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Anti-Tobacco Benchmark Survey

SURVEY OF CANADIAN YOUTH

FINAL REPORT

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Prepared by:

Environics Research Group

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1.0 INTRODUCTION AND SUMMARY

In the fall of 2001, Health Canada retained Environics Research Group Limited to conduct benchmark survey research among adult Canadians, both smokers and non-smokers, and among young Canadians aged 12 to 18 years. This research examined current behaviours, knowledge and perceptions relating to smoking, tobacco companies, light and mild cigarettes, government regulation of tobacco products and anti-tobacco advertising.

Smoking is the leading cause of death and illness in Canada. Health Canada's Tobacco Control Strategy involves campaigns to support and encourage smokers to quit and to prevent youth from taking up smoking. Its objectives include prevention, cessation, holding the tobacco industry accountable, denormalization of tobacco use, introduction of new messages, and provision of new information.

Health Canada identified the need for a baseline survey of the general population, smokers and youth before initiating its advertising campaign. Thus, the goals of the survey were:

- To determine behavioural patterns, awareness, attitudes and beliefs
- To establish benchmarks on a variety of topics related to the Tobacco Control Strategy
- To provide recommendations on social marketing implications

This report summarizes the findings of the survey of Canadian youth. A survey of Canadian adults was conducted separately and is discussed under separate cover.

The topics addressed in this survey included:

- Smoking behaviour measures
- Potential smokers among youth
- Quit attempts/intentions
- Attitudes about smoking
- Health effects
- Attitudes toward tobacco industry
- Perceptions of light and mild cigarettes
- Government regulation of cigarettes and smoking
- Advertising recall
- Credibility of sources
- Information seeking
- Demographics

The survey was conducted with 1,003 youth between 12 and 18 years of age living within the ten provinces of Canada. The survey was conducted nationally, in English and French, by telephone between September 25 to October 3, 2001. The margin of error for a sample of this size is approximately ± 3.1 percentage points, 19 times in 20. The margins are wider for regional, demographic and attitudinal subsamples.

2.0 SMOKING STATUS

Smoking Behaviour

One in ten youth are regular smokers; seven percent are occasional smokers. Almost four in ten non-smokers can be considered potential smokers.

One in ten youth (11%) smoke cigarettes every day and seven 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. Youth who are not living with both parents, those living with a parent who smokes, those who have a job and those living in the Atlantic provinces, Quebec and Alberta are somewhat more likely to say they smoke every day.

Among non-smoking youth, three in ten (31%) say they have tried cigarette smoking, which includes just having a few puffs.

Among non-smoking youth who have never tried smoking, not even a few puffs, six percent say they have seriously thought about trying smoking.

Among non-smoking youth, only two percent say they might try smoking within the next month.

In total, 17 percent of youth are smokers, and 83 percent do not smoke. Among non-smoking youth, however, almost four in ten (36%) can be considered potential smokers by these measures: they have tried smoking, have thought about trying smoking or might try smoking within the next month.

Demographic analysis indicates that the proportions of youth who can be considered potential smokers by these measures are higher among girls, youth aged 15 to 18 years, Quebec youth, and youth living in communities with fewer than 10,000 inhabitants. As well, youth who do not live with both parents, youth who have a parent who smokes, and youth who work are more likely to be potential smokers.

Smoke Cigarettes

Every day	11
Occasionally	7
Not at all	83

Q.1

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

Ever Tried Cigarette Smoking

Respondents who do not currently smoke

Yes	31
No	68

Q.1b

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

Ever Seriously Thought about Trying Cigarette Smoking

Respondents who do not smoke and who have never tried smoking

Yes	6
No	94

Q.1c

Have you ever seriously thought about trying smoking?

Might Try Smoking within Next Month

Respondents who do not currently smoke

Yes	2
No	98

Q.1d

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

Among youth who smoke, two-thirds (66%) say it is extremely likely (17%) or likely (49%) that they will still be smoking cigarettes in 12 months. Youth smokers in Quebec and Alberta are more likely than other youth smokers to say this.

Among youth who do not currently smoke, almost all (96%) say that it is unlikely (14%) or extremely unlikely (82%) that they will be smoking 12 months from now.

Four in ten (41%) percent of youth who currently smoke or who have previously tried smoking report having smoked at least 100 cigarettes in their life. Older youth aged 17 to 18 years, youth who are not living with both parents, those living with a parent who smokes and Quebec youth are more likely to have smoked at least 100 cigarettes.

Smoking in 12 Months Time

	YOUTH SMOKERS	YOUTH NON-SMOKERS
Extremely likely	17	1
Likely	49	2
Unlikely	23	14
Extremely unlikely	10	82

Q.3

How likely are you to be still smoking/smoking cigarettes 12 months from now?

Smoked at Least 100 Cigarettes in Life

Respondents who currently smoke or who have previously tried smoking

Yes	41
No	59

Q.2

Have you smoked at least 100 cigarettes in your life?

Almost all youth who smoke (98%) usually smoke manufactured cigarettes. Only two percent usually smoke roll-your-own cigarettes.

Among youth smokers who smoke every day, 23 percent report smoking more than 15 cigarettes per day, which includes 14 percent who say they smoke more than 20 cigarettes per day. Five in ten (49%) say they smoke between ten and 15 cigarettes per day. Three in ten (29%) report smoking fewer than ten cigarettes per day. There is an indication that boys and older youth tend to smoke more cigarettes per day.

Among youth smokers who smoke occasionally¹, 90 percent report smoking fewer than ten cigarettes per day. Eight percent smoke between ten to 15 cigarettes per day.

Type of Cigarette Usually Smoked

Respondents who smoke

Manufactured cigarettes	98
Roll you own	2

Q.4

Do you usually smoke ...?

Number of Cigarettes Smoked per Day

Respondents who smoke every day

Less than 10	29
10 to 15	49
16 to 20	9
More than 20	14

Q.5

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

Number of Cigarettes Smoked per Day

Respondents who smoke occasionally

Less than 10	90
10 to 15	8
More than 15	0
dk/na	2

Q.6

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

¹ These numbers should be interpreted with caution, owing to small sample sizes.

Quitting Smoking

Most youth smokers have tried to quit. Two-thirds of youth smokers are seriously thinking of quitting, and among these, one-half will try to quit within the next month.

Quit attempts are high. Three-quarters of youth smokers (73%) report having tried to quit smoking; one-quarter (27%) have not tried to quit.

Among youth smokers who have tried to quit smoking, nine in ten (91%) say they have stopped smoking for a period of 24 hours in the past year, in an attempt to quit. Only eight percent say they have not attempted to quit smoking in the past year.

As well, two-thirds of youth smokers (66%) report they are now seriously thinking of quitting smoking. Boys are more likely to say they are thinking of quitting; youth in Quebec are less likely to be considering quitting.

Among youth smokers who are seriously thinking about quitting smoking, one-half (52%) say they will try to quit within the next 30 days. Thirty-eight percent say they will try to quit within the next six months. Eight percent say they will not try within the next six months and three percent don't know when they will try to quit.

Quit Attempts

Respondents who smoke

Yes	73
No	27

Q.7a

Have you ever tried to quit smoking?

Frequency of Trying to Quit Smoking

Respondents who smoke and who have previously tried to quit

Once	21
Twice	22
Three times	12
More than three times	36
Not in the past year	8

Q.7b

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

Potential Quitters

Respondents who smoke

Yes	66
No	33

Q.8a

Are you now seriously thinking of quitting smoking?

Timeline for Quitting Smoking

Respondents who smoke and who are seriously thinking of quitting

Within the next 30 days	52
Within the next 6 months	38
Not within the next 6 months	8
dk/na	3

Q.8b

When do you think you will try to quit?

3.0 ATTITUDES TOWARD SMOKING

Reasons for Not Smoking

Two-thirds of youth cite health concerns as a reason not to smoke.

All survey respondents were asked about reasons for not smoking. Two-thirds of youth (68%) mention health or disease. About one in ten each say don't like it/don't enjoy it (11%), smells bad (9%) and cost/too expensive (8%). Other reasons given include sports/athletics/fitness (7%), parents oppose it/don't like it (6%), disgusting/gross/unattractive (5%), bad breath (3%), friends oppose it/don't like it/don't smoke (3%), creates negative physical appearance/dirty (3%), or death/disease in friend or family from smoking (3%). Twenty-nine percent mention other reasons.

Younger youth and youth living in Ontario or the Western provinces are somewhat more likely than others to mention health or disease. Quebec youth are least likely to mention health or disease as a reason for not smoking.

Non-smoking youth are more inclined than smokers, particularly everyday smokers, to mention health or disease. Among non-smokers, potential smokers are somewhat less likely to give health or disease as a reason for not smoking.

Among smoking youth, those who have tried to quit more than once, and smokers of light or mild cigarettes are more likely to mention health or disease.

Reasons for Not Smoking

Health/disease	68
Don't like it/don't enjoy it	11
Smells bad	9
Cost/too expensive	8
Sports/athletics/fitness	7
Parents oppose it/don't like it	6
Disgusting/gross/unattractive	5
Bad breath	3
Friends oppose/don't like/don't smoke	3
Creates negative appearance/dirty	3
Death/disease in family/friend	3
Other	29
No reasons	4

Q.13

Thinking about yourself, what, if any, reasons do you have for not smoking or for not starting to smoke? Any others?

Reasons for Smoking

The reason for smoking given most often by youth is because friends smoke.

All survey respondents were asked about the reasons they might have for smoking or starting to smoke. Two in ten youth (22%) say that friends smoke. Smaller proportions say stress/depression (8%), smoking is interesting/fun/cool (5%), peer pressure/pressure (4%), addictive/a habit (4%), just to try it/curiosity (3%) and enjoy the taste/flavour/experience (3%). Ten percent mention other reasons. Almost one-half (46%) say they have no reasons for smoking or starting to smoke.

Older youth, those living with a parent who smokes and Quebec youth are somewhat more likely to mention friends smoking. Girls and youth aged 17 to 18 years are somewhat more inclined to mention stress/depression.

Smoking youth are more likely than non-smokers to mention several of these reasons, including friends smoking, stress/depression, addictive/a habit and enjoy the taste/flavour/experience.

Among non-smoking youth, potential smokers are more likely to mention friends smoking as a reason for smoking or starting to smoke.

Among youth who smoke, those who have tried to quit more than once and potential quitters (those who are seriously thinking of quitting) are more likely to mention friends smoking.

Reasons for Smoking

Friends smoke	22
Stress/depression	8
Interesting/fun/cool	5
Peer pressure/pressure	4
Addictive/habit	4
Just to try/curiosity	3
Enjoy taste/flavour/experience	3
Other	10
No reasons	46

Q.14

And thinking about yourself, what reasons, if any, do you have or would you have for smoking or starting to smoke?

Image of Smoking

Almost all youth – nine in ten each – think that smoking is unattractive and that it is addictive. One-quarter think that smoking won't really hurt anyone if they quit in a couple years. Almost all youth reject the ideas that smoking is not as dangerous as some people say and that smoking is cool.

Nine in ten youth (90%) think that smoking is not very (16%) or not at all (74%) attractive. Only eight percent say it is very (2%) or somewhat (6%) attractive. Youth aged 12 to 14 years, those living with both parents, those whose parents do not smoke, and youth in Western Canada, particularly British Columbia, are more inclined to view smoking as not at all attractive. Fifteen percent of Quebec youth think smoking is attractive.

Youth smokers are notably less likely than non-smoking youth to see smoking as not at all attractive, and almost one-quarter see smoking as somewhat or very attractive. Among non-smoking youth, potential smokers are less likely to see smoking as not at all attractive, but they are only slightly more likely to see it as attractive.

Nine in ten youth (92%) strongly (80%) or somewhat (12%) agree that smoking is addictive. Only seven percent strongly (5%) or somewhat (2%) disagree. Youth aged 17 to 18 years, those who do not live with both parents, those whose parents smoke and youth in Atlantic Canada and Alberta are more inclined to offer strong agreement. Quebec youth are less likely to agree strongly, but only nine percent disagree.

Both smoking and non-smoking youth, overall, offer similar levels of agreement. However, among smoking youth, occasional smokers and those who have never tried to quit are less likely to strongly agree that smoking is addictive. As well, among non-smoking youth, potential smokers are less likely to agree strongly.

Smoking

Very attractive	2
Somewhat attractive	6
Not very attractive	16
Not at all attractive	74

Q.15

In your opinion, is smoking very, somewhat, not very or not at all attractive?

Statements about Smoking

	STRONGLY AGREE	SOMEWHAT AGREE	SOMEWHAT DISAGREE	STRONGLY DISAGREE
Smoking is addictive	80	12	2	5
Smoking is not as dangerous as some people say	5	10	19	66
Smoking won't really hurt anyone if they quit in a couple of years	5	17	25	51
Smoking is cool	*	2	13	85

* Less than one percent

Q.16a-d

Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements? Smoking is cool ... Smoking is addictive ... Smoking is not as dangerous as some people say ... Smoking won't really hurt anyone if they quit in a couple of years.

One-quarter of youth (23%) agree strongly (5%) or somewhat (17%) that smoking won't really hurt anyone if they quit in a couple of years. Three-quarters (76%) disagree strongly (51%) or somewhat (25%). Boys, those whose parents smoke and Quebec youth are more likely to agree. Youth in Western Canada are less likely to agree.

Smoking youth, particularly those who smoke light or mild cigarettes, are more likely than non-smoking youth to agree that smoking won't really hurt anyone if they quit in a couple of years. Among non-smoking youth, potential smokers are slightly more inclined to agree.

Fewer than two in ten youth (15%) strongly (5%) or somewhat (10%) agree that smoking is not as dangerous as some people say. Most youth (85%) disagree, and two-thirds (66%) disagree strongly. Boys and Quebec youth are less likely to disagree strongly.

Smoking youth are more likely than non-smoking youth to agree that smoking is not as dangerous as some people say. Among youth smokers, potential quitters and those who smoke light or mild cigarettes are more likely to disagree strongly. Among non-smoking youth, potential smokers are less likely to disagree strongly.

Almost all youth (98%) strongly (85%) or somewhat (13%) disagree that smoking is cool. Only two percent agree, and that agreement is tentative. Boys and Quebec youth are less likely to disagree strongly.

Smoking youth, particularly occasional smokers, are less likely to disagree strongly. However, only seven percent of youth smokers agree that smoking is cool. Among youth smokers, those who smoke light or mild cigarettes are more likely to disagree strongly. Among non-smoking youth, potential smokers are somewhat less likely to disagree strongly.

4.0 HEALTH EFFECTS OF SMOKING

Smoking as a Health Problem

Almost all youth consider cigarette smoking to be a serious health problem. Youth believe that the harm caused to both smokers and non-smokers by light or mild cigarettes is less serious than that caused by cigarettes in general.

Almost all youth (96%) think that cigarette smoking is a very (67%) or somewhat (29%) serious health problem in Canada. Only four percent say it is not at all (1%) or not very (3%) serious. Quebec youth are notably less likely to say the problem is very serious, but even among these youth only seven percent say smoking is not serious.

Smoking youth, particularly those who smoke regular cigarettes and occasional smokers, those who have never tried to quit and those who are not thinking of quitting, are less inclined to think that smoking is a very serious health problem. Among non-smoking youth, potential smokers are somewhat less likely to see smoking as a very serious health problem.

Seven in ten youth (69%) think that the harm to smokers' health caused by smoking cigarettes is very serious; three in ten (28%) think it is somewhat serious. As well, almost two-thirds of youth (62%) think that the harm to non-smokers' health from second-hand smoke is very serious, and three in ten (31%) see it as somewhat serious. However, when asked specifically about harm to these two groups from light or mild cigarettes, only one-half of youth see the harm to smokers' health (52%) and to non-smokers' health (53%) as very serious. About four in ten each think the harm to smokers and to non-smokers from these cigarettes is somewhat serious (39% and 37%, respectively).

Smoking as a Health Problem

Very serious	67
Somewhat serious	29
Not very serious	3
Not at all serious	1

Q.17

Do you think that cigarette smoking is a very, somewhat, not very or not at all serious health problem in Canada today?

Smoking as a Health Problem

	VERY SERIOUS	SOMEWHAT SERIOUS	NOT VERY SERIOUS	NOT AT ALL SERIOUS
Harm to smokers' health caused by smoking cigarettes	69	28	2	1
Harm to non-smokers' health caused by second-hand smoke	62	31	4	2
Harm to smokers' health caused by light/mild cigarettes	52	39	6	1
Harm to non-smokers' health caused by second-hand smoke from light/mild cigarettes	53	37	8	2

Q.18a-d

Please tell me if you think that each of the following is very, somewhat, not very or not at all serious. The harm to smokers' health caused by smoking cigarettes ... The harm to non-smokers' health caused by breathing in second-hand smoke from cigarettes that other people are smoking ... The harm to smokers' health caused by smoking light or mild cigarettes ... The harm to non-smokers' health caused by breathing in second-hand smoke from people smoking light or mild cigarettes.

Youth aged 12 to 14 years and Quebec youth are less likely to consider the harm caused in all of these circumstances as very serious. Also, youth whose parents are smokers are less likely to see the harm caused by cigarettes, including light and mild cigarettes, to smokers' health as very serious.

Smokers are less likely than non-smokers to see the harm caused in all of these circumstances as very serious. Among smoking youth, those who have never tried to quit, those who are not thinking of quitting and those who smoke regular cigarettes tend to be less likely to see the harm caused as very serious. Among non-smoking youth, potential smokers are less likely to consider the harm caused in these circumstances as very serious.

Perception of Smoking as a Personal Health Risk

Most youth think that smoking would cause them health problems. Youth smokers, however, are less likely than non-smokers to believe this.

Most youth smokers (87%) think it is very (54%) or somewhat (33%) likely that smoking will cause them health problems. Only 13 percent think this is not at all (2%) or not very (11%) likely. Girls who smoke and youth smokers aged 12 to 14 years are more inclined to think it is very likely that smoking will cause them health problems. Quebec youth are less likely to think this.

Youth who smoke every day and those who smoke light or mild cigarettes are more inclined to think that smoking is very likely to cause them health problems.

Almost all non-smoking youth (95%) think it is very (68%) or somewhat (27%) likely that, if they smoked, smoking would cause them health problems. Only six percent think this is not at all (3%) or not very (3%) likely. Girls who do not smoke, non-smokers aged 12 to 14 years, those whose parents do not smoke, and non-smokers in Atlantic Canada are more inclined to think it is very likely that smoking will cause them health problems. Quebec youth are notably less likely to think this.

Potential smokers are notably less inclined to think that, if they smoked, smoking would be very likely to cause them health problems.

Smoking Will Cause Health Problems

	YOUTH SMOKERS	YOUTH NON-SMOKERS
Very likely	54	68
Somewhat likely	33	27
Not very likely	11	3
Not at all likely	2	3

Q.19a

How likely is it that smoking will cause you health problems? Is it very, somewhat, not very or not at all likely?

Subsample: Respondents who smoke

Q.19b

If you smoked, how likely is it that smoking would cause you health problems? Is it very, somewhat, not very or not at all likely?

Subsample: Respondents who do not smoke

5.0 LIGHT AND MILD CIGARETTES

Incidence of Smoking Light or Mild Cigarettes

More than half of youth smokers smoke light or mild cigarettes.

More than one-half of youth smokers (55%) consider their main cigarette brand to be a light or mild type of cigarette. Four in ten (43%) consider their main brand to be a regular cigarette. Older youth and boys are more likely to say their usual brand is a light or mild type of cigarette. Quebec youth are more likely to smoke a regular brand.

Among youth smokers who consider their main brand to be light or mild, six in ten (62%) describe their brand as light, two in ten (19%) describe their brand as extra light, and five percent describe their brand as ultra light. One in ten (9%) describe their brand as mild, and five percent describe their brand as extra mild.

Main Cigarette Brand

Respondents who smoke

Light or mild type of cigarette	55
Regular cigarette	43
No usual type	2

Q.9

Do you consider your main cigarette brand to be ...?

Type of Light/Mild Cigarette

Respondents who smoke a light or mild type of cigarette

Light	62
Mild	9
Ultra light	5
Extra light	19
Extra mild	5

Q.10

And would you describe your main brand as ...?

Reasons for Smoking Light/Mild Cigarettes

Most youth who smoke light or mild cigarettes do so because they are smoother, because of the taste, or because they are less strong. Three in ten youth thought smoking a light or mild brand would be less harmful.

Most youth smokers who smoke light or mild cigarettes say they do so because these cigarettes are less harsh/smooth (25%), because of the taste/flavour (16%) or because they are less strong (15%). Smaller proportions mention health reasons (11%), less likely to get sore throat/cough (8%), less tar/nicotine/carbon monoxide (7%), a step to quit smoking (6%), started smoking with them (5%), available/what's around (5%), relieves stress/calming (3%), like smoking them/feels good (2%), popular brand (2%), or smell/aroma (1%). Six percent give other reasons.

Among youth who smoke light or mild cigarettes, three in ten (28%) say that, when they started smoking a light or mild brand, they thought smoking it would be safer and less harmful than smoking a regular brand. Seven in ten (70%) say they did not think this.

Reasons for Smoking Light/Mild Cigarettes

Respondents who smoke a light or mild type of cigarette

Less harsh/smooth	25
Taste/flavour	16
Less strong	15
Health reasons	11
Less likely to get sore throat/cough	8
Less tar/nicotine/carbon monoxide	7
Step to quit smoking	6
Started smoking with them	5
Available/what is around	5
Relieves stress/calming	3
Other	11

Q.11

Why do you smoke light or mild cigarettes? Any other reasons?

Smoke Light/Mild Cigarettes because Safer/Less Harmful

Respondents who smoke a light or mild type of cigarette

Yes	28
No	70

Q.12

When you started smoking a light or mild brand, did you think it would be safer and less harmful than a regular brand?

Perceptions of "Light" Cigarettes

Four in ten Canadian youth think the tobacco used in light cigarettes has less nicotine than the tobacco used in regular cigarettes; one-third think it has fewer additives and chemicals. One-quarter think light cigarettes are less harmful.

When asked what they think is meant by the term "light" on some brands of cigarettes, Canadian youth are most likely to say that it means lower in tar/nicotine/carbon monoxide (23%), less strong (16%), less harmful/healthier (13%), and less tobacco (10%). Smaller proportions mention lighter/milder taste or flavour (8%), less chemicals or additives (8%), different filter (6%), advertising gimmick (5%), less irritating to throat/less harsh (4%) and less addictive (4%). Twelve percent mention other things, and seven percent say it means nothing to them.

Meaning of Word 'Light' on Cigarette Packs

Lower in tar/nicotine/carbon monoxide	23
Less strong	16
Less harmful/healthier	13
Less tobacco	10
Lighter/milder taste	8
Less chemicals/additives	8
Different filter	6
Advertising gimmick	5
Less irritable to throat/less harsh	4
Less addictive	4
Other	12
Doesn't mean anything	7

Q.30

What do you think is meant by the term "light" on some brands of cigarettes? Anything else?

Four in ten youth (39%) say that the tobacco used in light cigarettes has less nicotine than the tobacco used in regular cigarettes; 45 percent say it does not, and 16 percent offer no opinion. Youth in Ontario and non-smoking youth are somewhat more likely to say yes, it has less nicotine.

More than three in ten youth (34%) say that the tobacco used in light cigarettes has fewer additives and chemicals than the tobacco used in regular cigarettes; one-half (50%) say it does not, and 15 percent offer no opinion. Youth aged 12 to 14 years, youth in Ontario and non-smoking youth are somewhat more likely to say yes, it has fewer additives and chemicals.

One-quarter of youth (25%) say that light cigarettes are less harmful to smokers' health than regular cigarettes. Seven in ten (70%) say they are not less harmful, and only five percent offer no opinion. Boys, youth aged 12 to 14 years, youth in Ontario and non-smoking youth are somewhat more likely to say yes, they are less harmful.

Less Nicotine in 'Light' Cigarettes

Yes	39
No	45
dk/na	16

Q.31

As far as you know, does the tobacco used in "light" cigarettes have less nicotine than the tobacco used in regular cigarettes?

Fewer Chemicals/Additives in 'Light' Cigarettes

Yes	34
No	50
dk/na	15

Q.32

And does the tobacco used in "light" cigarettes have fewer chemicals and additives than that in regular cigarettes?

'Light' Cigarettes Less Harmful to Smokers' Health

Yes	25
No	70
dk/na	5

Q.33

Are "light" cigarettes less harmful to smokers' health than regular cigarettes?

Perceptions of "Mild" Cigarettes

One-third of Canadian youth each think the tobacco used in mild cigarettes has less nicotine and fewer additives and chemicals than the tobacco used in regular cigarettes. One-quarter think mild cigarettes are less harmful.

When asked what they think is meant by the term "mild" on some brands of cigarettes, Canadian youth are most likely to say that it means less strong (15%), lower in tar/nicotine/carbon monoxide (13%) and lighter/milder taste or flavour (12%). Smaller proportions mention less harmful/healthier (8%), in between regular and light (6%), less chemicals or additives (5%), less irritating to throat/less harsh (5%), less tobacco (4%), advertising gimmick (3%), less addictive (3%) and different filter (3%). Thirteen percent mention other things, and seven percent say it means nothing to them. Nineteen percent offer no response.

Meaning of Word 'Mild' on Cigarette Packs

Less strong	15
Lower in tar/nicotine/carbon monoxide	13
Lighter/milder taste	12
Less harmful/healthier	8
In between light and regular	6
Less chemicals/additives	5
Less irritable to throat/less harsh	5
Less tobacco	4
Advertising gimmick	3
Less addictive	3
Different filter	3
Other	13
Doesn't mean anything	7
dk/na	19

Q.34

What do you think is meant by the term "mild" on some brands of cigarettes? Anything else?

One-third of youth (34%) say that the tobacco used in mild cigarettes has less nicotine than the tobacco used in regular cigarettes; one-half (50%) say it does not, and 15 percent offer no opinion. Youth aged 12 to 14 years and youth in Ontario are somewhat more likely to say yes, it has less nicotine.

One-third (32%) also say that the tobacco used in mild cigarettes has fewer additives and chemicals than the tobacco used in regular cigarettes; one-half (53%) say it does not, and 14 percent offer no opinion. Youth aged 12 to 14 years and non-smoking youth are somewhat more likely to say yes, it has fewer additives and chemicals.

One-quarter of youth (23%) say that mild cigarettes are less harmful to smokers' health than regular cigarettes. Seven in ten (71%) say they are no less harmful, and only six percent offer no opinion. Youth aged 12 to 14 years, youth in Ontario and non-smoking youth are somewhat more likely to say yes, they are less harmful.

Less Nicotine in 'Mild' Cigarettes

Yes	34
No	50
dk/na	15

Q.35

As far as you know, does the tobacco used in "mild" cigarettes have less nicotine than the tobacco used in regular cigarettes?

Fewer Chemicals/Additives in 'Mild' Cigarettes

Yes	32
No	53
dk/na	14

Q.36

And does the tobacco used in "mild" cigarettes have fewer chemicals and additives than that in regular cigarettes?

'Mild' Cigarettes Less Harmful to Smokers' Health

Yes	23
No	71
dk/na	6

Q.37

Are "mild" cigarettes less harmful to smokers health than regular cigarettes?

6.0 GOVERNMENT REGULATION OF CIGARETTES AND SMOKING

Support for Government Regulation of "Light" and "Mild" Cigarettes

The vast majority of Canadian youth think more information on the health effects of light and mild cigarettes should be required on cigarette packaging. Over half favour the banning of the terms light and mild on cigarette packages.

The vast majority of Canadian youth (86%) strongly (65%) or somewhat (21%) agree that more information on cigarette packages about the health effects of light and mild cigarettes should be required by the government. Only 12 percent strongly (6%) or somewhat (6%) disagree.

Youth aged 12 to 14 years and those living in Atlantic Canada are more likely to offer strong agreement; Quebec youth are less likely to agree strongly.

Youth smokers, particularly those who smoke every day and those who smoke regular cigarettes, are less likely to offer strong agreement and more likely to disagree. In fact, three in ten youth smokers, and about four in ten everyday smokers and smokers of regular cigarettes, disagree.

One-half of youth (54%) strongly (30%) or somewhat (24%) support banning the use of the terms light and mild on cigarette packages. Four in ten (40%) strongly (16%) or somewhat (24%) oppose this measure.

Older youth – those 17 to 18 years – and youth living in the Atlantic provinces and Quebec are more inclined to support the banning of the terms light and mild.

More Information on Cigarette Packs about Health Effects of Light/Mild Brands

Strongly agree	65
Somewhat agree	21
Somewhat disagree	6
Strongly disagree	6

Q.38

Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree that more information on cigarette packages about the health effects of light and mild brands of cigarettes should be required by the government?

Banning Use of Terms Light and Mild

Strongly support	30
Somewhat support	24
Somewhat oppose	24
Strongly oppose	16
dk/na	6

Q.39

Do you strongly support, somewhat support, somewhat oppose, or strongly oppose banning the use of the terms "light" and "mild" on cigarette packages?

Support for Government Bans on Smoking

Eight in ten Canadian youth each favour the banning of tobacco use in both restaurants and workplaces. Almost six in ten favour banning the sale of all tobacco products and five in ten support banning the use of tobacco in outdoor public places.

Large majorities of Canadian youth favour the banning of tobacco use in restaurants and in workplaces. Eight in ten youth (79%) strongly (66%) or somewhat (13%) support a ban in restaurants, while only two in ten (20%) strongly (11%) or somewhat (9%) oppose such a ban. As well, eight in ten (78%) strongly (56%) or somewhat (22%) support a ban on tobacco use in the workplace; two in ten (21%) strongly (10%) or somewhat (11%) oppose this measure.

Strong support for both of these measures is greater among girls, younger youth, those whose parents do not smoke and youth in Atlantic Canada.

Youth smokers are more likely to oppose both these measures. In fact, four in ten youth smokers express opposition. Non-smokers are more inclined to offer

strong support for these bans. Among non-smoking youth, potential smokers are less likely to offer strong support.

Almost six in ten youth (57%) strongly (34%) or somewhat (23%) support banning the sale of all tobacco products, including cigarettes, across the country; four in ten (43%) strongly (22%) or somewhat (21%) oppose such a ban. One-half (50%) strongly (27%) or somewhat (23%) support banning tobacco use in outdoor public places, such as on the street, in parks and outside office buildings; an equal proportion (50%) strongly (25%) or somewhat (25%) oppose such a ban.

Youth aged 12 to 14, those whose parents do not smoke, and youth in Atlantic Canada are more inclined to strongly support both of these measures.

Youth smokers are more likely to oppose both these measures, in fact, three-quarters or more of youth smokers express opposition. Non-smokers are more inclined to offer strong support for these bans. Among non-smoking youth, potential smokers are less likely to offer strong support.

Restrictions on Tobacco

	STRONGLY SUPPORT	SOMEWHAT SUPPORT	SOMEWHAT OPPOSE	STRONGLY OPPOSE
Banning tobacco use in restaurants	66	13	9	11
Banning tobacco use in workplaces	56	22	11	10
Banning sale of all tobacco products across country	34	23	21	22
Banning tobacco use in outdoor public places	27	23	25	25

Q.40a-d

Do you strongly support, somewhat support, somewhat oppose, or strongly oppose each of the following ... Banning tobacco use in workplaces ... Banning tobacco use in restaurants ... Banning tobacco use in outdoor public places, such as on the street, in parks, and outside office buildings ... Banning the sale of all tobacco products including cigarettes across the country?

7.0 ATTITUDES TOWARD THE TOBACCO INDUSTRY

Opinions of Industries

Fewer than one in ten youth offer a positive assessment of the tobacco industry, compared to four in ten who view the beer industry favourably and eight in ten who feel positive about the pharmaceutical industry.

When asked to say how they feel about three different industries – pharmaceutical, beer, and tobacco – youth give the most positive assessment to the pharmaceutical industry and the least positive assessment to the tobacco industry. Eight in ten youth (78%) feel very (31%) or somewhat (47%) positive about the pharmaceutical industry, while only 17 percent feel very (5%) or somewhat (12%) negative. Four in ten youth (40%)

feel very (8%) or somewhat (32%) positive about the beer industry, while almost six in ten (56%) feel very (18%) or somewhat (38%) negative about this industry. Only seven percent of youth express very (1%) or somewhat (6%) positive feelings about the tobacco industry, and nine in ten youth (91%) feel very (62%) or somewhat (29%) negative about this industry.

Quebec youth tend to be more positive about the tobacco industry than are youth in other regions. As well, youth smokers, particularly those who smoke regular cigarettes, express a somewhat more positive opinion of the tobacco industry.

Feelings about Industries

	VERY POSITIVE	SOMEWHAT POSITIVE	SOMEWHAT NEGATIVE	VERY NEGATIVE	DK/NA
Pharmaceutical industry	31	47	12	5	4
Beer industry	8	32	38	18	3
Tobacco industry	1	6	29	62	1

Q.20a-c

How do you feel about each of the following industries – very positive, somewhat positive, somewhat negative, or very negative? The pharmaceutical industry (prescription and non-prescription drug companies) ... The beer industry ... The tobacco industry.

Among the small number of youth with a positive view of the tobacco industry, the most frequently given reasons for this positive view are: I smoke/they are giving the public what they want (16%) and economic reasons/employment (15%). Smaller proportions mention that the industry tries to educate people (7%), the industry is more responsible/improving (6%), relieves stress (5%), person's own choice (5%), sponsorship of arts/sports (5%), and they are not responsible for health problems (3%). Eleven percent mention other reasons. Three in ten say either that there is no reason (2%) or offer no response (29%).

Among youth who have a negative view of the tobacco industry, the most frequently mentioned reason for this view is cigarettes/tobacco damages people's health/can kill (57%). Smaller proportions mention industry targets youth/young people (16%), dishonest about cigarettes/smoking (10%), cigarettes/tobacco addictive (10%), interested in profit (9%), smoking bad/dislikes smokers/stupid (7%), manipulative/false advertising (6%), smoking is not cool/disgusting (3%), cost of health care (3%) and promotes/makes a product that is harmful (3%). Seventeen percent offer other reasons.

Reasons for Negative View of Tobacco Industry

Respondents with a negative view of the tobacco industry

Cigarettes/tobacco damages health/kills	57
Industry targets youth	16
Dishonest about cigarettes/smoking	10
Cigarettes/tobacco addictive	10
Interested in profit	9
Smoking bad/dislikes smokers/stupid	7
Manipulative/false advertising	6
Smoking is not cool/disgusting	3
Cost of health care	3
Promotes/makes harmful product	3
Other	17
Nothing/no reason	*
dk/na	4

* Less than one percent

Q.23

You said you have a negative view of the tobacco industry. Why do you say that? Any other reasons?

rettes/smoking (10%), cigarettes/tobacco addictive (10%), interested in profit (9%), smoking is bad/dislike smokers/stupid (7%), manipulative/false advertising (6%), smoking is not cool/disgusting (3%), cost of health care (3%) and promotes/makes a product that is harmful (3%). Seventeen percent offer other reasons.

Youth aged 12 to 14 are more likely to mention cigarettes/tobacco damages people's health/can kill, while older youth are more inclined to say that the industry targets youth/youth people. Quebec youth are less likely than others to refer to the targeting of youth.

Among youth smokers, those who smoke light or mild cigarettes are less inclined to mention cigarettes/tobacco damages people's health/can kill. Among non-smokers, potential smokers are less likely to mention cigarettes/tobacco damages people's health/can kill.

Reasons for Positive View of Tobacco Industry

Respondents with a positive view of the tobacco industry

I smoke/giving public what they want	16
Economic reasons/employment	15
Industry tries to educate people	7
Industry is more responsible/improving	6
Relieves stress	5
Person's own choice	5
Sponsorship of arts/sports	5
Not responsible for health problems	3
Other	11
Nothing/no reason	2
dk/na	29

Q.22

You said you have a positive view of the tobacco industry. Why do you say that? Any other reasons?

Change in Opinion

One-third of youth have lowered their opinion of the tobacco industry in the past year; only one in ten have an improved opinion.

One-half of youth (53%) say that their opinion of the tobacco industry has stayed the same over the past year; one-third (32%) say their opinion has gone down, and only one in ten (13%) say it has gone up.

Girls and youth aged 12 to 14 are somewhat more likely to say that their opinion of the tobacco industry has gone up. Older youth – those aged 17 to 18 – are more likely to say their opinion has remained the same. Quebec youth are somewhat more inclined to say that their opinion of the tobacco industry has gone down over the past year.

Among youth smokers, those who smoke every day are somewhat more inclined to say that their opinion of the tobacco industry has gone down. Among non-smoking youth, potential smokers are slightly more inclined to say their opinion has gone up.

Change in Opinion

Gone up	13
Stayed the same	53
Gone down	32

Q.21

Over the past year, has your general opinion of the tobacco industry ...?

Perceptions of Tobacco Industry Actions

Two-thirds of Canadian youth think that tobacco companies in this country are interested in trying to encourage young people to start smoking. Majorities of youth agree with four statements critical of the tobacco industry, and disagree with three positive statements about the industry.

Two-thirds of Canadian youth (65%) think that tobacco companies in this country are interested in trying to encourage young people to start smoking. Only two in ten (19%) believe that the industry is only interested in promoting its brands among people who currently smoke. One in ten (12%) say that tobacco companies are interested in doing both.

Quebec youth, particularly those living in Montreal, are more likely to say that tobacco companies are more interested in both objectives.

Youth smokers are less inclined than non-smokers to believe that tobacco companies are interested in trying to encourage young people to start smoking. Among youth who smoke, those who smoke every day and those who smoke regular cigarettes are less likely than others to believe this.

When read four statements critical of the actions of the tobacco industry, and three statements that view the industry in a more positive light, majorities of Canadian youth agree with the critical statements and disagree with the positive statements.

Among the four critical statements, youth are most likely to agree that the tobacco industry tries to conceal facts about the impact of tobacco. Two-thirds of youth (64%) agree strongly (34%) or somewhat (30%) with this statement. One-third (32%) strongly (14%) or somewhat (18%) disagree.

Six in ten youth (58%) agree strongly (35%) or somewhat (23%) that the tobacco industry refuses to admit that tobacco is addictive. Four in ten (40%) strongly (22%) or somewhat (18%) disagree.

Interests of Tobacco Companies

Only interested in promoting to people who currently smoke	19
Also interested in trying to encourage young people to start	65
Both	12

Q.25

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

Almost six in ten youth (56%) agree strongly (25%) or somewhat (31%) that the tobacco industry actively promotes smoking among young people. Four in ten (41%) strongly (19%) or somewhat (22%) disagree.

Almost six in ten youth (56%) agree strongly (26%) or somewhat (30%) that the tobacco industry is working behind the scenes to encourage young people to smoke. Four in ten (41%) strongly (19%) or somewhat (22%) disagree.

Quebec youth are less likely to agree with these critical statements about the tobacco industry; in fact, for the two statements dealing with the industry's approach to young people, slight majorities of Quebec youth disagree. Youth aged 12 to 14 are also somewhat less likely to agree with these two statements on the tobacco industry and youth smoking. Older youth, aged 17 to 18, and youth living in the Western provinces are less inclined to agree that the industry refuses to admit that smoking is addictive.

Youth smokers, particularly those who smoke regular cigarettes, are less likely than non-smoking youth to agree with these four critical statements.

Among the three positive statements, youth are most likely to disagree that the tobacco industry should be admired for doing good things like supporting sports and arts activities. Two-thirds of youth (67%) disagree strongly (44%) or somewhat (23%) with this statement. One-third (31%) strongly (11%) or somewhat (20%) agree.

Almost six in ten youth (57%) disagree strongly (33%) or somewhat (24%) that the tobacco industry is making a significant effort to limit tobacco use among young people. Four in ten (40%) strongly (14%) or somewhat (26%) agree.

More than one-half of youth (54%) disagree strongly (29%) or somewhat (25%) that the tobacco industry

is better today than in the past. Four in ten (38%) strongly (13%) or somewhat (25%) agree.

Youth aged 12 to 14, Quebec youth and youth in the Western provinces are more inclined to disagree that the tobacco industry should be admired for its support of arts and sport. Quebec youth are also more likely to disagree that the industry is better today than in the past.

Youth smokers are more likely than non-smokers to agree with all three positive statements about the tobacco industry. Among smokers, those who smoke light or mild cigarettes are more inclined than others to agree that the tobacco industry is making a significant effort to limit tobacco use among young people. Among non-smoking youth, potential smokers are more likely to agree that the tobacco industry should be admired for its support of arts and sport.

Statements about Tobacco Industry

	STRONGLY AGREE	SOMEWHAT AGREE	SOMEWHAT DISAGREE	STRONGLY DISAGREE	DK/NA
Refuses to admit that tobacco is addictive	35	23	18	22	3
Tries to conceal facts about impact of tobacco	34	30	18	14	3
Working behind the scenes to encourage young people to smoke	26	30	19	22	3
Actively promotes smoking among young people	25	31	22	19	3
Making significant effort to limit tobacco use among young people	14	26	24	33	3
Better today than in the past	13	25	25	29	8
Should be admired for doing good/supporting sports/arts	11	20	23	44	1

Q.24a-g

Here are some questions about the tobacco industry in this country. Please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree that the tobacco industry in this country ... Actively promotes smoking among young people ... Should be admired for doing good things like supporting sports and arts activities ... Is working behind the scenes to encourage young people to smoke ... Is making a significant effort to limit tobacco use among young people ... Tries to conceal facts about the impact of tobacco ... Refuses to admit that tobacco is addictive ... Is better today than in the past?

Corporate Communication by Tobacco Companies: Direct Contacts and Branded Merchandise

Very few Canadian youth have called the 1-800 phone number of a tobacco company found on a cigarette package or received anything in the mail from a tobacco company. Fewer than two in ten have bought cigarette branded merchandise. More than one-half say that cigarette companies should not be allowed to distribute branded merchandise.

Very few Canadian youth – only three percent – have called the 1-800 phone number of a tobacco company found on a cigarette package. Youth smokers are more likely to have made such a call. As well, very few youth – again, only three percent – have ever received anything in the mail from a tobacco company. Among those who have received a mailing from a tobacco company, the items mentioned include a promotion item (32%), a brochure (22%), a newsletter/flyer (20%) and a magazine (18%). Twenty percent received some other item.

Sixteen percent of Canadian youth have bought, or received for free, a product with a cigarette brand on it. Youth aged 12 to 14 and Quebec youth are less likely to have bought or received such a product. Youth smokers, particularly those who smoke every day, are somewhat more likely to have bought or received such a product.

Bought or Received Product with Cigarette Brand

Yes	16
No	84

Q.26

Have you ever bought, or received for free, a product with a cigarette brand on it (for example, a T-shirt, sports bag, or something else)?

Ever Called Tobacco Company 1-800 Phone Number

Yes	3
No	97

Q.27

Have you ever called the 1-800 phone number of a tobacco company that you saw on a cigarette package?

Ever Received Anything in Mail from Tobacco Company

Yes	3
No	96

Q.28a

Have you ever received anything in the mail from a tobacco company?

Item Received from Tobacco Company

Respondents who said they have received something in the mail from a tobacco company

Promotion item	32
Brochure	22
Newsletter/flyer	20
Magazine	18
Other	20
dk/na	8

Q.28b

What did you receive?

One-half (50%) of youth strongly (19%) or somewhat (31%) agree that items with a brand on them make them seem more interesting, while a similar number (49%) strongly (27%) or somewhat (22%) disagree. Youth aged 12 to 16 and Quebec youth are less likely to agree with this.

Only seven percent strongly (2%) or somewhat (5%) agree that it would be fun to wear an item with a cigarette brand on it; nine in ten (93%) strongly (70%) or somewhat (23%) disagree. Youth living in Atlantic Canada and Quebec, and youth who smoke, are somewhat more likely to agree.

Almost six in ten youth (56%) strongly (30%) or somewhat (26%) agree that tobacco companies should not be allowed to give out or sell items with their cigarette brands on them. Four in ten (43%) strongly (13%) or somewhat (30%) disagree. Youth aged 17 to 18 are somewhat less likely to strongly agree that tobacco companies should not distribute branded merchandise, while youth in Atlantic Canada are more inclined to agree. Youth smokers are less likely than non-smokers to agree with this. Among youth non-smokers, potential smokers are somewhat less likely than others to agree that tobacco companies should not distribute such items.

Statements about Brands

	STRONGLY AGREE	SOMEWHAT AGREE	SOMEWHAT DISAGREE	STRONGLY DISAGREE
Items with a brand make them seem more interesting	19	31	22	27
Would be fun to wear an item with a cigarette brand on it	2	5	23	70
Tobacco companies should not be allowed to give out or sell items with their brands on them	30	26	30	13

Q.29a-c

Please tell me whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements ... Items with a brand on them make them seem more interesting ... It would be fun to wear an item with a cigarette brand on it ... Tobacco companies should not be allowed to give out or sell items with their cigarette brands on them.

8.0 ANTI-TOBACCO ADVERTISING

Recall of Anti-Tobacco Advertising

A substantial majority of Canadian youth recall anti-tobacco advertising from the past few months. Among those who recall a sponsor, the greatest number mention the Government of Canada or Health Canada.

A substantial majority – eight in ten – of Canadian youth (79%) recall seeing or hearing any anti-tobacco advertisements or any ads about not smoking over the past few months. Only two in ten (20%) did not see or hear any such advertising. Girls and youth aged 15 to 16 are somewhat more likely to recall such advertising. Youth in the Western provinces are the most likely to recall anti-tobacco advertising; those in Atlantic Canada are least likely.

Among those who recall anti-tobacco advertising, the greatest number mention, unaided, the Government of Canada or Health Canada (20%) as a sponsor of this advertising. Other sponsors mentioned include health or non-smoking organizations (5%), tobacco company or industry (4%), thetruth.com (3%) and the provincial government (3%). Fourteen percent mention other sponsors. Almost six in ten (56%) do not offer a response. Youth aged 15 to 18 years and Quebec youth are more likely to mention the Government of Canada or Health Canada.

Recall Seeing/Hearing Anti-tobacco Ads in Past Few Months

Yes	79
No	20

Q.41a

Do you recall seeing or hearing any anti-tobacco advertisements or any ads about not smoking over the past few months? Please include anything you may have seen on television or billboards, heard on the radio, or seen in a newspaper or magazine.

Ad Sponsor

Respondents who recall seeing or hearing anti-tobacco ads over the past few months

Government of Canada/Health Canada	20
Health/non-smoking organization	5
Tobacco company/industry	4
thetruth.com/the truth	3
Provincial government	3
Other	14
dk/na	56

Q.41b

Do you recall who sponsored this advertising? Any others?

Government Sponsored Anti-Tobacco Advertising

Six in ten youth recall, either aided or unaided, anti-tobacco advertising sponsored by the Government of Canada; a large majority – three-quarters – of these youth say that the advertising is effective. Almost nine in ten Canadian youth support Government of Canada sponsorship of anti-tobacco advertising.

Youth who did not mention, unaided, the Government of Canada as a sponsor of anti-tobacco advertising were asked specifically if they recalled seeing or hearing any anti-tobacco advertisements or any ads about not smoking sponsored by the Government of Canada over the past few months. When thus prompted, one-half of these (51%) say they recall such advertising.

In total, 59 percent recall, either unaided or aided, anti-tobacco advertising sponsored by the Government of Canada. Sixteen percent have unaided recall of this advertising (20% of the 79% who initially recalled seeing some form of anti-tobacco advertising) and 43 percent have aided recall (51% of the 84% without unaided recall).

Among those youth with either aided or unaided recall of anti-tobacco advertising sponsored by the Government of Canada, the greatest number by far say that they saw this advertising on television (86%). Smaller proportions mention radio (12%), magazine (10%), on cigarette packages (7%), at school (7%), visual media such as brochures, flyers, posters on buses or subway (5%), outdoor billboards (5%), and newspapers (3%). Two percent mention other locations.

Recall Seeing/Hearing Anti-tobacco Ads Sponsored by Government of Canada

All except those who mentioned the Government of Canada in Q.41b

Yes	51
No	45
dk/na	5

Q.42

Do you recall seeing or hearing any anti-tobacco advertisements or any ads about not smoking sponsored by the Government of Canada over the past few months?

Location of Government Ads

Respondents who mentioned seeing Government of Canada/Health Canada ad in Q.41b or Q.42

Television	86
Radio	12
Magazine	10
Cigarette packages	7
School	7
Visual media (brochures/flyers/posters)	5
Outdoor billboard	5
Newspapers	3

Q.43a

Where did you see or hear these Government advertisements over the past few months?

Youth who recall Government of Canada anti-tobacco advertising were also asked to describe the advertising they recalled. Scenes or phrases recalled include the health effects of smoking cigarettes (14%), don't smoke/smoking is bad (10%), kids talking about not smoking and why (8%), the Allume gang/children saying "light up" (8%), woman smoking through her throat (6%), bad for kids/smoking in front of kids (4%), smoker's face explodes/smoking can kill you (3%), little boy missing his father who died from smoking (3%) and an ad targeted at youth/anti-smoking (3%). Thirty-eight percent mention other aspects of the advertising, and 34 percent offer no response.

A large majority among the youth who recall anti-tobacco advertising sponsored by the Government of Canada say that it is effective. Three-quarters (76%) say the advertising is very (30%) or somewhat (46%) effective; only two in ten (21%) say it is not at all (7%) or not very (14%) effective.

Youth aged 15 to 16 years and Quebec youth are less inclined than others to say the advertising is very effective. Youth smokers are less likely than non-smoking youth to see this advertising as effective. Among non-smokers, potential smokers are less likely than others to think the anti-tobacco advertising they recall is effective.

Recall of Government Ads

Respondents who mentioned seeing Government of Canada/Health Canada ad in Q.41b or Q.42

Health effects of smoking cigarettes mentioned	14
Don't smoke/smoking is bad	10
Kids talking about not smoking and why	8
The Allume gang/kids saying "light up"	8
Woman smoking through her throat	6
Bad for kids/smoking in front of kids	4
Smoker's face explodes/smoking can kill	3
Little boy missing father who died from smoking	3
Ad targeted at youth/anti-smoking	3
Other	38
dk/na	34

Q.43b

*What Government of Canada advertisements do you recall?
Please describe some scenes or phrases. Do you recall any others?*

Government Ads about Tobacco

Respondents who mentioned seeing Government of Canada/Health Canada ad in Q.41b or Q.42

Very effective	30
Somewhat effective	46
Not very effective	14
Not at all effective	7

Q.43c

Thinking of the ad (first ad) you recall, do you think it was a very, somewhat, not very or not at all effective way to communicate a message to you about tobacco?

A vast majority of Canadian youth support the Government of Canada sponsoring anti-tobacco advertising. Almost nine in ten youth (86%) strongly (65%) or somewhat (21%) support the government's sponsorship of such advertising. Only 13 percent strongly (6%) or somewhat (7%) oppose such sponsorship.

Quebec youth are less likely to offer strong support for such sponsorship. Youth smokers are more likely to oppose such sponsorship. In fact, two in ten youth smokers express opposition. Non-smokers are more inclined to offer strong support. Among non-smoking youth, potential smokers are less likely to offer strong support.

Government Sponsorship of Anti-tobacco Ads

Strongly support	65
Somewhat support	21
Somewhat oppose	7
Strongly oppose	6

Q.46

In trying to reduce tobacco use in this country, do you strongly support, somewhat support, somewhat oppose or strongly oppose the Government of Canada sponsoring anti-tobacco advertising or ads about not smoking?

Tobacco Company Sponsored Anti-Tobacco Advertising

Just over one in ten youth recall, either aided or unaided, anti-tobacco advertising sponsored by a tobacco company or the tobacco industry. A large majority among the youth who recall anti-tobacco advertising sponsored by the tobacco industry say that it is believable.

Youth who did not mention, unaided, a tobacco company or the tobacco industry as a sponsor of anti-tobacco advertising were asked specifically if they recalled seeing or hearing any anti-tobacco advertisements or any ads about not smoking sponsored by a tobacco company or the tobacco industry over the past few months. When thus prompted, one in ten of these (10%) say they recall such advertising.

In total, 14 percent recall, either unaided or aided, anti-tobacco advertising sponsored by a tobacco company or the tobacco industry. Four percent have unaided recall of this advertising (4% of the 79% who initially recalled seeing some form of anti-tobacco advertising) and ten percent have aided recall (10% of the 96% without unaided recall).

Among those youth with either aided or unaided recall of anti-tobacco advertising sponsored by a tobacco company or the tobacco industry, the greatest number saw this advertising on television (38%) or on cigarette packages (37%). Smaller proportions mention magazine (14%), visual media such as brochures, flyers, posters on buses or subway (6%), outdoor billboards (6%), and school (4%). Eight percent mention other locations.

Recall Seeing/Hearing Anti-tobacco Ads Sponsored by Tobacco Company/Industry

All except those who mentioned tobacco company/industry in Q.41b

Yes	10
No	88

Q.44

Do you recall seeing or hearing any anti-tobacco advertisements or any ads about not smoking sponsored by a tobacco company or the tobacco industry over the past few months?

Recall Seeing/Hearing Anti-tobacco Ads Sponsored by Tobacco Company/Industry

Respondents who mentioned seeing tobacco company/industry advertising in Q.41b or Q.44

Television	38
Cigarette packages	37
Magazine	14
Visual media (brochures/flyers/posters)	6
Outdoor billboard	6
School	4
Other	8
dk/na	6

Q.45a

Where did you see or hear these anti-tobacco ads sponsored by a tobacco company or the tobacco industry?

Youth who recall tobacco industry anti-tobacco advertising were also asked to describe the advertising they recalled. Scenes or phrases recalled include negative health effects (34%), pictures of health effects from smoking (18%), anti-smoking/warning messages/Surgeon General (11%), or kids under 19 can't smoke/not selling cigarettes to kids (4%). Twelve percent mention other aspects of the advertising they recall, and 37 percent offer no response.

A large majority among the youth who recall anti-tobacco advertising sponsored by the tobacco industry say that it is believable. Seven in ten (70%) say the advertising is very (36%) or somewhat (34%) believable; one-quarter (24%) say it is not at all (13%) or not very (11%) believable.

Recall of Tobacco Company/Industry Ads

Respondents who mentioned tobacco company/industry advertising in Q.41b or Q.44

Negative health effects	34
Pictures of health effects from smoking	18
Anti-smoking/warning messages/ Surgeon General	11
Kids under 19 can't smoke/ not selling cigarettes to kids	4
Other/none/nothing	12
dk/na	37

Q.45b

What anti-tobacco advertisements sponsored by a tobacco company or the tobacco industry do you recall? Please describe some scenes or phrases. Do you recall any others?

Tobacco Company/Industry Ads

Respondents who mentioned seeing tobacco company/industry advertising in Q.41b or Q.44

Very believable	36
Somewhat believable	34
Not very believable	11
Not at all believable	13

Q.45c

Thinking of the ad (first ad) you recall, do you find this message from the tobacco industry to be very, somewhat, not very or not at all believable?

9.0 ANTI-TOBACCO INFORMATION

Credibility of Sources of Anti-Tobacco Information

Most Canadian youth think the Government of Canada and non-governmental health organizations would be credible anti-tobacco advertising sponsors. Fewer youth think that the tobacco industry would be a credible sponsor.

Both the Government of Canada and non-government health organizations are seen as credible sources of anti-tobacco advertising by about eight in ten or more Canadian youth. Only six in ten see advertising by the tobacco industry as credible.

More than eight in ten (85%) think that a Government of Canada website with information about the health risks of tobacco and ways to quit smoking would be very (43%) or somewhat (42%) believable or credible. Only 14 percent think it would be not at all (5%) or not very (9%) believable. Boys, youth aged 12 to 14 years and youth in the Western provinces are more

likely to see this advertising as very credible. Quebec youth, youth smokers, and potential smokers are less inclined to think this would be very credible.

As well, more than eight in ten (83%) think that Government of Canada ads aimed at discouraging young people from starting to smoke would be very (45%) or somewhat (38%) believable or credible. Only 17 percent think it would be not at all (7%) or not very (10%) believable. Boys, youth aged 12 to 14 years and youth in Atlantic Canada are more likely to see this advertising as very credible. Youth aged 15 to 16 years, Quebec youth, youth smokers, and potential smokers are less inclined to think this would be very credible.

Eight in ten (81%) think that a website of a non-government health organization with information about the health risks of tobacco and ways to quit smoking would be very (36%) or somewhat (45%) believable or credible. Only 18 percent think it would be not at all (6%) or not very (12%) believable. Boys and youth in Atlantic Canada are more likely to see this advertising as very

Sources of Information about Not Smoking/Health Risks of Smoking

	VERY CREDIBLE	SOMEWHAT CREDIBLE	NOT VERY CREDIBLE	NOT AT ALL CREDIBLE	DK/NA
Gov't of Canada website with info about health risks of tobacco/ways to quit	43	42	9	5	1
Gov't of Canada ads aimed at discouraging young people from starting to smoke	45	38	10	7	1
Website of non-gov't health org with info about health risks of tobacco/ways to quit	36	45	12	6	1
Gov't of Canada ads to raise awareness of marketing practices of tobacco industry	29	48	12	6	4
Tobacco company/industry ads talking to young people about not smoking	26	34	21	17	2

Q.47a-e

When it comes to information and messages about not smoking or about the health risks of smoking, please tell me if you think each of the following would be very, somewhat, not very or not at all credible or believable for you personally. Government of Canada ads aimed at discouraging young people from starting to smoke ... A Government of Canada website with information about the health risks of tobacco and ways to quit smoking ... Government of Canada ads to raise awareness of the marketing practices of the tobacco industry ... Tobacco company or tobacco industry ads talking to young people about not smoking ... A website of a non-government health organization with information about the health risks of tobacco and ways to quit smoking.

credible. Youth aged 15 to 16 years, Quebec youth, youth smokers, particularly those who smoke regular cigarettes, and potential smokers are less inclined to think this would be very credible.

Just under eight in ten (77%) think that Government of Canada ads to raise awareness of the marketing practices of the tobacco industry would be very (29%) or somewhat (48%) believable or credible. Only 18 percent think it would be not at all (6%) or not very believable (12%). Youth in Ontario are more likely to see this advertising as very credible. Youth aged 15 to 16 years, Quebec youth, youth smokers, particularly those who smoke regular cigarettes, and potential smokers are less inclined to think this would be very credible.

Six in ten (60%) think that tobacco company or tobacco industry ads talking to young people about not smoking would be very (26%) or somewhat (34%) believable or credible. Four in ten (38%) think it would be not at all (17%) or not very (21%) believable. Youth aged 12 to 14 years and youth in Atlantic Canada are somewhat more likely to see this advertising as very credible. Quebec youth and youth smokers who smoke regular cigarettes are less inclined to think this would be very credible.

Use of Anti-Tobacco Websites and Other Sources of Information

Few Canadian youth have looked for information about tobacco or smoking on any website. Fewer than one-quarter are likely to look for such information in the next six months, either on a website or from some other source.

Canadian youth do not show interest in looking for information about tobacco and smoking on any website. Only 14 percent of Canadian youth have ever gone to a website to find out anything about smoking or tobacco; 85 percent have not done this. Among those who have gone to a website, the largest number visited the website of a health organization (37%). Smaller proportions mention the Government of Canada website (17%) or a tobacco industry or company website (6%). Two in ten (22%) mention other websites, and 27 percent offer no response.

Visited Website to Find Out about Tobacco/Smoking

Yes	14
No	85

Q.48a

Have you ever gone to a website to find out anything about tobacco or smoking?

Choice of Website Visited

Respondents who have visited a website to find out about tobacco or smoking

Health organization	37
Government of Canada	17
Tobacco industry/company	6
For health class/school	4
thetruth.com	4
Personal/private website	4
Other	10
dk/na	27

Q.48b

Was it the website of the Government of Canada, a health organization, a tobacco industry or company, or another website?

Youth in the Atlantic provinces are somewhat more likely to have visited a website to find out information about tobacco or smoking; Quebec youth are less likely to have done this.

Two in ten youth (22%) say they are very (5%) or somewhat (17%) likely to visit any website for information on tobacco or smoking in the next six months. The majority (77%) say they are not at all (48%) or not very (29%) likely to visit a website looking for information on tobacco or smoking.

One-quarter of youth (24%) say they are very (4%) or somewhat (20%) likely seek out information from any other sources on tobacco or smoking in the next six months. The majority (76%) say they are not at all (44%) or not very (32%) likely to look for information on tobacco or smoking.

Visit Website to Find Out about Tobacco/Smoking in Next Six Months

Very likely	5
Somewhat likely	17
Not very likely	29
Not at all likely	48

Q.49

In the next six months, how likely are you to use or go to any website to find out information about tobacco or smoking, including its health effects, how to quit smoking, or anything else? Are you ...?

Seek Out Information about Tobacco/Smoking in Next Six Months

Very likely	4
Somewhat likely	20
Not very likely	32
Not at all likely	44

Q.50 *And over the next six months, how likely are you to seek out information from any other source about tobacco or smoking? Are you ...?*

Awareness of "Quit for Life" Program

Only one-third of Canadian youth have heard of the Quit for Life program.

One-third of Canadian youth (33%) have heard of the "Quit for Life" program about quitting smoking; two-thirds (67%) have not heard of this program.

Girls, older youth, those aged 15 to 18 years, and youth living in the Atlantic provinces are more likely to have heard of the Quit for Life program. Smoking youth are also somewhat more likely to have heard of the program.

Heard about 'Quit for Life' Program

Yes	33
No	67

Q.51

Have you ever heard of the program about quitting smoking called "Quit for Life"?

10.0 CONCLUSIONS AND SOCIAL MARKETING IMPLICATIONS

Below, we highlight some important conclusions and social marketing implications that emerge from the survey of Canadian youth.

- Among youth as a whole, there is a high awareness of the risks of smoking.
- Most are aware of the harm to smokers' health and the harm caused by second-hand smoke.
- Most think it is very likely that smoking would cause health problems.
- However, almost one-quarter say smoking won't hurt if they quit in a couple of years.
- Youth view as less serious the harm caused by light and mild cigarettes and three in ten light/mild smokers say they thought light/mild cigarettes would be safer.
- Most youth have a poor attitude toward smoking.
- Almost none think smoking is cool.
- Hardly any think smoking is attractive.
- Almost all think smoking is addictive.
- Most youth are extremely critical of the tobacco industry.
- The industry has a negative image.
- Most think the industry actively promotes smoking among young people.
- Most think the industry refuses to admit that tobacco is addictive.
- Most think the industry tries to conceal facts about the impact of tobacco.
- The Government of Canada has high credibility as a source of information about not smoking.
- However, very few youth are interested in seeking information about tobacco.
- There are important differences in knowledge and attitudes between different segments of youth.

The research suggests that the most important target groups for a social marketing campaign are youth smokers and potential smokers, as defined in this survey. Youth smokers (17% of youth) are important for the obvious reason that they have taken up smoking, but also because they indicate a strong interest in quitting (many have either tried to quit and/or intend to try). Potential smokers (30% of youth) are less negative than other non-smoking youth in their attitudes and knowledge of smoking. Non-smoking youth who are not potential smokers (53% of youth) need not be a target group of social marketing efforts because these youths have strong anti-tobacco attitudes and a high awareness of the health effects of smoking.

The following table summarizes the key demographics and attitudinal measures of these target groups.

YOUTH SMOKERS

17% of youth

Older
Quebec & Atlantic provinces
Not living with parents
Parent that smokes
Working

Quit attempts high – 73%
91% of these have quit for at least 24 hrs in past yr.
66% seriously thinking of quitting

REASONS FOR SMOKING: friends smoking, stress/
depression, habit, enjoy taste/flavour
REASONS FOR NOT SMOKING: less likely to mention
health/disease

IMAGES:

- Smoking won't really hurt if you quit in a couple of years
- Smoking is attractive (25% of smokers)

Less likely to see smoking as a health problem
However, think it likely that smoking will cause them health problems (87%)

IMAGE OF TOBACCO COMPANIES:

- View companies more positively
- Less likely to mention industry damages health/ can kill
- Less likely to think companies targeting youth
- Less likely to think industry conceals facts
- Less likely to think industry denies addictiveness
- More likely to think better today than in past
- More likely to think trying to stop youth smoking
- More likely to admire for art/sport support

INFORMATION SEEKING:

- Very few intend to visit a website or seek information about not smoking
- Government of Canada less credibility

POTENTIAL SMOKERS

36% of non-smokers (30% of youth)

Older (15-18)
Girls
Quebec
Rural/smaller communities
Not living with parents
Parent that smokes
Working

REASONS FOR SMOKING: friends smoking

REASONS FOR NOT SMOKING: less likely to mention
health/disease

IMAGES:

- Smoking won't really hurt if you quit in a couple of years

Less likely to see smoking as a health problem
Less likely to think smoking would cause them health problems if they smoked

IMAGE OF TOBACCO COMPANIES:

- Say opinion has gone up in past year
- Less likely to mention industry damages health/ can kill
- More likely to admire for art/sport support

INFORMATION SEEKING:

- Very few intend to visit a website or seek information about not smoking
 - Government of Canada moderate credibility
-

The results suggest the following are important:

- Direct efforts (i.e., advertising, direct campaigns) to research target segments.
- Reinforce tough anti-industry message to counteract the view that the industry may be getting better.
- Raise awareness of harmful effects of light and mild cigarettes.
- Work to counteract the strong influence of friends among potential smokers.

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 September 25 to October 3, 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	81	10.9
Quebec	253	250	6.2
Ontario	375	372	5.1
Manitoba/ Saskatchewan	71	74	11.4
Alberta	91	97	10.0
British Columbia	131	129	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 numbers are not used in the sample. The Waksburg Mitofsky sample selection technique ensures that both unlisted numbers and numbers listed after the directory publication are included in the sample.

A total of 34,191 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	34,191
Household not eligible	13,246
Non-residential/not in service	9,311
Language barrier	531
Subtotal	23,088
New Base (34,191-23,088)	11,103
No answer/line busy/ respondent not available	7,337
Refusals	2,691
Mid-interview refusals	72
Subtotal	10,100
Net Completions (11,103-10,100)	1,003

ENGLISH QUESTIONNAIRE



ENVIRONICS
RESEARCH GROUP

Anti-Tobacco Youth
PN 5010
Questionnaire - Draft 3

INTRODUCTION FOR YOUTH SURVEY

Hello, my name is _____ of Environics Research Group Ltd. We are conducting a brief study for the Government of Canada with young people aged 12 to 18 on some important topics. 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 aged 12 to 18.

- A. May I please speak to the person in your household aged 12 to 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

2 - 13

3 - 14

4 - 15

5 - 16

6 - 17

7 - 18

8 - DK/NA

GO TO Q.1

ASK Q.F

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

b) Have you ever tried cigarette smoking, even just a few puffs?

- | | |
|-----------|------------------|
| 1 - Yes | GO TO (d) |
| 2 - No | GO TO (c) |
| 3 - DK/NA | GO TO (c) |

c) Have you ever seriously thought about trying smoking?

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

d) Do you think you might try smoking within the next month?

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

ASK ALL EXCEPT CODE 2 AND 3 IN Q.1(b)

2. Have you smoked at least 100 cigarettes in your life? (Help: 100 cigarettes is about 4 or 5 packs)

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

ASK ALL

3. How likely are you to be smoking (Smokers: still smoking) cigarettes 12 months from now? **READ**

- 1 - Extremely likely
- 2 - Likely
- 3 - Unlikely, or
- 4 - Extremely unlikely
- 5 - DK/NA

**NON- SMOKERS GO TO Q.13
ASK ALL SMOKERS**

4. Do you usually smoke ...

- 1 - Manufactured, or
- 2 - Roll your own cigarettes
- 3 - DK/NA

IF SMOKE EVERY DAY, ASK:

5. 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:

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

--	--

 cigarettes per day
2 - DK/NA

ASK ALL SMOKERS

7. a) Have you ever tried to quit smoking? **READ**

- 1 - Yes **ASK (b)**
- 2 - No
- 3 - DK/NA

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

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

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

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

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

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

- 1 - Within the next 30 days,

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

ASK ALL SMOKERS

9. Do you consider your main cigarette brand to be...**READ**

- 1 - A light or mild type of cigarette **GO TO Q.10**
- 2 - A regular cigarette **GO TO Q.13**
- 3 - No usual type (VOLUNTEERED) **GO TO Q.13**
- 4 - DK/NA **GO TO Q.13**

10. And would you describe your main brand as... **READ**

- 1 - Light
- 2 - Mild
- 3 - Ultra light
- 4 - Extra light, or
- 5 - Extra Mild
- 6 - Other (VOLUNTEERED)
- 7 - DK/NA

11. Why do you smoke light or mild cigarettes? Any other reasons?
DO NOT READ... CODE ALL THAT APPLY

- 01 - Health reasons
- 02 - Less harsh/smoothier
- 03 - Step to quit smoking
- 04 - Taste/flavour
- 05 - Smell/aroma
- 06 - Attractive packaging
- 07 - Popular brand
- 08 - Less tar/nicotine/carbon monoxide
- 09 - Less likely to get sore throat or cough
- 10 - Less strong
- 11 - Other (SPECIFY) _____
- 12 - DK/NA

12. WHEN you started smoking a light or mild brand, did you think it would be safer and less harmful than a regular brand?

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

ATTITUDES TOWARD SMOKING

ASK ALL

13. Thinking about yourself, what, if any, reasons do you have for not smoking or not starting to smoke?
Any others?
DO NOT READ. CODE ALL THAT APPLY.

- 01 - Health/disease
- 02 - Bad breath
- 03 - Cost/too expensive

- 04 - Smells bad
- 05 - Parents oppose it/don't like it
- 06 - Friends oppose it/don't like it/don't smoke
- 07 - Second hand smoke/affects other people
- 08 - Pollution/environment/dirty
- 09 - Don't like it/don't enjoy it
- 10 - Learned in school
- 11 - Saw anti-tobacco ads
- 12 - Other (SPECIFY) _____
- 13 - No reasons for not smoking
- 14 - DK/NA

14. And thinking about yourself, what reasons, if any, do you have or would you have for smoking or starting to smoke?

DO NOT READ. CODE ALL THAT APPLY.

- 1 - Addictive/a habit
- 2 - Friends smoke
- 3 - Smoking is interesting/fun/cool
- 4 - Something to do
- 5 - Enjoy the taste/flavour/experience
- 6 - Helps lose weight/stay slim
- 7 - Saw cigarette ads/cigarette promotions
- 8 - Other (SPECIFY) _____
- 9 - No reasons for smoking
- 10 - DK/NA

15. In your opinion, is smoking very, somewhat, not very or not at all attractive?

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

16. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements?

READ AND ROTATE

- a) Smoking is cool.

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

- b) Smoking is addictive.
- c) Smoking is not as dangerous as some people say.
- d) Smoking won't really hurt anyone if they quit in a couple of years.

HEALTH EFFECTS

ASK ALL

17. Do you think that cigarette smoking is a very, somewhat, not very or not at all serious health problem in Canada today?

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

18. Please tell me if you think that each of the following is very, somewhat, not very or not at all serious.
READ - DO NOT ROTATE

a) the harm to smokers health caused by smoking cigarettes

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

b) the harm to non-smokers health caused by breathing in second-hand smoke from cigarettes that other people are smoking

c) the harm to smokers health caused by smoking LIGHT or MILD cigarettes

d) the harm to non-smokers health caused by breathing in second-hand smoke from people smoking light or mild cigarettes

19. a) **ASK SMOKERS:** How likely is it that smoking will cause you health problems? Is it very, somewhat, not very or not at all likely?

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

b) **ASK NON-SMOKERS:** If you smoked, how likely is it that smoking would cause you health problems? Is it very, somewhat, not very or not at all likely?

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

INDUSTRY SECTION

ASK ALL

20. How do you feel about each of the following industries ... very positive, somewhat positive, somewhat negative, or very negative?

READ AND ROTATE

a) the pharmaceutical industry (prescription and non-prescription drug companies)

- 1 - Very positive
- 2 - Somewhat positive

- 3 - Somewhat negative
- 4 - Very negative
- 5 - DK/NA

- b) the beer industry
- c) the tobacco industry

21. Over the past year, has your general opinion of the TOBACCO industry ... **READ**

- 1 - Gone up
- 2 - Stayed the same, or
- 3 - Gone down
- 4 - DK/NA

22. You said you have a (positive – answer from Q.20) view of the tobacco industry. Why do you say that? **DO NOT READ. CODE ALL THAT APPLY.** Any other reasons? ⁹

- 1 - Sponsorship of arts/sports
- 2 - Industry tries to educate people
- 3 - Industry is more responsible/improving
- 4 - Other (**SPECIFY**) _____
- 5 - DK/NA

23. You said you have a (negative – answer from Q.20) view of the tobacco industry. Why do you say that? **DO NOT READ. CODE ALL THAT APPLY.** Any other reasons? ⁹

- 1 - Cigarettes/tobacco damages people's health/can kill
- 2 - Cigarettes/tobacco are addictive
- 3 - Industry targets youth/young people
- 4 - Dishonest about cigarettes/smoking
- 5 - Interested in profit
- 6 - Cost of health care
- 7 - Other (**SPECIFY**) _____
- 8 - DK/NA

ASK ALL

24. Here are some questions about the tobacco industry in this country. Please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree that the tobacco industry IN THIS COUNTRY ...?

READ AND ROTATE

- a) actively promotes smoking among young people

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

- b) should be admired for doing good things like supporting sports and arts activities
- c) is working behind the scenes to encourage young people to smoke
- d) is making a significant effort to limit tobacco use among young people
- e) tries to conceal facts about the impact of tobacco

f) refuses to admit that tobacco is addictive

g) is better today than in the past

25. Do you think the tobacco companies in this country are interested in promoting their brands **ONLY** among people who currently smoke, or do you think they are also interested in trying to encourage young people to start smoking?

1 - Only interested in promoting to people who currently smoke

2 - Also interested in trying to encourage young people

VOLUNTEERED

3 - Both

4 - Neither

5 - DK/NA

26. Have you ever bought, or received for free, a product with a cigarette brand on it (for example, a T-shirt, sports bag, or something else)?

1 - Yes

2 - No

3 - DK/NA

27. Have you ever called the 1-800 phone number of a tobacco company that you saw on a cigarette package?

1 - Yes

2 - No

3 - DK/NA

28. a) Have you ever received anything in the mail from a tobacco company?

1 - Yes

2 - No

3 - DK/NA

IF YES

- b) What did you receive?

DO NOT READ. CODE ALL THAT APPLY.

1 - Magazine

2 - Brochure

3 - Promotion item

4 - Other (SPECIFY) _____

5 - DK/NA

ASK ALL

29. Please tell me whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements

READ AND ROTATE

- a) Items with a brand on them make them seem more interesting.

1 - Strongly agree

2 - Somewhat agree

3 - Somewhat disagree

4 - Strongly disagree

5 - DK/NA

- b) It would be fun to wear an item with a cigarette brand on it.
- c) Tobacco companies should not be allowed to give out or sell items with their cigarette brands on them.

LIGHT/MILD SECTION

Here are some questions about LIGHT cigarettes.

30. What do you think is meant by the term "LIGHT" on some brands of cigarettes? Anything else? a b
DO NOT READ ... PROBE FOR MULTIPLE ... MENTIONS ... CODE ALL THAT APPLY

- 01 - Lighter/ milder taste (flavour)
- 02 - Lighter/milder aroma (smell)
- 03 - Less irritable to throat (less harsh)
- 04 - Less addictive
- 05 - Lighter weight
- 06 - Smoother
- 07 - Less strong
- 08 - Less chemicals or additives
- 09 - Less harmful/healthier
- 10 - Less tobacco
- 11 - Different filter
- 12 - Different kinds of tobacco
- 13 - Lower in tar/nicotine/carbon monoxide
- 14 - Advertising gimmick
- 15 - Doesn't mean anything to you
- 16 - Other (SPECIFY) _____
- 17 - DK/NA

31. As far as you know, does the tobacco used in "LIGHT" cigarettes have less nicotine than the tobacco used in regular cigarettes?

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

32. And does the tobacco used in "LIGHT" cigarettes have fewer chemicals and additives than that in regular cigarettes?

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

33. Are "LIGHT" cigarettes less harmful to smokers health than regular cigarettes?

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

Now some questions about "MILD" cigarettes.

34. What do you think is meant by the term "MILD" on some brands of cigarettes? Anything else? a b
DO NOT READ...PROBE FOR MULTIPLE MENTIONS...CODE ALL THAT APPLY

- 1 - Lighter/ milder taste (flavour)
- 2 - Lighter/milder aroma (smell)
- 3 - Less irritable to throat (less harsh)
- 4 - Less addictive
- 5 - Lighter weight
- 6 - Smoother
- 7 - Less strong
- 8 - Less chemicals or additives
- 9 - Less harmful/healthier
- 10 - Less tobacco
- 11 - Different filter
- 12 - Different kinds of tobacco
- 13 - Lower in tar, nicotine and carbon monoxide
- 14 - Advertising gimmick
- 15 - Doesn't mean anything to you
- 16 - Other (specify) _____
- 17 - DK/NA

35. As far as you know, does the tobacco used in "MILD" cigarettes have less nicotine than the tobacco used in regular cigarettes?

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

36. And does the tobacco used in "MILD" cigarettes have fewer chemicals and additives than that in regular cigarettes?

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

37. Are "MILD" cigarettes less harmful to smokers health than regular cigarettes?

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

38. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree that more information on cigarette packages about the health effects of light and mild brands of cigarettes should be required by the government?

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

39. Do you strongly support, somewhat support, somewhat oppose, or strongly oppose banning the use of the terms light and mild on cigarette packages?

- 1 - Strongly support
- 2 - Somewhat support
- 3 - Somewhat oppose
- 4 - Strongly oppose
- 5 - DK/NA

GOVERNMENT SECTION

40. Do you strongly support, somewhat support, somewhat oppose, or strongly oppose each of the following: **READ AND ROTATE**

a) banning tobacco use in workplaces

- 1 - Strongly support
- 2 - Somewhat support
- 3 - Somewhat oppose
- 4 - Strongly oppose
- 5 - Don't Know/Refused

b) banning tobacco use in restaurants

c) banning tobacco use in outdoor public places, such as on the street, in parks, and outside office buildings

d) banning the sale of all tobacco products including cigarettes across the country

ADVERTISING SECTION

41. a) Do you recall seeing or hearing any anti-tobacco advertisements or any ads about not smoking over the past few months? Please include anything you may have seen on television or billboards, heard on the radio, or seen in a newspaper or magazine.

- 1 - Yes
- 2 - No **GO TO Q.42**
- 3 - DK/NA **GO TO Q.42**

b) Do you recall who sponsored this advertising? Any others? **DO NOT READ... CODE ALL THAT APPLY**

- 1 - Government of Canada/Health Canada
- 2 - Tobacco company/tobacco industry
- 3 - Provincial government
- 4 - Health organization/non-smoking organization
- 5 - Companies selling smoking cessation products/patches/gum, etc
- 6 - Other (SPECIFY)
- 7 - DK/NA

ASK ALL WHO DID NOT MENTION GOVERNMENT OF CANADA IN Q.41(b)

42. Do you recall seeing or hearing any anti-tobacco advertisements or any ads about not smoking sponsored by the Government of Canada over the past few months?

- 1 - Yes **GO TO Q.43**
- 2 - No **GO TO Q.44**
- 3 - DK/NA **GO TO Q.44**

43. **IF SEEN GOVERNMENT OF CANADA/HEALTH CANADA ADVERTISING IN Q.41 OR Q.42:**

a) Where did you see or hear these Government advertisements over the past few months?
DO NOT READ – CODE ALL THAT APPLY

01 - Television

- 02 - Radio
- 03 - Movie Theatre
- 04 - Newspapers
- 05 - Outdoor billboard
- 06 - Magazine
- 07 - On cigarette packages
- 08 - Doctor's office/clinic/pharmacy
- 09 - Visual media (brochures, fliers, posters on buses/subway)
- 10 - At school
- 11 - On the Internet/website
- 12 - Other (SPECIFY) _____
- 13 - DK/NA

b) What Government of Canada advertisements do you recall? Please describe some scenes or phrases.
Do you recall any others?

DK/NA

E

④

Thinking of the ad (first ad) you recall, do you think it was a very, somewhat, not very or not at all effective way to communicate a message to you about tobacco?

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

ASK ALL WHO DID NOT MENTION TOBACCO COMPANY OR TOBACCO INDUSTRY IN Q.41(b).

44. Do you recall seeing or hearing any anti-tobacco advertisements or any ads about not smoking sponsored by a tobacco company or the tobacco industry over the past few months?

- 1 - Yes **GO TO Q.45**
- 2 - No **GO TO Q.46**
- 3 - DK/NA **GO TO Q.46**

IF SEEN TOBACCO COMPANY/TOBACCO INDUSTRY ADVERTISING IN Q.41(b) OR Q.44:

45. a) Where did you see or hear these anti-tobacco ads sponsored by a tobacco company or the tobacco industry?

DO NOT READ – CODE ALL THAT APPLY

- 01 - Television
- 02 - Radio
- 03 - Movie Theatre
- 04 - Newspapers
- 05 - Outdoor billboard
- 06 - Magazine
- 07 - On cigarette packages
- 08 - Doctor's office/clinic/pharmacy
- 09 - Visual media (brochures, fliers, posters on buses/subway)
- 10 - Other (SPECIFY) _____
- 11 - DK/NA

- b) What anti-tobacco advertisements sponsored by a tobacco company or the tobacco industry do you recall? Please describe some scenes or phrases. Do you recall any others?

DK/NA

- d) Thinking of the ad (first ad) you recall, do you find this message from the tobacco industry to be very, somewhat, not very or not at all believable?

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

ASK ALL

46. In trying to reduce tobacco use in this country, do you strongly support, somewhat support, somewhat oppose or strongly oppose the Government of Canada sponsoring anti-tobacco advertising or ads about not smoking?

- 1 - Strongly support
- 2 - Somewhat support
- 3 - Somewhat oppose
- 4 - Strongly oppose
- 5 - DK / NA

47. When it comes to information and messages about not smoking or about the health risks of smoking, please tell me if you think each of the following would be very, somewhat, not very or not at all credible or believable for you personally. **READ AND ROTATE**

- a) Government of Canada ads aimed at discouraging young people from starting to smoke

- 1 - Very credible or believable
- 2 - Somewhat credible or believable
- 3 - Not very credible or believable
- 4 - Not at all credible or believable
- 5 - DK/NA

- b) A Government of Canada website with information about the health risks of tobacco and ways to quit smoking.

- c) Government of Canada ads to raise awareness of the marketing practices of the tobacco industry.

- d) Tobacco company or tobacco industry ads talking to young people about not smoking.

- e) A website of a non-government health organization with information about the health risks of tobacco and ways to quit smoking.

48. a) Have you ever gone to a website to find out anything about tobacco or smoking?

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

- b) Was it the website of the Government of Canada, a health organization, a tobacco industry or company, or another website?

MORE THAN ONE ANSWER POSSIBLE.

- 1 - Government of Canada
- 2 - Health organization
- 3 - Tobacco industry/company
- 4 - Other (SPECIFY) _____
- 5 - DK/NA

ASK ALL

49. In the next six months, how likely are you to use or go to any website to find out information about tobacco or smoking, including its health effects, how to quit smoking, or anything else? Are you...

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

50. And over the next six months, how likely are you to seek out information from any other source about tobacco or smoking? Are you... **READ**

- 1 - Very
- 2 - Somewhat
- 3 - Not very, or
- 4 - Not at all likely
- 5 - DK/NA

51. Have you ever heard of the program about quitting smoking called "Quit for Life"?

- 1 - Yes
- 2 - No
- 3 - 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.

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

- | | |
|------------------------------|-------------------|
| 1 - yes, in school full-time | GO TO Q.53 |
| 2 - yes, in school part-time | GO TO Q.53 |
| 3 - No, not in school | GO TO Q.55 |
| 4 - DK/NA | GO TO Q.56 |

IF IN SCHOOL, ASK:

53. 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:

54. 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:

55. 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

56. 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

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

PROBE FOR APPROXIMATE DOLLAR FIGURE

\$ _____

2 - DK/NA

58. 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

59. **IF CODE 1 OR 2, ASK:** Does either of your parents currently smoke?

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

ASK ALL

60. 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.

FRENCH QUESTIONNAIRE



ENVIRONICS
R E S E A R C H G R O U P

Anti-tabac - Jeunesse
PN 5010
Questionnaire - Version 3

INTRODUCTION

Bonjour, je m'appelle _____ et je travaille pour Environics Research Group Ltd. Nous faisons un sondage pour le compte du gouvernement du Canada auprès de jeunes de 12 à 18 ans sur des sujets qui sont importants. 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 de 12 à 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 | } | DEMANDER Q.F |
| 8 - NSP/PR | | |

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

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

QUESTIONNAIRE PRINCIPAL

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

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

- | | |
|------------|---------------------|
| 1 - Oui | PASSER À (d) |
| 2 - Non | PASSER À (c) |
| 3 - NSP/PR | PASSER À (d) |

c) Avez-vous déjà sérieusement pensé à essayer la cigarette?

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

d) 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 SAUF SI CODES 2 ET 3 À Q.1(b)

2. Est-ce que vous avez fumé au moins 100 cigarettes dans votre vie? (Note : 100 cigarettes équivalent à 4 ou 5 paquets)

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

DEMANDEZ À TOUS

3. Dans quelle mesure est-il probable que vous fumiez (pour les fumeurs : que vous continuiez à fumer) la cigarette d'ici les 12 prochains mois? **LIRE**

- 1 - Extrêmement probable
- 2 - Probable
- 3 - Improbable, ou
- 4 - Extrêmement improbable
- 5 - NSP/PR

**POUR LES NON-FUMEURS PASSER À Q.13
DEMANDER AUX FUMEURS**

4. En général, est-ce que vous fumez ...

- 1 - Des cigarettes de commerce ou
- 2 - Des cigarettes que vous roulez vous-même
- 3 - NSP/PR

SI FUME TOUS LES JOURS, DEMANDER :

5. 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 :

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

--	--

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

- 2 - NSP/PR

DEMANDER AUX FUMEURS

7. a) Est-ce que vous avez déjà essayé d'arrêter de fumer?

- 1 - Oui **DEMANDER (b)**
- 2 - Non
- 3 - NSP/PR

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

LIRE

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

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

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

SI OUI À Q.8(a), DEMANDER :

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

LIRE

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

DEMANDER AUX FUMEURS

9. Est-ce que vous considérez votre principale marque de cigarettes comme... **LIRE**

- | | |
|--|----------------------|
| 1 - Des cigarettes légères ou douces, ou | PASSER À Q.10 |
| 2 - Des cigarettes régulières | PASSER À Q.13 |
| NON SUGGÉRÉ | |
| 3 - Aucun type courant | PASSER À Q.13 |
| 4 - NSP/PR | PASSER À Q.13 |

10. Et est-ce que vous décririez la principale sorte de cigarettes que vous fumez comme ... **LIRE**

- 1 - Légères
 - 2 - Douces
 - 3 - Ultra légères
 - 4 - Extra légères, ou
 - 5 - Extra douces
- NON SUGGÉRÉ**

- 6 - Autre (**PRÉCISER**) _____
7 - NSP/PR

11. Pourquoi fumez-vous des cigarettes «légères» ou «douces»? Est-ce qu'il y a d'autres raisons?
NE PAS LIRE... CODER TOUTES LES MENTIONS QUI S'APPLIQUENT

- 01 - Raisons de santé
02 - Moins âcres/plus douces
03 - Essaie de cesser de fumer
04 - Goût/saveur
05 - Odeur/Arôme
06 - Emballage attrayant
07 - Marque populaire
08 - Moins de goudron/de nicotine/de monoxyde de carbone
09 - Mal de gorge/toux
10 - Moins fortes
11 - Autre (**PRÉCISER**) _____
12 - NSP/PR

12. QUAND vous avez commencé à fumer une marque légère ou douce, est-ce que vous pensiez qu'elle serait plus sécuritaire et moins dangereuse qu'une marque régulière?

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

ATTITUDES ENVERS LA CIGARETTE

DEMANDER À TOUS

13. Si on pense à vous-même, quelles sont les raisons, s'il y en a, pour lesquelles vous ne fumez pas ou vous n'avez pas commencé à fumer? Est-ce qu'il y en a d'autres?
NE PAS LIRE. CODER TOUTES LES MENTIONS QUI S'APPLIQUENT.

- 01 - Maladie
02 - Mauvaise haleine
03 - Le coût/trop cher
04 - Sent mauvais
05 - Les parents sont contre/n'aiment pas ça
06 - Les amis sont contre/n'aiment pas ça /ne fument pas
07 - La fumée des autres/a un effet sur les autres
08 - La pollution/l'environnement/saleté
09 - N'aime pas ça/n'apprécie pas
10 - L'a appris à l'école
11 - A vu des annonces anti-tabac
12 - Autre (**PRÉCISER**) _____
13 - Pas de raisons pour fumer
14 - NSP/PR

14. Et dans votre cas, quelles sont les raisons pour lesquelles, s'il y a lieu, vous fumez ou vous auriez pour fumer ou pour commencer à fumer?

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

- 1 - Dépendance/une habitude
- 2 - Les amis fument
- 3 - Fumer est intéressant/amusant /cool
- 4 - Quelque chose à faire
- 5 - Aime le goût/la saveur/l'expérience
- 6 - Aide à perdre du poids/à rester mince
- 7 - A vu de la publicité sur la cigarette/des promotions sur la cigarette
- 8 - Autre (**PRÉCISER**) _____
- 9 - Pas de raisons pour fumer
- 10 - NSP/PR

15. D'après vous, est-ce que le fait de fumer est très attrayant, assez attrayant, pas très attrayant ou pas du tout attrayant?

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

16. Est-ce que vous êtes fortement d'accord, plutôt d'accord, plutôt en désaccord ou fortement en désaccord avec les énoncés suivants?

LIRE EN ROTATION

a) Fumer, c'est cool.

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

b) Fumer cause une dépendance.

c) Fumer n'est pas aussi dangereux que le disent certaines personnes.

d) Fumer n'est pas vraiment dangereux si quelqu'un cesse de fumer après quelques années.

EFFETS SUR LA SANTÉ

DEMANDER À TOUS

17. Est-ce que vous pensez que fumer la cigarette est un problème de santé très grave, assez grave, pas très grave ou pas grave du tout au Canada, aujourd'hui?

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

18. Veuillez me dire si vous pensez que chacune des possibilités suivantes est très grave, assez grave, pas très grave ou pas grave du tout. **LIRE - NE PAS FAIRE DE ROTATION**

a) le danger pour la santé des fumeurs causé par le fait de fumer la cigarette

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

b) le danger pour la santé des non-fumeurs causé par le fait de respirer la fumée des cigarettes que les autres fument

c) le danger pour la santé des fumeurs causé par le fait de fumer des cigarettes légères ou douces

d) le danger pour la santé des non-fumeurs causé par le fait de respirer la fumée des cigarettes légères ou douces que les autres fument

19. a) **DEMANDER AUX FUMEURS:** Dans quelle mesure est-ce que vous pensez qu'il est probable que fumer vous causera des problèmes de santé? Est-ce que c'est très probable, assez probable, pas très probable ou pas du tout probable?

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

- b) **DEMANDER AUX NON-FUMEURS:** Si vous fumiez, quelle est la probabilité que le fait de fumer vous cause des problèmes de santé? Est-ce que c'est très probable, assez probable, pas très probable ou pas du tout probable?

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

L'INDUSTRIE

DEMANDER À TOUS

20. Qu'est-ce que vous pensez de chacune des industries suivantes? Diriez-vous que vous avez une opinion très positive, assez positive, assez négative ou très négative?

LIRE EN ROTATION

- a) l'industrie pharmaceutique (les sociétés pharmaceutiques qui fabriquent des médicaments sur ordonnance (prescription) et celles qui fabriquent des médicaments en vente libre)

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

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

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

LIRE

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

22. Vous avez dit que vous aviez une opinion (positive - réponse à Q.20) de l'industrie du tabac. Pour quelle raison? **NE PAS LIRE. CODER TOUTES LES MENTIONS QUI S'APPLIQUENT.** Est-ce qu'il y a d'autres raisons?

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

23. Vous avez dit que vous aviez une opinion (négative - réponse à Q.20) de l'industrie du tabac. Pour quelle raison? **NE PAS LIRE. CODER TOUTES LES MENTIONS QUI S'APPLIQUENT.** Est-ce qu'il y a d'autres raisons?

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

DEMANDER À TOUS

24. Voici maintenant quelques questions sur l'industrie du tabac dans notre pays. Veuillez me dire si vous êtes fortement d'accord, plutôt d'accord, plutôt en désaccord ou fortement en désaccord pour dire que l'industrie du tabac **DANS NOTRE PAYS ...**

LIRE EN ROTATION

a) fait activement la promotion de la consommation de tabac chez les jeunes

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

b) devrait être admirée pour les bonnes choses qu'elle fait comme soutenir les sports et les arts

c) travaille en coulisses pour encourager les jeunes à fumer

d) fait des efforts importants pour limiter la consommation de tabac chez les jeunes

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

f) refuse d'admettre que le tabac crée une accoutumance

g) est meilleure qu'avant

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

- 1 - Elles sont seulement intéressées à faire de la promotion auprès des fumeurs
- 2 - Elles s'intéressent aussi à essayer d'encourager les jeunes à fumer

NON SUGGÉRÉ

- 3 - Les deux
- 4 - Ni l'un ni l'autre
- 5 - NSP/PR

26. Est-ce que vous avez déjà acheté ou reçu gratuitement un produit identifié à une marque de cigarettes (comme un t-shirt, un sac de sport ou un autre article)?

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

27. Est-ce que vous avez déjà appelé au numéro 1-800 d'une compagnie de tabac que vous avez vu sur un paquet de cigarettes?

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

28. a) Est-ce que vous avez déjà reçu par la poste quelque chose qui venait d'une compagnie de tabac?

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

SI OUI

b) Qu'est-ce que vous avez reçu?

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

- 1 - Un magazine
- 2 - Un dépliant
- 3 - Un article de promotion
- 4 - Autre (**PRÉCISER**) _____
- 5 - NSP/PR

DEMANDER À TOUS

29. Veuillez me dire si 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 articles qui portent un nom de marque semblent plus intéressants.

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

b) Ce serait intéressant d'avoir un article qui porte un nom de marque de cigarette.

- c) Les compagnies de tabac ne devraient pas avoir le droit de distribuer ou de vendre des articles qui portent leurs marques de cigarettes.

SECTION SUR LES CIGARETTES LÉGÈRES OU DOUCES

Voici quelques questions sur les cigarettes LÉGÈRES.

30. D'après vous, qu'est-ce que le terme «LÉGÈRE» veut dire, pour certaines marques de cigarettes? Est-ce qu'il y a autre chose? **NE PAS LIRE... SONDER POUR OBTENIR PLUSIEURS RÉPONSES... CODER TOUTES LES MENTIONS QUI S'APPLIQUENT**

- 01 - Goût (saveur) plus léger/plus doux
- 02 - Arôme (odeur) plus léger/plus doux
- 03 - Moins irritante pour la gorge (moins âcre)
- 04 - Cause moins d'accoutumance
- 05 - Pèse moins lourd
- 06 - Plus douce
- 07 - Moins forte
- 08 - Contient moins de produits chimiques ou d'additifs
- 09 - Moins nocive/plus saine
- 10 - Moins de tabac
- 11 - Filtre différent
- 12 - Sortes de tabac différentes
- 13 - Plus faible en goudron, en nicotine et en monoxyde de carbone
- 14 - Truc publicitaire
- 15 - Ne veut rien dire pour vous
- 16 - Autre (**PRÉCISER**) _____
- 17 - NSP/PR

31. Pour autant que vous le sachiez, est-ce que le tabac utilisé dans les cigarettes «LÉGÈRES» contient moins de nicotine que le tabac utilisé dans les cigarettes régulières?

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

32. Et est-ce que le tabac utilisé dans les cigarettes «LÉGÈRES» contient moins de produits chimiques et d'additifs que le tabac des cigarettes régulières?

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

33. Est-ce que les cigarettes «LÉGÈRES» sont moins dangereuses pour la santé des fumeurs que les cigarettes régulières?

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

Maintenant quelques questions sur les cigarettes «DOUCES».

34. D'après vous, qu'est-ce que le terme «DOUCE» veut dire, quand on parle de certaines marques de cigarettes? Est-ce qu'il y a autre chose?

**NE PAS LIRE... SONDER POUR OBTENIR PLUSIEURS RÉPONSES... CODER
TOUTES LES MENTIONS QUI S'APPLIQUENT**

- 01 - Goût (saveur) plus léger/plus doux
- 02 - Arôme (odeur) plus léger/plus doux
- 03 - Moins irritante pour la gorge (moins âcre)
- 04 - Cause moins d'accoutumance
- 05 - Pèse moins lourd
- 06 - Plus douce
- 07 - Moins forte
- 08 - Contient moins de produits chimiques ou d'additifs
- 09 - Moins nocive/plus saine
- 10 - Moins de tabac
- 11 - Filtre différent
- 12 - Différentes sortes de tabac
- 13 - Plus faible en goudron, en nicotine et en monoxyde de carbone
- 14 - Truc publicitaire
- 15 - Ne veut rien dire pour vous
- 16 - Autre (PRÉCISER) _____
- 17 - NSP/PR

35. Pour autant que vous le sachiez, est-ce que le tabac utilisé dans les cigarettes «DOUCES» contient moins de nicotine que le tabac utilisé dans les cigarettes régulières?

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

36. Et est-ce que le tabac utilisé dans les cigarettes «DOUCES» contient moins de produits chimiques et d'additifs que celui qui est utilisé dans les cigarettes régulières?

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

37. Est-ce que les cigarettes «DOUCES» sont moins dangereuses pour la santé des fumeurs que les cigarettes régulières?

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

38. Est-ce que vous êtes fortement d'accord, plutôt d'accord, plutôt en désaccord ou fortement en désaccord pour dire que le gouvernement devrait exiger qu'il y ait sur les paquets de cigarettes plus d'informations sur les effets que les marques de cigarettes légères ou douces ont sur la santé?

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

39. Est-ce que vous êtes fortement favorable, plutôt favorable, plutôt opposé ou fortement opposé à ce qu'on interdise l'utilisation des termes légères et douces sur les paquets de cigarettes?

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

SECTION SUR LE GOUVERNEMENT

40. Est-ce que vous êtes fortement favorable, plutôt favorable, plutôt opposé ou fortement opposé à chacune des choses suivantes?

LIRE EN ROTATION

a) interdire la consommation de tabac dans les lieux de travail

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

b) interdire la consommation de tabac dans les restaurants

c) interdire la consommation de tabac dans les endroits publics extérieurs, comme dans la rue, dans les parcs et à l'extérieur des édifices à bureaux

d) interdire la vente de tous les produits du tabac y compris la cigarette partout au pays

SECTION SUR LA PUBLICITÉ

41. a) Au cours des derniers mois, est-ce que vous vous souvenez d'avoir vu ou entendu de la publicité anti-tabac ou des messages sur le fait de ne pas fumer? Veuillez nous dire tout ce que vous avez pu voir à la télévision ou sur des panneaux-réclames, entendu à la radio ou vu dans un journal ou un magazine.

- 1 - Oui
- 2 - Non **PASSER À Q.42**
- 3 - NSP/PR **PASSER À Q.42**

b) Est-ce que vous vous souvenez du nom du commanditaire de cette publicité? Est-ce qu'il y en a d'autres? **NE PAS LIRE. CODER TOUTES LES MENTIONS QUI S'APPLIQUENT.**

- 1 - Le gouvernement du Canada/Santé Canada
- 2 - Une compagnie de tabac/l'industrie du tabac
- 3 - Le gouvernement de votre province
- 4 - Un organisme de santé /un organisme anti-tabac
- 5 - Des compagnies qui vendent des produits /des timbres cutanés (patches)/de la gomme pour arrêter de fumer, etc.
- 6 - Autre (PRÉCISER)
- 7 - NSP/PR

DEMANDER À TOUS CEUX QUI N'ONT PAS MENTIONNÉ LE GOUVERNEMENT DU CANADA À Q.41b)

42. Est-ce que vous vous souvenez d'avoir vu ou entendu des messages anti-tabac ou de la publicité sur le fait de ne pas fumer qui étaient commandités par le gouvernement du Canada, au cours des derniers mois?

- | | |
|------------|----------------------|
| 1 - Oui | PASSER À Q.43 |
| 2 - Non | PASSER À Q.44 |
| 3 - NSP/PR | PASSER À Q.44 |

43. SI A VU DE LA PUBLICITÉ DU GOUVERNEMENT DU CANADA/DE SANTÉ CANADA À Q.41 OU Q.42:

a) Où est-ce que vous avez vu ou entendu ces messages du gouvernement au cours des derniers mois?

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

- 01 - Télévision
- 02 - Radio
- 03 - Cinéma
- 04 - Journaux
- 05 - Panneau-réclame
- 06 - Magazine
- 07 - Sur des paquets de cigarettes
- 08 - Dans le bureau d'un médecin/dans une clinique/dans une pharmacie

- 09 - Dans un média visuel (brochures, dépliants, affiches sur les autobus/dans le métro)
- 10 - À l'école
- 11 - Sur Internet/sur un site web
- 12 - Autre (**PRÉCISER**) _____
- 13 - NSP/PR

- b) Quels sont les messages du gouvernement du Canada dont vous vous souvenez? Veuillez décrire certaines scènes ou certaines phrases. Est-ce que vous vous en souvenez d'autres?

NSP/PR

- c) Si on pense à l'annonce (première annonce) dont vous vous souvenez, est-ce que vous pensez que c'était une façon très efficace, assez efficace, pas très efficace ou pas du tout efficace de communiquer un message sur le tabac?

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

DEMANDER À TOUS CEUX QUI N'ONT PAS MENTIONNÉ UNE COMPAGNIE DE TABAC OU L'INDUSTRIE DU TABAC À Q.41(b).

44. Est-ce que vous vous souvenez d'avoir vu ou entendu de la publicité anti-tabac ou des messages sur le fait de ne pas fumer commandités par une compagnie de tabac ou par l'industrie du tabac au cours des derniers mois?

- 1 - Oui **PASSER À Q.45**
- 2 - Non **PASSER À Q.46**
- 3 - NSP/PR **PASSER À Q.46**

SI A VU DE LA PUBLICITÉ D'UNE COMPAGNIE DE TABAC/DE L'INDUSTRIE DU TABAC À Q.41(b) OU Q.44:

45. a) Où est-ce que vous avez vu ou entendu ces messages anti-tabac commandités par une compagnie de tabac ou par l'industrie du tabac?

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

- 01 - Télévision
- 02 - Radio
- 03 - Cinéma
- 04 - Journaux
- 05 - Panneau-réclame
- 06 - Magazine
- 07 - Sur des paquets de cigarette
- 08 - Dans le bureau d'un médecin/dans une clinique/dans une pharmacie

09 - Dans un média visuel (brochures, dépliants, affiches sur les autobus/dans le métro)

10 - Autre (PRÉCISER) _____

11 - NSP/PR

- b) Quels sont les messages anti-tabac commandités par une compagnie de tabac ou par l'industrie du tabac dont vous vous souvenez? Veuillez décrire certaines scènes ou certaines phrases. Est-ce qu'il y en a d'autres?

NSP/PR

- c) Si on pense à l'annonce (première annonce) dont vous vous souvenez, est-ce que vous croyez que ce message de l'industrie du tabac était très crédible, assez crédible, pas très crédible ou pas du tout crédible?

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

DEMANDER À TOUS

46. Dans ses efforts pour réduire la consommation de tabac au pays, est-ce que vous êtes fortement favorable, plutôt favorable, plutôt opposé ou fortement opposé à ce que le gouvernement du Canada commande de la publicité contre le tabac ou contre la cigarette?

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

47. Nous allons maintenant parler des informations et des messages contre la consommation de tabac ou sur les risques de la consommation de tabac, veuillez me dire si vous pensez personnellement que chacun est très crédible ou fiable, assez crédible ou fiable, pas très crédible ou fiable ou pas du tout crédible ou fiable. **LIRE EN ROTATION**

- a) Les annonces du gouvernement du Canada visant à décourager les jeunes de commencer à fumer

- 1 - Très crédible ou fiable
- 2 - Assez crédible ou fiable
- 3 - Pas très crédible ou fiable
- 4 - Pas du tout crédible ou fiable
- 5 - NSP/PR

- b) Un site du gouvernement du Canada donnant des informations sur les risques pour la santé posés par la consommation de tabac et sur les façons d'arrêter de fumer.
- c) Les annonces du gouvernement du Canada pour mettre les gens au courant des pratiques de marketing de l'industrie du tabac.
- d) Les annonces des compagnies de tabac ou de l'industrie du tabac qui disent aux jeunes qu'il ne faut pas fumer.
- f) Un site web d'un organisme de santé non gouvernemental qui donne des informations sur les risques pour la santé posés par la consommation de tabac et sur les façons d'arrêter de fumer.

48. a) Est-ce que vous avez déjà consulté un site web pour en savoir plus sur la consommation de tabac et la cigarette?

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

b) Est-ce que c'était le site web du gouvernement du Canada, d'un organisme de santé, d'une industrie du tabac ou d'une compagnie de tabac, ou un autre site web?

POSSIBILITÉ DE PLUS D'UNE RÉPONSE.

- 1 - Le gouvernement du Canada
- 2 - Des organismes de santé
- 3 - L'industrie du tabac/une compagnie de tabac
- 4 - Autre (**PRÉCISER**) _____
- 5 - NSP/PR

DEMANDER À TOUS

49. Pendant les six prochains mois, quelle est la probabilité que vous alliez sur un site web ou que vous consultiez un site web pour obtenir des informations sur la consommation de tabac ou sur la cigarette, comme les effets sur la santé, les façons de cesser de fumer ou autre chose? Est-ce que c'est...

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

50. Et au cours des six prochains mois, quelle est la probabilité que vous cherchiez des informations auprès d'autres sources au sujet de la consommation de tabac ou de la cigarette? Est-ce que c'est ... **LIRE**

- 1 - Très probable
- 2 - Assez probable
- 3 - Pas très probable

- 4 - Pas du tout probable
- 5 - NSP/PR

51. Est-ce que vous avez déjà entendu parler du programme pour aider à cesser de fumer qui s'appelle «Vie 100 fumer»?

- 1 - Oui
- 2 - Non
- 3 - 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.

52. 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.53 |
| 2 - Oui, aux études à temps partiel | PASSER À Q.53 |
| 3 - Non, n'est pas aux études | PASSER À Q.55 |
| 4 - NSP/PR | PASSER À Q.56 |

SI AUX ÉTUDES, DEMANDER :

53. 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 :

54. 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 :

55. 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

56. 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

57. 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

58. 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, ou
- 4 - Seul
- 5 - NSP/PR

59. **SI CODE 1 OU 2, DEMANDER :** Est-ce que l'un ou l'autre de vos parents est un fumeur?

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

DEMANDER À TOUS

60. 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.