IDCODE 102 0303
B2
#1/2

ENVIRONICS
RESEARCH GROUP

WAVE 4 SURVEYS

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

SURVEY OF ADULTS AND ADULT SMOKERS

FINAL REPORT

Prepared for:
Health Canada
POR-01-17

Prepared by:
Environics Research Group Limited

March 2002

pn5068

Environics Research Group Limited
33 Bloor Street East, Suite 900
Toronto, Ontario
Canada M4W 3H1
tel: 416.920.9010
fax: 416.920.3299
http://www.environics.net

Table of Contents

1.0 Introduction 3

2.0 Smoking Status 4
- a. Smoking Behaviour and Brands 4
- b. Quit Attempts and Potential Quitters 5

3.0 Health Effects of Smoking 7
- a. General and Top-of-mind Effects 7
- b. Sources of Information about Health Effects 10
- c. Specific Health Effects Caused by Smoking 11
- d. Specific Health Effects Caused by Second-Hand Smoke 18
- e. Health Effects Caused by Hydrogen Cyanide 22

4.0 Deaths from Tobacco Use 24

5.0 Quit Tips 27

6.0 Health Warning Messages 30
- a. Recall and Reads per Day 30
- b. Impact of New Messages 39
- c. Assessment of New Messages 40
- d. Comparison of New and Old Messages 41
- e. Avoidance of New Messages 43

7.0 Toxic Substances 45

Appendices

- Survey Methods
- Questionnaires

1.0 INTRODUCTION

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

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

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

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

The general population survey, which included adult smokers and non-smokers, is based on a sample size of 681 Canadians. This was conducted between November 29 and December 13, 2001. An additional oversample of 837 smokers was conducted to achieve a final sample size of 1,007 adult smokers. This survey was conducted between November 29 and December 20, 2001.

A survey based on a sample of 681 has a margin of error of approximately 3.8 percentage points, 19 times in 20. The corresponding margin for a sample of 1,007 is 3.1 percentage points.

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

A. Smoking Behaviour and Brands

From the survey, two in ten Canadian adults (20%) smoke cigarettes every day and five percent smoke occasionally.

About half of Canadian adults (52%) report having smoked at least 100 cigarettes in their life. Almost all adult smokers (98%) say the same. Just under four in ten non-smokers (37%) also report having smoked at least 100 cigarettes in their life.

Among adult smokers who smoke every day, 48 percent report smoking more than 15 cigarettes per day, which includes eight percent who say they smoke more than 25 cigarettes per day. Four in ten (38%) say they smoke between ten and 15 cigarettes per day. Only 13 percent report smoking fewer than ten cigarettes per day.

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

Among adult smokers who smoke occasionally, 64 percent report smoking fewer than ten cigarettes per day. Twenty-three percent smoke between ten to 15 cigarettes per day and 11 percent smoke more than 15 cigarettes per day.

Among adult smokers, Player's Light Regular Size is most often mentioned as their regular brand of cigarettes (12%). Smaller proportions mention DuMaurier King Size (7%), DuMaurier Regular Size (5%) and Player's Light King Size (5%). Sixty-five percent mention some other brand.

Cigarette Consumption Per Day
Every Day Smokers

	Nov-Dec 2000	Mar-Apr 2001	July 2001	Nov-Dec 2001
Less than 10 cigarettes per day	13	12	12	13
10 to 15 cigarettes per day	36	39	35	38
16 to 20 cigarettes per day	20	21	21	20
21 to 25 cigarettes per day	23	21	23	20
26 or more cigarettes per day	8	6	7	8

Q.3
On average, how many cigarettes do you smoke per day?
Subsample: Smoke every day

Cigarette Consumption Per Day
Occasional Smokers

	Nov-Dec 2000	Mar-Apr 2001	July 2001	Nov-Dec 2001
Less than 10 cigarettes per day	74	75	66	64
10 to 15 cigarettes per day	21	18	21	23
16 or more cigarettes per day	4	4	11	11

Q.4
On the days that you smoke, about how many cigarettes do you smoke?
Subsample: Smoke occasionally

When adult smokers are asked if they smoke any other brands of cigarettes, 75 percent say they do not smoke any other brand.

Cigarette Consumption

	NOV-DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001		
	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS
Every day	25	89	–	23	88	–	25	87	–	20	89	–
Occasionally (less than every day)	5	11	–	5	12	–	6	13	–	5	11	–
Not at all	70	–	100	71	–	100	69	–	100	76	–	100

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

B. Quit Attempts and Potential Quitters

Just under eight in ten adult smokers (77%) report having tried to quit smoking. More than two in ten (23%) say they have not tried to quit smoking.

Among adult smokers who have tried to quit smoking, 59 percent say they have stopped smoking for at least 24 hours one or more times in the past year, in an attempt to quit smoking. Four in ten (40%) say they have not attempted to quit smoking in the past year.

Among adult smokers who have tried to quit smoking, those who are older and those who are not potential quitters are more likely than others to say they have not attempted to quit smoking in the past year.

When it comes to potential quitters, six in ten adult smokers (61%) report they are now seriously thinking of quitting smoking. This number is higher among those who have seen the new health warning messages. Not surprisingly, this number is lower among those who have never tried to quit smoking.

Potential Quitters
Smokers

	Nov-Dec 2000	Mar-Apr 2001	July 2001	Nov-Dec 2001
Yes	56	58	54	61
No	43	41	45	38

Q.8a
Are you now seriously thinking of quitting smoking?
Subsample: Smokers

Quit Attempts
Smokers

	Nov-Dec 2000	Mar-Apr 2001	July 2001	Nov-Dec 2001
Yes	77	79	78	77
No	23	21	22	23

Q.6
Have you ever tried to quit smoking?
Subsample: Smokers

Number of Times Tried to Quit Smoking
Smokers

	Nov-Dec 2000	Mar-Apr 2001	July 2001	Nov-Dec 2001
Once	20	22	21	19
Twice	14	15	12	16
Three times	10	8	9	8
More than three times	16	14	14	16
Not in the past year	40	41	42	40
dk/na	1	1	2	*

* Less than one percent

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

Among adult smokers who are seriously thinking about quitting smoking, more than four in ten (43%) say they will try to quit within the next 30 days. Forty-four percent say they will try to quit within the next six months. Nine percent say they will not try within the next six months and four percent do not know when they will try to quit.

Among adult smokers who are seriously thinking about quitting smoking, the largest proportion say they would use will power to go "cold turkey" (45%) to try to quit. Three in ten would use the nicotine patch (31%) and one in ten would use Zyban (12%). Smaller proportions say they would use nicotine gum (8%) or cut back gradually (5%). Seventeen percent mention other ways or methods.

The results of the current survey suggest an increase since the July 2001 survey in the proportion of smokers who report that they are seriously thinking of quitting, as well as an increase over all previous surveys in the proportion of potential quitters who think they will try to quit within the next 30 days.

Potential Quitters
Smokers

	Nov-Dec 2000	Mar-Apr 2001	July 2001	Nov-Dec 2001
Within the next 30 days	38	33	34	43
Within the next 6 months	45	48	49	44
Not within the next 6 months	9	10	11	9
dk/na	7	9	5	4

Q.8b
When do you think you will try to quit?
Subsample: Smokers who are seriously thinking of quitting smoking

Ways to Quit
Smokers

	Nov-Dec 2000	Mar-Apr 2001	July 2001	Nov-Dec 2001
Will power/cold turkey/just stop	47	50	48	45
Nicotine patch	23	25	21	31
Zyban	19	16	12	12
Nicotine gum	5	6	4	8
Cut back gradually	5	6	7	5
Chew gum/candy/food	1	3	2	3
More exercise/get physically fit	1	2	2	3
Self-help program	1	2	1	2
Acupuncture	1	1	1	1
Avoid other smokers/ smoking situations	*	1	1	1
Clinic/group program	2	*	–	1
Distract yourself	*	1	2	1
Hypnosis	2	2	2	1
Prescription drugs	*	–	2	1
Seek doctor/professional advice	2	1	1	1
Drink fluids	*	*	1	*
Mouthwash/spray	*	–	1	–
Other	3	2	3	2
None/nothing	*	1	*	1
dk/na	5	2	6	6

* Less than one percent

Q.8c
If you were to quit smoking at some point in the future what ways or methods do you think you would use?
Subsample: Smokers who are seriously thinking of quitting smoking

3.0 Health Effects of Smoking

A. General and Top-of-mind Effects

More than eight in ten Canadians (83%) think that cigarette smoking is a major health problem in Canada. Another 12 percent think it is a minor problem. Only three percent think it is not a health problem. Among adult smokers, 69 percent say it is a major health problem and 23 percent say it is a minor problem. Only five percent think it is not a health problem.

The results of the current survey show a four point decline since November-December 2000 in the number of Canadian adults who say smoking is a major health problem.

The view that cigarette smoking is a major health problem in Canada is lower among smokers aged 45 and older and those with less than a high school education. It is higher among potential quitters and among those who have tried to quit at least once in the past year.

When asked, top-of-mind, what specific human health effects or diseases can be caused by smoking cigarettes, Canadian adults are most likely to mention lung cancer (58%). Smaller proportions mention cancer in general (38%), heart attack/disease/angina (37%), emphysema (31%), lung disease (19%), asthma (15%), respiratory problems/difficulty breathing/shortness of breath (14%) and oral cancer (14%). Sixty-nine percent mention a variety of other human health effects or diseases.

Among adult smokers, the largest number mention lung cancer (46%), followed by heart disease (35%), cancer in general (34%), emphysema (27%) and lung disease (20%), oral cancer (12%), respiratory problems (11%) and asthma (10%). Less than six in ten (57%) mention other effects or diseases.

The results of the current survey suggest increases over previous surveys among the general population in top-of-mind mention of cancer in general, heart attack/disease/angina, respiratory problems and emphysema. The survey results also suggest slight increases over previous surveys among adult smokers in a number of health effects, although these are not always statistically significant. The numbers of adult smokers mentioning heart attacks, emphysema, asthma, respiratory problems, oral cancer, bronchitis, blood circulation problems, and high blood pressure are higher in the current survey than in previous surveys.

Smoking as a Health Problem

	NOV-DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001		
	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS
Major	87	72	91	85	70	91	84	68	88	83	69	88
Minor	10	21	7	12	23	7	12	23	10	12	23	9
Not a problem	2	5	1	2	4	1	3	6	2	3	5	2
dk/na	1	2	1	1	3	1	2	4	1	2	3	1

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

Health Effects of Smoking – Top-of-Mind

	NOV-DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001		
	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS
Cancer – lung	57	49	59	59	53	59	58	49	58	58	46	61
Cancer in general	32	31	33	34	28	36	33	31	34	38	34	40
Heart attack/disease/angina	27	29	25	30	33	29	33	34	32	37	35	35
Emphysema	23	24	23	24	22	25	25	23	25	31	27	31
Lung disease/lungs (unspecified)	18	20	17	18	16	17	20	18	21	19	20	18
Asthma	10	8	11	14	9	15	12	10	14	15	10	16
Respiratory problems/difficulty breathing/shortness of breath	8	8	9	9	8	9	9	8	9	14	11	14
Cancer – oral (tongue, lips, mouth, throat)	7	7	8	14	9	15	11	11	11	14	12	15
Bronchitis/chronic bronchitis	4	4	4	3	3	3	4	5	4	7	6	6
Stroke	3	4	3	6	7	6	3	7	2	6	7	6
Blood circulation problems/ blood clots	5	4	5	6	4	7	4	4	4	5	6	5
High blood pressure	1	1	2	3	1	4	2	2	2	4	3	3
Allergies	1	*	1	2	1	2	2	1	3	4	1	4
Poor physical condition/loss of energy	1	2	2	2	2	2	1	1	1	3	3	3
Gum disease/tooth loss/mouth disease	1	1	2	3	2	3	3	4	2	3	4	2
Yellow teeth/fingers/effect on appearance	2	1	2	*	1	1	3	2	3	2	2	2
Second-hand smoke	2	1	2	1	1	1	2	1	2	2	1	2
Preterm birth/premature birth	1	1	1	1	1	1	2	1	2	2	1	3
Cancer – other	*	1	*	1	2	2	2	1	1	2	1	2
Impotence/sexual dysfunction	*	*	*	2	3	1	1	2	1	2	2	1
Smaller babies/reduced growth of babies during pregnancy	1	1	1	2	1	2	1	1	2	2	1	2
Addiction	2	2	2	2	1	2	1	1	1	2	2	2
Wrinkles/premature aging	1	1	1	2	1	2	1	1	1	2	2	2
Coughing	*	1	*	*	*	*	1	1	1	2	2	1
Death/premature death	1	*	1	1	*	1	1	*	1	2	1	2
Bad breath	2	1	2	1	1	1	*	1	*	2	1	2

* Less than one percent

Continued ...

Q.10

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

Health Effects of Smoking – Top-of-Mind

Continued

	NOV-DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001		
	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS
Birth defects/problems with pregnancy	–	–	–	–	*	–	*	–	*	1	1	1
Throat disease/problems	–	*	–	1	*	1	1	1	1	1	*	*
Brain damage/disease	*	*	*	*	*	–	1	1	1	1	2	1
Cancer – breast	2	1	2	2	1	2	1	*	1	1	1	2
Effect on the fetus/unborn child	1	*	1	1	1	2	1	*	1	1	1	1
Air pollution/environmental damage	1	1	1	*	*	*	1	*	1	1	1	*
Headaches	*	*	–	*	1	*	*	*	*	1	1	1
Skin irritations/conditions	*	*	–	*	–	*	*	*	*	1	1	1
Immune system problems	1	*	1	–	–	–	*	*	*	1	*	1
Diabetes	1	*	1	1	*	1	*	*	*	1	*	1
Eye disease/problems	*	*	1	*	*	*	–	–	–	1	*	1
Dizziness/nausea	–	*	–	–	*	–	–	*	–	1	1	1
Stomach problems	*	*	*	*	*	*	1	1	1	*	1	1
Liver damage/disease	*	*	*	*	*	*	*	*	*	*	*	*
Gangrene	*	–	*	*	*	*	–	–	–	*	–	1
Osteoporosis/problems with bones	*	*	–	*	–	*	–	–	–	*	*	*
Arthritis	–	–	–	–	–	–	–	–	–	*	*	*
Kidney disease/problems	*	–	*	–	*	–	*	*	*	–	–	–
Fire accidents/burns	–	–	–	–	–	–	*	*	*	–	*	–
Multiple Sclerosis	–	–	–	–	*	–	*	*	*	–	–	–
Other	1	2	2	2	3	3	2	2	2	3	1	4
None	2	4	*	2	5	1	2	4	2	*	2	*
dk/na	1	2	1	1	2	1	1	4	1	1	2	1

* Less than one percent

Q.10

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

B. Sources of Information about Health Effects

When asked, top-of-mind, where they have recently seen or heard information which talks about the health effects of smoking cigarettes, two-thirds of Canadian adults (68%) mention television. One-third each mention cigarette packages (34%) and newspapers (34%). Fewer mention magazines (20%), radio (15%), word of mouth/family/friends (11%) and doctor/doctor's office (6%). Twenty-nine percent mention other sources of information and four percent say nowhere.

Among adult smokers, 64 percent mention television and 60 percent mention cigarette packages. Fewer mention newspapers (21%), magazines (13%), radio (12%), word of mouth/family/friends (8%) and doctor/doctor's office (8%). Thirty-one percent mention other sources and three percent say nowhere.

The results of the current survey suggest a slight increase since July 2001 among the general population in the numbers who mention newspapers and magazines. The number of Canadian adults, and

Sources of Information About Health Effects

	NOV-DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001		
	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS
Television	62	65	61	66	60	68	64	55	67	68	64	67
Cigarette packages	20	33	14	32	57	21	33	57	22	34	60	25
Newspapers	25	21	27	30	22	34	27	21	30	34	21	35
Magazines	18	13	20	19	12	22	15	10	16	20	13	21
Radio	11	9	12	13	10	13	11	10	13	15	12	14
Word of mouth/family/friends	3	4	3	8	8	8	9	9	10	11	8	11
Doctor/doctor's office	9	8	8	8	8	6	7	7	8	6	8	6
Billboards	5	5	5	6	5	5	5	4	5	4	6	4
Workplace	2	2	3	2	1	2	3	1	3	4	3	3
School/university	3	3	3	2	2	2	2	2	3	4	3	3
News	4	4	4	3	3	2	7	6	6	3	3	3
Internet/website	1	1	*	2	2	1	2	2	2	3	2	2
Public areas and buildings	1	2	1	1	1	1	2	2	2	2	4	1
Bus/public transportation	*	*	*	*	*	–	1	–	1	2	1	1
Books/scientific journals	1	1	1	1	*	1	2	1	2	1	*	1
Hospitals/medical clinics	–	*	–	1	*	*	1	*	1	1	2	1
Health associations/agencies	1	*	1	1	*	2	1	1	1	1	1	1
Other tobacco product packages	1	2	1	1	1	1	1	1	1	1	2	1
Pamphlets/brochures/flyers	1	1	1	2	1	2	1	1	1	1	1	1
Posters	1	*	1	*	–	*	1	*	2	1	1	*
Advertising/media in general	1	1	1	1	*	1	1	1	1	1	1	1
Other	1	1	1	*	1	1	1	1	1	*	1	1
Nowhere	9	7	10	6	3	7	5	5	6	4	3	5
dk/na	2	1	2	2	1	2	2	1	2	2	1	3

*Less than one percent

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

particularly adult smokers, who have seen health information on cigarette packages increased significantly between November-December 2000 and March-April 2001, and is at its highest level in the current survey. The number of adult smokers mentioning television increased by nine points since July.

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

c. Specific Health Effects Caused by Smoking

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

Large majorities of Canadian adults strongly agree that lung cancer (90%) and throat cancer (80%) can be caused by smoking cigarettes. Fairly large majorities also strongly agree that smoking can cause heart disease (75%), mouth cancer (72%), emphysema (72%), asthma (70%), chronic bronchitis (67%), premature death (64%), gum or mouth diseases (63%) and smaller babies or reduced growth of babies during pregnancy (59%). A smaller majority strongly agree that smoking can cause wrinkles and premature aging (51%).

Fewer than half strongly agree that smoking can cause stroke (46%), premature birth or preterm birth (43%), blood clots (28%), miscarriages (27%), stomach ulcers (21%), impotence in men (19%), bladder cancer (18%), infertility (16%), gangrene (8%), Alzheimer's Disease (6%), acne (5%), hepatitis (5%), arthritis (5%) and Multiple Sclerosis (5%).

For adult smokers, majorities strongly agree that lung cancer (80%), throat cancer (70%), heart disease (67%), emphysema (63%), mouth cancer (62%), asthma (58%), chronic bronchitis (58%) gum or mouth diseases (55%) and premature death (50%) can be caused by smoking cigarettes.

Slightly fewer than half of adult smokers strongly agree that stroke (45%) and smaller babies or reduced growth of babies (44%) can be caused by smoking. About one-third strongly agree that wrinkles and premature aging (38%), premature birth or preterm birth (33%) and blood clots (30%) are similarly caused. Fewer strongly agree that impotence in men (22%), miscarriages (20%), stomach ulcers (17%), infertility (15%), bladder cancer (13%), gangrene (8%), acne (4%), arthritis (4%), Multiple Sclerosis (4%), hepatitis (3%) and Alzheimer's Disease (3%) can be caused by smoking.

The results of the current survey suggest that there have been slight increases since the July 2001 survey in the proportions of Canadian adults who strongly agree that asthma, heart disease and bladder cancer can be caused by smoking cigarettes. The pattern suggests a decline in the number strongly agreeing between the baseline and the two subsequent surveys, followed by increase in the current survey, for a number of perceived health effects.

Among adult smokers, the current results suggest that there have been slight increases since July 2001 in the numbers who strongly agree that emphysema and chronic bronchitis can be caused by smoking cigarettes. Comparison with the baseline survey suggests that there have been increases since 2000 in the numbers who strongly agree that gum and mouth disease and impotence in men can be caused by smoking, and a decrease in the number who strongly agree that wrinkles and premature aging can be caused by smoking. We see a similar pattern to that for Canadian adults: a decline in the number strongly agreeing between the baseline and the two subsequent surveys, followed by increases in the current survey, for a number of perceived effects.

Among smokers, potential quitters are more likely than non-potential quitters ("hard-core" smokers) to strongly agree that smoking can cause many of these human health effects and diseases, notably heart disease, chronic bronchitis, lung cancer, emphysema, mouth cancer, throat cancer, gum and mouth diseases, premature death, asthma, premature birth, stroke and wrinkles and premature aging. Those who have seen the new health warning messages on cigarette packages themselves and those who have seen these messages on their main brand of cigarettes are also more likely than those who have not to strongly agree that smoking can cause many of these health effects and diseases, notably emphysema, blood clots, stroke, wrinkles and premature aging and bronchitis. Younger adult smokers are also more likely than smokers in general to strongly agree that smoking can cause most of these health effects and diseases. Female smokers are more likely than male smokers to strongly agree that smoking can cause wrinkles and premature aging, emphysema, asthma, mouth cancer, blood clots, and chronic bronchitis and premature birth. Male smokers are more likely to strongly agree that smoking can cause infertility and premature death.

Specific Health Effects Caused by Smoking

	NOV-DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001		
	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS
Lung cancer												
Strongly agree	94	82	96	92	81	94	91	78	95	90	80	93
Somewhat agree	5	12	3	6	13	4	6	16	3	8	13	6
Somewhat disagree	*	2	*	1	2	1	1	2	1	1	3	1
Strongly disagree	1	3	*	1	2	1	1	3	1	1	3	*
dk/na	*	*	*	1	1	1	*	2	–	*	1	–
Throat cancer												
Strongly agree	85	71	87	82	68	84	80	67	84	80	70	84
Somewhat agree	11	22	10	14	23	11	13	23	12	17	22	14
Somewhat disagree	1	2	*	1	4	2	1	4	1	2	3	1
Strongly disagree	1	3	1	1	3	1	3	3	2	1	3	*
dk/na	2	1	2	2	3	2	2	3	2	1	2	*
Heart disease												
Strongly agree	76	65	78	73	64	75	70	63	70	75	67	76
Somewhat agree	18	24	17	19	26	18	22	23	22	19	22	18
Somewhat disagree	3	5	2	3	3	2	3	5	3	2	5	2
Strongly disagree	2	5	1	2	5	2	3	6	2	2	4	1
dk/na	1	1	1	3	2	4	3	3	3	2	2	2
Mouth cancer												
Strongly agree	73	60	78	73	56	77	72	58	76	72	62	77
Somewhat agree	16	25	13	18	26	16	19	26	16	20	24	19
Somewhat disagree	3	6	2	3	8	2	4	7	3	4	6	2
Strongly disagree	3	5	3	3	5	2	3	6	2	2	5	1
dk/na	5	4	5	3	4	3	3	4	3	2	4	2
Emphysema												
Strongly agree	74	64	76	72	63	75	68	57	72	72	63	75
Somewhat agree	12	18	11	13	16	11	15	21	12	12	19	10
Somewhat disagree	3	4	3	3	5	2	4	6	4	3	5	4
Strongly disagree	5	6	3	2	4	2	3	6	2	2	5	2
dk/na	6	8	6	9	11	10	10	10	9	11	9	10

* Less than one percent

Q.12

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

Specific Health Effects Caused by Smoking

	NOV-DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001		
	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS
Asthma												
Strongly agree	74	61	76	71	56	74	63	55	66	70	58	73
Somewhat agree	17	23	17	19	27	17	23	26	21	20	23	20
Somewhat disagree	4	7	3	5	7	4	5	8	5	5	8	4
Strongly disagree	4	7	3	4	7	3	5	8	4	3	8	2
dk/na	1	3	1	2	3	2	4	4	3	2	3	1
Chronic bronchitis												
Strongly agree	71	59	75	68	53	72	64	52	68	67	58	70
Somewhat agree	20	25	19	22	31	20	24	30	23	23	27	22
Somewhat disagree	3	6	2	3	6	2	4	6	2	6	7	4
Strongly disagree	3	6	3	4	6	2	3	7	2	2	5	1
dk/na	3	4	2	3	5	3	5	6	5	3	3	3
Premature death												
Strongly agree	67	49	73	61	46	67	61	48	65	64	50	69
Somewhat agree	20	25	19	21	26	19	22	25	21	21	25	18
Somewhat disagree	4	11	3	6	9	4	7	9	6	7	10	6
Strongly disagree	5	10	4	7	13	4	6	12	4	5	11	4
dk/na	4	5	2	6	6	6	4	6	4	3	4	3
Gum or mouth diseases												
Strongly agree	63	49	67	62	48	66	61	51	65	63	55	66
Somewhat agree	20	29	19	23	33	21	26	27	26	25	28	25
Somewhat disagree	6	9	6	5	8	3	5	9	4	5	6	4
Strongly disagree	6	9	4	5	8	4	4	8	2	4	7	1
dk/na	5	4	4	5	4	6	4	5	3	3	4	3
Smaller babies or reduced growth of babies during pregnancy												
Strongly agree	65	48	70	62	41	67	56	44	60	59	44	64
Somewhat agree	18	23	16	20	27	17	24	25	24	24	28	23
Somewhat disagree	5	9	4	5	10	4	5	10	4	6	11	4
Strongly disagree	6	12	4	6	13	4	6	13	3	4	11	1
dk/na	7	8	6	8	9	8	8	9	9	7	7	7

Q.12

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

Specific Health Effects Caused by Smoking

	NOV-DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001		
	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS
Wrinkles and premature aging												
Strongly agree	56	43	60	52	36	57	47	35	50	51	38	54
Somewhat agree	19	23	19	21	27	21	24	26	24	24	26	24
Somewhat disagree	10	13	9	9	13	7	10	13	8	11	13	11
Strongly disagree	10	15	8	11	17	8	11	19	9	8	17	5
dk/na	5	6	4	7	7	7	8	6	8	7	6	6
Stroke												
Strongly agree	52	42	56	49	42	53	46	44	46	46	45	46
Somewhat agree	25	26	24	23	26	22	26	23	27	27	23	28
Somewhat disagree	7	9	6	8	9	7	9	9	9	7	9	7
Strongly disagree	6	11	4	7	10	5	7	10	5	7	10	5
dk/na	10	12	9	13	13	13	13	14	13	13	13	14
Premature birth or preterm birth												
Strongly agree	46	32	50	42	29	46	40	31	44	43	33	46
Somewhat agree	26	29	27	32	28	30	30	30	28	30	31	31
Somewhat disagree	9	12	8	10	15	8	10	14	9	10	13	8
Strongly disagree	8	12	6	6	14	3	7	14	5	5	13	4
dk/na	11	14	9	12	13	12	13	11	14	11	10	12
Blood clots												
Strongly agree	36	26	37	29	26	31	29	26	30	28	30	28
Somewhat agree	27	29	26	32	29	33	30	30	32	38	31	38
Somewhat disagree	14	18	14	12	15	10	15	14	13	13	15	14
Strongly disagree	8	13	7	8	13	7	8	14	6	6	12	4
dk/na	16	13	16	19	17	20	18	16	18	14	13	16
Miscarriages												
Strongly agree	29	17	34	24	17	25	26	18	28	27	20	30
Somewhat agree	31	27	32	35	29	36	30	26	33	33	29	34
Somewhat disagree	14	19	12	13	19	11	15	19	13	16	17	16
Strongly disagree	10	19	8	10	19	8	10	19	7	8	18	5
dk/na	15	18	14	18	16	20	19	18	19	15	16	15

Q.12

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

Specific Health Effects Caused by Smoking

	NOV-DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001		
	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS
Stomach ulcers												
Strongly agree	31	20	34	25	16	28	23	17	24	21	17	22
Somewhat agree	27	29	27	30	28	32	33	29	34	38	30	41
Somewhat disagree	16	21	15	17	21	15	20	20	20	19	22	18
Strongly disagree	12	21	9	14	21	9	13	21	10	12	21	8
dk/na	14	10	15	14	14	16	12	13	12	11	10	12
Impotence in men												
Strongly agree	20	14	23	21	16	22	21	19	21	19	22	19
Somewhat agree	28	23	30	29	26	30	26	25	27	33	29	33
Somewhat disagree	18	19	17	14	18	12	15	17	17	17	17	19
Strongly disagree	15	26	12	15	23	10	15	23	10	11	18	8
dk/na	19	18	19	22	17	26	23	17	25	20	14	22
Bladder cancer												
Strongly agree	20	11	23	15	11	17	13	12	13	18	13	18
Somewhat agree	21	19	21	22	22	22	28	19	32	23	20	25
Somewhat disagree	23	26	22	22	22	21	22	25	22	27	25	28
Strongly disagree	15	26	12	16	25	13	14	23	11	14	24	10
dk/na	21	19	21	24	21	28	23	20	22	18	18	18
Infertility												
Strongly agree	19	12	22	16	13	16	16	14	17	16	15	17
Somewhat agree	28	22	29	30	22	34	29	24	31	33	28	34
Somewhat disagree	18	24	17	18	22	15	20	22	19	20	19	21
Strongly disagree	16	27	11	14	24	10	13	21	10	13	24	9
dk/na	20	15	21	23	19	26	22	19	23	19	14	19
Gangrene												
Strongly agree	13	6	15	9	5	11	8	4	9	8	8	9
Somewhat agree	16	12	17	16	11	18	15	11	17	19	12	21
Somewhat disagree	22	23	21	19	21	19	20	23	21	24	21	26
Strongly disagree	26	41	23	29	38	23	28	41	24	28	40	24
dk/na	23	19	24	27	24	29	28	22	28	20	19	21

Q.12

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

Specific Health Effects Caused by Smoking

	NOV-DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001		
	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS
Alzheimer's Disease												
Strongly agree	11	5	12	5	3	7	4	3	5	6	3	6
Somewhat agree	15	10	15	14	11	16	14	12	14	17	15	17
Somewhat disagree	26	25	25	21	23	22	28	23	31	27	23	30
Strongly disagree	27	43	25	32	40	26	29	41	24	28	40	25
dk/na	22	16	23	27	22	29	26	21	26	21	18	22
Arthritis												
Strongly agree	9	5	10	5	4	6	5	4	5	5	4	5
Somewhat agree	15	9	16	17	13	18	15	11	16	18	13	20
Somewhat disagree	27	29	25	26	24	28	27	27	28	29	27	30
Strongly disagree	31	44	29	32	42	26	31	42	28	29	42	25
dk/na	17	12	20	20	17	22	22	16	23	19	14	20
Multiple Sclerosis												
Strongly agree	10	5	11	6	4	7	4	3	5	5	4	5
Somewhat agree	12	11	10	12	11	12	14	11	16	16	12	17
Somewhat disagree	27	24	28	19	22	18	25	24	26	26	22	28
Strongly disagree	24	37	23	31	35	27	25	34	22	29	38	25
dk/na	27	24	28	32	28	36	31	27	32	24	24	25
Acne												
Strongly agree	11	5	11	6	4	7	6	4	7	5	4	5
Somewhat agree	12	10	14	18	13	19	15	11	16	15	12	17
Somewhat disagree	26	26	25	21	23	23	25	22	28	29	24	30
Strongly disagree	33	46	30	33	43	27	32	46	27	31	45	27
dk/na	18	13	20	22	17	25	22	18	22	19	15	21
Hepatitis												
Strongly agree	8	5	9	6	4	7	5	3	5	5	3	5
Somewhat agree	14	9	15	12	10	13	12	10	12	14	9	16
Somewhat disagree	20	23	20	21	22	20	24	24	25	24	25	26
Strongly disagree	34	44	31	35	41	30	34	41	32	34	44	28
dk/na	24	19	24	26	23	29	25	22	26	23	19	25

Q.12

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

D. Specific Health Effects Caused by Second-Hand Smoke

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

Majorities of Canadian adults strongly agree that second-hand smoke can cause asthma attacks in children (62%), bronchitis in children (54%) and lung cancer in non-smokers (52%). Fewer than half strongly agree that second-hand smoke can cause chest infections in children (47%), heart disease in non-smoking adults (34%), strokes in non-smoking adults (20%), ear infections in children (15%) and SIDS (Sudden Infant Death Syndrome) or crib death (14%). Few strongly agree that second-hand smoke can cause Alzheimer's Disease (5%), Multiple Sclerosis (4%) and arthritis (3%) in non-smoking adults.

Just over one-half of adult smokers strongly agree that asthma attacks in children (52%) can be caused by second-hand smoke. More than four in ten strongly agree that bronchitis in children (46%) and chest infections in children (42%) can be caused by second-hand smoke. About one-third say the same about lung cancer in non-smokers (34%) and about one-quarter say the same about heart disease in non-smoking adults (23%). Fewer strongly agree that strokes in non-smoking adults (14%), ear infections in children (14%), SIDS (12%), Alzheimer's Disease in non-smoking adults (3%), Multiple Sclerosis in non-smoking adults (3%) and arthritis in non-smoking adults (2%) can be caused by second-hand smoke.

The results of the current survey show a four point increase since July 2001 in the number of adult Canadians who strongly agree that second-hand smoke can cause asthma attacks in children. Comparison with the November-December 2000 baseline survey suggests that there have been declines in the proportions of Canadian adults who strongly agree that most of these health effects can be caused by second-hand smoke.

Specific Health Effects Caused by Second-Hand Smoke

	NOV-DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001		
	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS
Asthma attacks in children												
Strongly agree	67	52	71	65	51	70	58	47	63	62	52	65
Somewhat agree	22	31	21	23	29	21	26	32	24	28	29	26
Somewhat disagree	3	6	3	5	10	4	5	7	4	5	8	5
Strongly disagree	4	8	3	5	8	3	6	10	4	4	8	2
dk/na	3	3	2	3	3	3	5	4	6	2	3	3

Q.13

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

Among adult smokers, the current results suggest that there have been increases since the July 2001 survey in the numbers who strongly agree that second-hand smoke can cause asthma in children and bronchitis in children.

Younger adult smokers are more likely than smokers in general to strongly agree that second-hand smoke causes most of these health effects and diseases in non-smokers. Potential quitters are more likely than "hard-core" smokers to strongly agree that bronchitis in children, asthma in children, chest infections in children, heart disease in non-smoking adults and lung cancer in non-smokers can be caused by second-hand smoke. Those who have seen the new health warning messages on cigarette packages themselves and those who have seen the new messages on their main brand of cigarette are more likely than those who have not to strongly agree that second-hand smoke causes lung cancer in non-smokers, heart disease in non-smoking adults and strokes in non-smoking adults; those who have seen the new messages on cigarette packages are also more likely to strongly agree that second-hand smoke can cause chest infections in children and bronchitis in children. Female smokers are more likely than male smokers to strongly agree that second-hand smoke causes asthma attacks, chest infections, ear infections and bronchitis in children.

Specific Health Effects Caused by Second-Hand Smoke

	NOV-DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001		
	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS
Bronchitis in children												
Strongly agree	60	45	64	58	42	60	52	39	56	54	46	58
Somewhat agree	26	31	25	29	34	29	31	33	30	32	33	31
Somewhat disagree	5	9	4	5	9	4	6	9	5	6	8	7
Strongly disagree	5	10	4	5	10	3	7	13	4	4	8	1
dk/na	4	5	3	3	5	4	4	6	4	4	4	3
Lung cancer in non-smokers												
Strongly agree	59	38	64	56	34	62	51	35	59	52	34	58
Somewhat agree	26	34	26	29	33	27	31	32	29	33	36	32
Somewhat disagree	6	10	4	6	15	5	9	12	7	7	14	6
Strongly disagree	7	15	4	6	13	3	8	17	4	6	13	3
dk/na	3	3	1	2	4	3	2	4	1	2	3	2
Chest infections in children												
Strongly agree	57	42	60	53	40	57	49	38	51	47	42	51
Somewhat agree	27	35	26	31	34	30	31	32	32	35	34	36
Somewhat disagree	6	8	5	5	10	4	7	10	6	7	9	6
Strongly disagree	6	11	5	6	10	4	8	13	5	6	10	3
dk/na	5	4	4	4	6	5	5	6	6	4	5	3
Heart disease in non-smoking adults												
Strongly agree	41	26	44	36	23	42	34	25	38	34	23	39
Somewhat agree	33	33	35	27	35	35	36	32	37	38	35	39
Somewhat disagree	12	17	10	12	17	11	14	18	13	13	17	12
Strongly disagree	10	20	8	11	19	7	11	20	8	11	19	7
dk/na	5	5	4	5	6	5	5	5	5	4	5	3
Strokes in non-smoking adults												
Strongly agree	26	16	29	22	14	25	18	14	20	20	14	23
Somewhat agree	28	26	29	32	27	32	35	26	37	31	27	33
Somewhat disagree	18	21	17	16	20	15	19	22	19	20	22	19
Strongly disagree	16	24	14	16	25	12	16	24	12	16	24	13
dk/na	12	13	11	14	14	16	13	13	12	12	13	13

Q.13

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

Specific Health Effects Caused by Second-Hand Smoke

	NOV-DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001		
	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS
Ear infections in children												
Strongly agree	24	16	25	16	13	17	15	13	14	15	14	16
Somewhat agree	19	16	19	22	19	22	19	16	21	19	19	20
Somewhat disagree	23	25	22	22	24	22	25	24	26	26	23	27
Strongly disagree	22	31	20	22	32	18	24	35	20	25	34	21
dk/na	13	10	14	17	13	17	17	12	19	15	11	16
SIDS (Sudden Infant Death Syndrome) or Crib Death												
Strongly agree	19	13	21	16	10	17	15	10	15	14	12	15
Somewhat agree	19	16	20	21	17	22	20	17	21	22	20	24
Somewhat disagree	21	21	21	17	19	18	19	21	20	24	20	25
Strongly disagree	24	38	21	25	35	20	26	35	22	20	34	16
dk/na	17	13	17	21	19	23	20	16	22	20	15	20
Alzheimer's Disease in non-smoking adults												
Strongly agree	9	4	11	4	3	5	3	2	4	5	3	5
Somewhat agree	10	8	10	12	8	13	9	8	10	11	8	12
Somewhat disagree	26	23	26	23	20	25	27	24	29	28	25	30
Strongly disagree	36	52	33	37	51	29	35	49	29	37	49	32
dk/na	19	13	20	24	18	27	25	17	28	19	14	21
Multiple Sclerosis in non-smoking adults												
Strongly agree	8	4	10	3	3	3	4	2	4	4	3	5
Somewhat agree	9	7	10	10	8	10	11	9	11	10	9	11
Somewhat disagree	28	23	29	22	20	24	25	24	26	31	25	33
Strongly disagree	33	48	31	37	47	30	34	46	29	34	45	28
dk/na	21	18	21	28	22	32	26	19	28	21	18	23
Arthritis in non-smoking adults												
Strongly agree	8	5	10	4	3	4	5	3	5	3	2	4
Somewhat agree	10	6	11	9	7	10	9	6	10	12	8	12
Somewhat disagree	27	25	28	27	22	29	29	24	30	32	25	36
Strongly disagree	38	54	34	38	52	30	37	52	31	37	53	31
dk/na	16	10	18	22	16	26	20	14	23	16	12	18

Q.13

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

E. Health Effects Caused by Hydrogen Cyanide

When asked, top-of-mind, just under six in ten Canadian adults (57%) cannot name any specific health effects or diseases that can be caused by hydrogen cyanide. Another 17 percent say hydrogen cyanide does not cause any health effects or diseases. Death is the most common response (10%) among those mentioning a specific effect. Thirty percent mention some other health effect or disease that can be caused by hydrogen cyanide.

Six in ten smokers (62%) cannot name any health effects that can be caused by hydrogen cyanide, and 16 percent say there are no health effects. Eight percent say death is caused by hydrogen cyanide, and 25 percent mention other effects.

The results of the current survey find that the number of Canadian adults who now say hydrogen cyanide does not cause any health effects or diseases has declined from the baseline survey, although there has been a slight increase since the July 2001

Health Effects Caused by Hydrogen Cyanide

	NOV-DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001		
	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS
Death	12	9	14	12	8	13	10	7	11	10	8	10
Cancer – general	2	2	3	3	2	4	4	2	4	5	2	5
Lung disease/cancer	2	1	2	4	3	4	4	4	4	4	3	4
Heart disease/attack	2	1	1	2	2	2	2	2	2	3	2	3
Brain damage/memory loss/stroke	2	1	2	1	1	1	2	2	2	2	3	2
Lung damage	*	*	*	–	–	–	–	–	–	2	2	2
Respiratory problems/loss of breath	1	1	1	3	2	3	4	4	3	2	3	2
Poisoning	3	2	2	2	2	1	1	2	1	1	1	1
Dizziness	1	*	1	*	*	1	1	1	1	1	1	1
Damage to cells/arteries/blood	1	1	1	1	1	1	1	1	1	1	1	1
Headache	3	1	3	1	1	1	2	1	2	1	2	1
Mouth cancer/disease	*	–	*	*	*	*	–	*	–	1	*	1
Nausea	1	1	1	*	*	*	1	1	*	1	1	*
Pregnancy/complications	*	*	*	*	–	*	1	*	1	1	*	1
Stomach aches	1	1	1	1	*	1	1	*	1	1	1	1
Vertigo	*	–	*	*	*	*	1	*	1	1	1	*
Weakness	1	*	1	*	*	*	*	–	*	1	1	1
Damage to nervous system	1	*	1	*	–	*	–	–	–	*	*	1
Throat cancer	*	*	1	1	*	1	*	1	*	*	*	1
Burning in body/organs	–	–	–	*	–	*	1	*	1	–	–	–
Liver cancer/disease	*	*	*	*	–	*	*	*	*	–	*	–
Other	1	2	1	1	1	1	1	2	1	2	1	3
None	31	27	28	26	31	24	13	11	11	17	16	15
dk/na	43	54	42	49	50	49	62	67	63	57	62	58

* Less than one percent

Q.34
What specific health effects or diseases, if any, can you name that can be caused by hydrogen cyanide?

survey. This number is a total of 14 points lower than that found in the baseline survey, but four points higher than that found in July 2001. The number of Canadian adults who cannot name any specific health effects or diseases that can be caused by hydrogen cyanide has increased from the baseline survey, but there has been a slight decline in this number from July 2001. This number has decreased five points from July 2001 but is a total of 14 points higher than that found in the baseline survey.

Among adult smokers, there has been a slight increase from the July 2001 survey in the proportion who say hydrogen cyanide does not cause any health effects or diseases (up five points) and a slight decrease in the number who cannot name any specific health effects or diseases that can be caused by hydrogen cyanide (down five points). However, the proportion of adult smokers who say hydrogen cyanide does not cause any health effects or diseases is 11 points lower than that found in the baseline survey, and the proportion who cannot name any specific health effects or diseases that can be caused by hydrogen cyanide is eight points higher than that found in the baseline survey.

4.0 Deaths from Tobacco Use

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

Between half and two-thirds of Canadian adults think tobacco use kills more Canadians each year than murders (67%), suicides (64%), illegal drugs (57%) and AIDS (56%). Pluralities think more Canadians die each year from tobacco use than they do from alcohol (49%) and car accidents (48%). Between one-quarter and one-half believe that tobacco use kills fewer or the same number each year as these other causes of death.

Adult smokers are less likely than Canadian adults to think that tobacco use kills more than these other causes of death, with the exception of car accidents (smokers are as likely as Canadians in general to think tobacco use kills more Canadians each year than this cause of death). Six in ten think tobacco use kills more Canadians than murders (63%) and suicides (61%). About half think tobacco use kills more than illegal drugs (51%), car accidents (49%) and AIDS (49%). More than four in ten think tobacco use kills more than alcohol (45%). Between one-third and one-half of smokers think tobacco use kills fewer than or about the same number as these other causes of death.

The results of the current survey suggest that there have been slight increases since the July survey in the proportions of adult Canadians who think tobacco use kills more Canadians each year than illegal drugs and alcohol. Comparison with the baseline survey suggests that there has been a slight increase since November-December 2000 in the proportion of adult Canadians who think tobacco use kills more Canadians each year than murders. Among adult smokers, there have been increases since July 2001 in the proportions who think tobacco use kills more Canadians each year than murders, suicides, illegal drugs and alcohol. Comparison with the baseline survey suggests that there have been at least slight increases since November-December 2000 in the proportion of adult smokers who think tobacco use kills more Canadians each year than all of these other causes of death.

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

Causes of Death

	NOV-DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001		
	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS
Murders												
More	63	55	65	67	57	69	66	57	68	67	63	69
Fewer	19	28	15	19	27	16	18	25	16	18	22	16
About the same number	12	12	12	8	9	8	8	10	8	8	9	8
dk/na	7	5	7	6	7	7	8	8	8	7	6	8
Suicides												
More	60	52	65	61	55	63	64	55	66	64	61	64
Fewer	20	29	17	18	25	15	16	24	14	16	22	15
About the same number	11	11	10	11	11	11	12	11	11	10	10	10
dk/na	9	8	8	9	8	10	8	10	9	10	7	11
Illegal drugs												
More	58	45	64	56	45	58	52	44	54	57	51	58
Fewer	20	33	14	18	28	15	21	29	19	18	25	15
About the same number	15	17	16	17	17	18	20	19	20	18	17	19
dk/na	8	6	7	10	8	9	7	8	8	8	7	8
AIDS												
More	54	43	56	55	44	56	52	45	53	56	49	58
Fewer	18	32	14	21	28	19	20	30	17	18	26	16
About the same number	18	16	18	13	14	13	18	14	19	16	16	17
dk/na	11	8	12	12	13	12	11	11	11	9	9	10
Alcohol												
More	50	38	54	47	43	49	43	38	45	49	45	50
Fewer	17	29	13	17	24	15	19	27	17	18	23	15
About the same number	29	28	29	31	27	31	32	29	33	28	28	30
dk/na	5	4	4	5	6	5	5	6	6	5	4	5
Car accidents												
More	48	40	52	51	41	55	47	47	47	48	49	49
Fewer	23	34	19	21	33	19	24	30	22	25	27	23
About the same number	22	21	23	21	19	19	22	16	22	20	19	21
dk/na	7	5	6	6	7	6	7	7	8	6	5	8

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

Two in ten Canadian adults (21%) correctly believe that approximately 45,000 Canadians die each year as a result of tobacco use. Four in ten (39%) pick a number lower than 45,000. One-quarter (27%) choose a number higher than 45,000. Nine percent offer no opinion.

One-quarter of adult smokers (26%) believe that about 45,000 Canadians die each year as a result of tobacco use. Forty-one percent pick a lower number and 24 percent pick a higher number. Seven percent offer no opinion.

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

Male smokers express a higher level of knowledge than do female smokers. Younger adult smokers also express a higher level of knowledge. However, even among these groups, majorities give incorrect answers.

Number of Canadians Who Die Each Year from Tobacco Use

	NOV-DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001		
	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS
1,000	4	6	3	4	7	3	4	6	3	3	5	2
5,000	6	10	6	8	11	7	9	8	9	6	7	5
10,000	1	1	1	1	1	1	1	1	1	1	1	1
15,000	13	12	11	10	11	10	11	11	10	12	12	12
20,000	1	1	1	–	–	–	*	*	*	2	2	2
25,000	16	16	16	15	13	16	15	13	17	15	14	16
45,000	17	16	16	18	19	16	18	23	15	21	26	21
50,000	1	*	1	3	2	2	1	3	1	*	*	*
75,000	13	10	14	13	9	14	13	8	15	13	11	15
100,000	15	13	17	15	11	16	12	14	13	14	13	14
Other	3	4	3	3	4	3	3	3	3	2	2	2
None	1	2	1	1	2	1	1	1	*	1	1	*
dk/na	10	9	10	10	9	11	11	10	12	9	7	9

* Less than one percent

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

5.0 Quit Tips

When asked, top-of-mind, what tips or advice they are aware of that might help someone quit smoking, the largest proportion of adult Canadians mention medication/patch/Nicoderm/Zyban/stop smoking pill (28%). One-quarter mention will power or cold turkey (24%). Smaller proportions mention warning of health effects (16%), nicotine gum/Nicorette (13%), support groups/counselling/associations/ family (12%), "don't start" (7%), chew gum/candy/ food (7%), speak to a doctor (7%), more education (4%), do something to distract yourself (4%), exercise (4%) and avoid situations where you would normally smoke (4%). Thirty-eight percent offer other tips or advice. Eight percent say there is no way to help and nine percent offer no opinion.

Among adult smokers, 26 percent suggest will power and 25 percent suggest medication or patches. Twelve percent suggest "don't start," ten percent suggest warning of health effects, nine percent suggest nicotine gum, and seven percent each mention support groups/counselling/associations/ family and avoiding situations where one would normally smoke. Smaller numbers suggest chew gum/candy/food (5%), speak to a doctor (5%), do something to distract yourself (5%), more education (4%), exercise (4%) and keep active and busy (4%). Thirty-one percent offer other tips or advice. Nine percent say there is no way to help and 12 percent offer no opinion.

The current survey finds that the numbers of adult Canadians and the numbers of adult smokers who mention medication/patch/Nicoderm/Zyban/stop smoking pill and nicotine gum/Nicorette have increased considerably from the 2000 baseline survey. The number of adult Canadians who suggest support groups or counselling associations has also increased since 2000.

Adult smokers are slightly less likely than Canadian adults in general to suggest nicotine gum/Nicorette, warn of health effects and support groups or counselling associations; they are more likely than the general population to say "don't start." Among smokers, potential quitters are more likely than "hard-core" smokers to suggest warning of health effects; they are less likely to say that there is no way to help.

Quit Tips

	NOV-DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001		
	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS
Medication/patch/Nicoderm/Zyban/ stop smoking pill	15	13	16	29	20	29	22	19	23	28	25	28
Will power/cold turkey/just stop	29	27	31	28	26	29	29	26	32	24	26	24
Warn of health effects	11	7	13	12	8	13	12	7	14	16	10	18
Nicotine gum/Nicorette	3	2	4	9	7	9	8	7	8	13	9	12
Support groups/counselling/ associations/family	3	3	4	10	7	11	8	5	8	12	7	13
Chew gum/candy/food	3	3	4	5	5	5	6	6	6	7	5	7
Don't start	3	8	2	6	11	4	9	12	7	7	12	5
Speak to a doctor	9	6	9	7	4	8	6	4	6	7	5	8
More education	5	4	5	4	3	5	5	2	5	4	4	5
Avoid situations where you would normally smoke (e.g., telephone/ coffee/bar, etc.)	4	6	3	4	8	3	4	6	3	4	7	2
Do something else/distract yourself	4	5	4	3	3	3	4	5	4	4	5	3
Exercise	3	3	3	2	2	2	3	3	4	4	4	4
Hypnosis	2	2	2	4	2	4	3	2	4	3	2	4
Keep active and busy	2	3	1	1	3	1	2	4	2	3	4	2
Be aware that you're hurting others/children	2	1	2	2	1	2	2	2	3	3	1	3
Must want to stop	2	3	2	4	3	4	2	2	2	3	3	3
Waste of money/costs too much/ expensive habit	1	2	1	2	1	3	1	1	1	3	1	3
Adopt healthy lifestyle/reduce stress	1	*	1	1	*	1	1	1	1	2	2	2
Delay smoking for ten minutes	1	*	1	1	*	1	1	1	*	2	1	1
Visit cancer/terminal hospital ward	–	–	–	*	–	*	1	*	1	2	1	3
Cut back gradually	5	4	5	3	3	2	3	2	3	2	3	2
Have a plan	4	3	3	2	3	2	2	1	1	2	2	1

* Less than one percent

Continued ...

Q.16

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

Quit Tips

Continued

	NOV-DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001		
	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS
Drink water	2	2	3	1	2	*	1	2	1	1	3	1
Acupuncture	*	*	*	2	1	1	1	1	1	1	1	1
Regulation	*	1	*	1	1	2	1	1	1	1	1	1
Tell others your quit date	2	1	2	1	*	1	1	1	1	1	1	*
Speak to a pharmacist	3	2	2	1	*	1	1	*	*	1	*	1
Write down reasons you are quitting	1	1	1	1	1	1	*	*	*	1	1	1
Take a deep breath or two	1	*	1	1	*	1	*	*	*	1	1	1
You smell awful/it tastes awful/ cigarettes smell awful**	1	*	1	1	*	1	*	*	*	1	*	1
Avoid peer pressure/media influence	*	–	*	–	–	–	–	*	–	1	1	1
Visualize negative effects	–	*	–	–	–	–	1	–	1	1	1	1
Advertising/media	*	*	*	2	*	2	2	1	2	1	1	1
Laser therapy	–	–	–	*	*	–	1	*	*	*	*	1
Restrict access to children	–	–	–	–	–	–	–	*	–	*	*	*
Not attractive/yellow fingers/teeth	–	*	–	*	–	*	–	*	–	*	*	*
Smoke lighter brand/herbal cigarettes	–	–	–	–	*	–	–	*	–	*	*	*
Speak to a nurse	1	1	1	*	*	*	–	*	–	*	*	–
Stop buying/get rid of cigarettes	–	*	–	–	–	–	–	*	–	*	1	*
Other	2	2	2	3	2	4	3	3	3	2	3	2
None/no way to help	10	16	9	10	14	9	6	10	5	8	9	8
dk/na	8	9	6	8	8	7	10	12	10	9	12	7

* Less than one percent

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

Q.16

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

6.0 Health Warning Messages

A. Recall and Reads per Day

An overwhelming majority of Canadians (89%) say they have seen health warning messages on cigarette packages. Smokers (100%) express unanimous recall.

The results of the current survey find no significant differences from previous surveys in the number of adult Canadians who say they have seen health warning messages on cigarette packages.

Two-thirds of Canadian adults (67%) say they have seen, read or heard about new health warning messages that are now on cigarette packages in Canada and another five percent say they may have. Three in ten (28%) say they have not. Eighty-four percent of adult smokers have seen them and two percent say maybe. Only 13 percent have not seen them.

Awareness among both the general population and among adult smokers is considerably higher than in the November-December 2000 survey (up 31 points among adult Canadians and 39 points among adult smokers).

Recall of Health Warning Messages on Cigarette Packages

	NOV-DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001		
	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS
Yes	90	98	86	88	98	84	87	99	82	89	100	86
No	10	2	14	11	2	15	12	1	17	11	*	14

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

Awareness of New Health Warning Messages

	NOV-DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001		
	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS
Yes	36	45	30	74	87	69	71	82	66	67	84	63
Maybe	4	3	5	4	2	5	6	3	7	5	2	5
No	60	52	65	21	10	26	22	13	26	28	13	31

Q.18
Have you seen, read or heard anything about the new health warning messages that are now on cigarette packages in Canada?
**November-December 2000 question referred to "health warning messages that might appear on cigarette packages in the near future"*

Six in ten Canadian adults (60%) say they have seen the new health warning messages on cigarette packages themselves. Four in ten (39%) have not.

Adult smokers are much more likely than Canadians in general to say they have seen the new health warning messages on cigarette packages themselves – 90 percent have seen them and nine percent have not.

The number of smokers who have seen the new warning messages on cigarette packages has increased four points since March-April 2001.

Among adult smokers, almost nine in ten (87%) say they have seen the new health warning messages on their main brand of cigarettes. Only one in ten (12%) have not.

The current survey finds a continuing increase in the number of adult smokers who have seen the new health warning messages on their main brand. This number is up 16 points from July 2001 and a total of 27 points from March-April 2001.

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

Smokers

	Mar-Apr 2001	July 2001	Nov-Dec 2001
Yes	60	71	87
No	38	27	12
dk/na	2	2	1

Q.20
Have you seen any of the new health warning messages on {main brand}?
Subsample: Smokers

Have Seen New Health Warning Messages on Cigarette Packages

	MAR-APR 2001			JULY 2001			NOV-DEC 2001		
	GP	S	NS	GP	S	NS	GP	S	NS
Yes	59	86	48	59	87	49	60	90	51
No	40	13	51	38	12	49	39	9	47
dk/na	1	1	1	2	2	2	1	1	1

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

Nine percent of Canadian adults report that they look at or read health warning messages on cigarette packages several times a day and another eight percent do this about once a day. One-half (52%) look at or read these health warning messages less frequently, including 30 percent who say they do this less than once a week. About three in ten (32%) say they never look at or read these health warning messages.

Among adult smokers, 29 percent say they look at or read health warning messages several times a day and 15 percent say once a day. Thirty-eight percent look at them less frequently, including 16 percent who say they do this less than once a week. Seventeen percent say they never look at them.

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

Times Per Day Look at Health Warning Messages on Cigarette Packages

	NOV-DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001		
	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS
Several times a day	15	36	6	12	29	5	11	27	5	9	29	4
About once a day	10	15	7	9	17	6	9	18	5	8	15	5
Once every two or three days	6	9	6	8	10	7	6	8	6	9	9	8
About once a week	13	12	14	14	13	14	17	14	18	13	13	12
Less than once a week	31	14	38	30	13	36	29	14	33	30	16	33
Never	24	14	28	27	16	32	28	18	33	32	17	37
dk/na	2	1	2	*	1	1	*	1	*	*	*	*

* Less than one percent

Q.21a
Overall, about how often do you find yourself looking at, or reading any health warning messages on cigarette packages? Would it be ...?

When asked, top-of-mind, what the new health warning messages on cigarette packages in Canada look like (without looking at a cigarette package), the largest proportion of Canadian adults say they have pictures (41%). Two in ten (23%) say they have more information than before or more information about the health effects of smoking. Smaller numbers say warnings or symbols in general (8%), they cover more than 50 percent of the package (8%), they have gross images (8%), they have tougher, stronger messages (7%), pictures/diseases of mouth/teeth (7%), pictures of lungs (6%) and colour (5%). Twenty-nine percent mention some other aspect and 26 percent offer no answer.

Adult smokers, especially younger adults, are much more likely than adults in general to mention that the health warning messages on cigarette packages have pictures. A total of 53 percent of adult smokers mention pictures, 27 percent mention more information about health effects and smaller numbers mention gross images (12%), tougher, stronger messages (9%), covers more or 50 percent of the package (8%), pictures/diseases of mouth/teeth (8%), pictures of lungs (7%), warnings or symbols in general (7%), colour (5%) and pictures of pregnant women/ pregnancy (5%). Forty-one percent mention something else and only nine percent offer no answer.

Comparison with the March-April 2001 survey suggests a trend away from general mention of pictures toward reference to specific images. Among both adult Canadians and adult smokers, the numbers mentioning pictures in general have fallen seven points each since the March-April survey. However, there have been slight increases in both groups in the numbers mentioning specific images such as pictures/diseases of mouth/teeth, pictures of lungs and pictures of pregnant women/pregnancy.

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

Appearance of New Health Warning Messages on Cigarette Packages

	MAR-APR 2001			JULY 2001			NOV-DEC 2001		
	GP	S	NS	GP	S	NS	GP	S	NS
Pictures	48	60	40	44	55	39	41	53	36
More info./specific info about health effects of smoking	24	23	22	28	31	25	23	27	21
Covers more of the package/50% of the package	5	5	4	6	7	5	8	8	5
Graphics are gross/disgusting/horrible	4	9	3	6	8	5	8	12	8
Warnings/symbols in general	3	2	3	2	1	2	8	7	8
Tougher, stronger messages	6	5	6	7	8	7	7	9	6
Mouth/teeth (pictures/disease)	–	–	–	1	*	1	7	8	5
Pictures of lungs	–	–	–	*	–	*	6	7	6
Colour/coloured	8	11	7	4	5	2	5	5	4
Black and white (text/background)	*	–	*	2	3	2	4	4	3
Writing/text – in general	*	5	*	3	5	2	3	3	2
Large lettering/font/bold/block print	3	1	4	3	2	2	3	2	3
Pictures of pregnant women/pregnancy	–	–	–	*	*	–	3	5	3
Children/babies/kids	–	–	–	*	–	*	2	4	1
Heart/heart disease	–	–	–	*	–	*	2	3	1
Info. about how to quit	2	4	1	2	3	1	2	4	1
Impotence/drooped cigarette	–	–	–	–	–	–	2	4	1
Info. on back of the slide portion	2	2	1	1	3	*	2	3	1
Box/rectangle	1	1	2	1	1	1	1	1	1
More chemicals/ingredients listed	*	*	*	*	1	–	1	2	*
Brain damage	–	–	–	–	–	–	1	1	*
Surgeon General warnings	–	–	–	–	–	–	1	*	1
Advertising	–	–	–	*	*	–	*	*	*
Pictures of smoking in front of kids	–	–	–	–	–	–	*	1	–
Woman/man/people (general)	–	–	–	*	–	–	*	1	*
It's ridiculous/joke/stupid	1	1	*	2	2	1	*	1	1
Cigarettes in ashtray	–	–	–	–	–	–	*	1	–
Small writing/not too clear/could be bigger	–	–	–	–	*	–	*	1	*
Front portion of the pack	–	–	–	–	–	–	*	*	*
Colouring of package	–	–	–	–	3	–	–	–	–
Location on cigarette package	1	–	2	–	–	–	–	–	–
Coloured font	*	–	–	–	–	–	–	–	–
Person with breathing machine	–	–	–	–	–	–	–	1	–
Other	4	4	4	1	3	1	2	4	3
None/nothing	*	2	*	1	1	1	–	*	–
dk/na	24	8	30	27	12	34	26	9	31

* Less than one percent

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

When asked, top-of-mind, what specific new health warning messages can they remember seeing on cigarette packages in Canada (without looking at a cigarette package), the largest proportions of Canadian adults recall the message harmful during pregnancies, harmful to fetus or low birth rate (16%). Smaller numbers recall messages such as causes lung cancer (12%), death or premature death (12%), harmful to others/children (11%), impotence (11%), cancer in general (9%), heart disease (8%), dangerous/bad for health (7%) and lung disease (6%). Thirty percent mention some other health warning message. One-third say none (26%) or offer no opinion (10%).

Adult smokers are more likely than adults in general to recall specific health warning messages, such as harmful to others/children, heart disease and impotence. Among adult smokers, 22 percent recall harm to others, 20 percent recall impotence, 17 percent recall a pregnancy message,16 percent each recall lung cancer and heart disease, and 13 percent recall premature death.

Among the general population, the results of the current survey are similar to those found in the March-April and July 2001 surveys. Among adult smokers, the current results suggest slight increases in the proportions who mention the specific warning messages harmful to others/children, impotence, and yellow teeth/gums/fingers.

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

Recall of Specific Health Warning Messages on Cigarette Packages

	MAR-APR 2001			JULY 2001			NOV-DEC 2001		
	GP	S	NS	GP	S	NS	GP	S	NS
Harmful during preganancies/harmful to fetus/low birth rate	16	19	14	18	18	17	16	17	16
Causes lung cancer	13	16	13	16	16	13	12	16	11
Death/premature death	14	15	15	11	15	9	12	13	12
Harmful to others/to children	7	17	4	11	17	6	11	22	6
Impotence	11	16	8	9	15	5	11	20	8
Cancer – in general	9	9	10	10	8	11	9	7	9
Heart disease	8	13	4	9	15	6	8	16	6
Dangerous/bad for health	7	4	7	7	3	9	7	3	9
Lung disease	7	12	6	7	11	6	6	11	4
Yellow teeth/gums/fingers	*	1	*	3	3	3	4	8	2
Warnings/health warnings/stop smoking	–	*	–	1	1	2	4	5	3
Mouth/gum disease	6	9	5	6	8	6	3	9	3
Mouth cancer	2	3	2	2	1	2	3	3	3
Premature birth/preterm birth	1	2	1	2	1	2	3	2	3
Cancer – other	–	–	–	–	1	–	2	1	2
Stroke	2	5	*	3	7	2	2	5	2
Respiratory/breathing problems	1	2	*	1	1	*	2	3	1
Second-hand smoke is harmful/dangerous	*	*	*	*	–	*	2	5	2
Brain damage/disease	1	2	*	*	1	*	1	1	–
Emphysema	*	1	*	1	2	1	1	2	1
Addiction	2	2	2	1	2	*	1	2	1
Throat problems/disease	*	1	*	*	*	*	*	*	–
Graphics of cigarette package	1	1	*	*	2	–	*	*	*
Disease – in general	2	1	2	*	1	*	*	1	–
Must be 18/19 to smoke	–	–	–	*	–	*	–	–	–
Don't start/how to quit	1	1	*	*	*	*	–	–	–
Other	1	2	1	1	2	*	2	3	2
None	28	20	32	25	18	28	26	14	30
dk/na	8	3	10	11	4	15	10	3	12

* Less than one percent

Q.23

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

When asked, top-of-mind, what images or graphics they can remember seeing on new warning messages on cigarette packages in Canada (without looking at a cigarette package), the largest proportions of Canadian adults recall lungs or diseased lungs (23%) and bad, rotten or big teeth (20%). Smaller proportions recall images such as mouth or diseased mouth (11%), pregnant women with cigarettes (10%), heart or diseased heart (10%), limp, broken or burning cigarettes (9%), children, kids or babies (4%), and gums or diseased gums (4%). Thirty-five percent recall some other image or graphic. One-third say none (26%) or offer no opinion (10%).

Adult smokers are more likely than Canadians in general to offer an answer. They are also more likely than adults in general to recall specific images or graphics such as lungs or diseased lungs (34%), bad, rotten or big teeth (32%), pregnant women with cigarettes (22%), heart or diseased heart (21%), limp, broken or burning cigarettes (15%), children, kids or babies (13%), and brain or diseased brain (10%).

Among the general population, the results of the current survey suggest an increase from the March-April 2001 survey in the number who mention big, rotten or bad teeth and a decrease in the number who mention children/kids/babies. Among adult smokers, the current results suggest increases since the July 2001 survey in the numbers who mention bad, rotten or big teeth, pregnant women with cigarettes, limp, broken or burning cigarettes, and baby or premature baby. There have been decreases since July in the number of adult smokers who mention children/kids/babies and in the number who say they do not recall any specific images ("none" response).

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

	MAR-APR 2001			JULY 2001			NOV-DEC 2001		
	GP	S	NS	GP	S	NS	GP	S	NS
Lung disease/lungs	25	33	21	25	32	23	23	34	21
Bad/rotten/big teeth	14	21	10	16	24	13	20	32	14
Mouth/diseased mouth	8	8	9	8	11	8	11	11	11
Pregnant women/with cigarettes	6	12	3	9	16	6	10	22	8
Heart/diseased heart	8	13	4	8	15	4	10	21	6
Limp/broken/burning cigarettes	9	16	7	8	15	4	9	15	7
Children/kids/babies	11	18	7	9	18	7	4	13	2
Gums/diseased gums	4	8	3	7	7	6	4	8	4
Brain/diseased brain	4	9	3	4	9	2	3	10	1
Impotence	3	5	2	3	4	2	3	6	2
Lung pictures	–	–	–	–	–	–	3	2	2
Mouth cancer	3	2	4	3	1	3	3	1	3
Baby/premature baby	*	1	*	–	–	–	2	6	2
Pictures of kids watching	–	–	–	–	–	–	2	3	2
Respirators/people on breathing machines	2	3	1	2	4	*	2	5	*
Lung cancer	3	3	3	2	2	1	2	4	2
Dirty/full ashtray	3	5	1	1	5	1	2	5	1
Warnings/symbols	2	1	2	1	1	1	2	*	3
Adult/woman/man (general)	–	*	–	–	*	–	1	2	1
Stroke	1	1	*	1	2	*	1	1	1
Throat/throat diseases	*	1	*	1	1	1	1	1	2
People sick/coughing/choking	*	*	–	1	1	1	1	1	–
Deteriorating/diseased body parts	1	1	1	1	1	1	1	1	1
Patients in bed/hospital bed	1	2	*	1	1	*	1	2	*
Bar charts/graphs/statistics	*	*	*	*	1	*	1	2	*
Arteries/clogged arteries/clot	*	1	–	*	*	–	1	*	1
Fetus/embryo	1	*	1	–	*	–	1	*	1
Other cancer	2	1	1	1	*	1	*	*	1
Cancer/tumor – in general	1	1	1	1	*	1	*	1	*
Parents/mom/dad/smoking	2	3	1	1	2	*	*	2	1
Graphics of cigarette package	2	1	2	1	1	1	–	*	–
Other	1	2	*	1	1	1	2	4	2
None	31	16	38	27	17	31	26	7	31
dk/na	7	3	9	13	3	18	10	2	13

* Less than one percent

Q.24

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

B. Impact of New Messages

Among adult smokers, more than one-third (36%) 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. Two in ten say that these new messages have been very effective in getting them to smoke less around others than they used to (23%) and in increasing their desire to quit smoking (22%). More than one in ten each say that these new messages have been very effective in getting them to try to quit smoking (16%) and in getting them to smoke less (14%).

Combining the numbers who say very effective and somewhat effective, we find that 69 percent of smokers say the new messages have been effective in informing about health effects, 51 percent say they have been effective in increasing their desire to quit smoking, and 49 percent say they have been effective in getting them to smoke less around others than they used to. About four in ten each say the new messages have been effective in getting them to try to quit smoking (43%) and in getting them to smoke less (37%).

The numbers of adult smokers who say that the new health warning messages have been very effective in informing them about the health effects of smoking and increasing their desire to quit smoking have increased by ten points and six points, respectively, since March-April. The number who say the messages have been very effective in getting them to smoke less around others than they used to has increased by four points.

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

Impact of New Messages
Smokers

	Mar-Apr 2001	July 2001	Nov-Dec 2001
Informing you about the health effects of cigarette smoking			
Very effective	26	32	36
Somewhat effective	28	32	33
Not very effective	12	11	8
Not at all effective	31	22	21
dk/na	3	3	1
Getting you to smoke less around others than you used to			
Very effective	19	20	23
Somewhat effective	22	24	28
Not very effective	16	13	15
Not at all effective	40	40	34
dk/na	3	3	1
Increasing your desire to quit smoking			
Very effective	16	19	22
Somewhat effective	26	26	27
Not very effective	14	13	13
Not at all effective	41	39	38
dk/na	2	3	*
Getting you to try to quit smoking			
Very effective	14	14	16
Somewhat effective	22	24	27
Not very effective	16	17	16
Not at all effective	46	43	41
dk/na	2	2	*
Getting you to smoke less			
Very effective	13	12	14
Somewhat effective	21	24	23
Not very effective	17	16	17
Not at all effective	48	45	44
dk/na	2	2	1

Q.27
Thinking about the new health warning messages you have seen on cigarette packages, have these messages been very effective, somewhat effective, not very effective or not at all effective in each of the following ways ...?
Subsample: Smokers

c. Assessment of New Messages

About six in ten Canadian adults strongly agree that the new health warning messages on cigarette packages are accurate (58%) and provide them with important information about the health effects of smoking cigarettes (56%). Four in ten (42%) strongly agree that these messages make smoking seem less attractive. Combining the strongly and somewhat agree numbers, 80 percent of Canadian adults agree that the messages are accurate, 80 percent agree that they provide important information about health effects and 67 percent agree that they make smoking seem less attractive.

Among adult smokers, 54 percent strongly agree that the messages are accurate and 53 percent strongly agree that they provide them with important information about the health effects of smoking. Four in ten (40%) strongly agree that these messages make smoking seem less attractive. Combining the strongly and somewhat agree numbers, 82 percent of smokers agree that the messages are accurate, 81 percent agree that they provide important information about health effects and 61 percent agree that they make smoking seem less attractive.

Among the general population, the results of the current survey are similar to those found in the March-April and July 2001 surveys. Among adult smokers, the current results suggest an increase since March-April and July 2001 in the number who strongly agree that the new health warning messages are accurate.

Assessment of New Messages

	MAR-APR 2001			JULY 2001			NOV-DEC 2001		
	GP	S	NS	GP	S	NS	GP	S	NS
The messages are accurate									
Strongly agree	59	49	62	58	47	61	58	54	60
Somewhat agree	21	29	17	21	30	18	22	28	21
Somewhat disagree	4	9	2	4	8	3	4	8	2
Strongly disagree	3	6	3	5	9	3	3	6	2
dk/na	13	7	16	13	6	16	13	5	15
The messages provide you with important information about the health effects of smoking cigarettes									
Strongly agree	59	51	60	58	51	59	56	53	57
Somewhat agree	23	27	21	23	27	22	24	28	22
Somewhat disagree	4	8	3	5	7	4	5	6	4
Strongly disagree	4	11	3	6	12	3	5	10	4
dk/na	10	3	13	9	3	12	11	2	13
The messages make smoking seem less attractive									
Strongly agree	–	–	–	–	–	–	42	40	43
Somewhat agree	–	–	–	–	–	–	25	21	26
Somewhat disagree	–	–	–	–	–	–	9	15	10
Strongly disagree	–	–	–	–	–	–	14	22	10
dk/na	–	–	–	–	–	–	9	2	11

Q.25

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

Younger adult smokers are more likely than other smokers, and, in fact, are somewhat more likely than Canadian adults in general, to strongly agree that the messages are accurate and that they provide important information about health effects. Potential quitters are more likely than "hard-core" smokers to strongly agree with all three of these assessments of the new health warning messages. Those who have seen the new health warning messages on cigarette packages themselves and those who have seen the new messages on their main brand of cigarettes are also more likely than those who have not to strongly agree with these three assessments.

D. Comparison of New and Old Messages

When asked to compare the new health messages on cigarette packages to the old health warning messages, more than six in ten Canadians (63%) think the new messages are more effective in informing them about the health effects of smoking and only five percent think the old messages are more effective. Four percent think the new and old messages are equally effective in informing them about the health effects of smoking and nine percent think neither are effective. Twenty percent offer no opinion.

Comparison of New and Old Messages

	JULY 2001			NOV-DEC 2001		
	GP	S	NS	GP	S	NS
New messages	58	62	55	63	69	61
Old messages	7	10	5	5	9	3
Both equally	6	6	4	4	5	4
Neither	8	13	7	9	12	7
dk/na	21	8	28	20	5	25

Q.26

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

Among adult smokers, seven in ten (69%) think the new messages are more effective in informing them about the health effects of smoking and only nine percent think the old messages are more effective. Five percent think the new and old messages are equally effective in informing them about the health effects of smoking and 12 percent think neither are effective. Five percent offer no opinion.

The results of the current survey suggest that there have been increases since July 2001 in the numbers of both adult Canadians and adult smokers who think the new messages are more effective than the old messages in informing them about the health effects of smoking.

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

When adult smokers are asked to compare the new health warning messages to the old health warning messages, almost six in ten each say the new messages are more effective in getting them to try to quit smoking (59%), increasing their desire to quit smoking (58%), getting them to smoke less around others than they used to (58%) and getting them to smoke less (57%). Fewer than one in ten each think the old messages are more effective in achieving any of these outcomes. Few think both the new and old messages are equally effective in achieving any of these outcomes. About three in ten smokers each think neither the new nor the old messages are effective in achieving any of these outcomes.

The results of the current survey show increases since July 2001 in the numbers of smokers who think that the new health warning messages are more effective than the old messages in achieving all of these outcomes.

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

Comparison of New and Old Messages
Smokers

	July 2001	Nov-Dec 2001
In getting you to try to quit smoking		
New messages	50	59
Old messages	6	6
Both equally	4	3
Neither	35	30
dk/na	5	3
In getting you to smoke less around others than you used to		
New messages	50	58
Old messages	6	7
Both equally	4	4
Neither	35	29
dk/na	5	3

	July 2001	Nov-Dec 2001
In increasing your desire to quit smoking		
New messages	51	58
Old messages	7	7
Both equally	4	3
Neither	34	29
dk/na	4	2
In getting you to smoke less		
New messages	51	57
Old messages	7	6
Both equally	3	3
Neither	35	31
dk/na	4	3

Q.28
Now comparing the new health warning messages to the old health warning messages, which is more effective in each of the following ways ... Getting you to smoke less ... Getting you to smoke less around others than you used to ... Increasing your desire to quit smoking ... Getting you to try to quit smoking?
Subsample: Smokers

E. Avoidance of New Messages

When asked if, since the beginning of this year (2001), they have ever concealed a new warning message on their cigarette package, either by placing a cover over the package or by transferring the cigarettes to another container, three-quarters of smokers (74%) say they have not taken such actions to conceal the new messages. Ten percent each say that have placed a cover over the package or transferred cigarettes to another container. Six percent say they have done both.

Among smokers who have taken such actions to conceal the new messages, one-half (50%) have done this more than ten times since the beginning of 2001. About one-quarter each have done this once or twice (25%) and between three and ten times (24%).

Women, younger adult smokers, and every-day smokers who smoke 21 to 25 cigarettes per day are more likely to have taken one or both of these actions. Younger adult smokers in particular are more likely to say they have covered their cigarette package.

Ever Concealed Message on Cigarette Package
Smokers Nov-Dec 2001

Yes, placed cover over pack	10
Yes, transferred cigarettes to another container	10
Yes, did both	6
No	74
dk/na	1

Q.29a
Since the beginning of this year, have you ever concealed a new warning message on your cigarette package, either by placing a cover over your package or by transferring your cigarettes to another container?
Subsample: Smokers

Frequency of Concealing Message on Cigarette Package
Smokers Nov-Dec 2001

Once or twice	25
Between 3 and 10 times	24
More than 10 times	50
dk/na	1

Q.29b
Since the beginning of this year, did you do this ... once or twice ... between three and ten times ... more than ten times?
Subsample: Smokers who have concealed a new warning message on their cigarette package

When asked if, since the beginning of this year (2001), when buying cigarettes at a store, they have ever asked for a different package of cigarettes because they did not want one of the new warning messages on the pack they were first offered, three-quarters of smokers (77%) say that they have not done this. Two in ten (22%) say that they have.

Among smokers who have asked for a different package of cigarettes for this reason, one-third (35%) have done it more than ten times. Just under four in ten (37%) have done it once or twice, and just under three in ten (28%) have done it between three and ten times.

Younger adult smokers and potential quitters are more likely to have asked for a different package because they did not want one of the new warning messages.

Ever Asked for Different Cigarette Package
Smokers Nov-Dec 2001

Yes	22
No	77
dk/na	1

Q.30a
Since the beginning of this year, when buying cigarettes at a store, have you ever asked for a different package of cigarettes because you did not want one of the new warning messages on the pack that you were first offered?
Subsample: Smokers

Frequency of Asking for Different Cigarette Package
Smokers Nov-Dec 2001

Once or twice	37
Between 3 and 10 times	28
More than 10 times	35
dk/na	–

Q.30b
Since the beginning of this year, did you do this ... once or twice ... between three and ten times ... more than ten times?
Subsample: Smokers who have asked for a different cigarette package because they did not want one of the new warning messages on the pack they were first offered

7.0 Toxic Substances

When Canadian adults are asked, top-of-mind what, if any, chemicals or toxic substances they can name that are in cigarettes or cigarette smoke, 62 percent mention nicotine and 55 percent mention tar. Smaller proportions mention carbon monoxide (15%), arsenic (13%), benzene (8%) and hydrogen cyanide (7%). Thirty-seven percent mention other toxic substances. Three percent say there are no chemicals or toxic substances in cigarettes or cigarette smoke and 11 percent offer no opinion.

Adult smokers, especially younger adults, are more likely than Canadian adults in general to mention carbon monoxide and hydrogen cyanide. Overall, 63 percent of adult smokers mention nicotine, 59 percent mention tar, and 27 percent mention carbon monoxide. Smaller proportions mention hydrogen cyanide (12%), formaldehyde (9%), benzene (9%), arsenic (8%) and carbon dioxide (7%). Twenty-three percent mention other toxic substances. Three percent say there are no toxic substances and nine percent offer no opinion.

The current survey finds that the numbers of Canadian adults and adult smokers who mention nicotine have declined from the baseline survey. There has also been a decline in the same period in the number of adult smokers who mention tar. There have been increases since July 2001 in the number of Canadian adults who mention arsenic, and in the numbers of adult smokers who mention hydrogen cyanide and formaldehyde.

Toxic Substances in Cigarettes

	NOV-DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001		
	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS
Nicotine	73	76	71	70	70	67	65	66	65	62	63	62
Tar	53	70	45	53	59	47	49	61	45	55	59	53
Carbon monoxide	14	24	8	14	23	9	12	26	7	15	27	10
Arsenic	4	5	4	5	4	6	6	6	7	13	8	13
Benzene	2	2	2	3	2	3	3	3	3	8	9	8
Hydrogen cyanide	1	1	2	3	5	2	4	6	3	7	12	5
Formaldehyde	2	1	2	1	2	1	4	4	3	5	9	4
Poison/rat poison/strychnine/ cyanide	1	1	1	3	3	3	3	4	2	5	5	4
Chemicals/gases/toxins – in general	3	3	2	2	3	2	4	3	5	4	2	4
Carbon dioxide	4	6	3	5	6	4	4	7	2	4	7	3
Ammonia	1	1	1	2	2	1	2	1	2	3	5	2
Nitrogen oxides (nitrogen dioxide, nitric oxide)	*	1	1	*	*	*	*	*	*	2	2	2
Tobacco	1	1	1	1	1	1	3	1	4	2	1	3
Carcinogens	1	1	1	1	1	1	1	1	2	2	1	2
Carbon	*	1	–	1	2	1	1	1	1	1	1	1
Lead	1	*	1	*	1	–	1	*	1	1	*	2
Benzo[a]pyrene	*	*	1	*	*	*	*	*	*	1	1	1
Dioxins	*	*	*	*	*	*	*	*	*	1	*	1
Type of fuel/gasoline/kerosene/ jet fuel/rocket fuel	1	1	*	1	1	1	*	1	*	1	1	1
Sulphur/sulphate	*	*	*	*	1	*	*	1	*	1	1	1
Ash	–	–	–	*	*	*	*	–	*	1	–	1
Cadmium	*	*	*	*	*	*	–	*	–	1	*	1
Nitrosamines	1	*	1	*	*	–	–	*	–	1	*	*
Acid	*	*	*	*	*	*	*	*	*	*	1	*
Battery acid/toxic/juice	–	–	–	–	–	–	*	*	*	*	*	*
Fibreglass	*	1	–	*	1	*	1	*	1	*	*	*
Saltpetre	*	*	*	*	*	*	1	*	*	*	*	*
Household cleaners	*	*	–	*	*	*	*	1	–	*	1	*
Phenols	*	*	*	*	*	*	–	*	–	*	*	–
4-Aminobiphenyl	1	*	1	–	*	–	–	*	–	*	*	*
Paint thinner/remover	*	*	*	*	*	*	–	*	–	*	*	*
Oil	–	–	–	–	–	–	–	–	–	*	*	*
Nail polish remover	*	–	*	–	*	–	*	*	1	–	*	–
Pesticides	–	–	–	–	–	–	–	–	–	*	*	*
Other	1	1	1	1	1	1	2	2	2	1	1	1
None/nothing	5	3	6	5	6	5	4	2	4	3	3	3
dk/na	8	6	10	11	8	13	13	10	15	11	9	11

* Less than one percent

Q.31

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

When asked if they can name any chemicals or toxic substances that are currently listed on a cigarette package (without looking at a cigarette package), the largest proportions of Canadians mention nicotine (37%) and tar (34%). Nine percent mention carbon monoxide and 11 percent mention some other toxic substance. Sixteen percent say there are no chemicals or toxic substances currently listed on cigarette packages and 37 percent offer no opinion.

Adult smokers are more likely than Canadian adults in general to mention nicotine (51%), tar (51%) and carbon monoxide (22%). Smokers are less likely than adults in general to say there are no chemicals or toxic substances currently listed on cigarette packages (9%) and are more likely to offer an opinion.

Since the 2000 baseline survey, there have been decreases in the proportions of Canadian adults and adult smokers who say there are no chemicals or toxic substances listed on cigarette packages (down nine points among Canadians in general and seven points among adult smokers since November-December 2000). In the same period, there have been increases in the numbers of Canadian adults and adult smokers who do not offer an opinion (up 13 points among Canadians in general and seven points among adult smokers).

Toxic Substances Listed on Cigarette Packages

	NOV-DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001		
	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS
Nicotine	42	56	36	40	53	32	35	53	28	37	51	30
Tar	33	54	24	36	52	25	34	52	25	34	51	28
Carbon monoxide	9	22	3	8	19	3	11	22	5	9	22	5
Benzene	*	*	*	1	1	1	1	2	*	3	6	1
Hydrogen cyanide	*	–	*	1	1	1	1	3	*	2	6	1
Formaldehyde	*	*	*	1	1	1	1	2	1	2	6	1
Carbon dioxide	2	4	*	3	5	2	1	4	*	1	3	1
Poison/rat poison/strychnine/arsenic	*	*	*	1	1	1	1	2	1	1	3	1
Tobacco	*	*	1	*	*	1	1	*	1	1	1	1
Chemicals/gases/toxins	1	1	1	1	2	1	1	*	1	1	2	1
Type of fuel/gasoline/kerosene/ jet fuel/rocket fuel	–	*	–	–	–	–	*	–	*	*	*	*
Lead	–	–	–	*	–	*	–	*	–	*	*	*
Carcinogens	–	*	–	*	–	*	–	*	–	–	–	–
Other	*	*	*	*	*	*	1	1	*	*	1	*
None	25	16	27	25	20	29	13	8	16	16	9	18
dk/na	24	15	29	26	16	31	39	24	46	37	22	43

* Less than one percent

Q.32
Without looking at a cigarette package, can you name any chemicals or toxic substances that are currently listed on a cigarette package?

When asked if they can recall any other information about chemicals or toxic substances that are listed on cigarette packages (without looking at a cigarette package), one-half of Canadian adults (50%) offer no opinion. Another 37 percent say there is no other information on these topics on cigarette packages. Seven percent say that cigarette packages list amounts of chemicals in general (7%) and eight percent mention other kinds of information.

Adult smokers are slightly more likely than adults in general to have noticed other information. Fourteen percent mention general amounts of chemicals and seven percent mention specific amounts. Nine percent mention other kinds of information. More than four in ten (45%) offer no opinion and three in ten (31%) say there is no other information.

Since the 2000 baseline survey, there have been considerable decreases in the proportions of Canadian adults and adult smokers who say there is no other information about chemicals or toxic substances on cigarette packages (down 18 points among Canadians in general and 27 points among adult smokers from November-December 2000). In the same period, there have been considerable increases in the numbers of Canadian adults and adult smokers who do not offer an opinion (up 20 points among Canadians in general and 25 points among adult smokers).

Other Information About Toxic Substances Listed on Cigarette Packages

	NOV-DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001		
	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS
Amounts of chemicals (general)	10	14	6	8	11	6	7	12	3	7	14	5
Specific amounts of chemicals	4	6	2	4	5	3	5	6	3	2	7	2
Tar	–	*	–	1	2	*	1	1	1	2	2	2
Surgeon General's warnings/ messages of health hazards	1	1	1	1	2	1	2	3	2	1	1	1
Range of amounts of chemicals	*	1	–	2	1	1	1	1	1	1	2	*
Nicotine	1	–	1	1	1	1	1	1	1	1	2	1
Carbon monoxide/monixide	–	*	–	*	1	*	1	*	1	*	1	*
Other	*	1	1	*	1	*	1	1	1	1	1	1
None	55	58	55	53	54	55	35	36	35	37	31	37
dk/na	30	20	36	32	25	35	49	41	54	50	45	53

* Less than one percent

Q.33
Without looking at a cigarette package, can you recall any other information about chemicals or toxic substances that are listed on a cigarette package?

Survey Methods

A. Survey of General Population

The results of the survey are based on questions asked to 681 adults 18 years of age and older, living within the ten provinces of Canada. The survey was conducted by telephone from November 29 to December 13, 2001.

SAMPLE SELECTION

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

The actual sample is distributed as follows.

	Weighted N	Unweighted N	Margin of Error
Atlantic Region	55	63	12.3
Quebec	172	161	7.7
Ontario	255	245	6.3
Manitoba/ Saskatchewan	48	47	14.3
Alberta	62	67	12.0
British Columbia	89	98	9.9
Total	681	681	3.8

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

Environics uses a 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 sample elements are selected in such a way that they are representative of the geographic area(s) under study. This sample selection technique ensures both unlisted numbers and numbers listed after the directory publication are included in the sample.

A total of 6,570 telephone numbers were drawn. From within each household contacted, respondents 18 years of age and older were screened for random selection using the "most recent birthday" method. The use of this technique produces results that are as valid and effective as enumerating all persons within a household and selecting one randomly.

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

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

TELEPHONE INTERVIEWING

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

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

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

COMPLETION RESULTS

A total of 681 interviews were completed. The margin of error for a sample of 681 is ±3.8 percentage points, 19 times in 20. The margins are wider for regional and demographic subsamples.

The following table presents the detailed completion results for this survey of 681 interviews.

Number of calls	6,570
Household not eligible	135
Non-residential/not in service	2,097
Language barrier	191
Subtotal	2,423
New Base (6,570-2,423)	4,147
No answer/line busy/ respondent not available	2,049
Refusals	1,370
Mid-interview refusals	47
Subtotal	3,466
Net Completions (4,147-3,466)	681

B. Survey of Adult Smokers

The results of the survey are based on questions asked to 1,007 adult smokers 18 years of age and older living within the ten provinces of Canada. Of this total, 837 interviews were conducted with smokers only, between November 29 and December 20, 2001. A further 170 interviews were conducted with smokers as part of a general population survey conducted from November 29 to December 13, 2001. All interviews were conducted by telephone.

The margin of error for a sample of 1,007 is ±3.1 percentage points, 19 times in 20. The margins are wider for regional and demographic subsamples.

SAMPLE FRAME

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

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

The actual sample, by province, is as follows.

	Weighted N	Unweighted N	Margin of Error
Newfoundland	20	20	21.9
Prince Edward Island	5	5	43.8
Nova Scotia	36	37	16.1
New Brunswick	26	26	19.2
Quebec	295	293	5.7
Ontario	350	347	5.3
Manitoba	34	33	17.1
Saskatchewan	34	34	16.8
Alberta	99	105	9.6
British Columbia	108	107	9.5
Total	1,007	1,007	3.1

SURVEY METHODS

The following sections discuss survey methods for the oversample survey of 837 interviews conducted among smokers. For a discussion of the methods for the general population survey, from which 170 interviews with smokers were drawn, please see Section A, Survey of General Population: Methodology.

SAMPLE SELECTION: OVERSAMPLE

Environics uses a RDD (random digit dialling) sample selection technique. Telephone numbers are selected from the most recently published telephone directories, thus ensuring that only valid telephone exchanges are used. These numbers act as "seeds" or elements from which the sample is randomly generated. The numbers in the sample elements are selected in such a way that they are representative of the geographic area(s) under study. This sample selection technique ensures both unlisted numbers and numbers listed after the directory publication are included in the sample.

A total of 21,618 telephone numbers were drawn. Households contacted were initially screened for the presence of a smoker aged 18 years or older in the household. Where more than one adult smoker was part of a household, respondents were screened for random selection using the "most recent birthday" method. The use of this technique produces results that are as valid and effective as enumerating all qualified persons within a household and selecting one randomly.

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

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

TELEPHONE INTERVIEWING: OVERSAMPLE

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

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

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

COMPLETION RESULTS: OVERSAMPLE

A total of 837 interviews were completed. The margin of error for a sample of 837 is ±3.4 percentage points, 19 times in 20. The margins are wider for regional and demographic subsamples.

The following table presents the detailed completion results for this oversample of 837 interviews.

Number of calls	21,618
Household not eligible	6,487
Non-residential/not in service	5,023
Language barrier	425
Subtotal	11,935
New Base (21,618-11,935)	9,683
No answer/line busy/ respondent not available	5,234
Refusals	3,538
Mid-interview refusals	74
Subtotal	8,846
Net Completions (9,683-8,846)	837

Questionnaires

ENVIRONICS
RESEARCH GROUP

Survey of Adult Smokers and Non-Smokers – Wave 4
PN5068
Questionnaire - Draft 2

INTRODUCTION

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

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

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

#01 Yes
#02 Not Available ..... **SCHEDULE CALL-BACK**
#03 Refused..... **DISCONTINUE & THANK**

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

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

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

1 - Male
2 - Female

D. Language of survey

1 - English
2 - French

INTRODUCTION FOR ADULT SMOKERS SURVEY

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

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

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

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

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

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

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

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

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

MAIN QUESTIONNAIRE

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

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

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

1 - Yes
2 - No
3 - DK/NA

NON- SMOKERS GO TO Q.9

IF SMOKE EVERY DAY, ASK:

3. On average, how many cigarettes do you smoke per day?
   PROBE FOR A PRECISE NUMBER. IF RESPONDENT SAYS ONE PACK A DAY PROBE FOR NUMBER OF CIGARETTES IN A PACK

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

   2 - DK/NA

IF SMOKE OCCASIONALLY, ASK:

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

   ☐☐ cigarettes per day

   2 - DK/NA

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

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

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

6. Have you ever tried to quit smoking?

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

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

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

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

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

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

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

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

IF YES IN Q.8(a) ASK :

c) If you were to quit smoking at some point in the future what ways or methods do you think you would use?
DO NOT READ - CODE ALL THAT APPLY

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

_____

_____

14 - DK/NA

HEALTH EFFECTS

ASK ALL

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

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

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

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

11. Thinking generally about information which talks about the health effects of smoking cigarettes, where have you seen or heard any of this kind of information recently? Anywhere else?
DO NOT READ. CODE ALL THAT APPLY. \b

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

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

a) Lung cancer

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

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

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

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

a) Asthma attacks in children

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

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

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

a) Alcohol

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

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

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

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

16. What tips or advice, if any, are you aware of that might help someone quit smoking? Are there any others? 10
DO NOT READ. CODE ALL THAT APPLY.

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

HEALTH WARNING MESSAGES

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

    1 - Yes
    2 - No
    3 - DK/NA

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

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

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

    1 - Yes
    2 - No
    3 - DK/NA

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

    1 - Yes
    2 - No
    3 - DK/NA

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

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

    IF CODE 1 IN Q.21a), ASK:
    b) About how many times a day would you look at a message?

    1 - _____TIMES PER DAY
    2 - DK/NA

22. Without looking at a cigarette package, what do the new health warning messages on cigarette packages in Canada look like?
    DO NOT READ. CODE ALL THAT APPLY

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

_____
_____
_____
10 - DK/NA

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

_____
_____
_____
2 - None
3 - DK/NA

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

_____
_____
_____
2 - None
3 - DK/NA

ASK ALL

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

a) The messages are accurate

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

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

* c) The messages make smoking seem less attractive

ASK ALL

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

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

ASK SMOKERS ONLY

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

a) Getting you to smoke less

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

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

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

a) Getting you to smoke less

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

b) Getting you to smoke less around others than you used to
c) Increasing your desire to quit smoking
d) Getting you to try to quit smoking

29. *a) Since the beginning of this year, have you ever concealed a new warning message on your cigarette package, either by placing a cover over your package or by transferring your cigarettes to another container?

1 - Yes, placed cover over pack **ASK (b)**
2 - Yes, transferred cigarettes to another container **ASK (b)**
3 - Yes, did both **ASK (b)**
4 - No
5 - DK/NA

* b) Since the beginning of this year, did you do this … **READ**

1 - once or twice
2 - between 3 and 10 times, or
3 - more than 10 times?
4 - DK/NA

30. *a) Since the beginning of this year when buying cigarettes at a store, have you ever asked for a different package of cigarettes because you did not want one of the new warning messages on the pack that you were first offered?

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

* b) Since the beginning of this year, did you do this … **READ**

1 - once or twice
2 - between 3 and 10 times, or
3 - more than 10 times?
4 - DK/NA

TOXIC SUBSTANCES

ASK ALL

31. Without looking at anything, what, if any, chemicals or toxic substances can you name that are in cigarettes or cigarette smoke? Are there any others?
DO NOT READ. CODE ALL THAT APPLY.

01 - 4-Aminobiphenyl
02 - Ammonia
03 - Arsenic
04 - Benzene
05 - Benzo[a]pyrene
06 - Cadmium
07 - Carbon dioxide
08 - Carbon monoxide
09 - Dioxins
10 - Formaldehyde
11 - Hydrogen cyanide
12 - Lead
13 - Nicotine
14 - Nitrogen oxides (nitrogen dioxide, nitric oxide)
15 - Nitrosamines
16 - Pesticides
17 - Phenols
18 - Tar
19 - None
20 - Other (**SPECIFY**)
_____
_____
_____
21 - DK/NA

32. Without looking at a cigarette package, can you name any chemicals or toxic substances that are currently listed on a cigarette package?
DO NOT READ. CODE ALL THAT APPLY.

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

33. Without looking at a cigarette package can you recall any other information about chemicals or toxic substances that are listed on a cigarette package?
DO NOT READ - CODE ALL THAT APPLY

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

34. What specific health effects or diseases, if any, can you name that can be caused by hydrogen cyanide?
DO NOT READ - CODE ALL THAT APPLY

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

DEMOGRAPHICS

ASK ALL

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

1 - SPECIFY _____
2 - DK/NA

36. What is the highest level of education you have reached?
DO NOT READ

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

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

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

38. Are you...
READ

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

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

1 - Yes
2 - No
3 - DK/NA

40. 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 POR-01-17))

ENVIRONICS
RESEARCH GROUP

Sondage mené auprès des adultes fumeurs et non fumeurs - Wave 4
PN5068
Questionnaire français

INTRODUCTION

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

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

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

#01 Oui
#02 Non disponible ..... **ORGANISER LE RAPPEL**
#03 Refus ..... **REMERCIER ET TERMINER**

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

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

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

1 - Homme
2 - Femme

D. Langue du sondage

1 - Anglais
2 - Français

INTRODUCTION POUR LE SONDAGE SUR LES ADULTES FUMEURS

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

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

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

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

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

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

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

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

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

QUESTIONNAIRE PRINCIPAL

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

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

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

1 - Oui
2 - Non
3 - NSP/PR

POUR LES NON-FUMEURS, PASSER À Q.9

SI FUME TOUS LES JOURS, DEMANDER :

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

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

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

2 - NSP/PR

SI FUME À L'OCCASION, DEMANDER :

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

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

2 - NSP/PR

5. a) Quelle est la marque de cigarettes que vous fumez, généralement?
NE PAS LIRE - CODER UNE MARQUE SEULEMENT.. NOTE À L'INTERVIEWEUR : SONDER POUR SAVOIR SI LE RÉPONDANT FUME DES CIGARETTES RÉGULIÈRES, LÉGÈRES, EXTRA LÉGÈRES, ETC., ET GRAND FORMAT OU RÉGULIER POUR CETTE MARQUE.

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

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

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

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

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

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

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

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

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

SI OUI À Q.8(a), DEMANDER Ý:

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

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

SI OUI À Q.8(a) DEMANDER Ý:

c) Si vous deviez arrêter de fumer à un moment donné, quelles façons ou quelles méthodes penseriez-vous utiliser?
NE PAS LIRE - CODER TOUTES LES MENTIONS QUI S'APPLIQUENT

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

EFFETS SUR LA SANTÉ

DEMANDER À TOUS

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

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

10. À votre avis, quels sont les effets spécifiques sur la santé ou les maladies qui sont causés par la consommation de cigarettes, chez les humains? Est-ce qu'il y en a d'autres?
    NE PAS LIRE. CODER TOUTES LES MENTIONS QUI S'APPLIQUENT.

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

33 - Aucun
34 - Autre (**PRÉCISER**) _____
35 - NSP/PR

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

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

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

a) Cancer du poumon

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

b) Emphysème
c) Caillots sanguins
d) Maladies cardiaques
e) Attaque d'apoplexie
f) Arthrite
g) Impuissance chez les hommes
h) Gangrène
i) Ulcère de l'estomac

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

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

a) Crises d'asthme chez les enfants

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

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

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

a) L'alcool

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

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

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

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

16. Quels sont les trucs ou les conseils que vous connaissez et que vous donneriez à quelqu'un pour l'aider à arrêter de fumer? Est-ce qu'il y en a d'autres?
NE PAS LIRE. CODER TOUTES LES MENTIONS QUI S'APPLIQUENT.

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

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

MESSAGES D'INFORMATION SUR LA SANTÉ

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

1 - Oui
2 - Non
3 - NSP/PR

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

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

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

1 - Oui
2 - Non
3 - NSP/PR

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

1 - Oui
2 - Non
3 - NSP/PR

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

1 - Plusieurs fois par jour **POSER (b)**
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

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

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

1 - _____FOIS PAR JOUR
2 - NSP/PR

22. Si vous ne regardez pas en ce moment un paquet de cigarettes, à quoi est-ce que les nouveaux messages d'avertissement sur la santé figurant sur les paquets de cigarettes au Canada vous font penser?
NE PAS LIRE. CODER TOUTES LES MENTIONS QUI S'APPLIQUENT.

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

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

_____

_____

_____

2 - Aucun
3 - NSP/PR

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

_____

_____

_____

2 - Aucun
3 - NSP/PR

DEMANDER À TOUS

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

a) Les messages sont exacts

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

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

c) Les messages rendent la cigarette moins attrayante

DEMANDER À TOUS

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

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

DEMANDER AUX FUMEURS SEULEMENT

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

a) Vous amener à moins fumer

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

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

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

a) Vous amener à moins fumer

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

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

29. *a) Depuis le début de l'année, est-ce que vous avez déjà caché un de ces nouveaux messages d'avertissement qui figurait sur un paquet de cigarettes, soit en insérant le paquet dans un couvre-paquet ou en mettant vos cigarettes dans un autre étui?

1 - Oui, en insérant le paquet dans un couvre-paquet **DEMANDER (b)**
2 - Oui, en mettant vos cigarettes dans un autre étui **DEMANDER (b)**
3 - Oui, a fait les deux **DEMANDER (b)**
4 - Non
5 - NSP/PR

* b)Depuis le début de l'année, est-ce que vous l'avez fait... **LIRE**

1 - une ou deux fois
2 - de 3 à 10 fois, ou
3 - plus de 10 fois
4 - NSP/PR

30. *a) Depuis le début de l'année, lorsque vous achetez des cigarettes dans un magasin, est-ce que vous avez déjà demandé un paquet de cigarettes différent parce que vous ne vouliez pas avoir le paquet qui portait un des nouveaux messages d'avertissement qu'on vous avait offert en premier?

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

* b)Depuis le début de l'année, est-ce que vous l'avez fait... **LIRE**

1 - une ou deux fois
2 - de 3 à 10 fois, ou
3 - plus de 10 fois
4 - NSP/PR

SUBSTANCES TOXIQUES

DEMANDER À TOUS

31. Encore une fois, disons que vous n'avez pas un paquet de cigarettes sous les yeux. Quel est ou quels sont les produits chimiques ou les substances toxiques, s'il y a lieu, qui sont présents dans la cigarette ou la fumée de cigarette? Est-ce qu'il y en a d'autres?
NE PAS LIRE. CODER TOUTES LES MENTIONS QUI S'APPLIQUENT

01 - 4-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

32. Et encore une fois, <u>disons que vous n'avez pas un paquet de cigarettes sous les yeux</u>. Est-ce que vous pourriez nommer un produit chimique ou une substance toxique qui figure actuellement sur un paquet de cigarettes?
NE PAS LIRE. CODER TOUTES LES MENTIONS QUI S'APPLIQUENT

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

33. <u>Disons que vous n'avez pas un paquet de cigarettes sous les yeux en ce moment.</u> Est-ce que vous pouvez vous souvenir d'autres informations sur les produits chimiques ou les substances toxiques qui figurent sur un paquet de cigarettes?
NE PAS LIRE. CODER TOUTES LES MENTIONS QUI S'APPLIQUENT.

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

34. Quels sont les effets sur la santé ou les maladies spécifiques, s'il y a lieu, qui peuvent être causés par le cyanure d'hydrogène?
NE PAS LIRE - CODER TOUTES LES MENTIONS QUI S'APPLIQUENT

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

<u>DONNÉES DÉMOGRAPHIQUES</u>

DEMANDER À TOUS

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

    1 - PRÉCISER _____
    2 - NSP/PR

36. Quel est le niveau de scolarité le plus élevé que vous avez atteint?
    NE PAS LIRE

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

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

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

38. Est-ce que vous êtes…?
    LIRE

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

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

1 - Oui
2 - Non
3 - NSP/PR

40. Laquelle des catégories suivantes correspond le mieux au revenu total de tous les membres de votre foyer et de vous-même, avant impôt, en 2000? Est-ce que c'est…?
LIRE

1 - Moins de 20 000 $
2 - De 20 000 $ à 39 999 $
3 - De 40 000 $ à 59 999 $
4 - De 60 000 $ à 79 999 $
5 - De 80 000$ à 99 999 $
6 - 100 000 $ et plus
7 - Refus/NSP/PR

Nous pourrions continuer cette étude dans l'avenir. Est-ce que vous voudriez y participer?

1 - Oui/peut-être
2 - Non

SI OUI/PEUT-ÊTRE, INSCRIRE LE NOM ET LE NUMÉRO DE TÉLÉPHONE.

Au cas où mon superviseur voudrait vérifier cette entrevue, est-ce que vous pourriez me donner votre prénom ou vos initiales?

_____

Et pour vérifier que j'ai bien composé le bon numéro, est-ce que je suis au :
_____.

1 - Oui
2 - Non

Si le numéro est inexact, inscrire le numéro de téléphone exact :
_____

Si nous avons d'autres questions à poser, est-ce que nous pouvons vous rappeler?

1 - Oui
2 - Non

Merci beaucoup.
(Code de Santé Canada POR-01-17)

278003
102 03 03
B2

ENVIRONICS
RESEARCH GROUP

WAVE 4 SURVEYS

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

SURVEY OF ADULTS AND ADULT SMOKERS

FINAL REPORT

Prepared for:
Health Canada
POR-01-17

Prepared by:
Environics Research Group Limited

March 2002

pn5068

Environics Research Group Limited
33 Bloor Street East, Suite 900
Toronto, Ontario
Canada M4W 3H1
tel: 416.920.9010
fax: 416.920.3299
http://www.environics.net

Table of Contents

1.0 Introduction 3

2.0 Smoking Status 4
- a. Smoking Behaviour and Brands 4
- b. Quit Attempts and Potential Quitters 5

3.0 Health Effects of Smoking 7
- a. General and Top-of-mind Effects 7
- b. Sources of Information about Health Effects 10
- c. Specific Health Effects Caused by Smoking 11
- d. Specific Health Effects Caused by Second-Hand Smoke 18
- e. Health Effects Caused by Hydrogen Cyanide 22

4.0 Deaths from Tobacco Use 24

5.0 Quit Tips 27

6.0 Health Warning Messages 30
- a. Recall and Reads per Day 30
- b. Impact of New Messages 39
- c. Assessment of New Messages 40
- d. Comparison of New and Old Messages 41
- e. Avoidance of New Messages 43

7.0 Toxic Substances 45

Appendices

- Survey Methods
- Questionnaires

1.0 INTRODUCTION

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

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

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

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

The general population survey, which included adult smokers and non-smokers, is based on a sample size of 681 Canadians. This was conducted between November 29 and December 13, 2001. An additional oversample of 837 smokers was conducted to achieve a final sample size of 1,007 adult smokers. This survey was conducted between November 29 and December 20, 2001.

A survey based on a sample of 681 has a margin of error of approximately 3.8 percentage points, 19 times in 20. The corresponding margin for a sample of 1,007 is 3.1 percentage points.

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

2.0 Smoking Status

A. Smoking Behaviour and Brands

From the survey, two in ten Canadian adults (20%) smoke cigarettes every day and five percent smoke occasionally.

About half of Canadian adults (52%) report having smoked at least 100 cigarettes in their life. Almost all adult smokers (98%) say the same. Just under four in ten non-smokers (37%) also report having smoked at least 100 cigarettes in their life.

Among adult smokers who smoke every day, 48 percent report smoking more than 15 cigarettes per day, which includes eight percent who say they smoke more than 25 cigarettes per day. Four in ten (38%) say they smoke between ten and 15 cigarettes per day. Only 13 percent report smoking fewer than ten cigarettes per day.

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

Among adult smokers who smoke occasionally, 64 percent report smoking fewer than ten cigarettes per day. Twenty-three percent smoke between ten to 15 cigarettes per day and 11 percent smoke more than 15 cigarettes per day.

Among adult smokers, Player's Light Regular Size is most often mentioned as their regular brand of cigarettes (12%). Smaller proportions mention DuMaurier King Size (7%), DuMaurier Regular Size (5%) and Player's Light King Size (5%). Sixty-five percent mention some other brand.

Cigarette Consumption Per Day
Every Day Smokers

	Nov-Dec 2000	Mar-Apr 2001	July 2001	Nov-Dec 2001
Less than 10 cigarettes per day	13	12	12	13
10 to 15 cigarettes per day	36	39	35	38
16 to 20 cigarettes per day	20	21	21	20
21 to 25 cigarettes per day	23	21	23	20
26 or more cigarettes per day	8	6	7	8

Q.3
On average, how many cigarettes do you smoke per day?
Subsample: Smoke every day

Cigarette Consumption Per Day
Occasional Smokers

	Nov-Dec 2000	Mar-Apr 2001	July 2001	Nov-Dec 2001
Less than 10 cigarettes per day	74	75	66	64
10 to 15 cigarettes per day	21	18	21	23
16 or more cigarettes per day	4	4	11	11

Q.4
On the days that you smoke, about how many cigarettes do you smoke?
Subsample: Smoke occasionally

When adult smokers are asked if they smoke any other brands of cigarettes, 75 percent say they do not smoke any other brand.

Cigarette Consumption

	NOV-DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001		
	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS
Every day	25	89	–	23	88	–	25	87	–	20	89	–
Occasionally (less than every day)	5	11	–	5	12	–	6	13	–	5	11	–
Not at all	70	–	100	71	–	100	69	–	100	76	–	100

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

B. Quit Attempts and Potential Quitters

Just under eight in ten adult smokers (77%) report having tried to quit smoking. More than two in ten (23%) say they have not tried to quit smoking.

Among adult smokers who have tried to quit smoking, 59 percent say they have stopped smoking for at least 24 hours one or more times in the past year, in an attempt to quit smoking. Four in ten (40%) say they have not attempted to quit smoking in the past year.

Among adult smokers who have tried to quit smoking, those who are older and those who are not potential quitters are more likely than others to say they have not attempted to quit smoking in the past year.

When it comes to potential quitters, six in ten adult smokers (61%) report they are now seriously thinking of quitting smoking. This number is higher among those who have seen the new health warning messages. Not surprisingly, this number is lower among those who have never tried to quit smoking.

Potential Quitters
Smokers

	Nov-Dec 2000	Mar-Apr 2001	July 2001	Nov-Dec 2001
Yes	56	58	54	61
No	43	41	45	38

Q.8a
Are you now seriously thinking of quitting smoking?
Subsample: Smokers

Quit Attempts
Smokers

	Nov-Dec 2000	Mar-Apr 2001	July 2001	Nov-Dec 2001
Yes	77	79	78	77
No	23	21	22	23

Q.6
Have you ever tried to quit smoking?
Subsample: Smokers

Number of Times Tried to Quit Smoking
Smokers

	Nov-Dec 2000	Mar-Apr 2001	July 2001	Nov-Dec 2001
Once	20	22	21	19
Twice	14	15	12	16
Three times	10	8	9	8
More than three times	16	14	14	16
Not in the past year	40	41	42	40
dk/na	1	1	2	*

* Less than one percent

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

Among adult smokers who are seriously thinking about quitting smoking, more than four in ten (43%) say they will try to quit within the next 30 days. Forty-four percent say they will try to quit within the next six months. Nine percent say they will not try within the next six months and four percent do not know when they will try to quit.

Among adult smokers who are seriously thinking about quitting smoking, the largest proportion say they would use will power to go "cold turkey" (45%) to try to quit. Three in ten would use the nicotine patch (31%) and one in ten would use Zyban (12%). Smaller proportions say they would use nicotine gum (8%) or cut back gradually (5%). Seventeen percent mention other ways or methods.

The results of the current survey suggest an increase since the July 2001 survey in the proportion of smokers who report that they are seriously thinking of quitting, as well as an increase over all previous surveys in the proportion of potential quitters who think they will try to quit within the next 30 days.

Potential Quitters
Smokers

	Nov-Dec 2000	Mar-Apr 2001	July 2001	Nov-Dec 2001
Within the next 30 days	38	33	34	43
Within the next 6 months	45	48	49	44
Not within the next 6 months	9	10	11	9
dk/na	7	9	5	4

Q.8b
When do you think you will try to quit?
Subsample: Smokers who are seriously thinking of quitting smoking

Ways to Quit
Smokers

	Nov-Dec 2000	Mar-Apr 2001	July 2001	Nov-Dec 2001
Will power/cold turkey/just stop	47	50	48	45
Nicotine patch	23	25	21	31
Zyban	19	16	12	12
Nicotine gum	5	6	4	8
Cut back gradually	5	6	7	5
Chew gum/candy/food	1	3	2	3
More exercise/get physically fit	1	2	2	3
Self-help program	1	2	1	2
Acupuncture	1	1	1	1
Avoid other smokers/ smoking situations	*	1	1	1
Clinic/group program	2	*	–	1
Distract yourself	*	1	2	1
Hypnosis	2	2	2	1
Prescription drugs	*	–	2	1
Seek doctor/professional advice	2	1	1	1
Drink fluids	*	*	1	*
Mouthwash/spray	*	–	1	–
Other	3	2	3	2
None/nothing	*	1	*	1
dk/na	5	2	6	6

* Less than one percent

Q.8c
If you were to quit smoking at some point in the future what ways or methods do you think you would use?
Subsample: Smokers who are seriously thinking of quitting smoking

3.0 Health Effects of Smoking

A. General and Top-of-mind Effects

More than eight in ten Canadians (83%) think that cigarette smoking is a major health problem in Canada. Another 12 percent think it is a minor problem. Only three percent think it is not a health problem. Among adult smokers, 69 percent say it is a major health problem and 23 percent say it is a minor problem. Only five percent think it is not a health problem.

The results of the current survey show a four point decline since November-December 2000 in the number of Canadian adults who say smoking is a major health problem.

The view that cigarette smoking is a major health problem in Canada is lower among smokers aged 45 and older and those with less than a high school education. It is higher among potential quitters and among those who have tried to quit at least once in the past year.

When asked, top-of-mind, what specific human health effects or diseases can be caused by smoking cigarettes, Canadian adults are most likely to mention lung cancer (58%). Smaller proportions mention cancer in general (38%), heart attack/disease/angina (37%), emphysema (31%), lung disease (19%), asthma (15%), respiratory problems/difficulty breathing/shortness of breath (14%) and oral cancer (14%). Sixty-nine percent mention a variety of other human health effects or diseases.

Among adult smokers, the largest number mention lung cancer (46%), followed by heart disease (35%), cancer in general (34%), emphysema (27%) and lung disease (20%), oral cancer (12%), respiratory problems (11%) and asthma (10%). Less than six in ten (57%) mention other effects or diseases.

The results of the current survey suggest increases over previous surveys among the general population in top-of-mind mention of cancer in general, heart attack/disease/angina, respiratory problems and emphysema. The survey results also suggest slight increases over previous surveys among adult smokers in a number of health effects, although these are not always statistically significant. The numbers of adult smokers mentioning heart attacks, emphysema, asthma, respiratory problems, oral cancer, bronchitis, blood circulation problems, and high blood pressure are higher in the current survey than in previous surveys.

Smoking as a Health Problem

	NOV-DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001		
	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS
Major	87	72	91	85	70	91	84	68	88	83	69	88
Minor	10	21	7	12	23	7	12	23	10	12	23	9
Not a problem	2	5	1	2	4	1	3	6	2	3	5	2
dk/na	1	2	1	1	3	1	2	4	1	2	3	1

Q.9

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

Health Effects of Smoking – Top-of-Mind

	NOV-DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001		
	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS
Cancer – lung	57	49	59	59	53	59	58	49	58	58	46	61
Cancer in general	32	31	33	34	28	36	33	31	34	38	34	40
Heart attack/disease/angina	27	29	25	30	33	29	33	34	32	37	35	35
Emphysema	23	24	23	24	22	25	25	23	25	31	27	31
Lung disease/lungs (unspecified)	18	20	17	18	16	17	20	18	21	19	20	18
Asthma	10	8	11	14	9	15	12	10	14	15	10	16
Respiratory problems/difficulty breathing/shortness of breath	8	8	9	9	8	9	9	8	9	14	11	14
Cancer – oral (tongue, lips, mouth, throat)	7	7	8	14	9	15	11	11	11	14	12	15
Bronchitis/chronic bronchitis	4	4	4	3	3	3	4	5	4	7	6	6
Stroke	3	4	3	6	7	6	3	7	2	6	7	6
Blood circulation problems/ blood clots	5	4	5	6	4	7	4	4	4	5	6	5
High blood pressure	1	1	2	3	1	4	2	2	2	4	3	3
Allergies	1	*	1	2	1	2	2	1	3	4	1	4
Poor physical condition/loss of energy	1	2	2	2	2	2	1	1	1	3	3	3
Gum disease/tooth loss/mouth disease	1	1	2	3	2	3	3	4	2	3	4	2
Yellow teeth/fingers/effect on appearance	2	1	2	*	1	1	3	2	3	2	2	2
Second-hand smoke	2	1	2	1	1	1	2	1	2	2	1	2
Preterm birth/premature birth	1	1	1	1	1	1	2	1	2	2	1	3
Cancer – other	*	1	*	1	2	2	2	1	1	2	1	2
Impotence/sexual dysfunction	*	*	*	2	3	1	1	2	1	2	2	1
Smaller babies/reduced growth of babies during pregnancy	1	1	1	2	1	2	1	1	2	2	1	2
Addiction	2	2	2	2	1	2	1	1	1	2	2	2
Wrinkles/premature aging	1	1	1	2	1	2	1	1	1	2	2	2
Coughing	*	1	*	*	*	*	1	1	1	2	2	1
Death/premature death	1	*	1	1	*	1	1	*	1	2	1	2
Bad breath	2	1	2	1	1	1	*	1	*	2	1	2

* Less than one percent

Continued ...

Q.10

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

Health Effects of Smoking – Top-of-Mind

Continued

	NOV-DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001		
	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS
Birth defects/problems with pregnancy	–	–	–	–	*	–	*	–	*	1	1	1
Throat disease/problems	–	*	–	1	*	1	1	1	1	1	*	*
Brain damage/disease	*	*	*	*	*	–	1	1	1	1	2	1
Cancer – breast	2	1	2	2	1	2	1	*	1	1	1	2
Effect on the fetus/unborn child	1	*	1	1	1	2	1	*	1	1	1	1
Air pollution/environmental damage	1	1	1	*	*	*	1	*	1	1	1	*
Headaches	*	*	–	*	1	*	*	*	*	1	1	1
Skin irritations/conditions	*	*	–	*	–	*	*	*	*	1	1	1
Immune system problems	1	*	1	–	–	–	*	*	*	1	*	1
Diabetes	1	*	1	1	*	1	*	*	*	1	*	1
Eye disease/problems	*	*	1	*	*	*	–	–	–	1	*	1
Dizziness/nausea	–	*	–	–	*	–	–	*	–	1	1	1
Stomach problems	*	*	*	*	*	*	1	1	1	*	1	1
Liver damage/disease	*	*	*	*	*	*	*	*	*	*	*	*
Gangrene	*	–	*	*	*	*	–	–	–	*	–	1
Osteoporosis/problems with bones	*	*	–	*	–	*	–	–	–	*	*	*
Arthritis	–	–	–	–	–	–	–	–	–	*	*	*
Kidney disease/problems	*	–	*	–	*	–	*	*	*	–	–	–
Fire accidents/burns	–	–	–	–	–	–	*	*	*	–	*	–
Multiple Sclerosis	–	–	–	–	*	–	*	*	*	–	–	–
Other	1	?	?	2	3	3	2	2	2	3	1	4
None	2	4	*	2	5	1	2	4	2	*	2	*
dk/na	1	2	1	1	2	1	1	4	1	1	2	1

* Less than one percent

Q.10

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

B. Sources of Information about Health Effects

When asked, top-of-mind, where they have recently seen or heard information which talks about the health effects of smoking cigarettes, two-thirds of Canadian adults (68%) mention television. One-third each mention cigarette packages (34%) and newspapers (34%). Fewer mention magazines (20%), radio (15%), word of mouth/family/friends (11%) and doctor/doctor's office (6%). Twenty-nine percent mention other sources of information and four percent say nowhere.

Among adult smokers, 64 percent mention television and 60 percent mention cigarette packages. Fewer mention newspapers (21%), magazines (13%), radio (12%), word of mouth/family/friends (8%) and doctor/doctor's office (8%). Thirty-one percent mention other sources and three percent say nowhere.

The results of the current survey suggest a slight increase since July 2001 among the general population in the numbers who mention newspapers and magazines. The number of Canadian adults, and

Sources of Information About Health Effects

	NOV-DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001		
	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS
Television	62	65	61	66	60	68	64	55	67	68	64	67
Cigarette packages	20	33	14	32	57	21	33	57	22	34	60	25
Newspapers	25	21	27	30	22	34	27	21	30	34	21	35
Magazines	18	13	20	19	12	22	15	10	16	20	13	21
Radio	11	9	12	13	10	13	11	10	13	15	12	14
Word of mouth/family/friends	3	4	3	8	8	8	9	9	10	11	8	11
Doctor/doctor's office	9	8	8	8	8	6	7	7	8	6	8	6
Billboards	5	5	5	6	5	5	5	4	5	4	6	4
Workplace	2	2	3	2	1	2	3	1	3	4	3	3
School/university	3	3	3	2	2	2	2	2	3	4	3	3
News	4	4	4	3	3	2	7	6	6	3	3	3
Internet/website	1	1	*	2	2	1	2	2	2	3	2	2
Public areas and buildings	1	2	1	1	1	1	2	2	2	2	4	1
Bus/public transportation	*	*	*	*	*	–	1	–	1	2	1	1
Books/scientific journals	1	1	1	1	*	1	2	1	2	1	*	1
Hospitals/medical clinics	–	*	–	1	*	*	1	*	1	1	2	1
Health associations/agencies	1	*	1	1	*	2	1	1	1	1	1	1
Other tobacco product packages	1	2	1	1	1	1	1	1	1	1	2	1
Pamphlets/brochures/flyers	1	1	1	2	1	2	1	1	1	1	1	1
Posters	1	*	1	*	–	*	1	*	2	1	1	*
Advertising/media in general	1	1	1	1	*	1	1	1	1	1	1	1
Other	1	1	1	*	1	1	1	1	1	*	1	1
Nowhere	9	7	10	6	3	7	5	5	6	4	3	5
dk/na	2	1	2	2	1	2	2	1	2	2	1	3

*Less than one percent

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

particularly adult smokers, who have seen health information on cigarette packages increased significantly between November-December 2000 and March-April 2001, and is at its highest level in the current survey. The number of adult smokers mentioning television increased by nine points since July.

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

c. Specific Health Effects Caused by Smoking

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

Large majorities of Canadian adults strongly agree that lung cancer (90%) and throat cancer (80%) can be caused by smoking cigarettes. Fairly large majorities also strongly agree that smoking can cause heart disease (75%), mouth cancer (72%), emphysema (72%), asthma (70%), chronic bronchitis (67%), premature death (64%), gum or mouth diseases (63%) and smaller babies or reduced growth of babies during pregnancy (59%). A smaller majority strongly agree that smoking can cause wrinkles and premature aging (51%).

Fewer than half strongly agree that smoking can cause stroke (46%), premature birth or preterm birth (43%), blood clots (28%), miscarriages (27%), stomach ulcers (21%), impotence in men (19%), bladder cancer (18%), infertility (16%), gangrene (8%), Alzheimer's Disease (6%), acne (5%), hepatitis (5%), arthritis (5%) and Multiple Sclerosis (5%).

For adult smokers, majorities strongly agree that lung cancer (80%), throat cancer (70%), heart disease (67%), emphysema (63%), mouth cancer (62%), asthma (58%), chronic bronchitis (58%) gum or mouth diseases (55%) and premature death (50%) can be caused by smoking cigarettes.

Slightly fewer than half of adult smokers strongly agree that stroke (45%) and smaller babies or reduced growth of babies (44%) can be caused by smoking. About one-third strongly agree that wrinkles and premature aging (38%), premature birth or preterm birth (33%) and blood clots (30%) are similarly caused. Fewer strongly agree that impotence in men (22%), miscarriages (20%), stomach ulcers (17%), infertility (15%), bladder cancer (13%), gangrene (8%), acne (4%), arthritis (4%), Multiple Sclerosis (4%), hepatitis (3%) and Alzheimer's Disease (3%) can be caused by smoking.

The results of the current survey suggest that there have been slight increases since the July 2001 survey in the proportions of Canadian adults who strongly agree that asthma, heart disease and bladder cancer can be caused by smoking cigarettes. The pattern suggests a decline in the number strongly agreeing between the baseline and the two subsequent surveys, followed by increase in the current survey, for a number of perceived health effects.

Among adult smokers, the current results suggest that there have been slight increases since July 2001 in the numbers who strongly agree that emphysema and chronic bronchitis can be caused by smoking cigarettes. Comparison with the baseline survey suggests that there have been increases since 2000 in the numbers who strongly agree that gum and mouth disease and impotence in men can be caused by smoking, and a decrease in the number who strongly agree that wrinkles and premature aging can be caused by smoking. We see a similar pattern to that for Canadian adults: a decline in the number strongly agreeing between the baseline and the two subsequent surveys, followed by increases in the current survey, for a number of perceived effects.

Among smokers, potential quitters are more likely than non-potential quitters ("hard-core" smokers) to strongly agree that smoking can cause many of these human health effects and diseases, notably heart disease, chronic bronchitis, lung cancer, emphysema, mouth cancer, throat cancer, gum and mouth diseases, premature death, asthma, premature birth, stroke and wrinkles and premature aging. Those who have seen the new health warning messages on cigarette packages themselves and those who have seen these messages on their main brand of cigarettes are also more likely than those who have not to strongly agree that smoking can cause many of these health effects and diseases, notably emphysema, blood clots, stroke, wrinkles and premature aging and bronchitis. Younger adult smokers are also more likely than smokers in general to strongly agree that smoking can cause most of these health effects and diseases. Female smokers are more likely than male smokers to strongly agree that smoking can cause wrinkles and premature aging, emphysema, asthma, mouth cancer, blood clots, and chronic bronchitis and premature birth. Male smokers are more likely to strongly agree that smoking can cause infertility and premature death.

Specific Health Effects Caused by Smoking

	NOV-DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001		
	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS
Lung cancer												
Strongly agree	94	82	96	92	81	94	91	78	95	90	80	93
Somewhat agree	5	12	3	6	13	4	6	16	3	8	13	6
Somewhat disagree	*	2	*	1	2	1	1	2	1	1	3	1
Strongly disagree	1	3	*	1	2	1	1	3	1	1	3	*
dk/na	*	*	*	1	1	1	*	2	–	*	1	–
Throat cancer												
Strongly agree	85	71	87	82	68	84	80	67	84	80	70	84
Somewhat agree	11	22	10	14	23	11	13	23	12	17	22	14
Somewhat disagree	1	2	*	1	4	2	1	4	1	2	3	1
Strongly disagree	1	3	1	1	3	1	3	3	2	1	3	*
dk/na	2	1	2	2	3	2	2	3	2	1	2	*
Heart disease												
Strongly agree	76	65	78	73	64	75	70	63	70	75	67	76
Somewhat agree	18	24	17	19	26	18	22	23	22	19	22	18
Somewhat disagree	3	5	2	3	3	2	3	5	3	2	5	2
Strongly disagree	2	5	1	2	5	2	3	6	2	2	4	1
dk/na	1	1	1	3	2	4	3	3	3	2	2	2
Mouth cancer												
Strongly agree	73	60	78	73	56	77	72	58	76	72	62	77
Somewhat agree	16	25	13	18	26	16	19	26	16	20	24	19
Somewhat disagree	3	6	2	3	8	2	4	7	3	4	6	2
Strongly disagree	3	5	3	3	5	2	3	6	2	2	5	1
dk/na	5	4	5	3	4	3	3	4	3	2	4	2
Emphysema												
Strongly agree	74	64	76	72	63	75	68	57	72	72	63	75
Somewhat agree	12	18	11	13	16	11	15	21	12	12	19	10
Somewhat disagree	3	4	3	3	5	2	4	6	4	3	5	4
Strongly disagree	5	6	3	2	4	2	3	6	2	2	5	2
dk/na	6	8	6	9	11	10	10	10	9	11	9	10

* Less than one percent

Q.12

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

Specific Health Effects Caused by Smoking

	NOV-DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001		
	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS
Asthma												
Strongly agree	74	61	76	71	56	74	63	55	66	70	58	73
Somewhat agree	17	23	17	19	27	17	23	26	21	20	23	20
Somewhat disagree	4	7	3	5	7	4	5	8	5	5	8	4
Strongly disagree	4	7	3	4	7	3	5	8	4	3	8	2
dk/na	1	3	1	2	3	2	4	4	3	2	3	1
Chronic bronchitis												
Strongly agree	71	59	75	68	53	72	64	52	68	67	58	70
Somewhat agree	20	25	19	22	31	20	24	30	23	23	27	22
Somewhat disagree	3	6	2	3	6	2	4	6	2	6	7	4
Strongly disagree	3	6	3	4	6	2	3	7	2	2	5	1
dk/na	3	4	2	3	5	3	5	6	5	3	3	3
Premature death												
Strongly agree	67	49	73	61	46	67	61	48	65	64	50	69
Somewhat agree	20	25	19	21	26	19	22	25	21	21	25	18
Somewhat disagree	4	11	3	6	9	4	7	9	6	7	10	6
Strongly disagree	5	10	4	7	13	4	6	12	4	5	11	4
dk/na	4	5	2	6	6	6	4	6	4	3	4	3
Gum or mouth diseases												
Strongly agree	63	49	67	62	48	66	61	51	65	63	55	66
Somewhat agree	20	29	19	23	33	21	26	27	26	25	28	25
Somewhat disagree	6	9	6	5	8	3	5	9	4	5	6	4
Strongly disagree	6	9	4	5	8	4	4	8	2	4	7	1
dk/na	5	4	4	5	4	6	4	5	3	3	4	3
Smaller babies or reduced growth of babies during pregnancy												
Strongly agree	65	48	70	62	41	67	56	44	60	59	44	64
Somewhat agree	18	23	16	20	27	17	24	25	24	24	28	23
Somewhat disagree	5	9	4	5	10	4	5	10	4	6	11	4
Strongly disagree	6	12	4	6	13	4	6	13	3	4	11	1
dk/na	7	8	6	8	9	8	8	9	9	7	7	7

Q.12

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

Specific Health Effects Caused by Smoking

	NOV-DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001		
	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS
Wrinkles and premature aging												
Strongly agree	56	43	60	52	36	57	47	35	50	51	38	54
Somewhat agree	19	23	19	21	27	21	24	26	24	24	26	24
Somewhat disagree	10	13	9	9	13	7	10	13	8	11	13	11
Strongly disagree	10	15	8	11	17	8	11	19	9	8	17	5
dk/na	5	6	4	7	7	7	8	6	8	7	6	6
Stroke												
Strongly agree	52	42	56	49	42	53	46	44	46	46	45	46
Somewhat agree	25	26	24	23	26	22	26	23	27	27	23	28
Somewhat disagree	7	9	6	8	9	7	9	9	9	7	9	7
Strongly disagree	6	11	4	7	10	5	7	10	5	7	10	5
dk/na	10	12	9	13	13	13	13	14	13	13	13	14
Premature birth or preterm birth												
Strongly agree	46	32	50	42	29	46	40	31	44	43	33	46
Somewhat agree	26	29	27	32	28	30	30	30	28	30	31	31
Somewhat disagree	9	12	8	10	15	8	10	14	9	10	13	8
Strongly disagree	8	12	6	6	14	3	7	14	5	5	13	4
dk/na	11	14	9	12	13	12	13	11	14	11	10	12
Blood clots												
Strongly agree	36	26	37	29	26	31	29	26	30	28	30	28
Somewhat agree	27	29	26	32	29	33	30	30	32	38	31	38
Somewhat disagree	14	18	14	12	15	10	15	14	13	13	15	14
Strongly disagree	8	13	7	8	13	7	8	14	6	6	12	4
dk/na	16	13	16	19	17	20	18	16	18	14	13	16
Miscarriages												
Strongly agree	29	17	34	24	17	25	26	18	28	27	20	30
Somewhat agree	31	27	32	35	29	36	30	26	33	33	29	34
Somewhat disagree	14	19	12	13	19	11	15	19	13	16	17	16
Strongly disagree	10	19	8	10	19	8	10	19	7	8	18	5
dk/na	15	18	14	18	16	20	19	18	19	15	16	15

Q.12

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

Specific Health Effects Caused by Smoking

	NOV-DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001		
	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS
Stomach ulcers												
Strongly agree	31	20	34	25	16	28	23	17	24	21	17	22
Somewhat agree	27	29	27	30	28	32	33	29	34	38	30	41
Somewhat disagree	16	21	15	17	21	15	20	20	20	19	22	18
Strongly disagree	12	21	9	14	21	9	13	21	10	12	21	8
dk/na	14	10	15	14	14	16	12	13	12	11	10	12
Impotence in men												
Strongly agree	20	14	23	21	16	22	21	19	21	19	22	19
Somewhat agree	28	23	30	29	26	30	26	25	27	33	29	33
Somewhat disagree	18	19	17	14	18	12	15	17	17	17	17	19
Strongly disagree	15	26	12	15	23	10	15	23	10	11	18	8
dk/na	19	18	19	22	17	26	23	17	25	20	14	22
Bladder cancer												
Strongly agree	20	11	23	15	11	17	13	12	13	18	13	18
Somewhat agree	21	19	21	22	22	22	28	19	32	23	20	25
Somewhat disagree	23	26	22	22	22	21	22	25	22	27	25	28
Strongly disagree	15	26	12	16	25	13	14	23	11	14	24	10
dk/na	21	19	21	24	21	28	23	20	22	18	18	18
Infertility												
Strongly agree	19	12	22	16	13	16	16	14	17	16	15	17
Somewhat agree	28	22	29	30	22	34	29	24	31	33	28	34
Somewhat disagree	18	24	17	18	22	15	20	22	19	20	19	21
Strongly disagree	16	27	11	14	24	10	13	21	10	13	24	9
dk/na	20	15	21	23	19	26	22	19	23	19	14	19
Gangrene												
Strongly agree	13	6	15	9	5	11	8	4	9	8	8	9
Somewhat agree	16	12	17	16	11	18	15	11	17	19	12	21
Somewhat disagree	22	23	21	19	21	19	20	23	21	24	21	26
Strongly disagree	26	41	23	29	38	23	28	41	24	28	40	24
dk/na	23	19	24	27	24	29	28	22	28	20	19	21

Q.12

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

Specific Health Effects Caused by Smoking

	NOV-DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001		
	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS
Alzheimer's Disease												
Strongly agree	11	5	12	5	3	7	4	3	5	6	3	6
Somewhat agree	15	10	15	14	11	16	14	12	14	17	15	17
Somewhat disagree	26	25	25	21	23	22	28	23	31	27	23	30
Strongly disagree	27	43	25	32	40	26	29	41	24	28	40	25
dk/na	22	16	23	27	22	29	26	21	26	21	18	22
Arthritis												
Strongly agree	9	5	10	5	4	6	5	4	5	5	4	5
Somewhat agree	15	9	16	17	13	18	15	11	16	18	13	20
Somewhat disagree	27	29	25	26	24	28	27	27	28	29	27	30
Strongly disagree	31	44	29	32	42	26	31	42	28	29	42	25
dk/na	17	12	20	20	17	22	22	16	23	19	14	20
Multiple Sclerosis												
Strongly agree	10	5	11	6	4	7	4	3	5	5	4	5
Somewhat agree	12	11	10	12	11	12	14	11	16	16	12	17
Somewhat disagree	27	24	28	19	22	18	25	24	26	26	22	28
Strongly disagree	24	37	23	31	35	27	25	34	22	29	38	25
dk/na	27	24	28	32	28	36	31	27	32	24	24	25
Acne												
Strongly agree	11	5	11	6	4	7	6	4	7	5	4	5
Somewhat agree	12	10	14	18	13	19	15	11	16	15	12	17
Somewhat disagree	26	26	25	21	23	23	25	22	28	29	24	30
Strongly disagree	33	46	30	33	43	27	32	46	27	31	45	27
dk/na	18	13	20	22	17	25	22	18	22	19	15	21
Hepatitis												
Strongly agree	8	5	9	6	4	7	5	3	5	5	3	5
Somewhat agree	14	9	15	12	10	13	12	10	12	14	9	16
Somewhat disagree	20	23	20	21	22	20	24	24	25	24	25	26
Strongly disagree	34	44	31	35	41	30	34	41	32	34	44	28
dk/na	24	19	24	26	23	29	25	22	26	23	19	25

Q.12

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

D. Specific Health Effects Caused by Second-Hand Smoke

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

Majorities of Canadian adults strongly agree that second-hand smoke can cause asthma attacks in children (62%), bronchitis in children (54%) and lung cancer in non-smokers (52%). Fewer than half strongly agree that second-hand smoke can cause chest infections in children (47%), heart disease in non-smoking adults (34%), strokes in non-smoking adults (20%), ear infections in children (15%) and SIDS (Sudden Infant Death Syndrome) or crib death (14%). Few strongly agree that second-hand smoke can cause Alzheimer's Disease (5%), Multiple Sclerosis (4%) and arthritis (3%) in non-smoking adults.

Just over one-half of adult smokers strongly agree that asthma attacks in children (52%) can be caused by second-hand smoke. More than four in ten strongly agree that bronchitis in children (46%) and chest infections in children (42%) can be caused by second-hand smoke. About one-third say the same about lung cancer in non-smokers (34%) and about one-quarter say the same about heart disease in non-smoking adults (23%). Fewer strongly agree that strokes in non-smoking adults (14%), ear infections in children (14%), SIDS (12%), Alzheimer's Disease in non-smoking adults (3%), Multiple Sclerosis in non-smoking adults (3%) and arthritis in non-smoking adults (2%) can be caused by second-hand smoke.

The results of the current survey show a four point increase since July 2001 in the number of adult Canadians who strongly agree that second-hand smoke can cause asthma attacks in children. Comparison with the November-December 2000 baseline survey suggests that there have been declines in the proportions of Canadian adults who strongly agree that most of these health effects can be caused by second-hand smoke.

Specific Health Effects Caused by Second-Hand Smoke

	NOV-DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001		
	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS
Asthma attacks in children												
Strongly agree	67	52	71	65	51	70	58	47	63	62	52	65
Somewhat agree	22	31	21	23	29	21	26	32	24	28	29	26
Somewhat disagree	3	6	3	5	10	4	5	7	4	5	8	5
Strongly disagree	4	8	3	5	8	3	6	10	4	4	8	2
dk/na	3	3	2	3	3	3	5	4	6	2	3	3

Q.13

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

Among adult smokers, the current results suggest that there have been increases since the July 2001 survey in the numbers who strongly agree that second-hand smoke can cause asthma in children and bronchitis in children.

Younger adult smokers are more likely than smokers in general to strongly agree that second-hand smoke causes most of these health effects and diseases in non-smokers. Potential quitters are more likely than "hard-core" smokers to strongly agree that bronchitis in children, asthma in children, chest infections in children, heart disease in non-smoking adults and lung cancer in non-smokers can be caused by second-hand smoke. Those who have seen the new health warning messages on cigarette packages themselves and those who have seen the new messages on their main brand of cigarette are more likely than those who have not to strongly agree that second-hand smoke causes lung cancer in non-smokers, heart disease in non-smoking adults and strokes in non-smoking adults; those who have seen the new messages on cigarette packages are also more likely to strongly agree that second-hand smoke can cause chest infections in children and bronchitis in children. Female smokers are more likely than male smokers to strongly agree that second-hand smoke causes asthma attacks, chest infections, ear infections and bronchitis in children.

Specific Health Effects Caused by Second-Hand Smoke

	NOV-DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001		
	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS
Bronchitis in children												
Strongly agree	60	45	64	58	42	60	52	39	56	54	46	58
Somewhat agree	26	31	25	29	34	29	31	33	30	32	33	31
Somewhat disagree	5	9	4	5	9	4	6	9	5	6	8	7
Strongly disagree	5	10	4	5	10	3	7	13	4	4	8	1
dk/na	4	5	3	3	5	4	4	6	4	4	4	3
Lung cancer in non-smokers												
Strongly agree	59	38	64	56	34	62	51	35	59	52	34	58
Somewhat agree	26	34	26	29	33	27	31	32	29	33	36	32
Somewhat disagree	6	10	4	6	15	5	9	12	7	7	14	6
Strongly disagree	7	15	4	6	13	3	8	17	4	6	13	3
dk/na	3	3	1	2	4	3	2	4	1	2	3	2
Chest infections in children												
Strongly agree	57	42	60	53	40	57	49	38	51	47	42	51
Somewhat agree	27	35	26	31	34	30	31	32	32	35	34	36
Somewhat disagree	6	8	5	5	10	4	7	10	6	7	9	6
Strongly disagree	6	11	5	6	10	4	8	13	5	6	10	3
dk/na	5	4	4	4	6	5	5	6	6	4	5	3
Heart disease in non-smoking adults												
Strongly agree	41	26	44	36	23	42	34	25	38	34	23	39
Somewhat agree	33	33	35	27	35	35	36	32	37	38	35	39
Somewhat disagree	12	17	10	12	17	11	14	18	13	13	17	12
Strongly disagree	10	20	8	11	19	7	11	20	8	11	19	7
dk/na	5	5	4	5	6	5	5	5	5	4	5	3
Strokes in non-smoking adults												
Strongly agree	26	16	29	22	14	25	18	14	20	20	14	23
Somewhat agree	28	26	29	32	27	32	35	26	37	31	27	33
Somewhat disagree	18	21	17	16	20	15	19	22	19	20	22	19
Strongly disagree	16	24	14	16	25	12	16	24	12	16	24	13
dk/na	12	13	11	14	14	16	13	13	12	12	13	13

Q.13

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

Specific Health Effects Caused by Second-Hand Smoke

	NOV-DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001		
	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS
Ear infections in children												
Strongly agree	24	16	25	16	13	17	15	13	14	15	14	16
Somewhat agree	19	16	19	22	19	22	19	16	21	19	19	20
Somewhat disagree	23	25	22	22	24	22	25	24	26	26	23	27
Strongly disagree	22	31	20	22	32	18	24	35	20	25	34	21
dk/na	13	10	14	17	13	17	17	12	19	15	11	16
SIDS (Sudden Infant Death Syndrome) or Crib Death												
Strongly agree	19	13	21	16	10	17	15	10	15	14	12	15
Somewhat agree	19	16	20	21	17	22	20	17	21	22	20	24
Somewhat disagree	21	21	21	17	19	18	19	21	20	24	20	25
Strongly disagree	24	38	21	25	35	20	26	35	22	20	34	16
dk/na	17	13	17	21	19	23	20	16	22	20	15	20
Alzheimer's Disease in non-smoking adults												
Strongly agree	9	4	11	4	3	5	3	2	4	5	3	5
Somewhat agree	10	8	10	12	8	13	9	8	10	11	8	12
Somewhat disagree	26	23	26	23	20	25	27	24	29	28	25	30
Strongly disagree	36	52	33	37	51	29	35	49	29	37	49	32
dk/na	19	13	20	24	18	27	25	17	28	19	14	21
Multiple Sclerosis in non-smoking adults												
Strongly agree	8	4	10	3	3	3	4	2	4	4	3	5
Somewhat agree	9	7	10	10	8	10	11	9	11	10	9	11
Somewhat disagree	28	23	29	22	20	24	25	24	26	31	25	33
Strongly disagree	33	48	31	37	47	30	34	46	29	34	45	28
dk/na	21	18	21	28	22	32	26	19	28	21	18	23
Arthritis in non-smoking adults												
Strongly agree	8	5	10	4	3	4	5	3	5	3	2	4
Somewhat agree	10	6	11	9	7	10	9	6	10	12	8	12
Somewhat disagree	27	25	28	27	22	29	29	24	30	32	25	36
Strongly disagree	38	54	34	38	52	30	37	52	31	37	53	31
dk/na	16	10	18	22	16	26	20	14	23	16	12	18

Q.13

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

E. Health Effects Caused by Hydrogen Cyanide

When asked, top-of-mind, just under six in ten Canadian adults (57%) cannot name any specific health effects or diseases that can be caused by hydrogen cyanide. Another 17 percent say hydrogen cyanide does not cause any health effects or diseases. Death is the most common response (10%) among those mentioning a specific effect. Thirty percent mention some other health effect or disease that can be caused by hydrogen cyanide.

Six in ten smokers (62%) cannot name any health effects that can be caused by hydrogen cyanide, and 16 percent say there are no health effects. Eight percent say death is caused by hydrogen cyanide, and 25 percent mention other effects.

The results of the current survey find that the number of Canadian adults who now say hydrogen cyanide does not cause any health effects or diseases has declined from the baseline survey, although there has been a slight increase since the July 2001

Health Effects Caused by Hydrogen Cyanide

	NOV-DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001		
	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS
Death	12	9	14	12	8	13	10	7	11	10	8	10
Cancer – general	2	2	3	3	2	4	4	2	4	5	2	5
Lung disease/cancer	2	1	2	4	3	4	4	4	4	4	3	4
Heart disease/attack	2	1	1	2	2	2	2	2	2	3	2	3
Brain damage/memory loss/stroke	2	1	2	1	1	1	2	2	2	2	3	2
Lung damage	*	*	*	–	–	–	–	–	–	2	2	2
Respiratory problems/loss of breath	1	1	1	3	2	3	4	4	3	2	3	2
Poisoning	3	2	2	2	2	1	1	2	1	1	1	1
Dizziness	1	*	1	*	*	1	1	1	1	1	1	1
Damage to cells/arteries/blood	1	1	1	1	1	1	1	1	1	1	1	1
Headache	3	1	3	1	1	1	2	1	2	1	2	1
Mouth cancer/disease	*	–	*	*	*	*	–	*	–	1	*	1
Nausea	1	1	1	*	*	*	1	1	*	1	1	*
Pregnancy/complications	*	*	*	*	–	*	1	*	1	1	*	1
Stomach aches	1	1	1	1	*	1	1	*	1	1	1	1
Vertigo	*	–	*	*	*	*	1	*	1	1	1	*
Weakness	1	*	1	*	*	*	*	–	*	1	1	1
Damage to nervous system	1	*	1	*	–	*	–	–	–	*	*	1
Throat cancer	*	*	1	1	*	1	*	1	*	*	*	1
Burning in body/organs	–	–	–	*	–	*	1	*	1	–	–	–
Liver cancer/disease	*	*	*	*	–	*	*	*	*	–	*	–
Other	1	2	1	1	1	1	1	2	1	2	1	3
None	31	27	28	26	31	24	13	11	11	17	16	15
dk/na	43	54	42	49	50	49	62	67	63	57	62	58

* Less than one percent

Q.34
What specific health effects or diseases, if any, can you name that can be caused by hydrogen cyanide?

survey. This number is a total of 14 points lower than that found in the baseline survey, but four points higher than that found in July 2001. The number of Canadian adults who cannot name any specific health effects or diseases that can be caused by hydrogen cyanide has increased from the baseline survey, but there has been a slight decline in this number from July 2001. This number has decreased five points from July 2001 but is a total of 14 points higher than that found in the baseline survey.

Among adult smokers, there has been a slight increase from the July 2001 survey in the proportion who say hydrogen cyanide does not cause any health effects or diseases (up five points) and a slight decrease in the number who cannot name any specific health effects or diseases that can be caused by hydrogen cyanide (down five points). However, the proportion of adult smokers who say hydrogen cyanide does not cause any health effects or diseases is 11 points lower than that found in the baseline survey, and the proportion who cannot name any specific health effects or diseases that can be caused by hydrogen cyanide is eight points higher than that found in the baseline survey.

4.0 Deaths from Tobacco Use

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

Between half and two-thirds of Canadian adults think tobacco use kills more Canadians each year than murders (67%), suicides (64%), illegal drugs (57%) and AIDS (56%). Pluralities think more Canadians die each year from tobacco use than they do from alcohol (49%) and car accidents (48%). Between one-quarter and one-half believe that tobacco use kills fewer or the same number each year as these other causes of death.

Adult smokers are less likely than Canadian adults to think that tobacco use kills more than these other causes of death, with the exception of car accidents (smokers are as likely as Canadians in general to think tobacco use kills more Canadians each year than this cause of death). Six in ten think tobacco use kills more Canadians than murders (63%) and suicides (61%). About half think tobacco use kills more than illegal drugs (51%), car accidents (49%) and AIDS (49%). More than four in ten think tobacco use kills more than alcohol (45%). Between one-third and one-half of smokers think tobacco use kills fewer than or about the same number as these other causes of death.

The results of the current survey suggest that there have been slight increases since the July survey in the proportions of adult Canadians who think tobacco use kills more Canadians each year than illegal drugs and alcohol. Comparison with the baseline survey suggests that there has been a slight increase since November-December 2000 in the proportion of adult Canadians who think tobacco use kills more Canadians each year than murders. Among adult smokers, there have been increases since July 2001 in the proportions who think tobacco use kills more Canadians each year than murders, suicides, illegal drugs and alcohol. Comparison with the baseline survey suggests that there have been at least slight increases since November-December 2000 in the proportion of adult smokers who think tobacco use kills more Canadians each year than all of these other causes of death.

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

Causes of Death

	NOV-DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001		
	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS
Murders												
More	63	55	65	67	57	69	66	57	68	67	63	69
Fewer	19	28	15	19	27	16	18	25	16	18	22	16
About the same number	12	12	12	8	9	8	8	10	8	8	9	8
dk/na	7	5	7	6	7	7	8	8	8	7	6	8
Suicides												
More	60	52	65	61	55	63	64	55	66	64	61	64
Fewer	20	29	17	18	25	15	16	24	14	16	22	15
About the same number	11	11	10	11	11	11	12	11	11	10	10	10
dk/na	9	8	8	9	8	10	8	10	9	10	7	11
Illegal drugs												
More	58	45	64	56	45	58	52	44	54	57	51	58
Fewer	20	33	14	18	28	15	21	29	19	18	25	15
About the same number	15	17	16	17	17	18	20	19	20	18	17	19
dk/na	8	6	7	10	8	9	7	8	8	8	7	8
AIDS												
More	54	43	56	55	44	56	52	45	53	56	49	58
Fewer	18	32	14	21	28	19	20	30	17	18	26	16
About the same number	18	16	18	13	14	13	18	14	19	16	16	17
dk/na	11	8	12	12	13	12	11	11	11	9	9	10
Alcohol												
More	50	38	54	47	43	49	43	38	45	49	45	50
Fewer	17	29	13	17	24	15	19	27	17	18	23	15
About the same number	29	28	29	31	27	31	32	29	33	28	28	30
dk/na	5	4	4	5	6	5	5	6	6	5	4	5
Car accidents												
More	48	40	52	51	41	55	47	47	47	48	49	49
Fewer	23	34	19	21	33	19	24	30	22	25	27	23
About the same number	22	21	23	21	19	19	22	16	22	20	19	21
dk/na	7	5	6	6	7	6	7	7	8	6	5	8

Q.14

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

Two in ten Canadian adults (21%) correctly believe that approximately 45,000 Canadians die each year as a result of tobacco use. Four in ten (39%) pick a number lower than 45,000. One-quarter (27%) choose a number higher than 45,000. Nine percent offer no opinion.

One-quarter of adult smokers (26%) believe that about 45,000 Canadians die each year as a result of tobacco use. Forty-one percent pick a lower number and 24 percent pick a higher number. Seven percent offer no opinion.

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

Male smokers express a higher level of knowledge than do female smokers. Younger adult smokers also express a higher level of knowledge. However, even among these groups, majorities give incorrect answers.

Number of Canadians Who Die Each Year from Tobacco Use

	NOV-DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001		
	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS
1,000	4	6	3	4	7	3	4	6	3	3	5	2
5,000	6	10	6	8	11	7	9	8	9	6	7	5
10,000	1	1	1	1	1	1	1	1	1	1	1	1
15,000	13	12	11	10	11	10	11	11	10	12	12	12
20,000	1	1	1	–	–	–	*	*	*	2	2	2
25,000	16	16	16	15	13	16	15	13	17	15	14	16
45,000	17	16	16	18	19	16	18	23	15	21	26	21
50,000	1	*	1	3	2	2	1	3	1	*	*	*
75,000	13	10	14	13	9	14	13	8	15	13	11	15
100,000	15	13	17	15	11	16	12	14	13	14	13	14
Other	3	4	3	3	4	3	3	3	3	2	2	2
None	1	2	1	1	2	1	1	1	*	1	1	*
dk/na	10	9	10	10	9	11	11	10	12	9	7	9

* Less than one percent

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

5.0 Quit Tips

When asked, top-of-mind, what tips or advice they are aware of that might help someone quit smoking, the largest proportion of adult Canadians mention medication/patch/Nicoderm/Zyban/stop smoking pill (28%). One-quarter mention will power or cold turkey (24%). Smaller proportions mention warning of health effects (16%), nicotine gum/Nicorette (13%), support groups/counselling/associations/ family (12%), "don't start" (7%), chew gum/candy/ food (7%), speak to a doctor (7%), more education (4%), do something to distract yourself (4%), exercise (4%) and avoid situations where you would normally smoke (4%). Thirty-eight percent offer other tips or advice. Eight percent say there is no way to help and nine percent offer no opinion.

Among adult smokers, 26 percent suggest will power and 25 percent suggest medication or patches. Twelve percent suggest "don't start," ten percent suggest warning of health effects, nine percent suggest nicotine gum, and seven percent each mention support groups/counselling/associations/ family and avoiding situations where one would normally smoke. Smaller numbers suggest chew gum/candy/food (5%), speak to a doctor (5%), do something to distract yourself (5%), more education (4%), exercise (4%) and keep active and busy (4%). Thirty-one percent offer other tips or advice. Nine percent say there is no way to help and 12 percent offer no opinion.

The current survey finds that the numbers of adult Canadians and the numbers of adult smokers who mention medication/patch/Nicoderm/Zyban/stop smoking pill and nicotine gum/Nicorette have increased considerably from the 2000 baseline survey. The number of adult Canadians who suggest support groups or counselling associations has also increased since 2000.

Adult smokers are slightly less likely than Canadian adults in general to suggest nicotine gum/Nicorette, warn of health effects and support groups or counselling associations; they are more likely than the general population to say "don't start." Among smokers, potential quitters are more likely than "hard-core" smokers to suggest warning of health effects; they are less likely to say that there is no way to help.

Quit Tips

	NOV-DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001		
	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS
Medication/patch/Nicoderm/Zyban/ stop smoking pill	15	13	16	29	20	29	22	19	23	28	25	28
Will power/cold turkey/just stop	29	27	31	28	26	29	29	26	32	24	26	24
Warn of health effects	11	7	13	12	8	13	12	7	14	16	10	18
Nicotine gum/Nicorette	3	2	4	9	7	9	8	7	8	13	9	12
Support groups/counselling/ associations/family	3	3	4	10	7	11	8	5	8	12	7	13
Chew gum/candy/food	3	3	4	5	5	5	6	6	6	7	5	7
Don't start	3	8	2	6	11	4	9	12	7	7	12	5
Speak to a doctor	9	6	9	7	4	8	6	4	6	7	5	8
More education	5	4	5	4	3	5	5	2	5	4	4	5
Avoid situations where you would normally smoke (e.g., telephone/ coffee/bar, etc.)	4	6	3	4	8	3	4	6	3	4	7	2
Do something else/distract yourself	4	5	4	3	3	3	4	5	4	4	5	3
Exercise	3	3	3	2	2	2	3	3	4	4	4	4
Hypnosis	2	2	2	4	2	4	3	2	4	3	2	4
Keep active and busy	2	3	1	1	3	1	2	4	2	3	4	2
Be aware that you're hurting others/children	2	1	2	2	1	2	2	2	3	3	1	3
Must want to stop	2	3	2	4	3	4	2	2	2	3	3	3
Waste of money/costs too much/ expensive habit	1	2	1	2	1	3	1	1	1	3	1	3
Adopt healthy lifestyle/reduce stress	1	*	1	1	*	1	1	1	1	2	2	2
Delay smoking for ten minutes	1	*	1	1	*	1	1	1	*	2	1	1
Visit cancer/terminal hospital ward	–	–	–	*	–	*	1	*	1	2	1	3
Cut back gradually	5	4	5	3	3	2	3	2	3	2	3	2
Have a plan	4	3	3	2	3	2	2	1	1	2	2	1

* Less than one percent

Continued ...

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

Quit Tips

Continued

	NOV-DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001		
	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS
Drink water	2	2	3	1	2	*	1	2	1	1	3	1
Acupuncture	*	*	*	2	1	1	1	1	1	1	1	1
Regulation	*	1	*	1	1	2	1	1	1	1	1	1
Tell others your quit date	2	1	2	1	*	1	1	1	1	1	1	*
Speak to a pharmacist	3	2	2	1	*	1	1	*	*	1	*	1
Write down reasons you are quitting	1	1	1	1	1	1	*	*	*	1	1	1
Take a deep breath or two	1	*	1	1	*	1	*	*	*	1	1	1
You smell awful/it tastes awful/ cigarettes smell awful**	1	*	1	1	*	1	*	*	*	1	*	1
Avoid peer pressure/media influence	*	–	*	–	–	–	–	*	–	1	1	1
Visualize negative effects	–	*	–	–	–	–	1	–	1	1	1	1
Advertising/media	*	*	*	2	*	2	2	1	2	1	1	1
Laser therapy	–	–	–	*	*	–	1	*	*	*	*	1
Restrict access to children	–	–	–	–	–	–	–	*	–	*	*	*
Not attractive/yellow fingers/teeth	–	*	–	*	–	*	–	*	–	*	*	*
Smoke lighter brand/herbal cigarettes	–	–	–	–	*	–	–	*	–	*	*	*
Speak to a nurse	1	1	1	*	*	*	–	*	–	*	*	–
Stop buying/get rid of cigarettes	–	*	–	–	–	–	–	*	–	*	1	*
Other	2	2	2	3	2	4	3	3	3	2	3	2
None/no way to help	10	16	9	10	14	9	6	10	5	8	9	8
dk/na	8	9	6	8	8	7	10	12	10	9	12	7

* Less than one percent

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

Q.16

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

6.0 Health Warning Messages

A. Recall and Reads per Day

An overwhelming majority of Canadians (89%) say they have seen health warning messages on cigarette packages. Smokers (100%) express unanimous recall.

The results of the current survey find no significant differences from previous surveys in the number of adult Canadians who say they have seen health warning messages on cigarette packages.

Two-thirds of Canadian adults (67%) say they have seen, read or heard about new health warning messages that are now on cigarette packages in Canada and another five percent say they may have. Three in ten (28%) say they have not. Eighty-four percent of adult smokers have seen them and two percent say maybe. Only 13 percent have not seen them.

Awareness among both the general population and among adult smokers is considerably higher than in the November-December 2000 survey (up 31 points among adult Canadians and 39 points among adult smokers).

Recall of Health Warning Messages on Cigarette Packages

	NOV-DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001		
	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS
Yes	90	98	86	88	98	84	87	99	82	89	100	86
No	10	2	14	11	2	15	12	1	17	11	*	14

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

Awareness of New Health Warning Messages

	NOV-DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001		
	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS
Yes	36	45	30	74	87	69	71	82	66	67	84	63
Maybe	4	3	5	4	2	5	6	3	7	5	2	5
No	60	52	65	21	10	26	22	13	26	28	13	31

Q.18
Have you seen, read or heard anything about the new health warning messages that are now on cigarette packages in Canada?
**November-December 2000 question referred to "health warning messages that might appear on cigarette packages in the near future"*

Six in ten Canadian adults (60%) say they have seen the new health warning messages on cigarette packages themselves. Four in ten (39%) have not.

Adult smokers are much more likely than Canadians in general to say they have seen the new health warning messages on cigarette packages themselves – 90 percent have seen them and nine percent have not.

The number of smokers who have seen the new warning messages on cigarette packages has increased four points since March-April 2001.

Among adult smokers, almost nine in ten (87%) say they have seen the new health warning messages on their main brand of cigarettes. Only one in ten (12%) have not.

The current survey finds a continuing increase in the number of adult smokers who have seen the new health warning messages on their main brand. This number is up 16 points from July 2001 and a total of 27 points from March-April 2001.

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

	Mar-Apr 2001	July 2001	Nov-Dec 2001
Yes	60	71	87
No	38	27	12
dk/na	2	2	1

Q.20
Have you seen any of the new health warning messages on {main brand}?
Subsample: Smokers

Have Seen New Health Warning Messages on Cigarette Packages

	MAR-APR 2001			JULY 2001			NOV-DEC 2001		
	GP	S	NS	GP	S	NS	GP	S	NS
Yes	59	86	48	59	87	49	60	90	51
No	40	13	51	38	12	49	39	9	47
dk/na	1	1	1	2	2	2	1	1	1

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

Nine percent of Canadian adults report that they look at or read health warning messages on cigarette packages several times a day and another eight percent do this about once a day. One-half (52%) look at or read these health warning messages less frequently, including 30 percent who say they do this less than once a week. About three in ten (32%) say they never look at or read these health warning messages.

Among adult smokers, 29 percent say they look at or read health warning messages several times a day and 15 percent say once a day. Thirty-eight percent look at them less frequently, including 16 percent who say they do this less than once a week. Seventeen percent say they never look at them.

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

Times Per Day Look at Health Warning Messages on Cigarette Packages

	NOV-DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001		
	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS
Several times a day	15	36	6	12	29	5	11	27	5	9	29	4
About once a day	10	15	7	9	17	6	9	18	5	8	15	5
Once every two or three days	6	9	6	8	10	7	6	8	6	9	9	8
About once a week	13	12	14	14	13	14	17	14	18	13	13	12
Less than once a week	31	14	38	30	13	36	29	14	33	30	16	33
Never	24	14	28	27	16	32	28	18	33	32	17	37
dk/na	2	1	2	*	1	1	*	1	*	*	*	*

* Less than one percent

Q.21a
Overall, about how often do you find yourself looking at, or reading any health warning messages on cigarette packages? Would it be ...?

When asked, top-of-mind, what the new health warning messages on cigarette packages in Canada look like (without looking at a cigarette package), the largest proportion of Canadian adults say they have pictures (41%). Two in ten (23%) say they have more information than before or more information about the health effects of smoking. Smaller numbers say warnings or symbols in general (8%), they cover more than 50 percent of the package (8%), they have gross images (8%), they have tougher, stronger messages (7%), pictures/diseases of mouth/teeth (7%), pictures of lungs (6%) and colour (5%). Twenty-nine percent mention some other aspect and 26 percent offer no answer.

Adult smokers, especially younger adults, are much more likely than adults in general to mention that the health warning messages on cigarette packages have pictures. A total of 53 percent of adult smokers mention pictures, 27 percent mention more information about health effects and smaller numbers mention gross images (12%), tougher, stronger messages (9%), covers more or 50 percent of the package (8%), pictures/diseases of mouth/teeth (8%), pictures of lungs (7%), warnings or symbols in general (7%), colour (5%) and pictures of pregnant women/ pregnancy (5%). Forty-one percent mention something else and only nine percent offer no answer.

Comparison with the March-April 2001 survey suggests a trend away from general mention of pictures toward reference to specific images. Among both adult Canadians and adult smokers, the numbers mentioning pictures in general have fallen seven points each since the March-April survey. However, there have been slight increases in both groups in the numbers mentioning specific images such as pictures/diseases of mouth/teeth, pictures of lungs and pictures of pregnant women/pregnancy.

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

Appearance of New Health Warning Messages on Cigarette Packages

	MAR-APR 2001			JULY 2001			NOV-DEC 2001		
	GP	S	NS	GP	S	NS	GP	S	NS
Pictures	48	60	40	44	55	39	41	53	36
More info./specific info about health effects of smoking	24	23	22	28	31	25	23	27	21
Covers more of the package/50% of the package	5	5	4	6	7	5	8	8	5
Graphics are gross/disgusting/horrible	4	9	3	6	8	5	8	12	8
Warnings/symbols in general	3	2	3	2	1	2	8	7	8
Tougher, stronger messages	6	5	6	7	8	7	7	9	6
Mouth/teeth (pictures/disease)	–	–	–	1	*	1	7	8	5
Pictures of lungs	–	–	–	*	–	*	6	7	6
Colour/coloured	8	11	7	4	5	2	5	5	4
Black and white (text/background)	*	–	*	2	3	2	4	4	3
Writing/text – in general	*	5	*	3	5	2	3	3	2
Large lettering/font/bold/block print	3	1	4	3	2	2	3	2	3
Pictures of pregnant women/pregnancy	–	–	–	*	*	–	3	5	3
Children/babies/kids	–	–	–	*	–	*	2	4	1
Heart/heart disease	–	–	–	*	–	*	2	3	1
Info. about how to quit	2	4	1	2	3	1	2	4	1
Impotence/drooped cigarette	–	–	–	–	–	–	2	4	1
Info. on back of the slide portion	2	2	1	1	3	*	2	3	1
Box/rectangle	1	1	2	1	1	1	1	1	1
More chemicals/ingredients listed	*	*	*	*	1	–	1	2	*
Brain damage	–	–	–	–	–	–	1	1	*
Surgeon General warnings	–	–	–	–	–	–	1	*	1
Advertising	–	–	–	*	*	–	*	*	*
Pictures of smoking in front of kids	–	–	–	–	–	–	*	1	–
Woman/man/people (general)	–	–	–	*	–	–	*	1	*
It's ridiculous/joke/stupid	1	1	*	2	2	1	*	1	1
Cigarettes in ashtray	–	–	–	–	–	–	*	1	–
Small writing/not too clear/could be bigger	–	–	–	–	*	–	*	1	*
Front portion of the pack	–	–	–	–	–	–	*	*	*
Colouring of package	–	–	–	–	3	–	–	–	–
Location on cigarette package	1	–	2	–	–	–	–	–	–
Coloured font	*	–	–	–	–	–	–	–	–
Person with breathing machine	–	–	–	–	–	–	–	1	–
Other	4	4	4	1	3	1	2	4	3
None/nothing	*	2	*	1	1	1	–	*	–
dk/na	24	8	30	27	12	34	26	9	31

* Less than one percent

Q.22

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

When asked, top-of-mind, what specific new health warning messages can they remember seeing on cigarette packages in Canada (without looking at a cigarette package), the largest proportions of Canadian adults recall the message harmful during pregnancies, harmful to fetus or low birth rate (16%). Smaller numbers recall messages such as causes lung cancer (12%), death or premature death (12%), harmful to others/children (11%), impotence (11%), cancer in general (9%), heart disease (8%), dangerous/bad for health (7%) and lung disease (6%). Thirty percent mention some other health warning message. One-third say none (26%) or offer no opinion (10%).

Adult smokers are more likely than adults in general to recall specific health warning messages, such as harmful to others/children, heart disease and impotence. Among adult smokers, 22 percent recall harm to others, 20 percent recall impotence, 17 percent recall a pregnancy message, 16 percent each recall lung cancer and heart disease, and 13 percent recall premature death.

Among the general population, the results of the current survey are similar to those found in the March-April and July 2001 surveys. Among adult smokers, the current results suggest slight increases in the proportions who mention the specific warning messages harmful to others/children, impotence, and yellow teeth/gums/fingers.

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

Recall of Specific Health Warning Messages on Cigarette Packages

	MAR-APR 2001			JULY 2001			NOV-DEC 2001		
	GP	S	NS	GP	S	NS	GP	S	NS
Harmful during preganancies/harmful to fetus/low birth rate	16	19	14	18	18	17	16	17	16
Causes lung cancer	13	16	13	16	16	13	12	16	11
Death/premature death	14	15	15	11	15	9	12	13	12
Harmful to others/to children	7	17	4	11	17	6	11	22	6
Impotence	11	16	8	9	15	5	11	20	8
Cancer – in general	9	9	10	10	8	11	9	7	9
Heart disease	8	13	4	9	15	6	8	16	6
Dangerous/bad for health	7	4	7	7	3	9	7	3	9
Lung disease	7	12	6	7	11	6	6	11	4
Yellow teeth/gums/fingers	*	1	*	3	3	3	4	8	2
Warnings/health warnings/stop smoking	–	*	–	1	1	2	4	5	3
Mouth/gum disease	6	9	5	6	8	6	3	9	3
Mouth cancer	2	3	2	2	1	2	3	3	3
Premature birth/preterm birth	1	2	1	2	1	2	3	2	3
Cancer – other	–	–	–	–	1	–	2	1	2
Stroke	2	5	*	3	7	2	2	5	2
Respiratory/breathing problems	1	2	*	1	1	*	2	3	1
Second-hand smoke is harmful/dangerous	*	*	*	*	–	*	2	5	2
Brain damage/disease	1	2	*	*	1	*	1	1	–
Emphysema	*	1	*	1	2	1	1	2	1
Addiction	2	2	2	1	2	*	1	2	1
Throat problems/disease	*	1	*	*	*	*	*	*	–
Graphics of cigarette package	1	1	*	*	2	–	*	*	*
Disease – in general	2	1	2	*	1	*	*	1	–
Must be 18/19 to smoke	–	–	–	*	–	*	–	–	–
Don't start/how to quit	1	1	*	*	*	*	–	–	–
Other	1	2	1	1	2	*	2	3	2
None	28	20	32	25	18	28	26	14	30
dk/na	8	3	10	11	4	15	10	3	12

* Less than one percent

Q.23

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

When asked, top-of-mind, what images or graphics they can remember seeing on new warning messages on cigarette packages in Canada (without looking at a cigarette package), the largest proportions of Canadian adults recall lungs or diseased lungs (23%) and bad, rotten or big teeth (20%). Smaller proportions recall images such as mouth or diseased mouth (11%), pregnant women with cigarettes (10%), heart or diseased heart (10%), limp, broken or burning cigarettes (9%), children, kids or babies (4%), and gums or diseased gums (4%). Thirty-five percent recall some other image or graphic. One-third say none (26%) or offer no opinion (10%).

Adult smokers are more likely than Canadians in general to offer an answer. They are also more likely than adults in general to recall specific images or graphics such as lungs or diseased lungs (34%), bad, rotten or big teeth (32%), pregnant women with cigarettes (22%), heart or diseased heart (21%), limp, broken or burning cigarettes (15%), children, kids or babies (13%), and brain or diseased brain (10%).

Among the general population, the results of the current survey suggest an increase from the March-April 2001 survey in the number who mention big, rotten or bad teeth and a decrease in the number who mention children/kids/babies. Among adult smokers, the current results suggest increases since the July 2001 survey in the numbers who mention bad, rotten or big teeth, pregnant women with cigarettes, limp, broken or burning cigarettes, and baby or premature baby. There have been decreases since July in the number of adult smokers who mention children/kids/babies and in the number who say they do not recall any specific images ("none" response).

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

	MAR-APR 2001			JULY 2001			NOV-DEC 2001		
	GP	S	NS	GP	S	NS	GP	S	NS
Lung disease/lungs	25	33	21	25	32	23	23	34	21
Bad/rotten/big teeth	14	21	10	16	24	13	20	32	14
Mouth/diseased mouth	8	8	9	8	11	8	11	11	11
Pregnant women/with cigarettes	6	12	3	9	16	6	10	22	8
Heart/diseased heart	8	13	4	8	15	4	10	21	6
Limp/broken/burning cigarettes	9	16	7	8	15	4	9	15	7
Children/kids/babies	11	18	7	9	18	7	4	13	2
Gums/diseased gums	4	8	3	7	7	6	4	8	4
Brain/diseased brain	4	9	3	4	9	2	3	10	1
Impotence	3	5	2	3	4	2	3	6	2
Lung pictures	–	–	–	–	–	–	3	2	2
Mouth cancer	3	2	4	3	1	3	3	1	3
Baby/premature baby	*	1	*	–	–	–	2	6	2
Pictures of kids watching	–	–	–	–	–	–	2	3	2
Respirators/people on breathing machines	2	3	1	2	4	*	2	5	*
Lung cancer	3	3	3	2	2	1	2	4	2
Dirty/full ashtray	3	5	1	1	5	1	2	5	1
Warnings/symbols	2	1	2	1	1	1	2	*	3
Adult/woman/man (general)	–	*	–	–	*	–	1	2	1
Stroke	1	1	*	1	2	*	1	1	1
Throat/throat diseases	*	1	*	1	1	1	1	1	2
People sick/coughing/choking	*	*	–	1	1	1	1	1	–
Deteriorating/diseased body parts	1	1	1	1	1	1	1	1	1
Patients in bed/hospital bed	1	2	*	1	1	*	1	2	*
Bar charts/graphs/statistics	*	*	*	*	1	*	1	2	*
Arteries/clogged arteries/clot	*	1	–	*	*	–	1	*	1
Fetus/embryo	1	*	1	–	*	–	1	*	1
Other cancer	2	1	1	1	*	1	*	*	1
Cancer/tumor – in general	1	1	1	1	*	1	*	1	*
Parents/mom/dad/smoking	2	3	1	1	2	*	*	2	1
Graphics of cigarette package	2	1	2	1	1	1	–	*	–
Other	1	2	*	1	1	1	2	4	2
None	31	16	38	27	17	31	26	7	31
dk/na	7	3	9	13	3	18	10	2	13

* Less than one percent

Q.24

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

B. Impact of New Messages

Among adult smokers, more than one-third (36%) 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. Two in ten say that these new messages have been very effective in getting them to smoke less around others than they used to (23%) and in increasing their desire to quit smoking (22%). More than one in ten each say that these new messages have been very effective in getting them to try to quit smoking (16%) and in getting them to smoke less (14%).

Combining the numbers who say very effective and somewhat effective, we find that 69 percent of smokers say the new messages have been effective in informing about health effects, 51 percent say they have been effective in increasing their desire to quit smoking, and 49 percent say they have been effective in getting them to smoke less around others than they used to. About four in ten each say the new messages have been effective in getting them to try to quit smoking (43%) and in getting them to smoke less (37%).

The numbers of adult smokers who say that the new health warning messages have been very effective in informing them about the health effects of smoking and increasing their desire to quit smoking have increased by ten points and six points, respectively, since March-April. The number who say the messages have been very effective in getting them to smoke less around others than they used to has increased by four points.

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

Impact of New Messages
Smokers

	Mar-Apr 2001	July 2001	Nov-Dec 2001
Informing you about the health effects of cigarette smoking			
Very effective	26	32	36
Somewhat effective	28	32	33
Not very effective	12	11	8
Not at all effective	31	22	21
dk/na	3	3	1
Getting you to smoke less around others than you used to			
Very effective	19	20	23
Somewhat effective	22	24	28
Not very effective	16	13	15
Not at all effective	40	40	34
dk/na	3	3	1
Increasing your desire to quit smoking			
Very effective	16	19	22
Somewhat effective	26	26	27
Not very effective	14	13	13
Not at all effective	41	39	38
dk/na	2	3	*
Getting you to try to quit smoking			
Very effective	14	14	16
Somewhat effective	22	24	27
Not very effective	16	17	16
Not at all effective	46	43	41
dk/na	2	2	*
Getting you to smoke less			
Very effective	13	12	14
Somewhat effective	21	24	23
Not very effective	17	16	17
Not at all effective	48	45	44
dk/na	2	2	1

Q.27
Thinking about the new health warning messages you have seen on cigarette packages, have these messages been very effective, somewhat effective, not very effective or not at all effective in each of the following ways ...?
Subsample: Smokers

c. Assessment of New Messages

About six in ten Canadian adults strongly agree that the new health warning messages on cigarette packages are accurate (58%) and provide them with important information about the health effects of smoking cigarettes (56%). Four in ten (42%) strongly agree that these messages make smoking seem less attractive. Combining the strongly and somewhat agree numbers, 80 percent of Canadian adults agree that the messages are accurate, 80 percent agree that they provide important information about health effects and 67 percent agree that they make smoking seem less attractive.

Among adult smokers, 54 percent strongly agree that the messages are accurate and 53 percent strongly agree that they provide them with important information about the health effects of smoking. Four in ten (40%) strongly agree that these messages make smoking seem less attractive. Combining the strongly and somewhat agree numbers, 82 percent of smokers agree that the messages are accurate, 81 percent agree that they provide important information about health effects and 61 percent agree that they make smoking seem less attractive.

Among the general population, the results of the current survey are similar to those found in the March-April and July 2001 surveys. Among adult smokers, the current results suggest an increase since March-April and July 2001 in the number who strongly agree that the new health warning messages are accurate.

Assessment of New Messages

	MAR-APR 2001			JULY 2001			NOV-DEC 2001		
	GP	S	NS	GP	S	NS	GP	S	NS
The messages are accurate									
Strongly agree	59	49	62	58	47	61	58	54	60
Somewhat agree	21	29	17	21	30	18	22	28	21
Somewhat disagree	4	9	2	4	8	3	4	8	2
Strongly disagree	3	6	3	5	9	3	3	6	2
dk/na	13	7	16	13	6	16	13	5	15
The messages provide you with important information about the health effects of smoking cigarettes									
Strongly agree	59	51	60	58	51	59	56	53	57
Somewhat agree	23	27	21	23	27	22	24	28	22
Somewhat disagree	4	8	3	5	7	4	5	6	4
Strongly disagree	4	11	3	6	12	3	5	10	4
dk/na	10	3	13	9	3	12	11	2	13
The messages make smoking seem less attractive									
Strongly agree	–	–	–	–	–	–	42	40	43
Somewhat agree	–	–	–	–	–	–	25	21	26
Somewhat disagree	–	–	–	–	–	–	9	15	10
Strongly disagree	–	–	–	–	–	–	14	22	10
dk/na	–	–	–	–	–	–	9	2	11

Q.25

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

Younger adult smokers are more likely than other smokers, and, in fact, are somewhat more likely than Canadian adults in general, to strongly agree that the messages are accurate and that they provide important information about health effects. Potential quitters are more likely than "hard-core" smokers to strongly agree with all three of these assessments of the new health warning messages. Those who have seen the new health warning messages on cigarette packages themselves and those who have seen the new messages on their main brand of cigarettes are also more likely than those who have not to strongly agree with these three assessments.

D. Comparison of New and Old Messages

When asked to compare the new health messages on cigarette packages to the old health warning messages, more than six in ten Canadians (63%) think the new messages are more effective in informing them about the health effects of smoking and only five percent think the old messages are more effective. Four percent think the new and old messages are equally effective in informing them about the health effects of smoking and nine percent think neither are effective. Twenty percent offer no opinion.

Comparison of New and Old Messages

	JULY 2001			NOV-DEC 2001		
	GP	S	NS	GP	S	NS
New messages	58	62	55	63	69	61
Old messages	7	10	5	5	9	3
Both equally	6	6	4	4	5	4
Neither	8	13	7	9	12	7
dk/na	21	8	28	20	5	25

Q.26

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

Among adult smokers, seven in ten (69%) think the new messages are more effective in informing them about the health effects of smoking and only nine percent think the old messages are more effective. Five percent think the new and old messages are equally effective in informing them about the health effects of smoking and 12 percent think neither are effective. Five percent offer no opinion.

The results of the current survey suggest that there have been increases since July 2001 in the numbers of both adult Canadians and adult smokers who think the new messages are more effective than the old messages in informing them about the health effects of smoking.

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

When adult smokers are asked to compare the new health warning messages to the old health warning messages, almost six in ten each say the new messages are more effective in getting them to try to quit smoking (59%), increasing their desire to quit smoking (58%), getting them to smoke less around others than they used to (58%) and getting them to smoke less (57%). Fewer than one in ten each think the old messages are more effective in achieving any of these outcomes. Few think both the new and old messages are equally effective in achieving any of these outcomes. About three in ten smokers each think neither the new nor the old messages are effective in achieving any of these outcomes.

The results of the current survey show increases since July 2001 in the numbers of smokers who think that the new health warning messages are more effective than the old messages in achieving all of these outcomes.

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

Comparison of New and Old Messages
Smokers

	July 2001	Nov-Dec 2001
In getting you to try to quit smoking		
New messages	50	59
Old messages	6	6
Both equally	4	3
Neither	35	30
dk/na	5	3
In getting you to smoke less around others than you used to		
New messages	50	58
Old messages	6	7
Both equally	4	4
Neither	35	29
dk/na	5	3
In increasing your desire to quit smoking		
New messages	51	58
Old messages	7	7
Both equally	4	3
Neither	34	29
dk/na	4	2
In getting you to smoke less		
New messages	51	57
Old messages	7	6
Both equally	3	3
Neither	35	31
dk/na	4	3

Q.28
Now comparing the new health warning messages to the old health warning messages, which is more effective in each of the following ways ... Getting you to smoke less ... Getting you to smoke less around others than you used to ... Increasing your desire to quit smoking ... Getting you to try to quit smoking?
Subsample: Smokers

E. Avoidance of New Messages

When asked if, since the beginning of this year (2001), they have ever concealed a new warning message on their cigarette package, either by placing a cover over the package or by transferring the cigarettes to another container, three-quarters of smokers (74%) say they have not taken such actions to conceal the new messages. Ten percent each say that have placed a cover over the package or transferred cigarettes to another container. Six percent say they have done both.

Among smokers who have taken such actions to conceal the new messages, one-half (50%) have done this more than ten times since the beginning of 2001. About one-quarter each have done this once or twice (25%) and between three and ten times (24%).

Women, younger adult smokers, and every-day smokers who smoke 21 to 25 cigarettes per day are more likely to have taken one or both of these actions. Younger adult smokers in particular are more likely to say they have covered their cigarette package.

Ever Concealed Message on Cigarette Package
Smokers Nov-Dec 2001

Yes, placed cover over pack	10
Yes, transferred cigarettes to another container	10
Yes, did both	6
No	74
dk/na	1

Q.29a
Since the beginning of this year, have you ever concealed a new warning message on your cigarette package, either by placing a cover over your package or by transferring your cigarettes to another container?
Subsample: Smokers

Frequency of Concealing Message on Cigarette Package
Smokers Nov-Dec 2001

Once or twice	25
Between 3 and 10 times	24
More than 10 times	50
dk/na	1

Q.29b
Since the beginning of this year, did you do this ... once or twice ... between three and ten times ... more than ten times?
Subsample: Smokers who have concealed a new warning message on their cigarette package

When asked if, since the beginning of this year (2001), when buying cigarettes at a store, they have ever asked for a different package of cigarettes because they did not want one of the new warning messages on the pack they were first offered, three-quarters of smokers (77%) say that they have not done this. Two in ten (22%) say that they have.

Among smokers who have asked for a different package of cigarettes for this reason, one-third (35%) have done it more than ten times. Just under four in ten (37%) have done it once or twice, and just under three in ten (28%) have done it between three and ten times.

Younger adult smokers and potential quitters are more likely to have asked for a different package because they did not want one of the new warning messages.

Ever Asked for Different Cigarette Package
Smokers Nov-Dec 2001

Yes	22
No	77
dk/na	1

Q.30a
Since the beginning of this year, when buying cigarettes at a store, have you ever asked for a different package of cigarettes because you did not want one of the new warning messages on the pack that you were first offered?
Subsample: Smokers

Frequency of Asking for Different Cigarette Package
Smokers Nov-Dec 2001

Once or twice	37
Between 3 and 10 times	28
More than 10 times	35
dk/na	–

Q.30b
Since the beginning of this year, did you do this ... once or twice ... between three and ten times ... more than ten times?
Subsample: Smokers who have asked for a different cigarette package because they did not want one of the new warning messages on the pack they were first offered

7.0 Toxic Substances

When Canadian adults are asked, top-of-mind what, if any, chemicals or toxic substances they can name that are in cigarettes or cigarette smoke, 62 percent mention nicotine and 55 percent mention tar. Smaller proportions mention carbon monoxide (15%), arsenic (13%), benzene (8%) and hydrogen cyanide (7%). Thirty-seven percent mention other toxic substances. Three percent say there are no chemicals or toxic substances in cigarettes or cigarette smoke and 11 percent offer no opinion.

Adult smokers, especially younger adults, are more likely than Canadian adults in general to mention carbon monoxide and hydrogen cyanide. Overall, 63 percent of adult smokers mention nicotine, 59 percent mention tar, and 27 percent mention carbon monoxide. Smaller proportions mention hydrogen cyanide (12%), formaldehyde (9%), benzene (9%), arsenic (8%) and carbon dioxide (7%). Twenty-three percent mention other toxic substances. Three percent say there are no toxic substances and nine percent offer no opinion.

The current survey finds that the numbers of Canadian adults and adult smokers who mention nicotine have declined from the baseline survey. There has also been a decline in the same period in the number of adult smokers who mention tar. There have been increases since July 2001 in the number of Canadian adults who mention arsenic, and in the numbers of adult smokers who mention hydrogen cyanide and formaldehyde.

Toxic Substances in Cigarettes

	NOV-DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001		
	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS
Nicotine	73	76	71	70	70	67	65	66	65	62	63	62
Tar	53	70	45	53	59	47	49	61	45	55	59	53
Carbon monoxide	14	24	8	14	23	9	12	26	7	15	27	10
Arsenic	4	5	4	5	4	6	6	6	7	13	8	13
Benzene	2	2	2	3	2	3	3	3	3	8	9	8
Hydrogen cyanide	1	1	2	3	5	2	4	6	3	7	12	5
Formaldehyde	2	1	2	1	2	1	4	4	3	5	9	4
Poison/rat poison/strychnine/ cyanide	1	1	1	3	3	3	3	4	2	5	5	4
Chemicals gases/toxins – in general	3	3	2	2	3	2	4	3	5	4	2	4
Carbon dioxide	4	6	3	5	6	4	4	7	2	4	7	3
Ammonia	1	1	1	2	2	1	2	1	2	3	5	2
Nitrogen oxides (nitrogen dioxide, nitric oxide)	*	1	1	*	*	*	*	*	*	2	2	2
Tobacco	1	1	1	1	1	1	3	1	4	2	1	3
Carcinogens	1	1	1	1	1	1	1	1	2	2	1	2
Carbon	*	1	–	1	2	1	1	1	1	1	1	1
Lead	1	*	1	*	1	–	1	*	1	1	*	2
Benzo[a]pyrene	*	*	1	*	*	*	*	*	*	1	1	1
Dioxins	*	*	*	*	*	*	*	*	*	1	*	1
Type of fuel/gasoline/kerosene/ jet fuel/rocket fuel	1	1	*	1	1	1	*	1	*	1	1	1
Sulphur/sulphate	*	*	*	*	1	*	*	1	*	1	1	1
Ash	–	–	–	*	*	*	*	–	*	1	–	1
Cadmium	*	*	*	*	*	*	–	*	–	1	*	1
Nitrosamines	1	*	1	*	*	–	–	*	–	1	*	*
Acid	*	*	*	*	*	*	*	*	*	*	1	*
Battery acid/toxic/juice	–	–	–	–	–	–	*	*	*	*	*	*
Fibreglass	*	1	–	*	1	*	1	*	1	*	*	*
Saltpetre	*	*	*	*	*	*	1	*	*	*	*	*
Household cleaners	*	*	–	*	*	*	*	1	–	*	1	*
Phenols	*	*	*	*	*	*	–	*	–	*	*	–
4-Aminobiphenyl	1	*	1	–	*	–	–	*	–	*	*	*
Paint thinner/remover	*	*	*	*	*	*	–	*	–	*	*	*
Oil	–	–	–	–	–	–	–	–	–	*	*	*
Nail polish remover	*	–	*	–	*	–	*	*	1	–	*	–
Pesticides	–	–	–	–	–	–	–	–	–	*	*	*
Other	1	1	1	1	1	1	2	2	2	1	1	1
None/nothing	5	3	6	5	6	5	4	2	4	3	3	3
dk/na	8	6	10	11	8	13	13	10	15	11	9	11

* Less than one percent

Q.31

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

When asked if they can name any chemicals or toxic substances that are currently listed on a cigarette package (without looking at a cigarette package), the largest proportions of Canadians mention nicotine (37%) and tar (34%). Nine percent mention carbon monoxide and 11 percent mention some other toxic substance. Sixteen percent say there are no chemicals or toxic substances currently listed on cigarette packages and 37 percent offer no opinion.

Adult smokers are more likely than Canadian adults in general to mention nicotine (51%), tar (51%) and carbon monoxide (22%). Smokers are less likely than adults in general to say there are no chemicals or toxic substances currently listed on cigarette packages (9%) and are more likely to offer an opinion.

Since the 2000 baseline survey, there have been decreases in the proportions of Canadian adults and adult smokers who say there are no chemicals or toxic substances listed on cigarette packages (down nine points among Canadians in general and seven points among adult smokers since November-December 2000). In the same period, there have been increases in the numbers of Canadian adults and adult smokers who do not offer an opinion (up 13 points among Canadians in general and seven points among adult smokers).

Toxic Substances Listed on Cigarette Packages

	NOV-DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001		
	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS
Nicotine	42	56	36	40	53	32	35	53	28	37	51	30
Tar	33	54	24	36	52	25	34	52	25	34	51	28
Carbon monoxide	9	22	3	8	19	3	11	22	5	9	22	5
Benzene	*	*	*	1	1	1	1	2	*	3	6	1
Hydrogen cyanide	*	–	*	1	1	1	1	3	*	2	6	1
Formaldehyde	*	*	*	1	1	1	1	2	1	2	6	1
Carbon dioxide	2	4	*	3	5	2	1	4	*	1	3	1
Poison/rat poison/strychnine/arsenic	*	*	*	1	1	1	1	2	1	1	3	1
Tobacco	*	*	1	*	*	1	1	*	1	1	1	1
Chemicals/gases/toxins	1	1	1	1	2	1	1	*	1	1	2	1
Type of fuel/gasoline/kerosene/ jet fuel/rocket fuel	–	*	–	–	–	–	*	–	*	*	*	*
Lead	–	–	–	*	–	*	–	*	–	*	*	*
Carcinogens	–	*	–	*	–	*	–	*	–	–	–	–
Other	*	*	*	*	*	*	1	1	*	*	1	*
None	25	16	27	25	20	29	13	8	16	16	9	18
dk/na	24	15	29	26	16	31	39	24	46	37	22	43

* Less than one percent

Q.32
Without looking at a cigarette package, can you name any chemicals or toxic substances that are currently listed on a cigarette package?

When asked if they can recall any other information about chemicals or toxic substances that are listed on cigarette packages (without looking at a cigarette package), one-half of Canadian adults (50%) offer no opinion. Another 37 percent say there is no other information on these topics on cigarette packages. Seven percent say that cigarette packages list amounts of chemicals in general (7%) and eight percent mention other kinds of information.

Adult smokers are slightly more likely than adults in general to have noticed other information. Fourteen percent mention general amounts of chemicals and seven percent mention specific amounts. Nine percent mention other kinds of information. More than four in ten (45%) offer no opinion and three in ten (31%) say there is no other information.

Since the 2000 baseline survey, there have been considerable decreases in the proportions of Canadian adults and adult smokers who say there is no other information about chemicals or toxic substances on cigarette packages (down 18 points among Canadians in general and 27 points among adult smokers from November-December 2000). In the same period, there have been considerable increases in the numbers of Canadian adults and adult smokers who do not offer an opinion (up 20 points among Canadians in general and 25 points among adult smokers).

Other Information About Toxic Substances Listed on Cigarette Packages

	NOV-DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001		
	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS
Amounts of chemicals (general)	10	14	6	8	11	6	7	12	3	7	14	5
Specific amounts of chemicals	4	6	2	4	5	3	5	6	3	2	7	2
Tar	–	*	–	1	2	*	1	1	1	2	2	2
Surgeon General's warnings/ messages of health hazards	1	1	1	1	2	1	2	3	2	1	1	1
Range of amounts of chemicals	*	1	–	2	1	1	1	1	1	1	2	*
Nicotine	1	–	1	1	1	1	1	1	1	1	2	1
Carbon monoxide/monixide	–	*	–	*	1	*	1	*	1	*	1	*
Other	*	1	1	*	1	*	1	1	1	1	1	1
None	55	58	55	53	54	55	35	36	35	37	31	37
dk/na	30	20	36	32	25	35	49	41	54	50	45	53

* Less than one percent

Q.33
Without looking at a cigarette package, can you recall any other information about chemicals or toxic substances that are listed on a cigarette package?

Survey Methods

A. Survey of General Population

The results of the survey are based on questions asked to 681 adults 18 years of age and older, living within the ten provinces of Canada. The survey was conducted by telephone from November 29 to December 13, 2001.

SAMPLE SELECTION

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

The actual sample is distributed as follows.

	Weighted N	Unweighted N	Margin of Error
Atlantic Region	55	63	12.3
Quebec	172	161	7.7
Ontario	255	245	6.3
Manitoba/ Saskatchewan	48	47	14.3
Alberta	62	67	12.0
British Columbia	89	98	9.9
Total	681	681	3.8

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

Environics uses a 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 sample elements are selected in such a way that they are representative of the geographic area(s) under study. This sample selection technique ensures both unlisted numbers and numbers listed after the directory publication are included in the sample.

A total of 6,570 telephone numbers were drawn. From within each household contacted, respondents 18 years of age and older were screened for random selection using the "most recent birthday" method. The use of this technique produces results that are as valid and effective as enumerating all persons within a household and selecting one randomly.

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

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

TELEPHONE INTERVIEWING

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

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

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

COMPLETION RESULTS

A total of 681 interviews were completed. The margin of error for a sample of 681 is ±3.8 percentage points, 19 times in 20. The margins are wider for regional and demographic subsamples.

The following table presents the detailed completion results for this survey of 681 interviews.

Number of calls	6,570
Household not eligible	135
Non-residential/not in service	2,097
Language barrier	191
Subtotal	2,423
New Base (6,570-2,423)	4,147
No answer/line busy/ respondent not available	2,049
Refusals	1,370
Mid-interview refusals	47
Subtotal	3,466
Net Completions (4,147-3,466)	681

B. Survey of Adult Smokers

The results of the survey are based on questions asked to 1,007 adult smokers 18 years of age and older living within the ten provinces of Canada. Of this total, 837 interviews were conducted with smokers only, between November 29 and December 20, 2001. A further 170 interviews were conducted with smokers as part of a general population survey conducted from November 29 to December 13, 2001. All interviews were conducted by telephone.

The margin of error for a sample of 1,007 is ±3.1 percentage points, 19 times in 20. The margins are wider for regional and demographic subsamples.

SAMPLE FRAME

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

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

The actual sample, by province, is as follows.

	Weighted N	Unweighted N	Margin of Error
Newfoundland	20	20	21.9
Prince Edward Island	5	5	43.8
Nova Scotia	36	37	16.1
New Brunswick	26	26	19.2
Quebec	295	293	5.7
Ontario	350	347	5.3
Manitoba	34	33	17.1
Saskatchewan	34	34	16.8
Alberta	99	105	9.6
British Columbia	108	107	9.5
Total	1,007	1,007	3.1

SURVEY METHODS

The following sections discuss survey methods for the oversample survey of 837 interviews conducted among smokers. For a discussion of the methods for the general population survey, from which 170 interviews with smokers were drawn, please see Section A, Survey of General Population: Methodology.

SAMPLE SELECTION: OVERSAMPLE

Environics uses a RDD (random digit dialling) sample selection technique. Telephone numbers are selected from the most recently published telephone directories, thus ensuring that only valid telephone exchanges are used. These numbers act as "seeds" or elements from which the sample is randomly generated. The numbers in the sample elements are selected in such a way that they are representative of the geographic area(s) under study. This sample selection technique ensures both unlisted numbers and numbers listed after the directory publication are included in the sample.

A total of 21,618 telephone numbers were drawn. Households contacted were initially screened for the presence of a smoker aged 18 years or older in the household. Where more than one adult smoker was part of a household, respondents were screened for random selection using the "most recent birthday" method. The use of this technique produces results that are as valid and effective as enumerating all qualified persons within a household and selecting one randomly.

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

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

TELEPHONE INTERVIEWING: OVERSAMPLE

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

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

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

COMPLETION RESULTS: OVERSAMPLE

A total of 837 interviews were completed. The margin of error for a sample of 837 is ±3.4 percentage points, 19 times in 20. The margins are wider for regional and demographic subsamples.

The following table presents the detailed completion results for this oversample of 837 interviews.

Number of calls	21,618
Household not eligible	6,487
Non-residential/not in service	5,023
Language barrier	425
Subtotal	11,935
New Base (21,618-11,935)	9,683
No answer/line busy/ respondent not available	5,234
Refusals	3,538
Mid-interview refusals	74
Subtotal	8,846
Net Completions (9,683-8,846)	837

Questionnaires

ENVIRONICS
RESEARCH GROUP

Survey of Adult Smokers and Non-Smokers – Wave 4
PN5068
Questionnaire - Draft 2

INTRODUCTION

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

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

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

#01 Yes
#02 Not Available ..... **SCHEDULE CALL-BACK**
#03 Refused..... **DISCONTINUE & THANK**

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

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

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

1 - Male
2 - Female

D. Language of survey

1 - English
2 - French

INTRODUCTION FOR ADULT SMOKERS SURVEY

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

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

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

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

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

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

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

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

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

MAIN QUESTIONNAIRE

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

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

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

1 - Yes
2 - No
3 - DK/NA

NON- SMOKERS GO TO Q.9

IF SMOKE EVERY DAY, ASK:

3. On average, how many cigarettes do you smoke per day?
   PROBE FOR A PRECISE NUMBER. IF RESPONDENT SAYS ONE PACK A DAY PROBE FOR NUMBER OF CIGARETTES IN A PACK

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

   2 - DK/NA

IF SMOKE OCCASIONALLY, ASK:

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

   ☐☐ cigarettes per day

   2 - DK/NA

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

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

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

6. Have you ever tried to quit smoking?

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

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

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

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

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

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

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

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

IF YES IN Q.8(a) ASK :

c) If you were to quit smoking at some point in the future what ways or methods do you think you would use?
DO NOT READ - CODE ALL THAT APPLY

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

_____

_____

14 - DK/NA

HEALTH EFFECTS

ASK ALL

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

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

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

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

11. Thinking generally about information which talks about the health effects of smoking cigarettes, where have you seen or heard any of this kind of information recently? Anywhere else?
DO NOT READ. CODE ALL THAT APPLY.

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

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

a) Lung cancer

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

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

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

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

a) Asthma attacks in children

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

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

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

a) Alcohol

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

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

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

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

16. What tips or advice, if any, are you aware of that might help someone quit smoking? Are there any others?
DO NOT READ. CODE ALL THAT APPLY.

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

HEALTH WARNING MESSAGES

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

    1 - Yes
    2 - No
    3 - DK/NA

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

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

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

    1 - Yes
    2 - No
    3 - DK/NA

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

    1 - Yes
    2 - No
    3 - DK/NA

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

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

    IF CODE 1 IN Q.21a), ASK:
    b) About how many times a day would you look at a message?

    1 - _____TIMES PER DAY
    2 - DK/NA

22. Without looking at a cigarette package, what do the new health warning messages on cigarette packages in Canada look like?
    DO NOT READ. CODE ALL THAT APPLY

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

_____
_____
_____
10 - DK/NA

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

_____

_____

_____
2 - None
3 - DK/NA

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

_____

_____

_____
2 - None
3 - DK/NA

ASK ALL

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

a) The messages are accurate

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

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

* c) The messages make smoking seem less attractive

ASK ALL

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

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

ASK SMOKERS ONLY

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

a) Getting you to smoke less

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

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

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

a) Getting you to smoke less

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

b) Getting you to smoke less around others than you used to
c) Increasing your desire to quit smoking
d) Getting you to try to quit smoking

29. *a) Since the beginning of this year, have you ever concealed a new warning message on your cigarette package, either by placing a cover over your package or by transferring your cigarettes to another container?

1 - Yes, placed cover over pack **ASK (b)**
2 - Yes, transferred cigarettes to another container **ASK (b)**
3 - Yes, did both **ASK (b)**
4 - No
5 - DK/NA

* b) Since the beginning of this year, did you do this … **READ**

1 - once or twice
2 - between 3 and 10 times, or
3 - more than 10 times?
4 - DK/NA

30. *a) Since the beginning of this year when buying cigarettes at a store, have you ever asked for a different package of cigarettes because you did not want one of the new warning messages on the pack that you were first offered?

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

* b) Since the beginning of this year, did you do this … **READ**

1 - once or twice
2 - between 3 and 10 times, or
3 - more than 10 times?
4 - DK/NA

TOXIC SUBSTANCES

ASK ALL

31. Without looking at anything, what, if any, chemicals or toxic substances can you name that are in cigarettes or cigarette smoke? Are there any others?
DO NOT READ. CODE ALL THAT APPLY.

01 - 4-Aminobiphenyl
02 - Ammonia
03 - Arsenic
04 - Benzene
05 - Benzo[a]pyrene
06 - Cadmium
07 - Carbon dioxide
08 - Carbon monoxide
09 - Dioxins
10 - Formaldehyde
11 - Hydrogen cyanide
12 - Lead
13 - Nicotine
14 - Nitrogen oxides (nitrogen dioxide, nitric oxide)
15 - Nitrosamines
16 - Pesticides
17 - Phenols
18 - Tar
19 - None
20 - Other (**SPECIFY**)
_____
_____
_____
21 - DK/NA

32. Without looking at a cigarette package, can you name any chemicals or toxic substances that are currently listed on a cigarette package?
DO NOT READ. CODE ALL THAT APPLY.

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

33. Without looking at a cigarette package can you recall any other information about chemicals or toxic substances that are listed on a cigarette package?
DO NOT READ - CODE ALL THAT APPLY

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

34. What specific health effects or diseases, if any, can you name that can be caused by hydrogen cyanide?
DO NOT READ - CODE ALL THAT APPLY

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

DEMOGRAPHICS

ASK ALL

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

1 - SPECIFY _____
2 - DK/NA

36. What is the highest level of education you have reached?
DO NOT READ

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

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

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

38. Are you...
READ

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

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

1 - Yes
2 - No
3 - DK/NA

40. 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 POR-01-17))

ENVIRONICS
RESEARCH GROUP

Sondage mené auprès des adultes fumeurs et non fumeurs - Wave 4
PN5068
Questionnaire français

INTRODUCTION

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

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

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

#01 Oui
#02 Non disponible ..... **ORGANISER LE RAPPEL**
#03 Refus..... **REMERCIER ET TERMINER**

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

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

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

1 - Homme
2 - Femme

D. Langue du sondage

1 - Anglais
2 - Français

INTRODUCTION POUR LE SONDAGE SUR LES ADULTES FUMEURS

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

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

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

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

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

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

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

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

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

QUESTIONNAIRE PRINCIPAL

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

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

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

1 - Oui
2 - Non
3 - NSP/PR

POUR LES NON-FUMEURS, PASSER À Q.9

SI FUME TOUS LES JOURS, DEMANDER :

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

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

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

2 - NSP/PR

SI FUME À L'OCCASION, DEMANDER :

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

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

2 - NSP/PR

5. a) Quelle est la marque de cigarettes que vous fumez, généralement?
NE PAS LIRE - CODER UNE MARQUE SEULEMENT.. NOTE À L'INTERVIEWEUR : SONDER POUR SAVOIR SI LE RÉPONDANT FUME DES CIGARETTES RÉGULIÈRES, LÉGÈRES, EXTRA LÉGÈRES, ETC., ET GRAND FORMAT OU RÉGULIER POUR CETTE MARQUE.

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

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

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

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

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

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

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

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

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

SI OUI À Q.8(a), DEMANDER Ý:

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

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

SI OUI À Q.8(a) DEMANDER Ý:

c) Si vous deviez arrêter de fumer à un moment donné, quelles façons ou quelles méthodes penseriez-vous utiliser?
NE PAS LIRE - CODER TOUTES LES MENTIONS QUI S'APPLIQUENT

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

EFFETS SUR LA SANTÉ

DEMANDER À TOUS

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

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

10. À votre avis, quels sont les effets spécifiques sur la santé ou les maladies qui sont causés par la consommation de cigarettes, chez les humains? Est-ce qu'il y en a d'autres?
    NE PAS LIRE. CODER TOUTES LES MENTIONS QUI S'APPLIQUENT.

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

33 - Aucun
34 - Autre (**PRÉCISER**) _____
35 - NSP/PR

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

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

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

a) Cancer du poumon

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

b) Emphysème
c) Caillots sanguins
d) Maladies cardiaques
e) Attaque d'apoplexie
f) Arthrite
g) Impuissance chez les hommes
h) Gangrène
i) Ulcère de l'estomac

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

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

a) Crises d'asthme chez les enfants

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

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

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

a) L'alcool

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

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

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

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

16. Quels sont les trucs ou les conseils que vous connaissez et que vous donneriez à quelqu'un pour l'aider à arrêter de fumer? Est-ce qu'il y en a d'autres?
NE PAS LIRE. CODER TOUTES LES MENTIONS QUI S'APPLIQUENT.

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

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

MESSAGES D'INFORMATION SUR LA SANTÉ

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

1 - Oui
2 - Non
3 - NSP/PR

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

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

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

1 - Oui
2 - Non
3 - NSP/PR

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

1 - Oui
2 - Non
3 - NSP/PR

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

1 - Plusieurs fois par jour **POSER (b)**
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

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

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

1 - _____FOIS PAR JOUR
2 - NSP/PR

22. Si vous ne regardez pas en ce moment un paquet de cigarettes, à quoi est-ce que les nouveaux messages d'avertissement sur la santé figurant sur les paquets de cigarettes au Canada vous font penser?
NE PAS LIRE. CODER TOUTES LES MENTIONS QUI S'APPLIQUENT.

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

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

_____

_____

_____

2 - Aucun
3 - NSP/PR

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

_____

_____

_____

2 - Aucun
3 - NSP/PR

DEMANDER À TOUS

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

a) Les messages sont exacts

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

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

c) Les messages rendent la cigarette moins attrayante

DEMANDER À TOUS

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

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

DEMANDER AUX FUMEURS SEULEMENT

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

a) Vous amener à moins fumer

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

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

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

a) Vous amener à moins fumer

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

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

29. *a) Depuis le début de l'année, est-ce que vous avez déjà caché un de ces nouveaux messages d'avertissement qui figurait sur un paquet de cigarettes, soit en insérant le paquet dans un couvre-paquet ou en mettant vos cigarettes dans un autre étui?

1 - Oui, en insérant le paquet dans un couvre-paquet **DEMANDER (b)**
2 - Oui, en mettant vos cigarettes dans un autre étui **DEMANDER (b)**
3 - Oui, a fait les deux **DEMANDER (b)**
4 - Non
5 - NSP/PR

* b)Depuis le début de l'année, est-ce que vous l'avez fait... **LIRE**

1 - une ou deux fois
2 - de 3 à 10 fois, ou
3 - plus de 10 fois
4 - NSP/PR

30. *a) Depuis le début de l'année, lorsque vous achetez des cigarettes dans un magasin, est-ce que vous avez déjà demandé un paquet de cigarettes différent parce que vous ne vouliez pas avoir le paquet qui portait un des nouveaux messages d'avertissement qu'on vous avait offert en premier?

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

* b)Depuis le début de l'année, est-ce que vous l'avez fait... **LIRE**

1 - une ou deux fois
2 - de 3 à 10 fois, ou
3 - plus de 10 fois
4 - NSP/PR

SUBSTANCES TOXIQUES

DEMANDER À TOUS

31. Encore une fois, disons que vous n'avez pas un paquet de cigarettes sous les yeux. Quel est ou quels sont les produits chimiques ou les substances toxiques, s'il y a lieu, qui sont présents dans la cigarette ou la fumée de cigarette? Est-ce qu'il y en a d'autres?
NE PAS LIRE. CODER TOUTES LES MENTIONS QUI S'APPLIQUENT

01 - 4-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

32. Et encore une fois, disons que vous n'avez pas un paquet de cigarettes sous les yeux. Est-ce que vous pourriez nommer un produit chimique ou une substance toxique qui figure actuellement sur un paquet de cigarettes?
NE PAS LIRE. CODER TOUTES LES MENTIONS QUI S'APPLIQUENT

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

33. Disons que vous n'avez pas un paquet de cigarettes sous les yeux en ce moment. Est-ce que vous pouvez vous souvenir d'autres informations sur les produits chimiques ou les substances toxiques qui figurent sur un paquet de cigarettes?
NE PAS LIRE. CODER TOUTES LES MENTIONS QUI S'APPLIQUENT.

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

34. Quels sont les effets sur la santé ou les maladies spécifiques, s'il y a lieu, qui peuvent être causés par le cyanure d'hydrogène?
NE PAS LIRE - CODER TOUTES LES MENTIONS QUI S'APPLIQUENT

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

DONNÉES DÉMOGRAPHIQUES

DEMANDER À TOUS

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

    1 - PRÉCISER _____
    2 - NSP/PR

36. Quel est le niveau de scolarité le plus élevé que vous avez atteint?
    NE PAS LIRE

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

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

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

38. Est-ce que vous êtes…?
    LIRE

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

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

1 - Oui
2 - Non
3 - NSP/PR

40. Laquelle des catégories suivantes correspond le mieux au revenu total de tous les membres de votre foyer et de vous-même, avant impôt, en 2000? Est-ce que c'est...?
LIRE

1 - Moins de 20 000 $
2 - De 20 000 $ à 39 999 $
3 - De 40 000 $ à 59 999 $
4 - De 60 000 $ à 79 999 $
5 - De 80 000$ à 99 999 $
6 - 100 000 $ et plus
7 - Refus/NSP/PR

Nous pourrions continuer cette étude dans l'avenir. Est-ce que vous voudriez y participer?

1 - Oui/peut-être
2 - Non

SI OUI/PEUT-ÊTRE, INSCRIRE LE NOM ET LE NUMÉRO DE TÉLÉPHONE.

Au cas où mon superviseur voudrait vérifier cette entrevue, est-ce que vous pourriez me donner votre prénom ou vos initiales?

_____

Et pour vérifier que j'ai bien composé le bon numéro, est-ce que je suis au :
_____.

1 - Oui
2 - Non

Si le numéro est inexact, inscrire le numéro de téléphone exact :
_____

Si nous avons d'autres questions à poser, est-ce que nous pouvons vous rappeler?

1 - Oui
2 - Non

Merci beaucoup.
(Code de Santé Canada POR-01-17)