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WAVE 3 SURVEYS

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

SURVEY OF ADULTS AND ADULT SMOKERS

FINAL REPORT

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TABLE OF CONTENTS

1.0	INTRODUCTION	3
2.0	SMOKING STATUS	4
	A. Smoking Behaviour and Brands	4
	B. Quit Attempts and Potential Quitters	6
3.0	HEALTH EFFECTS OF SMOKING	8
	A. General and Top-of-mind Effects	8
	B. Sources of Information about Health Effects	11
	C. Specific Health Effects Caused by Smoking	13
	D. Specific Health Effects Caused by Second-Hand Smoke	19
	E. Health Effects Caused by Hydrogen Cyanide	23
4.0	DEATHS FROM TOBACCO USE	25
5.0	QUIT TIPS	28
6.0	HEALTH WARNING MESSAGES	31
	A. Recall and Reads per Day	31
	B. Impact of New Messages	39
	C. Assessment of New Messages	40
	D. Comparison of New and Old Messages	41
7.0	TOXIC SUBSTANCES	43

APPENDIX

Survey Methods

English and French Questionnaires

1.0 INTRODUCTION

Environics Research Group Limited was commissioned by Health Canada to conduct surveys of the general population, including adult smokers and non-smokers. The main objective of the surveys was to provide information to assist in the evaluation of the impact of new health warning messages on tobacco packaging on public and consumer knowledge and behaviours. The new health warning messages began appearing on the major tobacco brands on approximately January 1, 2001 and on all brands as of approximately June 30.

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

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

One goal of the new surveys was to conduct the sampling and questionnaire design to allow comparison with surveys conducted in March and April 2001, a few months after the new health warning messages were introduced into the marketplace, and with previous baseline surveys, which were conducted by Environics in November and December 2000 prior to the introduction of the new health warning messages into the marketplace.

The general population survey, which included adult smokers and non-smokers, is based on a sample size of 749 Canadians. This was conducted between July 4 and 18, 2001. An additional oversample of 794 smokers was conducted to achieve a final sample size of 1,029 adult smokers. This survey was conducted between July 16 and August 1, 2001.

A survey based on a sample of 749 has a margin of error of approximately 3.6 percentage points, 19 times in 20. The corresponding margin for a sample of 1,029 is 3.1 percentage points.

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

2.0 SMOKING STATUS

A. Smoking Behaviour and Brands

From the survey, one-quarter of Canadian adults (25%) smoke cigarettes every day and six percent smoke occasionally.

Just under six in ten Canadian adults (57%) report having smoked at least 100 cigarettes in their life. Almost all adult smokers (98%) say the same. Four in ten non-smokers (38%) also report having smoked at least 100 cigarettes in their life.

Among adult smokers who smoke every day, 51 percent report smoking more than 15 cigarettes per day, which includes seven percent who say they smoke more than 25 cigarettes per day. More than three in ten (35%) say they smoke between ten and 15 cigarettes per day. Only 12 percent report smoking fewer than ten cigarettes per day.

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

Cigarette Consumption Per Day

Every Day Smokers

	NOV-DEC 2000	MAR-APR 2001	JULY 2001
Less than 10 cigarettes per day	13	12	12
10 to 15 cigarettes per day	36	39	35
16 to 20 cigarettes per day	20	21	21
21 to 25 cigarettes per day	23	21	23
26 or more cigarettes per day	8	6	7

Q.3

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

Subsample: Smoke every day

Cigarette Consumption

	NOVEMBER-DECEMBER 2000			MARCH-APRIL 2001			JULY 2001		
	GENERAL POPULATION	SMOKERS	NON- SMOKERS	GENERAL POPULATION	SMOKERS	NON- SMOKERS	GENERAL POPULATION	SMOKERS	NON- SMOKERS
Every day	25	89	—	23	88	—	25	87	—
Occasionally (less than every day)	5	11	—	5	12	—	6	13	—
Not at all	70	—	100	71	—	100	69	—	100

Q.1

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

Among adult smokers who smoke occasionally, 66 percent report smoking fewer than ten cigarettes per day. Twenty-one percent smoke between ten to 15 cigarettes per day and 11 percent smoke more than 15 cigarettes per day.

Among adult smokers, Players Light Regular Size (10%) is most often mentioned as their regular brand of cigarettes. Smaller proportions mention DuMaurier King Size (7%), DuMaurier Regular Size (6%) and Players Light King Size (5%). Sixty-seven 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.

Cigarette Consumption Per Day Occasional Smokers

	NOV-DEC 2000	MAR-APR 2001	JULY 2001
Less than 10 cigarettes per day	74	75	66
10 to 15 cigarettes per day	21	18	21
16 or more cigarettes per day	4	4	11

Q.4

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

Subsample: Smoke occasionally

B. Quit Attempts and Potential Quitters

Eight in ten adult smokers (78%) report having tried to quit smoking. Two in ten (22%) say they have not tried to quit smoking.

Among adult smokers who have tried to quit smoking, 56 percent say they have stopped smoking for a period of 24 hours at least once in the past year, in an attempt to quit smoking. Four in ten (42%) say they have not attempted to quit smoking in the past year.

Among adults smokers who have tried to quit smoking, those who are older, those who are not potential quitters and those who have not seen the new health warning messages on their main brand of cigarettes are more likely than others to say they have not attempted to quit smoking in the past year.

When it comes to potential quitters, more than five in ten adult smokers (54%) report they are now seriously thinking of quitting smoking. This number is higher among those who have seen the new health warning messages, those who have seen these messages on cigarette packages and those who have seen these messages on their main brand of cigarettes than among those who have not seen these messages. Not surprisingly, this number is lower among those who have never tried to quit smoking.

Potential Quitters Smokers

	NOV-DEC 2000	MAR-APR 2001	JULY 2001
Yes	56	58	54
No	43	41	45

Q.8a

Are you now seriously thinking of quitting smoking?

Subsample: Smokers

Quit Attempts Smokers

	NOV-DEC 2000	MAR-APR 2001	JULY 2001
Yes	77	79	78
No	23	21	22

Q.6

Have you ever tried to quit smoking?

Subsample: Smokers

Number of Times Tried to Quit Smoking Smokers

	NOV-DEC 2000	MAR-APR 2001	JULY 2001
Once	20	22	21
Twice	14	15	12
Three times	10	8	9
More than three times	16	14	14
Not in the past year	40	41	42
dk/na	1	1	2

Q.7

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

Subsample: Smokers who have tried to quit smoking

Among adult smokers who are seriously thinking about quitting smoking, more than three in ten (34%) say they will try to quit within the next 30 days. Forty-nine percent say they will try to quit within the next six months. Eleven percent say they will not try within the next six months and five percent do not know when they will try to quit.

Among adult smokers who are seriously thinking about quitting smoking, the largest proportion say they would use will power or go "cold turkey" (48%) to try to quit. Two in ten would use the nicotine patch (21%) and one in ten would use Zyban (12%). Smaller proportions say they would cut back gradually (7%) or use nicotine gum (4%). Nineteen percent mention other ways or methods.

The results of the current survey for most items are not significantly different from those found in the March-April 2001 and November-December 2000 surveys.

Potential Quitters Smokers

	NOV-DEC 2000	MAR-APR 2001	JULY 2001
Within the next 30 days	38	33	34
Within the next 6 months	45	48	49
Not within the next 6 months	9	10	11
dk/na	7	9	5

Q.8b

When do you think you will try to quit?

Subsample: Smokers who are seriously thinking of quitting smoking

Ways to Quit Smokers

	NOV-DEC 2000	MAR-APR 2001	JULY 2001
Will power/cold turkey/just stop	47	50	48
Nicotine patch	23	25	21
Zyban	19	16	12
Cut back gradually	5	6	7
Nicotine gum	5	6	4
Chew gum/candy/food	1	3	2
Hypnosis	2	2	2
More exercise/get physically fit	1	2	2
Distract yourself	*	1	2
Prescription drugs	*	—	2
Self-help program	1	2	1
Acupuncture	1	1	1
Seek doctor/professional advice	2	1	1
Drink fluid	*	*	1
Avoid smokers/smoking situations	*	1	1
Mouthwash/spray	*	—	1
Don't start	—	—	—
Clinic or group program	2	*	—
Other	3	2	3
None/nothing	*	1	*
dk/na	5	2	6

* Less than one percent

Q.8c

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

Subsample: Smokers who are seriously thinking of quitting smoking

3.0 HEALTH EFFECTS OF SMOKING

A. General and Top-of-mind Effects

More than eight in ten Canadians (84%) think that cigarette smoking is a major health problem in Canada. Another 12 percent think it is a minor problem. Only three percent think it is not a health problem. Among adult smokers, 68 percent say it is a major health problem and 23 percent say it is a minor problem. Only six percent think it is not a health problem.

The results suggest a slight decline since November-December 2000 in the number of smokers who say smoking is a major health problem.

The view that cigarette smoking is a major health problem in Canada is lower among smokers aged 45 and older and those with less than a high school education. It is higher among potential quitters.

When asked, top-of-mind, what specific human health effects or diseases can be caused by smoking cigarettes, Canadian adults are most likely to mention lung cancer (58%). Smaller proportions mention cancer in general (33%), heart attack/disease/angina (33%), emphysema (25%) and lung disease (20%), asthma (12%), oral cancer (11%) and respiratory problems/difficulty breathing/shortness of breath (9%). Forty-two percent mention a variety of other human health effects or diseases.

Among adult smokers, the largest number mention lung cancer (49%), followed by heart disease (34%), cancer in general (31%), emphysema (23%) and lung disease (18%), oral cancer (11%), asthma (10%) and respiratory problems (8%). Four in ten (41%) mention other effects or diseases.

The results of the current survey suggest an increase since 2000 in top-of-mind mention of heart attack/disease/angina.

Smoking as a Health Problem

	NOVEMBER-DECEMBER 2000			MARCH-APRIL 2001			JULY 2001		
	GENERAL POPULATION	SMOKERS	Non- SMOKERS	GENERAL POPULATION	SMOKERS	Non- SMOKERS	GENERAL POPULATION	SMOKERS	Non- SMOKERS
Major	87	72	91	85	70	91	84	68	88
Minor	10	21	7	12	23	7	12	23	10
Not a problem	2	5	1	2	4	1	3	6	2
dk/na	1	2	1	1	3	1	2	4	1

Q.9

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

Health Effects of Smoking – Top-of-Mind

	NOVEMBER-DECEMBER 2000			MARCH-APRIL 2001			JULY 2001		
	GENERAL POPULATION	SMOKERS	NON- SMOKERS	GENERAL POPULATION	SMOKERS	NON- SMOKERS	GENERAL POPULATION	SMOKERS	NON- SMOKERS
Cancer – lung	57	.49	59	59	53	59	58	49	58
Cancer in general	32	31	33	34	28	36	33	31	34
Heart attack/disease/angina	27	29	25	30	33	29	33	34	32
Emphysema	23	24	23	24	22	25	25	23	25
Lung disease/lungs (unspecified)	18	20	17	18	16	17	20	18	21
Asthma	10	8	11	14	9	15	12	10	14
Cancer – oral (tongue, lips, mouth, throat)	7	7	8	14	9	15	11	11	11
Respiratory problems/difficulty breathing/shortness of breath	8	8	9	9	8	9	9	8	9
Bronchitis/chronic bronchitis	4	4	4	3	3	3	4	5	4
Blood circulation problems/ blood clots	5	4	5	6	4	7	4	4	4
Gum disease/tooth loss/mouth disease	1	1	2	3	2	3	3	4	2
Yellow teeth/fingers/effect on appearance	2	1	2	*	1	1	3	2	3
Stroke	3	4	3	6	7	6	3	7	2
High blood pressure	1	1	2	3	1	4	2	2	2
Allergies	1	*	1	2	1	2	2	1	3
Second-hand smoke	2	1	2	1	1	1	2	1	2
Preterm birth/premature birth	1	1	1	1	1	1	2	1	2
Cancer – other	*	1	*	1	2	2	2	1	1
Impotence/sexual dysfunction	*	*	*	2	3	1	1	2	1
Smaller babies/reduced growth of babies during pregnancy	1	1	1	2	1	2	1	1	2
Poor physical condition/loss of energy	1	2	2	2	2	2	1	1	1
Addiction	2	2	2	2	1	2	1	1	1
Wrinkles/premature aging	1	1	1	2	1	2	1	1	1
Coughing	*	1	*	*	*	*	1	1	1
Throat disease/problems	—	*	—	1	*	1	1	1	1
Brain damage/disease	*	*	*	*	*	—	1	1	1
Cancer – breast	2	1	2	2	1	2	1	*	1
Effect on the fetus/unborn child	1	*	1	1	1	2	1	*	1
Death/premature death	1	*	1	1	*	1	1	*	1
Air pollution/environmental damage	1	1	1	*	*	*	1	*	1
Stomach problems	*	*	*	*	*	*	1	1	1

* Less than one percent

Continued ...

Q.10

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

Health Effects of Smoking – Top-of-Mind

Continued

	NOVEMBER-DECEMBER 2000			MARCH-APRIL 2001			JULY 2001		
	GENERAL POPULATION	SMOKERS	NON- SMOKERS	GENERAL POPULATION	SMOKERS	NON- SMOKERS	GENERAL POPULATION	SMOKERS	NON- SMOKERS
Bad breath	2	1	2	1	1	1	*	1	*
Birth defects/problems with pregnancy	—	—	—	—	*	—	*	—	*
Fire accidents/burns	—	—	—	—	—	—	*	*	*
Headaches	*	*	—	*	1	*	*	*	*
Liver damage/disease	*	*	*	*	*	*	*	*	*
Kidney disease/problems	*	—	*	—	*	—	*	*	*
Skin irritations/conditions	*	*	—	*	—	*	*	*	*
Multiple Sclerosis	—	—	—	—	*	—	*	*	*
Immune system problems	1	*	1	—	—	—	*	*	*
Diabetes	1	*	1	1	*	1	*	*	*
Gangrene	*	—	*	*	*	*	—	—	—
Eye disease/problems	*	*	1	*	*	*	—	—	—
Osteoporosis/problems with bones	*	*	—	*	—	*	—	—	—
Dizziness/nausea	—	*	—	—	*	—	—	*	—
Other	1	2	2	2	3	3	2	2	2
None	2	4	*	2	5	1	2	4	2
dk/na	1	2	1	1	2	1	1	4	1

* Less than one percent

Q.10

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

B. Sources of Information about Health Effects

When asked, top-of-mind, where they have recently seen or heard information which talks about the health effects of smoking cigarettes, almost two-thirds of Canadian adults (64%) mention television. One-third mention cigarette packages (33%) and a slightly smaller number mention newspapers (27%). Fewer mention magazines (15%), radio (11%), word of mouth/family/friends (9%), doctor/doctor's office

(7%), the news (7%) and billboards (5%). Nineteen percent mention other sources of information and five percent say nowhere.

Among adult smokers, 57 percent mention cigarette packages and 55 percent mention television. Fewer mention newspapers (21%), magazines (10%), radio (10%), word of mouth/family/friends (9%), doctor/doctor's office (7%) and the news (6%). Seventeen percent mention other sources and five percent say nowhere.

Sources of Information About Health Effects

	NOVEMBER-DECEMBER 2000			MARCH-APRIL 2001			JULY 2001		
	GENERAL POPULATION	Non- SMOKERS	SMOKERS	GENERAL POPULATION	Non- SMOKERS	SMOKERS	GENERAL POPULATION	Non- SMOKERS	SMOKERS
Television	62	65	61	66	60	68	64	55	67
Cigarette packages	20	33	14	32	57	21	33	57	22
Newspapers	25	21	27	30	22	34	27	21	30
Magazines	18	13	20	19	12	22	15	10	16
Radio	11	9	12	13	10	13	11	10	13
Word of mouth/family/friends	3	4	3	8	8	8	9	9	10
Doctor/doctor's office	9	8	8	8	8	6	7	7	8
News	4	4	4	3	3	2	7	6	6
Billboards	5	5	5	6	5	5	5	4	5
Workplace	2	2	3	2	1	2	3	1	3
School/university	3	3	3	2	2	2	2	2	3
Public areas and buildings	1	2	1	1	1	1	2	2	2
Internet/website	1	1	*	2	2	1	2	2	2
Books/scientific journals	1	1	1	1	*	1	2	1	2
Bus/public transportation	*	*	*	*	*	—	1	—	1
Hospitals/medical clinics	—	*	—	1	*	*	1	*	1
Health associations/agencies	1	*	1	1	*	2	1	1	1
Other tobacco product packages	1	2	1	1	1	1	1	1	1
Pamphlets/brochures/flyers	1	1	1	2	1	2	1	1	1
Posters	1	*	1	*	—	*	1	*	2
Advertising/media in general	1	1	1	1	*	1	1	1	1
Other	1	1	1	*	1	1	1	1	1
Nowhere	9	7	10	6	3	7	5	5	6
dk/na	2	1	2	2	1	2	2	1	2

*Less than one percent

Q.11

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

The results of the current survey suggest a decline since 2000 in the number of smokers mentioning television. The number of Canadian adults, and particularly adult smokers, who have seen health information on cigarette packages increased significantly between 2000 and March-April 2001, and remains at about the same level in the current survey.

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

C. Specific Health Effects Caused by Smoking

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

Large majorities of Canadian adults strongly agree that lung cancer (91%) and throat cancer (80%) can be caused by smoking cigarettes. Fairly large majorities also strongly agree that smoking can cause mouth cancer (72%), heart disease (70%), emphysema (68%), chronic bronchitis (64%), asthma (63%), gum or mouth diseases (61%) and premature death (61%). A smaller majority strongly agrees that smoking can cause smaller babies or reduced growth of babies during pregnancy (56%).

Fewer than half strongly agree that smoking can cause wrinkles and premature aging (47%), stroke (46%), premature birth or preterm birth (40%), blood clots (29%), miscarriages (26%), stomach ulcers (23%), impotence in men (21%), infertility (16%), bladder cancer (13%), gangrene (8%), acne (6%), hepatitis (5%), arthritis (5%), Alzheimer's Disease (4%) and Multiple Sclerosis (4%).

For adult smokers, majorities strongly agree that lung cancer (78%), throat cancer (67%), heart disease (63%), mouth cancer (58%), emphysema (57%), asthma (55%), chronic bronchitis (52%) and gum or mouth diseases (51%) can be caused by smoking cigarettes.

Slightly fewer than half of adult smokers strongly agree that premature death (48%), smaller babies or reduced growth of babies (44%) and stroke (44%) can be caused by smoking. About one-third or fewer strongly agree that wrinkles and premature aging (35%), premature birth or preterm birth (31%) and blood clots (26%) are similarly caused. Fewer strongly agree that impotence in men (19%), miscarriages (18%), stomach ulcers (17%), infertility (14%), bladder cancer (12%), gangrene (4%), acne (4%), arthritis (4%), Multiple Sclerosis (3%), hepatitis (3%) and Alzheimer's Disease (3%) can be caused by smoking.

The results of the current survey suggest that there have been slight declines since the March-April 2001 survey in the proportions of Canadian adults who strongly agree that asthma, smaller or reduced growth of babies, and wrinkles and premature aging can be caused by smoking cigarettes. Comparison with the baseline survey indicates slight declines in the proportions who strongly agree that asthma, smaller or reduced growth of babies, wrinkles and premature aging, stomach ulcers, chronic bronchitis, blood clots, bladder cancer, Alzheimer's Disease, heart disease, emphysema, premature death, stroke, premature birth, Multiple Sclerosis, throat cancer, gangrene and acne can be caused by smoking.

Among adult smokers, the current results suggest that there has been a slight decline since the March-April 2001 survey in the proportion who strongly agree that emphysema can be caused by smoking. Comparison with the baseline survey indicates that the proportions of smokers who strongly agree that wrinkles and premature aging, emphysema, chronic bronchitis and asthma can be caused by smoking have declined and that the proportion of adult smokers who strongly agree that impotence in men can be caused by smoking has increased.

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

Specific Health Effects Caused by Smoking

	NOVEMBER-DECEMBER 2000			MARCH-APRIL 2001			JULY 2001		
	GENERAL POPULATION	SMOKERS	NON- SMOKERS	GENERAL POPULATION	SMOKERS	NON- SMOKERS	GENERAL POPULATION	SMOKERS	NON- SMOKERS
Lung cancer									
Strongly agree	94	82	96	92	81	94	91	78	95
Somewhat agree	5	12	3	6	13	4	6	16	3
Somewhat disagree	*	2	*	1	2	1	1	2	1
Strongly disagree	1	3	*	1	2	1	1	3	1
dk/na	*	*	*	1	1	1	*	2	—
Throat cancer									
Strongly agree	85	71	87	82	68	84	80	67	84
Somewhat agree	11	22	10	14	23	11	13	23	12
Somewhat disagree	1	2	*	1	4	2	1	4	1
Strongly disagree	1	3	1	1	3	1	3	3	2
dk/na	2	1	2	2	3	2	2	3	2
Mouth cancer									
Strongly agree	73	60	78	73	56	77	72	58	76
Somewhat agree	16	25	13	18	26	16	19	26	16
Somewhat disagree	3	6	2	3	8	2	4	7	3
Strongly disagree	3	5	3	3	5	2	3	6	2
dk/na	5	4	5	3	4	3	3	4	3
Heart disease									
Strongly agree	76	65	78	73	64	75	70	63	70
Somewhat agree	18	24	17	19	26	18	22	23	22
Somewhat disagree	3	5	2	3	3	2	3	5	3
Strongly disagree	2	5	1	2	5	2	3	6	2
dk/na	1	1	1	3	2	4	3	3	3
Emphysema									
Strongly agree	74	64	76	72	63	75	68	57	72
Somewhat agree	12	18	11	13	16	11	15	21	12
Somewhat disagree	3	4	3	3	5	2	4	6	4
Strongly disagree	5	6	3	2	4	2	3	6	2
dk/na	6	8	6	9	11	10	10	10	9

* Less than one percent

Q.12

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

Specific Health Effects Caused by Smoking

	NOVEMBER-DECEMBER 2000			MARCH-APRIL 2001			JULY 2001		
	GENERAL POPULATION	SMOKERS	NON- SMOKERS	GENERAL POPULATION	SMOKERS	NON- SMOKERS	GENERAL POPULATION	SMOKERS	NON- SMOKERS
Chronic bronchitis									
Strongly agree	71	59	75	68	53	72	64	52	68
Somewhat agree	20	25	19	22	31	20	24	30	23
Somewhat disagree	3	6	2	3	6	2	4	6	2
Strongly disagree	3	6	3	4	6	2	3	7	2
dk/na	3	4	2	3	5	3	5	6	5
Asthma									
Strongly agree	74	61	76	71	56	74	63	55	66
Somewhat agree	17	23	17	19	27	17	23	26	21
Somewhat disagree	4	7	3	5	7	4	5	8	5
Strongly disagree	4	7	3	4	7	3	5	8	4
dk/na	1	3	1	2	3	2	4	4	3
Gum or mouth diseases									
Strongly agree	63	49	67	62	48	66	61	51	65
Somewhat agree	20	29	19	23	33	21	26	27	26
Somewhat disagree	6	9	6	5	8	3	5	9	4
Strongly disagree	6	9	4	5	8	4	4	8	2
dk/na	5	4	4	5	4	6	4	5	3
Premature death									
Strongly agree	67	49	73	61	46	67	61	48	65
Somewhat agree	20	25	19	21	26	19	22	25	21
Somewhat disagree	4	11	3	6	9	4	7	9	6
Strongly disagree	5	10	4	7	13	4	6	12	4
dk/na	4	5	2	6	6	6	4	6	4
Smaller babies or reduced growth of babies during pregnancy									
Strongly agree	65	48	70	62	41	67	56	44	60
Somewhat agree	18	23	16	20	27	17	24	25	24
Somewhat disagree	5	9	4	5	10	4	5	10	4
Strongly disagree	6	12	4	6	13	4	6	13	3
dk/na	7	8	6	8	9	8	8	9	9

Q.12

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

Specific Health Effects Caused by Smoking

	NOVEMBER-DECEMBER 2000			MARCH-APRIL 2001			JULY 2001		
	GENERAL POPULATION	SMOKERS	NON- SMOKERS	GENERAL POPULATION	SMOKERS	NON- SMOKERS	GENERAL POPULATION	SMOKERS	NON- SMOKERS
Wrinkles and premature aging									
Strongly agree	56	43	60	52	36	57	47	35	50
Somewhat agree	19	23	19	21	27	21	24	26	24
Somewhat disagree	10	13	9	9	13	7	10	13	8
Strongly disagree	10	15	8	11	17	8	11	19	9
dk/na	5	6	4	7	7	7	8	6	8
Stroke									
Strongly agree	52	42	56	49	42	53	46	44	46
Somewhat agree	25	26	24	23	26	22	26	23	27
Somewhat disagree	7	9	6	8	9	7	9	9	9
Strongly disagree	6	11	4	7	10	5	7	10	5
dk/na	10	12	9	13	13	13	13	14	13
Premature birth or preterm birth									
Strongly agree	46	32	50	42	29	46	40	31	44
Somewhat agree	26	29	27	32	28	30	30	30	28
Somewhat disagree	9	12	8	10	15	8	10	14	9
Strongly disagree	8	12	6	6	14	3	7	14	5
dk/na	11	14	9	12	13	12	13	11	14
Blood clots									
Strongly agree	36	26	37	29	26	31	29	26	30
Somewhat agree	27	29	26	32	29	33	30	30	32
Somewhat disagree	14	18	14	12	15	10	15	14	13
Strongly disagree	8	13	7	8	13	7	8	14	6
dk/na	16	13	16	19	17	20	18	16	18
Miscarriages									
Strongly agree	29	17	34	24	17	25	26	18	28
Somewhat agree	31	27	32	35	29	36	30	26	33
Somewhat disagree	14	19	12	13	19	11	15	19	13
Strongly disagree	10	19	8	10	19	8	10	19	7
dk/na	15	18	14	18	16	20	19	18	19

Q.12

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

Specific Health Effects Caused by Smoking

	NOVEMBER-DECEMBER 2000			MARCH-APRIL 2001			JULY 2001		
	GENERAL POPULATION	SMOKERS	NON- SMOKERS	GENERAL POPULATION	SMOKERS	NON- SMOKERS	GENERAL POPULATION	SMOKERS	NON- SMOKERS
Stomach ulcers									
Strongly agree	31	20	34	25	16	28	23	17	24
Somewhat agree	27	29	27	30	28	32	33	29	34
Somewhat disagree	16	21	15	17	21	15	20	20	20
Strongly disagree	12	21	9	14	21	9	13	21	10
dk/na	14	10	15	14	14	16	12	13	12
Impotence in men									
Strongly agree	20	14	23	21	16	22	21	19	21
Somewhat agree	28	23	30	29	26	30	26	25	27
Somewhat disagree	18	19	17	14	18	12	15	17	17
Strongly disagree	15	26	12	15	23	10	15	23	10
dk/na	19	18	19	22	17	26	23	17	25
Infertility									
Strongly agree	19	12	22	16	13	16	16	14	17
Somewhat agree	28	22	29	30	22	34	29	24	31
Somewhat disagree	18	24	17	18	22	15	20	22	19
Strongly disagree	16	27	11	14	24	10	13	21	10
dk/na	20	15	21	23	19	26	22	19	23
Bladder cancer									
Strongly agree	20	11	23	15	11	17	13	12	13
Somewhat agree	21	19	21	22	22	22	28	19	32
Somewhat disagree	23	26	22	22	22	21	22	25	22
Strongly disagree	15	26	12	16	25	13	14	23	11
dk/na	21	19	21	24	21	28	23	20	22
Gangrene									
Strongly agree	13	6	15	9	5	11	8	4	9
Somewhat agree	16	12	17	16	11	18	15	11	17
Somewhat disagree	22	23	21	19	21	19	20	23	21
Strongly disagree	26	41	23	29	38	23	28	41	24
dk/na	23	19	24	27	24	29	28	22	28

Q.12

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

Specific Health Effects Caused by Smoking

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

Q.12

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

D. Specific Health Effects Caused by Second-Hand Smoke

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

Majorities of Canadian adults strongly agree that second-hand smoke can cause asthma attacks in children (58%), bronchitis in children (52%) and lung cancer in non-smokers (51%). Fewer than half strongly agree that second-hand smoke can cause chest infections in children (49%), heart disease in non-smoking adults (34%), strokes in non-smoking adults (18%), ear infections in children (15%) and SIDS (Sudden Infant Death Syndrome) or crib death (15%). Few strongly agree that second-hand smoke can cause arthritis (5%), Multiple Sclerosis (4%) and Alzheimer's Disease (3%) in non-smoking adults.

Just under one-half of adult smokers strongly agree that asthma attacks in children (47%) can be caused by second-hand smoke. About four in ten strongly agree that bronchitis in children (39%) and chest infections in children (38%) can be caused by second-hand smoke. About one-third say the same about lung cancer in non-smokers (35%) and one-quarter say the same about heart disease in non-smoking adults (25%). Fewer strongly agree that strokes in non-smoking adults (14%), ear infections in children (13%), SIDS (10%), arthritis in non-smoking adults (3%), Alzheimer's Disease in non-smoking adults (2%) and Multiple Sclerosis in non-smoking adults (2%) can be caused by second-hand smoke.

Specific Health Effects Caused by Second-Hand Smoke

	NOVEMBER-DECEMBER 2000			MARCH-APRIL 2001			JULY 2001		
	GENERAL POPULATION	SMOKERS	NON- SMOKERS	GENERAL POPULATION	SMOKERS	NON- SMOKERS	GENERAL POPULATION	SMOKERS	NON- SMOKERS
Asthma attacks in children									
Strongly agree	67	52	71	65	51	70	58	47	63
Somewhat agree	22	31	21	23	29	21	26	32	24
Somewhat disagree	3	6	3	5	10	4	5	7	4
Strongly disagree	4	8	3	5	8	3	6	10	4
dk/na	3	3	2	3	3	3	5	4	6

Q.13

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

The results of the current survey suggest that there have been declines since the March-April 2001 survey in the proportions of Canadian adults who strongly agree that asthma attacks in children, bronchitis in children and lung cancer in non-smokers can be caused by second-hand smoke. Comparison with the baseline survey indicates declines in the proportions strongly agreeing that asthma attacks in children, ear infections in children, bronchitis in children, lung cancer in non-smokers, chest infections in children, stroke in non-smoking adults, heart disease in non-smoking adults and Alzheimer's Disease in non-smoking adults can be caused by second-hand smoke.

Among adult smokers, the current results suggest that there has been a decline since the March-April 2001 survey in the proportion who strongly agree that asthma attacks in children can be caused by second-hand smoke. Comparison with the baseline survey suggests that, over this time period, the

proportions of smokers who strongly agree that bronchitis in children, asthma in children and chest infections in children can be caused by second-hand smoke have declined.

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

Specific Health Effects Caused by Second-Hand Smoke

	NOVEMBER-DECEMBER 2000			MARCH-APRIL 2001			JULY 2001		
	GENERAL POPULATION	SMOKERS	Non- SMOKERS	GENERAL POPULATION	SMOKERS	Non- SMOKERS	GENERAL POPULATION	SMOKERS	Non- SMOKERS
Bronchitis in children									
Strongly agree	60	45	64	58	42	60	52	39	56
Somewhat agree	26	31	25	29	34	29	31	33	30
Somewhat disagree	5	9	4	5	9	4	6	9	5
Strongly disagree	5	10	4	5	10	3	7	13	4
dk/na	4	5	3	3	5	4	4	6	4
Lung cancer in non-smokers									
Strongly agree	59	38	64	56	34	62	51	35	59
Somewhat agree	26	34	26	29	33	27	31	32	29
Somewhat disagree	6	10	4	6	15	5	9	12	7
Strongly disagree	7	15	4	6	13	3	8	17	4
dk/na	3	3	1	2	4	3	2	4	1
Chest infections in children									
Strongly agree	57	42	60	53	40	57	49	38	51
Somewhat agree	27	35	26	31	34	30	31	32	32
Somewhat disagree	6	8	5	5	10	4	7	10	6
Strongly disagree	6	11	5	6	10	4	8	13	5
dk/na	5	4	4	4	6	5	5	6	6
Heart disease in non-smoking adults									
Strongly agree	41	26	44	36	23	42	34	25	38
Somewhat agree	33	33	35	27	35	35	36	32	37
Somewhat disagree	12	17	10	12	17	11	14	18	13
Strongly disagree	10	20	8	11	19	7	11	20	8
dk/na	5	5	4	5	6	5	5	5	5
Strokes in non-smoking adults									
Strongly agree	26	16	29	22	14	25	18	14	20
Somewhat agree	28	26	29	32	27	32	35	26	37
Somewhat disagree	18	21	17	16	20	15	19	22	13
Strongly disagree	16	24	14	16	25	12	16	24	12
dk/na	12	13	11	14	14	16	13	13	12

Q.13

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

Specific Health Effects Caused by Second-Hand Smoke

	NOVEMBER-DECEMBER 2000			MARCH-APRIL 2001			JULY 2001		
	GENERAL POPULATION	SMOKERS	NON- SMOKERS	GENERAL POPULATION	SMOKERS	NON- SMOKERS	GENERAL POPULATION	SMOKERS	NON- SMOKERS
Ear infections in children									
Strongly agree	24	16	25	16	13	17	15	13	14
Somewhat agree	19	16	19	22	19	22	19	16	21
Somewhat disagree	23	25	22	22	24	22	25	24	26
Strongly disagree	22	31	20	22	32	18	24	35	20
dk/na	13	10	14	17	13	17	17	12	19
SIDS (Sudden Infant Death Syndrome) or Crib Death									
Strongly agree	19	13	21	16	10	17	15	10	15
Somewhat agree	19	16	20	21	17	22	20	17	21
Somewhat disagree	21	21	21	17	19	18	19	21	20
Strongly disagree	24	38	21	25	35	20	26	35	22
dk/na	17	13	17	21	19	23	20	16	22
Arthritis in non-smoking adults									
Strongly agree	8	5	10	4	3	4	5	3	5
Somewhat agree	10	6	11	9	7	10	9	6	10
Somewhat disagree	27	25	28	27	22	29	29	24	30
Strongly disagree	38	54	34	38	52	30	37	52	31
dk/na	16	10	18	22	16	26	20	14	23
Multiple Sclerosis in non-smoking adults									
Strongly agree	8	4	10	3	3	3	4	2	4
Somewhat agree	9	7	10	10	8	10	11	9	11
Somewhat disagree	28	23	29	22	20	24	25	24	26
Strongly disagree	33	48	31	37	47	30	34	46	29
dk/na	21	18	21	28	22	32	26	19	28
Alzheimer's Disease in non-smoking adults									
Strongly agree	9	4	11	4	3	5	3	2	4
Somewhat agree	10	8	10	12	8	13	9	8	10
Somewhat disagree	26	23	26	23	20	25	27	24	29
Strongly disagree	36	52	33	37	51	29	35	49	29
dk/na	19	13	20	24	18	27	25	17	28

Q.13

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

E. Health Effects Caused by Hydrogen Cyanide

When asked, top-of-mind, six in ten Canadian adults (62%) cannot name any specific health effects or diseases that can be caused by hydrogen cyanide. Another 13 percent say hydrogen cyanide does not cause any health effects or diseases. Death is the most common response (10%) among those mentioning a specific effect. Twenty-seven percent mention some other health effect or disease that can be caused by hydrogen cyanide.

Almost seven in ten smokers (67%) cannot name any health effects that can be caused by hydrogen cyanide, and 11 percent say there are no health effects. Seven percent say death is caused by hydrogen cyanide, and 23 percent mention other effects.

The results of the current survey find that the number of Canadian adults who say hydrogen cyanide does not cause any health effects or diseases has declined from the baseline survey, particularly from March-April 2001. This number has fallen 13 points from March-April 2001 and a total of 18 points from the baseline survey. The number of

Health Effects Caused by Hydrogen Cyanide

	NOVEMBER-DECEMBER 2000			MARCH-APRIL 2001			JULY 2001		
	GENERAL POPULATION	SMOKERS	NON- SMOKERS	GENERAL POPULATION	SMOKERS	NON- SMOKERS	GENERAL POPULATION	SMOKERS	NON- SMOKERS
Death	12	9	14	12	8	13	10	7	11
Lung disease/cancer	2	1	2	4	3	4	4	4	4
Respiratory problems/loss of breath	1	1	1	3	2	3	4	4	3
Cancer – general	2	2	3	3	2	4	4	2	4
Heart disease/attack	2	1	1	2	2	2	2	2	2
Headache	3	1	3	1	1	1	2	1	2
Brain damage/memory loss/stroke	2	1	2	1	1	1	2	2	2
Poisoning	3	2	2	2	2	1	1	2	1
Dizziness	1	*	1	*	*	1	1	1	1
Damage to cells/artries/blood	1	1	1	1	1	1	1	1	1
Nausea	1	1	1	*	*	*	1	1	*
Stomach aches	1	1	1	1	*	1	1	*	1
Vertigo	*	–	*	*	*	*	1	*	1
Burning in body/organs	–	–	–	*	–	*	1	*	1
Pregnancy/complications	*	*	*	*	–	*	1	*	1
Damage to nervous system	1	*	1	*	–	*	–	–	–
Weakness	1	*	1	*	*	*	*	–	*
Throat cancer	*	*	1	1	*	1	*	1	*
Liver cancer/disease	*	*	*	*	–	*	*	*	*
Mouth cancer/disease	*	–	*	*	*	*	–	*	–
Lung damage	*	*	*	–	–	–	–	–	–
Other	1	2	1	1	1	1	1	2	1
None	31	27	28	26	31	24	13	11	11
dk/na	43	54	42	49	50	49	62	67	63

* Less than one percent

Q.32

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

Canadian adults who cannot name any specific health effects or diseases that can be caused by hydrogen cyanide has increased from the baseline survey, particularly from March-April 2001. This number has increased 13 points from March-April 2001 and a total of 19 points from the baseline survey. Among adult smokers, there has been a decline from the

March-April 2001 survey in the proportion who say hydrogen cyanide does not cause any health effects or diseases (down 20 points) and an increase in the number who cannot name any specific health effects or diseases that can be caused by hydrogen cyanide (up 17 points).

4.0 DEATHS FROM TOBACCO USE

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

Between half and two-thirds of Canadian adults think tobacco use kills more Canadians each year than murders (66%), suicides (64%), illegal drugs (52%) and AIDS (52%). Pluralities think more Canadians die each year from tobacco use than they do from car accidents (47%) and alcohol (43%). Between one-quarter and one-half believe that tobacco use kills fewer or the same number each year as these other causes of death.

Adult smokers are less likely than Canadian adults to think that tobacco use kills more than these other causes of death, with the exception of car accidents (smokers are as likely as Canadians in general to think tobacco use kills more Canadians each year than this cause of death). Over half think tobacco use

kills more than murders (57%) and suicides (55%). Just under half think tobacco use kills more than car accidents (47%). More than four in ten think tobacco use kills more than AIDS (45%) and illegal drugs (44%). About four in ten think tobacco use kills more than alcohol (38%). Between one-third and over half of smokers think tobacco use kills fewer than or about the same number as these other causes of death.

The results of the current survey suggest that there has been a slight increase since 2000 in the number of adult Canadians who think that tobacco kills more Canadians than suicides, and slight decreases in the number who think tobacco kills more Canadians than illegal drugs and alcohol. Among adult smokers, there has been an increase since 2000 in the number who think tobacco use kills more Canadians each year than car accidents.

Causes of Death

	NOVEMBER-DECEMBER 2000			MARCH-APRIL 2001			JULY 2001		
	GENERAL POPULATION	SMOKERS	NON- SMOKERS	GENERAL POPULATION	SMOKERS	NON- SMOKERS	GENERAL POPULATION	SMOKERS	NON- SMOKERS
Murders									
More	63	55	65	67	57	69	66	57	68
Fewer	19	28	15	19	27	16	18	25	16
About the same number	12	12	12	8	9	8	8	10	8
dk/na	7	5	7	6	7	7	8	8	8
Suicides									
More	60	52	65	61	55	63	64	55	66
Fewer	20	29	17	18	25	15	16	24	14
About the same number	11	11	10	11	11	11	12	11	11
dk/na	9	8	8	9	8	10	8	10	9
Illegal drugs									
More	58	45	64	56	45	58	52	44	54
Fewer	20	33	14	18	28	15	21	29	19
About the same number	15	17	16	17	17	18	20	19	20
dk/na	8	6	7	10	8	9	7	8	8
AIDS									
More	54	43	56	55	44	56	52	45	53
Fewer	18	32	14	21	28	19	20	30	17
About the same number	18	16	18	13	14	13	18	14	19
dk/na	11	8	12	12	13	12	11	11	11
Car accidents									
More	48	40	52	51	41	55	47	47	47
Fewer	23	34	19	21	33	19	24	30	22
About the same number	22	21	23	21	19	19	22	16	22
dk/na	7	5	6	6	7	6	7	7	8
Alcohol									
More	50	38	54	47	43	49	43	38	45
Fewer	17	29	13	17	24	15	19	27	17
About the same number	29	28	29	31	27	31	32	29	33
dk/na	5	4	4	5	6	5	5	6	6

Q.14

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

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

Only 18 percent of Canadian adults correctly believe that approximately 45,000 Canadians die each year as a result of tobacco use. Four in ten (40%) pick a number lower than 45,000. One-quarter (26%) choose a number higher than 45,000. Eleven percent offer no opinion.

More than two in ten adult smokers (23%) believe that about 45,000 Canadians die each year as a result of tobacco use. Thirty-nine percent pick a lower number and 25 percent pick a higher number. Ten percent offer no opinion.

The current survey finds that the number of adult smokers who correctly believe that approximately 45,000 Canadians die each year as a result of tobacco use has increased from the baseline survey.

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

Number of Canadians Who Die Each Year from Tobacco Use

	NOVEMBER-DECEMBER 2000			MARCH-APRIL 2001			JULY 2001		
	GENERAL POPULATION	SMOKERS	NON- SMOKERS	GENERAL POPULATION	SMOKERS	NON- SMOKERS	GENERAL POPULATION	SMOKERS	NON- SMOKERS
1,000	4	6	3	4	7	3	4	6	3
5,000	6	10	6	8	11	7	9	8	9
10,000	1	1	1	1	1	1	1	1	1
15,000	13	12	11	10	11	10	11	11	10
20,000	1	1	1	—	—	—	*	*	*
25,000	16	16	16	15	13	16	15	13	17
45,000	17	16	16	18	19	16	18	23	15
50,000	1	*	1	3	2	2	1	3	1
75,000	13	10	14	13	9	14	13	8	15
100,000	15	13	17	15	11	16	12	14	13
Other	3	4	3	3	4	3	3	3	3
None	1	2	1	1	2	1	1	1	*
dk/na	10	9	10	10	9	11	11	10	12

* Less than one percent

Q.15

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

5.0 QUIT TIPS

When asked, top-of-mind, what tips or advice they are aware of that might help someone quit smoking, the largest proportion of adult Canadians mention will power or cold turkey (29%). Two in ten mention medication/patch/Nicoderm/Zyban/stop smoking pill (22%). Smaller proportions mention warning of health effects (12%), “don’t start” (9%), nicotine gum/Nicorette (8%), support groups/counselling/associations/family (8%), chew gum/candy/food (6%), speak to a doctor (6%), more education (5%), do something to distract yourself (4%) and avoid situations where you would normally smoke (4%). Thirty-three percent offer other tips or advice. Six percent say there is no way to help and ten percent offer no opinion.

Among adult smokers, 26 percent suggest will power and 19 percent suggest medication or patches.

Twelve percent suggest “don’t start,” seven percent each suggest warning of health effects and nicotine gum, and six percent each mention chew gum/candy/food and avoiding situations where one would normally smoke. Smaller numbers suggest other ways. Ten percent say there is no way to help and 12 percent offer no opinion.

The current survey finds that the numbers of adult Canadians and adult smokers who mention medication/patch/Nicoderm/Zyban/stop smoking pill, “don’t start,” and nicotine gum/Nicorette are higher than in the baseline survey, and the number of smokers who say there is “none/no way to help” is lower.

Adult smokers are slightly more likely than Canadian adults in general to say there is no way to help.

Quit Tips

	NOVEMBER-DECEMBER 2000			MARCH-APRIL 2001			JULY 2001		
	GENERAL POPULATION	SMOKERS	NON- SMOKERS	GENERAL POPULATION	SMOKERS	NON- SMOKERS	GENERAL POPULATION	SMOKERS	NON- SMOKERS
Will power/cold turkey/just stop	29	27	31	28	26	29	29	26	32
Medication/patch/Nicoderm/Zyban/ stop smoking pill	15	13	16	29	20	29	22	19	23
Warn of health effects	11	7	13	12	8	13	12	7	14
Don't start	3	8	2	6	11	4	9	12	7
Nicotine gum/Nicorette	3	2	4	9	7	9	8	7	8
Support groups/counselling/ associations/family	3	3	4	10	7	11	8	5	8
Chew gum/candy/food	3	3	4	5	5	5	6	6	6
Speak to a doctor	9	6	9	7	4	8	6	4	6
More education	5	4	5	4	3	5	5	2	5
Avoid situations where you would normally smoke (e.g., telephone/ coffee/bar, etc.)	4	6	3	4	8	3	4	6	3
Do something else/distract yourself	4	5	4	3	3	3	4	5	4
Exercise	3	3	3	2	2	2	3	3	4
Hypnosis	2	2	2	4	2	4	3	2	4
Cut back gradually	5	4	5	3	3	2	3	2	3
Keep active and busy	2	3	1	1	3	1	2	4	2
Be aware that you're hurting others/children	2	1	2	2	1	2	2	2	3
Must want to stop	2	3	2	4	3	4	2	2	2
Advertising/media – in general	*	*	*	2	*	2	2	1	2
Have a plan	4	3	3	2	3	2	2	1	1
Drink water	2	2	3	1	2	*	1	2	1
Acupuncture	*	*	*	2	1	1	1	1	1
Waste of money/costs too much/ expensive habit	1	2	1	2	1	3	1	1	1
Regulation	*	1	*	1	1	2	1	1	1
Tell others your quit date	2	1	2	1	*	1	1	1	1
Adopt healthy lifestyle/reduce stress	1	*	1	1	*	1	1	1	1
Delay smoking for ten minutes	1	*	1	1	*	1	1	1	1
Visit cancer/terminal hospital ward	—	—	—	*	—	*	1	*	1
Speak to a pharmacist	3	2	2	1	*	1	1	*	*
Visualize negative effects	—	*	—	—	—	—	1	—	1
Laser therapy	—	—	—	*	*	—	1	*	*

* Less than one percent

Continued ...

Q.16

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

Quit Tips

Continued

	NOVEMBER-DECEMBER 2000			MARCH-APRIL 2001			JULY 2001		
	GENERAL POPULATION	SMOKERS	Non- SMOKERS	GENERAL POPULATION	SMOKERS	Non- SMOKERS	GENERAL POPULATION	SMOKERS	Non- SMOKERS
Write down reasons you are quitting	1	1	1	1	1	1	*	*	*
Take a deep breath or two	1	*	1	1	*	1	*	*	*
You smell awful/it tastes awful/ cigarettes smell awful**	1	*	1	1	*	1	*	*	*
Avoid peer pressure/media influence	*	—	*	—	—	—	—	*	—
Restrict access to children	—	—	—	—	—	—	—	*	—
Not attractive/yellow fingers/teeth	—	*	—	*	—	*	—	*	—
Smoke lighter brand/herbal cigarettes	—	—	—	—	*	—	—	*	—
Speak to a nurse	1	1	1	*	*	*	—	*	—
Stop buying/get rid of cigarettes	—	*	—	—	—	—	—	*	—
Other	2	2	2	3	2	4	3	3	3
None/no way to help	10	16	9	10	14	9	6	10	5
dk/na	8	9	6	8	8	7	10	12	10

* Less than one percent

** In Nov/Dec 2000, categorized as "Smells awful/tastes awful"

Q.16

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

6.0 HEALTH WARNING MESSAGES

A. Recall and Reads per Day

An overwhelming majority of Canadians (87%) say they have seen health warning messages on cigarette packages. Smokers (99%) express almost unanimous recall. There is virtually no change in these figures from previous surveys.

Seven in ten Canadian adults (71%) say they have seen, read or heard about new health warning

messages that are now on some brands of cigarette packages in Canada and another six percent say they may have. Only two in ten (22%) say they have not. Eighty-two percent of adult smokers have seen them and three percent say maybe. Only 13 percent have not seen them.

Awareness of the new messages is considerably higher in the current survey than in the November-December 2000 survey.

Recall of Health Warning Messages on Cigarette Packages

	NOVEMBER-DECEMBER 2000			MARCH-APRIL 2001			JULY 2001		
	GENERAL POPULATION	SMOKERS	NON- SMOKERS	GENERAL POPULATION	SMOKERS	NON- SMOKERS	GENERAL POPULATION	SMOKERS	NON- SMOKERS
Yes	90	98	86	88	98	84	87	99	82
No	10	2	14	11	2	15	12	1	17

Q.17

Have you ever seen health warning messages on cigarette packages?

Awareness of New Health Warning Messages

	NOVEMBER-DECEMBER 2000			MARCH-APRIL 2001			JULY 2001		
	GENERAL POPULATION	SMOKERS	NON- SMOKERS	GENERAL POPULATION	SMOKERS	NON- SMOKERS	GENERAL POPULATION	SMOKERS	NON- SMOKERS
Yes	36	45	30	74	87	69	71	82	66
Maybe	4	3	5	4	2	5	6	3	7
No	60	52	65	21	10	26	22	13	26

Q.18

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

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

Six in ten Canadian adults (59%) say they have seen the new health warning messages on cigarette packages themselves. Four in ten (38%) have not.

Adult smokers are much more likely than Canadians in general to say they have seen the new health warning messages on cigarette packages themselves – 87 percent have seen them and 12 percent have not.

The results of the current survey are similar to those found in March-April 2001.

Among adult smokers, seven in ten (71%) say they have seen the new health warning messages on their main brand of cigarettes. Fewer than three in ten (27%) have not.

Comparison with the March-April 2001 survey shows an increase in the number of adult smokers who say they have seen the new health warning messages on their main brand of cigarettes.

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

Have Seen New Health Warning Messages on Main Brand of Cigarette Packages Smokers

	MARCH-APRIL 2001	JULY 2001
Yes	60	71
No	38	27
dk/na	2	2

Q.20

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

Subsample: Smokers

Have Seen New Health Warning Messages on Cigarette Packages

	MARCH-APRIL 2001			JULY 2001		
	GENERAL POPULATION	SMOKERS	NON- SMOKERS	GENERAL POPULATION	SMOKERS	NON- SMOKERS
Yes	59	86	48	59	87	49
No	40	13	51	38	12	49
dk/na	1	1	1	2	2	2

Q.19

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

Eleven percent of Canadian adults report that they look at or read health warning messages on cigarette packages several times a day and another nine percent do this about once a day. One-half (52%) look at or read these health warning messages less frequently, including 29 percent who say they do this less than once a week. About three in ten (28%) say they never look at or read these health warning messages.

Among adult smokers, 27 percent say they look at or read health warning messages several times a day and 18 percent say once a day. Thirty-six percent look at them less frequently and 18 percent say they never look at them.

There has been no significant change since the March-April 2001 survey in the number of adult smokers who say they look at or read health warning messages on cigarette packages several times a day, but this number is lower than in the baseline survey.

Times Per Day Look at Health Warning Messages on Cigarette Packages

	NOVEMBER-DECEMBER 2000			MARCH-APRIL 2001			JULY 2001		
	GENERAL POPULATION	SMOKERS	NON- SMOKERS	GENERAL POPULATION	SMOKERS	NON- SMOKERS	GENERAL POPULATION	SMOKERS	NON- SMOKERS
Several times a day	15	36	6	12	29	5	11	27	5
About once a day	10	15	7	9	17	6	9	18	5
Once every two or three days	6	9	6	8	10	7	6	8	6
About once a week	13	12	14	14	13	14	17	14	18
Less than once a week	31	14	38	30	13	36	29	14	33
Never	24	14	28	27	16	32	28	18	33
dk/na	2	1	2	*	1	1	*	1	*

* Less than one percent

Q.21a

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

When asked, top-of-mind, what the new health warning messages on cigarette packages in Canada look like (without looking at a cigarette package), the largest proportion of Canadian adults say they have pictures (44%). Almost three in ten (28%) say they have more information than before or more information about the health effects of smoking. Smaller numbers say they have tougher, stronger messages (7%), cover more than 50 percent of the package (6%) and have gross images (6%). Twenty-two percent mention some other aspect and 27 percent offer no answer.

Adult smokers, especially younger adults, are much more likely than adults in general to mention that the health warning messages on cigarette packages have pictures. A total of 55 percent of adult smokers mention pictures, 31 percent mention more information about health effects and smaller numbers mention tougher, stronger messages (8%), covers more or 50 percent of the package (7%), gross images (8%), colour (5%) and writing or text in general (5%). Twenty-two percent mention something else and only 12 percent offer no answer.

Comparison with the March-April 2001 survey finds that there has been an increase in the number of adult smokers who mention more information about health effects.

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

When asked, top-of-mind, what specific new health warning messages they can remember seeing on cigarette packages in Canada (without looking at a cigarette package), the largest proportions of Canadian adults recall messages such as harmful during pregnancies, harmful to fetus or low birth rate (18%) and causes lung cancer (16%). Smaller numbers recall messages such as death or premature death (11%), harmful to others/children (11%), cancer in general (10%), impotence (9%), heart disease (9%), lung disease (7%), dangerous/bad for health (7%) and mouth or gum disease (6%). Fifteen percent mention some other health warning message. One-third say none (25%) or offer no opinion (11%).

Adult smokers, especially younger adults, are more likely than adults in general to recall specific health warning messages, such as harmful to others/children, heart disease and impotence. Among adult smokers, 18 percent recall a pregnancy message, 17 percent recall harm to others, 16 percent recall lung cancer and 15 percent each recall premature death, impotence and heart disease.

The results of the current survey are similar to those found in the March-April 2001 survey.

Among adult smokers, those who have seen the new health warning messages on cigarette packages themselves and those who have seen these messages on their main brand of cigarettes are more likely than those who have not to recall specific health warning messages, such as harmful to others/children, heart disease, impotence, premature death and stroke. Those who have seen the new health warning messages on cigarette packages themselves are also more likely than those who have not to recall a pregnancy message.

Appearance of New Health Warning Messages on Cigarette Packages

	MARCH-APRIL 2001			JULY 2001		
	GENERAL POPULATION	SMOKERS	NON- SMOKERS	GENERAL POPULATION	SMOKERS	NON- SMOKERS
Pictures	48	60	40	44	55	39
More info./specific info about health effects of smoking	24	23	22	28	31	25
Tougher, stronger messages	6	5	6	7	8	7
Covers more of the package/50% of the package	5	5	4	6	7	5
Graphics are gross/disgusting/horrible	4	9	3	6	8	5
Colour/coloured	8	11	7	4	5	2
Writing/text – in general	*	5	*	3	5	2
Large lettering/font/bold/block print	3	1	4	3	2	2
Info. about how to quit	2	4	1	2	3	1
Warnings/symbols in general	3	2	3	2	1	2
It's ridiculous/joke/stupid	1	1	*	2	2	1
Black and white (text/background)	*	–	*	2	3	2
Info. on back of the slide portion	2	2	1	1	3	*
Box/rectangle	1	1	2	1	1	1
Mouth/teeth (pictures/disease)	–	–	–	1	*	1
More chemicals/ingredients listed	*	*	*	*	1	–
Pictures of pregnant women/pregnancy	–	–	–	*	*	–
Advertising	–	–	–	*	*	–
Woman/man/people (general)	–	–	–	*	–	–
Children/babies/kids	–	–	–	*	–	*
Pictures of lungs	–	–	–	*	–	*
Heart/heart disease	–	–	–	*	–	*
Colouring of package	–	–	–	–	3	–
Location on cigarette package	1	–	2	–	–	–
Coloured font	*	–	–	–	–	–
Small writing/not too clear/could be bigger	–	–	–	–	*	–
Other	4	4	4	1	3	1
None/nothing	*	2	*	1	1	1
dk/na	24	8	30	27	12	34

* Less than one percent

Q.22

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

Recall of Specific Health Warning Messages on Cigarette Packages

	MARCH-APRIL 2001			JULY 2001		
	GENERAL POPULATION	SMOKERS	NON- SMOKERS	GENERAL POPULATION	SMOKERS	NON- SMOKERS
Harmful during pregnancies/harmful to fetus/low birth rate	16	19	14	18	18	17
Causes lung cancer	13	16	13	16	16	13
Harmful to others/to children	7	17	4	11	17	6
Death/premature death	14	15	15	11	15	9
Cancer – in general	9	9	10	10	8	11
Heart disease	8	13	4	9	15	6
Impotence	11	16	8	9	15	5
Lung disease	7	12	6	7	11	6
Dangerous/bad for health	7	4	7	7	3	9
Mouth/gum disease	6	9	5	6	8	6
Stroke	2	5	*	3	7	2
Yellow teeth/gums/fingers	*	1	*	3	3	3
Mouth cancer	2	3	2	2	1	2
Premature birth/preterm birth	1	2	1	2	1	2
Emphysema	*	1	*	1	2	1
Addiction	2	2	2	1	2	*
Warnings/health warnings/stop smoking	—	*	—	1	1	2
Respiratory/breathing problems	1	2	*	1	1	*
Second-hand smoke is harmful/dangerous	*	*	*	*	—	*
Throat problems/disease	*	1	*	*	*	*
Must be 18/19 to smoke	—	—	—	*	—	*
Graphics of cigarette package	1	1	*	*	2	—
Disease – in general	2	1	2	*	1	*
Brain damage/disease	1	2	*	*	1	*
Don't start/how to quit	1	1	*	*	*	*
Cancer – other	—	—	—	—	1	—
Other	1	2	1	1	2	*
None	28	20	32	25	18	28
dk/na	8	3	10	11	4	15

* Less than one percent

Q.23

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

When asked, top-of-mind, what images or graphics they can remember seeing on new warning messages on cigarette packages in Canada (without looking at a cigarette package), the largest proportion of Canadian adults recall lungs or diseased lungs (25%). Smaller proportions recall images such as bad, rotten or big teeth (16%), children, kids or babies (9%), pregnant woman with cigarette (9%), limp, broken or burning cigarettes (8%), heart or diseased heart (8%), mouth or diseased mouth (8%) and gums or diseased gums (7%). Twenty-six percent recall some other image or graphic. Four in ten say none (27%) or offer no opinion (13%).

Adult smokers are more likely than adults in general to recall specific images or graphics, such as lungs or diseased lungs (32%), bad, rotten or big teeth (24%), children, kids or babies (18%), pregnant woman with cigarette (16%), limp, broken or burning cigarettes (15%), heart or diseased heart (15%) and brain or diseased brain (9%).

The results of the current survey are similar to those found in the March-April 2001 survey.

Smokers are more likely than Canadians in general to offer an opinion.

Recall of Specific Pictures, Images or Graphics in Health Warning Messages on Cigarette Packages

	MARCH-APRIL 2001			JULY 2001		
	GENERAL POPULATION	SMOKERS	NON- SMOKERS	GENERAL POPULATION	SMOKERS	NON- SMOKERS
Lung disease/lungs	25	33	21	25	32	23
Bad/rotten/big teeth	14	21	10	16	24	13
Children/kids/babies	11	18	7	9	18	7
Pregnant women/with cigarettes	6	12	3	9	16	6
Limp/broken/burning cigarettes	9	16	7	8	15	4
Heart/diseased heart	8	13	4	8	15	4
Mouth/diseased mouth	8	8	9	8	11	8
Gums/diseased gums	4	8	3	7	7	6
Brain/diseased brain	4	9	3	4	9	2
Impotence	3	5	2	3	4	2
Mouth cancer	3	2	4	3	1	3
Respirators/people on breathing machines	2	3	1	2	4	*
Lung cancer	3	3	3	2	2	1
Dirty/full ashtray	3	5	1	1	5	1
Parents/mom/dad/smoking	2	3	1	1	2	*
Stroke	1	1	*	1	2	*
Throat/throat diseases	*	1	*	1	1	1
People sick/coughing/choking	*	*	—	1	1	1
Deteriorating/diseased body parts	1	1	1	1	1	1
Patients in bed/hospital bed	1	2	*	1	1	*
Warnings/symbols	2	1	2	1	1	1
Other cancer	2	1	1	1	*	1
Cancer/tumor — in general	1	1	1	1	*	1
Graphics of cigarette package	2	1	2	1	1	1
Bar charts/graphs/statistics	*	*	*	*	1	*
Arteries/clogged arteries/clot	*	1	—	*	*	—
Fetus/embryo	1	*	1	—	*	—
Baby/premature baby	*	1	*	—	—	—
Adult/woman/man (general)	—	*	—	—	*	—
Other	1	2	*	1	1	1
None	31	16	38	27	17	31
dk/na	7	3	9	13	3	18

* Less than one percent

Q.24

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

B. Impact of New Messages

Among adult smokers, three in ten say that the new health warning messages they have seen on cigarette packages have been very effective in informing them about the health effects of cigarette smoking (32%). Two in ten say that these new messages have been very effective in getting them to smoke less around others than they used to (20%) and in increasing their desire to quit smoking (19%). More than one in ten say that these new messages have been very effective in getting them to try to quit smoking (14%) and in getting them to smoke less (12%).

Combining the numbers who say very effective and somewhat effective, we find that 64 percent of smokers say the new messages have been effective in informing about health effects, 45 percent say they have been effective in increasing their desire to quit smoking and 44 percent say they have been effective in getting them to smoke less around others than they used to. Just under four in ten say the new messages have been effective in getting them to try to quit smoking (38%) and in getting them to smoke less (36%).

The current survey suggests an increase since March-April in the number of adult smokers who say the labels have been very effective in informing them about the health effects of smoking.

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

Impact of New Messages

Smokers

	MARCH-APRIL 2001	JULY 2001
Informing you about the health effects of cigarette smoking		
Very effective	26	32
Somewhat effective	28	32
Not very effective	12	11
Not at all effective	31	22
dk/na	3	3
Getting you to smoke less around others than you used to		
Very effective	19	20
Somewhat effective	22	24
Not very effective	16	13
Not at all effective	40	40
dk/na	3	3
Increasing your desire to quit smoking		
Very effective	16	19
Somewhat effective	26	26
Not very effective	14	13
Not at all effective	41	39
dk/na	2	3
Getting you to try to quit smoking		
Very effective	14	14
Somewhat effective	22	24
Not very effective	16	17
Not at all effective	46	43
dk/na	2	2
Getting you to smoke less		
Very effective	13	12
Somewhat effective	21	24
Not very effective	17	16
Not at all effective	48	45
dk/na	2	2

Q.27

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

Subsample: Smokers

C. Assessment of New Messages

About six in ten (each) Canadian adults strongly agree that the new health warning messages on cigarette packages are accurate (58%) and provide them with important information about the health effects of smoking cigarettes (58%). Combining the strongly and somewhat agree numbers, 79 percent of Canadian adults agree that the messages are accurate and 81 percent agree that they provide important information about health effects.

Among adult smokers, 47 percent strongly agree that the messages are accurate and 51 percent strongly agree that they provide them with important information about the health effects of smoking. Combining the strongly and somewhat agree numbers, 77 percent of smokers agree that the messages are accurate and 78 percent agree that they provide important information about health effects.

The results of the current survey are similar to those found in the March-April 2001 survey.

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

Assessment of New Messages

	MARCH-APRIL 2001			JULY 2001		
	GENERAL POPULATION	SMOKERS	NON- SMOKERS	GENERAL POPULATION	SMOKERS	NON- SMOKERS
The messages are accurate						
Strongly agree	59	49	62	58	47	61
Somewhat agree	21	29	17	21	30	18
Somewhat disagree	4	9	2	4	8	3
Strongly disagree	3	6	3	5	9	3
dk/na	13	7	16	13	6	16
The messages provide you with important information about the health effects of smoking cigarettes						
Strongly agree	59	51	60	58	51	59
Somewhat agree	23	27	21	23	27	22
Somewhat disagree	4	8	3	5	7	4
Strongly disagree	4	11	3	6	12	3
dk/na	10	3	13	9	3	12

Q.25

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

D. Comparison of New and Old Messages

When asked to compare the new health messages on cigarette packages to the old health warning messages, about six in ten Canadians (58%) think the new messages are more effective in informing them about the health effects of smoking. Only seven percent think the old messages are more effective in this area. Six percent think the new and old messages are equally effective in informing them about the health effects of smoking and eight percent think neither are effective. Twenty-one percent offer no opinion.

Among adult smokers, six in ten (62%) think the new messages are more effective in informing them about the health effects of smoking. Only ten percent think the old messages are more effective in this area. Six percent think the new and old messages are equally effective in informing them about the health effects of smoking and 13 percent think neither are effective. Eight percent offer no opinion.

Younger adult smokers, potential quitters, those who have seen the new health warning messages on cigarette packages themselves and those who have seen the new messages on their main brand of cigarettes are more likely than others to think the new health warning messages are more effective than the old messages in informing them about the health effects of smoking. Smokers are more likely than Canadians in general to offer an opinion.

Comparison of New and Old Messages July 2001

	GENERAL POPULATION	SMOKERS	NON- SMOKERS
New messages	58	62	55
Old messages	7	10	5
Both equally	6	6	4
Neither	8	13	7
dk/na	21	8	28

Q.26

Comparing the new health messages on cigarette packages to the old health warning messages, which do you think is more effective in informing you about the health effects of smoking?

When adult smokers are asked to compare the new health warning messages to the old health warning messages, one-half say the new messages are more effective in getting them to smoke less (51%), increasing their desire to quit smoking (51%), getting them to smoke less around others than they used to (50%) and getting them to try to quit smoking (50%). Fewer than one in ten each think the old messages are more effective in achieving any of these outcomes. Few think both the new and old messages are equally effective in achieving any of these outcomes. About one-third of smokers think neither the new nor old messages are effective in achieving any of these outcomes.

Younger adult smokers, potential quitters, those who have seen the new health warning messages on cigarette packages themselves and those who have seen the new messages on their main brand of cigarettes are more likely than others to think the new health warning messages are more effective than the old messages in achieving all of these outcomes.

Comparison of New and Old Messages Smokers July 2001

In getting you to smoke less

New messages	51
Old messages	7
Both equally	3
Neither	35
dk/na	4

In getting you to smoke less around others than you used to

New messages	50
Old messages	6
Both equally	4
Neither	35
dk/na	5

In increasing your desire to quite smoking

New messages	51
Old messages	7
Both equally	4
Neither	34
dk/na	4

In getting you to try to quit smoking

New messages	50
Old messages	6
Both equally	4
Neither	35
dk/na	5

Q.28

Now comparing the new health warning messages to the old health warning messages, which is more effective in each of the following ways ... Getting you to smoke less ... Getting you to smoke less around others than you used to ... Increasing your desire to quit smoking ... Getting you to try to quit smoking?

Subsample: Smokers

7.0 TOXIC SUBSTANCES

When Canadian adults are asked, top-of-mind what, if any, chemicals or toxic substances they can name that are in cigarettes or cigarette smoke, 65 percent mention nicotine. One-half mention tar (49%). Twelve percent mention carbon monoxide and 41 percent mention other toxic substances. Four percent say there are no chemicals or toxic substances in cigarettes or cigarette smoke and 13 percent offer no opinion.

Adult smokers, especially younger adults, are more likely than Canadian adults in general to mention tar and carbon monoxide. Overall, 66 percent of adult smokers mention nicotine, 61 percent mention tar, and 26 percent mention carbon monoxide. Forty-three percent mention other toxic substances. Two percent say there are no toxics and ten percent offer no opinion.

The current survey finds that the numbers of Canadian adults and adult smokers who mention nicotine have declined from the baseline survey. There has also been a decline in the same period in the number of adult smokers who mention tar.

Toxic Substances in Cigarettes

	NOVEMBER-DECEMBER 2000			MARCH-APRIL 2001			JULY 2001		
	GENERAL POPULATION	SMOKERS	NON- SMOKERS	GENERAL POPULATION	SMOKERS	NON- SMOKERS	GENERAL POPULATION	SMOKERS	NON- SMOKERS
Nicotine	73	76	71	70	70	67	65	66	65
Tar	53	70	45	53	59	47	49	61	45
Carbon monoxide	14	24	8	14	23	9	12	26	7
Arsenic	4	5	4	5	4	6	6	6	7
Carbon dioxide	4	6	3	5	6	4	4	7	2
Hydrogen cyanide	1	1	2	3	5	2	4	6	3
Formaldehyde	2	1	2	1	2	1	4	4	3
Chemicals/gases/toxins – in general	3	3	2	2	3	2	4	3	5
Benzene	2	2	2	3	2	3	3	3	3
Tobacco	1	1	1	1	1	1	3	1	4
Poison/rat poison/strychnine/ cyanide	1	1	1	3	3	3	3	4	2
Ammonia	1	1	1	2	2	1	2	1	2
Carcinogens	1	1	1	1	1	1	1	1	2
Pesticides	*	1	—	1	1	1	1	1	1
Carbon	*	1	—	1	2	1	1	1	1
Lead	1	*	1	*	1	—	1	*	1
Fibreglass	*	1	—	*	1	*	1	*	1
Saltpetre	*	*	*	*	*	*	1	*	*
Household cleaners	*	*	—	*	*	*	*	1	—
Nitrogen oxides (nitrogen dioxide, nitric oxide)	*	1	1	*	*	*	*	*	*
Benzo[a]pyrene	*	*	1	*	*	*	*	*	*
Dioxins	*	*	*	*	*	*	*	*	*
Type of fuel/gasoline/kerosene/ jet fuel/rocket fuel	1	1	*	1	1	1	*	1	*
Nail polish remover	*	—	*	—	*	—	*	*	1
Acid	*	*	*	*	*	*	*	*	*
Sulphur/sulphate	*	*	*	*	1	*	*	1	*
Ash	—	—	—	*	*	*	*	—	*
Battery acid/toxic/juice	—	—	—	—	—	—	*	*	*
Cadmium	*	*	*	*	*	*	—	*	—
Nitrosamines	1	*	1	*	*	—	—	*	—
Phenols	*	*	*	*	*	*	—	*	—
4-Aminobiphenyl	1	*	1	—	*	—	—	*	—
Paint thinner/remover	*	*	*	*	*	*	—	*	—
Other	1	1	1	1	1	1	2	2	2
None/nothing	5	3	6	5	6	5	4	2	4
dk/na	8	6	10	11	8	13	13	10	15

* Less than one percent

Q.29

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

When asked if they can name any chemicals or toxic substances that are currently listed on a cigarette package (without looking at a cigarette package), the largest proportions of Canadians mention nicotine (35%) and tar (34%). Eleven percent mention carbon monoxide and eight percent mention some other toxic substance. Fourteen percent say there are no chemicals or toxic substances currently listed on cigarette packages and 39 percent offer no opinion.

Adult smokers are more likely than Canadian adults in general to mention nicotine (53%), tar (52%) and carbon monoxide (22%). Smokers are less likely than adults in general to say there are no chemicals or toxic substances currently listed on cigarette packages (9%) and are more likely to offer an opinion.

The survey finds decreases from March-April 2001 in the proportions of Canadian adults and adult smokers who say there are no chemicals or toxic substances listed on cigarette packages (down 11 points each among Canadians in general and among adult smokers). In the same period, there have been considerable increases in the numbers of Canadian adults and adult smokers who do not offer an answer (up 13 points among Canadians in general and eight points among adult smokers).

Toxic Substances Listed on Cigarette Packages

	NOVEMBER-DECEMBER 2000			MARCH-APRIL 2001			JULY 2001		
	GENERAL POPULATION	SMOKERS	NON- SMOKERS	GENERAL POPULATION	SMOKERS	NON- SMOKERS	GENERAL POPULATION	SMOKERS	NON- SMOKERS
Nicotine	42	56	36	40	53	32	35	53	28
Tar	33	54	24	36	52	25	34	52	25
Carbon monoxide	9	22	3	8	19	3	11	22	5
Carbon dioxide	2	4	*	3	5	2	1	4	*
Hydrogen cyanide	*	—	*	1	1	1	1	3	*
Formaldehyde	*	*	*	1	1	1	1	2	1
Benzene	*	*	*	1	1	1	1	2	*
Poison/rat poison/strychnine/arsenic	*	*	*	1	1	1	1	2	1
Tobacco	*	*	1	*	*	1	1	*	1
Chemicals/gases/toxins	1	1	1	1	2	1	1	*	1
Type of fuel/gasoline/kerosene/ jet fuel/rocket fuel	—	*	—	—	—	—	—	—	*
Lead	—	—	—	*	—	*	—	—	—
Carcinogens	—	*	—	*	—	*	—	*	—
Other	*	*	*	*	*	*	1	1	*
None	25	16	27	25	20	29	14	9	17
dk/na	24	15	29	26	16	31	39	24	46

* Less than one percent

Q.30

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

When asked if they can recall any other information about chemicals or toxic substances that are listed on cigarette packages (without looking at a cigarette package), one-half of Canadian adults (49%) offer no opinion. Another 35 percent say there is no other information on these topics on cigarette packages. Small numbers say that cigarette packages list amounts of chemicals in general (7%) and specific amounts of chemicals (5%).

Adult smokers are slightly more likely than adults in general to have noticed other information. Twelve percent mention general amounts of chemicals and six percent mention specific amounts. Four in ten (41%) offer no opinion and just under four in ten (37%) say there is no other information.

The survey finds considerable decreases from March-April 2001 in the proportions of Canadian adults and adult smokers who say there is no other information about chemicals or toxic substances on cigarette packages (down 18 points among Canadians in general and 17 points among adult smokers). In the same period, there have been considerable increases in the numbers of Canadian adults and adult smokers who do not offer an answer (up 17 points among Canadians in general and 16 points among adult smokers).

Other Information About Toxic Substances Listed on Cigarette Packages

	NOVEMBER-DECEMBER 2000			MARCH-APRIL 2001			JULY 2001		
	GENERAL POPULATION	SMOKERS	Non- SMOKERS	GENERAL POPULATION	SMOKERS	Non- SMOKERS	GENERAL POPULATION	SMOKERS	Non- SMOKERS
Amounts of chemicals (general)	10	14	6	8	11	6	7	12	3
Specific amounts of chemicals	4	6	2	4	5	3	5	6	3
Surgeon General's warnings/ messages of health hazards	1	1	1	1	2	1	2	3	2
Range of amounts of chemicals	*	1	—	2	1	1	1	1	1
Tar	—	*	—	1	2	*	1	1	1
Nicotine	1	—	1	1	1	1	1	1	1
Other	*	1	1	*	1	*	1	1	1
Carbon monoxide/monoxide	—	*	—	*	1	*	1	*	1
None	55	58	55	53	54	55	35	37	35
dk/na	30	20	36	32	25	35	49	41	54

* Less than one percent

Q.31

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

SURVEY METHODS

A. Survey of General Population

The results of the survey are based on questions asked to 749 adults 18 years of age and older, living within the ten provinces of Canada. The survey was conducted by telephone from July 4 to 18, 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	61	64	12.2
Quebec	189	194	7.0
Ontario	280	262	6.1
Manitoba/Saskatchewan	53	51	13.7
Alberta	68	85	10.6
British Columbia	98	93	10.2
Total	749	749	3.6

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

Sampling Environics uses a RDD (Random digit dialling) sample selection technique. Telephone numbers are selected from the most recently published telephone directories, thus ensuring that only valid telephone exchanges are used. These numbers act as "seeds" or elements from which the sample is randomly

generated. The numbers in the initial element sample are selected in such a way that they are representative of the geographic area(s) under study. The original "seed" telephone numbers are not used in the sample. This sample selection technique ensures both unlisted numbers and numbers listed after the directory publication are included in the sample.

A total of 6,928 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 749 interviews were completed. The margin of error for a sample of 749 is ± 3.6 percentage points, 19 times in 20. The margins are wider for regional and demographic subsamples.

The following table presents the detailed completion results for this survey of 749 interviews.

Number of calls	6,928
Household not eligible	258
Non-residential/not in service	1,979
Language barrier	185
Subtotal	2,422
New Base (6,928-2,422)	4,506
No answer/line busy/ respondent not available	2,388
Refusals	1,312
Mid-interview refusals	57
Subtotal	3,757
Net Completions (4,506-3,757)	749

B. Survey of Adult Smokers

The results of the survey are based on questions asked to 1,029 adult smokers 18 years of age and older living within the ten provinces of Canada. Of this total, 794 interviews were conducted with smokers only, between July 16 and August 1, 2001. A further 235 interviews were conducted with smokers as part of a general population survey conducted from July 4 to 18, 2001. All interviews were conducted by telephone.

The margin of error for a sample of 1,029 is ± 3.1 percentage points, 19 times in 20. The margins are wider for regional and demographic subsamples.

SAMPLE FRAME

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

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

The actual sample, by province, is as follows.

	WEIGHTED N	UNWEIGHTED N	MARGIN OF ERROR
Newfoundland	21	26	19.2
Prince Edward Island	5	5	43.8
Nova Scotia	37	40	15.5
New Brunswick	27	26	19.2
Quebec	301	293	5.7
Ontario	357	307	5.6
Manitoba	35	43	14.9
Saskatchewan	35	44	14.8
Alberta	102	127	8.7
British Columbia	110	118	9.0
Total	1,029	1,029	3.1

SURVEY METHODS

The following sections discuss survey methods for the oversample survey of 794 interviews conducted among smokers. For a discussion of the methods for the general population survey, from which 235 interviews with smokers were drawn, please see Section A, Survey of General Population: Methodology.

SAMPLE SELECTION: OVERSAMPLE

Environics uses a RDD (Random digit dialling) sample selection technique. Telephone numbers are selected from the most recently published telephone directories, thus ensuring that only valid telephone exchanges are used. These numbers act as “seeds” or elements from which the sample is randomly generated. The numbers in the initial element sample are selected in such a way that they are representative of the geographic area(s) under study. The original “seed” telephone numbers are not used in the sample. This sample selection technique ensures both unlisted numbers and numbers listed after the directory publication are included in the sample.

A total of 12,665 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 794 interviews were completed. The margin of error for a sample of 794 is ± 3.5 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 794 interviews.

Number of calls	12,665
Household not eligible	2,296
Non-residential/not in service	2,272
Language barrier	341
Subtotal	4,909
 New Base (12,665-4,909)	 7,756
No answer/line busy/ respondent not available	4,363
Refusals	2,541
Mid-interview refusals	58
Subtotal	6,962
 Net Completions (7,756-6,962)	 794

QUESTIONNAIRES



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

Survey of Adult Smokers and Non-Smokers – Wave 3
PN 4971
Questionnaire - Draft 2 Final

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 brief study for the Government of Canada on issues affecting Canadians. Please be advised that we are not selling nor soliciting anything. Your participation is important if the results of the survey are to be accurate and your answers will be kept strictly confidential.

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

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

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

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

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

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

SCHEDULE CALL BACK

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

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

MAIN QUESTIONNAIRE

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

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

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

1 - Yes
2 - No
3 - DK/NA

NON- SMOKERS GO TO Q.9

IF SMOKE EVERY DAY, ASK:

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

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

--	--

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

2 - DK/NA

IF SMOKE OCCASIONALLY, ASK:

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

--	--

cigarettes per day

2 - DK/NA

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

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

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

6. Have you ever tried to quit smoking?

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

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

READ

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

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

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

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

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

READ

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

IF YES IN Q.8(a) ASK :

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

DO NOT READ - CODE ALL THAT APPLY

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

-
-
- 14 - DK/NA

HEALTH EFFECTS

ASK ALL

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

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

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

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

- K 11. Thinking generally about information which talks about the health effects of smoking cigarettes, where have you seen or heard any of this kind of information recently? Anywhere else?

DO NOT READ. CODE ALL THAT APPLY.

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

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

READ AND ROTATE

- a) Lung cancer

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

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

- s) Gum or mouth diseases
- t) Smaller babies or reduced growth of babies during pregnancy
- u) Premature birth or preterm birth
- v) Multiple sclerosis
- w) Alzheimer's Disease
- x) Chronic bronchitis
- y) Premature death

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

READ AND ROTATE

- a) Asthma attacks in children

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

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

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

- a) Alcohol

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

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

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

READ LIST

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

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

DO NOT READ. CODE ALL THAT APPLY.

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

HEALTH WARNING MESSAGES

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

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

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

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

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

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

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

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

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

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

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

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

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

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

DO NOT READ. CODE ALL THAT APPLY

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

10 - DK/NA

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

2 - None

3 - DK/NA

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

2 - None

3 - DK/NA

ASK ALL

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

READ AND ROTATE

- a) The messages are accurate

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

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

ASK ALL

26. Comparing the NEW health messages on cigarette packages to the OLD health warning messages, which do you think is more effective in informing you about the health effects of smoking?

- 1 - New messages
- 2 - Old messages
- VOLUNTEERED**
- 3 - Both equally
- 4 - Neither
- 5 - DK/NA

ASK SMOKERS ONLY

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

- a) Getting you to smoke less

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

- b) Getting you to smoke less around others than you used to
- c) Increasing your desire to quit smoking
- d) Getting you to try to quit smoking
- e) Informing you about the health effects of cigarette smoking

28. Now comparing the new health warning messages to the old health warning messages, which is more effective in each of the following ways? **READ AND ROTATE**

a) Getting you to smoke less

1 - New messages

2 - Old messages

VOLUNTEERED

3 - Both equally

4 - Neither

5 - DK/NA

b) Getting you to smoke less around others than you used to

c) Increasing your desire to quit smoking

d) Getting you to try to quit smoking

TOXIC SUBSTANCES

ASK ALL

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

DO NOT READ. CODE ALL THAT APPLY.

01 - 4-Aminobiphenyl

02 - Ammonia

03 - Arsenic

04 - Benzene

05 - Benzo[a]pyrene

06 - Cadmium

07 - Carbon dioxide

08 - Carbon monoxide

09 - Dioxins

10 - Formaldehyde

11 - Hydrogen cyanide

12 - Lead

13 - Nicotine

14 - Nitrogen oxides (nitrogen dioxide, nitric oxide)

15 - Nitrosamines

16 - Pesticides

17 - Phenols

18 - Tar

19 - None

20 - Other (**SPECIFY**)

21 - DK/NA

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

DO NOT READ. CODE ALL THAT APPLY.

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

10 - DK/NA

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

DO NOT READ - CODE ALL THAT APPLY

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

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

DO NOT READ - CODE ALL THAT APPLY

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

DEMOGRAPHICS

ASK ALL

33. 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

34. 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

35. 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

36. Are you...

READ

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

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

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

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

READ

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

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

- 1 - Yes/maybe
- 2 - No

IF YES/MAYBE, RECORD NAME AND NUMBER.

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

_____.

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

- 1 - Yes
- 2 - No

If incorrect, please input correct phone number: _____.

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

- 1 - Yes
- 2 - No

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



Sondage mené auprès des adultes fumeurs et non fumeurs - Wave 3
PN4971

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

POURSUIVRE LE QUESTIONNAIRE PRINCIPAL

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

1 - Homme

2 - Femme

- D. Langue du sondage

1 - Anglais

2 - Français

INTRODUCTION POUR LE SONDAGE SUR LES ADULTES FUMEURS

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

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

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

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

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

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

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

ORGANISER LE RAPPEL

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

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

QUESTIONNAIRE PRINCIPAL

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

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

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

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

POUR LES NON-FUMEURS, PASSER À Q.9

SI FUME TOUS LES JOURS, DEMANDER :

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

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

--	--

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

2 - NSP/PR

SI FUME À L'OCCASION, DEMANDER :

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

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

2 - NSP/PR

3

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

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

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

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

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

3

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

LIRE

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

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

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

SI OUI À Q.8(a), DEMANDER Ý:

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

LIRE

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

SI OUI À Q.8(a) DEMANDER Ý:

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

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

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

4

EFFETS SUR LA SANTÉ

DEMANDER À TOUS

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

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

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

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

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

2

33 - Aucun

34 - Autre (**PRÉCISER**) _____

35 - NSP/PR

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

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

01 - Télévision

02 - Journaux

03 - Magazines

04 - Radio

05 - Panneaux-réclames

06 - Nouvelles/reportages

07 - Paquets de cigarettes

08 - Autres produits du tabac

09 - Médecin/bureau du médecin

10 - École/Université

11 - Lieu de travail

12 - Bouche à oreille/famille/amis

13 - Internet/site web

14 - Autre (**PRÉCISER**) _____

15 - Nulle part

16 - NSP/PR

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

LIRE EN ROTATION

a) Cancer du poumon

1 - Fortement d'accord

2 - Plutôt d'accord

3 - Plutôt en désaccord

4 - Fortement en désaccord

5 - NSP/PR

b) Emphysème

c) Caillots sanguins

d) Maladies cardiaques

e) Attaque d'apoplexie

f) Arthrite

g) Impuissance chez les hommes

h) Gangrène

i) Ulcère de l'estomac

10

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

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

LIRE EN ROTATION

- a) Crises d'asthme chez les enfants

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

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

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

LIRE EN ROTATION

a) L'alcool

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

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

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

LIRE LA LISTE

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

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

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

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

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

MESSAGES D'INFORMATION SUR LA SANTÉ

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

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

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

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

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

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

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

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

4

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

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

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

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

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

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

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

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

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

- 2 - Aucun
- 3 - NSP/PR

4

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

-
-
-
- 2 - Aucun
 - 3 - NSP/PR

DEMANDER À TOUS

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

LIRE EN ROTATION

- a) Les messages sont exacts

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

- b) Les messages vous donnent des informations importantes sur les effets que la cigarette a sur la santé

DEMANDER À TOUS

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

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

4

DEMANDER AUX FUMEURS SEULEMENT

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

LIRE EN ROTATION

- a) Vous amener à moins fumer

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

- b) Vous amener à fumer moins en présence des autres
- c) Vous donner davantage le désir d'arrêter de fumer
- d) Vous amener à essayer de cesser de fumer
- e) Vous informer sur les effets de la cigarette sur la santé

28. Si vous comparez les nouveaux messages d'avertissement pour la santé qu'on voit sur les paquets de cigarettes et les anciens messages d'avertissement, lesquels réussissent le plus efficacement, d'après vous, dans chacun des domaines suivants?

- a) Vous amener à moins fumer

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

- b) Vous amener à fumer moins en présence des autres
- c) Vous donner davantage le désir d'arrêter de fumer
- d) Vous amener à essayer de cesser de fumer
- e) Vous informer sur les effets de la cigarette sur la santé

SUBSTANCES TOXIQUES

DEMANDER À TOUS

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

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

- 01 - 4-Aminobiphényle
- 02 - Ammoniac

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

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

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

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

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

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

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

2

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

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

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

DONNÉES DÉMOGRAPHIQUES

DEMANDER À TOUS

33. 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

34. 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

35. 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

4

- 7 - Autre
- 8 - NSP/PR

36. Est-ce que vous êtes...?

LIRE

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

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

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

38. 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

6
Merci beaucoup.
(Code de Santé Canada HC-005-315-0107)