerous products	35	36	35
Smokers always have bad breath	58	59	55
All cigarette advertising should be banned	57	59	52
Smoking relaxes me	77	76	79
Many of my friends smoke	82	80	87
I would still smoke, even if everyone I knew quit smoking	66	64	70
Smoking is a sign of being grown up	20	18	24

----- SMOKING PARENT -----

	<u>Total</u>	<u>With non- smoking child</u>	<u>With Smoking child</u>
It is important for parents to set an example for their children by not smoking	70	71	68
There should be more educational programs in schools, doctors' offices and so on, on the benefits of not smoking	82	83	79
Smoking does not influence whether or not someone is liked or disliked	80	80	81
I feel proud of myself for not smoking	44	48	35
Smoking keeps my weight down	54	54	54
Fewer people are starting to smoke today	61	63	57
Smoking is less socially acceptable than it was five years ago	62	64	58
I regret ever starting to smoke	76	78	69
There should be more legislation to set apart non-smoking areas in public places	58	60	55
Smoking is no one else's business by the person who smokes	79	76	85

APPENDIX

GOLDFARB CONSULTANTS

PROJECT # 817010

Good morning/afternoon/evening. My name is _____ and I'm representing Goldfarb Consultants, a firm involved in attitudinal and behavioural consumer research. We are currently conducting a survey among men and women across Canada concerning attitudes toward smoking. We are not selling anything. We are only interested in your attitudes and opinions. We would appreciate your participation. May I have some of your time? Thank you.

SCREENER

- 1a) For classification purposes, first would you tell me if there are any people in your household aged from infant to 18?

Yes ☐ No ☐ TERMINATE

- 1b) How many people are there in your household 10 years of age or over?

One	☐ 9-1	Five	☐ 5
Two	☐ 2	Six	☐ 6
Three	☐ 3	Seven	☐ 7
Four	☐ 4	Eight or more	☐ 8

2. INTERVIEW TO BE CONDUCTED WITH

Male parent	☐ 10-1
Female parent	☐ 2
Male 10 - 18	☐ 3
Female 10 - 18	☐ 4

NOTE: MALE/FEMALE INTERVIEWS ROTATED FROM INTERVIEW TO INTERVIEW.
10 - 18 YEAR OLD RESPONDENT TO BE SOUGHT FOR EVERY THIRD INTERVIEW. IF MORE THAN ONE, INTERVIEW ONE WHOSE BIRTHDAY FALLS NEXT.

CHECK YOUR RESPONDENT DESIGNATION AND YOUR QUOTAS. TERMINATE IF NECESSARY. SHOW NECESSARY LETTERS OF INTRODUCTION AND EXPLANATION. RE-INTRODUCE YOURSELF TO THE APPROPRIATE RESPONDENT, IF NECESSARY. ALSO, IF THIS TIME IS NOT CONVENIENT, ARRANGE AN APPOINTMENT AS SOON AS POSSIBLE.

3. Do you presently smoke ...

	<u>Yes</u>	<u>No</u>
cigarettes	☐ 11 -1	☐ 2
cigars	☐ 12 -1	☐ 2
a pipe	☐ 13 -1	☐ 2

- 4a) We want to talk to you today about cigarette smoking. First of all, which one of these descriptions on this card best describes you?
(HAND RESPONDENT CARD 'A')

(Respondent Category)

CHECK ONE ONLY

1. I have never smoked, not even a few puffs ☐ 14-1
2. I have experimented and smoked a few puffs or more, but in my lifetime have not smoked more than 100 cigarettes ☐ 2
3. I have smoked more than 100 cigarettes in my lifetime, but no longer smoke ☐ 3
4. I have smoked more than 100 cigarettes in my lifetime, and currently smoke ☐ 4

(TAKE BACK CARD 'A')

- 4b) Would you currently classify yourself as a smoker or a non-smoker?

Smoker
Non-smoker

☐ 15-1
☐ 2

IF PARENT,

- 4c) IF CURRENTLY SMOKE,
ASK ...

How many cigarettes do you usually smoke? Would it be ...

- | | |
|----------------------|-------------------------------|
| less than 1 per week | ☐ 16-1 |
| less than 1 per day | ☐ 2 |
| 1 - 5 per day | ☐ 3 |
| 6 - 10 per day | ☐ 4 |
| 11 - 15 per day | ☐ 5 |
| 16 - 20 per day | ☐ 6 |
| more than 20 per day | ☐ 7 |

FOR OFFICE USE ONLY

SMOKER DEFINITION: CHECK ONE ONLY ☐ 17-1
OCCASIONAL: LESS THAN 1/DAY ☐ 2
REGULAR: ONE OR MORE PER DAY ☐ 3
HEAVY: MORE THAN 20 PER DAY ☐ 3

IF 10 - 18,

- 4c) IF CURRENTLY SMOKE,
ASK ...

How many cigarettes do you usually smoke in the course of a week? Would it be ...

- | | |
|-------------|-------------------------------|
| less than 1 | ☐ 18-1 |
| 1 - 4 | ☐ 2 |
| 5 - 9 | ☐ 3 |
| 10 - 19 | ☐ 4 |
| 20 - 39 | ☐ 5 |
| 40 - 59 | ☐ 6 |
| 60 or more | ☐ 7 |

- 4d) IF CURRENTLY SMOKE, ASK ...

On how many of the last 30 days did you smoke one or more cigarettes?

_____ days 19- 20-

FOR OFFICE USE ONLY

SMOKER DEFINITION: CHECK ONE ONLY ☐ 21-1
OCCASIONAL: LESS THAN 1/WEEK ☐ 2
REGULAR: ONE OR MORE PER WEEK ☐ 2
HEAVY: SMOKED ONE OR MORE CIGARETTES ON 20 OR MORE OF THE PAST 30 DAYS ☐ 3

- 4e) ASK EVERYONE:
How many people in your household, including yourself, smoke one or more cigarettes per week?

None	☐ 22-1 SKIP TO Q. 5		
1	☐ 2	5	☐ 6
2	☐ 3	6	☐ 7
3	☐ 4	7	☐ 8
4	☐ 5	8 or more	☐ 9

- 4f) We want to obtain a record of all such smokers. How many would fall into each of the following categories?

	<u>None</u>	<u>One</u>	<u>Two</u>	<u>Three</u>	<u>Four or more</u>
Males 10 - 14	☐ 23-1	☐ 2	☐ 3	☐ 4	☐ 5
Females 10 - 14	☐ 24-1	☐ 2	☐ 3	☐ 4	☐ 5
Males 15 - 24	☐ 25-1	☐ 2	☐ 3	☐ 4	☐ 5
Females 15 - 24	☐ 26-1	☐ 2	☐ 3	☐ 4	☐ 5
Males 25 - 44	☐ 27-1	☐ 2	☐ 3	☐ 4	☐ 5
Females 25 - 44	☐ 28-1	☐ 2	☐ 3	☐ 4	☐ 5
Males 45 - 64	☐ 29-1	☐ 2	☐ 3	☐ 4	☐ 5
Females 45 - 64	☐ 30-1	☐ 2	☐ 3	☐ 4	☐ 5
Males 65 & over	☐ 31-1	☐ 2	☐ 3	☐ 4	☐ 5
Females 65 & over	☐ 32-1	☐ 2	☐ 3	☐ 4	☐ 5

5. ASK OF 10 - 18 YEAR OLD RESPONDENTS:

- a) Does your father smoke, that is, usually smoke every day?
Yes ☐ 33-1 No ☐ 2 Don't know ☐ 3 Not applicable ☐ 4
- b) IF 'NO',
Did he ever smoke?
Yes ☐ 34-1 No ☐ 2 Don't know ☐ 3 Not applicable ☐ 4
- c) Does your mother smoke, that is, usually smoke every day?
Yes ☐ 35-1 No ☐ 2 Don't know ☐ 3 Not applicable ☐ 4
- d) IF 'NO',
Did she ever smoke?
Yes ☐ 36-1 No ☐ 2 Don't know ☐ 3 Not applicable ☐ 4

6. QUESTIONNAIRE FLOW DIRECTION:

IF RESPONDENT IS CURRENTLY SMOKING (SEE
SCREENER Q. 4b). GO TO SECTION ONE.

IF RESPONDENT HAS QUIT SMOKING (SEE SCREENER
Q. 4a CATEGORY 3) GO TO SECTION TWO

IF RESPONDENT HAS NEVER SMOKED, OR ONLY
EXPERIMENTED (SEE SCREENER Q. 4a CATEGORY
1 OR 2) GO TO SECTION THREE.

ALL RESPONDENTS ARE REQUIRED TO ANSWER
SECTIONS FOUR THROUGH BASIC DATA. HOWEVER
THERE ARE ALSO CERTAIN SECTIONS AND QUESTIONS
IN FOUR THROUGH BASIC DATA THAT ARE TO BE
ANSWERED BY SOME RESPONDENTS AND NOT OTHERS.
FOLLOW INSTRUCTIONS FOR EACH SECTION AND QUESTION
CAREFULLY.

Main quest
↓

1 - 1

SECTION ONE - SMOKING BEHAVIOUR

(TO BE ANSWERED BY ALL
RESPONDENTS IN SCREENER
Q. 4b) - SMOKERS)

You have indicated that you do smoke cigarettes. We want to explore your smoking habits a bit further.

1. At what age did you smoke your first cigarette? (DO NOT READ LIST)

6	☐ 37-Y	11	☐ 3	16	☐ 8
7	☐ X	12	☐ 4	17	☐ 9
8	☐ 0	13	☐ 5	18	☐ 38-Y
9	☐ 1	14	☐ 6	19	☐ X
10	☐ 2	15	☐ 7	20 or over	☐ 0
				Don't recall	☐ 1

- 2a) And how long have you smoked? For how many years? (DO NOT READ LIST)

Less than 1 year	☐ 39-1	6 - 10 years	☐ 4
1 - 2 years	☐ 2	11 - 15	☐ 5
3 - 5 years	☐ 3	16 - 20	☐ 6
		More than 20 years	☐ 7

- 2b) Why did you start smoking? Can you identify for us what it was or why you began smoking in the first place? (PROBE FULLY)

_____ 40-
_____ 41-

- 3a) Compared with six months ago, would you say that you are ... (CHECK ONE BOX ONLY)

smoking more today
smoking about the same amount
smoking less today
(DO NOT READ) No opinion
Don't know

☐ 42-1
☐ 2 GO TO Q. 4
☐ 3
☐ 4
☐ 5

- 3b) Why is that? (PROBE FULLY)

_____ 43-
_____ 44-

4. What is it about smoking that appeals to you? That is, why do you like smoking? ... (PROBE FULLY) ... Any other reasons?

45-

46-

5. What concerns, if any, do you have about smoking? ... (PROBE FULLY) ... Any others?

47-

48-

- 6a) Have you ever tried to quit smoking?

Yes ☐ 49-1

No

☐ 2 GO TO Q. 7

- 6b) How many times have you tried to quit smoking? (DO NOT READ LIST)

Once

☐ 50-1

2 - 5 times

☐ 2

More than 5 times

☐ 3

Don't know

☐ 4

- 6c) How have you tried to quit smoking? What methods or systems have you tried in attempting to quit smoking? (DO NOT READ LIST; CHECK AS MANY AS APPLY)... (PROBE) ... Any others?

Just quit/suddenly stopped/cold turkey

☐ 51-Y

Gradually decreased the number of cigarettes, etc. smoked daily

☐ X

First switched to lower tar/lower nicotine products

☐ 0

Used anti-smoking pills

☐ 1

Underwent accupuncture

☐ 2

Underwent hypnosis

☐ 3

Quit with a friend/relative

☐ 4

Set a date and quit

☐ 5

Took an anti-smoking program/course

☐ 6

On a bet

☐ 7

On doctor's advice/health reasons

☐ 8

Other way

☐ 9

(specify)

- 6d) In your opinion, why did your attempt or attempts to quit smoking fail? (PROBE FULLY) ... Any other reasons?

52-

53-

- 7a) How likely are you to consider trying to quit smoking within the next year? (READ LIST; CHECK ONE ONLY)

Very likely	☐ 54-1
Somewhat likely	☐ 2
A little likely	☐ 3
Not likely at all	☐ 4
(DO NOT READ) No opinion	☐ 5
Don't know	☐ 6

- 7b) Why?

55-

56-

- 7c) What, if anything, do you think might make you decide to be committed to quit smoking? (PROBE FULLY)

57-

58-

- 7d) Why?

59-

60-

- 8a) When you first started to smoke cigarettes, what other people, if any, had any influence in your mind on your decision to try smoking? ... (PROBE) ... Anyone else? (DO NOT READ LIST; CHECK AS MANY AS MENTIONED)

Father	☐	61-Y
Mother	☐	X
Sister(s)	☐	0
Brother(s)	☐	1
Other relative(s)	☐	2
Friend(s)	☐	3
No one	☐	4
Other person(s)	☐	5

(specify)

(DO NOT READ) No opinion	☐	6
Don't know	☐	7

- 8b) When you first started smoking, did anyone try to persuade you not to smoke? ... (PROBE) ... Anyone else? (DO NOT READ LIST; CHECK AS MANY AS MENTIONED)

Father	☐	62-Y
Mother	☐	X
Sister(s)	☐	0
Brother(s)	☐	1
Other relative(s)	☐	2
Friend(s)	☐	3
No one	☐	4
Other person(s) _____	☐	5

 (specify)

(DO NOT READ) No opinion	☐	6
Don't know	☐	7

IF 10 - 18 YEAR OLD, GO TO PAGE 1 - 5

- 9a) IF PARENT, ASK ...

How do your children feel about you smoking? Do they ...

approve	☐	63-1
disapprove	☐	2
feel indifferent	☐	3
(DO NOT READ) No opinion	☐	4
Don't know	☐	5

- 9b) Have they ever made an attempt to get you to stop smoking?

Yes ☐ 64-1 No ☐ 2

- 9c) Would you consider quitting smoking if the influence to do so came from your children? That is, would you say that your children's concern about you smoking could have ...

a great deal of influence on you to stop smoking in the future	☐	65-1
some influence	☐	2
a little influence	☐	3
none at all	☐	4
(DO NOT READ) No opinion	☐	5
Don't know	☐	6

- 9d) Do you consider that your smoking is a behavioural role model for your children or for anyone else's children?

Yes ☐ 66-1 No ☐ 2 GO TO Q. 11

- 9e) Does that bother you or concern you ...

a great deal	☐	67-1
some	☐	2
a little	☐	3
not at all	☐	4
(DO NOT READ) No opinion	☐	5
Don't know	☐	6

GO TO Q. 11

- 9a) IF 10 - 18 YEAR OLD, ASK ...
Do your parents know that you smoke?

Yes ☐ 68-1 No ☐ 2

- 9b) IF 'YES':
Do they permit you to smoke at home?

Yes ☐ 69-1 No ☐ 2

- 9c) How do your parents feel about you smoking? Do they ...

approve ☐ 70-1
disapprove ☐ 2
feel indifferent ☐ 3
(DO NOT READ)
No opinion ☐ 4
Don't know ☐ 5

- 9d) Have they ever made an attempt to get you to stop smoking?

Yes ☐ 71-1 No ☐ 2

- 9b) IF 'NO':
How do you think they would feel if they knew? Would they ...

approve ☐ 72-1
disapprove ☐ 2
feel indifferent ☐ 3
(DO NOT READ)
No opinion ☐ 4
Don't know ☐ 5

10. IF 10 - 18 YEAR OLD, ASK ...
Would you say that your parents' concern about you smoking could have ...

a great deal of influence on you to stop smoking in the future ☐ 73-1
some influence ☐ 2
a little influence ☐ 3
none at all ☐ 4
(DO NOT READ) No opinion ☐ 5
Don't know ☐ 6

ASK EVERYONE:

- 11a) Have any of your friends ever encouraged you to quit smoking?

Yes ☐ 74-1 No ☐ 2

- 11b) Would you say that your friends' concern about you smoking could have ...

a great deal of influence on you to stop smoking in the future ☐ 75-1
some influence ☐ 2
a little influence ☐ 3
none at all ☐ 4
(DO NOT READ) No opinion ☐ 5
Don't know ☐ 6

SECTION TWO - FORMER SMOKERS

You have indicated that you used to smoke cigarettes. I would like to ask you some questions about your quitting smoking cigarettes.

1. At what age did you smoke your first cigarette? (DO NOT READ LIST)

6	☐ 76-Y	11	☐ 3	16	☐ 8
7	☐ X	12	☐ 4	17	☐ 9
8	☐ 0	13	☐ 5	18	☐ 77-Y
9	☐ 1	14	☐ 6	19	☐ X
10	☐ 2	15	☐ 7	20 or over	☐ 0
				Don't recall	☐ 1

2. How long did you smoke? For how many years? (DO NOT READ LIST)

Less than one year	☐ 78-1	6 - 10 years	☐ 4
1 - 2 years	☐ 2	11 - 15 years	☐ 5
3 - 5 years	☐ 3	16 - 20 years	☐ 6
		More than 20 years	☐ 7

3. And before you quit smoking, about how many cigarettes did you usually smoke in the course of a week? Would it be ...

less than 1	☐ 79-1	20 - 39	☐ 5
1 - 4	☐ 2	40 - 59	☐ 6
5 - 9	☐ 3	60 or more	☐ 7
10 - 19	☐ 4		

4. How old were you when you quit smoking cigarettes? (CHECK ONE BOX ONLY; DO NOT READ LIST)

Under 10 years old	☐ 80-1	25 - 34 years old	☐ 5
10 - 14 years old	☐ 2	35 - 44 years old	☐ 6
15 - 18 years old	☐ 3	45 years old or over	☐ 7
19 - 24 years old	☐ 4	Can't recall	☐ 8

5. Why did you start smoking? Can you identify for us what it was or why you began smoking in the first place? (PROBE FULLY)

_____ *10-
 _____ 11-

6. Why did you stop smoking cigarettes/cigars/pipe tobacco? What was it that made you decide to quit? ... (PROBE FULLY) ... Any other reasons?

_____ 12-
 _____ 13-

7. How many times did you try to stop smoking before you actually did? (DO NOT READ LIST)

None/first time	☐ 14-1
Once	☐ 2
2 - 5 times	☐ 3
More than 5 times	☐ 4

- 8a) What method or methods have you used in your attempt(s) to quit smoking? ... (DO NOT READ LIST; CHECK AS MANY AS APPLY) ... (PROBE) ... Any others?

- 8b) And which method actually worked for you, that is, is the one which worked in your quitting smoking? (CHECK AS MANY AS APPLY)

	---8a)---	-----8b)-----
	Method(s) <u>tried</u>	Method which <u>worked</u>
Just quit/suddenly stopped/ cold turkey	☐ 15-Y	☐ 16-Y
Gradually decreased the number of cigarettes, etc. smoked daily	☐ X	☐ X
First switched to lower tar/ lower nicotine products	☐ 0	☐ 0
Underwent accupuncture	☐ 1	☐ 1
Underwent hypnosis	☐ 2	☐ 2
Quit with a friend/relative	☐ 3	☐ 3
Set a date and quit	☐ 4	☐ 4
Took an anti-smoking program/course	☐ 5	☐ 5
On a bet	☐ 6	☐ 6
Other way _____	☐ 7	☐ 7
(specify)		

- 9a) When you decided to quit smoking, what people, if any, had any influence in your mind on your decision to quit? ... (PROBE) Any other people? (DO NOT READ LIST)

Spouse	☐ 17-Y
Father	☐ X
Mother	☐ 0
Child/children	☐ 1
Sister(s)	☐ 2
Brother(s)	☐ 3
Other relative(s)	☐ 4
Friend(s)	☐ 5
Doctor	☐ 6
Other person(s) _____	☐ 7

(specify)

- 9b) How did this person/these people have an influence on you? ... (PROBE FULLY) ... What did they do or say? ... Anything else?

18-

19-

10. Were each of the following very much of a factor in your quitting smoking, somewhat of a factor, a little, or not at all?

	<u>Very much</u>	<u>Somewhat</u>	<u>A little</u>	<u>Not at all</u>	<u>No opinion</u>
Cost	☐ 20-1	☐ 2	☐ 3	☐ 4	☐ 5
Concern about what it was <u>doing</u> to my health	☐ 21-1	☐ 2	☐ 3	☐ 4	☐ 5
Concern about what it could <u>do</u> to my health	☐ 22-1	☐ 2	☐ 3	☐ 4	☐ 5
The effect my smoking was having on others	☐ 23-1	☐ 2	☐ 3	☐ 4	☐ 5
Pressure from my family/ friends	☐ 24-1	☐ 2	☐ 3	☐ 4	☐ 5
Advice from a doctor	☐ 25-1	☐ 2	☐ 3	☐ 4	☐ 5
(PARENTS ONLY) Setting a good example for my children	☐ 26-1	☐ 2	☐ 3	☐ 4	☐ 5

ROTATE Q.11 AND Q.12 BETWEEN INTERVIEWS

11. How do you feel physically since you quit smoking? (READ LIST.
CHECK ONE BOX.)

Much better	☐ 27-1
Somewhat better	☐ 2
About the same	☐ 3
Somewhat worse	☐ 4
Much worse	☐ 5
(DO NOT READ) No opinion	☐ 6
Don't know	☐ 7

12. How do you feel mentally since you quit smoking? (READ LIST.
CHECK ONE BOX.)

Much better	☐ 28-1
Somewhat better	☐ 2
About the same	☐ 3
Somewhat worse	☐ 4
Much worse	☐ 5
(DO NOT READ) No opinion	☐ 6
Don't know	☐ 7

- 13a) How likely are you to start smoking again in the next year?
Are you ...

very likely	☐ 29-1
somewhat likely	☐ 2
not very likely	☐ 3
not likely at all	☐ 4
(DO NOT READ) No opinion	☐ 5
Don't know	☐ 6

- 13b) ASK EVERYONE:
Why would or might you consider starting to smoke again? ...
(PROBE) ... Any other reasons?

30-
31-

- 14a) As a non-smoker now, do you feel you are ...

part of a majority of Canadians	☐ 32-1
part of a minority of Canadians	☐ 2
(DO NOT READ) Don't know	☐ 3
No opinion	☐ 4

- 14b) And, compared with a year ago, do you think that your position,
as a non-smoker, is one which is...

gaining momentum	☐ 33-1
losing momentum	☐ 2
holding its own	☐ 3
(DO NOT READ) No opinion	☐ 4
Don't know	☐ 5

SECTION THREE (ASK OF NON-SMOKERS - SCREENER Q. 4a),
EITHER CATEGORY 1 OR 2)

1. You indicated a moment ago that you do not smoke cigarettes. In your mind, what are your main reasons for not smoking cigarettes? (PROBE FULLY)

_____ 34-
 _____ 35-

- 2a) Did you ever try smoking?

Yes ☐ 36-1 No ☐ 2

- 2b) Did you ever consider smoking or becoming a smoker?

Yes ☐ 37-1 No ☐ 2

3. Who or what influenced your decision not to become a smoker? (PROBE FULLY) ... Anyone or anything else?

_____ 38-
 _____ 39-

- 4a) Do you feel good about not smoking?

Yes ☐ 40-1 No ☐ 2

- 4b) Do you feel that in not smoking you are ...

part of a majority of Canadians ☐ 41-1
 part of a minority of Canadians ☐ 2
 (DO NOT READ) Don't know ☐ 3
 No opinion ☐ 4

- 4c) And compared with a year ago, do you think that your position of being a non-smoker is one which is ...

gaining momentum ☐ 42-1
 losing momentum ☐ 2
 holding its own ☐ 3
 (DO NOT READ) No opinion ☐ 4
 Dont' know ☐ 5

SECTION FOUR (TO BE ASKED OF ALL RESPONDENTS)

Q. 1 - ASK PARENTS ONLY

1a) Are you ...

very sensitive about people smoking
 in your home
 somewhat sensitive
 a little sensitive
 not sensitive at all
 (DO NOT READ) No opinion
 Don't know

☐ 43-1
☐ 2
☐ 3
☐ 4
☐ 5
☐ 6

1b) Have you ever asked someone not to smoke in your home?

Yes ☐ 44-1No ☐ 2 GO TO Q. 1f)

1c) Why? _____

45-

46-

1d) Do you feel that they are insulted when you ask them not to smoke?

Yes ☐ 47-1 No ☐ 2 Don't know ☐ 31e) IF 'YES',
Do you care if you insult smokers by asking them not to smoke?Yes ☐ 48-1 No ☐ 2

1f) Are you ...

very sensitive about people smoking
 in your place of work
 somewhat sensitive
 a little sensitive
 not sensitive at all
 (DO NOT READ) No opinion
 Don't know
 Not applicable

☐ 49-1
☐ 2
☐ 3
☐ 4
☐ 5
☐ 6
☐ 7

1g) Are you ...

very sensitive about people smoking
 in your car
 somewhat sensitive
 a little sensitive
 not sensitive at all
 (DO NOT READ) No opinion
 Don't know
 Not applicable

☐ 50-1
☐ 2
☐ 3
☐ 4
☐ 5
☐ 6
☐ 7

(ASK EVERYONE)

- 2a) Do you find second-hand smoke, that is, smoke from other people's cigarettes ...

very annoying to you	☐	51-1
somewhat annoying	☐	2
a little annoying	☐	3
not annoying at all	☐	4

- 2b) Do you think that second-hand smoke, that is, smoke from other people's cigarettes, can be ...

very harmful to the health of others	☐	52-1
somewhat harmful	☐	2
a little harmful	☐	3
not harmful at all	☐	4
(DO NOT READ) No opinion	☐	5
Don't know	☐	6

- 3a) In today's society, do you think that smokers are thought less of than non-smokers?

Yes ☐ 53-1 No ☐ 2 Don't know ☐ 3 No opinion ☐ 4

- 3b) Why? _____

54-

55-

- 4a) Do you consider smoking to be socially acceptable, acceptable only under certain circumstances, barely acceptable, or not acceptable at all?

Socially acceptable	☐	56-1
Acceptable only under certain circumstances	☐	2
Barely acceptable	☐	3
Not acceptable at all	☐	4
(DO NOT READ) No opinion	☐	5
Don't know	☐	6

- 4b) Why? _____

57-

58-

- 5a) How acceptable do you feel each of the following is - very acceptable, somewhat acceptable, a little acceptable, or not acceptable at all?
(HAND RESPONDENT CARD B)

(ROTATE)	Very acceptable	Somewhat acceptable	A little acceptable	Not acceptable at all	No opinion
. A man who smokes	☐ 58-1	☐ 2	☐ 3	☐ 4	☐ 5
. A woman who smokes	☐ 60-1	☐ 2	☐ 3	☐ 4	☐ 5
. A teenager who smokes	☐ 61-1	☐ 2	☐ 3	☐ 4	☐ 5
. A doctor who doesn't smoke	☐ 62-1	☐ 2	☐ 3	☐ 4	☐ 5
. A teacher who smokes	☐ 63-1	☐ 2	☐ 3	☐ 4	☐ 5
. A pregnant mother who smokes	☐ 64-1	☐ 2	☐ 3	☐ 4	☐ 5
. A professional athlete who smokes	☐ 65-1	☐ 2	☐ 3	☐ 4	☐ 5
. Someone who has never smoked	☐ 66-1	☐ 2	☐ 3	☐ 4	☐ 5
. A teenager who doesn't smoke	☐ 67-1	☐ 2	☐ 3	☐ 4	☐ 5
. A doctor who smokes	☐ 68-1	☐ 2	☐ 3	☐ 4	☐ 5
. A teacher who doesn't smoke	☐ 69-1	☐ 2	☐ 3	☐ 4	☐ 5
. Someone who has quit smoking	☐ 70-1	☐ 2	☐ 3	☐ 4	☐ 5

- 5b) Which type of person do you find more acceptable ...

a person who smokes	☐ 71-1
a person who doesn't smoke	☐ 2
(DO NOT READ) No opinion	☐ 3
Don't know	☐ 4

6. Some smokers are given a hard time by those who are anti-smoking. Do you believe this anti-smoking feeling is ...

increasing	☐ 72-1
staying constant	☐ 2
decreasing	☐ 3
(DO NOT READ) No opinion	☐ 4
Don't know	☐ 5

- 7a) From what you observe around you, do you think more people are smoking, fewer people are smoking, or that the number of smokers you see is remaining stable?

More people are smoking	☐ 73-1
Fewer people are smoking	☐ 2
Number has stayed the same	☐ 3
(DO NOT READ) No opinion	☐ 4
Don't know	☐ 5

- 7b) Why do you think that is?

_____ 74-

_____ 75-

- (ASK PARENTS ONLY)
8a) Does your spouse smoke?

Yes ☐ 76-1 No ☐ 2 Not applicable ☐ 3

- 8b) IF 'YES',
Does that bother or concern you ...

a lot ☐ 77-1
some ☐ 2
a little ☐ 3
not at all ☐ 4
(DO NOT READ) No opinion ☐ 5
Don't know ☐ 6

9. ASK EVERYONE:
What percentage of adults in Canada do you think smokes? What is your best guess? (OBTAIN A SPECIFIC RESPONSE, NOT A RANGE)

_____ % 78- 79-

CHECK ONLY AS A LAST RESORT: DON'T KNOW ☐ 80-Y

- 10a) Now, thinking particularly about young people, that is, teenagers, do you think that compared with, say, five years ago ...

more teenagers are smoking ☐ *10-1
fewer teenagers are smoking ☐ 2
about the same proportion of teenagers are smoking ☐ 3 GO TO
(DO NOT READ) No opinion ☐ 4 Q.11
Don't know ☐ 5

- 10b) Why do you think that is?

_____ 11-
_____ 12-

- 10c) Who or what do you think is responsible for this trend? (PROBE FULLY)

_____ 13-
_____ 14-

ASK EVERYONE,

11. What percentage of teenagers in Canada do you think smokes? What is your best guess? (OBTAIN A SPECIFIC RESPONSE, NOT A RANGE)

_____ % 15- 16-

CHECK ONLY AS A LAST RESORT: DON'T KNOW ☐ 17-Y

12. (ASK PARENTS)
How do you feel about your children smoking or not smoking?
Do you feel ...

very strongly that your children
shouldn't smoke ☐ 18-1
somewhat strongly ☐ 2
not strongly at all ☐ 3
(DO NOT READ) No opinion ☐ 4
Don't know ☐ 5

12. (ASK 10 - 18 YEAR OLDS)
How do you feel about your parents smoking or not smoking?
Do you feel ...

very strongly that your parents
shouldn't smoke ☐ 19-1
somewhat strongly ☐ 2
not strongly at all ☐ 3
(DO NOT READ) No opinion ☐ 4
Don't know ☐ 5

(ASK EVERYONE)

- 13a) Overall, how familiar would you say you are with the potential health dangers of smoking? Would you say you are ...

very familiar ☐ 20-1
somewhat familiar ☐ 2
a little familiar ☐ 3
not familiar at all ☐ 4
(DO NOT READ) No opinion ☐ 5
Don't know ☐ 6

- 13b) Are the potential health dangers of smoking something that concern you ...

a lot ☐ 21-1
some ☐ 2
a little ☐ 3
not at all ☐ 4
(DO NOT READ) No opinion ☐ 5
Don't know ☐ 6

- 14a) For each of the following statements, tell me whether you feel each is true or false. (HAND RESPONDENT QUESTIONNAIRE)

	True	False	Don't know
• Smoking causes one's blood to thin	☐ 22-1	☐ 2	☐ 3
• Smoking causes lung cancer	☐ 23-1	☐ 2	☐ 3
• Smoking causes serious health problems	☐ 24-1	☐ 2	☐ 3
• A smoker is twice as likely as a non-smoker to die of heart disease	☐ 25-1	☐ 2	☐ 3
• Smokers are absent from work/school more than non-smokers	☐ 26-1	☐ 2	☐ 3
• Smoking makes your heart work harder	☐ 27-1	☐ 2	☐ 3
• Smoking during pregnancy harms the child	☐ 28-1	☐ 2	☐ 3
• Smokers die at a younger age than non-smokers	☐ 29-1	☐ 2	☐ 3
• Other than the lung cancer issue, smoking is hazardous to one's health	☐ 30-1	☐ 2	☐ 3
• Babies, in their first year, have a higher rate of pneumonia and bronchitis if their parents smoke at home	☐ 31-1	☐ 2	☐ 3
• Children born to smoking mothers generally have lower birth weights	☐ 32-1	☐ 2	☐ 3

GIVE BACK QUESTIONNAIRE TO INTERVIEWER

14b) ASK SMOKERS ONLY: (SEE SCREENER Q.4b)

If you were told that each of these statements was true, knowing that, how likely would that be to cause you to consider quitting smoking? Very likely, somewhat likely, a little likely, or not likely at all?

	<u>Very likely</u>	<u>Somewhat likely</u>	<u>A little likely</u>	<u>Not likely at all</u>	<u>No opinion</u>
. Smoking causes lung cancer	☐ 33-1	☐ 2	☐ 3	☐ 4	☐ 5
. Smoking causes serious health problems	☐ 34-1	☐ 2	☐ 3	☐ 4	☐ 5
. A smoker is twice as likely as a non-smoker to die of heart disease	☐ 35-1	☐ 2	☐ 3	☐ 4	☐ 5
. Smokers are absent from school/work more than non-smokers	☐ 36-1	☐ 2	☐ 3	☐ 4	☐ 5
. Smoking makes your heart work harder	☐ 37-1	☐ 2	☐ 3	☐ 4	☐ 5
. Smoking during pregnancy harms the child	☐ 38-1	☐ 2	☐ 3	☐ 4	☐ 5
. Smokers die at a younger age than non-smokers	☐ 39-1	☐ 2	☐ 3	☐ 4	☐ 5
. Other than the lung cancer issue, smoking is hazardous to one's health	☐ 40-1	☐ 2	☐ 3	☐ 4	☐ 5
. Babies, in their first year, have a higher rate of pneumonia and bronchitis if their parents smoke at home	☐ 41-1	☐ 2	☐ 3	☐ 4	☐ 5
. Children born to smoking mothers generally have lower birth weights	☐ 42-1	☐ 2	☐ 3	☐ 4	☐ 5

(ASK EVERYONE)

- 15a) Now we want to spend a few minutes talking about cigarette advertising. What, if anything, do you like or do you find appealing about cigarette advertising?

_____ 43-

_____ 44-

- 15b) What, if anything, do you dislike about cigarette advertising?

_____ 45-

_____ 46-

16. Do you think that the tobacco industry itself places ...

too many restrictions on itself in terms of advertising practices ☐ 47-1
 too few restrictions ☐ 2
 about the right amount ☐ 3
 (DO NOT READ) No opinion ☐ 4
 Don't know ☐ 5

- 17a) Do you think the government places ...

too many restrictions on tobacco companies with respect to their advertising ☐ 48-1
 too few restrictions ☐ 2
 about the right amount ☐ 3
 (DO NOT READ) No opinion ☐ 4
 Don't know ☐ 5

- 17b) IF 'TOO FEW', ASK ...

What action do you think the government should take?

_____ 49-

_____ 50-

- 18a) Have you read, heard or seen any campaigns, programs or publicity on the harmful effects of smoking or promoting non-smoking?

Yes ☐ 51-1

No

☐ 2 GO TO Q. 19

- 18b) What do you recall? (PROBE FULLY) ... Anything else?

_____ 52-

_____ 53-

- 18c) Who sponsored what you recall seeing? ... (PROBE) ... Anyone else?

_____ 54-

_____ 55-

- 18d) IF 'SMOKER', ASK:
Has any of the publicity you have seen reduced your desire to smoke in any way?

Yes ☐ 56-1

No ☐ 2 GO TO Q. 19

- 18e) Why? (PROBE FULLY)

57-

58-

- 19a) At the risk of repeating myself, are you aware of anything that Health and Welfare Canada is doing to inform people about the dangers of smoking?

Yes ☐ 59-1

No ☐ 2 GO TO Q. 20a)

- 19b) What do you recall? ... (PROBE FULLY) ... Anything else?

60-

61-

- 20a) In terms of informing people about the dangers of smoking or promoting non-smoking, do you think that Health and Welfare Canada should be doing ...

more

☐ 62-1

less

☐ 2

about what it is doing now

☐ 3

(DO NOT READ) No opinion

☐ 4

Don't know

☐ 5

- 20b) Why?

63-

64-

- 20c) IF 'MORE', ASK ...

What other kinds of things do you think Health and Welfare Canada should be doing?

65-

66-

Anything else? _____

21a) Do you think that informing people about the dangers of smoking or promoting non-smoking should be

- | | |
|--|-------------------------------|
| mainly the responsibility of the federal government | ☐ 67-1 |
| mainly the responsibility of the provincial governments | ☐ 2 |
| shared by both the federal government and the provincial governments | ☐ 3 |
| (DO NOT READ) No opinion | ☐ 4 |
| Don't know | ☐ 5 |

21b) Why? (PROBE FULLY)

68-
69-

22a) Have you heard or read about a program called "Join the Non-Smoking Majority?"

- Yes ☐ 70-1 No ☐ 2 GO TO SECTION FIVE

22b) What do you know about it or recall about it? (PROBE FULLY) ... Anything else?

71-
72-

22c) Who is the sponsor of the "Join the Non-Smoking Majority" program?

73-

Don't know ☐ 8

SECTION FIVE

1. For each of the following statements about smoking, tell us whether you agree strongly, agree somewhat, neither agree nor disagree, disagree somewhat or disagree strongly. (HAND RESPONDENT THE QUESTIONNAIRE)

NOTE: IF A STATEMENT DOES NOT APPLY TO YOU, CHECK NOT APPLICABLE

	Agree strongly	Agree somewhat	Neither agree nor disagree	Disagree somewhat	Disagree strongly	Not applicable
I think the health scares about smoking are largely unfounded	☐ 74-1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6
I think people who oppose smoking are fanatics	☐ 75-1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6
I think anti-smoking programs are necessary and good for society	☐ 76-1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6
I approve of non-smoking areas in public places such as restaurants	☐ 77-1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6
I started smoking when many of my friends started smoking	☐ 78-1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6
I started smoking against the wishes of my parents	☐ 79-1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6
I hate the smell of smoke (mine or someone else's) on my clothes, in the car, etc.	☐ 80-1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6
My parents smoke(d), so I saw no harm in smoking myself	☐ 10-1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6
Smoking disgusts me. It is a filthy habit	☐ 11-1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6
I enjoy the taste I get from smoking	☐ 12-1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6
I can't go without a cigarette for more than 30 - 45 minutes	☐ 13-1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6
I think more and more people are becoming non-smokers	☐ 14-1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6
I like the feeling smoking gives me. It gives me a lift	☐ 15-1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6
I am really concerned about what smoking does for one's health	☐ 16-1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6
Smoking gives me something to do with my hands	☐ 17-1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6
I feel uncomfortable in a social situation if I don't have a cigarette	☐ 18-1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6
I started smoking because I wanted to do my own thing	☐ 19-1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6
I light up almost without knowing it	☐ 20-1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6
Non-smoking is a fad and its popularity will soon pass	☐ 21-1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6
I don't know how cigarette company executives sleep at night, knowing they are selling potentially dangerous products	☐ 22-1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6
Smokers always have bad breath	☐ 23-1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6
All cigarette advertising should be banned	☐ 24-1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6
Smoking relaxes me	☐ 25-1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6
Many of my friends smoke	☐ 26-1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6

* Card 4 6-4
Dup 7 - 8

	<u>Agree</u> <u>strongly</u>	<u>Agree</u> <u>somewhat</u>	<u>Neither agree</u> <u>nor disagree</u>	<u>Disagree</u> <u>somewhat</u>	<u>Disagree</u> <u>strongly</u>	<u>Not</u> <u>applicable</u>
I would still smoke, even if everyone I knew quit smoking	☐ 27-1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6
Smoking is a sign of being grown up	☐ 28-1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6
It is important for parents to set an example for their children by not smoking	☐ 29-1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6
There should be more educational programs in schools, doctors' offices and so on, on the benefits of not smoking	☐ 30-1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6
Smoking does not influence whether or not someone is liked or disliked	☐ 31-1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6
I feel proud of myself for not smoking	☐ 32-1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6
Smoking keeps my weight down	☐ 33-1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6
Fewer people are starting to smoke today	☐ 34-1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6
Smoking is less socially acceptable than it was five years ago	☐ 35-1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6
I regret ever starting to smoke	☐ 36-1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6
There should be more legislation to set apart non-smoking areas in public places	☐ 37-1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6
Smoking is no one else's business but the person who smokes	☐ 38-1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6

BE SURE YOU HAVE ANSWERED
EVERY STATEMENT; THEN HAND
THE QUESTIONNAIRE BACK TO
THE INTERVIEWER

SECTION SIX

1. I want you to think now about an idea which Health and Welfare Canada is considering. The idea is expressed on this card.
(HAND RESPONDENT CARD 'G')

CARD 'G'

"Toward A Generation of Non-Smoking Canadians"

"Generation of Non-Smokers" involves a long-term effort to have as many young people as possible grow up to adulthood as non-smokers. In order to do this, parents must be made aware of how their actions influence their children's behaviour. They also have a responsibility to protect children from second-hand smoke and to set a good example by quitting smoking. With young people, the idea would be to do everything possible throughout childhood and adolescence to prevent them from starting to smoke, by emphasizing the social and health advantages of not smoking."

What is your reaction? Do you think it is ...

a good idea	☐ 39-1
not a good idea	☐ 2
(DO NOT READ) No opinion	☐ 3
Don't know	☐ 4

2. What, if anything, do you like about the idea? (PROBE FULLY)

_____ 40-

_____ 41-

3. What, if anything, do you dislike about the idea?

_____ 42-

_____ 43-

4. Are there any words in this description of the idea which you feel are more important than the others?

_____ 44-

_____ 45-

5. Are there any words in the description which concern you, or are not appropriate in your opinion?

_____ 46-

_____ 47-

6. How would you expect the government to promote such an idea? What kinds of things would you feel would be effective in encouraging or promoting this concept?

_____ 48-

_____ 49-

- 7a) Do you think that the goal of this idea is an achievable one?

Yes ☐ 50-1 No ☐ 2

- 7b) Why? _____ 51-

_____ 52-

- 8a) If Health and Welfare Canada was to attempt to get some information to you about this idea and the benefits of non-smoking, would you say that each of the following would be a very effective way of informing you about the idea, somewhat effective, a little effective or not effective at all?

	<u>Very effective</u>	<u>Somewhat effective</u>	<u>A little effective</u>	<u>Not effective at all</u>	<u>No opinion</u>
• Pamphlets or brochures in family allowance cheques	☐ 53-1	☐ 2	☐ 3	☐ 4	☐ 5
• Television advertising	☐ 54-1	☐ 2	☐ 3	☐ 4	☐ 5
• Booklets in doctors' offices	☐ 55-1	☐ 2	☐ 3	☐ 4	☐ 5
• Newspaper advertising	☐ 56-1	☐ 2	☐ 3	☐ 4	☐ 5
• Booklets in shopping malls	☐ 57-1	☐ 2	☐ 3	☐ 4	☐ 5
• Radio advertising	☐ 58-1	☐ 2	☐ 3	☐ 4	☐ 5
• Magazine advertising	☐ 59-1	☐ 2	☐ 3	☐ 4	☐ 5
• Booklets in hospitals	☐ 60-1	☐ 2	☐ 3	☐ 4	☐ 5
• Booklets in banks	☐ 61-1	☐ 2	☐ 3	☐ 4	☐ 5
• Advertising on billboards	☐ 62-1	☐ 2	☐ 3	☐ 4	☐ 5
• Booklets in post offices	☐ 63-1	☐ 2	☐ 3	☐ 4	☐ 5
• Pamphlets or brochures in cigarette packages	☐ 64-1	☐ 2	☐ 3	☐ 4	☐ 5
• Booklets or pamphlets distributed through schools	☐ 65-1	☐ 2	☐ 3	☐ 4	☐ 5

- 8b) Can you think of any other ways Health and Welfare Canada might communicate this idea to you?

_____ 66-

_____ 67-

9. What do you think is the most important thing that this idea should be telling people?

_____ 68-

_____ 69-

10. Do you think that as part of this idea the government should ...

(ROTATE)	<u>Yes</u>	<u>No</u>	<u>Don't know</u>	<u>No opinion</u>
• educate people in general about the benefits of not smoking	☐ 70-1	☐ 2	☐ 3	☐ 4
• educate parents about their responsibilities with respect to encouraging their children not to smoke	☐ 71-1	☐ 2	☐ 3	☐ 4
• pass legislation regulating the sale of cigarettes	☐ 72-1	☐ 2	☐ 3	☐ 4
• pass legislation regulating the advertising of cigarettes	☐ 73-1	☐ 2	☐ 3	☐ 4

- 11a) In terms of getting this idea across to the public at large, for each of the following tell me whether or not you think they should be involved in selling this idea to Canadians. Would each be a good idea or not a good idea to have involved?

(ROTATE)	<u>Good idea</u>	<u>Not a good idea</u>	<u>Don't know</u>	<u>No opinion</u>
• The Prime Minister	☐ 74-1	☐ 2	☐ 3	☐ 4
• A popular Canadian personality, like Anne Murray	☐ 75-1	☐ 2	☐ 3	☐ 4
• Teachers	☐ 76-1	☐ 2	☐ 3	☐ 4
• A parent	☐ 77-1	☐ 2	☐ 3	☐ 4
• The federal Minister of Health and Welfare	☐ 78-1	☐ 2	☐ 3	☐ 4
• Your provincial Minister of Health and Welfare	☐ 79-1	☐ 2	☐ 3	☐ 4
• An athlete like Wayne Gretsky	☐ 80-1	☐ 2	☐ 3	☐ 4
• A child	☐ *10-1	☐ 2	☐ 3	☐ 4
• The Canadian Medical Association	☐ 11-1	☐ 2	☐ 3	☐ 4
• A person who has lung cancer	☐ 12-1	☐ 2	☐ 3	☐ 4
• A doctor	☐ 13-1	☐ 2	☐ 3	☐ 4
• A writer	☐ 14-1	☐ 2	☐ 3	☐ 4
• An organization like the Lung Association or Cancer Society	☐ 15-1	☐ 2	☐ 3	☐ 4

- 11b) Are there any other people, organizations or ways which you can think of which would be effective in promoting this idea?

_____ 16-

_____ 17-

Any others? _____

- 12a) Who do you think this idea should be aimed at? (READ LIST;
CHECK AS MANY AS APPLY)

Mainly at children	☐ 18-1
Mainly at parents	☐ 2
Mainly at doctors	☐ 3
At teachers	☐ 4
At all Canadians	☐ 5
(DO NOT READ) No opinion	☐ 6
Don't know	☐ 7

- 12b) Why? _____ 19-

_____ 20-

13. Do you think that it is illegal to sell cigarettes to minors?

Yes ☐ 21-1 No ☐ 2 Don't know ☐ 3 No opinion ☐ 4

14. To encourage a generation of non-smokers, tell me whether you
would support each of the following or not ...

(ROTATE)	<u>Would support</u>	<u>Would not support</u>	<u>Don't know</u>	<u>No opinion</u>
. legislation to ban all cigarette advertising	☐ 22-1	☐ 2	☐ 3	☐ 4
. legislation to control the tar and nicotine content of cigarettes	☐ 23-1	☐ 2	☐ 3	☐ 4
. legislation to further restrict smoking in public places	☐ 24-1	☐ 2	☐ 3	☐ 4
. legislation to control the sales of cigarettes or the number of cigarettes sold yearly in Canada	☐ 25-1	☐ 2	☐ 3	☐ 4
. legislation to increase the price of cigarettes through taxes to discourage smoking	☐ 26-1	☐ 2	☐ 3	☐ 4

15. Having thought about it a little more, do you think the promotion
of a generation of non-smoking Canadians is ...

a good idea	☐ 27-1
not a good idea	☐ 2
(DO NOT READ) No opinion	☐ 3
Don't know	☐ 4

SECTION SEVEN (TO BE ANSWERED BY ALL RESPONDENTS)

In this section we need some basic information on you and your lifestyle. These are for statistical purposes only.

1. In which education category do you belong?

Some/completed public school	☐ 28-1
Some/completed high school	☐ 2
Some/completed community college /CEGEP	☐ 3
Some/completed university	☐ 4
Some/completed graduate school	☐ 5

(HAND RESPONDENT QUESTIONNAIRE TO FILL OUT QUESTIONS 2 TO 7b) ON HIS/HER OWN)
--

2. In which of the sports activities on this list do you regularly participate? (CHECK AS MANY AS APPLY)

Golf	☐ 29-Y Racquetball/handball/	
Curling	☐ X paddle ball	☐ 30-X
Tennis	☐ 0 Horseback riding	☐ 0
Downhill snow skiing	☐ 1 Bicycling	☐ 1
Cross-country skiing	☐ 2 Sailing	☐ 2
Ice skating	☐ 3 Power boating	☐ 3
Roller skating	☐ 4 Swimming/water sports	☐ 4
Bowling	☐ 5 Jogging/distance running	☐ 5
Baseball/softball	☐ 6 Badminton	☐ 6
Hockey	☐ 7 Car racing	☐ 7
Football	☐ 8 Weight lifting	☐ 8
Basketball	☐ 9 Air ballooning/flying	☐ 9
Soccer	☐ 30-Y Fishing	☐ 31-Y
	Hunting	☐ X
	Hiking/backpacking/ canoeing/camping	☐ 0
	None of these	☐ 1

3. Which of the following spectator sports do you try to follow or watch regularly, either in person or on television? (CHECK AS MANY AS APPLY)

Golf	☐ 32-Y Sailing	☐ 6
Curling	☐ X Swimming/water sports	☐ 7
Tennis	☐ 0 Car racing	☐ 8
Skiing	☐ 1 Soccer	☐ 9
Figure skating	☐ 2 Bowling	☐ 33-Y
Baseball/softball	☐ 3 Hockey	☐ X
Football	☐ 4 Basketball	☐ 0
Wrestling	☐ 5 None of these	☐ 1

4. Do you watch each of the following very carefully, somewhat carefully, or not that carefully?

	<u>Very carefully</u>	<u>Somewhat carefully</u>	<u>Not that carefully</u>	<u>Not applicable</u>
Maintaining the right weight	☐ 34-1	☐ 2	☐ 3	☐ 4
Getting enough rest	☐ 35-1	☐ 2	☐ 3	☐ 4
Eating a balanced diet	☐ 36-1	☐ 2	☐ 3	☐ 4
Eating an adequate breakfast	☐ 37-1	☐ 2	☐ 3	☐ 4
The amount of sugar in your diet	☐ 38-1	☐ 2	☐ 3	☐ 4
The amount of cholesterol in your diet	☐ 39-1	☐ 2	☐ 3	☐ 4
The chemical additives present in the food you eat	☐ 40-1	☐ 2	☐ 3	☐ 4
The amount of alcoholic beverages you drink (if you drink)	☐ 41-1	☐ 2	☐ 3	☐ 4

5. Are you on a diet at the present time or have you been on a diet in the past year?

Yes ☐ 42-1

No ☐ 2

6. The following statements are ways which people might describe themselves and how they feel about life in general. Please indicate for each whether you agree strongly, agree somewhat, disagree somewhat or disagree strongly with each of the statements.

	<u>Agree strongly</u>	<u>Agree somewhat</u>	<u>Disagree somewhat</u>	<u>Disagree strongly</u>
. I talk on the telephone a lot	☐ 43-1	☐ 2	☐ 3	☐ 4
. I am very discriminating in my choice of friends	☐ 44-1	☐ 2	☐ 3	☐ 4
. I am always interested in forming new friendships	☐ 45-1	☐ 2	☐ 3	☐ 4
. I like to eat in new and different places	☐ 46-1	☐ 2	☐ 3	☐ 4
. I like to get suggestions from other people before I make a decision	☐ 47-1	☐ 2	☐ 3	☐ 4
. I believe I am capable of handling just about any situation that comes up	☐ 48-1	☐ 2	☐ 3	☐ 4
. I like to be where lots of things are going on at the same time	☐ 49-1	☐ 2	☐ 3	☐ 4
. I like to try new food products when they come out	☐ 50-1	☐ 2	☐ 3	☐ 4
. I like to do things slowly and deliberately	☐ 51-1	☐ 2	☐ 3	☐ 4
. I try to avoid excitement or emotional tension	☐ 52-1	☐ 2	☐ 3	☐ 4
. I think I am more impulsive than most of my friends	☐ 53-1	☐ 2	☐ 3	☐ 4
. I think life has treated me pretty well	☐ 54-1	☐ 2	☐ 3	☐ 4
. I take pride in my physical appearance	☐ 55-1	☐ 2	☐ 3	☐ 4
. I'll try anything once	☐ 56-1	☐ 2	☐ 3	☐ 4
. I feel confident in most social situations	☐ 57-1	☐ 2	☐ 3	☐ 4

	<u>Agree strongly</u>	<u>Agree somewhat</u>	<u>Disagree somewhat</u>	<u>Disagree strongly</u>
. I find I have little control over my life. Other factors and influences seem to have more control over my life than I do	☐ 58-1	☐ 2	☐ 3	☐ 4
. I get easily upset when things go wrong	☐ 59-1	☐ 2	☐ 3	☐ 4
. I think I am a more uptight person than most of my friends	☐ 60-1	☐ 2	☐ 3	☐ 4
. I like to drive a powerful car	☐ 61-1	☐ 2	☐ 3	☐ 4
	☐ 62-1	☐ 2	☐ 3	☐ 4
. I like to experiment with new ideas and experiences	☐ 63-1	☐ 2	☐ 3	☐ 4
. I like to do the things my friends do	☐ 64-1	☐ 2	☐ 3	☐ 4
. I think others get more out of life than I do	☐ 65-1	☐ 2	☐ 3	☐ 4
. I enjoy being on my own and alone	☐ 66-1	☐ 2	☐ 3	☐ 4
. I often try new brands before my friends and neighbours do	☐ 67-1	☐ 2	☐ 3	☐ 4
. I hate to lose at anything	☐ 68-1	☐ 2	☐ 3	☐ 4
. I am more independent than most people	☐ 69-1	☐ 2	☐ 3	☐ 4
. I do more things socially than do most of my friends	☐ 70-1	☐ 2	☐ 3	☐ 4
. My children are the most important thing in my life	☐ 71-1	☐ 2	☐ 3	☐ 4
. I have a hard time making decisions	☐ 72-1	☐ 2	☐ 3	☐ 4
. I don't enjoy Mondays to Fridays. I live for the weekend	☐ 73-1	☐ 2	☐ 3	☐ 4
. I think I take care of my health and my body better than most of my friends do	☐ 74-1	☐ 2	☐ 3	☐ 4
. I prefer to live for today rather than worry about tomorrow	☐ 75-1	☐ 2	☐ 3	☐ 4
. I am in pretty good physical health. I rarely see a doctor	☐ 76-1	☐ 2	☐ 3	☐ 4

7a) Have you ever smoked cannabis or marijuana?

Yes ☐ 77-1

No

☐ 2 HAND QUESTIONNAIRE
BACK TO INTERVIEWER

7b) Do you smoke marijuana ...

regularly
occasionally
seldom
hardly ever

☐ 78-1
☐ 2
☐ 3
☐ 4

HAND QUESTIONNAIRE BACK TO INTERVIEWER

(ASK QUESTIONS 8 - 13 OF PARENTS ONLY)

8. I want you to think about your goals or aspirations in life, and tell me how important each of the following is to you - very important, moderately important, slightly important, or not important at all.

	<u>Very important</u>	<u>Moderately important</u>	<u>Slightly important</u>	<u>Not important at all</u>
Travel	☐ 79-1	☐ 2	☐ 3	☐ 4
Being well-to-do or accumulating wealth	☐ 80-1	☐ 2	☐ 3	☐ 4

(HAND QUESTIONNAIRE TO RESPONDENT TO ANSWER
QUESTIONS 9 TO 13 ON HIS/HER OWN)

9. How much importance do you place on each of the following guiding principles, values or aspirations in life? Use the one to ten scale to indicate how much importance you place on each. A rating of ten means you place a great deal of importance on that factor and a rating of one means that factor is not important at all to you. The numbers between represent the degrees between. Let's begin. How important to you is ...
(CIRCLE APPROPRIATE NUMBER BELOW)

	<u>Not important at all</u>										<u>Greatly important</u>
Religion	1	2	3	4	5	6	7	8	9	10	*10-
Women's Rights Movement	1	2	3	4	5	6	7	8	9	10	11-
Commitment to the free enterprise system	1	2	3	4	5	6	7	8	9	10	12-
How useful the work you do is to society	1	2	3	4	5	6	7	8	9	10	13-
Maintaining high ethical conduct in your job/life	1	2	3	4	5	6	7	8	9	10	14-

10. Use the one to ten scale again to indicate how important each of the following factors would be to you in selecting a job or evaluating a job offer. A rating of ten means that factor would be extremely important, a rating of one means it would not be important at all. The numbers between represent the degrees between. (CIRCLE APPROPRIATE NUMBER)

	<u>Not important at all</u>										<u>Greatly important</u>
How much status the job has	1	2	3	4	5	6	7	8	9	10	15-
What kind of employee benefit plan there is	1	2	3	4	5	6	7	8	9	10	16-

11. In your opinion, do you feel that pre-marital sexual relations today are morally wrong, or is this not a moral issue in your mind?

Morally wrong
Not a moral issue

☐ 17-1
☐ 2

12. Do you watch the amount of fiber in your diet ...

very carefully
somewhat carefully
not that carefully

☐ 18-1
☐ 2
☐ 3

13. The following statements are ways that people might describe themselves and how they feel about life in general. Please indicate whether you agree strongly, agree somewhat, disagree somewhat or disagree strongly with each of the following statements.

	<u>Agree strongly</u>	<u>Agree somewhat</u>	<u>Disagree somewhat</u>	<u>Disagree strongly</u>
. I never felt better in my life than I do now	☐ 19-1	☐ 2	☐ 3	☐ 4
. My life is my family	☐ 20-1	☐ 2	☐ 3	☐ 4
. Capital punishment should be reinstituted	☐ 21-1	☐ 2	☐ 3	☐ 4
. My daily life is brim full of things that keep me interested	☐ 22-1	☐ 2	☐ 3	☐ 4
. Credit is too easy today	☐ 23-1	☐ 2	☐ 3	☐ 4
. Obedience and respect for authority are the most important virtues a child should learn	☐ 24-1	☐ 2	☐ 3	☐ 4
. I would like to own the most expensive things	☐ 25-1	☐ 2	☐ 3	☐ 4
. Everything is changing too fast today	☐ 26-1	☐ 2	☐ 3	☐ 4
. Advertising tempts people to spend their money foolishly	☐ 27-1	☐ 2	☐ 3	☐ 4

HAND BACK QUESTIONNAIRE TO
INTERVIEWER

14. In the past month, have you consumed any of the following:

	<u>Yes</u>	<u>No</u>
Beer	☐ 28-Y	☐
Wine	☐ X	☐
Scotch	☐ 0	☐
Rye	☐ 1	☐
Gin	☐ 2	☐
Vodka	☐ 3	☐
Liqueurs	☐ 4	☐
Brandy	☐ 5	☐
Cognac	☐ 6	☐
Rum	☐ 7	☐

15. In which of the following age categories do you belong?
(CHECK ONE)

10 - 14	☐ 29-1	35 - 44	☐ 5
15 - 18	☐ 2	45 - 54	☐ 6
19 - 24	☐ 3	55 - 64	☐ 7
25 - 34	☐ 4	65 & over	☐ 8

16. Are you ...

single, never married	☐ 30-1
married	☐ 2
divorced /widowed /separated	☐ 3

17. (BY OBSERVATION)- RESPONDENT LIVES IN ...

a house	☐ 31-1
an apartment	☐ 2
a townhouse	☐ 3
other _____	☐ 4

(WRITE IN)

18. Does the male head of your household work outside of the home ...

	<u>Yes</u>	<u>No</u>
full-time	☐ 32-1	☐
part-time	☐ 2	☐

IF 'YES',
What is his occupation?

33-

19. Does the female head of your household work outside of the home ...

	<u>Yes</u>	<u>No</u>
full-time	☐ 34-1	☐
part-time	☐ 2	☐

IF 'YES',
What is her occupation?

35-

20. Do you, or does anyone in your household, belong to a union?

Yes ☐ 36-1 No ☐ 2

21. And finally, in which of the following classifications does your total family income, before taxes, fall?

Under \$10,000	☐ 37-1	\$30,000 - 34,999	☐ 6
\$10,000 - \$14,999	☐ 2	\$35,000 - 39,999	☐ 7
\$15,000 - 19,999	☐ 3	\$40,000 & over	☐ 8
\$20,000 - 24,999	☐ 4	Refused	☐ 9
\$25,000 - 29,999	☐ 5		

22. If we wanted to ask you some further questions in the future, would you be willing to cooperate?

Yes ☐ 38-1 No ☐ 2

Thank you for your cooperation.

23. CITY/TOWN: _____

39-
40-
41-

PROVINCE: _____

42-

RESPONDENT'S NAME _____

RESPONDENT'S ADDRESS _____

CITY _____

TELEPHONE NUMBER _____

INTERVIEWER'S NAME _____

DATE OF INTERVIEW _____

FOR OFFICE USE ONLY

CODED BY _____

CHECKED BY _____

VERIFIED BY _____

KEYPUNCHED BY _____