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ADULT SMOKERS CESSATION BENCHMARK SURVEY

SURVEY OF CANADIAN ADULT SMOKERS
AGED 40 TO 54

FINAL REPORT

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TABLE OF CONTENTS

1.0	INTRODUCTION	3
2.0	SMOKING BEHAVIOUR	4
	A. Frequency	4
	B. Quitting Smoking.....	5
	C. Desire to Quit.....	6
3.0	HEALTH EFFECTS OF SMOKING	7
4.0	QUITTING SMOKING	8
	A. Quitting Awareness	8
	B. Reasons to Quit Smoking.....	9
	C. Beliefs about Smoking and Quitting	11
5.0	BARRIERS TO QUITTING	13
	A. Ease of Quitting.....	13
	B. Reasons Not to Quit	14
6.0	ANTI-TOBACCO ADVERTISING	16
	A. Unaided Recall of Cessation Advertising	16
	B. Recall of Specific Ads About Quitting	17
7.0	INFORMATION ABOUT QUITTING SMOKING	19
	A. Likelihood of Seeking Information about Quitting	19
	B. Helpfulness of Methods to Quit Smoking.....	20
8.0	CONCLUSIONS AND IMPLICATIONS	21

APPENDICES

Survey Methods

Questionnaires

1.0 INTRODUCTION

In the fall of 2002, Health Canada retained Environics Research Group Limited to conduct benchmark survey research among adult Canadian smokers between the ages of 40 and 54. This research examined current behaviours, awareness of the health effects of smoking, quitting awareness, reasons and benefits, barriers to quitting, recall of anti-tobacco advertising, and the helpfulness of specific sources of information about quitting smoking.

Smoking is the leading cause of death and illness in Canada. Health Canada's Tobacco Control Strategy includes a goal to reduce the incidence of smoking in the population from 25 percent to 20 percent. A campaign focusing on cessation is part of the strategy.

As smokers aged 40 to 54 are the most likely to consider quitting smoking, this segment is the primary target of a cessation campaign. Health Canada identified the need for a baseline survey of adult smokers aged 40 to 54 before initiating its advertising campaign. Thus, the goals of the survey were:

- To determine behavioural patterns, awareness, attitudes and beliefs of adult smokers aged 40 to 54 related to cessation
- To determine the influences of family, friends and others in attempts to quit
- To compare baseline data against previous data, where relevant
- To identify the lifestyle stage of these smokers
- To provide a taxonomy or a segmentation of these smokers and their likelihood of quitting
- To provide recommendations on social marketing implications

This report summarizes the findings of the survey of Canadian adult smokers aged 40 to 54.

The topics addressed in this survey included:

- Smoking behaviour measures
- Quit attempts/intentions
- Health effects of smoking
- Quitting awareness, reasons, knowledge of benefits
- Barriers to quitting
- Advertising recall
- Demographics

The survey is based on a sample size of 800 Canadians adult smokers aged 40 to 54. It was conducted between January 16 and 22, 2003.

A survey based on a sample of 800 has a margin of error of approximately ± 3.5 percentage points, 19 times in 20. The margins are wider for regional, demographic and attitudinal subsamples.

2.0 SMOKING BEHAVIOUR

A. Frequency

From the survey, nine in ten (90%) adult smokers aged 40 to 54 are everyday smokers, and ten percent smoke occasionally.

Among adult smokers who smoke every day, 57 percent report smoking more than 15 cigarettes per day, which includes nine percent who say they smoke more than 25 cigarettes per day. Three in ten (32%) say they smoke between ten and 15 cigarettes per day. Only 11 percent report smoking fewer than ten cigarettes per day.

Among adult smokers who smoke every day, women are more likely than men to report smoking fewer than ten cigarettes per day. Men are more likely than women to report smoking more than 20 cigarettes per day.

Among adult smokers who smoke occasionally, 56 percent report smoking fewer than ten cigarettes per day. Four in ten (37%) smoke between ten and 15 cigarettes per day, and only eight percent smoke more than 15 cigarettes per day.

Frequency of Tobacco Use

Every day	90
Occasionally	10

Q.1

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

Cigarettes Smoked Per Day

Everyday Smokers

Fewer than 10	11
10 to 15	32
16 to 20	22
21 to 25	26
26 or more	9

Q.2

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

Subsample: Smoke every day

Cigarettes Smoked Per Day

Occasional Smokers

Fewer than 10	56
10 to 15	37
16 or more	8

Q.3

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

Subsample: Smoke occasionally

B. Quitting Smoking

Eight in ten adult smokers aged 40 to 54 (81%) report having tried to quit smoking. Two in ten (19%) say they have not tried to quit smoking.

Potential quitters, particularly those who will try to quit within the next 30 days, are more likely than others to say they have ever tried to quit smoking. Quebecers are somewhat less likely to say they have ever tried to quit.

Among adult smokers who have tried to quit smoking, more than five in ten (54%) say they have stopped smoking for at least 24 hours one or more times in the past year, in an attempt to quit smoking. More than four in ten (45%) say they have not attempted to quit smoking in the past year.

Among adult smokers who have tried to quit smoking, women are more likely than men to say they have not attempted to quit smoking in the past year. Those who are not potential quitters, and those who smoke between 16 and 20 cigarettes per day are more likely than others to say the same.

Among adult smokers who have tried to quit smoking, four in ten (39%) have done so five or more times, which includes 20 percent who have tried to quit smoking seven or more times. Almost three in ten (26%) have tried to quit three or four times, and three in ten (32%) have tried to quit two or fewer times.

Among adult smokers who have tried to quit smoking, residents of the Western provinces, men, those with higher education and potential quitters, particularly those who will try to quit smoking within the next 30 days, are more likely than others to say they have tried to quit seven or more times. Quebecers, those with lower education, those with no child under 18 living in the household, those who are not potential quitters, and those who have not tried to quit smoking in the past year are more likely to report having tried to quit two or fewer times.

Have Tried to Quit Smoking

Yes	81
No	19

Q.4

Have you ever tried to quit smoking?

Number of Quit attempts in Past Year

Once	18
Twice	13
Three times	9
More than three times	14
Not in the past year	45

Q.5

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

Subsample: Have tried to quit smoking

Number of Quit Attempts

2 or fewer times	32
3 to 4 times	26
5 to 6 times	19
7 or more times	20
dk/na	3

Q.6

How many times have you ever tried to quit smoking?

Subsample: Have tried to quit smoking

Among adult smokers who have tried to quit smoking, 49 percent say the longest period they abstained from tobacco use is four months or longer, which includes 24 percent who report abstaining for more than a year. Two in ten report abstaining from tobacco from one to three months (19%) and from one to four weeks (19%). Only 12 percent say they have abstained from tobacco for less than a week.

Among adult smokers who have tried to quit smoking, residents of the Western provinces are more likely than others to report having abstained from tobacco for more than one year.

c. Desire to Quit

When it comes to potential quitters, almost two-thirds of adult smokers in the target group (64%) report they are now seriously thinking of quitting smoking. Not surprisingly, this number is lower among those who have never tried to quit smoking. It is also lower among those who have not tried to quit in the past year than among those who have.

Among adult smokers who are seriously thinking about quitting smoking, four in ten (39%) say they will try to quit within the next 30 days. Forty-seven 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 six percent do not know when they will try to quit.

Among adult smokers who are seriously thinking about quitting smoking, Ontarians and those who have not tried to quit in the past year are less likely than others to say they will try to quit within the next 30 days.

Longest Period Abstaining from Tobacco

Less than one week	12
1 to 4 weeks	19
1 to 3 months	19
4 months to one year	25
More than a year	24
dk/na	1

Q.7

What was the longest period you abstained from tobacco use?

Subsample: Have tried to quit smoking

Thinking About Quitting

Yes	64
No	36

Q.8a

At the present time are you seriously thinking of quitting smoking?

Thinking About Quitting

Within the next 30 days	39
Within the next 6 months	47
Not within the next 6 months	8
dk/na	6

Q.8b

When do you think you will try to quit?

Subsample: Are now seriously thinking of quitting smoking

3.0 HEALTH EFFECTS OF SMOKING

Nine in ten adult smokers in the target group (90%) think that cigarette smoking is a very (59%) or somewhat (31%) serious health problem in Canada. Only nine percent think it is not very (7%) or not at all (2%) serious.

The view that cigarette smoking is a very serious health problem in Canada is higher among those with a child under 18 living in the household, potential quitters, those who have tried to quit more than three times in the past year, and those who recall anti-tobacco advertising about quitting smoking. It is lower among Quebecers and those who have never tried to quit smoking.

Related tracking data from the fall of 2001, found that almost all Canadian adults (95%) thought that cigarette smoke is a very (72%) or somewhat (23%) serious health problem in Canada. Among adult smokers, nine in ten (91%) said cigarette smoke is a very (58%) or somewhat (33%) serious health problem in Canada.

Most adult smokers (85%) think it is very (42%) or somewhat (43%) likely that smoking will cause them health problems. Only 13 percent think this is not very (9%) or not at all (4%) likely.

Men, those with a child under 18 living in the household, potential quitters, particularly those who will try to quit within the next 30 days, and those who recall anti-tobacco advertising about quitting smoking are more likely than others to say that smoking is very likely to lead to health problems for them. Those who have never tried to quit smoking are less inclined to think that smoking is very likely to do this.

Smoking Is a Serious Health Problem

Very serious	59
Somewhat serious	31
Not very serious	7
Not at all serious	2
dk/na	1

Q.9

Do you think that cigarette smoking is a very, somewhat, not very or not at all serious health problem in Canada today?

Smoking Will Cause Health Problems

Very likely	42
Somewhat likely	43
Not very likely	9
Not at all likely	4
Already have/had health problems	1
dk/na	1

Q.10

How likely do you think it is that smoking will cause health problems for you? Is it very, somewhat, not very or not at all likely?

4.0 QUITTING SMOKING

A. Quitting Awareness

Five in ten adult smokers aged 40 to 54 (51%) say, over the past six months, their interest in quitting smoking has gone up. Four in ten (41%) say it has stayed about the same. Only seven percent say it has gone down.

Quebecers, women, potential quitters, particularly those who report they will try to quit within the next 30 days, and those who recall anti-tobacco advertising about quitting smoking are more likely than others to say that their interest in quitting smoking has gone up. Those who have never tried to quit smoking and those who are not potential quitters are less likely to say their interest in quitting has gone up, and are more likely to say it has stayed the same.

Four in ten adult smokers (38%) say that, over the past six months, their awareness of the health benefits of quitting smoking has gone up. Six in ten (59%) say it has stayed about the same. Only four percent say it has gone down.

Quebecers and potential quitters, particularly those who report they will try to quit within the next 30 days, are more likely than others to say their awareness of the health benefits of quitting smoking has gone up. Those who have never tried to quit smoking and those who are not potential quitters are less likely to say their awareness in this area has gone up, and are more likely to say it has stayed the same.

Almost four in ten adult smokers (36%) say, over the past six months, their awareness of the ways and methods to quit smoking has gone up. Six in ten (59%) say it has stayed about the same. Only four percent say it has gone down.

Potential quitters and those who recall anti-tobacco advertising about quitting smoking are more likely than others to say their awareness of the ways and methods to quit smoking has gone up. Those who have never tried to quit smoking and those who are not potential quitters are less likely to say their awareness in this area has gone up, and more likely to say it has stayed the same.

Interest in and Awareness of Quitting Smoking

	GONE UP	STAYED THE SAME	GONE DOWN
Your interest in quitting smoking	51	41	7
Your awareness of the health benefits of quitting smoking	38	59	4
Your awareness of the ways and methods to quit smoking	36	59	4

Q.11

*Over the past six months, has each
of the following gone up, stayed
about the same, or gone down ...?*

B. Reasons to Quit Smoking

When adult smokers in the target group are asked to name, top-of-mind, what it would take for them to quit smoking, the largest numbers mention more willpower (28%) and getting a smoking-related illness or fatal disease (23%). Smaller proportions mention effective/affordable stop-smoking program or cigarette substitute (10%), increased cost or difficulty affording cigarettes (9%), change of lifestyle (9%), smoking-related illness/death of family member or friend (6%), better support and help from family or friends (5%), pressure to quit from family or friends (4%), and health benefits or other health reasons (3%). Six percent mention some other reason. Ten percent say nothing could make them quit (except their own death). Twelve percent are unable to mention any reasons to quit smoking.

Quebecers and potential quitters are more likely than others to mention more willpower. Residents of Ontario and the Western provinces, and those who recall anti-tobacco advertising about quitting smoking are more likely to cite getting a smoking-related illness or fatal disease. Residents of the Western provinces are also more likely to mention increased cost or difficulty in affording cigarettes. Those who have never tried to quit smoking, those who are not potential quitters, and those who do not recall anti-tobacco advertising about quitting smoking are more likely to say nothing could make them quit.

When adult smokers are asked about how often, in the past six months, various factors have led them to think about quitting, about a half each say that concern for their personal health (54%), the price of cigarettes (52%) and wanting to set an example for children

Reasons to Quit Smoking

More willpower	28
Get smoking-related illness/get fatal disease	23
Effective/affordable	10
Increased cost/difficulty affording cigarettes	9
Change of lifestyle (different job, less stress)	9
Smoking-related illness/death of family member/friend	6
Better support and help from family/friends	5
Pressure to quit from family/friends	4
Health benefits/other health reasons	3
Other	6
Nothing could make me quit/own death	10
dk/na	12

Q.12

Now, thinking about reasons to quit smoking, what would it take for you to quit smoking? What, if anything, would have to happen in your life to make you quit smoking?

(46%) have frequently led them to do this. Smaller numbers say they have frequently been led to think about quitting by concern about the effect of their cigarette smoke on non-smokers (38%), not wanting family or friends to worry about them (33%), ads or information they have seen about the health risks of smoking or about quitting (27%), smoking restrictions in public places like restaurants or bars (24%), the illness or death from smoking of someone they know (23%), the availability of stop-smoking medication (23%), the society's disapproval of smoking (23%), friends or family members who have recently quit or are currently quitting (21%), smoking restrictions at work (21%), advice from a doctor or other health professional to quit (19%), the health warning labels on cigarette packages (16%) and the availability of a telephone help line or information line to help smokers quit (6%).

Quebecers are less likely to say they have been frequently motivated to stop smoking by wanting to set an example for children and by not wanting family or friends to worry about them, but are more likely to have been frequently motivated by smoking restrictions at work. Residents of the Western provinces and those with less education are more likely to say that the price of cigarettes has frequently led them to think about quitting. Not surprisingly, those with a children under 18 living in the household, as well as those with less education, are more likely to say wanting to set an example for children and concern about the effect of their cigarette smoke on non-smokers has frequently led them to think about quitting. These two groups are also more likely to have frequently been motivated by not wanting family or friends to worry about them. Those with less education are also more likely to have been frequently motivated by factors such as the illness or death from smoking of someone they know and the availability of stop-smoking medication. Those with lower income are more likely to say that advice from a doctor or other health professional to quit, and health-warning labels on cigarette packages, have frequently led them to think about quitting. Those who recall anti-tobacco advertising about quitting smoking are more likely to have frequently been motivated by factors such as ads or information they have seen about the health risks of smoking or about quitting, friends or family members who have recently quit or are cur-

Factors to Quit Smoking Frequently

Concern for your personal health	54
The price of cigarettes	52
Wanting to set an example for children	46
Concern about the effect of your cigarette smoke on non-smokers	38
Not wanting family or friends to worry about you	33
Ads or information you have seen about the health risks of smoking or about quitting	27
Smoking restrictions in public places like restaurants or bars	24
The illness or death from smoking of someone you know	23
The availability of stop-smoking medication	23
The society's disapproval of smoking	23
Friends or family members who have recently quit or are currently quitting	21
Smoking restrictions at work	21
Advice from a doctor or other health professional to quit	19
The health warning labels on cigarette packages	16
The availability of a telephone help line or information line to help smokers quit	6

Q.13

And, whether or not you have plans to quit smoking, how often, in the past six months, have each of the following led you to think about quitting: frequently, sometimes, rarely, or not at all ...?

rently quitting, the price of cigarettes, the society's disapproval of smoking, the availability of stop-smoking medication, not wanting family or friends to worry about them and the illness or death from smoking of someone they know.

Potential quitters, particularly those who think they will try to quit within the next 30 days, are more likely than others to say they have frequently been led to think about quitting by all of these factors. Those who have never tried to quit smoking, or those who have not tried to quit in the past year, are less likely to say they have frequently been led to think about quitting by nearly all of these factors.

c. Beliefs about Smoking and Quitting

In this section of the survey, adult smokers aged 40 to 54 were read a list of ten statements about quitting smoking (eight of which are true and two of which are not true), and were asked about the extent to which they thought these statements were true or not true.

When read the eight true statements about quitting smoking, majorities agree with nearly all of them, but there is a mixed opinion on one. When read the two untrue statements, a clear majority disagrees with one, but offers a mixed opinion on the other.

Among the eight true statements, adult smokers are most likely to say the statement that most smokers who quit take several attempts to do so is true.

Nearly all adult smokers (96%) say this statement is definitely (64%) or probably (32%) true. A negligible number of three percent say it is definitely (1%) or probably (2%) not true.

Eight in ten (82%) think it is definitely (47%) or probably (35%) true that, after quitting, the cravings for nicotine will get weaker over time. Fewer than two in ten (16%) say this is definitely (8%) or probably (8%) not true.

As well, eight in ten (79%) say it is definitely (27%) or probably (52%) true that within one year of quitting smoking, the risk of having a smoke-related heart attack is cut in half. Just over one in ten (13%) think this is definitely (4%) or probably (9%) not true. Seven percent offer no opinion.

Seven in ten (73%) think it is definitely (34%) or probably (39%) true that former smokers can expect to live longer than those who continue to smoke. More than two in ten (24%) say this is definitely (10%) or probably (14%) not true.

A similar number (71%) say it is definitely (28%) or probably (43%) true that there are now more ex-smokers than smokers in Canada. Two in ten (21%) think this is definitely (6%) or probably (15%) not true. Eight percent offer no opinion.

Beliefs about Smoking

	DEFINITELY TRUE	PROBABLY TRUE	PROBABLY NOT TRUE	DEFINITELY NOT TRUE
Most smokers who quit take several attempts to do so	64	32	2	1
After quitting, the cravings for nicotine will get weaker over time	47	35	8	8
Quitting takes practice	38	30	13	17
Former smokers can expect to live longer than those who continue to smoke	34	39	14	10
The health benefits of quitting smoking begin within one day of quitting	29	34	21	13
There are now more ex-smokers than smokers in Canada	28	43	15	6
Within one year of quitting smoking, the risk of having a smoke-related heart attack is cut in half	27	52	9	4
For some smokers, it is better to keep smoking than risk the stress and disruption of quitting	18	30	21	30
The chances of having a heart attack start to go down within two days of quitting smoking	12	35	27	17
There is no health benefit from quitting smoking after you already have a smoking-related disease	11	21	26	39

Q.14

Please tell me if you think each of the following statements is definitely true, probably true, probably not true or definitely not true ... ?

Seven in ten (68%) also think it is definitely (38%) or probably (30%) true that quitting takes practice. Three in ten (30%) say this is definitely (17%) or probably (13%) not true.

Six in ten (63%) say it is definitely (29%) or probably (34%) true that the health benefits of quitting smoking begin within one day of quitting. More than three in ten (34%) think this is definitely (13%) or probably (21%) not true.

About five in ten (47%) think it is definitely (12%) or probably (35%) true that the chance of having a heart attack start to go down within two days of quitting smoking. However, a similar number (44%) say this is definitely (17%) or probably (27%) not true. Eight percent offer no opinion.

Potential quitters are more likely to think all of these statements about quitting smoking are definitely true. Those who have never tried to quit smoking are less likely to think all these statements are definitely true.

Quebecers are more likely than others to think most of these statements are definitely true, but are less likely to say this about the statement quitting takes practice.

Among the two untrue statements, adult smokers are most likely to disagree that there is no health benefit from quitting smoking after you already have a smoking-related disease. Two-thirds think this statement is definitely (39%) or probably (26%) not true. One-third (32%) says it is definitely (11%) or probably (21%) true.

Five in ten (51%) say it is definitely (30%) or probably (21%) not true that for some smokers, it is better to keep smoking than risk the stress and disruption of quitting. However, a similar proportion (48%) think this is definitely (18%) or probably (30%) true.

Potential quitters and Ontarians are more likely than others to think the untrue statement for some smokers, it is better to keep smoking than risk the stress and disruption of quitting is definitely not true. Those who have not tried to quit smoking in the past year, those with higher education and income and those who recall anti-tobacco advertising about quitting smoking

Health Benefits of Quitting

Extremely	34
Very much	29
Moderately	26
Very little	6
Not at all	4
dk/na	1

Q.15

How much do you think you would benefit from health and other gains if you were to quit smoking permanently ...?

are more likely than others to say the statement there is no health benefit from quitting smoking after you already have a smoking-related disease is definitely not true.

More than six in ten adult smokers think they would benefit extremely (34%) or very much from health and other gains if they were to quit smoking permanently. Another 26 percent say they would benefit moderately from quitting smoking. Only ten percent think they would benefit very little (6%) or not at all (4%) from quitting smoking.

Potential quitters, including those who will try to quit within the next 30 days or within the next six months, and those who have a child under 18 living in the household are more likely than others to think quitting smoking permanently will benefit them extremely. Those who have never tried to quit, or those who have not tried to quit in the past year are less likely to think they will benefit extremely from quitting smoking permanently. Those who are not potential quitters are less likely to think quitting smoking permanently will benefit them extremely or very much and are more likely to think they will only benefit moderately from doing this.

5.0 BARRIERS TO QUITTING

A. Ease of Quitting

Six in ten adult smokers in the target group (60%) say they if they decided to give up smoking completely in the next six months, they are very (22%) or somewhat (38%) sure they would succeed. Four in ten (40%) say they are not at all (15%) or not very (25%) sure they would succeed.

Potential quitters, particularly those who think they will try to quit within the next 30 days, are more likely than others to say they are very sure they will succeed in quitting smoking. Those who are not potential quitters and those who have ever tried to quit smoking are more likely to say they are not at all sure they will succeed in quitting smoking.

Fewer than two in ten adult smokers (16%) think it will be very (5%) or somewhat (11%) easy to completely quit smoking if they wanted to. Almost eight in ten (76%) think it will be very (46%) or somewhat (30%) hard to completely quit smoking. Another seven percent say they think it will be neither easy nor hard to do this.

Women are more likely than men to think completely quitting smoking would be very hard for them to do. The least educated and least affluent are more likely than others to think it will be very hard for them to do this. Quebecers and those who have never tried to quit smoking are less likely to think this will be very hard for them.

Likelihood of Succeeding in Quitting Smoking

Very sure	22
Somewhat sure	38
Not very sure	25
Not at all sure	15
dk/na	1

Q.16

If you decided to give up smoking completely in the next six months, how sure are you that you would succeed? Are you ...?

Ease of Quitting Smoking

Very easy	5
Somewhat easy	11
Neither easy nor hard	7
Somewhat hard	30
Very hard	46
dk/na	1

Q.17

How easy or hard would it be for you to completely quit smoking if you wanted to ...?

B. Reasons Not to Quit

In this section, adult smokers in the target group were asked to rate the importance of various reasons not to quit smoking.

A majority of adult smokers (58%) say their addiction to nicotine, which makes it difficult to quit, is a very important reason for not quitting. Smaller numbers say the following are very important reasons for not quitting: smoking keeps you calm and relaxed (33%); they like smoking in social situations and when they go out (32%); they enjoy smoking and don't want to quit (29%); concerns about gaining weight if they were to quit (28%); and their family or friends smoke (18%).

Quebecers and women are more likely than others to say that reasons, such as smoking keeps them calm and relaxed, and concerns about gaining weight are very important reasons for not quitting. Quebecers are also more likely to say their liking to smoke in social situations is a very important reason for not quitting. Those who are less educated and less affluent are more likely to say reasons, such as their addiction to nicotine, that smoking keeps them calm and relaxed, and their fam-

ily or friends smoking are very important reasons for not quitting. Those who are less educated also say concerns about gaining weight constitutes a very important reason for not quitting. Men are more likely than women to see concerns about gaining weight as a not at all important reason for not quitting.

Potential quitters are more likely to say their addiction to nicotine is a very important reason for not quitting. Those who are not potential quitters are more likely than others to say that reasons, such as smoking keeps them calm and relaxed, that they like smoking in social situations, and their enjoyment of smoking and not wanting to quit are very important reasons for not quitting. Those who have never tried to quit smoking are more likely to see their enjoyment of smoking and not wanting to quit, and their liking to smoke in social situations as very important reasons for not quitting, but are less likely to see their addiction to nicotine, and that smoking keeps them calm and relaxed as very important reasons for not doing this. This group is also more likely than others to say that concerns about gaining weight and their family or friends smoking are not at all important reasons for not quitting.

Reasons for Not Quitting Smoking

	VERY IMPORTANT	SOMEWHAT IMPORTANT	NOT VERY IMPORTANT	NOT AT ALL IMPORTANT
Your addiction to nicotine makes it difficult to quit	58	24	9	8
Smoking keeps you calm and relaxed	33	35	17	14
You like smoking in social situations and when you go out	32	33	17	17
You enjoy smoking and don't want to quit	29	37	17	16
Concerns about gaining weight if you were to quit	28	20	18	34
Your family or friends smoke	18	19	24	38

Q.18A

Now, thinking about reasons not to quit smoking, are each of the following very, somewhat, not very or not at all important reasons for you personally?

When adult smokers are asked what would be their most important reason for not quitting smoking, the largest numbers mention that they enjoy smoking/don't want to quit (15%), smoking keeps them calm and relaxed (15%), addiction to nicotine/smoking (11%) and habit (10%). Smaller proportions mention concerns about body weight (6%), pressure/fear of failure/lack of willpower (4%), health factors/withdrawal symptoms (3%), social situations, going out (2%) and boredom (2%). Two percent mention other reasons. A considerable number, 29 percent, say there is no important reason for not quitting (24%) or are unable to name one (5%).

Quebecers and those who have never tried to quit smoking are more likely than others to say that habit is their most important reason for not quitting. Those who have never tried to quit smoking, as well as those who are not potential quitters, are more likely to say enjoying smoking and not wanting to quit is their most important reason for not quitting. Men, and potential quitters, particularly those who will try to quit within the next 30 days, are more likely to say there is no important reason for them not to quit smoking.

Most Important Reason for Not Quitting Smoking

Enjoy smoking/don't want to quit	15
Smoking keeps you calm, relaxed	15
Addiction to nicotine/smoking	11
Habit	10
Concerns about body weight	6
Pressure/fear of failure/lack of will power	4
Health factors/withdrawal symptoms	3
Social situations, going out	2
Boredom	2
Other	2
No reason	24
dk/na	5

Q.18B

Now, thinking about these or any other reasons, what would be the most important reason for you not to quit smoking?

6.0 ANTI-TOBACCO ADVERTISING

A. Unaided Recall of Cessation Advertising

Three-quarters of adult smokers aged 40 to 54 (75%) recall seeing or hearing any anti-tobacco advertisements about quitting, how to quit or the benefits of quitting smoking.

Women, those with higher education and income, and those who have tried to quit more than three times in the past year are somewhat more likely to recall such advertising.

Among adult smokers who recall anti-tobacco advertising, the greatest number mention, unaided, the Government of Canada or Health Canada (35%) as a sponsor of this advertising. Other sponsors mentioned include health or non-smoking organizations (13%), companies selling smoking cessation products, patches/gum, etc. (11%), unspecified reference to government (8%), provincial government (6%), tobacco company/industry (5%). Ten percent mention other sponsors. One-third (33%) do not offer a response.

Those with higher education are more likely than others to mention the Government of Canada or Health Canada.

Unaided Recall of Cessation Ads

Yes	75
No	25

Q.19a

Can you recall any anti-tobacco ads about quitting, how to quit or the benefits of quitting smoking? Please include anything you may have seen on television or billboards, heard on the radio, or seen in a newspaper or magazine.

Recall of Sponsors of Cessation Ads

Government of Canada/Health Canada	35
Health/non-smoking organization	13
Companies selling smoking cessation products/patches/gum, etc.	11
Government – unspecified	8
Provincial government	6
Tobacco company/industry	5
Cancer society/foundation	2
Lung association/foundation	2
Various media	2
Other	4
dk/na	33

Q.19b

Do you recall who sponsored this anti-tobacco advertising? Any others?

Subsample: Recall any anti-tobacco ads about quitting, how to quit or the benefits of quitting smoking

B. Recall of Specific Ads About Quitting

Adult smokers who recall anti-tobacco advertising were also asked to describe the advertising they recalled.

One-third (33%) recall advertisements or slogans, including a woman with emphysema from her husband's smoking (8%), a man must bury his deceased son (6%), Debi – a woman with a hole in her throat (4%), babies/kids exposed to second-hand smoke (4%), celebrities against smoking (3%), kids smoking/imitating parents, peers (3%), a waitress dying of lung cancer (3%) and others.

Three in ten (29%) recall scenes, pictures or phrases related to health risks in warnings and pictures, including lung disease, cancer, black lungs/emphysema

Three in ten (29%) recall scenes, pictures or phrases related to health risks in warnings and pictures, including lung disease, cancer, black lungs/emphysema

Recall of Specific Anti-Tobacco Ads

<i>Advertisement and Slogans</i>	33	<i>Q.19c</i>
Women with emphysema from husband's smoking	8	<i>What anti-tobacco ads or ads</i>
Man must bury his deceased son	6	<i>about quitting, how to quit or the</i>
Debi – woman with hole in throat	4	<i>benefits of quitting do you recall?</i>
Babies/kids exposed to second-hand smoke	4	<i>Please describe some scenes, pictures</i>
Celebrities against smoking	3	<i>or phrases. Do you recall any other</i>
Kids smoking/imitating parents, peers	3	<i>ads? Subsample: Recall any anti-</i>
Waitress dying of lung cancer	3	<i>tobacco ads about quitting, how to</i>
Other	14	<i>quit or the benefits of quitting</i>
<i>Health Risk – Warnings and Pictures</i>	29	<i>smoking</i>
Warning pictures – lung disease, cancer/black lungs/emphysema	11	
Warning pictures – dangers and risks of second-hand smoke	7	
Warning pictures – oral diseases, cancer, aesthetics (mouth, teeth, gums, throat)	6	
Warning pictures – disturbing images	6	
Warning pictures – harmful effects/health hazards in general	5	
Warning pictures – heart disease/circulatory problems	3	
Warning pictures – smoking harms a pregnancy/premature births	3	
Other	3	
<i>Cessation Products/Campaigns</i>	27	
Nicoderm/the patch	14	
Nicorette/nicotine gum	6	
Doctor who has quit smoking/professionally recommended	6	
How to quit/1-800 line/step-by-step	5	
Ex-smokers/happy/healthy living	3	
Other	7	
<i>Media Formats</i>	22	
Cigarette packages/cartons	12	
Television	10	
Other media (radio, Internet, newspapers)	3	
<i>Other</i>	10	
<i>None/Nothing</i>	1	
<i>dk/na</i>	18	

Note: Totals exceed 100 percent due to multiple responses.

(11%), dangers and risks of second-hand smoke (7%), oral diseases, cancer, aesthetics (mouth, teeth, gums, throat) (6%), pictures/disturbing images (6%), warning of harmful effects/health hazards in general (5%), heart disease/circulatory problems (3%), smoking harms a pregnancy/premature births (3%) and others.

Three in ten (27%) recall scenes, pictures or phrases related to cessation products or campaigns, including Nicoderm/the patch (14%), Nicorette/nicotine gum (6%), doctor who has quit smoking/professionally recommended (6%), how to quit/1-800 line/step-by-step (5%), ex-smokers/happy/healthy living (3%) and others.

Two in ten (22%) mention media formats in general, including cigarette packages/cartons (12%), television (10%) and others.

Ten percent mention other scenes, pictures or phrases and 18 percent offer no response.

Women are more likely than men to mention advertisements and slogans. Ontarians are also more likely to cite advertisements and slogans, particularly a woman with emphysema from her husband's smoking and a man who must bury his deceased son. Potential quitters are also more likely to mention advertisements and slogans, particularly a woman with emphysema from her husband's smoking and Debi – a woman with a hole in her throat. Those with higher education are also more likely to mention advertisements and slogans.

Eleven percent of adult smokers recall seeing a television ad, which at the time of the survey was unaired, in which a man named Bob (Martin in Quebec) talks about his addiction to smoking and how he wants to quit.

Women are somewhat more likely than men to think they saw this television ad.

Recall of "Bob"/"Martin" Anti-Tobacco Ad

Yes	11
No	88
dk/na	1

Q.20

Over the past few weeks or months, do you recall seeing a television ad in which a man named Bob (Martin) talks about his addiction to smoking and how he wants to quit?

7.0 INFORMATION ABOUT QUITTING SMOKING

A. Likelihood of Seeking Information about Quitting

One-half of adult smokers aged 40 to 54 (49%) report that they are very (25%) or somewhat (24%) likely to seek out information about quitting smoking in the next six months. A similar number (51%) say they are not at all (30%) or not very (21%) likely to do this.

Residents of the Western provinces, potential quitters, particularly those who will try to quit within the next 30 days, as well as those who will try to quit in the next six months, and those who recall anti-tobacco advertising about quitting smoking are more likely than others to report they are very likely to seek out this information. Those who have never tried to quit smoking, or have not tried within the past year, are less likely to say they are very likely to seek out this information in the next six months. Those who are not potential quitters and those who have never tried to quit smoking are more likely than others to say it is not at all likely that they will seek out this information.

Seeking Information about Quitting

Very likely	25
Somewhat likely	24
Not very likely	21
Not at all likely	30
dk/na	1

Q.21

In the next six months, how likely are you to seek out information about quitting smoking? Are you ...?

B. Helpfulness of Methods to Quit Smoking

In this section, adult smokers were asked how helpful various methods would be in helping them quit smoking.

Four in ten (38%) say advice from their doctor or health professional would be very helpful. More than two in ten (24%) say advice from a pharmacist would be very helpful. About two in ten each say the same about advice from a pharmaceutical company selling products that help people quit smoking (19%), a group program for people who want to quit (17%) and self-help materials like brochures and video (16%). Just over one in ten say a 1-800 help line or Quitline to call (14%) and an interactive website program set up to help people quit smoking (13%) would be very helpful.

Potential quitters, particularly those who will try to quit within the next 30 days, and the least educated and least affluent, are more likely than others to say all these methods would be very helpful in helping them quit smoking. Those who recall anti-tobacco advertising about quitting smoking are more likely to say that advice from their doctor or health professional, and an interactive website program set up to help people quit smoking would be very helpful. Those who have not tried to quit smoking in the past year are less likely to think that nearly all of these methods would be very useful in helping them quit smoking. Those who have never tried to quit are more likely to say that nearly all of these methods would be not at all helpful in helping them to quit.

Methods for Quitting Smoking

Very Helpful

Advice from your doctor or health professional	38
Advice from a pharmacist	24
Advice from a pharmaceutical company selling products that help people quit smoking	19
A group program for people who want to quit	17
Self-help materials like brochures and video	16
A 1-800 help line or Quitline to call	14
An interactive Web site program set up to help people quit smoking	13

Q.22

If you were specifically to look for help in quitting smoking, would each of the following be a very, somewhat, not very or not at all helpful method for you ...?

8.0 CONCLUSIONS AND IMPLICATIONS

Below, we highlight some important conclusions and social marketing implications that arise from the survey of adult smokers aged 40 to 54.

- Adult smokers in the target group believe smoking causes health problems.
- Most consider smoking to be a very serious health problem in Canada.
- A significant number say it is very likely that smoking will cause them health problems.
- However, those who are not potential quitters and those who have never tried to quit are less likely to hold these views.
- Most say their interest in quitting smoking has gone up over the past six months. This number is higher among potential quitters, but lower among those who have never tried to quit.
- Significant numbers say their awareness of the benefits and methods of quitting smoking has increased over the past six months. These proportions are higher among potential quitters, but lower among those who have never tried to quit.
- Concern for personal health, the price of cigarettes and wanting to set an example for children are the motivators that most frequently cause the target group to think about quitting. Potential quitters are even more likely to say these factors have frequently caused them to think about quitting.
- Adult smokers aged 40 to 54 are quite knowledgeable about the benefits and other information about quitting, but there is still some misinformation out there.
- Forty-four percent think it's untrue that the chance of having a heart attack start to go down within two days of quitting smoking.
- Forty-eight percent think it's true that it's better to keep smoking than risk the stress and disruption of quitting.
- Thirty-two percent say it's true that there is no health benefit from quitting smoking once you already have a smoking-related disease.
- A majority think they would benefit extremely or very much in terms of health and other gains if they were to quit smoking permanently. However, this number is lower among those who are not potential quitters and those who have never tried to quit smoking.
- Adult smokers in the target group express optimism about being able to quit smoking, but they do not believe it will be an easy task.
- Most are at least somewhat sure that, if they decided to quit, they would be successful. However, a large majority say it will be at least somewhat hard to completely quit smoking.
- The main barriers to quitting smoking, as cited in this survey, are: addiction to nicotine, the calming effect of smoking, and enjoyment of smoking. Potential quitters are somewhat more likely to cite addiction as a very important reason for not quitting.
- A large majority recall anti-tobacco advertising. Among those who recall these ads, the largest proportion say they are sponsored by the Government of Canada or Health Canada. However, the government ads recalled are those dealing with the health effects of smoking and of second-hand smoke, and not those about quitting smoking.
- Among those who recall these ads, a significant number recall specific advertisements or slogans. However, most ads recalled are television ads about the health effects of smoking, about second-hand smoke and the pictures and warnings found on cigarette packages.
- The recall of ads on the subject of quitting smoking are those by companies selling smoking cessation products.

- Adult smokers aged 40 to 54, particularly potential quitters, express some likelihood of seeking out information about quitting smoking. However, those who are not potential quitters or who have never tried to quit are somewhat more inclined to say it is not at all likely they will seek out this information.
- Adult smokers in the target group see advice from doctors or health professionals and, to a lesser extent, from pharmacists, as the most helpful methods in helping them quit smoking. Potential quitters are more inclined than others to say all the methods tested would be very helpful, but those who have never tried to quit are more likely to think most of these methods are not at all helpful.

The survey targeted adult smokers aged 40 to 54. Important in this sample, there are a number of sub-segments based on their likelihood of quitting. They are:

- Potential quitters who intend to quit within the next 30 days (25% of adult smokers aged 40 to 54).
- Potential quitters who intend to quit within the next six months (30% of adult smokers aged 40 to 54).
- Those who have tried to quit smoking, but not in the past year (36% of adult smokers aged 40 to 54).
- Those who have never tried to quit (19% of adult smokers aged 40 to 54).

A brief description of these segments follows:

POTENTIAL QUITTERS

Potential quitters are far more likely than the target group in general to believe that smoking is a very serious health problem in Canada, and also to think that smoking will cause them health problems.

Their openness to quitting is also highlighted by the fact that they are more likely to say their interest in quitting, as well as their awareness of health benefits and methods to quit smoking, has gone up over the past six months. Also, they are more likely to believe that they would personally benefit from quitting smoking permanently.

They are most likely to be motivated to quit by factors such as concern for their personal health, by the impact of their smoking on others and by wanting to set an example for children. They are also impacted by the price of cigarettes.

Potential quitters, particularly those who intend to quit within the next 30 days, are more likely to think they would be successful if they tried to quit smoking. Potential quitters are somewhat more likely to see their addiction to nicotine as a barrier to quitting, and are slightly less likely to see their enjoyment of smoking, or that smoking keeps them calm and relaxed, as barriers. A significant number also say they have no reason not to stop smoking.

Potential quitters, particularly those who intend to quit within the next 30 days, are more inclined to say they are very likely to seek out information about quitting smoking and to say that all of the methods to quit smoking would be very helpful in helping them to quit.

This group should be easiest to persuade to quit as they are more likely to think that smoking will adversely affect their health, and are more aware of the health benefits of quitting. They are also more aware of the methods of quitting smoking and are more receptive to accessing information about quitting. They would be most persuaded by an emphasis on the health effects of smoking, the benefits of quitting, the impact of smoking on others and by the need to set an example for children.

THOSE WHO HAVE TRIED TO QUIT, BUT NOT IN PAST YEAR

Those who have not tried to quit smoking in the past year are less likely to be motivated to quit by most of the factors tested. They are most motivated by concern for their personal health, the price of cigarettes and their wanting to set an example for children.

This segment is somewhat less likely to think they would be successful if they tried to quit smoking. They are somewhat more likely to see concerns about weight gain as a barrier to quitting.

They are somewhat less inclined to say they are very likely to seek out information about quitting smoking and to think that nearly all of the methods to quit smoking would be very useful in helping them quit.

This group will be somewhat harder to move in the direction of quitting. But they are as likely as the target group in general to think that smoking will impact negatively on their health. Although they show less interest in accessing information about quitting, they could be swayed by emphasizing the health effects of smoking and the need to set an example for children.

THOSE WHO HAVE NEVER TRIED TO QUIT

Those who have never tried to quit smoking are far less likely than the target sample as a whole to say smoking is a very serious health problem and to think their own health will be adversely affected by smoking.

Their opposition to quitting is also highlighted by the fact that they are less likely to say their interest in quitting and their awareness of health benefits and methods to quit smoking have risen in the past six months. Also, they are less likely to believe that they will benefit from quitting smoking permanently.

This segment is less likely to be motivated to quit by nearly all of the factors tested. They are most motivated by the price of cigarettes.

They are slightly less likely to think they would be successful if they tried to quit smoking, and more likely than the target sample to say they are not at all sure they would be successful. Interestingly, however, they are less likely to think that it would be very hard for them to completely quit smoking. They are more likely to see their enjoyment of smoking as a barrier to quitting, and less likely to see their addiction to nicotine or that smoking keeps them calm and relaxed as barriers.

This segment is less inclined to say they are very likely to seek out information about quitting smoking. They are more likely to say that nearly all methods of quitting smoking would be not at all helpful in helping them to quit.

This segment will be the most difficult to persuade. They are die-hard smokers who are less likely to believe smoking will affect their health or to believe in the health benefits of quitting. They enjoy smoking and do not really want to give it up. They are also less likely to think they would be successful if they tried to quit. Hence, they are not very open to accessing information on quitting smoking. The price of cigarettes seems to be the only way to motivate this group to consider quitting.

SURVEY METHODS

The results of the survey are based on questions asked to 800 Canadian smokers aged 40 to 54 years living within the ten provinces of Canada. The survey was conducted by telephone from January 16 to 23, 2003.

SAMPLE SELECTION

The sampling method was designed to complete approximately 800 interviews with Canadian smokers aged 40 to 54 years living within households randomly selected across Canada. It is drawn in such a way that it represents the Canadian population with the exception of those Canadians living in the Yukon, Northwest Territories or Nunavut.

The final sample is distributed as follows.

	WEIGHTED N	UNWEIGHTED N	MARGIN OF ERROR
Atlantic Canada	65	66	12.1
Quebec	202	198	7.0
Ontario	299	297	5.7
Manitoba/ Saskatchewan	57	59	12.8
Alberta	72	75	11.3
British Columbia	105	105	9.6
Total	800	800	3.5

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

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

During fieldwork, a total of 60,702 telephone numbers were drawn from the initial sample. Each household contacted was screened for the presence of one or more smokers 40 to 54 years of age. If more than one smoker in this age group was present in the household, the respondents were screened for random selection using the "most recent birthday" method. The use of this technique produces results that are as valid and effective as enumerating all persons within a household and selecting one randomly.

The final results have been weighted by gender and region.

TELEPHONE INTERVIEWING

Interviewing was conducted at Envionics' 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 800 interviews were completed. The margin of error for a sample of 800 is ± 3.5 percentage points, 19 times in 20. The margins are wider for regional and demographic subsamples.

The following table presents the detailed completion results for this survey of 800 interviews.

	#
Total dialled sample	60,702
Household not eligible	20,136
Non-residential/not in service	15,677
Language barrier	1,267
Subtotal	37,080
New Base (60,702 - 37,080)	23,622
No answer/line busy/ respondent not available	14,167
Refusals	8,607
Mid-interview refusals	48
Subtotal	22,822
Net Completions (23,622 - 22,822)	800

QUESTIONNAIRES



ENVIRONICS
R E S E A R C H G R O U P

January 16, 2003

Adult Smokers Cessation Survey
PN5287
Questionnaire - Draft 4
POR-02-84

INTRODUCTION FOR ADULT SMOKERS SURVEY

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

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

A. Does anyone in your household age 40 to 54 smoke cigarettes (manufactured or roll your own)?

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

B. Is there more than one person in your household age 40 to 54 that smokes cigarettes?

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

C. May I please speak to the smoker age 40 to 54 (who has had the most recent birthday?)
SCHEDULE CALL BACK

REPEAT INTRO

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

- 1 - Yes **THANK AND TERMINATE**
- 2 - No **CONTINUE**

E. In what year were you born?

- 1 - **SPECIFY** _____
- 2 - DK/NA

Record Gender
1 - Male

Language
1 - English

SMOKING BEHAVIOR

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

1 - Every day

SMOKER

2 - Occasionally (less than every day)

SMOKER

3 - Not at all

THANK AND TERMINATE

4 - DK/NA

THANK AND TERMINATE**IF SMOKE EVERY DAY, ASK:**

2. 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:

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

--	--

cigarettes per day

2 - DK/NA

ASK ALL

4. Have you ever tried to quit smoking?

1 - Yes

2 - No

GO TO Q.8

3 - DK/NA

GO TO Q.8

5. 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

6. How many times have you ever tried to quit smoking?

--	--	--

NUMBER

2 - DK/NA

Interviewer Note: If respondent gives a range, enter the mid-point.

7. What was the longest period you abstained from tobacco use?

DO NOT READ

- 1 - _____ Hours (enter number)
- 2 - _____ Days (enter number)
- 3 - _____ Weeks (enter number)
- 4 - _____ Months (enter number)
- 5 - _____ Years (enter number)
- 6 - DK/NA

ASK ALL

8. a) At the present time are you seriously thinking of quitting smoking?

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

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

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

READ

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

HEALTH EFFECTS OF SMOKING

9. Do you think that cigarette smoking is a very, somewhat, not very or not at all serious health problem in Canada today?

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

10. How likely do you think it is that smoking will cause health problems for you? Is it very, somewhat, not very or not at all likely?

- 1 - Very likely
- 2 - Somewhat likely
- 3 - Not very likely
- 4 - Not at all likely

VOLUNTEERED

- 5 - Already have/had health problems
- 6 - DK/NA

QUITTING AWARENESS, REASONS AND BENEFITS

Whether or not you are planning to quit smoking, I would like to ask you some questions about quitting.

11. Over the past six months, has each of the following gone up, stayed about the same, or gone down? **READ AND ROTATE**

a) Your interest in quitting smoking.

- 1 - Gone up
- 2 - Stayed about the same
- 3 - Gone down
- 4 - DK/NA

b) Your awareness of the health benefits of quitting smoking.

c) Your awareness of the ways and methods to quit smoking.

12. Now thinking about reasons to quit smoking, what would it take for you to quit smoking?
(**PROBE:** What, if anything, would have to happen in your life to make you quit smoking?)
(**DO NOT READ. CODE ALL THAT APPLY.**)

- 1 - Nothing could make me quit / own death
- 2 - Get smoking-related illness / get fatal disease
- 3 - Smoking-related illness / death of family member / friend
- 4 - Pressure to quit from family / friends
- 5 - Better support and help from family / friends
- 6 - Effective/affordable stop-smoking program / cigarette substitute
- 7 - Increased cost / difficulty affording cigarettes
- 8 - More restrictions on where allowed to smoke
- 9 - Change of lifestyle (different job, less stress)
- 10 - Get pregnant / planning to have children
- 11 - More willpower
- 12 - Other (specify)
- 13 - DK/NA

13. And whether or not you have plans to quit smoking, how often, in the past six months, have each of the following led you to think about quitting: frequently, sometimes, rarely, or not at all?
READ AND ROTATE

a) Concern for your personal health?

- 1 - Frequently
- 2 - Sometimes
- 3 - Rarely
- 4 - Not at all
- 5 - DK/NA

b) Concern about the effect of your cigarette smoke on non-smokers?

c) The illness or death from smoking of someone you know?

d) The society's disapproval of smoking?

- e) The price of cigarettes?
- f) Smoking restrictions at work?
- g) Smoking restrictions in public places like restaurants or bars?
- h) Not wanting family or friends to worry about you?
- i) Advice from a doctor or other health professional to quit?
- j) Friends or family members who have recently quit or are currently quitting?
- k) The availability of stop-smoking medication?
- l) The availability of a telephone help line or information line to help smokers quit?
- m) Ads or information you have seen about the health risks of smoking or about quitting?
- n) The health warning labels on cigarette packages?
- o) Wanting to set an example for children?

14. Please tell me if you think each of the following statements is definitely true, probably true, probably not true or definitely not true:

READ AND ROTATE

- a) Former smokers can expect to live longer than those who continue to smoke.

- 1 - Definitely true
- 2 - Probably true
- 3 - Probably not true
- 4 - Definitely not true
- 5 - DK/NA

- b) Within one year of quitting smoking, the risk of having a smoking-related heart attack is cut in half.
- c) There is no health benefit from quitting smoking after you already have a smoking-related disease.
- d) The health benefits of quitting smoking begin within one day of quitting.
- e) The chances of having a heart attack start to go down within 2 days of quitting smoking.
- f) After quitting, the cravings for nicotine will get weaker over time.
- g) For some smokers, it is better to keep smoking than risk the stress and disruption of quitting.
- h) There are now more ex-smokers than smokers in Canada.
- i) Most smokers who quit take several attempts to do so.
- j) Quitting takes practice.

15. How much do you think you would benefit from health and other gains if you were to quit smoking permanently? **READ**

- 1 - Extremely
- 2 - Very much
- 3 - Moderately
- 4 - Very little, or
- 5 - Not at all
- 6 - DK/NA

BARRIERS TO QUITTING

16. If you decided to give up smoking completely in the next six months, how sure are you that you would succeed? Are you...**READ**

- 1 - Very sure
- 2 - Somewhat sure
- 3 - Not very sure, or

4 - Not at all sure

5 - DK/NA

17. How easy or hard would it be for you to completely quit smoking if you wanted to? **READ**

1 - Very easy

2 - Somewhat easy

3 - Neither easy nor hard

4 - Somewhat hard

5 - Very hard

6 - DK/NA

18. a) Now thinking about reasons not to quit smoking, are each of the following very, somewhat, not very or not at all important reasons for you personally?

READ AND ROTATE

a) concerns about gaining weight if you were to quit?

1 - Very important

2 - Somewhat important

3 - Not very important

4 - Not at all important

5- DK/NA

b) your addiction to nicotine makes it difficult to quit?

c) smoking keeps you calm and relaxed?

d) your family or friends smoke?

e) you like smoking in social situations and when you go out?

f) you enjoy smoking and don't want to quit?

18. b) Now thinking about these or any other reasons, what would be the most important reason for you not to quit smoking? **DO NOT READ CODE ONE ONLY**

1 - Concerns about body weight.

2 - Smoking keeps you calm, relaxed

3 - Addiction to nicotine/smoking

4 - Habit

5 - Social situations, going out

6 - Enjoy smoking/don't want to quit

7 - Family, friends smoke

8 - Boredom

9 - No reasons

10 - Other (SPECIFY) _____

11 - DK/NA

ADVERTISING AND COMMUNICATIONS

19. a) Can you recall any anti-tobacco ads about quitting, how to quit or the benefits of quitting smoking? Please include anything you may have seen on television or billboards, heard on the radio, or seen in a newspaper or magazine.

1 - Yes

GO TO (b)

- 2 - No GO TO Q.20
3 - DK/NA GO TO Q.20

IF YES, ASK:

- b) Do you recall who sponsored this anti-tobacco advertising? Any others? **DO NOT READ... CODE ALL THAT APPLY**

- 1 - Government of Canada/Health Canada
2 - Tobacco company/tobacco industry
3 - Provincial government
4 - Health organization/non-smoking organization
5 - Companies selling smoking cessation products/patches/gum, etc.
6 - Government - unspecified
7 - Other (SPECIFY) _____
8 - DK/NA

- c) What anti-tobacco ads or ads about quitting, how to quit or the benefits of quitting do you recall? Please describe some scenes, pictures or phrases. Do you recall any other ads?

2 - DK/NA

20. Over the past few weeks or months, do you recall seeing a television ad in which a man named Bob (Martin) talks about his addiction to smoking and how he wants to quit?

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

21. In the next six months, how likely are you to seek out information about quitting smoking? Are you...

- 1 - Very likely
2 - Somewhat likely
3 - Not very likely, or
4 - Not at all likely
5 - DK/NA

22. If you were specifically to look for help in quitting smoking would each of the following be a very, somewhat, not very or not at all helpful method for you? **READ AND ROTATE**

- a) An interactive website program set up to help people quit smoking

- 1 - Very helpful
2 - Somewhat helpful
3 - Not very helpful
4 - Not at all helpful

5 - DK/NA

- b) Self-help materials like brochures and videos
- c) Advice from your doctor or health professional
- d) Advice from a pharmacist
- e) A 1-800 (one eight hundred) help line or Quitline to call
- f) Advice from a pharmaceutical company selling products that help people quit smoking
- g) A group program for people who want to quit

DEMOGRAPHICS

ASK ALL

Finally, a few questions for statistical purposes. Please be assured that all your responses will be kept entirely anonymous and absolutely confidential.

23. What is the highest level of education you have reached?

DO NOT READ

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

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

READ

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

25. Are you...

READ

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

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

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

27. Into which of the following categories would you put the total annual income, before taxes and deductions, for 2002, 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

28. On average, about how much do you spend each week on cigarettes or tobacco products?

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2 - 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.



ENVIRONICS
R E S E A R C H G R O U P

16 janvier 2003

Adult Smokers Cessation Survey
PN5287
Questionnaire français

INTRODUCTION POUR LE SONDAGE SUR LES ADULTES FUMEURS

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

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

- A. Est-ce qu'il y a un membre de votre foyer qui est âgé de 40 à 54 ans et qui fume la cigarette (de commerce ou roulées)?

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

- B. Est-ce qu'il y a dans votre foyer plus d'une personne âgée de 40 à 54 ans qui fume la cigarette?

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

- C. Est-ce que je pourrais parler au fumeur ou à la fumeuse âgé de 40 à 54 ans (et qui a eu son anniversaire le plus récemment?)

ORGANISER LE RAPPEL

RÉPÉTER L'INTRODUCTION

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

1 - Oui **REMERCIER ET TERMINER**
2 - Non **POURSUIVRE**

- E. En quelle année êtes-vous né?

1 - PRÉCISER _____
2 - NSP/PR

Sexe

- 1 - Homme
- 2 - Femme

Langue du sondage

- 1 - Anglais
- 2 - Français

QUESTIONNAIRE PRINCIPAL

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

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

SI FUME TOUS LES JOURS, DEMANDER :

2. 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.

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

- 2 - NSP/PR

SI FUME À L'OCCASION, DEMANDER :

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

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

- 2 - NSP/PR

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

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

5. 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

6. Combien de fois avez-vous déjà essayé de cesser de fumer?

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 NOMBRE

2 - NSP/PR

Note à l'intervieweur : si le répondant donne une fouchette, entrer le point-milieu.

7. Quelle est la période la plus longue pendant laquelle vous avez cessé de fumer?
NE PAS LIRE

- 1 - _____ heures (entrer le nombre)
- 2 - _____ jours (entrer le nombre)
- 3 - _____ semaines (entrer le nombre)
- 4 - _____ mois (entrer le nombre)
- 5 - _____ années (entrer le nombre)
- 6 - NSP/PR

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

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

SI OUI À Q.8(a), DEMANDER Y:

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

EFFETS SUR LA SANTÉ

9. Est-ce que vous pensez que fumer la cigarette est un problème de santé très grave, assez grave, pas très grave ou pas grave du tout au Canada, aujourd'hui?

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

10. Dans quelle mesure est-ce que vous pensez qu'il est probable que fumer vous causera des problèmes de santé? Est-ce que c'est très probable, assez probable, pas très probable ou pas du tout probable?

- 1 - Très probable
- 2 - Assez probable
- 3 - Pas très probable
- 4 - Pas du tout probable

NON SUGGÉRÉ

- 5 - En a en ce moment/a déjà eu des problèmes de santé
- 6 - NSP/PR

CONNAISSANCE DES RAISONS ET DES AVANTAGES DE CESSER DE FUMER

Que vous envisagiez ou non de cesser de fumer, j'aimerais vous poser quelques questions au sujet du fait de cesser de fumer.

11. Au cours des six derniers mois, est-ce que chacun des éléments suivants a pris plus d'importance, a conservé la même importance ou a perdu de l'importance?

LIRE EN ROTATION

a) Votre intérêt pour cesser de fumer.

- 1 - A pris de l'importance
- 2 - A conservé la même importance
- 3 - A perdu de l'importance
- 4 - NSP/PR

b) Votre connaissance des avantages pour la santé de cesser de fumer.

c) Votre connaissance des façons et des méthodes de cesser de fumer.

12. Qu'est-ce qu'il vous faudrait pour cesser de fumer? (QUESTION D'APPROFONDISSEMENT : Que devrait-il arriver dans votre vie pour que vous arrêtiez de fumer?) (**NE PAS LIRE. CODER TOUTES LES RÉPONSES QUI S'APPLIQUENT.**)

- 1 - Rien ne pourrait m'arrêter / la mort
- 2 - Souffrir d'une maladie liée à l'usage du tabac / contracter une maladie mortelle
- 3 - Décès ou maladie lié au tabac d'un membre de la famille ou d'un ami
- 4 - Pression pour cesser de fumer exercée par la famille ou des amis
- 5 - Meilleur soutien et aide de la famille ou des amis
- 6 - Programme efficace/abordable pour cesser de fumer ou substitut à la cigarette
- 7 - Augmentation du coût, difficulté à se payer des cigarettes
- 8 - Plus grandes restrictions sur les endroits où il est permis de fumer
- 9 - Changement de mode de vie (emploi différent, moins de stress)
- 10 - Grossesse ou avoir des enfants
- 11 - Plus grande volonté
- 12 - Autre (précisez)
- 13 - NSP/PR

13. Et même si vous avez mentionné que vous n'avez pas actuellement l'intention de cesser de fumer, à quelle fréquence au cours des 6 derniers mois est-ce que chacune des choses suivantes vous a amené à penser à cesser de fumer? Est-ce que serait souvent, à l'occasion, rarement ou jamais?

a. La préoccupation au sujet de votre propre santé?

- 1 - Souvent
- 2 - À l'occasion
- 3 - Rarement
- 4 - Jamais
- 5 - NSP/PR

- b. La préoccupation au sujet des effets de la fumée de vos cigarettes sur les non-fumeurs?
- c. La maladie ou la mort d'un ami ou d'un parent?
- d. La désapprobation de la société par rapport à la cigarette?
- e. Le prix des cigarettes?
- f. Les restrictions sur la cigarette en milieu de travail?
- g. Les restrictions sur la cigarette dans des endroits publics comme les restaurants ou les bars (cafés ou brasseries)?
- h. Vouloir que la famille ou les amis s'inquiètent?
- i. Un médecin ou un autre professionnel de la santé qui vous conseille de cesser de fumer?
- j. Des amis ou des membres de la famille qui ont récemment cessé de fumer ou qui sont actuellement en train de cesser de fumer?
- k. La disponibilité de médicaments pour cesser de fumer?
- l. L'accès à des lignes téléphoniques pour obtenir de l'aide /Quitline/des lignes où on peut obtenir des informations?
- m. De la publicité ou des informations sur les risques que la cigarette pose pour la santé?
- n. Les messages d'avertissement sur les paquets de cigarettes?
- o. Donner un exemple aux enfants?

14. Veuillez me dire si vous pensez que chacun des énoncés suivants est absolument vrai, probablement vrai, probablement pas vrai ou absolument pas vrai.

a) Les anciens fumeurs peuvent s'attendre à vivre plus longtemps que les personnes qui continuent à fumer.

- 1 - Absolument vrai
- 2 - Probablement vrai
- 3 - Probablement pas vrai
- 4 - Absolument pas vrai
- 5 - NSP/PR

- b) Après un an sans fumer, le risque d'avoir une crise cardiaque causée par la cigarette est réduit de moitié.
- c) Cesser de fumer n'apporte aucun avantage pour la santé si on souffre déjà d'une maladie reliée à la cigarette.
- d) Les avantages de cesser de fumer commencent dès le lendemain du jour on cesse.
- e) Les risques d'avoir une crise cardiaque commencent à diminuer dans les deux jours après qu'on a cessé de fumer.

- f) Après avoir cessé de fumer, le besoin de nicotine diminue au fil du temps.
- g) Pour certains fumeurs, il vaut mieux continuer à fumer que de subir le risque du stress et des perturbations causé par le fait de cesser de fumer.
- h) Il y a maintenant plus d'ex-fumeurs que de fumeurs au Canada.
- i) La plupart des fumeurs qui cessent de fumer font plusieurs tentatives y arriver.
- j) Pour cesser de fumer, il faut de la pratique.

15. Dans quelle mesure est-ce que vous pensez que vous profiteriez au plan de la santé et d'autres aspects si vous cessiez pour de bon de fumer au cours des 6 prochains mois? **LIRE**

- 1 - Tout à fait
- 2 - Beaucoup
- 3 - Modérément
- 4 - Légèrement
- 5 - Pas du tout
- 6 - NSP/PR

16. Si vous décidiez de cesser complètement de fumer d'ici les 6 prochains mois, dans quelle mesure êtes-vous convaincu de réussir? **LIRE**

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

17. Dans quelle mesure est-ce que ce serait facile ou difficile de cesser complètement de fumer si vous vouliez le faire? **LIRE**

- 1 - Très facile
- 2 - Assez facile
- 3 - Ni facile ni difficile
- 4 - Assez difficile
- 5 - Très difficile
- 6 - NSP/PR

18. a) Si on pense maintenant aux raisons pour lesquelles vous ne cesseriez pas de fumer, est-ce que chacune des raisons suivante est très importante, plutôt importante, pas très importante ou pas du tout importante pour vous, personnellement?

LIRE EN ROTATION

a) la préoccupation de gagner du poids si vous cessiez de fumer

- 1 - Très importante
- 2 - Plutôt importante
- 3 - Pas très importante
- 4 - Pas du tout importante
- 5- NSP/PR

b) votre accoutumance à la nicotine vous rend difficile le fait de cesser de fumer

- c) le fait de fumer vous rend calme et détendu
 - d) votre famille ou vos amis fument
 - e) vous aimez fumer dans des occasions sociales ou dans des sorties
 - f) vous aimez fumer et vous ne voulez pas cesser
18. b) Si on pense maintenant à ces raisons ou à tout autre raison, quelle serait la raison la plus importante pour laquelle pour ne cesseriez pas de fumer? **NE PAS LIRE. CODER UNE RÉPONSE SEULEMENT**

- 1 - La préoccupation au sujet du poids
- 2 - Le fait de fumer vous rend calme et détendu
- 3 - L'accoutumance à la nicotine/à la cigarette
- 4 - L'habitude
- 5 - Les occasions sociales/les sorties
- 6 - Aime fumer/ne veut pas cesser
- 7 - La famille ou les amis fument
- 8 - L'ennui
- 9 - Aucune raison
- 10 - Autre (PRÉCISER) _____
- 11 - NSP/PR

PUBLICITÉ ET COMMUNICATIONS

19. a) Est-ce que vous pouvez vous souvenir de messages publicitaires antitabac au sujet de cesser de fumer, de la façon de cesser ou des avantages de cesser de fumer? Veuillez mentionner n'importe quelle chose que vous pouvez avoir vue à la télévision ou sur des panneaux-réclames, entendue à la radio ou vue dans un journal ou un magazine.

- 1 - Oui **PASSER À (b)**
- 2 - Non **PASSER À Q.20**
- 3 - NSP/PR **PASSER À Q.20**

SI OUI, DEMANDER :

- b) Est-ce que vous vous souvenez du nom du commanditaire de cette publicité antitabac? Est-ce qu'il y en a d'autres? **NE PAS LIRE. CODER TOUTES LES MENTIONS QUI S'APPLIQUENT.**

- 1 - Le gouvernement du Canada/Santé Canada
- 2 - Une compagnie de tabac/l'industrie du tabac
- 3 - Le gouvernement de votre province
- 4 - Un organisme de santé /un organisme anti-tabac
- 5 - Des compagnies qui vendent des produits /des timbres cutanés (patches)/de la gomme pour arrêter de fumer, etc.
- 6 - Le gouvernement - non précisé
- 7 - Autre (PRÉCISER)
- 8 - NSP/PR

- c) Quels sont les messages publicitaires antitabac ou pour aider à cesser de fumer, sur la façon de cesser de fumer ou sur les avantages de cesser de fumer dont vous vous souvenez? Veuillez décrire des scènes, des images ou des phrases. Est-ce qu'il y a d'autres messages dont vous vous souvenez?

2 - NSP/PR

20. Au cours des dernières semaines ou des derniers mois, est-ce que vous vous souvenez d'avoir vu un message publicitaire où on voyait un homme appelé Martin parler de son accoutumance à la cigarette et de la façon dont il voulait cesser de fumer?

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

21. Pendant les six prochains mois, quelle est la probabilité que vous cherchiez des informations sur cesser de fumer. Est-ce que c'est...

- 1 - Très probable
- 2 - Assez probable
- 3 - Pas très probable, ou
- 4 - Pas du tout probable
- 5 - NSP/PR

22. Si vous deviez spécifiquement chercher de l'aide pour vous aider à cesser de fumer, est-ce que chacune des méthodes suivantes serait dans votre cas très utile, assez utile, pas très utile ou pas du tout utile? **LIRE EN ROTATION**

- a) Un programme interactif sur un site web conçu pour aider les gens de votre âge à cesser de fumer

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

- b) Des documents pour l'initiative personnelle, comme des feuillets d'informationnel, des dépliants
- c) Les conseils d'un médecin ou d'un professionnel de la santé
- d) Les conseils d'un pharmacien
- e) Un numéro d'aide 1-800 ou Quitline

- f) Les conseils d'une société pharmaceutique qui vend des produits pour aider les gens à cesser de fumer
- g) Un programme de groupe pour les gens qui veulent cesser de fumer

DONNÉES DÉMOGRAPHIQUES

DEMANDER À TOUS

Enfin, je vais vous poser quelques questions à des fins statistiques. Soyez assuré que toutes vos réponses demeureront entièrement anonymes et confidentielles.

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

NE PAS LIRE

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

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

LIRE

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

25. Est-ce que vous êtes...?

LIRE

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

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

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

27. Laquelle des catégories suivantes correspond le mieux au revenu total de tous les membres de votre foyer et de vous-même, avant impôt, en 2002? 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

28. En moyenne, environ combien dépensez-vous chaque semaine pour des cigarettes ou des produits du tabac?

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2 - 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.