



ENVIRONICS
RESEARCH GROUP

WAVE 5 SURVEYS

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

SURVEY OF YOUTH

FINAL REPORT

Prepared for:
Health Canada

POR 02-96

Prepared by:
Environics Research Group Limited

September 2002

pn5183

TABLE OF CONTENTS

1.0	INTRODUCTION	3
2.0	SMOKING STATUS	4
A.	Smoking Behaviour and Brands	4
B.	Quit Attempts and Potential Quitters	6
3.0	HEALTH EFFECTS OF SMOKING	8
A.	General and Top-of-mind Effects	8
B.	Sources of Information about Health Effects	11
C.	Specific Health Effects Caused by Smoking	12
D.	Specific Health Effects Caused by Second-hand Smoke	16
E.	Health Effects Caused by Hydrogen Cyanide	18
4.0	DEATHS FROM TOBACCO USE	19
5.0	QUIT TIPS	21
6.0	HEALTH WARNING MESSAGES	23
A.	Recall and Reads Per Day	23
B.	Impact of New Messages	28
C.	Assessment of New Messages	29
D.	Comparison of New and Old Messages	30
E.	Avoidance of New Messages	32
F.	Awareness of Messages on Back of Slide	34
7.0	TOXIC SUBSTANCES	35
8.0	POLICY: LIGHT/MILD DESCRIPTORS	40

APPENDICES

Survey Methods

Questionnaires

1.0 INTRODUCTION

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

The survey assessed sources of information about the effects of tobacco, awareness and knowledge of the health effects of tobacco, the extent to which specific diseases are believed to be caused by tobacco and the number of deaths caused by smoking. As well, the survey looked at perceptions of the health effects of chemicals or toxic substances in cigarettes, particularly hydrogen cyanide. The survey 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.

A survey of adults and adult smokers was conducted separately and is discussed under separate cover.

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 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 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 survey of youth aged 12 to 18 years, which included youth smokers and non-smokers, is based on a sample size of 1,000. This survey was conducted between July 18 and August 1, 2002.

A survey based on a sample of 1,000 has a margin of error of approximately 3.1 percentage points, 19 times in 20.

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

2.0 SMOKING STATUS

A. Smoking Behaviour and Brands

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

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

Of the youth sample, 12 percent are smokers and 88 percent are non-smokers. Of all youth, 32 percent can be classified as potential smokers. Potential smokers include any youth who say they have tried smoking, have seriously thought about smoking or think they might try smoking within the next month.

Cigarette Consumption

	DEC 2000	MAR-APR 2001	JULY 2001	NOV-DEC 2001	JULY 2002
Every day	11	7	10	10	8
Occasionally (less than every day)	6	6	5	7	5
Not at all	83	87	84	83	88

Q.1

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

More than one in ten Canadian youth (12%) report having smoked at least 100 cigarettes in their life. This number is twice as high among older youth, aged 17 to 18 years.

Among youth smokers who smoke every day, 31 percent report smoking more than 15 cigarettes per day, which includes four percent who say they smoke more than 25 cigarettes per day. Five in ten (49%) say they smoke between ten and 15 cigarettes per day, and two in ten (20%) report smoking fewer than ten cigarettes per day.

Among youth smokers who smoke occasionally,¹ 85 percent report smoking fewer than ten cigarettes per day on the days that they smoke. Six percent smoke between ten to 15 cigarettes per day and two percent report smoking more than 15 cigarettes per day. Seven percent offer no response to the question.

Among youth smokers, Player's Light Regular Size (21%) is most often mentioned as their regular brand of cigarettes. Smaller proportions mention DuMaurier Regular Size (10%), DuMaurier King Size (10%), Export "A" Medium Regular Size (8%), Export "A" Regular Size (8%) and Export "A" Light Regular Size (6%). Thirty-one percent mention some other brand and six percent say they do not have a regular brand.

When youth smokers are asked if they smoke any other brands of cigarettes, 61 percent say they do not smoke any other brand.

Cigarette Consumption Per Day Every Day Smokers

	DEC 2000	MAR-APR 2001	JULY 2001	NOV-DEC 2001	JULY 2002
Less than 10 cigarettes per day	31	35	25	40	20
10 to 15 cigarettes per day	41	40	49	39	49
16 to 20 cigarettes per day	12	12	6	7	12
21 to 25 cigarettes per day	14	12	17	13	15
26 or more cigarettes per day	1	1	4	2	4

Q.6

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

Subsample: Smoke every day

Cigarette Consumption Per Day Occasional Smokers

	DEC 2000	MAR-APR 2001	JULY 2001	NOV-DEC 2001	JULY 2002
Less than 10 cigarettes per day	92	89	89	85	85
10 to 15 cigarettes per day	7	5	9	11	6
16 or more cigarettes per day	1	1	—	1	2
dk/na	—	4	2	2	7

Q.7

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

Subsample: Smoke occasionally

1 These numbers should be interpreted with caution, because of small sample sizes (N=47).

B. Quit Attempts and Potential Quitters

Six in ten youth smokers (59%) report having tried to quit smoking; four in ten (40%) have not tried to quit.

Among youth smokers who have tried to quit smoking,² just over nine in ten (92%) say they have stopped smoking for a period of 24 hours at least once in the past year, in an attempt to quit. Eight percent say they have not attempted to quit smoking in the past year.

Six in ten youth smokers (60%) report they are now seriously thinking of quitting smoking; four in ten (39%) say they are not.

Among youth smokers who are seriously thinking about quitting smoking,³ just under five in ten (48%) say they will try to quit within the next 30 days. Forty-three 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 one percent don't know when they will try to quit.

Quit Attempts Smokers

	DEC 2000	MAR-APR 2001	JULY 2001	NOV-DEC 2001	JULY 2002
Yes	66	61	69	75	59
No	33	38	31	25	40
dk/na	—	1	—	—	1

Q.9

Have you ever tried to quit smoking?

Subsample: Smokers

Number of Times Tried to Quit Smoking Smokers

	DEC 2000	MAR-APR 2001	JULY 2001	NOV-DEC 2001	JULY 2002
Once	21	15	25	21	29
Twice	15	26	19	19	20
Three times	20	10	13	13	6
More than three times	27	37	32	34	37
Not in the past year	15	12	10	13	8
dk/na	1	—	—	1	—

Q.10

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

Subsample: Smokers who have tried to quit smoking

2 These numbers should be interpreted with caution, because of small sample sizes (N=72).

3 These numbers should be interpreted with caution, because of small sample sizes (N=73).

The number of youth smokers who have tried to quit is lower in the current survey than in previous surveys; however, the number who say they are seriously thinking of quitting is essentially unchanged. Although the sample size is small, the current results also suggest a decrease in the number of potential quitters who think they will try to quit within 30 days.⁴

Among youth smokers who are seriously thinking about quitting smoking,⁵ more than one-half say they will use will power or go cold turkey (52%) to try to quit smoking. Smaller numbers say they would chew gum/candy/food (20%), use the nicotine patch (16%), cut back gradually (13%), use nicotine gum (7%), do more exercise/get physically fit (5%) or make specific mention of Zyban (5%). Eight percent mention some other ways or methods and six percent offer no opinion.

Potential Quitters Smokers

	DEC 2000	MAR-APR 2001	JULY 2001	NOV-DEC 2001	JULY 2002
Yes	57	50	56	63	60
No	42	49	44	36	39
dk/na	—	1	—	*	1

* Less than one percent

Q.11a

Are you now seriously thinking of quitting smoking?

Subsample: Smokers

Potential Quitters Smokers

	DEC 2000	MAR-APR 2001	JULY 2001	NOV-DEC 2001	JULY 2002
Within the next 30 days	56	41	37	63	48
Within the next 6 months	28	50	49	28	43
Not within the next 6 months	12	6	7	7	8
dk/na	5	3	6	2	1

Q.11b

When do you think you will try to quit?

Subsample: Smokers who are seriously thinking of quitting smoking

Ways to Quit Smokers

	DEC 2000	MAR-APR 2001	JULY 2001	NOV-DEC 2001	JULY 2002
Will power/cold turkey/ just stop	54	46	54	53	52
Chew gum/candy/food	4	3	14	11	20
Nicotine patch	9	18	7	9	16
Cut back gradually	10	16	8	8	13
Nicotine gum	6	8	6	9	7
More exercise/get physically fit	2	2	7	5	5
Zyban	6	2	2	—	5
Self-help program	2	—	—	—	4
Avoid other smokers/situations involving smoking	5	2	5	8	3
Distract yourself	—	9	3	7	1
Don't start	—	—	2	—	—
Hypnosis	1	—	1	—	—
Other	4	2	2	4	—
None/nothing	—	1	2	—	—
dk/na	11	5	5	14	6

Q.11c

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

Subsample: Smokers who are seriously thinking of quitting smoking

⁴ The sample of potential quitters is small (N=73); this finding should be viewed with caution.

⁵ These numbers should be interpreted with caution, because of small sample sizes (N=73).

3.0 HEALTH EFFECTS OF SMOKING

A. General and Top-of-mind Effects

More than eight in ten youth (84%) think that cigarette smoking is a major health problem in Canada. Another 14 percent think it is a minor problem. Only two percent think it is not a health problem.

The results of the current survey are almost identical to those found in the previous surveys.

The view that smoking is a major health problem is lower among youth smokers. Among non-smoking youth, those identified as potential smokers are also less likely than the youth population as a whole to say smoking is a major health problem.

When asked what specific human health effects or diseases can be caused by smoking cigarettes, youth are most likely to mention lung cancer (55%). Smaller proportions mention cancer in general (40%), heart attack/disease/angina (17%), lung disease/lungs (16%), emphysema (11%), oral cancer - tongue, lips, mouth, throat (13%), respiratory problems/difficulty breathing/shortness of breath (7%), gum disease/tooth loss/mouth disease (7%) and yellow teeth/fingers/effect on appearance (6%). Thirty-six percent mention other human health effects or diseases.

There have been decreases since November-December 2001 in the proportions who mention lung cancer and oral cancer. The results suggest an increase since December 2000 in the proportion who mention cancer in general, and a decrease over the same period in the proportion who mention lung cancer.

Older youth are more likely than others to mention emphysema and heart attack/disease/angina and, to a lesser extent, lung cancer. Youth smokers are also more likely to mention asthma, oral cancer and respiratory problems/difficulty breathing/shortness of breath. Potential smokers are slightly more likely to mention lung cancer and cancer in general.

Smoking as a Health Problem

	DEC 2000	MAR-APR 2001	JULY 2001	NOV-DEC 2001	JULY 2002
Major	84	87	85	86	84
Minor	13	11	13	12	14
Not a problem	2	1	1	2	2
dk/na	1	1	1	1	1

Q.12

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

Health Effects of Smoking – Top-of-Mind

	Dec 2000	MAR-APR 2001	JULY 2001	Nov-DEC 2001	JULY 2002
Cancer – lung	60	68	61	62	55
Cancer in general	35	34	37	37	40
Heart attack/disease/angina	17	21	19	19	17
Lung disease/lungs (unspecified)	16	13	14	14	16
Cancer – oral (tongue, lips, mouth, throat)	13	14	15	18	13
Emphysema	9	10	10	8	11
Gum disease/tooth loss/mouth disease	4	6	5	6	7
Respiratory problems/difficulty breathing/shortness of breath	5	5	5	5	7
Yellow teeth/fingers/effect on appearance	2	4	5	3	6
Asthma	5	4	5	4	4
Stroke	2	4	2	3	3
Brain damage/disease	1	3	2	3	3
Cancer – other	1	2	2	3	2
Blood circulation problems/blood clots	2	2	2	2	2
Bronchitis/chronic bronchitis	1	2	2	2	2
Bad breath	1	2	1	2	2
Impotence/sexual dysfunction	*	2	2	2	2
Death/premature death	2	1	2	1	2
Preterm birth/premature birth	2	1	1	1	2
Liver damage/disease	*	2	1	1	1
Poor physical condition/loss of energy	2	2	1	1	1
Effect on the fetus/unborn child	1	1	1	1	1
Smaller babies/reduced growth of babies during pregnancy	2	1	1	1	1
Second-hand smoke	*	1	*	1	1
Cancer – breast	1	1	1	1	1
Wrinkles/premature aging	1	1	1	1	1
Birth defects/problems with pregnancy	—	—	1	1	1
Addiction	1	1	1	*	1
Throat disease/problems	*	1	1	*	1

* Less than one percent

Continued ...

Q.13

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

Health Effects of Smoking – Top-of-Mind

Continued

	DEC 2000	MAR-APR 2001	JULY 2001	NOV-DEC 2001	JULY 2002
Skin irritations/conditions	*	—	*	*	1
Immune system problems	1	—	*	*	*
Headaches	*	—	*	—	*
Fire accidents/burns	—	*	—	—	*
Stomach problems	*	*	—	*	*
Diabetes	—	—	—	*	*
Allergies	*	*	—	*	*
Dizziness/nausea	*	—	*	*	*
High blood pressure	*	*	*	*	*
Air pollution/environmental damage	*	*	*	*	*
Coughing	*	*	1	*	*
Kidney disease/problems	*	*	*	1	*
Osteoporosis/problems with bones	—	—	—	1	*
Gangrene	—	—	—	—	*
Eye disease/problems	*	*	1	1	—
Affect health overall	—	—	—	*	—
Tumours	—	—	—	*	—
Multiple Sclerosis	*	—	*	—	—
Miscarriages/still births	—	—	*	—	—
Other	2	2	2	1	1
None/nothing	1	1	*	*	*
dk/na	3	1	4	3	4

* Less than one percent

Q.13

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

B. Sources of Information about Health Effects

When asked where they have recently seen or heard information which talks about the health effects of smoking cigarettes, the largest proportions of youth mention television (54%) and school/university (37%). This is followed by mention of cigarette packages (32%), word of mouth/family/friends (15%) and magazines (15%). Thirty-eight percent mention other sources of information and six percent say nowhere.

The results of the current survey find that the number of youth who have seen or heard information about the health effects of smoking cigarettes on cigarette packages is similar to the numbers found in the last three surveys, but is 19 points higher than in December 2000. The number who mention school/university is 12 points lower than in November-December 2001, but is similar to the number found in July 2001.

Older youth, youth smokers and potential youth smokers are more likely than others to have seen this information on cigarette packages; older youth and, to a lesser extent, potential youth smokers, are more likely to have seen this information on television. Older youth are also more likely to mention magazines.

Sources of Information About Health Effects

	DEC 2000	MAR-APR 2001	JULY 2001	NOV-DEC 2001	JULY 2002
Television	49	56	48	53	54
School/university	48	44	40	49	37
Cigarette packages	13	29	32	30	32
Word of mouth/family/friends	11	10	14	14	15
Magazines	16	14	11	12	15
Newspapers	6	7	6	5	8
Billboards	5	6	5	5	7
Radio	5	5	5	5	5
Public areas and buildings	1	2	2	4	3
Internet/website	2	3	2	3	3
Doctor/doctor's office	3	2	2	2	2
Posters	1	1	2	2	2
News	2	2	3	1	2
Other tobacco product packages	1	*	1	1	1
Advertising/media – general	1	1	1	1	1
Books/scientific journals	1	*	*	1	1
Bus/public transportation	1	–	*	1	1
Hospitals/medical clinics	–	*	*	1	1
Pamphlets/brochures/flyers	1	–	*	1	*
Workplace	*	1	1	*	*
Health associations/agencies	–	–	*	*	*
Drug/health food stores/stores in general	1	–	–	–	–
Other	1	*	*	*	1
Nowhere	8	5	6	4	6
dk/na	3	3	3	3	4

* Less than one percent

Q.14

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

c. Specific Health Effects Caused by Smoking

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

An overwhelming majority of youth strongly agree that lung cancer (95%) can be caused by smoking cigarettes. Large majorities strongly agree that smoking can cause heart disease (77%), gum or mouth diseases (75%), throat cancer (73%), mouth cancer (71%), asthma (70%) and premature death (65%). Smaller majorities strongly agree that smoking can cause smaller babies or reduced growth of babies during pregnancy (55%), chronic bronchitis (54%) and wrinkles and premature aging (50%).

Specific Health Effects Caused by Smoking

	DEC 2000	MAR-APR 2001	JULY 2001	NOV-DEC 2001	JULY 2002
Lung cancer					
Strongly agree	95	97	95	95	95
Somewhat agree	4	2	4	4	4
Somewhat disagree	1	*	*	*	*
Strongly disagree	1	1	1	*	1
dk/na	*	*	*	—	*
Heart disease					
Strongly agree	74	78	74	76	77
Somewhat agree	21	18	21	20	19
Somewhat disagree	2	2	3	2	2
Strongly disagree	2	1	1	1	1
dk/na	1	1	1	1	1
Gum or mouth diseases					
Strongly agree	66	73	72	73	75
Somewhat agree	23	19	19	20	18
Somewhat disagree	5	3	5	3	4
Strongly disagree	4	2	2	2	1
dk/na	3	2	2	2	1
Throat cancer					
Strongly agree	75	77	72	75	73
Somewhat agree	18	17	21	20	20
Somewhat disagree	3	3	3	2	3
Strongly disagree	1	2	1	1	2
dk/na	2	1	2	1	3
Mouth cancer					
Strongly agree	66	69	66	71	71
Somewhat agree	21	21	24	22	20
Somewhat disagree	6	4	4	3	4
Strongly disagree	4	3	2	2	3
dk/na	3	3	3	2	2

* Less than one percent

Q.15

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

Fewer than half of youth strongly agree that smoking can cause stroke (49%), emphysema (43%), premature birth or preterm birth (40%), blood clots (40%), miscarriages (37%), impotence in men (28%), stomach ulcers (25%), infertility (24%) and bladder cancer (17%). Only about one in ten each strongly agree that smoking can cause Multiple Sclerosis (14%), acne (13%), arthritis (12%), Alzheimer's Disease (12%), gangrene (12%) and hepatitis (10%).

The results of the current survey suggest that there have been slight increases from November-December 2001 survey in the proportions of youth who strongly agree that asthma and emphysema can be caused by smoking. Comparison with the baseline survey in December 2000 suggests that there have been increases in the numbers of Canadian youth who strongly agree that impotence in men, infertility, emphysema, gum or mouth diseases, stroke, blood clots and mouth cancer can be caused by smoking.

Among youth, girls are more likely than boys to strongly agree that smoking can cause asthma, chronic bronchitis, wrinkles and premature aging, gum or mouth diseases, smaller babies or reduced growth of babies during pregnancy, premature birth or preterm birth, throat cancer and mouth cancer. Boys are more likely than girls to strongly agree that smoking can cause blood clots, arthritis, bladder cancer, hepatitis, premature death, acne, Multiple Sclerosis and Alzheimer's Disease.

Specific Health Effects Caused by Smoking

	DEC 2000	MAR-APR 2001	JULY 2001	NOV-DEC 2001	JULY 2002
Asthma					
Strongly agree	67	70	67	66	70
Somewhat agree	22	21	21	23	20
Somewhat disagree	5	4	6	5	6
Strongly disagree	4	3	4	3	3
dk/na	1	1	2	2	2
Premature death					
Strongly agree	63	67	64	64	65
Somewhat agree	23	21	23	23	24
Somewhat disagree	7	5	7	6	5
Strongly disagree	4	4	2	3	4
dk/na	3	3	4	4	3
Smaller babies or reduced growth of babies during pregnancy					
Strongly agree	51	55	54	53	55
Somewhat agree	29	29	29	31	31
Somewhat disagree	7	8	7	7	7
Strongly disagree	7	4	4	4	3
dk/na	6	4	6	6	5
Chronic bronchitis					
Strongly agree	51	52	50	51	54
Somewhat agree	30	28	23	30	27
Somewhat disagree	7	5	7	5	6
Strongly disagree	2	3	2	2	3
dk/na	10	11	17	12	10
Wrinkles and premature aging					
Strongly agree	50	52	50	48	50
Somewhat agree	25	25	22	25	25
Somewhat disagree	12	12	13	12	11
Strongly disagree	9	9	10	9	10
dk/na	4	3	5	5	4

Q.15

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

Older youth are more likely to strongly agree that smoking can cause emphysema, impotence in men, asthma, mouth cancer, throat cancer, wrinkles and premature aging, smaller babies or reduced growth of babies during pregnancy and chronic bronchitis. Younger youth are more likely to strongly agree that smoking can cause blot clots, bladder cancer, hepatitis, Alzheimer's Disease, Multiple Sclerosis and arthritis.

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

Youth smokers and potential smokers among youth are less likely to strongly agree that many of these health effects and diseases can be caused by smoking. Potential smokers are more likely to strongly agree that smoking can cause asthma, but they are more likely to strongly disagree that smoking can cause arthritis, gangrene, bladder cancer, hepatitis, acne, Multiple Sclerosis and Alzheimer's Disease. Youth smokers are more likely than others to strongly agree that smoking can cause emphysema, chronic bronchitis and impotence in men, but they are more likely to strongly disagree that smoking can cause stroke, gangrene, stomach ulcers, bladder cancer, wrinkles and premature aging, hepatitis, infertility, premature birth or preterm birth, Multiple Sclerosis, Alzheimer's Disease and acne.

Specific Health Effects Caused by Smoking

	DEC 2000	MAR-APR 2001	JULY 2001	NOV-DEC 2001	JULY 2002
Stroke*					
Strongly agree	44	51	49	49	49
Somewhat agree	30	26	27	27	30
Somewhat disagree	11	8	8	7	8
Strongly disagree	4	4	4	4	4
dk/na	11	12	13	13	9
Premature birth or preterm birth					
Strongly agree	42	41	42	39	40
Somewhat agree	30	34	33	33	36
Somewhat disagree	13	11	10	13	12
Strongly disagree	7	7	7	8	6
dk/na	7	7	8	7	7
Emphysema					
Strongly agree	37	42	38	36	43
Somewhat agree	24	21	20	21	21
Somewhat disagree	7	8	9	8	7
Strongly disagree	4	2	2	3	4
dk/na	27	28	30	32	25
Blood clots					
Strongly agree	34	36	34	37	40
Somewhat agree	35	37	35	38	35
Somewhat disagree	14	12	14	11	12
Strongly disagree	7	5	6	5	5
dk/na	10	9	11	8	9
Miscarriages					
Strongly agree	34	35	35	35	37
Somewhat agree	34	31	32	33	33
Somewhat disagree	14	13	12	13	14
Strongly disagree	8	8	8	7	7
dk/na	10	12	14	12	10

* 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.15

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

Specific Health Effects Caused by Smoking

	DEC 2000	MAR-APR 2001	JULY 2001	NOV-DEC 2001	JULY 2002
Impotence in men					
Strongly agree	14	27	27	30	28
Somewhat agree	29	27	26	30	30
Somewhat disagree	18	16	15	14	14
Strongly disagree	15	11	9	8	9
dk/na	24	19	23	18	19
Stomach ulcers					
Strongly agree	23	24	22	22	25
Somewhat agree	36	36	33	39	37
Somewhat disagree	19	19	18	18	16
Strongly disagree	9	8	9	9	9
dk/na	13	13	17	13	14
Infertility					
Strongly agree	18	23	22	21	24
Somewhat agree	29	31	30	32	32
Somewhat disagree	17	18	14	15	17
Strongly disagree	12	9	9	8	8
dk/na	23	20	25	23	19
Bladder cancer					
Strongly agree	18	19	16	17	17
Somewhat agree	29	29	28	27	29
Somewhat disagree	26	25	26	29	26
Strongly disagree	16	15	16	14	15
dk/na	11	13	14	13	12
Multiple Sclerosis					
Strongly agree	14	13	11	13	14
Somewhat agree	27	29	27	28	29
Somewhat disagree	21	21	18	20	20
Strongly disagree	16	13	15	15	13
dk/na	22	24	29	24	25

Specific Health Effects Caused by Smoking

	DEC 2000	MAR-APR 2001	JULY 2001	NOV-DEC 2001	JULY 2002
Acne					
Strongly agree	11	11	12	11	13
Somewhat agree	23	24	22	23	22
Somewhat disagree	30	30	28	30	29
Strongly disagree	29	26	29	26	27
dk/na	7	9	10	9	10
Arthritis					
Strongly agree	12	12	11	11	12
Somewhat agree	26	26	26	25	27
Somewhat disagree	29	29	30	31	29
Strongly disagree	25	22	21	22	20
dk/na	9	11	13	11	12
Alzheimer's Disease					
Strongly agree	11	12	11	11	12
Somewhat agree	27	25	25	27	26
Somewhat disagree	27	28	24	27	26
Strongly disagree	22	20	22	20	21
dk/na	13	15	18	15	14
Gangrene					
Strongly agree	9	9	9	9	12
Somewhat agree	19	20	19	20	21
Somewhat disagree	19	19	15	18	18
Strongly disagree	20	20	21	17	18
dk/na	32	31	36	36	31
Hepatitis					
Strongly agree	9	10	8	9	10
Somewhat agree	23	20	23	21	26
Somewhat disagree	27	29	25	29	26
Strongly disagree	26	25	26	26	23
dk/na	15	15	17	14	15

Q.15

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

D. Specific Health Effects Caused by Second-hand Smoke

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

Majorities of youth strongly agree that second-hand smoke can cause asthma attacks in children (65%), lung cancer in non-smokers (55%) and chest infections in children (53%). Fewer than half strongly agree that second-hand smoke can cause bronchitis in children (49%), heart disease in non-smoking adults (37%), strokes in non-smoking adults (23%) and SIDS (Sudden Infant Death Syndrome) or crib death (22%). Only about one in ten each strongly agree that second-hand smoke can cause ear infections in children (12%), or Multiple Sclerosis (10%), arthritis (10%) and Alzheimer's Disease (10%) in non-smoking adults.

There have been no significant changes from the November-December 2001 survey in the number of youth who strongly agree that second-hand smoke can cause any of these health effects or diseases.

Among youth, girls are more likely than boys to strongly agree that second-hand smoke can cause asthma attacks, chest infections and bronchitis in children. Boys are more likely than girls to strongly agree that second-hand smoke can cause arthritis, Multiple Sclerosis, heart disease and strokes in non-smoking adults. Older youth are more likely than others to strongly agree that second-hand smoke can cause asthma attacks, chest infections and bronchitis in children, and lung cancer in non-smokers. Younger youth, aged 12 to 14 years, are more likely than others to strongly agree that second-hand smoke can cause arthritis, Alzheimer's Disease and Multiple Sclerosis in non-smoking adults.

Specific Health Effects Caused by Second-Hand Smoke

	DEC 2000	MAR-APR 2001	JULY 2001	NOV-DEC 2001	JULY 2002
Asthma attacks in children					
Strongly agree	64	64	62	61	65
Somewhat agree	25	27	27	31	25
Somewhat disagree	6	4	6	4	5
Strongly disagree	3	3	3	3	3
dk/na	2	1	1	1	2
Lung cancer in non-smokers					
Strongly agree	56	60	52	54	55
Somewhat agree	31	28	33	33	30
Somewhat disagree	7	6	9	8	9
Strongly disagree	5	5	4	4	5
dk/na	1	1	2	1	1
Chest infections in children					
Strongly agree	54	53	49	52	53
Somewhat agree	32	35	38	37	33
Somewhat disagree	7	6	6	6	7
Strongly disagree	3	4	2	3	3
dk/na	3	2	4	3	3
Bronchitis in children					
Strongly agree	49	50	46	47	49
Somewhat agree	34	35	35	36	34
Somewhat disagree	7	7	7	8	9
Strongly disagree	4	4	4	3	4
dk/na	7	5	8	5	5
Heart disease in non-smoking adults					
Strongly agree	38	40	37	36	37
Somewhat agree	38	39	40	42	40
Somewhat disagree	13	12	14	12	14
Strongly disagree	8	7	6	7	7
dk/na	3	2	4	2	2

Q.16

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

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

Potential smokers among youth are more likely to strongly agree that second-hand smoke can cause asthma attacks and bronchitis in children, but they are more likely to strongly disagree that second-hand smoke can cause Alzheimer's Disease and Multiple Sclerosis in non-smoking adults and SIDS or crib death. Youth smokers are more likely than others to strongly disagree that second-hand smoke can cause arthritis, strokes, Multiple Sclerosis and Alzheimer's Disease in non-smoking adults, ear infections in children and SIDS or crib death.

Specific Health Effects Caused by Second-Hand Smoke

	DEC 2000	MAR-APR 2001	JULY 2001	NOV-DEC 2001	JULY 2002
Strokes in non-smoking adults*					
Strongly agree	20	24	22	23	23
Somewhat agree	37	38	33	38	38
Somewhat disagree	21	19	22	19	19
Strongly disagree	12	9	10	8	11
dk/na	10	10	13	12	9

* 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.

Specific Health Effects Caused by Second-Hand Smoke

	DEC 2000	MAR-APR 2001	JULY 2001	NOV-DEC 2001	JULY 2002
SIDS (Sudden Infant Death Syndrome) or Crib Death					
Strongly agree	23	24	18	22	22
Somewhat agree	31	30	33	33	32
Somewhat disagree	16	19	17	18	18
Strongly disagree	15	11	13	10	12
dk/na	15	15	20	16	16
Ear infections in children					
Strongly agree	15	14	13	11	12
Somewhat agree	24	26	27	24	24
Somewhat disagree	28	30	26	33	32
Strongly disagree	24	23	26	24	23
dk/na	9	7	8	8	8
Multiple Sclerosis in non-smoking adults					
Strongly agree	9	10	8	9	10
Somewhat agree	25	26	26	25	28
Somewhat disagree	25	28	24	28	28
Strongly disagree	22	18	19	19	17
dk/na	19	18	23	19	18
Arthritis in non-smoking adults					
Strongly agree	7	8	10	8	10
Somewhat agree	20	21	21	22	23
Somewhat disagree	34	31	31	32	31
Strongly disagree	31	32	27	30	28
dk/na	7	9	11	9	8
Alzheimer's Disease in non-smoking adults					
Strongly agree	8	8	8	8	10
Somewhat agree	23	25	23	26	25
Somewhat disagree	30	29	28	28	29
Strongly disagree	27	27	26	26	26
dk/na	11	11	15	12	9

Q.16

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

E. Health Effects Caused by Hydrogen Cyanide

When asked, top-of-mind, seven in ten youth (70%) offer no specific health effects or diseases that can be caused by hydrogen cyanide. Another five percent say hydrogen cyanide does not cause any health effects or diseases. Only 21 percent mention specific health effects or diseases.

The survey finds that the number of youth who say hydrogen cyanide does not cause any health effects or diseases increased slightly between December 2000 and March-April 2001, declined considerably in July 2001, increased by five points in November-December 2001, and has now declined by 12 points to its lowest level yet.

Those who have seen, read or heard about the new health warning messages on cigarette packages and those who have seen these messages on cigarette packages themselves are more likely than those who have not to mention specific health effects or diseases in response to this question.

Health Effects Caused by Hydrogen Cyanide

	DEC 2000	MAR-APR 2001	JULY 2001	NOV-DEC 2001	JULY 2002
Lung disease/cancer	2	5	4	5	4
Cancer – general	1	2	2	2	3
Death	3	2	2	2	2
Respiratory problems/ loss of breath	1	2	1	2	2
Heart disease/attack	1	2	1	2	2
Brain damage/memory loss/ stroke	1	1	1	1	2
Headache	1	*	1	1	1
Throat cancer	*	*	*	1	1
Mouth cancer/disease	*	*	*	1	1
Pregnancy/complications	*	*	—	*	1
Dizziness	*	—	1	*	1
Liver cancer/disease	*	*	*	*	*
Damage to cells/arteries/blood	1	*	*	*	*
Poisoning	*	*	*	*	*
Burning in body/organs	*	—	—	*	*
Nausea	*	—	1	*	*
Vertigo	—	—	1	*	*
Stomach aches	*	*	*	*	*
Damage to nervous system	—	*	*	—	*
Weakness	*	—	*	—	*
Lung damage	*	—	—	*	—
Other	1	1	1	1	1
None	24	30	12	17	5
dk/na	66	59	76	69	70

* Less than one percent

Q.41

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

4.0 DEATHS FROM TOBACCO USE

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

Between half and two-thirds of youth think tobacco use kills more Canadians each year than do suicides (65%), murders (63%), alcohol (59%), illegal drugs (57%), AIDS (56%) and car accidents (52%).

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

The results of the current survey suggest a slight increase from November-December 2001 in the proportion of youth who think tobacco use kills more Canadians each year than illegal drugs. The current survey also suggests that since December 2000, there have been increases in the numbers of youth who think that tobacco use kills more Canadians each year than most of these other causes of death.

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

Potential smokers among youth are more likely to think that tobacco kills more each year than illegal drugs. Youth smokers are more likely to think that tobacco kills more each year than AIDS. Both youth smokers and potential smokers are somewhat more likely than others to think that tobacco kills fewer Canadians each year than car accidents.

Causes of Death

	DEC 2000	MAR-APR 2001	JULY 2001	NOV-DEC 2001	JULY 2002
Suicides					
More	61	64	67	64	65
Fewer	21	19	17	20	20
About the same number	15	14	15	13	12
dk/na	3	3	2	2	2
Murders					
More	57	60	60	63	63
Fewer	25	23	22	20	21
About the same number	16	16	16	15	14
dk/na	2	1	2	2	2
Alcohol					
More	51	57	55	56	59
Fewer	20	15	18	17	15
About the same number	27	27	26	26	24
dk/na	2	1	1	1	1
Illegal drugs					
More	52	59	52	52	57
Fewer	23	20	21	21	20
About the same number	23	20	25	25	22
dk/na	2	1	1	2	2
AIDS					
More	50	51	54	52	56
Fewer	26	24	22	24	21
About the same number	20	21	22	22	21
dk/na	4	3	2	3	2
Car accidents					
More	46	50	50	50	52
Fewer	28	27	25	27	24
About the same number	25	23	23	22	22
dk/na	1	1	1	2	2

Q.17

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

A total of 28 percent of youth correctly believe that approximately 45,000 Canadians die each year as a result of tobacco use. More than three in ten (33%) pick a number lower than 45,000 and a similar number (36%) choose a number higher than 45,000.

The survey finds that the number of youth who correctly believe that approximately 45,000 Canadians die each year as a result of tobacco use has increased five points from the November-December 2001 survey and a total of ten points from the baseline December 2000 survey.

Number of Canadians Who Die Each Year from Tobacco Use

	DEC 2000	MAR-APR 2001	JULY 2001	NOV-DEC 2001	JULY 2002
1,000	5	3	4	3	2
5,000	8	7	8	8	5
10,000	1	1	1	1	1
15,000	11	11	15	14	11
20,000	1	—	1	2	*
25,000	20	17	16	18	14
45,000	18	23	22	23	28
50,000	2	2	1	*	1
75,000	15	15	15	14	17
100,000	15	15	13	13	16
Other	3	4	2	2	2
None	*	—	*	—	*
dk/na	2	1	2	1	2

* Less than one percent

Q.18

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

When youth are asked what tips or advice they are aware of that might help someone quit smoking, the largest proportions mention medication/patch/Nicoderm/Zyban/stop-smoking pill (31%), warn of health effects (17%) and nicotine gum/Nicorette (17%). Smaller proportions mention will power or cold turkey (12%), chew gum/candy/food (10%), support groups/counselling/associations/family (8%), speak to a doctor (4%), don't start (4%), do something else/distract yourself (4%), more education (4%), be aware that you're hurting others/children (4%) and cut back gradually (4%). Twenty-one percent mention other tips or advice. Five percent say there is no way to help and 16 percent offer no opinion.

The current survey finds that there have no significant changes from the November-December 2001 survey; however, since the December 2000 survey there have been increases in the numbers who mention nicotine gum/Nicorette (up 12 points) and medication/patch/Nicoderm/Zyban/stop-smoking pill (up eight points).

Older youth and youth smokers are more likely than others to mention will power or cold turkey. Youth smokers are more likely to mention chew gum/candy/food. Older youth and non-smoking youth are more likely to mention nicotine gum/Nicorette and medication/patch/Nicoderm/Zyban/stop-smoking pill. Non-smoking youth and youth aged 12 to 16 years are more inclined to mention warn of health effects.

Quit Tips

	Dec 2000	MAR-APR 2001	JULY 2001	Nov-Dec 2001	JULY 2002
Medication/patch/Nicoderm/Zyban/stop-smoking pill	23	29	24	28	31
Warn of health effects	22	22	18	20	17
Nicotine gum/Nicorette	5	11	12	19	17
Will power/cold turkey/just stop	14	14	11	12	12
Chew gum/candy/food	9	9	11	10	10
Support groups/counselling/associations/family	5	6	7	8	8
Cut back gradually	5	6	5	5	4
Speak to a doctor	5	5	4	5	4
Do something else/distract yourself	3	2	4	4	4
Don't start	2	3	3	4	4
Be aware that you're hurting others/your children	2	3	3	4	4
More education	3	2	2	2	4
Waste of money/costs too much	1	2	1	1	3
Avoid situations where you would normally smoke (e.g., telephone/coffee/bar, etc.)	4	5	5	6	3
Stop buying/get rid of cigarettes	—	*	2	1	2
Keep active and busy	2	3	3	2	2
Exercise	1	2	1	1	2
Drink water	*	1	1	1	2
Have a plan	2	1	1	1	1
You smell awful/it tastes awful/cigarettes smell awful	1	1	*	1	1
Smoke lighter brand/herbal cigarettes	—	*	1	1	1
Tell others your quit date	1	1	*	*	1
Avoid peer pressure/media influence	1	1	*	1	1
Not attractive/yellow fingers/teeth	*	1	*	*	1
Adopt healthy lifestyle/reduce stress	*	*	1	1	*
Hypnosis	1	1	*	1	*
Must want to stop	*	*	1	1	*
Restrict access to children	—	*	—	*	*
Laser therapy	—	—	*	*	*
Speak to a pharmacist	1	*	1	*	*
Delay smoking for ten minutes	*	*	1	*	*
Write down reasons you are quitting	1	*	*	*	*
Take a deep breath or two	*	*	*	*	*
Regulation	*	*	—	—	*
Speak to a nurse	1	—	—	—	*
Visualize negative effects	1	1	*	2	*
Keep trying	—	—	—	1	—
Alternatives to smoking	—	—	—	1	—
Not cool	—	—	—	1	—
Visit cancer/terminal hospital ward	—	—	1	1	—
Advertising/media	*	1	1	1	—
Acupuncture	*	*	—	*	—
Other	2	3	3	4	1
None/no way to help	7	8	4	5	5
dk/na	16	12	17	18	16

* Less than one percent

Q.19

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

6.0 HEALTH WARNING MESSAGES

A. Recall and Reads Per Day

An overwhelming number of youth (93%) say they have seen health warning messages on cigarette packages. Youth smokers (98%) express almost unanimous recall.

The number of youth who say they have seen health warning messages on cigarette packages is essentially unchanged from the previous surveys.

Almost six in ten youth (57%) say they have seen, read or heard about new health warning messages that are now on cigarette packages in Canada and another four percent say they may have. Just under four in ten (38%) say they have not.

The number of youth who say they have seen, read or heard about new health warning messages has not changed significantly from the November-December 2001 survey but is still considerably higher (by 29 points) than that found in December 2000.

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

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

The results of the current survey are similar to those found in the November-December 2001 survey and in previous surveys.

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

Among youth smokers, eight in ten (80%) say they have seen the new health warning messages on their main brand of cigarettes. Sixteen percent have not.

Recall of Health Warning Messages on Cigarette Packages

	DEC 2000	MAR-APR 2001	JULY 2001	NOV-DEC 2001	JULY 2002
Yes	91	93	93	94	93
No	9	7	6	5	7

Q.20

Have you ever seen health warning messages on cigarette packages?

Awareness of New Health Warning Messages

	DEC* 2000	MAR-APR 2001	JULY 2001	NOV-DEC 2001	JULY 2002
Yes	28	70	62	58	57
Maybe	3	4	4	7	4
No	69	26	33	33	38

Q.21

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

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

Have Seen New Health Warning Messages on Cigarette Packages

	MAR-APR 2001	JULY 2001	NOV-DEC 2001	JULY 2002
Yes	66	67	64	67
No	33	32	34	32
dk/na	1	2	2	2

Q.22

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

The current survey finds a decrease of five points from November-December 2001 in the number of youth smokers who say they have seen the new health warning messages on their main brand of cigarettes; however, this proportion is six points higher than that found in March-April 2001.

Eleven percent of youth report that they look at or read health warning messages on cigarette packages several times a day and another 15 percent do this about once a day. Six in ten (60%) look at or read these health warning messages less frequently, including 23 percent who say they do this less than once a week. Thirteen percent say they never look at or read these health warning messages.

The number who look at messages several times per day is five points lower in the current survey than in December 2000; the number who look at the messages about once a week is four points higher than in December 2000.

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

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

	MAR-APR 2001	JULY 2001	NOV-DEC 2001	JULY 2002
Yes	74	78	85	80
No	23	21	14	16
dk/na	3	1	2	5

Q.23

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

Subsample: Respondents who smoke

Times Per Day Look at Health Warning Messages on Cigarette Packages

	DEC 2000	MAR-APR 2001	JULY 2001	NOV-DEC 2001	JULY 2002
Several times a day	16	15	15	12	11
About once a day	14	14	15	14	15
Once every two or three days	14	18	16	16	16
About once a week	17	18	19	23	21
Less than once a week	25	22	22	21	23
Never	13	13	13	13	13
dk/na	*	*	*	*	1

* Less than one percent

Q.24a

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

When asked, top-of-mind, what the new health warning messages on cigarette packages in Canada look like (without looking at a cigarette package), the largest proportion of Canadian youth say they have pictures (38%). One-quarter (24%) say they have more information than before or more information about the health effects of smoking. Smaller numbers mention pictures of lungs (7%), mouth/teeth pictures/diseases (6%), warning/symbols in general (6%) and graphics that are gross (5%). Forty-three percent some other aspect and 27 percent offer no opinion.

The results of the current survey suggest slight declines from November-December 2001 in the numbers of youth mentioning that the new health warnings have pictures, or more specific information.

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

Q.25

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

Appearance of New Health Warning Messages on Cigarette Packages

	MAR-APR 2001	JULY 2001	Nov-DEC 2001	JULY 2002
Pictures	53	55	46	38
More info./specific info about health effects of smoking	27	31	29	24
Pictures of lungs	*	1	6	7
Mouth/teeth (pictures/disease)	1	*	5	6
Warnings/symbols in general	2	2	3	6
Graphics are gross/disgusting/horrible	2	4	5	5
Tougher, stronger messages	5	4	5	4
Pictures of pregnant women/pregnancy	*	*	3	4
Info. about how to quit	3	2	3	4
Children/babies/kids	*	*	3	4
Covers more of the package/50% of the package	3	3	3	3
Writing/text in general	3	3	2	3
Black and white (text/background)	1	1	4	2
Heart/heart disease	—	*	2	2
Brain damage	—	*	2	2
Surgeon General warnings	*	—	*	2
Colour/coloured	6	2	3	2
Box/rectangle	2	1	3	1
Large lettering/font/bold/block print	1	1	1	1
More chemicals/ingredients listed	1	1	1	1
Cigarettes in ashtray	—	—	1	1
Impotence/drooped cigarette	*	—	3	1
Pictures of smoking in front of kids	—	—	1	1
Person with breathing machine	*	—	*	1
Woman/man/people	—	*	—	1
Coloured font	—	—	—	1
Info. on back of the slide portion	1	2	2	*
Small writing/not too clear/could be bigger	*	*	*	*
Front portion of the pack	—	*	*	*
Advertising	*	—	—	*
It's ridiculous/joke/stupid	—	1	—	*
Location on cigarette pack	*	—	—	—
Other	2	1	4	2
None/nothing	*	1	*	1
dk/na	26	24	26	27

* Less than one percent

When asked, top-of-mind, what specific new health warning messages they can remember seeing on cigarette packages in Canada (without looking at a cigarette package), the largest proportions of youth recall messages such as causes lung cancer (19%) and harmful during pregnancies, harmful to fetus or low birth rate (19%). Other recalled messages include impotence (14%), harmful to others/children (13%), death or premature death (9%), cancer in general (9%), lung disease (8%), heart disease (7%), mouth or gum disease (7%) and second-hand smoke is harmful/dangerous (5%). Twenty-seven percent mention some other health warning message. A total of one-third say none (18%) or offer no opinion (16%).

Since November-December 2001, there has been a four point increase in the number of youth who mention harmful during pregnancies, harmful to fetus or low birth rate and declines of six and four points, respectively, in the numbers who mention harmful to others/children and death/premature death.

Older youth, particularly those aged 17 to 18 years, youth smokers and potential youth smokers are more likely to mention the message regarding impotence. Potential youth smokers are also more likely to recall specific health warning messages, such as harmful to others/children, harmful during pregnancies and mouth/gum diseases. Older youth are also more likely to recall mouth/gum disease. Youth smokers are more likely to mention harmful to others/children.

Those who have seen, read or heard about the new health warning messages on cigarette packages and those who have seen these messages on cigarette packages themselves are more likely than those who have not to recall messages regarding impotence, harmful to others/children and harmful during pregnancies. Those who have seen these messages on cigarette packages themselves are also more likely to recall the message "causes lung cancer."

Recall of Specific Health Warning Messages on Cigarette Packages

	MAR-APR 2001	JULY 2001	NOV-DEC 2001	JULY 2002
Causes lung cancer	17	19	21	19
Harmful during pregnancies/ harmful to fetus/low birth rate	16	19	15	19
Impotence	14	12	16	14
Harmful to others/to children	15	16	19	13
Death/premature death	14	12	13	9
Cancer – in general	10	10	8	9
Lung disease	7	7	5	8
Heart disease	8	8	7	7
Mouth/gum disease	4	5	7	7
Second-hand smoke is harmful/dangerous	*	*	4	5
Premature birth/preterm birth	3	3	3	3
Warnings/health warnings/ stop smoking	1	1	2	3
Yellow teeth/gums/fingers	1	3	3	3
Dangerous/bad for health	3	2	2	3
Stroke	3	1	3	2
Mouth cancer	2	2	2	2
Respiratory/breathing problems	*	1	2	2
Disease – in general	1	1	1	2
Brain damage/disease	2	2	1	2
Cancer – other	*	1	3	1
Addiction	3	1	1	1
Emphysema	*	1	1	1
Throat problems/disease	1	–	*	*
Don't start/how to quit	–	*	–	*
Graphics of cigarette package	1	*	–	*
Must be 18/19 to smoke	*	1	*	–
Other	2	1	2	2
None	25	17	18	18
dk/na	8	13	12	16

* Less than one percent

Q.26

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

When asked, top-of-mind, what pictures or images or graphics can they remember seeing on new health warning messages on cigarette packages in Canada (without looking at a cigarette package), the largest proportion of youth recall lungs or diseased lungs (30%). Other recalled images include pregnant women/with cigarettes (22%), bad, rotten or big teeth (21%), children, kids or babies (13%), heart or diseased heart (12%), mouth or diseased mouth (12%), limp, broken or burning cigarette (11%), brain or diseased brain (8%), gums or diseased gums (6%), baby or premature baby (5%) and parents/mom/dad/smoking (5%). Twenty-eight percent recall other images or graphics. About two in ten say none (12%) or offer no opinion (9%).

The results of the current survey suggest that there has been a slight increase from November-December 2001 in the number of youth who recall images of pregnant women/with cigarettes.

Girls are more likely than boys to recall bad, rotten or big teeth and pregnant women/with cigarettes. Boys are more likely than girls to recall limp, broken or burning cigarette. Older youth, particularly those aged 17 to 18 years, are more likely to recall limp, broken or burning cigarette and pregnant women/with cigarettes.

Potential youth smokers are more likely to recall bad, rotten or big teeth, pregnant women/with cigarettes and limp, broken or burning cigarette. Youth smokers are more likely to recall specific images or graphics, such as limp, broken or burning cigarette, heart or diseased heart, brain or diseased brain, respirators or people on breathing machines, dirty/full ashtray and pregnant women/with cigarettes.

Those who have seen, read or heard about the new health warning messages on cigarette packages and those who have seen these messages on cigarette packages themselves are more likely than those who have not to recall specific images or graphics, such as limp, broken or burning cigarette, children, kids or babies, lungs or diseased lungs, bad, rotten or big teeth, heart or diseased heart, brain or diseased brain and pregnant women/with cigarettes.

Recall of Specific Pictures, Images or Graphics on Cigarette Packages

	MAR-APR 2001	JULY 2001	NOV-DEC 2001	JULY 2002
Lungs/diseased lungs	27	32	28	30
Pregnant women/with cigarettes	9	13	17	22
Bad/rotten/big teeth	16	21	19	21
Children/kids/babies	19	18	10	13
Mouth/diseased mouth	6	6	10	12
Heart/diseased heart	11	13	12	12
Limp/broken/burning cigarettes	14	6	11	11
Brain/diseased brain	11	8	8	8
Gums/diseased gums	5	5	6	6
Baby/premature baby	*	—	6	5
Parents/mom/dad smoking	5	5	3	5
Lung cancer	3	3	3	3
Lung pictures	—	—	3	3
Respirators/people on breathing machines	2	2	2	3
Dirty/full ashtray	4	3	3	2
Deteriorating/diseased body parts	1	1	1	2
Mouth cancer	1	1	2	2
Warnings/symbols	2	1	2	1
Throat/throat diseases	1	2	2	1
People sick/coughing/choking	1	1	2	1
Adult/woman/man (gen)	2	*	1	1
Bar charts/graphs/statistics	1	2	1	1
Patients in bed/hospital bed	*	2	1	1
Stroke	1	1	1	1
Arteries/clogged arteries/clot	1	*	1	1
Cancer/tumour in general	*	*	1	1
Graphics of cigarette package	2	1	*	1
Pictures of kids watching	—	—	5	1
Impotence	3	8	2	*
Cancer — other	—	1	*	*
Fetus/embryo	*	1	1	—
Other	2	3	2	2
None/nothing	23	15	14	12
dk/na	5	8	8	9

* Less than one percent

Q.27

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

B. Impact of New Messages

Among youth smokers, almost five in ten (48%) 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. Fewer than two in ten each say that these new messages have been very effective in increasing their desire to quit smoking (19%), getting them to try to quit smoking (18%), getting them to smoke less (17%) and getting them to smoke less around others than they used to (15%).

Combining the numbers who say very and somewhat effective, 83 percent of youth smokers say the new labels have been effective overall in informing them about health effects and between four and five in ten say they have been effective in increasing their desire to quit smoking (54%), getting them to smoke less (49%), getting them to smoke less around others than they used to (46%) and getting them to try to quit smoking (44%).

The current survey suggests that there have been decreases from November-December 2001 in the numbers of youth smokers who say the new health warning messages have been very effective in getting them to try to quit smoking, getting them to smoke less around others than they used to and increasing their desire to quit smoking, although these changes are not in all cases statistically significant. Compared to March 2001, the number who say the labels have been very effective in increasing their desire to quit has decreased, and the number who say the labels have been very effective in informing them about health effects has increased.

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	39	45	51	48
Somewhat effective	35	34	33	35
Not very effective	11	8	8	9
Not at all effective	14	9	7	8
dk/na	1	3	1	1
Increasing your desire to quit smoking				
Very effective	27	21	24	19
Somewhat effective	29	34	34	35
Not very effective	19	17	21	16
Not at all effective	24	25	20	29
dk/na	1	2	*	1
Getting you to try to quit smoking				
Very effective	17	16	28	18
Somewhat effective	33	35	27	26
Not very effective	18	23	19	21
Not at all effective	31	25	26	35
dk/na	1	1	*	1
Getting you to smoke less				
Very effective	19	17	20	17
Somewhat effective	28	32	30	32
Not very effective	25	26	21	16
Not at all effective	28	26	28	34
dk/na	1	*	*	—
Getting you to smoke less around others than you used to				
Very effective	17	22	21	15
Somewhat effective	27	30	29	31
Not very effective	19	25	15	18
Not at all effective	36	23	34	35
dk/na	1	1	1	1

* Less than one percent

Q.30

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

Subsample: Smokers

c. Assessment of New Messages

About seven in ten youth each strongly agree that the new health warning messages on cigarette packages provide them with important information about the health effects of smoking cigarettes (70%) and that these messages are accurate (69%), and about six in ten strongly agree that these messages make smoking seem less attractive (58%).

Almost all youth agree, in total, that the messages provide important information (92%) and that the messages are accurate (91%). Eight in ten youth, in total, agree that the new health warning messages make smoking seem less attractive (81%).

The results of the current survey suggest an increase from November-December 2001 in the number of youth who strongly agree that the new health messages are accurate.

Girls are more likely than boys to strongly agree that the new health warning messages provide important information. Younger youth, aged 12 to 14 years, are more likely than others to strongly agree that the messages provide important information and are more likely than older youth, aged 17 to 18, to strongly agree that they make smoking seem less attractive. Non-smoking youth and those who have seen, read or heard about the new health warning messages on cigarette packages and those who have seen these messages on cigarette packages themselves are more likely to strongly agree with all three of these assessments.

Assessment of New Messages

	MAR-APR 2001	JULY 2001	NOV-DEC 2001	JULY 2002
The messages provide you with important information about the health effects of smoking cigarettes				
Strongly agree	71	70	69	70
Somewhat agree	21	22	25	22
Somewhat disagree	3	2	2	3
Strongly disagree	2	2	2	2
dk/na	3	4	2	3
The messages are accurate				
Strongly agree	70	66	62	69
Somewhat agree	21	23	29	22
Somewhat disagree	2	5	3	3
Strongly disagree	2	2	2	2
dk/na	5	5	3	4
The messages make smoking seem less attractive				
Strongly agree	—	—	56	58
Somewhat agree	—	—	23	23
Somewhat disagree	—	—	10	9
Strongly disagree	—	—	9	8
dk/na	—	—	3	2

Q.28

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

d. Comparison of New and Old Messages

When youth are asked to compare the new health messages on cigarette packages to the old health warning messages, about eight in ten each say that the new messages are more effective than the old in informing them about the health effects of smoking (81%) and in encouraging them not to take up smoking (79%). Fewer than one in ten each think the old messages are more effective in these two areas.

The results of the current survey are similar to those found in the previous surveys.

Girls, those who have seen read or heard about the new health warning messages on cigarette packages and those who have seen these messages on cigarette packages themselves are more likely to think the new health warning messages on cigarette packages are more effective than the old health warning messages in both these areas. Youth smokers are more likely than non-smoking youth to think that the new messages are more effective in informing them about the health effects of smoking.

Comparison of New and Old Messages

	MAR-APR 2001	JULY 2001	NOV-DEC 2001	JULY 2002
Informing you about the health effects of smoking				
New message	80	79	81	81
Old message	5	3	5	4
Both/neither	4	6	4	4
dk/na	11	12	11	11
Encouraging you not to take up smoking				
New message	76	78	79	79
Old message	6	5	5	7
Both/neither	7	7	7	6
dk/na	11	10	8	8

Q.29

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

When youth smokers are asked to compare the new health warning messages to the old health warning messages, between seven and eight in ten each say the new messages are more effective than the old in getting them to try to quit smoking (76%), getting them to smoke less around others than they used to (74%), getting them to smoke less (73%), and increasing their desire to quit smoking (70%). One in ten or fewer than one in ten each think that the old

messages are more effective in achieving any of these outcomes.

Since November-December 2001, the numbers of youth smokers who think that the new health warning messages are more effective than the old messages in getting them to smoke less and in increasing their desire to quit smoking have decreased by five and ten points, respectively.

Comparison of New and Old Messages Smokers

	JULY 2001	Nov-DEC 2001	JULY 2002		JULY 2001	Nov-DEC 2001	JULY 2002
Getting you to try to quit smoking				Getting you to smoke less			
New messages	75	76	76	New messages	74	78	73
Old messages	6	7	5	Old messages	6	5	11
Both equally	4	2	2	Both equally	3	1	2
Neither	14	11	13	Neither	15	13	10
dk/na	1	3	4	dk/na	1	3	4
Getting you to smoke less around others than you used to				Increasing your desire to quit smoking			
New messages	66	72	74	New messages	74	80	70
Old messages	7	7	5	Old messages	7	5	10
Both equally	6	1	2	Both equally	4	1	2
Neither	18	16	16	Neither	13	11	16
dk/na	3	4	3	dk/na	2	3	3

Q.31

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

Youth smokers were asked whether, since the beginning of the year (2002), they have ever concealed a new health warning message on a cigarette package, either by placing a cover over the package or by transferring their cigarettes to another container.

More than six in ten youth smokers (65%) have not made any attempt to conceal any new health warning messages. A total of three in ten youth smokers have concealed a new health warning message by placing a cover over the pack (14%), by transferring their cigarettes to another container (13%), or by both methods (5%).

The results of the current survey suggest a slight decrease since November-December 2001 in the total number of youth smokers who have attempted to conceal health warning messages.

Among those youth smokers who have concealed a new health warning message since the beginning of the year (2002),⁶ almost one-half (46%) say they have done this more than ten times, 25 percent say between three and ten times and 29 percent say once or twice.

Ever Concealed Message on Cigarette Package Smokers

	Nov-Dec 2001	JULY 2002
Yes, placed cover over pack	18	14
Yes, transferred cigarettes to another container	10	13
Yes, did both	9	5
No	63	65
dk/na	—	2

Q.32a

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	34	29
Between 3 and 10 times	16	25
More than 10 times	50	46
dk/na	—	—

Q.32b

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

Subsample: Smokers who have concealed a new warning message on their cigarette package

⁶ These numbers should be interpreted with caution because of small sample sizes (N=40).

Youth smokers were also asked whether, since the beginning of the year (2002), when buying cigarettes at a store, they have ever asked for a different package of cigarettes because they did not want the new health warning message on the cigarette package they were first offered. More than seven in ten youth smokers (75%) say they have not asked for a package with a different new health warning messages; more than two in ten youth smokers (23%) have done so.

The results of the current survey are similar to those found in the November-December 2001 survey.

Among those youth smokers who have asked for a different new health warning message since the beginning of the year (2002),⁷ two in ten (20%) say they have done this more than ten times, four in ten (37%) say between three and ten times and a similar number (42%) say once or twice.

Ever Asked for Different Cigarette Package Smokers

	Nov-DEC 2001	JULY 2002
Yes	28	23
No	71	75
dk/na	1	1

Q.33a

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	42	42
Between 3 and 10 times	28	37
More than 10 times	29	20
dk/na	—	—

Q.33b

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

⁷ These numbers should be interpreted with caution because of small sample sizes (N=28).

F. Awareness of Messages on Slide

Fifty-three percent of youth smokers say that they remember seeing or reading anything on the back of the slide of a cigarette package; 46 percent do not recall seeing anything on the back of the slide.

Older youth smokers and those who have seen the new health warning messages on cigarette packages themselves are more likely than others to recall seeing or reading anything on the back of the slide.

Among youth smokers who do recall seeing or reading anything on the back of the slide,⁸ the largest proportion say they recall tips to stop smoking (45%). Smaller numbers mention a 1-800 number/quit smoking/Health Canada (16%), health warnings in general (12%), information in general (7%) and a website address (7%). Twenty-three percent mention other things.

Awareness of Message on Back of Slide Smokers July 2002

Yes	53
No	46
dk/na	1

Q.34a

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	45
1-800 number/quit smoking/Health Canada	16
Health warnings in general	12
Information in general	7
Website address	7
Deaths/statistics/small town analogy	4
A calendar	3
Tar, nicotine, carbon monoxide levels, cigarette ingredients	3
Lung cancer/disease	3
Questions and answers	3
Addiction warnings	3
Calendar is gone	1
Other	3
None/nothing	1
dk/na	1

Q.34b

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

⁸ These numbers should be interpreted with caution because of small sample sizes (N=65).

7.0 TOXIC SUBSTANCES

When youth are asked, top-of-mind, what, if any, chemicals or toxic substances they can name that are in cigarettes or cigarette smoke, the largest proportions mention tar (40%) and nicotine (39%). Sixteen percent mention tobacco and ten percent mention carbon monoxide. Forty-four percent mention other toxic substances. Twenty-one percent offer no opinion.

Since December 2000, there has been an eight point drop in the number of youth mentioning tar, and a nine point drop in the number mentioning nicotine; there has been a seven point increase in the number mentioning tobacco. The current survey results suggest a trend over the same period toward somewhat more frequent mentions of specific toxic chemical substances such as hydrogen cyanide, formaldehyde and ammonia.

Boys are more likely than girls to mention tar. Older youth, particularly those aged 17 to 18 years, and youth smokers are also more likely to mention nicotine, tar, carbon monoxide and hydrogen cyanide. Younger youth are more likely to mention tobacco. Potential youth smokers are more likely to mention nicotine and tar.

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

Toxic Substances in Cigarettes

	DEC 2000	MAR-APR 2001	JULY 2001	NOV-DEC 2001	JULY 2002
Tar	48	42	42	43	40
Nicotine	48	47	44	46	39
Tobacco	9	13	16	16	16
Carbon monoxide	10	12	12	12	10
Poison/rat poison/strychnine/ cyanide	4	5	4	5	8
Ammonia	1	2	3	3	5
Hydrogen cyanide	*	2	2	5	4
Formaldehyde	1	1	3	4	4
Carbon dioxide	4	4	4	4	3
Arsenic	3	4	3	4	3
Benzene	1	1	1	4	3
Type of fuel/gasoline/ kerosene/ jet fuel/rocket fuel	2	2	3	4	2
Nail polish remover	1	1	2	2	2
Chemicals/gases/toxins — in general	2	5	4	4	1
Battery acid/toxic/juice	1	1	1	1	1
Household cleaners	1	1	2	1	1
Lead	1	1	1	1	1
Pesticides	2	1	1	*	1
Benzo[a]pyrene	*	*	*	*	1
Carbon	*	1	1	1	*
Paint thinner/remover	1	1	1	1	*
Acid	1	*	1	1	*
Nitrogen oxides (nitrogen dioxide, nitric oxide)	*	1	*	*	*
4-Aminobiphenyl	*	*	*	*	*
Dioxins	—	*	*	*	*
Fibreglass	*	*	1	*	*
Sulphur/sulphate	*	*	*	*	*
Cadmium	*	*	*	—	*
Carcinogens	*	*	*	*	*
Phenols	*	*	—	—	*
Saltpetre	—	*	—	—	—
Ash	—	—	*	—	—
Nitrosamines	*	—	*	—	—
Other	1	2	2	1	4
None/nothing	4	7	3	3	3
dk/na	18	15	18	14	21

* Less than one percent

Q.35

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

When asked if they can name any chemicals or toxic substances that are currently listed on a cigarette package (without looking at a cigarette package), the largest proportions of youth mention nicotine (18%) and tar (17%). Six percent mention carbon monoxide. Fifteen percent mention some other toxic substance. Fourteen percent say there are no chemicals or toxic substances currently listed on cigarette packages and 54 percent offer no opinion.

Since November-December 2001, there have been slight decreases in the numbers of youth who mention nicotine and tar. Since December 2000, there has been a decrease of eight points in the number of youth who say there are no toxic substances listed on cigarette packages and an increase of 11 points in the number who offer no response to the question.

Boys and potential youth smokers are more likely to mention nicotine and tar. Older youth, particularly those aged 17 to 18 years, youth smokers, those who have seen, read or heard about the new health warning messages on cigarette packages and those who have seen these messages on cigarette packages themselves are more likely to mention nicotine, tar and carbon monoxide.

Toxic Substances Listed on Cigarette Packages

	DEC 2000	MAR-APR 2001	JULY 2001	NOV-DEC 2001	JULY 2002
Nicotine	23	23	23	22	18
Tar	21	21	21	22	17
Carbon monoxide	8	7	6	6	6
Tobacco	3	4	4	4	3
Benzene	*	*	1	2	2
Hydrogen cyanide	*	1	*	2	2
Formaldehyde	*	*	1	1	2
Carbon dioxide	2	2	2	1	1
Poison/rat poison/ strychnine/arsenic	*	1	*	1	1
Type of fuel/gasoline/ kerosene/jet fuel	*	*	1	*	1
Chemicals/gases/toxins — in general	1	1	2	1	*
Lead	—	—	—	*	*
Carcinogens	—	—	*	—	*
Other	*	*	*	*	3
None	22	30	14	15	14
dk/na	43	34	49	49	54

* Less than one percent

Q.37

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?

When asked if they can recall any other information about chemicals or toxic substances that are listed on cigarette packages (without looking at a cigarette package), three in ten youth (28%) say there is no other information on these topics on cigarette packages. Another 63 percent offer no opinion. Small numbers say that cigarette packages list amounts of chemicals in general (4%) and Surgeon General's warnings/messages of health hazards (3%).

Since December 2000, there has been a considerable decrease in the proportion of youth who say there is no other information about chemicals or toxic substances that are listed on cigarette packages (down 19 points) and a sizeable increase in the number of youth who do not offer an opinion (up 23 points).

Youth smokers are more likely than youth in general to express an opinion and are more likely to mention that cigarette packages list amounts of chemicals. They are, however, also more likely to say there is no other information on cigarette packages.

Other Information About Toxic Substances Listed on Cigarette Packages

	DEC 2000	MAR-APR 2001	JULY 2001	NOV-DEC 2001	JULY 2002
Amounts of chemicals (general)	7	6	6	6	4
Surgeon General's warnings/ messages of health hazards	1	3	4	4	3
Specific amounts of chemicals	3	2	3	2	1
Nicotine	1	1	1	1	1
Tar	*	*	*	*	1
Range of amounts of chemicals	1	*	*	*	*
Carbon monoxide/monoxide	*	*	*	*	*
Death/kills you	—	—	—	1	—
Causes addiction	—	—	—	1	—
Other	1	1	1	2	1
None	47	54	29	29	28
dk/na	40	34	58	58	63

* Less than one percent

Q.38

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?

When asked what chemicals or substances in cigarettes, in tobacco or in smoking, if any, causes or can cause disease or harm to health, the largest proportions of youth mention tar (21%) and nicotine (19%). Smaller proportions mention carbon monoxide (6%), tobacco (5%) and poison/rat poison/strychnine/cyanide (3%). Eleven percent say that all the chemicals cause harm, and 13 percent mention other specific substances. Forty-seven percent offer no opinion.

Older youth and youth smokers are more likely than others to mention tar, nicotine and carbon monoxide. Those who have seen, read or heard about the new health warning messages on cigarette packages are more likely than others to mention nicotine; they are also more likely to say that all of the chemicals cause harm, as are youth smokers. Potential youth smokers and those who have seen the new health warning messages on cigarette packages themselves are more likely to mention tar.

Chemicals or Substances in Cigarettes That Can Cause Disease or Harm to Health July 2002

Tar	21
Nicotine	19
All the chemicals cause harm	11
Carbon monoxide	6
Tobacco	5
Poison/rat poison/strychnine/cyanide	3
Hydrogen cyanide	2
Formaldehyde	2
The smoke itself	2
Ammonia	2
Benzene	1
Arsenic	1
Carbon dioxide	1
Lead	1
Nail polish remover	*
Acid	*
Chemicals/gases/toxins – in general	*
Benzo [a] pyrene	*
Pesticides	*
Household cleaners	*
Type of fuel/gasoline/kerosene/jet fuel/rocket fuel	*
Battery acid/toxic juice	*
4-Aminobiphenyl	*
Carbon	*
Phenols	*
Nitrogen oxides (nitrogen dioxide, nitrous oxide)	*
Ash	*
Nitrosamines	*
Sulphur/sulphate	*
Cadmium	*
Paint thinner/remover	*
Other	1
None/nothing	3
dk/na	47

* Less than one percent

Q.39

What chemicals or substance in cigarettes, in tobacco or in smoking, if any, causes or can cause disease or harm to health? Are there any others?

Two-thirds of youth (65%) think that chemicals are added to tobacco when cigarettes are being manufactured. More than one in ten (15%) say that chemicals are not added and two in ten (20%) offer no response.

Older youth, youth smokers, potential smokers, those who have seen, read or heard about the new health warning messages on cigarette packages and those who have seen the new health warning messages on cigarette packages themselves are more likely than others to say that chemicals are added to tobacco.

Chemicals Added to Cigarettes During Manufacture

July 2002

Yes, chemicals are added	65
No, chemicals are not added	15
dk/na	20

Q.40

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

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, almost five in ten youth strongly (30%) or somewhat (17%) support removing these terms from cigarette packages. A similar number strongly (23%) or somewhat (23%) oppose removing these terms. Eight percent offer no response.

Youth smokers are somewhat less likely than others to strongly support this policy. Those who have seen, read or heard about the new health warning messages on cigarette packages and those who have seen the new health warning messages on cigarette packages themselves are more likely than those who have not to strongly support removing these descriptors.

Removal of Light and Mild Descriptors from Cigarette Packages

July 2002

Strongly support	30
Somewhat support	17
Somewhat oppose	23
Strongly oppose	23
dk/na	8

Q.42

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

The results of the survey are based on questions asked to 1,000 youth between 12 and 18 years of age, living within the ten provinces of Canada. The survey was conducted by telephone from July 18 to August 1, 2002.

SAMPLE SELECTION

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

The actual sample is distributed as follows.

	WEIGHTED N	UNWEIGHTED N	MARGIN OF ERROR
Atlantic Region	81	81	10.9
Quebec	252	248	6.2
Ontario	374	374	5.1
Manitoba/Saskatchewan	71	74	11.4
Alberta	91	94	10.1
British Columbia	131	129	8.6
Total	1,000	1,000	3.1

EnviroNics uses a RDD (random digit dialling) sample selection technique. Telephone numbers are selected from the most recently published telephone directories, thus ensuring that only valid telephone exchanges are used. These numbers act as "seeds" or elements from which the sample is randomly generated. The numbers in the 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 44,892 telephone numbers were drawn. From within each household contacted, respondents between 12 and 18 years of age were screened for random selection using the "most recent birthday" method. The use of this technique produces results that are as valid and effective as enumerating all eligible persons within a household and selecting one randomly.

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

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

TELEPHONE INTERVIEWING

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

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

COMPLETION RESULTS

A total of 1,000 interviews were completed. 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.

The following table presents the detailed completion results for this survey of 1,001 interviews.

Dialled Sample	44,892
Household not eligible	13,243
Non-residential/not in service	14,585
Language barrier	893
Subtotal	28,721
New Base (44,892-28,721)	16,171
No answer/line busy/ respondent not available	9,726
Refusals	5,366
Mid-interview refusals	79
Subtotal	15,171
Net Completions (16,171-15,171)	1,000

SPLIT SAMPLE ANALYSIS

In the first four waves of this report, 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 cérébrovasculaires," it was decided in the current survey to investigate the effect of word choice in translation on survey responses to the two questions (Q. 15 and Q. 16) in which the term "stroke" or "attaque d'apoplexie" was used.

In order to test the effects of the use of different translations, for each question, 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 these two questions were administered; the remainder of the respondents in the francophone sample were read the phrase "accidents cérébrovasculaires."

The responses to these split-sample questions suggest that francophone youth are more likely to offer no response to both questions when presented with the phrase "attaque d'apoplexie." Francophone youth are also more likely offer agreement to these questions when presented with the phrase "accidents cérébrovasculaires."

In the current survey, Question 15 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 32 percent of francophone youth offer no response when asked whether smoking can cause "attaque d'apoplexie," while only 14 percent offer no response when asked whether smoking can cause "accidents cérébrovasculaires." In comparison, the proportion that offer no response to the question among the total sample (including francophones) is nine percent.

When asked whether smoking can cause “accidents cérébrovasculaires,” a total of 58 percent of francophone youth agree that it can, and 37 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.

Q.15	ATTAQUE D’APOPLEXIE (N=114)	ACCIDENTS CÉRÉBROVASCULAIRES/ACV (N=134)
1 - Fortement d’accord	15	37
2 - Plutôt d’accord	23	21
3 - Plutôt en désaccord	21	14
4 - Fortement en désaccord	8	14
5 - nsp/pr	32	14

Q. 15

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

[Lire en rotation. Diviser l’échantillon pour les mentions (e).

e) Attaque d’apoplexie

e) Accidents cérébrovasculaires/ACV]

In the current survey, Question 16 asks whether respondents 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 36 percent of francophone youth offer no response when asked whether second-hand smoke can cause “attaque d’apoplexie,” while only seven percent offer no response when asked whether second-hand smoke can cause “accidents cérébrovasculaires.” In comparison, the proportion that offer no response to the question among the total sample (including francophones) is nine percent.

When asked whether second-hand smoke can cause “accidents cérébrovasculaires,” a total of 46 percent of francophone youth agree that it can, and 18 percent strongly agree. However, when asked whether smoking can cause “attaque d’apoplexie,” a total of 31 percent agree that it can, and only 12 percent strongly agree.

Q.16	ATTAQUE D’APOPLEXIE CHEZ DES ADULTES NON-FUMEURS (N=112)	ACCIDENTS CÉRÉBROVASCULAIRES (ACV) CHEZ DES ADULTS NON-FUMEURS (N=136)
1 - Fortement d’accord	15	37
1 - Fortement d’accord	12	18
2 - Plutôt d’accord	19	28
3 - Plutôt en désaccord	17	23
4 - Fortement en désaccord	16	23
5 - NSP/PR	36	7

Q. 16

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]

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

QUESTIONNAIRES



ENVIRONICS
RESEARCH GROUP

Survey of Youth - Wave 5
PN5183
Questionnaire - Draft 2 - Final

INTRODUCTION FOR YOUTH SURVEY

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

We choose telephone numbers at random, then select one person from a household to be interviewed. In this survey we are speaking to people between 12 and 18 years old.

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

#01 Yes

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

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

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

1 - Yes **THANK AND TERMINATE**

2 - No

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

1 - Male

2 - Female

- D. Language of survey

1 - English

2 - French

E. How old are you?

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

F. To what age group do you belong?

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

MAIN QUESTIONNAIRE

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

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

ASK ALL NON-SMOKERS

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

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

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

3. Have you ever seriously thought about trying smoking?

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

ASK ALL NON-SMOKERS

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

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

ASK ALL

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

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

NON- SMOKERS GO TO Q.12

IF SMOKE EVERY DAY, ASK:

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

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

--	--

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

2 - DK/NA

IF SMOKE OCCASIONALLY, ASK:

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

--	--

cigarettes per day

2 - DK/NA

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

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

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

9. Have you ever tried to quit smoking?

1 - Yes

2 - No **GO TO Q.11**

3 - DK/NA **GO TO Q.11**

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

READ

1 - Once

2 - Twice

3 - Three times

4 - More than three times

5 - Not in the past year

6 - DK/NA

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

1 - Yes

2 - No **GO TO Q.12**

3 - DK/NA **GO TO Q.12**

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

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

READ

1 - Within the next 30 days,

2 - Within the next 6 months, or

3 - Not within the next 6 months

4 - DK/NA

IF YES IN Q.11(a) ASK :

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

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

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

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

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

DO NOT READ. CODE ALL THAT APPLY. [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

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

READ AND ROTATE

- a) Lung cancer

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

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

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

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

READ AND ROTATE

a) Asthma attacks in children

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

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

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

a) Alcohol

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

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

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

READ LIST

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

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

DO NOT READ. CODE ALL THAT APPLY.

- 01 - Have a plan
- 02 - Tell others your quit date
- 03 - Write down reasons you are quitting
- 04 - Keep active and busy
- 05 - Delay smoking for ten minutes
- 06 - Take a deep breath or two
- 07 - Drink water
- 08 - Do something else/distract yourself
- 09 - Avoid situations where you would normally smoke (e.g., telephone/coffee/bar, etc.)
- 10 - Speak to a doctor
- 11 - Speak to a nurse
- 12 - Speak to a pharmacist
- 13 - Exercise
- 14 - Will power/cold turkey/just stop
- 15 - Cut back gradually
- 16 - Warn of health effects
- 17 - More education
- 18 - Medication/patch/Zyban/Nicoderm/stop smoking pill/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

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

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

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

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

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

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

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

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

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

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

IF CODE 1 IN Q.24(a), ASK:

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

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

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

DO NOT READ. CODE ALL THAT APPLY. FOR MENTIONS OF SPECIFIC 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

26. Without looking at a cigarette package, when it comes to the new health warning messages on cigarette packages, what specific health warning messages can you remember? [**PROBE:** Are there any others?] b

2 - None

3 - DK/NA

27. And without looking at a cigarette package, when it comes to the new warning messages on cigarette packages, what pictures or images or graphics can you remember? [**PROBE:** Are there any others?] b

2 - None

3 - DK/NA

ASK ALL

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

READ AND ROTATE

- a) The messages are accurate.

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

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

- c) The messages make smoking seem less attractive.

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

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

- 1 - New messages
- 2 - Old messages

VOLUNTEERED

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

- b) encouraging you not to take up smoking?

ASK SMOKERS ONLY

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

READ AND ROTATE

- a) Getting you to smoke less

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

- b) Getting you to smoke less around others than you used to

- c) Increasing your desire to quit smoking

- d) Getting you to try to quit smoking

- e) Informing you about the health effects of cigarette smoking

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

a) Getting you to smoke less

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

b) Getting you to smoke less around others than you used to

c) Increasing your desire to quit smoking

d) Getting you to try to quit smoking

32. 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

33. 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

VOLUNTEERED

- 3 - Respondent does not want to provide response
- 4 - 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

34. *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? ^(c)
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

35. 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. ^(b)

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

36. Blank

37. 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

38. 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

39. * 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. (b)

- 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

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

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

41. What specific health effects or diseases, if any, can you name that can be caused by hydrogen cyanide? [**PROBE**: Are there any others?] ^(b)

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

42. * 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

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

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

IF RESPONDENT SAYS THEY ARE ON VACATION, ASK WITH REGARD TO THE PERIOD FROM LAST SEPTEMBER TO JUNE.

- | | |
|------------------------------|-------------------|
| 1 - yes, in school full-time | GO TO Q.44 |
| 2 - yes, in school part-time | GO TO Q.44 |
| 3 - No, not in school | GO TO Q.46 |
| 4 - DK/NA | GO TO Q.47 |

IF IN SCHOOL, ASK:

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

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

IF IN SCHOOL, ASK:

45. What grade or level are you in school?

DO NOT READ

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

IF NOT IN SCHOOL, ASK:

46. What is the highest grade or level of education that you have reached? **DO NOT READ**

- 01 - Grades 1-5
- 02 - Grade 6
- 03 - Grade 7
- 04 - Grade 8
- 05 - Grade 9
- 06 - Grade 10
- 07 - Grade 11
- 08 - Grade 12
- 09 - Grade 13/OAC

- 10 - Community college, vocational trade school or CEGEP (not completed)
- 11 - Completed community college, vocational trade school or CEGEP
- 12 - University (no degree)
- 13 - Completed university (Bachelor's degree)
- 14 - Post-graduate university (Master's, Ph.D., completed or not)
- 15 - DK/NA

ASK ALL

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

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

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

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

READ

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

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

PROBE FOR APPROXIMATE DOLLAR FIGURE

\$ _____

2 - DK/NA

50. Are you ... **READ**

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

51. 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

52. * 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 jeunes - Wave 5 PN5183 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. Pour ce sondage nous parlons à des jeunes entre 12 et 18 ans.

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

#01 Oui

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

#03 Refus**REMERCIER ET TERMINER**

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

1 - Oui

REMERCIER ET TERMINER

2 - Non

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

1 - Homme

2 - Femme

D. Langue du sondage

1 - Anglais

2 - Français

E. Quel âge avez-vous?

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

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

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

QUESTIONNAIRE PRINCIPAL

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

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

DEMANDER À TOUS LES NON-FUMEURS

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

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

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

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

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

DEMANDER À TOUS LES NON-FUMEURS

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

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

DEMANDER À TOUS

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

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

POUR LES NON-FUMEURS, PASSER À Q.12

SI FUME TOUS LES JOURS, DEMANDER :

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

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

--	--

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

2 - NSP/PR

SI FUME À L'OCCASION, DEMANDER :

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

--	--	--

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

2 - NSP/PR

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

- 8a) 01 - Craven "A" grand format
 02 - Craven menthol grand format
 03 - DuMaurier grand format
 04 - DuMaurier régulier
 05 - DuMaurier légères grand format
 06 - DuMaurier légères régulier
 07 - DuMaurier extra légères grand format
 08 - DuMaurier extra légères régulier
 09 - DuMaurier ultra légères grand format
 10 - DuMaurier ultra légères régulier
 11 - DuMaurier spéciales grand format
 12 - DuMaurier Special 100
 13 - Export "A" régulier
 14 - Export "A" moyennes régulier
 15 - Export "A" légères régulier
 16 - Matinée extra douces grand format
 17 - Matinée extra douces régulier
 18 - Matinée minces grand format
 19 - Players légères régulières
 20 - Players légères grand format
 21 - Players régulier
 22 - Players 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

- 8b) 01 - Craven "A" grand format
 02 - Craven menthol grand format
 03 - DuMaurier grand format
 04 - DuMaurier régulier
 05 - DuMaurier légères grand format
 06 - DuMaurier légères régulier
 07 - DuMaurier extra légères grand format
 08 - DuMaurier extra légères régulier
 09 - DuMaurier ultra légères grand format
 10 - DuMaurier ultra légères régulier
 11 - DuMaurier spéciales grand format
 12 - DuMaurier Special 100
 13 - Export "A" régulier
 14 - Export "A" moyennes régulier
 15 - Export "A" légères régulier
 16 - Matinée extra douces grand format
 17 - Matinée extra douces régulier
 18 - Matinée minces grand format
 19 - Players légères régulières
 20 - Players légères grand format
 21 - Players régulier
 22 - Players 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

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

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

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

LIRE

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

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

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

SI OUI À Q.11(a), DEMANDER 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.11(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

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

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

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

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

[SONDER JUSQU'À CE QUE LE RÉPONDANT N'AIT PLUS DE RÉPONSE À DONNER.]

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

14. Dans l'ensemble, si on pense aux informations à propos des effets de la cigarette sur la santé, où est-ce que vous avez vu ou lu récemment ce genre d'informations? Est-ce qu'il y a d'autres sources? [**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/famille/amis
- 13 - Internet/site web
- 14 - Autre (**PRÉCISER**) _____
- 15 - Nulle part
- 16 - NSP/PR

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

LIRE EN ROTATION. 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 cérébrovasculaires

- 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) Bébé de faible poids ou dont la croissance décroît pendant la grossesse
- u) Naissances prématurées
- v) Sclérose en plaques
- w) Maladie d'Alzheimer
- x) Bronchite chronique
- y) Décès prématuré

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

LIRE EN ROTATION. 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

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

LIRE EN ROTATION

a) Alcool

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

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

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

LIRE LA LISTE

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

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

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

- 01 - Prévoir un projet
- 02 - Annoncer aux gens la date à laquelle on arrêtera de fumer
- 03 - Inscrire sur papier les raisons pour lesquelles on veut arrêter de fumer
- 04 - Rester actif et toujours occupé
- 05 - Retarder la prochaine cigarette de 10 minutes
- 06 - Prenez une ou deux grandes respirations
- 07 - Boire de l'eau
- 08 - Faire autre chose/se distraire
- 09 - Éviter les situations où on a tendance à fumer (conversations téléphoniques/café/bars, etc.)
- 10 - Discuter avec un médecin
- 11 - Discuter avec une infirmière
- 12 - Discuter avec un pharmacien/une pharmacienne
- 13 - Faire de l'exercice
- 14 - Volonté/arrêt d'un coup sec/cesser tout simplement
- 15 - Cesser graduellement
- 16 - Avertissements sur les effets concernant la santé
- 17 - Plus d'éducation
- 18 - Médicaments/timbres transdermiques (patches)/Zyban/Nicoderm/comprimés pour arrêter de fumer/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

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

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

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

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

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

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

23. **SI LE FUMEUR LE DEMANDE :** Est-ce que vous avez vu l'un ou l'autre des nouveaux messages concernant la santé sur les paquets de [marque principale – Q8a]?

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

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

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

POSER (b)

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

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

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

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

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

26. Si vous ne regardez pas en ce moment un paquet de cigarettes, et si on pense aux nouveaux messages sur la santé figurant sur les paquets de cigarettes, quels sont les messages dont vous vous souvenez précisément? [**SONDER:** Est-ce qu'il y en a d'autres?]

- 2 - Aucun
- 3 - NSP/PR

27. Et si vous ne regardez pas en ce moment un paquet de cigarettes, et si on pense aux nouveaux messages sur la santé figurant sur les paquets de cigarettes, quels sont les images, les illustrations ou les dessins dont vous vous souvenez précisément? [**SONDER:** Est-ce qu'il y en a d'autres?]

- 2 - Aucun
- 3 - NSP/PR

DEMANDER À TOUS

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

LIRE EN ROTATION

- a) Les messages sont exacts

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

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

- c) Les messages rendent la cigarette moins attrayante

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

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

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

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

DEMANDER AUX FUMEURS SEULEMENT

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

LIRE EN ROTATION

- a) Vous amener à moins fumer

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

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

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

- a) Vous amener à moins fumer

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

- b) Vous amener à fumer moins en présence des autres
- c) Vous donner davantage le désir d'arrêter de fumer
- d) Vous amener à essayer de cesser de fumer

32. 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

33. 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
- NON SUGGÉRÉ**
- 3 - Le répondant refuse de répondre
- 4 - 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

34. *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

35. 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-Aminobiphényle
- 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

36. Blank

37. 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

38. 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

39. * 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-Aminobiphényle
- 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

40. * 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

41. 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

42. * 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

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

43. Est-ce que vous êtes actuellement aux études à temps plein ou à temps partiel? **SI LES RÉPONDANTS DISENT QU'ILS SONT EN VACANCES, POSEZ LA QUESTION À PROPOS DE LA PÉRIODE ENTRE SEPTEMBRE DERNIER ET JUIN.**

- | | |
|-------------------------------------|----------------------|
| 1 - Oui, aux études à temps plein | PASSER À Q.44 |
| 2 - Oui, aux études à temps partiel | PASSER À Q.44 |
| 3 - Non, n'est pas aux études | PASSER À Q.46 |
| 4 - NSP/PR | PASSER À Q.47 |

SI AUX ÉTUDES, DEMANDER :

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

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

NE PAS LIRE

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

SI AUX ÉTUDES, DEMANDER :

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

NE PAS LIRE

- 01 – Primaire à cinquième année
- 02 – Sixième année
- 03 – Secondaire un
- 04 – Secondaire deux
- 05 – Secondaire trois
- 06 – Secondaire quatre
- 07 - Secondaire cinq
- 08 - 12 ieme année
- 09 - 13 ieme année
- 10 - Une partie du cours collégial, du cours professionnel ou du cours technique (ou une partie du cégep)
- 11 - Le cours collégial, professionnel ou technique (ou le cégep)
- 12 - Une partie du cours universitaire (sans diplôme)
- 13 - Un baccalauréat
- 14 - Des études supérieures (maîtrise ou doctorat, terminé ou non)
- 15 – NSP/PR

SI N'EST PAS AUX ÉTUDES, DEMANDER :

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

NE PAS LIRE

- 01 – Primaire à cinquième année
- 02 – Sixième année
- 03 – Secondaire un
- 04 – Secondaire deux
- 05 – Secondaire trois
- 06 – Secondaire quatre
- 07 - Secondaire cinq
- 08 - 12 ieme année

- 09 - 13 ieme année
- 10 - Une partie du cours collégial, du cours professionnel ou du cours technique (ou une partie du cégep)
- 11 - Le cours collégial, professionnel ou technique (ou le cégep)
- 12 - Une partie du cours universitaire (sans diplôme)
- 13 - Un baccalauréat
- 14 - Des études supérieures (maîtrise ou doctorat, terminé ou non)
- 15 - NSP/PR

DEMANDER À TOUS

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

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

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

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

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

49. Environ combien d'argent avez-vous par semaine pour vos dépenses, peu importe la source?
SONDER POUR OBTENIR UN MONTANT APPROXIMATIF EN DOLLARS

\$ _____
2 - NSP/PR

50. Est-ce que vous vivez...

LIRE LA LISTE

- 1 - Avec vos deux parents
- 2 - Avec un de vos parents
- 3 - Avec quelqu'un d'autre
- 4 - Seul
- 5 - NSP/PR

51. 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

52. * 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)