



ENVIRONICS
RESEARCH GROUP

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WAVE 2 SURVEYS

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

SURVEY OF YOUTH

FINAL REPORT

Prepared for:
Health Canada

Prepared by:
Environics Research Group Limited

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1.0 INTRODUCTION

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

The survey 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 survey 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.

Where possible, the results of the new survey will be compared to the previous baseline survey of youth, which was conducted by Environics in December, 2000 prior to the introduction of the new health warning messages into the marketplace.

The survey of youth aged 12 to 18, which included youth smokers and non-smokers, is based on a sample size of 1,003. This survey was conducted between March 27 and April 9, 2001.

A survey based on a sample of 1,003 has a margin of error of approximately 3.1 percentage points, 19 times in 20.

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, seven percent of youth smoke cigarettes every day and six percent smoke occasionally. Older youth, especially those aged 17 to 18 years, are more likely than younger teens to say they smoke cigarettes every day.

Among non-smoking youth, 37 percent say they have at some time tried cigarette smoking, which includes just having a few puffs. Among non-smoking youth who have never tried smoking, not even a few puffs, seven percent say they have seriously thought about trying smoking. Among non-smoking youth, three percent say they might try smoking within the next month.

Of the youth sample, 13 percent are smokers and 87 percent are non-smokers. Of all youth, 36 percent can be classified as potential smokers. Potential smokers include any youth who say they have tried smoking, have seriously thought about smoking or think they might try smoking within the next month.

More than one in ten Canadian youth (14%) report having smoked at least 100 cigarettes in their life. This number is twice as high among older youth, aged 17 to 18 years.

Cigarette Consumption

	DEC 2000	MAR-APR 2001
Every day	11	7
Occasionally (less than every day)	6	6
Not at all	83	87

Q.1

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

Among youth smokers who smoke every day*, 25 percent report smoking more than 15 cigarettes per day, which includes one percent who say they smoke more than 25 cigarettes per day. Four in ten (40%) say they smoke between ten and 15 cigarettes per day. More than three in ten (35%) report smoking fewer than ten cigarettes per day.

Among youth smokers who smoke occasionally*, 89 percent report smoking fewer than ten cigarettes per day on the days that they smoke. Five percent smoke between ten and 15 cigarettes per day and only one percent smoke more than 15 cigarettes per day.

Among youth smokers, Players Light Regular Size (23%) is most often mentioned as their regular brand of cigarettes. Small proportions mention DuMaurier Regular Size (9%), Export "A" Medium Regular Size (6%), DuMaurier King Size (6%), DuMaurier Light King Size (6%), Export "A" Regular Size (5%) and DuMaurier Light Regular Size (5%). Twenty-eight percent mention some other brand.

When youth smokers are asked if they smoke any other brands of cigarettes, 56 percent say they do not smoke any other brand.

Cigarette Consumption Per Day Every Day Smokers

	DEC 2000	MAR-APR 2001
Less than 10 cigarettes per day	31	35
10 to 15 cigarettes per day	41	40
16 to 20 cigarettes per day	12	12
21 to 25 cigarettes per day	14	12
26 or more cigarettes per day	1	1

Q.6

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

Subsample: Smoke every day

Cigarette Consumption Per Day Occasional Smokers

	DEC 2000	MAR-APR 2001
Less than 10 cigarettes per day	92	89
10 to 15 cigarettes per day	7	5
16 or more cigarettes per day	1	1
dk/na	—	4

Q.7

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

Subsample: Smoke occasionally

* These numbers should be interpreted with caution, because of small sample sizes.

B. Quit Attempts and Potential Quitters

Six in ten youth smokers (61%) report having tried to quit smoking; about four in ten (38%) have not tried to quit.

Among youth smokers who have tried to quit smoking*, almost nine in ten (88%) say they have stopped smoking for a period of 24 hours at least once in the past year, in an attempt to quit. Only 12 percent say they have not attempted to quit smoking in the past year.

Quit Attempts Smokers

	DEC 2000	MAR-APR 2001
Yes	66	61
No	33	38
dk/na	—	1

Q.9

Have you ever tried to quit smoking?

Subsample: Smokers

Number of Times Tried to Quit Smoking Smokers

	DEC 2000	MAR-APR 2001
Once	21	15
Twice	15	26
Three times	20	10
More than three times	27	37
Not in the past year	15	12
dk/na	1	—

Q.10

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

* These numbers should be interpreted with caution, because of small sample sizes.

Five in ten youth smokers (50%) report they are now seriously thinking of quitting smoking; 49 percent say they are not.

Among youth smokers who are seriously thinking about quitting smoking*, four in ten (41%) say they will try to quit within the next 30 days. Fifty percent say they will try to quit within the next six months. Six percent say they will not try within the next six months and three percent don't know when they will try to quit.

Potential Quitters Smokers

	DEC 2000	MAR-APR 2001
Yes	57	50
No	42	49
dk/na	—	1

Q.11a

Are you now seriously thinking of quitting smoking?

Subsample: Smokers

Potential Quitters Smokers

	DEC 2000	MAR-APR 2001
Within the next 30 days	56	41
Within the next 6 months	28	50
Not within the next 6 months	12	6
dk/na	5	3

Q.11b

When do you think you will try to quit?

Subsample: Smokers who are seriously thinking of quitting smoking

* These numbers should be interpreted with caution, because of small sample sizes.

Among youth smokers who are seriously thinking about quitting smoking*, almost one-half say they would use will power or go cold turkey (46%) to try to quit smoking. About two in ten say they would use the nicotine patch (18%) or cut back gradually (16%). About one in ten say they would distract themselves (9%) or use nicotine gum (8%). Eleven percent mention other ways or methods and five percent offer no opinion.

Ways to Quit Smokers

	DEC 2000	MAR-APR 2001
Will power/cold turkey/just stop	54	46
Nicotine patch	9	18
Cut back gradually	10	16
Distract yourself	—	9
Nicotine gum	6	8
Chew gum/candy/food	4	3
Zyban	6	2
Avoid other smokers/situations involving smoking	5	2
More exercise/get physically fit	2	2
None/nothing	—	1
Other	9	2
dk/na	11	5

Q.11c

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

* These numbers should be interpreted with caution, because of small sample sizes.

3.0 HEALTH EFFECTS OF SMOKING

A. General and Top-of-mind Effects

Almost nine in ten youth (87%) think that cigarette smoking is a major health problem in Canada.

Another 11 percent think it is a minor problem.

Only one percent think it is not a health problem.

The current survey finds a slight increase since December in the number of youth who think that cigarette smoking is a major health problem in Canada.

The view that smoking is a major health problem is lower among youth smokers.

Smoking as a Health Problem

	DEC 2000	MAR-APR 2001
Major	84	87
Minor	13	11
Not a problem	2	1
dk/na	1	1

Q.12

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

When asked what specific human health effects or diseases can be caused by smoking cigarettes, youth are most likely to mention lung cancer (68%). Smaller proportions mention cancer in general (34%), heart attack/disease/angina (21%), oral cancer – tongue, lips, mouth, throat (14%), lung disease (13%), emphysema (10%) gum disease/tooth loss/mouth disease (6%) and respiratory problems/difficulty breathing/shortness of breath (5%). Forty percent mention other human health effects or diseases.

The current survey finds increases since December in the number of youth who mention lung cancer and heart attack/disease/angina and a slight decrease in the number who mention lung disease.

Older youth and youth smokers are more likely than others to mention emphysema. Youth smokers are also more likely than others to mention heart attack/disease/angina. Older youth are also more likely to mention oral cancer.

Health Effects of Smoking – Top-of-Mind

	DEC 2000	MAR-APR 2001
Cancer – lung	60	68
Cancer in general	35	34
Heart attack/disease/angina	17	21
Cancer – oral (tongue, lips, mouth, throat)	13	14
Lung disease/lungs (unspecified)	16	13
Emphysema	9	10
Gum disease/tooth loss/mouth disease	4	6
Respiratory problems/difficulty breathing/shortness of breath	5	5
Asthma	5	4
Stroke	2	4
Yellow teeth/fingers/effect on appearance	2	4
Brain damage/disease	1	3
Liver damage/disease	–	2
Blood circulation problems/blood clots	2	2
Poor physical condition/loss of energy	2	2
Bronchitis/chronic bronchitis	1	2
Cancer – other	1	2
Bad breath	1	2
Impotence/sexual dysfunction	*	2
Effect on the fetus/unborn child (general)	1	1
Smaller babies/reduced growth of babies during pregnancy	2	1
Premature birth/preterm birth	2	1
Death/premature death	2	1
Addiction	1	1
Cancer – breast	1	1
Wrinkles/premature aging	1	1
Second-hand smoke	*	1
High blood pressure	*	*
Air pollution/environmental damage	*	*
Allergies	*	*
Coughing	*	*
Gangrene	–	*
None	1	1
Other	4	3
dk/na	3	1

* Less than one percent

Q.13

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 where they have recently seen or heard information which talks about the health effects of smoking cigarettes, the largest proportion of youth mention television (56%). Smaller numbers mention school/university (44%), cigarette packages (29%), magazines (14%) and word of mouth/family/friends (10%). Twenty-eight percent mention other sources of information and five percent say nowhere.

The current survey finds a considerable increase since December in the number of youth who have seen or heard information about the health effects of smoking cigarettes on cigarette packages (up 16 points) and a smaller increase in the number who have seen this information on television. There have been slight decreases in the numbers who mention school/university and who say they have not seen this information anywhere.

Older youth, youth smokers and potential youth smokers are more likely to have seen this information on cigarette packages. Older youth and potential youth smokers are also more likely to mention television. Younger youth, aged 12 to 14 years, are more likely to mention school/university.

Sources of Information About Health Effects

	DEC 2000	MAR-APR 2001
Television	49	56
School/university	48	44
Cigarette packages	13	29
Magazines	16	14
Word of mouth/family/friends	11	10
Newspapers	6	7
Billboards	5	6
Radio	5	5
Internet/website	2	3
Doctor/doctor's office	3	2
News	2	2
Public areas and buildings	—	2
Workplace	*	1
Other tobacco product packages	1	*
Other	6	*
Nowhere	8	5
dk/na	3	3

* Less than one percent

Q.14

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 youth strongly agree that lung cancer (97%) can be caused by smoking cigarettes. Large majorities also strongly agree that smoking can cause heart disease (78%), throat cancer (77%), gum or mouth diseases (73%), asthma (70%), mouth cancer (69%) and premature death (67%). Smaller majorities strongly agree that smoking can cause smaller babies or reduced growth of babies during pregnancy (55%), wrinkles and premature aging (52%), chronic bronchitis (52%) and stroke (51%).

Fewer than half of youth strongly agree that smoking can cause emphysema (42%), premature birth or preterm birth (41%), blood clots (36%), miscarriages (35%), impotence in men (27%), stomach ulcers (24%), infertility (23%) and bladder cancer (19%). Only about one in ten strongly agree that smoking can cause multiple sclerosis (13%), arthritis (12%), Alzheimer's Disease (12%), acne (11%), hepatitis (10%) and gangrene (9%).

Specific Health Effects Caused by Smoking

	DEC 2000	MAR-APR 2001
Lung cancer		
Strongly agree	95	97
Somewhat agree	4	2
Somewhat disagree	1	*
Strongly disagree	1	1
dk/na	*	*
Heart disease		
Strongly agree	74	78
Somewhat agree	21	18
Somewhat disagree	2	2
Strongly disagree	2	1
dk/na	1	1
Throat cancer		
Strongly agree	75	77
Somewhat agree	18	17
Somewhat disagree	3	3
Strongly disagree	1	2
dk/na	2	1
Gum or mouth diseases		
Strongly agree	66	73
Somewhat agree	23	19
Somewhat disagree	5	3
Strongly disagree	4	2
dk/na	3	2
Asthma		
Strongly agree	67	70
Somewhat agree	22	21
Somewhat disagree	5	4
Strongly disagree	4	3
dk/na	1	1

* Less than one percent

Q.15

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 ...?

In general, there have been increases since December in the numbers of youth who strongly agree that smoking can cause a number of these health effects, particularly impotence in men (up 13 points), stroke (up seven points) and gum or mouth diseases (up seven points).

Among youth, girls are more likely than boys to strongly agree that smoking can cause miscarriages, wrinkles and premature aging, gum or mouth diseases, smaller babies or reduced growth of babies during pregnancy, premature birth or preterm birth and chronic bronchitis. Older youth are more likely to strongly agree that smoking can cause emphysema, impotence in men, asthma, mouth cancer, throat cancer, wrinkles and premature aging, infertility, gum or mouth disease and chronic bronchitis. Younger youth are more likely to strongly agree that smoking can cause bladder cancer and hepatitis.

Specific Health Effects Caused by Smoking

	DEC 2000	MAR-APR 2001
Mouth cancer		
Strongly agree	66	69
Somewhat agree	21	21
Somewhat disagree	6	4
Strongly disagree	4	3
dk/na	3	3
Premature death		
Strongly agree	63	67
Somewhat agree	23	21
Somewhat disagree	7	5
Strongly disagree	4	4
dk/na	3	3
Smaller babies or reduced growth of babies during pregnancy		
Strongly agree	51	55
Somewhat agree	29	29
Somewhat disagree	7	8
Strongly disagree	7	4
dk/na	6	4
Chronic bronchitis		
Strongly agree	51	52
Somewhat agree	30	28
Somewhat disagree	7	5
Strongly disagree	2	3
dk/na	10	11
Wrinkles and premature aging		
Strongly agree	50	52
Somewhat agree	25	25
Somewhat disagree	12	12
Strongly disagree	9	9
dk/na	4	3

Q.15

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?

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 to strongly agree that smoking can cause emphysema, impotence in men, mouth cancer, gum or mouth diseases and chronic bronchitis.

Potential smokers among youth are more likely to strongly agree that smoking can cause throat cancer and chronic bronchitis. Youth smokers are more likely than others to strongly agree that smoking can cause emphysema, impotence in men and chronic bronchitis but they are more likely to strongly disagree that smoking can cause blood clots, arthritis, impotence in men, stomach ulcers, miscarriages, bladder cancer, hepatitis, wrinkles and premature aging, acne, multiple sclerosis, Alzheimer's Disease and premature death.

Specific Health Effects Caused by Smoking

	DEC 2000	MAR-APR 2001
Stroke		
Strongly agree	44	51
Somewhat agree	30	26
Somewhat disagree	11	8
Strongly disagree	4	4
dk/na	11	12
Emphysema		
Strongly agree	37	42
Somewhat agree	24	21
Somewhat disagree	7	8
Strongly disagree	4	2
dk/na	27	28
Premature birth or preterm birth		
Strongly agree	42	41
Somewhat agree	30	34
Somewhat disagree	13	11
Strongly disagree	7	7
dk/na	7	7
Blood clots		
Strongly agree	34	36
Somewhat agree	35	37
Somewhat disagree	14	12
Strongly disagree	7	5
dk/na	10	9
Miscarriages		
Strongly agree	34	35
Somewhat agree	34	31
Somewhat disagree	14	13
Strongly disagree	8	8
dk/na	10	12

Q.15

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

	DEC 2000	MAR-APR 2001
Impotence in men		
Strongly agree	14	27
Somewhat agree	29	27
Somewhat disagree	18	16
Strongly disagree	15	11
dk/na	24	19
Stomach ulcers		
Strongly agree	23	24
Somewhat agree	36	36
Somewhat disagree	19	19
Strongly disagree	9	8
dk/na	13	13
Infertility		
Strongly agree	18	23
Somewhat agree	29	31
Somewhat disagree	17	18
Strongly disagree	12	9
dk/na	23	20
Bladder cancer		
Strongly agree	18	19
Somewhat agree	29	29
Somewhat disagree	26	25
Strongly disagree	16	15
dk/na	11	13
Multiple Sclerosis		
Strongly agree	14	13
Somewhat agree	27	29
Somewhat disagree	21	21
Strongly disagree	16	13
dk/na	22	24

Specific Health Effects Caused by Smoking

	DEC 2000	MAR-APR 2001
Arthritis		
Strongly agree	12	12
Somewhat agree	26	26
Somewhat disagree	29	29
Strongly disagree	25	22
dk/na	9	11
Alzheimer's Disease		
Strongly agree	11	12
Somewhat agree	27	25
Somewhat disagree	27	28
Strongly disagree	22	20
dk/na	13	15
Acne		
Strongly agree	11	11
Somewhat agree	23	24
Somewhat disagree	30	30
Strongly disagree	29	26
dk/na	7	9
Hepatitis		
Strongly agree	9	10
Somewhat agree	23	20
Somewhat disagree	27	29
Strongly disagree	26	25
dk/na	15	15
Gangrene		
Strongly agree	9	9
Somewhat agree	19	20
Somewhat disagree	19	19
Strongly disagree	20	20
dk/na	32	31

Q.15

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 youth strongly agree that second-hand smoke can cause asthma attacks in children (64%), lung cancer in non-smokers (60%), chest infections in children (53%) and bronchitis in children (50%). Fewer than half strongly agree that second-hand smoke can cause heart disease in non-smoking adults (40%), strokes in non-smoking adults (24%), SIDS (Sudden Infant Death Syndrome) or crib death (24%) and ear infections in children (14%). Only about one in ten strongly agree that second-hand smoke can cause multiple sclerosis (10%), Alzheimer's Disease, (8%) and arthritis (8%) in non-smoking adults.

In general, there have been essentially no changes in the numbers of youth who strongly agree that second-hand smoke can cause most of these health effects. However, there have been slight increases in the numbers who think second-hand smoke can cause lung cancer in non-smokers and strokes in non-smoking adults.

Specific Health Effects Caused by Second-Hand Smoke

	DEC 2000	MAR-APR 2001
Asthma attacks in children		
Strongly agree	64	64
Somewhat agree	25	27
Somewhat disagree	6	4
Strongly disagree	3	3
dk/na	2	1
Lung cancer in non-smokers		
Strongly agree	56	60
Somewhat agree	31	28
Somewhat disagree	7	6
Strongly disagree	5	5
dk/na	1	1
Chest infections in children		
Strongly agree	54	53
Somewhat agree	32	35
Somewhat disagree	7	6
Strongly disagree	3	4
dk/na	3	2
Bronchitis in children		
Strongly agree	49	50
Somewhat agree	34	35
Somewhat disagree	7	7
Strongly disagree	4	4
dk/na	7	5
Heart disease in non-smoking adults		
Strongly agree	38	40
Somewhat agree	38	39
Somewhat disagree	13	12
Strongly disagree	8	7
dk/na	3	2

Q.16

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?

Among youth, girls are more likely than boys to strongly agree that second-hand smoke can cause asthma attacks, chest infections and bronchitis in children. Older youth are more likely than others to strongly agree that second-hand smoke can cause chest infections and bronchitis in children.

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 to strongly agree that second-hand smoke can cause heart disease in non-smoking adults, lung cancer in non-smokers, and chest infections and bronchitis in children.

Youth smokers are more likely than others to strongly disagree that second-hand smoke can cause arthritis, strokes, multiple sclerosis or Alzheimer's Disease in non-smoking adults, ear infections in children and SIDS or crib death.

Specific Health Effects Caused by Second-Hand Smoke

	DEC 2000	MAR-APR 2001
Arthritis in non-smoking adults		
Strongly agree	7	8
Somewhat agree	20	21
Somewhat disagree	34	31
Strongly disagree	31	32
dk/na	7	9

Specific Health Effects Caused by Second-Hand Smoke

	DEC 2000	MAR-APR 2001
Strokes in non-smoking adults		
Strongly agree	20	24
Somewhat agree	37	38
Somewhat disagree	21	19
Strongly disagree	12	9
dk/na	10	10
SIDS (Sudden Infant Death Syndrome) or Crib Death		
Strongly agree	23	24
Somewhat agree	31	30
Somewhat disagree	16	19
Strongly disagree	15	11
dk/na	15	15
Ear infections in children		
Strongly agree	15	14
Somewhat agree	24	26
Somewhat disagree	28	30
Strongly disagree	24	23
dk/na	9	7
Multiple Sclerosis in non-smoking adults		
Strongly agree	9	10
Somewhat agree	25	26
Somewhat disagree	25	28
Strongly disagree	22	18
dk/na	19	18
Alzheimer's Disease in non-smoking adults		
Strongly agree	8	8
Somewhat agree	23	25
Somewhat disagree	30	29
Strongly disagree	27	27
dk/na	11	11

Q.16

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, six in ten youth (59%) offer no specific health effects or diseases that can be caused by hydrogen cyanide. Another 30 percent say hydrogen cyanide does not cause any health effects or diseases. Only 17 percent mention specific health effects or diseases.

The current survey finds increases in the numbers of youth who say hydrogen cyanide does not cause any health effects or diseases and who offer an opinion.

Health Effects Caused by Hydrogen Cyanide

	DEC 2000	MAR-APR 2001
Lung disease/cancer	2	4
Respiratory problems/loss of breath	1	3
Cancer – general	1	2
Death	3	2
Heart disease/attack/stroke	—	2
Headache	1	*
Stomach aches	*	*
None	24	30
Other	6	4
dk/na	66	59

* Less than one percent

Q.34

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 over six in ten of youth think tobacco use kills more Canadians each year than do suicides (64%), murders (60%), illegal drugs (59%), alcohol (57%), AIDS (51%) and car accidents (50%). Between one-third and half of youth believe that tobacco use kills fewer or the same number of Canadians each year as these other causes of death.

The current survey finds that there have been increases in the numbers of youth that think tobacco use kills more Canadians each year than do most of these other causes of death.

Boys are more likely than girls to think that tobacco use kills more Canadians each year than do any of these other causes of death. Those who have seen, read or heard about the new health warning messages on cigarette packages are also more likely to think that tobacco use kills more Canadians each year than do any of these other causes of death. Older youth, aged 17 to 18 years, are more likely than others to think that tobacco use kills more Canadians each year than do illegal drugs, AIDS or murders.

Causes of Death

	DEC 2000	MAR-APR 2001
Suicides		
More	61	64
Fewer	21	19
About the same number	15	14
dk/na	3	3
Murders		
More	57	60
Fewer	25	23
About the same number	16	16
dk/na	2	1
Illegal drugs		
More	52	59
Fewer	23	20
About the same number	23	20
dk/na	2	1
Alcohol		
More	51	57
Fewer	20	15
About the same number	27	27
dk/na	2	1
AIDS		
More	50	51
Fewer	26	24
About the same number	20	21
dk/na	4	3
Car accidents		
More	46	50
Fewer	28	27
About the same number	25	23
dk/na	1	1

Q.17

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 ...?

Potential youth smokers are more inclined than others to think tobacco use kills fewer Canadians each year than does AIDS. Youth smokers are slightly more likely than others to think tobacco use kills fewer Canadians each year than do alcohol, car accidents, suicides and murders.

Only 23 percent of youth correctly believe that approximately 45,000 Canadians die each year as a result of tobacco use. Four in ten (39%) pick a number lower than 45,000 and three in ten (32%) choose a number higher than 45,000.

The current survey finds an increase since December in the number of youth who correctly believe that approximately 45,000 Canadians die each year as a result of tobacco use.

Number of Canadians Who Die Each Year from Tobacco Use

	DEC 2000	MAR-APR 2001
1,000	5	3
5,000	8	7
10,000	1	1
15,000	11	11
25,000	20	17
45,000	18	23
50,000	2	2
75,000	15	15
100,000	15	15
None	*	—
Other	4	4
dk/na	2	1

* Less than one percent

Q.18

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 youth are asked what tips or advice they are aware of that might help someone quit smoking, the largest proportions mention medication/patch/Nicoderm/Zyban/stop smoking pill (29%) and warn of health effects (22%). Smaller proportions mention will power or cold turkey (14%), Nicotine gum/Nicorette (11%), chew gum/candy/food (10%), support groups/counselling/associations/family (6%), cut back gradually (6%), speak to a doctor (5%) and avoid situations where you would normally smoke (5%). Twenty-three percent mention other tips or advice. Eight percent say there is no way to help and 12 percent offer no opinion.

The current survey finds an increase in the number of youth who mention medication/patch/Nicoderm/Zyban/stop smoking pill and a slight increase in the number who offer an opinion.

Older youth and youth smokers are more likely than others to mention will power and chew gum/candy/food. Youth smokers are also more likely to mention Nicotine gum/Nicorette.

Quit Tips

	DEC 2000	MAR-APR 2001
Medication/patch/Nicoderm/ Zyban/stop smoking pill	23	29
Warn of health effects	22	22
Will power/cold turkey/just stop	14	14
Nicotine gum/Nicorette	5	11
Chew gum/candy/food	9	10
Support groups/counselling/associations/family	5	6
Cut back gradually	5	6
Speak to a doctor	5	5
Avoid situations where you would normally smoke (e.g., telephone/ coffee/bar, etc.)	4	5
Don't start	2	3
Keep active and busy	2	3
More education	3	2
Do something else/distract yourself	3	2
Be aware of hurting others/your children	2	2
Exercise	1	2
Waste of money/costs too much	1	2
Not attractive/yellow fingers/teeth	—	1
Advertising/media in general	—	1
Have a plan	2	1
Tell others your quit date	1	1
Drink water	*	1
Speak to a pharmacist	1	*
Write down reasons you are quitting	1	*
Delay smoking for ten minutes	*	*
Take a deep breath or two	*	*
None/no way to help	7	8
Other	8	2
dk/na	16	12

* Less than one percent

Q.19

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 number of youth (93%) say they have seen health warning messages on cigarette packages. Youth smokers (100%) express unanimous recall.

The current survey finds a two point increase since December in the number of youth who say they have seen health warning messages on cigarette packages.

Seven in ten youth (70%) 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. Almost three in ten (26%) say they have not.

The current survey finds a considerable increase, up 42 points, in the number of youth who have seen, read or heard about new health warning messages.

Older youth, especially those aged 17 to 18 years, youth smokers and potential youth smokers are more likely to be aware of new health warning messages.

Recall of Health Warning Messages on Cigarette Packages

	DEC 2000	MAR-APR 2001
Yes	91	93
No	9	7

Q.20

Have you ever seen health warning messages on cigarette packages?

Awareness of New Health Warning Messages

	DEC 2000*	MAR-APR 2001
Yes	28	70
Maybe	3	4
No	69	26

Q.21

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"*

Two-thirds of youth (66%) say they have seen the new health warning messages on cigarette packages themselves. One-third (33%) have not.

Older youth, youth smokers and potential youth smokers are more likely to say they have seen the new health warning messages on cigarette packages themselves.

Among youth smokers, three-quarters (74%) say they have seen the new health warning messages on their main brand of cigarettes. One-quarter (23%) have not.

Have Seen New Health Warning Messages on Cigarette Packages

March - April 2001

Yes	66
No	33
dk/na	1

Q.22

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	74
No	23
dk/na	3

Q.23

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

Subsample: Respondents who smoke

Fifteen percent of youth report that they look at or read health warning messages on cigarette packages several times a day and another 14 percent do this about once a day. Almost six in ten (58%) look at or read these health warning messages less frequently, including 22 percent who say they do this less than once a week. Thirteen percent say they never look at or read these health warning messages.

The current survey finds essentially no change in the number of youth who report looking at or reading health warning messages on cigarette packages several times a day.

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 24a into numbers and by using the numbers reported by those who say they read several times per day (reported in question 24b). 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 24b with a maximum of 25 (values over 25 were counted as 25). For the second calculation, we used the exact numbers in 24b 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 (smokers only). Using the first calculation, the number of "reads per day" is 1.19. Using the second calculation, the number of "reads per day" is 1.08.

Older youth, youth smokers and potential youth smokers are more likely than others to say they look at or read these health warning messages several times a day. 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 also more likely to say they look at or read these health warning messages several times a day.

Times Per Day Look at Health Warning Messages on Cigarette Packages

	DEC 2000	MAR-APR 2001
Several times a day	16	15
About once a day	14	14
Once every two or three days	14	18
About once a week	17	18
Less than once a week	25	22
Never	13	13
dk/na	*	*

* Less than one percent

Q.24a

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

Appearance of New Health Warning Messages on Cigarette Packages

March - April 2001

Pictures	53
More info./specific info about health effects of smoking	27
Colour/coloured	6
Tougher, stronger messages	5
Writing/text in general	4
Covers more of the package/50% of the package	3
Info. about how to quit	3
Graphics are gross/disgusting/horrible	3
Warnings/symbols in general	2
Box/rectangle/square/banner	2
Info. on back of the slide portion	1
Large lettering/font/bold/block print	1
More chemicals/ingredients listed	1
None/nothing	*
Other	3
dk/na	26

* Less than one percent

Q.25

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 the new health warning messages on cigarette packages in Canada look like (without looking at a cigarette package), the largest proportion of Canadian youth say they have pictures (53%). Almost three in ten (27%) say they have more information than before or more information about the health effects of smoking. Smaller numbers say they are in colour (6%) and have tougher, stronger messages (5%). Twenty-three percent mention some other aspect and 26 percent offer no opinion.

Older youth, particularly those aged 18 years, youth smokers and potential youth smokers are more likely to mention that the health warning messages on cigarette packages have pictures. 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.

When asked, top-of-mind, what specific new health warning messages they can remember seeing on cigarette packages in Canada (without looking at a cigarette package), the largest proportions of youth recall messages such as causes lung cancer (17%), harmful during pregnancies, harmful to fetus or low birth rate (15%), harmful to others/children (15%), death or premature death (14%) and impotence (14%). Smaller numbers recall messages such as cancer in general (10%), heart disease (8%) and lung disease (6%). Twenty-nine percent mention some other health warning message. One-third say none (25%) or offer no opinion (8%).

Older youth are more likely to recall specific health warning messages, such as harmful during pregnancies and impotence. Youth smokers are more likely to mention harmful to others/children and impotence. Potential youth smokers are more likely to recall messages such as causes lung cancer and impotence. Those who have seen, read or heard about the new health warning messages on cigarette packages, those who have seen these messages on cigarette packages themselves and those who have

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

Causes lung cancer	17
Harmful during pregnancies/harmful to fetus/ low birth rate	15
Harmful to others/to children	15
Death/premature death	14
Impotence	14
Cancer - in general	10
Heart disease	8
Lung disease	6
Mouth/gum disease	4
Premature birth/preterm birth	3
Addiction	3
Dangerous/bad for health	3
Stroke	2
Mouth cancer	2
Brain damage/disease	2
Disease - in general	1
Warning/health warning/stop smoking	1
Yellow teeth/gums/fingers	1
Graphics of cigarette package	1
None	25
Other	6
dk/na	8

Q.26

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?

seen these messages on their main brand of cigarettes are more likely to recall the message harmful to others/children. 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 also more likely to recall messages such as harmful during pregnancies and impotence.

When asked, top-of-mind, what pictures or 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 youth recall lungs or diseased lungs (27%). Smaller proportions recall images such as children, kids or babies (19%), bad, rotten or big teeth (16%), limp, broken or burning cigarette (14%), brain or diseased brain (10%), heart or diseased heart (10%), pregnant woman with cigarette (9%), mouth or diseased mouth (6%) and parents/mom/dad smoking (5%). Thirty-two percent recall other images or graphics. About three in ten say none (23%) or offer no opinion (5%).

Girls are more likely than boys to recall children, kids or babies and mouth or diseased mouth. Boys are more likely than girls to recall brain or diseased brain. Older youth are more likely to recall lungs or diseased lungs and heart or diseased heart.

Potential youth smokers are more likely to mention lungs or diseased lungs, children, kids or babies and bad, rotten or big teeth. Youth smokers and those who have seen, read or heard about the new health warning messages on cigarette packages, those who have seen these messages on cigarette packages themselves and those who have seen these messages on their main brand of cigarettes are more likely to recall specific images or graphics, such as lungs or diseased lungs, children, kids or babies, bad, rotten or big teeth, limp, broken or burning cigarettes, brain or diseased brain, heart or diseased heart and pregnant woman with cigarette.

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

Lung disease/lungs	27
Children/kids/babies	19
Bad/rotten/big teeth	16
Limp/broken/burning cigarettes	14
Brain/diseased brain	10
Heart/diseased heart	10
Pregnant women/with cigarettes	9
Mouth/diseased mouth	6
Parents/mom/dad smoking	5
Gums/diseased gums	4
Dirty/full ashtray	4
Lung cancer	3
Impotence	3
Warnings/symbols	2
Respirators/people on breathing machines	2
Graphics of cigarette package	2
Throat/throat diseases	1
Mouth cancer	1
People sick/coughing/choking	1
Arteries/clogged arteries/clot	1
Stroke	1
Bar charts/graphs/statistics	1
None	23
Other	6
dk/na	5

Q.27

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 youth smokers, four in ten (39%) 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 three in ten (27%) say that these new messages have been very effective in increasing their desire to quit smoking. About two in ten say that these new messages have been very effective in getting them to smoke less (19%), in getting them to smoke less around others than they used to (17%) and in getting them to try to quit smoking (17%).

Combining the numbers who say very and somewhat effective, 74 percent of youth say the new labels have been effective overall in informing them about health effects and 56 percent say they have been effective in increasing their desire to quit smoking. Half say they have been effective in getting them to try to quit (50%) and in getting them to smoke less (47%). Four in ten say they have been effective in getting them to smoke less around others than they used to (44%).

Impact of New Messages

Smokers March - April 2001

Informing you about the health effects of cigarette smoking

Very effective	39
Somewhat effective	35
Not very effective	11
Not at all effective	14
dk/na	1

Increasing your desire to quit smoking

Very effective	27
Somewhat effective	29
Not very effective	19
Not at all effective	24
dk/na	1

Getting you to smoke less

Very effective	19
Somewhat effective	28
Not very effective	25
Not at all effective	28
dk/na	1

Getting you to try to quit smoking

Very effective	17
Somewhat effective	33
Not very effective	18
Not at all effective	31
dk/na	1

Getting you to smoke less around others than you used to

Very effective	17
Somewhat effective	27
Not very effective	19
Not at all effective	36
dk/na	1

Q.28

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

Seven in ten youth strongly agree that the new health warning messages on cigarette packages provide them with important information about the health effects of smoking cigarettes (71%) and are accurate (70%). Almost all youth agree in total that the messages provide important information (92%) and that the messages are accurate (91%).

Potential youth smokers and 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 to strongly agree with both these assessments. Older youth are more likely to strongly agree that the messages are accurate.

d. Comparison of New and Old Messages

When youth are asked to compare the new health messages on cigarette packages to the old health warning messages, about eight in ten say that the new messages are more effective than the old in informing them about the health effects of smoking (80%) and in encouraging them not to take up smoking (76%). Fewer than one in ten each think the old messages are more effective in these two areas.

Youth smokers and those who have seen, read or heard about the new health warning messages on cigarette packages, those who have seen these messages on cigarette packages themselves and those who have seen these messages on their main brand of cigarettes are more likely to think the new health warning messages on cigarette packages are more effective than the old health warning messages in both these areas.

Assessment of New Messages

March - April 2001

The messages provide you with important information about the health effects of smoking cigarettes

Strongly agree	71
Somewhat agree	21
Somewhat disagree	3
Strongly disagree	2
dk/na	3

The messages are accurate

Strongly agree	70
Somewhat agree	21
Somewhat disagree	2
Strongly disagree	2
dk/na	5

Q.29

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 ...?

Comparison of New and Old Messages

March - April 2001

Informing you about the health effects of smoking

New message	80
Old message	5
Both/neither	4
dk/na	11

Encourage you not to take up smoking

New message	76
Old message	6
Both/neither	7
dk/na	11

Q.30

Compare the new health messages on cigarette packages to the old health warning messages. Which do you think is more effective in ...?

{N=966}

7.0 TOXIC SUBSTANCES

When youth are asked, top-of mind what, if any, chemicals or toxic substances they can name that are in cigarettes or cigarette smoke, the largest proportions mention nicotine (47%) and tar (42%). About one in ten mention tobacco (13%) and carbon monoxide (12%). Thirty-six percent mention other toxic substances. Seven percent say there are no chemicals or toxic substances in cigarettes or cigarette smoke and 15 percent offer no opinion.

The current survey finds a decrease in the number of youth who mention tar.

Boys are more likely than girls to mention nicotine and tar. Older youth, aged 15 to 18 years, and youth smokers are more likely than others to mention nicotine, tar and carbon monoxide. Younger youth, aged 12 to 14 years, are more likely to mention tobacco.

Potential youth smokers and 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 are more likely to mention tar.

Toxic Substances in Cigarettes

	DEC 2000	MAR-APR 2001
Nicotine	48	47
Tar	48	42
Tobacco	9	13
Carbon monoxide	10	12
Poison/rat poison/strychnine/arsenic/cyanide**	4	5
Carbon dioxide	4	4
Arsenic	3	4
Type of fuel/gasoline/kerosene/jet fuel/ rocket fuel	1	2
Ammonia	1	2
Hydrogen cyanide	*	2
Formaldehyde	1	1
Pesticides	2	1
Nail polish remover	1	1
Chemicals/gases/toxins – in general	2	1
Carbon	—	1
Benzene	1	1
Lead	1	1
Nitrogen oxides (nitrogen dioxide, nitric oxide)	*	1
4-Aminobiphenyl	*	*
Cadmium	*	*
Benzo[a]pyrene	*	*
Phenols	*	*
Dioxins	—	*
Nitrosamines	*	*
None	4	7
Other	9	9
dk/na	18	15

* Less than one percent

** In Dec 2000 "Poison/rat poison/strychnine/arsenic" only

Q.31

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?

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 youth mention nicotine (23%) and tar (21%). Seven percent mention carbon monoxide. Nine percent mention some other toxic substance. Thirty percent say there are no chemicals or toxic substances currently listed on cigarette packages and 34 percent offer no opinion.

The current survey finds increases in the number of youth who say there are no chemicals or toxic substances currently listed on cigarette packages and in the number who offer an opinion.

Boys are more likely than girls to mention nicotine and tar. Older youth, particularly those aged 18 years, youth smokers, potential youth smokers and 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 are more likely mention nicotine, tar and carbon monoxide.

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), more than one-half of youth (54%) say there is no other information on these topics on cigarette packages. Another 34 percent offer no opinion. Small numbers say that cigarette packages list amounts of chemicals in general (6%), Surgeon General's warnings/messages of health hazards (3%) and specific amounts of chemicals (2%).

The current survey finds increases in the number of youth who say there is no other information about chemicals or toxic substances that are listed on cigarette packages and in the number who offer an opinion.

Youth smokers are more likely than youth in general to express an opinion and are more likely to mention that cigarette packages list amounts of chemicals.

Toxic Substances Listed on Cigarette Packages

	DEC 2000	MAR-APR 2001
Nicotine	23	23
Tar	21	21
Carbon monoxide	8	7
Tobacco	3	4
Carbon dioxide	2	2
Hydrogen cyanide	*	1
Formaldehyde	*	*
Benzene	*	*
None	22	30
Other	1	2
dk/na	43	34

* Less than one percent

Q.32

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

Other Information About Toxic Substances Listed on Cigarette Packages

	DEC 2000	MAR-APR 2001
Amounts of chemicals (general)	7	6
Surgeon General's warnings/messages of health hazards	1	3
Specific amounts of chemicals	3	2
Nicotine	—	1
Range of amounts of chemicals	1	*
None	47	54
Other	2	2
dk/na	40	34

* Less than one percent

Q.33

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

More than four in ten youth (45%) say they have seen television ads in the last few days or weeks about the new health warning labels on cigarette packages.

Boys, youth smokers, potential youth smokers and those who have seen, read or heard about the new health warning messages on cigarette packages, those who have seen these messages on cigarette packages themselves and those who have seen these messages on their main brand of cigarettes are more likely to say they have seen television ads about the new health warning messages on cigarette packages.

Among youth who have seen television ads about the new health warning labels on cigarette packages, the largest proportions recall ads with phrases or images, such as pictures of children/parents (23%) and pictures in general or packages (23%). Smaller numbers recall ads with phrases or images such as what cigarettes can cause (12%), pictures of bent cigarette/impotence (8%), lungs or breathing (6%) and anti-smoking or bad for you (6%). Four in ten (38%) recall other images. Two in ten (21%) offer no opinion.

Older youth, particularly those aged 18 years, potential youth smokers and 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 to recall pictures of children/parents. Older youth and those who have seen health warning messages on cigarette packages themselves are more likely to recall pictures in general or packages. Younger youth, aged 12 to 14 years, are more likely to recall phrases or images such as what cigarettes can cause and anti-smoking or bad for you.

Awareness of Television Ads

March-April 2001

Yes	45
No	55
dk/na	1

Q.35

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

Recall of Television Ads

March-April 2001

Pictures of children/parents	23
Pictures (general)/packages	23
What cigarettes can cause	12
Pictures of bent cigarettes/impotence	8
Lungs/breathing	6
Anti-smoking/bad for you	6
It's time to see cigarettes for what they really are	4
Pictures of fumes/cigarette butt	4
General content	4
Pictures of diseased brain/stroke	4
Pregnancy issues/pregnant woman	3
Youth prevention	3
What is in cigarettes	2
Loss of loved ones	2
Government of Canada	2
Lady with a hole in her throat	2
Second-hand smoke	2
Health Canada	1
Teeth	1
None/nothing	*
Other	4
dk/na	21

* Less than one percent

Q.36

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 Ads

Among youth who have seen television ads about the new health warning labels on cigarette packages, the largest proportion (36%) think these ads are sponsored by the Government of Canada and about three in ten (26%) think they are sponsored by Health Canada. Smaller numbers think these ads are sponsored by tobacco companies (7%), health associations/health or medical sector (4%) and anti-smoking groups or organizations (4%). Seven percent mention some other organization. Twenty-four percent offer no opinion.

Boys, those aged 17 to 18 and those who have seen, read or heard about the new health warning messages on cigarette packages are more likely to mention the Government of Canada. Potential youth smokers and 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 to mention Health Canada.

C. Effectiveness of Ads

Among youth who have seen television ads about the new health warning labels on cigarette packages, more than one-third (36%) say these ads are very effective in getting out the message that there are new health warning labels on cigarette packages. Overall, 82 percent think the ads have been effective in this regard.

Girls and those who have seen, read or heard about the new health warning messages on cigarette packages are more likely to say these television ads have been very effective in getting out the message that there are new health warning labels on cigarette packages.

Sponsor of Television Ads

March-April 2001

Government of Canada	36
Health Canada	26
Tobacco companies	7
Health associations/health/medical sector	4
Anti-smoking groups/organizations	4
Provincial governments	2
Government in general	1
Media	1
Other	3
dk/na	24

Q.37

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

Very effective	36
Somewhat effective	46
Not very effective	14
Not at all effective	4
dk/na	1

Q.38

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 youth who have seen television ads about the new health warning labels on cigarette packages, 21 percent say they remember information about a 1-800 number in these ads. Nine percent say they remember information about a website address.

Among the small number of Canadian youth who have seen these ads and recall information about a website and/or 1-800 telephone number, 12 percent say they will visit the website or call the 1-800 number and 17 percent say they may do this. Two percent say they have already visited the website or called the 1-800 number. Sixty-eight percent say they will not.

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

Yes/maybe	21
No	78
dk/na	*

* Less than one percent

Q.40

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

Yes/maybe	9
No	91

Q.39

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

Yes, will visit/call	12
Yes, already have visited/called	2
May contact	17
No, will not	68
dk/na	1

Q.41

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 and who remember information about a website address and/or a 1-800 number in these ads

SURVEY METHODS

The results of the survey are based on questions asked to 1,003 youth between 12 and 18 years of age, living within the ten provinces of Canada. The survey was conducted by telephone from March 27 to April 9, 2001.

SAMPLE SELECTION

The sampling method was designed to complete approximately 1,000 interviews with youths between 12 and 18 years of age in the ten provinces, proportionate to the incidence of youths of these ages in each province relative to the incidence of youth in the population of Canada. Using population data, the relative proportions of youths of each of these ages in the populations of each province were derived and used as the basis of the sampling frame.

The actual sample is distributed as follows.

	WEIGHTED N	UNWEIGHTED N	MARGIN OF ERROR
Atlantic Region	82	80	10.9
Quebec	253	248	6.2
Ontario	375	371	5.1
Manitoba/ Saskatchewan	71	74	11.4
Alberta	91	99	9.8
British Columbia	131	131	8.6
Total	1,003	1,003	3.1

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 34,048 telephone numbers were drawn. From within each household contacted, respondents between 12 and 18 years of age 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 eligible 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 Environics' 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 1,003 interviews were completed. The margin of error for a sample of 1,003 is +/- 3.1 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 1,003 interviews.

Number of calls	34,048
Household not eligible	11,047
Non-residential/not in service	10,848
Language barrier	547
Subtotal	22,442
New Base (34,048-22,442)	11,606
No answer/line busy/ respondent not available	6,722
Refusals	3,822
Mid-interview refusals	59
Subtotal	22,442
Net Completions (11,606-10,603)	1,003

QUESTIONNAIRES



ENVIRONICS
RESEARCH GROUP

Survey of Youth - Wave 2
PN4893
Questionnaire - Draft 2

INTRODUCTION FOR YOUTH SURVEY

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. In this survey we are speaking to people between 12 and 18 years old.

- A. May I please speak to the person in your household who is between 12 and 18 years old who 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

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

1 - Male

2 - Female

- D. Language of survey

1 - English

2 - French

E. How old are you?

- | | | |
|-----------|---|------------------|
| 1 - 12 | } | GO TO Q.1 |
| 2 - 13 | | |
| 3 - 14 | | |
| 4 - 15 | | |
| 5 - 16 | | |
| 6 - 17 | | |
| 7 - 18 | } | ASK Q.F |
| 8 - DK/NA | | |

F. To what age group do you belong?

- 1 - 12 to 14 years old
- 2 - 15 to 18 years old
- 3 - DK/NA

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 - GO TO Q.5 |
| 2 - Occasionally (less than every day) | SMOKER - GO TO Q.5 |
| 3 - Not at all | NON- SMOKER - GO TO Q.2 |
| 4 - DK/NA | NON- SMOKER - GO TO Q.2 |

ASK ALL NON-SMOKERS

2. Have you ever tried cigarette smoking, even just a few puffs?

- | | |
|-----------|--------------------|
| 1 - Yes | SKIP TO Q.4 |
| 2 - No | GO TO Q.3 |
| 3 - DK/NA | GO TO Q.3 |

IF RESPONDENT HAS NOT EVER TRIED SMOKING IN Q.2 OR DK/NA, ASK:

3. Have you ever seriously thought about trying smoking?

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

ASK ALL NON-SMOKERS

4. Do you think you might try smoking within the next month?

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

ASK ALL

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

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

NON- SMOKERS GO TO Q.12

IF SMOKE EVERY DAY, ASK:

6. 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

--	--

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

2 - DK/NA

IF SMOKE OCCASIONALLY, ASK:

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

--	--

cigarettes per day

2 - DK/NA

8. 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**

- 8a)
- 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

- 8b)
- 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

9. Have you ever tried to quit smoking?

1 - Yes

2 - No **GO TO Q.11**

3 - DK/NA **GO TO Q.11**

10. 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

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

1 - Yes

2 - No **GO TO Q.12**

3 - DK/NA **GO TO Q.12**

IF YES TO Q.11(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.11(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

HEALTH EFFECTS

ASK ALL

12. 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

13. 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

14. 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

15. 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
- 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

16. 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

17. 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

18. 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

- 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

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

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

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

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

21. 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

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

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

23. **IF SMOKER ASK:** Have you seen any of the new health warning messages on [main brand – Q8a]?

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

24. 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
- 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

ASK (b)

IF CODE 1 IN Q.24(a), ASK:

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

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

6

25. 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

26. 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

27. 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

ASK SMOKERS ONLY

28. 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

29. 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
30. Compare the new health messages on cigarette packages to the old health warning messages, which do you think is more effective in...
- a) informing you about the health effects of smoking?
- 1 - New messages
 - 2 - Old messages
- #### VOLUNTEERED
- 3 - Both equally
 - 4 - Neither
 - 5 - DK/NA
- b) encouraging you not to take up smoking?

TOXIC SUBSTANCES

31. 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. *b*

- 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

32. 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

33. 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 - No
- 6 - DK/NA

34. 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

35. 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.36**
- 2 - No
- 3 - DK/NA

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

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

37. 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

38. 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

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

DO NOT READ

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

40. 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.39 OR Q.40, ASK:

41. 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

Now I would like to get some information to help us group your answers with others which we will receive in this survey.

42. Are you currently attending school full or part-time?

- | | |
|------------------------------|-------------------|
| 1 - yes, in school full-time | GO TO Q.43 |
| 2 - yes, in school part-time | GO TO Q.43 |
| 3 - No, not in school | GO TO Q.45 |
| 4 - DK/NA | GO TO Q.46 |

IF IN SCHOOL, ASK:

43. How would you describe the marks you get in school? Do you generally get above average marks, average marks or below average marks?

- 1 - Above average marks
- 2 - Average marks
- 3 - Below average marks
- DO NOT READ**
- 4 - Depends/Mixture
- 5 - DK/NA

IF IN SCHOOL, ASK:

44. What grade or level are you in school?

DO NOT READ

- 01 - Grades 1-5
- 02 - Grade 6
- 03 - Grade 7
- 04 - Grade 8
- 05 - Grade 9
- 06 - Grade 10
- 07 - Grade 11
- 08 - Grade 12
- 09 - Grade 13/OAC
- 10 - Community college, vocational trade school or CEGEP (not completed)
- 11 - Completed community college, vocational trade school or CEGEP
- 12 - University (no degree)
- 13 - Completed university (Bachelor's degree)
- 14 - Post-graduate university (Master's, Ph.D., completed or not)
- 15 - DK/NA

IF NOT IN SCHOOL, ASK:

45. What is the highest grade or level of education that you have reached?

DO NOT READ

- 01 - Grades 1-5
- 02 - Grade 6
- 03 - Grade 7
- 04 - Grade 8
- 05 - Grade 9
- 06 - Grade 10
- 07 - Grade 11
- 08 - Grade 12
- 09 - Grade 13/OAC
- 10 - Community college, vocational trade school or CEGEP (not completed)
- 11 - Completed community college, vocational trade school or CEGEP
- 12 - University (no degree)
- 13 - Completed university (Bachelor's degree)
- 14 - Post-graduate university (Master's, Ph.D., completed or not)
- 15 - DK/NA

ASK ALL

46. What is the highest level of education that either of your parents have reached?

INTERVIEWER NOTE: CODE RESPONSE FOR WHICH EVER PARENT HAS THE HIGHER LEVEL OF EDUCATION. 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

47. Do you have a job for which you get paid? (For example baby-sitting, cutting lawns, delivering newspapers, working in a store, etc.)

READ

- 1 - Yes, have a job
- 2 - No, have no job
- 3 - DK/NA

48. About how much spending money do you get a week from all sources?

PROBE FOR APPROXIMATE DOLLAR FIGURE

\$ _____
2 - DK/NA

49. Are you ... **READ**

- 1 - Living with both parents
- 2 - Living with one parent
- 3 - Living with someone else, or
- 4 - Living alone
- 5 - DK/NA

50. 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: _____.

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)



ENVIRONICS
RESEARCH GROUP

**Sondage mené auprès des jeunes
PN4893
French Questionnaire**

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. Pour ce sondage nous parlons à des jeunes entre 12 et 18 ans.

- A. Est-ce que je pourrais parler à la personne de votre foyer qui a entre 12 et 18 ans 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

- 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

E. Quel âge avez-vous?

- | | | |
|------------|---|---------------------|
| 1 - 12 | } | PASSER À Q.1 |
| 2 - 13 | | |
| 3 - 14 | | |
| 4 - 15 | | |
| 5 - 16 | | |
| 6 - 17 | | |
| 7 - 18 | | |
| 8 - NSP/PR | | DEMANDER Q.F |

F. De quel groupe d'âge appartenez-vous?

- 1 - 12 de 14 ans
- 2 - 15 de 18 ans
- 3 - NSP/PR

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 – PASSER À Q.5 |
| 2 - À l'occasion (pas tous les jours) | FUMEUR – PASSER À Q.5 |
| 3 - Jamais | NON-FUMEUR – PASSER À Q.2 |
| 4 - NSP/PR | NON-FUMEUR – PASSER À Q.2 |

DEMANDER À TOUS LES NON-FUMEURS

2. Est-ce que vous avez déjà essayé la cigarette, même juste quelques bouffées?

- | | |
|------------|---------------------|
| 1 - Oui | PASSER À Q.4 |
| 2 - Non | PASSER À Q.3 |
| 3 - NSP/PR | PASSER À Q.3 |

SI LE RÉPONDANT N'A JAMAIS ESSAYÉ LA CIGARETTE À Q.2, OU NSP/PR, DEMANDER :

3. Avez-vous déjà sérieusement pensé à essayer la cigarette?

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

DEMANDER À TOUS LES NON-FUMEURS

4. Est-ce que vous pensez que vous pourriez essayer la cigarette d'ici un mois?

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

DEMANDER À TOUS

5. 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.12

SI FUME TOUS LES JOURS, DEMANDER :

6. 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 :

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

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

2 - NSP/PR

8. 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.**

- 8a) 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

- 8b) 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

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

- 1 - Oui
 2 - Non **PASSER À Q.11**
 3 - NSP/PR **PASSER À Q.11**

10. 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

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

- 1 - Oui
- 2 - Non **PASSER À Q.12**
- 3 - NSP/PR **PASSER À Q.12**

SI OUI À Q.11(a), DEMANDER Ý:

- b) À quel moment envisagerez-vous d'essayiez 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.11(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

12. 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

13. 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

14. 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

15. 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

16. Voici maintenant une liste d'effets et de maladies qui touchent les non-fumeurs et qui peuvent être ou non causées 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

17. 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) 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

18. 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

19. 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 - Prenez 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

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

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

21. 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

22. 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

23. **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

24. 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.24a), DEMANDER :

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

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

25. 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

26. 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

27. 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

28. 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

29. 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

30. Si vous comparez les nouveaux messages d'avertissement pour la santé qu'on voit sur les paquets de cigarettes et les anciens messages d'avertissement, lesquels réussissent le plus efficacement, d'après vous...

a) à vous informer sur les effets de la cigarette sur la santé?

- 1 - Les nouveaux messages
- 2 - Les anciens messages
- NON SUGGÉRÉ
- 3 - Les deux également
- 4 - Ni l'un ni l'autre
- 5 - NSP/PR

b) à vous encourager à ne pas commencer à fumer?

SUBSTANCES TOXIQUES

31. 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-Aminobiphényle
- 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

32. 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

33. 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

34. 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

35. 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.36**
2 - Non
3 - NSP/PR

36. 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

37. 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

38. 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

39. 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

40. 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.39 OU Q.40, DEMANDER :

41. 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

DEMANDER À TOUS

Maintenant, j'aurais besoin de quelques informations pour nous aider à regrouper vos réponses à celle des autres personnes qui vont répondre à ce sondage.

42. Est-ce que vous êtes actuellement aux études à temps plein ou à temps partiel?

- | | |
|-------------------------------------|----------------------|
| 1 - Oui, aux études à temps plein | PASSER À Q.43 |
| 2 - Oui, aux études à temps partiel | PASSER À Q.43 |
| 3 - Non, n'est pas aux études | PASSER À Q.45 |
| 4 - NSP/PR | PASSER À Q.46 |

SI AUX ÉTUDES, DEMANDER :

43. Comment décririez-vous vos résultats scolaires? Est-ce que vous obtenez en général des résultats au-dessus de la moyenne, des résultats dans la moyenne ou des résultats en dessous de la moyenne?

- 1 - Résultats au-dessus de la moyenne
- 2 - Résultats dans la moyenne
- 3 - Résultats en dessous de la moyenne

NE PAS LIRE

- 4 - Ça dépend/combinaison
- 5 - NSP/PR

SI AUX ÉTUDES, DEMANDER :

44. En quelle année d'études êtes-vous?

NE PAS LIRE

- 01 - Primaire à cinquième année
- 02 - Sixième année
- 03 - Secondaire un
- 04 - Secondaire deux
- 05 - Secondaire trois
- 06 - Secondaire quatre
- 07 - Secondaire cinq
- 10 - Une partie du cours collégial, du cours professionnel ou du cours technique (ou une partie du cégep)
- 11 - Le cours collégial, professionnel ou technique (ou le cégep)
- 12 - Une partie du cours universitaire (sans diplôme)
- 13 - Un baccalauréat
- 14 - Des études supérieures (maîtrise ou doctorat, terminé ou non)
- 15 - NSP/PR

SI N'EST PAS AUX ÉTUDES, DEMANDER :

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

NE PAS LIRE

- 01 – Primaire à cinquième année
- 02 – Sixième année
- 03 – Secondaire un
- 04 – Secondaire deux
- 05 – Secondaire trois
- 06 – Secondaire quatre
- 07 – Secondaire cinq
- 10 – Une partie du cours collégial, du cours professionnel ou du cours technique (ou une partie du cégep)
- 11 – Le cours collégial, professionnel ou technique (ou le cégep)
- 12 – Une partie du cours universitaire (sans diplôme)
- 13 – Un baccalauréat
- 14 – Des études supérieures (maîtrise ou doctorat, terminé ou non)
- 15 – NSP/PR

DEMANDER À TOUS

46. Quel est le degré d'instruction le plus élevé que l'un ou l'autre de vos parents a atteint?

NOTE À L'INTERVIEWEUR : CODER LA RÉPONSE EN FONCTION DU PARENT QUI A ATTEINT LE DEGRÉ D'INSTRUCTION LE PLUS ÉLEVÉ. 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

47. Est-ce que vous avez un emploi payé? (Comme garder des enfants, tondre le gazon, distribuer des journaux, travailler dans un magasin, etc.)

- 1 – Oui, a un emploi
- 2 – Non, n'a pas d'emploi
- 3 – NSP/PR

48. Environ combien d'argent avez-vous par semaine pour vos dépenses, peu importe la source?
SONDER POUR OBTENIR UN MONTANT APPROXIMATIF EN DOLLARS

\$ _____

2 - NSP/PR

49. Est-ce que vous vivez...

LIRE LA LISTE

- 1 - Avec vos deux parents
- 2 - Avec un de vos parents
- 3 - Avec quelqu'un d'autre
- 4 - Seul
- 5 - NSP/PR

50. 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)