

~~1020602~~Health Canada - Youth Research - Anti-tobacco

Phase I - Secondary Analysis

Insights from existing research regarding Teens, Smoking and 2nd Hand Smoke.

B2 .
- 2 sondages en analyse
secondaire +
1 sondage effectué
pour l'étude.

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Introduction:

Phase I of the Health Canada Youth Anti-Tobacco Project was to examine existing research on youth regarding smoking, and 2nd hand smoke. Two surveys of youth conducted by Youth Culture Research included questions regarding smoking behavior and attitudes toward 2nd Hand Smoke. These studies included: Trendscan Wave I, a survey conducted in Fall 2000 of 1208 Teens age 12-19 from across Canada and Trendscan Wave II, conducted in Fall 2001 with a sample of 1815 youth age 12-24. Both surveys use a phone methodology.

* An initial review of the questions available in Trendscan Wave I and II recognized a need for additional information. An additional survey of cigarette/tobacco and 2nd Hand Smoke questions was fielded in June 2002 as a return-to-sample survey against the Trendscan Wave II sample resulting in a third dataset of 819 youth age 12-24 answering these questions.

Executive Summary:

While the majority of youth (78% Fall 2000 and 81 Summer 2002) report that they never smoke, approximately 19-22 % do smoke and as many as a quarter of 18-19 year olds (Wave I - see Table A) report smoking daily. Girls are more likely to be daily smokers than boys are. (See Table A).

Daily smoking is more prevalent within the Early Style Adopter group, a segment of the youth population representing 9% of the youth population who are trendsetters within their peer group. One in five of these Early Style Adopters report that they are daily smokers (see Table C). This is a 167 index versus the total youth population.

By the time youth exit the Teen years more than half of the non-smokers will have tried smoking. (Table K).

The age at which the largest number of youth try smoking is 14 (20%) (Table H) with 75% indicating that they first tried cigarettes/tobacco between the ages of 12 and 16. Girls tended to have tried at a slightly younger age, 20% had first tried at age 13 versus 11% of boys.

The top reason given in answer to the question "why did you try" (Table I) is Peer Pressure (35%), followed by curiosity (27% and "felt like trying it" (14%).

In contrast, the main reason given for not smoking by non-smokers is that it's "bad for health" (45%).

Most youth have some friends who smoke, just 18% report that none of their friends smoke. (Table L-a). Daily smokers are far more likely to report that most of their friends smoke (46% vs. 22%).

Asked whether there has been an increase, decrease or no change in the number of friends who smoke in the past year, the most popular answer was that it's stayed the same (42%) with a relatively even number indicating an increase (29%) versus a decrease (27%). However, within the age 14-15 group, the period within which most first try smoking, 45% reported that more of their friends were smoking. (Table L-b)

More than half of youth (60%) say that it doesn't bother them if friends smoke. (Table M-a). Of those who said it does bother them the top reason given for their concern is that they are concerned for the health of the smoker (39%), followed by they're bothered by the smell of tobacco smoke (33%) and then that they worry about the effect of 2nd Hand smoke on themselves and others (20%). (Table M-b)

There is a striking contrast in the presence of smokers in the households of youth who smoke versus those who do not. Almost one third (72%) of youth who are daily smokers live in a household with a smoker compared to just 34% of youth non-smokers being in households with another smoker present. (Table O).

The majority of youth (62%) report that they consider 2nd Hand Smoke to be a significant health hazard. (Tables P-a and P-b) Daily smokers also report that they consider 2nd Hand Smoke a significant health hazard (59%).

Most youth say that they would be comfortable asking someone not to smoke but there is a range in the level of comfort depending on whom they are asking. They are most comfortable asking a friend (83%) or a sibling (81%) not to smoke. 70% said they would be comfortable asking a parent not to smoke and 60% said they'd be comfortable asking an acquaintance not to smoke. (Table Q).

The majority of youth agree that it is difficult to quit smoking after starting (88%). (Table R). Further, 70% of the youth who are daily smokers say that they have tried to quit and 67% said that they were seriously thinking about trying to quit now. But when asked how many cigarettes it takes to become addicted there is a large range from the 29% who say it only takes one to the 31% who say it takes 10-100 cigarettes. (Chart B)

Asked where most Teens smoke, the number one place reported is school (56%). (Table S)

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Table A - Age of Smokers within the youth population:

FREQUENCY OF SMOKING CIGARETTES							
Trendscan Wave I Fall 2000							
	TOTAL	M	F	12-13	14-15	16-17	18-19
Sample:	1208	565	643	299	307	301	301
Daily	12	10	15	1	7	18	24
Weekly	3	2	3	2	2	3	5
Less once a week	2	2	1		2	2	3
Less than once a month	5	4	5	3	5	6	4
Never	78	81	75	95	84	70	65

Approximately three quarters (78%) of youth age 12-19 report that they have never smoked, 12% are daily smokers and 11% are occasional smokers reporting smoking less than daily. More girls than boys are daily smokers, 15% vs. 10% and the incidence of daily smoking increases as youth age: 1% of 12-13 year olds are daily smokers, 7% of 14-15 year olds, 18% of 16-17 year olds and 24% of 18-19 year olds. By the time youth exit the Teen years approximately one quarter of them are daily smokers. Still, the majority (65%) of the oldest Teens report that they never smoke.

Table B - Regionality of Smokers within the youth population:

FREQUENCY OF SMOKING CIGARETTES						
Trendscan Wave I Fall 2000						
	TOTAL	BC	PR	ONT	QUE	ATL
Sample:	1208	157	201	449	300	101
Daily	12	11	13	13	14	8
Weekly	3	3	2	2	5	1
Less once a week	2	2	3	1	2	2
Less than once a month	5	3	5	4	5	6
Never	78	82	77	79	75	83

Quebec has the highest percentage of youth that smoke daily (14%) and the Atlantic Provinces the lowest (8%).

Table C - Early Style Adopters and Youth Smoking

FREQUENCY OF SMOKING CIGARETTES		
Trendscan Wave I Fall 2000	TOTAL	Early Style Adopters
Sample:	1208	113
Daily	12	20 167 index
Weekly	3	3 100 index
Less once a week	2	2 100 index
Less than once a month	5	11 220 index
Never	78	64 82 index

The Early Style Adopters group of youth represent that segment of the population with the highest propensity to try new things, be image conscious and to prefer to stand out from the crowd, they account for approximately 9% of the population and are the leaders within the youth peer group.

Early Style Adopters are significantly more likely to be daily smokers than are the youth mainstream population. 1 in 5 Early Style Adopters are daily smokers, an increased propensity of 66%.

Table D - Gender/Age of Youth "Bothered by 2nd Hand Smoke"

Are you bothered by Second-hand smoke									
Trendscan Wave II Fall 2001									
	TOTAL	MALE	FEMALE	12-13	14-15	16-17	18-19	20-21	22-24
Sample =	1815	886	929	294	305	300	299	299	318
NET: Bothered	66	64	69	72	70	64	65	63	65
Very bothered	46	42	50	51	51	43	44	44	43
Somewhat bothered	20	22	19	20	19	21	21	18	22
NET: Not bothered	34	36	31	28	30	36	35	37	35
Not too bothered	13	13	12	12	15	16	8	14	12
Not at all bothered	21	23	19	16	15	20	27	23	23
Don't know	0		0	0				1	

Twice as many youth report being bothered by 2nd Hand Smoke than not (66% bothered vs. 34% not). Of those who say that 2nd Hand Smoke bothers them twice as many say that they are "very bothered" (46%) rather than "somewhat bothered" (20%). As youth age the majority continue to report being bothered by 2nd Hand Smoke the high being within the 12-13 year old segment at 72% and the low being within the 20-21 year old segment at 63%.

Girls are slightly more likely to report being very bothered (50%) than boys (42%).

Table E - Regionality of Youth "Bothered by 2nd Hand Smoke"

Are You Bothered by Second-hand Smoke						
Trendscan Wave II Fall 2001						
	TOTAL	B.C.	PRAIRI E	ONT	QUE	ATL
Sample:	1815	229	309	703	435	139
NET: Bothered	66	70	69	66	62	68
Very bothered	46	54	49	46	42	44
Somewhat bothered	20	16	20	20	20	24
NET: Not bothered	34	30	31	34	38	32
Not too bothered	13	10	12	13	16	12
Not at all bothered	21	20	19	21	22	20

Youth in Quebec report the lowest level of concern over 2nd Hand smoke with 62% reporting being bothered by it versus the national result of 66%. British Columbia youth are highest with 70% reporting being bothered by 2nd Hand smoke.

Table F - Youth Early Style Adopters "Bothered by 2nd Hand Smoke"

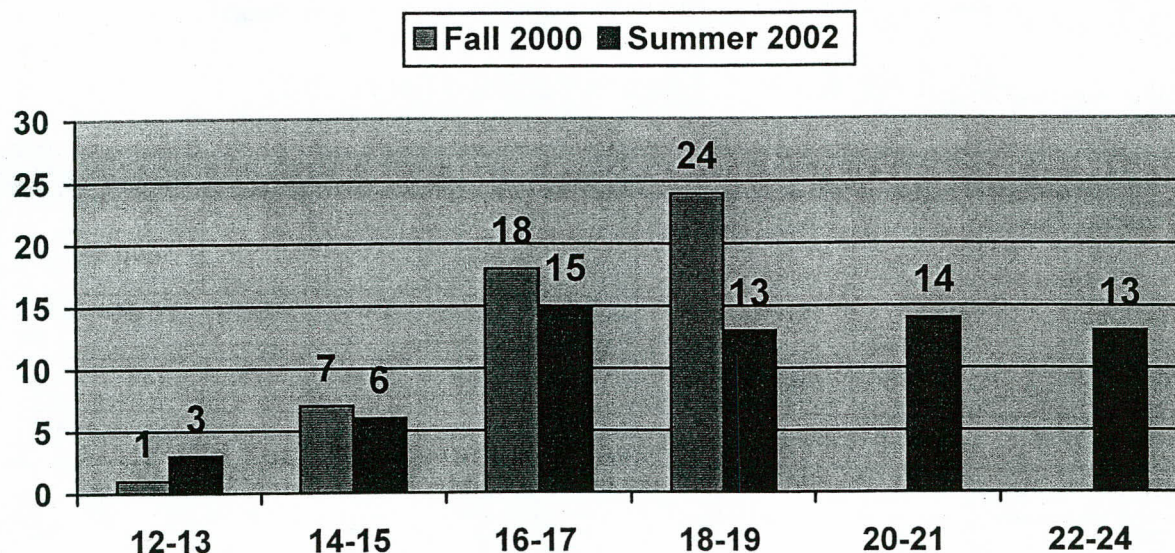
Second-hand smoke		
Trendscan Wave II Fall 2001		
	TOTAL	ESA
Sample:	1815	134
NET: Bothered	66	60
Very bothered	46	40
Somewhat bothered	20	21
NET: Not bothered	34	40
Not too bothered	13	13
Not at all bothered	21	27

The Early Style Adopting Youth (trendsetters) are less likely to say they are bothered by 2nd Hand Smoke (60% vs. 66% of the youth population) and are more likely to say that they are "not at all bothered " (27% vs. 21% of the total youth population).

Table G - Gender/Age and Use of Cigarettes/Tobacco Products:

USE OF CIGARETTES OR TOBACCO PRODUCTS									
Trendscan Wave ii - RTS Summer 2002									
	TOTAL	M	F	12-13	14-15	16-17	18-19	20-21	22-24
Sample:	819	405	414	137	145	149	129	125	134
Every day	11	11	11	3	6	15	13	14	13
Occasionally	8	8	8	3	6	8	11	9	11
Never	81	81	81	94	88	77	76	77	76

The majority of youth report that they never use cigarettes or tobacco products (81%), 11% say they are daily smokers and 8% are occasional smokers. This is consistent with levels reported in Fall 2000 (see Table A).

Chart A - Daily Smokers by Age Fall 2000 versus Summer 2002

Between Fall 2000 and Summer 2002, there is a reported decline in daily smoking most marked in the age 18-19 youth demographic.

Table H - Age at Which First Tried Cigarettes/Tobacco: Gender
 (Base = smokers and non-smokers who have tried smoking n= 446)

Trial peaks at age 14 with 20% reporting trial at that age. Girls were as likely to have tried for the first time at age 13 (20%) as 14 (20%) reporting a slightly earlier time of trial than boys.

When Did You First Try Cigarettes/Tobacco:			
	TOTAL	M	F
Base ---->	446	215	231
Five	1	1	1
Six	1	1	1
Seven	0		0
Eight	1	0	1
Nine	1	2	1
Ten	2	3	2
Eleven	4	4	4
Twelve	14	14	13

Thirteen	16	11	20
Fourteen	20	19	20
Fifteen	15	15	14
Sixteen	10	13	8
Seventeen	6	7	5
Eighteen	4	4	3
Nineteen	2	3	2
Twenty	1	1	1
DK/Ref	2	2	2

Table I - Why Did You Try Cigarettes/Tobacco?

(Base = smokers and non-smokers who have tried smoking n= 446)

The top reasons given for trial were peer pressure (35%) and curiosity (27%) or "I felt like trying it" (14%).

Why Did You Try? TOTAL	
Sample --->	446
Trendscan Wave II RTS Summer 2002	
Peer pressure	35
Curiosity	27
Felt like trying it	14
Tried to look cool/image	5
Looked fun	4
Wanted to experiment	3
Was around people who smoke	2
Parents smoke	2
Siblings/other family smoke	2
Easy access to cigarettes at home	2
I was drinking	1
To relieve stress	1
I was out celebrating	1

Table J - Reasons for Not Smoking (Non-Smokers only)

The top reason by far for not smoking is that it is bad for health (45%). Below this there is a significant drop off but other factors listed include "It's disgusting/dirty", "It's a waste of money", "just don't want to", "bad smell", "affects sports performance", "it can kill you" and "it causes cancer".

REASONS FOR NOT SMOKING	
SUBSAMPLE: NON-SMOKERS	
Trendscan Wave II RTS Summer 2002	TOTAL
Sample ---->	667
Bad for health	45
It is disgusting\dirty	8
Waste of money\too expensive	8
Didn't like smoking\other people smoking	8
Just don't want to smoke	8
Bad smell	8
Unappealing	7
Affects sports participation\performance	6
Can kill you	6
Causes cancer	5
No reason to smoke	5
Causes lung disease\other diseases	4
It's stupid to smoke	4
No benefits	4

Table K - Have You Ever Tried Cigarette Smoking?

(Base = non-smokers n= 667)

Source TrendsCan Wave II RTS June 2002)

44% of youth aged 12 to 24 who define themselves as non-smokers have tried cigarette smoking. The percent that have tried cigarette smoking grows with age culminating with 58% of 20-21 year olds and 56% of 22-24 year olds saying that while they are non-smokers they have tried cigarette smoking at some point.

EVER TRIED CIGARETTE SMOKING									
SUBSAMPLE: Respondents who do not smoke									
TrendsCan Wave II RTS Summer 2002	TOTAL	M	F	12-13	14-15	16-17	18-19	20-21	22-24
Sample ---->	667	330	337	129	127	115	98	96	102
Yes	44	42	46	23	36	45	54	58	56
No	56	58	54	77	63	55	46	42	44

Table L-a - How Many of Your Friends Smoke?

(Base = total sample n= 819)

Most youth have some friends who smoke, just 18% report that none of their friends smoke. Non-smokers are more likely to have no friends who smoke (22%) or just one or two (22%) who do. Smokers and those who smoke occasionally are more likely to report that most of their friends smoke (72% and 46% respectively). Youth who say that they are "not bothered by 2nd Hand Smoke" are more likely to report that most of their friends smoke (28%).

HOW MANY FRIENDS SMOKE								
TrendsCan Wave II RTS Summer 2002	TOTAL	M	F	Frequency			Bothered?	
				DAILY	<DAILY	NON	YES	NO
Sample ---->	819	405	414	87	65	667	315	490
None	18	16	21		5	22	23	14
One or two	28	27	29	7	14	32	37	24
Three or more	31	34	29	21	35	32	30	33
Most	22	21	22	72	46	13	11	28

Table L-b: How many of Your Friends are Smoking Now Compared to a Year Ago?

Overall as many youth report an increase in the number of friends who are smoking as report a decrease, with the highest group (42%) reporting that it's the same as a year ago. The group most likely to say that more of their friends are smoking (45%) is the age 14-15 group which co-relates to the majority of trial happening at this age. Likewise there is a decline in "more friends smoking" as youth age and exit the Teen years.

NUMBER OF FRIENDS SMOKING COMPARED TO A YEAR AGO									
Trendscan Wave II RTS Summer 2002	TOTAL	M	F	12-13	14-15	16-17	18-19	20-21	22-24
Sample ---->	819	405	414	137	145	149	129	125	134
More	29	30	28	30	45	37	28	19	12
Less	27	26	29	25	21	28	28	32	31
Same	42	42	42	42	34	33	43	48	56
DK/Ref	1	2	1	3	1	2	1	1	1

Table M - Does It Bother You When Friends Smoke?
(Base = total sample n= 819)

More than half of youth, 60%, say that it doesn't bother them when friends smoke. Not being bothered is lowest at age 12-13 with just 54% saying it doesn't bother them and highest at age 16-17 when 66% say it doesn't bother them. (see Table M-a)

Daily smokers are unlikely to say that they are bothered by friends smoking - 93% say that they are but surprisingly even the non-smokers are more likely to say that they are not bothered (54%) than bothered (44%) by their friends smoking.

Table M- a: DOES IT BOTHER YOU WHEN FRIENDS SMOKE									
Trendscan Wave II RTS Summer 2002	TOTAL	M	F	12-13	14-15	16-17	18-19	20-21	22-24
Sample ---->	819	405	414	137	145	149	129	125	134
Yes	38	36	41	42	34	32	41	39	43
No	60	62	58	54	65	66	57	59	56
DK/Ref	2	2	1	4	1	2	2	2	1

Table M-b: DOES IT BOTHER YOU WHEN FRIENDS SMOKE				
Trendscan Wave II RTS Summer 2002	TOTAL	Smoking Frequency		
		DAILY	<DAILY	NON
Sample ---->	819	87	65	667
Yes	38	7	22	44
No	60	93	77	54
DK/Ref	2		2	2

Table N - What Bothers You About a Friend Smoking?

(Base = Respondents who reported that it bothers them when friends smoke
n = 329)

The top reason given is concern for the friend's health (39%), followed by the respondent themselves being bothered by the smell of the smoke (33%) and then a concern for the effect of 2nd Hand smoke on themselves or others. (20%).

WHAT BOTHERS YOU ABOUT A FRIEND SMOKING

SUBSAMPLE: Respondent who said it bothers them when friends smoke

Trendscan Wave II RTS Summer 2002		TOTAL
Sample ---->		329
Concern for health of the smoker		39
Bothered with smell of tobacco smoke		33
Second hand smoke health effects on self or others		20
Uncomfortable with smoking/dislikes it		8
Bad for health/Health concerns		5
It's a waste of money		4
Second hand smoke concerns		4
Rude to light up in front of non-smokers		4
Bad/Stupid habit		3
Environmental concerns		2
The appearance of it		2
Peer pressure		2

Table O - Smokers in Household

(Base = Total Sample n= 819)

While 66% of youth that are non-smokers live in households in which no-one smokes, 72% of youth that smoke daily live in households where someone DOES smoke.

SMOKERS IN HOUSEHOLD

Trendscan Wave II RTS Summer 2002	TOTAL	Smoking Frequency			Bothered?	
		DAILY	<DAILY	NON	YES	NO
Sample ---->	819	87	65	667	315	490
Mother	9	16	11	7	7	10
Father	11	15	14	11	10	12
Both parents	8	15	9	7	5	10
Other	12	26	18	9	10	13
None	60	28	48	66	67	56

Table P - How Significant a Hazard is 2nd Hand Smoke to People's Health - Gender/Age

The majority of youth recognize that 2nd Hand Smoke is a significant hazard on people's health (62%). Youth classification of 2nd Hand smoke as a significant hazard increases with age, starting with a low of 56% of 12-13 year olds and rising to 71% of 22-24 year olds.

Table P - a: EXTENT OF HAZARD OF SECOND HAND SMOKE TO PEOPLE'S HEALTH

		M	F	12-13	14-15	16-17	18-19	20-21	22-24
Trendscan Wave II RTS Summer 2002	TOTAL								
Sample ---->	819	405	414	137	145	149	129	125	134
Significant hazard	62	60	64	56	61	65	63	54	71
Moderate hazard	28	27	29	29	26	28	29	38	22
Minor hazard	8	11	6	13	10	7	7	8	4
No hazard at all	1	1	1	1	3			1	1
DK/Ref	1	1	0	1		1	2		2

Even the majority of youth who smoke daily recognize 2nd Hand smoke as a significant hazard to health (59%), not much less than the number of non-smokers (62%) who report this. Youth who say that they are bothered by 2nd Hand smoke are more likely to consider it a significant hazard (71%).

Table P - b: EXTENT OF HAZARD OF SECOND HAND SMOKE TO PEOPLE'S HEALTH

Trendscan Wave II RTS Summer 2002		Smoking Frequency			Bothered?	
		DAILY	<DAILY	NON	YES	NO
Sample --->	TOTAL	87	65	667	315	490
Significant hazard		59	65	62	71	56
Moderate hazard		26	25	29	25	31
Minor hazard		9	9	8	3	11
No hazard at all		2		1		1
DK/Ref		3	2	0	0	1

Table Q: Would You Be Comfortable Asking: a Friend, A Parent, A Sibling or An Acquaintance Not to Smoke?

It's easier to ask a friend or a sibling not to smoke than a parent and the most difficult is to ask an acquaintance.

Yes, I'd be Comfortable Asking ____ not to smoke:			
Trendscan Wave II RTS Summer 2002 Sample = 819	All	Boys	Girls
A Friend	83	80	85
A Parent	70	68	71
A Sibling	81	78	84
An Acquaintance	60	65	56

Table R - Is it Difficult to Quit Smoking after Starting?

(Trendscan Wave II RTS - Summer 2002)

Base = total sample n = 5819

Youth are very consistent in their acknowledgement that it is difficult to quit smoking (88% say yes) once one starts. There is very little variance by age or gender on this point.

DIFFICULT TO QUIT SMOKING AFTER STARTING									
Trendscan Wave II RTS Summer 2002	TOTAL	M	F	12-13	14-15	16-17	18-19	20-21	22-24
Sample---->	819	405	414	137	145	149	129	125	134
Yes	88	85	91	93	89	91	85	84	85
No	10	11	8	5	8	7	12	14	11
DK/Ref	2	4	1	2	3	1	3	2	4

Chart B - How Many Cigarettes Does it Take to Become Addicted? (Base = Total Sample n= 819)

Just under a third (29%) of youth say that it only takes one cigarette to become addicted, another third (31%) say that it takes 10-100 cigarettes to become addicted.

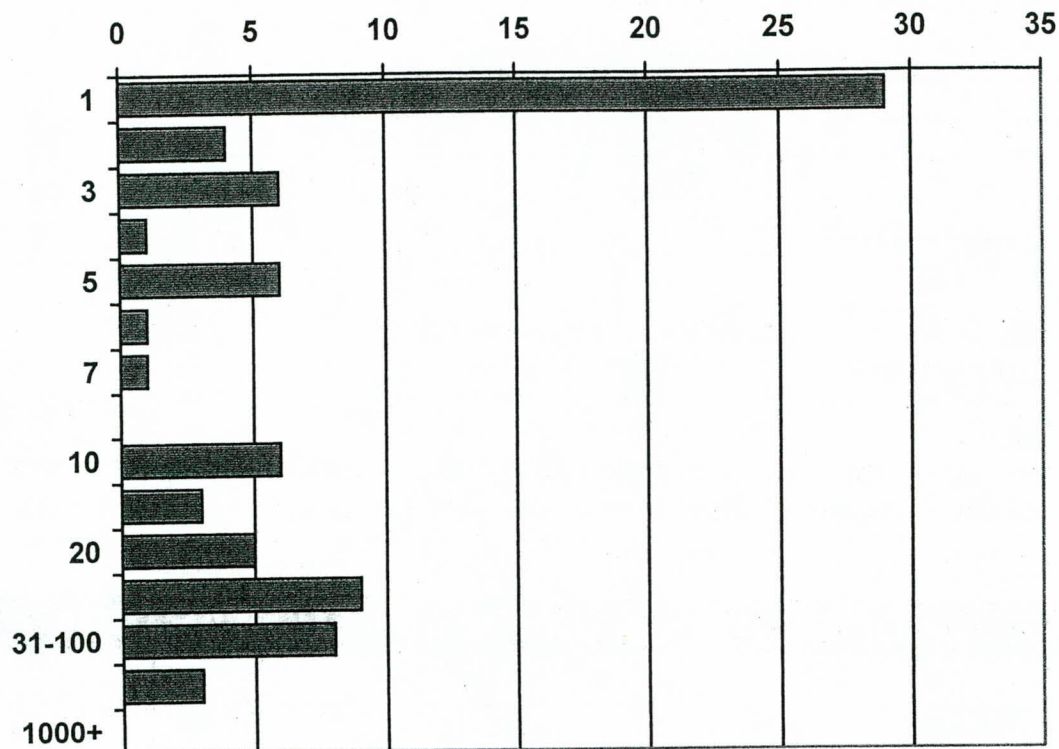


Table S - Where Do Most Teens Smoke?
(Base = Total Sample n = 819)

The top place to smoke by far is school, 56% of youth said that the place most Teens smoke is school, this is followed in a distant second by party/social gatherings (14%), bars/clubs and outdoors (10%).

WHERE MOST TEENS SMOKE	
Trendscan Wave II RTS Summer 2002	TOTAL
Sample --->	819
School/around school	56
Party/Social gatherings	14
Bars/clubs	10
Outdoors/outside (Unspecified)	10
Hanging around the streets	7
Parks/forest/ravines	7
Everywhere/Anywhere (Unspecified)	7
Malls	5
In/around home	4
Parking lots/in cars	4
Friend's homes	4
Public places (general mention)	3
At restaurants/Coffee shops	3
Anywhere away from parents/authority	3

Table T - Smokers: Have You Ever Tried to Quit?
(Base = smokers n= 152)

70% of our youth smoker sample say that they have tried to quit smoking. Asked how they tried to quit, 74% say they went cold turkey, 6% "drinking fluids", 6% zyban, 5% willpower, and 5% "the patch". 41% say that they didn't succeed because they lacked willpower, 14% because friends or family smoke, 11% because it's a "way of relieving stress" and 9% said it's because they are addicted. Asked if they are now "seriously thinking of trying to quit" - 67% said yes.

EVER TRIED TO QUIT SMOKING	
SUBSAMPLE: SMOKERS	
	TOTAL
Base ---->	152
Yes	70
No	28
DK/Ref	2

Appendix 2

RTS Questionnaire

Health Canada Return To Sample Questionnaire

1. **At the present time, do you smoke cigarettes or tobacco products every day, occasionally or not at all?**
 - 1 - Every day
 - 2 - Occasionally (less than every day)
 - 3 - Not at all
 - 4 - DK/NA

2. **Have you ever tried cigarette smoking, even just a few puffs? (non-smokers only)**
 - 1 - Yes
 - 2 - No
 - 3 - DK/NA

3. **Have you ever seriously thought about trying cigarette smoking? (non-smokers only)**
 - 1 - Yes
 - 2 - No
 - 3 - DK/NA

4. **Do you think you might try cigarette smoking within the next month? (non-smokers only)**
 - 1 - Yes
 - 2 - No
 - 3 - DK/NA

5. **Why don't you smoke? (non-smokers only)**

6. **ASK ALL SMOKERS (CODE 1 OR 2 IN Q.2) (from question 1 - smokers)**
Have you ever tried to quit smoking? (Smokers only)
 - 1 - Yes
 - 2 - No
 - 3 - DK/NA

7. **Are you now seriously thinking of quitting smoking? (smokers only)**
 - 1 - Yes
 - 2 - No
 - 3 - DK/NA

8. How many of your friends smoke? (ask all)

- 1- none
- 2- one or two
- 3- three or more
- 4- most
- 5- DK/NA

9. Does it bother you when friends smoke? (ask all)

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

10. What is 2nd hand smoke? (ask all)

11. What bothers you about a friend smoking? (ask all)

- 1 - 2nd hand smoke affect on self or others
- 2 - concern for health of smoker
- 3 - other _____

12. To what extent, if at all, do you think being exposed to second-hand smoke is a hazard to people's health? Would you say it is a To people's health? (ask all)

- 1- Significant hazard
- 2- moderate hazard
- 3- minor hazard, or
- 4- no hazard at all
- VOLUNTEERED
- 5 - DK/NA

13. Do you feel comfortable asking (ask all)

A) A friend not to smoke

- 1- yes
- 2- no
- 3- dk/na

B) A parent not to smoke

- 1- yes
- 2- no
- 3- dk/na

C) A sibling not to smoke

- 1- yes
- 2- no
- 3- dk/na

D) An acquaintance not to smoke

- 1- yes
- 2- no
- 3-dk/na

14. Please rate the following on a scale of 1 to 5, where 1 is not at all important and 5 is extremely important. (ask all)

What would be the most powerful thing you feel you could tell someone your age to get them to quit smoking or to prevent them from starting?

Rotate order below:		Not Powerful - 1	2	Somewh at - 3	4	Very Powerful - 5
a	Three quarters of teenage smokers have tried to quit and can't do it. You probably won't be any different.					
b	Three years of smoking can be enough to kill you.					
c	90% of Teens who start smoking intend to quit after a couple of years but then can't					
d	Light or Mild Cigarettes kill more people than regular strength cigarettes					
e	Teenagers who smoke cannot keep up with those who don't smoke in sports.					
f	Studies show that almost every single teenager in Canada agrees that smoking is not cool.					
g	More than 75% of Teens don't smoke.					
h	By choosing to smoke now you are choosing to close the door to opportunities for the rest of your life.					
i	Smoking has a bad effect on sexual performance among boys and men.					
j	Smoking causes heart disease and cancer, which can lead to slow and painful death.					
k	Smoking makes your clothes smell					
l	You don't like breathing their smoke					
m	Smokers get wrinkles early.					
n	Smokers fingers turn yellow					
o	Smokers teeth turn yellow`					
p	Other _____					

15. Again, please rate the following on a scale of 1 to 5, where 1 is not at all effective and 5 is very effective. (ask all)

Who would be most effective in convincing you either not to smoke (if you're a non-smoker) or to try to stop (if you're a smoker)?

	Rotate order asked.	Not at all - 1	2	Some what - 3	4	Very - 5
a	Parent					
b	Close Friend					
c	Sports Star					
d	Favourite Musician					
e	Favourite Celebrity					
f	Government of Canada - Health Canada					
g	Favourite teacher					
n	Older Sibling					
i	Younger Sibling					
j	Older Friend					
k	Tobacco Co. Spokesperson					
i	Peer/Teen with Smoking-related illness					
m	Adult with Smoking-related illness					
n	Other _____					

16. Compared to a year ago are: more, less or the same number of your friends smoking? (ask all)

- 1- more
- 2- less
- 3- same
- 4- dk/na

17. Does anyone in your immediate household smoke? (ask all)

- 1- yes, mother
- 2- yes, father
- 3- yes, both
- 4- yes, other
- 5- no

18. Is it difficult to buy cigarettes? (ask all)

- 1- yes
- 2- no
- 3- dk/no

19. Do you think it is difficult to quit smoking once you start? (ask all)

- 1- yes
- 2- no
- 3- dk/no

20. How many cigarettes does it take to become addicted? ____ (ask all)

21. Where do most Teens smoke? _____ (ask all)

22. If a youth group existed that was focused on trying to reduce smoking among youth, would you: (ask all)

a) Be interested in being involved as an active member?

- 1- yes
- 2- no
- 3-dk/na

b) Would you believe that this group could make a difference?

- 1- yes
- 2- no
- 3-dk/na

c) Would you want people to know that you are a part of this group?

- 1- yes
- 2- no
- 3-dk/na

d) Would you be concerned about people knowing that you are part of this group?

- 1- yes
- 2- no
- 3-dk/na