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WAVE 2 SURVEYS

THE HEALTH EFFECTS OF TOBACCO AND HEALTH WARNING MESSAGES ON CIGARETTE PACKAGES

SURVEY OF ADULTS AND ADULT SMOKERS

FINAL REPORT

Prepared for:
Health Canada

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TABLE OF CONTENTS

1.0	INTRODUCTION	3
2.0	SMOKING STATUS	4
A.	Smoking Behaviour and Brands	4
B.	Quit Attempts and Potential Quitters	6
3.0	HEALTH EFFECTS OF SMOKING	9
A.	General and Top-of-mind Effects	9
B.	Sources of Information about Health Effects	11
C.	Specific Health Effects Caused by Smoking	12
D.	Specific Health Effects Caused by Second-Hand Smoke	18
E.	Health Effects Caused by Hydrogen Cyanide	21
4.0	DEATHS FROM TOBACCO USE	22
5.0	QUIT TIPS	25
6.0	HEALTH WARNING MESSAGES	27
A.	Recall and Reads per Day	27
B.	Impact of New Messages	33
C.	Assessment of New Messages	34
7.0	TOXIC SUBSTANCES	35
8.0	TELEVISION ADVERTISING	38
A.	Awareness and Recall	38
B.	Sponsorship of Ad	40
C.	Effectiveness of Ad	40
D.	RECALL AND USE OF COMMUNICATION CHANNELS	41

APPENDICES

Survey Methods

English and French Questionnaires

1.0 INTRODUCTION

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Environics Research Group Limited was commissioned by Health Canada to conduct surveys of the general population, including adult smokers and non-smokers. The main objective of the surveys was to provide information to assist in the evaluation of the impact of new health warning messages on tobacco packaging on public and consumer knowledge and behaviours. The new health warning messages began appearing on the major tobacco brands on approximately January 1, 2001.

A survey of Canadian youth was conducted separately and is discussed under separate cover.

The surveys assessed sources of information about the effects of tobacco, awareness and knowledge of the health effects of tobacco, the extent to which specific diseases are believed to be caused by tobacco and the number of deaths caused by smoking. The surveys also measured awareness and recall of the new labels and their effect on knowledge and behaviours and awareness and recall of television advertising about the new labels.

2 One goal of the new surveys was to conduct the sampling and questionnaire design to allow comparison with previous baseline surveys, which were conducted by Environics in November and December 2000 prior to the introduction of the new health warning messages into the marketplace.

The general population survey, which included adult smokers and non-smokers, is based on a sample size of 730 Canadians. This was conducted between March 20 and 30, 2001. An additional oversample of 802 smokers was conducted to achieve a final sample size of 1,015 adult smokers. This survey was conducted between March 20 and April 8, 2001.

A survey based on a sample of 730 has a margin of error of approximately 3.6 percentage points, 19 times in 20. The corresponding margin for a sample of 1,015 is 3.1 percentage points.

This report summarizes the findings of the research. Appended to this report are copies of the English and French questionnaires and a description of the survey methods.

2.0 SMOKING STATUS

A. Smoking Behaviour and Brands

From the survey, one-quarter of Canadian adults (23%) smoke cigarettes every day and five percent smoke occasionally.

Six in ten Canadian adults (59%) report having smoked at least 100 cigarettes in their life. Almost all adult smokers (99%) say the same. More than four in ten non-smokers (44%) also report having smoked at least 100 cigarettes in their life.

Among adult smokers who smoke every day, 48 percent report smoking more than 15 cigarettes per day, which includes six percent who say they smoke more than 25 cigarettes per day. Four in ten (39%) say they smoke between ten and 15 cigarettes per day. Only 12 percent report smoking fewer than ten cigarettes per day.

Among adult smokers who smoke every day, women and younger adults are more likely than average to report smoking fewer than ten cigarettes per day.

Cigarette Consumption Per Day Every Day Smokers

	NOV-DEC 2000	MAR-APR 2001
Less than 10 cigarettes per day	13	12
10 to 15 cigarettes per day	36	39
16 to 20 cigarettes per day	20	21
21 to 25 cigarettes per day	23	21
26 or more cigarettes per day	8	6

Q.3

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

Subsample: Smoke every day

Cigarette Consumption

	NOVEMBER-DECEMBER 2000			MARCH-APRIL 2001		
	GENERAL POPULATION	ADULT SMOKERS	ADULT NON-SMOKERS	GENERAL POPULATION	ADULT SMOKERS	ADULT NON-SMOKERS
Every day	25	89	—	23	88	—
Occasionally (less than every day)	5	11	—	5	12	—
Not at all	70	—	100	71	—	100

Q.1

At the present time, do you smoke cigarettes (manufactured or roll your own) every day, occasionally or not at all?

Among adult smokers who smoke occasionally, 75 percent report smoking fewer than ten cigarettes per day. Eighteen percent smoke between ten to 15 cigarettes per day and only four percent smoke more than 15 cigarettes per day.

Among adult smokers, Players Light Regular Size is most often mentioned as their regular brand of cigarettes (11%). Smaller proportions mention DuMaurier King Size (7%), DuMaurier Regular Size (5%), Benson & Hedges brand name (5%), Export "A" Regular Size (4%) and DuMaurier Light King Size (4%). Sixty-two percent mention some other brand.

When adult smokers are asked if they smoke any other brands of cigarettes, 80 percent say they do not smoke any other brand.

Cigarette Consumption Per Day Occasional Smokers

	NOV-DEC 2000	MAR-APR 2001
Less than 10 cigarettes per day	74	75
10 to 15 cigarettes per day	21	18
16 or more cigarettes per day	4	4

Q.4

On the days that you smoke, about how many cigarettes do you smoke?

Subsample: Smoke occasionally

B. Quit Attempts and Potential Quitters

Eight in ten adult smokers (79%) report having tried to quit smoking. Two in ten (21%) say they have not tried to quit smoking.

Among adult smokers who have tried to quit smoking, 59 percent say they have stopped smoking for a period of 24 hours at least once in the past year, in an attempt to quit smoking. Four in ten (41%) say they have not attempted to quit smoking in the past year.

Among adult smokers who have tried to quit smoking, those who are older and those who are not potential quitters are more likely than others to say they have not attempted to quit smoking in the past year.

When it comes to potential quitters, almost six in ten adult smokers (58%) report they are now seriously thinking of quitting smoking. This number is higher among those who have seen the new health warning messages and those who have seen these messages on cigarette packages themselves than among those who have not seen these messages. Not surprisingly, this number is lower among those who have never tried to quit smoking.

Quit Attempts Smokers

	NOV-DEC 2000	MAR-APR 2001
Yes	77	79
No	23	21

Q.6

Have you ever tried to quit smoking?

Subsample: Smokers

Number of Times Tried to Quit Smoking Smokers

	NOV-DEC 2000	MAR-APR 2001
Once	20	22
Twice	14	15
Three times	10	8
More than three times	16	14
Not in the past year	40	41
dk/na	1	1

Q.7

In the past year, how many times have you stopped smoking for at least 24 hours because you were trying to quit smoking?

Subsample: Smokers who have tried to quit smoking

Among adult smokers who are seriously thinking about quitting smoking, more than three in ten (33%) say they will try to quit within the next 30 days. Forty-eight percent say they will try to quit within the next six months. Ten percent say they will not try within the next six months and nine percent do not know when they will try to quit.

Comparison with the 2000 survey indicates that there has been a slight decrease in the number of adult smokers who say they will try to quit within the next 30 days and a slight increase in the number who plan to quit within the next six months.

Potential Quitters Smokers

	NOV-DEC 2000	MAR-APR 2001
Yes	56	58
No	43	41

Q.8a

Are you now seriously thinking of quitting smoking?

Subsample: Smokers

Potential Quitters Smokers

	NOV-DEC 2000	MAR-APR 2001
Within the next 30 days	38	33
Within the next 6 months	45	48
Not within the next 6 months	9	10
dk/na	7	9

Q.8b

When do you think you will try to quit?

Subsample: Smokers who are seriously thinking of quitting smoking

Among adult smokers who are seriously thinking about quitting smoking, the largest proportion say they would use will power or go "cold turkey" (50%) to try to quit. More than two in ten would use the nicotine patch (25%) and just under two in ten would use Zyban (16%). Smaller proportions say they would use nicotine gum (6%) or cut back gradually (6%). Fifteen percent mention other ways or methods.

Younger adult smokers are more likely than others to say they will use will power or go cold turkey.

Ways to Quit Smokers

	NOV-DEC 2000	MAR-APR 2001
Will power/cold turkey/just stop	47	50
Nicotine patch	23	25
Zyban	19	16
Nicotine gum	5	6
Cut back gradually	5	6
Chew gum/candy/food	1	3
Avoid other smokers/situations involving smoking	*	1
Other	13	11
dk/na	6	2

* Less than one percent

Q.8c

If you were to quit smoking at some point in the future what ways or methods do you think you would use?

Subsample: Smokers who are seriously thinking of quitting smoking

3.0 HEALTH EFFECTS OF SMOKING

A. General and Top-of-mind Effects

More than eight in ten Canadian adults (85%) think that cigarette smoking is a major health problem in Canada. Another 12 percent think it is a minor problem. Only two percent think it is not a health problem. Among adult smokers, 70 percent say it is a major health problem and 23 percent say it is a minor problem. Only four percent think it is not a health problem.

The results of the current survey are similar to those found in the baseline survey.

The view that cigarette smoking is a major health problem in Canada is lower among smokers aged 55 and older. It is higher among those who have seen the new health warning messages on their main brand of cigarettes.

When asked, top-of-mind, what specific human health effects or diseases can be caused by smoking cigarettes, Canadian adults are most likely to mention lung cancer (59%). Smaller proportions mention cancer in general (34%), heart attack/disease/angina (30%), emphysema (24%) and lung disease (18%), asthma (14%), oral cancer (14%) and respiratory problems/difficulty breathing/shortness of breath (9%). Forty-one percent mention a variety of other human health effects or diseases.

Among adult smokers, the largest number mention lung cancer (53%), followed by heart disease (33%), cancer in general (30%), emphysema (22%) and lung disease (16%), asthma and oral cancer (9% each) and respiratory problems (8%). One-third (33%) mention other effects or diseases.

The current survey finds an increase among the general population in the number who mention oral cancer. Among adult smokers, the numbers mentioning lung cancer and heart disease have increased slightly.

Smoking as a Health Problem

	NOVEMBER-DECEMBER 2000			MARCH-APRIL 2001		
	GENERAL POPULATION	ADULT SMOKERS	ADULT NON-SMOKERS	GENERAL POPULATION	ADULT SMOKERS	ADULT NON-SMOKERS
Major	87	72	91	85	70	91
Minor	10	21	7	12	23	7
Not a problem	2	5	1	2	4	1
dk/na	1	2	1	1	3	1

Q.9

In general, do you think that cigarette smoking is a major health problem, a minor health problem or not a health problem in Canada?

Health Effects of Smoking – Top-of-Mind

	NOVEMBER-DECEMBER 2000			MARCH-APRIL 2001		
	GENERAL POPULATION	ADULT SMOKERS	ADULT NON-SMOKERS	GENERAL POPULATION	ADULT SMOKERS	ADULT NON-SMOKERS
Cancer – lung	57	49	59	59	53	59
Cancer in general	32	31	33	35	30	38
Heart attack/disease/angina	27	29	25	30	33	29
Emphysema	23	24	23	24	22	25
Lung disease/lungs (unspecified)	18	20	17	18	16	17
Asthma	10	8	11	14	9	15
Cancer – oral (tongue, lips, mouth, throat)	7	7	8	14	9	15
Respiratory problems/difficulty breathing/ shortness of breath	8	8	9	9	8	9
Blood circulation problems/blood clots	5	4	5	6	4	7
Stroke	3	4	3	6	7	6
Bronchitis/chronic bronchitis	4	4	4	3	3	3
Gum disease/tooth loss/mouth disease	1	1	2	3	2	3
High blood pressure	1	1	2	3	1	4
Impotence/sexual dysfunction	*	*	*	2	3	1
Poor physical condition/loss of energy	1	2	2	2	2	2
Addiction	2	2	2	2	1	2
Cancer – breast	2	1	2	2	1	2
Smaller babies/reduced growth of babies during pregnancy	1	1	1	2	1	2
Wrinkles/premature aging	1	1	1	2	1	2
Allergies	1	*	1	2	1	2
Effect on the fetus/unborn child (general)	1	*	1	1	1	2
Bad breath	2	1	2	1	1	1
Second-hand smoke	2	1	2	1	1	1
Premature birth/preterm birth	1	1	1	1	1	1
Diabetes	–	–	–	1	*	1
Death/premature death	1	*	1	1	*	1
Yellow teeth/fingers/effect on appearance	2	1	2	*	1	1
Air pollution/environmental damage	1	1	1	*	*	*
Coughing	*	1	*	*	*	*
Headaches	*	*	–	*	1	*
Gangrene	*	–	*	*	*	*
Dizziness/nausea	–	*	–	–	*	–
Multiple sclerosis	–	–	–	–	*	–
None	2	4	*	2	5	1
Other	5	4	5	*	*	*
dk/na	1	2	1	1	2	1

* Less than one percent

Q.10

What specific human health effects or diseases, if any, can you think of that can be caused by smoking cigarettes? Are there any others?

B. Sources of Information about Health Effects

When asked, top-of-mind, where they have recently seen or heard information which talks about the health effects of smoking cigarettes, almost seven in ten Canadian adults (66%) mention television.

About one-third mention cigarette packages (32%) and newspapers (30%). Fewer mention magazines (19%), radio (13%), word of mouth/family/friends (8%), doctor/doctor's office (8%) and billboards (6%). Seventeen percent mention other sources of information and six percent say nowhere.

Among adult smokers, 60 percent mention television and 57 percent mention cigarette packages. Fewer mention newspapers (22%), magazines (12%), radio (10%), word of mouth/family/friends (8%), and a doctor or doctor's office (8%). Sixteen percent mention other sources and three percent say nowhere.

The current survey finds a considerable increase in the number of Canadian adults, and particularly adult smokers, who have seen this information on cigarette packages (up 12 points among Canadians in general and 24 points among adult smokers).

Smokers aged 18 to 34 are more likely than smokers in general to mention seeing this information on cigarette packages.

Sources of Information About Health Effects

	NOVEMBER-DECEMBER 2000			MARCH-APRIL 2001		
	GENERAL POPULATION	ADULT SMOKERS	ADULT NON-SMOKERS	GENERAL POPULATION	ADULT SMOKERS	ADULT NON-SMOKERS
Television	62	65	61	66	60	68
Cigarette packages	20	33	14	32	57	21
Newspapers	25	21	27	30	22	34
Magazines	18	13	20	19	12	22
Radio	11	9	12	13	10	13
Doctor/doctor's office	9	8	8	8	8	6
Word of mouth/family/friends	3	4	3	8	8	8
Billboards	5	5	5	6	5	5
News	4	4	4	3	3	2
School/university	3	3	3	2	2	2
Workplace	2	2	3	2	1	2
Other tobacco product packages	1	2	1	1	1	1
Other	8	6	7	9	4	9
Nowhere	9	7	10	6	3	7
dk/na	2	1	2	2	1	2

Q.11

Thinking generally about information which talks about the health effects of smoking cigarettes, where have you seen or heard any of this kind of information recently? Anywhere else?

c. Specific Health Effects Caused by Smoking

In this section of the survey, respondents were read a list of health effects and diseases, and were asked the extent to which they agreed or disagreed that each can be caused by smoking cigarettes.

Large majorities of Canadian adults strongly agree that lung cancer (92%) and throat cancer (82%) can be caused by smoking cigarettes. Fairly large majorities also strongly agree that smoking can cause heart disease (73%), mouth cancer (73%), emphysema (72%), asthma (71%), chronic bronchitis (68%), smaller babies or reduced growth of babies during pregnancy (62%), gum or mouth diseases (62%) and premature death (61%). A smaller majority strongly agrees that smoking can cause wrinkles and premature aging (52%).

Fewer than half strongly agree that smoking can cause stroke (49%), premature birth or preterm birth (42%), blood clots (29%), stomach ulcers (25%), miscarriage (24%), impotence in men (21%), infertility (16%) and bladder cancer (15%). One in ten or fewer strongly agree that smoking can cause gangrene (9%), acne (6%), multiple sclerosis (6%), hepatitis (6%), Alzheimer's Disease (5%) and arthritis (5%).

For adult smokers, majorities strongly agree that lung cancer (81%), throat cancer (68%), heart disease (64%), emphysema (63%), mouth cancer (56%), asthma (56%) and chronic bronchitis (53%) can be caused by smoking cigarettes.

Slightly fewer than half of adult smokers strongly agree that gum or mouth diseases (48%), premature death (46%), stroke (42%) and smaller or reduced growth of babies (41%) can be caused by smoking. About one-third or fewer strongly agree that wrinkles (36%), premature birth (29%) and blood clots (26%) are similarly caused. Fewer strongly agree that miscarriages (17%), stomach ulcers (16%), impotence in men (16%), infertility (13%), bladder cancer (11%), gangrene (5%), acne (4%), multiple sclerosis (4%), hepatitis (4%), arthritis (4%) and Alzheimer's disease (3%) can be caused by smoking.

The current survey finds slight declines in the proportions of Canadian adults and adult smokers who strongly agree that most of these health effects can be caused by smoking cigarettes.

Although adult smokers are less likely than Canadian adults in general to strongly agree that smoking can cause most of these human health effects and diseases, among smokers, potential quitters are more likely than non-potential quitters ("hard-core" smokers) to strongly agree that smoking can cause most of these human health effects and diseases. Those who have seen the new health warning messages on cigarette packages themselves and those who have seen these messages on their main brand of cigarettes are more likely than those who have not to strongly agree that smoking can cause most of these health effects and diseases. Younger adult smokers are also more likely than smokers in general to strongly agree that smoking can cause most of these health effects and diseases. Female smokers are much more likely than male smokers to strongly agree that smoking can cause emphysema, chronic bronchitis, wrinkles and premature aging and asthma.

Specific Health Effects Caused by Smoking

	NOVEMBER-DECEMBER 2000			MARCH-APRIL 2001		
	GENERAL POPULATION	ADULT SMOKERS	ADULT NON-SMOKERS	GENERAL POPULATION	ADULT SMOKERS	ADULT NON-SMOKERS
Lung cancer						
Strongly agree	94	82	96	92	81	94
Somewhat agree	5	12	3	6	13	4
Somewhat disagree	*	2	*	1	2	1
Strongly disagree	1	3	*	1	2	1
dk/na	*	*	*	1	1	1
Throat cancer						
Strongly agree	85	71	87	82	68	84
Somewhat agree	11	22	10	14	23	11
Somewhat disagree	1	2	*	1	4	2
Strongly disagree	1	3	1	1	3	1
dk/na	2	1	2	2	3	2
Heart disease						
Strongly agree	76	65	78	73	64	75
Somewhat agree	18	24	17	19	26	18
Somewhat disagree	3	5	2	3	3	2
Strongly disagree	2	5	1	2	5	2
dk/na	1	1	1	3	2	4
Mouth cancer						
Strongly agree	73	60	78	73	56	77
Somewhat agree	16	25	13	18	26	16
Somewhat disagree	3	6	2	3	8	2
Strongly disagree	3	5	3	3	5	2
dk/na	5	4	5	3	4	3
Emphysema						
Strongly agree	74	64	76	72	63	75
Somewhat agree	12	18	11	13	16	11
Somewhat disagree	3	4	3	3	5	2
Strongly disagree	5	6	3	2	4	2
dk/na	6	8	6	9	11	10

* Less than one percent

Q.12

I am going to read you a list of human health effects and diseases that may or may not be caused by smoking cigarettes. Based on what you know or believe, please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree that smoking cigarettes can cause each of the following ...?

Specific Health Effects Caused by Smoking

	NOVEMBER-DECEMBER 2000			MARCH-APRIL 2001		
	GENERAL POPULATION	ADULT SMOKERS	ADULT NON-SMOKERS	GENERAL POPULATION	ADULT SMOKERS	ADULT NON-SMOKERS
Asthma						
Strongly agree	74	61	76	71	56	74
Somewhat agree	17	23	17	19	27	17
Somewhat disagree	4	7	3	5	7	4
Strongly disagree	4	7	3	4	7	3
dk/na	1	3	1	2	3	2
Chronic bronchitis						
Strongly agree	71	59	75	68	53	72
Somewhat agree	20	25	19	22	31	20
Somewhat disagree	3	6	2	3	6	2
Strongly disagree	3	6	3	4	6	2
dk/na	3	4	2	3	5	3
Smaller babies or reduced growth of babies during pregnancy						
Strongly agree	65	48	70	62	41	67
Somewhat agree	18	23	16	20	27	17
Somewhat disagree	5	9	4	5	10	4
Strongly disagree	6	12	4	6	13	4
dk/na	7	8	6	8	9	8
Gum or mouth diseases						
Strongly agree	63	49	67	62	48	66
Somewhat agree	20	29	19	23	33	21
Somewhat disagree	6	9	6	5	8	3
Strongly disagree	6	9	4	5	8	4
dk/na	5	4	4	5	4	6
Premature death						
Strongly agree	67	49	73	61	46	67
Somewhat agree	20	25	19	21	26	19
Somewhat disagree	4	11	3	6	9	4
Strongly disagree	5	10	4	7	13	4
dk/na	4	5	2	6	6	6

Q.12

I am going to read you a list of human health effects and diseases that may or may not be caused by smoking cigarettes. Based on what you know or believe, please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree that smoking cigarettes can cause each of the following ...?

Specific Health Effects Caused by Smoking

	NOVEMBER-DECEMBER 2000			MARCH-APRIL 2001		
	GENERAL POPULATION	ADULT SMOKERS	ADULT NON-SMOKERS	GENERAL POPULATION	ADULT SMOKERS	ADULT NON-SMOKERS
Wrinkles and premature aging						
Strongly agree	56	43	60	52	36	57
Somewhat agree	19	23	19	21	27	21
Somewhat disagree	10	13	9	9	13	7
Strongly disagree	10	15	8	11	17	8
dk/na	5	6	4	7	7	7
Stroke						
Strongly agree	52	42	56	49	42	53
Somewhat agree	25	26	24	23	26	22
Somewhat disagree	7	9	6	8	9	7
Strongly disagree	6	11	4	7	10	5
dk/na	10	12	9	13	13	13
Premature birth or preterm birth						
Strongly agree	46	32	50	42	29	46
Somewhat agree	26	29	27	32	28	30
Somewhat disagree	9	12	8	10	15	8
Strongly disagree	8	12	6	6	14	3
dk/na	11	14	9	12	13	12
Blood clots						
Strongly agree	36	26	37	29	26	31
Somewhat agree	27	29	26	32	29	33
Somewhat disagree	14	18	14	12	15	10
Strongly disagree	8	13	7	8	13	7
dk/na	16	13	16	19	17	20
Stomach ulcers						
Strongly agree	31	20	34	25	16	28
Somewhat agree	27	29	27	30	28	32
Somewhat disagree	16	21	15	17	21	15
Strongly disagree	12	21	9	14	21	9
dk/na	14	10	15	14	14	16

Q.12

I am going to read you a list of human health effects and diseases that may or may not be caused by smoking cigarettes. Based on what you know or believe, please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree that smoking cigarettes can cause each of the following ...?

Specific Health Effects Caused by Smoking

	NOVEMBER-DECEMBER 2000			MARCH-APRIL 2001		
	GENERAL POPULATION	ADULT SMOKERS	ADULT NON-SMOKERS	GENERAL POPULATION	ADULT SMOKERS	ADULT NON-SMOKERS
Miscarriages						
Strongly agree	29	17	34	24	17	25
Somewhat agree	31	27	32	35	29	36
Somewhat disagree	14	19	12	13	19	11
Strongly disagree	10	19	8	10	19	8
dk/na	15	18	14	18	16	20
Impotence in men						
Strongly agree	20	14	23	21	16	22
Somewhat agree	28	23	30	29	26	30
Somewhat disagree	18	19	17	14	18	12
Strongly disagree	15	26	12	15	23	10
dk/na	19	18	19	22	17	26
Infertility						
Strongly agree	19	12	22	16	13	16
Somewhat agree	28	22	29	30	22	34
Somewhat disagree	18	24	17	18	22	15
Strongly disagree	16	27	11	14	24	10
dk/na	20	15	21	23	19	26
Bladder cancer						
Strongly agree	20	11	23	15	11	17
Somewhat agree	21	19	21	22	22	22
Somewhat disagree	23	26	22	22	22	21
Strongly disagree	15	26	12	16	25	13
dk/na	21	19	21	24	21	28
Gangrene						
Strongly agree	13	6	15	9	5	11
Somewhat agree	16	12	17	16	11	18
Somewhat disagree	22	23	21	19	21	19
Strongly disagree	26	41	23	29	38	23
dk/na	23	19	24	27	24	29

Q.12

I am going to read you a list of human health effects and diseases that may or may not be caused by smoking cigarettes. Based on what you know or believe, please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree that smoking cigarettes can cause each of the following ...?

Specific Health Effects Caused by Smoking

	NOVEMBER-DECEMBER 2000			MARCH-APRIL 2001		
	GENERAL POPULATION	ADULT SMOKERS	ADULT NON-SMOKERS	GENERAL POPULATION	ADULT SMOKERS	ADULT NON-SMOKERS
Acne						
Strongly agree	11	5	11	6	4	7
Somewhat agree	12	10	14	18	13	19
Somewhat disagree	26	26	25	21	23	23
Strongly disagree	33	46	30	33	43	27
dk/na	18	13	20	22	17	25
Multiple Sclerosis						
Strongly agree	10	5	11	6	4	7
Somewhat agree	12	11	10	12	11	12
Somewhat disagree	27	24	28	19	22	18
Strongly disagree	24	37	23	31	35	27
dk/na	27	24	28	32	28	36
Hepatitis						
Strongly agree	8	5	9	6	4	7
Somewhat agree	14	9	15	12	10	13
Somewhat disagree	20	23	20	21	22	20
Strongly disagree	34	44	31	35	41	30
dk/na	24	19	24	26	23	29
Alzheimer's Disease						
Strongly agree	11	5	12	5	3	7
Somewhat agree	15	10	15	14	11	16
Somewhat disagree	26	25	25	21	23	22
Strongly disagree	27	43	25	32	40	26
dk/na	22	16	23	27	22	29
Arthritis						
Strongly agree	9	5	10	5	4	6
Somewhat agree	15	9	16	17	13	18
Somewhat disagree	27	29	25	26	24	28
Strongly disagree	31	44	29	32	42	26
dk/na	17	12	20	20	17	22

Q.12

I am going to read you a list of human health effects and diseases that may or may not be caused by smoking cigarettes. Based on what you know or believe, please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree that smoking cigarettes can cause each of the following ...?

D. Specific Health Effects Caused by Second-Hand Smoke

In this section of the survey, respondents were read a list of health effects in non-smokers, and were asked about the extent to which they agreed or disagreed that each can be caused by second-hand smoke.

Majorities of Canadian adults strongly agree that second-hand smoke can cause asthma attacks in children (65%), bronchitis in children (58%), lung cancer in non-smokers (56%) and chest infections in children (53%). Fewer than half strongly agree that second-hand smoke can cause heart disease in non-smoking adults (36%), strokes in non-smoking adults (22%), ear infections in children (16%) and SIDS (Sudden Infant Death Syndrome) or crib death (16%). Few strongly agree that second-hand smoke can cause Alzheimer's Disease, (4%), arthritis (4%) and multiple sclerosis (3%) in non-smoking adults.

A majority of adult smokers strongly agree that asthma attacks in children (51%) can be caused by second-hand smoke. About four in ten strongly agree that bronchitis in children (42%) and chest infections in children (40%) can be caused by second-hand smoke. One-third say the same about lung cancer in non-smokers (34%) and one-quarter say the same about heart disease in non-smoking adults (23%). Fewer strongly agree that strokes in

non-smoking adults (14%), ear infections in children (13%), SIDS (10%), Alzheimer's disease in non-smoking adults (3%), arthritis in non-smoking adults (3%), and multiple sclerosis in non-smoking adults (3%) can be caused by second-hand smoke.

The current survey finds slight declines in the numbers of Canadian adults and adult smokers who strongly agree that second-hand smoke can cause most of these health effects.

Although adult smokers are less likely than Canadian adults in general to strongly agree that second-hand smoke can cause most of these health effects and diseases in non-smokers, potential quitters and younger adult smokers are more likely than smokers in general to strongly agree that second-hand smoke causes most of these health effects and diseases in non-smokers. Those who have seen the new health warning messages on cigarette packages themselves and those who have seen these messages on their main brand of cigarettes are more likely than those who have not to strongly agree that second-hand smoke causes most of these health effects and diseases in non-smokers. Female smokers are more likely than male smokers to strongly agree that second-hand smoke causes asthma attacks, ear infections, chest infections and bronchitis in children.

Specific Health Effects Caused by Second-Hand Smoke

	NOVEMBER-DECEMBER 2000			MARCH-APRIL 2001		
	GENERAL POPULATION	ADULT SMOKERS	ADULT NON-SMOKERS	GENERAL POPULATION	ADULT SMOKERS	ADULT NON-SMOKERS
Asthma attacks in children						
Strongly agree	67	52	71	65	51	70
Somewhat agree	22	31	21	23	29	21
Somewhat disagree	3	6	3	5	10	4
Strongly disagree	4	8	3	5	8	3
dk/na	3	3	2	3	3	3

Q.13

Here is a list of health effects and diseases affecting non-smokers that may or may not be caused by breathing in second-hand smoke from cigarettes that other people are smoking. Based on what you know or believe, please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree that second-hand smoke can cause each of the following...?

Specific Health Effects Caused by Second-Hand Smoke

	NOVEMBER-DECEMBER 2000			MARCH-APRIL 2001		
	GENERAL POPULATION	ADULT SMOKERS	ADULT NON-SMOKERS	GENERAL POPULATION	ADULT SMOKERS	ADULT NON-SMOKERS
Bronchitis in children						
Strongly agree	60	45	64	58	42	60
Somewhat agree	26	31	25	29	34	29
Somewhat disagree	5	9	4	5	9	4
Strongly disagree	5	10	4	5	10	3
dk/na	4	5	3	3	5	4
Lung cancer in non-smokers						
Strongly agree	59	38	64	56	34	62
Somewhat agree	26	34	26	29	33	27
Somewhat disagree	6	10	4	6	15	5
Strongly disagree	7	15	4	6	13	3
dk/na	3	3	1	2	4	3
Chest infections in children						
Strongly agree	57	42	60	53	40	57
Somewhat agree	27	35	26	31	34	30
Somewhat disagree	6	8	5	5	10	4
Strongly disagree	6	11	5	6	10	4
dk/na	5	4	4	4	6	5
Heart disease in non-smoking adults						
Strongly agree	41	26	44	36	23	42
Somewhat agree	33	33	35	27	35	35
Somewhat disagree	12	17	10	12	17	11
Strongly disagree	10	20	8	11	19	7
dk/na	5	5	4	5	6	5
Strokes in non-smoking adults						
Strongly agree	26	16	29	22	14	25
Somewhat agree	28	26	29	32	27	32
Somewhat disagree	18	21	17	16	20	15
Strongly disagree	16	24	14	16	25	12
dk/na	12	13	11	14	14	16

Q.13

Here is a list of health effects and diseases affecting non-smokers that may or may not be caused by breathing in second-hand smoke from cigarettes that other people are smoking. Based on what you know or believe, please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree that second-hand smoke can cause each of the following...?

Specific Health Effects Caused by Second-Hand Smoke

	NOVEMBER-DECEMBER 2000			MARCH-APRIL 2001		
	GENERAL POPULATION	ADULT SMOKERS	ADULT NON-SMOKERS	GENERAL POPULATION	ADULT SMOKERS	ADULT NON-SMOKERS
Ear infections in children						
Strongly agree	24	16	25	16	13	17
Somewhat agree	19	16	19	22	19	22
Somewhat disagree	23	25	22	22	24	22
Strongly disagree	22	31	20	22	32	18
dk/na	13	10	14	17	13	17
SIDS (Sudden Infant Death Syndrome) or Crib Death						
Strongly agree	19	13	21	16	10	17
Somewhat agree	19	16	20	21	17	22
Somewhat disagree	21	21	21	17	19	18
Strongly disagree	24	38	21	25	35	20
dk/na	17	13	17	21	19	23
Alzheimer's Disease in non-smoking adults						
Strongly agree	9	4	11	4	3	5
Somewhat agree	10	8	10	12	8	13
Somewhat disagree	26	23	26	23	20	25
Strongly disagree	36	52	33	37	51	29
dk/na	19	13	20	24	18	27
Arthritis in non-smoking adults						
Strongly agree	8	5	10	4	3	4
Somewhat agree	10	6	11	9	7	10
Somewhat disagree	27	25	28	27	22	29
Strongly disagree	38	54	34	38	52	30
dk/na	16	10	18	22	16	26
Multiple sclerosis in non-smoking adults						
Strongly agree	8	4	10	3	3	3
Somewhat agree	9	7	10	10	8	10
Somewhat disagree	28	23	29	22	20	24
Strongly disagree	33	48	31	37	47	30
dk/na	21	18	21	28	22	32

Q.13

Here is a list of health effects and diseases affecting non-smokers that may or may not be caused by breathing in second-hand smoke from cigarettes that other people are smoking. Based on what you know or believe, please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree that second-hand smoke can cause each of the following....?

E. Health Effects Caused by Hydrogen Cyanide

When asked, top-of-mind, five in ten Canadian adults (49%) cannot name any specific health effects or diseases that can be caused by hydrogen cyanide. Another 26 percent say hydrogen cyanide does not cause any health effects or diseases. Death is the most common response (12%) among those mentioning a specific effect. Eighteen percent mention some other health effect or disease that can be caused by hydrogen cyanide.

Similarly, half of smokers (50%) cannot name any health effects that can be caused by hydrogen cyanide, and 31 percent say there are no health effects. Eight percent say death is caused by hydrogen cyanide, and 16 percent mention other effects.

The current survey finds a slight decrease in the number of Canadian adults who think hydrogen cyanide does not cause any health effects or diseases and an increase in the number who offer no opinion. Adult smokers exhibit a reversal of this pattern.

Health Effects Caused by Hydrogen Cyanide

	NOVEMBER-DECEMBER 2000			MARCH-APRIL 2001		
	GENERAL POPULATION	ADULT SMOKERS	ADULT NON-SMOKERS	GENERAL POPULATION	ADULT SMOKERS	ADULT NON-SMOKERS
Death	12	9	14	12	8	13
Lung disease/cancer	2	1	2	3	3	3
Cancer – general	2	2	3	3	2	4
Respiratory problems/loss of breath	1	1	1	3	2	3
Heart disease/attack/stroke	2	1	2	2	2	2
Poisoning	2	2	2	1	2	1
Headache	3	1	3	1	1	1
Brain damage/memory loss	1	*	2	1	1	1
Stomach aches	1	1	1	1	*	1
Nausea	1	1	1	*	*	*
Dizziness	1	*	1	*	*	1
Weakness	1	*	1	*	*	*
Vertigo	*	—	*	*	*	*
None	31	27	28	26	31	24
Other	5	4	5	3	3	4
dk/na	43	54	42	49	50	49

* Less than one percent

Q.30

What specific health effects or diseases, if any, can you name that can be caused by hydrogen cyanide?

4.0 DEATHS FROM TOBACCO USE

Respondents were asked whether they believe that tobacco use kills more or fewer numbers of Canadians than a number of other causes of death.

Between half and almost seven in ten Canadian adults think tobacco use kills more Canadians each year than murders (67%), suicides (61%), illegal drugs (56%), AIDS (55%) and car accidents (51%). A plurality (47%) think more Canadians die each year from tobacco use than they do from alcohol. Between about one-quarter and almost one-half believe that tobacco use kills fewer or the same number each year as these other causes of death.

Adult smokers are less likely than Canadian adults to think that tobacco use kills more than these other causes of death. Over half think tobacco use kills more than murders (57%) and suicides (55%). Over four in ten think tobacco use kills more than illegal drugs (45%), AIDS (44%), alcohol (43%) and car accidents (41%). Between one-third and over half of smokers think tobacco use kills fewer than or about the same number as these other causes of death.

There have been slight increases in the proportions of adult Canadians who think tobacco use kills more Canadians each year than car accidents and murders, but a slight decrease in the number who think tobacco use kills more each year than does alcohol use. Among adult smokers, there have been slight increases in the numbers who think tobacco use kills more Canadians each year than alcohol and suicides.

Male smokers are more likely than female smokers to think tobacco use kills more Canadians each year than these other causes of death. Potential quitters and younger adult smokers are more likely than

smokers in general to think tobacco use kills more Canadians each year than the other causes of death. Those who have seen, heard or read about the new health warning messages, those who have seen the messages on cigarette packages themselves and those who have seen these messages on their main brand of cigarettes are more likely than those who have not to think tobacco kills more Canadians each year than most of these other causes of death.

Only 18 percent of Canadian adults correctly believe that approximately 45,000 Canadians die each year as a result of tobacco use. Four in ten (38%) pick a number lower than 45,000. Three in ten (31%) choose a number higher than 45,000. Ten percent offer no opinion.

Similarly, 19 percent of adult smokers believe that about 45,000 Canadians die each year as a result of tobacco use. Forty-three percent pick a lower number and 22 percent pick a higher number. Nine percent offer no opinion.

The current survey finds a slight increase in the number of adult smokers who correctly believe that approximately 45,000 Canadians die each year as a result of tobacco use.

Male smokers express a higher level of knowledge than do female smokers. Younger adult smokers, those who have seen, heard or read about the new health warning messages, those who have seen the messages on cigarette packages themselves and those who have seen these messages on their main brand of cigarettes also express a higher level of knowledge. However, even among these groups, majorities give incorrect answers.

Causes of Death

	NOVEMBER-DECEMBER 2000			MARCH-APRIL 2001		
	GENERAL POPULATION	ADULT SMOKERS	ADULT NON-SMOKERS	GENERAL POPULATION	ADULT SMOKERS	ADULT NON-SMOKERS
Murders						
More	63	55	65	67	57	69
Fewer	19	28	15	19	27	16
About the same number	12	12	12	8	9	8
dk/na	7	5	7	6	7	7
Suicides						
More	60	52	65	61	55	63
Fewer	20	29	17	18	25	15
About the same number	11	11	10	11	11	11
dk/na	9	8	8	9	8	10
Illegal drugs						
More	58	45	64	56	45	58
Fewer	20	33	14	18	28	15
About the same number	15	17	16	17	17	18
dk/na	8	6	7	10	8	9
AIDS						
More	54	43	56	55	44	56
Fewer	18	32	14	21	28	19
About the same number	18	16	18	13	14	13
dk/na	11	8	12	12	13	12
Car accidents						
More	48	40	52	51	41	55
Fewer	23	34	19	21	33	19
About the same number	22	21	23	21	19	19
dk/na	7	5	6	6	7	6
Alcohol						
More	50	38	54	47	43	49
Fewer	17	29	13	17	24	15
About the same number	29	28	29	31	27	31
dk/na	5	4	4	5	6	5

Q.14

Do you think that tobacco use kills more, fewer or about the same number of Canadians each year as each of the following other causes of death ...?

Number of Canadians Who Die Each Year from Tobacco Use

	NOVEMBER-DECEMBER 2000			MARCH-APRIL 2001		
	GENERAL POPULATION	ADULT SMOKERS	ADULT NON-SMOKERS	GENERAL POPULATION	ADULT SMOKERS	ADULT NON-SMOKERS
1,000	4	6	3	4	7	3
5,000	6	10	6	8	11	7
10,000	1	1	1	1	1	1
15,000	13	12	11	10	11	10
25,000	16	16	16	15	13	16
45,000	17	16	16	18	19	16
50,000	1	*	1	3	2	2
75,000	13	10	14	13	9	14
100,000	15	13	17	15	11	16
None	1	2	1	1	2	1
Other	4	5	4	3	4	3
dk/na	10	9	10	10	9	11

* Less than one percent

Q.15

Which of the following do you think is the closest approximation of the number of Canadians who die each year as a result of tobacco use? Is it closest to ...?

5.0 QUIT TIPS

When asked, top-of-mind, what tips or advice they are aware of that might help someone quit smoking, the largest proportions of adult Canadians mention medication/patch/Nicoderm/Zyban/stop smoking pill (29%) and will power or cold turkey (27%). Smaller proportions mention warning of health effects (12%), support groups/counselling/associations/family (10%), nicotine gum/Nicorette (9%), speak to a doctor (7%), "don't start" (6%), chew gum/candy/food (5%), avoid situations where you would normally smoke (4%), hypnosis (4%) and more education (4%). Thirty-seven percent offer other tips or advice. Ten percent say there is no way to help and eight percent offer no opinion.

Among adult smokers, 26 percent suggest will power and 20 percent suggest medication or patches. Eleven percent suggest "don't start," eight percent

each suggest warning of health effects and avoiding situations where one would normally smoke, and seven percent each mention support groups and nicotine gum. Smaller numbers suggest other ways. Fourteen percent say there is no way to help and eight percent offer no opinion.

The current survey finds a considerable increase in the number of adult Canadians who mention medication/patch/Nicoderm/Zyban/stop smoking pill (up 15 points). This number has also increased among adult smokers but to a lesser extent.

Adult smokers are slightly more likely than Canadian adults in general to say there is no way to help. They are less likely to mention medication/patch/Nicoderm/Zyban/ stop smoking pill.

Quit Tips

	NOVEMBER-DECEMBER 2000			MARCH-APRIL 2001		
	GENERAL POPULATION	ADULT SMOKERS	ADULT NON-SMOKERS	GENERAL POPULATION	ADULT SMOKERS	ADULT NON-SMOKERS
Medication/patch/Nicoderm/Zyban/stop smoking pill	14	13	16	29	20	29
Will power/cold turkey/just stop	29	27	31	27	26	29
Warn of health effects	11	7	13	12	8	13
Support groups/counselling/associations/family	3	2	4	10	7	11
Nicotine gum/Nicorette	3	2	4	9	7	9
Speak to a doctor	9	6	9	7	4	8
Don't start	3	8	2	6	11	4
Chew gum/candy/food	3	2	4	5	5	5
Avoid situations where you would normally smoke (e.g., telephone/ coffee/bar, etc.)	4	6	3	4	8	3
More education	5	4	5	4	3	5
Must want to stop	2	3	2	4	3	4
Hypnosis	2	2	2	4	2	4
Do something else/distract yourself	4	5	4	3	3	3
Cut back gradually	5	4	5	3	3	2
Acupuncture	—	—	—	3	1	3
Have a plan	4	3	3	2	3	2
Exercise	3	3	3	2	2	2
Waste of money/costs too much	1	2	1	2	1	3
Be aware of hurting others/your children	2	1	2	2	1	2
Advertising/media – in general	—	—	—	2	*	2
Keep active and busy	2	3	1	1	3	1
Drink water	2	2	3	1	2	*
Write down reasons you are quitting	1	1	1	1	1	1
Regulation	—	—	—	1	1	1
Speak to a pharmacist	3	2	2	1	*	1
Tell others your quit date	2	1	2	1	*	1
Delay smoking for ten minutes	1	*	1	1	*	1
Take a deep breath or two	1	*	1	1	*	1
Speak to a nurse	1	1	1	*	*	*
None/no way to help	10	16	9	10	14	9
Other	6	5	6	6	1	7
dk/na	8	9	6	8	8	7

* Less than one percent

Q.16

What tips or advice, if any, are you aware of that might help someone quit smoking? Are there any others?

6.0 HEALTH WARNING MESSAGES

A. Recall and Reads per Day

An overwhelming majority of Canadians (88%) say they have seen health warning messages on cigarette packages. Smokers (98%) express almost unanimous recall.

More than seven in ten Canadian adults (74%) say they have seen, read or heard about new health warning messages that are now on some brands of cigarette packages in Canada and another four percent say they may have. Only two in ten (21%) say they have not. Eighty-seven percent of adult smokers have seen them and two percent say maybe. Only ten percent have not seen them.

The current survey finds a considerable increase in the number of Canadian adults, particularly adult smokers, who have seen, read or heard about new health warning messages (up 38 points among Canadians in general and 42 points among adult smokers).

Recall of Health Warning Messages on Cigarette Packages

	NOVEMBER-DECEMBER 2000			MARCH-APRIL 2001		
	GENERAL POPULATION	ADULT SMOKERS	ADULT NON-SMOKERS	GENERAL POPULATION	ADULT SMOKERS	ADULT NON-SMOKERS
Yes	90	98	86	88	98	84
No	10	2	14	11	2	15

Q.17

Have you ever seen health warning messages on cigarette packages?

Awareness of New Health Warning Messages

	NOVEMBER-DECEMBER 2000*			MARCH-APRIL 2001		
	GENERAL POPULATION	ADULT SMOKERS	ADULT NON-SMOKERS	GENERAL POPULATION	ADULT SMOKERS	ADULT NON-SMOKERS
Yes	36	45	30	74	87	69
Maybe	4	3	5	4	2	5
No	60	52	65	21	10	26

Q.18

Have you seen, read or heard anything about the new health warning messages that are now on some brands of cigarette packages in Canada?

**November-December 2000 question referred to "health warning messages that might appear on cigarette packages in the near future"*

Six in ten Canadian adults (59%) say they have seen the new health warning messages on cigarette packages themselves. Four in ten (40%) have not.

Adult smokers are much more likely than Canadians in general to say they have seen the new health warning messages on cigarette packages themselves—86 percent have seen them and 13 percent have not.

Among adult smokers, six in ten (60%) say they have seen the new health warning messages on their main brand of cigarettes. Four in ten (38%) have not.

Younger adult smokers are more likely to report seeing the new health warning messages on their main brand of cigarettes.

Have Seen New Health Warning Messages on Cigarette Packages March - April 2001

	GENERAL POPULATION	ADULT SMOKERS	ADULT NON-SMOKERS
Yes	59	86	48
No	40	13	51
dk/na	1	1	1

Q.19

Have you seen any of the new health warning messages on any cigarette packages themselves?

Have Seen New Health Warning Messages on Main Brand of Cigarette Packages Smokers March - April 2001

Yes	60
No	38
dk/na	2

Q.20

Have you seen any of the new health warning messages on {main brand}?

Subsample: Smokers

Twelve percent of Canadian adults report that they look at or read health warning messages on cigarette packages several times a day and another nine percent do this about once a day. One-half (52%) look at or read these health warning messages less frequently, including 30 percent who say they do this less than once a week. About one-quarter (27%) say they never look at or read these health warning messages.

Among adult smokers, 29 percent say they look at or read health warning messages several times a day and 17 percent say once a day. Thirty-six percent look at them less frequently and 16 percent say they never look at them.

We prepared two additional calculations of the number of times per day that respondents report that they look at or read health warning messages by transforming the categories in question 21a into numbers and by using the numbers reported by those who say they read several times per day

(reported in question 21b). For the category "less than once a week," we used a figure corresponding to "once every six months." For the first calculation, we used the exact numbers reported in question 21b with a maximum of 25 (values over 25 were counted as 25). For the second calculation, we used the exact numbers in 21b with a maximum of 25, and removed from the analysis cases where the reported number of "reads per day" exceeded the number of cigarettes per day that the respondent smoked. Using the first calculation, the number of "reads per day" is 1.17 for the general population, 3.28 for adult smokers and 0.36 for adult non-smokers. Using the second calculation, the number of "reads per day" is 1.07 for the general population, 2.90 for adult smokers, and 0.36 for adult non-smokers.

The current survey finds a decline in the number of adult smokers who say they look at or read health warning messages on cigarette packages several times a day.

Times Per Day Look at Health Warning Messages on Cigarette Packages

	NOVEMBER-DECEMBER 2000			MARCH-APRIL 2001		
	GENERAL POPULATION	ADULT SMOKERS	ADULT NON-SMOKERS	GENERAL POPULATION	ADULT SMOKERS	ADULT NON-SMOKERS
Several times a day	15	36	6	12	29	5
About once a day	10	15	7	9	17	6
Once every two or three days	6	9	6	8	10	7
About once a week	13	12	14	14	13	14
Less than once a week	31	14	38	30	13	36
Never	24	14	28	27	16	32
dk/na	2	1	2	*	1	1

* Less than one percent

Q.21a

Overall, about how often do you find yourself looking at, or reading any health warning messages on cigarette packages? Would it be ...?

When asked, top-of-mind, what the new health warning messages on cigarette packages in Canada look like (without looking at a cigarette package), the largest proportion of Canadian adults say they have pictures (48%). More than two in ten (24%) say they have more information than before or more information about the health effects of smoking. Smaller numbers say they are in colour (8%), have tougher, stronger messages (6%) and cover more or 50 percent of the package (5%). Twenty-three percent mention some other aspect and 24 percent offer no answer.

Adult smokers, especially younger adults, are much more likely than adults in general to mention that the health warning messages on cigarette packages have pictures. A total of 60 percent of adult smokers mention pictures, 23 percent mention more information about health effects and smaller numbers mention colour (11%), gross images (9%), tougher messages (5%) and covers 50 percent of the package (5%). Fifteen percent mention something else and only eight percent offer no answer.

Those who have seen, heard or read about the new health warning messages, those who have seen the messages on cigarette packages themselves and those who have seen these messages on their main brand of cigarettes are more likely than those who have not to mention pictures and more information than before or more information about the health effects of smoking. Smokers are more likely to offer an opinion.

Appearance of New Health Warning Messages on Cigarette Packages

March - April 2001

	GENERAL POPULATION	ADULT SMOKERS	ADULT NON-SMOKERS
Pictures	48	60	40
More info./specific info about health effects of smoking	24	23	22
Colour/coloured	8	11	7
Tougher, stronger messages	6	5	6
Covers more of the package/50% of the package	5	5	4
Graphics are gross/ disgusting/horrible	4	9	3
Large lettering/font/bold/ block print	3	1	3
Warnings/symbols in general	3	2	3
Box/rectangle/square/ banner	2	1	3
Info. about how to quit	2	4	1
Info. on back of the slide portion	2	2	1
It's ridiculous/joke/stupid	1	1	*
More chemicals/ ingredients listed	*	*	*
Other	6	4	6
None/nothing	*	2	*
dk/na	24	8	30

* Less than one percent

Q.22

Without looking at a cigarette package, what do the new health warning messages on cigarette packages in Canada look like?

When asked, top-of-mind, what specific new health warning messages can they remember seeing on cigarette packages in Canada (without looking at a cigarette package), the largest proportions of Canadian adults recall messages such as harmful during pregnancies, harmful to fetus or low birth rate (16%), death or premature death (14%), causes lung cancer (13%) and impotence (11%). Smaller numbers recall messages such as cancer in general (9%), heart disease (8%), harmful to others/children (7%), lung disease (7%), dangerous/bad for health (7%) and mouth or gum disease (6%). Fifteen percent mention some other health warning message. Almost four in ten say none (28%) or offer no opinion (8%).

Adult smokers, especially younger adults, are more likely than adults in general to recall specific health warning messages, such as harmful to others/children and impotence. Among adult smokers, 19 percent recall a pregnancy message, 17 percent recall harm to others, 16 percent each recall lung cancer and impotence and 15 percent recall premature death.

Those who have seen the new health warning messages on cigarette packages themselves and those who have seen these messages on their main brand of cigarettes are more likely to recall specific health warning messages, such as harmful to others/children, causes lung cancer, impotence, heart disease and mouth or gum disease.

Recall of Specific Health Warning Messages on Cigarette Packages

March - April 2001

	GENERAL POPULATION	ADULT SMOKERS	ADULT NON-SMOKERS
Harmful during pregnancies/ harmful to fetus/low birth rate	16	19	14
Death/premature death	14	15	15
Causes lung cancer	13	16	13
Impotence	11	16	8
Cancer - in general	9	9	9
Heart disease	8	13	4
Harmful to others/to children	7	17	4
Lung disease	7	12	6
Dangerous/bad for health	7	4	7
Mouth/gum disease	6	9	5
Mouth cancer	2	3	2
Stroke	2	5	*
Addiction	2	2	2
Disease - in general	2	*	2
Premature birth/ preterm birth	1	2	1
Don't start/how to quit	1	1	*
Brain damage/disease	1	2	*
Respiratory/breathing problems	1	1	-
Emphysema	*	1	*
Yellow teeth/gums/fingers	*	1	*
Other	3	6	3
None	28	20	32
dk/na	8	3	10

* Less than one percent

Q.23

Without looking at a cigarette package, when it comes to the new health warning messages on cigarette packages, what specific health warning messages can you remember?

When asked, top-of-mind, what images or graphics can they remember seeing on new warning messages on cigarette packages in Canada (without looking at a cigarette package), the largest proportion of Canadian adults recall lungs or diseased lungs (25%). Smaller proportions recall images such as bad, rotten or big teeth (14%), children, kids or babies (11%), limp, broken or burning cigarettes (9%), mouth or diseased mouth (8%), heart or diseased heart (8%) and pregnant woman with cigarette (6%). Thirty-six percent recall some other image or graphic. Four in ten say none (31%) or offer no opinion (7%).

Adult smokers are more likely than adults in general to recall specific images or graphics, such as lungs or diseased lungs (33%), bad, rotten or big teeth (21%), children, kids or babies (18%), limp, broken or burning cigarettes (15%), heart or diseased heart (13%), pregnant woman with cigarette (12%) and brain or diseased brain (9%).

Recall of Specific Health Warning Messages on Cigarette Packages March - April 2001

	GENERAL POPULATION	ADULT SMOKERS	ADULT NON-SMOKERS
Lung disease/lungs	25	33	21
Bad/rotten/big teeth	14	21	10
Children/kids/babies	11	18	7
Limp/broken/burning cigarettes	9	15	6
Mouth/diseased mouth	8	8	8
Heart/diseased heart	8	13	4
Pregnant women/with cigarettes	6	12	3
Gums/diseased gums	4	8	3
Brain/diseased brain	4	9	3
Impotence	3	5	2
Mouth cancer	3	2	4
Lung cancer	3	3	3
Dirty/full ashtray	3	5	1
Parents/mom/dad/smoking	2	3	1
Warnings/symbols	2	1	2
Respirators/people on breathing machines	2	3	*
Other cancer	2	1	1
Deteriorating/diseased body parts	1	*	1
Cancer/tumor - in general	1	1	1
Patients in bed/hospital bed	1	2	*
Throat/throat diseases	*	1	*
Other	5	6	5
None	31	16	38
dk/na	7	3	9

* Less than one percent

Q.24

Without looking at a cigarette package, when it comes to the new health warning messages on cigarette packages, what pictures or images or graphics can you remember?

B. Impact of New Messages

Among adult smokers, almost three in ten (26%) say that the new health warning messages they have seen on cigarette packages have been very effective in informing them about the health effects of cigarette smoking. About two in ten say that these new messages have been very effective in getting them to smoke less around others than they used to (19%) and in increasing their desire to quit smoking (16%). More than one in ten say that these new messages have been very effective in getting them to try to quit smoking (14%) and in getting them to smoke less (13%).

Combining the numbers who say very effective and somewhat effective, we find that 54 percent of smokers say the new messages have been effective in informing about health effects, 42 percent say they have been effective in increasing their desire to quit smoking and 41 percent say they have been effective in getting them to smoke less often than they used to. About one-third say the new messages have been effective in getting them to try to quit smoking (36%) and in getting them to smoke less (34%).

Among adult smokers, potential quitters are more likely than others to say that the new health warning messages they have seen on cigarette packages have been very effective in achieving all these outcomes. Those who have seen the new health warning messages on cigarette packages themselves and those who have seen these messages on their main brand of cigarettes are more likely to say these messages have been very effective in achieving most of these outcomes.

Impact of New Messages

Smokers March-April 2001

Informing you about the health effects of cigarette smoking

Very effective	26
Somewhat effective	28
Not very effective	12
Not at all effective	31
dk/na	3

Getting you to smoke less around others than you used to

Very effective	19
Somewhat effective	22
Not very effective	16
Not at all effective	40
dk/na	3

Increasing your desire to quit smoking

Very effective	16
Somewhat effective	26
Not very effective	14
Not at all effective	41
dk/na	2

Getting you to try to quit smoking

Very effective	14
Somewhat effective	22
Not very effective	16
Not at all effective	46
dk/na	2

Getting you to smoke less

Very effective	13
Somewhat effective	21
Not very effective	17
Not at all effective	48
dk/na	2

Q.25

Thinking about the new health warning messages you have seen on cigarette packages, have these messages been very effective, somewhat effective, not very effective or not at all effective in each of the following ways ...?

Subsample: Smokers

c. Assessment of New Messages

Six in ten Canadian adults strongly agree that the new health warning messages on cigarette packages are accurate (59%) and provide them with important information about the health effects of smoking cigarettes (59%). Combining the strongly and somewhat agree numbers, 80 percent of Canadian adults agree that the messages are accurate and 82 percent agree that they provide important information about health effects.

Among adult smokers, 49 percent strongly agree that the messages are accurate and 51 percent strongly agree that they provide them with important information about the health effects of smoking. Combining the strongly and somewhat agree numbers, 78 percent of smokers agree that the messages are accurate and the same proportion agree they provide important information about health effects.

Younger adult smokers are as likely as Canadian adults in general to strongly agree with these two assessments. Those who have seen the new health warning messages on cigarette packages themselves and those who have seen the new messages on their main brand of cigarettes are more likely than those who have not to strongly agree with these two assessments.

Assessment of New Messages March-April 2001

	GENERAL POPULATION	ADULT SMOKERS	ADULT NON-SMOKERS
The messages are accurate			
Strongly agree	59	49	62
Somewhat agree	21	29	17
Somewhat disagree	4	9	2
Strongly disagree	3	6	3
dk/na	13	7	16
The messages provide you with important information about the health effects of smoking cigarettes			
Strongly agree	59	51	60
Somewhat agree	23	27	21
Somewhat disagree	4	8	3
Strongly disagree	4	11	3
dk/na	10	3	13

Q.26

Thinking generally about the new health warning messages on cigarette packages in Canada, do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements ...?

7.0 TOXIC SUBSTANCES

When Canadian adults are asked, top-of-mind what, if any, chemicals or toxic substances they can name that are in cigarettes or cigarette smoke, 70 percent mention nicotine. A majority also mention tar (53%). Fourteen percent mention carbon monoxide and 24 percent mention other toxic substances. Five percent say there are no chemicals or toxic substances in cigarettes or cigarette smoke and 11 percent offer no opinion.

Adult smokers, especially younger adults, are more likely than Canadian adults in general to mention tar and carbon monoxide. Overall, 70 percent of adult smokers mention nicotine, 59 percent mention tar, and 23 percent mention carbon monoxide. Thirty-five percent mention other substances. A total of six percent say there are no toxics in cigarette smoke and eight percent have no opinion.

Toxic Substances in Cigarettes

	NOVEMBER-DECEMBER 2000			MARCH-APRIL 2001		
	GENERAL POPULATION	ADULT SMOKERS	ADULT NON-SMOKERS	GENERAL POPULATION	ADULT SMOKERS	ADULT NON-SMOKERS
Nicotine	73	76	71	70	70	67
Tar	53	70	45	53	59	47
Carbon monoxide	14	24	8	14	23	9
Carbon dioxide	4	6	3	5	6	4
Arsenic	4	5	4	5	4	6
Hydrogen cyanide	1	1	2	3	5	2
Poison/rat poison/strychnine/arsenic	1	1	1	3	3	3
Benzene	2	2	2	3	2	3
Ammonia	1	1	1	2	2	1
Formaldehyde	2	1	2	1	2	1
Pesticides	*	1	—	1	1	1
Carcinogens	1	1	1	1	1	1
Carbon	—	—	—	*	1	1
Lead	1	*	1	*	1	—
Nitrogen oxides (nitrogen dioxide, nitric oxide)	*	1	1	*	*	*
Benzo[a]pyrene	*	*	1	*	*	*
Cadmium	*	*	*	*	*	*
Nitrosamines	1	*	1	*	*	—
Phenols	*	*	*	*	*	*
Dioxins	*	*	*	*	*	*
4-Aminobiphenyl	1	*	1	—	*	—
None	5	3	5	5	6	5
Other	6	8	5	*	7	1
dk/na	8	6	10	11	8	13

* Less than one percent

Q.27

Without looking at anything, what, if any, chemicals or toxic substances can you name that are in cigarettes or cigarette smoke? Are there any others?

The current survey finds a considerable decline in the number of adult smokers who mention tar and a smaller decline in the number who mention nicotine.

When asked if they can name any chemicals or toxic substances that are currently listed on a cigarette package (without looking at a cigarette package), the largest proportions of Canadians mention nicotine (40%) and tar (36%). Eight percent mention carbon monoxide and nine percent mention some other toxic substance. Twenty-five percent say there are no chemicals or toxic substances currently listed on cigarette packages and 26 percent offer no opinion.

Adult smokers are more likely than Canadian adults in general to mention nicotine (53%), tar (52%) and carbon monoxide (19%). Smokers are less likely than adults in general to say there are no chemicals or toxic substances currently listed on cigarette packages (20%) and are more likely to offer an answer.

The current survey finds slight declines in the numbers of adult smokers who mention carbon monoxide and nicotine and a slight increase in the number who say there are no chemicals or toxic substances currently listed on cigarette packages.

Toxic Substances Listed on Cigarette Packages

	NOVEMBER-DECEMBER 2000			MARCH-APRIL 2001		
	GENERAL POPULATION	ADULT SMOKERS	ADULT NON-SMOKERS	GENERAL POPULATION	ADULT SMOKERS	ADULT NON-SMOKERS
Nicotine	42	56	36	40	53	32
Tar	33	54	24	36	52	25
Carbon monoxide	9	22	3	8	19	3
Carbon dioxide	2	4	*	3	5	2
Poison/rat poison/strychnine/arsenic	*	*	*	1	1	1
Formaldehyde	*	*	*	1	1	1
Benzene	*	*	*	1	1	1
Hydrogen cyanide	*	—	*	1	1	1
Carcinogens	—	*	—	*	—	*
None	25	16	27	25	20	29
Other	1	1	2	2	2	2
dk/na	24	15	29	26	16	31

* Less than one percent

Q.28

Without looking at a cigarette package, can you name any chemicals or toxic substances that are currently listed on a cigarette package?

When asked if they can recall any other information about chemicals or toxic substances that are listed on cigarette packages (without looking at a cigarette package), a majority of Canadian adults (53%) say there is no other information on these topics on cigarette packages. Another 32 percent offer no opinion. Small numbers say that cigarette packages list amounts of chemicals in general (8%) and specific amounts of chemicals (4%).

Adult smokers are slightly more likely than adults in general to have noticed other information. Eleven percent mention general amounts of chemicals and five percent mention specific amounts. Over half (54%) say there is no other information and one-quarter (25%) have no opinion.

The current survey finds slight decreases in the numbers of adult smokers who say there is no other information about chemicals or toxic substances listed on cigarette packages, who say cigarette packages list amounts of chemicals in general and who offer an opinion.

Other Information About Toxic Substances Listed on Cigarette Packages

	NOVEMBER-DECEMBER 2000			MARCH-APRIL 2001		
	GENERAL POPULATION	ADULT SMOKERS	ADULT NON-SMOKERS	GENERAL POPULATION	ADULT SMOKERS	ADULT NON-SMOKERS
Amounts of chemicals (general)	10	14	6	8	11	6
Specific amounts of chemicals	4	6	2	4	5	3
Range of amounts of chemicals	*	1	—	2	1	1
Surgeon General's warnings/messages of health hazards	1	*	1	1	2	1
Tar	—	—	—	1	2	*
Nicotine	—	—	—	*	1	*
Other	1	2	1	1	1	1
None	55	58	55	53	54	55
dk/na	30	20	36	32	25	35

* Less than one percent

Q.29

Without looking at a cigarette package, can you recall any other information about chemicals or toxic substances that are listed on a cigarette package?

8.0 TELEVISION ADVERTISING

A. Awareness and Recall

Two in ten Canadian adults (19%) say they have seen television ads about the new health warning labels on cigarette packages. One-quarter of adult smokers (25%) have seen such ads.

Smokers aged 18 to 24 are more likely than Canadians in general to have seen television ads about the new health warning labels on cigarette packages. Those who have seen, read or heard about the new health warning messages on cigarette packages and those who have seen these messages on cigarette packages themselves are more likely than those who have not to say they have seen television ads about the new health warning messages on cigarette packages.

Awareness of Television Ads

March-April 2001

	GENERAL POPULATION	ADULT SMOKERS	ADULT NON-SMOKERS
Yes	19	25	16
No	80	75	83
dk/na	1	1	1

Q.31

Over the last few days or weeks, do you recall seeing any television ads about the new health warning labels on cigarette packages?

Among Canadian adults who have seen television ads about the new health warning labels on cigarette packages, four in ten (38%) cannot recall any phrases or images when asked what television ads they recall. Smaller numbers recall ads with phrases or images, such as pictures of children/parents (14%), pictures in general or packages (11%), pictures of bent cigarette/impotence (8%), lungs or breathing (8%), anti-smoking or "bad for you" (7%) and disease in general (6%). Three in ten (32%) recall other ads.

Among smokers, 34 percent cannot recall any phrases or images. A total of 17 percent recall pictures in general, 16 percent recall pictures of children or parents, six percent recall images of bent cigarette/impotence, and five percent each recall pictures of lungs and the loss of loved ones. Four in ten (38%) recall others.

Recall of Television Ads March-April 2001

	GENERAL POPULATION	ADULT SMOKERS	ADULT NON-SMOKERS
Pictures of children/parents	14	16	12
Pictures (general)/packages	11	17	14
Pictures of bent cigarettes/impotence	8	6	9
Lungs/breathing	8	5	6
Anti-smoking/bad for you	7	4	10
Disease (general)	6	—	5
Loss of loved ones	4	5	3
Teen smoking/collection packs	4	2	4
Pictures of fumes/cigarette butt	4	3	1
Heart	4	3	—
General content	3	4	2
Cancer Society/health organizations	3	—	3
Teeth	2	—	1
Pictures of diseased brain/stroke	2	2	1
It's time to see cigarettes for what they really are	2	3	2
Government of Canada	1	2	1
Health Canada	1	*	1
Death images	1	—	1
What is in cigarettes	—	4	—
Second-hand smoke	—	2	—
Youth prevention	—	2	—
Pregnancy issues/pregnant woman	—	1	—
What cigarettes can cause	—	1	—
Lady with a hole in her throat	—	1	—
Arteries/clogged arteries	—	1	—
Other	1	3	2
None/nothing	1	1	1
dk/na	38	34	38

* Less than one percent

Q.32

What television ad or ads do you recall? Can you describe any phrases or images or anything else from the ad(s)?

Subsample: Respondents who recall seeing any television ads about the new health warning labels on cigarette packages

B. Sponsorship of Ad

Among Canadian adults who have seen television ads about the new health warning labels on cigarette packages, the largest proportion (49%) think these ads are sponsored by the Government of Canada in general and another three in ten (29%) think they are sponsored by Health Canada. Smaller numbers think these ads are sponsored by tobacco companies (10%) or the Cancer Society or health sector (5%). Five percent mention some other organization. Fifteen percent do not offer a response.

Adult smokers show similar responses, with about half mentioning the Government of Canada (48%), one-quarter Health Canada (27%), nine percent the tobacco companies and five percent the health sector. Seven percent say other sponsors and 13 percent do not offer a response.

c. Effectiveness of Ad

Among Canadian adults and adult smokers who have seen television ads about the new health warning labels on cigarette packages, about one-quarter (25% and 28%, respectively) say these ads are very effective in getting out the message that there are new health warning labels on cigarette packages.

Sponsor of Television Ads March-April 2001

	GENERAL POPULATION	ADULT SMOKERS	ADULT NON-SMOKERS
Government of Canada	49	48	53
Health Canada	29	27	28
Tobacco companies	10	9	9
Cancer Society/health sector	5	5	6
Anti-smoking groups/organizations	3	4	2
Provincial government	1	1	1
Other	1	2	1
dk/na	15	13	12

Q.33

Who do you think sponsored this ad(s)?

Subsample: Respondents who recall seeing any television ads about the new health warning labels on cigarette packages

Effectiveness of Television Ads March-April 2001

	GENERAL POPULATION	ADULT SMOKERS	ADULT NON-SMOKERS
Very effective	25	28	31
Somewhat effective	38	43	33
Not very effective	20	17	20
Not at all effective	14	11	12
dk/na	3	2	4

Q.34

Do you think this ad(s) is very effective, somewhat effective, not very effective or not at all effective in getting out the message that there are new health warning labels on cigarette packages?

Subsample: Respondents who recall seeing any television ads about the new health warning labels on cigarette packages

d. Recall and Use of Communication Channels

Among Canadian adults who have seen television ads about the new health warning labels on cigarette packages, 24 percent say they remember information about a 1-800 number in these ads and five percent say they remember information about a website address.

Among adult smokers who have seen the ads, 19 percent recall the 1-800 number and eight percent recall a website address.

Among the small number who have seen these ads and recall information about a website and/or 1-800 telephone number, 14 percent of Canadian adults and 16 percent of smokers say they will visit the website or call the 1-800 number. A total of 22 percent of adults and 27 percent of smokers say they may do this.

Awareness of 1-800 Number in Television Ads March-April 2001

	GENERAL POPULATION	ADULT SMOKERS	ADULT NON-SMOKERS
Yes/maybe	24	19	22
No	76	81	78

Q.36

Do you remember any information about a 1-800 number in this ad(s)?

Subsample: Respondents who recall seeing any television ads about the new health warning labels on cigarette packages

Awareness of Website Address in Television Ads March-April 2001

	GENERAL POPULATION	ADULT SMOKERS	ADULT NON-SMOKERS
Yes/maybe	5	8	2
No	94	91	98
dk/na	2	1	—

Q.35

Do you remember any information about a website address in this ad(s)?

Subsample: Respondents who recall seeing any television ads about the new health warning labels on cigarette packages

Use of Communication Channels March-April 2001

	GENERAL POPULATION	ADULT SMOKERS	ADULT NON-SMOKERS
Yes, will visit/call	14	16	13
Yes, already have visited/called	—	7	—
May contact	22	27	25
No, will not	64	50	62

Q.37

Will you visit the website or call the 1-800 number at some point?

Subsample: Respondents who recall seeing any television ads about the new health warning labels on cigarette packages or who remember information about a website address and/or a 1-800 number in these ads

SURVEY METHODS

A. Survey of General Population: Methodology

The results of the survey are based on questions asked to 730 adults 18 years of age and older, living within the ten provinces of Canada. The survey was conducted by telephone from March 20 to 30, 2001.

SAMPLE SELECTION

The sampling method was designed to complete approximately 700 interviews within households randomly selected across Canada. It is drawn in such a way that it represents the Canadian population with the exception of those Canadians living in the Yukon, Northwest Territories or Nunavut.

The actual sample is distributed as follows.

	WEIGHTED N	UNWEIGHTED N	MARGIN OF ERROR
Atlantic Region	63	60	12.7
Quebec	214	174	7.4
Ontario	253	273	5.9
Manitoba/ Saskatchewan	49	56	13.1
Alberta	72	74	11.4
British Columbia	78	93	10.2
Total	730	730	3.6

The sampling model relies on the stratification of the population by ten provinces and by six community sizes (1,000,000 inhabitants or more, 100,000 to 1,000,000 inhabitants, 25,000 to 100,000 inhabitants, 10,000 to 25,000 inhabitants, 5,000 to 10,000 inhabitants and under 5,000 inhabitants).

Environics uses 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 both unlisted numbers and numbers listed after the directory publication are included in the sample.

A total of 7,372 telephone numbers were drawn. From within each household contacted, respondents 18 years of age and older were screened for random selection using the "most recent birthday" method. The use of this technique produces results that are as valid and effective as enumerating all persons within a household and selecting one randomly.

Additional screening was performed to exclude households in which the respondent or another household member was employed in advertising, market research, the media or a tobacco company.

In the data analysis, the results of the survey were weighted to reflect the actual proportion of over- and under-sampled segments in the population: in this case, weighting was by age, gender and region.

TELEPHONE INTERVIEWING

Interviewing was conducted at Envionics' central facilities in Toronto and Montreal.

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.

A minimum of five calls were made to a household before classifying it as a "no answer."

COMPLETION RESULTS

A total of 730 interviews were completed. The margin of error for a sample of 730 is +/- 3.6 percentage points, 19 times in 20. The margins are wider for regional and demographic subsamples.

The following table presents the detailed completion results for this survey of 730 interviews.

Number of calls	7,372
Household not eligible	204
Non-residential/not in service	2,126
Language barrier	198
Subtotal	2,528
New Base (7,372-2,528)	4,844
No answer/line busy/ respondent not available	2,559
Refusals	1,512
Mid-interview refusals	43
Subtotal	4,114
Net Completions (4,844-4,114)	730

B. Survey of Adult Smokers: Methodology

The results of the survey are based on questions asked to 1,015 adult smokers 18 years of age and older living within the ten provinces of Canada. Of this total, 802 interviews were conducted with smokers only, between March 20 and April 8, 2001. A further 213 interviews were conducted with smokers as part of a general population survey conducted from March 20 to March 30, 2001. All interviews were conducted by telephone.

The margin of error for a sample of 1,015 is +/- 3.1 percentage points, 19 times in 20. The margins are wider for regional and demographic subsamples.

SAMPLE FRAME

The sampling methods were designed to complete approximately 1,000 interviews with smokers in the ten provinces, proportionate to the incidence of smokers in each province relative to the incidence of smokers in the population of Canada. These interviews were drawn from two different surveys, the general population survey and an oversample survey of smokers. Using population and smoking incidence data, the relative proportions of smokers in the populations of each province were derived and used as the basis of the sampling frame

	NUMBER OF SMOKERS	% OF TOTAL	N
Newfoundland	123,092	2.02	20
Prince Edward Island	28,147	0.46	5
Nova Scotia	219,194	3.61	36
New Brunswick	157,980	2.60	26
Quebec	1,780,129	29.28	293
Ontario	2,110,417	34.71	347
Manitoba	204,305	3.36	34
Saskatchewan	205,058	3.37	34
Alberta	600,507	9.88	99
British Columbia	650,579	10.70	107
Canada	6,079,408	100.00	1,001

The actual sample, by province, is as follows.

	WEIGHTED N	UNWEIGHTED N	MARGIN OF ERROR
Newfoundland	21	20	21.9
Prince Edward Island	5	5	43.8
Nova Scotia	37	31	17.6
New Brunswick	26	26	19.2
Quebec	297	257	6.1
Ontario	352	375	5.1
Manitoba	34	38	15.9
Saskatchewan	34	37	16.1
Alberta	100	96	10.0
British Columbia	109	130	8.6
Total	1,015	1,015	3.1

SURVEY METHODS

The following sections discuss survey methods for the oversample survey of 802 interviews conducted among smokers. For a discussion of the methods for the general population survey, from which 213 interviews with smokers were drawn, please see Section A, Survey of General Population: Methodology.

SAMPLE SELECTION: OVERSAMPLE

Envionics uses 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 both unlisted numbers and numbers listed after the directory publication are included in the sample.

A total of 20,600 telephone numbers were drawn. Households contacted were initially screened for the presence of a smoker aged 18 years or older in the household. Where more than one adult smoker was part of a household, respondents were screened for random selection using the "most recent birthday" method. The use of this technique produces results that are as valid and effective as enumerating all qualified persons within a household and selecting one randomly.

Additional screening was performed to exclude households in which the respondent or another household member was employed in advertising, market research, the media or a tobacco company.

In the data analysis, the results of the survey were weighted to reflect the actual proportion of over- and under-sampled segments in the population: in this case, weighting was by age, gender and by the regional incidence of smokers.

TELEPHONE INTERVIEWING: OVERSAMPLE

Interviewing was conducted at Envionics' central facilities in Toronto and Montreal.

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.

A minimum of five calls were made to a household before classifying it as a "no answer."

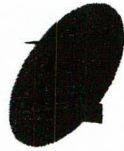
COMPLETION RESULTS: OVERSAMPLE

A total of 802 interviews were completed.

The following table presents the detailed completion results for this oversample of 802 interviews.

Number of calls	20,600
Household not eligible	5,292
Non-residential/not in service	6,236
Language barrier	335
Subtotal	11,863
New Base (20,600-11,863)	8,737
No answer/line busy/ respondent not available	4,752
Refusals	3,131
Mid-interview refusals	52
Subtotal	7,935
Net Completions (8,737-7,935)	802

QUESTIONNAIRES



ENVIRONICS
RESEARCH GROUP

Survey of Adult Smokers and Non-Smokers – Wave 2

PN 4892

Questionnaire - Draft 3 - Final

INTRODUCTION

Hello, my name is _____ of Environics Research Group Ltd. We are conducting a brief study for the Government of Canada on issues important to Canadians. Please be assured that we are not selling nor soliciting anything. Your answers will be kept strictly confidential and your participation is important if the results of the survey are to be accurate.

We choose telephone numbers at random, then select one person from a household to be interviewed.

- A. May I please speak to the person in your household who is 18 years of age or older, and has had the most recent birthday.

#01 Yes

#02 Not Available **SCHEDULE CALL-BACK**

#03 Refused..... **DISCONTINUE & THANK**

- B. Do you or does anyone in your household work for an advertising or market research firm, the media, or a tobacco company?

1 - Yes **THANK AND TERMINATE**

2 - No **CONTINUE TO MAIN QUESTIONNAIRE**

- C. **(READ IF NECESSARY)** Are you male or female?

1 - Male

2 - Female

- D. Language of survey

1 - English

2 - French

4

INTRODUCTION FOR ADULT SMOKERS SURVEY

Hello, my name is _____ of Environics Research Group Ltd. We are conducting a brief study for the Government of Canada on issues affecting Canadians. Please be advised that we are not selling nor soliciting anything. Your participation is important if the results of the survey are to be accurate and your answers will be kept strictly confidential.

We choose telephone numbers at random, then select one person from a household to be interviewed.

- A. Does anyone in your household age 18 or older smoke cigarettes (manufactured or roll your own)?

1 - Yes **ASK B**
2 - No **THANK AND TERMINATE**
3 - DK/NA

- B. Is there more than one person in your household age 18 or older that smokes cigarettes?

1 - Yes, more than one **ASK C**
2 - One only **SCHEDULE CALL BACK**

- C. May I please speak to the one who has had the most recent birthday?
SCHEDULE CALL BACK

- D. Do you or does anyone in your household work for an advertising or market research firm, the media, or a tobacco company?

1 - Yes **THANK AND TERMINATE**
2 - No **CONTINUE TO MAIN QUESTIONNAIRE**

MAIN QUESTIONNAIRE

1. At the present time, do you smoke cigarettes (manufactured or roll your own) every day, occasionally or not at all?

1 - Every day **SMOKER**
2 - Occasionally (less than every day) **SMOKER**
3 - Not at all **NON- SMOKER**
4 - DK/NA **NON- SMOKER**

2. Have you smoked at least 100 cigarettes in your life?

1 - Yes
2 - No
3 - DK/NA

2

NON- SMOKERS GO TO Q.9

IF SMOKE EVERY DAY, ASK:

3. On average, how many cigarettes do you smoke per day?

PROBE FOR A PRECISE NUMBER. IF RESPONDENT SAYS ONE PACK A DAY PROBE FOR NUMBER OF CIGARETTES IN A PACK

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cigarettes per day (response must be numerical – do not accept range)

2 - DK/NA

IF SMOKE OCCASIONALLY, ASK:

4. On the days that you smoke, about how many cigarettes do you smoke?

--	--

cigarettes per day

2 - DK/NA

2

5. a) What brand of cigarettes do you usually smoke? **DO NOT READ...CODE ONE BRAND ONLY...INT. NOTE: PROBE FOR WHETHER RESPONDENT SMOKES REGULAR, LIGHT, EXTRA LIGHT ETC. AND KING SIZE OR REGULAR SIZE WITHIN THEIR BRAND.** b) Do you smoke any other brands? **CODE ALL THAT APPLY**

- 5a) 01 - Craven "A" King Size
02 - Craven Menthol King Size
03 - DuMaurier King Size
04 - DuMaurier Regular Size
05 - DuMaurier Light King Size
06 - DuMaurier Light Regular Size
07 - DuMaurier Extra Light King Size
08 - DuMaurier Extra Light Regular Size
09 - DuMaurier Ultra Light King Size
10 - DuMaurier Ultra Light Regular Size
11 - DuMaurier Special King Size
12 - DuMaurier Special 100
13 - Export "A" Regular Size
14 - Export "A" Medium Regular Size
15 - Export "A" Light Regular Size
16 - Matinee Extra Mild King Size
17 - Matinee Extra Mild Regular Size
18 - Matinee Slims King Size
19 - Players Light Regular Size
20 - Players Light King Size
21 - Players Regular Size
22 - Players Extra Light King Size
23 - Players Extra Light Regular Size
24 - Rothmans King Size
25 - Rothmans Special Mild King Size
26 - No regular brand
27 - Other (SPECIFY) _____
28 - DK/NA

- 5b) 01 - Craven "A" King Size
02 - Craven Menthol King Size
03 - DuMaurier King Size
04 - DuMaurier Regular Size
05 - DuMaurier Light King Size
06 - DuMaurier Light Regular Size
07 - DuMaurier Extra Light King Size
08 - DuMaurier Extra Light Regular Size
09 - DuMaurier Ultra Light King Size
10 - DuMaurier Ultra Light Regular Size
11 - DuMaurier Special King Size
12 - DuMaurier Special 100
13 - Export "A" Regular Size
14 - Export "A" Medium Regular Size
15 - Export "A" Light Regular Size
16 - Matinee Extra Mild King Size
17 - Matinee Extra Mild Regular Size
18 - Matinee Slims King Size
19 - Players Light Regular Size
20 - Players Light King Size
21 - Players Regular Size
22 - Players Extra Light King Size
23 - Players Extra Light Regular Size
24 - Rothmans King Size
25 - Rothmans Special Mild King Size
26 - No other brands
27 - Other (SPECIFY) _____
28 - DK/NA

6. Have you ever tried to quit smoking?

- 1 - Yes
2 - No **GO TO Q.8**
3 - DK/NA **GO TO Q.8**

7. In the past year, how many times have you stopped smoking for at least 24 hours because you were trying to quit smoking?

READ

- 1 - Once
- 2 - Twice
- 3 - Three times
- 4 - More than three times
- 5 - Not in the past year
- 6 - DK/NA

8. a) Are you now seriously thinking of quitting smoking?

- 1 - Yes
- 2 - No **GO TO Q.9**
- 3 - DK/NA **GO TO Q.9**
- 4 - Refused **GO TO Q.9**

IF YES TO Q.8(a), ASK :

- b) When do you think you will try to quit?

READ

- 1 - Within the next 30 days,
- 2 - Within the next 6 months, or
- 3 - Not within the next 6 months
- 4 - DK/NA

IF YES IN Q.8(a) ASK :

- c) If you were to quit smoking at some point in the future what ways or methods do you think you would use?

DO NOT READ - CODE ALL THAT APPLY

- 01 - Nicotine gum
- 02 - Nicotine patch
- 03 - Zyban
- 04 - Clinic or group program
- 05 - Acupuncture
- 06 - Self-help program/support group
- 07 - Hypnosis
- 08 - More exercise/get physically fit
- 09 - Will power/cold turkey/just stop
- 10 - Cut back gradually
- 11 - Avoid other smokers/smoking situations
- 12 - Chew gum/candy/food
- 13 - Other (SPECIFY)

14 - DK/NA

4

HEALTH EFFECTS

ASK ALL

9. In general, do you think that cigarette smoking is a major health problem, a minor health problem or not a health problem in Canada?

- 1 - Major
- 2 - Minor
- 3 - Not a problem
- 4 - DK/NA

10. What specific human health effects or diseases, if any, can you think of that can be caused by smoking cigarettes? Are there any others? **DO NOT READ. CODE ALL THAT APPLY.**

- 01 - Addiction
- 02 - Air pollution/environmental damage
- 03 - Allergies
- 04 - Asthma
- 05 - Bad breath
- 06 - Blood circulation problems/Blood clots
- 07 - Bronchitis/Chronic bronchitis
- 08 - Cancer - Breast
- 09 - Cancer - Lung
- 10 - Cancer - Oral (tongue, lips, mouth, throat)
- 11 - Cancer in general
- 12 - Coughing
- 13 - Death/Premature death
- 14 - Dizziness/Nausea
- 15 - Effect on the fetus/unborn child (general)
- 16 - Emphysema
- 17 - Gangrene
- 18 - Gum disease/tooth loss/mouth disease
- 19 - Headaches
- 20 - Heart attack/disease/angina
- 21 - High Blood Pressure
- 22 - Impotence/sexual dysfunction
- 23 - Lung disease/lungs (unspecified)
- 24 - Multiple sclerosis
- 25 - Poor physical condition/loss of energy
- 26 - Premature birth/Preterm birth
- 27 - Respiratory problems/difficulty breathing/shortness of breath
- 28 - Smaller babies/Reduced growth of babies during pregnancy
- 29 - Second-hand smoke
- 30 - Stroke
- 31 - Wrinkles/premature aging
- 32 - Yellow teeth/fingers/effect on appearance
- 33 - None
- 34 - Other (SPECIFY) _____
- 35 - DK/NA

11. Thinking generally about information which talks about the health effects of smoking cigarettes, where have you seen or heard any of this kind of information recently? Anywhere else? **DO NOT READ. CODE ALL THAT APPLY.** b

- 01 - Television
- 02 - Newspapers
- 03 - Magazines
- 04 - Radio
- 05 - Billboards
- 06 - News
- 07 - Cigarette packages
- 08 - Other tobacco product packages
- 09 - Doctor/Doctor's office
- 10 - School/University
- 11 - Workplace
- 12 - Word of mouth/family/friends
- 13 - Internet/website
- 14 - Other (SPECIFY) _____
- 15 - Nowhere
- 16 - DK/NA

- K 12. I am going to read you a list of human health effects and diseases that may or may not be caused by smoking cigarettes. Based on what you know or believe please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree that smoking cigarettes can cause each of the following.

READ AND ROTATE

- a) Lung cancer

- 1 - Strongly agree
- 2 - Somewhat agree
- 3 - Somewhat disagree
- 4 - Strongly disagree
- 5 - DK/NA

- b) Emphysema
- c) Blood clots
- d) Heart disease
- e) Stroke
- f) Arthritis
- g) Impotence in men
- h) Gangrene
- i) Stomach ulcers
- j) Miscarriages
- k) Asthma
- l) Mouth cancer
- m) Bladder cancer
- n) Throat cancer
- o) Hepatitis

27

- p) Wrinkles and premature aging
- q) Infertility
- r) Acne
- s) Gum or mouth diseases
- t) Smaller babies or reduced growth of babies during pregnancy
- u) Premature birth or preterm birth
- v) Multiple sclerosis
- w) Alzheimer's Disease
- x) Chronic bronchitis
- y) Premature death

13. Here is a list of health effects and diseases affecting non-smokers that may or may not be caused by breathing in second-hand smoke from cigarettes that other people are smoking. Based on what you know or believe please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree that second-hand smoke can cause each of the following.

READ AND ROTATE

- a) Asthma attacks in children

- 1 - Strongly agree
- 2 - Somewhat agree
- 3 - Somewhat disagree
- 4 - Strongly disagree
- 5 - DK/NA

- b) Ear infections in children
- c) Heart disease in non-smoking adults
- d) Arthritis in non-smoking adults
- e) Lung cancer in non-smokers
- f) SIDS (sudden infant death syndrome) or Crib Death
- g) Strokes in non-smoking adults
- h) Multiple sclerosis in non-smoking adults
- i) Alzheimer's disease in non-smoking adults
- j) Chest infections in children
- k) Bronchitis in children

14. Do you think that tobacco use kills more, fewer or about the same number of Canadians each year as each of the following other causes of death? **READ AND ROTATE**

- a) Alcohol

- 1 - More
- 2 - Fewer
- 3 - About the same number
- 4 - DK/NA

- b) Illegal drugs
- c) Car accidents
- d) AIDS
- e) Suicides
- f) Murders

15. Which of the following do you think is the closest approximation of the number of Canadians who die each year as a result of tobacco use? Is it closest to...?

READ LIST

- K
- 01 - 1,000
 - 02 - 5,000
 - 03 - 15,000
 - 04 - 25,000
 - 05 - 45,000
 - 06 - 75,000, or
 - 07 - 100,000
 - 08 - OTHER (SPECIFY) _____
 - 09 - NONE
 - 10 - DK/NA

16. What tips or advice, if any, are you aware of that might help someone quit smoking? Are there any others? ^{1ba} ^{1bap}

DO NOT READ. CODE ALL THAT APPLY.

- 01 - Have a plan
- 02 - Tell others your quit date
- 03 - Write down reasons you are quitting
- 04 - Keep active and busy
- 05 - Delay smoking for ten minutes
- 06 - Take a deep breath or two
- 07 - Drink water
- 08 - Do something else/distract yourself
- 09 - Avoid situations where you would normally smoke (e.g., telephone/coffee/bar, etc.)
- 10 - Speak to a doctor
- 11 - Speak to a nurse
- 12 - Speak to a pharmacist
- 13 - Exercise
- 14 - Will power/cold turkey/just stop
- 15 - Cut back gradually
- 16 - Warn of health effects
- 17 - More education
- 18 - Medication/patch/Zyban/Nicoderm/stop smoking pill
- 19 - Don't start
- 20 - Nicotine gum/Nicorette
- 21 - Chew gum/candy/food
- 22 - Support groups/counselling associations/family
- 23 - Other (SPECIFY) _____
- 24 - None/No way to help
- 25 - DK/NA

HEALTH WARNING MESSAGES

17. Have you ever seen health warning messages on cigarette packages?

- 1 - Yes
- 2 - No
- 3 - DK/NA

18. Have you seen, read or heard anything about the new health warning messages that are now on some brands of cigarette packages in Canada?

- 1 - Yes
- 2 - Maybe
- 3 - No
- 4 - DK/NA

19. Have you seen any of the new health warning messages on any cigarette packages themselves?

- 1 - Yes
- 2 - No
- 3 - DK/NA

20. **IF SMOKER ASK:** Have you seen any of the new health warning messages on [main brand – Q5a]?

- 1 - Yes
- 2 - No
- 3 - DK/NA

21. a) Overall, about how often do you find yourself looking at, or reading any health warning messages on cigarette packages? (Note to interviewer: This refers to any health warning messages on cigarette packages, including old or new messages.) Would it be... **READ**

- 1 - Several times a day **ASK (b)**
- 2 - About once a day
- 3 - Once every two or three days
- 4 - About once a week
- 5 - Less than once a week
- 6 - Never
- 7 - DK/NA

IF CODE 1 IN Q.21a), ASK:

b) About how many times a day would you look at a message?

- 1 - _____ TIMES PER DAY
- 2 - DK/NA

22. Without looking at a cigarette package, what do the new health warning messages on cigarette packages in Canada look like?

DO NOT READ. CODE ALL THAT APPLY

- 01 - Pictures (general)
- 02 - More information/specific information about health effects of smoking
- 03 - Information about how to quit
- 04 - Covers more of the package/50% of the package
- 05 - Information on back of the slide portion
- 06 - More chemicals/ingredients listed
- 07 - Tougher, stronger messages
- 08 - Colour/coloured
- 09 - Other (**SPECIFY**)

10 - DK/NA

23. Without looking at a cigarette package, when it comes to the new health warning messages on cigarette packages, what specific health warning messages can you remember?

2 - None

3 - DK/NA

24. And without looking at a cigarette package, when it comes to the new warning messages on cigarette packages, what pictures or images or graphics can you remember?

2 - None

3 - DK/NA

3

ASK SMOKERS ONLY

25. Thinking about the new health warning messages you have seen on cigarette packages, have these messages been very effective, somewhat effective, not very effective or not at all effective in each of the following ways?

READ AND ROTATE

- a) Getting you to smoke less
- 1 - Very effective
 - 2 - Somewhat effective
 - 3 - Not very effective
 - 4 - Not at all effective
 - 5 - DK/NA
- b) Getting you to smoke less around others than you used to
- c) Increasing your desire to quit smoking
- d) Getting you to try to quit smoking
- e) Informing you about the health effects of cigarette smoking

ASK ALL

26. Thinking generally about the new health warning messages on cigarette packages in Canada, do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements?

READ AND ROTATE

- a) The messages are accurate
- 1 - Strongly agree
 - 2 - Somewhat agree
 - 3 - Somewhat disagree
 - 4 - Strongly disagree
 - 5 - DK/NA
- b) The messages provide you with important information about the health effects of smoking cigarettes

7

TOXIC SUBSTANCES

27. Without looking at anything, what, if any, chemicals or toxic substances can you name that are in cigarettes or cigarette smoke? Are there any others? **DO NOT READ. CODE ALL THAT APPLY.**

- 01 - 4-Aminobiphenyl
- 02 - Ammonia
- 03 - Arsenic
- 04 - Benzene
- 05 - Benzo[a]pyrene
- 06 - Cadmium
- 07 - Carbon dioxide
- 08 - Carbon monoxide
- 09 - Dioxins
- 10 - Formaldehyde
- 11 - Hydrogen cyanide
- 12 - Lead
- 13 - Nicotine
- 14 - Nitrogen oxides (nitrogen dioxide, nitric oxide)
- 15 - Nitrosamines
- 16 - Pesticides
- 17 - Phenols
- 18 - Tar
- 19 - None
- 20 - Other (SPECIFY)

21 - DK/NA

28. Without looking at a cigarette package, can you name any chemicals or toxic substances that are currently listed on a cigarette package? **DO NOT READ. CODE ALL THAT APPLY.**

- 01 - Carbon dioxide
- 02 - Carbon monoxide
- 03 - Tar
- 04 - Nicotine
- 05 - Formaldehyde
- 06 - Benzene
- 07 - Hydrogen Cyanide
- 08 - None
- 09 - Other (SPECIFY)

10 - DK/NA

29. Without looking at a cigarette package can you recall any other information about chemicals or toxic substances that are listed on a cigarette package?

DO NOT READ - CODE ALL THAT APPLY

- 1 - Amounts of chemicals (general)
- 2 - Specific amounts of chemicals
- 3 - Range of amounts of chemicals
- 4 - Other (**SPECIFY**) _____
- 5 - None
- 6 - DK/NA

30. What specific health effects or diseases, if any, can you name that can be caused by hydrogen cyanide?

DO NOT READ - CODE ALL THAT APPLY

- 01 - Headache
- 02 - Dizziness
- 03 - Weakness
- 04 - Nausea
- 05 - Vertigo
- 06 - Stomach aches
- 07 - Death
- 08 - None
- 09 - Other (**SPECIFY**) _____
- 10 - DK/NA

AD RECALL/AWARENESS

31. Over the last few days or weeks, do you recall seeing any television ads about the new health warning labels on cigarette packages?

- 1 - Yes/maybe **GO TO Q.32**
- 2 - No
- 3 - DK/NA

32. What television ad or ads do you recall? Can you describe any phrases or images or anything else from the ad(s)?

DO NOT READ. CODE ALL THAT APPLY.

- 01 - Pictures (general)/packages
- 02 - Pictures of children/parents
- 03 - Pictures of diseased brain/stroke
- 04 - Pictures of bent cigarette /impotence
- 05 - Pictures of fumes/cigarette butt
- 06 - It's time to see cigarettes for what they really are
- 07 - Health Canada
- 08 - Government of Canada
- 09 - Website address
- 10 - 1-800 number
- 11 - Other (SPECIFY) _____
- 12 - DK/NA

33. Who do you think sponsored this ad(s)? -

DO NOT READ. CODE ALL THAT APPLY.

- 1 - Health Canada
- 2 - Government of Canada
- 3 - Tobacco companies
- 4 - Anti-smoking groups/organizations
- 5 - Other (SPECIFY) _____
- 6 - DK/NA

34. Do you think this ad(s) is very effective, somewhat effective, not very effective or not at all effective in getting out the message that there are new health warning labels on cigarette packages?

- 1 - Very effective
- 2 - Somewhat effective
- 3 - Not very effective
- 4 - Not at all effective
- 5 - DK/NA

35. Do you remember any information about a website address in this ad(s)?

DO NOT READ

- 1 - Yes/maybe
- 2 - No
- 3 - DK/NA

36. Do you remember any information about a 1-800 number in this ad(s)?

DO NOT READ

- 1 - Yes/maybe
- 2 - No
- 3 - DK/NA

IF YES IN Q.35 OR Q.36, ASK:

37. Will you visit the website or call the 1-800 number at some point?

DO NOT READ

- 1 - Yes, will visit/call
- 2 - Yes, already have visited/called
- 3 - May contact
- 4 - No, will not
- 5 - DK/NA

DEMOGRAPHICS

ASK ALL

38. 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?

- 1 - SPECIFY _____
- 2 - DK/NA

39. What is the highest level of education you have reached?

DO NOT READ

- 1 - Elementary school or less (no schooling to grade 7)
- 2 - Some high school (grades 8 - 11)
- 3 - Completed high school (grades 12 or 13 or OAC)
- 4 - Some community college, vocational or trade school (or some CEGEP)
- 5 - Completed community college, vocational or trade school (or complete CEGEP)
- 6 - Some university (no degree)
- 7 - Completed university (Bachelor's degree)
- 8 - Post graduate university (Master's, Ph.D., completed or not)
- 9 - DK/NA

40. Which of the following best describes your employment status? Are you...

READ

- 1 - Employed full-time (30 hours/week or more)
- 2 - Employed part-time
- 3 - Unemployed or looking for a job
- 4 - Staying at home full-time (home-maker, social assistance)
- 5 - Student
- 6 - Retired
- 7 - OTHER
- 8 - DK/NA

41. Are you...

READ

- 1 - Married or living as a couple
- 2 - Single
- 3 - Widowed
- 4 - Separated
- 5 - Divorced
- 6 - DK/NA

5010 can

42. Are there any children in your household under the age of 18?

- 1 - Yes
- 2 - No
- 3 - DK/NA

43. Into which of the following categories would you put the total annual income, before taxes and deductions, for 2000, of all members of your household, including yourself? Is it...

READ

- 1 - Less than \$20,000
- 2 - \$20,000 to \$39,999
- 3 - \$40,000 to \$59,999
- 4 - \$60,000 to \$79,999
- 5 - \$80,000 to \$99,999
- 6 - \$100,000 and over
- 7 - Refuse/DK/NA

We may want to follow up with another survey in the future. Would you be able to participate?

- 1 - Yes/maybe
- 2 - No

IF YES/MAYBE, RECORD NAME AND NUMBER.

In case my supervisor wishes to verify this interview, may I please have your first name or initials?

_____.

And to verify that I have dialed correctly is this : _____.

- 1 - Yes
- 2 - No

If incorrect, please input correct phone number: _____.

3

If we have any further questions, may we call you back?

1 - Yes

2 - No

That completes my interview. Thank you for your assistance.
(Health Canada code HC-005-315-0107)

1

Sondage mené auprès des adultes fumeurs et non fumeurs

PN4892

Questionnaire français

INTRODUCTION

Bonjour, je m'appelle _____ et je travaille pour Environics Research Group Ltd. Nous faisons un court sondage pour le compte du gouvernement du Canada sur des sujets qui sont importants pour les Canadiens. Soyez assuré que nous ne voulons rien vous vendre et que nous ne sollicitons rien. Vos réponses resteront strictement confidentielles, et votre participation est importante pour que les résultats du sondage soient exacts.

Nous choisissons des numéros de téléphone au hasard, puis nous sélectionnons dans le foyer une personne qui sera interviewée.

- A. 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?

#01 Oui

#02 Non disponible..... **ORGANISER LE RAPPEL**

#03 Refus **REMERCIER ET TERMINER**

- B. Est-ce que vous-même ou un membre de votre foyer travaillez pour une agence de publicité, une firme d'études de marché, les médias ou une compagnie de tabac?

1 - Oui

REMERCIER ET TERMINER

2 - Non

POURSUIVRE LE QUESTIONNAIRE PRINCIPAL

- C. (LIRE SI NÉCESSAIRE) Est-ce que vous êtes un homme ou une femme?

1 - Homme

2 - Femme

- D. Langue du sondage

1 - Anglais

2 - Français

INTRODUCTION POUR LE SONDAGE SUR LES ADULTES FUMEURS

Bonjour, je m'appelle _____ et je travaille pour Environics Research Group Ltd. Nous faisons un court sondage pour le compte du gouvernement du Canada sur des sujets qui touchent les Canadiens. Soyez assuré que nous ne voulons rien vous vendre et que nous ne sollicitons rien. Votre participation est importante pour que les résultats du sondage soient exacts, et vos réponses resteront strictement confidentielles.

Nous choisissons des numéros de téléphone au hasard, puis nous sélectionnons dans le foyer une personne qui sera interviewée.

- A. Est-ce qu'il y a un membre de votre foyer qui a 18 ans ou plus et qui fume la cigarette (de commerce ou roulées)?

1 - Oui	POSER B
2 - Non	REMERCIER ET TERMINER
3 - NSP/PR	

- B. Est-ce qu'il y a dans votre foyer plus d'une personne âgée de 18 ans ou plus qui fume la cigarette?

1 - Oui, plus d'une	POSER C
2 - Une seulement	ORGANISER LE RAPPEL

- C. Est-ce que je pourrais parler au fumeur ou à la fumeuse qui a eu son anniversaire le plus récemment?

ORGANISER LE RAPPEL

- D. Est-ce que vous-même ou un membre de votre foyer travaillez pour une agence de publicité, une firme d'études de marché, les médias ou une compagnie de tabac?

1 - Oui	REMERCIER ET TERMINER
2 - Non	POURSUIVRE LE QUESTIONNAIRE PRINCIPAL

QUESTIONNAIRE PRINCIPAL

1. À l'heure actuelle, est-ce que vous fumez la cigarette (de commerce ou roulées) tous les jours, à l'occasion ou jamais?

1 - Tous les jours	FUMEUR
2 - À l'occasion (pas tous les jours)	FUMEUR
3 - Jamais	NON-FUMEUR
4 - NSP/PR	NON-FUMEUR

2. Est-ce que vous avez fumé au moins 100 cigarettes dans votre vie?

1 - Oui

2 - Non

3 - NSP/PR

POUR LES NON-FUMEURS, PASSER À Q.9

SI FUME TOUS LES JOURS, DEMANDER :

3. En moyenne, combien de cigarettes fumez-vous chaque jour?

SONDER POUR OBTENIR UN NOMBRE PRÉCIS. SI LE RÉPONDANT RÉPOND UN PAQUET PAR JOUR, SONDER POUR SAVOIR COMBIEN IL Y A DE CIGARETTES DANS LE PAQUET.

--	--

cigarettes par jour (la réponse doit être numérique - ne pas accepter de fourchette)

2 - NSP/PR

SI FUME À L'OCCASION, DEMANDER :

4. Les jours où vous fumez, environ combien de cigarettes fumez-vous?

cigarettes par jour (la réponse doit être numérique - ne pas accepter de fourchette)

2 - NSP/PR

5. a) Quelle est la marque de cigarettes que vous fumez, généralement?
NE PAS LIRE - CODER UNE MARQUE SEULEMENT.. NOTE À L'INTERVIEWEUR : SONDER POUR SAVOIR SI LE RÉPONDANT FUME DES CIGARETTES RÉGULIÈRES, LÉGÈRES, EXTRA LÉGÈRES, ETC., ET GRAND FORMAT OU RÉGULIER POUR CETTE MARQUE.
- b) Est-ce que vous fumez d'autres marques de cigarettes? **CODER TOUTES LES MENTIONS QUI S'APPLIQUENT.**

- 5a) 01 - Craven "A" grand format
02 - Craven menthol grand format
03 - DuMaurier grand format
04 - DuMaurier régulier
05 - DuMaurier légères grand format
06 - DuMaurier légères régulier
07 - DuMaurier extra légères grand format
08 - DuMaurier extra légères régulier
09 - DuMaurier ultra légères grand format
10 - DuMaurier ultra légères régulier
11 - DuMaurier spéciales grand format
12 - DuMaurier Special 100
13 - Export "A" régulier
14 - Export "A" moyennes régulier
15 - Export "A" légères régulier
16 - Matinée extra douces grand format
17 - Matinée extra douces régulier
18 - Matinée minces grand format
19 - Players légères régulières
20 - Players légères grand format
21 - Players régulier
22 - Players ultra légères grand format
23 - Players ultra légères régulier
24 - Rothmans grand format
25 - Rothmans spéciales douces grand format
26 - Aucune marque régulière
27 - Autre (**PRÉCISER**) _____
28 - NSP/PR

- 5b) 01 - Craven "A" grand format
02 - Craven menthol grand format
03 - DuMaurier grand format
04 - DuMaurier régulier
05 - DuMaurier légères grand format
06 - DuMaurier légères régulier
07 - DuMaurier extra légères grand format
08 - DuMaurier extra légères régulier
09 - DuMaurier ultra légères grand format
10 - DuMaurier ultra légères régulier
11 - DuMaurier spéciales grand format
12 - DuMaurier Special 100
13 - Export "A" régulier
14 - Export "A" moyennes régulier
15 - Export "A" légères régulier
16 - Matinée extra douces grand format
17 - Matinée extra douces régulier
18 - Matinée minces grand format
19 - Players légères régulières
20 - Players légères grand format
21 - Players régulier
22 - Players ultra légères grand format
23 - Players ultra légères régulier
24 - Rothmans grand format
25 - Rothmans spéciales douces grand format
26 - Aucune marque régulière
27 - Autre (**PRÉCISER**) _____
28 - NSP/PR

6. Est-ce que vous avez déjà essayé d'arrêter de fumer?

- 1 - Oui
2 - Non **PASSER À Q.8**
3 - NSP/PR **PASSER À Q.8**

7. Au cours de la dernière année, combien de fois avez-vous arrêté de fumer pendant au moins 24 heures parce que vous essayiez de cesser de fumer?

LIRE

- 1 - Une fois
- 2 - Deux fois
- 3 - Trois fois
- 4 - Plus de trois fois
- 5 - Pas pendant la dernière année
- 6 - NSP/PR

8. a) En ce moment, est-ce que vous envisagez sérieusement d'arrêter de fumer?

- 1 - Oui
- 2 - Non **PASSER À Q.9**
- 3 - NSP/PR **PASSER À Q.9**
- 4 - Refus **PASSER À Q.9**

SI OUI À Q.8(a), DEMANDER Ý:

- b) À quel moment envisagerez-vous d'essayer de cesser de fumer?

LIRE

- 1 - D'ici les 30 prochains jours,
- 2 - D'ici les 6 prochains mois, ou
- 3 - Pas d'ici les 6 prochains mois
- 4 - NSP/PR

SI OUI À Q.8(a) DEMANDER Ý:

- c) Si vous deviez arrêter de fumer à un moment donné, quelles façons ou quelles méthodes penseriez-vous utiliser?

NE PAS LIRE - CODER TOUTES LES MENTIONS QUI S'APPLIQUENT

- 01 - Gomme à mâcher contenant de la nicotine
- 02 - Timbre transdermique de nicotine (patch)
- 03 - Zyban
- 04 - Programme en clinique ou en groupe
- 05 - Acupuncture
- 06 - Programme autonome
- 07 - Hypnose
- 08 - Faire plus d'exercice/se tenir en forme
- 09 - Volonté/d'un coup sec/cesser tout simplement
- 10 - Arrêt graduel
- 11 - Éviter d'être en présence de fumeurs/d'être dans des endroits où il y a des fumeurs
- 12 - Mâcher de la gomme/des bonbons/manger
- 13 - Autre (**PRÉCISER**) _____
- 14 - NSP/PR

EFFETS SUR LA SANTÉ

DEMANDER À TOUS

9. En général, est-ce que vous pensez que le fait de fumer la cigarette est un problème de santé grave, un problème de santé mineur ou n'est pas un problème de santé au Canada?

- 1 - Grave
- 2 - Mineur
- 3 - Pas un problème
- 4 - NSP/PR

10. À votre avis, quels sont les effets spécifiques sur la santé ou les maladies qui sont causés par la consommation de cigarettes, chez les humains? Est-ce qu'il y en a d'autres?

NE PAS LIRE. CODER TOUTES LES MENTIONS QUI S'APPLIQUENT.

- 01 - Dépendance
- 02 - Pollution de l'air/problèmes environnementaux
- 03 - Allergies
- 04 - Asthme
- 05 - Mauvaise haleine
- 06 - Problèmes de circulation sanguine/caillots
- 07 - Bronchite/Bronchite chronique
- 08 - Cancer - du sein
- 09 - Cancer - du poumon
- 10 - Cancer - buccal (langue, lèvres, bouche, gorge)
- 11 - Cancer en général
- 12 - Toux
- 13 - Mort/Mort prématurée
- 14 - Étourdissements/Nausées
- 15 - Conséquences sur le fœtus/sur l'enfant à naître (en général)
- 16 - Emphysème
- 17 - Gangrène
- 18 - Maladies des gencives/perte de dents/maladies de la bouche
- 19 - Maux de tête
- 20 - Crises cardiaques/maladies cardiaques/angine
- 21 - Hypertension (haute tension)
- 22 - Impuissance/dysfonction sexuelle
- 23 - Maladies pulmonaires/poumons (non spécifié)
- 24 - Sclérose en plaques
- 25 - Piètre état physique/perte d'énergie
- 26 - Naissance prématurée/avant terme
- 27 - Problèmes respiratoires/difficulté à respirer/souffle court
- 28 - Bébés de petit poids à la naissance/Réduction de la croissance des bébés pendant la grossesse
- 29 - Fumée des autres
- 30 - Attaque d'apoplexie
- 31 - Rides/vieillesse prématurée
- 32 - Jaunissement des dents/des doigts/effet sur l'aspect physique

33 - Aucun

34 - Autre (**PRÉCISER**) _____

35 - NSP/PR

11. Dans l'ensemble, si on pense aux informations à propos des effets de la cigarette sur la santé, où est-ce que vous avez vu ou lu récemment ce genre d'informations? Est-ce qu'il y a d'autres sources?

NE PAS LIRE. CODER TOUTES LES MENTIONS QUI S'APPLIQUENT.

01 - Télévision

02 - Journaux

03 - Magazines

04 - Radio

05 - Panneaux-réclames

06 - Nouvelles/reportages

07 - Paquets de cigarettes

08 - Autres produits du tabac

09 - Médecin/bureau du médecin

10 - École/Université

11 - Lieu de travail

12 - Bouche à oreille/famille/amis

13 - Internet/site web

14 - Autre (**PRÉCISER**) _____

15 - Nulle part

16 - NSP/PR

12. Je vais vous lire une liste d'effets et de maladies que la consommation de cigarettes peut avoir ou non sur les humains. En fonction de ce que vous savez, est-ce que vous pourriez me dire si vous êtes fortement d'accord, plutôt d'accord, plutôt en désaccord ou fortement en désaccord pour dire que la consommation de cigarettes peut avoir chacun des effets suivants.

LIRE EN ROTATION

- a) Cancer du poumon

1 - Fortement d'accord

2 - Plutôt d'accord

3 - Plutôt en désaccord

4 - Fortement en désaccord

5 - NSP/PR

- b) Emphysème

- c) Caillots sanguins

- d) Maladies cardiaques

- e) Attaque d'apoplexie

- f) Arthrite

- g) Impuissance chez les hommes

- h) Gangrène

- i) Ulcère de l'estomac

- j) Fausses-couches
- k) Asthme
- l) Cancer de la bouche
- m) Cancer de la vessie
- n) Cancer de la gorge
- o) Hépatite
- p) Rides et vieillissement prématuré
- q) Infertilité
- r) Acné
- s) Maladies des gencives ou de la bouche
- t) Bébés de faible poids ou dont la croissance décroît pendant la grossesse
- u) Naissances prématurées
- v) Sclérose en plaques
- w) Maladie d'Alzheimer
- x) Bronchite chronique
- y) Décès prématuré

13. Voici maintenant une liste d'effets et de maladies qui touchent les non-fumeurs et qui peuvent être ou non causés par la fumée des autres, c'est-à-dire la fumée qu'on respire et qui est produite par la cigarette d'autres personnes. En fonction de ce que vous savez ou de ce que vous croyez, pourriez-vous me dire si vous êtes fortement d'accord, plutôt d'accord, plutôt en désaccord ou fortement en désaccord pour dire que la fumée des autres peut provoquer les effets suivants?

LIRE EN ROTATION

a) Crises d'asthme chez les enfants

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

- b) Infections de l'oreille chez les enfants
- c) Maladies cardiaques chez les adultes non fumeurs
- d) Arthrite chez les adultes non fumeurs
- e) Cancer du poumon chez les non-fumeurs
- f) Décès par cause du syndrome de la mort subite du nourrisson
- g) Attaque d'apoplexie chez des adultes non fumeurs
- h) Sclérose en plaques chez des adultes non fumeurs
- i) Maladie d'Alzheimer chez des adultes non fumeurs
- j) Infections pulmonaires chez les enfants
- k) Bronchites chez les enfants

14. À votre avis, est-ce que vous pensez que le tabac est un facteur qui tue chaque année plus de Canadiens, moins de Canadiens ou environ autant de Canadiens que chacun des autres facteurs suivants?

LIRE EN ROTATION

a) L'alcool

- 1 - Plus
- 2 - Moins
- 3 - Autant
- 4 - NSP/PR

- b) Les drogues illégales
- c) Les accidents d'automobile
- d) Le sida
- e) Les suicides
- f) Les meurtres

15. D'après vous, environ combien de Canadiens meurent chaque année à cause de la consommation du tabac? Est-ce que vous diriez...?

LIRE LA LISTE

- 01 - 1 000 personnes
- 02 - 5 000 personnes
- 03 - 15 000 personnes
- 04 - 25 000 personnes
- 05 - 45 000 personnes
- 06 - 75 000 personnes, ou
- 07 - 100 000 personnes
- 08 - AUTRE (PRÉCISER) _____
- 09 - AUCUN
- 10 - NSP/PR

16. Quels sont les trucs ou les conseils que vous connaissez et que vous donneriez à quelqu'un pour l'aider à arrêter de fumer? Est-ce qu'il y en a d'autres?

NE PAS LIRE. CODER TOUTES LES MENTIONS QUI S'APPLIQUENT.

- 01 - Prévoir un projet
- 02 - Annoncer aux gens la date à laquelle on arrêtera de fumer
- 03 - Inscrire sur papier les raisons pour lesquelles on veut arrêter de fumer
- 04 - Rester actif et toujours occupé
- 05 - Retarder la prochaine cigarette de 10 minutes
- 06 - Prendre une ou deux grandes respirations
- 07 - Boire de l'eau
- 08 - Faire autre chose/se distraire
- 09 - Éviter les situations où on a tendance à fumer (conversations téléphoniques/café/bars, etc.)
- 10 - Discuter avec un médecin

- 11 - Discuter avec une infirmière
- 12 - Discuter avec un pharmacien/une pharmacienne
- 13 - Faire de l'exercice
- 14 - Volonté/arrêt d'un coup sec/cesser tout simplement
- 15 - Cesser graduellement
- 16 - Avertissements sur les effets concernant la santé
- 17 - Plus d'éducation
- 18 - Médicaments/timbres transdermiques (patches)/Zyban/Nicoderm/comprimés pour arrêter de fumer
- 19 - Ne pas commencer à fumer
- 20 - Gomme à mâcher à la nicotine/Nicorette
- 21 - Gomme à mâcher/bonbons/nourriture
- 22 - Groupes de soutien/associations de counselling/membres de la famille
- 23 - Autre (**PRÉCISER**) _____
- 24 - Aucun/aucun conseil
- 25 - NSP/PR

MESSAGES D'INFORMATION SUR LA SANTÉ

17. Est-ce que vous avez déjà vu des avertissements sur des paquets de cigarettes?

- 1 - Oui
- 2 - Non
- 3 - NSP/PR

18. Est-ce que vous avez vu, lu ou entendu quelque chose au sujet des nouveaux messages d'avertissement concernant la santé qui figurent maintenant sur certaines marques de paquets de cigarettes au Canada?

- 1 - Oui
- 2 - Peut-être
- 3 - Non
- 4 - NSP/PR

19. Est-ce que vous avez vu un des nouveaux messages concernant la santé sur des paquets de cigarettes?

- 1 - Oui
- 2 - Non
- 3 - NSP/PR

20. **SI LE FUMEUR LE DEMANDE :** Est-ce que vous avez vu l'un ou l'autre des nouveaux messages concernant la santé sur les paquets de [marque principale – Q5a]?

- 1 - Oui
- 2 - Non
- 3 - NSP/PR

21. a) Dans l'ensemble, environ combien de fois regardez-vous ou lisez-vous un message d'avertissement sur la santé figurant sur des paquets de cigarettes? (Note à l'intervieweur : Il s'agit de n'importe quel message d'avertissement concernant la santé figurant sur des paquets de cigarettes, qu'ils soient anciens ou nouveaux.) Est-ce que ce serait... **LIRE**

- 1 - Plusieurs fois par jour
 - 2 - Environ une fois par jour
 - 3 - Tous les deux ou trois jours
 - 4 - Environ une fois par semaine
 - 5 - Moins d'une fois par semaine
 - 6 - Jamais
 - 7 - NSP/PR
- POSER (b)**

SI PLUSIEURS FOIS PAR JOUR À Q.21a), DEMANDER :

- b) Environ combien de fois par jour est-ce que vous voyez ce message?

- 1 - _____ FOIS PAR JOUR
- 2 - NSP/PR

22. Si vous ne regardez pas en ce moment un paquet de cigarettes, à quoi est-ce que les nouveaux messages d'avertissement sur la santé figurant sur les paquets de cigarettes au Canada vous font penser?

NE PAS LIRE. CODER TOUTES LES MENTIONS QUI S'APPLIQUENT.

- 01 - Des images (en général)
- 02 - Plus d'informations que maintenant/plus d'informations sur les effets du tabac
- 03 - Des informations sur les façons de cesser de fumer
- 04 - Couvrent une plus grande partie du paquet/couvrent la moitié du paquet
- 05 - Des informations au dos du tiroir du paquet
- 06 - Plus de produits chimiques/plus d'ingrédients indiqués
- 07 - Des messages plus directs, plus forts
- 08 - Des couleurs/colorés
- 09 - Autre (**PRÉCISER**) _____
- 10 - NSP/PR

23. Si vous ne regardez pas en ce moment un paquet de cigarettes, et si on pense aux nouveaux messages sur la santé figurant sur les paquets de cigarettes, quels sont les messages dont vous vous souvenez précisément?

- 2 - Aucun
- 3 - NSP/PR

24. Et si vous ne regardez pas en ce moment un paquet de cigarettes, et si on pense aux nouveaux messages sur la santé figurant sur les paquets de cigarettes, quels sont les images, les illustrations ou les dessins dont vous vous souvenez précisément?

- 2 - Aucun
- 3 - NSP/PR

DEMANDER AUX FUMEURS SEULEMENT

25. Si on pense aux nouveaux messages sur la santé que vous avez vus sur des paquets de cigarettes, est-ce que ces messages ont été très efficaces, assez efficaces, pas très efficaces ou pas du tout efficaces dans chacun des domaines suivants?

LIRE EN ROTATION

- a) Vous amener à moins fumer
 - 1 - Très efficaces
 - 2 - Assez efficaces
 - 3 - Pas très efficaces
 - 4 - Pas du tout efficaces
 - 5 - NSP/PR
- b) Vous amener à fumer moins en présence des autres
- c) Vous donner davantage le désir d'arrêter de fumer
- d) Vous amener à essayer de cesser de fumer
- e) Vous informer sur les effets de la cigarette sur la santé

DEMANDER À TOUS

26. Si on pense en général aux nouveaux messages d'avertissement sur les paquets de cigarettes au Canada, est-ce que vous êtes fortement d'accord, plutôt d'accord, plutôt en désaccord ou fortement en désaccord avec chacun des énoncés suivants?

LIRE EN ROTATION

- a) Les messages sont exacts
 - 1 - Fortement d'accord
 - 2 - Plutôt d'accord
 - 3 - Plutôt en désaccord
 - 4 - Fortement en désaccord
 - 5 - NSP/PR
- b) Les messages vous donnent des informations importantes sur les effets que la cigarette a sur la santé

SUBSTANCES TOXIQUES

27. Encore une fois, disons que vous n'avez pas un paquet de cigarettes sous les yeux. Quel est ou quels sont les produits chimiques ou les substances toxiques, s'il y a lieu, qui sont présents dans la cigarette ou la fumée de cigarette? Est-ce qu'il y en a d'autres?

NE PAS LIRE. CODER TOUTES LES MENTIONS QUI S'APPLIQUENT

- 01 - 4-Aminobiphényl
- 02 - Ammoniac
- 03 - Arsenic
- 04 - Benzène
- 05 - Benzo[a]pyrène
- 06 - Cadmium
- 07 - Dioxyde de carbone
- 08 - Monoxyde de carbone
- 09 - Dioxines
- 10 - Formaldéhyde
- 11 - Cyanure d'hydrogène
- 12 - Plomb
- 13 - Nicotine
- 14 - Oxydes d'azote (dioxyde d'azote, oxyde nitrique)
- 15 - Nitrosamines
- 16 - Pesticides
- 17 - Phénols
- 18 - Goudron
- 19 - Aucun
- 20 - Autre (**PRÉCISER**) _____
- 21 - NSP/PR

28. Et encore une fois, disons que vous n'avez pas un paquet de cigarettes sous les yeux. Est-ce que vous pourriez nommer un produit chimique ou une substance toxique qui figure actuellement sur un paquet de cigarettes?

NE PAS LIRE. CODER TOUTES LES MENTIONS QUI S'APPLIQUENT

- 01 - Dioxyde de carbone
- 02 - Monoxyde de carbone
- 03 - Goudron
- 04 - Nicotine
- 05 - Formaldéhyde
- 06 - Benzène
- 07 - Cyanure d'hydrogène
- 08 - Aucun
- 09 - Autre (**PRÉCISER**) _____
- 10 - NSP/PR

29. Disons que vous n'avez pas un paquet de cigarettes sous les yeux en ce moment. Est-ce que vous pouvez vous souvenir d'autres informations sur les produits chimiques ou les substances toxiques qui figurent sur un paquet de cigarettes?

NE PAS LIRE. CODER TOUTES LES MENTIONS QUI S'APPLIQUENT.

- 1 - Quantité de produits chimiques (en général)
- 2 - Quantités précises de produits chimiques
- 3 - Fourchettes de quantités de produits chimiques
- 4 - Autre (**PRÉCISER**) _____
- 5 - Non
- 6 - NSP/PR

30. Quels sont les effets sur la santé ou les maladies spécifiques, s'il y a lieu, qui peuvent être causés par le cyanure d'hydrogène?

NE PAS LIRE - CODER TOUTES LES MENTIONS QUI S'APPLIQUENT

- 01 - Maux de tête
- 02 - Étourdissements
- 03 - Faiblesses
- 04 - Nausées
- 05 - Vertige
- 06 - Problèmes d'estomac
- 07 - Décès
- 08 - Aucun
- 09 - Autre (**PRÉCISER**) _____
- 10 - NSP/PR

RAPPEL/CONNAISSANCE DE LA PUBLICITÉ

31. Au cours des derniers jours ou des dernières semaines, est-ce que vous vous souvenez d'avoir vu des publicités télévisées sur les nouveaux messages d'avertissement au sujet de la santé sur les paquets de cigarettes?

- 1 - Oui/peut-être **PASSER À Q.32**
- 2 - Non
- 3 - NSP/PR

32. Quel est ou quels sont les messages télévisés dont vous vous souvenez? Est-ce que vous pouvez décrire des phrases ou des images ou d'autres détails de ces messages?

NE PAS LIRE. CODER TOUTES LES MENTIONS QUI S'APPLIQUENT.

- 01 - Images (en général)/paquets
- 02 - Images d'enfants/de parents
- 03 - Images de cerveau atteint/attaque d'apoplexie
- 04 - Images d'une cigarette courbée/impuissance
- 05 - Images de fumée/de mégots de cigarette
- 06 - C'est le temps de voir les cigarettes telles qu'elles sont vraiment
- 07 - Santé Canada
- 08 - Gouvernement du Canada
- 09 - Adresse d'un site web
- 10 - Numéro 1-800
- 11 - Autre (**PRÉCISER**) _____
- 12 - NSP/PR

33. D'après vous, qui a commandité ce ou ces messages?

NE PAS LIRE. CODER TOUTES LES MENTIONS QUI S'APPLIQUENT.

- 1 - Santé Canada
- 2 - Gouvernement du Canada
- 3 - Compagnies de tabac
- 4 - Groupes/organismes anti-tabac
- 5 - Autre (**PRÉCISER**) _____
- 6 - NSP/PR

34. Est-ce que vous pensez que ce ou ces messages réussit très efficacement, assez efficacement, pas très efficacement ou pas du tout efficacement à faire passer le message qu'il existe de nouveaux avertissements concernant la santé sur les paquets de cigarettes?

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

35. Est-ce que vous vous souvenez d'une information au sujet d'une adresse de site web dans ce ou ces messages?

NE PAS LIRE

- 1 - Oui/peut-être
- 2 - Non
- 3 - NSP/PR

36. Est-ce que vous vous souvenez d'une information au sujet d'un numéro 1-800 dans ce ou ces messages?

NE PAS LIRE

- 1 - Oui/peut-être
- 2 - Non
- 3 - NSP/PR

SI OUI À Q.35 OU Q.36, DEMANDER :

37. À un moment donné, est-ce que vous irez sur le site web ou est-ce que vous appellerez au numéro 1-800?

NE PAS LIRE

- 1 - Oui, ira/appellera
- 2 - Oui, est déjà allé/a appelé
- 3 - Ira/appellera peut-être
- 4 - Non, n'ira pas/n'appellera pas
- 5 - NSP/PR

DONNÉES DÉMOGRAPHIQUES

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

- 1 - PRÉCISER _____
- 2 - NSP/PR

39. Quel est le niveau de scolarité le plus élevé que vous avez atteint?

NE PAS LIRE

- 1 - Cours primaire ou moins
- 2 - Une partie du cours secondaire
- 3 - Le cours secondaire
- 4 - Une partie du cours collégial, du cours professionnel ou du cours technique (ou une partie du cégep)
- 5 - Le cours collégial, professionnel ou technique (ou le cégep)
- 6 - Une partie du cours universitaire (sans diplôme)
- 7 - Un baccalauréat
- 8 - Des études supérieures (maîtrise ou doctorat, terminé ou non)
- 9 - NSP/PR

40. Laquelle des catégories suivantes décrit le mieux votre statut d'emploi? Est-ce que vous êtes...?

LIRE

- 1 - Au travail à temps plein (30 heures par semaine ou plus)
- 2 - Au travail à temps partiel
- 3 - Sans emploi ou à la recherche d'un emploi
- 4 - Au foyer à temps plein (au foyer, aide sociale)
- 5 - Aux études
- 6 - À la retraite
- 7 - Autre
- 8 - NSP/PR

41. Est-ce que vous êtes...?

LIRE

- 1 - Marié ou vivant en couple
- 2 - Célibataire
- 3 - Veuf/veuve
- 4 - Séparé
- 5 - Divorcé
- 6 - NSP/PR

42. Est-ce qu'il y a dans votre foyer des enfants de moins de 18 ans?

- 1 - Oui
- 2 - Non
- 3 - NSP/PR

43. Laquelle des catégories suivantes correspond le mieux au revenu total de tous les membres de votre foyer et de vous-même, avant impôt, en 2000? Est-ce que c'est...?

LIRE

- 1 - Moins de 20 000 \$
- 2 - De 20 000 \$ à 39 999 \$
- 3 - De 40 000 \$ à 59 999 \$
- 4 - De 60 000 \$ à 79 999 \$
- 5 - De 80 000 \$ à 99 999 \$
- 6 - 100 000 \$ et plus
- 7 - Refus/NSP/PR

Nous pourrions continuer cette étude dans l'avenir. Est-ce que vous voudriez y participer?

- 1 - Oui/peut-être
- 2 - Non

SI OUI/PEUT-ÊTRE, INSCRIRE LE NOM ET LE NUMÉRO DE TÉLÉPHONE.

Au cas où mon superviseur voudrait vérifier cette entrevue, est-ce que vous pourriez me donner votre prénom ou vos initiales?

Et pour vérifier que j'ai bien composé le bon numéro, est-ce que je suis au :

- 1 - Oui
- 2 - Non

Si le numéro est inexact, inscrire le numéro de téléphone exact :

Si nous avons d'autres questions à poser, est-ce que nous pouvons vous rappeler?

- 1 - Oui
- 2 - Non

Merci beaucoup.
(Code de Santé Canada HC-005-315-0107)