



ENVIRONICS
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WAVE 3 SURVEYS

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

SURVEY OF YOUTH

FINAL REPORT

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1.0 INTRODUCTION

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

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

Where possible, the results of the new survey will be compared to the previous baseline survey of youth, which was conducted by Environics in December 2000 prior to the introduction of the new health warning messages into the marketplace, and with the survey conducted in March and April 2001 a few months after the new health warning messages were first introduced into the marketplace.

The survey of youth aged 12 to 18, which included youth smokers and non-smokers, is based on a sample size of 1,006. This survey was conducted between July 9 and August 1, 2001.

A survey based on a sample of 1,006 has a margin of error of approximately 3.1 percentage points, 19 times in 20.

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

2.0 SMOKING STATUS

A. Smoking Behaviour and Brands

From the survey, ten percent of youth smoke cigarettes every day and five percent smoke occasionally. Older youth, especially those aged 17 to 18 years, are more likely than younger teens to say they smoke cigarettes every day.

Among non-smoking youth, 33 percent say they have at some time tried cigarette smoking, which includes just having a few puffs. Among non-smoking youth who have never tried smoking, not even a few puffs, nine percent say they have seriously thought about trying smoking. Among non-smoking youth, three percent say they might try smoking within the next month.

Of the youth sample, 15 percent are smokers and 84 percent are non-smokers. Of all youth, 34 percent can be classified as potential smokers. Potential smokers include any youth who say they have tried smoking, have seriously thought about smoking or think they might try smoking within the next month.

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

Cigarette Consumption

	DEC 2000	MAR-APR 2001	JULY 2001
Every day	11	7	10
Occasionally (less than every day)	6	6	5
Not at all	83	87	84

Q.1

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

Among youth smokers who smoke every day, 27 percent report smoking more than 15 cigarettes per day, which includes four percent who say they smoke more than 25 cigarettes per day. Five in ten (49%) say they smoke between ten and 15 cigarettes per day. More than two in ten (25%) report smoking fewer than ten cigarettes per day.

Among youth smokers who smoke occasionally¹, 89 percent report smoking fewer than ten cigarettes per day on the days that they smoke. Nine percent smoke between ten to 15 cigarettes per day and no one reports smoking more than 15 cigarettes per day.

Among youth smokers, Players Light Regular Size (16%) is most often mentioned as their regular brand of cigarettes. Smaller proportions mention DuMaurier King Size (10%), DuMaurier Light Regular Size (10%), DuMaurier Regular Size (9%), Export "A" Regular Size (9%), Export "A" Medium Regular Size (5%) and Players Light King Size (5%). Twenty-five percent mention some other brand and eight percent say they do not have a regular brand.

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

Cigarette Consumption Per Day Every Day Smokers

	DEC 2000	MAR-APR 2001	JULY 2001
Less than 10 cigarettes per day	31	35	25
10 to 15 cigarettes per day	41	40	49
16 to 20 cigarettes per day	12	12	6
21 to 25 cigarettes per day	14	12	17
26 or more cigarettes per day	1	1	4

Q.6

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

Subsample: Smoke every day

Cigarette Consumption Per Day Occasional Smokers

	DEC 2000	MAR-APR 2001	JULY 2001
Less than 10 cigarettes per day	92	89	89
10 to 15 cigarettes per day	7	5	9
16 or more cigarettes per day	1	1	—
dk/na	—	4	2

Q.7

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

Subsample: Smoke occasionally

¹ These numbers should be interpreted with caution, because of small sample sizes.

B. Quit Attempts and Potential Quitters

Seven in ten youth smokers (69%) report having tried to quit smoking; three in ten (31%) have not tried to quit.

The survey results indicate that there has been an eight point increase since March-April 2001 in the number of youth who have tried to quit, and a ten point increase in the number who have tried "once."

Among youth smokers who have tried to quit smoking, nine in ten (90%) say they have stopped smoking for a period of 24 hours at least once in the past year, in an attempt to quit. Only ten percent say they have not attempted to quit smoking in the past year.

Quit Attempts: Smokers

	DEC 2000	MAR-APR 2001	JULY 2001
Yes	66	61	69
No	33	38	31
dk/na	—	1	—

Q.9

Have you ever tried to quit smoking?

Subsample: Smokers

Number of Times Tried to Quit Smoking Smokers

	DEC 2000	MAR-APR 2001	JULY 2001
Once	21	15	25
Twice	15	26	19
Three times	20	10	13
More than three times	27	37	32
Not in the past year	15	12	10
dk/na	1	—	—

Q.10

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

Subsample: Smokers who have tried to quit smoking

Almost six in ten youth smokers (56%) report they are now seriously thinking of quitting smoking; 44 percent say they are not.

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

Among youth smokers who are seriously thinking about quitting smoking², almost four in ten (37%) 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. Seven percent say they will not try within the next six months and six percent don't know when they will try to quit.

Potential Quitters Smokers

	DEC 2000	MAR-APR 2001	JULY 2001
Yes	57	50	56
No	42	49	44
dk/na	—	1	—

Q.11a

Are you now seriously thinking of quitting smoking?

Subsample: Smokers

Potential Quitters Smokers

	DEC 2000	MAR-APR 2001	JULY 2001
Within the next 30 days	56	41	37
Within the next 6 months	28	50	49
Not within the next 6 months	12	6	7
dk/na	5	3	6

Q.11b

When do you think you will try to quit?

Subsample: Smokers who are seriously thinking of quitting smoking

² These numbers should be interpreted with caution, because of small sample sizes.

Among youth smokers who are seriously thinking about quitting smoking³, more than one-half say they will use will power or go cold turkey (54%) to try to quit smoking. More than one in ten say they would chew gum/candy/food (14%). Smaller numbers say they would cut back gradually (8%), use the nicotine patch (7%), do more exercise/get physically fit (7%), use nicotine gum (6%) or avoid other smokers/situations involving smoking (5%). Ten percent mention some other ways or methods and five percent offer no opinion.

Ways to Quit Smokers

	DEC 2000	MAR-APR 2001	JULY 2001
Will power/cold turkey/just stop	54	46	54
Chew gum/candy/food	4	3	14
Cut back gradually	10	16	8
Nicotine patch	9	18	7
More exercise/get physically fit	2	2	7
Nicotine gum	6	8	6
Avoid other smokers/situations involving smoking	5	2	5
Distract yourself	—	9	3
Zyban	6	2	2
Don't start	—	—	2
Hypnosis	1	—	1
Self-help program	2	—	—
Other	4	2	2
None/nothing	—	1	2
dk/na	11	5	5

Q.11c

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

Subsample: Smokers who are seriously thinking of quitting smoking

³ These numbers should be interpreted with caution, because of small sample sizes.

3.0 HEALTH EFFECTS OF SMOKING

A. General and Top-of-mind Effects

More than eight in ten youth (85%) think that cigarette smoking is a major health problem in Canada. Another 13 percent think it is a minor problem. Only one percent think it is not a health problem.

The results of the current survey are similar to those found in March-April 2001 and in December 2000.

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

When asked what specific human health effects or diseases can be caused by smoking cigarettes, youth are most likely to mention lung cancer (61%). Smaller proportions mention cancer in general (37%), heart attack/disease/angina (19%), oral cancer – tongue, lips, mouth, throat (15%), lung disease (14%), emphysema (10%), gum disease/tooth loss/mouth disease (5%), respiratory problems/difficulty breathing/shortness of breath (5%), asthma (5%) and yellow teeth/fingers/effect on appearance (5%). Twenty-nine percent mention other human health effects or diseases.

The current survey finds a decrease since March-April 2001 in the number of youth who mention lung cancer. The results of the current survey are similar to those found in December 2000.

Older youth and youth smokers are more likely than others to mention oral cancer and emphysema. Potential youth smokers are also more likely to mention oral cancer. Older youth and potential youth smokers are more likely than others to mention lung cancer. Youth smokers are more likely to mention cancer in general.

Smoking as a Health Problem

	DEC 2000	MAR-APR 2001	JULY 2001
Major	84	87	85
Minor	13	11	13
Not a problem	2	1	1
dk/na	1	1	1

Q.12

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

Health Effects of Smoking – Top-of-Mind

	DEC 2000	MAR-APR 2001	JULY 2001
Cancer – lung	60	68	61
Cancer in general	35	34	37
Heart attack/disease/angina	17	21	19
Cancer – oral (tongue, lips, mouth, throat)	13	14	15
Lung disease/lungs (unspecified)	16	13	14
Emphysema	9	10	10
Gum disease/tooth loss/mouth disease	4	6	5
Respiratory problems/difficulty breathing/shortness of breath	5	5	5
Asthma	5	4	5
Yellow teeth/fingers/effect on appearance	2	4	5
Stroke	2	4	2
Brain damage/disease	1	3	2
Blood circulation problems/blood clots	2	2	2
Bronchitis/chronic bronchitis	1	2	2
Cancer – other	1	2	2
Impotence/sexual dysfunction	*	2	2
Death/premature death	2	1	2
Liver damage/disease	*	2	1
Poor physical condition/loss of energy	2	2	1
Bad breath	1	2	1
Effect on the fetus/unborn child	1	1	1
Smaller babies/reduced growth of babies during pregnancy	2	1	1
Preterm birth/premature birth	2	1	1

* Less than one percent

Continued...

Q.13

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

Health Effects of Smoking – Top-of-Mind

Continued

	DEC 2000	MAR-APR 2001	JULY 2001
Addiction	1	1	1
Cancer – breast	1	1	1
Wrinkles/premature aging	1	1	1
Coughing	*	*	1
Birth defects/problems with pregnancy	—	—	1
Throat disease/problems	*	1	1
Eye disease/problems	*	*	1
High blood pressure	*	*	*
Air pollution/environmental damage	*	*	*
Multiple Sclerosis	*	—	*
Headaches	*	—	*
Dizziness/nausea	*	—	*
Second-hand smoke	*	1	*
Kidney disease/problems	*	*	*
Skin irritations/conditions	*	—	*
Miscarriages/still births	—	—	*
Immune system problems	1	—	*
Stomach problems	*	*	—
Fire accidents/burns	—	*	—
Allergies	*	*	—
Gangrene	—	*	—
Other	2	2	2
None	1	1	*
dk/na	3	1	4

* Less than one percent

Q.13

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

B. Sources of Information about Health Effects

When asked where they have recently seen or heard information which talks about the health effects of smoking cigarettes, the largest proportion of youth mention television (48%). Smaller numbers mention school/university (40%), cigarette packages (32%), word of mouth/family/friends (14%) and magazines (11%). Thirty percent mention other sources of information and six percent say nowhere.

The results of the current survey show that the number of youth who have seen or heard information about the health effects of smoking cigarettes on cigarette packages is 19 points higher than in December 2000. The number who mention school/university is lower than that found in December 2000. There has been a slight decrease since March-April 2001 in the number mentioning television.

Older youth, youth smokers and potential youth smokers are more likely to have seen this information on cigarette packages. Older youth are also more likely to mention television and magazines. Youth aged 12 to 16 are more likely to mention school/university.

Sources of Information About Health Effects

	DEC 2000	MAR-APR 2001	JULY 2001
Television	49	56	48
School/university	48	44	40
Cigarette packages	13	29	32
Word of mouth/family/friends	11	10	14
Magazines	16	14	11
Newspapers	6	7	6
Billboards	5	6	5
Radio	5	5	5
News	2	2	3
Internet/website	2	3	2
Doctor/doctor's office	3	2	2
Public areas and buildings	1	2	2
Posters	1	1	2
Workplace	*	1	1
Other tobacco product packages	1	*	1
Advertising/media – general	1	1	1
Health associations/agencies	–	–	*
Pamphlets/brochures/flyers	1	–	*
Drug/health food stores/stores in general	1	–	–
Books/scientific journals	1	*	*
Bus/public transportation	1	–	*
Hospitals/medical clinics	–	*	*
Other	1	*	*
Nowhere	8	5	6
dk/na	3	3	3

* Less than one percent

Q.14

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

c. Specific Health Effects Caused by Smoking

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

An overwhelming majority of youth strongly agree that lung cancer (95%) can be caused by smoking cigarettes. Large majorities strongly agree that smoking can cause heart disease (74%), throat cancer (73%), gum or mouth diseases (72%), asthma (67%), mouth cancer (66%) and premature death (64%). Smaller majorities strongly agree that smoking can cause smaller babies or reduced growth of babies during pregnancy (54%), chronic bronchitis (50%) and wrinkles and premature aging (50%).

Fewer than half of youth strongly agree that smoking can cause stroke (49%), premature birth or preterm birth (42%), emphysema (38%), miscarriages (35%), blood clots (34%), impotence in men (27%), stomach ulcers (22%), infertility (22%) and bladder cancer (16%). Only about one in ten strongly agree that smoking can cause acne (12%), Multiple Sclerosis (11%), arthritis (11%), Alzheimer's Disease (11%), gangrene (9%) and hepatitis (8%).

Specific Health Effects Caused by Smoking

	DEC 2000	MAR-APR 2001	JULY 2001
Lung cancer			
Strongly agree	95	97	95
Somewhat agree	4	2	4
Somewhat disagree	1	*	*
Strongly disagree	1	1	1
dk/na	*	*	*
Heart disease			
Strongly agree	74	78	74
Somewhat agree	21	18	21
Somewhat disagree	2	2	3
Strongly disagree	2	1	1
dk/na	1	1	1
Throat cancer			
Strongly agree	75	77	72
Somewhat agree	18	17	21
Somewhat disagree	3	3	3
Strongly disagree	1	2	1
dk/na	2	1	2
Gum or mouth diseases			
Strongly agree	66	73	72
Somewhat agree	23	19	19
Somewhat disagree	5	3	5
Strongly disagree	4	2	2
dk/na	3	2	2
Asthma			
Strongly agree	67	70	67
Somewhat agree	22	21	21
Somewhat disagree	5	4	6
Strongly disagree	4	3	4
dk/na	1	1	2

* Less than one percent

Q.15

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

The results of the current survey suggest that there have been slight declines since the March-April 2001 survey in the proportions of Canadian youth who strongly agree that throat cancer, heart disease and emphysema can be caused by smoking cigarettes. Comparison with the baseline survey in December 2000 suggests that, over this time period, the proportions who strongly agree that specific health effects can be caused by smoking have in most cases remained stable, but that there have been increases in the proportions of Canadian youth who strongly agree that impotence in men, gum and mouth diseases, stroke and infertility can be caused by smoking.

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

Specific Health Effects Caused by Smoking

	DEC 2000	MAR-APR 2001	JULY 2001
Mouth cancer			
Strongly agree	66	69	66
Somewhat agree	21	21	24
Somewhat disagree	6	4	4
Strongly disagree	4	3	2
dk/na	3	3	3
Premature death			
Strongly agree	63	67	64
Somewhat agree	23	21	23
Somewhat disagree	7	5	7
Strongly disagree	4	4	2
dk/na	3	3	4
Smaller babies or reduced growth of babies during pregnancy			
Strongly agree	51	55	54
Somewhat agree	29	29	29
Somewhat disagree	7	8	7
Strongly disagree	7	4	4
dk/na	6	4	6
Chronic bronchitis			
Strongly agree	51	52	50
Somewhat agree	30	28	23
Somewhat disagree	7	5	7
Strongly disagree	2	3	2
dk/na	10	11	17
Wrinkles and premature aging			
Strongly agree	50	52	50
Somewhat agree	25	25	22
Somewhat disagree	12	12	13
Strongly disagree	9	9	10
dk/na	4	3	5

Q.15

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

Those who have seen, read or heard about the new health warning messages on cigarette packages and those who have seen these messages on cigarette packages are more likely than those who have not to strongly agree that smoking can cause emphysema, impotence in men, throat cancer, infertility, smaller babies or reduced growth of babies during pregnancy and chronic bronchitis. Those who have seen, read or heard about the new health warning messages on cigarette packages are also more likely to strongly agree that smoking can cause wrinkles and premature aging, gum or mouth diseases and premature death.

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

Specific Health Effects Caused by Smoking

	DEC 2000	MAR-APR 2001	JULY 2001
Stroke			
Strongly agree	44	51	49
Somewhat agree	30	26	27
Somewhat disagree	11	8	8
Strongly disagree	4	4	4
dk/na	11	12	13
Premature birth or preterm birth			
Strongly agree	42	41	42
Somewhat agree	30	34	33
Somewhat disagree	13	11	10
Strongly disagree	7	7	7
dk/na	7	7	8
Emphysema			
Strongly agree	37	42	38
Somewhat agree	24	21	20
Somewhat disagree	7	8	9
Strongly disagree	4	2	2
dk/na	27	28	30
Miscarriages			
Strongly agree	34	35	35
Somewhat agree	34	31	32
Somewhat disagree	14	13	12
Strongly disagree	8	8	8
dk/na	10	12	14
Blood clots			
Strongly agree	34	36	34
Somewhat agree	35	37	35
Somewhat disagree	14	12	14
Strongly disagree	7	5	6
dk/na	10	9	11

Q.15

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

Specific Health Effects Caused by Smoking

	DEC 2000	MAR-APR 2001	JULY 2001
Impotence in men			
Strongly agree	14	27	27
Somewhat agree	29	27	26
Somewhat disagree	18	16	15
Strongly disagree	15	11	9
dk/na	24	19	23
Stomach ulcers			
Strongly agree	23	24	22
Somewhat agree	36	36	33
Somewhat disagree	19	19	18
Strongly disagree	9	8	9
dk/na	13	13	17
Infertility			
Strongly agree	18	23	22
Somewhat agree	29	31	30
Somewhat disagree	17	18	14
Strongly disagree	12	9	9
dk/na	23	20	25
Bladder cancer			
Strongly agree	18	19	16
Somewhat agree	29	29	28
Somewhat disagree	26	25	26
Strongly disagree	16	15	16
dk/na	11	13	14
Acne			
Strongly agree	11	11	12
Somewhat agree	23	24	22
Somewhat disagree	30	30	28
Strongly disagree	29	26	29
dk/na	7	9	10

Specific Health Effects Caused by Smoking

	DEC 2000	MAR-APR 2001	JULY 2001
Multiple Sclerosis			
Strongly agree	14	13	11
Somewhat agree	27	29	27
Somewhat disagree	21	21	18
Strongly disagree	16	13	15
dk/na	22	24	29
Arthritis			
Strongly agree	12	12	11
Somewhat agree	26	26	26
Somewhat disagree	29	29	30
Strongly disagree	25	22	21
dk/na	9	11	13
Alzheimer's Disease			
Strongly agree	11	12	11
Somewhat agree	27	25	25
Somewhat disagree	27	28	24
Strongly disagree	22	20	22
dk/na	13	15	18
Gangrene			
Strongly agree	9	9	9
Somewhat agree	19	20	19
Somewhat disagree	19	19	15
Strongly disagree	20	20	21
dk/na	32	31	36
Hepatitis			
Strongly agree	9	10	8
Somewhat agree	23	20	23
Somewhat disagree	27	29	25
Strongly disagree	26	25	26
dk/na	15	15	17

Q.15

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

D. Specific Health Effects Caused by Second-Hand Smoke

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

Majorities of youth strongly agree that second-hand smoke can cause asthma attacks in children (62%) and lung cancer in non-smokers (52%). Fewer than half strongly agree that second-hand smoke can cause chest infections in children (49%), bronchitis in children (46%), heart disease in non-smoking adults (37%), strokes in non-smoking adults (22%), SIDS (Sudden Infant Death Syndrome) or crib death (18%) and ear infections in children (13%). Only about one in ten strongly agree that second-hand smoke can cause arthritis (10%), Multiple Sclerosis (8%) and Alzheimer's Disease (8%) in non-smoking adults.

The results of the current survey suggest that there have been declines since the March-April 2001 survey in the proportions of Canadian youth who strongly agree that lung cancer in non-smokers, SIDS, chest infections in children and bronchitis in children can be caused by smoking cigarettes. Comparison with the baseline survey in December 2000 suggests slight declines over this time period in the proportions expressing strong agreement with respect to lung cancer in non-smokers, SIDS and chest infections in children.

Specific Health Effects Caused by Second-Hand Smoke

	DEC 2000	MAR-APR 2001	JULY 2001
Asthma attacks in children			
Strongly agree	64	64	62
Somewhat agree	25	27	27
Somewhat disagree	6	4	6
Strongly disagree	3	3	3
dk/na	2	1	1
Lung cancer in non-smokers			
Strongly agree	56	60	52
Somewhat agree	31	28	33
Somewhat disagree	7	6	9
Strongly disagree	5	5	4
dk/na	1	1	2
Chest infections in children			
Strongly agree	54	53	49
Somewhat agree	32	35	38
Somewhat disagree	7	6	6
Strongly disagree	3	4	2
dk/na	3	2	4
Bronchitis in children			
Strongly agree	49	50	46
Somewhat agree	34	35	35
Somewhat disagree	7	7	7
Strongly disagree	4	4	4
dk/na	7	5	8
Heart disease in non-smoking adults			
Strongly agree	38	40	37
Somewhat agree	38	39	40
Somewhat disagree	13	12	14
Strongly disagree	8	7	6
dk/na	3	2	4

Q.16

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

Among youth, girls are more likely than boys to strongly agree that second-hand smoke can cause asthma attacks and chest infections, both in children. Boys are more likely than girls to strongly agree that second-hand smoke can cause strokes in non-smoking adults. Older youth are more likely than others to strongly agree that second-hand smoke can cause asthma attacks, ear infections, chest infections and bronchitis, all in children; heart disease in non-smoking adults; and lung cancer in non-smokers.

Those who have seen, read or heard about the new health warning messages on cigarette packages and those who have seen these messages on cigarette packages themselves are more likely to strongly agree that second-hand smoke can cause asthma attacks and bronchitis in children. Those who have seen, read or heard about the new health warning messages on cigarette packages are also more likely to strongly agree that second-hand smoke can cause lung cancer in non-smokers and chest infections in children.

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

Specific Health Effects Caused by Second-Hand Smoke

	DEC 2000	MAR-APR 2001	JULY 2001
Strokes in non-smoking adults			
Strongly agree	20	24	22
Somewhat agree	37	38	33
Somewhat disagree	21	19	22
Strongly disagree	12	9	10
dk/na	10	10	13

Specific Health Effects Caused by Second-Hand Smoke

	DEC 2000	MAR-APR 2001	JULY 2001
SIDS (Sudden Infant Death Syndrome) or Crib Death			
Strongly agree	23	24	18
Somewhat agree	31	30	33
Somewhat disagree	16	19	17
Strongly disagree	15	11	13
dk/na	15	15	20
Ear infections in children			
Strongly agree	15	14	13
Somewhat agree	24	26	27
Somewhat disagree	28	30	26
Strongly disagree	24	23	26
dk/na	9	7	8
Arthritis in non-smoking adults			
Strongly agree	7	8	10
Somewhat agree	20	21	21
Somewhat disagree	34	31	31
Strongly disagree	31	32	27
dk/na	7	9	11
Multiple Sclerosis in non-smoking adults			
Strongly agree	9	10	8
Somewhat agree	25	26	26
Somewhat disagree	25	28	24
Strongly disagree	22	18	19
dk/na	19	18	23
Alzheimer's Disease in non-smoking adults			
Strongly agree	8	8	8
Somewhat agree	23	25	23
Somewhat disagree	30	29	28
Strongly disagree	27	27	26
dk/na	11	11	15

Q.16

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

E. Health Effects Caused by Hydrogen Cyanide

When asked, top-of-mind, three-quarters of youth (76%) offer no specific health effects or diseases that can be caused by hydrogen cyanide. Another 12 percent say hydrogen cyanide does not cause any health effects or diseases. Only 16 percent mention specific health effects or diseases.

The survey finds that the number of youth who say hydrogen cyanide does not cause any health effects or diseases increased slightly between December 2000 and March-April 2001, but has now declined (by 18 points). The survey also finds that the number who offer no opinion decreased slightly between December 2000 and March-April 2001, but has now increased (by 17 points).

Health Effects Caused by Hydrogen Cyanide

	DEC 2000	MAR-APR 2001	JULY 2001
Lung disease/cancer	2	5	4
Cancer – general	1	2	2
Death	3	2	2
Respiratory problems/loss of breath	1	2	1
Heart disease/attack	1	2	1
Brain damage/memory loss/stroke	1	1	1
Headache	1	*	1
Dizziness	*	—	1
Nausea	*	—	1
Vertigo	—	—	1
Stomach aches	*	*	*
Weakness	*	—	*
Damage to cells/artries/blood	1	*	*
Throat cancer	*	*	*
Mout cancer/disease	*	*	*
Poisoning	*	*	*
Liver cancer/disease	*	*	*
Damage to nervous system	—	*	*
Pregnancy complications	*	*	—
Lung damage	*	—	—
Burning in body/organs	*	—	—
Other	1	1	1
None	24	30	12
dk/na	66	59	76

* Less than one percent

Q.35

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

4.0 DEATHS FROM TOBACCO USE

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

Between half and two-thirds of youth think tobacco use kills more Canadians each year than do suicides (67%), murders (60%), alcohol (55%), AIDS (54%), illegal drugs (52%) and car accidents (50%).

Between one-third and one-half of youth believe that tobacco use kills fewer or the same number of Canadians each year as these other causes of death.

The current survey suggests a slight decrease since March-April 2001 in the number of youth who think tobacco use kills more each year than do illegal drugs. Since December 2000 there have been slight increases in the numbers of youth who think that tobacco use kills more Canadians each year than car accidents, AIDS, alcohol and suicides.

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

Potential youth smokers are more likely to think tobacco use kills more each year than do illegal drugs, car accidents and AIDS. Youth smokers are slightly more likely to think tobacco use kills fewer Canadians each year than do illegal drugs, AIDS and murders.

Causes of Death

	DEC 2000	MAR-APR 2001	JULY 2001
Suicides			
More	61	64	67
Fewer	21	19	17
About the same number	15	14	15
dk/na	3	3	2
Murders			
More	57	60	60
Fewer	25	23	22
About the same number	16	16	16
dk/na	2	1	2
Alcohol			
More	51	57	55
Fewer	20	15	18
About the same number	27	27	26
dk/na	2	1	1
AIDS			
More	50	51	54
Fewer	26	24	22
About the same number	20	21	22
dk/na	4	3	2
Illegal drugs			
More	52	59	52
Fewer	23	20	21
About the same number	23	20	25
dk/na	2	1	1
Car accidents			
More	46	50	50
Fewer	28	27	25
About the same number	25	23	23
dk/na	1	1	1

Q.17

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

A total of 22 percent of youth correctly believe that approximately 45,000 Canadians die each year as a result of tobacco use. More than four in ten (45%) pick a number lower than 45,000 and three in ten (29%) choose a number higher than 45,000.

The survey finds that the number of youth who correctly believe that approximately 45,000 Canadians die each year as a result of tobacco use has increased by four points since the December 2000 survey.

Number of Canadians Who Die Each Year from Tobacco Use

	DEC 2000	MAR-APR 2001	JULY 2001
1,000	5	3	4
5,000	8	7	8
10,000	1	1	1
15,000	11	11	15
20,000	1	—	1
25,000	20	17	16
45,000	18	23	22
50,000	2	2	1
75,000	15	15	15
100,000	15	15	13
Other	3	4	2
None	*	—	*
dk/na	2	1	2

* Less than one percent

Q.18

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

5.0 QUIT TIPS

When youth are asked what tips or advice they are aware of that might help someone quit smoking, the largest proportions mention medication/patch/Nicoderm/Zyban/stop smoking pill (24%) and warn of health effects (18%). Smaller proportions mention Nicotine gum/Nicorette (12%), will power or cold turkey (11%), chew gum/candy/food (11%), support groups/counselling/associations/family (7%), cut back gradually (5%) and avoid situations where you would normally smoke (5%). Thirty-five percent mention other tips or advice. Four percent say there is no way to help and 17 percent offer no opinion.

The current survey finds that there has been an increase from December 2000 in the number who mention Nicotine gum/Nicorette and a slight drop in the number who would “warn of health effects.”

Older youth and youth smokers are more likely than others to mention will power or cold turkey and chew gum or candy. Older youth are also more likely to mention Nicotine gum/Nicorette. Youth smokers are also more likely to mention avoiding situations where you would normally smoke.

Quit Tips

	DEC 2000	MAR-APR 2001	JULY 2001
Medication/patch/Nicoderm/Zyban/stop smoking pill	23	29	24
Warn of health effects	22	22	18
Nicotine gum/Nicorette	5	11	12
Will power/cold turkey/just stop	14	14	11
Chew gum/candy/food	9	9	11
Support groups/counselling/associations/family	5	6	7
Cut back gradually	5	6	5
Avoid situations where you would normally smoke (e.g., telephone/coffee/bar, etc.)	4	5	5
Speak to a doctor	5	5	4
Do something else/distract yourself	3	2	4
Be aware of hurting others/your children	2	3	3
Don't start	2	3	3
Keep active and busy	2	3	3
More education	3	2	2
Stop buying/get rid of cigarettes	—	*	2
Exercise	1	2	1
Waste of money/costs too much	1	2	1
Have a plan	2	1	1
Drink water	*	1	1
Not attractive/yellow fingers/teeth	*	1	*
Advertising/media in general	*	1	1
Must want to stop	*	*	1
Speak to a pharmacist	1	*	1
Delay smoking for ten minutes	*	*	1
Smoke lighter brand/herbal cigarettes	—	*	1
Adopt healthy lifestyle/reduce stress	*	*	1
Visit cancer terminal/hospital ward	—	—	1

* Less than one percent

Continued...

Q.19

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

Quit Tips

Continued

	DEC 2000	MAR-APR 2001	JULY 2001
Tell others your quit date	1	1	*
Write down reasons you are quitting	1	*	*
Take a deep breath or two	*	*	*
You smell awful/it tastes awful/cigarettes smell awful	1	1	*
Hypnosis	1	1	*
Visualize negative effects	1	1	*
Avoid peer pressure/media influence	1	1	*
Laser Therapy	—	—	*
Speak to a nurse	1	—	—
Acupuncture	*	*	—
Regulation	*	*	—
Restrict access to children	—	*	—
Other	2	3	3
None/no way to help	7	8	4
dk/na	16	12	17

* Less than one percent

Q.19

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

6.0 HEALTH WARNING MESSAGES

A. Recall and Reads Per Day

An overwhelming number of youth (93%) say they have seen health warning messages on cigarette packages. Youth smokers (99%) express almost unanimous recall.

The number of youth who say they have seen health warning messages on cigarette packages is essentially unchanged from the March-April 2001 and the December 2000 surveys.

Six in ten youth (62%) say they have seen, read or heard about new health warning messages that are now on some brands of cigarette packages in Canada and another four percent say they may have. One-third (33%) say they have not.

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

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

Recall of Health Warning Messages on Cigarette Packages

	DEC 2000	MAR-APR 2001	JULY 2001
Yes	91	93	93
No	9	7	6

Q.20

Have you ever seen health warning messages on cigarette packages?

Awareness of New Health Warning Messages

	DEC 2000*	MAR-APR 2001	JULY 2001
Yes	28	70	62
Maybe	3	4	4
No	69	26	33

Q.21

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

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

Two-thirds of youth (67%) say they have seen the new health warning messages on cigarette packages themselves. One-third (32%) have not.

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

Older youth, particularly those aged 17 to 18 years, youth smokers and potential youth smokers are more likely to say they have seen the new health warning messages on cigarette packages themselves.

Among youth smokers, almost eight in ten (78%) say they have seen the new health warning messages on their main brand of cigarettes. Two in ten (21%) have not.

The current survey finds no significant change from March-April 2001 in the number of youth smokers who say they have seen the new health warning messages on their main brand of cigarettes.

Have Seen New Health Warning Messages on Cigarette Packages

	MAR-APR 2001	JULY 2001
Yes	66	67
No	33	32
dk/na	1	2

Q.22

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

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

	MAR-APR 2001	JULY 2001
Yes	74	78
No	23	21
dk/na	3	1

Q.23

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

Subsample: Respondents who smoke

Fifteen percent of youth report that they look at or read health warning messages on cigarette packages several times a day and another 15 percent do this about once a day. Almost six in ten (57%) look at or read these health warning messages less frequently, including 22 percent who say they do this less than once a week. Thirteen percent say they never look at or read these health warning messages.

The results of the current survey are similar to those found in the March-April 2001 and December 2000 surveys.

Youth aged 17 to 18 years, youth smokers and potential youth smokers are more likely than others to say they look at or read these health warning messages several times a day. Those who have seen, heard or read about the new health warning messages on cigarette packages, those who have seen these messages on cigarette packages themselves and those who have seen these messages on their main brand of cigarettes are also more likely to say they look at or read these health warning messages several times a day.

Times Per Day Look at Health Warning Messages on Cigarette Packages

	DEC 2000	MAR-APR 2001	JULY 2001
Several times a day	16	15	15
About once a day	14	14	15
Once every two or three days	14	18	16
About once a week	17	18	19
Less than once a week	25	22	22
Never	13	13	13
dk/na	*	*	*

* Less than one percent

Q.24a

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

When asked top-of-mind, what the new health warning messages on cigarette packages in Canada look like (without looking at a cigarette package), the largest proportion of Canadian youth say they have pictures (55%). Three in ten (31%) say they have more information than before or more information about the health effects of smoking. Smaller numbers say they have tougher, stronger messages (4%) and have gross graphics (4%). Twenty-one percent mention some other aspect and 24 percent offer no opinion.

The results of the current survey are similar to those found in March-April 2001. The survey shows an increase of four points in the number mentioning "more information about health effects."

Older youth, particularly those aged 17 to 18 years, youth smokers and potential youth smokers are more likely to mention that the new health warning messages on cigarette packages have pictures. Youth smokers are also more likely to mention 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 on cigarette packages, those who have seen these messages on cigarette packages themselves and those who have seen these messages on their main brand of cigarettes are more likely than those who have not to mention pictures and more information than before or more information about the health effects of smoking.

Appearance of New Health Warning Messages on Cigarette Packages

	MAR-APR 2001	JULY 2001
Pictures	53	55
More info./specific info about health effects of smoking	27	31
Tougher, stronger messages	5	4
Graphics are gross/disgusting/horrible	2	4
Writing/text in general	3	3
Covers more of the package/50% of the package	3	3
Colour/coloured	6	2
Info. about how to quit	3	2
Warnings/symbols in general	2	2
Info. on back of the slide portion	1	2
Box/rectangle	2	1
Large lettering/font/bold/block print	1	1
More chemicals/ingredients listed	1	1
Black and white (text/background)	1	1
Pictures of lungs	*	1
It's ridiculous/joke/stupid	—	1
Mouth/teeth (pictures/disease)	1	*
Pictures of pregnant women/pregnancy	*	*
Children/babies/kids	*	*
Small writing/not too clear/could be bigger	*	*
Heart/heart disease	—	*
Front portion of the pack	—	*
Woman/man/people	—	*
Brain damage	—	*
Advertising	*	—
Person with breathing machine	*	—
Location on cigarette package	*	—
Surgeon General warnings	*	—
Impotence/drooped cigarette	*	—
Other	2	1
None/nothing	*	1
dk/na	26	24

* Less than one percent

Q.25

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

When asked, top-of-mind, what specific new health warning messages they can remember seeing on cigarette packages in Canada (without looking at a cigarette package), the largest proportions of youth recall messages such as causes lung cancer (19%), harmful during pregnancies, harmful to fetus or low birth rate (19%), and harmful to others/children (16%). Smaller numbers recall messages such as death or premature death (12%), impotence (12%), cancer in general (10%), heart disease (8%), lung disease (7%) and mouth or gum disease (5%). Twenty-one percent mention some other health warning message. Three in ten say none (17%) or offer no opinion (13%).

Since March-April 2001, there has been an eight point decline in the number of youth who say there are no health warning messages on cigarette packages.

Older youth, particularly those aged 17 to 18 years, and potential youth smokers are more likely to recall specific health warning messages, such as causes lung cancer, harmful during pregnancies and impotence. Youth smokers are more likely to mention harmful to others/children and impotence. Those who have seen, read or heard about the new health warning messages on cigarette packages, those who have seen these messages on cigarette packages themselves and those who have seen these messages on their main brand of cigarettes are more likely to recall the message harmful to others/children. Those who have seen, read or heard about the new health warning messages on cigarette packages and those who have seen these messages on cigarette packages themselves are also more likely to recall messages, such as causes lung cancer, harmful during pregnancies and impotence.

Recall of Specific Health Warning Messages on Cigarette Packages

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

Q.26

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

When asked, top-of-mind, what pictures or images or graphics can they remember seeing on new health warning messages on cigarette packages in Canada (without looking at a cigarette package), the largest proportion of youth recall lungs or diseased lungs (32%). Smaller proportions recall images such as bad, rotten or big teeth (21%), children, kids or babies (18%), heart or diseased heart (13%), pregnant woman with cigarette (13%), brain or diseased brain (8%), impotence (8%), limp, broken or burning cigarette (6%), mouth or diseased mouth (6%), gums or diseased gums (5%) and parents, mom or dad smoking (5%). Twenty-five percent recall other images or graphics. More than two in ten say none (15%) or offer no opinion (8%).

Girls are more likely than boys to recall children, kids or babies. Boys are more likely than girls to recall impotence. Older youth, aged 17 to 18 years, are more likely to recall bad, rotten or big teeth and impotence.

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

Recall of Pictures or Images on Cigarette Packages

	MAR-APR 2001	JULY 2001
Lungs/diseased lungs	27	32
Bad/rotten/big teeth	16	21
Children/kids/babies	19	18
Heart/diseased heart	11	13
Pregnant women/with cigarettes	9	13
Brain/diseased brain	11	8
Impotence	3	8
Limp/broken/burning cigarettes	14	6
Mouth/diseased mouth	6	6
Gums/diseased gums	5	5
Parents/mom/dad smoking	5	5
Dirty/full ashtray	4	3
Lung cancer	3	3
Respirators/people on breathing machines	2	2
Bar charts/graphs/statistics	1	2
Patients in bed/hospital bed	*	2
Throat/throat diseases	1	2
Warnings/symbols	2	1
Mouth cancer	1	1
People sick/coughing/choking	1	1
Stroke	1	1
Fetus/embryo	*	1
Deteriorating/diseased body parts	1	1
Cancer – other	–	1
Graphics of cigarette package	2	1
Cancer/tumour in general	*	*
Arteries/clogged arteries/clot	1	*
Adult/woman/man (gen)	2	*
Baby/premature baby	*	–
Other	2	3
None	23	15
dk/na	5	8

Q.27

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?

Since March-April, there have been increases in the numbers mentioning lung disease, rotten teeth and pregnant women, and declines in the number mentioning limp cigarettes and in the number saying there are no pictures or images.

B. Impact of New Messages

Among youth smokers, more than four in ten (45%) say that the new health warning messages they have seen on cigarette packages have been very effective in informing them about the health effects of cigarette smoking. About two in ten say that these new messages have been very effective in getting them to smoke less around others than they used to (22%), in increasing their desire to quit smoking (21%), getting them to smoke less (17%) and getting them to try to quit smoking (16%).

Combining the numbers who say very and somewhat effective, 79 percent of youth say the new labels have been effective overall in informing them about health effects and 55 percent say they have been effective in increasing their desire to quit smoking. Half say they have been effective in getting them to smoke less around others than they used to (52%), getting them to try to quit smoking (51%) and getting them to smoke less (49%).

There have been no significant changes from March-April 2001 in the numbers of youth smokers who say the new health warning messages have had these various outcomes.

Impact of New Messages

Smokers

	MAR-APR 2001	JULY 2001
Informing you about the health effects of cigarette smoking		
Very effective	39	45
Somewhat effective	35	34
Not very effective	11	8
Not at all effective	14	9
dk/na	1	3
Getting you to smoke less around others than you used to		
Very effective	17	22
Somewhat effective	27	30
Not very effective	19	25
Not at all effective	36	23
dk/na	1	1
Increasing your desire to quit smoking		
Very effective	27	21
Somewhat effective	29	34
Not very effective	19	17
Not at all effective	24	25
dk/na	1	2
Getting you to smoke less		
Very effective	19	17
Somewhat effective	28	32
Not very effective	25	26
Not at all effective	28	26
dk/na	1	*
Getting you to try to quit smoking		
Very effective	17	16
Somewhat effective	33	35
Not very effective	18	23
Not at all effective	31	25
dk/na	1	1

* Less than one percent

Q.30

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 seven in ten youth strongly agree that the new health warning messages on cigarette packages provide them with important information about the health effects of smoking cigarettes (70%) and are accurate (66%). Almost all youth agree in total that the messages provide important information (92%) and that the messages are accurate (89%).

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

Older youth, aged 17 to 18 years, those who have seen, read or heard about the new health warning messages on cigarette packages and those who have seen these messages on cigarette packages themselves are more likely to strongly agree with both these assessments. Potential youth smokers are more likely to strongly agree that the messages are accurate; youth smokers are less likely to strongly agree with this assessment.

Assessment of New Messages

	MAR-APR 2001	JULY 2001
The messages provide you with important information about the health effects of smoking cigarettes		
Strongly agree	71	70
Somewhat agree	21	22
Somewhat disagree	3	2
Strongly disagree	2	2
dk/na	3	4
The messages are accurate		
Strongly agree	70	66
Somewhat agree	21	23
Somewhat disagree	2	5
Strongly disagree	2	2
dk/na	5	5

Q.28

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 youth are asked to compare the new health messages on cigarette packages to the old health warning messages, about eight in ten say that the new messages are more effective than the old in informing them about the health effects of smoking (79%) and in encouraging them not to take up smoking (78%). Fewer than one in ten each think the old messages are more effective in these two areas.

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

Those who have seen read or heard about the new health warning messages on cigarette packages and those who have seen these messages on cigarette packages themselves are more likely to think the new health warning messages on cigarette packages are more effective than the old health warning messages in both these areas.

Comparison of New and Old Messages

	MAR-APR 2001	JULY 2001
Informing you about the health effects of smoking		
New message	80	79
Old message	5	3
Both/neither	4	6
dk/na	11	12
Encourage you not to take up smoking		
New message	76	78
Old message	6	5
Both/neither	7	7
dk/na	11	10

Q.29

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

When youth smokers are asked to compare the new health messages to the old health warning messages, three-quarters say the new messages are more effective than the old in getting them to try to quit smoking (75%), getting them to smoke less (74%) and increasing their desire to quit smoking (74%).

Almost seven in ten (66%) think the new messages are more effective than the old in getting them to smoke less around others than they used to. Fewer than one in ten each think that the old messages are more effective in achieving any of these outcomes.

Comparison of New and Old Messages Smokers July 2001

Getting you to smoke less

New messages	74
Old messages	6
Both equally	3
Neither	15
dk/na	1

Increasing your desire to quite smoking

New messages	74
Old messages	7
Both equally	4
Neither	13
dk/na	2

Getting you to smoke less around others than you used to

New messages	66
Old messages	7
Both equally	6
Neither	18
dk/na	3

Getting you to try to quit smoking

New messages	75
Old messages	6
Both equally	4
Neither	14
dk/na	1

Q.31

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

Subsample: Smokers

7.0 TOXIC SUBSTANCES

When youth are asked, top-of-mind what, if any, chemicals or toxic substances they can name that are in cigarettes or cigarette smoke, the largest proportions mention nicotine (44%) and tar (42%). Almost two in ten mention tobacco (16%) and more than one in ten mention carbon monoxide (12%). Forty percent mention other toxic substances. Eighteen percent offer no opinion.

Since December 2000, there has been a four point drop in the number mentioning nicotine and a six point drop in the number mentioning tar, along with a seven point increase in the number mentioning tobacco.

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

Potential youth smokers are more likely to mention nicotine and tar. Those who have seen, read or heard about the new health warning messages on cigarette packages and those who have seen these messages on cigarette packages themselves are more likely to mention nicotine, tar and carbon monoxide.

Toxic Substances in Cigarettes

	DEC 2000	MAR-APR 2001	JULY 2001		DEC 2000	MAR-APR 2001	JULY 2001
Nicotine	48	47	44	Battery acid/toxic/juice	1	1	1
Tar	48	42	42	Paint thinner/remover	1	1	1
Tobacco	9	13	16	Acid	1	*	1
Carbon monoxide	10	12	12	Fibreglass	*	*	1
Poison/rat poison/strychnine/ cyanide	4	5	4	Nitrogen oxides (nitrogen dioxide, nitric oxide)	*	1	*
Carbon dioxide	4	4	4	4-Aminobiphenyl	*	*	*
Arsenic	3	4	3	Cadmium	*	*	*
Ammonia	1	2	3	Benzo[a]pyrene	*	*	*
Formaldehyde	1	1	3	Sulphur/Sulphate	*	*	*
Type of fuel/gasoline/kerosene/ jet fuel/rocket fuel	2	2	3	Carcinogens	*	*	*
Hydrogen cyanide	*	2	2	Ash	—	—	*
Nail polish remover	1	1	2	Dioxins	—	*	*
Household cleaners	1	1	2	Nitrosamines	*	—	*
Pesticides	2	1	1	Saltpetre	—	*	—
Chemicals/gases/toxins – in general	2	5	4	Phenols	*	*	—
Carbon	*	1	1	Other	1	2	2
Benzene	1	1	1	None	4	7	3
Lead	1	1	1	dk/na	18	15	18

* Less than one percent

Q.32

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

When asked if they can name any chemicals or toxic substances that are currently listed on a cigarette package (without looking at a cigarette package), the largest proportions of youth mention nicotine (23%) and tar (21%). Six percent mention carbon monoxide. Eleven percent mention some other toxic substance. Fourteen percent say there are no chemicals or toxic substances currently listed on cigarette packages and 49 percent offer no opinion.

The survey finds a considerable decrease from March-April 2001 in the proportion of youth who say there are no chemicals or toxic substances listed on cigarette packages (down 16 points). In the same period, there has been a considerable increase in the number of youth who do not offer an opinion (up 15 points).

Boys are more likely than girls to mention tar. Potential youth smokers, those who have seen, read or heard about the new health warning messages on cigarette packages and those who have seen these messages on cigarette packages themselves are more likely to mention nicotine and tar. Older youth, particularly those aged 16 to 18 years, youth smokers and those who have seen the new health warning messages on their main brand of cigarettes are more likely to mention nicotine, tar and carbon monoxide.

Toxic Substances Listed on Cigarette Packages

	DEC 2000	MAR-APR 2001	JULY 2001
Nicotine	23	23	23
Tar	21	21	21
Carbon monoxide	8	7	6
Tobacco	3	4	4
Carbon dioxide	2	2	2
Chemicals/gases/toxins in general	1	1	2
Formaldehyde	*	*	1
Benzene	*	*	1
Type of fuel/gasoline/kerosene/jet fuel	*	*	1
Hydrogen cyanide	*	1	*
Poison/rat poison/strychnine/arsenic	*	1	*
Carcinogens	—	—	*
Other	*	*	*
None	22	30	14
dk/na	43	34	49

* Less than one percent

Q.33

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), three in ten youth (29%) say there is no other information on these topics on cigarette packages. Another 58 percent offer no opinion. Small numbers say that cigarette packages list amounts of chemicals in general (6%), Surgeon General's warnings/messages of health hazards (4%) and specific amounts of chemicals (3%).

The current survey finds a considerable decrease from March-April 2001 in the proportion of youth who say there is no other information about chemicals or toxic substances that are listed on cigarette packages (down 25 points). At the same time, there has been a sizeable increase in the number of youth who do not offer an opinion (up 24 points).

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

Other Information About Toxic Substances Listed on Cigarette Packages

	DEC 2000	MAR-APR 2001	JULY 2001
Amounts of chemicals (general)	7	6	6
Surgeon General warnings/ messages of health hazards	1	3	4
Specific amounts of chemicals	3	2	3
Nicotine	1	1	1
Range of amounts of chemicals	1	*	*
Tar	*	*	*
Carbon monoxide/monoxide	*	*	*
Other	1	1	1
None	47	54	29
dk/na	40	34	58

* Less than one percent

Q.34

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

The results of the survey are based on questions asked to 1,006 youth between 12 and 18 years of age, living within the ten provinces of Canada. The survey was conducted by telephone from July 9 to August 1, 2001.

SAMPLE SELECTION

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

The actual sample is distributed as follows.

	WEIGHTED N	UNWEIGHTED N	MARGIN OF ERROR
Atlantic Region	82	83	10.8
Quebec	254	249	6.2
Ontario	377	373	5.1
Manitoba/Saskatchewan	71	74	11.4
Alberta	90	98	9.9
British Columbia	132	129	8.6
Total	1,006	1,006	3.1

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 21,911 telephone numbers were drawn. From within each household contacted, respondents between 12 and 18 years of age were screened for random selection using the "most recent birthday" method. The use of this technique produces results that are as valid and effective as enumerating all eligible persons within a household and selecting one randomly.

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

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

TELEPHONE INTERVIEWING

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

Field supervisors were present at all times to ensure accurate interviewing and recording of responses. Ten percent of each interviewer's work was unobtrusively monitored for quality control in accordance with the standards set out by the Canadian Association of Marketing Research Organizations.

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

COMPLETION RESULTS

A total of 1,006 interviews were completed. The margin of error for a sample of 1,006 is ± 3.1 percentage points, 19 times in 20. The margins are wider for regional and demographic subsamples.

The following table presents the detailed completion results for this survey of 1,006 interviews.

Number of calls	21,911
Household not eligible	4,446
Non-residential/not in service	4,109
Language barrier	646
Subtotal	9,201
New Base (21,911-9,201)	12,710
No answer/line busy/ respondent not available	7,942
Refusals	3,707
Mid-interview refusals	55
Subtotal	11,704
Net Completions (12,710-11,704)	1,006

QUESTIONNAIRES



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

Survey of Youth - Wave 3
PN4972
Questionnaire - Draft 2

INTRODUCTION FOR YOUTH SURVEY

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

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

#01 Yes

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

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

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

1 - Yes **THANK AND TERMINATE**

2 - No

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

1 - Male

2 - Female

- D. Language of survey

1 - English

2 - French

E. How old are you?

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

F. To what age group do you belong?

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

MAIN QUESTIONNAIRE

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

- | | |
|--|--------------------------------|
| 1 - Every day | SMOKER - GO TO Q.5 |
| 2 - Occasionally (less than every day) | SMOKER - GO TO Q.5 |
| 3 - Not at all | NON- SMOKER - GO TO Q.2 |
| 4 - DK/NA | NON- SMOKER - GO TO Q.2 |

ASK ALL NON-SMOKERS

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

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

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

3. Have you ever seriously thought about trying smoking?

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

ASK ALL NON-SMOKERS

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

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

ASK ALL

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

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

NON- SMOKERS GO TO Q.12

IF SMOKE EVERY DAY, ASK:

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

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

--	--

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

2 - DK/NA

IF SMOKE OCCASIONALLY, ASK:

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

--	--

cigarettes per day

2 - DK/NA

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

- 8a)
- 01 - Craven "A" King Size
 - 02 - Craven Menthol King Size
 - 03 - DuMaurier King Size
 - 04 - DuMaurier Regular Size
 - 05 - DuMaurier Light King Size
 - 06 - DuMaurier Light Regular Size
 - 07 - DuMaurier Extra Light King Size
 - 08 - DuMaurier Extra Light Regular Size
 - 09 - DuMaurier Ultra Light King Size
 - 10 - DuMaurier Ultra Light Regular Size
 - 11 - DuMaurier Special King Size
 - 12 - DuMaurier Special 100
 - 13 - Export "A" Regular Size
 - 14 - Export "A" Medium Regular Size
 - 15 - Export "A" Light Regular Size
 - 16 - Matinee Extra Mild King Size
 - 17 - Matinee Extra Mild Regular Size
 - 18 - Matinee Slims King Size
 - 19 - Players Light Regular Size
 - 20 - Players Light King Size
 - 21 - Players Regular Size
 - 22 - Players Extra Light King Size
 - 23 - Players Extra Light Regular Size
 - 24 - Rothmans King Size
 - 25 - Rothmans Special Mild King Size
 - 26 - No regular brand
 - 27 - Other (SPECIFY)_____
 - 28 - DK/NA

- 8b)
- 01 - Craven "A" King Size
 - 02 - Craven Menthol King Size
 - 03 - DuMaurier King Size
 - 04 - DuMaurier Regular Size
 - 05 - DuMaurier Light King Size
 - 06 - DuMaurier Light Regular Size
 - 07 - DuMaurier Extra Light King Size
 - 08 - DuMaurier Extra Light Regular Size
 - 09 - DuMaurier Ultra Light King Size
 - 10 - DuMaurier Ultra Light Regular Size
 - 11 - DuMaurier Special King Size
 - 12 - DuMaurier Special 100
 - 13 - Export "A" Regular Size
 - 14 - Export "A" Medium Regular Size
 - 15 - Export "A" Light Regular Size
 - 16 - Matinee Extra Mild King Size
 - 17 - Matinee Extra Mild Regular Size
 - 18 - Matinee Slims King Size
 - 19 - Players Light Regular Size
 - 20 - Players Light King Size
 - 21 - Players Regular Size
 - 22 - Players Extra Light King Size
 - 23 - Players Extra Light Regular Size
 - 24 - Rothmans King Size
 - 25 - Rothmans Special Mild King Size
 - 26 - No other brands
 - 27 - Other (SPECIFY)_____
 - 28 - DK/NA

9. Have you ever tried to quit smoking?

- 1 - Yes
- 2 - No **GO TO Q.11**
- 3 - DK/NA **GO TO Q.11**

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

READ

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

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

- 1 - Yes
- 2 - No **GO TO Q.12**
- 3 - DK/NA **GO TO Q.12**

IF YES TO Q.11(a), ASK :

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

READ

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

IF YES IN Q.11(a) ASK :

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

DO NOT READ - CODE ALL THAT APPLY

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

14 - DK/NA

HEALTH EFFECTS

ASK ALL

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

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

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

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

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

DO NOT READ. CODE ALL THAT APPLY.

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

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

READ AND ROTATE

- a) Lung cancer

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

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

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

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

READ AND ROTATE

- a) Asthma attacks in children

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

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

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

- a) Alcohol

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

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

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

READ LIST

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

19. What tips or advice, if any, are you aware of that might help someone quit smoking? Are there any others? (2)

DO NOT READ. CODE ALL THAT APPLY.

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

HEALTH WARNING MESSAGES

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

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

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

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

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

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

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

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

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

- 1 - Several times a day **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.24(a), ASK:

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

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

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

DO NOT READ. CODE ALL THAT APPLY

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

10 - DK/NA

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

- 2 - None
- 3 - DK/NA

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

- 2 - None
- 3 - DK/NA

ASK ALL

28. 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

29. Comparing the new health messages on cigarette packages to the old health warning messages, which do you think is more effective in...

- a) informing you about the health effects of smoking?

- 1 - New messages
- 2 - Old messages

VOLUNTEERED

- 3 - Both equally
- 4 - Neither
- 5 - DK/NA

- b) encouraging you not to take up smoking?

ASK SMOKERS ONLY

30. 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

31. 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

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

DO NOT READ. CODE ALL THAT APPLY.

01 - 4-Aminobiphenyl

02 - Ammonia

03 - Arsenic

04 - Benzene

05 - Benzo[a]pyrene

06 - Cadmium

07 - Carbon dioxide

08 - Carbon monoxide

09 - Dioxins

10 - Formaldehyde

11 - Hydrogen cyanide

12 - Lead

13 - Nicotine

14 - Nitrogen oxides (nitrogen dioxide, nitric oxide)

15 - Nitrosamines

16 - Pesticides

17 - Phenols

18 - Tar

19 - None

20 - Other (**SPECIFY**)

21 - DK/NA

33. 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

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

DO NOT READ - CODE ALL THAT APPLY

- 1 - Amounts of chemicals (general)
- 2 - Specific amounts of chemicals
- 3 - Range of amounts of chemicals
- 4 - Other (SPECIFY) _____
- 5 - No
- 6 - DK/NA

35. 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

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

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

- | | |
|------------------------------|-------------------|
| 1 - yes, in school full-time | GO TO Q.37 |
| 2 - yes, in school part-time | GO TO Q.37 |
| 3 - No, not in school | GO TO Q.39 |
| 4 - DK/NA | GO TO Q.40 |

IF IN SCHOOL, ASK:

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

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

IF IN SCHOOL, ASK:

38. What grade or level are you in school?

DO NOT READ

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

IF NOT IN SCHOOL, ASK:

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

DO NOT READ

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

ASK ALL

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

INTERVIEWER NOTE: CODE RESPONSE FOR WHICH EVER PARENT HAS THE HIGHER LEVEL OF EDUCATION. DO NOT READ

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

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

READ

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

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

PROBE FOR APPROXIMATE DOLLAR FIGURE

- \$ _____
- 2 - DK/NA

43. Are you ... **READ**

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

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

READ

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

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

- 1 - Yes/maybe
- 2 - No

IF YES/MAYBE, RECORD NAME AND NUMBER.

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

_____.

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

- 1 - Yes
- 2 - No

If incorrect, please input correct phone number: _____.

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

- 1 - Yes
- 2 - No

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



ENVIRONICS

RESEARCH GROUP

Sondage mené auprès des jeunes - Wave 3 PN4972 French Questionnaire

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

- A. Est-ce que je pourrais parler à la personne de votre foyer qui a entre 12 et 18 ans et qui a eu son anniversaire le plus récemment?

#01 Oui

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

#03 Refus**REMERCIER ET TERMINER**

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

1 - Oui

REMERCIER ET TERMINER

2 - Non

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

1 - Homme

2 - Femme

- D. Langue du sondage

1 - Anglais

2 - Français

E. Quel âge avez-vous?

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

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

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

QUESTIONNAIRE PRINCIPAL

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

- | | |
|---------------------------------------|----------------------------------|
| 1 - Tous les jours | FUMEUR – PASSER À Q.5 |
| 2 - À l'occasion (pas tous les jours) | FUMEUR – PASSER À Q.5 |
| 3 - Jamais | NON-FUMEUR – PASSER À Q.2 |
| 4 - NSP/PR | NON-FUMEUR – PASSER À Q.2 |

DEMANDER À TOUS LES NON-FUMEURS

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

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

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

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

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

DEMANDER À TOUS LES NON-FUMEURS

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

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

DEMANDER À TOUS

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

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

POUR LES NON-FUMEURS, PASSER À Q.12

SI FUME TOUS LES JOURS, DEMANDER :

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

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

--	--

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

2 - NSP/PR

SI FUME À L'OCCASION, DEMANDER :

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

--	--	--

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

2 - NSP/PR

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

- 8a) 01 - Craven "A" grand format
 02 - Craven menthol grand format
 03 - DuMaurier grand format
 04 - DuMaurier régulier
 05 - DuMaurier légères grand format
 06 - DuMaurier légères régulier
 07 - DuMaurier extra légères grand format
 08 - DuMaurier extra légères régulier
 09 - DuMaurier ultra légères grand format
 10 - DuMaurier ultra légères régulier
 11 - DuMaurier spéciales grand format
 12 - DuMaurier Special 100
 13 - Export "A" régulier
 14 - Export "A" moyennes régulier
 15 - Export "A" légères régulier
 16 - Matinée extra douces grand format
 17 - Matinée extra douces régulier
 18 - Matinée minces grand format
 19 - Players légères régulières
 20 - Players légères grand format
 21 - Players régulier
 22 - Players ultra légères grand format
 23 - Players ultra légères régulier
 24 - Rothmans grand format
 25 - Rothmans spéciales douces grand format
 26 - Aucune marque régulière
 27 - Autre (**PRÉCISER**) _____
 28 - NSP/PR

- 8b) 01 - Craven "A" grand format
 02 - Craven menthol grand format
 03 - DuMaurier grand format
 04 - DuMaurier régulier
 05 - DuMaurier légères grand format
 06 - DuMaurier légères régulier
 07 - DuMaurier extra légères grand format
 08 - DuMaurier extra légères régulier
 09 - DuMaurier ultra légères grand format
 10 - DuMaurier ultra légères régulier
 11 - DuMaurier spéciales grand format
 12 - DuMaurier Special 100
 13 - Export "A" régulier
 14 - Export "A" moyennes régulier
 15 - Export "A" légères régulier
 16 - Matinée extra douces grand format
 17 - Matinée extra douces régulier
 18 - Matinée minces grand format
 19 - Players légères régulières
 20 - Players légères grand format
 21 - Players régulier
 22 - Players ultra légères grand format
 23 - Players ultra légères régulier
 24 - Rothmans grand format
 25 - Rothmans spéciales douces grand format
 26 - Aucune marque régulière
 27 - Autre (**PRÉCISER**) _____
 28 - NSP/PR

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

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

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

LIRE

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

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

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

SI OUI À Q.11(a), DEMANDER Y:

- 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.11(a) DEMANDER Y:

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

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

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

EFFETS SUR LA SANTÉ

DEMANDER À TOUS

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

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

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

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

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

- 32 - Jaunissement des dents/des doigts/effet sur l'aspect physique
- 33 - Aucun
- 34 - Autre (**PRÉCISER**) _____
- 35 - NSP/PR

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

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

- 01 - Télévision
- 02 - Journaux
- 03 - Magazines
- 04 - Radio
- 05 - Panneaux-réclames
- 06 - Nouvelles/reportages
- 07 - Paquets de cigarettes
- 08 - Autres produits du tabac
- 09 - Médecin/bureau du médecin
- 10 - École/Université
- 11 - Lieu de travail
- 12 - Bouche à oreille/famille/amis
- 13 - Internet/site web
- 14 - Autre (**PRÉCISER**) _____
- 15 - Nulle part
- 16 - NSP/PR

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

LIRE EN ROTATION

a) Cancer du poumon

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

- b) Emphysème
- c) Caillots sanguins
- d) Maladies cardiaques
- e) Attaque d'apoplexie
- f) Arthrite
- g) Impuissance chez les hommes

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

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

LIRE EN ROTATION

- a) Crises d'asthme chez les enfants

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

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

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

LIRE EN ROTATION

a) Alcool

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

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

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

LIRE LA LISTE

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

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

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

- 01 - Prévoir un projet
- 02 - Annoncer aux gens la date à laquelle on arrêtera de fumer
- 03 - Inscrire sur papier les raisons pour lesquelles on veut arrêter de fumer
- 04 - Rester actif et toujours occupé
- 05 - Retarder la prochaine cigarette de 10 minutes
- 06 - Prenez une ou deux grandes respirations
- 07 - Boire de l'eau
- 08 - Faire autre chose/se distraire
- 09 - Éviter les situations où on a tendance à fumer (conversations téléphoniques/café/bars, etc.)
- 10 - Discuter avec un médecin
- 11 - Discuter avec une infirmière
- 12 - Discuter avec un pharmacien/une pharmacienne
- 13 - Faire de l'exercice
- 14 - Volonté/arrêt d'un coup sec/cesser tout simplement
- 15 - Cesser graduellement
- 16 - Avertissements sur les effets concernant la santé
- 17 - Plus d'éducation
- 18 - Médicaments/timbres transdermiques (patches)/Zyban/Nicoderm/comprimés pour arrêter de fumer
- 19 - Ne pas commencer à fumer
- 20 - Gomme à mâcher à la nicotine/Nicorette
- 21 - Gomme à mâcher/bonbons/nourriture
- 22 - Groupes de soutien/associations de counselling/membres de la famille
- 23 - Autre (**PRÉCISER**) _____
- 24 - Aucun/aucun conseil
- 25 - NSP/PR

MESSAGES D'INFORMATION SUR LA SANTÉ

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

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

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

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

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

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

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

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

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

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

POSER (b)

SI PLUSIEURS FOIS PAR JOUR À Q.24a), DEMANDER :

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

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

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

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

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

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

2 - Aucun
3 - NSP/PR

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

2 - Aucun
3 - NSP/PR

DEMANDER À TOUS

28. 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

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

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

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

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

DEMANDER AUX FUMEURS SEULEMENT

30. 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

31. 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

SUBSTANCES TOXIQUES

DEMANDER À TOUS

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

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

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

33. 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

34. 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

35. 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

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

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

- | | |
|-------------------------------------|----------------------|
| 1 - Oui, aux études à temps plein | PASSER À Q.37 |
| 2 - Oui, aux études à temps partiel | PASSER À Q.37 |
| 3 - Non, n'est pas aux études | PASSER À Q.39 |
| 4 - NSP/PR | PASSER À Q.40 |

SI AUX ÉTUDES, DEMANDER :

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

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

NE PAS LIRE

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

SI AUX ÉTUDES, DEMANDER :

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

NE PAS LIRE

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

SI N'EST PAS AUX ÉTUDES, DEMANDER :

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

NE PAS LIRE

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

DEMANDER À TOUS

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

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

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

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

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