



Anti-Tobacco Benchmark Survey

SURVEY OF CANADIAN ADULTS
AND ADULT SMOKERS

FINAL REPORT

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TABLE OF CONTENTS

1.0	INTRODUCTION	3
2.0	SMOKING STATUS	4
	Smoking Behaviour and Brands	4
	Quitting Smoking	7
3.0	HEALTH EFFECTS OF SMOKING	8
	Smoking as a Serious Health Problem	8
	Perception of Smoking as a Personal Health Risk	10
4.0	"LIGHT" AND "MILD" CIGARETTES	11
	Incidence of Smoking Light or Mild Cigarettes	11
	Reasons for Smoking Light/Mild Cigarettes	12
	Perceptions of "Light" Cigarettes	14
	Perceptions of "Mild" Cigarettes	16
	Industry Use of Terms "Light" and "Mild"	18
5.0	GOVERNMENT REGULATION OF CIGARETTES AND SMOKING	20
	Government Regulation of Tobacco Products	20
	Support for Government Regulation of "Light" and "Mild" Cigarettes	22
	Support for Government Bans on Smoking	24
6.0	ATTITUDES TOWARD THE TOBACCO INDUSTRY	26
	Opinions of Industries	26
	Change in Opinion	30
	Perceptions of Tobacco Industry Actions	31
7.0	ANTI-TOBACCO ADVERTISING	34
	Recall of Anti-Tobacco Advertising	34
	Government Sponsored Anti-Tobacco Advertising	35
	Tobacco Company Sponsored Anti-Tobacco Advertising	41
8.0	CONCLUSIONS AND SOCIAL MARKETING IMPLICATIONS	44

APPENDICES

Survey Methods
Questionnaires

1.0 INTRODUCTION

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:

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

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

The topics addressed in this survey included:

- Smoking behaviour measures
- 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
- Demographics

The general population survey, which included adult smokers and non-smokers, is based on a sample size of 681 Canadians. This was conducted between September 12 and 17, 2001. An additional oversample of 824 smokers was conducted to achieve a final sample size of 1,000 adult smokers. This survey was conducted between September 12 and October 2, 2001.

A survey based on a sample of 681 has a margin of error of approximately ± 3.8 percentage points, 19 times in 20. The corresponding margin for a sample of 1,000 is 3.1 percentage points. The margins are wider for regional, demographic and attitudinal subsamples.

2.0 SMOKING STATUS

Smoking Behaviour and Brands

From the survey, two in ten Canadians are everyday smokers and five percent smoke occasionally for a total of 25 percent of adult Canadians who smoke.

From the survey, two in ten Canadian adults (20%) smoke cigarettes every day and five percent smoke occasionally. Nine in ten adult smokers (89%) usually smoke manufactured cigarettes; 11 percent usually smoke roll your own cigarettes.

Five in ten Canadian adults (53%) report having smoked at least 100 cigarettes in their life. Eight in ten smokers (81%) say the same. More than four in ten non-smokers (42%) also report having smoked at least 100 cigarettes in their life.

Smoke Cigarettes

	GENERAL POPULATION	ADULT SMOKERS
Every day	20	88
Occasionally	5	12
Not at all	75	—

Q.1

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

Smoked at Least 100 Cigarettes in Life

	GENERAL POPULATION	ADULT SMOKERS	ADULT NON- SMOKERS
Yes	53	81	42
No	47	19	58

Q.2

Have you smoked at least 100 cigarettes in your life?

Type of Cigarette Usually Smoked

<i>Respondents who smoke</i>	
Manufactured	89
Roll your own	11

Q.4

Do you usually smoke ...?

Among adult smokers who smoke every day, 52 percent report smoking more than 15 cigarettes per day, which includes eight percent who say they smoke more than 25 cigarettes per day. Four in ten (37%) say they smoke between ten and 15 cigarettes per day. Only 11 percent report smoking fewer than ten cigarettes per day.

Among adult smokers who smoke every day, women, younger adults and those who smoke light or mild cigarettes are more likely than others to report smoking fewer than ten cigarettes per day. Quebecers are more likely to report smoking more than 20 cigarettes per day.

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

Number of Cigarettes Smoked per Day

<i>Respondents who smoke every day</i>	
Less than 10	11
10 to 15	37
16 to 20	21
21 to 25	23
26 or more	8

Q.5

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

Number of Cigarettes Smoked per Day

<i>Respondents who smoke occasionally</i>	
Less than 10	75
10 to 15	19
16 or more	5
dk/na	1

Q.6

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

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

When adult smokers are asked if they smoke any other brands of cigarettes, 77 percent say they do not smoke any other brand.

Usual Cigarette Brand Smoked

Respondents who smoke

Players Light Regular Size	11
DuMaurier Regular Size	7
DuMaurier King Size	7
DuMaurier Light King Size	4
Players Regular Size	4
Players brand name	4
Players Light King Size	4
Benson and Hedges brand name	4
Export "A" Regular Size	4
Matinee brand name	3
DuMaurier Extra Light King Size	3
Export "A" brand name	3
DuMaurier Light Regular Size	3
No.7 Tobacco	3
Other	34

Other Cigarette Brands Smoked

Respondents who smoke

DuMaurier King Size	2
DuMaurier Regular Size	2
Export "A" brand name	1
Players Regular Size	1
Export "A" Medium Regular Size	1
No other brands	77
Other	12
dk/na	6

Q.7b

Do you smoke any other brands?

Q.7a

What brand of cigarettes do you usually smoke?

Quitting Smoking

Seven in ten smokers expect to still be smoking in 12 months. However, six in ten smokers say they are seriously considering quitting. Most of those considering quitting plan to try within the next six months.

Among adult smokers, seven in ten (69%) say they are extremely likely (23%) or very likely (46%) to be still smoking cigarettes 12 months from now. Three in ten (29%) say this is unlikely (21%) or extremely unlikely (8%). Atlantic Canadians, those who smoke more than 15 cigarettes per day and those who smoke regular cigarettes are more inclined to say it is likely that they will still be smoking 12 months from now.

Among non-smokers, virtually all (99%) say they are unlikely (6%) or extremely unlikely (93%) to be smoking cigarettes 12 months from now.

Six in ten adult smokers (60%) may be considered potential quitters, that is, they report that they are now seriously thinking of quitting smoking. This number is higher among men, smokers in Ontario and the Western provinces, and those who smoke light or mild cigarettes.

Among adult smokers who are seriously thinking about quitting smoking, three in ten (30%) say they will try to quit within the next 30 days. One-half (52%) say they will try to quit within the next six months. Fourteen percent say they will not try within the next six months and five percent do not know when they will try to quit. Quebecers are more likely than others to say they will not try to quit within the next six months.

Smoking in 12 Months Time

	ADULT SMOKERS	ADULT NON-SMOKERS
Extremely likely	23	*
Likely	46	*
Unlikely	21	6
Extremely unlikely	8	93

Q.3

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

Subsample: Respondents who smoke

Q.3

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

Subsample: Respondents who do not smoke

Quit Intentions

<i>Respondents who smoke</i>	
Yes	60
No	39

Q.8a

Are you now seriously thinking of quitting smoking?

Timeline for Quitting Smoking

<i>Respondents who smoke and who are seriously thinking of quitting</i>	
Within the next 30 days	30
Within the next 6 months	52
Not within the next 6 months	14
dk/na	5

Q.8b

When do you think you will try to quit?

3.0 HEALTH EFFECTS OF SMOKING

Smoking as a Serious Health Problem

Almost all Canadians think that cigarette smoking is a serious health problem. However, Canadians tend to see light and mild cigarettes as less harmful than cigarettes in general, both to smokers, and to non-smokers exposed to second-hand smoke from light or mild cigarettes.

Almost all Canadian adults (95%) think that cigarette smoking is a very (72%) or somewhat (23%) serious health problem in Canada. Only four percent think it is not very (3%) or not at all (1%) serious. Among adult smokers, nine in ten (91%) think that cigarette smoking is a very (58%) or somewhat (33%) serious health problem in Canada. Only eight percent of smokers think it is not very (6%) or not at all (2%) serious. Non-smokers are virtually unanimous (97%) in their opinion that cigarette smoking is a very (76%) or somewhat (21%) serious health problem in Canada.

The view that cigarette smoking is a very serious health problem in Canada is lower among older smokers and Quebecers, particularly those who smoke, as well as those who smoke regular cigarettes. Potential quitters are more inclined than other smokers to see smoking as a very serious health problem.

Canadians tend to see light and mild cigarettes as less harmful than cigarettes in general, both to smokers, and to non-smokers exposed to second-hand smoke from light or mild cigarettes.

Three-quarters of Canadians (77%) think that the harm to smokers' health caused by smoking cigarettes is very serious; two in ten (19%) think it is somewhat serious. As well, six in ten Canadians (61%) think that the harm to non-smokers' health from second-hand smoke is very serious, and three in ten (28%) see it as somewhat serious.

When asked specifically about harm to smokers from light or mild cigarettes, only two-thirds of Canadians (68%) see this harm as very serious, and one-quarter (23%) see it as somewhat serious. Six in ten Canadians (59%) think the harm caused to non-smokers by second-hand smoke from light or mild cigarettes is very serious, and three in ten (30%) think it is somewhat serious.

Smoking as a Health Problem

	GENERAL POPULATION	ADULT SMOKERS	ADULT NON- SMOKERS
Very serious	72	58	76
Somewhat serious	23	33	21
Not very serious	3	6	2
Not at all serious	1	2	1

Q.16

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

Adult smokers are less inclined to view the harm caused to smokers by smoking cigarettes and to non-smokers from second-hand smoke as very serious (59% and 42%, respectively). They are also less inclined to view the harm caused to smokers by smoking light or mild cigarettes and to non-smokers from second-hand smoke from light or mild cigarettes as very serious (51% and 39%, respectively).

Women are somewhat more likely than men to assess the harm caused in all four scenarios posed as very se-

rious; Quebecers are less likely to see the harm caused in these scenarios as very harmful. As well, there is a tendency for both the youngest and the oldest among the general adult population to be less likely to see the harm caused in these four scenarios as very serious.

Among adult smokers, those who smoke occasionally, those who smoke light or mild cigarettes, those who smoke fewer cigarettes per day and potential quitters are more inclined to say that the harm caused in all four scenarios is very serious.

Smoking as a Health Problem

Harm to smokers by smoking

	GENERAL POPULATION	ADULT SMOKERS	ADULT NON- SMOKERS
Very serious	77	59	82
Somewhat serious	19	33	16
Not very serious	3	5	2
Not at all serious	1	2	1

Harm to smokers by light/mild cigarettes

	GENERAL POPULATION	ADULT SMOKERS	ADULT NON- SMOKERS
Very serious	68	51	74
Somewhat serious	23	36	20
Not very serious	4	7	3
Not at all serious	2	4	1
dk/na	3	3	3

Harm to non-smokers by second-hand smoke

	GENERAL POPULATION	ADULT SMOKERS	ADULT NON- SMOKERS
Very serious	61	42	68
Somewhat serious	28	39	25
Not very serious	8	13	5
Not at all serious	2	4	1

Harm to non-smokers by second-hand smoke from light/mild cigarettes

	GENERAL POPULATION	ADULT SMOKERS	ADULT NON- SMOKERS
Very serious	59	39	65
Somewhat serious	30	42	27
Not very serious	7	12	5
Not at all serious	2	5	2

Q.17a-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 the health of smokers caused by smoking cigarettes ... The harm to the health of non-smokers caused by breathing in second-hand smoke from cigarettes that other people are smoking ... The harm to the health of smokers caused by smoking light or mild cigarettes ... The harm to the health of non-smokers caused by breathing in second-hand smoke from people smoking light or mild cigarettes ...

Perception of Smoking as a Personal Health Risk

Most smokers think that smoking will cause them health problems.

Most adult smokers (81%) think it is very (42%) or somewhat (39%) likely that smoking will cause them health problems. Only 18 percent think this is not at all (5%) or not very (13%) likely.

Older smokers and Quebecers are less inclined to think that smoking is very likely to lead to health problems for them, while a greater proportion of potential quitters say that smoking is very likely to do this.

Smoking Will Cause Health Problems

<i>Respondents who smoke</i>	
Very likely	42
Somewhat likely	39
Not very likely	13
Not at all likely	5

Q.18

How likely do you think it is that smoking will lead to health problems for you? Is it very, somewhat, not very or not at all likely?

4.0 "LIGHT" AND "MILD" CIGARETTES

Incidence of Smoking Light or Mild Cigarettes

Half of those who smoke, smoke light or mild cigarettes. Six in ten of these have switched to light or mild from regular cigarettes.

One-half of adult smokers (50%) consider their main cigarette brand to be a light or mild type of cigarette. A similar number (47%) consider their main brand to be a regular cigarette.

Among those who consider their main brand to be a light or mild cigarette, one-half (47%) describe that brand as light. Smaller proportions describe their main brand as extra light (16%), mild (14%), ultra light (12%) and extra mild (9%).

Women, the youngest and oldest adult smokers, and Ontarians who smoke are more likely to smoke light or mild cigarettes. Quebecers are least likely to smoke light or mild cigarettes. Those who smoke less than ten cigarettes per day and potential quitters are also more inclined to smoke light or mild cigarettes.

Among those who smoke light or mild cigarettes, six in ten (60%) originally smoked regular cigarettes; four in ten (39%) have always smoked light or mild cigarettes. Men, smokers aged 45 years or more and Quebecers are more likely to have switched from regular to light or mild cigarettes. Atlantic Canadians and everyday smokers who smoke less than ten cigarettes per day are more likely to have always smoked light or mild cigarettes.

Main Cigarette Brand

<i>Respondents who smoke</i>	
A light/mild type of cigarette	50
A regular cigarette	47

Q.9

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

Type of Light/Mild Cigarette

<i>Respondents who smoke a light or mild type of cigarette</i>	
Light	47
Extra Light	16
Mild	14
Ultra light	12
Extra Mild	9
Other	2

Q.10

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

Always Smoked Light/Mild Brand?

<i>Respondents who smoke a light or mild type of cigarette</i>	
Always smoked light or mild	39
Used to smoke regular	60

Q.11

Have you always smoked light or mild cigarettes or did you used to smoke regular cigarettes?

Reasons for Smoking Light/Mild Cigarettes

More than four in ten smokers who have switched to light or mild cigarettes thought they would be safer and less harmful than a regular brand. One-third of those who have always smoked light or mild cigarettes think they are less harmful than regular cigarettes.

Smokers who have switched from regular to light or mild cigarettes say they did so for a variety of reasons. Most frequently mentioned among these are: health reasons (26%), less harsh/smooth (22%), taste/flavour (17%), less tar/nicotine/carbon monoxide (17%) and a step to quitting smoking (13%). Smaller proportions mention sore throat/cough (9%), just a change/something different (3%), or smell/aroma (2%). Seven percent give other reasons and eight percent offer no response.

More than four in ten (44%) of those who switched to light or mild cigarettes say that they thought it would be safer and less harmful than a regular brand. Women, older smokers and smokers from the Western provinces are more likely to say this, as are potential quitters.

Reasons for Switching to Light/Mild Brand

Respondents who smoke a light or mild type of cigarette now, but used to smoke a regular type of cigarette

Health reasons	26
Less harsh/smooth	22
Taste/flavour	17
Less tar/nicotine/carbon monoxide	17
Step to quit smoking	13
Sore throat/cough	9
Just a change/something different	3
Smell/aroma	2
Popular brand	*
Other	7
dk/na	8

*Less than one percent

Q.12

*Why did you switch from regular to light or mild cigarettes?
Any other reasons?*

Switched to Light/Mild Cigarettes because Safer/Less Harmful

Respondents who smoke a light or mild type of cigarette now but used to smoke a regular type of cigarette

Yes	44
No	54
dk/na	2

Q.13

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

Among smokers who have always smoked light or mild cigarettes, the most frequently mentioned reasons for smoking this type of cigarette are: less harsh/smooth (24%) and taste/flavour (17%). Smaller proportions mention health reasons (9%), friends were smoking them (8%), less tar/nicotine/carbon monoxide (7%), popular brand (6%), less likely to get sore throat or cough (4%), step to quit smoking (3%) or it was what they started with (3%). Eight percent give other reasons and 24 percent offer no response.

One-third (35%) of those who have always smoked light or mild cigarettes say that they thought it would be safer and less harmful than a regular brand.

Reasons for Smoking Light/Mild Cigarettes

Respondents who have always smoked a light or mild type of cigarette, or who are unsure if they've switched

Less harsh/smooth	24
Taste/flavour	17
Health reasons	9
Friends were smoking them	8
Less tar/nicotine/carbon monoxide	7
Popular brand	6
Less likely to get sore throat/cough	4
Step to quit smoking	3
It was what they started with	3
Other	8
dk/na	24

Q.14

Why did you decide to smoke light or mild cigarettes in the first place? Any other reasons?

Smoke Light/Mild Cigarettes because Safer/Less Harmful

Respondents who have always smoked a light or mild type of cigarette, or who are unsure if they've switched

Yes	35
No	64

Q.15

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

One-third of Canadians think the tobacco used in light cigarettes has less nicotine than the tobacco used in regular cigarettes. Fewer than two in ten each think it has fewer additives and chemicals or that light cigarettes are less harmful than regular cigarettes.

When asked what they think is meant by the term "light" on some brands of cigarettes, Canadians are most likely to say that it means lower in tar/nicotine/carbon monoxide (40%). Smaller proportions mention less harmful/healthier (12%), advertising gimmick (11%), lighter/milder taste or flavour (9%), less strong (8%), less chemicals or additives (7%), different filter (7%) and less irritating to throat/less harsh (4%). Nine percent mention other things, ten percent say it means nothing to them and 11 percent offer no response.

The pattern of responses offered by adult smokers does not differ significantly from that of Canadians in general. Among smokers, those who smoke light or mild cigarettes are more likely to say that light cigarettes are lower in tar/nicotine/carbon monoxide.

Ontarians and Western Canadians are also more inclined to think that light cigarettes are lower in tar/nicotine/carbon monoxide.

One-third of Canadians (33%) say that the tobacco used in light cigarettes has less nicotine than the tobacco used in regular cigarettes; 47 percent say it does not, and 21 percent offer no opinion. Adult smokers are divided on this matter, with 45 percent saying the tobacco in light cigarettes has less nicotine, and 47 percent saying it does not.

Meaning of Word 'Light' on Cigarette Packs

	GENERAL POPULATION	ADULT SMOKERS	ADULT NON- SMOKERS
Lower in tar/nicotine/carbon monoxide	40	42	39
Less harmful/healthier	12	9	12
Advertising gimmick	11	8	14
Lighter/milder taste (flavour)	9	14	8
Less strong	8	10	7
Less chemicals or additives	7	7	5
Different filter	7	7	6
Less irritable to throat (less harsh)	4	7	2
Other	9	9	11
Doesn't mean anything to you	10	8	9
dk/na	11	6	12

Q.25

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

Only 14 percent of Canadians say that the tobacco used in light cigarettes has fewer additives and chemicals than the tobacco used in regular cigarettes; two-thirds (67%) say it does not, and 18 percent offer no opinion. Adult smokers (22%) are more likely to think that it has fewer additives and chemicals.

Only 13 percent of Canadians think that light cigarettes are less harmful to smokers' health than regular cigarettes. Eight in ten (81%) say they are not less harmful, and only six percent offer no opinion. Adult smokers do not differ significantly from Canadians in general on this point.

Younger Canadians are somewhat more likely to provide affirmative responses to all three questions concerning light cigarettes. Quebecers are more inclined to disagree on all three matters.

Among smokers, those who smoke light or mild cigarettes are more likely to agree that the tobacco in light cigarettes has less nicotine, has fewer additives and chemicals, and that light cigarettes are less harmful.

Less Nicotine in 'Light' Cigarettes

	GENERAL POPULATION	ADULT SMOKERS	ADULT NON- SMOKERS
Yes	33	45	29
No	47	47	47
dk/na	21	8	25

Q.26

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

	GENERAL POPULATION	ADULT SMOKERS	ADULT NON- SMOKERS
Yes	14	22	14
No	67	66	66
dk/na	18	12	20

Q.27

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

	GENERAL POPULATION	ADULT SMOKERS	ADULT NON- SMOKERS
Yes	13	14	12
No	81	84	81
dk/na	6	2	7

Q.28

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

Perceptions of "Mild" Cigarettes

One-quarter of Canadians think the tobacco used in mild cigarettes has less nicotine than the tobacco used in regular cigarettes. Fewer than two in ten each think it has fewer additives and chemicals or that mild cigarettes are less harmful than regular cigarettes.

When asked what they think is meant by the term "mild" on some brands of cigarettes, Canadians are most likely to say that it means lower in tar/nicotine/carbon monoxide (24%) or lighter/milder taste or flavour (18%). Smaller proportions mention advertising

gimmick (11%), less strong (10%), less harmful/healthier (9%), less irritating to throat/less harsh (7%), less chemicals or additives (6%) and different filter (5%). Nine percent mention other things, nine percent say it means nothing to them and 15 percent offer no response.

The pattern of responses offered by adult smokers does not differ significantly from that of Canadians in general. Among smokers, those who smoke light or mild cigarettes are more likely to say that mild cigarettes are lower in tar/nicotine/carbon monoxide.

Meaning of Word 'Mild' on Cigarette Packs

	GENERAL POPULATION	ADULT SMOKERS	ADULT NON- SMOKERS
Lower in tar/nicotine/carbon monoxide	24	23	22
Lighter/milder taste (flavour)	18	22	19
Advertising gimmick	11	7	14
Less strong	10	12	9
Less harmful/healthier	9	4	10
Less irritable to throat (less harsh)	7	10	6
Less chemicals or additives	6	6	5
Different filter	5	6	3
Smoother	2	4	2
Other	7	10	7
Doesn't mean anything to you	9	8	9
dk/na	15	11	16

Q.29

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

Ontarians and Western Canadians are also more inclined to think that mild cigarettes are lower in tar/nicotine/carbon monoxide.

One-quarter of Canadians (26%) say that the tobacco used in mild cigarettes has less nicotine than the tobacco used in regular cigarettes; 57 percent say it does not, and 17 percent offer no opinion. Adult smokers (38%) are notably more likely to say the tobacco in mild cigarettes has less nicotine.

Only 15 percent of Canadians say that the tobacco used in mild cigarettes has fewer additives and chemicals than the tobacco used in regular cigarettes; seven in ten (69%) say it does not, and 16 percent offer no opinion. Adult smokers (22%) are more likely to think that it has fewer additives and chemicals.

Only 11 percent of Canadians think that mild cigarettes are less harmful to smokers' health than regular cigarettes. More than eight in ten (84%) say they are not less harmful, and five percent offer no opinion. Adult smokers do not differ significantly from Canadians in general on this point.

Younger Canadians are somewhat more likely to provide affirmative responses to all three questions concerning mild cigarettes. Quebecers are more inclined to disagree on all three matters.

Among smokers, those who smoke light or mild cigarettes are more likely to agree that the tobacco in mild cigarettes has less nicotine, has fewer additives and chemicals, and that mild cigarettes are less harmful.

Less Nicotine in 'Mild' Cigarettes

	GENERAL POPULATION	ADULT SMOKERS	ADULT NON-SMOKERS
Yes	26	38	24
No	57	51	56
dk/na	17	10	20

Q.30

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

	GENERAL POPULATION	ADULT SMOKERS	ADULT NON-SMOKERS
Yes	15	22	13
No	69	67	69
dk/na	16	12	18

Q.31

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

	GENERAL POPULATION	ADULT SMOKERS	ADULT NON-SMOKERS
Yes	11	12	10
No	84	85	85
k/na	5	3	5

Q.32

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

Industry Use of Terms "Light" and "Mild"

Most Canadians think that tobacco companies use the terms light and mild to appeal to smokers who think these cigarettes will be less harmful, and to sell more cigarettes.

Almost eight in ten Canadians each think that "To appeal to smokers who think that light and mild cigarettes are less harmful to their health" (78%) and "As a way to market and sell more cigarettes" (78%) are reasons why tobacco companies might label some of their cigarettes as light or mild.

About seven in ten each think that "To indicate that the tobacco in light or mild cigarettes has less tar, nicotine, or carbon monoxide than that in regular cigarettes" (71%), "To suggest that light and mild cigarettes are less harmful to health than regular cigarettes" (70%) and "To indicate that light or mild cigarettes taste lighter than regular cigarettes" (68%) are reasons why tobacco companies might label some of their cigarettes as light or mild.

Just over six in ten Canadians think that "To provide smokers with more brands to choose from" (63%) is a reason why tobacco companies might label some of their cigarettes as light or mild.

Adult smokers are somewhat more likely to think that indicating that light or mild cigarettes taste lighter (75%) is a reason why tobacco companies might label

some of their cigarettes light or mild. They are somewhat less likely to think that suggesting that light and mild cigarettes are less harmful (61%) and appealing to smokers who think that light and mild cigarettes are less harmful (69%) are reasons for labelling some cigarettes light or mild.

Younger Canadians – those aged 18 to 24 years – are less inclined to see providing smokers with more brand choices, marketing and selling more cigarettes and appealing to smokers who think that light and mild cigarettes are less harmful as reasons for labelling some cigarettes light or mild. Canadians aged 55 years or more are less likely to think that indicating that light or mild cigarettes taste lighter, providing smokers with more brand choices and appealing to smokers who think that light and mild cigarettes are less harmful are reasons for such labelling. Quebecers are notably less likely to view all of these possibilities as reasons for light and mild labelling of cigarettes.

Among adult smokers, those who smoke light or mild cigarettes are more likely to see most of these as reasons for labelling cigarettes as light or mild – with the exception of it being a way to market and sell more cigarettes. Potential quitters are more likely than other smokers to say that suggesting that light and mild cigarettes are less harmful, appealing to smokers who think that light and mild cigarettes are less harmful, and labelling as a way to market and sell more cigarettes are reasons for this kind of labelling.

Reasons for Light/Mild Label on Cigarettes

Appeal to smokers concerned about health

	GENERAL POPULATION	ADULT SMOKERS	ADULT NON- SMOKERS
Yes, is a reason	78	69	79
No, is not a reason	21	30	20
dk/na	1	2	1

Way of selling more cigarettes

	GENERAL POPULATION	ADULT SMOKERS	ADULT NON- SMOKERS
Yes, is a reason	78	74	79
No, is not a reason	21	24	19
dk/na	2	1	2

Contain fewer toxins

	GENERAL POPULATION	ADULT SMOKERS	ADULT NON- SMOKERS
Yes, is a reason	71	69	72
No, is not a reason	25	29	24
dk/na	4	2	5

Less harmful to health

	GENERAL POPULATION	ADULT SMOKERS	ADULT NON- SMOKERS
Yes, is a reason	70	61	70
No, is not a reason	28	38	27
dk/na	2	1	2

Taste lighter

	GENERAL POPULATION	ADULT SMOKERS	ADULT NON- SMOKERS
Yes, is a reason	68	75	65
No, is not a reason	26	23	27
dk/na	6	2	8

Provide more choice for smokers

	GENERAL POPULATION	ADULT SMOKERS	ADULT NON- SMOKERS
Yes, is a reason	63	66	64
No, is not a reason	35	32	33
dk/na	3	2	3

Q.33a-f

Here are some possible reasons why tobacco companies might label some of their cigarettes as "light" or "mild." Please tell me whether you think each of the following is or is not a reason why tobacco companies label some cigarettes as "light" or "mild" ... To indicate that light or mild cigarettes taste lighter than regular cigarettes ... To provide smokers with more brands to choose from ... As a way to market and sell more cigarettes ... To indicate that the tobacco in light or mild cigarettes has less tar, nicotine, or carbon monoxide than that in regular cigarettes ... To suggest that light and mild cigarettes are less harmful to health than regular cigarettes ... To appeal to smokers who think that light and mild cigarettes are less harmful to their health.

5.0 GOVERNMENT REGULATION OF CIGARETTES AND SMOKING

Government Regulation of Tobacco Products

Most Canadians know that the Government of Canada regulates tobacco products and most support these regulations. Half say that the existing regulations on the sale, content and promotion of tobacco products don't go far enough.

More than seven in ten Canadians (72%) are very (33%) or somewhat (39%) aware that the Government of Canada regulates the sale, content and promotion of tobacco products. One-quarter (27%) say they are not very (13%) or not at all (14%) aware of this. While adult smokers report essentially the same level of overall awareness (74%), they are more likely to say that they are very aware (44%).

Awareness is higher among men and among Ontarians and Western Canadians. It is lower among Canadians aged 18 to 24 years and also among those aged 55 years or more.

Seven in ten Canadians (70%) say they strongly (42%) or somewhat (28%) support Government of Canada regulations on the sale, content and promotion of tobacco products. One-quarter (26%) say they strongly (14%) or somewhat (12%) oppose these regulations. Adult smokers are less supportive of government regulations; six in ten (59%) are strongly (30%) or somewhat (29%) supportive, while almost four in ten (37%) say they strongly (20%) or somewhat (17%) oppose these regulations.

Strong support for government regulations is higher among men and Ontarians. Overall support among Quebecers is high, but their support is somewhat more tentative. Those aged 45 years or more and Western Canadians are no less likely to support these regulations, but at the same time they are somewhat more likely to offer strong opposition. Atlantic Canadians are more likely to offer overall opposition.

Among adult smokers, those who smoke occasionally, those who smoke fewer than 21 cigarettes per day and potential quitters are more inclined to offer strong support.

Government Regulation of Tobacco Products

	GENERAL POPULATION	ADULT SMOKERS	ADULT NON-SMOKERS
Very aware	33	44	28
Somewhat aware	39	30	42
Not very aware	13	12	15
Not at all aware	14	13	12
dk/na	1	1	1

Q.36

Would you say you are very aware, somewhat aware, not very aware or not at all aware that the Government of Canada regulates the sale, content and promotion of tobacco products?

Government Regulation of Tobacco Products

	GENERAL POPULATION	ADULT SMOKERS	ADULT NON-SMOKERS
Strongly support	42	30	45
Somewhat support	28	29	29
Somewhat oppose	12	17	11
Strongly oppose	14	20	13
dk/na	3	4	3

Q.37

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

One-half of Canadians (53%) say that the existing regulations on the sale, content and promotion of tobacco products don't go far enough. Three in ten (29%) say these regulations are about right, and only 15 percent think they go too far. Among adult smokers, a plurality of almost four in ten (38%) think that existing regulations are about right; about three in ten each say the regulations don't go far enough (31%) or go too far (28%).

Women, Canadians aged 55 years or more and Atlantic Canadians are more likely than others to say that existing regulations don't go far enough. Those aged 18 to 24 years and Ontarians are more inclined to say that the regulations are just about right, while men and Quebecers are more inclined to say that they go too far.

Among adult smokers, men are more inclined to say that the current regulations do not go far enough, while women are more likely to say that they go too far. Those who smoke regular cigarettes and those who smoke more than 20 cigarettes per day are also more likely to say the regulations go too far. Occasional smokers, those who smoke fewer than ten cigarettes per day and potential quitters are more likely to say the regulations don't go far enough.

Government Regulations on Tobacco Products

	GENERAL POPULATION	ADULT SMOKERS	ADULT NON- SMOKERS
Go too far	15	28	12
Are about right	29	38	25
Don't go far enough	53	31	60
dk/na	3	2	3

Q.38

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

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

Three-quarters of Canadians think more information on the health effects of light and mild cigarettes should be required on cigarette packaging. Six in ten favour the banning of the terms light and mild on cigarette packages.

Three-quarters of Canadians (74%) strongly (58%) or somewhat (16%) agree that more information on cigarette packages about the health effects of light and mild cigarettes should be required by the government. One-quarter (25%) strongly (13%) or somewhat (12%) disagree. Among adult smokers, six in ten (59%) strongly (45%) or somewhat (14%) agree with this, while four in ten (40%) strongly (26%) or somewhat (14%) disagree.

Women and Atlantic Canadians are more likely to offer strong agreement; Western Canadians are less likely to agree strongly.

Among adult smokers, those aged 18 to 24 years, Atlantic Canadians, occasional smokers, those who smoke less than ten cigarettes per day and potential quitters are more likely to offer strong agreement.

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

	GENERAL POPULATION	ADULT SMOKERS	ADULT NON- SMOKERS
Strongly agree	58	45	62
Somewhat agree	16	14	17
Somewhat disagree	12	14	11
Strongly disagree	13	26	9
dk/na	1	1	2

Q.34

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?

Six in ten Canadians (59%) strongly (41%) or somewhat (18%) support banning the use of the terms light and mild on cigarette packages. One-third (34%) strongly (16%) or somewhat (18%) oppose this measure. Adult smokers are divided on the issue; just under one-half (46%) strongly (28%) or somewhat (18%) support such a ban, while a similar number (48%) are strongly (26%) or somewhat (22%) in opposition.

Strong support for a ban on the use of these terms is higher among women, those aged 45 years or more, and Atlantic Canadians. However, those aged 55 years or more are also more likely to offer strong opposition. Support among younger Canadians remains at a majority level, but their support is more tentative. Western Canadians are more likely to strongly oppose such a ban.

Among adult smokers, occasional smokers, those who smoke less than ten cigarettes per day and potential quitters are more likely to offer strong support. Not surprisingly, those who smoke light or mild cigarettes are less likely than those who smoke regular cigarettes to offer support; in fact, a majority of 56 percent oppose a ban on the use of the terms light and mild on cigarette packages.

Banning Use of Terms Light and Mild

	GENERAL POPULATION	ADULT SMOKERS	ADULT NON- SMOKERS
Strongly agree	41	28	44
Somewhat agree	18	18	20
Somewhat disagree	18	22	17
Strongly disagree	16	26	13
dk/na	7	6	7

Q.35

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

Most Canadians favour the banning of tobacco use in the workplace and in restaurants. However, one-half oppose a ban on sales of tobacco products and six in ten oppose banning the use of tobacco in outdoor public places.

Large majorities of Canadians favour the banning of tobacco use in workplaces and in restaurants. However, majorities reject bans on sales of all tobacco products and on smoking in outdoor public places. Adult smokers are less supportive of all these bans.

More than eight in ten (84%) strongly (70%) or somewhat (14%) support a ban in workplaces, while 15 percent strongly (9%) or somewhat (6%) oppose such a ban. Among smokers, two-thirds (65%) support such a ban and one-third (34%) oppose it.

Three-quarters (76%) strongly (62%) or somewhat (14%) support a ban on tobacco use in restaurants; just over two in ten (23%) strongly (12%) or somewhat (11%) oppose this measure. Among smokers, opinion is divided; a bare majority of 51 percent support such a ban and 48 percent oppose it.

Fewer than one-half (45%) strongly (27%) or somewhat (18%) support banning the sale of all tobacco products, including cigarettes, across the country; 54

percent strongly (32%) or somewhat (22%) oppose such a ban. Among smokers, only three in ten (28%) support such a ban and seven in ten (71%) oppose it.

Only four in ten Canadians (39%) strongly (21%) or somewhat (18%) support banning tobacco use in outdoor public places, such as on the streets, in parks and outside office buildings; six in ten (61%) strongly (35%) or somewhat (26%) oppose such a ban. Among smokers, only 15 percent support such a ban and more than eight in ten (85%) oppose it.

Canadians aged 25 to 34 years are more inclined to support bans on smoking in the workplace and in restaurants; however, they are somewhat less inclined to support a ban of tobacco sales. Those aged 55 years or more are also more supportive of a workplace smoking ban. Atlantic Canadians tend to be more supportive of all these measures; Quebecers are more likely than others to support a workplace ban. Western Canadians express greater opposition to a workplace ban and Quebecers are more likely to oppose a ban in restaurants.

Occasional smokers and potential quitters are more likely than other smokers to support all of these measures. Those who smoke fewer than 16 cigarettes per day are more likely to support bans on smoking in workplaces and in restaurants.

Restrictions on Tobacco

Banning use in workplaces

	GENERAL POPULATION	ADULT SMOKERS	ADULT NON- SMOKERS
Strongly support	70	46	78
Somewhat support	14	19	12
Somewhat oppose	6	14	4
Strongly oppose	9	20	6
dk/na	*	1	1

Banning sale of all tobacco products

	GENERAL POPULATION	ADULT SMOKERS	ADULT NON- SMOKERS
Strongly support	27	18	29
Somewhat support	18	10	20
Somewhat oppose	22	13	26
Strongly oppose	32	58	24
dk/na	1	1	1

Banning use in restaurants

	GENERAL POPULATION	ADULT SMOKERS	ADULT NON- SMOKERS
Strongly support	62	32	71
Somewhat support	14	19	12
Somewhat oppose	11	19	9
Strongly oppose	12	29	7
dk/na	1	1	1

Banning use in public places

	GENERAL POPULATION	ADULT SMOKERS	ADULT NON- SMOKERS
Strongly support	21	8	24
Somewhat support	18	7	21
Somewhat oppose	26	16	29
Strongly oppose	35	69	25
dk/na	*	*	1

Q.39a-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?

6.0 ATTITUDES TOWARD THE TOBACCO INDUSTRY

Opinions of Industries

Only one in ten Canadians offer a positive assessment of the tobacco industry, compared to one-half who view the beer industry favourably and three-quarters who feel positive about the pharmaceutical industry.

When asked to say how they feel about three different industries – pharmaceutical, beer, and tobacco – Canadians give the most positive assessment to the pharmaceutical industry and the least positive assessment to the tobacco industry. Three-quarters of Canadians (74%) feel very (24%) or somewhat (50%) positive about the pharmaceutical industry, while only 21 percent feel very (7%) or somewhat (14%) negative. One-half (51%) feel very (9%) or somewhat (42%) positive about the beer industry, while more than four in ten (43%) feel very (12%) or somewhat (31%) negative. Only 11 percent of Canadians express very (2%) or somewhat (9%) positive feelings about the tobacco industry, and almost nine in ten (87%) feel very (56%) or somewhat (31%) negative about this industry.

Both smokers and non-smokers provide similar assessments of the pharmaceutical and beer industries, but smokers are more favourable toward the tobacco industry than non-smokers. Seven in ten smokers (71%) and three-quarters of non-smokers (74%) feel very or somewhat positive about the pharmaceutical industry, and about one-half of both smokers (53%) and non-smokers (49%) feel very or somewhat positive about the beer industry. However, one-quarter of smokers (26%) say they feel very or somewhat positive about the tobacco industry, while fewer than one in ten non-smokers (7%) feel this way.

Among Canadians as a whole, there is little variation in impressions of the tobacco industry between regions and demographic groups. However, among smokers, men and younger adult smokers are less inclined to provide a positive assessment of this. As well, those who smoke light or mild cigarettes, occasional smokers, those who smoke fewer cigarettes per day and potential quitters are also less likely than other smokers to have a positive impression of the tobacco industry.

Feelings about Industries

<i>Pharmaceutical industry</i>	GENERAL POPULATION	ADULT SMOKERS	ADULT NON- SMOKERS
Very positive	24	26	23
Somewhat positive	50	45	51
Somewhat negative	14	15	14
Very negative	7	8	7
dk/na	4	6	4

Q.19a-c

*What is your personal impression
of each of the following industries?
Is it very positive, somewhat
positive, somewhat negative, or
very negative? The pharmaceutical
industry ... The beer industry ...
The tobacco industry.*

<i>Beer industry</i>	GENERAL POPULATION	ADULT SMOKERS	ADULT NON- SMOKERS
Very positive	9	14	7
Somewhat positive	42	39	42
Somewhat negative	31	28	32
Very negative	12	12	14
dk/na	6	6	5

<i>Tobacco industry</i>	GENERAL POPULATION	ADULT SMOKERS	ADULT NON- SMOKERS
Very positive	2	5	1
Somewhat positive	9	21	6
Somewhat negative	31	37	29
Very negative	56	34	62
dk/na	2	3	2

Among the small number of Canadians in the general population with a positive view of the tobacco industry, the most frequently given reasons for this positive view are: sponsorship of arts/sports (22%), supply service/employment for people (19%) and no problem with their product/industry (18%). Smaller proportions mention being honest about the products/advice to the public (13%), economic benefits (12%), that the industry tries to educate people (5%), the industry is more responsible/improving (4%), and they are providing what people want (3%). Twelve percent mention other reasons, and one in ten offer no response (9%).

Among smokers with a positive view of the tobacco industry, the most frequently given reason for this positive view is sponsorship of arts/sports (18%). Smaller proportions mention: no problem with their product/industry (10%), being honest about the products/advice to the public (10%), they are providing what people want (10%), economic benefits (10%), supply service/employment for people (5%), that the industry tries to educate people (4%), and the industry is more responsible/improving (4%). Fifteen percent mention other reasons. Two in ten say there is no reason (2%) or offer no response (17%).

Reasons for Positive View of Tobacco Industry

<i>Respondents with a positive impression of the tobacco industry</i>	GENERAL POPULATION	ADULT SMOKERS	ADULT NON-SMOKERS
Sponsorship of arts/sports	22	18	28
Supply service/employment for people	19	5	29
No problem with their product/industry	18	10	7
Being honest about the products/advice to the public	13	10	7
Economic benefits	12	10	14
Industry tries to educate people	5	4	7
Industry is more responsible/improving	4	4	6
They are providing what people want	3	10	3
Other	12	15	18
dk/na	9	17	—

Q.21

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

Among Canadians in general 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 (62%). Smaller proportions mention dishonest about cigarettes/smoking (24%), industry targets youth/young people (16%), cigarettes/tobacco addictive (11%), interested in profit (10%), advertising/trying to lure people into smoking (5%), cost of health care (4%), not pleasant to be around those who smoke (4%), against smoking/don't like it (3%) and tobacco industry is manipulative (3%). Ten percent offer other reasons.

Smokers who have a negative view of the tobacco industry are also most likely to mention cigarettes/tobacco damages people's health/can kill (42%). Smaller proportions mention dishonest about cigarettes/smoking (25%), cigarettes/tobacco are addictive (20%), industry targets youth/young people (11%), interested in profit (10%), advertising/trying to lure people into smoking (4%), and cigarettes should be banned (3%). Sixteen percent offer other reasons.

Reasons for Negative View of Tobacco Industry

<i>Respondents with a negative impression of the tobacco industry</i>	GENERAL POPULATION	ADULT SMOKERS	ADULT NON-SMOKERS
Cigarettes damage people's health/can kill	62	42	67
Dishonest about cigarettes/smoking	24	25	20
Industry targets youth/young people	16	11	17
Cigarettes/tobacco are addictive	11	20	9
Interested in profit	10	10	11
Advertising/insert trying to lure people into smoking	5	4	5
Cost of health care	4	2	5
Not pleasant to be around those who smoke	4	—	5
Against smoking/don't like it	3	1	4
Tobacco industry is manipulative	3	1	3
Cigarettes should be banned	2	3	1

Q.22

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

Change in Opinion

Three in ten Canadians have lowered their opinion of the tobacco industry in the past year; fewer than one in ten have an improved opinion.

Six in ten Canadians (63%) say that their opinion of the tobacco industry has stayed the same over the past year; three in ten (31%) say their opinion has gone down, and fewer than one in ten (5%) say it has gone up. Both smokers and non-smokers provide a similar pattern of response to this question, although smokers are marginally more likely than non-smokers to say their opinion has gone up.

Men are more likely to report that their opinion has stayed the same; women, older Canadians and Quebecers are more likely to say that their opinion has gone down.

Among smokers, those who smoke every day are somewhat more inclined to say that their opinion of the tobacco industry has stayed the same. Potential quitters are more inclined to say their opinion has gone down.

Change in Opinion

	GENERAL POPULATION	ADULT SMOKERS	ADULT NON- SMOKERS
Gone up	5	8	4
Stayed the same	63	62	64
Gone down	31	30	31

Q.20

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

Perceptions of Tobacco Industry Actions

A majority of Canadians think that tobacco companies are trying to encourage young people to start smoking. Majorities also agree that the tobacco industry tries to conceal facts about the impact of smoking, refuses to admit that tobacco is addictive, actively promotes smoking among young people and is working behind the scenes to encourage young people to smoke. Further, majorities reject the ideas that the tobacco industry is making a significant effort to limit tobacco use among young people, that the tobacco industry should be admired for doing good things like supporting sports and arts activities, and that the tobacco industry is better today than in the past.

A majority of six in ten Canadians (61%) think that tobacco companies in this country are interested in trying to encourage young people to start smoking. Only one-quarter (25%) believe that the industry is only interested in promoting its brands among people who currently smoke. One in ten (9%) say that tobacco companies are interested in doing both.

Adult smokers, however, are divided on this question. Four in ten (41%) think that tobacco companies are trying to encourage young people to start smoking, while a similar number (40%) believe they are only promoting brands among those who already smoke.

Younger Canadians and those living in the Western provinces are more inclined to believe that tobacco companies are targeting youth. Women and Quebecers, particularly those living in Montreal, are more likely to say that tobacco companies are interested in both objectives.

Among smokers, those who smoke occasionally, those who smoke light or mild cigarettes and potential quitters are more likely to think that the tobacco industry is trying to encourage young people to start smoking.

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 Canadians agree with the critical statements and disagree with the positive statements.

Among the four critical statements, Canadians are most likely to agree that the tobacco industry tries to conceal facts about the impact of tobacco. Seven in ten Canadians (72%) agree strongly (48%) or somewhat (24%) with this statement. One-quarter (24%) strongly (10%) or somewhat (14%) disagree.

Two-thirds of Canadians (68%) agree strongly (46%) or somewhat (22%) that the tobacco industry refuses to admit that tobacco is addictive. One-quarter (27%) strongly (12%) or somewhat (15%) disagree.

Interests of Tobacco Companies

	GENERAL POPULATION	ADULT SMOKERS	ADULT NON- SMOKERS
Only interested in promoting to people who currently smoke	25	40	21
Also interested in encouraging young people to start smoking	61	41	65
Both	9	11	10
dk/na	5	8	4

Q.24

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 tobacco companies are also interested in trying to encourage young people to start smoking?

One-half of Canadians (55%) agree strongly (31%) or somewhat (24%) that the tobacco industry actively promotes smoking among young people. Four in ten (42%) strongly (18%) or somewhat (24%) disagree.

As well, one-half of Canadians (52%) agree strongly (30%) or somewhat (22%) that the tobacco industry is working behind the scenes to encourage young people to smoke. Four in ten (41%) strongly (18%) or somewhat (23%) disagree.

Smokers are less likely than non-smokers to agree with all four of these critical statements. In fact, majorities of smokers disagree that the tobacco industry is actively promoting smoking among young people and is working behind the scenes to encourage young people to smoke.

Women and older Canadians are more inclined to offer strong agreement to all of these critical statements. Quebecers are more likely to strongly agree that the industry refuses to admit that tobacco is addictive, while Western Canadians are more likely to strongly agree that it actively promotes smoking among young people. Atlantic Canadians are less inclined to agree strongly with all four critical statements.

Among smokers, those who smoke occasionally and potential quitters are more inclined than other smokers to agree, and to agree strongly, with all four critical statements.

Among the three positive statements, Canadians are most likely to disagree that the tobacco industry is making a significant effort to limit tobacco use among

young people. Two-thirds of Canadians (64%) disagree strongly (39%) or somewhat (25%) with this statement. One-third (33%) strongly (12%) or somewhat (21%) agree.

Almost six in ten (58%) disagree strongly (34%) or somewhat (24%) that the tobacco industry should be admired for doing good things like supporting sports and arts activities. Four in ten (40%) strongly (15%) or somewhat (25%) agree.

One-half of Canadians (50%) disagree strongly (31%) or somewhat (19%) that the tobacco industry is better today than in the past. Four in ten (42%) strongly (13%) or somewhat (29%) agree.

Smokers are more likely than non-smokers to agree with all three of these positive statements. In fact, a majority of smokers agree that the tobacco industry should be admired for its support of sports and the arts, and smokers are evenly divided on whether the tobacco industry is better today than in the past or not.

Younger Canadians, as well as Atlantic Canadians, and, to a lesser extent, Ontarians, are less likely than others to disagree strongly with these three positive statements. Quebecers are more likely than other Canadians to disagree strongly with these positive statements about the tobacco industry.

Among smokers, those who smoke light or mild cigarettes are more inclined to agree with the three positive statements. Potential quitters are less likely to offer agreement.

Statements about Tobacco Industry

Actively promotes youth smoking

	GENERAL POPULATION	ADULT SMOKERS	ADULT NON-SMOKERS
Strongly agree	31	20	33
Somewhat agree	24	18	26
Somewhat disagree	24	28	22
Strongly disagree	18	32	14
dk/na	4	3	5

Conceals facts about impact of tobacco

	GENERAL POPULATION	ADULT SMOKERS	ADULT NON-SMOKERS
Strongly agree	48	40	50
Somewhat agree	24	26	24
Somewhat disagree	14	16	14
Strongly disagree	10	15	8
dk/na	4	3	5

Should be admired for supporting sports and arts

	GENERAL POPULATION	ADULT SMOKERS	ADULT NON-SMOKERS
Strongly agree	15	23	11
Somewhat agree	25	30	24
Somewhat disagree	24	15	28
Strongly disagree	34	30	35
dk/na	2	2	2

Refuses to admit tobacco is addictive

	GENERAL POPULATION	ADULT SMOKERS	ADULT NON-SMOKERS
Strongly agree	46	38	49
Somewhat agree	22	21	22
Somewhat disagree	15	16	14
Strongly disagree	12	23	10
dk/na	5	3	5

Works behind scenes to encourage youth smoking

	GENERAL POPULATION	ADULT SMOKERS	ADULT NON-SMOKERS
Strongly agree	30	20	31
Somewhat agree	22	17	24
Somewhat disagree	23	26	23
Strongly disagree	18	33	14
dk/na	8	5	8

Better today than in the past

	GENERAL POPULATION	ADULT SMOKERS	ADULT NON-SMOKERS
Strongly agree	13	16	11
Somewhat agree	29	30	31
Somewhat disagree	19	20	17
Strongly disagree	31	27	33
dk/na	8	8	8

Tries to limit tobacco use among youth

	GENERAL POPULATION	ADULT SMOKERS	ADULT NON-SMOKERS
Strongly agree	12	21	10
Somewhat agree	21	25	19
Somewhat disagree	25	22	26
Strongly disagree	39	30	41
dk/na	3	3	3

Q.23a-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.

7.0 ANTI-TOBACCO ADVERTISING

Recall of Anti-Tobacco Advertising

A majority of Canadians 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.

Six in ten Canadians (61%) recall seeing or hearing any anti-tobacco advertisements or any ads about not smoking over the past few months. Four in ten (38%) did not see or hear any such advertising. However, three-quarters of adult smokers (74%) recall such advertising.

Men and those aged 18 to 34 years are somewhat more likely to recall such advertising. Ontarians are the most likely to recall anti-tobacco advertising; Atlantic Canadians are least likely. Among smokers, those who smoke occasionally are somewhat more likely to recall such anti-tobacco advertising.

Among those Canadians who recall anti-tobacco advertising, the greatest number mention, unaided, the Government of Canada or Health Canada (27%) as a sponsor of this advertising. Other sponsors mentioned include health or non-smoking organizations (12%), tobacco company or industry (5%) and the provincial government (4%). Seven percent mention other sponsors. One-half (50%) do not offer a response.

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

	GENERAL POPULATION	ADULT SMOKERS	ADULT NON- SMOKERS
Yes	61	74	57
No	38	26	42

Q.40a

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

Smokers (33%) are more likely to mention the Government of Canada or Health Canada.

Men and Quebecers are more likely to mention the Government of Canada or Health Canada; those aged 18 to 24 years and Atlantic Canadians are less likely to do so.

Ad Sponsor

<i>Respondents who recall seeing or hearing anti-tobacco ads over the past few months</i>	GENERAL POPULATION	ADULT SMOKERS	ADULT NON- SMOKERS
Government of Canada/Health Canada	27	33	28
Health/non-smoking organization	12	11	13
Tobacco company/tobacco industry	5	4	6
Provincial Government	4	3	4
Other	7	10	6
dk/na	50	47	49

Q.40b

Do you recall who sponsored this advertising? Any others?

Government Sponsored Anti-Tobacco Advertising

RECALL AND EFFECTIVENESS OF GOVERNMENT SPONSORED ANTI-TOBACCO ADVERTISING

More than four in ten Canadians recall, either aided or unaided, anti-tobacco advertising sponsored by the Government of Canada; seven in ten of these say that the advertising is effective. Eight in ten Canadians support government sponsorship of anti-tobacco advertising.

Respondents 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-third of Canadians in general (33%) say they recall such advertising, while four in ten smokers (42%) report such recall.

In total, 44 percent of Canadians recall, either unaided or aided, anti-tobacco advertising sponsored by the Government of Canada. Sixteen percent have unaided recall of this advertising (27% of the 61% who initially recalled seeing some form of anti-tobacco advertising) and 28 percent have aided recall (33% of the 84% without unaided recall).

Among smokers, 56 percent recall, either unaided or aided, anti-tobacco advertising sponsored by the Government of Canada. Twenty-four percent have unaided recall of this advertising (33% of the 74% who initially recalled seeing some form of anti-tobacco advertising) and 32 percent have aided recall (42% of the 76% without unaided recall).

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

<i>All except those who mentioned the Government of Canada in Q.40b</i>	GENERAL POPULATION	ADULT SMOKERS	ADULT NON-SMOKERS
Yes	33	42	29
No	62	52	66
dk/na	5	6	5

Q.41

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

Among those Canadians with either aided or unaided recall of anti-tobacco advertising sponsored by the Government of Canada, the greatest number by far saw this advertising on television (80%). Smaller proportions mention radio (16%), on cigarette packages (15%), newspapers (10%), outdoor billboards (8%), magazine (7%), visual media such as brochures, flyers, posters on buses or subway (6%) and a doctor's office, a clinic or a pharmacy (2%). Three percent mention other sites. Smokers' recall of advertising sites does not differ significantly from that of Canadians in general.

Location of Government Ads

<i>Respondents who mentioned seeing Government of Canada/Health Canada ad in Q40b or Q41</i>	GENERAL POPULATION	ADULT SMOKERS
Television	80	80
Radio	16	16
On cigarette packages	15	18
Newspapers	10	9
Outdoor billboard	8	6
Magazine	7	5
Visual media	6	6
Other	5	4
dk/na	2	1

Q.42a

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

Those who recall Government of Canada anti-tobacco advertising were also asked to describe the advertising they recalled. Scenes or phrases recalled include: mention of health effects of smoking cigarettes (25%), kids talking about not smoking and why (8%), the Allume gang/children saying "light up" (5%), woman smoking through her throat (5%), older fellow talking about losing his wife to second-hand smoke (4%), little boy missing his father who died from smoking (4%), smok-

ing can harm babies/birth defects (3%), ad targeted at youth/anti-smoking (3%), kids talking about smoking/talk to kids about smoking (3%) and children smoking/kids think it's cool to smoke (3%). Seventeen percent mention other aspects of the advertising they recall, and 30 percent offer no response. Smokers' recall of scenes or phrases in advertising does not differ significantly from that of Canadians in general.

Recall of Government Ads

<i>Respondents who mentioned seeing Government of Canada/Health Canada ad in Q40b or Q41</i>	GENERAL POPULATION	ADULT SMOKERS	ADULT NON-SMOKERS
Health effects of smoking cigarettes mentioned	25	22	26
Kids talking about not smoking and why	8	8	9
Woman smoking through her throat	5	3	6
The Allume gang/children saying "light up"	5	6	4
Older fellow talking about losing his wife to second-hand smoke	4	2	5
Little boy missing his father who died from smoking	4	1	4
Smoking can harm babies/birth defects	3	4	3
Advertisement targeted at youth/anti-smoking	3	5	3
Kids talking about smoking/talk to kids about smoking	3	1	3
Children smoking/kids think it's cool to smoke	3	4	2
Advertising to help people quit smoking	2	2	3
Picture on packages	2	5	1
Other	13	13	13
Nothing	3	2	4
dk/na	30	33	30

Q.42b

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

A large majority among Canadians who recall anti-tobacco advertising sponsored by the Government of Canada say that it is effective. Seven in ten (71%) say the advertising is very (32%) or somewhat (39%) effective; fewer than three in ten (27%) say it is not at all (9%) or not very (18%) effective. Smokers' assessment of the effectiveness of this advertising is similar to that of Canadians in general; however, smokers are somewhat more likely to say that the ads are not at all effective.

Canadians aged 55 years or more and Quebecers are less inclined than others to say the advertising is effective. Among smokers, those who smoke light or mild cigarettes, occasional smokers and potential quitters are more inclined to say that the ads are effective.

Government Ads about Tobacco

Respondents who mentioned seeing Government of Canada/Health Canada ad in Q40b or Q41

	GENERAL POPULATION	ADULT SMOKERS	ADULT NON- SMOKERS
Very effective	32	32	33
Somewhat effective	39	38	40
Not very effective	18	14	19
Not at all effective	9	15	5
dk/na	3	1	3

Q.42c

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 about tobacco?

A large majority of Canadians support the Government of Canada sponsoring anti-tobacco advertising. Eight in ten (80%) strongly (55%) or somewhat (25%) support the government's sponsorship of such advertising. Only two in ten (18%) strongly (8%) or somewhat (10%) oppose such sponsorship. Smokers are somewhat less likely to support anti-tobacco advertising by the federal government; seven in ten (72%) are strongly (40%) or somewhat (32%) supportive.

Women and Atlantic Canadians are more inclined to strongly support such advertising. Canadians aged 55 years or more are somewhat more likely to oppose it. While the overall support offered by those aged 18 to 24 years and Quebecers is similar to that of Canadians in general, they are more tentative in their support.

Among smokers, those who smoke occasionally and potential quitters are more inclined to express strong support for federal government anti-tobacco advertising.

SUPPORT FOR GOVERNMENT SPONSORED ANTI-TOBACCO ADVERTISING ON SPECIFIC ISSUES

Most Canadians support government sponsorship of anti-tobacco advertising on a number of topics.

Large majorities of Canadians support Government of Canada sponsorship of anti-tobacco advertising focused on a variety of issues, including: providing information to smokers who may want to quit (96%, 79% strongly), discouraging young people from starting to smoke (94%, 85% strongly), raising awareness of the health risks of tobacco (92%, 73% strongly), raising awareness of the health risks of second-hand smoke (91%, 73% strongly), raising awareness of the health risks of light and mild cigarettes (88%, 67% strongly), and raising awareness of the marketing practices of the tobacco industry (85%, 59% strongly).

Adult smokers offer similar levels of overall support on the issues of providing information on quitting smoking and on discouraging young people from smoking, although strong support is lower among smokers for both these issues. On the remaining four issues, both strong support and overall support is lower among smokers than among Canadians in general.

Government Sponsorship of Anti-tobacco Ads

	GENERAL POPULATION	ADULT SMOKERS	ADULT NON- SMOKERS
Strongly support	55	40	59
Somewhat support	25	32	25
Somewhat oppose	10	12	7
Strongly oppose	8	15	7
dk/na	1	2	1

Q.45

In its efforts 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 advertising about not smoking?

Women and Atlantic Canadians offer higher levels of strong support for anti-tobacco advertising on all of these topics. Canadians aged 18 to 24 years and Quebecers tend to provide lower levels of strong support. Those aged 55 years or more and Ontarians are less likely to strongly support advertising to raise awareness of the marketing practices of the tobacco industry. Ontarians are also less likely to offer strong support for advertising to raise awareness of the health risks of tobacco and of light and mild cigarettes.

Among smokers, those who smoke occasionally and potential quitters are more inclined to offer strong support for all these types of government-sponsored advertising. Those who smoke light or mild cigarettes are more likely to strongly support advertising that discourages young people from starting to smoke, raises awareness of the health risks of tobacco, and raises awareness of the health risks of second-hand smoke. As well, those who smoke fewer cigarettes per day tend to offer higher levels of strong support on most of these anti-tobacco advertising topics.

Government of Canada Anti-tobacco Ads

Ads aimed at discouraging young people from starting to smoke

	GENERAL POPULATION	ADULT SMOKERS	ADULT NON-SMOKERS
Strongly support	85	79	86
Somewhat support	9	13	9
Somewhat oppose	2	3	2
Strongly oppose	3	4	2
dk/na	*	*	1

Ads to provide information to smokers who may want to quit

	GENERAL POPULATION	ADULT SMOKERS	ADULT NON-SMOKERS
Strongly support	79	72	80
Somewhat support	17	21	15
Somewhat oppose	3	3	3
Strongly oppose	1	4	1
dk/na	*	1	*

Ads to raise awareness of marketing practices of tobacco industry

	GENERAL POPULATION	ADULT SMOKERS	ADULT NON-SMOKERS
Strongly support	59	48	60
Somewhat support	26	30	25
Somewhat oppose	7	10	6
Strongly oppose	7	10	6
dk/na	2	2	2

Ads to raise awareness of health risks of second-hand smoke

	GENERAL POPULATION	ADULT SMOKERS	ADULT NON-SMOKERS
Strongly support	73	61	77
Somewhat support	19	26	17
Somewhat oppose	4	5	3
Strongly oppose	4	7	3
dk/na	*	1	*

Ads to raise awareness of health risks of tobacco

	GENERAL POPULATION	ADULT SMOKERS	ADULT NON-SMOKERS
Strongly support	73	61	77
Somewhat support	19	26	17
Somewhat oppose	4	5	3
Strongly oppose	4	7	3
dk/na	*	1	*

Ads to raise awareness of health risks of light/mild cigarettes

	GENERAL POPULATION	ADULT SMOKERS	ADULT NON-SMOKERS
Strongly support	67	54	72
Somewhat support	21	28	19
Somewhat oppose	7	8	5
Strongly oppose	4	10	3
dk/na	1	1	1

Q.46a-e

When it comes to the Government of Canada sponsoring anti-tobacco advertising, do you strongly support, somewhat support, somewhat oppose or strongly oppose each of the following ... Advertising aimed at discouraging young people from starting to smoke ... Advertising to raise awareness of the marketing practices of the tobacco industry ... Advertising to raise awareness of the health risks of tobacco ... Advertising to provide information to smokers who may want to quit ... Advertising to raise awareness of the health risks of second-hand smoke ... Advertising to raise awareness of the health risks of light and mild cigarettes?

Tobacco Company Sponsored Anti-Tobacco Advertising

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

Respondents 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, fewer than one in ten of these (7%) say they recall such advertising.

Ten percent of Canadians recall, either unaided or aided, anti-tobacco advertising sponsored by a tobacco company or the tobacco industry. Three percent have unaided recall of this advertising (5% of the 61% who initially recalled seeing some form of anti-tobacco advertising) and seven percent have aided recall (7% of the 97% without unaided recall).

Among smokers, 13 percent recall, either unaided or aided, anti-tobacco advertising sponsored by a tobacco company or the tobacco industry. Three percent have unaided recall of this advertising (4% of the 74% who initially recalled seeing some form of anti-tobacco advertising) and ten percent have aided recall (10% of the 97% without unaided recall).

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

<i>All except those who mentioned tobacco company or tobacco industry in Q40b</i>	GENERAL POPULATION	ADULT SMOKERS
Yes	7	10
No	91	87
dk/na	2	2

Q.43

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?

Among those 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 (46%) or on cigarette packages (41%). Smaller proportions mention magazine (8%), radio (7%), newspapers (6%) and outdoor billboards (4%). Three percent mention other sites. Smokers' recall of advertising sites does not differ significantly from that of Canadians in general.

Those who recall tobacco industry anti-tobacco advertising were also asked to describe the advertising they recalled. Scenes or phrases recalled include: pictures of health effects from smoking (38%), Philip Morris advertisements (12%) and kids under 19 can't smoke/not

selling cigarettes to kids (11%). Eleven percent mention other aspects of the advertising they recall, and 23 percent offer no response. Smokers' recall of scenes or phrases does not differ greatly from that of Canadians in general. However, smokers make specific mention of advertising marketed to children, and they are more likely to offer no response.

A large majority among those who recall anti-tobacco advertising sponsored by the tobacco industry say that it is believable. Seven in ten (72%) say the advertising is very (34%) or somewhat (38%) believable; two in ten (21%) say it is not at all (8%) or not very (13%) believable. Smokers are somewhat more likely to say that this advertising is believable (78%).

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

<i>Respondents who mentioned seeing tobacco company/industry advertising in Q40b or Q43</i>	GENERAL POPULATION	ADULT SMOKERS
Television	46	46
On cigarette packages	41	36
Magazine	8	7
Radio	7	6
Newspapers	6	7
Outdoor billboard	4	5
Visual media	1	3
Other	2	4
dk/na	1	6

Q.44a

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

Subsample: Respondents who mentioned seeing the tobacco company or tobacco industry advertising in Q.40b or Q.43

Tobacco Company/Industry Ads

<i>Respondents who mentioned seeing tobacco company/industry advertising in Q40b or Q43</i>	GENERAL POPULATION	ADULT SMOKERS	ADULT NON-SMOKERS	<i>Q.44c</i> <i>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?</i>
Very believable	34	40	30	
Somewhat believable	38	38	31	
Not very believable	13	9	18	
Not at all believable	8	9	10	
dk/na	7	4	11	

Recall of Tobacco Company/Industry Ads

<i>Respondents who mentioned seeing tobacco company/industry advertising in Q40b or Q43</i>	GENERAL POPULATION	ADULT SMOKERS	ADULT NON-SMOKERS
Pictures of health effects of smoking	38	35	39
Phillip Morris advertisements	12	8	10
Kids under 19 can't smoke/not selling to kids	11	7	12
Banned in public places	3	—	5
Marketed to children	—	7	—
Other	8	9	6
Nothing	3	4	5
dk/na	23	32	22

Q.44b

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?

8.0 CONCLUSIONS AND SOCIAL MARKETING IMPLICATIONS

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

- There is high awareness among the general public and among smokers of the health risks of tobacco.
 - Most are aware of the harm caused to smokers and by second-hand smoke.
 - However, the public views the effects of light/mild cigarettes as less serious than those of smoking in general.
 - Smokers are less convinced than non-smokers of the health risks of smokers in general, the effects of light/mild cigarettes, and the effects of second-hand smoke.
- There is some confusion about light and mild cigarettes and considerable scepticism of industry motives in this regard.
 - 44 percent of smokers who switched to a light or mild brand thought it would be safer and less harmful than a regular brand.
 - 35 percent of those who always smoked a light/mild brand thought it would be less harmful at the time they started.
 - Most think that the tobacco industry labels cigarettes as light or mild because the industry wants to appeal to smokers who are concerned about their health and wants to suggest that light/mild cigarettes are healthier.
- The Canadian public supports Government of Canada regulations on tobacco but smokers are less supportive of all measures.
- The Canadian public has a negative view of the tobacco industry and its motives, but smokers' views are much less negative. Significant numbers of both smokers and non-smokers think the tobacco industry is better today than in the past.
- There is very strong public support for the Government of Canada advertising to raise awareness of the health risks of smoking, and to discourage young people from starting to smoke, but somewhat less support for advertising aimed at the tobacco industry itself.

Three specific target groups for a social marketing campaign are smokers in general, smokers of light/mild cigarettes, and potential quitters.

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

SMOKERS 25% of population	LIGHT/MILD SMOKERS 50% of smokers	POTENTIAL QUITTERS 60% of smokers
18-24 years, 35-44 years Less educated (high school or less) Quebecers	Women smokers Anglophone smokers Smokers in Ontario	Men smokers Anglophone smokers
Less likely to see smoking as a health problem	More likely to see smoking as a health problem	More likely to see smoking as a health problem
Think light/mild cigarettes have less nicotine & fewer additives/chemicals	See cigarettes and light/mild cigarettes as more harmful	More likely to think smoking will cause them health problems
IMAGE OF TOBACCO COMPANIES: • view companies more positively • less likely to mention damage 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	IMAGE OF TOBACCO COMPANIES: • more likely to think companies targeting youth • more likely to agree with positive statements about tobacco companies	IMAGE OF TOBACCO COMPANIES: • more likely to think companies targeting youth • more likely to agree with critical statements about tobacco companies • less likely to agree with positive statements about tobacco companies

SURVEY METHODS

Survey of General Population

The results of the survey are based on questions asked to 681 adults 18 years of age and older, living within the ten provinces of Canada. The survey was conducted by telephone from September 12 to 17, 2001.

SAMPLE SELECTION

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

The actual sample is distributed as follows.

	WEIGHTED N	UNWEIGHTED N	MARGIN OF ERROR
Atlantic Region	55	55	13.2
Quebec	172	172	7.5
Ontario	255	255	6.1
Manitoba/ Saskatchewan	48	56	13.1
Alberta	62	56	13.1
British Columbia	89	87	10.5
Total	681	681	3.8

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

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

A total of 6,299 telephone numbers were drawn. From within each household contacted, respondents 18 years of age and older were screened for random selection using the "most recent birthday" method. The use of this technique produces results that are as valid and effective as enumerating all persons within a household and selecting one randomly.

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

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

TELEPHONE INTERVIEWING

Interviewing was conducted at 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 681 interviews were completed. The margin of error for a sample of 681 is ± 3.8 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 681 interviews.

Number of calls	6,299
Household not eligible	170
Non-residential/not in service	1,502
Language barrier	196
Subtotal	1,868
New Base (6,299-1,868)	4,431
No answer/line busy/ respondent not available	2,148
Refusals	1,530
Mid-interview refusals	72
Subtotal	3,750
Net Completions (4,431-3,750)	681

Survey of Adult Smokers

The results of the survey are based on questions asked to 1,000 adult smokers 18 years of age and older living within the ten provinces of Canada. Of this total, 824 interviews were conducted with smokers only, between September 12 and October 2, 2001. A further 176 interviews were conducted with smokers as part of a general population survey conducted from September 12 to 17, 2001. All interviews were conducted by telephone.

The margin of error for a sample of 1,000 is ± 3.1 percentage points, 19 times in 20. The margins are wider for regional and demographic subsamples.

SAMPLE FRAME

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

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

The actual sample, by province, is as follows.

	WEIGHTED N	UNWEIGHTED N	MARGIN OF ERROR
Newfoundland	20	22	20.9
Prince Edward Island	5	4	49.0
Nova Scotia	36	27	18.9
New Brunswick	26	22	20.9
Quebec	293	250	6.2
Ontario	347	376	5.1
Manitoba	34	37	16.1
Saskatchewan	34	34	16.8
Alberta	99	98	9.9
British Columbia	107	130	8.6
Total	1,000*	1,000	3.1

* Actual total = 1,001 due to rounding.

SURVEY METHODS

The following sections discuss survey methods for the oversample survey of 824 interviews conducted among smokers. For a discussion of the methods for the general population survey, from which 176 interviews with smokers were drawn, please see Section A, Survey of General Population: Methodology.

SAMPLE SELECTION: OVERSAMPLE

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

A total of 23,730 telephone numbers were drawn. Households contacted were initially screened for the presence of a smoker aged 18 years or older in the household. Where more than one adult smoker was part of a household, respondents were screened for random selection using the "most recent birthday" method. The use of this technique produces results that are as valid and effective as enumerating all qualified persons within a household and selecting one randomly.

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

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

TELEPHONE INTERVIEWING: OVERSAMPLE

Interviewing was conducted at 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: OVERSAMPLE

A total of 824 interviews were completed. The margin of error for a sample of 824 is +/- 3.4 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 oversample of 824 interviews.

Number of calls	23,730
Household not eligible	6,342
Non-residential/not in service	4,940
Language barrier	392
Subtotal	11,674
New Base (23,730-11,674)	12,056
No answer/line busy/ respondent not available	7,905
Refusals	3,249
Mid-interview refusals	78
Subtotal	11,232
Net Completions (12,056-11,232)	824

ENGLISH QUESTIONNAIRE



ENVIRONICS
RESEARCH GROUP

Anti-Tobacco Adults/Adult Smokers
PN 5009
Questionnaire - Draft 5

INTRODUCTION

Hello, my name is _____ of Environics Research Group Ltd. We are conducting a study for the Government of Canada on issues important to Canadians. Please be assured that we are not selling or soliciting anything. Your answers will be kept strictly confidential and your participation is important if the results of the survey are to be accurate.

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

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

#01 Yes

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

#03 Refused **DISCONTINUE & THANK**

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

1 - Yes **THANK AND TERMINATE**

2 - No **CONTINUE TO MAIN QUESTIONNAIRE**

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

1 - Male

2 - Female

- D. Language of survey

1 - English

2 - French

INTRODUCTION FOR ADULT SMOKERS SURVEY

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

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

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

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

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

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

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

SCHEDULE CALL BACK

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

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

MAIN QUESTIONNAIRE

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

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

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

1 - Yes
2 - No
3 - DK/NA

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.16
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

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

- 7a)
- 01 - Craven "A" King Size
 - 02 - Craven Menthol King Size
 - 03 - DuMaurier King Size
 - 04 - DuMaurier Regular Size
 - 05 - DuMaurier Light King Size
 - 06 - DuMaurier Light Regular Size
 - 07 - DuMaurier Extra Light King Size
 - 08 - DuMaurier Extra Light Regular Size
 - 09 - DuMaurier Ultra Light King Size
 - 10 - DuMaurier Ultra Light Regular Size
 - 11 - DuMaurier Special King Size
 - 12 - DuMaurier Special 100
 - 13 - Export "A" Regular Size
 - 14 - Export "A" Medium Regular Size
 - 15 - Export "A" Light Regular Size
 - 16 - Matinee Extra Mild King Size
 - 17 - Matinee Extra Mild Regular Size
 - 18 - Matinee Slims King Size
 - 19 - Players Light Regular Size
 - 20 - Players Light King Size
 - 21 - Players Regular Size
 - 22 - Players Extra Light King Size
 - 23 - Players Extra Light Regular Size

- 7b)
- 01 - Craven "A" King Size
 - 02 - Craven Menthol King Size
 - 03 - DuMaurier King Size
 - 04 - DuMaurier Regular Size
 - 05 - DuMaurier Light King Size
 - 06 - DuMaurier Light Regular Size
 - 07 - DuMaurier Extra Light King Size
 - 08 - DuMaurier Extra Light Regular Size
 - 09 - DuMaurier Ultra Light King Size
 - 10 - DuMaurier Ultra Light Regular Size
 - 11 - DuMaurier Special King Size
 - 12 - DuMaurier Special 100
 - 13 - Export "A" Regular Size
 - 14 - Export "A" Medium Regular Size
 - 15 - Export "A" Light Regular Size
 - 16 - Matinee Extra Mild King Size
 - 17 - Matinee Extra Mild Regular Size
 - 18 - Matinee Slims King Size
 - 19 - Players Light Regular Size
 - 20 - Players Light King Size
 - 21 - Players Regular Size
 - 22 - Players Extra Light King Size
 - 23 - Players Extra Light Regular Size

24 - Rothmans King Size
25 - Rothmans Special Mild King Size
26 - No regular brand
27 - Other (SPECIFY) _____
28 - DK/NA

24 - Rothmans King Size
25 - Rothmans Special Mild King Size
26 - No other brands
27 - Other (SPECIFY) _____
28 - 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, or **GO TO Q.10**
- 2 - A regular cigarette **GO TO Q.16**
- VOLUNTEERED**
- 3 - No usual type **GO TO Q.16**
- 4 - Other **GO TO Q.16**
- 5 - DK/NA **GO TO Q.16**

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

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

11. Have you always smoked light or mild cigarettes or did you used to smoke regular cigarettes?

- 1 - Always smoked light or mild **ASK Q.14**
- 2 - Used to smoke regular **ASK Q.12**
- 3 - DK/NA **ASK Q.14**

IF CODE 2 IN Q.11, ASK:

12. Why did you switch from regular to light or mild cigarettes? Any other reasons? **DO NOT READ... CODE ALL THAT APPLY.**

- 1 - Health reasons
- 2 - Less harsh/smooth
- 3 - Step to quit smoking
- 4 - Taste/flavour
- 5 - Smell/aroma
- 6 - Attractive packaging
- 7 - Popular brand
- 8 - Less tar/nicotine/carbon monoxide
- 9 - Sore throat/cough
- 10- Other (SPECIFY) _____
- 11- DK/NA

13. When you switched to 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

IF CODE 1 OR 3 IN Q.11, ASK:

14. Why did you decide to smoke light or mild cigarettes in the first place? Any other reasons? **DO NOT READ... CODE ALL THAT APPLY.**

- 1 - Health reasons
- 2 - Less harsh/smooth
- 3 - Step to quit smoking
- 4 - Taste/flavour
- 5 - Smell/aroma
- 6 - Attractive packaging
- 7 - Popular brand
- 8 - Less tar/nicotine/carbon monoxide
- 9 - Less likely to get sore throat or cough
- 10 - Other (SPECIFY) _____
- 11 - DK/NA

15. 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

HEALTH EFFECTS

ASK ALL

16. 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

17. 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 the health of smokers 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 the health of non-smokers caused by breathing in second-hand smoke from cigarettes that other people are smoking

- c) the harm to the health of smokers caused by smoking light or mild cigarettes

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

ASK SMOKERS

18. How likely do you think it is that smoking will lead to health problems for you? 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

19. What is your personal impression of each of the following industries? Is it very positive, somewhat positive, somewhat negative, or very negative?

READ AND ROTATE

- a) the pharmaceutical industry

- 1 - Very positive
- 2 - Somewhat positive
- 3 - Somewhat negative
- 4 - Very negative
- 5 - DK/NA

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

20. 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

21. You said you have a (positive – answer from Q.19) impression of the tobacco industry. Why do you say that? **DO NOT READ. CODE ALL THAT APPLY.** Any other reasons? **h**

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

22. You said you have a (negative – answer from Q.19) impression of the tobacco industry. Why do you say that? **DO NOT READ. CODE ALL THAT APPLY.** Any other reasons? **h**

- 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

23. 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

24. 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 tobacco companies 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 - DK/NA

LIGHT/MILD SECTION

Here are some questions about light cigarettes.

25. What do you think is meant by the term "light" on some brands of cigarettes? Anything else? **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/carbon monoxide
- 14 - Advertising gimmick
- 15 - Doesn't mean anything to you
- 16 - Other (SPECIFY) _____
- 17 - DK/NA

26. 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

27. 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

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

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

Here are some questions about "mild" cigarettes.

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

30. 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

31. 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

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

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

33. Here are some possible reasons why tobacco companies might label some of their cigarettes as light or mild. Please tell me whether you think each of the following is or is not a reason why tobacco companies label some cigarettes as "light" or "mild". **READ AND ROTATE**

a) To indicate that light or mild cigarettes taste lighter than regular cigarettes

- 1 - Yes, is a reason
- 2 - No, is not a reason
- 3 - DK/NA

b) To provide smokers with more brands to choose from

c) As a way to market and sell more cigarettes

- d) To indicate that the tobacco in light or mild cigarettes has less tar, nicotine, or carbon monoxide than that in regular cigarettes
 - e) To suggest that light and mild cigarettes are less harmful to health than regular cigarettes
 - f) To appeal to smokers who think that light and mild cigarettes are less harmful to their health
34. 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
35. 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

36. Would you say you are very aware, somewhat aware, not very aware or not at all aware that the Government of Canada regulates the sale, content and promotion of tobacco products?
- 1 - Very aware
 - 2 - Somewhat aware
 - 3 - Not very aware
 - 4 - Not at all aware
 - 5 - Don't Know/Refused
37. In general, do you strongly support, somewhat support, somewhat oppose or strongly oppose Government of Canada regulations on the sale, content, and promotion of tobacco products?
- 1 - Strongly support
 - 2 - Somewhat support
 - 3 - Somewhat oppose
 - 4 - Strongly oppose
 - 5 - Don't Know/Refused
38. Do you think the existing Government of Canada regulations on the sale, content and promotion of tobacco products go too far, are about right, or don't go far enough?
- 1 - Go too far
 - 2 - Are about right
 - 3 - Don't go far enough
 - 4 - DK/NA

39. 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

40. a) Do you recall seeing or hearing any anti-tobacco advertisements or any ads about not smoking over the past few months? Please take into account 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.41**
- 3 - DK/NA **GO TO Q.41**

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.40b)

41. 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.42 |
| 2 - No | GO TO Q.43 |
| 3 - DK/NA | GO TO Q.43 |

42. **IF SEEN GOVERNMENT OF CANADA/HEALTH CANADA ADVERTISING IN Q.40 OR Q.41:**

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 - Other (SPECIFY) _____
- 11 - DK/NA

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

 DK/NA

- d) 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 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.40(b).

43. 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.44**
- 2 - No **GO TO Q.45**
- 3 - DK/NA **GO TO Q.45**

IF SEEN TOBACCO COMPANY/TOBACCO INDUSTRY ADVERTISING IN Q.40(b) OR Q.43:

44. 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? C

DK/NA

- c) 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

45. In its efforts 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 advertising about not smoking?

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

46. When it comes to the Government of Canada sponsoring anti-tobacco advertising, do you strongly support, somewhat support, somewhat oppose or strongly oppose each of the following ... **READ AND ROTATE**

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

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

- b) advertising to raise awareness of the marketing practices of the tobacco industry?

- c) advertising to raise awareness of the health risks of tobacco?

- d) advertising to provide information to smokers who may want to quit?

- e) advertising to raise awareness of the health risks of second-hand smoke?

- f) advertising to raise awareness of the health risks of light and mild cigarettes?

DEMOGRAPHICS

ASK ALL

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

- 1 - SPECIFY _____
- 2 - DK/NA

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

DO NOT READ

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

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

READ

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

50. Are you...

READ

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

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

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

52. 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

FRENCH QUESTIONNAIRE



ENVIRONICS
RESEARCH GROUP

Adultes anti-tabac / Fumeurs adultes

PN 5009

Questionnaire français

INTRODUCTION

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

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

A. Est-ce que je pourrais parler à la personne de votre foyer qui a 18 ans ou plus et qui a eu son anniversaire le plus récemment?

#01 Oui

#02 Non disponible**ORGANISER LE RAPPEL**

#03 Refus**REMERCIER ET TERMINER**

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

1 - Oui

REMERCIER ET TERMINER

2 - Non

POUSUIVRE LE QUESTIONNAIRE PRINCIPAL

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

1 - Homme

2 - Femme

D. Langue du sondage

1 - Anglais

2 - Français

INTRODUCTION POUR LE SONDAGE SUR LES ADULTES FUMEURS

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

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

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

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

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

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

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

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

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

QUESTIONNAIRE PRINCIPAL

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

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

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

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

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.16
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) Quelle est la marque de cigarettes que vous fumez, généralement?

NE PAS LIRE - CODER UNE MARQUE SEULEMENT. NOTE À L'INTERVIEWEUR : SONDER POUR SAVOIR SI LE RÉPONDANT FUME DES CIGARETTES RÉGULIÈRES, LÉGÈRES, EXTRA LÉGÈRES, ETC., ET GRAND FORMAT OU RÉGULIER POUR CETTE MARQUE.

- b) Est-ce que vous fumez d'autres marques de cigarettes? **CODER TOUTES LES MENTIONS QUI S'APPLIQUENT.**

- 7a) 01 - Craven "A" grand format
02 - Craven menthol grand format
03 - DuMaurier grand format
04 - DuMaurier régulier
05 - DuMaurier légères grand format
06 - DuMaurier légères régulier
07 - DuMaurier extra légères grand format
08 - DuMaurier extra légères régulier
09 - DuMaurier ultra légères grand format
10 - DuMaurier ultra légères régulier
11 - DuMaurier spéciales grand format
12 - DuMaurier Special 100
13 - Export "A" régulier
14 - Export "A" moyennes régulier
15 - Export "A" légères régulier
16 - Matinée extra douces grand format
17 - Matinée extra douces régulier
18 - Matinée minces grand format
19 - Players légères régulières
20 - Players légères grand format
21 - Players régulier
22 - Players ultra légères grand format
23 - Players ultra légères régulier
24 - Rothmans grand format
25 - Rothmans spéciales douces grand format
26 - Aucune marque régulière
27 - Autre (**PRÉCISER**) _____
28 - NSP/PR

- 7b) 01 - Craven "A" grand format
02 - Craven menthol grand format
03 - DuMaurier grand format
04 - DuMaurier régulier
05 - DuMaurier légères grand format
06 - DuMaurier légères régulier
07 - DuMaurier extra légères grand format
08 - DuMaurier extra légères régulier
09 - DuMaurier ultra légères grand format
10 - DuMaurier ultra légères régulier
11 - DuMaurier spéciales grand format
12 - DuMaurier Special 100
13 - Export "A" régulier
14 - Export "A" moyennes régulier
15 - Export "A" légères régulier
16 - Matinée extra douces grand format
17 - Matinée extra douces régulier
18 - Matinée minces grand format
19 - Players légères régulières
20 - Players légères grand format
21 - Players régulier
22 - Players ultra légères grand format
23 - Players ultra légères régulier
24 - Rothmans grand format
25 - Rothmans spéciales douces grand format
26 - Aucune marque régulière
27 - Autre (**PRÉCISER**) _____
28 - NSP/PR

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

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

SI OUI À Q.8(a), DEMANDER Ý:

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

LIRE

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

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.16**
- NON SUGGÉRÉ**
- 3 - Aucun type courant **PASSER À Q.16**
- 4 - Autre **PASSER À Q.16**
- 5 - NSP/PR **PASSER À Q.16**

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. Est-ce que vous avez toujours fumé des cigarettes légères ou douces ou est-ce que vous fumiez des cigarettes régulières?

- 1 - A toujours fumé des cigarettes légères ou douces **POSER Q.14**
- 2 - Fumait des cigarettes régulières **POSER Q.12**
- 3 - NSP/PR **POSER Q.14**

SI CODE 2 À Q.11, DEMANDER :

12. Pourquoi êtes-vous passé des cigarettes régulières aux 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 - Autre (**PRÉCISER**) _____
- 11 - NSP/PR

13. Quand vous avez adopté 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

SI CODE 1 OU 3 À Q.11, DEMANDER :

14. Quand vous avez commencé à fumer, pourquoi avez-vous décidé de fumer 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 - Autre (**PRÉCISER**) _____
- 11 - NSP/PR

15. 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

EFFETS SUR LA SANTÉ

DEMANDEZ À TOUS

16. 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

17. 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

DEMANDER AUX FUMEURS

18. 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

L'INDUSTRIE

DEMANDEZ À TOUS

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

a) l'industrie pharmaceutique

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

b) l'industrie de la bière

c) l'industrie du tabac

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

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

21. Vous avez dit que vous aviez une impression (positive - réponse à Q.19) 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

22. Vous avez dit que vous aviez une impression (négative - réponse à Q.19) 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

23. 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

24. 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 - NSP/PR

SECTION SUR LES CIGARETTES LÉGÈRES OU DOUCES

Voici quelques questions sur les cigarettes légères.

25. 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

26. 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

27. 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

28. 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

Je vais maintenant vous poser quelques questions sur les cigarettes «douces».

29. 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

30. 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

31. 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

32. 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

33. Voici certaines des raisons possibles pour lesquelles les compagnies de tabac pourraient étiqueter certaines de leurs marques comme légères ou douces. Veuillez me dire si vous pensez que chacune des raisons suivantes est valable pour que les compagnies de tabac étiquettent certaines cigarettes comme «légères» ou «douces». **LIRE EN ROTATION**

a) Pour indiquer que les cigarettes légères ou douces ont un goût moins fort que les cigarettes régulières.

- 1 - Oui, c'est une bonne raison
- 2 - Non, n'est pas une bonne raison
- 3 - NSP/PR

b) Pour offrir aux fumeurs un plus grand choix de marques.

c) Comme une façon de mettre en marché et de vendre plus de cigarettes.

- d) Pour indiquer que le tabac des cigarettes légères ou douces contient moins de goudron, de nicotine ou de monoxyde de carbone que les cigarettes régulières.
- e) Pour suggérer que les cigarettes légères et douces sont moins dangereuses pour la santé que les cigarettes régulières.
- f) Pour attirer les fumeurs qui pensent que les cigarettes légères et douces sont moins dangereuses pour la santé.

34. 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

35. 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

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

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

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

- 1 - Fortement favorable
- 2 - Plutôt favorable
- 3 - Plutôt opposé
- 4 - Fortement opposé

5 - Ne sait pas / Refus

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

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

39. 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

40. 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 tenir compte de 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.41**
- 3 - NSP/PR **PASSER À Q.41**

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.40b)

41. 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
- 2 - Non
- 3 - NSP/PR

PASSER À Q.42

PASSER À Q.43

PASSER À Q.43

42. SI A VU DE LA PUBLICITÉ DU GOUVERNEMENT DU CANADA/DE SANTÉ CANADA À Q.40 OU Q.41:

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 - Autre (**PRÉCISER**) _____
- 11 - 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.40(b).

43. 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.44 |
| 2 - Non | PASSER À Q.45 |
| 3 - NSP/PR | PASSER À Q.45 |

SI A VU DE LA PUBLICITÉ D'UNE COMPAGNIE DE TABAC/DE L'INDUSTRIE DU TABAC À Q.40(b) OU Q.43:

44. 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 au message (premier message) dont vous vous souvenez, est-ce que vous pensez que ce message de l'industrie du tabac est 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

DEMANDEZ À TOUS

45. 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 commandite 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

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

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

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

b) de la publicité pour rendre les gens plus conscients des pratiques de marketing de l'industrie du tabac?

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

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

e) de la publicité pour rendre les gens plus conscients des risques que la fumée des autres pose pour la santé?

f) de la publicité pour rendre les gens plus conscients des risques que les cigarettes légères et douces posent pour la santé?

DONNÉES DÉMOGRAPHIQUES

DEMANDER À TOUS

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

- 1 - PRÉCISER _____
- 2 - NSP/PR

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

NE PAS LIRE

- 1 - Cours primaire ou moins
- 2 - Une partie du cours secondaire
- 3 - Le cours secondaire

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

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

LIRE

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

50. Est-ce que vous êtes...?

LIRE

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

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

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

52. 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