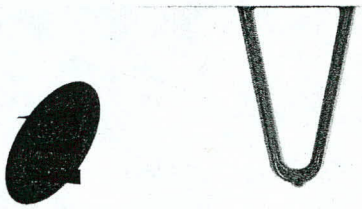
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Canadian Public and Opinion Leaders Attitudes toward Anti-Tobacco Advertising



ENVIRONICS
RESEARCH GROUP

CANADIAN PUBLIC AND OPINION LEADERS ATTITUDES TOWARD ANTI-TOBACCO ADVERTISING

Prepared for
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Environics Research Group Limited
33 Bloor Street East, Suite 900
Toronto, Ontario
Canada M4W 3H1
tel: 416.920.9010
fax: 416.920.3299
http://www.environics.ca

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1.0 INTRODUCTION

In October 1999, Environics Research Group Limited was retained by Health Canada to conduct a survey of the Canadian public and opinion leaders on their awareness of and attitudes toward government-sponsored anti-smoking and anti-tobacco advertising. A special focus of the survey was the inclusion and analysis of the segment of Canadian society considered to be opinion leaders.

Environics conducted a nation-wide survey of 1,400 Canadians, plus an oversample of 300 Canadians, age 18 to 65, with some university education or a university degree. This resulted in a total sample of 1,704 Canadians, with the results of the oversample weighted to reflect its proportion of the population. The margin of error for a sample of this size is plus or minus 2.4 percentage points, 19 times out of 20.

The survey was conducted between October 22 and November 14, 1999.

The survey examined industry awareness and impressions, opinions of the tobacco industry, health effects of tobacco, awareness and recall of advertising, the role of government, attitudes toward government-sponsored advertising and smoking behaviour.

The survey also identified Canadian opinion leaders in five different ways, including those who have informal, formal or multiple influence, as well as those with higher education and higher occupation levels. An analysis of the views of opinion leaders is included in this report.

Among other findings, the survey reveals a high level of public support for federal government sponsorship of anti-tobacco advertising, including advertising aimed at raising awareness of the practices of the tobacco industry. There is also significant recall of Government of Canada-sponsored anti-tobacco advertising.

This report presents the detailed results of the survey, along with an executive summary. The survey methods and English and French questionnaires are appended to the report. Statistical tables are presented under separate cover.

2.0 Executive Summary

INDUSTRY AWARENESS AND IMPRESSIONS

Canadians are more informed about the tobacco industry than they are about two other industries measured in the survey – the pharmaceutical and beer industries. Six in ten (61%) say they are at least somewhat informed about the tobacco industry, compared to five in ten (51% each) for the other two industries. However, only two in ten (20%) say they are very well informed about the tobacco industry.

Canadians are much more likely to have negative impressions of the tobacco industry than they have about the pharmaceutical or beer industries. Eight in ten Canadians (81%) say they have a negative impression of the tobacco industry. Moreover, the intensity of Canadian opinion is revealed by the fact that almost five in ten (48%) say they have very negative impressions of the tobacco industry. In contrast, majorities say they have at least a somewhat positive impression of the pharmaceutical (69%) and beer (58%) industries.

OPINIONS OF THE TOBACCO INDUSTRY

A majority of six in ten Canadians (59%) say their general opinion of the tobacco industry has stayed the same over the past year. One-third (34%) say their opinion of the tobacco industry has deteriorated over the past year and five percent say their opinion has improved over the past year.

Among those who have a negative opinion of the tobacco industry, more than six in ten (63%) say it is because cigarettes or tobacco damages people's health or can kill them. Smaller proportions mention that the industry is dishonest about cigarettes/smoking (20%), that the industry targets young people (15%), that cigarettes/tobacco are addictive (10%) and that they generally dislike smoking or the tobacco industry (9%).

Among the small number who have a positive opinion of the tobacco industry, the largest proportion (30%) say it is because they are a smoker. Smaller numbers mention that the tobacco industry creates revenues/jobs (15%), that the tobacco industry is responsible/improving (13%), that smoking is a personal choice or not the tobacco industry's fault (10%), that the industry tries to educate people (10%) and that it sponsors arts and sports (9%).

Majorities of Canadians think the tobacco industry avoids talking about the addictive nature of tobacco (79%), that tobacco companies sponsor sports and cultural events so that they can promote their brand names to the public and to young people (79%), that the tobacco industry tries to conceal facts about the impact of tobacco (75%), that it refuses to admit that tobacco is addictive (64%), that it actively promotes smoking among young people (61%) and that it is working behind the scenes to encourage young people to smoke (54%).

Opinions are most strongly held on the views that the tobacco industry avoids talking about the addictive nature of tobacco (57% strongly agree), tobacco companies sponsor sports and cultural events to promote their brand names to the public and to young people (54% strongly agree), the industry conceals facts about the impact of tobacco (49% strongly agree) and the tobacco industry refuses to admit that tobacco is addictive (44% strongly agree). The strength of opinion is somewhat lower on the views that the tobacco industry actively promotes smoking among young people (37% strongly agree) and that the tobacco industry is working behind the scenes to encourage young people to smoke (31% strongly agree).

Canadians are divided in their views that tobacco companies are good corporate citizens because they sponsor sports and cultural events (49% agree; 47% disagree) and that tobacco companies in Canada are not as interested in promoting tobacco use as are the tobacco companies in the United States (39% agree, 35% disagree and 25% offer no opinion). A majority (71%) disagree that the tobacco industry is making a significant effort to limit tobacco use among young people.

Six in ten Canadians each think tobacco companies are not only interested in promoting their brands among current smokers, but are also interested in trying to encourage other non-smokers (61%) and young people (58%) to start smoking. Only one-quarter each think that tobacco companies are only interested in promoting their brands among people who currently smoke.

HEALTH EFFECTS OF TOBACCO

An overwhelming number of about nine in ten Canadians (88%) think tobacco use is a major health problem in Canada. Another ten percent think it is a minor problem. Only one percent think tobacco use is not a health problem at all.

RECALL AND RESPONSE TO ADVERTISING

There is significant unaided recall of Government of Canada-sponsored anti-tobacco advertising. Five in ten Canadians (52%) say they recall seeing or hearing anti-tobacco or anti-smoking advertisements sponsored by the Government of Canada over the past few months.

Among those who recall these ads, most say they saw them on television (89%). Much smaller proportions say they heard them on the radio (12%) or saw these ads in newspapers (12%), magazines (8%), on cigarette packages (6%), in visual media, such as brochures, flyers, posters on buses or subways (5%), outdoor billboards (4%), in their doctor's office, clinic, pharmacy or hospital (2%), and in a movie theatre (1%).

Among those who recall ads, the largest proportion recall (unaided) an ad about a woman who talks about her addiction and smokes a cigarette through her throat (23%). Smaller proportions are able to mention specific ads, such as Joy – an ad about a girl talking about losing her mother, who won't be able to go to her graduation or wedding (8%), a woman seeing herself deteriorating in a mirror (5%), a boy talking about his brother and how he doesn't want him to smoke (5%), a man in a bar squeezing cigarettes and drinking the liquid (4%), and pictures of different poisons labelled "light" or "mild" (3%). Smaller numbers describe other ads.

When asked specifically (aided), seven in ten English-speaking respondents (71%) say they remember seeing the Debi ad showing a woman talking about her addiction and smoking a cigarette through a hole in her throat. Among those who recall seeing this ad, the largest proportions think the main message of the ad is that smoking is dangerous to your health (34%), that smoking is addictive or difficult to stop (34%) or that you should not smoke (32%). Smaller numbers mention smoking is not healthy, is bad for your health or can cause cancer (23%) or that it is warning you to stop smoking or you will become like the woman in the ad (18%).

Among those who recall the Debi ad, an overwhelming majority (88%) think this ad is effective in its message about tobacco, and 54 percent think it is a very effective ad. Only 11 percent think it is not very or not at all effective.

Six in ten French-speaking respondents (58%) say they remember seeing the Olivier ad showing a teenaged boy talking about how he and his brother started smoking at the same time and how he wants his brother to quit. Among those who recall seeing this ad, a majority think the main message of this ad is that you should not smoke (52%). Much smaller proportions mention that smoking is dangerous to your health (27%) or that smoking is addictive or difficult to stop (14%).

Among those who recall Olivier, 59 percent think it is effective, but only 19 percent think it is very effective. A significant minority of 37 percent think this ad is not very or not at all effective.

One-third of Canadians (35%) remember seeing the Poisons ad showing containers of different poisons with labels like "formaldehyde light" and "ammonia light". Two-thirds (64%) do not recall this ad.

Among those who recall the Poisons ad, a large majority think the main message of this ad is that smoking is dangerous or poisonous (66%). Much smaller proportions mention that light or mild cigarettes are poisonous or dangerous (23%) or that you should not smoke (11%).

Among those who recall the Poisons ad, a large majority (78%) think this ad is effective in its message about tobacco, but only 27 percent think it is very effective. Only 20 percent think the ad is not very or not at all effective.

The government-sponsored anti-tobacco ads have had a significant impact on opinion about the industry, in spite of the fact that anti-industry messages are

not top-of-mind. Four in ten Canadians who recall seeing at least one of these ads say this ad(s) made them more critical toward the tobacco industry and its practices (42%). A total of 53 percent say they had no effect on their opinion toward the tobacco industry. Only four percent say these ads made them less critical of the tobacco industry.

Eight in ten Canadians who recall seeing at least one of these anti-tobacco or anti-smoking ads approve of the Government of Canada sponsoring the ads they saw (82%). Moreover, a large majority of 60 percent strongly approve of this. Only 17 percent disapprove of the federal government's sponsorship of these ads.

ROLE OF GOVERNMENT

Seven in ten Canadians (70%) are aware that the federal government regulates the sale, content and promotion of tobacco products, but only one-third (33%) are very aware of this. Three in ten (29%) say they are not very or not at all aware.

Seven in ten Canadians (71%) support federal regulations on the sale, content and promotion of tobacco products, but under five in ten (46%) strongly support these regulations. One-quarter (25%) are opposed to these regulations.

Just under one-half of Canadians (49%) think that existing federal regulations on the sale, content and promotion of tobacco products don't go far enough. Thirty-three percent are satisfied with existing regulations. Only 12 percent think they go too far.

There is greater support for federal sponsorship of anti-tobacco advertising than there is of the current regulatory regime in general. An overwhelming majority of 86 percent of Canadians support the federal government sponsoring anti-tobacco or anti-smoking advertising, and fully 61 percent strongly support federal sponsorship of these ads. Only 13 percent oppose federal sponsorship of these ads.

Among the small number (13%) who oppose federal sponsorship of anti-tobacco or anti-smoking advertising, the largest proportions give as their reason that the government should be doing other things (23%), that these ads are a waste of money (19%), that the ads are not effective in stopping smoking (17%) or that people have the right to smoke or government should stay out of it (16%).

Among those who oppose federal sponsorship of anti-tobacco or anti-smoking advertising, four in ten (38%) think these ads should be sponsored by someone else, while half (47%) think no one else should sponsor these ads.

Among those who oppose federal sponsorship of anti-tobacco or anti-smoking advertising and think that someone else should sponsor these ads, the largest proportion (48%) think these ads should be sponsored by health or non-smoking groups. Smaller proportions mention the tobacco industry or tobacco companies (20%) or anyone/everyone (11%).

An overwhelming majority of Canadians (84%) also approve of the Government of Canada's sponsorship of ads that are critical of the tobacco industry and its practices. Moreover, 59 percent strongly approve of this. Only 15 percent disapprove of the government's sponsorship of these types of ads.

There is even stronger support for federal advertising aimed at particular groups, especially young people. Overwhelming numbers of 85 percent or more are supportive overall of federal sponsorship of anti-tobacco advertising aimed at specific groups or providing specific information. Large majorities strongly support federal government sponsorship of anti-tobacco advertising that is aimed at discouraging young people from starting to smoke (85%), encouraging young smokers to quit (84%), advertising that raises awareness of the health risks of tobacco (79%) and provides information to smokers who may want to quit (79%). Smaller numbers, but still majorities, strongly support advertising aimed at encouraging long-time smokers to quit (69%) and advertising that raises awareness of the practices of the tobacco industry (61%). These anti-tobacco advertising initiatives receive the highest support of any in the survey.

SMOKING BEHAVIOUR AND ADVERTISING

About three in ten Canadians (28%) say they smoke daily (21%) or occasionally (7%), which almost exactly matches the incidence figures found in other surveys. Seven in ten (72%) say they do not smoke.

A plurality of four in ten smokers (43%) say they smoke from between one and ten cigarettes per day. Smaller proportions smoke from between 11 and 20 per day (29%), 21 to 24 per day (8%) and 25 or more per day (18%).

An overwhelming majority of smokers (85%) say they have been smoking for more than five years. Twelve percent have been smoking between one and five years and two percent have been smoking for less than a year.

About two-thirds of smokers (64%) currently smoke "light" or "mild" cigarettes. About one-third (31%) smoke regular cigarettes. Four percent say they have no usual type or preference or smoke some other kind of cigarette.

One-quarter of smokers report never having tried to quit smoking. Those who have, mention that they last tried to quit smoking within the last month (12%), one to six months ago (10%), six months to a year ago (11%), one to two years ago (12%), two to five years ago (14%) or more than five years ago (15%).

Six in ten smokers (62%) say they plan to try to quit smoking in the next six months. More than three in ten (34%) say they do not.

Among smokers who have tried to quit smoking, seven in ten (70%) say that if they had seen more ads or information about the effects of tobacco or the practices of the tobacco industry when they were trying to quit, this would not have helped them to quit. One-quarter (26%) say these ads and information would have helped them quit.

A majority of almost six in ten smokers (57%) think the tobacco industry is trying to downplay or conceal the negative effects of tobacco. Four in ten (39%) think the tobacco industry is generally open and fair in representing the effects of tobacco.

More knowledge of the practices of the tobacco industry would help a significant number of smokers to think about quitting. Thirty-nine percent say this information would make them more likely to quit smoking. A total of 55 percent of smokers think that knowing more about the practices of the tobacco industry would have no effect on them with regard to quitting smoking. Only five percent say this information would make them less likely to stop smoking.

OPINION LEADER ANALYSIS

The survey identified Canadian opinion leaders in five different ways, including those who have informal, formal or multiple influence, as well as those with higher education and higher occupation levels. Some of the key findings with regard to opinion leaders are:

Opinion leaders express similar levels of awareness of the tobacco industry as does the general public. They also have as negative an impression of the tobacco industry, and give similar reasons as to why their opinion of the industry is negative.

Opinion leaders do not differ significantly from the general public in their opinion of the tobacco industry.

In general, opinion leaders express views similar to those of the general public when asked statements about the practices of tobacco industry. However, opinion leaders with informal or multiple influence are slightly more likely to strongly agree with negative statements about the industry and to strongly disagree with positive ones.

Opinion leaders are as likely as the general public to agree that the tobacco companies are not only interested in promoting their brands among current smokers, but also interested in trying to get other non-smokers and young people to start smoking.

Opinion leaders are as likely as the general public to think that tobacco use is a major health problem in Canada.

Opinion leaders express levels of unaided awareness similar to those of the general public of Government

of Canada-sponsored anti-tobacco advertising. In general, they are as likely as the general public to recall specific ads and to express similar views on the effectiveness of these ads. However, those with formal and multiple influence are more likely to specifically recall the "Poisons" ad.

Opinion leaders are also as likely as the general public to say the effect of the anti-tobacco ads they have seen have had a significant impact on their opinion about the tobacco industry. Those with informal influence and higher levels of education are slightly more likely to strongly approve of the Government of Canada sponsoring these ads.

Opinion leaders are more likely than the general public to be aware of and supportive of the federal government's role in regulating tobacco products. Morevover, those with formal or multiple influence are more likely to say these regulations do not go far enough.

Opinion leaders are also more likely than the general public to strongly support federal government sponsorship of anti-tobacco or anti-smoking advertising.

Opinion leaders are just as likely as the general public to show a very high level of support for federal-government-sponsored anti-tobacco ads aimed at specific groups or delivering specific information. Those with formal, informal or multiple influence are somewhat more likely to strongly support federal anti-smoking ads aimed at raising awareness of the practices of the tobacco industry.

Opinion leaders defined by formal, informal or multiple influence are also more inclined than the general public to strongly approve of Government of Canada-sponsored ads that are critical of the tobacco industry and its practices.

Opinion leaders are similar to the general public, in terms of their smoking behaviour. However, the opinion leader groups that have higher education and are in higher level occupations are somewhat less likely to report smoking every day. Opinion leaders also express similar views as the general public in terms of the impact of ads or information about the effects of tobacco or the practices of the tobacco industry on helping them quit smoking.

A Awareness of Specific Industries

Six in ten Canadians say they are least somewhat informed about the tobacco industry compared to five in ten each for two other industries measured in this survey – the pharmaceutical and beer industries.

Canadians are more informed about the tobacco industry than they are about two other industries measured in the survey – the pharmaceutical and beer industries.

Six in ten Canadians (61%) say they are very well (20%) or somewhat (41%) informed about the tobacco industry. Four in ten (39%) say they are not very (23%) or not at all (16%) informed.

Five in ten (51%) say they are very well (10%) or somewhat (41%) informed about the pharmaceutical industry. A similar proportion (49%) say they are not very (35%) or not at all (14%) informed.

Five in ten (51%) say they are very well (11%) or somewhat (40%) informed about the beer industry. A similar proportion (49%) say they are not very (29%) or not at all (20%) informed.

Opinion leaders defined by informal influence are slightly more likely to say they are very well informed about the tobacco industry (30% compared to 20% among the general public).

Smokers are more likely than the general public to say they are very well informed about the tobacco industry (31% compared to 20%, respectively).

Older people, especially those aged 65 and older, are more likely to say they are very well informed about the tobacco industry.

Regionally, residents of Atlantic Canada, Alberta and Vancouver are slightly more likely to say they are very well informed about the tobacco industry. Residents of Manitoba and Saskatchewan are the least likely to say they are well informed.

Familiarity with Industry
November 1999

	General population		Opinion* leaders	
PHARMACEUTICAL				
Very well informed	10	51	12	63
Somewhat informed	41		51	
Not very informed	35	49	31	36
Not at all informed	14		5	
BEER				
Very well informed	11	51	16	56
Somewhat informed	40		40	
Not very informed	29	49	30	43
Not at all informed	20		13	
TOBACCO				
Very well informed	20	61	20	67
Somewhat informed	41		47	
Not very informed	23	39	20	33
Not at all informed	16		13	

* Throughout the tables in this report, we present the data on opinion leaders who are defined as having "multiple influence".

Q.1
How informed do you consider yourself to be about the following industries?

B Impressions of Specific Industries

Eight in ten Canadians say they have a negative impression of the tobacco industry compared to about four in ten for the beer industry and about three in ten for the pharmaceutical industry.

Canadians are much more likely to have negative impressions of the tobacco industry than they have about the pharmaceutical and beer industries.

Eight in ten Canadians (81%) say they have a very (48%) or somewhat (33%) negative impression of the tobacco industry. Only 16 percent say they have a very (3%) or somewhat (13%) positive impression.

Just under four in ten (37%) say they have a very (12%) or somewhat (25%) negative impression of the beer industry. A majority of six in ten (58%) say they have a very (8%) or somewhat (50%) positive impression.

Just under three in ten (27%) say they have a very (6%) or somewhat (21%) negative impression of the pharmaceutical industry. A large majority of seven in ten (69%) say they have a very (18%) or somewhat (51%) positive impression.

Opinion leaders defined by multiple influence and those with university education are somewhat more inclined to have a very negative impression of the tobacco industry (60% and 58%, respectively, compared to 48% among the general public).

Smokers, especially those who say they do not plan to try to quit smoking in the next six months, are much less likely than the general public to have a very negative impression of the tobacco industry (23% and 16% compared to 48% for the general public).

More affluent and better educated Canadians are more likely than others to have a very negative impression of the tobacco industry.

British Columbians are more inclined than others to have a very negative impression of the tobacco industry. Residents of Quebec are the least inclined to feel this way. However, even here, a large majority have at least a somewhat negative impression of the tobacco industry.

Impression of Industries
November 1999

	General population		Opinion leaders	
PHARMACEUTICAL				
Very positive	18	69	17	67
Somewhat positive	51		50	
Somewhat negative	21	27	22	30
Very negative	6		8	
BEER				
Very positive	8	58	9	64
Somewhat positive	50		55	
Somewhat negative	25	37	23	33
Very negative	12		10	
TOBACCO				
Very positive	3	16	3	12
Somewhat positive	13		9	
Somewhat negative	33	81	26	86
Very negative	48		60	

Q.2
What is your personal impression of each of these industries?

A Detailed Impressions of the Tobacco Industry

Six in ten Canadians say their opinion of the tobacco industry has stayed the same over the past year. One-third say their opinion of the tobacco industry has deteriorated. Among those who have a negative opinion of the industry, more than six in ten say it is because cigarettes or tobacco damages people's health or can kill them.

As discussed above, fully 81 percent of Canadians have a negative view of the tobacco industry and only 16 percent have a positive view. A significant minority of Canadians also say their opinion of the tobacco industry has deteriorated over the past year.

Six in ten Canadians (59%) say their opinion of the tobacco industry has stayed the same over the past year. A significant minority of 34 percent say their opinion of the tobacco industry has gone down. Five percent say their opinion has gone up over the past year.

Opinion leaders defined by informal influence are slightly more likely to say their opinion of the tobacco industry has deteriorated over the past year (44% compared to 34% for the general public).

Smokers, especially those who say they do not plan to quit smoking, are less likely than the general public to say their opinion of the tobacco industry has gone down over the past year (28% and 19% compared to 34% for the general public).

Less affluent Canadians are more likely than average to say their opinion of the tobacco industry has improved over the past year. However, only 13 percent of this group hold this opinion and one-third say their opinion has declined over the past year.

Among those who have a negative opinion of the tobacco industry (81% of Canadians), more than six in ten (63%) say it is because cigarettes or tobacco damages people's health or can kill them. Smaller proportions give as a reason that the industry is dishonest about cigarettes/smoking (20%), that the industry targets young people (15%), that cigarettes/to-

Change in Opinion of Tobacco Industry
November 1999

	General population	*Opinion leaders*
Total sample:		
Gone up	5	3
Stayed the same	59	56
Gone down	34	40

Q.3
Over the past year, has your general opinion of the tobacco industry gone up, stayed the same or gone down?

Detailed Impressions of Tobacco Industry
November 1999

	General population	*Opinion leaders*
Negative:		
Cigarettes/tobacco damages people's health/can kill	63	66
Dishonest about cigarettes/smoking	20	21
Industry targets youth/young people	15	16
Cigarettes/tobacco addictive	10	15
Generally dislike smoking/industry	9	9
Interested in profit	5	5
Cost of health care	4	5
Media creates bad impression of tobacco industry	3	4
Bad product/should be banned	2	3
Expensive/price	2	1
Smoking stinks	2	1
I smoke/cannot quit	2	-
Other	4	6

Q.4b
You said you have a negative impression of the tobacco industry. Why do you say that?
Subsample: Those who said they have a negative impression of tobacco industry

bacco are addictive (10%), that they generally dislike smoking or the tobacco industry (9%) and that the tobacco industry is interested in profit (5%). Nineteen percent mention other reasons.

Opinion leaders do not differ from the general public in their response to this question.

Smokers are less inclined than the general public to mention that cigarettes/tobacco damages people's health or can kill them (52% compared to 63% respectively).

Residents of British Columbia are slightly more likely to mention that the tobacco industry is dishonest about cigarettes/smoking. Manitobans are more likely to mention that they generally dislike smoking/tobacco industry.

Among the small number who have a positive opinion of the tobacco industry (16%), the largest proportion (30%) say it is because they are a smoker. Smaller numbers mention that the tobacco industry creates revenue/jobs (15%), that the tobacco industry is more responsible/improving (13%), that it is not the tobacco industry's fault/smoking is a personal choice (10%), that the industry tries to educate people (10%) and that it sponsors arts and sports (9%). Nineteen percent of these mention other reasons and ten percent offer no opinion.

Opinion leaders do not differ significantly from the general public in their response to this question.

Smokers are more likely to say the reason that they have a positive opinion of the tobacco industry is because they are smokers.

Women are more likely than men to mention that the industry tries to educate people.

B Activities and Motivations of the Tobacco Industry

Majorities of Canadians agree with several negative statements about the activities and motivations of the tobacco industry and tend not to believe positive statements about the industry. Majorities of Canadians also believe that tobacco companies are not only interested in promoting their brands among current smokers, but also want to promote smoking among non-smokers and young people.

Canadians hold very negative views about the activities and motivations of the tobacco industry. They strongly hold the view that the tobacco industry withholds information about tobacco and its impact and that tobacco companies sponsor sports and cultural events so they can promote their brands to the public and young people. They are less likely to strongly believe that the tobacco industry is actively promoting or encouraging young people to smoke.

Overall, large majorities of Canadians think the tobacco industry avoids talking about the addictive nature of tobacco (79%), that tobacco companies sponsor sports and cultural events so that they can promote their brand names to the public and to young people (79%) and that the tobacco industry tries to conceal facts about the impact of tobacco (75%).

Smaller majorities also agree that the tobacco industry refuses to admit that tobacco is addictive (64%), that the tobacco industry actively promotes smoking among young people (61%) and that the tobacco industry is working behind the scenes to encourage young people to smoke (54%).

Opinions are most strongly held on the views that the tobacco industry avoids talking about the addictive nature of tobacco (57% strongly agree), tobacco companies sponsor sports and cultural events to promote their brand names to the public and to young people (54% strongly agree), the industry conceals facts about the impact of tobacco (49% strongly agree) and the tobacco industry refuses to admit that tobacco is addictive (44% strongly agree). The strength of opinion is somewhat weaker on the views that the tobacco industry actively promotes smoking among young

Attitudes Toward Tobacco Industry
November 1999

	General Population					Opnion Leaders				
	Strongly Agree	*Somewhat Agree*		*Somewhat Disagree*	*Strongly Disagree*	*Strongly Agree*	*Somewhat Agree*		*Somewhat Disagree*	*Strongly Disagree*
Tobacco industry promotes smoking among young people	37	24	61	22	15	45	20	65	21	13
				37					34	
Tobacco industry avoids talking about addictive nature of tobacco	57	22	79	11	7	66	20	86	8	5
				18					13	
Tobacco industry working behind the scenes to encourage young people to smoke	31	23	54	22	17	38	23	61	15	15
				39					30	
Sponsoring sports and cultural events makes tobacco companies good corporate citizens	19	30	49	19	28	17	25	42	18	39
				47					57	
Tobacco industry makes significant effort to limit tobacco use among youth	10	16	36	24	47	6	11	17	21	58
				71					79	
Canadian tobacco companies are less intersted in promoting tobacco than the US tobacco companies	13	26	39	18	17	12	22	34	17	26
				35					43	
Tobacco industry tries to conceal facts about impact of tobacco	49	26	75	13	9	58	21	79	13	8
				22					21	
Tobacco companies sponsor sports and cultural events to promote their brand names to public and youth	54	25	79	11	8	69	15	84	9	7
				19					16	
Tobacco industry refuses to admit tobacco is addictive	44	20	64	18	15	48	21	69	16	13
				33					29	

Q.6

Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements about the tobacco industry in this country?

people (37% strongly agree) and that the tobacco industry is working behind the scenes to encourage young people to smoke (31% strongly agree).

When it comes to positive statements about the motivations and activities of the tobacco industry, Canadians are divided in their views that tobacco companies are good corporate citizens because they sponsor sports and cultural events (49% agree; 47% disagree) and that tobacco companies in Canada are not as interested in promoting tobacco use as are the tobacco companies in the United States (39% agree; 35% disagree; 25% offer no opinion).

A large majority (71%) disagree that the tobacco industry is making a significant effort to limit tobacco use among young people, with almost one-half (47%) strongly disagreeing with this view.

In general, opinion leaders express similar views to those of the general public when asked statements about the practices of tobacco industry. However, opinion leaders with informal or multiple influence are slightly more likely to strongly agree with negative statements about the industry and to strongly disagree with positive ones.

Smokers, especially those who have never tried to quit smoking and those who do not plan to quit, are less likely to strongly agree with negative statements about the motivations and activities of the tobacco industry, and more likely to strongly agree with positive statements about the industry.

Younger people, especially those aged 18 to 24, are less likely to strongly agree with negative statements about the motivations and activities of the tobacco industry, and are less likely to strongly disagree with positive statements about the industry. In general, older people are more likely to strongly agree with negative views of the industry. The least educated and least affluent Canadians are less likely to strongly agree that the tobacco industry avoids talking about the addictive nature of tobacco, that it tries to conceal the impact of tobacco and that tobacco companies sponsor sports and cultural events so they can promote their brands to the public and young people. They are also less likely to strongly disagree that the tobacco industry is making a significant effort to limit tobacco use among young people. However, their views on other statements about the tobacco industry are similar to those of Canadians in general.

Quebecers are less likely to strongly agree that the tobacco industry avoids talking about the addictive nature of tobacco, that tobacco companies sponsor sports and cultural events to promote their brands to the public and young people and that the tobacco industry actively promotes smoking among young people. Quebecers are as likely as Canadians in general to strongly agree with other negative statements about the tobacco industry. Quebecers are less likely to strongly disagree with positive statements about the industry. Ontarians are more likely to strongly agree that the tobacco industry avoids talking about the addictive nature of tobacco; their views on other statements about the tobacco industry are similar to those of Canadians in general. Residents of Saskatchewan are less likely to strongly agree with most of the negative statements about the motivations and activities of the tobacco industry. Westerners in general, with the exception of Saskatchewan are more likely to strongly agree that the tobacco industry actively promotes smoking among young people. Residents of British Columbia are more likely to strongly agree that the tobacco industry avoids talking about the addictive nature of tobacco and tries to conceal facts about the impact of tobacco. They are also more likely to strongly disagree that the industry is making a significant effort to limit tobacco use among young people. Residents of Manitoba are more likely to strongly agree that the tobacco industry refuses to admit that tobacco is addictive.

When Canadians are asked two other questions about the motivations of the tobacco companies, majorities think tobacco companies are not only interested in promoting their brands among current smokers, but are also interested in trying to encourage other non-smokers and young people to start smoking.

A majority of six in ten Canadians (61%) think tobacco companies are not only interested in promoting their brands among current smokers, but also are interested in trying to encourage other non-smokers to start smoking. Only one-quarter (25%) think that tobacco companies are only interested in promoting their brands among current smokers. Another 11 percent think tobacco companies are trying to do both.

A similar number of Canadians (58%) think tobacco companies are not only interested in promoting their brands among current smokers, but also are interested in trying to encourage young people to start smoking. Only one-quarter (27%) think that tobacco companies are only interested in promoting their brands among current smokers. Another 11 percent think tobacco companies are trying to do both.

Opinion leaders are as likely as the general public to agree that tobacco companies are not only interested in promoting their brands among current smokers, but also interested in trying to get other non-smokers and young people to start smoking.

Smokers are less likely than the general public to believe that tobacco companies are not only interested in promoting their brands among current smokers, but also interested in trying to get other non-smokers (50% compared to 61% among the general public) and young people (44% compared to 58% among the general public) to start smoking. Smokers who have never tried to quit smoking and those who do not plan to try to quit smoking in the next six months are even less likely to agree that the tobacco companies are trying to promote smoking among other non-smokers and young people.

The least educated and least affluent Canadians are also slightly less likely to agree with these views.

Tobacco Companies' Interest in Promoting Brands

November 1999

	General population	*Opinion leaders*
TO YOUNG PEOPLE		
Only interested in promoting to people who currently smoke	27	21
Also intersted in trying to encourage young people	58	63
Both	11	14
TO OTHER NON-SMOKERS		
Only interested in promoting to people who currently smoke	25	20
Also intersted in trying to encourage non-smokers	61	64
Both	11	14

Q.7a
Do you think the tobacco companies in this country are only interested in promoting their brands among people who currently smoke, or do you think tobacco companies are also interested in trying to encourage young people to start smoking?

Q.7b
And do you think tobacco companies in this country are only interested in promoting their brands among people who currently smoke, or do you think tobacco companies are also interested in trying to encourage other non-smokers to start smoking?

Residents of Quebec are much less likely than Canadians in general to believe that tobacco companies are not only interested in promoting their brands among current smokers, but also interested in trying to get other non-smokers and young people to start smoking. For example, 36 percent of Quebecers compared to 58 percent among the general public think tobacco companies are also trying to get young people to start smoking.

5.0 Health Effects of Tobacco

An overwhelming number of about nine in ten Canadians think tobacco use is a major health problem in Canada.

Canadians almost unanimously believe that tobacco use is a major health problem in Canada.

About nine in ten Canadians (88%) think tobacco use is a major health problem in Canada. Another ten percent think it is a minor problem. Only one percent think tobacco use is not a health problem at all.

Opinion leaders do not differ from the general public in response to this question.

Smokers, especially those who have never tried to quit smoking and those who do not plan to quit, are less likely to think tobacco use is a major health problem. However, even among these groups, large majorities agree with this view.

The belief that tobacco use is a major health problem in Canada is consistent across all other demographic and regional groups.

Health Effects of Tobacco Use
November 1999

	General population	*Opinion leaders*
Major health problem	88	90
Minor health problem	10	10
Not a health problem	1	-

Q.5
In general, do you think that tobacco use is a major health problem, a minor health problem, or not a health problem at all in Canada?

A Unaided Recall of Government of Canada Anti-Tobacco Advertisements

Five in ten Canadians recall (unaided) Government of Canada-sponsored anti-tobacco or anti-smoking advertisements. Most Canadians who recall these ads have seen them on television and the largest proportion recall (unaided) an ad about a woman who talks about her addiction and smokes a cigarette through her throat.

There is significant unaided recall of Government of Canada-sponsored anti-tobacco or anti-smoking advertising.

Five in ten Canadians (52%) say they recall seeing or hearing anti-tobacco or anti-smoking advertisements sponsored by the Government of Canada over the past few months. Another four percent recall these ads, but were not sure who sponsored the ads. Four in ten (42%) do not recall these ads.

Opinion leaders express levels of unaided awareness similar to those of the general public of Government of Canada-sponsored anti-tobacco advertising.

Smokers are more likely than the general public to recall Government of Canada-sponsored anti-tobacco advertising (63% compared to 52% among the general public).

Unaided recall of these ads is higher among younger people and better educated and more affluent Canadians.

Unaided recall is also higher among residents of Alberta and British Columbia. Manitobans are the least likely to recall these ads.

When asked where they saw or heard these Government of Canada-sponsored anti-tobacco or anti-smoking ads, those who have unaided recall of these ads are overwhelmingly likely to say they saw these ads on television.

Among those who recall these ads, most say they saw them on television (89%). Much smaller proportions say they heard them on the radio (12%) or saw these

Unaided Recall of Anti-Tobacco Ads
November 1999

	General population	*Opinion leaders*
Total sample:		
Yes	52	56
No	42	38
Yes, but not sure who sponsored	4	4
Those who have seen ads:		
LOCATION		
Television	89	91
Radio	12	15
Newspapers	12	18
Magazine	8	11
On cigarette packages	6	7
Visual media (brochures, flyers, posters on buses/subway)	5	6
Outdoor billboard	4	3
Doctor's office/clinic/ pharmacy/hospital	2	1
Movie theatre	1	-
Other	2	4

Q.8a
Do you recall seeing or hearing any anti-tobacco or anti-smoking advertisements sponsored by the Government of Canada over the past few months?

Q.8b
Where did you see or hear these ads?
Subsample: Those who recall seeing or hearing any anti-tobacco or anti-smoking advertisements sponsored by the Government of Canada over the past few months

ads in newspapers (12%), magazines (8%), on cigarette packages (6%), in visual media, such as brochures, flyers, posters on buses or subways (5%), outdoor billboards (4%), in their doctor's office, clinic, pharmacy or hospital (2%), and in a movie theatre (1%).

Response to this question is generally consistent among all demographic (including opinion leaders and smokers) and regional groups. However, older people and the most educated and more affluent Canadians are slightly more likely than others to say they have seen these ads in newspapers.

When asked what advertisements they recall, the largest proportion of those who have unaided recall of these ads recall an ad about a woman who talks about her addiction and smokes a cigarette through her throat.

Among those who recall ads, the largest proportion recall (unaided) an ad about a woman who talks about her addiction and smokes a cigarette through her throat (23%). Smaller proportions are able to mention specific ads, such as Joy – an ad about a girl talking about losing her mother, who won't be able to go to her graduation or wedding (8%), a woman seeing herself deteriorating in a mirror (5%), a boy talking about his brother and how he doesn't want him to smoke (5%), a man in a bar squeezing cigarettes and drinking the liquid (4%), and pictures of different poisons labelled "light" or "mild" (3%). Smaller numbers describe other specific ads.

They also give general responses, such as ads showing youth (8%), a general warning/slogan (7%) and teens showing/saying smoking is bad/uncool (5%). Smaller proportions mention other general responses.

A significant proportion, 30 percent, are unable to recall anything about these anti-tobacco or anti-smoking ads.

There are no significant differences among demographic (including opinion leaders and smokers) and regional groups in response to this question.

Unaided Recall: Ads Seen
November 1999

	General population	*Opinion leaders*
Those who have seen ads:		
Woman talks about smoking and smokes through throat	23	31
Girl talks about losing mother who won't be at her graduation or wedding	8	8
Ads showing youth (general)	8	10
General warning/slogan	7	8
Teens showing/saying smoking bad/uncool	5	3
Woman sees herself in a mirror and sees her body deteriorating	5	4
Boy talks about his brother and how he doesn't want him to smoke	5	3
Man in bar squeezing cigarettes and then drinking liquid	4	2
Pictures of different poisons labelled "light" or "mild"	3	1
Poster or billboard	2	2
Warning messages on cigarette packages	2	-
Woman with damaged voice talks about her past	1	1
Commercial tobacco cencession products/ Niccorette/Niccoderm/Zyban	1	1
Young man at doctor, may have cancer	1	2
Pictures of a young girl and old women smoking, tobacco companies need replacements	1	*
Baby in crib surrounded by smoke	1	-
Man talking through hole in throat	*	1
Cigarettes fall on children from sky	*	-
Man compares cigarette filters to vacuum cleaner	-	-
Other	7	7

Q.8c
What advertisements do you recall? Please describe some scenes or phrases.
Subsample: Those who recall seeing or hearing any anit-tobacco or anti-smoking advertisements sponsored by the Government of Canada over the past few months

B Aided Recall of Specific Ads

Seven in ten English-speaking respondents say they remember seeing the "Debi" ad. Six in ten French-speaking respondents say they remember seeing the "Olivier" ad. One-third of Canadians remember seeing "Poisons". Most see these ads as effective in their message about tobacco, and the Debi ad is seen as the most effective.

There is very high recall of the "Debi" ad among English-speaking respondents, but less recall of the "Olivier" ad among French-speaking respondents. There is much lower recognition of the "Poisons" ad among Canadians as a whole. Most think these ads are effective in their message about tobacco, but the Debi ad is seen as the most effective.

When asked specifically (aided), seven in ten English-speaking respondents (71%) say they remember seeing the Debi ad showing a woman talking about her addiction and smoking a cigarette through a hole in her throat. Three in ten (28%) do not remember seeing this ad.

Among those who recall seeing this ad, the largest proportions think the main message of the ad is that smoking is dangerous to your health (34%), that smoking is addictive or difficult to stop (34%) or that you should not smoke (32%). Smaller numbers mention smoking is not healthy, is bad for your health or can cause cancer (23%) or that it is warning you to stop smoking or you will become like the woman in the ad (18%). Ten percent mention other messages.

Among those who recall the Debi ad, an overwhelming majority (88%) think this ad is very (54%) or somewhat (34%) effective in its message about tobacco. Only 11 percent think it is not very or not at all effective.

Opinion leaders and smokers do not differ from the general public in their recall of the "Debi" ad and in their view of its effectiveness.

British Columbians are more likely than others to recall seeing "Debi". Atlantic Canadians are more likely than others to say the main message of this ad

Recall of Debi Ad
November 1999

	General population		Opinion leaders	
Total sample of English-speakers:				
Yes	71		74	
No	28		25	
Those who recall ad:				
MAIN MESSAGE OF AD				
Smoking is dangerous to health	34		37	
Smoking is addictive	34		37	
Don't smoke	32		26	
Not healthy/ bad for health/ cause cancer	23		21	
Stop smoking or you will become like that	18		12	
Scare people	5		7	
Smoking is unattractive/stupid	2		4	
Tobacco industry lied to people	1		2	
Other	2		3	
EFFECTIVENESS OF AD				
Very effective	54	88	56	87
Somewhat effective	34		31	
Not very effective	8	11	10	12
Not at all effective	3		2	

Q.9a
Do you remember seeing a television ad showing a woman talking about her addiction and smoking a cigarette through a hole in her throat?
Subsample: English-speaking Canadians

Q.9b
What do you think is the main message of this ad?
Subsample: English-speaking Canadians who remember seeing a television ad showing a woman talking about her addiction and smoking a cigarette through a hole in her throat

Q.9c
Overall, do you think this ad is very effective, somewhat effective, not very effective or not at all effective in its message about tobacco?
Subsample: English speaking-Canadians whose who remember seeing a television ad showing a woman talking about her addiction and smoking a cigarette through a hole in her throat

is that you should not smoke and to think this ad is very effective in its message about tobacco.

Six in ten French-speaking respondents (58%) say they remember seeing the Olivier ad showing a teen-aged boy talking about how he and his brother started smoking at the same time and how he wants his brother to quit. Four in ten (42%) do not remember seeing this ad.

Among those who recall seeing Olivier, a majority think the main message of this ad is that you should not smoke (52%). Much smaller proportions mention that smoking is dangerous to your health (27%), that smoking is addictive or difficult to stop (14%), that smoking is bad for your health or can cause cancer (7%) and that smoking will cause you to lose people you love/family members (6%). Eight percent mention other messages and six percent offer no opinion.

Among those who recall Olivier, six in ten (59%) think it is a very (19%) or somewhat (40%) effective in its message about tobacco. About four in ten (37%) say it is not very (28%) or not at all (9%) effective.

Opinion leaders and smokers do not differ from the general public in their recall of the Olivier ad and in their opinions of its effectiveness.

Younger respondents are slightly more likely to remember seeing Olivier. Women are more likely than men to say the main message of this ad is that smoking is dangerous to your health and that smoking is addictive. Men are more likely than women to think the main message of the ad is that you should not smoke. Women are more likely than men to think this ad is very effective in its message about tobacco.

One-third of Canadians (35%) remember seeing the Poisons ad showing containers of different poisons with labels like "formaldehyde light" and "ammonia light". Two-thirds (64%) do not recall this ad.

Among those who recall the Poisons ad, a large majority think the main message of this ad is that smoking is dangerous or poisonous (66%). Much smaller proportions mention that light or mild cigarettes are

Recall of Olivier Ad
November 1999

	General population		Opinion leaders*	
Total sample of French-speakers:				
Yes	58		52	
No	42		48	
Those who recall ad:				
MAIN MESSAGE OF AD				
Don't smoke	52		33	
Smoking is dangerous to health	27		33	
Smoking is addictive	14		20	
Not healthy/ bad for health/ cause cancer	7		4	
Smoking will cause you to lose people you love	6		11	
Scare people	3		2	
Other	5		8	
EFFECTIVENESS OF AD				
Very effective	19	59	21	62
Somewhat effective	40		41	
Not very effective	28	37	24	38
Not at all effective	9		14	

* Note: Caution in interpreting responses of French-speaking opinion leaders due to small sample sizes.

Q.9b
Do you remember seeing a television ad showing a teenage boy talking about how he and his brother started smoking at the same time and how he wants his brother to quit?
Subsample: French-speaking Canadians

Q.9b
What do you think is the main message of this ad?
Subsample: French-speaking Canadians who remember seeing a television ad showing a teenage boy talking about how he and his brother started smoking at the same time and how he wants his brother to quit

Q.9c
Overall, do you think this ad is very effective, somewhat effective, not very effective or not at all effective in its message about tobacco?
Subsample: French-speaking Canadians who remember seeing a television ad showing a teenage boy talking about how he and his brother started smoking at the same time and how he wants his brother to quit

poisonous or dangerous (23%), that you should not smoke (11%) and the anti-industry message – that the tobacco industry lied to/deceived people (5%). Six percent mention other messages and five percent offer no opinion.

Among those who recall the Poisons ad, a large majority (78%) think this ad is very (27%) or somewhat (51%) effective in its message about tobacco. Only 20 percent think the ad is not very or not at all effective.

In general, opinion leaders are as likely as the general public to recall the "Poisons" ad and to express similar views on the effectiveness of this ad in its message about tobacco. However, those with formal or multiple influence are more likely to specifically recall the "Poisons" ad.

Smokers do not differ from the general public in their recall of this ad and in their views as to its effectiveness.

Men are more likely than women to remember seeing the Poisons ad. Recall of this ad is also higher among more affluent Canadians. Those aged 25 to 34 are slightly more likely than others to mention the anti-industry message – that the tobacco industry lied to or deceived people. Women are more likely than men to think this ad is very effective in its message about tobacco. The most affluent Canadians are also more likely to feel this way.

Quebecers are more likely than others to recall the "Poisons" ad. Recall of this ad is much lower in Alberta.

Recall of Poisons Ad
November 1999

	General population		*Opinion leaders*	
Total sample:				
Yes	35		44	
No	64		55	
Those who recall ad:				
MAIN MESSAGE OF AD				
Smoking is dangerous/ poisonous	66		63	
Light/mild cigarettes are dangerous/poisonous	23		20	
Don't smoke	11		11	
Tobacco industry lied to people	5		5	
Scare people	3		1	
Other	3		4	
EFFECTIVENESS OF AD				
Very effective	27	78	30	78
Somewhat effective	51		48	
Not very effective	15	20	16	22
Not at all effective	5		6	

Q.10a
Do you remember seeing a television ad showing containers of different poisons with labels like "formaldehyde light" and "ammonia light"?

Q.10b
What do you think is the main message of this ad?
Subsample: All those who remember seeing a television ad showing containers of different poisons with labels like "formaldehyde light" and "ammonia light"

Q.10c
Overall, do you think this ad is very effective, somewhat effective, not very effective or not at all effective in its message about tobacco?
Subsample: All those who remember seeing a television ad showing containers of different poisons with labels like "formaldehyde light" and "ammonia light"

c Effects of Ads on Attitudes Toward the Tobacco Industry

Four in ten Canadians who recall seeing at least one of these anti-smoking ads say this ad(s) made them more critical toward the tobacco industry and its practices.

The government-sponsored anti-tobacco ads have had a significant impact on opinion about the industry, in spite of the fact that anti-industry messages are not top-of-mind in terms of recall.

Among Canadians who recall seeing at least one of these ads, four in ten (42%) say this ad(s) made them more critical toward the tobacco industry and its practices. A total of 53 percent say they had no effect on their opinion toward the tobacco industry. Only four percent say these ads made them less critical of the tobacco industry.

Opinion leaders are as likely as the general public to say the effect of the anti-tobacco ads they have seen have made them more critical toward the tobacco industry and its practices.

Smokers who have seen an ad or ads are slightly less likely than Canadians in general to say the ads have made them more critical toward the tobacco industry and its practices (35% compared to 42% among the general public). However, those who have never tried to quit smoking (18%) and those who do not plan to quit (20%) are even less likely to say their attitudes of the industry have become more critical.

Women are more likely than men to say these ads have made them more critical of the tobacco industry and its practices. Older Canadians are also more likely to feel this way.

Effects of Ads on Attitudes toward the Tobacco Industry

November 1999

	General population	*Opinion leaders*
More critical	42	45
No effect on opinion	53	51
Less critical	4	2

Q.11a
How did seeing this anti-tobacco ad or ads make you feel toward the tobacco industry and its practices?
Subsample: All those who recall seeing at least one anti-smoking television ad

D Support for Government Sponsorship of Recalled Ads

Eight in ten Canadians who recall seeing at least one of these anti-smoking ads approve of the Government of Canada sponsoring the ads they saw. Moreover, 60 percent strongly approve of this.

Canadians who have seen these anti-smoking ads express strong approval of the Government of Canada's sponsorship of these ads.

Among Canadians who recall seeing at least one of these anti-tobacco or anti-smoking ads, eight in ten (82%) strongly (60%) or somewhat (22%) approve of the Government of Canada sponsoring the ads they saw. Only 17 percent disapprove of the federal government's sponsorship of these ads.

Opinion leaders with informal influence and those with post-secondary education are slightly more likely than the general public to strongly approve of the Government of Canada sponsoring these ads.

Smokers are less likely than Canadians in general to strongly approve of the Government of Canada's sponsorship of these ads (51% compared to 60% among the general public).

Strong approval of these ads is higher among better educated Canadians generally. It is lower among residents of Manitoba and Saskatchewan.

Support for Government Sponsorship of Recalled Ads

November 1999

	General population		Opinion leaders	
Strongly approve	60	82	65	85
Somewhat approve	22		20	
Somewhat disapprove	6	17	4	14
Strongly disapprove	11		10	

Q.11b

Do you strongly approve, somewhat approve, somewhat disapprove or strongly disapprove of the Government of Canada sponsoring the ads you saw?

Subsample: All those who recall seeing at least one anti-smoking television ad

A Awareness of and Support for Federal Regulation of Tobacco Products

Seven in ten Canadians are aware that the federal government regulates the sale, content and promotion of tobacco products. A similar proportion support the federal regulation of tobacco products.

Seven in ten Canadians (70%) are very (33%) or somewhat (37%) aware that the federal government regulates the sale, content and promotion of tobacco products. Three in ten (29%) are not very (17%) or not at all (12%) aware of this.

A similar number (71%) strongly (46%) or somewhat (25%) support federal regulations on the sale, content, and promotion of tobacco products. One-quarter (25%) strongly (14%) or somewhat (11%) oppose this.

Opinion leaders are more likely than the general public to be very aware of and very supportive of the federal government's role in regulating tobacco products. For example, 55 percent of those with formal influence (33% among the general public) are very aware of federal regulation of tobacco products and 60 percent (46% among the general public) strongly support such regulation.

Smokers are more likely than the general public to be very aware of federal regulation of tobacco products (41% compared to 33% among the general public). However, they are less likely than the general public to be strongly supportive of the federal government's role in regulating tobacco products (31% compared to 46% among the general public). This feeling is even lower among those who have never tried to quit smoking (21%) and those who do not plan to quit in the next six months (22%).

Men are slightly more likely than women to be very aware that the federal government regulates the sale, content and promotion of tobacco products. Awareness is also higher among older people and better educated and more affluent Canadians.

Men are more likely than women to strongly support the federal government's role in regulating to-

Awareness of Federal Government Regulations of Tobacco Products

November 1999

	General population		*Opinion leaders*	
Very aware	33	70	50	80
Somewhat aware	37		30	
Not very aware	17	29	11	21
Not at all aware	12		8	

Q.12
Would you say you are very aware, somewhat aware, not very aware or not at all aware that the federal government regulates the sale, content and promotion of tobacco products?

Support for Government Regulation of Tobacco Products

November 1999

	General population		*Opinion leaders*	
Strongly support	46	71	63	81
Somewhat support	25		18	
Somewhat oppose	11	25	3	16
Strongly oppose	14		13	

Q.13
In general, do you strongly support, somewhat support, somewhat oppose or strongly oppose federal regulations on the sale, content and promotion of tobacco products?

bacco products. Strong support is also higher among better educated and more affluent Canadians. Those aged 18 to 24 are much less likely than others to strongly support this.

Strong awareness of federal regulation of tobacco products is higher among residents of Alberta and British Columbia. It is lowest in Manitoba. Strong support for the federal government's role in regulating tobacco products is slightly lower in Atlantic Canada, Manitoba and Saskatchewan.

B Do Federal Regulations Go Far Enough?

One-half of Canadians think that existing federal regulations on the sale, content and promotion of tobacco products don't go far enough.

There is strong plurality support for tougher federal regulation of tobacco products.

Just under one-half of Canadians (49%) think that existing federal regulations on the sale, content and promotion of tobacco products don't go far enough. Thirty-three percent are satisfied with existing regulations. Only 12 percent think they go too far.

Opinion leaders with formal or multiple influence are more likely than the general public to say these regulations do not go far enough (58% and 63%, respectively, compared to 49% among the general public).

Smokers are less likely than the general public to say these regulations do not go far enough (33% compared to 49% among the general public). Smokers who have never tried to quit smoking (19%) and those who do not plan to try to quit in the next six months (24%) are even less likely to feel this way. Smokers are about twice as likely as the general public to say these regulations go too far (23% of smokers say this compared to 12% among the general public).

Older people are more likely than others to think these regulations do not go far enough. Residents of Quebec are slightly less likely to feel this way.

Do Federal Regulations Go Far Enough?
November 1999

	General population	*Opinion leaders*
Go too far	12	7
About right	33	27
Not far enough	49	63

Q.14
Do you think the existing federal regulations on the sale, content and promotion of tobacco products go too far, are about right, or don't go far enough?

C Support for Federal Sponsorship of Anti-Tobacco Ads and Anti-Industry Ads

An overwhelming majority of almost nine in ten Canadians support federal government sponsorship of anti-tobacco or anti-smoking advertising, and fully 61 percent strongly support this. An overwhelming majority of more than eight in ten Canadians also support federal sponsorship of ads that are critical of the tobacco industry, with 59 percent strongly supporting such ads.

There is greater support for federal sponsorship of anti-tobacco advertising and ads that are critical of the tobacco industry than there is of the current regulatory regime on tobacco in general.

Almost nine in ten Canadians (86%) strongly (61%) or somewhat (25%) support federal government sponsorship of anti-tobacco or anti-smoking advertising. Only 13 percent oppose federal sponsorship of these ads.

Opinion leaders with formal or multiple influence and those with higher levels of education are even more likely than the general public to strongly support federal government sponsorship of anti-tobacco or anti-smoking advertising.

Smokers (43%) are less likely than the general public (61%) to strongly support federal sponsorship of these ads.

Women, older people and better educated and more affluent Canadians are more likely to strongly support federal sponsorship of these ads. Strong support is lower in Manitoba.

Among the small number of Canadians (13%) who oppose federal sponsorship of anti-tobacco or anti-smoking advertising, the largest proportions of these give as their reason that the government should be doing other things (23%), that these ads are a waste of money (19%), that the ads are not effective in stopping smoking (17%), that people have the right to smoke or government should stay out of it (16%) or that the government gets revenue from tobacco or is being hypocritical (9%). Fifteen percent mention some other reason.

Men are more likely than women to give as their reason that the government should be doing other things or that these ads are a waste of money.

Among those who oppose federal sponsorship of anti-tobacco or anti-smoking advertising, four in ten (38%) think these ads should be sponsored by someone else, while half (47%) think no one else should sponsor such ads.

Men are more likely than women to think these ads should be sponsored by someone else.

Among the small number who oppose federal sponsorship of anti-tobacco or anti-smoking advertising and think that someone else should sponsor these ads, the largest proportion (48%) think these ads should be sponsored by health or non-smoking groups. Smaller proportions mention the tobacco industry or tobacco companies (20%), anyone/everyone (11%) and private industry in general (8%). Eleven percent mention other groups and 12 percent offer no opinion.

An overwhelming majority of Canadians (84%) also strongly (59%) or somewhat (25%) approve of the Government of Canada's sponsorship of ads that are critical of the tobacco industry and its practices. Only

Federal Sponsorship of Anti-Tobacco Ads
November 1999

	General population		*Opinion leaders*	
Total Sample:				
Strongly support	61	86	73	87
Somewhat support	25		14	
Somewhat oppose	6	13	4	11
Strongly oppose	7		7	
Those who oppose:				
REASONS				
Goverment should do other things	23		31	
Waste of money/cost	19		23	
Not effective in stopping smoking	17		10	
People have the right/Gov't should stay out	16		24	
Gov't gets revenue from tobacco/hypocrisy	9		9	
Other	15		4	

Q.15a
In its efforts to reduce tobacco use in this country, do you strongly support, somewhat support, somewhat oppose or strongly oppose the federal government sponsoring anti-tobacco or anti-smoking advertising?

Q.15b
Why do you oppose this?
Subsample: All those who oppose the federal government sponsoring anti-tobacco or anti-smoking advertising

15 percent disapprove of the government's sponsorship of these types of ads.

Opinion leaders are more likely than the general public to strongly support federal anti-smoking ads aimed at raising awareness of the practices of the tobacco industry.

Smokers are less likely to strongly support such advertising (44% compared to 59% among the general public). This view is even lower among smokers who have never tried to quit (30%) and those who do not plan to try to quit in the next six months (31%).

Women are more likely than men to support federal anti-smoking ads aimed at raising awareness of the practices of the tobacco industry.

Federal Sponsorship of Anti-Tobacco Industry Ads

November 1999

	General population		Opinion leaders	
Total Sample:				
Strongly approve	59	84	67	85
Somewhat approve	25		18	
Somewhat disapprove	7	15	6	14
Strongly disapprove	8		8	

Q.17

As you may know, over the past several months, the Government of Canada has sponsored a number of television ads that have been critical of the tobacco industry and its practices. Do you strongly approve, somewhat approve, somewhat disapprove or strongly disapprove the Government of Canada sponsoring this type of advertising?

Federal Sponsorship of Anti-Tobacco Ads (cont.)

November 1999

	General population	Opinion leaders
Those who disapprove:		
Yes	*38*	*65*
No	*47*	*24*
Those who disapprove of advertising and support alternative sponsor:		
ALTERNATIVE SPONSOR		
Health/non-smoking groups	48	62
Tobacco industry/company	20	26
Anyone/everyone	11	11
Private industry (general)	8	5
Companies selling smoking cessation roducts/patches, gum, etc.	4	3
Provincial governments	2	-
Other	5	-

Q.15c

In your opinion, should anti-tobacco or anti-smoking advertising be sponsored by anyone else?

Subsample: All those who disapprove of the federal government sponsoring anti-tobacco or anti-smoking advertising

Q.15d

Who should sponsor such advertising?

Subsample: All those who disapprove of the federal government sponsoring anti-tobacco or anti-smoking advertising and think anti-tobacco or anti-smoking advertising should be sponsored by someone else

D Support for Federal Sponsorship of Specific Anti-Tobacco Ads

Overwhelming numbers of Canadians support federal sponsorship of anti-tobacco advertising aimed at specific groups or with specific goals.

Majorities, in some cases very large, strongly support a number of specific anti-tobacco advertising initiatives, especially those aimed at young people.

Overwhelming numbers of 85 percent or more are supportive overall of federal sponsorship of anti-tobacco advertising aimed at specific groups or providing specific information. In addition, large majorities strongly support federal government sponsorship of anti-tobacco advertising that is aimed at discouraging young people from starting to smoke (85%), encouraging young smokers to quit (84%), advertising that raises awareness of the health risks of tobacco (79%) and provides information to smokers who may want to quit (79%). Smaller numbers, but still majorities, strongly support advertising aimed at encouraging long-time smokers to quit (69%) and advertising that raises awareness of the practices of the tobacco industry (61%). These anti-tobacco advertising initiatives receive the highest support of any in the survey. Few oppose any of these anti-tobacco advertising initiatives.

Opinion leaders defined by formal, informal or multiple influence are more inclined than the general public to strongly approve of the federal government sponsoring advertising to raise awareness of the practices of the tobacco industry.

Attitudes Toward Various Types of Federal Government Anti-Tobacco Advertising
November 1999

	General Population				Opinion Leaders			
	Strongly Support	*Somewhat Support*	*Somewhat Oppose*	*Strongly Oppose*	*Strongly Support*	*Somewhat Support*	*Somewhat Oppose*	*Strongly Oppose*
Advertising aimed at discouraging young people from starting to smoke	85	9	2	4	89	6	2	3
	94		6		95		5	
Advertising aimed at encouraging young smokers to quit	84	10	2	3	88	7	2	3
	94		5		95		5	
Advertising to raise awareness of health risks of tobacco	79	15	2	2	82	12	3	3
	94		4		94		6	
Advertising to provide information to smokers wanting to quit	79	16	2	2	84	12	3	1
	95		4		96		4	
Advertising aimed at encouraging long-time smokers to quit	69	20	6	4	71	20	5	3
	89		10		91		8	
Advertising to raise awareness of practices of tobacco industry	61	25	6	6	71	19	4	5
	86		12		90		9	

Q.16
When it comes to the federal government sponsoring anti-tobacco advertising, do you strongly support, somewhat support, somewhat oppose or strongly oppose each of the following ... ?

Smokers, especially those who have never tried to quit and those who do not plan to quit in the next six months, are less likely than the general public to strongly support any of these Government of Canada-sponsored anti-tobacco advertising initiatives, especially advertising that is aimed at encouraging long-time smokers to quit (50% and 44% among these two groups, respectively, are strongly supportive compared to 69% among the general public) and that raises awareness of the practices of the tobacco industry (41% each, compared to 61% of the public) and of the health risks of tobacco (59% and 54%, respectively, compared to 79% of the public).

Women are more likely than men to strongly support nearly all of these initiatives. Quebecers are less likely than others to strongly support most of these initiatives, with the exception of ads aimed at encouraging long-time smokers to quit and those aimed at raising awareness about the tobacco industry and its practices. Residents of Saskatchewan are less likely to strongly support ads aimed at raising awareness about the tobacco industry and its practices and those that provide information to smokers who may want to quit.

A Patterns of Smoking Behaviour

Three in ten Canadians are smokers.

About three in ten Canadians (28%) say they smoke daily (21%) or occasionally (7%), which almost exactly matches the incidence figures found in other surveys. Seven in ten (72%) say they do not smoke.

Opinion leaders with multiple influence and those that have higher education and are in higher level occupations are somewhat less likely than the general public to say they smoke.

Residents of Saskatchewan and Quebec are more likely than average to report being smokers in general and smoking on a daily basis.

The proportion of smokers is slightly higher among men than among women. It is also higher among younger people, especially those aged 18 to 24, and less affluent and less educated Canadians.

A plurality of smokers (43%) say they smoke from between one and ten cigarettes per day. Smaller proportions smoke between 11 and 20 per day (29%), 21 to 24 per day (8%) and 25 or more per day (18%).

Men smokers are more likely than women smokers to report smoking 25 or more cigarettes per day. Less educated and less affluent smokers are also more likely to report smoking this many cigarettes per day.

An overwhelming majority of smokers (85%) say they have been smoking for more than five years. Twelve percent have been smoking for between one and five years and two percent have been smoking for less than a year.

Smokers in Quebec are slightly more likely to report smoking for more than five years.

Women smokers are more likely than men smokers to report smoking for more than five years.

Smoking Behaviour
November 1999

	General population	*Opinion leaders*
Total sample:		
FREQUENCY		
Daily	21	16
Occasionally	7	6
Not at all	72	78
	Smokers	
QUANTITY		
One to 10	43	
11 to 20	29	
21 to 24	8	
25 or more	18	
LENGTH OF TIME		
Less than 1 year	2	
1 to 5 years	12	
More than 5 years	86	
TYPES OF CIGARETTES		
"Light/mild"	64	
Regular	31	
No ususal type/no preference	4	

Q.18a
Do you smoke daily, occasionally or not at all?

Q.18b
On average, how many cigarettes do you smoke per day?

Q.18c
How long have you been a cigarette smoker?

Q.18d
Do you currently smoke ...

About two-thirds of smokers (64%) currently smoke "light" or "mild" cigarettes. About one-third (31%) smoke regular cigarettes. Four percent say they have no usual type or preference or smoke some other kind of cigarette.

Smokers who say they do not plan to try to quit smoking within the next six months are slightly more likely than smokers in general to say they currently smoke regular cigarettes (37% compared to 31%, respectively).

Women smokers are more likely than men smokers to report smoking "light" or "mild" cigarettes. Less educated and less affluent smokers are more likely to report smoking regular cigarettes.

One-quarter of smokers (24%) report never having tried to quit smoking. Those who have tried to quit mention that they last tried to quit smoking within the last month (12%), one to six months ago (10%), six months to a year ago (11%), one to two years ago (12%), two to five years ago (14%) or more than five years ago (15%).

Smokers who say they do not plan to try to quit smoking within the next six months are twice as likely as smokers in general to say they have never tried to quit smoking (48% compared to 24%, respectively).

Men smokers are more likely than women smokers to say they have never tried to quit smoking. Younger smokers are also more likely to report never having tried to quit smoking.

Six in ten smokers (62%) say they plan to try to quit smoking in the next six months. More than three in ten (34%) say they do not.

Smokers who say they have never tried to quit are almost twice as likely as smokers in general to say they do not plan to try to quit smoking within the next six months (65% compared to 34%, respectively).

Women and less educated Canadians are more likely than average to say they plan to try to quit smoking in the next six months.

Quitting Smoking
November 1999

	Smokers
TRIED TO QUIT?	
Within last month	12
1 to 6 months ago	10
Six months to 1 year ago	11
1 to 2 years ago	12
2 to 5 years ago	14
More than 5 years ago	15
Never	24
PLAN ON TRYING TO QUIT?	
Yes	62
No	34
dk/na	5

Q.18e
How long ago, if ever, did you last try to quit smoking?
Subsample: Respondents who smoke

Q.18g
Do you plan to try to quit smoking in the next six months?
Subsample: Respondents who smoke

B Effect of More Anti-Tobacco Advertising on Quitting Smoking

Seven in ten smokers who say they have tried to quit smoking don't think that more information about the effects of tobacco or the practices of the tobacco industry would have helped them to quit. One-quarter say this would have helped.

Among smokers who have tried to quit smoking, seven in ten (70%) say that if they had seen more ads or information about the effects of tobacco or the practices of the tobacco industry when they were trying to quit, this would not have helped them to quit. One-quarter (26%) say these ads and information would have helped them quit.

Women smokers who have tried to quit are more likely than men smokers who have tried to quit to say the viewing of more anti-tobacco or anti-industry ads would have helped them.

Effect of More Anti-Tobacco Advertising on Quitting Smoking
November 1999

	Smokers
Those who have tried to quit:	
USEFULNESS OF ANTI-TOBACCO ADS	
Yes, would have helped	26
No, would not have helped	70
dk/na	4

Q.18f
If you had seen more advertising or information about the effects of tobacco or the practices of the tobacco industry when you were trying to quit, do you think this would or would not have helped you to quit?

C Tobacco Industry's Representation of the Effects of Tobacco

Almost six in ten smokers think the tobacco industry is trying to downplay or conceal the negative effects of tobacco.

Most smokers think the tobacco industry is not being open and fair about the negative effects of tobacco. However, smokers who have never tried to stop smoking or do not plan to try to quit smoking within the next six months are evenly divided about this.

A majority of almost six in ten smokers (57%) think the tobacco industry is trying to downplay or conceal the negative effects of tobacco. Only four in ten (39%) think the tobacco industry is generally open and fair in representing the effects of tobacco.

Smokers who have never tried to quit smoking and those who do not plan to try to quit within the next six months are more likely than smokers in general to think the tobacco industry is generally open and fair in representing the effects of tobacco (49% each compared to 39% among smokers in general).

Tobacco Industry Representation of the Effects of Tobacco
November 1999

	Smokers
Trying to downplay/conceal	57
Open and fair	39
dk/na	4

Q.18h
As a smoker, do you think the tobacco industry is trying to downplay or conceal the negative effects of tobacco, or do you think the tobacco industry is generally open and fair in representing the effects of tobacco?

Younger smokers (51% compared to 39% among the general public) are more likely to think the tobacco industry is generally being open and fair in representing the effects of tobacco.

D Effect of More Knowledge of Tobacco Industry Practices on Quitting

Four in ten smokers say knowing more about the practices of the tobacco industry would make them more likely to think about quitting smoking.

More knowledge of the practices of the tobacco industry would help a significant number of smokers to think about quitting.

Four in ten smokers (39%) say that knowing more about the practices of the tobacco industry would make them more likely to think about quitting smoking. A total of 55 percent of smokers think that knowing more about the practices of the tobacco industry would have no effect on them with regard to quitting smoking. Only five percent say this information would make them less likely to stop smoking.

Smokers who have never tried to quit smoking and those who do not plan to try quit smoking within the next six months are more likely than smokers in general to think that knowing more about the practices of the tobacco industry would have no effect on them with regard to quitting smoking (64% and 65%, respectively, compared to 55% among smokers in general).

Women smokers are more likely than men smokers to say that knowing more about the practices of the tobacco industry would make them more likely to think about quitting. Less educated Canadians are also more likely to feel this way. Men are more likely to say that this information would have no effect on them.

Effect of More Knowledge of Tobacco Industry Practices on Quitting Smoking

November 1999

	Smokers
More likely	39
Less likely	5
No effect	55

Q.18i

Do you think that knowing more about the practices of the tobacco industry would make you more likely to think about quitting, less likely to think about quitting, or would it have no effect on you with regard to quitting?

9.0 Opinion Leader Analysis

Opinion leaders are considered to be people within Canadian society who, because of their position or education level, or because of their influence in informal and formal organizations, have a greater influence on the public discussion and debate on public issues.

For purposes of this project, Environics developed a measure of opinion leaders that takes into account these demographic or positional measures, as well as the influence measures. Drawing upon the literature on opinion leaders, we developed a series of questions (see Q19), and developed from these, three measures of influence: formal, informal, and multiple influence.

Those with informal influence are those who answered "very much like me" to the following statements:

"I read a newspaper every day."

"I frequently discuss current events in the news with friends or family members."

"When I hold a strong opinion, I often persuade others to share my views."

Those with formal influence are those who answered "very much like me" to the following statements:

"I currently serve in a leadership role in one or more organizations."

"I often speak up at public or organizational meetings."

Those with multiple influence are those who answered "very much like me" to at least one of the following statements:

"I currently serve in a leadership role in one or more organizations."

"I often speak up at public or organizational meetings."

and who answered very much like me to one or more of the following statements:

"I read a newspaper every day."

"I frequently discuss current events in the news with friends or family members."

"When I hold a strong opinion, I often persuade others to share my views."

Those included in the opinion leader category labelled "higher education" are those with a university degree or higher.

Those included in the opinion leader category of higher occupation levels are those in professional or administrative occupations or those who own large businesses.

Some of the key findings with regard to opinion leaders are:

Opinion leaders defined by informal influence are slightly more likely to say they are very well informed about the tobacco industry (30% compared to 20% among the general public).

Opinion leaders defined by multiple influence and those with higher education are somewhat more inclined to have a very negative impression of the tobacco industry (60% and 58%, respectively, compared to 48% among the general public).

Opinion leaders defined by informal influence are slightly more likely to say their opinion of the tobacco industry has deteriorated over the past year (44% compared to 34% for the general public).

Opinion leaders do not differ significantly from the general public in the reasons given for their negative opinion of the tobacco industry.

In general, opinion leaders express views similar to those of the general public when asked statements about the practices of tobacco industry. However, opinion leaders with informal or multiple influence are slightly more likely to strongly agree with negative statements about the industry and to strongly disagree with positive ones.

Opinion leaders are as likely as the general public to agree that tobacco companies are not only interested in promoting their brands among current smokers, but also interested in trying to get other non-smokers and young people to start smoking.

Opinion leaders are as likely as the general public to believe that tobacco use is a major health problem in Canada.

Opinion leaders express levels of unaided awareness similar to those of the general public of Government of Canada-sponsored anti-tobacco advertising.

Opinion leaders do not differ from the general public in their recall of the "Debi" ad and in their views of its effectiveness in its message about tobacco.

Opinion leaders do not differ from the general public in their recall of the "Olivier" ad and in their opinions of its effectiveness in its message about tobacco.

In general, opinion leaders are as likely as the general public to recall the "Poisons" ad and to express similar views on the effectiveness of this ad in its message about tobacco. However, those with formal or multiple influence are more likely to specifically recall the "Poisons" ad.

Opinion leaders are as likely as the general public to say the effect of the anti-tobacco ads they have seen have made them more critical toward the tobacco industry and its practices.

Opinion leaders with informal influence and higher levels of education are slightly more likely than the general public to strongly approve of the Government of Canada sponsoring these ads.

Opinion leaders are more likely than the general public to be very aware of and very supportive of the federal government's role in regulating tobacco products.

Opinion leaders with formal or multiple influence are more likely than the general public to say these regulations do not go far enough (58% and 63%, respectively, compared to 49% among the general public).

Opinion leaders with formal or multiple influence and those with higher levels of education are even more likely than the general public to strongly support federal government sponsorship of anti-tobacco or anti-smoking advertising.

Opinion leaders are more likely than the general public to strongly approve of the Government of Canada's sponsorship of ads that are critical of the tobacco industry and its practices.

Opinion leaders in general do not differ from the general public in their approval of federal government-sponsored advertising that is aimed at specific groups, such as young people or smokers, or that has specific goals. However, opinion leaders defined by formal, informal or multiple influence are more inclined than the general public to strongly approve of the federal government sponsoring advertising to raise awareness of the practices of the tobacco industry.

Opinion leaders with multiple influence and those that have higher education and are in higher level occupations are somewhat less likely than the general public to say they smoke.

Appendix A

Survey Methods

The results of the survey are based on a sample of 1,704 adults living within the ten provinces of Canada. The survey was conducted by telephone from October 22 and November 14, 1999.

SAMPLE SELECTION

The sampling method was designed by Environics in conjuction with the client to complete approximately 1,400 interviews within households randomly selected across Canada. A disproportionate sample with respondents aged 18 and over was used at the regional level, while each province was stratified proportionate to population based upon six community size groups using the 1996 Statistics Canada Census data. A further 300 interviews were completed with respondents between 18 and 65 who indicated they had some university education or a completed university degree. This oversample was necessary to provide adequate sample for the analysis of opinion leaders, as defined in the report. Households across the country were randomly selected and screened, using the same regional distribution as the main sample.

Environics used a modified Waksburg Mitofsky sample selection technique. Telephone numbers are selected from the most recently published telephone directories. These numbers act as "seeds" from which the sample is actually generated. The original "seed" telephone number is not used in the sample. The Waksburg Mitofsky sample selection technique ensures that both unlisted numbers and numbers listed after the directory publication are included in the sample.

From within each multiperson household contacted for the main sample, respondents 18 years of age and older were screened for random selection using the "Most recent birthday" method. No substitutions were allowed. The use of this technique produces results that are as valid and effective as enumerating all persons within a household and selecting one randomly.

TELEPHONE INTERVIEWING

Field supervisors were present at all times to ensure accurate interviewing and recording of responses. Ten percent of each interviewer's work was unobtrusively monitored for quality control in accordance with the standards set out by the Canadian Association of Marketing Research Organizations.

COMPLETION RESULTS

A total of 1,704 interviews were completed. The following table presents the detailed completion results.

The results of the oversample were weighted to reflect its proportion of the population. The sample was also weighted by region and gender to reflect their proportion of the population.

A sample of 1,704 persons within the population produces a sampling error of plus or minus 2.4 percent in 95 out of 100 samples. The margins are wider for demographic subsamples.

	N
Number of calls	24,046
Household not eligible	1,909
Non-residential/not in service	9,185
Language barrier	747
Subtotal	11,841
New Base (24,046 - 11,841)	12,205
No answer/line busy/ respondent not available	5,995
Refusals	4,506
Subtotal	10,501
Net Completions (12,205 - 10,501)	1,704

Appendix B

English Questionnaire

November 22, 1999

QUESTIONNAIRE
DRAFT 4 – FINAL – PN4554
HEALTH CANADA REGISTRATION #HC-005-315-9934
Marginals Final (N=1,704)

Hello, my name is _____ and I am calling from the Environics Research Group. We are conducting a brief survey about some important issues facing Canada today. Please be assured this is strictly a research project, and that I am not selling or soliciting anything.

We choose telephone numbers from across Canada at random, then select one person from a household to be interviewed. May I speak to the person in your household, 18 or older, who has had the most recent birthday?

1 – Yes
2 – Not available — **SCHEDULE CALL-BACK**
3 – Refused — **DISCONTINUE AND THANK**

INDUSTRY AWARENESS SECTION

1. How informed do you consider yourself to be about the following industries? Would you say you are very well informed, somewhat well informed, not very informed or not at all informed about…**ROTATE**

a) the pharmaceutical industry

1 – Very well informed	10%
2 – Somewhat informed	41%
3 – Not very informed	35%
4 – Not at all informed	14%
5 – DK / NA	*

12,3 K

b) the beer industry

1 – Very well informed	11%
2 – Somewhat informed	40%
3 – Not very informed	29%
4 – Not at all informed	20%
5 – DK / NA	*

12,3 K

c) the tobacco industry

1 – Very well informed	20%
2 – Somewhat informed	41%
3 – Not very informed	23%
4 – Not at all informed	16%
5 – DK / NA	*

12,3K

Yankelovich Knowledge

2. What is your personal impression of each of these industries? Is it very positive, somewhat positive, somewhat negative or very negative? **ROTATE**

a) the pharmaceutical industry

1 – Very positive	18%
2 – Somewhat positive	51%
3 – Somewhat negative	21%
4 – Very negative	6%
5 – DK / NA	4%

b) the beer industry

1 – Very positive	8%
2 – Somewhat positive	50%
3 – Somewhat negative	25%
4 – Very negative	12%
5 – DK / NA	6%

c) the tobacco industry

1 – Very positive	3%
2 – Somewhat positive	13%
3 – Somewhat negative	33%
4 – Very negative	48%
5 – DK / NA	2%

3. Over the past year, has your general opinion of the tobacco industry … **READ**

1 – Gone up	5%
2 – Stayed the same, or	59%
3 – Gone down	34%
4 – DK / NA	1%

4a. You said you have a (positive – answer from Q.2) impression of the tobacco industry. Why do you say that? **DO NOT READ. CODE ALL THAT APPLY.** Any other reasons?

	N=286
1 – Sponsorship of arts/sports	9%
2 – Industry tries to educate people	10%
3 – Industry is more responsible/improving	13%
4– I'm a smoker	30%
5– Creates revenue/jobs	15%
6– Not tobacco industry's fault/smoking personal choice	10%
7– Other (**SPECIFY**)	10%
8– DK / NA	10%

4b. You said you have a (negative – answer from Q.2) impression of the tobacco industry. Why do you say that? **DO NOT READ. CODE ALL THAT APPLY.** Any other reasons?

	N=1376
1 – Cigarettes/tobacco damages people's health/can kill	63%
2 – Cigarettes/tobacco are addictive	10%
3 – Industry targets youth/young people	15%
4 – Dishonest about cigarettes/smoking	20%
5 – Interested in profit	5%
6 – Cost of health care	4%
7 – Other (**SPECIFY**)	24%
8 – DK/NA	3%

HEALTH EFFECTS SECTION

5. In general, do you think that tobacco use is a major health problem, a minor health problem, or not a health problem at all in Canada?

1 – Major health problem	88%
2 – Minor health problem	10%
3 – Not a health problem at all	1%
4 – DK / NA	1%

INDUSTRY ATTITUDES SECTION

6. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree WITH EACH OF THE FOLLOWING STATEMENTS about the tobacco industry in this country? **ROTATE**

a) the tobacco industry actively promotes smoking among young people

1 – Strongly agree	37%
2 – Somewhat agree	24%
3 – Somewhat disagree	22%
4 – Strongly disagree	15%
5 – DK/NA	2%

b) the tobacco industry avoids talking about the addictive nature of tobacco

1 – Strongly agree	57%
2 – Somewhat agree	22%
3 – Somewhat disagree	11%
4 – Strongly disagree	7%
5 – DK/NA	3%

c) the tobacco industry is working behind the scenes to encourage young people to smoke

1 – Strongly agree	31%
2 – Somewhat agree	23%
3 – Somewhat disagree	22%
4 – Strongly disagree	17%
5 – DK/NA	7%

d) by sponsoring sports and cultural events, tobacco companies are good corporate citizens

1 – Strongly agree	19%
2 – Somewhat agree	30%
3 – Somewhat disagree	19%
4 – Strongly disagree	28%
5 – DK/NA	3%

e) the tobacco industry is making a significant effort to limit tobacco use among young people

1 – Strongly agree	10%
2 – Somewhat agree	16%
3 – Somewhat disagree	24%
4 – Strongly disagree	47%
5 – DK/NA	3%

f) tobacco companies in Canada are not as interested in promoting tobacco use as are the tobacco companies in the United States

1 – Strongly agree	13%
2 – Somewhat agree	26%
3 – Somewhat disagree	18%
4 – Strongly disagree	17%
5 – DK/NA	25%

g) the tobacco industry tries to conceal facts about the impact of tobacco

1 – Strongly agree	49%
2 – Somewhat agree	26%
3 – Somewhat disagree	13%
4 – Strongly disagree	9%
5 – DK/NA	4%

h) tobacco companies sponsor sports and cultural events so that they can promote their brand names to the public and to young people

1 – Strongly agree	54%
2 – Somewhat agree	25%
3 – Somewhat disagree	11%
4 – Strongly disagree	8%
5 – DK/NA	2%

i) the tobacco industry refuses to admit that tobacco is addictive

1 – Strongly agree	44%
2 – Somewhat agree	20%
3 – Somewhat disagree	18%
4 – Strongly disagree	15%
5 – DK/NA	3%

7. a) Do you think the tobacco companies in this country are only interested in promoting their brands among people who currently smoke, or do you think tobacco companies are also interested in trying to encourage young people to start smoking?

1 – Only interested in promoting to people who currently smoke	27%
2 – Also interested in trying to encourage young people	58%
3 – Both	11%
4 – DK/NA	3%

b) And do you think tobacco companies in this country are only interested in promoting their brands among people who currently smoke, or do you think tobacco companies are also interested in trying to encourage other non-smokers to start smoking?

1 – Only interested in promoting to people who currently smoke	25%
2 – Also interested in trying to encourage other non-smokers	61%
3 – Both	11%
4 – DK/NA	3%

AD TESTING SECTION

8. a) Do you recall seeing or hearing any anti-tobacco or anti-smoking advertisements sponsored by the Government of Canada over the past few months?

1 – Yes	52%
2 – No	42%
3 – Yes, but not sure who sponsored the ad	4%
4 – DK / NA	2%

b) **IF YES**
Where did you see or hear these ads?
DO NOT READ – CODE ALL THAT APPLY

	N=963
01 – Television	89%
02 – Radio	12%
03 – Movie Theatre	1%
04 – Newspapers	12%
05 – Outdoor billboard	4%
06 – Magazine	8%
07 – On cigarette packages	6%
08 – Doctor's office/clinic/pharmacy	2%
09 – Visual media (brochures, fliers, posters on buses/subway)	5%
10 – Other **(SPECIFY)**	2%
11 – DK/NA	1%

c) What advertisements do you recall? Please describe some scenes or phrases. **DO NOT READ – CODE ALL THAT APPLY.** Do you recall any other ads?

	N=963
01 – a woman talks about her addiction and smokes a cigarette through her throat	23%
02 – pictures of different poisons labelled "light" or "mild"	3%
03 – a boy talks about his brother and how he doesn't want him to smoke	5%
04 – baby in crib surrounded by smoke	1%
05 – man in bar squeezing cigarettes and then drinking liquid	4%
06 – a woman with a severely damaged voice talks about her past experience as a model for tobacco companies	1%
07 – a man compares cigarette filters to a vacuum cleaner	--
08 – poster or billboard : smoking can kill you	2%
09 – commerical tobacco cessation products/Nicorette/ Nicoderm/Zyban	1%
10 – a woman sees herself in a mirror and sees body deteriorating	5%
11 – Joy – a girl talking about losing her mother who won't be able to go to her graduation or wedding	8%
12 – Thelon – a young man went to the doctor, might have cancer	1%
13 - Pictures of a young girl and old woman smoking, tobacco companies need replacements	1%
14 – Other **(SPECIFY)**	27%
15._ Dk/NA	30%

Anglophone Respondents ONLY Q.9a-c:

9. a) Do you remember seeing a television ad showing a woman talking about her addiction and smoking a cigarette through a hole in her throat?

			N=1,279	
1 –	Yes		71%	**ASK b**
2 –	No		28%	**GO TO Q.10a**
3 –	DK / NA		1%	**GO TO Q.10a**

b) What ~~do you think is the~~ main message of this ad? **PROBE** What message is she trying to convey?

~~DO NOT READ~~

	N=914
1 – you should not smoke/don't smoke	32%
2 – smoking is dangerous to your health	34%
3 – stop smoking or you will become like that	18%
4 – tobacco industry lied to people	1%
5 – not healthy/bad for your health/cause cancer	23%
6 – scare people	5%
7 – addictive/smoking is addictive/difficult to stop	34%
8 – other (specify)	4%
9 – DK / NA	1%

c) Overall, do you think this ad is very effective, somewhat effective, not very effective or not at all effective in its message about tobacco?

	N=914
1 – Very effective	54%
2 – Somewhat effective	34%
3 – Not very effective	8%
4 – Not at all effective	3%
5 – DK / Refusal	1%

Francophone Respondents ONLY Q.9a-c:

9. a) Do you remember seeing a television ad showing a teen-aged boy talking about how he and his brother started smoking at the same time and how he wants his brother to quit?

			N=425	
1 –	Yes		58%	**ASK b**
2 –	No		42%	**GO TO Q.10a**
3 –	DK / NA		*	**GO TO Q.10a**

b) What do you think is the main message of this ad? **PROBE** What message is she trying to convey?

DO NOT READ

	N=246
1 – you should not smoke/don't smoke	52%
2 – smoking is dangerous to your health	27%
3 – smoking will cause you to lose people you love/family members	6%
4 – tobacco industry lied to people	--
5 – not healthy/bad for your health/cause cancer	7%
6 – scare people	3%
7 – addictive/smoking is addictive/difficult to stop	14%
8 – other (specify)	5%
9 – DK / NA	6%

c) Overall, do you think this ad is very effective, somewhat effective, not very effective or not at all effective in its message about tobacco?

	N=246
1 – Very effective	19%
2 – Somewhat effective	40%
3 – Not very effective	28%
4 – Not at all effective	9%
5 – DK / Refusal	3%

10. a) Do you remember seeing a television ad showing containers of different poisons with labels like " formaldehyde light " and " ammonia light "?

1 – Yes	35%	**ASK b**
2 – No	64%	**GO TO NEXT Q**
3 – DK / NA	1	**GO TO NEXT Q**

b) What do you think is the main message of this ad? **PROBE**

DO NOT READ

	N=597
1 – you should not smoke/don't smoke	11%
2 – smoking is dangerous/poisonous	66%
3 – light/mild cigarettes are poisonous/dangerous	23%
4 – tobacco industry lied to people/deceived people	5%
5 – scare people	3%
6 – other (**SPECIFY**)	3%
7 – DK / NA	5%

c) Overall, do you think this ad is very effective, somewhat effective, not very effective or not at all effective in its message about tobacco?

	N=597
1 – Very effective	27%
2 – Somewhat effective	51%
3 – Not very effective	15%
4 – Not at all effective	5%
5 – DK / Refusal	2%

11. a) **IF YES TO Q.8(a), Q.9(a), OR Q.10(a), ASK:** How did seeing this anti-tobacco ad or ads make you feel toward the tobacco industry and its practices? Did it make you feel more critical toward the tobacco industry and its practices, did it have no effect on your opinion, or did it make you feel less critical toward the tobacco industry and its practices?

	N=1,413
1 – More critical	42%
2 – No effect on opinion	53%
3 – Less critical	4%
4 – DK/NA	1%

b) **IF YES TO Q.8(a), Q.9(a), OR Q.10(a), ASK:** Do you strongly approve, somewhat approve, somewhat disapprove or strongly disapprove of the Government of Canada sponsoring the ads you saw?

	N=1,413
1 – Strongly approve	60%
2 – Somewhat approve	22%
3 – Somewhat disapprove	6%
4 – Strongly disapprove	11%
5 – DK/NA	1%

GOVERNMENT SECTION

12. Would you say you are very aware, somewhat aware, not very aware or not at all aware that the federal government regulates the sale, content and promotion of tobacco products?

1 – Very aware	33%
2 – Somewhat aware	37%
3 – Not very aware	17%
4 – Not at all aware	12%
5 – Don't Know / Refused	1%

13. In general, do you strongly support, somewhat support, somewhat oppose or strongly oppose federal regulations on the sale, content, and promotion of tobacco products?

1 – Strongly support	46%
2 – Somewhat support	25%
3 – Somewhat oppose	11%
4 – Strongly oppose	14%
5 – Don't Know / Refused	4%

14. Do you think the existing federal regulations on the sale, content and promotion of tobacco products go too far, are about right, or don't go far enough?

1 – Go too far	12%
2 – Are about right	33%
3 – Don't go far enough	49%
4 – DK/NA	6%

15. a) In its efforts to reduce tobacco use in this country, do you strongly support, somewhat support, somewhat oppose or strongly oppose the federal government sponsoring anti-tobacco or anti-smoking advertising?

1 – Strongly support	61%	**GO TO NEXT QUESTION**
2 – Somewhat support	25%	**GO TO NEXT QUESTION**
3 – Somewhat oppose	6%	
4 – Strongly oppose	7%	
5 – DK / NA	2%	

b) **IF OPPOSE, ASK:** Why do you oppose this?
DO NOT READ.

	N=246
1 – Not effective in stopping smoking	17%
2 – Waste of money/cost	19%
3 – Government should do other things	23%
4 – Other (**SPECIFY**)	40%
5 – DK/NA	6%

c) **IF OPPOSE, ASK:** In your opinion, should anti-tobacco or anti-smoking advertising be sponsored by anyone else?

	N=246	
1 – Yes	38%	**ASK (d)**
2 – No	47%	**GO TO NEXT QUESTION**
3 – DK/NA	5%	**GO TO NEXT QUESTION**

d) **IF YES, ASK:** Who should sponsor such advertising?
DO NOT READ. CODE ALL THAT APPLY.

	N=93
1 – Health groups/non-smoking groups	48%
2 – Tobacco industry/tobacco company	20%
3 – Provincial governments	2%
4 – Companies selling smoking cessation products/patches/gum, etc.	4%
5 – Other (**SPECIFY**)	24%
6 – DK/NA	12%

16. When it comes to the federal government sponsoring anti-tobacco advertising, do you strongly support, somewhat support, somewhat oppose or strongly oppose each of the following … **ROTATE**

a) advertising aimed at discouraging young people from starting to smoke?

1 – Strongly support	85%
2 – Somewhat support	9%
3 – Somewhat oppose	2%
4 – Strongly oppose	4%
5 – DK/NA	*

b) advertising aimed at encouraging young smokers to quit?

1 – Strongly support	84%
2 – Somewhat support	10%
3 – Somewhat oppose	2%
4 – Strongly oppose	3%
5 – DK/NA	1%

c) advertising aimed at encouraging long-time smokers to quit?

1 – Strongly support	69%
2 – Somewhat support	20%
3 – Somewhat oppose	6%
4 – Strongly oppose	4%
5 – DK/NA	1

d) advertising to raise awareness of the practices of the tobacco industry?

1 – Strongly support	61%
2 – Somewhat support	25%
3 – Somewhat oppose	6%
4 – Strongly oppose	6%
5 – DK/NA	2%

e) advertising to raise awareness of the health risks of tobacco?

1 – Strongly support	79%
2 – Somewhat support	15%
3 – Somewhat oppose	2%
4 – Strongly oppose	2%
5 – DK/NA	*

f) advertising to provide information to smokers who may want to quit?

1 – Strongly support	79%
2 – Somewhat support	16%
3 – Somewhat oppose	2%
4 – Strongly oppose	2%
5 – DK/NA	*

17. As you may know, over the past several months, the Government of Canada has sponsored a number of television ads that have been CRITICAL OF THE TOBACCO INDUSTRY AND ITS PRACTICES. Do you strongly approve, somewhat approve, somewhat disapprove or strongly disapprove the Government of Canada sponsoring this type of advertising?

1 – Strongly approve	59%
2 – Somewhat approve	25%
3 – Somewhat disapprove	7%
4 – Strongly disapprove	8%
5 – DK/NA	2%

SMOKING BEHAVIOUR QUESTIONS

18. a) Do you smoke daily, occasionally or not at all?

1 – Daily	21%	**ASK (b)**
2 – Occasionally	7%	**ASK (b)**
3 – Not at all	72%	**GO TO Q.19**
4 – DK / NA	--	**GO TO Q.19**

b) On average, how many cigarettes do you smoke per day?

	N=476
1 – One to 10	43%
2 – 11 to 20	29%
3 – 21 to 24	8%
4 – 25 or more	18%
5 – DK / NA	2%

c) How long have you been a cigarette smoker? Has it been …

	N=476
1 – less than 1 year	2%
2 – 1 to 5 years	12%
3 – more than 5 years?	86%
4 – DNK / Refusal	1%

d) Do you CURRENTLY smoke …

	N=476
1 – … "light" or "mild" cigarettes	64%
2 – … regular cigarettes	31%
3 – no usual type/no preference/other	4%
4 – DNK / Refusal	1%

e) How long ago, if ever, did you last try to quit smoking? Was it …? **READ**

	N=476	
1 – Within the last month	12%	**ASK (f)**
2 – One to six months ago	10%	**ASK (f)**
3 – Six months to a year ago	11%	**ASK (f)**
4 – One to two years ago	12%	**ASK (f)**
5 – Two to five years ago	14%	**ASK (f)**
6 – More than five years ago	15%	**ASK (f)**
7 – Never	24%	**GO TO (g)**
8 – DK / NA	1%	**GO TO (g)**

f) If you had seen more advertising or information about the effects of tobacco or the practices of the tobacco industry when you were trying to quit, do you think this would or would not have helped you to quit?

	N=356
1 – Yes, would have helped	26%
2 – No, would not have helped	70%
3 – DK/NA	4%

g) Do you plan to try to quit smoking in the next six months?

	N=476
1 – Yes	62%
2 – No	34%
3 – DK / NA	5%

h) As a smoker, do you think the tobacco industry is trying to downplay or conceal the negative effects of tobacco, or do you think the tobacco industry is generally open and fair in representing the effects of tobacco?

	N=476
1 – Downplay/conceal	57%
2 – Open and fair	39%
3 – DK/NA	4%

i) Do you think that knowing more about the practices of the tobacco industry would make you more likely to think about quitting, less likely to think about quitting, or would it have no effect on you with regard to quitting?

	N=476
1 – More likely	39%
2 – Less likely	5%
3 – No effect	55%
4 – DK/NA	1%

OPINION LEADER SECTION

19. Please tell me whether each of the following statements sounds very much like you, somewhat like you, not much like you or not at all like you. **READ AND ROTATE**

a) I read a newspaper every day.

1 – Very much like me	42%
2 – Somewhat like me	24%
3 – Not much like me	15%
4 – Not at all like me	18%
5 – Do not read	*
6 – DK / NA	*

b) I currently serve in a leadership role in one or more organization.

1 – Very much like me	22%
2 – Somewhat like me	18%
3 – Not much like me	17%
4 – Not at all like me	42%
5 – DK / NA	*

c) I often speak up at public or organizational meetings.

1 – Very much like me	19%
2 – Somewhat like me	28%
3 – Not much like me	17%
4 – Not at all like me	35%
5 – DK / NA	*

d) I frequently discuss current events in the news with friends or family members.

1 – Very much like me	49%
2 – Somewhat like me	39%
3 – Not much like me	6%
4 – Not at all like me	6%
5 – DK / NA	*

e) When I hold a strong opinion, I often persuade others to share my views.

1 – Very much like me	29%
2 – Somewhat like me	41%
3 – Not much like me	16%
4 – Not at all like me	13%
5 – DK / NA	*

12.1

DEMOGRAPHICS

20. Finally, a few questions for statistical purposes. Please be assured that all your responses will be kept entirely anonymous and absolutely confidential. In what year were you born?

125

1 - SPECIFY _____
2 - DK/NA

21. What is the highest level of education that you have reached?
DO NOT READ - CIRCLE ONE ONLY

125

01 – Some elementary (Grades 1-6)
02 – Completed elementary (Grade 7)
03 – Some high school (Grades 8-11)
04 – Completed high school (Grades 12 or 13)
05 – Some trade, technical or vocational school
06 – Diploma or certificate from trade, technical or vocational school
97 – Some community college, CEGEP or nursing school
08 – Diploma or certificate from community college, CEGEP or nursing school
09 – Some university
10 – Bachelor's Degree (ex. B.A., B.Sc., B.Ed.)
11 – Some graduate studies or professional studies
12 – Earned graduate degree or professional degree (ex., M.A., Ph.D., M.Sc., M.Ed., M.D., LI.B)
13 – No schooling
VOLUNTEERED
14 – DK/Refuse

open

22. Are you a parent of any children under the age of 18?

125

1 – Yes
2 – No
3 – DK/NA

23. Are you a parent of any children under the age of 12?

125

1 – Yes
2 – No
3 – DK/NA

24. **IF YES TO Q.22 OR Q.23, ASK:** Do any of your children smoke?

125

1 – Yes
2 – No
3 – DK/NA

25. Which of the following best corresponds to your present situation? Are you:

1 - Employed full-time	**GO TO Q.26**
2 - Employed part-time	**GO TO Q.26**
3 - Unemployed	**GO TO Q.26**
4 - A home-maker	**GO TO Q.29**
5 - Retired	**GO TO Q.26**
6 - A student	**GO TO Q.29**
7 - Other	**GO TO Q.29**

125

26. As a rule, what is your <u>principal</u> occupation? **DO NOT READ. IF RETIRED OR UNEMPLOYED, ASK:** What was your last occupation?

01 – Professional
02 – Senior Manager
03 – Large business owner
04 – Small business owner
05 – Middle manager
06 – Technician, semi-professional
07 – Office worker (white collar), services, sales
08 – Tradesmen, skilled, semi-skilled, worker
09 – Unskilled workers
10 – Farmers and fishermen
11 – Other **(SPECIFY)** _____
12 – Refused/NA

open

12.5

27. Do you work for an employer in the … **IF RETIRED OR UNEMPLOYED, ASK:** Did you last work for an employer in the …

12.5

1 – Private sector, that is, a private individual/company
2 – Public sector, that is, a government, a crown corporation, a school board, hospital, etc.
3 – DK/NA

NOTE TO INTERVIEWER: If respondent works in a public sector, e.g., a hospital, but paycheque is from a private sector or non-government employer, e.g., Cara Foods, classify as "private".

28. Do you belong to a union? **IF RETIRED OR UNEMPLOYED, ASK:** In your last job, did you belong to a union?

125

1 – Yes
2 – No
3 – DK/NA

29. Into which of the following categories would you put the total annual income in 1998 of all the members of your household, including yourself, before taxes and deductions,?

12.3

01 – Under $10,000
02 - $10,001 to $20,000
03 - $20,001 to $30,000
04 - $30,001 to $40,000
05 - $40,001 to $50,000
06 - $50,001 to $60,000
07 - $60,001 to $70,000
08 - $70,001 to $80,000
09 - $80,001 to $90,000
10 - $90,001 to $100,000
11 - $100,000 and over
12 – DK/NA /Refused

30. Which language is spoken MOST OFTEN in your home?

12.5

1 - English
2 - French
3 - Other (**SPECIFY**) _____
4 - Refuse/DK/NA

31. **DO NOT ASK - RECORD RESPONDENT'S SEX**

1 - Male
2 - Female

Region, province and language of interview are coded.

Appendix C

French Questionnaire

QUESTIONNAIRE
VERSION 4 - FINALE - PN4554
NUMÉRO D'IDENTIFICATION DE SANTÉ CANADA #HC-005-315-9934

Bonjour, je m'appelle _____ et je travaille pour Environics Research Group. Nous faisons un court sondage sur quelques questions importantes au Canada, aujourd'hui. Soyez assuré qu'il s'agit strictement d'un projet de recherche, et que je ne veux rien vous vendre ni solliciter quoi que ce soit.

Nous choisissons des numéros de téléphone au hasard dans tout le Canada, puis nous sélectionnons dans chaque foyer une personne qui sera interviewée. Est-ce que je pourrais parler à la personne de votre foyer qui a 18 ans ou plus et qui a eu son anniversaire le plus récemment?

1 - Oui
2 - Non disponible **ORGANISER UN RAPPEL**
3 - Refus **REMERCIER ET TERMINER**

SECTION SUR LA CONNAISSANCE DE L'INDUSTRIE

1. Dans quelle mesure vous considérez-vous comme informé au sujet des industries suivantes? Diriez-vous que vous êtes très bien informé, assez bien informé, pas très informé ou pas du tout informé sur...
LIRE EN ROTATION

a) l'industrie pharmaceutique

1 - Très bien informé
2 - Assez bien informé
3 - Pas très informé
4 - Pas du tout informé
5 - NSP / PR

b) l'industrie de la bière
c) l'industrie du tabac

2. Quelle est votre impression personnelle de chacune de ces industries? Est-ce que vous en avez une impression très positive, assez positive, assez négative ou très négative? **LIRE EN ROTATION**

a) l'industrie pharmaceutique

1 - Très positive
2 - Assez positive
3 - Assez négative
4 - Très négative
5 - NSP / PR

b) l'industrie de la bière
c) l'industrie du tabac

3. Au cours de la dernière année, est-ce que votre opinion générale de l'industrie du tabac...
LIRE EN ROTATION

1 - Est devenue meilleure
2 - Est demeurée la même, ou
3 - Est devenue pire
4 - NSP / PR

4 a) Vous avez dit que vous aviez une impression (positive - réponse à Q.2) de l'industrie du tabac. Pour quelle raison? **NE PAS LIRE. CODER TOUTES LES MENTIONS QUI S'APPLIQUENT**. Est-ce qu'il y a d'autres raisons?

1 - Parrainage des arts/des sports
2 - L'industrie essaie d'éduquer les gens
3 - L'industrie est plus responsable/s'améliore
4 - Autre (PRÉCISER) _____
5 - NSP / PR

b) Vous avez dit que vous aviez une impression (négative - réponse à Q.2) de l'industrie du tabac. Pour quelle raison**? NE PAS LIRE. CODER TOUTES LES MENTIONS QUI S'APPLIQUENT.** Est-ce qu'il y a d'autres raisons?

1 - La cigarette/le tabac est nocif pour la santé/peut tuer
2 - La cigarette/le tabac crée une accoutumance
3 - L'industrie cible les jeunes
4 - Est malhonnête en ce qui concerne la cigarette/la consommation de tabac
5 - Veut faire des profits
6 - Les coûts des soins de santé
7 - Autre (**PRÉCISER**) _____
8 - NSP / PR

SECTION SUR LES EFFETS SUR LA SANTÉ

5. En général, est-ce que vous pensez que le tabac est un problème de santé important, un problème de santé mineur ou n'est pas un problème de santé au Canada?

1 - Problème de santé important
2 - Problème de santé mineur
3 - Pas un problème de santé
4 - NSP / PR

SECTION SUR LES ATTITUDES ENVERS L'INDUSTRIE

6. Est-ce que vous êtes fortement d'accord, plutôt d'accord, plutôt en désaccord ou fortement en désaccord AVEC CHACUN DES ÉNONCÉS SUIVANTS au sujet de l'industrie du tabac dans notre pays?
LIRE EN ROTATION

a) l'industrie du tabac fait activement la promotion de la consommation de tabac chez les jeunes

1 - Fortement d'accord
2 - Plutôt d'accord
3 - Plutôt en désaccord
4 - Fortement en désaccord
5 - NSP / PR

b) l'industrie du tabac évite de parler de l'accoumance causée par le tabac

c) l'industrie du tabac travaille en coulisses pour encourager les jeunes à fumer

d) en parrainant des événements sportifs et culturels, les compagnies de tabac sont de bons citoyens corporatifs

e) l'industrie du tabac fait des efforts importants pour limiter la consommation de tabac chez les jeunes

f) les compagnies de tabac au Canada ne sont pas aussi intéressées que celles des États-Unis à faire la promotion de la consommation du tabac.

g) l'industrie du tabac essaie de cacher des faits sur l'impact du tabac

h) les compagnies de tabac parrainent des événements sportifs et culturels pour pouvoir faire la promotion de leurs noms de marque auprès du public et des jeunes

i) l'industrie du tabac refuse d'admettre que le tabac crée une accoutumance

7. a) Est-ce que vous pensez que les compagnies de tabac au Canada sont seulement intéressées à faire la promotion de leurs marques auprès des fumeurs, ou est-ce que vous pensez que les compagnies de tabac veulent aussi essayer d'encourager les jeunes à commencer à fumer?

1 - Elles sont seulement intéressées à faire de la promotion auprès des fumeurs
2 - Elles s'intéressent aussi à essayer d'encourager les jeunes à fumer
NON SUGGÉRÉ
3 - Les deux
4 - NSP/PR

b) Et est-ce que vous pensez que les compagnies de tabac au Canada sont seulement intéressées à faire la promotion de leurs marques auprès des fumeurs, ou est-ce que vous pensez que les compagnies de tabac veulent aussi essayer d'encourager d'autres non-fumeurs à commencer à fumer?

1 - Elles sont seulement intéressées à faire de la promotion auprès des fumeurs
2 - Elles s'intéressent aussi à essayer d'encourager d'autres non-fumeurs à fumer
NON SUGGÉRÉ
3 - Les deux
4 - NSP/PR

SECTION SUR LA PUBLICITÉ

8. a) Est-ce que vous vous souvenez d'avoir entendu ou vu des messages publicitaires contre le tabac ou contre la cigarette commandités par le gouvernement du Canada, au cours des derniers mois?

1 - Oui **POSER b**
2 - Non **PASSER À Q.9**
NON SUGGÉRÉ
3 - Oui, mais n'est pas sûr de qui commanditait l'annonce **POSER b**
4 - NSP / PR **PASSER À Q.9**

b) **SI OUI:** Où est-ce que vous avez vu ou entendu ces messages?
NE PAS LIRE - CODER TOUTES LES MENTIONS QUI S'APPLIQUENT

01 - Télévision
02 - Radio
03 - Cinéma
04 - Journaux
05 - Panneau-réclame
06 - Magazine
07 - Paquets de cigarettes
08 - Bureau du médecin/clinique/pharmacie
09 - Médias visuels (brochures, dépliants, affiches sur les autobus/dans le métro)
10 - Autre (**PRÉCISER**) _____
11 - NSP / PR

c) De quelles annonces vous souvenez-vous? Veuillez en décrire des scènes ou des phrases. **NE PAS LIRE - CODER TOUTES LES MENTIONS QUI S'APPLIQUENT**. Est-ce que vous vous souvenez d'autres messages?

01 - une femme parle de son accoutumance et fume une cigarette à travers sa gorge
02 - des images de différents poisons qualifiés de «légers» ou «doux»
03 - un garçon parle de son frère et dit qu'il ne veut pas qu'il fume
04 - un bébé dans son lit entouré de fumée
05 - un homme dans un bar qui écrase des cigarettes et qui en boit le liquide
06 - une femme à la voix très altérée parle de son expérience passée comme mannequin pour les compagnies de tabac
07 - un homme compare les filtres de cigarettes à un aspirateur
08 - affiche ou panneau-réclame : fumer peut vous tuer
09 - produits commerciaux pour cesser de fumer/Nicorette/Nicoderm/Zyban
10 - une femme se regarde dans un miroir et voit son corps se détériorer
11 - Joy - une fille qui parle du décès de sa mère qui ne pourra pas assister à sa graduation ou à son mariage
12 - Thelon - un jeune homme qui va voir le médecin et qui pourrait avoir un cancer
13 - Images d'une jeune fille et d'une femme qui fument, les compagnies de tabac ont besoin de nouveaux clients
14 - Autre (**PRÉCISER**) _____
15 - NSP / PR

9. a) Est-ce que vous vous souvenez d'avoir vu une annonce publicitaire à la télévision où on voit un adolescent qui raconte comment lui et son frère ont commencé à fumer en même temps et qu'il veut que son frère arrête?

1 - Oui **POSER b**
2 - Non **PASSER À Q.10**
3 - NSP / PR **PASSER À Q.10**

b) D'après vous, quel est le principal message de cette annonce? **SONDER**. Quel est le message qu'on essaie de faire passer?
NE PAS LIRE

1 - on ne devrait pas fumer/il ne faut pas fumer
2 - fumer est dangereux pour la santé
3 - la cigarette vous fera perdre des gens que vous aimez/des membres de votre famille
4 - l'industrie du tabac a menti au gens
5 - faire peur aux gens
6 - autre (PRÉCISER)
7 - NSP / PR

c) Dans l'ensemble, est-ce que vous pensez que cette publicité réussit très efficacement, assez efficacement, pas très efficacement ou pas du tout efficacement à transmettre son message sur le tabac?

1 - Très efficacement
2 - Assez efficacement
3 - Pas très efficacement
4 - Pas du tout efficacement
5 - NSP / Refus

10. a) Est-ce que vous vous souvenez d'avoir vu une annonce à la télévision qui présentait des contenants de différents poisons avec des étiquettes comme «léger en formaldéhyde» et «léger en ammoniac»?

1 - Oui	**POSER b**
2 - Non	**PASSER À LA QUESTION SUIVANTE**
3 - NSP / PR	**PASSER À LA QUESTION SUIVANTE**

b) D'après vous, quel était le principal message de cette publicité?
SONDER. NE PAS LIRE.

1 - vous ne devriez pas fumer/il ne faut pas fumer
2 - fumer est dangereux/poison
3 - les cigarettes légères/douces sont poison/dangereuses
4 - l'industrie du tabac a menti aux gens/a trompé les gens
5 - faire peur aux gens
6 - autre (**PRÉCISER**) _____
7 - NSP / PR

c) Dans l'ensemble, est-ce que vous pensez que cette publicité réussit très efficacement, assez efficacement, pas très efficacement ou pas du tout efficacement à transmettre son message sur le tabac?

1 - Très efficacement
2 - Assez efficacement
3 - Pas très efficacement
4 - Pas du tout efficacement
5 - NSP / Refus

11. a) **SI OUI À Q.8(a), Q.9(a), OU Q.10(a), DEMANDER :** Qu'est-ce que le fait de voir cette publicité ou ces publicités anti-tabac vous a amené à penser de l'industrie du tabac et de ses pratiques? Est-ce que vous êtes devenu plus critique face à l'industrie du tabac et à ses pratiques, est-ce que ça n'a eu aucun effet sur votre opinion ou est-ce que vous êtes devenu moins critique face l'industrie du tabac et à ses pratiques?

1 - Plus critique
2 - Pas d'effet sur l'opinion
3 - Moins critique
4 - NSP/PR

b) **SI OUI À Q.8(a), Q.9(a), OU Q.10(a), DEMANDER :** Est-ce que vous approuvez fortement, approuvez un peu, désapprouvez un peu ou désapprouvez fortement le fait que le gouvernement du Canada commandite les annonces que vous avez vues?

1 - Approuve fortement
2 - Approuve un peu
3 - Désapprouve un peu
4 - Désapprouve fortement
5 - NSP/PR

SECTION SUR LE GOUVERNEMENT

12. Est-ce que vous diriez que vous êtes très au courant, assez au courant, pas très au courant ou pas du tout au courant du fait que le gouvernement fédéral réglemente la vente, le contenu et la promotion des produits du tabac?

1 - Très au courant
2 - Assez au courant
3 - Pas très au courant
4 - Pas du tout au courant
5 - Ne sait pas / Refus

13. En général, est-ce que vous êtes très fortement favorable, plutôt favorable, plutôt opposé ou fortement opposé aux réglementations fédérales sur la vente, le contenu et la promotion des produits du tabac?

1 - Fortement favorable
2 - Plutôt favorable
3 - Plutôt opposé
4 - Fortement opposé
5 - Ne sait pas / Refus

14. Est-ce que vous pensez que les réglementations fédérales actuelles sur la vente, le contenu et la promotion des produits du tabac vont trop loin, sont adéquates ou ne vont pas assez loin?

1 - Vont trop loin
2 - Sont adéquates
3 - Ne vont pas assez loin
4 - NSP/PR

15. a) Dans ses efforts pour réduire la consommation de tabac au pays, est-ce que vous êtes fortement favorable, plutôt favorable, plutôt opposé ou fortement opposé à ce que le gouvernement fédéral commandite de la publicité contre le tabac ou contre la cigarette?

1 - Fortement favorable **PASSER À LA PROCHAINE QUESTION**
2 - Plutôt favorable **PASSER À LA PROCHAINE QUESTION**
3 - Plutôt opposé
4 - Fortement opposé
5 - NSP/PR

b) **SI OPPOSÉ, DEMANDER :** Pourquoi?
NE PAS LIRE.

1 - Ne réussit pas à faire arrêter de fumer
2 - Perte d'argent/coût
3 - Le gouvernement devrait faire d'autres choses
4 - Autre (**PRÉCISER**) _____
5 - NSP/PR

c) **SI OPPOSÉ, DEMANDER :** D'après vous, est-ce que la publicité anti-tabac ou anti-cigarette devrait être commanditée par quelqu'un d'autre?

1 - Oui **DEMANDER (d)**
2 - Non **PASSER À LA PROCHAINE QUESTION**
3 - NSP/PR **PASSER À LA PROCHAINE QUESTION**

d) **SI OUI, DEMANDER :** Qui devrait commanditer cette publicité?
NE PAS LIRE. CODER TOUTES LES MENTIONS QUI S'APPLIQUENT

1 - Groupes de santé/groupes anti-tabac
2 - Industrie du tabac/compagnies de tabac
3 - Gouvernements provinciaux
4 - Compagnies qui vendent des produits pour cesser de fumer/timbres/gomme etc.
5 - Autre (PRÉCISER) _____
6 - NSP/PR

16. Lorsqu'il s'agit de la commandite de publicité anti-tabac par le gouvernement fédéral, est-ce que vous êtes fortement favorable, plutôt favorable, plutôt opposé ou fortement opposé à chacune des mesures suivantes? **LIRE EN ROTATION**

a) de la publicité visant à décourager les jeunes de commencer à fumer?

1 - Fortement favorable
2 - Plutôt favorable
3 - Plutôt opposé
4 - Fortement opposé
5 - NSP/PR

b) de la publicité visant à encourager les jeunes fumeurs à cesser de fumer?

c) de la publicité visant à encourager les fumeurs de longue date à cesser de fumer?

d) de la publicité qui rend les gens plus conscients des pratiques de l'industrie du tabac?

e) de la publicité qui rend les gens plus conscients des risques du tabac pour la santé?

f) de la publicité qui donne des informations aux fumeurs qui voudraient cesser de fumer?

17. Comme vous le savez probablement, le gouvernement du Canada a commandité au cours des derniers mois plusieurs annonces télévisées qui **CRITIQUAIENT L'INDUSTRIE DU TABAC ET SES PRATIQUES**. Est-ce que vous approuvez fortement, approuvez plutôt, désapprouvez plutôt ou désapprouvez fortement le fait que le gouvernement du Canada commandite ce genre de publicité?

1 - Approuve fortement
2 - Approuve plutôt
3 - Désapprouve plutôt
4 - Désapprouve fortement
5 - NSP/PR

QUESTIONS SUR LES HABITUDES CONCERNANT LE TABAC

18. a) Est-ce que vous fumez tous les jours, à l'occasion ou pas du tout?

1 - Tous les jours	**DEMANDER (b)**
2 - À l'occasion	**DEMANDER (b)**
3 - Pas du tout	**PASSER À Q.19**
4 - NSP / PR	**PASSER À Q.19**

b) En moyenne, combien de cigarettes fumez-vous par jour?

1 - De 1 à 10
2 - De 11 à 20
3 - De 21 à 24
4 - 25 ou plus
5 - NSP / PR

c) Depuis combien de temps fumez-vous la cigarette? Est-ce que c'est...

1 - Moins de 1 an
2 - De 1 à 5 ans
3 - Depuis plus de 5 ans?
4 - NSP / Refus

d) Est-ce que vous fumez ACTUELLEMENT...

1 - des cigarettes «légères» ou «douces»
2 - ou des cigarettes régulières
NON SUGGÉRÉ
3 - pas de type habituel/pas de préférence/autre
4 - NSP / Refus

e) Il y a combien de temps, s'il y a lieu, que vous avez essayé d'arrêter de fumer, pour la dernière fois? Est-ce que c'était ...? **LIRE**

1 - Au cours du dernier mois	**DEMANDER (f)**
2 - Il y a de 1 à 6 mois	**DEMANDER (f)**
3 - Il y a de 6 mois à 1 an	**DEMANDER (f)**
4 - Il y a de 1 à 2 ans	**DEMANDER (f)**
5 - il y a de 2 à 5 ans	**DEMANDER (f)**
6 - Il y a plus de 5 ans	**DEMANDER (f)**
7 - Jamais	**PASSER À (g)**
8 - NSP / PR	**PASSER À (g)**

f) Si vous aviez vu plus de publicité ou plus d'informations sur les effets du tabac ou les pratiques de l'industrie du tabac lorsque vous avez essayé d'arrêter de fumer, est-ce que vous pensez que ça vous aurait aidé ou que ça ne vous aurait pas aidé à arrêter?

1 - Oui, ça aurait aidé
2 - Non, ça n'aurait pas aidé
3 - NSP / PR

g) Est-ce que vous avez l'intention d'arrêter de fumer au cours des 6 prochains mois?

1 - Oui
2 - Non
3 - NSP / PR

h) En tant que fumeur, est-ce que vous pensez que l'industrie du tabac essaie de minimiser ou de cacher les effets négatifs du tabac, ou est-ce que vous pensez que l'industrie du tabac est en général ouverte et équitable lorsqu'il s'agit d'exposer les effets du tabac?

1 - Minimise/cache
2 - Ouverte et équitable
3 - NSP / PR

i) Est-ce que vous pensez qu'en connaissant mieux les pratiques de l'industrie du tabac, il serait plus probable que vous envisagiez de cesser de fumer, est-ce que ce serait moins probable ou est-ce que ça n'aurait pas d'effet sur vous en ce qui concerne l'abandon de la cigarette?

1 - Plus probable
2 - Moins probable
3 - Pas d'effet
4 - NSP / PR

SECTION SUR LES LEADERS D'OPINION

19. Veuillez me dire si chacun des énoncés suivants vous ressemble beaucoup, vous ressemble assez, ne vous ressemble pas beaucoup ou ne vous ressemble pas du tout.
LIRE EN ROTATION

a) Je lis un journal tous les jours.

1 - Vous ressemble beaucoup
2 - Vous ressemble assez
3 - Ne vous ressemble pas beaucoup
4 - Ne vous ressemble pas du tout
NON SUGGÉRÉ
5 - Ne lit pas
6 - NSP / PR

b) J'ai actuellement un rôle de leadership dans un ou plusieurs organismes.

c) Je prends souvent la parole pendant des assemblées publiques ou dans des réunions

d) Je discute fréquemment des événements d'actualité avec mes amis ou les membres de ma famille.

e) Quand je suis convaincu de quelque chose, j'essaie souvent de persuader les autres d'adopter mon point de vue.

SOCIO-DÉMO

20. Enfin, je vais vous poser quelques questions à des fins statistiques. Soyez assuré que toutes vos réponses demeureront entièrement anonymes et absolument confidentielles. En quelle année êtes-vous né?

1 - PRÉCISER _____
2 - NSP/PR

21. Quel est le niveau de scolarité le plus élevé que vous avez atteint?
NE PAS LIRE - ENCERCLER UNE RÉPONSE SEULEMENT

01 – Une partie du cours primaire
02 – Le cours primaire au complet
03 – Une partie du cours secondaire
04 – Le cours secondaire au complet
05 – Une partie du cours secondaire commercial, technique ou professionnel
06 – Un diplôme commercial, technique ou professionnel
07 – Une partie du cours collégial, du cégep ou d'une école de soins infirmiers
08 – Un diplôme ou un certificat d'un collège, d'un cégep ou d'une école de soins infirmiers
09 – Une partie du premier cycle universitaire
10 – Un baccalauréat (bacc) (par exemple, un B.A., B.Sc., B.Ed.)
11 – Une partie des études supérieures ou dans une profession libérale
12 – Un diplôme d'études supérieures ou dans une profession libérale (p. ex. maîtrise, doctorat, maîtrise en sciences, maîtrise en sciences de l'éducation, doctorat en médecine, baccalauréat en droit)
13 – Aucune instruction
NON SUGGÉRÉ
14 - NSP/Refus

22. Est-ce que vous avez des enfants de moins de 18 ans?

1 - Oui
2 - Non
3 - NSP/PR

23. Est-ce que vous avez des enfants de moins de 12 ans?

1 - Oui
2 - Non
3 - NSP/PR

24. **SI OUI À Q.22 OU Q.23, DEMANDER :** Est-ce que un ou plusieurs de vos enfants fument?

1 - Oui
2 - Non
3 - NSP/PR

25. Laquelle des catégories suivantes décrit le mieux votre situation actuelle? Est-ce que :

1 - Vous avez un emploi à temps plein	**PASSER À Q.26**
2 - Vous avez un emploi à temps partiel	**PASSER À Q.26**
3 - Vous êtes sans emploi	**PASSER À Q.26**
4 - Vous êtes au foyer	**PASSER À Q.29**
5 - Vous êtes à la retraite	**PASSER À Q.26**
6 - Vous êtes aux études	**PASSER À Q.29**
7 - Autre	**PASSER À Q.29**

26. En général, quelle est votre principale occupation? **NE PAS LIRE. SI À LA RETRAITE OU SANS-EMPLOI, DEMANDER :** Quelle était votre dernière occupation?

01 - Professionnel
02 - Cadre supérieur
03 - Propriétaire de grande entreprise
04 - Propriétaire de petite entreprise
05 - Cadre intermédiaire
06 - Technicien, semi-professionnel
07 - Travail de bureau (col blanc), services, ventes
08 - Commerçant, ouvrier spécialisé, semi-spécialisé, ouvrier
09 - Travailleur non spécialisé
10 - Agriculteur ou pêcheur
11 - Autre (**PRÉCISER**) _____
12 - Refus/PR

27. Est-ce que vous avez travaillé pour un employeur - **SI À LA RETRAITE OU SANS-EMPLOI, DEMANDER :** La dernière fois que vous avez travaillé pour un employeur, est-ce que c'était...

1 - Dans le secteur privé, c'est-à-dire pour un employeur/une entreprise privée
2 - Dans le secteur public, c'est-à-dire le gouvernement, une société de la couronne, une commission scolaire, un hôpital, etc.
3 - NSP/PR

NOTE À L'INTERVIEWEUR : Si le répondant travaille dans le secteur public, comme un hôpital, mais s'il est payé par un employeur du secteur privé ou non gouvernemental, comme les Aliments Cara, classer comme «privé».

28. Est-ce que vous êtes syndiqué? **SI À LA RETRAITE OU SANS EMPLOI, DEMANDER:** Pendant que vous occupiez votre dernier emploi, est-ce que vous étiez syndiqué?

1 - Oui
2 - Non
3 - NSP/PR