1 03 03 11
B2

ENVIRONICS
RESEARCH GROUP

WAVE 6 SURVEYS

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

SURVEY OF YOUTH

FINAL REPORT

Prepared for:
Health Canada
POR 02-78/
H4097-025023

Prepared by:
Environics Research Group Limited

March 2003

pn5259

Environics Research Group Limited
33 Bloor Street East, Suite 900
Toronto, Ontario
Canada M4W 3H1
tel: 416.920.9010
fax: 416.920-3299
http://www.environics.net

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 12
- C. Specific Health Effects Caused by Smoking 14
- D. Specific Health Effects Caused by Second-hand Smoke 21
- E. Health Effects Caused by Hydrogen Cyanide 24

4.0 Deaths from Tobacco Use 26

5.0 Health Warning Messages 29
- A. Recall and Reads Per Day 29
- B. Impact of Current Messages 38
- C. Assessment of Current Messages 39
- D. Comparison of Current and Old Messages 41
- E. Avoidance of Messages 43
- F. Awareness of Messages on Slide 45

6.0 Toxic Substances 46
- A. Awareness of Toxic Substances 46
- B. Impact of Information about Toxic Substances 50

Appendices
- Survey Methods
- Questionnaires
- Extra Tables

1.0 INTRODUCTION

Environics Research Group Limited was commissioned by Health Canada in the fall of 2002 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.

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 five previous waves of surveys: surveys conducted by Environics in July 2002 after the new labels had been appearing on all brands for at least a year; in November and 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 1,003. This survey was conducted between December 10 and 21, 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.

A. Smoking Behaviour and Brands

From the survey, ten 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, one in three (30%) 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, six percent say they have seriously thought about trying smoking. Among all non-smoking youth, two percent say they might try smoking within the next month.

Of the youth sample, 15 percent are smokers and 85 percent are non-smokers. Of all youth, 30 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.

Fewer than two in ten Canadian youth (16%) report having smoked at least 100 cigarettes in their life. This number is twice as high among older youth, aged 17 to 18 years.

Cigarette Consumption

	Dec 2000	Mar-Apr 2001	July 2001	Nov-Dec 2001	July 2002	Dec 2002
Every day	11	7	10	10	8	10
Occasionally (less than every day)	6	6	5	7	5	5
Not at all	83	87	84	83	88	85

December 2002

	GP	S	PS
Every day	10	68	–
Occasionally (less than every day)	5	32	–
Not at all	85	–	100

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

Note: For tables with December 2002 data only, GP signifies general youth population, S signifies smokers and PS signifies potential smokers.

Among youth smokers who smoke every day, 22 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 (48%) say they smoke between ten and 15 cigarettes per day, and three in ten (29%) report smoking fewer than ten cigarettes per day.

Among youth smokers who smoke occasionally,[1] about eight in ten (82%) report smoking fewer than ten cigarettes per day on the days that they smoke. Thirteen percent smoke between ten and 15 cigarettes per day and three percent report smoking more than 15 cigarettes per day. Two percent offer no response to the question.

Among youth smokers, Player's Light Regular Size (18%) is most often mentioned as their regular brand of cigarettes. Smaller proportions mention DuMaurier King Size (12%), DuMaurier Light King Size (8%), Craven "A" King Size (8%), DuMaurier Regular Size (5%), Export "A" Regular Size (5%) and DuMaurier Light Regular Size (5%). Thirty-nine percent mention some other brand and two percent say they do not have a regular brand.

When youth smokers are asked if they smoke any other brands of cigarettes, 62 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	Dec 2002
Less than 10 cigarettes per day	31	35	25	40	20	29
10 to 15 cigarettes per day	41	40	49	39	49	48
16 to 20 cigarettes per day	12	12	6	7	12	9
21 to 25 cigarettes per day	14	12	17	13	15	9
26 or more cigarettes per day	1	1	4	2	4	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	Dec 2002
Less than 10 cigarettes per day	92	89	89	85	85	82
10 to 15 cigarettes per day	7	5	9	11	6	13
16 or more cigarettes per day	1	1	–	1	2	3
dk/na	–	4	2	2	7	2

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=48).

B. Quit Attempts and Potential Quitters

Two-thirds of youth smokers (65%) report having tried to quit smoking; about one-third (35%) have not tried to quit.

Among youth smokers who have tried to quit smoking,[2] just under nine in ten (88%) say they have stopped smoking for a period of 24 hours at least once in the past year, in an attempt to quit. Eleven percent say they have not attempted to quit smoking in the past year.

More than six in ten youth smokers (64%) report they are now seriously thinking of quitting smoking; fewer than four in ten (36%) say they are not.

Quit Attempts
Smokers

	Dec 2000	Mar-Apr 2001	July 2001	Nov-Dec 2001	July 2002	Dec 2002
Yes	66	61	69	75	59	65
No	33	38	31	25	40	35
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	Dec 2002
Once	21	15	25	21	29	20
Twice	15	26	19	19	20	34
Three times	20	10	13	13	6	12
More than three times	27	37	32	34	37	22
Not in the past year	15	12	10	13	8	11
dk/na	1	–	–	1	–	2

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

Potential Quitters
Smokers

	Dec 2000	Mar-Apr 2001	July 2001	Nov-Dec 2001	July 2002	Dec 2002
Yes	57	50	56	63	60	64
No	42	49	44	36	39	36
dk/na	–	1	–	*	1	–

* Less than one percent

Q.11a
Are you now seriously thinking of quitting smoking?
Subsample: Smokers

2 These numbers should be interpreted with caution, because of small sample sizes (N=99).

Among youth smokers who are seriously thinking about quitting smoking,[3] five in ten (49%) say they will try to quit within the next 30 days. Forty-two percent say they will try to quit within the next six months. Nine percent say they will not try within the next six months.

The number of youth smokers who have tried to quit is higher in the current survey than in July 2002; however, it should be noted that due to the small sample size, this increase is not significant. Similarly, the number of potential quitters is larger in the current survey than in any previous survey, but the change is not statisically significant. The current results also suggest no significant change 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] about four in ten say they will use will power or go cold turkey (42%) to try to quit smoking. Smaller numbers say they would use nicotine gum (23%), use the nicotine patch (19%) or chew gum/candy/food (8%). A total of three percent mention Zyban (2%) or prescription drugs in general (1%). Sixteen 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	Dec 2002
Within the next 30 days	56	41	37	63	48	49
Within the next 6 months	28	50	49	28	43	42
Not within the next 6 months	12	6	7	7	8	9
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

While these results should be interpreted with caution due to the small sample size, they do suggest a shift among youth smokers who are seriously thinking about quitting toward the use of nicotine-replacement cessation products such as gum and the patch.

Ways to Quit
Smokers

	Dec 2000	Mar-Apr 2001	July 2001	Nov-Dec 2001	July 2002	Dec 2002
Will power/cold turkey/ just stop	54	46	54	53	52	42
Nicotine gum	6	8	6	9	7	23
Nicotine patch	9	18	7	9	16	19
Chew gum/candy/food	4	3	14	11	20	8
Avoid other smokers/ situations involving smoking	5	2	5	8	3	3
Cut back gradually	10	16	8	8	13	3
Zyban	6	2	2	–	5	2
Self-help program	2	–	–	–	4	2
Distract yourself	–	9	3	7	1	2
Drink fluids	–	–	–	–	–	2
Clinic or group program	–	–	–	–	–	1
Hypnosis	1	–	1	–	–	1
Prescription drugs	–	–	–	–	–	1
More exercise/get physically fit	2	2	7	5	5	1
Don't start	–	–	2	–	–	–
Other	4	2	2	4	–	1
None/nothing	–	1	2	–	–	–
dk/na	11	5	5	14	6	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

3 These numbers should be interpreted with caution, because of small sample sizes (N=96).
4 The sample of potential quitters is small (N=96); this finding should be viewed with caution.
5 These numbers should be interpreted with caution, because of small sample sizes (N=96).

A. General and Top-of-mind Effects

More than eight in ten youth (85%) think that cigarette smoking is a major health problem in Canada. Another 13 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 slightly less likely 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 (59%). Smaller proportions mention cancer in general (37%), heart attack/disease/angina (21%), oral cancer - tongue, lips, mouth, throat (15%), lung disease (15%), emphysema (11%), gum disease/tooth loss/ mouth disease (6%), asthma (5%), respiratory problems/difficulty breathing/shortness of breath (4%) and yellow teeth/fingers/effect on appearance (4%). Thirty-four percent mention other human health effects or diseases.

There have been slight increases since July 2002 in the proportions who mention lung cancer and heart attack/disease/angina. The results of the current survey are similar to those found in December 2000.

Boys are more likely than girls to mention lung cancer. Older youth and youth smokers are more likely than others to mention emphysema. Among non-smoking youth, potential smokers are slightly more likely to mention lung cancer, oral cancer and emphysema.

Smoking as a Health Problem

	Dec 2000	Mar-Apr 2001	July 2001	Nov-Dec 2001	July 2002	Dec 2002
Major	84	87	85	86	84	85
Minor	13	11	13	12	14	13
Not a problem	2	1	1	2	2	2
dk/na	1	1	1	1	1	*

* Less than one percent

December 2002

	GP	S	PS
Major	85	70	84
Minor	13	23	15
Not a problem	2	6	1
dk/na	*	1	*

* Less than one percent

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	Dec 2002
Cancer – lung	60	68	61	62	55	59
Cancer in general	35	34	37	37	40	37
Heart attack/disease/angina	17	21	19	19	17	21
Lung disease/lungs (unspecified)	16	13	14	14	16	15
Cancer – oral (tongue, lips, mouth, throat)	13	14	15	18	13	15
Emphysema	9	10	10	8	11	11
Gum disease/tooth loss/mouth disease	4	6	5	6	7	6
Asthma	5	4	5	4	4	5
Respiratory problems/difficulty breathing/shortness of breath	5	5	5	5	7	4
Yellow teeth/fingers/effect on appearance	2	4	5	3	6	4
Brain damage/disease	1	3	2	3	3	3
Blood circulation problems/blood clots	2	2	2	2	2	3
Bronchitis/chronic bronchitis	1	2	2	2	2	3
Cancer – other	1	2	2	3	2	2
Stroke	2	4	2	3	3	2
Addiction	1	1	1	*	1	2
Death/premature death	2	1	2	1	2	2
Second-hand smoke	*	1	*	1	1	2
Bad breath	1	2	1	2	2	1
Impotence/sexual dysfunction	*	2	2	2	2	1
Preterm birth/premature birth	2	1	1	1	2	1
Liver damage/disease	*	2	1	1	1	1
Poor physical condition/loss of energy	2	2	1	1	1	1
Smaller babies/reduced growth of babies during pregnancy	2	1	1	1	1	1
Cancer – breast	1	1	1	1	1	1
High blood pressure	*	*	*	*	*	1
Coughing	*	*	1	*	*	1
Kidney disease/problems	*	*	*	1	*	1
Wrinkles/premature aging	1	1	1	1	1	1
Birth defects/problems with pregnancy	–	–	1	1	1	1
Skin irritations/conditions	*	–	*	*	1	1
Throat disease/problems	*	1	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	Dec 2002
Air pollution/environmental damage	*	*	*	*	*	*
Immune system problems	1	–	*	*	*	*
Headaches	*	–	*	–	*	*
Stomach problems	*	*	–	*	*	*
Diabetes	–	–	–	*	*	*
Allergies	*	*	–	*	*	*
Miscarriages/still births	–	–	*	–	–	*
Osteroporosis/problems with bones	–	–	–	1	*	*
Eye disease/problems	*	*	1	1	–	*
Effect on the fetus/unborn child	1	1	1	1	1	*
Affect health overall	–	–	–	*	–	–
Dizziness/nausea	*	–	*	*	*	–
Fire accidents/burns	–	*	–	–	*	–
Gangrene	–	–	–	–	*	–
Tumours	–	–	–	*	–	–
Multiple Sclerosis	*	–	*	–	–	–
Other	2	2	2	1	1	1
None/nothing	1	1	*	*	*	*
dk/na	3	1	4	3	4	2

* 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?

Health Effects of Smoking – Top-of-Mind

December 2002

	GP	S	PS
Cancer – lung	59	64	62
Cancer in general	37	33	38
Heart attack/disease/angina	21	19	23
Lung disease/lungs (unspecified)	15	11	15
Cancer – oral (tongue, lips, mouth, throat)	15	17	20
Emphysema	11	14	15
Gum disease/tooth loss/mouth disease	6	6	6
Asthma	5	3	5
Respiratory problems/difficulty breathing/ shortness of breath	4	5	5
Yellow teeth/fingers/effect on appearance	4	1	8
Brain damage/disease	3	4	3
Blood circulation problems/blood clots	3	5	3
Bronchitis/chronic bronchitis	3	2	3
Cancer – other	2	2	2
Stroke	2	3	1
Addiction	2	3	2
Death/premature death	2	2	1
Second-hand smoke	2	2	2
Bad breath	1	1	2
Impotence/sexual dysfunction	1	2	1
Preterm birth/premature birth	1	1	1
Liver damage/disease	1	1	–
Poor physical condition/loss of energy	1	*	2
Smaller babies/reduced growth of babies during pregnancy	1	1	1
Cancer – breast	1	1	1
High blood pressure	1	1	2
Coughing	1	1	1
Kidney disease/problems	1	–	*
Wrinkles/premature aging	1	1	1
Birth defects/problems with pregnancy	1	–	1
Skin irritations/conditions	1	–	1
Throat disease/problems	1	1	1
Eye disease/problems	*	1	1
Diabetes	*	–	–
Effect on the fetus/unborn child	*	–	1
Immune system problems	*	–	–
Headaches	*	1	*
Stomach problems	*	1	–
Allergies	*	–	*
Air pollution/environmental damage	*	–	–
Miscarriages/still births	*	1	–
Osteoporosis/problems with bones	*	1	–
Other	1	2	1
None/nothing	*	1	–
dk/na	2	1	1

* 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 (56%) and school/university (47%). This is followed by mention of cigarette packages (24%), magazines (16%), word of mouth/ family/friends (15%), newspapers (8%), billboards (6%) and radio (6%). Twenty-two percent mention other sources of information and four 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 has decreased by eight points from July 2002, but is a total of 11 points higher than in December 2000. The number who mention school/ university is ten points higher than in July 2002, and is similar to the numbers found in December 2000 and November-December 2001.

Sources of Information About Health Effects

	Dec 2000	Mar-Apr 2001	July 2001	Nov-Dec 2001	July 2002	Dec 2002
Television	49	56	48	53	54	56
School/university	48	44	40	49	37	47
Cigarette packages	13	29	32	30	32	24
Magazines	16	14	11	12	15	16
Word of mouth/ family/friends	11	10	14	14	15	15
Newspapers	6	7	6	5	8	8
Billboards	5	6	5	5	7	6
Radio	5	5	5	5	5	6
Internet/website	2	3	2	3	3	4
Bus/public transportation	1	–	*	1	1	3
Public areas and buildings	1	2	2	4	3	3
Advertising/media – general	1	1	1	1	1	2
Doctor/doctor's office	3	2	2	2	2	2
Posters	1	1	2	2	2	2
News	2	2	3	1	2	2
Books/scientific journals	1	*	*	1	1	1
Health associations/ agencies	–	–	*	*	*	1
Hospitals/medical clinics	–	*	*	1	1	1
Pamphlets/brochures /flyers	1	–	*	1	*	1
Other tobacco product packages	1	*	1	1	1	*
Workplace	*	1	1	*	*	*
Drug/health food stores/ stores in general	1	–	–	–	–	–
Other	1	*	*	*	1	*
Nowhere	8	5	6	4	6	4
dk/na	3	3	3	3	4	3

* 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?

Older youth, youth smokers and potential youth smokers are more likely than others to have seen this information on cigarette packages on television. Older youth are also more likely to mention magazines. Youth aged 12 to 16 are more likely to mention school/university.

Sources of Information About Health Effects

December 2002

	GP	S	PS
Television	56	73	60
School/university	47	24	47
Cigarette packages	24	48	28
Magazines	16	11	21
Word of mouth/family/friends	15	13	15
Newspapers	8	9	8
Billboards	6	6	9
Radio	6	6	7
Internet/website	4	2	5
Bus/public transportation	3	3	2
Public areas and buildings	3	6	3
Advertising/media – general	2	2	1
Doctor/doctor's office	2	1	2
Posters	2	1	1
News	2	1	2
Books/scientific journals	1	1	1
Health associations/agencies	1	1	*
Hospitals/medical clinics	1	2	1
Pamphlets/brochures/flyers	1	1	2
Other tobacco product packages	*	1	–
Workplace	*	1	*
Other	*	*	–
Nowhere	4	2	3
dk/na	3	1	3

* 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 (78%), gum or mouth diseases (75%), throat cancer (73%), mouth cancer (69%), asthma (71%) and premature death (61%). Smaller majorities strongly agree that smoking can cause smaller babies or reduced growth of babies during pregnancy (53%), chronic bronchitis (53%) and stroke (52%).

Fewer than half of youth strongly agree that smoking can cause wrinkles and premature aging (48%), emphysema (42%), premature birth or preterm birth (39%), blood clots (36%), miscarriages (36%), impotence in men (26%), stomach ulcers (24%) and infertility (23%). Fewer than two in ten each strongly agree that smoking can cause bladder cancer (19%), Multiple Sclerosis (15%), arthritis (13%), Alzheimer's Disease (13%), acne (11%), hepatitis (11%) and gangrene (10%).

Specific Health Effects Caused by Smoking

	Dec 2000	Mar-Apr 2001	July 2001	Nov-Dec 2001	July 2002	Dec 2002
Lung cancer						
Strongly agree	95	97	95	95	95	95
Somewhat agree	4	2	4	4	4	5
Somewhat disagree	1	*	*	*	*	*
Strongly disagree	1	1	1	*	1	*
dk/na	*	*	*	–	*	*
Heart disease						
Strongly agree	74	78	74	76	77	78
Somewhat agree	21	18	21	20	19	18
Somewhat disagree	2	2	3	2	2	2
Strongly disagree	2	1	1	1	1	1
dk/na	1	1	1	1	1	1
Gum or mouth diseases						
Strongly agree	66	73	72	73	75	75
Somewhat agree	23	19	19	20	18	19
Somewhat disagree	5	3	5	3	4	3
Strongly disagree	4	2	2	2	1	1
dk/na	3	2	2	2	1	2
Throat cancer						
Strongly agree	75	77	72	75	73	73
Somewhat agree	18	17	21	20	20	21
Somewhat disagree	3	3	3	2	3	3
Strongly disagree	1	2	1	1	2	1
dk/na	2	1	2	1	3	1
Asthma						
Strongly agree	67	70	67	66	70	71
Somewhat agree	22	21	21	23	20	21
Somewhat disagree	5	4	6	5	6	4
Strongly disagree	4	3	4	3	3	3
dk/na	1	1	2	2	2	1

* 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 ...

The results of the current survey suggest that there have been slight decreases from the July 2002 survey in the proportions of youth who strongly agree that blood clots and premature death 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 and stroke can be caused by smoking.

Among youth, girls are more likely than boys to strongly agree that smoking can cause asthma, chronic bronchitis, miscarriages, smaller babies or reduced growth of babies during pregnancy, and premature birth or preterm birth.

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

Specific Health Effects Caused by Smoking

	Dec 2000	Mar-Apr 2001	July 2001	Nov-Dec 2001	July 2002	Dec 2002
Mouth cancer						
Strongly agree	66	69	66	71	71	69
Somewhat agree	21	21	24	22	20	22
Somewhat disagree	6	4	4	3	4	4
Strongly disagree	4	3	2	2	3	3
dk/na	3	3	3	2	2	2
Premature death						
Strongly agree	63	67	64	64	65	61
Somewhat agree	23	21	23	23	24	25
Somewhat disagree	7	5	7	6	5	6
Strongly disagree	4	4	2	3	4	3
dk/na	3	3	4	4	3	4
Smaller babies or reduced growth of babies during pregnancy						
Strongly agree	51	55	54	53	55	53
Somewhat agree	29	29	29	31	31	31
Somewhat disagree	7	8	7	7	7	7
Strongly disagree	7	4	4	4	3	5
dk/na	6	4	6	6	5	4
Chronic bronchitis						
Strongly agree	51	52	50	51	54	53
Somewhat agree	30	28	23	30	27	30
Somewhat disagree	7	5	7	5	6	5
Strongly disagree	2	3	2	2	3	2
dk/na	10	11	17	12	10	9
Stroke						
Strongly agree	44	51	49	49	49	52
Somewhat agree	30	26	27	27	30	30
Somewhat disagree	11	8	8	7	8	7
Strongly disagree	4	4	4	4	4	4
dk/na	11	12	13	13	9	7

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 ...

Those who have seen, read or heard about the health warning messages now on cigarette packages are more likely than those who have not to strongly agree that smoking can cause emphysema, blood clots, impotence in men, infertility, premature death and chronic bronchitis.

Among non-smoking youth, potential smokers are more likely to strongly agree that smoking can cause emphysema, impotence in men, infertility, premature birth and chronic bronchitis, but they are more likely to strongly disagree that smoking can cause bladder cancer, acne and Alzheimer's Disease. Youth smokers are more likely than others to strongly agree that smoking can cause emphysema, chronic bronchitis, throat cancer, infertility and impotence in men, but they are more likely to strongly disagree that smoking can cause premature death.

Specific Health Effects Caused by Smoking

	Dec 2000	Mar-Apr 2001	July 2001	Nov-Dec 2001	July 2002	Dec 2002
Wrinkles and premature aging						
Strongly agree	50	52	50	48	50	48
Somewhat agree	25	25	22	25	25	27
Somewhat disagree	12	12	13	12	11	12
Strongly disagree	9	9	10	9	10	9
dk/na	4	3	5	5	4	4
Premature birth or preterm birth						
Strongly agree	42	41	42	39	40	39
Somewhat agree	30	34	33	33	36	36
Somewhat disagree	13	11	10	13	12	12
Strongly disagree	7	7	7	8	6	6
dk/na	7	7	8	7	7	6
Emphysema						
Strongly agree	37	42	38	36	43	42
Somewhat agree	24	21	20	21	21	25
Somewhat disagree	7	8	9	8	7	8
Strongly disagree	4	2	2	3	4	2
dk/na	27	28	30	32	25	22
Blood clots						
Strongly agree	34	36	34	37	40	36
Somewhat agree	35	37	35	38	35	39
Somewhat disagree	14	12	14	11	12	12
Strongly disagree	7	5	6	5	5	5
dk/na	10	9	11	8	9	8
Miscarriages						
Strongly agree	34	35	35	35	37	36
Somewhat agree	34	31	32	33	33	34
Somewhat disagree	14	13	12	13	14	13
Strongly disagree	8	8	8	7	7	9
dk/na	10	12	14	12	10	9

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	Dec 2002
Impotence in men						
Strongly agree	14	27	27	30	28	26
Somewhat agree	29	27	26	30	30	31
Somewhat disagree	18	16	15	14	14	15
Strongly disagree	15	11	9	8	9	7
dk/na	24	19	23	18	19	20
Stomach ulcers						
Strongly agree	23	24	22	22	25	24
Somewhat agree	36	36	33	39	37	41
Somewhat disagree	19	19	18	18	16	18
Strongly disagree	9	8	9	9	9	7
dk/na	13	13	17	13	14	10
Infertility						
Strongly agree	18	23	22	21	24	23
Somewhat agree	29	31	30	32	32	34
Somewhat disagree	17	18	14	15	17	15
Strongly disagree	12	9	9	8	8	8
dk/na	23	20	25	23	19	19
Bladder cancer						
Strongly agree	18	19	16	17	17	19
Somewhat agree	29	29	28	27	29	29
Somewhat disagree	26	25	26	29	26	27
Strongly disagree	16	15	16	14	15	16
dk/na	11	13	14	13	12	10
Multiple Sclerosis						
Strongly agree	14	13	11	13	14	15
Somewhat agree	27	29	27	28	29	30
Somewhat disagree	21	21	18	20	20	19
Strongly disagree	16	13	15	15	13	14
dk/na	22	24	29	24	25	21

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

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

December 2002

	GP	S	PS
Lung cancer			
Strongly agree	95	91	95
Somewhat agree	5	6	5
Somewhat disagree	*	*	–
Strongly disagree	*	2	–
dk/na	*	–	–
Heart disease			
Strongly agree	78	75	77
Somewhat agree	18	20	19
Somewhat disagree	2	2	3
Strongly disagree	1	2	1
dk/na	1	1	1
Gum or mouth diseases			
Strongly agree	75	75	76
Somewhat agree	19	17	19
Somewhat disagree	3	5	2
Strongly disagree	1	1	1
dk/na	2	2	2
Throat cancer			
Strongly agree	73	79	74
Somewhat agree	21	15	21
Somewhat disagree	3	3	2
Strongly disagree	1	3	1
dk/na	1	–	1
Asthma			
Strongly agree	71	72	74
Somewhat agree	21	21	20
Somewhat disagree	4	4	2
Strongly disagree	3	1	3
dk/na	1	2	*

	GP	S	PS
Mouth cancer			
Strongly agree	69	71	69
Somewhat agree	22	19	25
Somewhat disagree	4	4	3
Strongly disagree	3	6	3
dk/na	2	1	1
Premature death			
Strongly agree	61	55	61
Somewhat agree	25	27	28
Somewhat disagree	6	9	6
Strongly disagree	3	6	3
dk/na	4	3	2
Smaller babies or reduced growth of babies during pregnancy			
Strongly agree	53	49	50
Somewhat agree	31	28	37
Somewhat disagree	7	9	6
Strongly disagree	5	9	5
dk/na	4	5	2
Chronic bronchitis			
Strongly agree	53	64	55
Somewhat agree	30	24	31
Somewhat disagree	5	2	5
Strongly disagree	2	4	2
dk/na	9	6	7
Stroke			
Strongly agree	52	54	47
Somewhat agree	30	21	31
Somewhat disagree	7	6	11
Strongly disagree	4	12	2
dk/na	7	6	9

* 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 ...

Specific Health Effects Caused by Smoking

December 2002

	GP	S	PS
Wrinkles and premature aging			
Strongly agree	48	44	52
Somewhat agree	27	23	26
Somewhat disagree	12	14	11
Strongly disagree	9	17	8
dk/na	4	2	3
Emphysema			
Strongly agree	42	50	48
Somewhat agree	25	25	20
Somewhat disagree	8	7	7
Strongly disagree	2	1	3
dk/na	22	17	21
Premature birth or preterm birth			
Strongly agree	39	42	42
Somewhat agree	36	31	36
Somewhat disagree	12	12	13
Strongly disagree	6	9	6
dk/na	6	6	3
Blood clots			
Strongly agree	36	33	35
Somewhat agree	39	32	40
Somewhat disagree	12	16	15
Strongly disagree	5	14	3
dk/na	8	5	6
Miscarriages			
Strongly agree	36	32	37
Somewhat agree	34	32	34
Somewhat disagree	13	12	17
Strongly disagree	9	16	8
dk/na	9	6	5
Impotence in men			
Strongly agree	26	41	30
Somewhat agree	31	27	29
Somewhat disagree	15	12	17
Strongly disagree	7	13	9
dk/na	20	7	14
Stomach ulcers			
Strongly agree	24	23	22
Somewhat agree	41	41	39
Somewhat disagree	18	19	20
Strongly disagree	7	12	11
dk/na	10	4	8
Infertility			
Strongly agree	23	31	25
Somewhat agree	34	24	36
Somewhat disagree	15	14	18
Strongly disagree	8	14	10
dk/na	19	18	12
Bladder cancer			
Strongly agree	19	19	15
Somewhat agree	29	23	28
Somewhat disagree	27	25	29
Strongly disagree	16	26	18
dk/na	10	8	9
Multiple Sclerosis			
Strongly agree	15	16	13
Somewhat agree	30	22	32
Somewhat disagree	19	17	21
Strongly disagree	14	27	14
dk/na	21	17	20

* 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 ...

Specific Health Effects Caused by Smoking

December 2002

	GP	S	PS
Arthritis			
Strongly agree	13	11	13
Somewhat agree	29	21	31
Somewhat disagree	30	29	31
Strongly disagree	18	29	18
dk/na	10	10	7
Alzheimer's Disease			
Strongly agree	13	13	10
Somewhat agree	30	20	30
Somewhat disagree	27	21	29
Strongly disagree	19	37	20
dk/na	12	9	11
Acne			
Strongly agree	11	11	7
Somewhat agree	25	20	22
Somewhat disagree	30	26	36
Strongly disagree	26	39	29
dk/na	7	5	6
Hepatitis			
Strongly agree	11	10	11
Somewhat agree	25	11	23
Somewhat disagree	29	30	27
Strongly disagree	23	36	30
dk/na	12	13	9
Gangrene			
Strongly agree	10	6	10
Somewhat agree	22	15	20
Somewhat disagree	20	14	24
Strongly disagree	20	42	20
dk/na	29	22	25

* 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 ...

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 (67%), lung cancer in non-smokers (64%), chest infections in children (55%) and bronchitis in children (52%). Fewer than half strongly agree that second-hand smoke can cause heart disease in non-smoking adults (45%), strokes in non-smoking adults (26%), SIDS (Sudden Infant Death Syndrome) or crib death (24%) and ear infections in children (16%). Only about one in ten each strongly agree that second-hand smoke can cause arthritis (11%), Multiple Sclerosis (10%) and Alzheimer's Disease (9%) in non-smoking adults.

The results of the current survey suggest that there have been slight increases since July 2002 in the proportions of youth who strongly agree that lung cancer in non-smokers, heart disease in non-smoking adults and ear infections in children can be caused by second-hand smoke. Comparison with the baseline survey of December 2000 suggests that there have been increases in the proportions of youth who strongly agree that second-hand smoke can cause lung cancer in non-smokers, and heart disease and strokes in non-smoking adults.

Among youth, girls are more likely than boys to strongly agree that second-hand smoke can cause SIDS, asthma attacks, ear infections, chest infections and bronchitis in children. Boys are more likely than girls to strongly agree that second-hand smoke can cause heart disease 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. Younger youth, aged 12 to 14 years, are more likely than others to strongly agree that second-hand smoke can cause heart disease, arthritis, strokes 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	Dec 2002
Asthma attacks in children						
Strongly agree	64	64	62	61	65	67
Somewhat agree	25	27	27	31	25	27
Somewhat disagree	6	4	6	4	5	3
Strongly disagree	3	3	3	3	3	2
dk/na	2	1	1	1	2	1
Lung cancer in non-smokers						
Strongly agree	56	60	52	54	55	64
Somewhat agree	31	28	33	33	30	28
Somewhat disagree	7	6	9	8	9	4
Strongly disagree	5	5	4	4	5	4
dk/na	1	1	2	1	1	1
Chest infections in children						
Strongly agree	54	53	49	52	53	55
Somewhat agree	32	35	38	37	33	33
Somewhat disagree	7	6	6	6	7	6
Strongly disagree	3	4	2	3	3	3
dk/na	3	2	4	3	3	2
Bronchitis in children						
Strongly agree	49	50	46	47	49	52
Somewhat agree	34	35	35	36	34	35
Somewhat disagree	7	7	7	8	9	6
Strongly disagree	4	4	4	3	4	3
dk/na	7	5	8	5	5	5
Heart disease in non-smoking adults						
Strongly agree	38	40	37	36	37	45
Somewhat agree	38	39	40	42	40	39
Somewhat disagree	13	12	14	12	14	10
Strongly disagree	8	7	6	7	7	4
dk/na	3	2	4	2	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 health warning messages now appearing on cigarette packages are more likely to strongly agree that second-hand smoke can cause asthma, chest infections and bronchitis in children.

Potential smokers among youth are more likely to strongly disagree that second-hand smoke can cause SIDS in children, and arthritis and strokes in non-smoking adults. Youth smokers are more likely than others to strongly agree that second-hand smoke can cause ear infections, chest infections and bronchitis in children.

Specific Health Effects Caused by Second-Hand Smoke

	Dec 2000	Mar-Apr 2001	July 2001	Nov-Dec 2001	July 2002	Dec 2002
Strokes in non-smoking adults						
Strongly agree	20	24	22	23	23	26
Somewhat agree	37	38	33	38	3	39
Somewhat disagree	21	19	22	19	19	19
Strongly disagree	12	9	10	8	11	9
dk/na	10	10	13	12	9	7
SIDS (Sudden Infant Death Syndrome) or Crib Death						
Strongly agree	23	24	18	22	22	24
Somewhat agree	31	30	33	33	32	34
Somewhat disagree	16	19	17	18	18	18
Strongly disagree	15	11	13	10	12	11
dk/na	15	15	20	16	16	13
Ear infections in children						
Strongly agree	15	14	13	11	12	16
Somewhat agree	24	26	27	24	24	23
Somewhat disagree	28	30	26	33	32	33
Strongly disagree	24	23	26	24	23	23
dk/na	9	7	8	8	8	6

	Dec 2000	Mar-Apr 2001	July 2001	Nov-Dec 2001	July 2002	Dec 2002
Arthritis in non-smoking adults						
Strongly agree	7	8	10	8	10	11
Somewhat agree	20	21	21	22	23	23
Somewhat disagree	34	31	31	32	31	33
Strongly disagree	31	32	27	30	28	25
dk/na	7	9	11	9	8	8
Multiple Sclerosis in non-smoking adults						
Strongly agree	9	10	8	9	10	10
Somewhat agree	25	26	26	25	28	26
Somewhat disagree	25	28	24	28	28	28
Strongly disagree	22	18	19	19	17	19
dk/na	19	18	23	19	18	18
Alzheimer's Disease in non-smoking adults						
Strongly agree	8	8	8	8	10	9
Somewhat agree	23	25	23	26	25	26
Somewhat disagree	30	29	28	28	29	29
Strongly disagree	27	27	26	26	26	26
dk/na	11	11	15	12	9	10

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 ...

Specific Health Effects Caused by Second-hand Smoke

December 2002

	GP	S	PS
Athsma attacks in children			
Strongly agree	67	69	63
Somewhat agree	27	26	31
Somewhat disagree	3	1	2
Strongly disagree	2	1	3
dk/na	1	2	1
Lung cancer in non-smokers			
Strongly agree	64	63	63
Somewhat agree	28	26	29
Somewhat disagree	4	5	4
Strongly disagree	4	5	3
dk/na	1	1	*
Chest infections in children			
Strongly agree	55	61	56
Somewhat agree	33	27	35
Somewhat disagree	6	6	6
Strongly disagree	3	4	2
dk/na	2	1	2
Bronchitis in children			
Strongly agree	52	59	50
Somewhat agree	35	31	38
Somewhat disagree	6	3	6
Strongly disagree	3	4	3
dk/na	5	3	4
Heart disease in non-smoking adults			
Strongly agree	45	45	43
Somewhat agree	39	35	39
Somewhat disagree	10	15	11
Strongly disagree	4	5	5
dk/na	2	–	3
Strokes in non-smoking adults			
Strongly agree	26	25	21
Somewhat agree	39	28	38
Somewhat disagree	19	19	24
Strongly disagree	9	21	10
dk/na	7	7	8
SIDS (Sudden Infant Death Syndrome) or crib death			
Strongly agree	24	26	24
Somewhat agree	34	28	35
Somewhat disagree	18	17	19
Strongly disagree	11	21	12
dk/na	13	10	9
Ear infections in children			
Strongly agree	16	21	16
Somewhat agree	23	21	23
Somewhat disagree	33	23	37
Strongly disagree	23	31	20
dk/na	6	4	5
Arthritis in non-smoking adults			
Strongly agree	11	9	8
Somewhat agree	23	16	22
Somewhat disagree	33	27	35
Strongly disagree	25	43	28
dk/na	8	6	7
Multiple Sclerosis in non-smokers			
Strongly agree	10	10	8
Somewhat agree	26	13	24
Somewhat disagree	28	27	33
Strongly disagree	19	39	20
dk/na	18	11	15
Alzheimer's disease in non-smoking adults			
Strongly agree	9	9	8
Somewhat agree	26	12	25
Somewhat disagree	29	22	31
Strongly disagree	26	50	29
dk/na	10	7	7

* Less than one percent

Q.16

Here is a list of health effects and diseases affecting non-smokers that may or may not be caused by sbreathing 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, three-quarters of youth (75%) offer no specific health effects or diseases that can be caused by hydrogen cyanide. Another six percent say hydrogen cyanide does not cause any health effects or diseases. Twenty-nine percent mention specific health effects or diseases, including seven percent who mention lung disease/cancer.

The survey finds that the number of youth who say hydrogen cyanide does not cause any health effects or diseases is essentially unchanged from July 2002, but is a total of 18 points lower than that found in December 2000. The number mentioning lung disease/cancer is five points higher in the current survey than in the December 2000 basline survey.

Health Effects Caused by Hydrogen Cyanide

	Dec 2000	Mar-Apr 2001	July 2001	Nov-Dec 2001	July 2002	Dec 2002
Lung disease/cancer	2	5	4	5	4	7
Cancer – general	1	2	2	2	3	4
Death	3	2	2	2	2	4
Heart disease/attack	1	2	1	2	2	3
Brain damage/memory loss/stroke	1	1	1	1	2	2
Respiratory problems/ loss of breath	1	2	1	2	2	1
Headache	1	*	1	1	1	1
Throat cancer	*	*	*	1	1	1
Mouth cancer/disease	*	*	*	1	1	1
Dizziness	*	–	1	*	1	1
Damage to cells/ arteries/blood	1	*	*	*	*	1
Nausea	*	–	1	*	*	1
Stomach aches	*	*	*	*	*	1
Poisoning	*	*	*	*	*	*
Burning in body/organs	*	–	–	*	*	*
Damage to nervous system	–	*	*	–	*	*
Pregnancy/complications	*	*	–	*	1	*
Vertigo	–	–	1	*	*	*
Weakness	*	–	*	–	*	*
Liver cancer/disease	*	*	*	*	*	–
Lung damage	*	–	–	*	–	–
Other	1	1	1	1	1	1
None	24	30	12	17	5	6
dk/na	66	59	76	69	70	75

* Less than one percent

Q.40

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

Older youth, youth smokers and those who have seen, read or heard about the health warning messages now appearing on cigarette packages 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

December 2002

	GP	S	PS
Lung disease/cancer	7	9	6
Cancer – general	4	6	4
Death	4	7	3
Heart disease/attack	3	3	3
Brain damage/memory loss/stroke	1	1	*
Respiratory problems/loss of breath	1	2	2
Headache	1	2	1
Throat cancer	1	2	1
Mouth cancer/disease	1	1	2
Dizziness	1	5	1
Damage to cells/arteries/blood	1	2	1
Nausea	1	3	*
Stomach aches	1	4	1
Burnig in body/organs	*	1	1
Poisoning	*	1	*
Damage to nervous system	*	–	*
Pregnancy/complications	*	*	1
Vertigo	*	2	–
Weakness	*	2	–
Other	1	2	1
None	6	9	5
dk/na	75	56	77

* Less than one percent

Q.40

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 (66%), murders (63%), alcohol (57%), illegal drugs (56%), car accidents (53%) and AIDS (50%). 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 decrease from July 2002 in the proportion of youth who think tobacco use kills more Canadians each year than AIDS. 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.

Causes of Death

	Dec 2000	Mar-Apr 2001	July 2001	Nov-Dec 2001	July 2002	Dec 2002
Suicides						
More	61	64	67	64	65	66
Fewer	21	19	17	20	20	19
About the same	15	14	15	13	12	13
dk/na	3	3	2	2	2	2
Murders						
More	57	60	60	63	63	63
Fewer	25	23	22	20	21	21
About the same	16	16	16	15	14	14
dk/na	2	1	2	2	2	2
Alcohol						
More	51	57	55	56	59	57
Fewer	20	15	18	17	15	16
About the same	27	27	26	26	24	26
dk/na	2	1	1	1	1	1
Illegal drugs						
More	52	59	52	52	57	56
Fewer	23	20	21	21	20	22
About the same	23	20	25	25	22	22
dk/na	2	1	1	2	2	1
Car accidents						
More	46	50	50	50	52	53
Fewer	28	27	25	27	24	23
About the same	25	23	23	22	22	24
dk/na	1	1	1	2	2	1
AIDS						
More	50	51	54	52	56	50
Fewer	26	24	22	24	21	24
About the same	20	21	22	22	21	22
dk/na	4	3	2	3	2	4

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 ...?

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 health warning messages now appearing on cigarette packages are more likely to think that tobacco use kills more Canadians each year than does alcohol.

Potential smokers among non-smoking youth are more likely to think that tobacco kills more each year than murders. Youth smokers are more likely to think that tobacco kills more each year than do most of these other causes of death.

Causes of Death

December 2002

	GP	S	PS
Suicides			
More	66	70	67
Fewer	19	15	19
About the same number	13	14	11
dk/na	2	1	2
Murders			
More	63	65	67
Fewer	21	23	22
About the same number	14	10	11
dk/na	2	2	*
Alcohol			
More	57	65	55
Fewer	16	13	16
About the same number	26	20	28
dk/na	1	1	1
Illegal drugs			
More	56	60	57
Fewer	22	21	23
About the same number	22	18	19
dk/na	1	1	1
Car accidents			
More	53	63	50
Fewer	23	21	27
About the same number	24	16	23
dk/na	1	1	*
AIDS			
More	50	55	49
Fewer	24	29	28
About the same number	22	15	20
dk/na	4	2	3

* Less than one percent

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 23 percent of youth correctly believe that approximately 45,000 Canadians die each year as a result of tobacco use. Four in ten (39%) pick a number lower than 45,000 and one-third (34%) 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 decreased five points from the July 2002 survey, but is a total of five points higher than that found in the 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	Dec 2002
1,000	5	3	4	3	2	3
5,000	8	7	8	8	5	6
10,000	1	1	1	1	1	*
15,000	11	11	15	14	11	12
20,000	1	–	1	2	*	1
25,000	20	17	16	18	14	17
45,000	18	23	22	23	28	23
50,000	2	2	1	*	1	2
75,000	15	15	15	14	17	16
100,000	15	15	13	13	16	16
Other	3	4	2	2	2	3
None	*	–	*	–	*	–
dk/na	2	1	2	1	2	2

* Less than one percent

December 2002

	GP	S	PS
1,000	3	2	3
5,000	6	6	8
10,000	*	–	–
15,000	12	8	13
20,000	1	1	–
25,000	17	18	16
45,000	23	23	24
50,000	2	1	2
75,000	16	13	15
100,000	16	22	17
Other	3	6	1
None	–	–	–
dk/na	2	1	1

* 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 ...?

A. Recall and Reads Per Day

An overwhelming number of youth (95%) 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.

Three-quarters of youth (74%) say they have seen, read or heard about the health warning messages that are now on cigarette packages in Canada and another four percent say they may have. Two in ten (20%) say they have not.

It should be noted that in the current survey, when asked about "health warning messages that are now on cigarette packages in Canada" in this question, respondents were provided with the additional explanatory phrase "that is, the new messages that began appearing on cigarette packages at the beginning of 2001" in order to clarify the meaning of the question.

The number of youth who say they have seen, read or heard about new health warning messages increased 17 points from the July 2002 survey, and is now a total of 46 points higher than that found in December 2000.

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

Recall of Health Warning Messages on Cigarette Packages

	Dec 2000	Mar-Apr 2001	July 2001	Nov-Dec 2001	July 2002	Dec 2002
Yes	91	93	93	94	93	95
No	9	7	6	5	7	5

December 2002

	GP	S	PS
Yes	95	98	98
No	5	2	2

Q.19
Have you ever seen the health warning messages on cigarette packages?

Awareness of Current Health Warning Messages

	Dec 2000*	Mar-Apr 2001	July 2001	Nov-Dec 2001	July 2002	Dec 2002**
Yes	28	70	62	58	57	74
Maybe	3	4	4	7	4	4
No	69	26	33	33	38	20

December 2002

	GP	S	PS
Yes	74	86	78
Maybe	4	2	6
No	20	11	15

Q.20
Have you seen, read or heard anything about the health warning messages that are now on cigarette packages in Canada, that is, the new messages that began appearing on cigarette packages at the beginning of 2001?
** December 2000 question referred to "health warning messages that might appear on cigarette packages in the future"*
*** Note: Slightly different question wording in December 2002*

About eight in ten youth (83%) say they have seen these health warning messages on cigarette packages themselves. Fewer than two in ten (15%) have not.

The number of youth who say they have seen any of these health warning messages on cigarette packages themselves has increased 16 points from July 2002 and a total of 19 points from November-December 2001.

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.

Have Seen Current Health Warning Messages on Cigarette Packages

	Mar-Apr 2001	July 2001	Nov-Dec 2001	July 2002	Dec 2002*
Yes	66	67	64	67	83
No	33	32	34	32	15
dk/na	1	2	2	2	1

December 2002

	GP	S	PS
Yes	83	95	89
No	15	4	10
dk/na	1	1	1

Q.21
Have you seen any of these health warning messages on any cigarette packages themselves?

** Note: Slightly different question wording in December 2002*

Among youth smokers, nine in ten (91%) say they have seen these health warning messages on their main brand of cigarettes. Eight percent have not.

The current survey finds an increase of 11 points from July 2002 in the number of youth smokers who say they have seen these health warning messages on their main brand of cigarettes; this proportion is 17 points higher than that found in March-April 2001.

Fourteen percent of youth report that they look at or read health warning messages on cigarette packages several times a day and another 14 percent do this about once a day. Six in ten (59%) look at or read these health warning messages less frequently, including 26 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 results of the current survey are similar to those found in July 2002 and also to those found in December 2000.

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

Smokers

	Mar-Apr 2001	July 2001	Nov-Dec 2001	July 2002	Dec 2002*
Yes	74	78	85	80	91
No	23	21	14	16	8
dk/na	3	1	2	5	1

Q.22

Have you seen any of these health warning messages on {main brand - Q8a}?

Subsample: Smokers

** Note: Slightly different question wording in December 2002*

Girls, 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 health warning messages now appearing on cigarette packs, and those who have seen these messages on cigarette packages themselves are more likely than those who have not seen these messages to say they look at or read these health warning messages several times a day.

Times Per Day Look at Health Warning Messages on Cigarette Packages

	Dec 2000	Mar-Apr 2001	July 2001	Nov-Dec 2001	July 2002	Dec 2002
Several times a day	16	15	15	12	11	14
About once a day	14	14	15	14	15	14
Once every two or three days	14	18	16	16	16	15
About once a week	17	18	19	23	21	18
Less than once a week	25	22	22	21	23	26
Never	13	13	13	13	13	13
dk/na	*	*	*	*	1	–

* Less than one percent

December 2002

	GP	S	PS
Several times a day	14	35	18
About once a day	14	18	15
Once every two or three days	15	8	19
About once a week	18	18	17
Less than once a week	26	12	21
Never	13	10	10
dk/na	–	–	–

* Less than one percent

Q.23a

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 health warning messages now appearing on cigarette packages in Canada look like (without looking at a cigarette package), the largest proportion of Canadian youth say they have pictures (41%). More than one-third (36%) say they have more information than before or more information about the health effects of smoking. Smaller numbers of Canadian youth mention pictures of lungs (16%), mouth/teeth pictures/diseases (10%), graphics that are gross (10%), children/babies/kids (7%), pictures of pregnant women/pregnancy (6%) and warning/

Appearance of Current Health Warning Messages on Cigarette Packages

	Mar-Apr 2001	July 2001	Nov-Dec 2001	July 2002	Dec 2002**
Pictures	53	55	46	38	41
More info./specific info about health effects of smoking	27	31	29	24	36
Pictures of lungs	*	1	6	7	16
Mouth/teeth (pictures/disease)	1	*	5	6	10
Graphics are gross/disgusting/horrible	2	4	5	5	10
Pictures of pregant women/pregnancy	*	*	3	4	8
Children/babies/kids	*	*	3	4	7
Warnings/symbols in general	2	2	3	6	6
Tougher, stronger messages	5	4	5	4	5
Writing/text in general	3	3	2	3	4
Black and white (text/background)	1	1	4	2	4
Heart/heart disease	–	*	2	2	4
Colour/coloured	6	2	3	2	3
Info. about how to quit	3	2	3	4	3
Impotence/drooped cigarette	*	–	3	1	3
Location on cigarette pack	*	–	–	–	3
Pictures of smoking in front of kids	–	–	1	1	3
Covers more of the package/50% of the package	3	3	3	3	3
Brain damage	–	*	2	2	2
Box/rectangle	2	1	3	1	2
Large lettering/font/bold/block print	1	1	1	1	1
More chemicals/ingredients listed	1	1	1	1	1
Surgeon General's warnings	*	–	*	2	1
Cigarettes in ashtray	–	–	1	1	1
Person with breathing machine	*	–	*	1	1
It's ridiculous/joke/stupid	–	1	–	*	1
Woman/man/people	–	*	–	1	1
Coloured font	–	–	–	1	1
Info. on back of the slide portion	1	2	2	*	1
Small writing/not too clear/could be bigger	*	*	*	*	1
Front portion of the pack	–	*	*	*	*
Advertising	*	–	–	*	*
Other	2	1	4	2	3
None/nothing	*	1	*	1	*
dk/na	26	24	26	27	11

* Less than one percent

Q.24
Again, referring to the health warning messages that are now on cigarette packages in Canada and without looking at a cigarette package, what do these health warning messages look like?
*** Note: Slightly different question wording in December 2002*

symbols in general (6%). Fifty-two percent mention some other aspect and 11 percent offer no opinion.

It should be noted that in previous surveys, respondents were asked about "new health warning messages" in this and other questions dealing directly with the awareness, content, or effect on behaviour of these messages. In the current survey, this wording was altered to refer to "health warning messages that are now on cigarette packages in Canada" in all of these questions, in order to clarify the meaning of the question.

The results of the current survey suggest an increase from July 2002 in the number of youth mentioning more information than before, and a decrease in the number who offer no opinion. The findings also suggest increases, though not always statistically significant, in the numbers of youth mentioning specific images or design elements such as pictures of lungs or diseases of mouth or teeth. Comparison with the March-April 2001 survey shows a decline of 12 points in the number of youth mentioning pictures in general, and a trend toward increased mention of specific images.

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. Youth aged 12 to 16 years are more likely to mention that they have more information than before or more information about the health effects of smoking, and those aged 12 to 14 years of age are more likely to mention pictures of lungs. Youth smokers, potential smokers among non-smoking youth, those who have seen, heard or read about the health warning messages now on cigarette packages, and those who have seen these messages on cigarette packages themselves are more likely than others to mention pictures.

Appearance of Current Health Warning Messages on Cigarette Packages

December 2002

	GP	S	PS
Pictures (general)	41	52	42
More info./specific info about health effects of smoking	36	32	37
Pictures of lungs	16	12	16
Mouth/teeth (pictures/disease)	10	9	11
Graphics are gross/disgusting/horrible	10	11	13
Children/babies/kids	7	9	6
Pictures of pregant women/pregnancy	6	4	8
Warnings/symbols in general	6	3	6
Tougher, stronger messages	5	5	8
Writing/text in general	4	4	5
Black and white (text/background)	4	3	3
Heart/heart disease	4	4	4
Colour/coloured	3	1	2
Info. about how to quit	3	6	4
Impotence/drooped cigarette	3	4	4
Location on cigarette pack	3	5	4
Pictures of smoking in front of kids	3	6	3
Covers more of the package/50% of the package	3	2	4
Brain damage	2	2	2
Box/rectangle	2	1	1
Large lettering/font/bold/block print	1	1	1
More chemicals/ingredients listed	1	–	1
Surgeon General's warnings	1	1	1
Cigarettes in ashtray	1	1	1
Person with breathing machine	1	3	–
It's ridiculous/joke/stupid	1	2	1
Woman/man/people	1	2	1
Coloured font	1	–	1
Info. on back of the slide portion	1	2	1
Small writing/not too clear/could be bigger	1	–	1
Front portion of the pack	*	–	–
Advertising	*	–	*
Other	3	3	3
None/nothing	*	1	–
dk/na	11	3	9

* Less than one percent

Q.24

Again, referring to the health warning messages that are now on cigarette packages in Canada and without looking at a cigarette package, what do these health warning messages look like?

*** Note: Slightly different question wording in December 2002*

When asked, top-of-mind, what specific health warning messages they can remember seeing on cigarette packages now in Canada (without looking at a cigarette package), the largest proportion of youth recall the message causes lung cancer (29%). Other recalled messages include harmful to others/children (18%), impotence (14%), harmful during pregnancies, harmful to fetus or low birth rate (13%), heart disease (9%), death or premature death (9%), cancer in general (8%), lung disease (8%), mouth or gum disease (8%) and second-hand smoke is harmful/dangerous (8%). Thirty-five percent mention some other health warning message. A total of one-one-quarter say none (16%) or offer no opinion (9%).

Since July, there has been a six-point decrease in the number of youth who mention harmful during pregnancies, harmful to fetus or low birth rate and increases of five and ten points, respectively, in the numbers who mention harmful to others/children and causes lung cancer.

Older youth, particularly those aged 17 to 18 years, youth smokers and potential youth smokers are more likely to mention the message regarding impotence. Youth smokers and potential youth smokers are also more likely to recall the warning message harmful to others/children. Potential youth smokers are more likely to mention harmful during pregnancies. Youth smokers are less likely than others to mention the message "causes lung cancer."

Those who have seen, read or heard about the health warning messages now 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 and harmful to others/children. Those who have seen these messages on cigarette packages themselves are also more likely to recall the message "causes lung cancer."

When asked, top-of-mind, what pictures, images or graphics they can remember seeing on the health warning messages now on cigarette packages in Canada (without looking at a cigarette package), the largest proportion of youth recall lungs or diseased

Recall of Specific Health Warning Messages on Cigarette Packages

	Mar-Apr 2001	July 2001	Nov-Dec 2001	July 2002	Dec 2002**
Causes lung cancer	17	19	21	19	29
Harmful to others/to children	15	16	19	13	18
Impotence	14	12	16	14	14
Harmful during pregnancies/ harmful to fetus/ low birth rate	16	19	15	19	13
Death/premature death	14	12	13	9	9
Heart disease	8	8	7	7	9
Cancer – in general	10	10	8	9	8
Lung disease	7	7	5	8	8
Mouth/gum disease	4	5	7	7	8
Second-hand smoke is harmful/dangerous	*	*	4	5	8
Premature birth/preterm birth	3	3	3	3	6
Yellow teeth/gums/fingers	1	3	3	3	4
Mouth cancer	2	2	2	2	4
Respiratory/breathing problems	*	1	2	2	4
Brain damage/disease	2	2	1	2	3
Warnings/health warnings/ stop smoking	1	1	2	3	2
Dangerous/bad for health	3	2	2	3	2
Stroke	3	1	3	2	2
Disease – in general	1	1	1	2	2
Cancer – other	*	1	3	1	1
Addiction	3	1	1	1	1
Emphysema	*	1	1	1	1
Throat problems/disease	1	–	*	*	1
Don't start/how to quit	–	*	–	*	1
Graphics of cigarette package	1	*	–	*	*
Must be 18/19 to smoke	*	1	*	–	*
Other	2	1	2	2	1
None	25	17	18	18	16
dk/na	8	13	12	16	9

* Less than one percent

Q.25
Without looking at a cigarette package, when it comes to the health warning messages that are now on cigarette packages, what specific health warning messages can you remember? Are there any others?
*** Note: Slightly different question wording in December 2002*

lungs (36%). Other recalled images include bad, rotten or big teeth (20%), pregnant women/with cigarettes (18%), heart or diseased heart (14%), children, kids or babies (12%), mouth or diseased mouth (12%), limp, broken or burning cigarette (10%), parents/mom/dad/smoking (8%), brain or diseased brain (7%), gums or diseased gums (6%) and lung cancer (5%). Forty-two percent recall other images or graphics. Fewer than two in ten say "none" (11%) or offer no opinion (4%).

The results of the current survey suggest that there has been a slight decrease from July 2002 in the number of youth who recall images of pregnant women/with cigarettes, and a slight increase over the same period in the number who recall lungs or diseased lungs. The results also suggest that, since March-April 2001, there have been increases in the numbers of youth recalling messages such as lungs or diseased lungs, pregnant women/with cigarettes, mouth/diseased mouth and baby/premature baby; there has also been a decrease of 12 points in the number who say they cannot recall any pictures or image ("none").

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

Potential youth smokers are more likely to recall bad, rotten or big teeth, pregnant women/with cigarettes, mouth or diseased mouth, children, kids or babies and limp, broken or burning cigarette. Youth smokers are more likely to recall bad, rotten or big teeth, children, kids or babies, brain or diseased brain and gums or diseased gums; they are less likely to recall lungs or diseased lungs.

Those who have seen, read or heard about the health warning messages now on cigarette packages, and those who have seen these messages on cigarette packages themselves are more likely than those who have not to recall lungs or diseased lungs and bad, rotten or big teeth.

Recall of Specific Pictures, Images or Graphics on Cigarette Packages

	Mar-Apr 2001	July 2001	Nov-Dec 2001	July 2002	Dec 2002**
Lungs/diseased lungs	27	32	28	30	36
Bad/rotten/big teeth	16	21	19	21	20
Pregnant women/with cigarettes	9	13	17	22	18
Heart/diseased heart	11	13	12	12	14
Children/kids/babies	19	18	10	13	12
Mouth/diseased mouth	6	6	10	12	12
Limp/broken/burning cigarettes	14	6	11	11	10
Parents/mom/dad smoking	5	5	3	5	8
Brain/diseased brain	11	8	8	8	7
Gums/diseased gums	5	5	6	6	6
Lung cancer	3	3	3	3	5
Baby/premature baby	*	–	6	5	4
Deteriorating/diseased body parts	1	1	1	2	4
Dirty/full ashtray	4	3	3	2	3
Graphics of cigarette package	2	1	*	1	3
Pictures of kids watching	–	–	5	1	3
Impotence	3	8	2	*	3
Lung pictures	–	–	3	3	2
Respirators/people on breathing machines	2	2	2	3	2
Mouth cancer	1	1	2	2	2
Warnings/symbols	2	1	2	1	2
Throat/throat diseases	1	2	2	1	2
Adult/woman/man (gen)	2	*	1	1	2
Bar charts/graphs/statistics	1	2	1	1	2
People sick/coughing/choking	1	1	2	1	1
Patients in bed/hospital bed	*	2	1	1	1
Arteries/clogged arteries/clot	1	*	1	1	1
Cancer/tumour in general	*	*	1	1	1
Fetus/embryo	*	1	1	–	1
Stroke	1	1	1	1	*
Cancer – other	–	1	*	*	–
Other	2	3	2	2	3
None/nothing	23	15	14	12	11
dk/na	5	8	8	9	4

* Less than one percent

Q.26
And without looking at a cigarette package, when it comes to the warning messages that are now on cigarette packages, what pictures or images or graphics can you remember? Are there any others?
*** Note: Slightly different question wording in December 2002*

Recall of Specific Health Warning Messages on Cigarette Packages

December 2002

	GP	S	PS
Causes lung cancer	29	22	29
Harmful to others/to children	18	28	20
Impotence	14	26	19
Harmful during pregnancies/ harmful to fetus/ low birth rate	13	13	17
Death/premature death	9	11	5
Heart disease	9	9	9
Cancer – in general	8	4	10
Lung disease	8	9	6
Mouth/gum disease	8	10	9
Second-hand smoke is harmful/dangerous	8	9	10
Premature birth/preterm birth	6	8	6
Yellow teeth/gums/fingers	4	7	5
Mouth cancer	4	5	4
Respiratory/breathing problems	4	4	4
Brain damage/disease	3	5	3
Warnings/health warnings/ stop smoking	2	1	1
Dangerous/bad for health	2	1	2
Stroke	2	2	1
Disease – in general	2	1	2
Cancer – other	1	1	1
Addiction	1	3	1
Emphysema	1	1	3
Throat problems/disease	1	1	1
Don't start/how to quit	1	2	1
Graphics of cigarette package	*	–	1
Must be 18/19 to smoke	*	–	–
Other	1	2	1
None	16	11	13
dk/na	9	3	6

* Less than one percent

Q.25

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

*** Note: Slightly different question wording in December 2002*

Recall of Specific Pictures, Images or Graphics on Cigarette Packages

December 2002

	GP	S	PS
Causes lung cancer	36	29	37
Bad/rotten/big teeth	20	24	24
Pregnant women/with cigarettes	18	21	21
Heart/diseased heart	14	14	11
Children/kids/babies	12	16	14
Mouth/diseased mouth	12	12	16
Limp/broken/burning cigarettes	10	12	14
Parents/mom/dad smoking	8	11	7
Brain/diseased brain	7	11	7
Gums/diseased gums	6	10	6
Lung cancer	5	7	5
Baby/premature baby	4	6	6
Deteriorating/diseased body parts	4	2	4
Dirty/full ashtray	3	8	4
Graphics of cigarette package	3	5	4
Pictures of kids watching	3	5	3
Impotence	3	4	4
Lung pictures	2	1	2
Respirators/people on breathing machines	2	8	2
Mouth cancer	2	1	4
Warnings/symbols	2	–	1
Throat/throat diseases	2	3	1
Adult/woman/man (gen)	2	–	1
Bar charts/graphs/statistics	2	3	2
People sick/coughing/choking	1	2	1
Patients in bed/hospital bed	1	1	*
Arteries/clogged arteries/clot	1	–	1
Cancer/tumour in general	1	–	1
Fetus/embryo	1	–	1
Stroke	*	–	–
Other	3	1	2
None/nothing	11	5	10
dk/na	4	1	2

* Less than one percent

Q.26

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

*** Note: Slightly different question wording in December 2002*

B. Impact of Current Messages

Among youth smokers, about five in ten (49%) say that the health warning messages now on cigarette packages have been very effective in informing them about the health effects of cigarette smoking. Between one-quarter and one-third say that these messages have been very effective in increasing their desire to quit smoking (33%), getting them to try to quit smoking (29%), getting them to smoke less around others than they used to (27%) and getting them to smoke less (24%).

Combining the numbers who say very and somewhat effective, 85 percent of youth smokers say the messages now on cigarette packages have been effective overall in informing them about health effects and between about six and seven in ten (each) say they have been effective in increasing their desire to quit smoking (71%), getting them to try to quit smoking (64%), getting them to smoke less (60%) and getting them to smoke less around others than they used to (58%).

The current survey suggests that there have been increases from July 2002 in the numbers of youth smokers who say the new health warning messages have been very effective in all areas examined except for that of informing them about health effects of smoking. Compared to March-April 2001, the numbers who say the labels have been very effective on all of these dimensions have increased.

Impact of Current Messages
Smokers

	Mar-Apr 2001	July 2001	Nov-Dec 2001	July 2002	Dec 2002**
Informing you about the health effects of cigarette smoking					
Very effective	39	45	51	48	49
Somewhat effective	35	34	33	35	36
Not very effective	11	8	8	9	10
Not at all effective	14	9	7	8	5
dk/na	1	3	1	1	1
Increasing your desire to quit smoking					
Very effective	27	21	24	19	33
Somewhat effective	29	34	34	35	38
Not very effective	19	17	21	16	12
Not at all effective	24	25	20	29	16
dk/na	1	2	*	1	1
Getting you to try to quit smoking					
Very effective	17	16	28	18	29
Somewhat effective	33	35	27	26	35
Not very effective	18	23	19	21	17
Not at all effective	31	25	26	35	18
dk/na	1	1	*	1	–
Getting you to smoke less around others than you used to					
Very effective	17	22	21	15	27
Somewhat effective	27	30	29	31	31
Not very effective	19	25	15	18	17
Not at all effective	36	23	34	35	24
dk/na	1	1	1	1	1
Getting you to smoke less					
Very effective	19	17	20	17	24
Somewhat effective	28	32	30	32	36
Not very effective	25	26	21	16	16
Not at all effective	28	26	28	34	24
dk/na	1	*	*	–	–

* Less than one percent

Q.29
Thinking about the health warning messages that are now 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
*** Note: Slightly different question wording in December 2002*

c. Assessment of Current Messages

About seven in ten youth each strongly agree that the health warning messages now on cigarette packages provide them with important information about the health effects of smoking cigarettes (71%) and that these messages are accurate (69%), and almost six in ten strongly agree that these messages make smoking seem less attractive (56%).

Combining the numbers who strongly and somewhat agree, almost all youth agree that the messages provide important information (94%) and that the messages are accurate (93%). Eight in ten youth agree that the health warning messages make smoking seem less attractive (80%).

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

Assessment of Current Messages

	Mar-Apr 2001	July 2001	Nov-Dec 2001	July 2002	Dec 2002*
The messages provide you with important information about the health effects of smoking cigarettes					
Strongly agree	71	70	69	70	71
Somewhat agree	21	22	25	22	23
Somewhat disagree	3	2	2	3	2
Strongly disagree	2	2	2	2	2
dk/na	3	4	2	3	2
The messages are accurate					
Strongly agree	70	66	62	69	69
Somewhat agree	21	23	29	22	24
Somewhat disagree	2	5	3	3	4
Strongly disagree	2	2	2	2	1
dk/na	5	5	3	4	2
The messages make smoking seem less attractive					
Strongly agree	–	–	56	58	56
Somewhat agree	–	–	23	23	24
Somewhat disagree	–	–	10	9	9
Strongly disagree	–	–	9	8	9
dk/na	–	–	3	2	1

Q.27
Thinking generally about the health warning messages that are now on cigarette packages in Canada, do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements ...?
** Note: Slightly different question wording in December 2002*

Girls are more likely than boys to strongly agree that the health warning messages now on cigarette packages provide important information. Non-smoking youth, those who have seen, read or heard about the health warning messages now on cigarette packages and those who have seen these messages on cigarette packages themselves are more likely to strongly agree that these messages provide important information and make smoking seem less attractive. Those who have seen, read or heard about the health warning messages now 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 that these messages are accurate. Among non-smoking youth, potential smokers are less likely to agree that these messages are accurate.

Assessment of Current Messages

December 2002

	GP	S	PS
The messages provide you with important information about the health effects of smoking cigarettes			
Strongly agree	71	66	71
Somewhat agree	23	24	24
Somewhat disagree	2	2	2
Strongly disagree	2	6	2
dk/na	2	2	1
The messages are accurate			
Strongly agree	69	68	66
Somewhat agree	24	22	30
Somewhat disagree	4	5	3
Strongly disagree	1	4	*
dk/na	2	1	1
The messages make smoking seem less attractive			
Strongly agree	56	45	58
Somewhat agree	24	23	23
Somewhat disagree	9	13	10
Strongly disagree	9	17	9
dk/na	1	1	1

Q.27

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

** Note: Slightly different question wording in December 2002*

D. Comparison of Current and Old Messages

When youth are asked to compare the health messages now 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 (82%) and in encouraging them not to take up smoking (81%). 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 previous surveys.

Potential smokers, those who have seen read or heard about the health warning messages now on cigarette packages, and those who have seen these messages on cigarette packages themselves are more likely to think the health warning messages now 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 these messages are more effective in informing them about the health effects of smoking.

Comparison of Current and Old Messages

	Mar-Apr 2001	July 2001	Nov-Dec 2001	July 2002	Dec 2002*
Informing you about the health effects of smoking					
New message/message now on cigarette packages	80	79	81	81	82
Old message	5	3	5	4	5
Both/neither	4	6	4	4	3
dk/na	11	12	11	11	10
Encouraging you not to take up smoking					
New message/message now on cigarette packages	76	78	79	79	81
Old message	6	5	5	7	7
Both/neither	7	7	7	6	5
dk/na	11	10	8	8	7

December 2002

	GP	S	PS
Informing you about the health effects of smoking			
New message/message now on cigarette packages	82	87	85
Old message	5	5	4
Both/neither	3	7	2
dk/na	10	2	8
Encouraging you not to take up smoking			
New message/message now on cigarette packages	81	80	84
Old message	7	11	5
Both/neither	5	8	7
dk/na	7	1	4

Q.28
Comparing the health messages that are now on cigarette packages to the old health warning messages that were on packages before January 2001, which do you think is more effective in ...?
** Note: Slightly different question wording in December 2002*

When youth smokers are asked to compare the health warning messages now on cigarette packages to the old health warning messages, more than eight in ten each say the current messages are more effective than the old in getting them to try to quit smoking (84%), increasing their desire to quit smoking (84%) and getting them to smoke less (82%). Three-quarters of youth say that the current messages are more effective than the old messages in getting them to smoke less around others than they used to (75%). About one in ten or fewer each think that the old messages are more effective in achieving any of these outcomes.

Since July 2002, there have been increases in the numbers of youth smokers who think that the current health warning messages are more effective than the old messages in getting them to smoke less, in getting them to try to quit smoking and in increasing their desire to quit smoking.

Comparison of Current and Old Messages

Smokers

	July 2001	Nov-Dec 2001	July 2002	Dec 2002*
Getting you to try to quit smoking				
New message/message now on cigarette packages	75	76	76	84
Old messages	6	7	5	6
Both equally	4	2	2	1
Neither	14	11	13	8
dk/na	1	3	4	1
Increasing your desire to quit smoking				
New message/message now on cigarette packages	74	80	70	84
Old messages	7	5	10	5
Both equally	4	1	2	1
Neither	13	11	16	9
dk/na	2	3	3	1
Getting you to smoke less				
New message/message now on cigarette packages	74	78	73	82
Old messages	6	5	11	6
Both equally	3	1	2	1
Neither	15	13	10	10
dk/na	1	3	4	1
Getting you to smoke less around others than you used to				
New message/message now on cigarette packages	66	72	74	75
Old messages	7	7	5	13
Both equally	6	1	2	1
Neither	18	16	16	8
dk/na	3	4	3	2

Q.30

Now, comparing the health warning messages that are now on cigarette packages to the old health warning messages, which is more effective in each of the following ways ...?

Subsample: Smokers

** Note: Slightly different question wording in December 2002*

E. Avoidance of Messages

Youth smokers were asked whether, since the beginning of the year (2002), they have ever concealed a 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 health warning messages. A total of about one-third of youth smokers have concealed a health warning message by placing a cover over the pack (14%), by transferring their cigarettes to another container (15%), or by both methods (5%).

The results of the current survey are similar to those found in July 2002.

Among those youth smokers who have concealed a new health warning message since the beginning of the year (2002),[6] almost four in ten (37%) say they have done this more than ten times, 22 percent say between three and ten times, and 41 percent say once or twice.

Ever Concealed Message on Cigarette Package

Smokers

	Nov-Dec 2001	July 2002	Dec 2002*
Yes, transferred cigarettes to another container	10	13	15
Yes, placed cover over pack	18	14	14
Yes, did both	9	5	5
No	63	65	65
dk/na	–	2	1

Q.31a

Since the beginning of this year, have you ever concealed a health warning message on your cigarette package, either by placing a cover over your package or by transferring your cigarettes to another container?

Subsample: Smokers

** Note: Slightly different question wording in December 2002*

Frequency of Concealing Message on Cigarette Package

Smokers

	Nov-Dec 2001	July 2002	Dec 2002
Once or twice	34	29	41
Between 3 and 10 times	16	25	22
More than 10 times	50	46	37
dk/na	–	–	–

Q.31b

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

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

6 These numbers should be interpreted with caution, because of small sample sizes (N=51).

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 health warning message on the cigarette package they were first offered. More than seven in ten youth smokers (76%) say they have not asked for a package with a different health warning message; one-quarter of youth smoker (24%) have done so.

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

Among those youth smokers who have asked for a different package of cigarettes since the beginning of the year (2002),[7] fewer than two in ten (16%) say they have done this more than ten times, three in ten (28%) say they have done this between three and ten times, and more than one-half (56%) say once or twice.

Ever Asked for Different Cigarette Package

Smokers

	Nov-Dec 2001	July 2002	Dec 2002*
Yes	28	23	24
No	71	75	76
dk/na	1	1	1

Q.32a

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 health warning messages on the pack that you were first offered?

Subsample: Smokers

** Note: Slightly different question wording in December 2002*

Frequency of Asking for Different Cigarette Package

Smokers

	Nov-Dec 2001	July 2002	Dec 2002
Once or twice	42	42	56
Between 3 and 10 times	28	37	28
More than 10 times	29	20	16
dk/na	–	–	–

Q.32b

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 health warning messages on the pack they were first offered

7 These numbers should be interpreted with caution, because of small sample sizes (N=34).

F. Awareness of Messages on Slide

When asked, top-of-mind, if they can recall or describe anything they saw or read on the back of the slide portion of a cigarette package (without looking at a cigarette package), three-quarters of Canadian youth either offer no opinion (43%) or say they have not seen the slide portion (35%). Seven percent mention tips to stop smoking and five percent mention health warnings in general. Eighteen percent mention other items.

Older youth and youth smokers are more likely than others to recall tips to stop smoking; youth smokers are also more likely to recall health warnings in general.

About one-half (52%) of youth smokers strongly agree that the information they have seen on the back of the slide is accurate, and about four in ten (38%) strongly agree that the information is useful to them. Combining the strongly and somewhat agree numbers, 74 percent of youth smokers agree the information is accurate, and 64 percent say it is useful to them.

Awareness of Message on Back of Slide
December 2002

	GP	S	PS
Tips to stop smoking	7	32	4
Health warnings in general	5	11	6
Deaths/statistics/small town analogy	3	5	4
Tar, nicotine, carbon monoxide levels, cigarette ingredients	3	2	5
A calendar	2	4	5
1-800 number/quit smoking line	2	6	2
Lung cancer/disease	2	4	2
Calendar is gone	1	2	1
Cancer/diseases in general	1	1	1
Information in general	1	2	1
Text with yellow highlighting	1	1	1
Impotence	1	–	1
Addiction warnings	*	1	–
Heart disease/problems	*	–	*
Mouth diseases (gums/teeth/etc.)	*	–	1
Website address	*	2	–
Pictures	*	–	*
Stroke	*	–	*
Other	1	–	1
Not seen sliding part of cigarette pack	35	18	33
dk/na	43	25	40

* Less than one percent

Q.33
Without looking at a cigarette package, can you recall or describe anything you saw or read on the back of the sliding part of a cigarette package? Anything else?

Messages on Back of Slide
Smokers December 2002

The information is accurate	
Strongly agree	52
Somewhat agree	22
Somewhat disagree	4
Strongly disagree	4
dk/na	19
The information is useful to you	
Strongly agree	38
Somewhat agree	26
Somewhat disagree	9
Strongly disagree	12
dk/na	15

Q.34
Thinking about the information you have seen or read on the back of the sliding part of a cigarette package, do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements ...?
Subsample: Smokers

A. Awareness of 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 (42%) and nicotine (42%). Thirteen percent mention tobacco, nine percent mention carbon monoxide, and eight percent mention poison/rat poison/strychnine/cyanide. Forty percent mention other toxic substances. Nineteen percent offer no opinion.

Since December 2000, there has been a six-point drop (each) in the numbers of youth mentioning tar and nicotine. 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.

Older youth and youth smokers are more likely to mention nicotine, tar and carbon monoxide. Youth aged 12 to 14 years are more likely to mention tobacco. Potential youth smokers are more likely to mention tar.

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

Toxic Substances in Cigarettes

December 2002

	GP	S	PS
Tar	42	54	47
Nicotine	42	52	40
Tobacco	13	9	10
Carbon monoxide	9	18	7
Poison/rat poison/strychnine/cyanide	8	5	9
Ammonia	4	4	5
Carbon dioxide	4	8	3
Arsenic	4	1	4
Type of fuel/gasoline/kerosene/ jet fuel/rocket fuel	4	1	4
Chemicals/gases/toxins – in general	3	2	2
Hydrogen cyanide	3	6	3
Formaldehyde	3	5	3
Benzene	3	7	3
Acid	2	3	1
Nail polish remover	2	1	1
Fibreglass	1	1	1
Household cleaners	1	–	*
Lead	1	1	1
Pesticides	1	–	1
Paint thinner/remover	1	–	2
4-Aminobiphenyl	*	–	*
Benzo[a]pyrene	*	1	1
Carbon	*	1	*
Carcinogens	*	–	*
Oil	*	–	–
Dioxins	*	1	–
Sulphur/sulphate	*	–	–
Other	3	3	3
None/nothing	2	1	2
dk/na	19	13	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 (20%) and tar (19%). Six percent mention carbon monoxide. Fourteen percent mention some other toxic substance. Nine percent say there are no chemicals or toxic substances currently listed on cigarette packages, and 57 percent offer no opinion.

Since December 2000, there has been a decrease of 13 points in the number of youth who say there are no toxic substances listed on cigarette packages, and an increase of 14 points in the number who offer no response to the question.

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

When asked what chemicals or substances in cigarettes, in tobacco or in smoking, if any, cause or can cause disease or harm to health, the largest proportions of youth mention nicotine (24%) and tar (22%). Smaller proportions mention carbon monoxide (7%) and tobacco (5%). Nine percent say that all the chemicals cause harm, and 15 percent mention other specific substances. Forty-three percent offer no opinion.

Q.36
Without looking at a cigarette package, can you name any chemicals or toxic substances that are currently listed on a cigarette package in Canada? Can you name any others?
*** Prior to Dec. 2002: "Poison/rat poison/strychnine/arsenic"*

Toxic Substances Listed on Cigarette Packages

	Dec 2000	Mar-Apr 2001	July 2001	Nov-Dec 2001	July 2002	Dec 2002
Nicotine	23	23	23	22	18	20
Tar	21	21	21	22	17	19
Carbon monoxide	8	7	6	6	6	6
Tobacco	3	4	4	4	3	4
Benzene	*	*	1	2	2	2
Hydrogen cyanide	*	1	*	2	2	2
Formaldehyde	*	*	1	1	2	1
Carbon dioxide	2	2	2	1	1	1
Poison/rat poison/ strychnine/arsenic/ cyanide (unspec.)**	*	1	*	1	1	1
Chemicals/gases/toxins – in general	1	1	2	1	*	1
Lead	–	–	–	*	*	*
Type of fuel/gasoline/ kerosene/jet fuel	*	*	1	*	1	*
Carcinogens	–	–	*	–	*	–
Other	*	*	*	*	3	2
None	22	30	14	15	14	9
dk/na	43	34	49	49	54	57

* Less than one percent

December 2002

	GP	S	PS
Nicotine	20	31	20
Tar	19	47	18
Carbon monoxide	6	17	4
Tobacco	4	4	3
Benzene	2	4	2
Hydrogen cyanide	2	5	1
Formaldehyde	1	3	1
Carbon dioxide	1	2	–
Poison/rat poison/strychnine/ arsenic/cyanide (unspec.)**	1	1	1
Chemicals/gases/toxins – in general	1	1	1
Lead	*	–	–
Type of fuel/gasoline/ kerosene/jet fuel	*	1	–
Other	2	2	2
None/no chemicals or toxic substances	9	9	10
dk/na	57	30	60

* Less than one percent

Boys are more likely than girls to mention tar. Older youth and youth smokers are more likely than others to mention tar and nicotine. Potential youth smokers, those who have seen, read or heard about the health warning messages now on cigarette packages and those who have seen the health warning messages on cigarette packages themselves are more likely than others to mention tar. Those who have seen the health warning messages on cigarette packages themselves are more likely than others to mention nicotine.

About seven in ten youth (68%) think that chemicals are added to tobacco when cigarettes are being manufactured. About one in ten (12%) say that chemicals are not added and two in ten (21%) offer no response.

Chemicals Added to Cigarettes During Manufacture

	July 2002	Dec 2002
Yes, chemicals are added	65	68
No, chemicals are not added	15	12
dk/na	20	21

December 2002

	GP	S	PS
Yes, chemicals are added	68	75	71
No, chemicals are not added	12	10	11
dk/na	21	15	18

Q.39

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

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

	July 2002	Dec 2002
Nicotine	19	24
Tar	21	22
Carbon monoxide	6	7
Tobacco	5	5
Arsenic	1	2
Poison/rat poison/strychnine/cyanide	3	2
Hydrogen cyanide	2	2
Ammonia	2	2
Benzene	1	1
Chemicals/gases/toxins – in general	*	1
Formaldehyde	2	1
The smoke itself	2	1
Carbon dioxide	1	1
Type of fuel/gasoline/kerosene/jet fuel/ rocket fuel	*	1
Lead	1	*
Nail polish remover	*	*
Acid	*	*
Benzo[a]pyrene	*	*
Pesticides	*	*
Household cleaners	*	*
4-Aminobiphenyl	*	*
Carbon	*	*
Ash	*	*
Fibreglass	–	*
Nitrosamines	*	*
Paint thinner/remover	*	*
Carcinogens	–	*
Sulphur/sulphate	*	*
Battery acid/toxic juice	*	–
Cadmium	*	–
Phenols	*	–
Nitrogen oxides (nitrogen dioxide, nitrous oxide)	*	–
All the chemicals cause harm	11	9
Other	1	1
None/nothing	3	3
dk/na	47	43

* Less than one percent

Q.38

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?

The results of the current survey are similar to those found in July 2002.

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

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

December 2002

	GP	S	PS
Nicotine	24	38	23
Tar	22	29	25
Carbon monoxide	7	10	6
Tobacco	5	3	4
Arsenic	2	1	4
Poison/rat poison/strychnine/cyanide	2	–	3
Hydrogen cyanide	2	2	2
Ammonia	2	2	1
Benzene	1	2	1
Chemicals/gases/toxins – in general	1	1	1
Formaldehyde	1	2	2
The smoke itself	1	–	1
Carbon dioxide	1	2	1
Type of fuel/gasoline/kerosene/jet fuel/ rocket fuel	1	–	*
Lead	*	–	*
Nail polish remover	*	–	–
Acid	*	–	–
Benzo[a]pyrene	*	–	1
Pesticides	*	–	1
Household cleaners	*	–	–
4-Aminobiphenyl	*	2	–
Carbon	*	1	–
Ash	*	–	*
Fibreglass	*	1	–
Nitrosamines	*	–	*
Paint thinner/remover	*	–	*
Carcinogens	*	–	*
Sulphur/sulphate	*	–	–
All the chemicals cause harm	9	13	10
Other	1	1	1
None/nothing	3	5	2
dk/na	43	27	46

* Less than one percent

Q.38
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?

B. Impact of Information about Toxic Substances

About one-half each of youth smokers say that the information about chemicals and toxic substances now on the side of cigarette packages has contributed to encouraging them to try to quit smoking (53%) and increasing their desire to quit smoking (53%). Just under one-half say this information has contributed to getting them to smoke less (46%). About two in ten (23%) say the information has contributed to getting them to switch to a different brand or product.

List and Information on Side of Cigarette Pack

Smokers December 2002

	Yes	No	dk/na
Increased your desire to quit smoking	53	46	1
Encouraged you to try to quit smoking	53	45	1
Got you to smoke less	46	53	1
Got you to switch to a different brand/product	23	76	1

Q.37
Thinking about the list and the information about chemicals and toxic substances that is now on the side of cigarette packages in Canada, has this information contributed to any of the following? Has it ...?
Subsample: Smokers

Survey Methods

The results of the survey are based on questions asked to 1,003 youth between 12 and 18 years of age, living within the ten provinces of Canada. The survey was conducted by telephone from December 10 to 21, 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	82	80	11.0
Quebec	253	250	6.2
Ontario	375	374	5.1
Manitoba/Saskatchewan	71	74	11.3
Alberta	91	96	10.0
British Columbia	131	129	8.6
Total	1,003	1,003	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 23,109 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 1,003 interviews were completed. The margin of error for a sample of 1,003 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 1,003 interviews.

Dialled Sample	23,109
Household not eligible	6,024
Non-residential/not in service	5,670
Language barrier	747
Subtotal	12,441
New Base (23,109-12,441)	10,668
No answer/line busy/ respondent not available	7,481
Refusals	2,112
Mid-interview refusals	72
Subtotal	9,665
Net Completions (10,668-9,665)	1,003

Questionnaires

ENVIRONICS
RESEARCH GROUP

Survey of Youth - Wave 6
PN5259
Questionnaire - Draft 1

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
2 - 13
3 - 14
4 - 15 — **GO TO Q.1**
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

HEALTH WARNING MESSAGES

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

1 - Yes
2 - No
3 - DK/NA

20. Have you seen, read or heard anything about the health warning messages that are NOW on cigarette packages in Canada, that is, the new messages that began appearing on cigarette packages at the beginning of 2001?

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

21. Have you seen any of these health warning messages on any cigarette packages themselves?

1 - Yes
2 - No
3 - DK/NA

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

1 - Yes
2 - No
3 - DK/NA

23. a) Overall, about how often do you find yourself looking at, or reading <u>any</u> 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.23(a), ASK:
b) About how many times a day would you look at a message?

1 - _____TIMES PER DAY
2 - DK/NA

24. Again referring to the health warning messages that are <u>NOW</u> on cigarette packages in Canada and <u>without looking</u> at a cigarette package, what do these health warning messages <u>look</u> 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

25. Without looking at a cigarette package, when it comes to the health warning messages that are <u>NOW</u> on cigarette packages, what specific health warning messages can you remember? [**PROBE**: Are there any others?]

_____

_____

_____

2 - None
3 - DK/NA

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

Vb

_____

_____

_____

2 - None
3 - DK/NA

ASK ALL

27. Thinking generally about the health warning messages that are NOW 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.

28. Comparing the health messages that are NOW on cigarette packages to the OLD health warning messages that were on packages before January 2001, which do you think is more effective in…

a) informing you about the health effects of smoking?

1 – Messages NOW on cigarette packages
2 - OLD messages
VOLUNTEERED
3 - Both equally
4 - Neither
5 - DK/NA

b) encouraging you not to take up smoking?

ASK SMOKERS ONLY

29. Thinking about the health warning messages that are NOW 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

30. Now comparing the health warning messages that are NOW on cigarette packages 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 – Messages NOW on cigarette packages
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

31. a) Since the beginning of this year, have you ever concealed a health 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

32. 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 health 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

ASK ALL

33. *Without looking at a cigarette package, can you recall or describe anything you saw or read on the back of the sliding part of a cigarette package? Anything else?
DO NOT READ. CODE ALL THAT APPLY.

01 - Tips to stop smoking
02 - Health warnings in general
03 - 1-800 number/quit smoking line/Health Canada
04 - Deaths/statistics/small town analogy
05 - A calendar
06 - Text with yellow highlighting
07 - Tar, nicotine, carbon monoxide levels, cigarette ingredients
08 - Information in general
09 - Website address
10 - Lung cancer/disease
11 - Calendar is gone
12 - Cancer/diseases in general
13 - Not seen sliding part of a cigarette pack
14 - Other (**SPECIFY**) _____
15 - DK/NA

ASK ALL SMOKERS

34. *Thinking about the information you have seen or read on the back of the sliding part of a cigarette package, do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements?

a) The information is accurate

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

b) The information is useful to you

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.

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

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

ASK SMOKERS

37. * Thinking about the list and the information about chemicals and toxic substances that is now on the side of cigarette packages in Canada, has this information contributed to any of the following? Has it … **READ**

a) increased your desire to quit smoking?

1 - yes
2 - No
3 - DK/NA

b) encouraged you to try to quit smoking?
c) got you to smoke less?
d) got you to switch to a different brand or product?

ASK ALL

38. What chemicals or substances in cigarettes, in tobacco, or in smoking, if any, causes or can cause disease or harm to health? Are there any others?
DO NOT READ. CODE ALL THAT APPLY.

01 - 4-Aminobiphenyl
02 - Ammonia
03 - Arsenic
04 - Benzene
05 - Benzo[a]pyrene
06 - Cadmium
07 - Carbon dioxide
08 - Carbon monoxide
09 - Dioxins
10 - Formaldehyde
11 - Hydrogen cyanide
12 - Lead
13 - Nicotine
14 - Nitrogen oxides (nitrogen dioxide, nitric oxide)
15 - Nitrosamines
16 - Pesticides
17 - Phenols
18 - Tar
19 - All the chemicals cause harm
20 - The smoke itself
21 - None/no diseases
22 - Other (**SPECIFY**)

_____
_____
_____

23 - DK/NA

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

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

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

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

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.

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

1 - yes, in school full-time	**GO TO Q.42**
2 - yes, in school part-time	**GO TO Q.42**
3 - No, not in school	**GO TO Q.43**
4 - DK/NA	**GO TO Q.44**

IF IN SCHOOL, ASK:

42. 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:

43. 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:

44. 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

45. 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

46. 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

47. About how much spending money do you get a week from all sources?
PROBE FOR APPROXIMATE DOLLAR FIGURE

$_____
2 - DK/NA

48. 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

49. 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

50. 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 6
PN5259
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

Environics Research Group Limited
33 Bloor Street East, Suite 900
Toronto, Ontario
Canada M4W 3H1
tel: 416 920-9010
fax:416 920-3299
http://www.environics.net

E. Quel âge avez-vous?

1 - 12
2 - 13
3 - 14
4 - 15
5 - 16
6 - 17
7 - 18 — **PASSER À Q.1**

8 – NSP/PR **DEMANDER Q.F**

F. De quel groupe d'age 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'essayiez 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 pensieriez-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 cérébrovasculaires/ACV
31 - Rides/vieillissement prématuré
32 - Jaunissement des dents/des doigts/effet sur l'aspect physique
33 - Aucun
34 - Autre (**PRÉCISER**) _____
35 - NSP/PR

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/famillle/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.

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

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.

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 syndrôme de la mort subite du nourrisson
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

MESSAGES D'INFORMATION SUR LA SANTÉ

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

1 - Oui
2 - Non
3 - NSP/PR

20. Est-ce que vous avez vu, lu ou entendu quelque chose au sujet des messages d'avertissement pour la santé qui figurent MAINTENANT sur les paquets de cigarettes au Canada, c'est-à-dire les nouveaux messages qui ont commencé à paraître sur les paquets de cigarettes au début de 2001?

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

21. Est-ce que vous avez vu l'un ou l'autre de ces messages sur un paquet de cigarettes?

1 - Oui
2 - Non
3 - NSP/PR

22. **SI LE FUMEUR LE DEMANDE :** Est-ce que vous avez vu l'un ou l'autre de ces messages d'avertissement pour la santé sur un paquet de [marque principale – Q8a]?

1 - Oui
2 - Non
3 - NSP/PR

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

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

SI PLUSIEURS FOIS PAR JOUR À Q.23a), DEMANDER :
b) Environ combien de fois par jour est-ce que vous voyez ce message?

1 - _____FOIS PAR JOUR
2 - NSP/PR

24. Si vous ne regardez pas en ce moment un paquet de cigarettes, à quoi est-ce que les messages d'avertissement sur la santé qui figurent maintenant 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

25. Si vous ne regardez pas en ce moment un paquet de cigarettes et si on pense aux messages sur la santé qui figurent maintenant 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 - Aucune
3 - NSP/PR

26. Si vous ne regardez pas en ce moment un paquet de cigarettes et si on pense aux messages sur la santé qui figurent maintenant 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 - Aucune
3 - NSP/PR

DEMANDER À TOUS

27. Si on pense en général aux messages d'avertissement qui figurent maintenant 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

28. Si on compare les messages sur la santé qui figurent MAINTENANT sur les paquets de cigarettes aux ANCIENS messages d'avertissement pour la santé qu'on voyait sur les paquets avant janvier 2001, lesquels réussissent le plus efficacement, d'après vous …

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

1 - Les messages qui figurent MAINTENANT sur les paquets de cigarettes
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

29. Si on pense aux messages d'avertissement pour la santé qui figurent MAINTENANT sur les 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

30. Et maintenant, si on compare les messages d'avertissement pour la santé qui figurent MAINTENANT sur les paquets de cigarettes aux anciens messages d'avertissement pour la santé, lesquels réussissent le plus efficacement, d'après vous, dans chacun des domaines suivants?

a) Vous amener à moins fumer

1 - Les messages qui figurent MAINTENANT sur les paquets de cigarettes
2 - Les anciens messages
NON SUGGÉRÉ
3 - Les deux également
4 - Ni l'un ni l'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

31. a) Depuis le début de l'année, est-ce que vous avez déjà caché un de ces 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

32. 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 messages d'avertissement qu'on vous avait offert en premier?

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

b) Depuis le début de l'année, est-ce que vous l'avez fait... **LIRE**

1 - une ou deux fois
2 - de 3 à 10 fois, ou
3 - plus de 10 fois
4 - NSP/PR

DIAPOSITIVE

DEMANDER À TOUS

33. *Si vous ne regardez pas en ce moment un paquet de cigarettes, est-ce que vous pouvez vous rappeler ou décrire quelque chose que vous avez vu ou lu à l'endos du tiroir d'un paquet de cigarettes? Est-ce qu'il y a autre chose?
NE PAS LIRE. CODER TOUTES LES MENTIONS QUI S'APPLIQUENT.

01 - Trucs pour arrêter de fumer
02 - Avertissements pour la santé en général
03 - Numéro 1-800 /numéro téléphonique pour arrêter de fumer/Santé Canada
04 - Morts/statistiques/analogie à une petite ville
05 - Un calendrier
06 - Texte surligné en jaune
07 - Taux de goudron, de nicotine, de monoxyde de carbone, ingrédients contenus dans les cigarettes
08 - Informations en général
09 - Adresse d'un site web
10 - Cancer du poumon/maladie pulmonaire
11 - Il n'y a plus de calendrier
12 - Cancer/maladies en général
13 - N'a pas vu le tiroir d'un paquet de cigarettes
14 - Autre (**PRÉCISER**) _____
15 - NSP/PR

DEMANDER AUX FUMEURS

34. *Si on pense aux informations que vous avez vues ou lues à l'endos du tiroir d'un paquet de cigarettes, est-ce que vous êtes fortement d'accord, plutôt d'accord, plutôt en désaccord ou fortement en désaccord avec chacun des énoncés suivants?

a) Les informations sont exactes

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

b) Les informations vous sont utiles

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-Aminobiphényl

02 - Ammoniac
03 - Arsenic
04 - Benzène
05 - Benzo[a]pyrène
06 - Cadmium
07 - Dioxyde de carbone
08 - Monoxyde de carbone
09 - Dioxines
10 - Formaldéhyde
11 - Cyanure d'hydrogène/acide cyanhydrique
12 - Plomb
13 - Nicotine
14 - Oxydes d'azote (dioxyde d'azote, oxyde nitrique)
15 - Nitrosamines
16 - Pesticides
17 - Phénols
18 - Goudron
19 - Aucun
20 - Autre (**PRÉCISER**) _____
21 - NSP/PR

36. 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 au Canada? [**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

DEMANDER AUX FUMEURS

37. * Si on pense à la liste et aux informations sur les produits chimiques et les substances toxiques qui figurent maintenant sur le côté des paquets de cigarettes au Canada, est-ce que ces informations ont contribué à l'un ou l'autre des gestes suivants? Est-ce qu'elles... **LIRE**

a) ont augmenté votre désir d'arrêter de fumer?

1 - Oui
2 - Non
3 - NSP/PR

b) vous ont encouragé à essayer d'arrêter de fumer?
c) vous ont amené à fumer moins?
d) vous ont amené à adopter une marque ou un produit différent?

DEMANDER À TOUS

38. Quels sont les produits chimiques ou les substances dans les cigarettes, dans le tabac, ou lorsqu'on fume, s'il y a lieu, qui causent ou qui peuvent causer des maladies ou être dangereux pour la santé? Est-ce qu'il y en a d'autres?
NE PAS LIRE - CODER TOUTES LES MENTIONS QUI S'APPLIQUENT

01 - 4-Aminobiphényl
02 - Ammoniac
03 - Arsenic
04 - Benzène
05 - Benzo[a]pyrène
06 - Cadmium
07 - Dioxyde de carbone
08 - Monoxyde de carbone
09 - Dioxines
10 - Formaldéhyde
11 - Cyanure d'hydrogène/acide cyanhydrique
12 - Plomb
13 - Nicotine
14 - Oxydes d'azote (dioxyde d'azote, oxyde nitrique)
15 - Nitrosamines
16 - Pesticides
17 - Phénols
18 - Goudron
19 - Tous les produits chimiques sont dangereux
20 - La fumée elle-même
21 - Aucun/aucune chemicals
22 - Autre (**PRÉCISER**)
_____
_____
_____
23 - NSP/PR

39. 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

40. Quels sont les effets sur la santé ou les maladies spécifiques, s'il y a lieu, qui peuvent être causés 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

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.

41. Est-ce que vous êtes actuellement aux études à temps plein ou à temps partiel?

1 - Oui, aux études à temps plein	**PASSER À Q.42**
2 - Oui, aux études à temps partiel	**PASSER À Q.42**
3 - Non, n'est pas aux études	**PASSER À Q.43**
4 - NSP/PR	**PASSER À Q.44**

SI AUX ÉTUDES, DEMANDER :

42. 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 :
43. 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 :

44. 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

45. 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

46. 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

47. 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

48. 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

49. 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

50. * 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)

Extra Tables

The following tables summarize the findings of six waves of surveys for three sub-groups.

GP = total sample of youth (general population of youth)
S = smokers
PS = potential smokers

Cigarette Consumption Per Day

	Dec 2000			Mar-Apr 2001			July 2001			Nov-Dec 2001			July 2002			Dec 2002		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS
Every day	11	64	–	7	54	–	10	65	–	10	61	–	8	62	–	10	68	–
Occasionally (less than every day)	6	36	–	6	46	–	5	35	–	7	39	–	5	38	–	5	32	–
Not at all	83	–	100	87	–	100	84	–	100	83	–	100	88	–	100	85	–	100

Q.1

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

Smoking as a Health Problem

	Dec 2000			Mar-Apr 2001			July 2001			Nov-Dec 2001			July 2002			Dec 2002		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS
Major	84	72	84	87	77	88	85	70	84	86	80	82	84	67	83	85	70	84
Minor	13	22	14	11	19	10	13	24	15	12	16	15	14	22	15	13	23	15
Not a problem	2	5	2	1	3	1	1	5	1	2	2	2	2	8	1	2	6	1
dk/na	1	1	*	1	1	1	1	1	*	1	2	1	1	2	1	*	1	*

* Less than one percent

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			Dec 2002		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS
Cancer – lung	60	55	64	68	60	70	61	57	68	62	67	65	55	58	58	59	64	62
Cancer in general	35	38	35	34	38	35	37	42	33	37	38	37	40	35	44	37	33	38
Heart attack/disease/angina	17	23	16	21	28	19	19	17	19	19	27	16	17	18	16	21	19	23
Lung disease/lungs (unspecified)	16	17	17	13	15	12	14	12	12	14	9	14	16	13	12	15	11	15
Cancer – oral (tongue, lips, mouth, throat)	13	15	15	14	14	18	15	23	19	18	29	18	12	17	13	15	17	20
Emphysema	9	16	9	10	16	11	10	19	10	8	14	8	11	20	10	11	14	15
Gum disease/tooth loss/mouth disease	4	4	5	6	8	5	5	6	6	6	7	6	7	8	7	6	6	6
Asthma	5	7	3	4	6	4	5	6	6	4	6	5	4	10	6	5	3	3
Respiratory problems/difficulty breathing/ shortness of breath	5	4	7	5	5	5	5	7	5	5	10	3	7	14	7	4	5	5
Yellow teeth/fingers/effect on appearance	2	4	3	4	2	4	5	3	6	3	2	3	6	6	6	4	1	8
Brain damage/disease	1	1	1	3	1	2	2	1	1	3	4	1	3	3	2	3	4	3
Blood circulation problems/blood clots	2	1	2	2	5	2	2	2	1	2	2	1	2	4	2	3	5	3
Cancer – other	1	1	1	2	–	3	2	2	2	3	3	2	2	2	2	2	2	2
Stroke	2	3	2	4	5	5	2	7	1	3	9	1	3	5	2	2	3	1
Addiction	1	2	1	1	–	1	1	1	1	*	–	*	1	1	1	2	3	2
Death/premature death	2	1	2	1	1	1	2	*	1	1	1	1	2	2	1	2	2	1
Second-hand smoke	*	–	–	1	1	*	*	1	–	1	1	1	1	1	*	2	2	2
Bad breath	1	1	1	2	1	4	1	2	2	2	2	2	2	3	2	1	1	2
Impotence/sexual dysfunction	*	–	*	2	5	4	2	4	1	2	4	2	2	6	1	1	2	1
Preterm birth/premature birth	2	1	1	1	2	2	1	1	1	1	3	*	2	2	2	1	1	1
Liver damage/disease	*	–	*	2	–	2	1	–	1	1	1	1	1	1	1	1	1	–
Poor physical condition/loss of energy	2	2	2	2	2	1	1	2	2	1	3	1	1	2	1	1	*	2
Smaller babies/reduced growth of babies during pregnancy	2	1	2	1	2	1	1	*	1	1	3	1	1	–	1	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			Dec 2002		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS
Cancer – breast	1	1	*	1	1	1	1	1	1	1	1	1	1	–	1	1	1	1
High blood pressure	*	–	*	*	1	*	*	1	*	*	–	1	*	1	*	1	1	2
Coughing	*	1	*	*	–	*	1	*	2	*	1	*	*	–	*	1	1	1
Kidney disease/problems	*	–	*	*	1	*	*	–	–	1	–	*	*	–	*	1	–	*
Wrinkles/premature aging	1	1	1	1	–	1	1	2	1	1	1	1	1	3	*	1	1	1
Birth defects/problems with pregnancy	–	–	–	–	–	–	1	3	1	1	2	1	1	2	1	1	–	1
Skin irritations/conditions	*	1	–	–	–	–	*	–	1	*	1	*	1	*	1	1	–	1
Throat disease/problems	*	1	*	1	–	1	1	1	*	*	–	–	1	1	1	1	1	1
Eye disease/problems	*	–	*	*	–	*	1	1	*	1	–	1	–	–	–	*	1	1
Diabetes	–	–	–	–	–	–	–	–	–	*	1	–	*	–	1	*	–	–
Effect on the fetus/unborn child	1	1	1	1	1	2	1	–	2	1	1	1	1	1	1	*	–	1
Immune system problems	1	1	–	–	–	–	*	–	–	*	–	–	*	–	*	*	–	–
Headaches	*	–	*	–	–	–	*	–	*	–	–	–	*	1	–	*	1	*
Stomach problems	*	1	1	–	–	–	–	–	–	*	–	–	*	–	–	*	1	–
Allergies	*	–	*	*	–	–	–	–	–	*	1	–	*	–	*	*	–	*
Air pollution/environmental damage	*	–	*	*	–	*	*	–	*	*	–	*	*	–	*	*	–	–
Miscarriages/still births	–	–	–	–	–	–	*	1	1	–	–	–	–	–	–	*	1	–
Osteoporosis/problems with bones	–	–	–	–	–	–	–	–	–	1	2	–	*	–	–	*	1	–
Other	3	5	3	5	6	2	4	4	6	6	3	5	1	3	2	1	2	1
None/nothing	1	1	1	1	1	*	*	2	*	*	*	–	*	–	*	*	1	–
dk/na	3	2	1	1	2	1	4	5	3	3	2	2	4	2	2	2	1	1

* 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?

Sources of Information About Health Effects

	Dec 2000			Mar-Apr 2001			July 2001			Nov-Dec 2001			July 2002			Dec 2002		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS
Television	49	54	52	56	54	61	48	44	49	53	59	56	54	53	57	56	73	60
School/university	48	39	46	44	21	40	40	24	39	49	28	53	37	23	33	47	24	47
Cigarette packages	13	34	14	29	66	34	32	70	35	30	62	33	32	60	37	24	48	28
Magazines	16	16	16	14	11	17	11	9	11	12	14	13	15	13	17	16	11	21
Word of mouth/family/friends	11	11	10	10	8	11	14	14	15	14	8	15	15	12	14	15	13	15
Newspapers	6	7	8	7	6	6	6	3	8	5	6	4	8	10	8	8	9	8
Billboards	5	5	6	6	8	6	5	7	7	5	8	5	7	8	7	6	6	9
Radio	5	2	5	5	5	5	5	4	4	5	7	4	5	8	5	6	6	7
Internet/website	2	1	3	3	1	2	2	–	2	3	4	2	3	4	4	4	2	5
Bus/public transportation	1	1	*	–	–	–	*	1	1	1	1	2	1	1	2	3	3	2
Public areas and buildings	1	–	1	2	2	2	2	1	2	4	4	3	3	1	4	3	6	3
Advertising/media – general	1	1	1	1	–	1	1	1	1	1	*	1	1	–	1	2	2	1
Doctor/doctor's office	3	4	3	2	5	3	2	4	1	2	2	2	2	3	1	2	1	2
Posters	1	1	*	1	1	*	2	1	1	2	6	1	2	4	1	2	1	1
News	2	–	3	2	3	2	3	4	3	1	*	1	2	1	1	2	1	2
Books/scientific journals	1	–	1	*	–	1	*	–	–	1	–	1	1	3	*	1	1	1
Health associations/agencies	–	–	–	–	–	–	*	–	*	*	–	*	*	–	–	1	1	*
Hospitals/medical clinics	–	–	–	*	–	–	*	1	*	1	1	1	1	2	*	1	2	1
Pamphlets/brochures/flyers	1	1	1	1	1	*	*	1	*	1	–	1	*	–	*	1	1	2
Other tobacco product packages	1	3	1	*	–	*	1	–	1	1	2	1	1	1	2	*	1	–
Workplace	*	–	1	1	–	1	1	1	*	*	2	–	*	1	1	*	1	*
Other	1	1	1	*	–	1	*	1	–	*	1	*	1	*	1	*	*	–
Nowhere	8	6	8	5	6	3	6	2	5	4	3	4	6	4	7	4	2	3
dk/na	3	2	1	3	2	3	3	2	2	3	2	2	4	4	3	3	1	3

* 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?

Specific Health Effects Caused by Smoking

	Dec 2000			Mar-Apr 2001			July 2001			Nov-Dec 2001			July 2002			Dec 2002		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS
Lung cancer																		
Strongly agree	95	93	96	97	94	98	95	90	96	95	96	94	95	89	95	95	91	95
Somewhat agree	4	6	3	2	5	1	4	7	4	4	3	5	4	10	4	5	6	5
Somewhat disagree	1	–	1	*	–	–	*	1	–	*	1	–	*	–	–	*	*	–
Strongly disagree	1	1	1	1	1	1	1	3	–	*	–	1	1	2	1	*	2	–
dk/na	*	–	–	*	–	–	*	–	*	–	–	–	*	–	–	*	–	–
Heart disease																		
Strongly agree	74	78	74	78	76	81	74	75	77	76	78	74	77	70	75	78	75	77
Somewhat agree	21	17	21	18	19	16	21	16	20	20	16	23	19	24	21	18	20	19
Somewhat disagree	2	1	1	2	3	1	3	4	3	2	3	2	2	3	1	2	2	3
Strongly disagree	2	2	2	1	2	1	1	3	–	1	1	1	1	2	2	1	2	1
dk/na	1	2	1	1	–	1	1	2	1	1	1	1	1	1	1	1	1	1
Gum or mouth diseases																		
Strongly agree	66	64	68	73	73	76	72	68	74	73	75	71	75	65	76	75	75	76
Somewhat agree	23	24	21	19	21	17	19	17	19	20	19	23	18	23	18	19	17	19
Somewhat disagree	5	4	7	3	1	4	5	8	4	3	2	2	4	9	3	3	5	2
Strongly disagree	4	5	4	2	4	2	2	6	2	2	1	2	1	2	1	1	1	1
dk/na	3	4	1	2	1	1	2	1	1	2	2	1	1	–	1	2	2	2
Throat cancer																		
Strongly agree	75	76	75	77	78	81	72	72	79	75	82	75	73	70	75	73	79	74
Somewhat agree	18	18	19	17	17	14	21	22	18	20	16	21	20	22	19	21	15	21
Somewhat disagree	3	1	2	3	3	2	3	3	2	2	2	2	3	3	2	3	3	2
Strongly disagree	1	1	2	2	1	2	1	3	2	1	1	*	2	3	1	1	3	1
dk/na	2	3	2	1	1	1	2	1	–	1	–	1	3	2	2	1	–	1

* 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 ...

Specific Health Effects Caused by Smoking

	Dec 2000			Mar-Apr 2001			July 2001			Nov-Dec 2001			July 2002			Dec 2002		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS
Asthma																		
Strongly agree	67	67	72	70	71	70	67	62	73	66	72	71	70	68	72	71	72	74
Somewhat agree	22	22	21	21	20	22	21	21	17	23	17	21	20	20	19	21	21	20
Somewhat disagree	5	6	5	4	4	4	6	6	5	5	6	5	6	4	3	4	4	2
Strongly disagree	4	4	2	3	3	3	4	9	3	3	3	2	3	6	4	3	1	3
dk/na	1	1	*	1	2	1	2	2	1	2	3	1	2	1	2	1	2	*
Mouth cancer																		
Strongly agree	66	68	69	69	68	72	66	62	71	71	73	69	71	68	72	69	71	69
Somewhat agree	21	21	18	21	22	20	24	28	22	22	21	24	20	22	17	22	19	25
Somewhat disagree	6	5	7	4	5	4	4	6	3	3	3	4	4	3	6	4	4	3
Strongly disagree	4	3	5	3	3	3	2	3	2	2	3	1	3	7	2	3	6	3
dk/na	3	4	1	3	1	1	3	1	2	2	1	1	2	1	2	2	1	1
Premature death																		
Strongly agree	63	63	61	67	58	66	64	61	61	64	64	63	65	55	62	61	55	61
Somewhat agree	23	25	24	21	25	23	23	21	28	23	23	24	24	27	25	25	27	28
Somewhat disagree	7	5	8	5	7	6	7	11	7	6	6	5	5	7	7	6	9	6
Strongly disagree	4	4	4	4	9	3	2	5	1	3	3	4	4	9	4	3	6	3
dk/na	3	3	3	3	1	2	4	2	2	4	3	4	3	2	2	4	3	2
Smaller babies or reduced growth of babies during pregnancy																		
Strongly agree	51	48	54	55	55	55	54	53	56	53	55	52	55	58	57	53	49	50
Somewhat agree	29	31	29	29	26	30	29	26	32	31	27	32	31	27	28	31	28	37
Somewhat disagree	7	7	8	8	10	7	7	8	6	7	6	7	7	7	8	7	9	6
Strongly disagree	7	8	6	4	7	5	4	7	4	4	2	5	3	5	3	5	9	5
dk/na	6	6	4	4	2	4	6	6	3	6	9	3	5	3	4	4	5	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 ...

Specific Health Effects Caused by Smoking

	Dec 2000			Mar-Apr 2001			July 2001			Nov-Dec 2001			July 2002			Dec 2002		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS
Chronic brochitis																		
Strongly agree	51	56	57	52	64	54	50	55	57	51	55	52	54	64	55	53	64	55
Somewhat agree	30	31	29	28	23	32	23	29	22	30	27	32	27	24	27	30	24	31
Somewhat disagree	7	5	6	5	8	3	7	5	7	5	8	4	6	5	6	5	2	5
Strongly disagree	2	4	2	3	2	2	2	4	2	2	1	2	3	3	4	2	4	2
dk/na	10	4	6	11	3	9	17	7	12	12	8	9	10	5	8	9	6	7
Stroke																		
Strongly agree	44	37	41	51	52	49	49	53	43	49	48	45	49	43	45	52	54	47
Somewhat agree	30	23	33	26	19	26	27	18	30	27	19	29	30	27	32	30	21	31
Somewhat disagree	11	13	10	8	11	7	8	7	10	7	8	8	8	12	9	7	6	11
Strongly disagree	4	6	4	4	7	5	4	4	3	4	4	6	4	11	3	4	12	2
dk/na	11	20	10	12	11	13	13	18	14	13	20	12	9	7	10	7	6	9
Wrinkles and premature aging																		
Strongly agree	50	53	50	52	44	52	50	47	54	48	46	48	50	44	50	48	44	52
Somewhat agree	25	23	23	25	24	25	22	24	22	25	26	25	25	22	25	27	23	26
Somewhat disagree	12	9	13	12	12	13	13	11	11	12	12	12	11	11	12	12	14	11
Strongly disagree	9	13	9	9	16	8	10	16	10	9	10	10	10	19	10	9	17	8
dk/na	4	2	5	3	3	2	5	2	3	5	6	5	4	3	2	4	2	3
Emphysema																		
Strongly agree	37	48	41	42	48	43	38	49	37	36	43	34	43	48	42	42	50	48
Somewhat agree	24	19	25	21	23	20	20	17	24	21	27	23	21	20	23	25	25	20
Somewhat disagree	7	5	8	8	5	8	9	9	9	8	8	9	7	5	5	8	7	7
Strongly disagree	4	6	4	2	2	2	2	5	2	3	6	3	4	8	3	2	1	3
dk/na	27	22	22	28	22	28	30	21	27	32	27	31	25	19	26	22	17	21

* 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 ...

Specific Health Effects Caused by Smoking

	Dec 2000			Mar-Apr 2001			July 2001			Nov-Dec 2001			July 2002			Dec 2002		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS
Premature birth or preterm birth																		
Strongly agree	42	46	44	41	36	43	42	42	44	39	36	37	40	39	39	39	42	42
Somewhat agree	30	28	29	34	32	36	33	32	33	33	32	34	36	34	39	36	31	36
Somewhat disagree	13	13	12	11	13	9	10	9	10	13	13	15	12	11	12	12	12	13
Strongly disagree	7	7	8	7	10	6	7	12	7	8	11	8	6	11	4	6	9	6
dk/na	7	5	7	7	9	6	8	5	6	7	9	6	7	6	5	6	6	3
Blood clots																		
Strongly agree	34	35	30	36	34	36	34	31	33	37	37	36	40	33	36	36	33	35
Somewhat agree	35	34	36	37	32	38	35	32	37	38	34	38	35	30	37	39	32	40
Somewhat disagree	14	12	15	12	12	11	14	18	14	11	11	13	12	18	12	12	16	15
Strongly disagree	7	8	7	5	13	4	6	7	6	5	6	6	5	11	5	5	14	3
dk/na	10	11	12	9	9	10	11	12	9	8	12	7	9	8	10	8	5	6
Miscarriages																		
Strongly agree	34	32	36	35	29	37	35	29	38	35	28	34	37	29	36	36	32	37
Somewhat agree	34	31	31	31	28	32	32	31	35	33	31	36	33	35	35	34	32	34
Somewhat disagree	14	16	16	13	19	13	12	17	12	13	20	12	14	15	14	13	12	17
Strongly disagree	8	15	8	8	14	9	8	13	7	7	7	9	7	15	7	9	16	8
dk/na	10	5	8	12	9	9	14	9	8	12	14	9	10	5	7	9	6	5
Impotence in men																		
Strongly agree	14	18	13	27	35	28	27	34	31	30	42	30	28	38	29	26	41	30
Somewhat agree	29	27	33	27	31	28	26	31	28	30	24	34	30	25	33	31	27	29
Somewhat disagree	18	19	20	16	14	16	15	12	15	14	16	13	14	9	15	15	12	17
Strongly disagree	15	21	16	11	15	11	9	15	9	8	9	8	9	19	8	7	13	9
dk/na	24	14	17	19	6	17	23	8	16	18	9	15	19	9	14	20	7	14

* 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 ...

Specific Health Effects Caused by Smoking

	Dec 2000			Mar-Apr 2001			July 2001			Nov-Dec 2001			July 2002			Dec 2002		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS
Stomach ulcers																		
Strongly agree	23	23	24	24	20	22	22	23	23	22	17	20	25	19	25	24	23	22
Somewhat agree	36	27	34	36	28	38	33	21	37	39	32	40	37	35	35	41	41	39
Somewhat disagree	19	27	21	19	24	20	18	24	20	18	24	18	16	21	19	15	12	17
Strongly disagree	9	11	11	8	18	7	9	19	9	9	16	10	9	17	7	7	13	9
dk/na	13	11	10	13	9	13	17	13	12	13	11	12	14	10	14	20	7	8
Infertility																		
Strongly agree	18	19	20	23	20	24	22	22	25	21	25	21	24	23	25	23	31	25
Somewhat agree	29	23	32	31	31	34	30	31	31	32	25	35	32	29	34	34	24	36
Somewhat disagree	17	24	18	18	24	18	14	18	15	15	17	16	17	17	18	15	14	18
Strongly disagree	12	15	13	9	11	7	9	10	11	8	11	9	8	18	8	8	14	10
dk/na	23	19	17	20	14	16	25	18	17	23	22	18	19	13	15	19	18	12
Bladder cancer																		
Strongly agree	18	16	16	19	13	17	16	12	16	17	14	15	17	15	14	19	19	15
Somewhat agree	29	20	29	29	18	30	28	17	27	27	18	24	29	24	24	29	23	28
Somewhat disagree	26	26	28	25	29	29	26	30	28	29	30	33	26	18	31	27	25	29
Strongly disagree	16	28	17	15	25	13	16	26	17	14	25	15	15	35	18	16	26	18
dk/na	11	10	10	13	16	11	14	15	13	13	14	12	12	9	12	10	8	9
Multiple Sclerosis7																		
Strongly agree	14	9	13	13	7	12	11	5	11	13	11	8	14	10	12	15	16	13
Somewhat agree	27	18	29	29	25	29	27	22	30	28	23	29	29	17	30	30	22	32
Somewhat disagree	21	24	24	21	27	21	18	20	20	20	22	23	20	21	21	19	17	21
Strongly disagree	16	29	14	13	18	15	15	24	15	15	19	16	13	31	14	14	27	14
dk/na	22	20	19	24	22	23	29	29	24	24	26	24	25	20	23	21	17	20

* 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 ...

Specific Health Effects Caused by Smoking

	Dec 2000			Mar-Apr 2001			July 2001			Nov-Dec 2001			July 2002			Dec 2002		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS
Arthritis																		
Strongly agree	12	11	9	12	3	10	11	5	13	11	8	8	12	9	12	13	11	13
Somewhat agree	26	12	28	26	19	21	26	13	25	25	15	27	27	20	23	29	21	31
Somewhat disagree	29	35	30	29	32	33	30	34	30	31	29	34	29	25	30	30	29	31
Strongly disagree	25	37	25	22	36	25	21	38	20	22	37	22	20	38	21	18	29	18
dk/na	9	6	9	11	10	11	13	10	12	11	11	9	12	8	14	10	10	7
Alzheimer's Disease																		
Strongly agree	11	8	9	12	9	10	11	9	10	11	13	6	12	6	10	13	13	10
Somewhat agree	27	20	29	25	14	25	25	14	27	27	14	31	26	13	26	30	20	30
Somewhat disagree	27	28	29	28	36	30	24	25	26	27	29	32	26	27	27	27	21	29
Strongly disagree	22	33	23	20	30	21	22	39	22	20	32	20	21	39	24	19	37	20
dk/na	13	11	8	15	11	14	18	13	15	15	13	11	14	15	13	12	9	11
Acne																		
Strongly agree	11	8	9	11	10	7	12	6	12	11	7	11	13	7	10	11	11	7
Somewhat agree	23	14	25	24	14	22	22	17	23	23	12	26	22	20	18	25	20	22
Somewhat disagree	30	28	25	30	28	32	28	33	24	30	29	28	29	27	32	30	26	36
Strongly disagree	29	44	33	26	39	39	29	42	32	26	43	29	27	41	28	26	39	29
dk/na	7	6	9	9	8	9	10	3	9	9	9	7	10	4	12	7	5	6
Hepatitis																		
Strongly agree	9	9	8	10	6	8	8	5	5	9	5	9	10	9	6	11	10	11
Somewhat agree	23	14	22	20	14	16	23	18	25	21	15	23	26	20	24	25	11	23
Somewhat disagree	27	24	29	29	34	33	25	23	29	29	31	27	26	29	29	29	30	27
Strongly disagree	26	40	26	25	35	27	26	42	27	26	34	28	23	32	28	23	36	30
dk/na	15	13	14	15	10	16	17	12	14	14	15	14	15	10	13	29	22	25

* 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 ...

Specific Health Effects Caused by Smoking

	Dec 2000			Mar-Apr 2001			July 2001			Nov-Dec 2001			July 2002			Dec 2002		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS
Gangrene																		
Strongly agree	9	10	7	9	5	9	9	9	8	9	8	8	12	11	8	10	6	10
Somewhat agree	19	14	19	20	16	18	19	10	16	20	13	22	21	13	23	22	15	20
Somewhat disagree	19	21	22	19	31	19	15	14	20	18	17	22	18	17	20	20	14	24
Strongly disagree	20	31	23	20	24	24	21	42	24	17	29	18	18	39	18	20	42	20
dk/na	32	24	30	31	24	29	36	24	32	36	33	29	31	20	31	29	22	25

* 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 ...

Health Effects Caused by Hydrogen Cyanide

	Dec 2000			Mar-Apr 2001			July 2001			Nov-Dec 2001			July 2002			Dec 2002		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS
Lung disease/cancer	2	2	2	5	5	5	4	4	5	5	8	4	4	5	4	7	9	6
Cancer – general	1	*	1	2	1	2	2	4	3	2	1	2	2	4	3	4	6	4
Death	3	3	2	2	2	2	2	3	2	2	5	2	2	2	2	4	7	3
Heart disease/attack	1	–	1	2	3	2	1	1	3	2	3	2	2	3	1	3	3	3
Brain damage/memory loss/stroke	1	1	1	1	2	1	1	2	1	*	1	*	2	1	3	1	1	*
Respiratory problems/loss of breath	1	*	1	2	2	3	1	1	1	2	2	1	2	2	2	1	2	2
Headache	1	1	1	*	1	–	1	2	1	1	1	1	1	1	1	1	2	1
Throat cancer	*	–	*	*	1	1	*	1	–	1	2	1	1	1	1	1	2	1
Mouth cancer/disease	*	–	–	*	–	*	*	1	*	1	1	1	1	1	1	1	1	2
Dizziness	*	–	*	–	–	–	1	3	1	*	–	1	1	1	1	1	5	1
Damage to cells/arteries/blood	1	–	1	*	1	–	*	*	1	*	1	*	*	–	*	1	2	1
Nausea	*	–	1	–	–	–	1	2	1	*	1	*	*	1	–	1	3	*
Stomach aches	*	*	–	*	–	–	*	1	1	*	1	*	*	–	1	1	4	1
Burning in body/organs	*	–	*	–	–	–	–		–	*	–	*	*	–	–	*	1	1
Poisoning	*	–	*	*	–	*	*	–	1	*	–	–	*	1	–	*	1	*
Damage to nervous system	–	–	–	*	1	*	*	–	*	–	–	–	*	–	–	*	–	*
Pregnancy/complications	*	–	–	*	1	–	–	–	–	*	1	*	1	2	1	*	*	1
Vertigo	–	–	–	–	–	–	1	3	*	*	–	*	*	1	–	*	2	–
Weakness	*	*	1	–	–	–	*	2	*	–	–	–	*	–	–	*	2	–
Other	1	2	2	1	1	1	1	1	1	2	4	1	1	1	1	1	2	1
None	24	27	25	30	30	30	12	14	12	17	20	17	5	2	4	6	9	5
dk/na	66	64	64	59	56	58	76	70	72	69	59	70	70	62	68	75	56	77

* Less than one percent

Q.40

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

Causes of Death

	Dec 2000			Mar-Apr 2001			July 2001			Nov-Dec 2001			July 2002			Dec 2002		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS
Suicides																		
More	61	53	63	64	60	63	67	66	70	64	63	63	65	63	66	66	70	67
Fewer	21	29	22	19	29	18	17	19	16	20	21	23	20	23	19	19	15	19
About the same number	15	15	13	14	10	17	15	12	14	16	14	12	12	12	13	13	14	11
dk/na	3	3	2	3	2	2	2	3	1	2	2	2	2	1	2	2	1	2
Murders																		
More	57	48	60	60	61	59	60	63	62	63	67	62	63	62	62	63	65	67
Fewer	25	30	27	23	32	23	22	26	21	30	17	22	21	21	24	21	23	22
About the same number	16	17	12	16	7	16	16	9	15	15	14	13	14	15	13	14	10	11
dk/na	2	4	1	1	1	2	2	2	2	2	3	2	2	2	2	2	2	*
Alcohol																		
More	51	48	53	57	51	57	55	57	54	56	61	53	59	62	61	57	65	55
Fewer	20	25	18	15	27	13	18	21	17	17	16	19	15	18	17	16	13	16
About the same number	27	24	28	27	21	29	26	20	27	26	22	27	24	19	22	26	20	28
dk/na	2	2	1	1	1	1	1	2	2	1	1	*	1	1	*	1	1	1
Illegal drugs																		
More	52	50	57	59	56	60	52	57	57	52	55	51	57	57	62	56	60	57
Fewer	23	30	22	20	24	20	21	28	17	21	15	29	20	24	21	22	21	23
About the same number	23	19	20	20	18	19	25	15	26	25	27	19	22	17	16	22	18	19
dk/na	2	2	1	1	2	1	1	1	–	2	4	1	2	2	1	1	1	1

* Less than one percent

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 ...?

Causes of Death

	Dec 2000			Mar-Apr 2001			July 2001			Nov-Dec 2001			July 2002			Dec 2002		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS
Car accidents																		
More	46	38	45	50	47	51	50	52	54	50	59	47	52	48	48	53	63	50
Fewer	28	32	31	27	33	25	25	27	23	27	25	28	24	29	29	23	21	27
About the same number	25	26	23	23	20	23	23	19	21	22	13	24	22	22	21	22	18	19
dk/na	1	3	1	1	–	1	1	1	2	2	3	1	2	1	2	1	1	*
AIDS																		
More	50	51	47	51	54	51	54	53	58	52	55	52	56	61	52	50	55	49
Fewer	26	28	31	24	29	27	22	27	21	24	24	26	21	23	26	24	29	28
About the same number	20	16	18	21	15	20	22	17	19	22	18	20	21	15	20	22	15	20
dk/na	4	5	4	3	2	3	2	3	2	3	3	2	2	1	2	4	2	3

* Less than one percent

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 ...?

Number of Canadians Who Die Each Year from Tobacco Use

	Dec 2000			Mar-Apr 2001			July 2001			Nov-Dec 2001			July 2002			Dec 2002		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS
1,000	5	6	4	3	6	3	4	6	3	3	2	3	2	5	2	3	2	3
5,000	8	7	7	7	6	7	8	6	8	8	6	5	5	7	6	6	6	8
10,000	1	2	1	1	2	1	1	2	*	1	1	1	1	1	1	*	–	–
15,000	11	12	11	11	10	12	15	14	12	14	11	13	11	8	13	12	8	13
20,000	1	1	1	–	–	–	1	–	1	2	3	2	*	–	1	1	1	–
25,000	20	20	20	17	19	16	16	13	15	18	14	20	14	11	12	17	18	16
45,000	18	15	18	23	24	24	22	28	21	23	28	24	28	36	27	23	23	24
50,000	2	1	2	2	1	2	1	2	1	*	–	1	1	–	1	2	1	2
75,000	15	12	15	15	12	15	15	14	17	14	14	14	17	12	18	16	13	15
100,000	15	18	16	15	16	15	13	11	16	13	16	13	16	16	16	16	22	17
Other	3	3	3	–	–	–	2	3	1	2	2	2	2	3	1	3	6	1
None	*	1	1	4	2	4	*	–	*	–	–	–	*	1	–	–	–	–
dk/na	2	2	2	1	3	1	2	2	2	1	2	1	2	1	2	2	1	1

* 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 ...?

Recall of Health Warning Messages on Cigarette Packages

	Dec 2000			Mar-Apr 2001			July 2001			Nov-Dec 2001			July 2002			Dec 2002		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS
Yes	91	98	96	93	100	97	93	99	96	94	99	98	93	98	97	95	98	98
No	9	2	4	7	–	3	6	1	4	5	1	2	7	2	3	5	2	2

Q.19
Have you ever seen the health warning messages on cigarette packages?

Awareness of Current Health Warning Messages on Cigarette Packages

	Dec 2000*			Mar-Apr 2001			July 2001			Nov-Dec 2001			July 2002			Dec 2002**		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS
Yes	28	47	28	70	83	77	62	79	67	58	75	61	57	68	64	74	86	78
Maybe	3	1	2	4	3	2	4	2	5	7	6	7	4	1	4	4	2	6
No	69	52	70	26	15	21	33	19	28	33	18	31	38	30	31	20	11	15

Q.20
Have you seen, read or heard anything about the health warning messages that are now on cigarette packages in Canada, that is, the new messages that began appearing on cigarette packages at the beginning of 2001?
** December 2000 question referred to "health warning messages that might appear on cigarette packages in the future"*
*** Note: Slightly different question wording in December 2002*

Have Seen Current Health Warning Messages on Cigarette Packages

	Dec 2000*			Mar-Apr 2001			July 2001			Nov-Dec 2001			July 2002			Dec 2002**		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS
Yes	91	98	96	66	93	75	67	87	74	64	86	70	67	75	73	83	95	89
No	9	2	4	33	7	24	32	13	24	34	13	29	32	22	25	15	4	10
dk/na	*	–	–	1	–	1	2	1	2	2	1	1	2	3	2	1	1	1

Q.21

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

** Note: Slightly different question wording in December 2002*

Times Per Day Look at Health Warning Messages on Cigarette Packages

	Dec 2000*			Mar-Apr 2001			July 2001			Nov-Dec 2001			July 2002			Dec 2002**		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS
Several times a day	16	40	17	15	26	20	15	34	16	12	23	15	11	29	13	14	35	18
About once a day	14	22	14	14	23	14	15	20	16	14	18	16	15	16	19	14	18	15
Once every two or three days	14	14	15	18	17	18	16	13	19	16	19	20	16	9	18	15	8	19
About once a week	17	15	21	18	17	19	19	15	23	23	21	19	21	16	20	18	18	17
Less than once a week	25	5	26	22	11	21	22	9	18	21	11	20	23	18	22	26	12	21
Never	13	3	7	13	6	8	13	9	8	13	8	10	13	12	8	13	10	10
dk/na	*	–	–	*	–	*	*	1	–	*	–	*	1	–	1	–	–	–

Q.23a

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

Assessment of Current Messages

	Dec 2000			Mar-Apr 2001			July 2001			Nov-Dec 2001			July 2002			Dec 2002		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS
The current messages provide you with important information about the health effects of smoking cigarettes																		
Strongly agree	63	61	64	71	97	77	70	70	71	69	69	74	70	59	71	71	66	71
Somewhat agree	24	30	23	21	27	17	22	20	24	25	27	22	22	26	23	23	24	24
Somewhat disagree	6	3	8	3	2	3	2	5	3	2	2	1	3	8	3	2	2	2
Strongly disagree	5	4	4	2	3	1	2	5	1	2	1	2	2	5	2	2	6	2
dk/na	3	1	1	3	1	1	4	1	2	2	1	2	3	3	1	2	2	1
The messages are accurate																		
Strongly agree	66	63	69	70	72	74	66	58	73	62	58	65	69	59	72	69	68	66
Somewhat agree	22	28	21	21	18	19	23	27	21	29	32	29	22	23	23	24	22	30
Somewhat disagree	5	2	5	2	5	3	5	11	3	3	5	3	3	11	1	4	5	3
Strongly disagree	3	5	4	2	4	1	2	3	1	2	3	1	2	4	1	1	4	*
dk/na	4	1	1	5	1	3	5	1	2	3	2	2	4	2	3	2	1	1
The messages make smoking seem less attractive																		
Strongly agree	–	–	–	–	–	–	–	–	–	56	50	61	58	45	60	56	45	58
Somewhat agree	–	–	–	–	–	–	–	–	–	23	18	20	23	24	20	24	23	23
Somewhat disagree	–	–	–	–	–	–	–	–	–	10	13	8	9	15	11	9	13	10
Strongly disagree	–	–	–	–	–	–	–	–	–	9	17	8	8	16	7	9	17	9
dk/na	–	–	–	–	–	–	–	–	–	3	1	2	2	*	2	1	1	1

* Less than one percent

Q.27

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

** Note: Slightly different question wording in December 2002*

Comparison of Current and Old Messages

	Dec 2000			Mar-Apr 2001			July 2001			Nov-Dec 2001			July 2002			Dec 2002		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS
Informing you about the health effects of smoking cigarettes																		
New message/message now on cigarette packages	–	–	–	–	–	–	79	77	82	81	85	83	81	85	82	82	87	85
Old message	–	–	–	–	–	–	3	7	5	5	7	4	4	3	4	5	5	4
Both/neither	–	–	–	–	–	–	6	12	7	4	5	6	4	7	5	3	7	2
dk/na	–	–	–	–	–	–	12	4	8	11	3	7	1	6	8	10	2	8
Encouraging you not to take up smoking																		
New message/message now on cigarette packages	–	–		–	–	–	78	77	80	79	84	83	79	77	82	81	80	84
Old message	–	–		–	–	–	5	6	5	5	4	5	7	7	5	7	11	5
Both/neither	–	–		–	–	–	7	13	9	7	10	6	6	11	7	5	8	7
dk/na	–	–		–	–	–	10	5	7	8	3	5	8	5	6	7	1	4

* Less than one percent

Q.28

Comparing the health messages that are now on cigarette packages to the old health warning messages that were on packages before January 2001, which do you think is more effective in ...?

** Note: Slightly different question wording in December 2002*

Awareness of Toxic Substances in Cigarettes

	Dec 2000			Mar-Apr 2001			July 2001			Nov-Dec 2001			July 2002			Dec 2002		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS
Tar	48	76	47	42	60	48	42	65	49	46	62	49	40	55	46	42	54	47
Nicotine	48	60	50	47	55	47	44	51	46	43	54	49	39	55	41	42	52	40
Tobacco	9	3	10	13	4	12	16	6	15	16	3	15	16	3	13	13	9	10
Carbon monoxide	10	25	11	12	34	12	12	36	10	12	31	8	10	28	9	9	18	7
Poison/rat poison/strychnine/cyanide	4	2	4	5	7	5	4	6	3	5	6	6	8	5	8	8	5	9
Ammonia	1	*	2	2	3	1	3	4	4	3	2	5	5	6	4	4	4	5
Carbon dioxide	4	11	4	4	9	5	4	8	4	4	9	2	3	4	3	4	8	3
Arsenic	3	1	2	4	8	2	3	5	3	4	5	4	3	5	3	4	1	4
Type of fuel/gasoline/kerosene/ jet fuel/rocket fuel	2	–	2	2	1	2	3	3	3	4	2	4	2	2	1	4	1	4
Chemicals/gases/toxins – in general	5	5	5	5	5	4	4	5	4	4	3	3	1	–	1	3	2	2
Hydrogen cyanide	*	–	*	2	5	1	2	5	2	5	14	2	4	13	4	3	6	3
Formaldehyde	1	2	1	1	4	2	3	7	3	4	9	3	4	8	4	3	5	3
Benzene	1	1	*	1	1	2	1	4	1	4	7	2	3	9	3	3	7	3
Acid	1	1	1	*	–	*	1	1	1	1	2	1	*	–	*	2	3	1
Nail polish remover	1	1	1	1	1	1	2	2	2	2	1	2	2	1	1	2	1	1
Fibreglass	*	1	1	*	1	*	1	2	*	*	1	*	*	–	–	1	1	1
Household cleaners	1	2	1	1	1	1	2	1	2	1	1	1	1	–	1	1	–	*
Lead	1	1	1	1	–	1	1	1	1	1	–	1	1	*	1	1	1	1
Pesticides	2	3	1	1	1	1	1	1	*	*	1	–	1	1	1	1	–	1
Paint thinner/remover	1	*	1	1	1	*	1	2	1	1	–	1	*	–	*	1	–	2
4-Aminobiphenyl	*	–	1	*	1	–	*	–	–	*	1	1	*	–	*	*	–	*
Benzo[a]pyrene	*	1	1	*	1	–	*	*	–	*	*	*	1	2	1	*	1	1
Carbon	*	–	*	1	2	1	1	3	1	1	1	*	*	–	*	*	1	*
Carcinogens	*	–	–	*	1	*	*	1	–	*	–	1	*	–	*	*	–	*
Oil	–	–	–	–	–	–	–	–	–	–	–	–	*	–	–	*	–	–
Dioxins	–	–	–	*	–	*	*	–	–	*	*	–	*	–	–	*	1	–
Sulphur/sulphate	*	–	1	*	–	–	*	–	*	*	–	–	*	–	*	*	–	–
Other	1	1	1	4	5	4	2	2	2	2	–	3	4	5	4	3	3	3
None/nothing	4	2	3	7	3	8	3	2	4	3	3	3	3	7	2	2	1	2
dk/na	18	8	15	15	5	14	18	6	15	14	9	12	21	15	19	19	13	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?

Awareness of Message on Back of Slide

	Dec 2000			Mar-Apr 2001			July 2001			Nov-Dec 2001			July 2002			Dec 2002		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS
Tar	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	42	54	47
Tips to stop smoking	–	–	–	–	–	–	–	–	–	–	–	–	45	45	–	7	32	4
Health warnings in general	–	–	–	–	–	–	–	–	–	–	–	–	12	12	–	5	11	6
Deaths/statistics/small town analogy	–	–	–	–	–	–	–	–	–	–	–		4	4	–	3	5	4
Tar, nicotine, carbon monoxide levels, cigarette ingredients	–	–	–	–	–	–	–	–	–	–	–	–	3	3	–	3	2	5
A calendar	–	–	–	–	–	–	–	–	–	–	–	–	3	3	–	2	4	5
1-800 number/quit smoking line	–	–	–	–	–	–	–	–	–	–	–	–	16	16	–	2	6	2
Lung cancer/disease	–	–	–	–	–	–	–	–	–	–	–	–	3	3	–	2	4	2
Calendar is gone	–	–	–	–	–	–	–	–	–	–	–	–	1	1	–	1	2	1
Cancer/diseases in general	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	1	1	1
Information in general	–	–	–	–	–	–	–	–	–	–	–	–	7	–	–	1	2	1
Text with yellow highlighting	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	1	1	1
Impotence	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	1	–	1
Addiction warnings	–	–	–	–	–	–	–	–	–	–	–	–	3	3	–	*	1	–
Heart disease/problems	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	*	–	*
Mouth diseases (gums/teeth/etc.)	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	*	–	1
Website address	–	–	–	–	–	–	–	–	–	–	–	–	7	7	–	*	2	–
Pictures	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	*	–	*
Stroke	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	*	–	*
Other	–	–	–	–	–	–	–	–	–	–	–	–	6	6	–	1	–	1
Not seen sliding part of cigarette pack	–	–	–	–	–	–	–	–	–	–	–	–	1	1	–	35	18	33
dk/na	–	–	–	–	–	–	–	–	–	–	–	–	1	1	–	43	25	40

* Less than one percent

Q.33
Without looking at a cigarette package, can you recall or describe anything you saw or read on the back of the sliding part of a cigarette package? Anything else?

Specific Health Effects Caused by Second-hand Smoke

	Dec 2000			Mar-Apr 2001			July 2001			Nov-Dec 2001			July 2002			Dec 2002		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS
Athsma attacks in children																		
Strongly agree	64	66	66	64	61	63	62	58	64	61	64	61	65	64	69	67	69	63
Somewhat agree	25	23	24	27	33	28	27	39	26	31	28	30	25	22	23	27	26	31
Somewhat disagree	6	4	6	4	1	5	6	6	7	4	5	6	5	4	6	3	1	2
Strongly disagree	3	4	3	3	4	2	3	5	2	3	3	2	3	6	1	2	1	3
dk/na	2	3	1	1	1	1	1	1	1	1	1	*	2	3	2	1	2	1
Lung cancer in non-smokers																		
Strongly agree	56	62	56	60	55	63	52	42	53	54	51	57	55	52	55	64	63	63
Somewhat agree	31	23	33	28	31	26	33	35	32	33	36	33	30	31	32	28	26	29
Somewhat disagree	7	8	8	6	8	6	9	11	10	8	9	6	9	9	10	4	5	4
Strongly disagree	5	6	3	5	6	4	4	8	3	4	4	3	5	7	3	4	5	3
dk/na	1	1	*	1	–	*	2	3	1	1	–	1	1	1	*	1	1	*
Chest infections in children																		
Strongly agree	54	60	55	53	55	55	49	50	53	52	53	55	53	53	54	55	61	56
Somewhat agree	32	24	34	35	33	36	38	35	37	37	37	35	33	29	34	33	27	35
Somewhat disagree	7	5	6	6	7	5	6	8	5	6	4	6	7	10	7	6	6	6
Strongly disagree	3	5	3	4	4	3	2	3	3	3	5	2	3	4	3	3	4	2
dk/na	3	5	2	2	–	1	4	4	3	3	2	2	3	3	2	2	1	2
Bronchitis in children																		
Strongly agree	49	58	50	50	52	50	46	48	49	47	54	48	49	50	52	52	59	50
Somewhat agree	34	29	34	35	36	37	35	35	32	36	32	37	34	33	33	35	31	38
Somewhat disagree	7	5	6	7	6	6	7	7	7	8	7	9	9	10	8	6	3	6
Strongly disagree	4	3	4	4	4	4	4	6	5	3	5	3	4	4	3	3	4	3
dk/na	7	5	5	5	1	3	8	5	6	5	1	3	5	3	4	5	3	4

* Less than one percent

Q.16

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

Specific Health Effects Caused by Second-hand Smoke

	Dec 2000			Mar-Apr 2001			July 2001			Nov-Dec 2001			July 2002			Dec 2002		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS
Heart disease in non-smoking adults																		
Strongly agree	38	42	39	40	35	41	37	37	39	36	32	39	37	31	38	45	45	43
Somewhat agree	38	35	38	39	44	38	40	34	37	42	42	41	40	39	38	39	35	39
Somewhat disagree	13	12	12	12	9	14	14	14	14	12	12	11	14	17	15	10	15	11
Strongly disagree	8	9	8	7	10	6	6	13	6	7	12	6	7	9	8	4	5	5
dk/na	3	3	2	2	3	1	4	3	3	2	2	3	2	4	1	2	–	3
Strokes in non-smoking adults																		
Strongly agree	20	18	19	24	21	20	22	20	18	23	25	31	23	22	19	26	25	21
Somewhat agree	37	28	36	38	32	38	33	29	34	38	26	43	38	30	40	39	28	38
Somewhat disagree	21	19	24	19	20	21	22	19	23	19	22	17	19	19	21	19	19	24
Strongly disagree	12	20	12	9	19	10	10	15	10	8	13	7	11	18	12	9	21	10
dk/na	10	16	9	10	8	11	13	17	14	12	14	12	9	11	9	7	7	8
SIDS (Sudden Infant Death Syndrome) or crib death																		
Strongly agree	23	21	24	24	21	25	18	18	19	22	22	20	22	25	20	24	26	24
Somewhat agree	31	26	31	30	24	32	33	30	32	33	25	36	32	24	33	34	28	35
Somewhat disagree	16	18	16	19	20	20	17	19	19	18	18	19	18	20	18	18	17	19
Strongly disagree	15	21	16	11	20	13	13	20	13	10	19	11	12	18	14	11	21	12
dk/na	15	15	14	15	16	10	20	12	17	16	15	13	16	13	15	13	10	9
Ear infections in children																		
Strongly agree	15	15	15	14	7	13	13	15	12	11	10	9	12	8	12	16	21	16
Somewhat agree	24	21	22	26	26	25	27	21	29	24	15	26	24	15	26	23	21	23
Somewhat disagree	28	27	29	30	23	33	26	21	28	33	30	35	32	27	32	33	23	37
Strongly disagree	24	28	27	23	38	22	26	37	25	24	34	24	23	42	22	23	31	20
dk/na	9	9	8	7	6	7	8	7	7	8	11	5	8	9	8	6	4	5

* Less than one percent

Q.16

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

Specific Health Effects Caused by Second-hand Smoke

	Dec 2000			Mar-Apr 2001			July 2001			Nov-Dec 2001			July 2002			Dec 2002		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS
Arthritis in non-smoking adults																		
Strongly agree	7	5	6	8	3	7	10	11	10	8	7	6	10	5	10	11	9	8
Somewhat agree	20	11	17	21	12	18	21	15	22	22	13	19	23	15	22	23	16	22
Somewhat disagree	34	34	36	31	29	34	31	25	34	32	23	37	31	21	33	33	27	35
Strongly disagree	31	44	34	32	53	32	27	41	26	30	48	31	28	52	29	25	43	28
dk/na	7	6	7	9	3	8	11	7	8	9	9	7	8	7	7	8	6	7
Multiple Sclerosis in non-smokers																		
Strongly agree	9	8	6	10	7	9	8	4	11	9	9	7	10	6	9	10	10	8
Somewhat agree	25	17	28	26	18	24	26	25	26	25	14	26	28	16	22	26	13	24
Somewhat disagree	25	24	29	28	29	29	24	23	25	28	27	31	28	24	33	28	27	33
Strongly disagree	22	35	23	18	32	20	19	31	20	19	33	19	17	37	19	19	39	20
dk/na	19	16	14	18	13	17	23	17	19	19	16	17	18	16	16	18	11	15
Alzheimer's disease in non-smoking adults																		
Strongly agree	8	6	6	8	6	7	8	5	9	8	4	6	10	5	10	9	9	8
Somewhat agree	23	15	24	25	22	21	23	14	22	26	14	28	25	16	21	26	12	25
Somewhat disagree	30	28	33	29	29	36	28	24	31	28	30	29	29	20	32	29	22	31
Strongly disagree	27	40	30	27	38	28	26	46	27	26	40	28	26	50	29	26	50	29
dk/na	11	11	7	11	6	8	15	10	11	12	13	9	9	8	7	10	7	7

* Less than one percent

Q.16

Here is a list of health effects and diseases affecting non-smokers that may or may not be caused by sbreathing 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 ...

Appearance of Current Health Warning Messages on Cigarette Packages

	Dec 2000			Mar-Apr 2001			July 2001			Nov-Dec 2001			July 2002			Dec 2002**		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS
Pictures (general)	3	1	4	53	68	58	55	64	62	46	61	48	38	38	42	41	52	42
More info./specific info about health effects of smoking	–	–	–	27	27	30	31	41	29	29	35	34	24	24	26	36	32	37
Pictures of lungs	*	–	–	*	1	*	1	2	1	6	2	6	7	6	8	16	12	16
Mouth/teeth (pictures/disease)	–	–	–	1	2	1	*	1	*	5	6	4	6	8	8	10	9	11
Graphics are gross/disgusting/horrible	*	–	–	2	5	3	4	7	4	5	9	7	5	6	7	10	11	13
Children/babies/kids	–	–	–	*	–	1	*	1	*	3	3	4	4	5	6	7	9	6
Pictures of pregant women/pregnancy	–	–	–	*	–	–	*	1	*	3	2	4	4	–	6	6	4	8
Warnings/symbols in general	1	1	*	2	1	2	2	1	2	3	5	3	6	7	7	6	3	6
Tougher, stronger messages	–	–	–	5	7	5	4	4	5	5	9	7	4	3	6	5	5	8
Writing/text in general	3	3	2	3	3	3	1	4	2	4	2	3	4	2	4	4	5	
Black and white (text/background)	*	1	–	1	–	1	1	–	2	4	3	5	2	5	1	4	3	3
Heart/heart disease	–	–	–	–	–	–	*	–	*	2	3	2	2	4	1	4	4	4
Colour/coloured	–	–	–	6	2	7	2	3	3	3	2	3	2	3	1	3	1	2
Info. about how to quit	–	–	–	3	5	2	2	5	3	3	6	2	4	7	3	3	6	4
Impotence/drooped cigarette	–	–	–	*	–	*	–	–	–	3	4	4	1	2	2	3	4	4
Location on cigarette pack	2			*	–	1	–	–	–	–	–	–	–	–	–	3	5	4
Pictures of smoking in front of kids	–	–	–	–	–	–	–	–	–	1	1	1	1	1	2	3	6	3
Covers more of the package/50% of the package	–	–	–	3	7	2	3	4	–	3	7	4	3	7	3	3	2	4
Brain damage	–	–	–	–	–	–	*	1	1	2	3	1	2	4	1	2	2	2
Box/rectangle	5	20	5	2	1	1	1	–	–	3	4	3	1	2	*	2	1	1
Large lettering/font/bold/block print	2	1	2	1	2	1	1	1	1	1	1	2	1	1	1	1	1	1
More chemicals/ingredients listed	–	–	–	1	2	*	1	1	1	1	1	1	1	1	*	1	–	1
Surgeon General's warnings	–	–	–	*	–	*	–	–	–	*	1	1	2	2	1	1	1	1

* Less than one percent

Q.24

Again, referring to the health warning messages that are now on cigarette packages in Canada and without looking at a cigarette package, what do these health warning messages look like?

*** Note: Slightly different question wording in December 2002*

Appearance of Current Health Warning Messages on Cigarette Packages

	Dec 2000			Mar-Apr 2001			July 2001			Nov-Dec 2001			July 2002			Dec 2002**		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS
Cigarettes in ashtray	–	–	–	–	–	–	–	–	–	1	1	1	1	2	1	1	1	1
Person with breathing machine	–	–	–	*	1	*	–	–	–	*	1	–	1	1	1	1	3	–
It's ridiculous/joke/stupid	1	2	1	–	–	–	1	3	*	–	–	–	*	1	–	1	2	1
Woman/man/people	–	–	–	–	–	–	*	–	–	–	–	–	1	1	1	1	2	1
Coloured font	2	1	1	–	–	–	–	–	–	–	–	–	1	2	1	1	–	1
Info. on back of the slide portion	–	–	–	1	2	1	2	4	2	2	2	1	*	1	*	1	2	1
Small writing/not too clear/could be bigger	1	–	1	*	–	*	*	–	–	–	–	1	*	1	*	1	–	1
Front portion of the pack	1	–	1	–	–	–	*	–	–	*	1	–	*	–	–	*	–	–
Advertising	*	*	*	*	–	1	–	–	–	–	–	–	*	–	–	*	–	*
Other	129	150	141	2	1	3	1	1	2	4	5	4	2	3	1	3	3	3
None/nothing	–	–	–	*	–	*	1	2	1	*	–	–	1	1	2	*	1	–
dk/na	13	7	9	26	11	18	24	7	16	26	8	18	27	14	18	11	3	9

* Less than one percent

Q.24

Again, referring to the health warning messages that are now on cigarette packages in Canada and without looking at a cigarette package, what do these health warning messages look like?

*** Note: Slightly different question wording in December 2002*

Recall of Specific Health Warning Messages on Cigarette Packages

	Dec 2000			Mar-Apr 2001			July 2001			Nov-Dec 2001			July 2002			Dec 2002**		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS
Causes lung cancer	2	2	3	17	20	21	19	22	23	21	21	20	19	18	19	29	22	29
Harmful to others/to children	8	11	11	15	27	15	16	26	16	19	32	22	13	27	15	18	28	20
Impotence	–	–	–	14	29	15	12	22	15	16	32	20	14	30	16	14	26	19
Harmful during pregnancies/ harmful to fetus/ low birth rate	47	68	53	16	15	18	19	20	23	16	14	20	19	17	24	13	13	17
Death/premature death	29	45	28	14	18	14	12	16	14	13	16	18	9	12	8	9	11	5
Heart disease	12	16	16	8	11	7	8	10	8	7	10	6	7	9	6	9	9	9
Cancer – in general	36	38	41	10	7	10	10	6	11	8	8	9	9	5	11	8	4	10
Lung disease	27	35	29	7	10	9	7	7	8	5	6	6	8	10	8	8	9	6
Mouth/gum disease	–	–	–	4	11	4	5	8	4	6	7	6	7	8	10	8	10	9
Second-hand smoke is harmful/dangerous	1	2	2	*	1	1	*	1	–	4	5	6	5	5	5	8	9	10
Premature birth/preterm birth	2	1	3	3	5	5	3	2	4	3	4	3	3	1	4	6	8	6
Yellow teeth/gums/fingers	–	–	–	1	3	1	3	2	3	3	2	3	3	7	3	4	7	5
Mouth cancer	–	–	–	2	2	3	2	3	1	2	1	2	2	3	3	4	5	4
Respiratory/breathing problems	–	–	–	*	1	–	1	4	1	2	4	1	2	4	2	4	4	4
Brain damage/disease	–	–	–	2	5	2	2	2	4	1	2	1	2	–	2	3	5	3
Warnings/health warnings/ stop smoking	–	–	–	1	1	1	1	1	1	2	3	1	3	6	3	2	1	1

* Less than one percent

Q.25

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

*** Note: Slightly different question wording in December 2002*

Recall of Specific Health Warning Messages on Cigarette Packages

	Dec 2000			Mar-Apr 2001			July 2001			Nov-Dec 2001			July 2002			Dec 2002**		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS
Dangerous/bad for health	4	2	4	3	1	4	2	2	2	2	1	2	3	1	2	2	1	2
Stroke	12	16	16	3	5	3	1	2	1	3	6	1	2	7	1	2	2	1
Disease – in general	–	–	–	1	*	1	1	2	1	1	1	1	2	–	1	2	1	2
Cancer – other	–	–	–	*	–	*	1	2	1	3	3	3	1	2	2	1	1	1
Addiction	3	6	3	3	4	3	1	2	2	1	4	*	1	2	1	1	3	1
Emphysema	1	2	1	*	–	1	1	1	1	1	3	1	1	3	1	1	1	3
Throat problems/disease	–	–	–	1	–	1	–	–	–	*	–	–	*	–	*	1	1	1
Don't start/how to quit	–	–	–	–	–	–	*	1	*	–	–	–	*	–	–	1	2	1
Graphics of cigarette package	–	–	–	1	2	1	*	1	1	–	–	–	*	1	1	*	–	1
Must be 18/19 to smoke	–	–	–	*	–	–	1	–	*	*	–	*	–	–	–	*	–	–
Other	18	31	18	2	3	3	1	1	1	2	3	2	2	3	1	1	2	1
None	5	2	3	25	8	23	17	11	13	18	12	14	18	12	14	16	11	13
dk/na	8	1	4	8	3	5	13	3	9	12	5	11	16	10	15	9	3	6

* Less than one percent

Q.25

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

*** Note: Slightly different question wording in December 2002*

Recall of Specific Pictures, Images or Graphics on Cigarette Packages

	Dec 2000			Mar-Apr 2001			July 2001			Nov-Dec 2001			July 2002			Dec 2002**		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS
Lungs/diseased lungs	–	–	–	27	40	31	32	29	39	28	24	31	30	21	31			
Bad/rotten/big teeth	–	–	–	16	30	17	21	28	23	19	28	21	21	22	26	20	24	24
Pregnant women/with cigarettes	–	–	–	9	14	9	13	16	15	17	21	21	22	26	27	18	21	21
Heart/diseased heart	–	–	–	11	20	11	13	19	14	12	25	10	12	21	12	14	14	11
Children/kids/babies	–	–	–	19	31	21	18	26	22	10	21	12	13	15	15	12	16	14
Mouth/diseased mouth	–	–	–	6	6	9	6	8	5	10	15	12	12	14	11	12	12	16
Limp/broken/burning cigarettes	–	–	–	14	19	16	6	13	5	11	15	11	11	18	15	10	12	14
Parents/mom/dad smoking	–	–	–	5	7	5	5	8	4	3	2	4	5	8	5	8	11	7
Brain/diseased brain	–	–	–	11	22	13	8	17	8	8	15	8	8	17	7	7	11	7
Gums/diseased gums	–	–	–	5	5	6	5	5	6	6	8	6	6	2	6	6	10	6
Lung cancer	–	–	–	3	3	4	3	5	1	3	1	3	3	3	5	5	7	5
Baby/premature baby	–	–	–	*	1	*	–	–	–	6	11	6	5	6	6	4	6	6
Deteriorating/diseased body parts	–	–	–	1	–	1	1	1	1	1	–	2	2	1	2	4	2	4
Dirty/full ashtray	–	–	–	4	5	5	3	5	4	3	4	3	2	7	1	3	8	4
Graphics of cigarette package	–	–	–	2	–	2	1	–	2	*	–	–	1	1	1	3	5	4
Pictures of kids watching	–	–	–	–	–	–	–	–	–	5	5	6	1	2	*	3	5	3
Impotence	–	–	–	3	3	4	8	17	9	2	5	3	*	–	*	3	4	4
Lung pictures	–	–	–	–	–	–	–	–	–	3	1	4	3	1	2	2	1	2
Respirators/people on breathing machines	–	–	–	2	9	1	2	10	2	2	10	2	3	8	2	2	8	2
Mouth cancer	–	–	–	1	2	2	1	1	1	2	1	4	2	2	1	2	1	4
Warnings/symbols	–	–	–	2	1	1	1	–	–	2	1	1	1	–	1	2	–	1
Throat/throat diseases	–	–	–	1	2	2	2	2	2	2	1	3	1	2	2	2	3	1
Adult/woman/man (gen)	–	–	–	2	2	1	*	–	*	1	1	1	1	4	1	2	–	1

* Less than one percent

Q.26

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

*** Note: Slightly different question wording in December 2002*

Recall of Specific Pictures, Images or Graphics on Cigarette Packages

	Dec 2000			Mar-Apr 2001			July 2001			Nov-Dec 2001			July 2002			Dec 2002**		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS
Bar charts/graphs/statistics	–	–	–	1	1	2	2	2	2	1	1	2	1	2	2	2	3	2
People sick/coughing/choking	–	–	–	1	1	1	1	1	1	2	2	2	1	1	2	1	2	1
Patients in bed/hospital bed	–	–	–	*	1	–	2	5	2	1	6	1	1	1	1	1	1	*
Arteries/clogged arteries/clot	–	–	–	1	1	2	*	–	*	1	1	1	1	1	*	1	–	1
Cancer/tumour in general	–	–	–	*	–	*	*	–	*	1	*	2	1	3	*	1	–	1
Fetus/embryo	–	–	–	*	–	*	1	1	*	1	1	*	–	–	–	1	–	1
Stroke	–	–	–	1	1	1	1	1	1	1	2	1	1	2	1	*	–	–
Other	–	–	–	3	2	3	3	3	3	2	1	1	2	–	*	3	1	2
None/nothing	–	–	–	23	5	16	15	5	15	14	4	10	12	2	2	11	5	10
dk/na	–	–	–	5	2	3	8	1	8	8	1	6	9	7	9	4	1	2

* Less than one percent

Q.26

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

*** Note: Slightly different question wording in December 2002*

Toxic Substances Listed on Cigarette Packages

	Dec 2000			Mar-Apr 2001			July 2001			Nov-Dec 2001			July 2002			Dec 2002**		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS
Nicotine	23	40	24	23	38	27	23	37	25	22	39	21	18	37	19	20	31	20
Tar	21	47	20	21	45	25	21	46	24	22	43	20	17	39	19	19	47	18
Carbon monoxide	8	28	8	7	28	8	6	26	4	6	22	4	6	17	6	6	17	4
Tobacco	3	–	3	4	2	4	4	2	5	4	2	4	3	–	2	4	4	3
Benzene	*	1	*	*	–	*	1	2	*	2	6	1	2	8	2	2	4	2
Hydrogen cyanide	*	–	*	1	2	–	*	2	*	2	8	*	2	6	2	2	5	1
Formaldehyde	*	1	–	*	–	1	1	4	*	1	5	1	2	6	2	1	3	1
Carbon dioxide	2	7	2	2	5	2	2	4	2	1	4	1	1	2	2	1	2	–
Poison/rat poison/strychnine/ arsenic/cyanide (unspec.)**	*	–	1	1	–	*	*	1	*	1	2	1	1	3	1	1	1	1
Chemicals/gases/toxins – in general	1	–	1	1	2	1	2	2	4	1	2	1	*	1	*	1	1	1
Lead	–	–	–	–	–	–	–	–	–	*	–	*	*	–	1	*	–	–
Type of fuel/gasoline/ kerosene/jet fuel	*	–	–	*	–	*	1	–	1	*	–	1	1	–	*	*	1	–
Other	*	1	1	*	–	–	*	2	–	*	–	*	3	6	2	2	2	2
None/no chemicals or toxic substances	22	17	22	30	19	28	14	13	14	15	12	14	14	12	14	9	9	10
dk/na	43	26	40	34	17	32	49	27	42	49	30	52	54	33	53	57	30	60

* Less than one percent

Q.36

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

*** Prior to Dec. 2002: "Poison/rat poison/strychnine/arsenic"*

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

	Dec 2000			Mar-Apr 2001			July 2001			Nov-Dec 2001			July 2002			Dec 2002**		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS
Nicotine	–	–	–	–	–	–	–	–		–	–	–	19	24	18	24	38	23
Tar	–	–	–	–	–	–	–	–		–	–	–	21	32	23	22	29	25
Carbon monoxide	–	–	–	–	–	–	–	–		–	–	–	6	14	8	7	10	6
Tobacco	–	–	–	–	–	–	–	–		–	–	–	5	1	6	5	3	4
Arsenic	–	–	–	–	–	–	–	–		–	–	–	1	2	*	2	1	4
Poison/rat poison/strychnine/cyanide	–	–	–	–	–	–	–	–		–	–	–	3	3	2	2	–	3
Hydrogen cyanide	–	–	–	–	–	–	–	–		–	–	–	2	5	2	2	2	2
Ammonia	–	–	–	–	–	–	–	–		–	–	–	2	2	1	2	2	1
Benzene	–	–	–	–	–	–	–	–		–	–	–	1	3	1	1	2	1
Chemicals/gases/toxins – in general	–	–	–	–	–	–	–	–		–	–	–	*	–	*	1	1	1
Formaldehyde	–	–	–	–	–	–	–	–		–	–	–	2	6	2	1	2	2
The smoke itself	–	–	–	–	–	–	–	–		–	–	–	2	1	2	1	–	1
Carbon dioxide	–	–	–	–	–	–	–	–		–	–	–	1	2	1	1	2	1
Type of fuel/gasoline/kerosene/jet fuel/ rocket fuel	–	–	–	–	–	–	–	–		–	–	–	*	–	*	1	–	*
Lead	–	–	–	–	–	–	–	–		–	–	–	1	1	1	*	–	*
Nail polish remover	–	–	–	–	–	–	–	–		–	–	–	*	–	–	*	–	–
Acid	–	–	–	–	–	–	–	–		–	–	–	*	–	*	*	–	–
Benzo[a]pyrene	–	–	–	–	–	–	–	–		–	–	–	*	*	1	*	–	1
Pesticides	–	–	–	–	–	–	–	–		–	–	–	*	1	1	*	–	1
Household cleaners	–	–	–	–	–	–	–	–		–	–	–	*	–	*	*	–	–
4-Aminobiphenyl	–	–	–	–	–	–	–	–		–	–	–	*	–	–	*	2	–

* Less than one percent

Q.38

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?

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

	Dec 2000			Mar-Apr 2001			July 2001			Nov-Dec 2001			July 2002			Dec 2002		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS
Carbon	–	–	–	–	–	–	–	–	–	–	–	–	*	–	–	*	1	–
Ash	–	–	–	–	–	–	–	–	–	–	–	–	*	–	–	*	–	*
Fibreglass	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	*	1	–
Nitrosamines	–	–	–	–	–	–	–	–	–	–	–	–	*	–	–	*	–	*
Paint thinner/remover	–	–	–	–	–	–	–	–	–	–	–	–	*	–	–	*	–	*
Carcinogens	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	*	–	*
Sulphur/sulphate	–	–	–	–	–	–	–	–	–	–	–	–	*	–	*	*	–	–
All the chemicals cause harm	–	–	–	–	–	–	–	–	–	–	–	–	11	16	12	9	13	10
Other	–	–	–	–	–	–	–	–	–	–	–	–	1	2	*	1	1	1
None/nothing	–	–	–	–	–	–	–	–	–	–	–	–	3	5	4	3	5	2
dk/na	–	–	–	–	–	–	–	–	–	–	–	–	47	35	42	43	27	46

* Less than one percent

Q.38

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?

Chemicals Added to Cigarettes During Manufacture

	Dec 2000			Mar-Apr 2001			July 2001			Nov-Dec 2001			July 2002			Dec 2002		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS
Yes, chemicals are added	–	–	–	–	–	–	–	–	–	–	–	–	65	72	72	68	75	71
No, chemicals are not added	–	–	–	–	–	–	–	–	–	–	–	–	15	16	14	12	10	11
dk/na	–	–	–	–	–	–	–	–	–	–	–	–	20	11	14	21	15	18

Q.39

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