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ENVIRONICS
RESEARCH GROUP

WAVE 5 SURVEYS

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

SURVEY OF ADULTS AND ADULT SMOKERS

FINAL REPORT

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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, 2001.

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. As well, the surveys looked at perceptions of the health effects of chemicals or toxic substances in cigarettes, particularly hydrogen cyanide. The surveys also measured awareness and recall of the new warning messages on both the exterior of the packages and on the package slides, their effect on knowledge and behaviours, including behaviours intended to avoid the new labels, perceptions of the effectiveness of the new labels compared to the old labels, and awareness of chemicals or toxic substances present in cigarettes. The current survey also examined support for the removal of "light" and "mild" descriptors on cigarette packages.

One goal of the new surveys was to conduct the sampling and questionnaire design to allow comparison with four previous waves of surveys: surveys conducted by Environics in December 2001 after the new labels had been appearing on all brands for at least six months, surveys conducted 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 694 Canadians. This was conducted between July 8 and August 1, 2002. An additional oversample of 806 smokers was conducted to achieve a final sample size of 1,000 adult smokers. This survey was also conducted between July 8 and August 1, 2002.

A survey based on a sample of 694 has a margin of error of approximately 3.7 percentage points, 19 times in 20. The corresponding margin for a sample of 1,000 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 (22%) smoke cigarettes every day and six percent smoke occasionally.

About six in ten Canadian adults (58%) report having smoked at least 100 cigarettes in their life. Almost all adult smokers (98%) say the same. Just over four in ten non-smokers (43%) also report having smoked at least 100 cigarettes in their life.

Among adult smokers who smoke every day, one-half (50%) report smoking more than 15 cigarettes per day, which includes nine percent who say they smoke more than 25 cigarettes per day. Almost four in ten (37%) 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 15 or fewer cigarettes per day.

Among adult smokers who smoke occasionally, seven in ten (69%) report smoking fewer than ten cigarettes per day on the days that they smoke. Twenty-three percent smoke between ten to 15 cigarettes per day and six 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 (11%). Smaller proportions mention DuMaurier King Size (7%) and DuMaurier Regular Size (7%). Seventy-one percent mention some other brand.

Cigarette Consumption Per Day
Every Day Smokers

	Nov-Dec 2000	Mar-Apr 2001	July 2001	Nov-Dec 2001	July 2002
Less than 10 cigarettes per day	13	12	12	13	13
10 to 15 cigarettes per day	36	39	35	38	37
16 to 20 cigarettes per day	20	21	21	20	20
21 to 25 cigarettes per day	23	21	23	20	21
26 or more cigarettes per day	8	6	7	8	9

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	July 2002
Less than 10 cigarettes per day	74	75	66	64	69
10 to 15 cigarettes per day	21	18	21	23	23
16 or more cigarettes per day	4	4	11	11	6

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, three-quarters (74%) say they do not smoke any other brand.

Cigarette Consumption

	NOV-DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002		
	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS
Every day	25	89	–	23	88	–	25	87	–	20	89	–	22	84	–
Occasionally (less than every day)	5	11	–	5	12	–	6	13	–	5	11	–	6	16	–
Not at all	70	–	100	71	–	100	69	–	100	76	–	100	72	–	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

Eight in ten adult smokers (79%) report having tried to quit smoking. Two in ten (21%) say they have not tried to quit smoking.

Among adult smokers who have tried to quit smoking, two-thirds (67%) say they have stopped smoking for at least 24 hours one or more times in the past year, in an attempt to quit smoking. One-third (33%) say they have not attempted to quit smoking in the past year.

Older adult smokers are more likely to say they have tried to quit in the past.

Among adult smokers who have tried to quit smoking, those who are older, those who smoke every day 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, more than six in ten adult smokers (64%) report they are now seriously thinking of quitting smoking. This number is higher among occasional smokers. 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	July 2002
Yes	56	58	54	61	64
No	43	41	45	38	35

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	July 2002
Yes	77	79	78	77	79
No	23	21	22	23	21

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	July 2002
Once	20	22	21	19	24
Twice	14	15	12	16	16
Three times	10	8	9	8	9
More than three times	16	14	14	16	18
Not in the past year	40	41	42	40	33
dk/na	1	1	2	*	1

* 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, four in ten (39%) say they will try to quit within the next 30 days. Forty-eight percent say they will try to quit within the next six months. Eight percent say they will not try within the next six months and five percent do not know when they will try to quit.

Among adult smokers who are seriously thinking about quitting smoking, the largest proportion say they would use will power or go "cold turkey" (50%) to try to quit. Three in ten would use the nicotine patch (31%). Smaller proportions say they would use Zyban (10%) or nicotine gum (10%). Twenty-four percent mention other ways or methods.

There has been no significant change since the November-December 2001 survey in the proportion of smokers who report that they are seriously thinking of quitting. The current survey suggests a slight decline in the proportion of potential quitters who think they will try to quit within the next 30 days; this decline may be related to the timing of the previous survey, which was in field in the month prior to New Year's Day – a time when some smokers may have been planning to try to quit as a New Year's resolution.

Potential Quitters
Smokers

	Nov-Dec 2000	Mar-Apr 2001	July 2001	Nov-Dec 2001	July 2002
Within the next 30 days	38	33	34	43	39
Within the next 6 months	45	48	49	44	48
Not within the next 6 months	9	10	11	9	8
dk/na	7	9	5	4	5

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

Ways to Quit
Smokers

	Nov-Dec 2000	Mar-Apr 2001	July 2001	Nov-Dec 2001	July 2002
Will power/cold turkey/just stop	47	50	48	45	50
Nicotine patch	23	25	21	31	31
Zyban	19	16	12	12	10
Nicotine gum	5	6	4	8	10
Chew gum/candy/food	1	3	2	3	5
Cut back gradually	5	6	7	5	4
More exercise/get physically fit	1	2	2	3	2
Self-help program	1	2	1	2	2
Hypnosis	2	2	2	1	2
Prescription drugs	*	–	2	1	2
Acupuncture	1	1	1	1	1
Avoid other smokers/ smoking situations	*	1	1	1	1
Distract yourself	*	1	2	1	1
Seek doctor/professional advice	2	1	1	1	1
Drink fluids	*	*	1	*	1
Clinic/group program	2	*	–	1	*
Mouthwash/spray	*	–	1	–	–
Other	3	2	3	2	2
None/nothing	*	1	*	1	1
dk/na	5	2	6	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 (85%) think that cigarette smoking is a major health problem in Canada. One in ten (12%) think it is a minor problem. Only two percent think it is not a health problem. Among adult smokers, seven in ten (69%) say it is a major health problem and one-quarter (24%) say it is a minor problem. Only five percent think it is not a health problem.

The results of the current survey show no significant change since November-December 2001 in the number of Canadian adults or the number of adult smokers who say smoking is a major health problem.

The view that cigarette smoking is a major health problem in Canada is lower among smokers aged 55 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 (54%). Smaller proportions mention cancer in general (38%), heart attack/disease/angina (32%), emphysema (30%), lung disease (16%), respiratory problems/difficulty breathing/shortness of breath (14%), asthma (11%) and oral cancer including throat cancer (11%). Fifty percent mention a variety of other human health effects or diseases.

Among adult smokers, the largest number mention lung cancer (47%), followed by cancer in general (36%), heart disease (35%), emphysema (29%) and lung disease (17%), asthma (12%), oral cancer including throat cancer (12%), respiratory problems (11%) and stroke (10%). Four in ten smokers (39%) mention other effects or diseases.

The results of the current survey suggest a slight decrease since the November-December survey among the general population in top-of-mind mention of heart attack/disease/angina. The survey results also suggest slight increases over previous surveys among adult smokers in several health effects, although these are not always statistically significant. The numbers of adult smokers mentioning cancer in general, emphysema, asthma and stroke are higher in the current survey than in previous surveys, particularly the baseline survey. There has also been a decrease from previous surveys in the number of adult smokers who mention lung disease in general.

Smoking as a Health Problem

	NOV-DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002		
	GP	S	NS	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	85	69	90
Minor	10	21	7	12	23	7	12	23	10	12	23	9	12	24	7
Not a problem	2	5	1	2	4	1	3	6	2	3	5	2	2	5	1
dk/na	1	2	1	1	3	1	2	4	1	2	3	1	1	2	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			JULY 2002		
	GP	S	NS	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	54	47	55
Cancer in general	32	31	33	34	28	36	33	31	34	38	34	40	38	36	41
Heart attack/disease/angina	27	29	25	30	33	29	33	34	32	37	35	35	32	35	33
Emphysema	23	24	23	24	22	25	25	23	25	31	27	31	30	29	31
Lung disease/lungs (unspecified)	18	20	17	18	16	17	20	18	21	19	20	18	16	17	18
Respiratory problems/difficulty breathing/shortness of breath	8	8	9	9	8	9	9	8	9	14	11	14	14	11	14
Asthma	10	8	11	14	9	15	12	10	14	15	10	16	11	12	11
Cancer – oral (tongue, lips, mouth, throat)	7	7	8	14	9	15	11	11	11	14	12	15	11	12	11
Stroke	3	4	3	6	7	6	3	7	2	6	7	6	6	10	5
Second-hand smoke	2	1	2	1	1	1	2	1	2	2	1	2	4	1	5
Gum disease/tooth loss/mouth disease	1	1	2	3	2	3	3	4	2	3	4	2	4	4	3
Bronchitis/chronic bronchitis	4	4	4	3	3	3	4	5	4	7	6	6	3	5	4
Blood circulation problems/ blood clots	5	4	5	6	4	7	4	4	4	5	6	5	3	6	3
High blood pressure	1	1	2	3	1	4	2	2	2	4	3	3	3	1	3
Poor physical condition/loss of energy	1	2	2	2	2	2	1	1	1	3	3	3	2	2	3
Cancer – other	*	1	*	1	2	2	2	1	1	2	1	2	2	2	2
Birth defects/problems with pregnancy	–	–	–	–	*	–	*	–	*	1	1	1	2	1	2
Smaller babies/reduced growth of babies during pregnancy	1	1	1	2	1	2	1	1	2	2	1	2	2	1	2
Addiction	2	2	2	2	1	2	1	1	1	2	2	2	2	1	2
Allergies	1	*	1	2	1	2	2	1	3	4	1	4	1	1	2
Yellow teeth/fingers/effect on appearance	2	1	2	*	1	1	3	2	3	2	2	2	1	1	1
Preterm birth/premature birth	1	1	1	1	1	1	2	1	2	2	1	3	1	*	1
Impotence/sexual dysfunction	*	*	*	2	3	1	1	2	1	2	2	1	1	2	1
Wrinkles/premature aging	1	1	1	2	1	2	1	1	1	2	2	2	1	1	*
Coughing	*	1	*	*	*	*	1	1	1	2	2	1	1	1	*
Death/premature death	1	*	1	1	*	1	1	*	1	2	1	2	1	*	1
Bad breath	2	1	2	1	1	1	*	1	*	2	1	2	1	1	1

* Less than one percent

Continued ...

Q.10

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

Health Effects of Smoking – Top-of-Mind

Continued

	NOV-DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002		
	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS
Throat disease/problems	–	*	–	1	*	1	1	1	1	1	*	*	1	1	1
Cancer – breast	2	1	2	2	1	2	1	*	1	1	1	2	1	1	1
Effect on the fetus/unborn child	1	*	1	1	1	2	1	*	1	1	1	1	1	*	1
Air pollution/environmental damage	1	1	1	*	*	*	1	*	1	1	1	*	1	*	1
Headaches	*	*	–	*	1	*	*	*	*	1	1	1	1	1	1
Skin irritations/conditions	*	*	–	*	–	*	*	*	*	1	1	1	1	1	*
Immune system problems	1	*	1	–	–	–	*	*	*	1	*	1	1	*	1
Diabetes	1	*	1	1	*	1	*	*	*	1	*	1	1	*	1
Brain damage/disease	*	*	*	*	*	–	1	1	1	1	2	1	*	1	*
Eye disease/problems	*	*	1	*	*	*	–	–	–	1	*	1	*	*	1
Kidney disease/problems	*	–	*	–	*	–	*	*	*	–	–	–	*	*	*
Stomach problems	*	*	*	*	*	*	1	1	1	*	1	1	*	1	1
Liver damage/disease	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Dizziness/nausea	–	*	–	–	*	–	–	*	–	1	1	1	–	*	–
Gangrene	*	–	*	*	*	*	–	–	–	*	–	1	–	*	–
Osteoporosis/problems with bones	*	*	–	*	–	*	–	–	–	*	*	*	–	*	–
Arthritis	–	–	–	–	–	–	–	–	–	*	*	*	–	*	–
Fire accidents/burns	–	–	–	–	–	–	*	*	*	–	*	–	–	–	–
Multiple Sclerosis	–	–	–	–	*	–	*	*	*	–	–	–	–	–	–
Other	1	2	2	2	3	3	2	2	2	3	1	4	1	2	2
None	2	4	*	2	5	1	2	4	2	*	2	*	2	3	1
dk/na	1	2	1	1	2	1	1	4	1	1	2	1	1	3	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 that talks about the health effects of smoking cigarettes, six in ten Canadian adults (62%) mention television. About three in ten each mention cigarette packages (34%) and newspapers (31%). Fewer mention magazines (18%), radio (13%), word of mouth/family/friends (9%), billboards (6%), doctor/doctor's office (5%) and news in general (5%). Seventeen percent mention other sources of information and eight percent say nowhere.

Among adult smokers, about six in ten each mention television (61%) and cigarette packages (58%). Fewer mention newspapers (24%), magazines (14%), radio (13%), word of mouth/family/friends (8%), doctor/doctor's office (8%) and billboards (5%). Twenty-two percent mention other sources and four percent say nowhere.

Sources of Information About Health Effects

	NOV-DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002		
	GP	S	NS	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	62	61	63
Cigarette packages	20	33	14	32	57	21	33	57	22	34	60	25	34	58	26
Newspapers	25	21	27	30	22	34	27	21	30	34	21	35	31	24	33
Magazines	18	13	20	19	12	22	15	10	16	20	13	21	18	14	21
Radio	11	9	12	13	10	13	11	10	13	15	12	14	13	13	13
Word of mouth/family/friends	3	4	3	8	8	8	9	9	10	11	8	11	9	8	9
Billboards	5	5	5	6	5	5	5	4	5	4	6	4	6	5	5
Doctor/doctor's office	9	8	8	8	8	6	7	7	8	6	8	6	5	8	4
News	4	4	4	3	3	2	7	6	6	3	3	3	5	3	5
Public areas and buildings	1	2	1	1	1	1	2	2	2	2	4	1	4	3	4
Workplace	2	2	3	2	1	2	3	1	3	4	3	3	3	2	3
School/university	3	3	3	2	2	2	2	2	3	4	3	3	2	2	2
Internet/website	1	1	*	2	2	1	2	2	2	3	2	2	1	2	2
Bus/public transportation	*	*	*	*	*	–	1	–	1	2	1	1	1	1	1
Books/scientific journals	1	1	1	1	*	1	2	1	2	1	*	1	1	1	1
Hospitals/medical clinics	–	*	–	1	*	*	1	*	1	1	2	1	1	1	2
Health associations/agencies	1	*	1	1	*	2	1	1	1	1	1	1	1	1	1
Pamphlets/brochures/flyers	1	1	1	2	1	2	1	1	1	1	1	1	1	2	2
Posters	1	*	1	*	–	*	1	*	2	1	1	*	1	1	1
Other tobacco product packages	1	2	1	1	1	1	1	1	1	1	2	1	*	1	*
Advertising/media in general	1	1	1	1	*	1	1	1	1	1	1	1	*	1	*
Other	1	1	1	*	1	1	1	1	1	*	1	1	1	1	1
Nowhere	9	7	10	6	3	7	5	5	6	4	3	5	8	4	9
dk/na	2	1	2	2	1	2	2	1	2	2	1	3	1	1	2

*Less than one percent

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

The results of the current survey suggest a decrease since November-December 2001 among the general population in the number who mention television. The number of Canadian adults, and particularly adult smokers, who have seen health information on cigarette packages increased significantly between November-December 2000 and March-April 2001, and has remained essentially unchanged since then.

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.

Nine in ten Canadian adults strongly agree that lung cancer (90%) can be caused by smoking cigarettes. Large majorities also strongly agree that smoking can cause throat cancer (78%), heart disease (73%), mouth cancer (73%), emphysema (71%), asthma (65%) and chronic bronchitis (65%). Smaller majorities strongly agree that smoking can cause premature death (61%), gum or mouth diseases (61%), smaller babies or reduced growth of babies during pregnancy (57%) and stroke (52%).

Fewer than half of Canadian adults strongly agree that smoking can cause wrinkles and premature aging (48%), premature birth or preterm birth (44%), miscarriages (29%), blood clots (28%), stomach ulcers (25%), impotence in men (20%), infertility (18%), bladder cancer (14%), gangrene (7%), acne (6%), hepatitis (5%), arthritis (5%), Multiple Sclerosis (5%) and Alzheimer's Disease (4%).

For adult smokers, majorities strongly agree that lung cancer (81%), throat cancer (67%), heart disease (65%), emphysema (64%), mouth cancer (61%), asthma (56%), chronic bronchitis (55%), and gum or mouth diseases (53%) can be caused by smoking cigarettes.

Slightly fewer than half of adult smokers strongly agree that stroke (48%), premature death (47%) and smaller babies or reduced growth of babies (43%) can be caused by smoking. Fewer strongly agree that wrinkles and premature aging (35%), premature birth or preterm birth (31%) and blood clots (28%), impotence in men (19%), miscarriages (19%), stomach ulcers (18%), infertility (14%), bladder cancer (11%), gangrene (5%), acne (4%), arthritis (4%), Multiple Sclerosis (4%), hepatitis (4%) and Alzheimer's Disease (3%) can be caused by smoking.

The results of the current survey suggest that there has been a slight increase since the November-December 2001 survey in the proportions of Canadian adults who strongly agree that stroke can be caused by smoking cigarettes. The pattern suggests declines in the numbers strongly agreeing between the baseline and the two subsequent surveys, then increases in the November-December 2001 survey, followed by little or no significant change in the current survey, for a number of perceived health effects.

Among adult smokers, the current results suggest that there has been little or no significant change since November-December 2001 in the numbers who strongly agree that these health effects 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 stroke and impotence in men can be caused by smoking, and a decrease in the number who strongly agree that asthma, smaller babies, and wrinkles and premature aging can be caused by smoking. We see a similar pattern to that for Canadian adults: declines in the numbers strongly agreeing between the baseline and the two subsequent surveys, then increases in the November-December 2001 survey, followed by little or no significant change in the current survey, for a number of perceived health 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, asthma, chronic bronchitis, lung cancer, emphysema, blood clots, stroke, mouth cancer, throat cancer, gum and mouth diseases, premature death, premature birth, smaller babies, stomach ulcers, impotence in men, miscarriages, 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 a number of these health effects and diseases, notably lung cancer, emphysema, stroke, mouth cancer, throat cancer and premature death.

Younger adult smokers are 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, chronic bronchitis and premature birth. Male smokers are more likely to strongly agree that smoking can cause miscarriages, bladder cancer, infertility and premature death.

Specific Health Effects Caused by Smoking

	NOV-DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002		
	GP	S	NS	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	90	81	93
Somewhat agree	5	12	3	6	13	4	6	16	3	8	13	6	8	13	6
Somewhat disagree	*	2	*	1	2	1	1	2	1	1	3	1	1	2	*
Strongly disagree	1	3	*	1	2	1	1	3	1	1	3	*	1	2	*
dk/na	*	*	*	1	1	1	*	2	–	*	1	–	*	1	*
Throat cancer															
Strongly agree	85	71	87	82	68	84	80	67	84	80	70	84	78	67	83
Somewhat agree	11	22	10	14	23	11	13	23	12	17	22	14	18	25	14
Somewhat disagree	1	2	*	1	4	2	1	4	1	2	3	1	2	3	1
Strongly disagree	1	3	1	1	3	1	3	3	2	1	3	*	1	3	1
dk/na	2	1	2	2	3	2	2	3	2	1	2	*	2	3	1
Heart disease															
Strongly agree	76	65	78	73	64	75	70	63	70	75	67	76	73	65	76
Somewhat agree	18	24	17	19	26	18	22	23	22	19	22	18	21	26	19
Somewhat disagree	3	5	2	3	3	2	3	5	3	2	5	2	4	5	3
Strongly disagree	2	5	1	2	5	2	3	6	2	2	4	1	1	3	1
dk/na	1	1	1	3	2	4	3	3	3	2	2	2	1	1	1
Mouth cancer															
Strongly agree	73	60	78	73	56	77	72	58	76	72	62	77	73	61	78
Somewhat agree	16	25	13	18	26	16	19	26	16	20	24	19	19	24	17
Somewhat disagree	3	6	2	3	8	2	4	7	3	4	6	2	3	6	2
Strongly disagree	3	5	3	3	5	2	3	6	2	2	5	1	2	5	1
dk/na	5	4	5	3	4	3	3	4	3	2	4	2	3	4	2
Emphysema															
Strongly agree	74	64	76	72	63	75	68	57	72	72	63	75	71	64	73
Somewhat agree	12	18	11	13	16	11	15	21	12	12	19	10	13	19	11
Somewhat disagree	3	4	3	3	5	2	4	6	4	3	5	4	4	5	3
Strongly disagree	5	6	3	2	4	2	3	6	2	2	5	2	1	4	1
dk/na	6	8	6	9	11	10	10	10	9	11	9	10	11	8	12

* 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			JULY 2002		
	GP	S	NS	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	65	56	69
Somewhat agree	17	23	17	19	27	17	23	26	21	20	23	20	21	26	20
Somewhat disagree	4	7	3	5	7	4	5	8	5	5	8	4	7	8	6
Strongly disagree	4	7	3	4	7	3	5	8	4	3	8	2	4	7	3
dk/na	1	3	1	2	3	2	4	4	3	2	3	1	3	3	2
Chronic bronchitis															
Strongly agree	71	59	75	68	53	72	64	52	68	67	58	70	65	55	69
Somewhat agree	20	25	19	22	31	20	24	30	23	23	27	22	25	28	23
Somewhat disagree	3	6	2	3	6	2	4	6	2	6	7	4	4	6	3
Strongly disagree	3	6	3	4	6	2	3	7	2	2	5	1	2	5	2
dk/na	3	4	2	3	5	3	5	6	5	3	3	3	4	5	4
Premature death															
Strongly agree	67	49	73	61	46	67	61	48	65	64	50	69	61	47	67
Somewhat agree	20	25	19	21	26	19	22	25	21	21	25	18	24	26	22
Somewhat disagree	4	11	3	6	9	4	7	9	6	7	10	6	8	12	5
Strongly disagree	5	10	4	7	13	4	6	12	4	5	11	4	4	10	3
dk/na	4	5	2	6	6	6	4	6	4	3	4	3	3	5	3
Gum or mouth diseases															
Strongly agree	63	49	67	62	48	66	61	51	65	63	55	66	61	53	64
Somewhat agree	20	29	19	23	33	21	26	27	26	25	28	25	27	29	26
Somewhat disagree	6	9	6	5	8	3	5	9	4	5	6	4	5	8	4
Strongly disagree	6	9	4	5	8	4	4	8	2	4	7	1	4	7	3
dk/na	5	4	4	5	4	6	4	5	3	3	4	3	3	3	3
Smaller babies or reduced growth of babies during pregnancy															
Strongly agree	65	48	70	62	41	67	56	44	60	59	44	64	57	43	63
Somewhat agree	18	23	16	20	27	17	24	25	24	24	28	23	25	26	24
Somewhat disagree	5	9	4	5	10	4	5	10	4	6	11	4	6	10	3
Strongly disagree	6	12	4	6	13	4	6	13	3	4	11	1	6	12	4
dk/na	7	8	6	8	9	8	8	9	9	7	7	7	6	9	6

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			JULY 2002		
	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS
Stroke*															
Strongly agree	52	42	56	49	42	53	46	44	46	46	45	46	52	48	53
Somewhat agree	25	26	24	23	26	22	26	23	27	27	23	28	25	27	25
Somewhat disagree	7	9	6	8	9	7	9	9	9	7	9	7	8	8	8
Strongly disagree	6	11	4	7	10	5	7	10	5	7	10	5	6	8	5
dk/na	10	12	9	13	13	13	13	14	13	13	13	14	9	10	9
Wrinkles and premature aging															
Strongly agree	56	43	60	52	36	57	47	35	50	51	38	54	48	35	53
Somewhat agree	19	23	19	21	27	21	24	26	24	24	26	24	26	28	24
Somewhat disagree	10	13	9	9	13	7	10	13	8	11	13	11	11	16	8
Strongly disagree	10	15	8	11	17	8	11	19	9	8	17	5	9	15	8
dk/na	5	6	4	7	7	7	8	6	8	7	6	6	7	5	8
Premature birth or preterm birth															
Strongly agree	46	32	50	42	29	46	40	31	44	43	33	46	44	31	50
Somewhat agree	26	29	27	32	28	30	30	30	28	30	31	31	28	30	26
Somewhat disagree	9	12	8	10	15	8	10	14	9	10	13	8	11	15	8
Strongly disagree	8	12	6	6	14	3	7	14	5	5	13	4	5	12	3
dk/na	11	14	9	12	13	12	13	11	14	11	10	12	13	11	14
Miscarriages															
Strongly agree	29	17	34	24	17	25	26	18	28	27	20	30	29	19	33
Somewhat agree	31	27	32	35	29	36	30	26	33	33	29	34	32	29	33
Somewhat disagree	14	19	12	13	19	11	15	19	13	16	17	16	16	21	13
Strongly disagree	10	19	8	10	19	8	10	19	7	8	18	5	8	16	6
dk/na	15	18	14	18	16	20	19	18	19	15	16	15	15	15	16
Blood clots															
Strongly agree	36	26	37	29	26	31	29	26	30	28	30	28	28	28	29
Somewhat agree	27	29	26	32	29	33	30	30	32	38	31	38	31	32	31
Somewhat disagree	14	18	14	12	15	10	15	14	13	13	15	14	18	16	16
Strongly disagree	8	13	7	8	13	7	8	14	6	6	12	4	8	11	7
dk/na	16	13	16	19	17	20	18	16	18	14	13	16	16	13	18

* In the current survey, two different translations of the term "stroke" were used in the French questionnaire; see the Split Sample Analysis section in the Survey Methods Appendix for further discussion.

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			JULY 2002		
	GP	S	NS	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	25	18	27
Somewhat agree	27	29	27	30	28	32	33	29	34	38	30	41	31	30	32
Somewhat disagree	16	21	15	17	21	15	20	20	20	19	22	18	19	24	19
Strongly disagree	12	21	9	14	21	9	13	21	10	12	21	8	12	19	10
dk/na	14	10	15	14	14	16	12	13	12	11	10	12	12	10	12
Impotence in men															
Strongly agree	20	14	23	21	16	22	21	19	21	19	22	19	20	19	22
Somewhat agree	28	23	30	29	26	30	26	25	27	33	29	33	33	29	33
Somewhat disagree	18	19	17	14	18	12	15	17	17	17	17	19	19	18	18
Strongly disagree	15	26	12	15	23	10	15	23	10	11	18	8	11	22	8
dk/na	19	18	19	22	17	26	23	17	25	20	14	22	17	13	19
Infertility															
Strongly agree	19	12	22	16	13	16	16	14	17	16	15	17	18	14	21
Somewhat agree	28	22	29	30	22	34	29	24	31	33	28	34	30	25	32
Somewhat disagree	18	24	17	18	22	15	20	22	19	20	19	21	23	24	20
Strongly disagree	16	27	11	14	24	10	13	21	10	13	24	9	11	22	8
dk/na	20	15	21	23	19	26	22	19	23	19	14	19	18	15	19
Bladder cancer															
Strongly agree	20	11	23	15	11	17	13	12	13	18	13	18	14	11	17
Somewhat agree	21	19	21	22	22	22	28	19	32	23	20	25	23	21	24
Somewhat disagree	23	26	22	22	22	21	22	25	22	27	25	28	26	26	25
Strongly disagree	15	26	12	16	25	13	14	23	11	14	24	10	15	25	12
dk/na	21	19	21	24	21	28	23	20	22	18	18	18	22	18	23
Gangrene															
Strongly agree	13	6	15	9	5	11	8	4	9	8	8	9	7	5	7
Somewhat agree	16	12	17	16	11	18	15	11	17	19	12	21	13	11	14
Somewhat disagree	22	23	21	19	21	19	20	23	21	24	21	26	24	24	24
Strongly disagree	26	41	23	29	38	23	28	41	24	28	40	24	30	41	27
dk/na	23	19	24	27	24	29	28	22	28	20	19	21	25	20	28

Q.12

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

Specific Health Effects Caused by Smoking

	NOV-DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002		
	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS
Acne															
Strongly agree	11	5	11	6	4	7	6	4	7	5	4	5	6	4	6
Somewhat agree	12	10	14	18	13	19	15	11	16	15	12	17	14	10	16
Somewhat disagree	26	26	25	21	23	23	25	22	28	29	24	30	29	26	29
Strongly disagree	33	46	30	33	43	27	32	46	27	31	45	27	30	45	26
dk/na	18	13	20	22	17	25	22	18	22	19	15	21	21	15	24
Arthritis															
Strongly agree	9	5	10	5	4	6	5	4	5	5	4	5	5	4	4
Somewhat agree	15	9	16	17	13	18	15	11	16	18	13	20	15	11	17
Somewhat disagree	27	29	25	26	24	28	27	27	28	29	27	30	31	30	31
Strongly disagree	31	44	29	32	42	26	31	42	28	29	42	25	30	40	26
dk/na	17	12	20	20	17	22	22	16	23	19	14	20	19	15	22
Multiple Sclerosis															
Strongly agree	10	5	11	6	4	7	4	3	5	5	4	5	5	4	5
Somewhat agree	12	11	10	12	11	12	14	11	16	16	12	17	16	13	16
Somewhat disagree	27	24	28	19	22	18	25	24	26	26	22	28	23	24	23
Strongly disagree	24	37	23	31	35	27	25	34	22	29	38	25	27	35	25
dk/na	27	24	28	32	28	36	31	27	32	24	24	25	29	24	32
Hepatitis															
Strongly agree	8	5	9	6	4	7	5	3	5	5	3	5	5	4	5
Somewhat agree	14	9	15	12	10	13	12	10	12	14	9	16	11	8	13
Somewhat disagree	20	23	20	21	22	20	24	24	25	24	25	26	26	25	25
Strongly disagree	34	44	31	35	41	30	34	41	32	34	44	28	34	44	31
dk/na	24	19	24	26	23	29	25	22	26	23	19	25	24	18	26
Alzheimer's Disease															
Strongly agree	11	5	12	5	3	7	4	3	5	6	3	6	4	3	5
Somewhat agree	15	10	15	14	11	16	14	12	14	17	15	17	15	12	16
Somewhat disagree	26	25	25	21	23	22	28	23	31	27	23	30	26	27	26
Strongly disagree	27	43	25	32	40	26	29	41	24	28	40	25	28	38	24
dk/na	22	16	23	27	22	29	26	21	26	21	18	22	27	19	29

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 (58%), bronchitis in children (52%), lung cancer in non-smokers (51%) and chest infections in children (50%). Fewer than half strongly agree that second-hand smoke can cause heart disease in non-smoking adults (35%), strokes in non-smoking adults (23%), ear infections in children (14%) and SIDS (Sudden Infant Death Syndrome) or crib death (18%). Few strongly agree that second-hand smoke can cause Alzheimer's Disease (4%), Multiple Sclerosis (4%) and arthritis (3%) in non-smoking adults.

Just under one-half of adult smokers strongly agree that asthma attacks in children (48%) can be caused by second-hand smoke, and about four in ten strongly agree that bronchitis in children (41%) and chest infections in children (37%) can be caused by second-hand smoke. About one-third say the same about lung cancer in non-smokers (32%) and about one-quarter say the same about heart disease in non-smoking adults (24%). Fewer strongly agree that strokes in non-smoking adults (16%), ear infections in children (12%), 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 suggest that there has been little change since November-December 2001 in the number of adult Canadians who strongly agree that these health effects can be caused by second-hand smoke. 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.

Among adult smokers, the current results suggest that there have been slight decreases since the November-December 2001 survey in the numbers who strongly agree that second-hand smoke can cause asthma in children, chest infections in children and bronchitis in children. Comparison with the November-December 2000 baseline survey suggests that there have been declines in the proportions of adult smokers 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			JULY 2002		
	GP	S	NS	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	58	48	62
Somewhat agree	22	31	21	23	29	21	26	32	24	28	29	26	29	33	26
Somewhat disagree	3	6	3	5	10	4	5	7	4	5	8	5	5	7	4
Strongly disagree	4	8	3	5	8	3	6	10	4	4	8	2	5	8	4
dk/na	3	3	2	3	3	3	5	4	6	2	3	3	3	3	4

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 ...

Women smokers are more likely than men smokers to strongly agree that second-hand smoke causes SIDS, asthma attacks 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.

As well, potential quitters are more likely than "hard-core" smokers to strongly agree that second-hand smoke causes most of these health effects and diseases in non-smokers. Those who have seen the new messages on their main brand are more likely to strongly agree that second-hand smoke can cause chest infections in children, bronchitis in children and asthma in children.

Specific Health Effects Caused by Second-Hand Smoke

	NOV-DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002		
	GP	S	NS	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	52	41	58
Somewhat agree	26	31	25	29	34	29	31	33	30	32	33	31	34	37	29
Somewhat disagree	5	9	4	5	9	4	6	9	5	6	8	7	5	10	5
Strongly disagree	5	10	4	5	10	3	7	13	4	4	8	1	4	9	4
dk/na	4	5	3	3	5	4	4	6	4	4	4	3	4	4	5
Lung cancer in non-smokers															
Strongly agree	59	38	64	56	34	62	51	35	59	52	34	58	51	32	59
Somewhat agree	26	34	26	29	33	27	31	32	29	33	36	32	32	37	29
Somewhat disagree	6	10	4	6	15	5	9	12	7	7	14	6	8	14	5
Strongly disagree	7	15	4	6	13	3	8	17	4	6	13	3	6	13	3
dk/na	3	3	1	2	4	3	2	4	1	2	3	2	3	3	3
Chest infections in children															
Strongly agree	57	42	60	53	40	57	49	38	51	47	42	51	50	37	56
Somewhat agree	27	35	26	31	34	30	31	32	32	35	34	36	34	37	30
Somewhat disagree	6	8	5	5	10	4	7	10	6	7	9	6	6	12	5
Strongly disagree	6	11	5	6	10	4	8	13	5	6	10	3	5	9	4
dk/na	5	4	4	4	6	5	5	6	6	4	5	3	4	5	4
Heart disease in non-smoking adults															
Strongly agree	41	26	44	36	23	42	34	25	38	34	23	39	35	24	39
Somewhat agree	33	33	35	27	35	35	36	32	37	38	35	39	35	36	35
Somewhat disagree	12	17	10	12	17	11	14	18	13	13	17	12	14	18	12
Strongly disagree	10	20	8	11	19	7	11	20	8	11	19	7	10	17	8
dk/na	5	5	4	5	6	5	5	5	5	4	5	3	5	4	6
Strokes in non-smoking adults *															
Strongly agree	26	16	29	22	14	25	18	14	20	20	14	23	23	16	27
Somewhat agree	28	26	29	32	27	32	35	26	37	31	27	33	31	28	32
Somewhat disagree	18	21	17	16	20	15	19	22	19	20	22	19	21	23	18
Strongly disagree	16	24	14	16	25	12	16	24	12	16	24	13	14	24	12
dk/na	12	13	11	14	14	16	13	13	12	12	13	13	10	10	11

* In the current survey, two different translations of the term "stroke" were used in the French questionnaire; see the Split Sample Analysis section in the Survey Methods Appendix for further discussion.

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			JULY 2002		
	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS
SIDS (Sudden Infant Death Syndrome) or Crib Death															
Strongly agree	19	13	21	16	10	17	15	10	15	14	12	15	18	12	20
Somewhat agree	19	16	20	21	17	22	20	17	21	22	20	24	23	22	22
Somewhat disagree	21	21	21	17	19	18	19	21	20	24	20	25	19	21	18
Strongly disagree	24	38	21	25	35	20	26	35	22	20	34	16	19	32	16
dk/na	17	13	17	21	19	23	20	16	22	20	15	20	20	13	24
Ear infections in children															
Strongly agree	24	16	25	16	13	17	15	13	14	15	14	16	14	12	15
Somewhat agree	19	16	19	22	19	22	19	16	21	19	19	20	23	18	25
Somewhat disagree	23	25	22	22	24	22	25	24	26	26	23	27	27	27	25
Strongly disagree	22	31	20	22	32	18	24	35	20	25	34	21	21	31	19
dk/na	13	10	14	17	13	17	17	12	19	15	11	16	15	12	16
Alzheimer's Disease in non-smoking adults															
Strongly agree	9	4	11	4	3	5	3	2	4	5	3	5	4	3	4
Somewhat agree	10	8	10	12	8	13	9	8	10	11	8	12	11	8	12
Somewhat disagree	26	23	26	23	20	25	27	24	29	28	25	30	28	26	29
Strongly disagree	36	52	33	37	51	29	35	49	29	37	49	32	35	48	30
dk/na	19	13	20	24	18	27	25	17	28	19	14	21	22	15	25
Multiple Sclerosis in non-smoking adults															
Strongly agree	8	4	10	3	3	3	4	2	4	4	3	5	4	3	4
Somewhat agree	9	7	10	10	8	10	11	9	11	10	9	11	13	10	14
Somewhat disagree	28	23	29	22	20	24	25	24	26	31	25	33	28	25	28
Strongly disagree	33	48	31	37	47	30	34	46	29	34	45	28	31	44	28
dk/na	21	18	21	28	22	32	26	19	28	21	18	23	23	18	27
Arthritis in non-smoking adults															
Strongly agree	8	5	10	4	3	4	5	3	5	3	2	4	3	2	3
Somewhat agree	10	6	11	9	7	10	9	6	10	12	8	12	13	9	13
Somewhat disagree	27	25	28	27	22	29	29	24	30	32	25	36	29	26	30
Strongly disagree	38	54	34	38	52	30	37	52	31	37	53	31	37	51	31
dk/na	16	10	18	22	16	26	20	14	23	16	12	18	19	12	23

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, more than six in ten Canadian adults (66%) cannot name any specific health effects or diseases that can be caused by hydrogen cyanide. Another eight percent say hydrogen cyanide does not cause any health effects or diseases. Death is the most common response (8%) among those mentioning a specific effect, followed by cancer in general (5%). Thirty percent mention some other health effect or disease that can be caused by hydrogen cyanide.

Six in ten smokers (61%) cannot name any health effects that can be caused by hydrogen cyanide, and six percent say there are no health effects. Six percent say death is caused by hydrogen cyanide, five percent mention respiratory problems, and 23 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 November-December 2001 survey, and is a total of 23 points lower than that

Health Effects Caused by Hydrogen Cyanide**

	NOV-DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002		
	GP	S	NS	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	8	6	9
Cancer – general	2	2	3	3	2	4	4	2	4	5	2	5	5	4	5
Lung disease/cancer	2	1	2	4	3	4	4	4	4	4	3	4	4	4	4
Respiratory problems/loss of breath	1	1	1	3	2	3	4	4	3	2	3	2	4	5	4
Heart disease/attack	2	1	1	2	2	2	2	2	2	3	2	3	3	3	3
Headache	3	1	3	1	1	1	2	1	2	1	2	1	2	2	2
Poisoning	3	2	2	2	2	1	1	2	1	1	1	1	2	1	2
Dizziness	1	*	1	*	*	1	1	1	1	1	1	1	2	1	1
Brain damage/memory loss/stroke	2	1	2	1	1	1	2	2	2	2	3	2	1	1	2
Lung damage	*	*	*	–	–	–	–	–	–	2	2	2	1	1	1
Damage to cells/arteries/blood	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Mouth cancer/disease	*	–	*	*	*	*	–	*	–	1	*	1	1	*	1
Nausea	1	1	1	*	*	*	1	1	*	1	1	*	1	1	1
Stomach aches	1	1	1	1	*	1	1	*	1	1	1	1	1	1	2
Vertigo	*	–	*	*	*	*	1	*	1	1	1	*	1	*	*
Weakness	1	*	1	*	*	*	*	–	*	1	1	1	1	*	1
Damage to nervous system	1	*	1	*	–	*	–	–	–	*	*	1	1	1	1
Throat cancer	*	*	1	1	*	1	*	1	*	*	*	1	1	*	1
Burning in body/organs	–	–	–	*	–	*	1	*	1	–	–	–	*	–	*
Pregnancy/complications	*	*	*	*	–	*	1	*	1	1	*	1	–	–	–
Liver cancer/disease	*	*	*	*	–	*	*	*	*	–	*	–	–	*	–
Other	1	2	1	1	1	1	1	2	1	2	1	3	3	2	3
None	31	27	28	26	31	24	13	11	11	17	16	15	8	6	6
dk/na	43	54	42	49	50	49	62	67	63	57	62	58	66	61	67

* Less than one percent

** In the current survey, two different translations of the term "hydrogen cyanide" were used in the French questionnaire; see the Split Sample Analysis section in the Survey Methods Appendix for further discussion.

Q.37
What specific health effects or diseases, if any, can you name that can be caused by hydrogen cyanide?

found in the baseline survey. 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 November-December 2001 survey, and is a total of 23 points higher than that found in the baseline survey.

Among adult smokers, there has been a decrease from the November-December 2001 survey in the proportion who say hydrogen cyanide does not cause any health effects or diseases (down ten points); this number is a total of 21 points lower than that found in the baseline survey. There has been no significant change in the number who cannot name any specific health effects or diseases that can be caused by hydrogen cyanide. However, the proportion who cannot name any specific health effects or diseases that can be caused by hydrogen cyanide is seven 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 one-half and two-thirds of Canadian adults think tobacco use kills more Canadians each year than murders (66%), suicides (64%), illegal drugs (54%), AIDS (53%) and car accidents (50%). A plurality think more Canadians die each year from tobacco use than they do from alcohol (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 murders and car accidents (smokers are as likely as Canadians in general to think tobacco use kills more Canadians each year than these causes of death). Six in ten or more think tobacco use kills more Canadians than murders (66%) and suicides (61%). About half think tobacco use kills more than car accidents (50%) and AIDS (49%). More than four in ten think tobacco use kills more than illegal drugs (47%) and alcohol (43%). Between one-quarter 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 no significant changes since the November-December survey in the proportions of adult Canadians who think tobacco use kills more Canadians each year than these other causes.

Among adult smokers, there has been a decrease since November-December 2001 in the proportion who think tobacco use kills more Canadians each year than illegal drugs. 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.

Men smokers are more likely than women 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.

Two in ten Canadian adults (23%) correctly believe that approximately 45,000 Canadians die each year as a result of tobacco use. More than three in ten (34%) pick a number lower than 45,000. Three in ten (30%) choose a number higher than 45,000. Eight percent offer no opinion.

Just under three in ten adult smokers (27%) believe that about 45,000 Canadians die each year as a result of tobacco use. Thirty-six percent pick a lower number and one-quarter (25%) percent pick a higher number. Eight 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 slightly from the baseline survey.

Men smokers express a higher level of knowledge than do women smokers. Adult smokers aged 18 to 55 years also express a higher level of knowledge. As well, those who have seen the new messages on their main brand of cigarette are more likely than those who have not to correctly believe that approximately 45,000 Canadians die each year as a result of tobacco use. However, even among these groups, majorities give incorrect answers.

Causes of Death

	NOV-DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002		
	GP	S	NS	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	66	66	67
Fewer	19	28	15	19	27	16	18	25	16	18	22	16	15	19	14
About the same number	12	12	12	8	9	8	8	10	8	8	9	8	12	9	11
dk/na	7	5	7	6	7	7	8	8	8	7	6	8	6	6	8
Suicides															
More	60	52	65	61	55	63	64	55	66	64	61	64	64	61	66
Fewer	20	29	17	18	25	15	16	24	14	16	22	15	20	23	18
About the same number	11	11	10	11	11	11	12	11	11	10	10	10	9	8	8
dk/na	9	8	8	9	8	10	8	10	9	10	7	11	8	8	8
Illegal drugs															
More	58	45	64	56	45	58	52	44	54	57	51	58	54	47	56
Fewer	20	33	14	18	28	15	21	29	19	18	25	15	16	28	13
About the same number	15	17	16	17	17	18	20	19	20	18	17	19	20	18	21
dk/na	8	6	7	10	8	9	7	8	8	8	7	8	10	7	10
AIDS															
More	54	43	56	55	44	56	52	45	53	56	49	58	53	49	56
Fewer	18	32	14	21	28	19	20	30	17	18	26	16	22	26	19
About the same number	18	16	18	13	14	13	18	14	19	16	16	17	16	15	15
dk/na	11	8	12	12	13	12	11	11	11	9	9	10	10	10	11
Car accidents															
More	48	40	52	51	41	55	47	47	47	48	49	49	50	50	50
Fewer	23	34	19	21	33	19	24	30	22	25	27	23	22	29	19
About the same number	22	21	23	21	19	19	22	16	22	20	19	21	21	18	23
dk/na	7	5	6	6	7	6	7	7	8	6	5	8	6	3	8
Alcohol															
More	50	38	54	47	43	49	43	38	45	49	45	50	48	43	52
Fewer	17	29	13	17	24	15	19	27	17	18	23	15	16	25	12
About the same number	29	28	29	31	27	31	32	29	33	28	28	30	29	27	29
dk/na	5	4	4	5	6	5	5	6	6	5	4	5	6	5	7

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 ...?

Number of Canadians Who Die Each Year from Tobacco Use

	NOV-DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002		
	GP	S	NS	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	2	5	2
5,000	6	10	6	8	11	7	9	8	9	6	7	5	7	7	8
10,000	1	1	1	1	1	1	1	1	1	1	1	1	1	*	2
15,000	13	12	11	10	11	10	11	11	10	12	12	12	10	10	10
20,000	1	1	1	–	–	–	*	*	*	2	2	2	*	*	*
25,000	16	16	16	15	13	16	15	13	17	15	14	16	14	14	14
45,000	17	16	16	18	19	16	18	23	15	21	26	21	23	27	21
50,000	1	*	1	3	2	2	1	3	1	*	*	*	4	2	4
75,000	13	10	14	13	9	14	13	8	15	13	11	15	12	10	13
100,000	15	13	17	15	11	16	12	14	13	14	13	14	14	13	15
Other	3	4	3	3	4	3	3	3	3	2	2	2	3	3	2
None	1	2	1	1	2	1	1	1	*	1	1	*	*	1	–
dk/na	10	9	10	10	9	11	11	10	12	9	7	9	8	8	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 proportions of adult Canadians mention will power or cold turkey (34%) and medication/ patch/Nicoderm/Zyban/stop-smoking pill (27%). Smaller proportions mention warning of health effects (13%), nicotine gum/Nicorette (13%), support groups/counselling/associations/family (13%), chew gum/candy/food (8%), "don't start" (7%), speak to a doctor (7%), hypnosis (4%), do something to distract yourself (4%), avoid situations where you would normally smoke (4%) and exercise (3%). Thirty-four percent offer other tips or advice. Seven percent say there is no way to help and nine percent offer no opinion.

Among adult smokers, three in ten (29%) suggest will power and one-quarter (24%) suggest medication or patches. Smaller proportions suggest "don't start" (11%) suggest warning of health effects (9%), nicotine gum/Nicorette (9%), chew gum/ candy/food (7%), support groups/counselling/ associations/family (6%), avoiding situations where one would normally smoke (5%), do something to distract yourself (5%), speak to a doctor (4%), exercise (4%) and "must want to stop" (4%). Thirty-two percent offer other tips or advice. Eight percent say there is no way to help and 13 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 will power and support groups or counselling associations has also increased since 2000.

Adult smokers are slightly less likely than Canadian adults in general to suggest will power, 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 less likely than "hard-core" smokers to suggest medication or patches; they are also less likely to say that there is no way to help.

Quit Tips

	NOV-DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002		
	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS
Will power/cold turkey/just stop	29	27	31	28	26	29	29	26	32	24	26	24	34	29	36
Medication/patch/Nicoderm/Zyban/ stop smoking pill	15	13	16	29	20	29	22	19	23	28	25	28	27	24	29
Warn of health effects	11	7	13	12	8	13	12	7	14	16	10	18	13	9	16
Nicotine gum/Nicorette	3	2	4	9	7	9	8	7	8	13	9	12	13	9	15
Support groups/counselling/ associations/family	3	3	4	10	7	11	8	5	8	12	7	13	13	6	15
Chew gum/candy/food	3	3	4	5	5	5	6	6	6	7	5	7	8	7	8
Don't start	3	8	2	6	11	4	9	12	7	7	12	5	7	11	5
Speak to a doctor	9	6	9	7	4	8	6	4	6	7	5	8	7	4	8
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	4	5	5
Do something else/distract yourself	4	5	4	3	3	3	4	5	4	4	5	3	4	5	3
Hypnosis	2	2	2	4	2	4	3	2	4	3	2	4	4	3	4
Exercise	3	3	3	2	2	2	3	3	4	4	4	4	3	4	3
More education	5	4	5	4	3	5	5	2	5	4	4	5	3	3	4
Waste of money/costs too much/ expensive habit	1	2	1	2	1	3	1	1	1	3	1	3	3	2	4
Cut back gradually	5	4	5	3	3	2	3	2	3	2	3	2	3	2	3
Be aware that you're hurting others/children	2	1	2	2	1	2	2	2	3	3	1	3	2	1	3
Must want to stop	2	3	2	4	3	4	2	2	2	3	3	3	2	4	2
Have a plan	4	3	3	2	3	2	2	1	1	2	2	1	2	2	1
Adopt healthy lifestyle/reduce stress	1	*	1	1	*	1	1	1	1	2	2	2	2	2	2
Advertising/media	*	*	*	2	*	2	2	1	2	1	1	1	2	1	2
Regulation	*	1	*	1	1	2	1	1	1	1	1	1	2	2	2
Keep active and busy	2	3	1	1	3	1	2	4	2	3	4	2	1	3	1
Visit cancer/terminal hospital ward	–	–	–	*	–	*	1	*	1	2	1	3	1	*	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			JULY 2002		
	GP	S	NS	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	1	2	1
Acupuncture	*	*	*	2	1	1	1	1	1	1	1	1	1	1	1
Avoid peer pressure/media influence	*	–	*	–	–	–	–	*	–	1	1	1	1	2	1
Laser therapy	–	–	–	*	*	–	1	*	*	*	*	1	1	1	*
Not attractive/yellow fingers/teeth	–	*	–	*	–	*	–	*	–	*	*	*	1	*	1
Stop buying/get rid of cigarettes	–	*	–	–	–	–	–	*	–	*	1	*	1	*	1
Delay smoking for ten minutes	1	*	1	1	*	1	1	1	*	2	1	1	*	*	–
Tell others your quit date	2	1	2	1	*	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	*	*	1
You smell awful/it tastes awful/ cigarettes smell awful**	1	*	1	1	*	1	*	*	*	1	*	1	*	1	*
Visualize negative effects	–	*	–	–	–	–	1	–	1	1	1	1	*	1	*
Smoke lighter brand/herbal cigarettes	–	–	–	–	*	–	–	*	–	*	*	*	*	1	*
Restrict access to children	–	–	–	–	–	–	–	*	–	*	*	*	–	–	–
Speak to a nurse	1	1	1	*	*	*	–	*	–	*	*	–	–	–	–
Other	2	2	2	3	2	4	3	3	3	2	3	2	2	1	1
None/no way to help	10	16	9	10	14	9	6	10	5	8	9	8	7	8	7
dk/na	8	9	6	8	8	7	10	12	10	9	12	7	9	13	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?

A. Recall and Reads per Day

An overwhelming majority of Canadians (90%) 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 or adult smokers who say they have seen health warning messages on cigarette packages.

Two-thirds of Canadian adults (64%) say they have seen, read or heard about new health warning messages that are now on cigarette packages in Canada and another three percent say they may have. Three in ten (31%) say they have not. Eighty percent of adult smokers have seen them and two percent say maybe. Only 17 percent say they have not seen them.

Comparison with the baseline survey shows that awareness of the new warning messages remains considerably higher in the current survey than that found in November-December 2000 (up 28 points among adult Canadians and 35 points among adult smokers).

More than six in ten Canadian adults (63%) say they have seen the new health warning messages on cigarette packages themselves. Fewer than four in ten (36%) 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 – 86 percent have seen them and 13 percent have not.

The number of smokers who have seen the new warning messages on cigarette packages has decreased four points since November-December 2001.

Among adult smokers, 85 percent say they have seen the new health warning messages on their main brand of cigarettes. Just over one in ten (14%) have not.

Recall of Health Warning Messages on Cigarette Packages

	NOV-DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002		
	GP	S	NS	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	90	100	86
No	10	2	14	11	2	15	12	1	17	11	*	14	10	*	14

* Less than one percent

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			JULY 2002		
	GP	S	NS	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	64	80	58
Maybe	4	3	5	4	2	5	6	3	7	5	2	5	3	2	3
No	60	52	65	21	10	26	22	13	26	28	13	31	31	17	36

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"*

The current survey finds a leveling-off in the number of adult smokers who have seen the new health warning messages on their main brand. This number is essentially unchanged from November-December 2001, but is still a total of 25 points higher than that found in March-April 2001.

Eleven 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 (48%) look at or read these health warning messages less frequently, including 26 percent who say they do this less than once a week. About three in ten (31%) say they never look at or read these health warning messages.

Among adult smokers, 28 percent say they look at or read health warning messages several times a day and 16 percent say once a day. Thirty-six percent look at them less frequently, including 13 percent who say they do this less than once a week. Nineteen percent say they never look at them.

There has been no significant change over the past 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.

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 (38%). Sixteen percent say they have more information than before or more specific information about the health effects of smoking. Smaller numbers mention the images are gross or disgusting (9%), pictures/diseases of mouth/teeth (8%), they have tougher, stronger messages (7%), warnings or symbols in general (6%), pictures of lungs (6%), and they cover more than 50 percent of the package (5%). Thirty-four percent mention some other aspect and 27 percent offer no answer.

Adult smokers, especially younger adults, are much more likely than adults in general to mention that the health warning messages on cigarette packages have pictures. A total of 46 percent of adult smokers mention pictures, 21 percent mention more information about health effects and smaller numbers mention gross images (13%), pictures/diseases of mouth/teeth (9%), covers more or 50 percent of the package (8%), pictures of lungs (8%), tougher,

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

Smokers

	Mar-Apr 2001	July 2001	Nov-Dec 2001	July 2002
Yes	60	71	87	85
No	38	27	12	14
dk/na	2	2	1	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			JULY 2002		
	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS
Yes	59	86	48	59	87	49	60	90	51	63	86	54
No	40	13	51	38	12	49	39	9	47	36	13	45
dk/na	1	1	1	2	2	2	1	1	1	1	1	1

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

stronger messages (6%), warnings or symbols in general (6%), black and white text/background (6%) and pictures of pregnant women/pregnancy (5%). Thirty-nine percent mention something else and only ten percent offer no answer.

Comparison with earlier surveys suggests a trend away from general mention of pictures and toward reference to specific images, design elements or messages. Among both adult Canadians and adult smokers, the numbers mentioning pictures in general have fallen over the past two surveys. However, over the same period, there have been slight – though not always statistically significant – increases in both groups in the numbers mentioning specific images or messages, such as pictures/diseases of mouth/teeth, pictures of lungs and pictures of pregnant women/ pregnancy, and brain damage.

Women smokers are more likely than men smokers to mention more or more specific information. Younger adult smokers are more likely than smokers in general to mention more information than before or more information about the health effects of smoking. Those who have seen, heard or read about the new health warning messages, 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.

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 (19%), and causes lung cancer (16%). Smaller numbers recall messages such as: impotence (12%), cancer in general (11%), death or premature death (10%), harmful to others/children (10%), mouth/ gum diseases (10%), heart disease (8%), dangerous/ bad for health (8%) and lung disease (6%). Twenty-four percent mention some other health warning message. One-third say none (22%) or offer no opinion (12%).

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, the largest proportions mention impotence (24%), harm during pregnancy or to fetus (23%), lung cancer (18%), harm to others/children (18%), heart disease (15%), and death/premature death (13%). Smaller numbers mention mouth/gum disease (11%), cancer in general (9%), lung disease (8%), second-hand smoke is dangerous (7%), stroke (6%) and yellow teeth, gums

Times Per Day Look at Health Warning Messages on Cigarette Packages

	NOV-DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002		
	GP	S	NS	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	11	28	5
About once a day	10	15	7	9	17	6	9	18	5	8	15	5	8	16	6
Once every two or three days	6	9	6	8	10	7	6	8	6	9	9	8	7	9	7
About once a week	13	12	14	14	13	14	17	14	18	13	13	12	15	14	15
Less than once a week	31	14	38	30	13	36	29	14	33	30	16	33	26	13	32
Never	24	14	28	27	16	32	28	18	33	32	17	37	31	19	34
dk/na	2	1	2	*	1	1	*	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 ...?

and fingers (5%). Twenty-nine percent mention other messages, and two in ten say none (14%) or offer no opinion (5%).

Among the general population, the results of the current survey are similar to those found in previous surveys; there has, however, been an increase since November-December 2001 in the number who mention mouth and gum disease. Among adult smokers, the current results suggest slight increases since November-December 2001 in the proportions who mention the specific warning messages harmful during pregnancy and impotence, and a slight decrease in the proportion who mention harmful to others/children.

Among adult smokers, women smokers are more likely to mention harmful during pregnancy/harm to fetus and harmful to others/children; men smokers are more likely to mention impotence. Younger adult smokers are more likely than other smokers to recall the specific warning messages harmful during pregnancy/harm to fetus, causes lung cancer, harmful to others/children, and impotence.

Potential quitters are more likely than "hard-core" smokers to mention harmful during pregnancy and premature 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 recall specific health warning messages, such as causes lung cancer, harmful to others/children 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 mention premature death. Those who have seen these messages on their main brand are more likely than those who have not to recall mouth/gum diseases and a pregnancy message.

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 (24%). Smaller proportions recall images such as bad, rotten or big teeth (17%), pregnant women with cigarettes (15%), mouth or diseased mouth (10%), heart or diseased heart (9%), gums or diseased gums (9%), limp, broken or burning cigarettes (8%) and children, kids or babies (6%). Thirty-five percent recall some other image or graphic. One-third say none (24%) or offer no opinion (9%).

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 (28%), bad, rotten or big teeth (26%), pregnant women with cigarettes (27%), heart or diseased heart (19%), limp, broken or burning cigarettes (18%), children, kids or babies (16%), brain or diseased brain (10%), respirators/people on breathing machines (7%), a dirty or full ashtray (5%) and parents smoking (5%). Twelve percent mention mouth/diseased mouth and eight percent say gums or diseased gums. Thirty-four percent recall some other image or graphic. Just over one in ten say none (9%) or offer no opinion (3%).

Among the general population, the results of the current survey suggest a slight increase from the November-December 2001 survey in the number who mention gums or diseased gums. Among adult smokers, the current results suggest an increase since the November-December 2001 survey in the number who mention pregnant women with cigarettes and decreases in the numbers of adult smokers who mention lungs or diseased lungs and bad, rotten or big teeth.

Younger smokers are more likely than other smokers to mention most of these graphics; however, older smokers are more likely to mention lungs or diseased lungs. Those who have seen the new health warning messages on cigarette packages themselves and those who have seen these messages on their main brand of cigarettes are more likely than those who have not to recall most of these graphics. Women smokers are more likely than men to mention lungs or diseased lungs and big, bad or rotten teeth; men smokers are more likely to mention brain or diseased brain.

Appearance of New Health Warning Messages on Cigarette Packages

	MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002		
	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS
Pictures	48	60	40	44	55	39	41	53	36	38	46	35
More info./specific info about health effects of smoking	24	23	22	28	31	25	23	27	21	16	21	15
Graphics are gross/disgusting/horrible	4	9	3	6	8	5	8	12	8	9	13	8
Mouth/teeth (pictures/disease)	–	–	–	1	*	1	7	8	5	8	9	7
Tougher, stronger messages	6	5	6	7	8	7	7	9	6	7	6	6
Warnings/symbols in general	3	2	3	2	1	2	8	7	8	6	6	6
Pictures of lungs	–	–	–	*	–	*	6	7	6	6	8	5
Covers more of the package/ 50% of the package	5	5	4	6	7	5	8	8	5	5	8	4
Black and white (text/background)	*	–	*	2	3	2	4	4	3	4	6	3
Pictures of pregnant women/pregnancy	–	–	–	*	*	–	3	5	3	4	5	4
Colour/coloured	8	11	7	4	5	2	5	5	4	3	3	3
Writing/text – in general	*	5	*	3	5	2	3	3	2	3	2	4
Large lettering/font/bold/block print	3	1	4	3	2	2	3	2	3	3	2	4
Impotence/drooped cigarette	–	–	–	–	–	–	2	4	1	3	4	2
Children/babies/kids	–	–	–	*	–	*	2	4	1	2	3	2
Heart/heart disease	–	–	–	*	–	*	2	3	1	2	4	1
Info. about how to quit	2	4	1	2	3	1	2	4	1	2	3	2
Info. on back of the slide portion	2	2	1	1	3	*	2	3	1	2	2	1
Box/rectangle	1	1	2	1	1	1	1	1	1	1	1	1
More chemicals/ingredients listed	*	*	*	*	1	–	1	2	*	1	1	1
Brain damage	–	–	–	–	–	–	1	1	*	1	2	*
Small writing/not too clear/ could be bigger	–	–	–	–	*	–	*	1	*	1	*	*
Surgeon General warnings	–	–	–	–	–	–	1	*	1	*	1	*
Advertising	–	–	–	*	*	–	*	*	*	*	*	*
Pictures of smoking in front of kids	–	–	–	–	–	–	*	1	–	*	1	*
Woman/man/people (general)	–	–	–	*	–	–	*	1	*	*	1	–
It's ridiculous/joke/stupid	1	1	*	2	2	1	*	1	1	*	2	*
Cigarettes in ashtray	–	–	–	–	–	–	*	1	–	*	1	*
Location on cigarette package	1	–	2	–	–	–	–	–	–	*	1	*
Coloured font	*	–	–	–	–	–	–	–	–	*	*	*
Person with breathing machine	–	–	–	–	–	–	–	1	–	*	2	–
Colouring of package	–	–	–	–	3	–	–	–	–	–	–	–
Front portion of the pack	–	–	–	–	–	–	*	*	*	–	–	–
Other	4	4	4	1	3	1	2	4	3	2	3	1
None/nothing	*	2	*	1	1	1	–	*	–	1	1	1
dk/na	24	8	30	27	12	34	26	9	31	27	10	35

* Less than one percent

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

Recall of Specific Health Warning Messages on Cigarette Packages

	MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002		
	GP	S	NS	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	19	23	20
Causes lung cancer	13	16	13	16	16	13	12	16	11	16	18	15
Impotence	11	16	8	9	15	5	11	20	8	12	24	8
Cancer – in general	9	9	10	10	8	11	9	7	9	11	9	13
Death/premature death	14	15	15	11	15	9	12	13	12	10	13	10
Harmful to others/to children	7	17	4	11	17	6	11	22	6	10	18	8
Mouth/gum disease	6	9	5	6	8	6	3	9	3	10	11	9
Heart disease	8	13	4	9	15	6	8	16	6	8	15	6
Dangerous/bad for health	7	4	7	7	3	9	7	3	9	8	4	9
Lung disease	7	12	6	7	11	6	6	11	4	6	8	6
Graphics of cigarette package	1	1	*	*	2	–	*	*	*	5	3	3
Mouth cancer	2	3	2	2	1	2	3	3	3	4	3	5
Stroke	2	5	*	3	7	2	2	5	2	4	6	2
Second-hand smoke is harmful/dangerous	*	*	*	*	–	*	2	5	2	3	7	2
Emphysema	*	1	*	1	2	1	1	2	1	2	2	1
Premature birth/preterm birth	1	2	1	2	1	2	3	2	3	1	1	2
Yellow teeth/gums/fingers	*	1	*	3	3	3	4	8	2	1	5	1
Respiratory/breathing problems	1	2	*	1	1	*	2	3	1	1	4	1
Addiction	2	2	2	1	2	*	1	2	1	1	2	1
Disease – in general	2	1	2	*	1	*	*	1	–	1	*	1
Cancer – other	–	–	–	–	1	–	2	1	2	*	2	*
Brain damage/disease	1	2	*	*	1	*	1	1	–	*	2	*
Warnings/health warnings/stop smoking	–	*	–	1	1	2	4	5	3	*	3	*
Throat problems/disease	*	1	*	*	*	*	*	*	–	*	*	*
Don't start/how to quit	1	1	*	*	*	*	–	–	–	*	*	–
Must be 18/19 to smoke	–	–	–	*	–	*	–	–	–	–	–	–
Other	1	2	1	1	2	*	2	3	2	1	3	–
None	28	20	32	25	18	28	26	14	30	22	14	24
dk/na	8	3	10	11	4	15	10	3	12	12	5	14

* 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? Are there any others?

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

	MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002		
	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS
Lung disease/lungs	25	33	21	25	32	23	23	34	21	24	28	23
Bad/rotten/big teeth	14	21	10	16	24	13	20	32	14	17	26	13
Pregnant women/with cigarettes	6	12	3	9	16	6	10	22	8	15	27	11
Mouth/diseased mouth	8	8	9	8	11	8	11	11	11	10	12	9
Heart/diseased heart	8	13	4	8	15	4	10	21	6	9	19	6
Gums/diseased gums	4	8	3	7	7	6	4	8	4	9	8	9
Limp/broken/burning cigarettes	9	16	7	8	15	4	9	15	7	8	18	6
Children/kids/babies	11	18	7	9	18	7	4	13	2	6	16	3
Baby/premature baby	*	1	*	–	–	–	2	6	2	4	4	3
Brain/diseased brain	4	9	3	4	9	2	3	10	1	3	10	1
Mouth cancer	3	2	4	3	1	3	3	1	3	3	2	3
Lung cancer	3	3	3	2	2	1	2	4	2	3	4	2
Warnings/symbols	2	1	2	1	1	1	2	*	3	3	1	4
Impotence	3	5	2	3	4	2	3	6	2	2	4	1
Lung pictures	–	–	–	–	–	–	3	2	2	2	2	2
Respirators/people on breathing machines	2	3	1	2	4	*	2	5	*	2	7	*
Graphics of cigarette package	2	1	2	1	1	1	–	*	–	2	*	2
Pictures of kids watching	–	–	–	–	–	–	2	3	2	1	3	1
Dirty/full ashtray	3	5	1	1	5	1	2	5	1	1	5	*
Stroke	1	1	*	1	2	*	1	1	1	1	2	*
Throat/throat diseases	*	1	*	1	1	1	1	1	2	1	1	2
People sick/coughing/choking	*	*	–	1	1	1	1	1	–	1	2	*
Bar charts/graphs/statistics	*	*	*	*	1	*	1	2	*	1	2	1
Fetus/embryo	1	*	1	–	*	–	1	*	1	1	*	1
Other cancer	2	1	1	1	*	1	*	*	1	1	1	1
Parents/mom/dad/smoking	2	3	1	1	2	*	*	2	1	1	5	*
Deteriorating/diseased body parts	1	1	1	1	1	1	1	1	1	*	1	1
Adult/woman/man (general)	–	*	–	–	*	–	1	2	1	*	1	–
Patients in bed/hospital bed	1	2	*	1	1	*	1	2	*	*	2	–
Cancer/tumor – in general	1	1	1	1	*	1	*	1	*	*	*	*
Arteries/clogged arteries/clot	*	1	–	*	*	–	1	*	1	–	*	–
Other	1	2	*	1	1	1	2	4	2	2	2	2
None	31	16	38	27	17	31	26	7	31	24	9	29
dk/na	7	3	9	13	3	18	10	2	13	9	3	12

* 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? Are there any others?

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. One-quarter (25%) say that these new messages have been very effective in getting them to smoke less around others than they used to and two in ten (21%) say they have been very effective in increasing their desire to quit smoking. More than one in ten each say that these new messages have been very effective in getting them to try to quit smoking (17%) and in getting them to smoke less (13%).

Combining the numbers who say very effective and somewhat effective, we find that two-thirds of smokers say the new messages have been effective in informing about health effects (68%). One-half each say they have been effective in getting them to smoke less around others than they used to (51%), and increasing their desire to quit smoking (50%). More than four in ten (45%) say the new messages have been effective in getting them to try to quit smoking and four in ten (38%) say they have been effective in getting them to smoke less.

There have been no significant changes in the numbers of adult smokers who say that the new health warning messages have been very effective on all of these dimensions since November-December 2001, but the numbers on most dimensions are higher today than when these questions were first asked in March - April, 2001.

Among adult smokers, potential quitters 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. Those who have seen these messages on their main brand of cigarettes are more likely than others to say that the new messages have been effective in informing them about the health effects of smoking, getting them to smoke less and getting them to smoke less around others than they used to. Those who have seen, heard or read about the new health warning messages and those who have seen these messages on cigarette packages themselves are more likely than others to say the new messages have been very effective in informing them about the health effects of smoking.

Impact of New Messages
Smokers

	Mar-Apr 2001	July 2001	Nov-Dec 2001	July 2002
Informing you about the health effects of cigarette smoking				
Very effective	26	32	36	36
Somewhat effective	28	32	33	32
Not very effective	12	11	8	10
Not at all effective	31	22	21	20
dk/na	3	3	1	1
Getting you to smoke less around others than you used to				
Very effective	19	20	23	25
Somewhat effective	22	24	28	26
Not very effective	16	13	15	16
Not at all effective	40	40	34	32
dk/na	3	3	1	1
Increasing your desire to quit smoking				
Very effective	16	19	22	21
Somewhat effective	26	26	27	29
Not very effective	14	13	13	15
Not at all effective	41	39	38	33
dk/na	2	3	*	1
Getting you to try to quit smoking				
Very effective	14	14	16	17
Somewhat effective	22	24	27	28
Not very effective	16	17	16	17
Not at all effective	46	43	41	37
dk/na	2	2	*	1
Getting you to smoke less				
Very effective	13	12	14	13
Somewhat effective	21	24	23	25
Not very effective	17	16	17	22
Not at all effective	48	45	44	39
dk/na	2	2	1	1

* Less than one percent

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 provide them with important information about the health effects of smoking cigarettes (62%) and are accurate (61%). More than four in ten (46%) strongly agree that these messages make smoking seem less attractive.

Combining the strongly and somewhat agree numbers, 83 percent agree that they provide important information about health effects, 82 percent of Canadian adults agree that the messages are accurate, and 67 percent agree that they make smoking seem less attractive.

Among adult smokers, 54 percent strongly agree that they provide them with important information about the health effects of smoking and 50 percent strongly agree that the messages are accurate. Four in ten (39%) strongly agree that these messages make smoking seem less attractive. Combining the strongly and somewhat agree numbers, 80 percent of smokers agree that they provide important information about health effects, 80 percent agree that the messages are accurate and 62 percent agree that they make smoking seem less attractive.

Among the general population, the results of the current survey suggest an increase since November-December 2001 in the number who strongly agree

Assessment of New Messages

	MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002		
	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS
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	62	54	64
Somewhat agree	23	27	21	23	27	22	24	28	22	21	26	19
Somewhat disagree	4	8	3	5	7	4	5	6	4	4	8	3
Strongly disagree	4	11	3	6	12	3	5	10	4	5	11	3
dk/na	10	3	13	9	3	12	11	2	13	9	2	11
The messages are accurate												
Strongly agree	59	49	62	58	47	61	58	54	60	61	50	63
Somewhat agree	21	29	17	21	30	18	22	28	21	21	30	19
Somewhat disagree	4	9	2	4	8	3	4	8	2	4	7	2
Strongly disagree	3	6	3	5	9	3	3	6	2	4	8	3
dk/na	13	7	16	13	6	16	13	5	15	11	5	13
The messages make smoking seem less attractive												
Strongly agree	–	–	–	–	–	–	42	40	43	46	39	48
Somewhat agree	–	–	–	–	–	–	25	21	26	21	23	21
Somewhat disagree	–	–	–	–	–	–	9	15	10	12	14	11
Strongly disagree	–	–	–	–	–	–	14	22	10	13	23	9
dk/na	–	–	–	–	–	–	9	2	11	8	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 ...?

that the new health warning messages provide important information about the health effects of smoking. Among adult smokers, the current results suggest a slight decrease since November-December 2001 in the number who strongly agree that these messages are accurate.

Younger adult smokers are more likely than other smokers, and, in fact, are about as likely as Canadian adults in general, to strongly agree with all three of these assessments. Potential quitters are also 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 at least somewhat 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, almost two-thirds of Canadians (65%) 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. Two percent think the new and old messages are equally effective in informing them about the health effects of smoking and seven percent think neither are effective. Twenty-one percent offer no opinion.

Comparison of New and Old Messages

	July 2001			Nov-Dec 2001			July 2002		
	GP	S	NS	GP	S	NS	GP	S	NS
New messages	58	62	55	63	69	61	65	68	63
Old messages	7	10	5	5	9	3	5	8	3
Both equally	6	6	4	4	5	4	2	5	1
Neither	8	13	7	9	12	7	7	13	5
dk/na	21	8	28	20	5	25	21	6	28

Q.26

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

Among adult smokers, nearly seven in ten (68%) think the new messages are more effective in informing them about the health effects of smoking and only eight 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 13 percent think neither are effective. Six percent offer no opinion.

The results of the current survey suggest that there have been no significant changes since November-December 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, but the number choosing the new messages is higher in the current survey than in July, 2001.

Adult smokers are more likely than Canadians adults in general to offer an opinion on the effectiveness of the new messages. 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 on behavioural measures, 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 (59%), getting them to smoke less around others than they used to (59%) and getting them to smoke less (58%). 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 suggest that there have been no significant changes since November-December 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, but again, the numbers choosing the new messages are higher in the current survey than in July, 2001.

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	July 2002
In getting you to try to quit smoking			
New messages	50	59	59
Old messages	6	6	6
Both equally	4	3	3
Neither	35	30	28
dk/na	5	3	4
In getting you to smoke less around others than you used to			
New messages	50	58	59
Old messages	6	7	5
Both equally	4	4	3
Neither	35	29	28
dk/na	5	3	5

	July 2001	Nov-Dec 2001	July 2002
In increasing your desire to quit smoking			
New messages	51	58	59
Old messages	7	7	6
Both equally	4	3	3
Neither	34	29	28
dk/na	4	2	4
In getting you to smoke less			
New messages	51	57	58
Old messages	7	6	6
Both equally	3	3	3
Neither	35	31	29
dk/na	4	3	4

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 ...?
Subsample: Smokers

E. Avoidance of New Messages

When asked if, since the beginning of this year (2002), 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 (77%) say they have not taken such actions to conceal the new messages. About one in ten each say that have placed a cover over the package (8%) or transferred cigarettes to another container (10%). Five percent say they have done both.

Among smokers who have taken such actions to conceal the new messages, one-half (49%) have done this more than ten times since the beginning of 2002. About one-quarter each have done this once or twice (24%) and between three and ten times (26%).

There have been no significant changes since November-December 2001 in smokers' reported behaviours with respect to concealment of the new messages.

Women and younger adult smokers are more likely to have taken one or both of these actions.

Ever Concealed Message on Cigarette Package
Smokers

	Nov-Dec 2001	July 2002
Yes, placed cover over pack	10	8
Yes, transferred cigarettes to another container	10	10
Yes, did both	6	5
No	74	77
dk/na	1	*

*Less than one percent

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	July 2002
Once or twice	25	24
Between 3 and 10 times	24	26
More than 10 times	50	49
dk/na	1	1

Q.29b
Since the beginning of this year, did you do this ... ?
Subsample: Smokers who have concealed a new warning message on their cigarette package

When asked if, since the beginning of this year (2002), 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, eight in ten smokers (81%) say that they have not done this. Two in ten (18%) say that they have.

Among smokers who have asked for a different package of cigarettes for this reason, one-third each have done it more than ten times (34%), between three and ten times (32%) and once or twice (34%).

The results of the current survey suggest a slight decrease since November-December 2001 in the proportion of smokers who have asked for a different package.

Women smokers, 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	July 2002
Yes	22	18
No	77	81
dk/na	1	*

* Less than one percent

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	July 2002
Once or twice	37	34
Between 3 and 10 times	28	32
More than 10 times	35	34
dk/na	–	–

Q.30b
Since the beginning of this year, did you do this ...?
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

F. Awareness of Messages on Slide

Forty-six percent of adult smokers say that they remember seeing or reading anything on the back of the slide of a cigarette package; about half (53%) do not recall seeing anything on the back of the slide.

Men smokers, younger adult smokers, 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 recall seeing or reading anything on the back of the slide.

Among smokers who do recall seeing or reading anything on the back of the slide, the largest proportion say they recall tips to stop smoking (39%). Smaller numbers mention health warnings in general (15%), 1-800 number/quit smoking/Health Canada (13%), death statistics/small town analogy (6%) and calendar (5%). Thirty percent mention other things and 20 percent offer no response.

Women smokers are more likely than men smokers to mention health warnings in general; 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 others to mention health warnings. Younger adult smokers are more likely than others to mention tips to stop smoking.

Awareness of Message on Back of Slide
Smokers July 2002

Yes	46
No	53
dk/na	1

Q.31a
Without looking at a cigarette package, do you remember seeing or reading anything on the back of the sliding part of a cigarette package?
Subsample: Smokers

Awareness of Message on Back of Slide
Smokers July 2002

Tips to stop smoking	39
Health warnings in general	15
1-800 number/quit smoking/Health Canada	13
Deaths/statistics/small town analogy	6
A calendar	5
Text with yellow highlighting	4
Tar, nicotine, carbon monoxide levels, cigarette ingredients	4
Information in general	4
Website address	3
Lung cancer/disease	2
Calendar is gone	2
Cancer/diseases in general	2
Questions and answers	1
Pictures	1
Heart disease/problems	1
Addiction warnings	1
Strategies/the "four D's"	1
Stroke	1
Brain cancer/disease	*
Impotence	*
Mouth diseases (gums, teeth, etc.)	*
Other	3
dk/na	20

* Less than one percent

Q.31b
What do you remember seeing or reading? Anything else?
Subsample: Smokers who remember seeing or reading anything on the back of the sliding part of a cigarette package

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, 66 percent mention nicotine and 53 percent mention tar. Smaller proportions mention carbon monoxide (16%), arsenic (11%), hydrogen cyanide (6%), benzene (5%), carbon dioxide (5%), poison/rat poison/strychnine/cyanide (5%) and formaldehyde (5%). Twenty-one percent mention other toxic substances. Two 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 tar, carbon monoxide and hydrogen cyanide. Overall, 66 percent of adult smokers mention nicotine, 59 percent mention tar, and 28 percent mention carbon monoxide. Smaller proportions mention hydrogen cyanide (10%), formaldehyde (9%), benzene (8%), arsenic (7%), poison/rat poison/strychnine/cyanide (7%) and carbon dioxide (7%). Twelve percent mention other toxic substances. Two percent say there are no toxic substances and ten percent offer no opinion.

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

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 (38%) and tar (33%). Ten percent mention carbon monoxide and 16 percent mention some other toxic substance. Nine percent say there are no chemicals or toxic substances currently listed on cigarette packages and 42 percent offer no opinion.

Adult smokers are more likely than Canadian adults in general to mention nicotine (51%), tar (51%) and carbon monoxide (22%), and to mention a variety of other substances (29% mention some other toxic substance). Smokers are as likely as adults in general to say there are no chemicals or toxic substances currently listed on cigarette packages (8%) but are more likely to offer an opinion (25% offer no response).

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 16 points among Canadians in general and eight 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 18 points among Canadians in general and ten points among adult smokers).

Toxic Substances in Cigarettes

	NOV-DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002		
	GP	S	NS	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	66	66	65
Tar	53	70	45	53	59	47	49	61	45	55	59	53	53	59	52
Carbon monoxide	14	24	8	14	23	9	12	26	7	15	27	10	16	28	9
Arsenic	4	5	4	5	4	6	6	6	7	13	8	13	11	7	12
Hydrogen cyanide	1	1	2	3	5	2	4	6	3	7	12	5	6	10	3
Benzene	2	2	2	3	2	3	3	3	3	8	9	8	5	8	4
Formaldehyde	2	1	2	1	2	1	4	4	3	5	9	4	5	9	3
Poison/rat poison/strychnine/ cyanide	1	1	1	3	3	3	3	4	2	5	5	4	5	7	5
Carbon dioxide	4	6	3	5	6	4	4	7	2	4	7	3	5	7	4
Chemicals/gases/toxins – in general	3	3	2	2	3	2	4	3	5	4	2	4	3	1	2
Ammonia	1	1	1	2	2	1	2	1	2	3	5	2	3	3	2
Tobacco	1	1	1	1	1	1	3	1	4	2	1	3	1	1	2
Carcinogens	1	1	1	1	1	1	1	1	2	2	1	2	1	1	1
Carbon	*	1	–	1	2	1	1	1	1	1	1	1	1	1	1
Lead	1	*	1	*	1	–	1	*	1	1	*	2	1	*	1
Benzo[a]pyrene	*	*	1	*	*	*	*	*	*	1	1	1	1	1	*
Type of fuel/gasoline/kerosene/ jet fuel/rocket fuel	1	1	*	1	1	1	*	1	*	1	1	1	1	1	1
Cadmium	*	*	*	*	*	*	–	*	–	1	*	1	1	*	1
Phenols	*	*	*	*	*	*	–	*	–	*	*	–	1	*	*
4-Aminobiphenyl	1	*	1	–	*	–	–	*	–	*	*	*	1	*	1
Paint thinner/remover	*	*	*	*	*	*	–	*	–	*	*	*	1	*	1
Oil	–	–	–	–	–	–	–	–	–	*	*	*	1	*	1
Nail polish remover	*	–	*	–	*	–	*	*	1	–	*	–	1	*	1
Pesticides	–	–	–	–	–	–	–	–	–	*	*	*	1	1	1
Dioxins	*	*	*	*	*	*	*	*	*	1	*	1	*	*	–
Nitrogen oxides (nitrogen dioxide, nitric oxide)	*	1	1	*	*	*	*	*	*	2	2	2	*	*	1
Sulphur/sulphate	*	*	*	*	1	*	*	1	*	1	1	1	*	*	1
Acid	*	*	*	*	*	*	*	*	*	*	1	*	*	*	*
Fibreglass	*	1	–	*	1	*	1	*	1	*	*	*	*	*	*
Saltpetre	*	*	*	*	*	*	1	*	*	*	*	*	*	*	1
Household cleaners	*	*	–	*	*	*	*	1	–	*	1	*	*	–	*
Ash	–	–	–	*	*	*	*	–	*	1	–	1	–	*	–
Battery acid/toxic/juice	–	–	–	–	–	–	*	*	*	*	*	*	–	*	–
Nitrosamines	1	*	1	*	*	–	–	*	–	1	*	*	–	*	–
Other	1	1	1	1	1	1	2	2	2	1	1	1	2	2	2
None/nothing	5	3	6	5	6	5	4	2	4	3	3	3	2	2	2
dk/na	8	6	10	11	8	13	13	10	15	11	9	11	11	10	13

* Less than one percent

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

When asked if they can recall any other information about chemicals or toxic substances that are listed on cigarette packages (without looking at a cigarette package), more than one-half of Canadian adults (55%) offer no opinion. Another 30 percent say there is no other information on these topics on cigarette packages. Nine percent say that cigarette packages list amounts of chemicals in general and eight percent mention other kinds of information.

Adult smokers are slightly more likely than adults in general to have noticed other information. Thirteen percent mention general amounts of chemicals and five percent mention specific amounts. Eight percent mention other kinds of information. More than four in ten (45%) offer no opinion and three in ten (33%) 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 25 points among both Canadians in general and 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 25 points among both Canadians in general and adult smokers).

Toxic Substances Listed on Cigarette Packages

	NOV-DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002		
	GP	S	NS	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	38	51	32
Tar	33	54	24	36	52	25	34	52	25	34	51	28	33	51	25
Carbon monoxide	9	22	3	8	19	3	11	22	5	9	22	5	10	22	4
Hydrogen cyanide	*	–	*	1	1	1	1	3	*	2	6	1	3	7	1
Formaldehyde	*	*	*	1	1	1	1	2	1	2	6	1	3	6	1
Poison/rat poison/strychnine/arsenic	*	*	*	1	1	1	1	2	1	1	3	1	3	5	2
Benzene	*	*	*	1	1	1	1	2	*	3	6	1	2	5	1
Carbon dioxide	2	4	*	3	5	2	1	4	*	1	3	1	2	4	1
Tobacco	*	*	1	*	*	1	1	*	1	1	1	1	1	*	1
Chemicals/gases/toxins	1	1	1	1	2	1	1	*	1	1	2	1	1	*	1
Type of fuel/gasoline/kerosene/ jet fuel/rocket fuel	–	*	–	–	–	–	*	–	*	*	*	*	*	*	1
Lead	–	–	–	*	–	*	–	*	–	*	*	*	*	–	*
Carcinogens	–	*	–	*	–	*	–	*	–	–	–	–	–	*	–
Other	*	*	*	*	*	*	1	1	*	*	1	*	1	2	1
None	25	16	27	25	20	29	13	8	16	16	9	18	9	8	9
dk/na	24	15	29	26	16	31	39	24	46	37	22	43	42	25	51

* Less than one percent

Q.33
Without looking at a cigarette package, can you name any chemicals or toxic substances that are currently listed on a cigarette package? Can you name any others?

Among smokers, 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 less likely than others to say that there is no other information about chemicals or toxic substances on cigarette packages.

When asked what chemicals or substances in cigarettes, in tobacco or in smoking, if any, cause or can cause disease or harm to health, the largest proportions of Canadians in general mention nicotine (43%) and tar (36%). Much smaller proportions mention carbon monoxide (9%), arsenic (6%), benzene (4%), hydrogen cyanide (3%) and formaldehyde (3%). Sixteen percent say that all the chemicals cause harm, 11 percent mention other specific substances, and 27 percent offer no opinion.

Among adult smokers, the largest proportion mention tar (40%), nicotine (39%) and carbon monoxide (18%). Much smaller proportions mention hydrogen cyanide (7%), benzene (5%), formaldehyde (5%) and arsenic (4%). Twenty-four percent say that all the chemicals cause harm, 11 percent mention other specific substances, and 20 percent offer no opinion.

Women smokers and younger adult smokers are more likely than others to say that all the chemicals cause harm. Younger adult smokers are also more likely to mention carbon monoxide. 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 mention tar and nicotine; men smokers are also more likely to mention tar.

Other Information About Toxic Substances Listed on Cigarette Packages

	NOV-DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002		
	GP	S	NS	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	9	13	6
Specific amounts of chemicals	4	6	2	4	5	3	5	6	3	2	7	2	2	5	2
Surgeon General's warnings/ messages of health hazards	1	1	1	1	2	1	2	3	2	1	1	1	2	3	2
Range of amounts of chemicals	*	1	–	2	1	1	1	1	1	1	2	*	1	1	–
Tar	–	*	–	1	2	*	1	1	1	2	2	2	1	2	1
Nicotine	1	–	1	1	1	1	1	1	1	1	2	1	1	1	1
Carbon monoxide/monoxide	–	*	–	*	1	*	1	*	1	*	1	*	*	*	*
Other	*	1	1	*	1	*	1	1	1	1	1	1	1	1	1
None	55	58	55	53	54	55	35	36	35	37	31	37	30	33	26
dk/na	30	20	36	32	25	35	49	41	54	50	45	53	55	45	63

* Less than one percent

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

Seven in ten adult Canadians (69%) think that chemicals are added to tobacco when cigarettes are being manufactured. One in ten (11%) say that chemicals are not added and two in ten (20%) offer no response.

A similar proportion of adult smokers (68%) say that chemicals are added to tobacco. Fourteen percent say that chemicals are not added and 18 percent offer no response.

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 say that chemicals are added to tobacco.

Chemicals in Cigarettes Added During Manufacture

July 2002

	GP	S	NS
Yes	69	68	68
No	11	14	10
dk/na	20	18	22

Q.36
As far as you know, are any chemicals added to the tobacco when cigarettes are manufactured?

Chemicals in Cigarettes Causing Disease or Harm to Health

July 2002

	GP	S	NS
Nicotine	43	40	45
Tar	36	39	33
All the chemicals cause harm	16	24	14
Carbon monoxide	9	18	5
Aresenic	6	4	6
Benzene	4	5	3
Hydrogen cyanide	3	7	2
Formaldehyde	3	5	2
Carbon dioxide	2	2	2
The smoke itself	2	1	3
Poison/rat poison/strychnine/cyanide	2	3	2
Tobacco	1	1	1
Chemicals/gases/toxins – in general	1	1	1
Ammonia	1	1	1
Pesticides	1	*	1
Lead	*	–	1
Phenols	*	–	1
Benzo [a] pyrene	*	*	*
Nail polish remover	*	*	*
Household cleaners	*	*	*
4-Aminobiphenyl	*	*	*
Carbon	*	1	*
Type of fuel/gasoline/kerosene/ jet fuel/rocket fuel	*	–	*
Sulphur/sulphate	*	–	*
Cadmium	*	–	*
Acid	*	–	*
Dioxins	*	–	*
Saltpetre	*	–	*
Nitrosamines	*	–	*
Fibreglass	–	*	–
Carcinogens	–	*	–
Other	1	1	2
None	–	–	–
dk/na	27	20	30

* Less than one percent

Q.35
What chemicals or substances in cigarettes, in tobacco, or in smoking, if any, cause or can cause disease or harm to health? Are there any others?

8.0 Policy: Light/Mild Descriptors

When informed that the terms light, mild, ultra light, ultra mild, extra light, extra mild and similar descriptions are used to describe some cigarettes, more than five in ten Canadians strongly (39%) or somewhat (15%) support removing these terms from cigarette packages. Fewer than four in ten strongly (22%) or somewhat (15%) oppose removing these terms. Nine percent offer no response.

Adult smokers are less likely than the population in general to support this policy. One-third of adult smokers strongly (21%) or somewhat (14%) support removing these terms from cigarette packages. More than five in ten strongly (35%) or somewhat (21%) oppose removing these terms. Eight percent offer no response.

Among smokers, men, older smokers, and potential quitters are more likely than other to offer strong support to the removal of these descriptors from cigarette packages.

Policy – Light and Mild Descriptors
July 2002

	GP	S	NS
Strongly support	39	21	46
Somewhat support	15	14	15
Somewhat oppose	15	21	12
Strongly oppose	22	35	17
dk/na	9	8	9

Q.38
As you may know, the terms light, mild, ultra light, ultra mild, extra light, extra mild, and similar descriptions are used to describe some cigarettes. Do you strongly support, somewhat support, somewhat oppose, or strongly oppose, removing these terms from cigarette packages?

Survey Methods

A. Survey of General Population

The results of the survey are based on questions asked to 694 adults 18 years of age and older, living within the ten provinces of Canada. The survey was conducted by telephone from July 8 to August 1, 2002.

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	57	57	13.0
Quebec	175	194	7.0
Ontario	260	239	6.3
Manitoba/Saskatchewan	49	51	13.7
Alberta	63	70	11.7
British Columbia	91	83	10.8
Total	694	694	3.7

* The weighted regional Ns do not sum to 694 due to rounding as a result of the weighting process.

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 9,226 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 694 interviews were completed. The margin of error for a sample of 694 is ±3.7 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 694 interviews.

Dialled Sample	9,226
Household not eligible	224
Non-residential/not in service	2,770
Language barrier	234
Subtotal	3,228
New Base (9,226-3,228)	5,998
No answer/line busy/ respondent not available	3,324
Refusals	1,928
Mid-interview refusals	52
Subtotal	5,304
Net Completions (5,998-5,304)	694

B. Survey of Adult Smokers: Methodology

The results of the survey are based on questions asked to 1,000 adult smokers 18 years of age and older living within the ten provinces of Canada. Of this total, 806 interviews were conducted with smokers only, between July 8 to August 1, 2002. A further 194 interviews were conducted with smokers as part of a general population survey, also conducted from July 8 to August 1, 2002. All interviews were conducted by telephone.

The margin of error for a sample of 1,000 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	113,080	2.09	21
Prince Edward Island	28,396	0.52	5
Nova Scotia	190,159	3.51	35
New Brunswick	153,580	2.84	29
Quebec	1,452,020	26.83	268
Ontario	1,878,927	34.72	347
Manitoba	233,140	4.31	43
Saskatchewan	200,271	3.70	37
Alberta	604,949	11.18	112
British Columbia	557,300	10.29	103
Canada	5,411,822	100.00	1,000

The actual sample, by province, is as follows.

	Weighted* N	Unweighted N	Margin of Error
Newfoundland	21	21	21.4
Prince Edward Island	5	5	43.8
Nova Scotia	35	35	16.6
New Brunswick	28	29	18.2
Quebec	268	269	6.0
Ontario	347	346	5.3
Manitoba	43	43	14.9
Saskatchewan	37	37	16.1
Alberta	112	112	9.3
British Columbia	103	103	9.7
Total	1,000	1,000	3.1

SURVEY METHODS

The following sections discuss survey methods for the oversample survey of 806 interviews conducted among smokers. For a discussion of the methods for the general population survey, from which 194 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 25,840 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 806 interviews were completed. The margin of error for a sample of 806 is +/- 3.5 percentage points, 19 times in 20. The margins are wider for regional and demographic subsamples.

The following table presents the detailed completion results for this oversample of 806 interviews.

Dialled sample	25,840
Household not eligible	6,863
Non-residential/not in service	7,650
Language barrier	516
Subtotal	15,029
New Base (25,840-15,029)	10,811
No answer/line busy/ respondent not available	5,763
Refusals	4,152
Mid-interview refusals	90
Subtotal	10,005
Net Completions (10,811-10,005)	806

c. Split Sample Analysis

In the first four waves of this survey, the French-language questionnaires used for interviewing the francophone sample contained the phrase "attaque d'apoplexie" as a translation for the word "stroke" used in the English-language questionnaires. Since the French-language warning messages on cigarette packages dealing with stroke refer to this condition as "accidents cérébrovasculairs," it was decided in the current survey to investigate the effect of word choice in translation on survey responses to the two questions in which the term "stroke" or "attaque d'apolexie" was used in previous waves.

In addition, for the first four waves of this survey, the French-language questionnaires used in interviewing the francophone sample contained the phrase "le cyanure d'hydrogène" as a translation for the phrase "hydrogen cyanide" used in the English-language questionnaires. Since the French-language warning messages and ingredients lists on cigarette packages dealing with hydrogen cyaninde refer to this substance as "l'acide cyanhydrique," the questionnaire was also designed to investigate the effect of this translation on survey responses to a question which asks about health effects of hydrogen cyanide.

In order to test the effects of the use of different translations, for each of the three questions, the francophone sample was split randomly into two parts. Approximately half of the respondents in the francophone sample were read the phrase "attaque d'apoplexie" when questions 12 and 13 were administered; the remainder of the respondents in the francophone sample were read the phrase "accidents cérébrovasculairs." Also, approximately half of the respondents in the francophone sample were read the phrase "le cyanure d'hydrogène" when Question 37 was administered; the remainder of the respondents in the francophone sample were read the phrase "l'acide cyanhydrique."

The responses to the two split-sample questions dealing with smoking and stroke suggest that, among francophones, both adults in general and adult smokers are more likely to offer no response to both questions when presented with the phrase "attaque d'apoplexie." Francophones in general, as well as francophone adult smokers, are also more likely to offer agreement in response to these questions when presented with the phrase "accidents cérébrovasculairs."

The responses to the split-sample question dealing with hydrogen cyanide reveal no significant differences in response between those who were asked about health effects of "le cyanure d'hydrogène" and those who were asked about health effects of "l'acide cyanhydrique."

A detailed discussion of the split sample analysis follows. It should be noted that, due to the size of these split samples, many of the smaller differences observed between the samples are not statistically significant.

The findings reported in the main body of the report are based on the combined samples for these questions.

In the current survey, Question 12 asks whether respondents strongly agree, somewhat agree, somewhat disagree or strongly disagree that smoking can cause certain health effects. Analysis of the split-sample for this question finds that, among francophones, 32 percent of adults in general and 43 percent of adult smokers offer no response when asked whether smoking can cause "attaque d'apoplexie," while only 11 percent of adults in general and eight percent of adult smokers offer no response when asked whether smoking can cause "accidents cérébrovasculairs." In comparison, the proportion that offer no response to the question among the total sample (including francophones) is nine percent among adults in general and ten percent among adult smokers.

When asked whether smoking can cause "accidents cérébrovasculairs," a total of 71 percent of francophone adults in general agree that it can, and 40 percent strongly agree. However, when asked whether smoking can cause "attaque d'apoplexie," a total of 38 percent agree that it can, and only 15 percent strongly agree. Among smokers, a total of 71 percent agree when asked if smoking can cause "accidents cérébrovasculairs," with 41 percent strongly agreeing. However, when asked if smoking can cause "attaque d'apoplexie," a total of 25 percent of smokers agree that it can, and only 11 percent agree strongly.

Q.12	General Population		Smokers	
	Attaque d'apoplexie (n=98)	Accidents cérébrovasculairs/ acv (n=96)	Attaque d'apoplexie (n=134)	Accidents cérébrovasculairs/ acv (n=135)
1 - Fortement d'accord	22	40	11	41
2 - Plutôt d'accord	16	31	14	30
3 - Plutôt en désaccord	10	11	9	9
4 - Fortement en désaccord	19	7	23	12
5 - nsp/pr	32	11	43	8

Q. 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. Diviser l'échantillon pour les mentions (e).

e) Attaque d'apoplexie

e) Accidents cérébrovasculairs/ACV]

In the current survey, Question 13 asks respondents whether they strongly agree, somewhat agree, somewhat disagree or strongly disagree that second-hand smoke can cause certain health effects. Analysis of the split-sample for this question finds that, among francophones, 26 percent of adults in general and 27 percent of adult smokers offer no response when asked whether second-hand smoke can cause "attaque d'apoplexie" in non-smokers; only nine percent of adults in general and eight percent of adult smokers offer no response when asked whether second hand smoke can cause "accidents cérébrovasculairs" in non-smokers. In comparison, the proportion that offer no response to the question among the total sample (including francophones) is ten percent among adults in general and ten percent among adult smokers.

When asked whether second-hand smoke can cause "accidents cérébrovasculairs" in non-smokers, a total of 53 percent of francophone adults in general agree that it can, and 18 percent strongly agree. However, when asked whether second-hand smoke can cause "attaque d'apoplexie" in non-smokers, a total of 25 percent agree that it can, and only six percent strongly agree. Among smokers, a total of 37 percent agree when asked if second-hand smoke can cause "accidents cérébrovasculairs" in non-smokers. However, when asked if smoking can cause "attaque d'apoplexie," a total of 19 percent of smokers agree that it can. There is no significant difference in the numbers who strongly agree in each half-sample.

Q.13	General Population		Smokers	
	Attaque d'apoplexie chez des adultes non-fumeurs (n=89)	Accidents cérébrovasculairs (acv) chez des adultes non-fumeurs acv (n=105)	Attaque d'apoplexie chez des adultes non-fumeurs (n=116)	Accidents cérébrovasculairs (acv) chez des adultes non-fumeurs acv (n=153)
1 - Fortement d'accord	6	18	7	10
2 - Plutôt d'accord	19	35	12	27
3 - Plutôt en désaccord	20	15	18	22
4 - Fortement en désaccord	29	23	37	33
5 - nsp/pr	26	9	27	8

Q. 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. Diviser l'échantillon pour les mentions (g).

g) Attaque d'apoplexie chez des adultes non-fumeurs

g) Accidents cérébrovasculaires (ACV) chez des adultes non-fumeurs]

In the current survey, Question 37 asks what specific health effects or diseases, if any, can be caused by hydrogen cyanide. Analysis of the split-sample for this question finds that, among francophones, responses to the split-sample question dealing with hydrogen cyanide show no significant differences between those who were asked about health effects of "le cyanure d'hydrogène" and those who were asked about health effects of "l'acide cyanhydrique."

Q.37	General Population		Smokers	
	le cyanure d'hydrogène (n=97)	l'acide cyanhydrique (n=78)	le cyanure d'hydrogène (n=144)	l'acide cyanhydrique (n=124)
Cancer – general	6	4	3	–
Death	5	3	2	–
Lung diseases/cancer	5	3	5	–
Nausea	4	2	4	1
Headache	3	13	6	4
Dizziness	3	6	5	2
Vertigo	3	-	2	–
Stomach aches	2	7	3	1
Damage to cells/arteries/blood	2	1	1	1
Brain damage/memory loss/stroke	2	1	1	1
Weakness	2	1	1	1
Respiratory problems/loss of breath	1	1	5	1
Damage to nervous system	1	-	1	–
Throat cancer	–	1	1	–
Mouth cancer/disease	–	1	–	–
Heart disease/attack	–	1	*	–
Poisoning	–	–	*	–
Liver cancer/disease	–	–	1	–
Other	1	1	4	1
None/no diseases	22	19	17	6
dk/na	50	47	51	21

Q. 37
[Diviser l'échantillon pour les deux formulations proposées dans la Q.37]
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/par l'acide cyanhydrique?
[Sonder: *Est-ce qu'il y en a d'autres?*]

Questionnaires

ENVIRONICS
RESEARCH GROUP

Survey of Adult Smokers and Non-Smokers – Wave 5
PN5182
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? [**PROBE**: Are there any others?]
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. [PROBE UNTIL FINISHED.]**

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 (**DO NOT PROBE**)
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. [**PROBE**: Anywhere else?]

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/other medications
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 <u>new</u> health warning messages on cigarette packages in Canada <u>look</u> like?
DO NOT READ. CODE ALL THAT APPLY. FOR MENTIONS OF <u>SPECIFIC</u> PICTURES, CODE IN "OTHER"

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? [**PROBE**: Are there any others?]

_____
_____
_____
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? [**PROBE**: Are there any others?]

_____
_____
_____
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

SLIDE

31. *a) Without looking at a cigarette package, do you remember seeing or reading anything on the back of the sliding part of a cigarette package?

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

* b) What do you remember seeing or reading? Anything else?
DO NOT READ. CODE ALL THAT APPLY.

1 - Tips to stop smoking
2 - Website address
3 - Other (SPECIFY) _____
4 - DK/NA

TOXIC SUBSTANCES

ASK ALL

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

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

33. Without looking at a cigarette package, can you name any chemicals or toxic substances that are currently listed on a cigarette package? [**PROBE**: Can you name any others?]
DO NOT READ. CODE ALL THAT APPLY.

(b)

01 - Carbon dioxide
02 - Carbon monoxide
03 - Tar
04 - Nicotine
05 - Formaldehyde
06 - Benzene
07 - Hydrogen Cyanide
08 - None/no chemicals or toxic substances
09 - Other (SPECIFY)

_____
_____
_____

10 - DK/NA

34. Without looking at a cigarette package can you recall any other information about chemicals or toxic substances that are listed on a cigarette package? [**PROBE**: Can you recall any others?]
DO NOT READ - CODE ALL THAT APPLY

(b)

1 - Amounts of chemicals (general)
2 - Specific amounts of chemicals
3 - Range of amounts of chemicals
4 - Other (**SPECIFY**) _____
5 - None/no other information
6 - DK/NA

35. * What chemicals or substances in cigarettes, in tobacco, or in smoking, if any, causes or can cause disease or harm to health? 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 - All the chemicals cause harm
20 - The smoke itself
21 - None/no diseases
22 - Other (**SPECIFY**)

_____
_____
_____

23 - DK/NA

36. * As far as you know, are any chemicals <u>added</u> to the tobacco when cigarettes are manufactured?

1 - Yes, chemicals are added
2 - No, chemicals are not added
3 - DK/NA

37. What specific health effects or diseases, if any, can you name that can be caused by hydrogen cyanide? [**PROBE**: Are there any others?]
DO NOT READ - CODE ALL THAT APPLY

01- Headache
02 - Dizziness
03 - Weakness
04 - Nausea
05 - Vertigo
06 - Stomach aches
07 - Death
08 - None/no diseases
09 - Other (**SPECIFY**) _____

10 - DK/NA

POLICY

38. * As you may know, the terms light, mild, ultra light, ultra mild, extra light, extra mild and similar descriptions are used to describe some cigarettes. Do you strongly support, somewhat support, somewhat oppose or strongly oppose, removing these terms from cigarette packages?

1 - Strongly support
2 - Somewhat support
3 - Somewhat oppose
4 - Strongly oppose
5 - DK/NA

DEMOGRAPHICS

ASK ALL

39. 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

40. 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

41. 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

42. Are you…
READ

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

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

1 - Yes
2 - No
3 - DK/NA

44. Into which of the following categories would you put the total annual income, before taxes and deductions, for 2001, 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

45. * How often do you use the Internet or e-mail? Would that be …? **READ**

1 – Daily
2 – Every second or third day
3 – Once a week
4 – Once a month
5 – Less than once a month, or
6 - Never
7 – 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 _____)

ENVIRONICS
RESEARCH GROUP

Sondage mené auprès des adultes fumeurs et non fumeurs - Wave 5
PN5182
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 extra légères grand format
23 - Players extra 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 extra légères grand format
23 - Players extra 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? [**SONDER**: Est-ce qu'il y en a d'autres?]
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? **[SONDER JUSQU'À CE QUE LE RÉPONDANT N'AIT PLUS DE RÉPONSE À DONNER.] 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 (**NE PAS SONDER**)
    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/accidents cérébrovasculaires/ACV
    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? [**SONDER**: 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. DIVISER L'ÉCHANTILLON POUR LES MENTIONS (e).

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 (e) accidents cérébrovasculairs/ACV
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. DIVISER L'ÉCHANTILLON POUR LES MENTIONS (g).

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
g) Accidents cérébrovasculaires (ACV) 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 pour aider quelqu'un 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/autres médicaments
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 les 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. POUR LES MENTIONS D'IMAGES SPÉCIFIQUES, CODER DANS «AUTRE».

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? [**SONDER**: Est-ce qu'il y en a d'autres?]

_____

_____

_____

2 - Aucun
3 - NSP/PR

24. 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? [**SONDER**: Est-ce qu'il y en a d'autres?]

_____

_____

_____

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

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

DIAPOSITIVE

31. *a) Si vous ne regardez pas en ce moment un paquet de cigarettes, est-ce que vous vous souvenez d'avoir vu ou lu quelque chose au dos du tiroir d'un paquet de cigarettes?

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

*b) Qu'est-ce que vous vous souvenez d'avoir vu ou lu? Est-ce qu'il y a autre chose?
NE PAS LIRE. CODER TOUTES LES MENTIONS QUI S'APPLIQUENT.

1 - Trucs pour cesser de fumer
2 - Adresse d'un site web
3 - Autre (PRÉCISER) _____
4 - NSP/PR

SUBSTANCES TOXIQUES

DEMANDER À TOUS

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

01 - 4-Aminobiphényl
02 - Ammoniac
03 - Arsenic
04 - Benzène
05 - Benzo[a]pyrène
06 - Cadmium

07 - Dioxyde de carbone
08 - Monoxyde de carbone
09 - Dioxines
10 - Formaldéhyde
11 - Cyanure d'hydrogène/acide cyanhydrique
12 - Plomb
13 - Nicotine
14 - Oxydes d'azote (dioxyde d'azote, oxyde nitrique)
15 - Nitrosamines
16 - Pesticides
17 - Phénols
18 - Goudron
19 - Aucun
20 - Autre (**PRÉCISER**) _____
21 - NSP/PR

33. Et encore une fois, disons que vous n'avez pas un paquet de cigarettes sous les yeux. Est-ce que vous pourriez nommer un produit chimique ou une substance toxique qui figure actuellement sur un paquet de cigarettes? [**SONDER**: Est-ce que vous pouvez en nommer d'autres?]
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/acide cyanhydrique
08 - Aucun/pas de produits chimiques ou de substances toxiques
09 - Autre (**PRÉCISER**) _____
10 - NSP/PR

34. Disons que vous n'avez pas un paquet de cigarettes sous les yeux en ce moment. Est-ce que vous pouvez vous souvenir d'autres informations sur les produits chimiques ou les substances toxiques qui figurent sur un paquet de cigarettes? [**SONDER**: Est-ce que vous vous souvenez d'autre chose?]
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/aucune autre information
6 - NSP/PR

35. * Quels sont les produits chimiques ou les substances dans les cigarettes, dans le tabac, ou lorsqu'on fume, s'il y a lieu, qui causent ou qui peuvent causer des maladies ou être dangereux pour la santé? 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/acide cyanhydrique
12 - Plomb
13 - Nicotine
14 - Oxydes d'azote (dioxyde d'azote, oxyde nitrique)
15 - Nitrosamines
16 - Pesticides
17 - Phénols
18 - Goudron
19 - Tous les produits chimiques sont dangereux
20 - La fumée elle-même
21 - Aucun/aucune maladie
22 - Autre (**PRÉCISER**)
_____
_____
_____
23 - NSP/PR

36. * Pour autant que vous le sachiez, est-ce qu'il y a des produits chimiques qui sont ajoutés au tabac lorsque les cigarettes sont fabriquées?

1 - Oui, des produits chimiques sont ajoutés
2 - Non, des produits chimiques ne sont pas ajoutés
3 - NSP/PR

37. DIVISER L'ÉCHANTILLON POUR LES DEUX FORMULATIONS PROPOSÉES DANS LA Q.37. 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/par l'acide cyanhydrique? [**SONDER**: Est-ce qu'il y en a d'autres?]
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/aucune maladie
09 - Autre (**PRÉCISER**) _____
10 - NSP/PR

POLITIQUE

38. * Comme vous le savez peut-être, les termes légère, douce, ultra légère, ultra douce, extra légère, extra douce et d'autres descriptions semblables sont utilisés pour décrire certaines cigarettes. Est-ce que vous êtes fortement favorable, plutôt favorable, plutôt opposé ou fortement opposé à ce que ces termes soient retirés des paquets de cigarettes?

1 - Fortement favorable
2 - Plutôt favorable
3 - Plutôt opposé
4 - Fortement opposé
5 - NSP/PR

DONNÉES DÉMOGRAPHIQUES

DEMANDER À TOUS

39. 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

40. 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

41. 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

42. Est-ce que vous êtes…?
LIRE

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

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

1 - Oui
2 - Non
3 - NSP/PR

44. Laquelle des catégories suivantes correspond le mieux au revenu total de tous les membres de votre foyer et de vous-même, avant impôt, en 2001? 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

45. * À quelle fréquence est-ce que vous utilisez Internet ou le courrier électronique? Est-ce que ce serait …? **LIRE**

1 – Tous les jours
2 – Tous les deux ou trois jours
3 – Une fois par semaine
4 – Une fois par mois

5 – Moins d'une fois par mois, ou
6 – Jamais
7 – 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)