



IpsosReid

**Smoking Behaviour, Attitudes
And Advertising Recall Among
First Nation, Inuit And Métis**

Final Report

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1. Introduction

Ipsos-Reid is pleased to provide Health Canada with this report on smoking behaviour, attitudes and advertising recall among First Nations, Inuit and Métis respondents.

This report provides a summary of findings as well as detailed analysis and graphical figures.

Unless otherwise specified, this report contains only those findings which are both statistically significant and materially relevant to the mandate and objectives of Health Canada.

For the sake of brevity and readability, First Nations respondents living On Reserve are referred to simply as "On Reserve" respondents. First Nations respondents living Off Reserve are referred to simply as "Off Reserve" respondents.

2. Methodology

The findings contained in this report reflect the results of fifteen questions posed to the following sample of respondents:

- 600 First Nations respondents, including:
 - 430 First Nations respondents living On Reserve
 - 170 First Nations respondents living Off Reserve
- 100 Métis respondents
- 100 Inuit respondents

This report treats each of these three groups as distinct, and does not attempt to report any "aggregate" results for the "aboriginal" population. Furthermore, On Reserve and Off Reserve First Nations results are generally reported separately.

The theoretical statistical accuracy of these sample sizes is depicted in the following table. Given the significant challenges involved in surveying these populations, however, and the relatively small sample sizes, readers are cautioned to view the results as numerically directional rather than necessarily statistically-reliable. This is especially true when looking only at those respondents who smoke, who do not smoke, and/or who recall anti-smoking advertising. In these instances, cell sizes frequently fall below the levels required for statistical accuracy.

Respondent Group	Unweighted (N)	Weighed (N)	Margin of Error¹
First Nations respondents living On Reserve	357	430	± 5.2%
First Nations respondents living Off Reserve	243	170	± 6.3%
100 Métis respondents	100	N/A	± 9.8%
100 Inuit respondents	100	N/A	± 9.8%

The final sample of First Nation's respondents has been weighted to reflect the actual distribution of the population between On Reserve and Off Reserve.

Respondents were interviewed by telephone at home on weekday evenings and weekend afternoons and evenings.

¹ Refers to the range around the observed results into which the actual population results will fall, 19 times out of 20.

3. Key Findings

- Roughly one-half of First Nations, Métis and Inuit respondents report that they smoke. Similar numbers say that someone (whether themselves or someone else) smokes inside their household. Smoking appears to be highest among young people.
- Most respondents (75%+) correctly identify the term "Second Hand Smoke".
- Second hand smoke is most commonly associated with lung cancer and asthma. It is also associated with emphysema and heart disease.
- First Nations Métis and Inuit respondents claim to be very concerned (85%+) about the impact of second hand smoke upon the health of themselves and their families. This includes most smokers, but non-smokers and women are especially concerned.
- Three-quarters or more of respondents in all groups recall seeing an advertisement about not smoking within the recent past. Recall is similar in all regions.
- First Nations, Métis and Inuit respondents recall a wide variety of anti-smoking advertising, primarily on television, but most often mention seeing the warning labels on cigarette packaging.
- Most respondents say that the advertising they have seen has influenced them to think about the value of not smoking. Furthermore, most say they have been influenced by the advertising to counsel others against smoking. These findings are consistent for smokers and non-smokers alike.
- Roughly one-half of all respondents say they have discussed the anti-smoking advertising they saw with someone else. This is most common among respondents in their middle years (45 to 64).

4. Detailed Findings

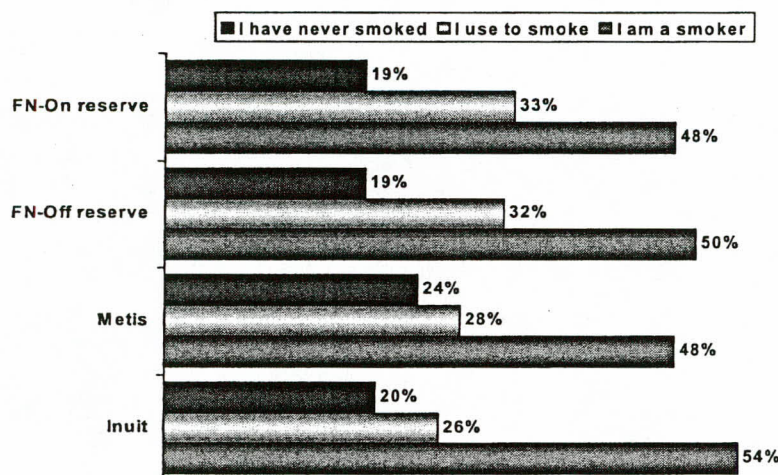
The following pages discuss the detailed findings from this study, including demographic results. These results are also depicted graphically.

4.1. Smoking Behaviour

Very large proportions of respondents either smoke or have smoked in the past. Less than one-quarter of respondents in any group have *never* smoked.

Current Smoking Behaviour

Thinking about today and smoking (cigarettes, cigars or pipes) please tell me which of the following best describes you?



Base: FN - On-reserve N=430, FN-Off-reserve N=170, Métis N=100, Inuit N=100

1

The current rate of smoking appears to be similar among On Reserve (48%), Off Reserve (50%), Métis (48%), and Inuit (54%) respondents. This compares to an approximate smoking rate of 30% among the Canadian population.²

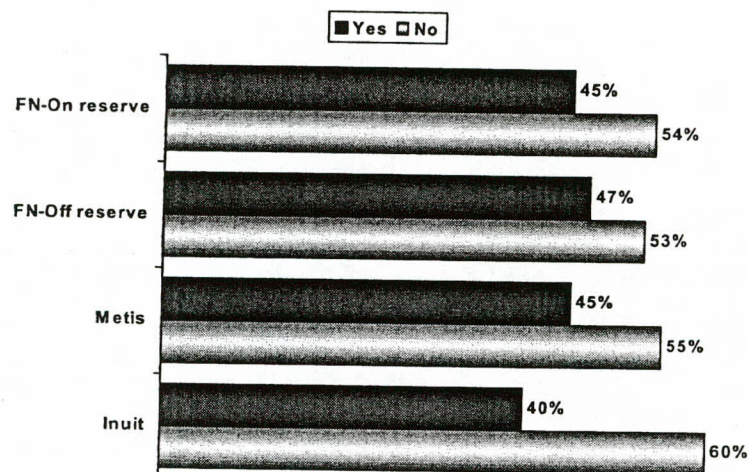
- First Nation respondents in the Prairies (60%) and the North (55%) report higher rates of smoking than First Nation respondents in BC (40%) or Eastern Canada (36%).
- Reported smoking rates among First Nations respondents decrease with age, from 63% among those 18 to 24, to 44% of those 45 or older.

² Published Health Canada studies, based upon different methodologies and different questions, suggest significantly higher rates of smoking among these aboriginal groups. In this study, this question serves primarily as a means by which to compare responses to later questions among smoking and non-smoking respondents.

In terms of households, very high numbers of respondents report that somebody (whether themselves or someone else) smokes in their home. This percentage ranges between 40% and 48%: On Reserve (45%), Off Reserve (47%), Métis (45%), and Inuit (40%) respondents.

Smoking In The Home

Does anyone smoke cigarettes, cigars or pipes in your house?



Base: FN - On-reserve N=430, FN-Off-reserve N=170, Métis N=100, Inuit N=100

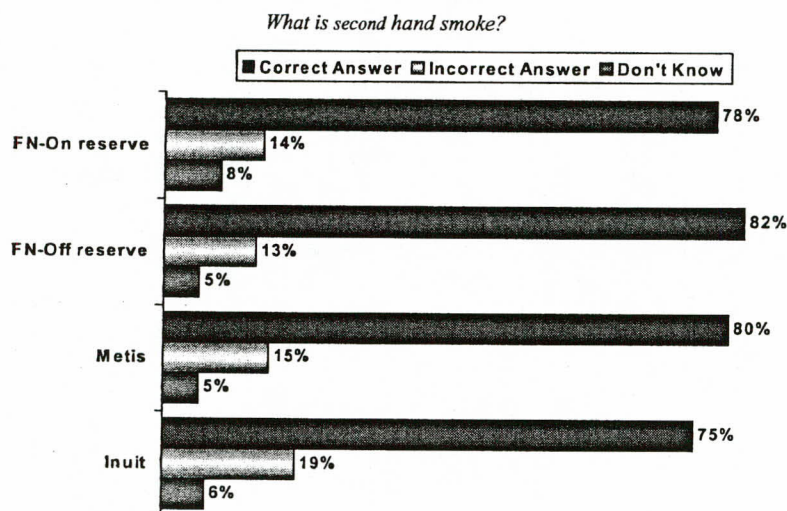
3

- Younger First Nations respondents are more likely to report that someone smokes in their home, mirroring their higher personal rates of smoking.
- Almost one-third (31%) of smokers say that no one smokes in their home, suggesting that they smoke elsewhere.

4.2. Second Hand Smoke

Most respondents can correctly identify the meaning of the phrase "Second Hand Smoke". Only 5% to 8% cannot define the term at all.

What Is Second Hand Smoke?



Base: FN - On-reserve N=430, FN-Off-reserve N=170, Métis N=100, Inuit N=100

2

Definitions of second hand smoke offered by respondents are generally consistent, referring to *smoke from other smokers, smoke inhaled by non-smokers, smoke that smokers exhale, or smoke from the tip of a cigarette.*³

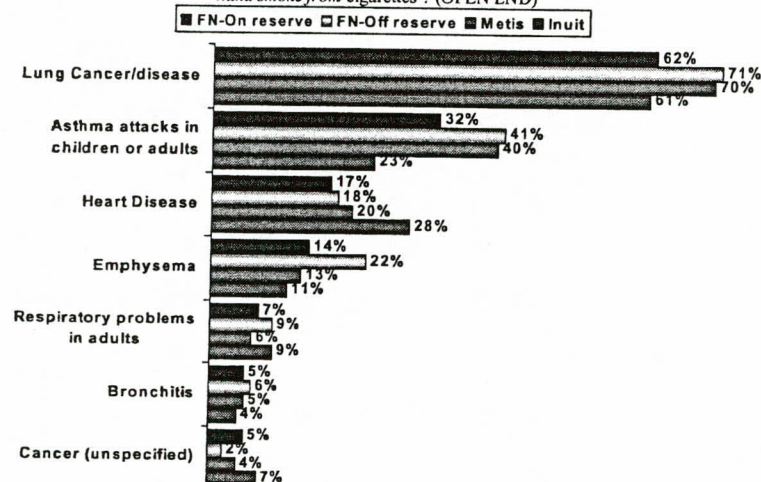
Small numbers (less than 5%) make general references to dangerousness, carbon monoxide, or "bad" in general. Interestingly, 4% specifically say that second hand smoke is worse than first hand smoke.

There are no significant differences between groups with regard to definitions of second hand smoke.

³ This is an "open ended" question, meaning that respondents were not given a pre-existing list of responses to choose from. Furthermore, this question was asked first, ensuring that respondents had not yet been "cued" by other questions in the survey. Respondents could provide more than one response, so percentages represent the number who offered each answer, and may not total to 100%.

Effects of Second Hand Smoke

What specific health effects or diseases do you think can be caused in non-smokers by breathing in second hand smoke from cigarettes? (OPEN END)



Base: FN - On-reserve N=430, FN-Off-reserve N=170, Métis N=100, Inuit N=100

4

The health effects of second hand smoke are almost exclusively seen to be lung cancer and asthma. Heart attack and emphysema are the only other health effects mentioned by more than 10% of respondents. While a number of child health issues are mentioned by a few respondents, no respondents mentioned SIDS or low birth weight.

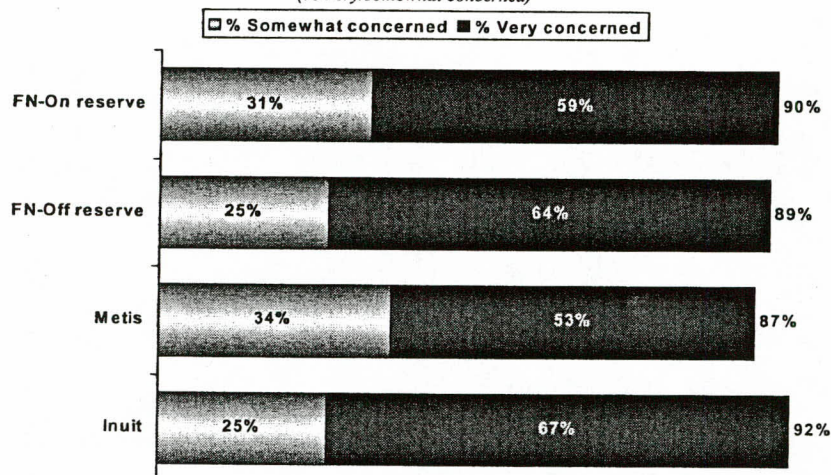
Perceived Health Effect of Smoking	On-Reserve	Off-Reserve	Métis	Inuit
Sample Size	357	243	100	100
Lung Cancer/disease	62%	71%	70%	61%
Asthma attacks in children or adults	32%	41%	40%	23%
Heart Disease	17%	18%	20%	28%
Emphysema	14%	22%	13%	11%
Respiratory problems in adults	7%	9%	6%	9%
Bronchitis	5%	6%	5%	4%
Cancer (unspecified)	5%	2%	4%	7%
Respiratory problems in children	2%	4%	3%	4%
Stroke, circulatory problems	2%	1%	-	-
Personal appearance issues (wrinkles, yellow teeth, etc.)	2%	1%	2%	2%
Asthma	2%	1%	4%	2%
Ear infections in children	2%	-	1%	2%
Dizziness, headache, nausea	1%	6%	2%	1%
Shortness of Breath /respiratory problems	1%	2%	2%	2%
Other cancer (specified)	1%	2%	1%	-
Allergies	1%	1%	4%	-
Throat cancer	1%	1%	1%	-
Liver problems	-	3%	-	-
Don't know	12%	6%	13%	13%

The distribution of the answers in all four groups is similar. Nonetheless, Off reserve and Métis respondents provide a somewhat wider range of answers.

Large majorities of all four respondent groups say they are concerned about the health effects that second hand smoke may upon them or their families. This concern is relatively intense, insofar as most respondents opt to say they are very concerned as opposed to only *somewhat* concerned.

Concern About Effects of Second Hand Smoke

Are you very concerned, somewhat concerned, not very concerned or not at all concerned about the effect that second hand smoke may have on you and your family ?
(% Very/somewhat concerned)



5

Levels of concern are similar across all groups, although it is most intense among Inuit respondents.

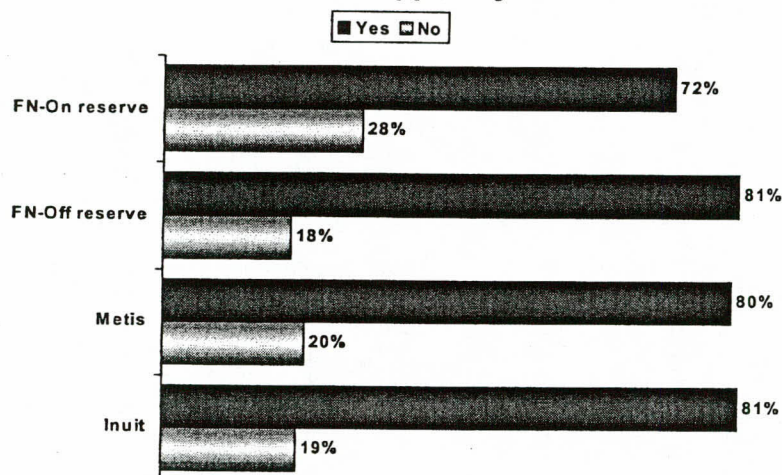
- Male First Nations respondents (84%) are less likely than females (94%) to express concern about second hand smoke.
- Smokers (57%) and ex-smokers (57%) are less likely than non-smokers (74%) to say they are *very concerned* about second hand smoke.

4.3. Advertising Recall

Large majorities of respondents in all four groups claim to have seen, read or heard *advertising about not smoking* during the previous few weeks. This percentage ranges between 72% and 81%: On Reserve (72%), Off Reserve (81%), Métis (80%), and Inuit (81%) respondents.

Recall of Anti-Smoking Advertisements

Do you recall reading, seeing or hearing any ads about not smoking over the past few weeks? This includes television, billboards, radio, newspaper, or magazine.



Base: FN - On-reserve N=430, FN-Off-reserve N=170, Métis N=100, Inuit N=100

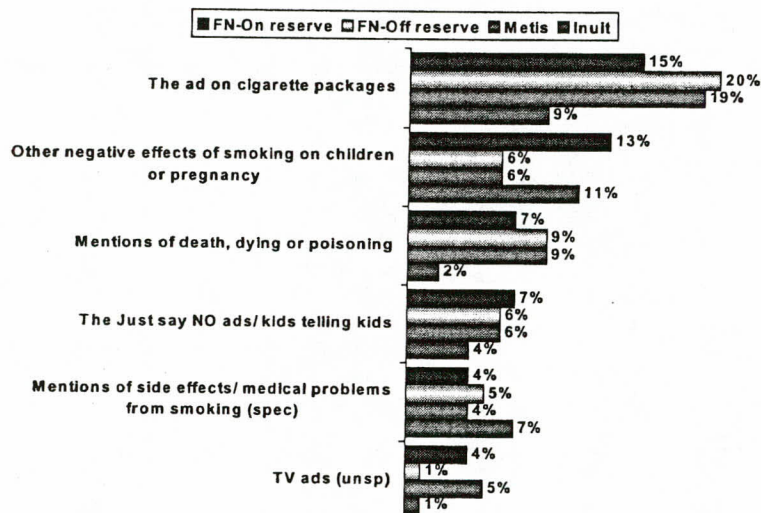
- Recall of advertising among First Nations respondents was roughly similar in BC (74%), the Prairies (75%), Eastern Canada (76%) and the North (71%).
- Male First Nations respondents (70%) are less likely than females (78%) to recall any recent advertising.

Respondents report a wide variety of advertisements which counsel against smoking. Identifiable within these are advertisements currently sponsored by the Government of Canada, as well as advertisements used by the Government in previous campaigns. Other respondents recall current or past advertisements sponsored by the Canadian Lung Association and the Heart and Stroke Foundation.

	On reserve	Off reserve	Metis	Inuit
Weighted Base	311	137*	80*	81*
Unweighted Base	253	191	80	81
A television ad in which Canadian figure skater Elvis Stojko talks about his decision not to smoke	3%	5%	4%	2%
A woman talks about her addiction and smokes a cigarette through her throat	2%	4%	0	0
Pictures of different poisons labeled 'light' or 'mild'	2%	2%	1%	4%
Commercial tobacco cessation products/Nicorette/Nicoderm/Zyban	2%	1%	0	2%
Pictures of bodies in a morgue with the tagline 'over 45 000 die each year from smoking'	1%	3%	3%	4%
A baby in a crib surrounded by smoke	1%	1%	4%	1%
Man in bar squeezing cigarettes and then drinking liquid	1%	0	1%	0
An older man talking about losing his 43 year old son to lung cancer	1%	1%	3%	2%
Poster or billboard 0 smoking can kill you	1%	1%	0	2%
Picture of containers with different poisons labeled 'formaldehyde light' and 'ammonia light'	1%	0	5%	1%
A television ad in which Canadian figure skater Josee Chouinard talks about her decision not to smoke	0	2%	3%	4%
Tobacco. We can live without it	0	2%	1%	0
A boy talks about his brother and how he doesn't want him to smoke	0	2%	4%	1%
A woman with a severely damaged voice talks about her past experience as a model for tobacco companies	0	0	1%	1%
A picture of a person exhaling a cloud of smoke in which there are words like 'formaldehyde' and 'cyanide'	0	0	0	4%
A young boy talks about how he misses his dad	0	1%	0	0
An older man whose wife has died	0	1%	0	1%
A woman sees herself in a mirror and sees body deteriorating	0	0	1%	1%
Joy 0 a girl talking about losing her mother who won't be able to go to her graduation or wedding	0	1%	0	0
Pictures of a young girl and old woman smoking, tobacco companies need replacements	0	1%	1%	2%
Poster of a man breathing a cloud of smoke in which there are words like 'arsenic'	0	1%	0	0
Don't Know	15%	22%	24%	16%

Specific Advertising Recall

What ads do you recall? Please describe some scenes or phrases.?



Base: Recall Ads FN - On-reserve N=311, FN-Off-reserve N=137, Métis N=80, Inuit N=81

7

No one television or radio advertisement is mentioned by more than 5%, but many of the references are indeed to television advertisements. Between 9% and 15% mention the warning printed on cigarette packages.

Recalled Advertising Description ⁴	On-Reserve	Off-Reserve	Métis	Inuit
Sample Size (Those recalling advertisements)	253	191	80	81
The ad on cigarette packages	15%	20%	19%	9%
Other negative effects of smoking on children or pregnancy	13%	6%	6%	11%
Mentions of death, dying or poisoning	7%	9%	9%	2%
The Just say NO ads/ kids telling kids	7%	6%	6%	4%
Mentions of side effects/ medical problems from smoking (spec)	4%	5%	4%	7%
TV ads (unsp)	4%	1%	5%	1%
A television ad in which Canadian figure skater Elvis Stojko talks about his decision not to smoke	3%	5%	4%	5%
A woman talks about her addiction and smokes a cigarette through her throat	3%	4%	-	-
Commercial tobacco cessation products/Nicorette/Nicoderm/Zyban	3%	3%	-	2%
Mentions of the medium	3%	2%	1%	1%
Restricted smoking areas	3%	1%	1%	5%

⁴ This was an open-ended question. Respondents could provide more than one response, so percentages represent the number who offered each answer, and may not total to 100%.

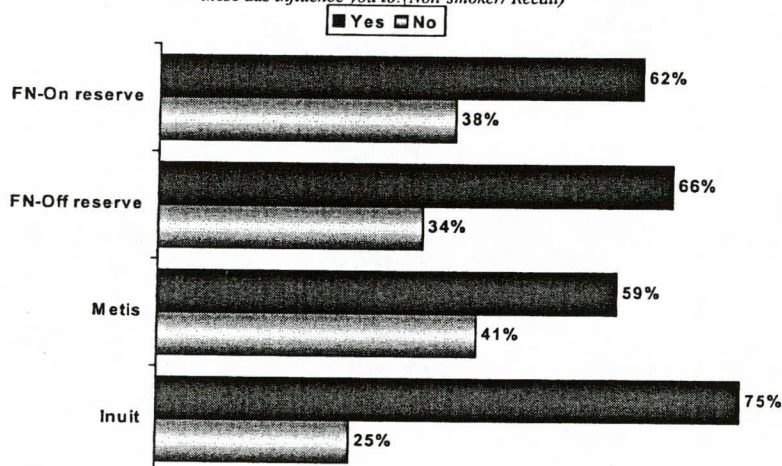
Recalled Advertising Description ⁴	On-Reserve	Off-Reserve	Métis	Inuit
Pictures of bodies in a morgue with the tag-line 'over 45 000 die each year from smoking'	2%	4%	4%	4%
Second hand smoke is dangerous/ harmful	2%	4%	4%	5%
Pictures of different poisons labeled 'light' or 'mild'	2%	2%	1%	4%
An older man whose wife has died	1%	3%	-	1%
Poster or billboard - smoking can kill you	1%	3%	-	2%
An older man talking about losing his 43 year old son to lung cancer	1%	2%	3%	2%
A baby in a crib surrounded by smoke	1%	1%	4%	1%
Picture of containers with different poisons labeled 'formaldehyde light' and 'ammonia light'	1%	0	5%	2%
Tobacco. We can live without it	0	2%	3%	-
Joy - a girl talking about losing her mother who won't be able to go to her graduation or wedding	0	1%	1%	2%
A television ad in which Canadian figure skater Josee Chouinard talks about her decision not to smoke	-	2%	3%	4%
A boy talks about his brother and how he doesn't want him to smoke	-	2%	4%	1%
A picture of a person exhaling a cloud of smoke in which there are words like 'formaldehyde' and 'cyanide'	-	0	1%	4%

4.4. Influence of Advertisements

Among those who recall seeing recent advertisements, many say that the advertisements had a positive (i.e. dissuasive) effect on their thinking and behaviour regarding the advertisements.

Advertising Influence: Not To Start Smoking

What would you say is the likely influence of these ads on people like yourself? Did these ads influence you to: (Non-smoker/ Recall)



Base: FN-On-reserve N=27, FN - Off-reserve N=22, Metis N=22, Inuit N=16. Caution: Very small base sizes.

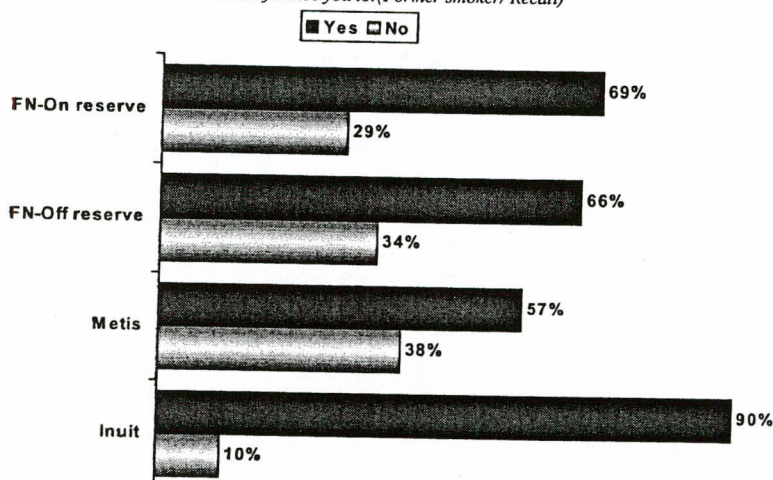
8

Non-smokers who recall ads, for example, say the advertisements generally influenced them not to start smoking. (On Reserve (62%), Off Reserve (66%), Métis (59%), and Inuit (75%) respondents.)⁵

⁵ Although striking, these attitudinal results for non-smokers are generally based on fewer than 50 respondents in each group, and must be regarded as *directional*, rather than *statistically reliable*.

Advertising Influence: Not To Start Smoking Again

What would you say is the likely influence of these ads on people like yourself? Did these ads influence you to: (Former smoker/ Recall)



Base: FN-On-reserve N=110, FN - Off-reserve N=39, Metis N=21, Inuit N=21. Caution: Very small base sizes.

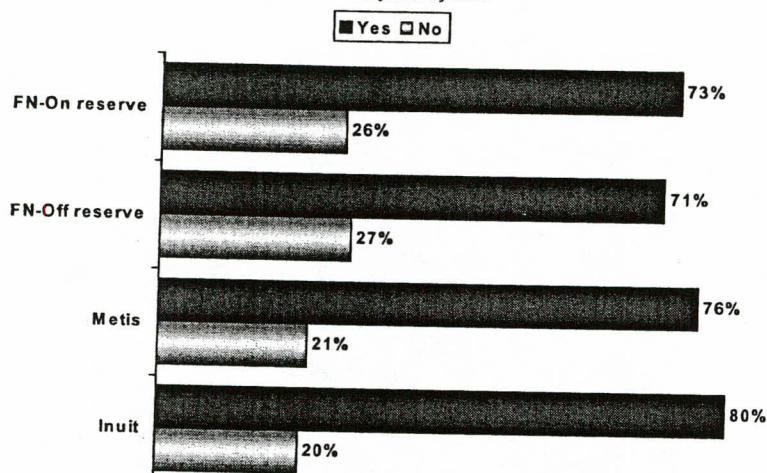
9

Among those who have quit smoking, most say the advertisements generally influenced them not to start smoking again (On Reserve (69%), Off Reserve (66%), Métis (57%), and Inuit (90%) respondents.)²

Significant numbers of respondents also say that the ads influenced them to try to convince friends and families not to start smoking. (On Reserve (73%), Off Reserve (71%), Métis (76%), and Inuit (80%) respondents.)

Advertising Influence: Try to persuade family or friends not to start smoking

What would you say is the likely influence of these ads on people like yourself? Did these ads influence you to:



Base: FN-On-reserve N=311, FN - Off-reserve N=137, Metis N=80, Inuit N=81.

10

- Smokers (73%) are no more or less likely than non-smokers (70%) to be inspired to try and convince other not to smoke.

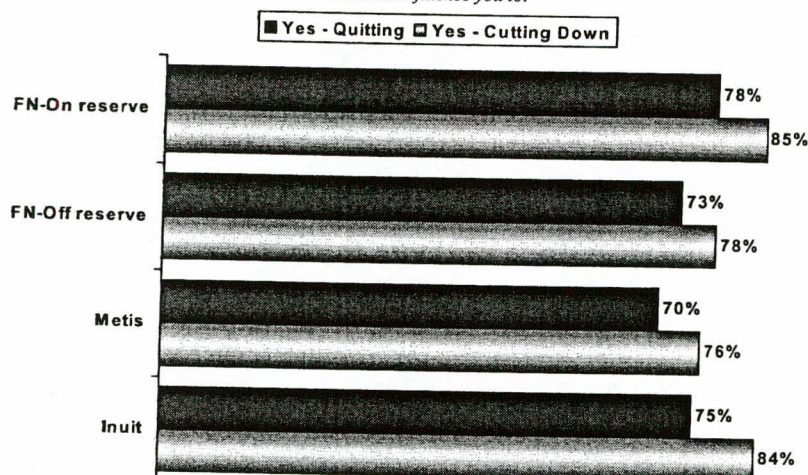
Among smokers, advertising appears to prompt reconsideration of the habit. Roughly three-quarters of smokers who recall ads say that the ads made them think about quitting. (On Reserve (78%), Off Reserve (73%), Métis (70%), and Inuit (75%) respondents.)

Slightly higher percentages of smokers in all group who recall ads say that the ads made them think about cutting down the amount they smoke. (On Reserve (85%), Off Reserve (78%), Métis (76%), and Inuit (84%) respondents.)

These results demonstrate a very positive reaction to anti-smoking advertising in general, and an openness to be influenced by the advertising and to acknowledge that influence. There is little evidence of a negative, dismissive response to these advertisements as is sometimes seen in other groups.

Advertising Influence: Thinking about Stopping or Reducing Smoking

What would you say is the likely influence of these ads on people like yourself? Did these ads influence you to:



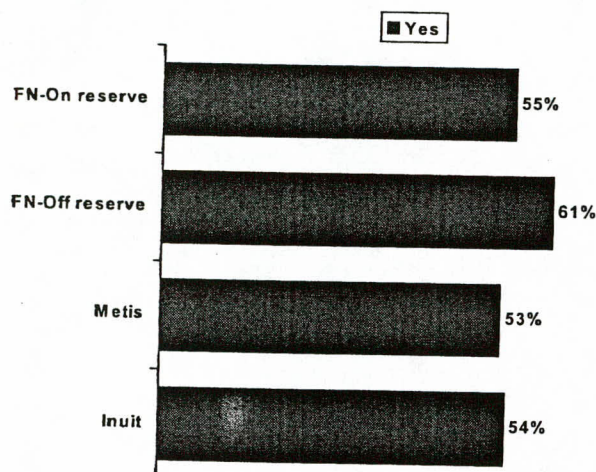
Base: FN-On-reserve N=155, FN - Off-reserve N=71, Metis N=37, Inuit N=44. Caution: Small base sizes.

11

Slightly more than one-half of respondents say that they have discussed the advertising they saw with someone else. This percentage is similar among On Reserve (55%), Off Reserve (61%), Métis (53%), and Inuit (54%) respondents.

Discussion of Advertisements/Messages

Have you discussed any of the ads or their messages with anyone?



Base: FN-On-reserve N=311, FN - Off-reserve N=137, Metis N=80, Inuit N=81.

12

- First Nations respondents between 45 and 64 (68%) were more likely than other age groups (52%) to have discussed the advertising with someone else.

- Male First Nations respondents (50%) are less likely than females (61%) to have discussed the advertising with others.
- Smokers (52%) are less likely than ex-smokers (60%) or non-smokers (60%) to have discussed the advertisements with others.

4.5. Appendix – Top Line Questionnaire

1. Thinking about today and smoking (cigarettes, cigars or pipes) please tell me which of the following best describes you.

Proportions/Means: Columns Tested (5% risk level) - A/B

	FIRST NATIONS			MEMBER	
	Total	On reserve	Off reserve	Metis	Inuit
	A		B		
Base: All respondents					
Unweighted Base	600	357	243	100	100
Weighted Base	600	430	170	100	100
I have never smoked	114 19%	82 19%	32 19%	24 24%	20 20%
I use to smoke	195 32%	141 33%	54 32%	28 28%	26 26%
I am a smoker	292 49%	207 48%	84 50%	48 48%	54 54%

2. What is second hand smoke?

Proportions/Means: Columns Tested (5% risk level) - A/B

	FIRST NATIONS			MEMBER	
	Total	On reserve	Off reserve	Metis	Inuit
	A		B		
TOTAL MENTIONS					
Base: All respondents					
Unweighted Base	600	357	243	100	100
Weighted Base	600	430	170	100	100
Smoke from smokers (other smokers)	421 70%	306 71%	115 67%	68 68%	61 61%
Other specify	154 26%	103 24%	51 30%	32 32%	34 34%
Don't know	37 6%	31 7%	7 4%	5 5%	5 5%

3. Does anyone smoke cigarettes, cigars or pipes in your house?

Proportions/Mean: Columns Tested (5% risk level) - A/B					
	Total	FIRST NATIONS		MEMBER	
		On reserve	Off reserve	Metis	Inuit
		A	B		
Base: All respondents					
Unweighted Base	600	357	243	100	100
Weighted Base	600	430	170	100	100
Yes	275	194	80	45	40
	46%	45%	47%	45%	40%
No	323	234	89	55	60
	54%	54%	53%	55%	60%
Don't know	2	2	0	0	0
	0	1%	-	-	-

4. Are you very concerned, somewhat concerned, not very concerned or not at all concerned about the effect that second hand smoke may have on you and your family?

Proportions/Mean: Columns Tested (5% risk level) - A/B					
	Total	FIRST NATIONS		MEMBER	
		On reserve	Off reserve	Metis	Inuit
		A	B		
Base: All respondents					
Unweighted Base	600	357	243	100	100
Weighted Base	600	430	170	100	100
Very concerned	362	253	109	53	67
	60%	59%	64%	53%	67%
Somewhat concerned	174	131	43	34	25
	29%	31%	25%	34%	25%
Not very concerned	29	19	10	5	4
	5%	4%	6%	5%	4%
Not at all concerned	34	26	8	7	4
	6%	6%	5%	7%	4%
Don't know	1	1	0	1	0
	0	0	-	1%	-
TOPBOX & LOWBOX SUMMARY					
Concerned (Top2Box)	536	385	152	87	92
	89%	89%	89%	87%	92%
Not concerned (Low2Box)	63	45	18	12	8
	10%	10%	11%	12%	8%

5. What specific health effects or diseases do you think can be caused in non-smokers by breathing in second hand smoke from cigarettes?

Proportions/Mean: Columns Tested (5% risk level) - A/B					
	Total	FIRST NATIONS		MEMBER	
		On reserve	Off reserve	Metis	Inuit
		A	B		
FIRST MENTION					
Base: All respondents					
Unweighted Base	600	357	243	100	100
Weighted Base	600	430	170	100	100
Ear infections in children	6	6	0	0	2
	1%	1%	-	-	2%
Respiratory problems in children	7	4	4	2	2
	1%	1%	2%	2%	2%
Sudden Infant Death Syndrome (SIDS)	0	0	0	0	0
	0	-	0	-	-
Asthma attacks in children or adults	109	69	40	15	11
	18%	16%	24%	15%	11%
Respiratory problems in adults	19	14	5	2	2
	3%	3%	3%	2%	2%
Lung Cancer/disease	270	186	84	45	39
	45%	43%	49%	45%	39%
Emphysema	26	18	8	4	3
	4%	4%	5%	4%	3%
Bronchitis	5	5	0	0	0
	1%	1%	0	-	-
Stroke, circulatory problems	1	1	0	0	0
	0	0	-	-	-
Heart disease (heart attack)	25	22	4	8	9
	4%	5%	2%	8%	9%
Dizziness, headache, nausea	5	5	0	0	0
	1%	1%	-	-	-
Personal appearance issues (wrinkles, yellow teeth, etc.)	0	0	0	1	0
	-	-	-	1%	-
Other (specify)	50	39	11	9	16
	8%	9%	7%	9%	16%
None	18	14	4	1	3
	3%	3%	2%	1%	3%
Don't know	60	50	11	13	13
	10%	12%	6%	13%	13%

5b. Anything else?

Proportions/Mean: Columns Tested (5% risk level) - A/B

* small base

	FIRST NATIONS		MEMBER	
	Total	On reserve A	Off reserve B	Inuit
SECOND MENTION				
Base: Exclude respondents who said None or Don't know				
Unweighted Base	515	302	213	86
Weighted Base	521	366	155	84*
Ear infections in children	2	1	0	0
Respiratory problems in children	6	5	1	1
Sudden Infant Death Syndrome (SIDS)	2	1	0	0
Asthma attacks in children or adults	67	47	19	10
Respiratory problems in adults	14	9	6	3
Lung Cancer/disease	90	63	28	16
Emphysema	49	28	21	8
Bronchitis	11	8	3	2
Stroke, circulatory problems	4	4	0	0
Heart disease (heart attack)	44	27	17	12
Dizziness, headache, nausea	8	1	6	1
Other (specify)	62	43	18	10
None	147	112	35	19
Don't know	16	16	0	2

5c. Anything else?

Proportions/Mean: Columns Tested (5% risk level) - A/B

* small base

	FIRST NATIONS		MEMBER	
	Total	On reserve A	Off reserve B	Inuit
THIRD MENTION				
Base: Exclude respondents who said None or Don't know				
Unweighted Base	343	197	146	63
Weighted Base	356	236	120*	63*
Ear infections in children	2	2	0	0
Respiratory problems in children	3	1	2	1
Low birth weight babies, complications	3	2	0	0
Asthma attacks in children or adults	30	20	9	7
Respiratory problems in adults	11	6	5	2
Lung Cancer/disease	21	12	8	3
Emphysema	23	15	8	3
Bronchitis	13	7	6	3
Stroke, circulatory problems	5	4	1	0
Heart disease (heart attack)	29	18	11	6
Dizziness, headache, nausea	4	0	4	1
Personal appearance issues (wrinkles, yellow teeth, etc.)	1	1	0	1
Other (specify)	37	27	10	6
None	167	111	56	28
Don't know	8	8	0	1

Subc. What specific health effects or diseases do you think can be caused in non-smokers by breathing in second hand smoke from cigarettes?

Proportions/Mean: Columns Tested (5% risk level) - A/B

	FIRST NATIONS			MEMBER	
	Total	On reserve A	Off reserve B	Metis	Inuit
TOTAL MENTION					
Base: All respondents					
Unweighted Base	600	357	243	100	100
Weighted Base	600	430	170	100	100
Ear infections in children	10	9	0	1	2
	2%	2%	0	1%	2%
Respiratory problems in children	16	9	6	3	4
	3%	2%	4%	3%	4%
Low birth weight babies, complications	3	2	0	0	-
	0	1%	0	-	-
Sudden Infant Death Syndrome (SIDS)	2	1	1	0	0
	0	0	0	-	-
Asthma attacks in children or adults	206	138	69	40	23
	34%	32%	41%	40%	23%
Respiratory problems in adults	44	29	15	6	9
	7%	7%	9%	6%	9%
Lung Cancer/disease	383	264	120	70	60
	64%	61%	70%	70%	60%
Emphysema	98	61	37	13	11
	16%	14%	22%	13%	11%
Bronchitis	29	19	10	5	4
	5%	5%	6%	5%	4%
Stroke, circulatory problems	10	9	1	0	0
	2%	2%	1%	-	-
Heart disease (heart attack)	99	68	31	20	28
	17%	16%	18%	20%	28%
Dizziness, headache, nausea	16	6	10	2	1
	3%	1%	6%	2%	1%
Personal appearance issues (wrinkles, yellow teeth, etc.)	1	1	0	2	0
	0	0	-	2%	-
Other (specify)	129	98	31	20	29
	22%	23%	18%	20%	29%
None	18	14	4	1	3
	3%	3%	2%	1%	3%
Don't know	60	50	11	13	13
	10%	12%	6%	13%	13%

6. Do you recall reading, seeing or hearing any ads about not smoking over the past few weeks? This includes television, billboards, radio, newspaper, or magazine.

Proportions/Mean: Columns Tested (5% risk level) - A/B

	FIRST NATIONS			MEMBER	
	Total	On reserve A	Off reserve B	Metis	Inuit
Base: All respondents					
Unweighted Base	600	357	243	100	100
Weighted Base	600	430	170	100	100
Yes	449	311	137	80	81
	75%	72%	81%	80%	81%
No	150	119	31	20	19
	25%	28%	18%	20%	19%
Don't know	1	0	1	0	0
	0	-	1%	-	-

7. What ads do you recall? Please describe some scenes or phrases.

Proportions/Mean: Columns Tested (5% risk level) - A/B

* small base

	FIRST NATIONS			MEMBER	
	Total	On reserve A	Off reserve B	Metis	Inuit
TOTAL MENTIONS					
Base: Recall reading, seeing or hearing ads about not smoking over past few weeks					
Unweighted Base	444	253	191	80	81
Weighted Base	449	311	137*	80*	81*
A television ad in which Canadian figure skater Josee Chouinard talks about her decision not to smoke	2	0	2	2	3
	1%	-	2%	3%	4%
A television ad in which Canadian figure skater Elvis Stojko talks about his decision not to smoke	14	8	6	3	2
	3%	3%	5%	4%	2%
Pictures of bodies in a morgue with the tag-line 'over 45 000 die each year from smoking'	8	4	4	2	3
	2%	1%	3%	3%	4%
A woman talks about her addiction and smokes a cigarette through her throat	14	8	6	0	0
	3%	2%	4%	-	-
Pictures of different poisons labeled 'light' or 'mild'	9	7	3	1	3
	2%	2%	2%	1%	4%
Tobacco. We can live without it	3	1	2	1	0
	1%	0	2%	1%	-
A boy talks about his brother and how he doesn't want him to smoke	2	0	2	3	1
	1%	-	2%	4%	1%
A baby in a crib surrounded by smoke	6	5	2	3	1
	1%	1%	1%	4%	1%
Man in bar squeezing cigarettes and then drinking liquid	5	5	0	1	0
	1%	1%	0	1%	-
A woman with a severely damaged voice talks about her past experience as a model for tobacco companies	0	0	0	1	1
	0	0	0	1%	1%
A picture of a person exhaling a cloud of smoke in which there are words like 'formaldehyde' and 'cyanide'	0	-	0	-	4%
	0	-	0	-	4%
A young boy talks about how he misses his dad	2	1	1	0	0
	1%	0	1%	-	-
An older man whose wife has died	3	1	2	0	1
	1%	0	1%	-	1%
An older man talking about losing his 43 year old son to lung cancer	4	2	2	2	2
	1%	1%	1%	3%	2%
Poster or billboard - smoking can kill you	6	4	2	0	2
	1%	1%	1%	-	2%
Poster of a man breathing a cloud of smoke in which there are words like 'arsenic'	2	1	1	1	1
	0	0	0	1%	1%
Commercial tobacco cessation products/Nicorette/Nicoderm/Zyban	8	7	2	0	2
	2%	2%	1%	-	2%
Picture of containers with different poisons labeled 'formaldehyde light' and 'ammonia light'	4	3	1	4	1
	1%	1%	0	5%	1%
A woman sees herself in a mirror and sees body deteriorating	3	1	2	0	0
	1%	0	1%	-	-
Joy - a girl talking about losing her mother who won't be able to go to her graduation or wedding	2	1	1	1	2
	1%	0	1%	1%	2%
Pictures of a young girl and old woman smoking, tobacco companies need replacements	1	0	1	0	0
	0	-	1%	-	-
Other (specify)	315	212	103	50	54
	70%	68%	75%	63%	67%
Don't know	65	56	9	14	8
	14%	18%	7%	18%	10%

8. Did these ads influence you to:

Proportions/Mean: Columns Tested (5% risk level) - A/B

* small base, ** very small base (under 30) ineligible for sig testing

B	FIRST NATIONS			MEMBER	
	Total	On reserve A	Off reserve B	Metis	Inuit
Not start smoking					
Base: Non Smoker/Saw Ads					
Unweighted Base	68	35	33	22	16
Weighted Base	74*	47*	27**	22*	16*
Yes	47	29	18	13	12
	64%	62%	66%	59%	75%
No	27	18	9	9	4
	36%	38%	34%	41%	25%
Not start smoking again					
Base: Former Smoker/Saw Ads					
Unweighted Base	145	87	58	21	21
Weighted Base	149	110*	39**	21*	21*
Yes	102	76	26	12	19
	68%	69%	66%	57%	90%
No	45	32	13	8	2
	30%	29%	34%	38%	10%
Don't know	2	2	0	1	0
	1%	2%	0	5%	-
Try to persuade family or friends not to start smoking					
Base: Recall reading, seeing or hearing ads about not smoking over past few weeks					
Unweighted Base All	444	253	191	80	81
Weighted Base	449	311	137*	80*	81*
Yes	325	227	97	61	65
	72%	71%	71%	76%	80%
No	118	81	38	17	16
	26%	26%	27%	21%	20%
Don't know	6	4	2	2	0
	1%	1%	2%	3%	-
Think about stopping smoking					
Base: Smoker/Saw ads					
Unweighted Base	231	131	100	37	44
Weighted Base	226	155	71*	37*	44*
Yes	173	121	52	26	33
	76%	78%	73%	70%	75%
No	53	34	19	11	11
	24%	22%	27%	30%	25%
Think about cutting down smoking					
Base: Smoker/Saw Ads					
Unweighted Base	231	131	100	37	44
Weighted Base	226	155	71*	37*	44*
Yes	187	131	55	28	37
	83%	85%	78%	76%	84%
No	39	24	15	9	7
	17%	15%	22%	24%	16%
Don't know	0	0	0	0	0
	0	-	1%	-	-

9. Have you discussed any of the ads or their messages with anyone?

Proportions/Mean: Columns Tested (5% risk level) - A/B

* small base

	FIRST NATIONS			MEMBER	
	Total	On reserve	Off reserve	Metis	Inuit
	A	B			
Base: Recall reading, seeing or hearing ads about not smoking over past few weeks					
Unweighted Base	444	253	191	80	81
Weighted Base	449	311	137*	80*	81*
Yes	254	170	84	42	44
	57%	55%	61%	53%	54%
No	195	141	53	38	37
	43%	45%	39%	48%	46%