

MEMORANDUM

To: Pat Reid, Health Canada

From: Derek Leebosh, Environics Research

Date: July 28, 2000

Re: Results of Focus Canada Omnibus Questions on the Internet and Smoking Cessation (FC02)

IC-00-26

Environics posed a series of omnibus questions on behalf of Health Canada, Population Health Directorate on our Focus Canada National Omnibus survey. This survey of 2,038 Canadians 18 years of age and over was carried out by telephone between June 13 and July 15, 2000. Results to a survey of this size can be considered accurate to within plus or minus 2.2 percent, nineteen times out of twenty.

The findings can be summarized as follows:

- About three in ten Canadians (31%) smoke either daily (24%) or occasionally (7%). Smokers tend to be most preponderant among 18 to 44 year olds (37%), French-speakers (35%), the unemployed (48%), those with annual household incomes of less than \$25,000 (41%) and those with high school educations or less (40%). Smoking is also more common in Atlantic Canada (36%).
- Two thirds (66%) of all smokers say they will definitely (30%) or probably (36%) try to quit smoking in the coming year. It is notable that 72 percent of English-speaking smokers say they will try to quit, compared to just 50 percent of French-speakers.
- For smokers, the current main sources of information on how to quit smoking are media/advertising (38%), doctors (33%), magazines and newspapers (15%), friends and family (14%), pamphlets (6%), common sense (5%), pharmacy (5%), health organizations (4%), cigarette packages themselves (2%), smoking cessation programs (2%), books (2%) and the Internet or WWW (2%). A further 19 percent have no source of information or have no opinion. The Internet is mentioned as a source by four percent of those who access the Internet at least several times a week.

- Six percent of all Canadians have ever looked up information on quitting smoking on the Internet. This proportion rises to nine percent among those who smoke daily and 11 percent among those with definite plans to quit smoking.
- Two in ten Canadians (21%) say they would definitely (8%) or probably (13%) access a Health Canada interactive web site with information and tools on how to quit smoking. Among smokers this proportion rises to 42 percent. **It should be noted that over half of smokers who have definite plans to quit smoking (54%) would definitely (28%) or probably (26%) access this web site.**

Health Canada
Population Health Directorate
Omnibus Question on the Internet and Smoking Cessation – French
FC02

DEMANDER A TOUS

1. G À l'heure actuelle, est-ce que vous fumez des cigarettes tous les jours, à l'occasion ou pas du tout?
- 1 - Tous les jours
 - 2 - À l'occasion (moins souvent que tous les jours)
 - 3 - Pas du tout **PASSER À Q. 4G**
 - ? - NSP/PR

DEMANDER À TOUS LES FUMEURS

2. G Pendant la prochaine année, est-ce que vous allez sûrement, probablement, probablement pas ou sûrement pas arrêter de fumer?
- 1 - Sûrement
 - 2 - Probablement
 - 3 - Probablement pas
 - 4 - Sûrement pas
 - ? - NSP/PR
3. G Quelles seraient ou quelles ont été vos principales sources d'information sur la façon d'arrêter de fumer? NE PAS LIRE... SONDER POUR OBTENIR DES RÉPONSES MULTIPLES... CODER TOUTES LES MENTIONS QUI S'APPLIQUENT
- 01 - Médecin
 - 02 - Pharmacie
 - 03 - Dépliants
 - 04 - Organismes reliés à la santé (comme la Société canadienne du cancer, la Fondation canadienne des maladies du cœur, etc.)
 - 05 - Internet/web
 - 06 - Livres
 - 07 - Amis/membres de la famille
 - 08 - Magazines/articles de journaux
 - 09 - Sur les paquets de cigarettes
 - 10 - Autre (PRÉCISER) _____
 - 11 - Aucun/aucune source d'information
 - ? - NSP/PR

DEMANDER TOUS

4. G Est-ce que vous avez déjà cherché sur l'Internet ou sur le web des informations sur la façon d'arrêter de fumer?
- 1 - Oui
 - 2 - Non
 - NON SUGGÉRÉ**
 - 3 - Non, mais envisage de le faire
 - ? - NSP/PR

5. G. Santé Canada pourrait mettre sur pied sur l'Internet un site web interactif pour offrir aux Canadiens des informations et des outils sur la façon d'arrêter de fumer. Est-ce que vous pensez que vous allez sûrement, probablement, probablement pas ou sûrement pas consulter ce site web pendant l'année qui vient?

- 1 - Sûrement
- 2 - Probablement
- 3 - Probablement pas
- 4 - Sûrement pas
- ? - NSP/PR

June 6, 2000

Health Canada
Population Health Directorate
Omnibus Question on the Internet and Smoking Cessation
FC02

1. G At present do you smoke cigarettes daily, occasionally or not at all?

1 – Daily
2 – Occasionally
3 – Not at all **SKIP TO Q. 4G**
? – DK/NA

ASK ALL SMOKERS

2. G During the coming year will you definitely, probably, probably not or definitely not try to quit smoking?

1 – Definitely
2 – Probably
3 – Probably not
4 – Definitely not
? – DK/NA

3. G What would be, or have been, your main sources of information on how to quit smoking? **DO NOT READ...PROBE FOR MULTIPLE RESPONSES...CODE ALL THAT APPLY**

01 – Doctor
02 – Pharmacy
03 – Pamphlets
04 – Health organizations (i.e.: Cancer Society, Heart and Stroke etc...)
05 – Internet/WWW
06 – Books
07 – Friends/family
08 – Magazine/newspaper articles
09 – Cigarette packages themselves
10 – Other (SPECIFY) _____
11 – None/no sources of information
? – DK/NA

ASK ALL

4. G Have you ever looked up information on quitting smoking on the Internet or the World Wide Web?

1 – Yes
2 – No

VOLUNTEERED

3 – No, but plan to
? – DK/NA

5. G Health Canada may develop an interactive web site providing Canadians with information and tools on how to quit smoking. Would you definitely, probably, probably not or definitely not access this web site in the coming year?

1 – Definitely
2 – Probably
3 – Probably not
4 – Definitely not
? – DK/NA

THE FOCUS CANADA REPORT 2000-2
HEALTH CANADA

89. G. At present do you smoke cigarettes daily, occasionally or not at all?

	GENDER			AGE				MARITAL STATUS		KIDS <18 AT HOME		LANGUAGE AT HOME		RELIGION		NON-BRIT IMMIGRANT		TENURE		UNION MEMBER			
		18 to 29	30 to 44	45 to 59	60 or more	Single	Married	Yes	No	Eng Lish	Fre nch	Cath	Prot	Ath/ Ag	Eur ope	Oth er	Own	Rent	Yes	Pri vate Sect	Pub Lic Sect		
UNWEIGHTED SAMPLE	2038	998	1040	387	617	568	427	854	1172	735	1295	1496	466	778	712	463	70	90	1414	611	335	79	235
WEIGHTED SAMPLE	2038	978	1060	440	660	460	440	895	1130	746	1284	1488	459	773	685	482	83	124	1365	662	315	80	215
Daily	24	23	24	29	28	22	16	28	21	27	22	23	28	26	20	27	14	15	20	32	22	30	19
Occasionally	7	8	6	9	9	6	4	8	7	8	7	7	7	8	7	6	4	5	7	8	6	10	5
Not at all	69	69	69	62	63	72	80	64	72	64	72	70	65	66	74	66	82	79	73	60	72	61	76
DK/NA	*	-	*	-	-	*	-	-	*	-	*	-	-	*	-	-	-	*	-	-	-	-	-
	EMPLOYMENT STATUS				OCCUPATION				HOUSEHOLD INCOME						EDUCATION								
	Home Full Time	Un Part Time	em mak er	Ret oyed	Work ing Wom.	Prof Adm. OLB	Tech S.P. OSB	Off. Sale Serv	Sk/ Semi Skil	Un- Work	Less than \$15K	\$25K to \$25K	\$35K to \$35K	\$50K to \$50K	\$70K More	Less Than H.S.	Comm Coll. H.S.	Some Univ	Univ Deg.				
UNWEIGHTED SAMPLE	2038	1007	226	141	109	413	524	313	239	349	242	166	202	242	292	379	341	385	261	405	642	234	487
WEIGHTED SAMPLE	2038	1002	228	138	106	404	542	311	238	361	236	157	195	245	285	372	345	394	237	415	632	246	500
Daily	24	24	27	31	39	15	28	15	28	27	32	36	37	30	28	24	18	17	37	31	26	22	10
Occasionally	7	8	5	9	9	5	6	5	5	10	9	10	8	7	9	6	7	6	7	7	9	7	5
Not at all	69	68	67	60	53	79	66	79	68	63	59	54	55	63	63	70	75	76	55	62	65	71	84
DK/NA	*	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	*	*	-	-	-	*
	REGION				SUB-REGIONS				COMMUNITY SIZE				FED. POLITICAL PREFERENCE										
	Atl. Prov	Que bec	Ont ario	West Can.	Van cou	Man.	Alb erta	Can. excl B.C.	1 Mill +	100K to 100K	5K to 5K	Less than Lib.	P.C.	NDP	CA	Eloc Que.	Und.						
UNWEIGHTED SAMPLE	2038	244	502	573	719	182	202	110	131	130	221	237	1536	494	509	517	518	724	205	238	369	126	300
WEIGHTED SAMPLE	2038	166	514	762	596	326	285	124	77	67	185	267	1524	735	427	455	421	749	207	228	349	132	292
Daily	24	30	29	20	23	19	29	18	25	20	25	21	22	23	24	25	24	23	26	27	18	37	24
Occasionally	7	6	6	8	8	8	6	7	8	7	9	8	8	7	8	7	7	5	7	11	8	7	7
Not at all	69	64	65	72	69	72	65	76	67	73	67	71	70	70	68	68	69	72	67	61	74	56	67
DK/NA	*	-	-	*	-	1	-	-	-	-	-	*	*	-	*	-	-	-	-	-	-	-	1

THE FOCUS CANADA REPORT 2000-2
HEALTH CANADA

89. G. At present do you smoke cigarettes daily, occasionally or not at all?

	INTERNET OR E-MAIL ACCESS					INTERNET AND E-MAIL USE				
	No Acc	At At	At At	At At	Both ere	Elis ewh ily	Sev. Da Week	Sev. Tim. Mon.	Occ. Tim. Mon.	Occ. A Min.
UNWEIGHTED SAMPLE	2038	713	226	472	505	109	595	277	169	164
WEIGHTED SAMPLE	2038	680	232	486	514	113	620	286	172	164
Daily	24	30	26	22	14	37	16	19	23	32
Occasionally	7	8	8	8	7	3	7	7	7	8
Not at all	69	62	66	70	79	60	77	73	70	60
DK/NA	*	*	-	-	-	-	-	-	-	-

THE FOCUS CANADA REPORT 2000-2
HEALTH CANADA

90. G. During the coming year will you definitely, probably, probably not or definitely not try to quit smoking?

Subsample: Respondents who smoke cigarettes daily, occasionally or DK/NA

	GENDER			AGE				MARITAL STATUS			KIDS <18 AT HOME		LANGUAGE AT HOME		RELIGION			NON-BRIT IMMIGRANT			TENURE		UNION MEMBER			
				18 to 29	30 to 44	45 to 59	60 or more	Sin	Mar	ried	Yes	No	Eng	Fre	Cath	Prot	Ath/Ag	Eur	Oth	Own	Rent	Yes	Pri	Pub	vate	Lic
	TOTAL	Male	male					gle					lish	nch				ope	er				Yes	Sect	Sect	Sect
UNWEIGHTED SAMPLE	637	320	317	145	231	164	90	304	332	260	374	456	160	265	189	158	13	19	380	252	98	33	60			
WEIGHTED SAMPLE	634	308	326	166	245	127	88	320	313	267	364	449	161	264	180	162	15	26	364	266	89	32	52			
Definitely	30	32	29	29	35	27	27	33	27	32	29	35	16	28	40	22	13	41	30	30	31	37	30			
Probably	36	35	37	37	35	36	36	30	42	38	35	37	34	35	32	40	33	36	38	34	42	32	47			
Probably not	20	21	20	21	20	22	19	22	19	19	22	21	21	19	19	26	23	17	21	19	16	18	15			
Definitely not	11	12	10	13	8	12	14	14	8	10	12	6	24	14	8	10	22	6	9	13	11	11	8			
DK/NA	2	1	3	1	2	2	5	1	3	2	2	1	5	3	*	1	10	-	1	3	1	2				

	EMPLOYMENT STATUS						OCCUPATION						HOUSEHOLD INCOME						EDUCATION					
	Home Un						Work	Prof	Tech	Off.	Sk/	Un-	Less	\$15K	\$25K	\$35K	\$50K	\$70K	Less	Comm				
	Full	Part	mak	empl	Ret	ing	Adm.	S.P.	Sale	Semi	skil	than	to	to	to	to	to	or	Than	Coll	Some	Univ		
	TOTAL	Time	Time	er	oyed	ired	Wom.	CLB	OSB	Serv	Skil	Work	\$15K	\$25K	\$35K	\$50K	\$70K	More	H.S.	H.S.	Voca	Univ	Deg.	
UNWEIGHTED SAMPLE	637	324	75	56	54	89	175	66	78	130	100	73	93	89	109	111	88	90	118	151	217	69	81	
WEIGHTED SAMPLE	634	325	74	55	50	86	183	65	77	134	96	72	87	91	104	113	87	93	106	157	218	72	81	
Definitely	30	30	33	30	32	24	29	27	37	30	37	24	34	36	27	30	34	30	28	26	33	34	32	
Probably	36	36	35	39	28	39	38	35	32	34	36	36	27	34	39	35	42	32	38	39	36	30	32	
Probably not	20	23	16	24	17	15	20	20	21	25	15	23	28	14	18	23	18	21	18	18	23	24	18	
Definitely not	11	10	14	6	19	14	11	15	9	10	12	14	10	13	14	8	7	14	13	14	7	10	13	
DK/NA	2	1	2	1	4	5	2	3	1	1	-	4	2	2	2	4	-	*	2	3	1	1	3	

	REGION				SUB-REGIONS				COMMUNITY SIZE				FED. POLITICAL PREFERENCE			
	Atl.	Que	Ont	West	Van	Alb	Can.	1	100K	5K	Less					
	Prov	bec	ario	Can.	onto	real	Man.	Sask	erta	B.C.	Que	+	Mill	100K	5K	Lib.
UNWEIGHTED SAMPLE	637	86	173	160	218	50	68	27	43	35	72	68	464	145	163	161
WEIGHTED SAMPLE	634	59	179	213	182	90	99	30	25	18	62	77	455	219	138	145
Definitely	30	31	17	36	37	37	17	35	40	35	35	37	36	28	29	32
Probably	36	36	34	36	37	35	37	39	31	35	32	44	37	37	38	36
Probably not	20	24	22	19	19	20	19	26	20	21	20	17	20	20	15	24
Definitely not	11	7	23	7	6	6	23	-	8	4	12	2	6	13	13	7
DK/NA	2	2	4	1	1	-	4	-	-	5	2	-	1	2	4	*

THE FOCUS CANADA REPORT 2000-2
HEALTH CANADA

90. G. During the coming year will you definitely, probably, probably not or definitely not try to quit smoking?

Subsample: Respondents who smoke cigarettes daily, occasionally or DK/NA

	INTERNET OR E-MAIL ACCESS					INTERNET AND E-MAIL 89G.SMOKE USE BEHAVIOUR							
	No Acc	At Work	At Home	Both Work Home	Elts ewh	Da ily	Sev. Tim.	Sev. Tim.	Occ. A	Da ily	Occa sion	ally	
UNWEIGHTED SAMPLE	637	264	75	141	111	45	141	75	49	68	491	144	
WEIGHTED SAMPLE	634	260	79	143	107	45	141	77	52	66	485	146	
Definitely	30	25	33	36	34	32	29	41	38	31	27	42	
Probably	36	36	39	32	38	36	33	34	46	37	38	30	
Probably not	20	19	25	22	20	17	29	17	8	18	22	14	
Definitely not	11	16	3	9	7	15	7	7	8	11	12	9	
DK/NA	2	4	-	1	2	-	1	-	1	2	1	4	

THE FOCUS CANADA REPORT 2000-2
HEALTH CANADA

91. G. What would be, or have been, your main sources of information on how to quit smoking?

Subsample: Respondents who smoke cigarettes daily, occasionally or DK/NA

	GENDER			AGE				MARITAL STATUS		KIDS <18 AT HOME		LANGUAGE AT HOME		RELIGION			NON-BRIT IMMIGRANT			TENURE		UNION MEMBER		
		Fe	18 to 29	30 to 44	45 to 59	60 or more	Single	Married	Yes	No	Eng Lish	Fre nch	Cath	Prot	Ath/ Ag	Eur ope	Oth er	Own	Rent	Yes	Pri vate	Pub lic	Sect	Sect
UNWEIGHTED SAMPLE	637	320	317	145	231	164	90	304	332	260	374	456	160	265	189	158	13	19	380	252	98	33	60	
WEIGHTED SAMPLE	634	308	326	166	245	127	88	320	313	267	364	449	161	264	180	162	15	26	364	266	89	32	52	
Media/advertisements	38	36	40	36	42	33	37	36	40	41	36	43	27	34	45	41	56	30	39	36	36	37	34	
Doctor	33	30	36	24	38	34	33	28	38	39	28	38	20	27	37	36	31	22	35	30	39	48	36	
Magazine/newspaper articles	15	15	15	13	14	24	11	14	16	14	16	16	14	15	17	15	4	27	15	15	24	22	27	
Friends/family	14	12	15	16	15	12	9	13	14	14	13	16	7	11	16	16	6	-	15	12	13	21	10	
Pamphlets	6	5	7	6	6	6	7	5	7	6	6	7	6	6	8	4	-	6	6	7	5	4	7	
Self/common sense	5	7	4	5	4	7	6	6	5	2	7	6	4	5	10	1	10	8	5	6	4	4	4	
Pharmacy	5	5	5	7	6	2	3	5	5	7	4	3	9	7	5	2	6	14	3	8	4	4	4	
Health organizations	4	4	5	3	4	6	4	5	4	4	4	4	6	5	5	3	-	-	4	5	5	3	3	
Cigarette packages themselves	2	3	2	*	3	3	3	2	3	3	2	2	3	3	3	*	6	-	3	2	5	8	3	
Smoking cessation programs/implements	2	1	3	*	2	5	1	2	2	2	2	2	1	1	4	2	-	-	2	2	3	6	1	
Books	2	1	3	3	2	2	-	2	2	2	2	2	1	2	1	3	-	-	3	1	3	-	5	
Internet/WWW	2	2	2	2	1	3	1	2	2	1	2	2	1	1	1	4	-	5	2	2	2	-	3	
None/no sources of information	16	19	13	16	16	12	24	19	13	12	19	12	28	20	9	19	20	12	14	18	13	12	14	
DK/NA	3	2	3	2	1	6	4	2	3	3	2	2	3	3	2	1	4	8	3	2	2	-	3	

THE FOCUS CANADA REPORT 2000-2
HEALTH CANADA

91. G. What would be, or have been, your main sources of information on how to quit smoking?

Subsample: Respondents who smoke cigarettes daily, occasionally or DK/NA

	EMPLOYMENT STATUS						OCCUPATION						HOUSEHOLD INCOME						EDUCATION					
	TOTAL	Time	Time	er	oyed	ired	Wom.	OLB	OSB	Serv	Skil	Wor	\$15K	\$25K	\$35K	\$50K	\$70K	Less	Comm	Coll	Some	Univ	Deg.	
UNWEIGHTED SAMPLE	637	324	75	56	54	89	175	66	78	130	100	73	93	89	109	111	88	90	118	151	217	69	81	
WEIGHTED SAMPLE	634	325	74	55	50	86	183	65	77	134	96	72	87	91	104	113	87	93	106	157	218	72	81	
Media/advertisements	38	38	36	34	46	36	38	26	31	43	48	37	32	30	50	49	37	32	33	41	40	37	34	
Doctor	33	35	30	26	29	34	39	36	36	35	28	33	34	36	32	29	39	36	32	28	37	33	31	
Magazine/newspaper articles	15	17	22	10	7	12	19	14	22	21	12	13	16	10	12	17	16	23	14	17	12	20	18	
Friends/family	14	15	14	15	14	8	16	20	12	14	13	16	11	16	17	12	16	13	14	13	17	10	8	
Pamphlets	6	5	7	8	3	7	8	6	6	5	5	2	9	2	5	7	12	3	6	8	5	6	5	
Self/common sense	5	6	5	-	4	7	5	13	-	4	9	5	4	4	7	5	4	4	5	3	6	7	8	
Pharmacy	5	4	7	7	11	2	5	2	6	6	1	9	7	8	1	8	5	1	4	5	7	3	3	
Health organizations	4	4	3	8	4	5	4	6	3	4	3	2	6	4	6	-	6	5	2	2	5	6	5	
Cigarette packages themselves	2	1	4	1	2	3	2	2	3	1	2	2	4	1	3	2	2	2	2	2	2	2	4	
Smoking cessation programs/implements	2	2	2	9	2	1	2	-	2	-	2	5	4	1	2	2	1	2	4	4	1	-	-	
Books	2	3	3	2	1	-	4	-	2	5	1	3	2	1	1	3	-	5	2	1	2	5	2	
Internet/WWW	2	3	1	-	2	2	2	5	3	2	1	1	-	2	3	3	1	3	1	1	2	4	3	
None/no sources of information	16	13	19	21	14	23	11	12	11	15	16	14	18	21	12	17	13	13	19	19	15	12	14	
DK/NA	3	3	3	2	-	3	3	4	4	2	2	2	2	6	*	3	1	2	3	2	2	3	3	

THE FOCUS CANADA REPORT 2000-2
HEALTH CANADA

91. G. What would be, or have been, your main sources of information on how to quit smoking?

Subsample: Respondents who smoke cigarettes daily, occasionally or DK/NA

	REGION					SUB-REGIONS					COMMUNITY SIZE					FED. POLITICAL PREFERENCE							
	Atl.	Que	Ont	West	Man.	Que	Ont	Man.	Que	Ont	Man.	Que	Ont	Man.	Que	Ont	Man.	Que	Ont	Man.	Que	Ont	Man.
TOTAL	637	86	173	160	218	50	68	27	43	35	72	68	464	145	163	161	168	208	69	90	99	53	98
WEIGHTED SAMPLE	634	59	179	213	182	90	99	30	25	18	62	77	455	219	138	145	132	211	68	88	92	58	96
Media/advertisements	38	46	24	39	47	38	21	55	54	35	48	48	43	33	44	39	38	45	40	39	35	29	26
Doctor	33	39	17	34	45	28	16	58	21	42	50	49	39	27	34	37	37	36	29	31	38	24	30
Magazine/newspaper articles	15	12	17	15	14	16	19	31	16	4	12	19	15	20	15	15	8	13	10	23	16	12	16
Friends/family	14	11	8	12	22	8	6	23	22	17	28	18	16	9	16	20	11	15	28	8	11	10	10
Pamphlets	6	9	5	5	7	2	5	16	5	8	4	9	6	5	4	7	8	8	8	6	8	1	5
Self/common sense	5	7	4	8	3	12	7	3	6	9	-	2	6	9	4	5	2	4	5	5	6	5	8
Pharmacy	5	1	9	4	4	2	9	8	3	3	2	6	4	6	3	5	6	5	3	5	4	13	4
Health organizations	4	10	4	5	2	4	5	-	-	2	3	1	4	4	5	5	3	5	5	9	2	4	2
Cigarette packages themselves	2	3	3	*	3	-	1	-	5	4	5	1	2	1	4	3	3	3	1	5	1	1	1
Smoking cessation programs/implements	2	2	1	3	2	-	1	-	2	4	1	1	2	1	2	2	4	2	2	3	2	1	2
Books	2	4	1	1	3	-	1	-	6	-	5	1	2	1	3	1	4	2	4	3	1	-	1
Internet/WWW	2	4	2	-	3	-	1	3	2	-	6	3	2	1	2	4	1	3	2	1	3	-	1
None/no sources of information	16	9	26	13	12	17	24	7	4	11	13	13	12	18	13	14	17	12	15	20	15	19	21
DK/NA	3	2	3	3	2	4	3	-	2	5	4	-	3	3	4	1	3	2	1	1	6	4	2

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91. G. What would be, or have been, your main sources of information on how to quit smoking?

Subsample: Respondents who smoke cigarettes daily, occasionally or DK/NA

	INTERNET OR E-MAIL ACCESS					INTERNET AND E-MAIL 89G.SMOKE 90G.PLAN TO USE BEHAVIOUR QUIT SMOKING									
	No Acc	At Work	At Home	Both ere	Elis ewh	Sev. ily	Sev. Week	Sev. Mon.	Occ. Mon.	Occ. ily	Def. tely	Def. ably	Def. Not	Prch/ Def.	Prch/ Not
UNWEIGHTED SAMPLE	637	264	75	141	111	45	141	75	49	68	491	144	195	223	203
WEIGHTED SAMPLE	634	260	79	143	107	45	141	77	52	66	485	146	193	227	199
Media/advertisements	38	37	28	42	38	48	39	40	47	33	39	37	36	36	41
Doctor	33	31	40	32	35	27	36	35	32	34	35	26	40	35	25
Magazine/newspaper articles	15	15	22	16	16	-	20	18	8	12	17	11	14	16	15
Friends/family	14	11	10	16	21	11	19	17	14	10	15	10	16	14	11
Pamphlets	6	5	10	7	3	11	8	1	11	8	7	4	7	7	5
Self/common sense	5	5	7	6	6	-	9	3	3	4	5	8	7	7	2
Pharmacy	5	4	8	7	4	4	6	7	4	4	5	6	9	4	3
Health organizations	4	6	7	1	1	7	2	4	3	4	4	4	4	4	4
Cigarette packages themselves	2	3	1	3	-	4	2	1	-	3	3	1	2	1	3
Smoking cessation programs/implements	2	3	1	3	1	-	1	2	-	1	2	1	1	1	4
Books	2	2	2	2	3	-	3	3	-	2	2	1	2	3	1
Internet/WWW	2	*	1	2	6	-	4	5	2	-	2	1	2	2	2
None/no sources of information	16	19	15	14	12	15	11	16	17	11	15	21	14	16	19
DK/NA	3	4	1	1	1	3	1	2	-	1	3	2	2	2	5

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92. G. Have you ever looked up information on quitting smoking on the Internet or the World Wide Web?

	GENDER		AGE				MARITAL STATUS		KIDS <18 AT HOME		LANGUAGE AT HOME		RELIGION		NON-BRIT IMMIGRANT		TENURE		UNION MEMBER				
	Fe	18 to 29	30 to 44	45 to 59	60 or more	Sin gle	Mar ried	Yes	No	Eng lish	Fre nch	Cath	Prot	Ath/ Ag	Eur ope	Oth er	Own	Rent	Yes	Pri vate Sect	Pub lic Sect		
UNWEIGHED SAMPLE	2038	998	1040	387	617	568	427	854	1172	735	1295	1496	466	778	712	463	70	90	1414	611	335	79	235
WEIGHED SAMPLE	2038	978	1060	440	660	460	440	895	1130	746	1284	1488	459	773	685	482	83	124	1365	662	315	80	215
Yes	6	6	6	6	5	8	5	7	5	6	6	7	2	4	7	6	-	6	6	6	3	4	3
No	94	94	94	93	95	92	95	93	95	94	94	93	97	96	93	93	100	93	94	93	97	96	97
No, but plan to	*	1	-	1	*	1	-	*	*	*	*	*	1	*	*	1	-	1	*	1	-	-	-
DK/NA	*	*	*	-	*	*	-	*	*	-	*	*	*	*	-	*	-	-	*	*	-	-	-
	EMPLOYMENT STATUS				OCCUPATION				HOUSEHOLD INCOME				EDUCATION										
	Home	Un	Work	Prof	Tech	Off.	Sk/ Un-	Less	\$15K	\$25K	\$35K	\$50K	\$70K	Less	Comm								
	Full Time	Part Time	mak er	empl oyed	Ret ired	Wom. OLB	Adm. OCB	S.P. Serv	Sale Serv	Skill Work	\$15K	\$25K	\$35K	\$50K	\$70K	More	H.S.	H.S.	Voca	Univ	Deg.		
UNWEIGHED SAMPLE	2038	1007	226	141	109	413	524	313	239	349	242	166	202	242	292	379	341	385	261	405	642	234	487
WEIGHED SAMPLE	2038	1002	228	138	106	404	542	311	238	361	236	157	195	245	285	372	345	394	237	415	632	246	500
Yes	6	6	5	-	7	4	6	8	4	7	4	5	7	5	5	6	5	6	5	4	5	8	7
No	94	94	95	100	92	95	94	92	95	93	96	95	92	95	95	94	95	94	95	95	95	90	93
No, but plan to	*	*	-	-	1	-	-	-	1	*	-	-	1	-	-	*	-	*	-	*	-	1	*
DK/NA	*	-	-	-	-	*	-	-	-	-	-	-	-	-	-	*	-	-	*	-	-	-	*
	REGION		SUB-REGIONS				COMMUNITY SIZE				FED. POLITICAL PREFERENCE												
	Atl.	Que	Ont	West	Van	Alb	Can.	1	100K	5K	Less	Bloc											
	Prov	bec	ario	Can.	onto	real	Man.	Sask	erta	B.C.	Que	excl	Mill	to 1	to	than							
UNWEIGHED SAMPLE	2038	244	502	573	719	182	202	110	131	130	221	237	1536	494	509	517	518	724	205	238	369	126	300
WEIGHED SAMPLE	2038	166	514	762	596	326	285	124	77	67	185	267	1524	735	427	455	421	749	207	228	349	132	292
Yes	6	7	3	6	8	5	2	9	11	5	6	8	7	5	7	5	6	6	6	6	6	3	6
No	94	93	96	94	92	95	96	91	89	95	93	92	93	95	93	95	93	94	93	94	94	96	94
No, but plan to	*	-	1	-	*	-	1	-	-	-	1	-	*	1	*	-	*	*	1	-	-	1	*
DK/NA	*	*	*	-	-	-	-	-	-	-	-	-	*	-	-	*	*	-	-	-	-	*	*

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92. G. Have you ever looked up information on quitting smoking on the Internet or the World Wide Web?

	INTERNET OR E-MAIL ACCESS					INTERNET AND E-MAIL USE					89G.SMOKE 90G. PLANS TO BEHAVIOUR QUIT SMOKING				
	No	At	At	At	At	Elis	Sev.	Sev.	Sev.	Occa	Def	Prch/	Prch/	Prch/	Prch/
TOTAL	ess	Work	Home	Both	ere	ily	Week	Mon.	Mon.	ily	ally	tely	ably	Not	
UNWEIGHED SAMPLE	2038	713	226	472	505	109	595	277	169	164	491	144	195	223	203
WEIGHED SAMPLE	2038	680	232	486	514	113	620	286	172	164	485	146	193	227	199
Yes	6	2	4	8	8	7	10	6	8	4	9	7	11	8	6
No	94	98	95	91	91	93	90	94	92	96	91	93	89	91	94
No, but plan to	*	-	1	*	*	-	1	1	-	-	*	-	-	1	-
DK/NA	*	*	-	-	*	-	*	-	-	-	-	-	-	-	-

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93. G. Health Canada may develop an interactive Web site on the Internet providing Canadians with information and tools on how to quit smoking. Do you think you would definitely, probably, probably not or definitely not access this Web site in the coming year?

	GENDER		AGE				MARITAL STATUS		KIDS <18 AT HOME		LANGUAGE AT HOME		RELIGION		NON-BRIT IMMIGRANT		TENURE		UNION MEMBER				
	Re Male	Fe male	18 to 29	30 to 44	45 to 59	60 or more	Single	Married	Yes	No	Eng Lish	Fre nch	Cath	Prot	Ath/Ag	Eur ope	Oth er	Own	Rent	Yes	Pri Sect	Pub Lic Sect	
UNWEIGHTED SAMPLE	2038	998	1040	387	617	568	427	854	1172	735	1295	1496	466	778	712	463	70	90	1414	611	335	79	235
WEIGHTED SAMPLE	2038	978	1060	440	660	460	440	895	1130	746	1284	1488	459	773	685	482	83	124	1365	662	315	80	215
Definitely	8	7	9	10	8	9	6	8	8	10	7	8	8	9	7	7	6	15	7	10	7	11	6
Probably	13	13	14	15	18	14	6	15	12	17	11	15	7	13	13	16	5	15	12	16	13	8	16
Probably not	20	22	17	26	22	15	14	22	18	21	19	22	13	15	21	24	8	20	19	20	24	30	21
Definitely not	58	57	58	49	52	61	71	54	61	52	61	54	71	63	57	53	79	45	60	52	56	50	57
DK/NA	1	1	2	*	*	1	3	1	1	1	1	1	1	2	*	3	5	1	1	*	1	*	

	EMPLOYMENT STATUS				OCCUPATION				HOUSEHOLD INCOME				EDUCATION										
	Full Time	Part Time	Retired	Unempl	Home Mgmt	Work Wm.	Prof Adm.	Tech S.P.	Off. Sale	Sk/ Semi	Un- skill	Less than \$15K	\$15K to \$25K	\$25K to \$35K	\$35K to \$50K	\$50K to \$70K	More than \$70K	Less Than H.S.	H.S.	Coll. Voc	Some Univ	Univ Deg.	
UNWEIGHTED SAMPLE	2038	1007	226	141	109	413	524	313	239	349	242	166	202	242	292	379	341	385	261	405	642	234	487
WEIGHTED SAMPLE	2038	1002	228	138	106	404	542	311	238	361	236	157	195	245	285	372	345	394	237	415	632	246	500
Definitely	8	8	7	10	16	5	9	7	10	11	6	8	11	9	11	7	8	6	10	11	6	10	7
Probably	13	16	14	11	17	6	17	13	15	16	18	13	14	16	13	13	12	13	13	15	15	12	
Probably not	20	20	23	19	24	15	19	20	19	20	25	26	21	20	19	24	19	19	20	21	20	17	
Definitely not	58	56	55	59	40	71	55	61	53	54	50	48	52	54	53	55	59	63	54	54	59	53	64
DK/NA	1	*	2	1	2	3	1	-	2	*	1	1	3	3	1	*	1	-	3	2	*	2	1

	REGION				SUB-REGIONS				COMMUNITY SIZE				FED. POLITICAL PREFERENCE										
	Atl. Prov	Que bec	Ont ario	West Can.	Man. Tor	Onto real	Van cou	Alb Man.	Can. exl. B.C.	100K to 100K	5K to 100K	Less than 5K	Lib.	P.C.	NDP	CA	Bloc Que.	Und.					
UNWEIGHTED SAMPLE	2038	244	502	573	719	182	202	110	131	130	221	237	1536	494	509	517	518	724	205	238	369	126	300
WEIGHTED SAMPLE	2038	166	514	762	596	326	285	124	77	67	185	267	1524	735	427	455	421	749	207	228	349	132	292
Definitely	8	11	8	9	7	9	8	4	7	11	7	5	8	8	8	8	9	9	8	8	8	8	6
Probably	13	18	9	14	15	15	8	19	21	12	12	16	15	13	14	13	14	15	12	16	16	9	9
Probably not	20	29	12	19	24	16	12	20	24	18	26	24	22	15	21	23	22	20	22	19	20	13	20
Definitely not	58	42	71	56	53	58	71	53	46	59	53	53	53	63	56	55	54	56	55	56	55	69	62
DK/NA	1	1	1	1	2	1	1	4	2	-	1	2	1	1	*	2	1	*	2	1	1	2	2

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93. G. Health Canada may develop an interactive Web site on the Internet providing Canadians with information and tools on how to quit smoking. Do you think you would definitely, probably, probably not or definitely not access this Web site in the coming year?

	INTERNET OR E-MAIL ACCESS					INTERNET AND E-MAIL USE					89G. SMOKEING BEHAVIOUR					90G. PLANS TO QUIT SMOKING		
	No	At	At	At	At	Exh	Da	Sev.	Sev.	Occ.	Occa	Not	Def	Prch/				
TOTAL	ess	Work	Home	Both	ere	ily	Week	Mon.	Mon.	ily	ally	All	tely	ably	Not			
UNWEIGHED SAMPLE	2038	713	226	472	505	109	595	277	169	164	491	144	1401	195	223	203		
WEIGHED SAMPLE	2038	680	232	486	514	113	620	286	172	164	485	146	1404	193	227	199		
Definitely	8	6	7	10	9	11	9	11	10	7	16	15	5	28	11	9		
Probably	13	9	14	19	13	17	17	18	14	14	26	27	8	26	35	17		
Probably not	20	18	20	21	21	18	19	21	26	21	23	25	18	21	25	27		
Definitely not	58	65	58	50	56	53	56	50	49	57	34	32	69	24	28	47		
DK/NA	1	3	1	1	*	-	*	*	1	1	*	1	1	1	1	-		