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ENVIRONICS
RESEARCH GROUP

# SONDAGES, 9E ÉTAPE

## LES EFFETS DU TABAC SUR LA SANTÉ ET LES MESSAGES D'AVERTISSEMENT CONCERNANT LA SANTÉ SUR LES PAQUETS DE CIGARETTES

## SONDAGE MENÉ AUPRÈS DES ADULTES ET DES ADULTES FUMEURS

RAPPORT FINAL

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# 1.0 INTRODUCTION

Environics Research Group a été chargé par Santé Canada de mener un sondage auprès de la population en général, comprenant des adultes fumeurs et non-fumeurs. L'objectif principal du sondage était de fournir de l'information pour évaluer l'incidence des nouveaux messages d'avertissement concernant la santé sur les paquets de cigarettes, ainsi que la connaissance et les habitudes du public et des consommateurs. Les nouveaux messages d'avertissement concernant la santé ont commencé à apparaître sur les principales marques de cigarettes approximativement le 1er janvier 2001, puis sur toutes les marques approximativement le 30 juin 2001.

Dans ces sondages, nous avons évalué les sources d'information sur les effets du tabac, le degré de sensibilisation et la connaissance des effets du tabac sur la santé, ainsi que la mesure dans laquelle on croit que des maladies précises sont causées par le tabac. De plus, les sondages ont examiné les perceptions des effets sur la santé des substances chimiques ou toxiques dans les cigarettes, en particulier l'acide cyanhydrique. Les sondages ont également évalué la connaissance et le rappel des nouveaux messages d'avertissement situés affichés à l'extérieur des paquets, de même que sur les tiroirs des paquets et les encarts, leur incidence sur la connaissance et les comportements, y compris les comportements destinés à éviter les mises en garde. Enfin, le sondage a examiné le niveau de connaissances des substances chimiques ou toxiques qui sont présentes dans les cigarettes, ainsi que le rappel des renseignements sur les émissions toxiques imprimés sur le côté des paquets de cigarettes.

Un des objectifs de ces sondages, effectués en novembre et au début décembre 2004, était de créer un échantillonnage et un questionnaire permettant d'établir une comparaison avec les sondages des huit étapes précédentes des sondages menés par Environics : les sondages de référence menés en novembre et en décembre 2000, soit avant l'apparition sur le marché des nouveaux messages d'avertissement concernant la santé; les sondages menés en mars et avril 2001, soit quelques mois après l'apparition des nouveaux messages; les sondages effectués en juillet 2001, soit après l'apparition des nouveaux messages sur toutes les marques; ainsi que les sondages de suivi menés en novembre et décembre 2001, juillet 2002, décembre 2002, juillet et août 2003, et décembre 2003.

Le sondage mené auprès de la population en général, c'est-à-dire les adultes fumeurs et non-fumeurs, est fondé sur un échantillon de 629 Canadiens. Il a été effectué entre les 18 et 21 novembre 2004. Un suréchantillon additionnel de 877 fumeurs a été ajouté pour obtenir un échantillon total de 1 002 adultes fumeurs. Ce sondage a aussi été effectué entre le 28 novembre et le 20 décembre 2004.

La marge d'erreur d'un échantillon de 629 répondants est d'environ plus ou moins 3,9 points de pourcentage, 19 fois sur 20. La marge correspondante pour un échantillon de 1 002 est de plus ou moins 3,1 points de pourcentage, 19 fois sur 20.

Le présent rapport offre un résumé des résultats des sondages menés auprès de l'ensemble de la population adulte et la population de fumeurs adultes. Dans les tableaux présentés dans ce rapport, nous donnons les résultats pour la population générale (PG), les fumeurs (F), les non-fumeurs (NF) les cessations possibles (CP). Les échantillons de ces groupes sont de la taille suivante :

| | |
|---|---|
| Population générale : | 629 |
| Fumeurs : | 1 002 |
| Non-fumeurs : | 504 |
| Cessations possibles : | 619 |

On trouvera en annexe de ce rapport la version anglaise et la version française du questionnaire, ainsi qu'une description des méthodes de sondage.

## A. Marques de cigarettes et habitudes de consommation

Selon le sondage, moins de deux Canadiens adultes sur dix (16 %) fument la cigarette à chaque jour et cinq pour cent fument à l'occasion. Parmi les fumeurs, 88 p. 100 fument à chaque jour et 12 p. 100 fument à l'occasion.

Plus de cinq sur dix adultes canadiens (54 %) affirment avoir fumé au moins 100 cigarettes au cours de leur vie. Presque tous les adultes fumeurs (99 %) affirment la même chose. Quatre sur dix non-fumeurs (42 %) affirment également avoir fumé au moins 100 cigarettes au cours de leur vie.

Environ la moitié (47 %) des adultes fumeurs qui fument tous les jours affirment fumer plus de 15 cigarettes par jour, dont six pour cent qui affirment fumer plus de 25 cigarettes par jour. Environ le tiers d'entre eux (36 %) affirment fumer entre dix et 15 cigarettes par jour. Seize pour cent affirment fumer moins de dix cigarettes par jour.

Parmi les adultes fumeurs qui fument chaque jour, les femmes et les jeunes adultes ont plus tendance que la moyenne à rapporter qu'ils fument 15 cigarettes ou moins par jour.

### Consommation de cigarettes par jour
Fument tous les jours

| | Nov-Déc 2000 | Mar-Avr 2001 | Juil 2001 | Nov-Déc 2001 | Juil 2002 | Nov-Déc 2002 | Juil-Août 2003 | Déc 2003 | Nov-Déc 2004 |
|---|---|---|---|---|---|---|---|---|---|
| Moins de 10 cigarettes par jour | 13 | 12 | 12 | 13 | 13 | 15 | 11 | 15 | 16 |
| 10 à 15 cigarettes par jour | 36 | 39 | 35 | 38 | 37 | 38 | 36 | 36 | 36 |
| 16 à 20 cigarettes par jour | 20 | 21 | 21 | 20 | 20 | 20 | 23 | 19 | 21 |
| 21 à 25 cigarettes par jour | 23 | 21 | 23 | 20 | 21 | 20 | 23 | 20 | 20 |
| 26 cigarettes ou plus par jour | 8 | 6 | 7 | 8 | 9 | 8 | 7 | 9 | 6 |

*Q.3*
*En moyenne, combien de cigarettes fumez-vous chaque jour ?*
*Sous-échantillon : fument tous les jours*

### Consommation de cigarettes

| | NOV-DÉC 2000 | | | | MAR-AVR 2001 | | | | JUIL 2001 | | | | NOV-DÉC 2001 | | | | JUIL 2002 | | | | NOV-DÉC 2002 | | | | JUIL-AOÛT 2003 | | | | DÉC 2003 | | | | NOV-DÉC 2004 | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP |
| Tous les jours | 25 | 89 | – | 88 | 23 | 88 | – | 87 | 25 | 87 | – | 85 | 20 | 89 | – | 88 | 22 | 84 | – | 82 | 18 | 84 | – | 82 | 16 | 86 | – | 85 | 20 | 87 | – | 87 | 16 | 88 | – | 88 |
| À l'occasion (moins que tous les jours) | 5 | 11 | – | 12 | 5 | 12 | – | 13 | 6 | 13 | – | 15 | 5 | 11 | – | 12 | 6 | 16 | – | 18 | 6 | 16 | – | 18 | 7 | 14 | – | 15 | 5 | 13 | – | 13 | 5 | 12 | – | 12 |
| Jamais | 70 | – | 100 | – | 71 | – | 100 | – | 69 | – | 100 | – | 76 | – | 100 | – | 72 | – | 100 | – | 76 | – | 100 | – | 77 | – | 100 | – | 75 | – | 100 | – | 79 | – | 100 | – |

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

Parmi les adultes fumeurs qui fument à l'occasion, huit sur dix (81 %) des fumeurs occasionnels affirment fumer moins de dix cigarettes par jour. Seize pour cent fument entre dix et 15 cigarettes par jour et un pour cent d'entre eux fument plus de 15 cigarettes par jour.

Les adultes fumeurs mentionnent plus souvent les Player's légères régulières comme étant leur principale marque de cigarettes (8 %). Des pourcentages de répondants moins élevés mentionnent les Du Maurier grand format (7 %) et les Du Maurier régulières (5 %). Soixante-quatorze pour cent mentionnent d'autres marques.

Lorsqu'on a demandé aux adultes fumeurs s'ils fumaient d'autres marques de cigarettes, sept sur dix (70 %) ont dit non.

## Consommation de cigarettes par jour

### Fumeurs occasionnels

| | Nov-Déc 2000 | Mar-Avr 2001 | Juil 2001 | Nov-Déc 2001 | Juil 2002 | Nov-Déc 2002 | Juil-Août 2003 | Déc 2003 | Nov-Déc 2004 |
|---|---|---|---|---|---|---|---|---|---|
| Moins de 10 cigarettes par jour | 74 | 75 | 66 | 64 | 69 | 76 | 75 | 81 | 81 |
| 10 à 15 cigarettes par jour | 21 | 18 | 21 | 23 | 23 | 17 | 17 | 13 | 16 |
| 16 à 20 cigarettes par jour | 4 | 4 | 11 | 11 | 6 | 7 | 4 | 5 | 1 |

*Q.4*
*Les jours où vous fumez, environ combien de cigarettes fumez-vous ?*
*Sous-échantillon : fument à l'occasion*

## B. Tentatives d'arrêter de fumer et personnes qui envisagent d'arrêter de fumer

Huit adultes fumeurs sur dix (80 %) affirment avoir essayé d'arrêter de fumer. Deux sur dix (20 %) affirment ne pas avoir essayé d'arrêter de fumer.

Les deux tiers (65 %) des adultes fumeurs qui ont essayé d'arrêter de fumer disent qu'ils ont arrêté de fumer pendant au moins 24 heures au moins une fois au cours de la dernière année; ce nombre comprend 21 p. 100 qui ont fait une tentative, 17 p. 100 qui ont fait deux tentatives, dix pour cent qui ont tenté à trois reprises et 17 p. 100 qui ont tenté de cesser à plus de trois reprises. Le tiers (35 %) d'entre eux affirment ne pas avoir essayé d'arrêter de fumer au cours de la dernière année.

Parmi les adultes fumeurs qui ont essayé d'arrêter de fumer, ceux qui fument tous les jours, ceux qui n'envisagent pas d'essayer d'arrêter de fumer et ceux qui fument plus de 25 cigarettes par jour ont plus tendance que d'autres à dire qu'ils n'ont pas essayé d'arrêter de fumer au cours de la dernière année.

### Tentatives pour arrêter de fumer
Fumeurs

| | Nov-Déc 2000 | Mar-Avr 2001 | Juil 2001 | Nov-Déc 2001 | Juil 2002 | Nov-Déc 2002 | Juil-Août 2003 | Déc 2003 | Nov-Déc 2004 |
|---|---|---|---|---|---|---|---|---|---|
| Oui | 77 | 79 | 78 | 77 | 79 | 78 | 80 | 80 | 80 |
| Non | 23 | 21 | 22 | 23 | 21 | 22 | 20 | 20 | 20 |

*Q.6*
*Est-ce que vous avez déjà essayé d'arrêter de fumer?*
*Sous-échantillon : fumeurs*

### Nombre de tentatives pour arrêter de fumer
Fumeurs

| | Nov-Déc 2000 | Mar-Avr 2001 | Juil 2001 | Nov-Déc 2001 | Juil 2002 | Nov-Déc 2002 | Juil-Août 2003 | Déc 2003 | Nov-Déc 2004 |
|---|---|---|---|---|---|---|---|---|---|
| Une fois | 20 | 22 | 21 | 19 | 24 | 19 | 24 | 23 | 21 |
| Deux fois | 14 | 15 | 12 | 16 | 16 | 19 | 15 | 17 | 17 |
| Trois fois | 10 | 8 | 9 | 8 | 9 | 10 | 11 | 9 | 10 |
| Plus de trois fois | 16 | 14 | 14 | 16 | 18 | 18 | 17 | 19 | 17 |
| Pas pendant la dernière année | 40 | 41 | 42 | 40 | 33 | 33 | 33 | 33 | 35 |
| nsp/pr | 1 | 1 | 2 | * | 1 | 1 | * | * | 1 |

* Moins de un pour cent

*Q.7*
*Au cours de la dernière année, combien de fois avez-vous arrêté de fumer pendant au moins 24 heures parce que vous essayiez de cesser de fumer ?*
*Sous-échantillon : fumeurs qui ont tenté d'arrêter de fumer*

Parmi les personnes qui envisagent d'essayer d'arrêter de fumer, soit les cessations possibles, six adultes fumeurs sur dix (62 %) affirment qu'ils envisagent maintenant sérieusement d'arrêter de fumer. Il n'est pas surprenant que ce nombre soit moins élevé chez les personnes qui n'ont jamais essayé d'arrêter de fumer ou qui n'ont pas essayé d'arrêter de fumer depuis un an.

Il n'y a pas eu de changement significatif, depuis le sondage de décembre 2003, du nombre de fumeurs qui rapportent envisager sérieusement d'arrêter de fumer .

Quatre sur dix des adultes fumeurs (38 %) qui envisagent sérieusement d'arrêter de fumer disent qu'ils essaieront au cours des 30 prochains jours. La moitié d'entre eux (49 %) disent qu'ils essaieront au cours des six prochains mois. Dix pour cent disent qu'ils n'essaieront pas au cours des six prochains mois et quatre pour cent disent qu'ils ne savent pas quand ils essaieront d'arrêter de fumer.

## Fumeurs envisageant d'arrêter

Fumeurs

| | Nov-Déc 2000 | Mar-Avr 2001 | Juil 2001 | Nov-Déc 2001 | Juil 2002 | Nov-Déc 2002 | Juil-Août 2003 | Déc 2003 | Nov-Déc 2004 |
|---|---|---|---|---|---|---|---|---|---|
| Oui | 56 | 58 | 54 | 61 | 64 | 62 | 61 | 63 | 62 |
| Non | 43 | 41 | 45 | 38 | 35 | 37 | 38 | 37 | 37 |

*Q.8a*
*En ce moment, est-ce que vous envisagez sérieusement d'arrêter de fumer ?*
*Sous-échantillon : fumeurs*

## Fumeurs envisageant d'arrêter

Fumeurs

| | Nov-Déc 2000 | Mar-Avr 2001 | Juil 2001 | Nov-Déc 2001 | Juil 2002 | Nov-Déc 2002 | Juil-Août 2003 | Déc 2003 | Nov-Déc 2004 |
|---|---|---|---|---|---|---|---|---|---|
| D'ici les 30 prochains jours | 38 | 33 | 34 | 43 | 39 | 46 | 35 | 50 | 38 |
| D'ici les 6 prochains mois | 45 | 48 | 49 | 44 | 48 | 41 | 48 | 40 | 49 |
| Pas d'ici les 6 prochains mois | 9 | 10 | 11 | 9 | 8 | 10 | 12 | 6 | 10 |
| nsp/pr | 7 | 9 | 5 | 4 | 5 | 3 | 6 | 4 | 4 |

*Q.8b*
*À quel moment envisagerez-vous d'essayer de cesser de fumer ?*
*Sous-échantillon : fumeurs qui envisagent sérieusement d'arrêter de fumer*

Le présent sondage suggère une augmentation du pourcentage de personnes envisageant d'arrêter de fumer qui pensent essayer au cours des 30 prochains jours, une variation pouvant être attribuable au moment de la réalisation du sondage précédent et du présent sondage. Le sondage précédent a été effectué en décembre, juste avant le nouvel an – un moment au cours duquel un plus grand nombre de fumeurs prévoient peut-être essayer d'arrêter sous l'impulsion d'une résolution du nouvel an. Des variations analogues avaient été observées lors des sondages de novembre-décembre 2001 et de novembre-décembre 2002 qui montraient tous deux des augmentations, comparativement aux niveaux rapportés dans les sondages réalisés au cours de l'été. Le présent sondage a été effectué en novembre et au début décembre – pour une forte proportion de répondants, le nouvel an n'aurait pas eu lieu dans les 30 jours suivant le sondage. Toutefois, il faut noter qu'on a observé une légère augmentation de cessations possibles qui n'ont pas l'intention de tenter de cesser au cours des six prochains mois.

Parmi les adultes fumeurs qui envisagent sérieusement d'arrêter de fumer, la plus grande proportion disent qu'ils utiliseraient comme méthode leur propre volonté ou arrêteraient d'un coup sec (51 %). Plus de trois sur dix utiliseraient le timbre transdermique de nicotine (37 %). Des pourcentages moins élevés affirment qu'ils utiliseraient la gomme à mâcher contenant de la nicotine (8 %) ou le Zyban (7 %). Vingt-cinq pour cent mentionnent d'autres façons ou méthodes, et six pour cent ne savent pas à quelles méthodes ils auraient recours.

## Façons d'arrêter
### Fumeurs

| | Nov-Déc 2000 | Mar-Avr 2001 | Juil 2001 | Nov-Déc 2001 | Juil 2002 | Nov-Déc 2002 | Juil-Août 2003 | Déc 2003 | Nov-Déc 2004 |
|---|---|---|---|---|---|---|---|---|---|
| Volonté/d'un coup sec/cesser tout simplement | 47 | 50 | 48 | 45 | 50 | 47 | 45 | 48 | 51 |
| Timbre transdermique de nicotine | 23 | 25 | 21 | 31 | 31 | 37 | 36 | 37 | 34 |
| Gomme à mâcher contenant de la nicotine | 5 | 6 | 4 | 8 | 10 | 9 | 9 | 9 | 8 |
| Zyban | 19 | 16 | 12 | 12 | 10 | 12 | 8 | 10 | 7 |
| Cesser graduellement | 5 | 6 | 7 | 5 | 4 | 3 | 5 | 4 | 4 |
| Mâcher de la gomme/des bonbons/manger | 1 | 3 | 2 | 3 | 5 | 4 | 5 | 3 | 3 |
| Hypnose | 2 | 2 | 2 | 1 | 2 | 1 | 1 | 1 | 3 |
| Inhalateur de nicotine/nicorette | – | – | – | – | – | – | – | – | 2 |
| Faire plus d'exercice/se tenir en forme | 1 | 2 | 2 | 3 | 2 | 2 | 2 | 3 | 1 |
| Avis d'un médecin/professionnel | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 1 |
| Éviter les fumeurs/les situations où vous fumez | * | 1 | 1 | 1 | 1 | 2 | 1 | 1 | 1 |
| Programme autonome | 1 | 2 | 1 | 2 | 2 | 1 | 1 | 1 | 1 |
| Boire | * | * | 1 | * | 1 | * | 2 | 1 | 1 |
| Acupuncture | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| Programme en clinique/groupe | 2 | * | – | 1 | * | 1 | 1 | * | * |
| Médicaments sur ordonnance | * | – | 2 | 1 | 2 | 2 | 2 | 1 | * |
| Vous distraire | * | 1 | 2 | 1 | 1 | 1 | 1 | 2 | – |
| Traitement au Laser | – | – | – | – | – | – | – | * | – |
| Rinse-bouche/vaporisateur | * | – | 1 | – | – | – | – | – | – |
| Autre | 3 | 2 | 3 | 2 | 2 | 1 | 4 | 4 | 7 |
| Rien/aucun | * | 1 | * | 1 | 1 | * | * | – | * |
| nsp/pr | 5 | 2 | 6 | 6 | 6 | 5 | 7 | 5 | 6 |

* Moins de un pour cent

*Q.8c*
*Si vous deviez arrêter de fumer à un moment donné, quelles façons ou quelles méthodes penseriez-vous utiliser ?*
*Sous-échantillon : fumeurs qui envisagent sérieusement d'arrêter de fumer*

# 3.0 Effets de la consommation de cigarettes sur la santé

## A. Effets généraux et mentionnés spontanément

Près de neuf Canadiens sur dix (87 %) pensent que la consommation de cigarettes est un problème de santé grave au Canada. Un sur dix d'entre eux (10 %) pensent qu'il s'agit d'un problème mineur. Seulement deux pour cent pensent que cela ne représente pas un problème de santé. Chez les adultes fumeurs, un peu plus de sept sur dix (73 %) pensent qu'il s'agit d'un problème de santé grave et deux sur dix (20 %) d'un problème de santé mineur. Seulement quatre pour cent pensent qu'il ne s'agit pas d'un problème de santé.

Les résultats du présent sondage ne montrent pas de variation significative, depuis décembre 2003, du nombre d'adultes canadiens ou d'adultes fumeurs qui disent que la consommation de cigarettes est un problème de santé grave.

La perception selon laquelle la consommation de cigarettes représente un problème de santé grave est moins forte chez les fumeurs plus âgés, notamment chez ceux qui sont âgés de 60 ans ou plus. Elle est plus élevée chez les personnes qui envisagent d'arrêter de fumer, ceux qui fument moins de 21 cigarettes par jour et chez ceux qui ont essayé d'arrêter de fumer au moins une fois au cours de la dernière année

Lorsqu'on leur demande de nommer spontanément quels sont les effets sur la santé ou les maladies spécifiquement causés par la consommation de cigarettes, les adultes canadiens ont plus tendance à mentionner le cancer du poumon (43 %), suivi du cancer en général (38 %), de l'emphysème (32 %), des crises cardiaques/maladies du coeur/l'angine (32 %), des maladies pulmonaires (26 %), de l'asthme (13 %), du cancer buccal, y compris le cancer de la gorge (11 %) et des troubles respiratoires/difficulté à respirer/souffle court (10 %). Quarante-neuf pour cent mentionnent une gamme d'autres effets sur la santé humaine ou maladies.

La plus forte proportion des adultes fumeurs mentionnent d'abord le cancer du poumon (42 %), suivi du cancer en général (38 %), des crises cardiaques/maladies du coeur/ l'angine (35 %), de l'emphysème (29 %), des maladies pulmonaires (20 %), de l'asthme (10 %) et du cancer buccal comprenant le cancer de la gorge (10 %). Cinquante-quatre pour cent des fumeurs mentionnent d'autres effets ou maladies.

Les résultats du présent sondage, comparativement au sondage de décembre 2003, indiquent des diminutions dans les proportions de répondants de la population en général ou des fumeurs mentionnant spontanément le cancer; le présent sondage révèle également une augmentation dans la proportion de Canadiens en général qui mentionnent les maladies pulmonaires. Comparativement au sondage de référence, on note une diminution au sein de la population en général du nombre de ceux qui mentionnent le cancer du poumon, ainsi que des augmentations des proportions mentionnant le cancer en général, l'emphysème, les crises cardiaques/maladies du coeur/l'angine, les maladies pulmonaires et le cancer buccal. Le nombre d'adultes fumeurs qui mentionnent le cancer en général, les crises cardiaques/ maladies du coeur/l'angine et l'emphysème est plus élevé dans le présent sondage que dans le sondage de référence.

## La cigarette : un problème de santé

| | NOV-DÉC 2000 | | | | MAR-AVR 2001 | | | | JUIL 2001 | | | | NOV-DÉC 2001 | | | | JUIL 2002 | | | | NOV-DÉC 2002 | | | | JUIL-AOÛT 2003 | | | | DÉC 2003 | | | | NOV-DÉC 2004 | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP |
| Grave | 87 | 72 | 91 | 81 | 85 | 70 | 91 | 78 | 84 | 68 | 88 | 78 | 83 | 69 | 88 | 77 | 85 | 69 | 90 | 77 | 86 | 72 | 89 | 81 | 87 | 69 | 91 | 76 | 85 | 72 | 89 | 80 | 87 | 73 | 90 | 82 |
| Mineur | 10 | 21 | 7 | 15 | 12 | 23 | 7 | 17 | 12 | 23 | 10 | 15 | 12 | 23 | 9 | 18 | 12 | 24 | 7 | 18 | 11 | 22 | 8 | 16 | 10 | 22 | 8 | 18 | 12 | 22 | 9 | 16 | 10 | 20 | 7 | 14 |
| Pas un problème | 2 | 5 | 1 | 2 | 2 | 4 | 1 | 2 | 3 | 6 | 2 | 3 | 3 | 5 | 2 | 3 | 2 | 5 | 1 | 3 | 3 | 4 | 2 | 2 | 2 | 7 | 1 | 4 | 2 | 4 | 1 | 3 | 2 | 4 | 1 | 2 |
| nsp/pr | 1 | 2 | 1 | 1 | 1 | 3 | 1 | 2 | 2 | 4 | 1 | 4 | 2 | 3 | 1 | 2 | 1 | 2 | 1 | 1 | 1 | 2 | 1 | 2 | 1 | 3 | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 2 | 1 | 2 |

*Q.9*

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

## Effets de la cigarette sur la santé – non suggéré

| | NOV-DÉC 2000 | | | | MAR-AVR 2001 | | | | JUIL 2001 | | | | NOV-DÉC 2001 | | | | JUIL 2002 | | | | NOV-DÉC 2002 | | | | JUIL-AOÛT 2003 | | | | DÉC 2003 | | | | NOV-DÉC 2004 | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP |
| Cancer – du poumon | 57 | 49 | 59 | 51 | 59 | 53 | 59 | 53 | 58 | 49 | 58 | 50 | 58 | 46 | 61 | 48 | 54 | 47 | 55 | 46 | 58 | 48 | 59 | 50 | 54 | 49 | 54 | 49 | 52 | 48 | 54 | 51 | 43 | 42 | 45 | 43 |
| Cancer en général | 32 | 31 | 33 | 32 | 34 | 28 | 36 | 29 | 33 | 31 | 34 | 34 | 38 | 34 | 40 | 35 | 38 | 36 | 41 | 39 | 38 | 39 | 38 | 41 | 36 | 32 | 38 | 33 | 37 | 35 | 38 | 35 | 38 | 38 | 39 | 41 |
| Emphysème | 23 | 24 | 23 | 25 | 24 | 22 | 25 | 26 | 25 | 23 | 25 | 25 | 31 | 27 | 31 | 29 | 30 | 29 | 31 | 29 | 36 | 30 | 36 | 31 | 29 | 31 | 27 | 31 | 30 | 28 | 31 | 30 | 32 | 29 | 32 | 31 |
| Crises cardiaques/maladies du cœur/angine | 27 | 29 | 25 | 34 | 30 | 33 | 29 | 35 | 33 | 34 | 32 | 36 | 37 | 35 | 35 | 40 | 32 | 35 | 33 | 36 | 30 | 34 | 28 | 36 | 27 | 34 | 24 | 38 | 28 | 31 | 28 | 34 | 32 | 35 | 30 | 38 |
| Maladies pulmonaires/poumons (non préc) | 18 | 20 | 17 | 20 | 18 | 16 | 17 | 17 | 20 | 18 | 21 | 19 | 19 | 20 | 18 | 22 | 16 | 17 | 18 | 18 | 16 | 20 | 15 | 21 | 19 | 19 | 18 | 20 | 21 | 19 | 22 | 19 | 26 | 20 | 27 | 21 |
| Asthme | 10 | 8 | 11 | 9 | 14 | 9 | 15 | 10 | 12 | 10 | 14 | 11 | 15 | 10 | 16 | 9 | 11 | 12 | 11 | 12 | 14 | 12 | 14 | 13 | 13 | 10 | 14 | 10 | 12 | 11 | 13 | 11 | 13 | 10 | 14 | 11 |
| Cancer – buccal (langue, lèvres, bouche, gorge) | 7 | 7 | 8 | 8 | 14 | 9 | 15 | 9 | 11 | 11 | 11 | 11 | 14 | 12 | 15 | 12 | 11 | 12 | 11 | 13 | 15 | 11 | 14 | 12 | 11 | 10 | 11 | 10 | 13 | 10 | 14 | 12 | 11 | 10 | 10 | 10 |
| Problèmes respiratoires/difficulté à respirer/souffle court | 8 | 8 | 9 | 9 | 9 | 8 | 9 | 9 | 9 | 8 | 9 | 10 | 14 | 11 | 14 | 12 | 14 | 11 | 14 | 12 | 11 | 8 | 12 | 9 | 9 | 9 | 10 | 11 | 10 | 8 | 10 | 9 | 10 | 7 | 10 | 8 |
| Bronchite/bronchite chronique | 4 | 4 | 4 | 5 | 3 | 3 | 3 | 3 | 4 | 5 | 4 | 6 | 7 | 6 | 6 | 6 | 3 | 5 | 4 | 5 | 6 | 6 | 6 | 6 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 6 | 5 | 5 | 6 |
| Attaque d'apoplexie/Accident cérébrovasculaire | 3 | 4 | 3 | 5 | 6 | 7 | 6 | 7 | 3 | 7 | 2 | 9 | 6 | 7 | 6 | 7 | 6 | 10 | 5 | 10 | 6 | 7 | 6 | 7 | 5 | 9 | 3 | 10 | 6 | 8 | 5 | 8 | 4 | 8 | 3 | 8 |
| Hypertension | 1 | 1 | 2 | 1 | 3 | 1 | 4 | 2 | 2 | 2 | 2 | 2 | 4 | 3 | 3 | 3 | 3 | 1 | 3 | 2 | 3 | 2 | 4 | 3 | 3 | 2 | 2 | 3 | 2 | 2 | 2 | 2 | 4 | 2 | 4 | 3 |
| Problèmes de circulation sanguine/ caillots sanguins | 5 | 4 | 5 | 5 | 6 | 4 | 7 | 4 | 4 | 4 | 4 | 5 | 5 | 6 | 5 | 6 | 3 | 6 | 3 | 6 | 6 | 5 | 5 | 6 | 3 | 5 | 3 | 6 | 3 | 4 | 3 | 5 | 3 | 4 | 3 | 5 |
| Maladies des gencives/perte de dents/ maladies de la bouche | 1 | 1 | 2 | 1 | 3 | 2 | 3 | 3 | 3 | 4 | 2 | 1 | 3 | 4 | 2 | 4 | 4 | 4 | 3 | 4 | 2 | 5 | 2 | 5 | 3 | 4 | 3 | 3 | 3 | 4 | 2 | 4 | 3 | 5 | 2 | 5 |
| Allergies | 1 | * | 1 | * | 2 | 1 | 2 | 1 | 2 | 1 | 3 | 1 | 4 | 1 | 4 | 1 | 1 | 1 | 2 | 1 | 2 | 1 | 2 | 1 | 3 | 1 | 3 | 1 | 2 | 1 | 2 | 1 | 2 | * | 2 | 1 |
| Mauvaise haleine | 2 | 1 | 2 | 1 | 1 | 1 | 1 | 1 | * | 1 | * | 1 | 2 | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | * | 1 | 1 | 1 | 1 | 2 | 1 | 2 | 1 | 2 | * | 2 | 1 |
| Jaunissement des dents/des doigts/effet sur l'aspect physique | 2 | 1 | 2 | 1 | * | 1 | 1 | 1 | 3 | 2 | 3 | 2 | 2 | 2 | 2 | 2 | 1 | 1 | 1 | 1 | 2 | 2 | 3 | 2 | 1 | 1 | 1 | 1 | 2 | 2 | 2 | 2 | 2 | 1 | 2 | 2 |
| Cancer – autre | * | 1 | * | 1 | 1 | 2 | 2 | 3 | 2 | 1 | 1 | 2 | 2 | 1 | 2 | 1 | 2 | 2 | 2 | 3 | 1 | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 2 | 1 | 3 | 1 | 2 | 1 | 2 | 2 |
| Décès/décès prématuré | 1 | * | 1 | * | 1 | * | 1 | 1 | 1 | * | 1 | – | 2 | 1 | 2 | 1 | 1 | * | 1 | * | 1 | * | 1 | * | 1 | 1 | 1 | 1 | 1 | * | 1 | 1 | 2 | * | 2 | * |
| Toux | * | 1 | * | 1 | * | * | * | 1 | 1 | 1 | 1 | 2 | 2 | 2 | 1 | 2 | 1 | 1 | * | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | * | 1 | * | 1 | * | 1 | 1 | 1 | 1 |
| Fumée secondaire | 2 | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 2 | 1 | 2 | 1 | 2 | 1 | 2 | 1 | 4 | 1 | 5 | 1 | 2 | 2 | 2 | 1 | 2 | 1 | 2 | 1 | 4 | 2 | 4 | 1 | 1 | 1 | 2 | 1 |
| Dépendance | 2 | 2 | 2 | 1 | 2 | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 2 | 2 | 2 | 1 | 2 | 1 | 2 | 1 | 2 | 1 | 2 | 1 | 2 | 1 | 2 | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 2 | 1 |
| Dommages au cerveau/maladies cérébrales | * | * | * | * | * | * | – | – | 1 | 1 | 1 | 4 | 1 | 2 | 1 | 2 | * | 1 | * | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | * | 1 |
| Piètre état physique/perte d'énergie | 1 | 2 | 2 | 3 | 2 | 2 | 2 | 2 | 1 | 1 | 1 | 2 | 3 | 3 | 3 | 4 | 2 | 2 | 3 | 2 | 2 | 2 | 2 | 2 | 1 | 1 | 1 | 1 | 1 | 2 | 2 | 3 | 1 | 2 | 1 | 3 |
| Rides/vieillissement prématuré | 1 | 1 | 1 | 1 | 2 | 1 | 2 | 1 | 1 | 1 | 1 | 2 | 2 | 2 | 2 | 2 | 1 | 1 | * | 1 | 2 | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| Impuissance/dysfonction sexuelle | * | * | * | * | 2 | 3 | 1 | 3 | 1 | 2 | 1 | 2 | 2 | 2 | 1 | 2 | 1 | 2 | 1 | 2 | 1 | 3 | 1 | 2 | 1 | 2 | 1 | 2 | 1 | 2 | 1 | 2 | 1 | 2 | 1 | 3 |

* Moins de un pour cent

*Suite ...*

*Q.10*

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

## Effets de la cigarette sur la santé – non suggéré

*Suite*

| | NOV-DÉC 2000 | | | | MAR-AVR 2001 | | | | JUIL 2001 | | | | NOV-DÉC 2001 | | | | JUIL 2002 | | | | NOV-DÉC 2002 | | | | JUIL-AOÛT 2003 | | | | DÉC 2003 | | | | NOV-DÉC 2004 | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP |
| Bébés de petit poids à la naissance/réduction de la croissance des bébés pendant la grossesse | 1 | 1 | 1 | 1 | 2 | 1 | 2 | 2 | 1 | 1 | 2 | 1 | 2 | 1 | 2 | 1 | 2 | 1 | 2 | 1 | 1 | * | 1 | * | 1 | 1 | * | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| Irritations/problèmes cutanés | * | * | – | 1 | * | – | * | – | * | * | * | – | 1 | 1 | 1 | 1 | 1 | 1 | * | * | 1 | 1 | 1 | 1 | 1 | * | 1 | * | 1 | * | 1 | * | 1 | 1 | 1 | 1 |
| Diabète | 1 | * | 1 | * | 1 | * | 1 | * | * | * | * | 1 | 1 | * | 1 | * | 1 | * | 1 | 1 | 1 | 1 | 1 | 1 | * | * | * | * | 1 | * | 1 | * | 1 | * | 1 | * |
| Durcissement des artères | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | 1 | 1 | 1 | 1 | 1 | 1 | * | * |
| BPCO | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | 1 | 1 | 1 | * | 1 | * | 1 | * |
| Pollution de l'air/problèmes environnementaux | 1 | 1 | 1 | 1 | * | * | * | * | 1 | * | 1 | * | 1 | 1 | * | 1 | 1 | * | 1 | * | 2 | * | 2 | * | 1 | 1 | 1 | 1 | * | * | * | – | 1 | 1 | 1 | 1 |
| Anomalies congénitales/problèmes durant la grossesse | – | – | – | – | – | * | – | – | * | – | * | – | 1 | 1 | 1 | 1 | 2 | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | * | 1 | * | * | 1 | 1 | 1 | 1 |
| Cancer – du sein | 2 | 1 | 2 | 2 | 2 | 1 | 2 | 1 | 1 | * | 1 | * | 1 | 1 | 2 | * | 1 | 1 | 1 | 1 | 1 | * | 1 | 1 | 2 | * | 2 | * | 1 | 1 | 1 | 1 | * | 1 | * | 1 |
| Avant terme/naissance prématurée | 1 | 1 | 1 | 1 | 1 | 1 | 1 | * | 2 | 1 | 2 | 1 | 2 | 1 | 3 | 1 | 1 | * | 1 | * | 1 | 1 | 1 | 1 | 1 | 1 | 1 | * | 1 | 1 | 1 | 1 | * | * | * | 1 |
| Effets sur le fœtus/enfant à naître | 1 | * | 1 | * | 1 | 1 | 2 | 1 | 1 | * | 1 | * | 1 | 1 | 1 | 1 | 1 | * | 1 | – | 1 | * | 1 | * | 1 | * | 1 | * | 1 | * | 1 | 1 | * | * | * | * |
| Alimentation/troubles de nutrition | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | 1 | – | 1 | – | * | * | – | * |
| Maux de tête | * | * | – | * | * | 1 | * | 1 | * | * | * | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | * | 1 | 1 | 1 | * | 1 | * | 1 | 1 | 1 | 1 | 1 | * | * | * | 1 |
| Maladies de la gorge/problèmes | – | * | – | * | 1 | * | 1 | * | 1 | 1 | 1 | 1 | 1 | * | * | * | 1 | 1 | 1 | 1 | * | * | * | * | 1 | * | 1 | 1 | 1 | – | 1 | – | * | 1 | – | 1 |
| Maladies de l'œil/problèmes | * | * | 1 | – | * | * | * | – | – | – | – | – | 1 | * | 1 | 1 | * | * | 1 | 1 | 1 | * | 1 | * | * | * | * | * | * | * | * | * | * | * | * | * |
| Dommages au foie/maladies du foie | * | * | * | – | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * | 1 | 1 | * | * | * | 1 | * | 1 | * | * | * | * | * | 1 | * | 1 |
| Maux d'estomac | * | * | * | – | * | * | * | * | 1 | 1 | 1 | 1 | * | 1 | 1 | 1 | * | 1 | 1 | 1 | 1 | 2 | 1 | 2 | * | * | * | 1 | * | * | * | * | * | * | * | 1 |
| Maladies du rein/problèmes rénaux | * | – | * | – | – | * | – | – | * | * | * | * | – | – | – | – | * | * | * | * | * | * | * | * | * | * | * | 1 | * | * | * | * | * | * | 1 | * |
| Ostéoporose/maladies des os | * | * | – | * | * | – | * | – | – | – | – | – | * | * | * | – | – | * | – | * | * | * | 1 | * | * | * | * | – | * | – | * | – | * | – | * | – |
| Étourdissements/nausées | – | * | – | * | – | * | – | – | – | * | – | 1 | 1 | 1 | 1 | 1 | – | * | – | * | – | * | – | * | – | * | – | * | * | – | * | – | * | – | * | – |
| Problèmes du système immunitaire | 1 | * | 1 | – | – | – | – | – | * | * | * | * | 1 | * | 1 | * | 1 | * | 1 | * | 1 | * | 1 | 1 | * | * | 1 | * | – | * | – | * | * | * | * | * |
| Fausses-couches/décès à la naissance | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | * | * | – | * | – | – | – | – |
| Arthrite | – | – | – | – | – | – | – | – | – | – | – | – | * | * | * | * | – | * | – | * | * | * | * | * | – | * | – | * | – | * | – | * | – | – | – | – |
| Gangrène | * | – | * | – | * | * | * | * | – | – | – | – | * | – | 1 | – | – | * | – | – | * | * | * | * | * | * | * | – | – | – | – | * | – | – | – | * |
| Incendies accidentels/brûlures | – | – | – | – | – | – | – | – | * | * | * | * | – | * | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | * | – | – |
| Sclérose en plaques | – | – | – | – | – | * | – | * | * | * | * | * | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | * | – | * | – | * |
| Autre | 1 | 2 | 2 | 2 | 2 | 3 | 3 | 4 | 2 | 2 | 2 | 4 | 3 | 1 | 4 | 1 | 1 | 2 | 2 | 1 | 2 | 2 | 1 | 2 | 4 | 4 | 4 | 6 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 6 |
| Aucun | 2 | 4 | * | 2 | 2 | 5 | 1 | 3 | 2 | 4 | 2 | 2 | * | 2 | * | 1 | 2 | 3 | 1 | 2 | 1 | 2 | * | 1 | 1 | 3 | 1 | 2 | 1 | 2 | 1 | 2 | 1 | 3 | * | 1 |
| nsp/pr | 1 | 2 | 1 | 1 | 1 | 2 | 1 | 1 | 1 | 4 | 1 | 3 | 1 | 2 | 1 | 2 | 1 | 3 | 1 | 3 | 1 | 3 | 1 | 2 | 2 | 2 | 2 | 1 | 2 | 3 | 1 | 3 | 1 | 3 | 1 | 3 |

* Moins de un pour cent

*Q.10*

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

## B. Sources d'information à propos des effets sur la santé

Lorsqu'on leur demande où ils ont récemment vu ou entendu de l'information à propos des effets de la cigarette sur la santé, un peu plus de six sur dix des adultes canadiens mentionnent spontanément la télévision (63 %) et trois sur dix mentionnent les journaux (30 %). Des proportions moindres mentionnent les paquets de cigarettes (24 %), les magazines (23 %), la radio (14 %), le bouche à oreille/famille/amis (10 %), le médecin/le bureau du médecin (8 %), les panneaux-réclame (6 %) et les bulletins de nouvelles (5 %). Vingt pour cent mentionnent d'autres sources d'information et sept pour cent disent nulle part.

Chez les adultes fumeurs, près de sept sur dix mentionnent la télévision (66 %) et près de cinq sur dix les paquets de cigarettes (47 %). Des pourcentages moindres mentionnent les journaux (20 %), la radio (15 %), les magazines (14 %), le bouche à oreille/famille/amis (10 %), le médecin/bureau de médecin (9 %) et les panneaux-réclame (7 %). Vingt-six pour cent mentionnent d'autres sources d'information et six pour cent disent nulle part.

Les résultats du présent sondage révèlent des diminutions, depuis décembre 2003, au sein de la population en général et des adultes fumeurs, des proportions qui mentionnent la télévision comme une source d'information (en baisse de sept points chacun). Le nombre d'adultes canadiens, en particulier d'adultes fumeurs, qui ont vu de l'information concernant la santé sur les paquets de cigarettes avait augmenté de façon significative entre les mois de novembre-décembre 2000 et les mois de mars-avril 2001, puis il est demeuré à peu près inchangé jusqu'à juillet 2002. Ces nombres ont baissé de sept points au sein le la population en général et de dix points parmi les adultes fumeurs dans le sondage de novembre-décembre 2002, puis sont demeurés pratiquement inchangés dans le sondage de juillet-août 2003. Le présent sondage ne révèle pas de variation significative depuis décembre 2003 au sein de la population en général et une augmentation de quatre points parmi les adultes fumeurs des proportions qui ont vu de l'information concernant la santé sur les paquets de cigarettes; au sein de la population en général, cela représente une proportion de quatre points plus élevée que dans le sondage de référence, mais chez les fumeurs, le nombre de ceux qui ont vu de l'information sur les paquets de cigarettes est de 14 points supérieur à ce qu'on retrouve dans le sondage de référence.

Les fumeurs âgés de 18 à 34 ans voient plus souvent l'information sur les paquets de cigarettes que les fumeurs en général.

## Sources d'information sur les effets sur la santé

| | NOV-DÉC 2000 | | | | MAR-AVR 2001 | | | | JUIL 2001 | | | | NOV-DÉC 2001 | | | | JUIL 2002 | | | | NOV-DÉC 2002 | | | | JUIL-AOÛT 2003 | | | | DÉC 2003 | | | | NOV-DÉC 2004 | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP |
| Télévision | 62 | 65 | 61 | 67 | 66 | 60 | 68 | 62 | 64 | 55 | 67 | 54 | 68 | 64 | 67 | 66 | 62 | 61 | 63 | 61 | 69 | 68 | 69 | 70 | 65 | 65 | 64 | 66 | 70 | 73 | 70 | 73 | 63 | 66 | 61 | 68 |
| Journaux | 25 | 21 | 27 | 21 | 30 | 22 | 34 | 21 | 27 | 21 | 30 | 22 | 34 | 21 | 35 | 21 | 31 | 24 | 33 | 24 | 33 | 24 | 34 | 24 | 28 | 21 | 29 | 24 | 30 | 22 | 32 | 22 | 30 | 20 | 31 | 21 |
| Paquets de cigarettes | 20 | 33 | 14 | 32 | 32 | 57 | 21 | 59 | 33 | 57 | 22 | 57 | 34 | 60 | 25 | 59 | 34 | 58 | 26 | 57 | 27 | 48 | 21 | 48 | 28 | 51 | 20 | 50 | 23 | 43 | 17 | 44 | 24 | 47 | 18 | 47 |
| Magazines | 18 | 13 | 20 | 12 | 19 | 12 | 22 | 13 | 15 | 10 | 16 | 11 | 20 | 13 | 21 | 14 | 18 | 14 | 21 | 14 | 17 | 13 | 18 | 13 | 18 | 13 | 19 | 13 | 16 | 12 | 17 | 13 | 23 | 14 | 25 | 15 |
| Radio | 11 | 9 | 12 | 10 | 13 | 10 | 13 | 11 | 11 | 10 | 13 | 10 | 15 | 12 | 14 | 12 | 13 | 13 | 13 | 14 | 13 | 13 | 13 | 14 | 12 | 11 | 13 | 13 | 15 | 14 | 16 | 15 | 14 | 15 | 14 | 16 |
| Bouche à oreille/famille/amis | 3 | 4 | 3 | 4 | 8 | 8 | 8 | 10 | 9 | 9 | 10 | 10 | 11 | 8 | 11 | 10 | 9 | 8 | 9 | 9 | 13 | 9 | 13 | 11 | 10 | 8 | 11 | 8 | 11 | 9 | 12 | 10 | 10 | 10 | 10 | 12 |
| Médecin/bureau du médecin | 9 | 8 | 8 | 10 | 8 | 8 | 6 | 8 | 7 | 7 | 8 | 8 | 6 | 8 | 6 | 10 | 5 | 8 | 4 | 9 | 8 | 8 | 7 | 10 | 7 | 7 | 7 | 9 | 6 | 7 | 6 | 8 | 8 | 9 | 7 | 10 |
| Panneaux-réclame | 5 | 5 | 5 | 5 | 6 | 5 | 5 | 6 | 5 | 4 | 5 | 4 | 4 | 6 | 4 | 6 | 6 | 5 | 5 | 5 | 5 | 7 | 5 | 9 | 5 | 5 | 5 | 6 | 5 | 7 | 4 | 7 | 6 | 7 | 6 | 8 |
| Nouvelles | 4 | 4 | 4 | 3 | 3 | 3 | 2 | 3 | 7 | 6 | 6 | 6 | 3 | 3 | 3 | 3 | 5 | 3 | 5 | 3 | 2 | 3 | 2 | 4 | 5 | 3 | 5 | 3 | 3 | 2 | 4 | 2 | 5 | 4 | 5 | 4 |
| Internet/site Web | 1 | 1 | * | 1 | 2 | 2 | 1 | 2 | 2 | 2 | 2 | 2 | 3 | 2 | 2 | 3 | 1 | 2 | 2 | 2 | 2 | 4 | 2 | 4 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 4 |
| Lieu de travail | 2 | 2 | 3 | 3 | 2 | 1 | 2 | 2 | 3 | 1 | 3 | 2 | 4 | 3 | 3 | 4 | 3 | 2 | 3 | 2 | 2 | 3 | 2 | 4 | 5 | 2 | 5 | 2 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 4 |
| École/université | 3 | 3 | 3 | 4 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 2 | 4 | 3 | 3 | 3 | 2 | 2 | 2 | 1 | 4 | 2 | 5 | 2 | 2 | 1 | 2 | 1 | 3 | 4 | 3 | 3 | 2 | 3 | 3 | 4 |
| Hôpitaux/cliniques médicales | – | * | – | – | 1 | * | * | 1 | 1 | * | 1 | * | 1 | 2 | 1 | 2 | 1 | 1 | 2 | 1 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 1 | 2 | 2 |
| Autobus/transport en commun | * | * | * | * | * | * | – | – | 1 | – | 1 | – | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 3 | 2 | 3 | 3 | 1 | 2 | 1 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 |
| Livres/revues scientifiques | 1 | 1 | 1 | 1 | 1 | * | 1 | 1 | 2 | 1 | 2 | 1 | 1 | * | 1 | * | 1 | 1 | 1 | 1 | 2 | 1 | 3 | 1 | * | * | * | * | 2 | 1 | 2 | 1 | 1 | 1 | 1 | 1 |
| Affiches | 1 | * | 1 | 1 | * | – | * | – | 1 | * | 2 | 1 | 1 | 1 | * | 1 | 1 | 1 | 1 | 1 | 2 | 1 | 3 | 2 | 1 | 1 | 1 | 1 | 1 | * | 1 | * | 1 | 1 | * | 1 |
| Aires et édifices publics | 1 | 2 | 1 | 2 | 1 | 1 | 1 | 2 | 2 | 2 | 2 | 2 | 2 | 4 | 1 | 4 | 4 | 3 | 4 | 3 | 5 | 3 | 5 | 4 | 1 | 1 | 1 | 1 | * | * | * | * | 1 | 1 | 1 | 2 |
| Autres emballages de produits du tabac | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 1 | 2 | * | 1 | * | 1 | 1 | 2 | 1 | 2 | * | 2 | * | 3 | * | 2 | – | 2 | 1 | 1 | 1 | 1 |
| Magasins | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | 1 | 1 | 1 | 1 | * | 1 | * | 2 |
| Publicité/médias en général | 1 | 1 | 1 | * | 1 | * | 1 | * | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | * | 1 | * | 1 | 1 | 2 | * | 2 | 2 | 1 | 2 | 2 | 2 | 1 | 2 | 1 | * | 1 | – | 1 |
| Dépliants/brochures/feuillets | 1 | 1 | 1 | 1 | 2 | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 2 | 2 | 2 | 3 | 3 | 3 | 1 | 1 | 2 | 1 | 2 | 2 | 2 | 2 | * | 1 | * | 1 |
| Associations/organismes en santé | 1 | * | 1 | * | 1 | * | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | * | 1 | 1 | 1 | 1 | 1 | * | 1 | 1 | 1 | * | 1 | * | 2 | * | 2 | 1 | * | * | * | * |
| Partout | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | 1 | – | 1 | – | – | – | – |
| Autre | 1 | 1 | 1 | * | * | 1 | 1 | 1 | 1 | 1 | 1 | 1 | * | 1 | 1 | 1 | 1 | 1 | 1 | 1 | * | 1 | * | 1 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 3 | 3 | 2 | 4 |
| Aucune | 9 | 7 | 10 | 5 | 6 | 3 | 7 | 4 | 5 | 5 | 6 | 5 | 4 | 3 | 5 | 3 | 8 | 4 | 9 | 4 | 5 | 4 | 6 | 3 | 8 | 5 | 10 | 4 | 6 | 5 | 6 | 4 | 7 | 6 | 8 | 5 |
| nsp/pr | 2 | 1 | 2 | 1 | 2 | 1 | 2 | 1 | 2 | 1 | 2 | 1 | 2 | 1 | 3 | 1 | 1 | 1 | 2 | 2 | 1 | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 1 | 3 | 1 |

*Moins de un pour cent

*Q.11*

*Dans l'ensemble, si on pense aux informations à propos des effets de la cigarette sur la santé, où est-ce que vous avez vu ou lu récemment ce genre d'informations ? Est-ce qu'il y a d'autres sources ?*

## c. Maladies et effets spécifiques causés par la consommation de cigarettes

Dans cette partie du sondage, nous avons lu aux répondants une liste d'effets et de maladies, puis nous leur avons demandé dans quelle mesure ils étaient d'accord ou en désaccord pour dire que la consommation de cigarettes pouvait causer chacun d'entre eux.

Neuf sur dix adultes canadiens sont fortement d'accord pour dire que la cigarette peut causer le cancer du poumon (87 %). De fortes majorités d'entre eux sont fortement d'accord pour dire que la consommation de cigarettes peut causer le cancer de la gorge (75 %), le cancer de la bouche (71 %), l'emphysème (70 %) et des maladies du coeur (68 %). De plus faibles majorités sont fortement d'accord pour dire que la cigarette peur causer l'asthme (64 %), un décès prématuré (64 %), la bronchite chronique (63 %), des maladies de la bouche ou des gencives (62 %), des bébés de petit poids à la naissance ou une réduction de la croissance des bébés pendant la grossesse (57 %) et des accidents cérébrovasculaires (53 %).

Moins de la moitié des adultes canadiens sont fortement d'accord pour dire que la consommation de cigarettes peut causer des rides et un vieillissement prématuré (48 %), des naissances prématurées ou avant terme (44 %), des caillots sanguins (31 %), des fausses-couches (29 %), des ulcères d'estomac (21 %), l'impuissance chez les hommes (21 %), l'infertilité (20 %), le cancer de la vessie (16 %), la gangrène (8 %), l'hépatite (5 %), l'arthrite (5 %), l'acné (5 %), la maladie d'Alzheimer (5 %) et la sclérose en plaques (5 %).

La majorité des adultes fumeurs sont fortement d'accord pour dire que le cancer du poumon (76 %), le cancer de la gorge (68 %), les maladies du coeur (62 %), l'emphysème (62 %), le cancer de la bouche (61 %), l'asthme (58 %), les maladies de la bouche ou des gencives (55 %), la bronchite chronique (53 %) et les accidents cérébrovasculaires (52 %) peuvent être causés par la consommation de cigarettes.

Moins de la moitié des adultes fumeurs sont fortement d'accord pour dire que la consommation de cigarettes peut causer un décès prématuré (49 %), des bébés de petit poids à la naissance ou une réduction de la croissance des bébés pendant la grossesse (45 %), des rides et un vieillissement prématuré (40 %), des naissances prématurées ou avant terme (33 %), des caillots sanguins (30 %), l'impuissance chez les hommes (22 %), des fausses-couches (20 %), des ulcères d'estomac (16 %), l'infertilité (15 %), le cancer de la vessie (11 %), la gangrène (5 %), l'acné (4 %), l'arthrite (4 %), l'hépatite (4 %), la sclérose en plaques (3 %) et la maladie d'Alzheimer (2 %).

Les résultats du présent sondage suggèrent que, depuis le sondage de décembre 2003, il y a eu de légères diminutions des pourcentages d'adultes canadiens qui sont fortement d'accord pour dire que la consommation de cigarettes peut causer le cancer du poumon, le cancer de la gorge, l'asthme, la bronchite chronique et les ulcères d'estomac. Une comparaison avec le sondage de référence suggère qu'il y a eu des diminutions, depuis l'an 2000, du nombre d'adultes canadiens qui sont fortement d'accord pour dire que la consommation de cigarettes peut causer le cancer du poumon, les maladies du coeur, l'emphysème, le cancer de la gorge, l'asthme, la bronchite chronique, des bébés de plus petit poids, des rides et un vieillissement précoce, des caillots sanguins, des ulcères d'estomac, l'acné, la sclérose en plaques, la gangrène et la maladie d'Alzheimer.

Chez les adultes fumeurs, les résultats du présent sondage suggèrent qu'il y a de légères diminutions, depuis le sondage de décembre 2003, dans les proportions qui sont fortement d'accord pour dire que la cigarette peut causer le cancer du poumon, l'emphysème, des maladies du coeur, la bronchite chronique et des ulcères d'estomac. Une comparaison avec le sondage de référence révèle des augmentations, depuis l'an 2000, des pourcentages qui sont fortement d'accord pour dire que la cigarette peut causer des maladies de la bouche et des gencives, des accidents cérébrovasculaires, l'impuissance chez les hommes et des caillots sanguins; cependant, il y a eu des diminutions des proportions qui sont fortement d'accord pour dire que les ulcères d'estomac, la bronchite chronique et le cancer du poumon peuvent être causés par la consommation de cigarettes.

Parmi les fumeurs, ceux qui envisagent d'arrêter de fumer ont plus tendance que ceux qui n'envisagent pas d'arrêter de fumer (fumeurs inconditionnels) à être fortement d'accord pour dire que la consommation de cigarettes peut causer la plupart de ces effets et maladies. Les fumeurs occasionnels ont plus tendance que les fumeurs qui fument tous les jours à être fortement d'accord pour dire que la consommation de cigarettes peut causer le cancer du poumon, un décès prématuré, des bébés de faible poids, l'asthme, ainsi que les maladies des gencives et de la bouche.

Les jeunes adultes fumeurs sont plus portés que les fumeurs en général à être fortement d'accord pour dire que la consommation de cigarettes peut causer la plupart de ces effets et maladies. Une proportion plus élevée de fumeuses que d'hommes qui fument sont fortement d'accord pour dire que la consommation de cigarettes peut causer l'emphysème, l'asthme, la bronchite chronique, des rides et un vieillissement prématuré et des naissances prématurées.

## Effets spécifiques sur la santé causés par le tabac

| | NOV-DÉC 2000 | | | | MAR-AVR 2001 | | | | JUIL 2001 | | | | NOV-DÉC 2001 | | | | JUIL 2002 | | | | NOV-DÉC 2002 | | | | JUIL-AOÛT 2003 | | | | DÉC 2003 | | | | NOV-DÉC 2004 | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP |
| Cancer du poumon | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Fortement d'accord | 94 | 82 | 96 | 88 | 92 | 81 | 94 | 87 | 91 | 78 | 95 | 84 | 90 | 80 | 93 | 86 | 90 | 81 | 93 | 86 | 92 | 82 | 95 | 88 | 89 | 81 | 92 | 85 | 92 | 83 | 95 | 88 | 87 | 76 | 91 | 83 |
| Plutôt d'accord | 5 | 12 | 3 | 9 | 6 | 13 | 4 | 10 | 6 | 16 | 3 | 12 | 8 | 13 | 6 | 10 | 8 | 13 | 6 | 10 | 7 | 14 | 5 | 11 | 9 | 13 | 7 | 10 | 6 | 12 | 5 | 9 | 11 | 18 | 8 | 14 |
| Plutôt en désaccord | * | 2 | * | 2 | 1 | 2 | 1 | 1 | 1 | 2 | 1 | 1 | 1 | 3 | 1 | 2 | 1 | 2 | * | 2 | 1 | 1 | 1 | 1 | 1 | 3 | 1 | 3 | * | 2 | – | 1 | * | 2 | * | 1 |
| Fortement en désaccord | 1 | 3 | * | 1 | 1 | 2 | 1 | 2 | 1 | 3 | 1 | 1 | 1 | 3 | * | 2 | 1 | 2 | * | 1 | * | 2 | * | * | * | 3 | * | 2 | 1 | 2 | 1 | 1 | 1 | 2 | * | 1 |
| nsp/pr | * | * | * | * | 1 | 1 | 1 | * | * | 2 | – | 1 | * | 1 | – | 1 | * | 1 | * | * | * | 1 | – | * | 1 | 1 | * | 1 | * | 1 | * | 1 | 1 | 1 | * | * |
| Cancer de la gorge | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Fortement d'accord | 85 | 71 | 87 | 79 | 82 | 68 | 84 | 74 | 80 | 67 | 84 | 74 | 80 | 70 | 84 | 75 | 78 | 67 | 83 | 72 | 81 | 72 | 83 | 77 | 80 | 69 | 83 | 73 | 79 | 71 | 83 | 77 | 75 | 68 | 78 | 74 |
| Plutôt d'accord | 11 | 22 | 10 | 17 | 14 | 23 | 11 | 19 | 13 | 23 | 12 | 18 | 17 | 22 | 14 | 19 | 18 | 25 | 14 | 21 | 14 | 22 | 13 | 19 | 16 | 23 | 13 | 20 | 16 | 22 | 14 | 19 | 22 | 25 | 19 | 21 |
| Plutôt en désaccord | 1 | 2 | * | 1 | 1 | 4 | 2 | 3 | 1 | 4 | 1 | 2 | 2 | 3 | 1 | 3 | 2 | 3 | 1 | 5 | 2 | 2 | 1 | 1 | 2 | 3 | 2 | 3 | 2 | 3 | 1 | 2 | 2 | 3 | 2 | 2 |
| Fortement en désaccord | 1 | 3 | 1 | 2 | 1 | 3 | 1 | 2 | 3 | 3 | 2 | 1 | 1 | 3 | * | 1 | 1 | 3 | 1 | 3 | 1 | 3 | * | 1 | 1 | 4 | 1 | 3 | 2 | 3 | 1 | 2 | 1 | 2 | 1 | 1 |
| nsp/pr | 2 | 1 | 2 | 1 | 2 | 3 | 2 | 1 | 2 | 3 | 2 | 5 | 1 | 2 | * | 2 | 2 | 3 | 1 | 3 | 2 | 2 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 1 | 1 |
| Cancer de la bouche | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Fortement d'accord | 73 | 60 | 78 | 68 | 73 | 56 | 77 | 62 | 72 | 58 | 76 | 66 | 72 | 62 | 77 | 67 | 73 | 61 | 78 | 68 | 76 | 63 | 78 | 69 | 73 | 62 | 76 | 65 | 73 | 61 | 77 | 66 | 71 | 61 | 74 | 68 |
| Plutôt d'accord | 16 | 25 | 13 | 21 | 18 | 26 | 16 | 25 | 19 | 26 | 16 | 23 | 20 | 24 | 19 | 22 | 19 | 24 | 17 | 22 | 16 | 24 | 15 | 22 | 20 | 26 | 18 | 26 | 19 | 26 | 16 | 24 | 22 | 27 | 22 | 24 |
| Plutôt en désaccord | 3 | 6 | 2 | 3 | 3 | 8 | 2 | 5 | 4 | 7 | 3 | 5 | 4 | 6 | 2 | 4 | 3 | 6 | 2 | 5 | 4 | 4 | 3 | 3 | 3 | 5 | 3 | 4 | 3 | 4 | 2 | 4 | 2 | 5 | 2 | 4 |
| Fortement en désaccord | 3 | 5 | 3 | 3 | 3 | 5 | 2 | 5 | 3 | 6 | 2 | 3 | 2 | 5 | 1 | 4 | 2 | 5 | 1 | 3 | 1 | 5 | 1 | 3 | 2 | 5 | 1 | 4 | 3 | 5 | 2 | 4 | 2 | 4 | 1 | 2 |
| nsp/pr | 5 | 4 | 5 | 4 | 3 | 4 | 3 | 2 | 3 | 4 | 3 | 3 | 2 | 4 | 2 | 3 | 3 | 4 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 3 | 3 | 2 |
| Emphysème | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Fortement d'accord | 74 | 64 | 76 | 70 | 72 | 63 | 75 | 70 | 68 | 57 | 72 | 64 | 72 | 63 | 75 | 68 | 71 | 64 | 73 | 70 | 73 | 66 | 73 | 71 | 69 | 63 | 70 | 68 | 71 | 66 | 74 | 71 | 70 | 62 | 72 | 68 |
| Plutôt d'accord | 12 | 18 | 11 | 17 | 13 | 16 | 11 | 13 | 15 | 21 | 12 | 18 | 12 | 19 | 10 | 17 | 13 | 19 | 11 | 16 | 13 | 17 | 13 | 15 | 14 | 19 | 12 | 15 | 14 | 18 | 12 | 16 | 16 | 21 | 15 | 18 |
| Plutôt en désaccord | 3 | 4 | 3 | 3 | 3 | 5 | 2 | 4 | 4 | 6 | 4 | 4 | 3 | 5 | 4 | 4 | 4 | 5 | 3 | 3 | 4 | 5 | 3 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 5 |
| Fortement en désaccord | 5 | 6 | 3 | 4 | 2 | 4 | 2 | 4 | 3 | 6 | 2 | 4 | 2 | 5 | 2 | 3 | 1 | 4 | 1 | 3 | 2 | 4 | 2 | 3 | 3 | 5 | 3 | 4 | 2 | 4 | 2 | 3 | 2 | 4 | 1 | 2 |
| nsp/pr | 6 | 8 | 6 | 6 | 9 | 11 | 10 | 10 | 10 | 10 | 9 | 10 | 11 | 9 | 10 | 8 | 11 | 8 | 12 | 8 | 8 | 8 | 8 | 8 | 11 | 9 | 11 | 9 | 7 | 7 | 7 | 6 | 8 | 8 | 8 | 7 |

* Moins de un pour cent

*Q.12*

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

## Effets spécifiques sur la santé causés par le tabac

| | NOV-DÉC 2000 | | | | MAR-AVR 2001 | | | | JUIL 2001 | | | | NOV-DÉC 2001 | | | | JUIL 2002 | | | | NOV-DÉC 2002 | | | | JUIL-AOÛT 2003 | | | | DÉC 2003 | | | | NOV-DÉC 2004 | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Maladies du coeur | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP |
| Fortement d'accord | 76 | 65 | 78 | 73 | 73 | 64 | 75 | 71 | 70 | 63 | 70 | 72 | 75 | 67 | 76 | 75 | 73 | 65 | 76 | 72 | 73 | 67 | 74 | 74 | 72 | 66 | 72 | 73 | 74 | 67 | 77 | 73 | 68 | 62 | 70 | 70 |
| Plutôt d'accord | 18 | 24 | 17 | 20 | 19 | 26 | 18 | 23 | 22 | 23 | 22 | 19 | 19 | 22 | 18 | 19 | 21 | 26 | 19 | 21 | 20 | 25 | 20 | 21 | 21 | 23 | 21 | 20 | 18 | 25 | 16 | 21 | 24 | 28 | 22 | 24 |
| Plutôt en désaccord | 3 | 5 | 2 | 4 | 3 | 3 | 2 | 2 | 3 | 5 | 3 | 3 | 2 | 5 | 2 | 3 | 4 | 5 | 3 | 4 | 4 | 3 | 4 | 2 | 3 | 5 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 5 | 3 | 4 |
| Fortement en désaccord | 2 | 5 | 1 | 2 | 2 | 5 | 2 | 3 | 3 | 6 | 2 | 3 | 2 | 4 | 1 | 2 | 1 | 3 | 1 | 2 | 2 | 4 | 1 | 2 | 2 | 5 | 2 | 3 | 3 | 4 | 3 | 2 | 1 | 3 | 1 | 2 |
| nsp/pr | 1 | 1 | 1 | 1 | 3 | 2 | 4 | 1 | 3 | 3 | 3 | 3 | 2 | 2 | 2 | 1 | 1 | 1 | 1 | 1 | 2 | 2 | 1 | 1 | 2 | 1 | 2 | 1 | 2 | 1 | 2 | 1 | 3 | 2 | 3 | 1 |
| Asthme | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Fortement d'accord | 74 | 61 | 76 | 65 | 71 | 56 | 74 | 61 | 63 | 55 | 66 | 62 | 70 | 58 | 73 | 64 | 65 | 56 | 69 | 61 | 68 | 62 | 70 | 66 | 66 | 56 | 70 | 62 | 68 | 61 | 70 | 67 | 64 | 58 | 65 | 64 |
| Plutôt d'accord | 17 | 23 | 17 | 21 | 19 | 27 | 17 | 25 | 23 | 26 | 21 | 23 | 20 | 23 | 20 | 21 | 21 | 26 | 20 | 22 | 21 | 23 | 21 | 21 | 22 | 26 | 21 | 23 | 21 | 23 | 21 | 21 | 25 | 25 | 24 | 22 |
| Plutôt en désaccord | 4 | 7 | 3 | 7 | 5 | 7 | 4 | 6 | 5 | 8 | 5 | 7 | 5 | 8 | 4 | 7 | 7 | 8 | 6 | 8 | 4 | 7 | 3 | 5 | 5 | 8 | 4 | 7 | 4 | 6 | 4 | 3 | 5 | 8 | 4 | 7 |
| Fortement en désaccord | 4 | 7 | 3 | 5 | 4 | 7 | 3 | 6 | 5 | 8 | 4 | 5 | 3 | 8 | 2 | 6 | 4 | 7 | 3 | 6 | 4 | 6 | 4 | 5 | 3 | 8 | 2 | 6 | 4 | 7 | 3 | 6 | 4 | 6 | 3 | 4 |
| nsp/pr | 1 | 3 | 1 | 3 | 2 | 3 | 2 | 2 | 4 | 4 | 3 | 3 | 2 | 3 | 1 | 3 | 3 | 3 | 2 | 3 | 3 | 2 | 2 | 2 | 4 | 2 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 3 | 2 |
| Décès prématuré | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Fortement d'accord | 67 | 49 | 73 | 57 | 61 | 46 | 67 | 54 | 61 | 48 | 65 | 57 | 64 | 50 | 69 | 55 | 61 | 47 | 67 | 53 | 68 | 52 | 70 | 61 | 63 | 51 | 66 | 57 | 63 | 52 | 68 | 58 | 64 | 49 | 67 | 59 |
| Plutôt d'accord | 20 | 25 | 19 | 23 | 21 | 26 | 19 | 24 | 22 | 25 | 21 | 22 | 21 | 25 | 18 | 25 | 24 | 26 | 22 | 25 | 21 | 25 | 19 | 23 | 21 | 26 | 19 | 23 | 21 | 24 | 20 | 23 | 24 | 28 | 22 | 24 |
| Plutôt en désaccord | 4 | 11 | 3 | 10 | 6 | 9 | 4 | 8 | 7 | 9 | 6 | 8 | 7 | 10 | 6 | 9 | 8 | 12 | 5 | 12 | 5 | 10 | 3 | 7 | 5 | 9 | 5 | 8 | 7 | 10 | 5 | 7 | 7 | 10 | 7 | 8 |
| Fortement en désaccord | 5 | 10 | 4 | 7 | 7 | 13 | 4 | 10 | 6 | 12 | 4 | 7 | 5 | 11 | 4 | 8 | 4 | 10 | 3 | 7 | 4 | 9 | 3 | 6 | 5 | 11 | 4 | 8 | 5 | 10 | 4 | 8 | 3 | 8 | 2 | 4 |
| nsp/pr | 4 | 5 | 2 | 4 | 6 | 6 | 6 | 5 | 4 | 6 | 4 | 6 | 3 | 4 | 3 | 4 | 3 | 5 | 3 | 4 | 3 | 4 | 4 | 3 | 5 | 3 | 6 | 3 | 3 | 4 | 3 | 5 | 3 | 5 | 3 | 4 |
| Bronchite chronique | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Fortement d'accord | 71 | 59 | 75 | 64 | 68 | 53 | 72 | 60 | 64 | 52 | 68 | 61 | 67 | 58 | 70 | 64 | 65 | 55 | 69 | 61 | 68 | 58 | 70 | 64 | 66 | 57 | 68 | 61 | 67 | 59 | 69 | 67 | 63 | 53 | 64 | 59 |
| Plutôt d'accord | 20 | 25 | 19 | 23 | 22 | 31 | 20 | 29 | 24 | 30 | 23 | 27 | 23 | 27 | 22 | 24 | 25 | 28 | 23 | 25 | 21 | 28 | 20 | 26 | 22 | 28 | 21 | 27 | 24 | 27 | 23 | 22 | 29 | 32 | 28 | 31 |
| Plutôt en désaccord | 3 | 6 | 2 | 5 | 3 | 6 | 2 | 3 | 4 | 6 | 2 | 4 | 6 | 7 | 4 | 5 | 4 | 6 | 3 | 6 | 5 | 6 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 7 | 3 | 5 | 3 | 7 | 3 | 5 |
| Fortement en désaccord | 3 | 6 | 3 | 4 | 4 | 6 | 2 | 4 | 3 | 7 | 2 | 4 | 2 | 5 | 1 | 3 | 2 | 5 | 2 | 3 | 3 | 5 | 4 | 4 | 4 | 6 | 3 | 5 | 3 | 5 | 2 | 3 | 3 | 4 | 3 | 2 |
| nsp/pr | 3 | 4 | 2 | 4 | 3 | 5 | 3 | 4 | 5 | 6 | 5 | 5 | 3 | 3 | 3 | 4 | 4 | 5 | 4 | 5 | 2 | 3 | 2 | 2 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 2 | 4 | 2 | 3 |
| Maladies de la bouche/des gencives | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Fortement d'accord | 63 | 49 | 67 | 56 | 62 | 48 | 66 | 53 | 61 | 51 | 65 | 59 | 63 | 55 | 66 | 60 | 61 | 53 | 64 | 59 | 63 | 55 | 64 | 62 | 64 | 56 | 65 | 60 | 63 | 55 | 68 | 61 | 62 | 55 | 64 | 61 |
| Plutôt d'accord | 20 | 29 | 19 | 25 | 23 | 33 | 21 | 32 | 26 | 27 | 26 | 26 | 25 | 28 | 25 | 27 | 27 | 29 | 26 | 26 | 25 | 30 | 25 | 29 | 26 | 29 | 26 | 27 | 25 | 31 | 21 | 28 | 28 | 31 | 27 | 29 |
| Plutôt en désaccord | 6 | 9 | 6 | 8 | 5 | 8 | 3 | 7 | 5 | 9 | 4 | 6 | 5 | 6 | 4 | 5 | 5 | 8 | 4 | 7 | 5 | 6 | 5 | 5 | 3 | 6 | 2 | 6 | 4 | 6 | 4 | 5 | 4 | 7 | 4 | 5 |
| Fortement en désaccord | 6 | 9 | 4 | 6 | 5 | 8 | 4 | 6 | 4 | 8 | 2 | 4 | 4 | 7 | 1 | 5 | 4 | 7 | 3 | 5 | 4 | 6 | 4 | 3 | 4 | 6 | 3 | 4 | 4 | 6 | 3 | 4 | 2 | 5 | 2 | 3 |
| nsp/pr | 5 | 4 | 4 | 5 | 5 | 4 | 6 | 3 | 4 | 5 | 3 | 5 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 2 | 2 | 2 | 3 | 2 | 4 | 3 | 4 | 2 | 3 | 2 | 4 | 2 | 3 | 3 | 3 | 2 |

*Q.12*

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

## Effets spécifiques sur la santé causés par le tabac

| | NOV-DÉC 2000 | | | | MAR-AVR 2001 | | | | JUIL 2001 | | | | NOV-DÉC 2001 | | | | JUIL 2002 | | | | NOV-DÉC 2002 | | | | JUIL-AOÛT 2003 | | | | DÉC 2003 | | | | NOV-DÉC 2004 | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP |
| Bébés de faible poids ou dont la courbe de croissance décroît pendant la grossesse | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Fortement d'accord | 65 | 48 | 70 | 55 | 62 | 41 | 67 | 43 | 56 | 44 | 60 | 51 | 59 | 44 | 64 | 47 | 57 | 43 | 63 | 47 | 62 | 47 | 66 | 51 | 60 | 45 | 65 | 47 | 56 | 45 | 62 | 51 | 57 | 45 | 61 | 51 |
| Plutôt d'accord | 18 | 23 | 16 | 21 | 20 | 27 | 17 | 27 | 24 | 25 | 24 | 25 | 24 | 28 | 23 | 28 | 25 | 26 | 24 | 25 | 22 | 26 | 22 | 27 | 23 | 25 | 21 | 27 | 25 | 25 | 23 | 24 | 26 | 29 | 24 | 29 |
| Plutôt en désaccord | 5 | 9 | 4 | 9 | 5 | 10 | 4 | 11 | 5 | 10 | 4 | 7 | 6 | 11 | 4 | 11 | 6 | 10 | 3 | 9 | 6 | 9 | 6 | 9 | 5 | 10 | 3 | 9 | 6 | 11 | 5 | 9 | 5 | 9 | 5 | 8 |
| Fortement en désaccord | 6 | 12 | 4 | 9 | 6 | 13 | 4 | 11 | 6 | 13 | 3 | 9 | 4 | 11 | 1 | 8 | 6 | 12 | 4 | 10 | 5 | 12 | 3 | 9 | 5 | 13 | 4 | 9 | 6 | 12 | 4 | 10 | 3 | 9 | 2 | 7 |
| nsp/pr | 7 | 8 | 6 | 7 | 8 | 9 | 8 | 8 | 8 | 9 | 9 | 7 | 7 | 7 | 7 | 6 | 6 | 9 | 6 | 9 | 5 | 6 | 4 | 4 | 7 | 7 | 7 | 7 | 7 | 7 | 6 | 7 | 8 | 9 | 8 | 6 |
| Attaques d'apoplexie/Accidents cérébrovasculaires | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Fortement d'accord | 52 | 42 | 56 | 48 | 49 | 42 | 53 | 48 | 46 | 44 | 46 | 53 | 46 | 45 | 46 | 49 | 52 | 48 | 53 | 54 | 52 | 47 | 53 | 54 | 56 | 51 | 55 | 56 | 56 | 54 | 57 | 60 | 53 | 52 | 55 | 58 |
| Plutôt d'accord | 25 | 26 | 24 | 26 | 23 | 26 | 22 | 24 | 26 | 23 | 27 | 21 | 27 | 23 | 28 | 24 | 25 | 27 | 25 | 25 | 27 | 30 | 26 | 28 | 27 | 29 | 27 | 28 | 29 | 27 | 28 | 27 | 31 | 31 | 29 | 31 |
| Plutôt en désaccord | 7 | 9 | 6 | 7 | 8 | 9 | 7 | 7 | 9 | 9 | 9 | 8 | 7 | 9 | 7 | 8 | 8 | 8 | 8 | 7 | 8 | 8 | 9 | 7 | 6 | 9 | 6 | 7 | 7 | 8 | 7 | 5 | 9 | 7 | 9 | 4 |
| Fortement en désaccord | 6 | 11 | 4 | 8 | 7 | 10 | 5 | 9 | 7 | 10 | 5 | 6 | 7 | 10 | 5 | 7 | 6 | 8 | 5 | 5 | 5 | 9 | 5 | 6 | 4 | 7 | 4 | 5 | 6 | 8 | 5 | 5 | 3 | 6 | 2 | 4 |
| nsp/pr | 10 | 12 | 9 | 11 | 13 | 13 | 13 | 11 | 13 | 14 | 13 | 12 | 13 | 13 | 14 | 12 | 9 | 10 | 9 | 8 | 7 | 6 | 7 | 5 | 6 | 4 | 8 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 5 | 3 |
| Rides et vieillissement prématuré | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Fortement d'accord | 56 | 43 | 60 | 51 | 52 | 36 | 57 | 42 | 47 | 35 | 50 | 42 | 51 | 38 | 54 | 42 | 48 | 35 | 53 | 40 | 51 | 40 | 54 | 47 | 48 | 37 | 50 | 41 | 50 | 40 | 55 | 45 | 48 | 40 | 50 | 46 |
| Plutôt d'accord | 19 | 23 | 19 | 21 | 21 | 27 | 21 | 27 | 24 | 26 | 24 | 24 | 24 | 26 | 24 | 27 | 26 | 28 | 24 | 27 | 24 | 26 | 24 | 26 | 25 | 26 | 25 | 27 | 24 | 26 | 22 | 26 | 31 | 30 | 29 | 30 |
| Plutôt en désaccord | 10 | 13 | 9 | 12 | 9 | 13 | 7 | 12 | 10 | 13 | 8 | 12 | 11 | 13 | 11 | 11 | 11 | 16 | 8 | 16 | 12 | 14 | 10 | 11 | 9 | 14 | 8 | 13 | 11 | 14 | 10 | 11 | 10 | 13 | 9 | 10 |
| Fortement en désaccord | 10 | 15 | 8 | 11 | 11 | 17 | 8 | 13 | 11 | 19 | 9 | 15 | 8 | 17 | 5 | 13 | 9 | 15 | 8 | 12 | 7 | 16 | 7 | 11 | 10 | 18 | 8 | 14 | 10 | 15 | 9 | 13 | 6 | 12 | 6 | 9 |
| nsp/pr | 5 | 6 | 4 | 6 | 7 | 7 | 7 | 6 | 8 | 6 | 8 | 7 | 7 | 6 | 6 | 7 | 7 | 5 | 8 | 5 | 6 | 5 | 6 | 4 | 8 | 5 | 9 | 5 | 4 | 5 | 4 | 5 | 5 | 6 | 6 | 5 |
| Naissance prématurée | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Fortement d'accord | 46 | 32 | 50 | 36 | 42 | 29 | 46 | 32 | 40 | 31 | 44 | 35 | 43 | 33 | 46 | 38 | 44 | 31 | 50 | 34 | 46 | 35 | 48 | 39 | 43 | 33 | 46 | 37 | 43 | 35 | 48 | 41 | 44 | 33 | 46 | 37 |
| Plutôt d'accord | 26 | 29 | 27 | 29 | 32 | 28 | 30 | 30 | 30 | 30 | 28 | 30 | 30 | 31 | 31 | 31 | 28 | 30 | 26 | 31 | 27 | 29 | 27 | 30 | 27 | 27 | 27 | 29 | 30 | 27 | 30 | 27 | 32 | 31 | 30 | 32 |
| Plutôt en désaccord | 9 | 12 | 8 | 11 | 10 | 15 | 8 | 15 | 10 | 14 | 9 | 14 | 10 | 13 | 8 | 13 | 11 | 15 | 8 | 14 | 10 | 14 | 9 | 12 | 10 | 14 | 9 | 13 | 10 | 15 | 9 | 11 | 10 | 15 | 10 | 14 |
| Fortement en désaccord | 8 | 12 | 6 | 9 | 6 | 14 | 3 | 12 | 7 | 14 | 5 | 10 | 5 | 13 | 4 | 10 | 5 | 12 | 3 | 9 | 7 | 14 | 5 | 11 | 7 | 15 | 4 | 10 | 6 | 13 | 4 | 11 | 4 | 10 | 3 | 7 |
| nsp/pr | 11 | 14 | 9 | 14 | 12 | 13 | 12 | 12 | 13 | 11 | 14 | 11 | 11 | 10 | 12 | 9 | 13 | 11 | 14 | 12 | 11 | 9 | 10 | 8 | 13 | 12 | 13 | 11 | 10 | 10 | 9 | 10 | 10 | 11 | 11 | 10 |

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## Effets spécifiques sur la santé causés par le tabac

| | NOV-DÉC 2000 | | | | MAR-AVR 2001 | | | | JUIL 2001 | | | | NOV-DÉC 2001 | | | | JUIL 2002 | | | | NOV-DÉC 2002 | | | | JUIL-AOÛT 2003 | | | | DÉC 2003 | | | | NOV-DÉC 2004 | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP |
| Caillots sanguins | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Fortement d'accord | 36 | 26 | 37 | 31 | 29 | 26 | 31 | 31 | 29 | 26 | 30 | 31 | 28 | 30 | 28 | 32 | 28 | 28 | 29 | 32 | 31 | 30 | 29 | 36 | 33 | 32 | 31 | 37 | 32 | 32 | 33 | 38 | 31 | 30 | 32 | 35 |
| Plutôt d'accord | 27 | 29 | 26 | 28 | 32 | 29 | 33 | 29 | 30 | 30 | 32 | 31 | 38 | 31 | 38 | 33 | 31 | 32 | 31 | 31 | 33 | 32 | 35 | 32 | 29 | 27 | 32 | 27 | 33 | 32 | 33 | 32 | 28 | 34 | 38 | 36 |
| Plutôt en désaccord | 14 | 18 | 14 | 19 | 12 | 15 | 10 | 14 | 15 | 14 | 13 | 11 | 13 | 15 | 14 | 13 | 18 | 16 | 14 | 14 | 13 | 15 | 12 | 14 | 11 | 14 | 12 | 12 | 13 | 13 | 13 | 11 | 12 | 14 | 12 | 13 |
| Fortement en désaccord | 8 | 13 | 7 | 10 | 8 | 13 | 7 | 11 | 8 | 14 | 6 | 11 | 6 | 12 | 4 | 9 | 8 | 11 | 7 | 8 | 8 | 12 | 8 | 8 | 9 | 13 | 9 | 9 | 8 | 13 | 6 | 9 | 5 | 9 | 4 | 5 |
| nsp/pr | 16 | 13 | 16 | 12 | 19 | 17 | 20 | 16 | 18 | 16 | 18 | 16 | 14 | 13 | 16 | 12 | 16 | 13 | 18 | 14 | 14 | 11 | 15 | 11 | 17 | 14 | 16 | 15 | 13 | 10 | 14 | 10 | 14 | 12 | 15 | 11 |
| Fausses-couches | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Fortement d'accord | 29 | 17 | 34 | 20 | 24 | 17 | 25 | 19 | 26 | 18 | 28 | 21 | 27 | 20 | 30 | 21 | 29 | 19 | 33 | 21 | 25 | 21 | 25 | 24 | 29 | 21 | 30 | 24 | 27 | 21 | 31 | 24 | 29 | 20 | 31 | 23 |
| Plutôt d'accord | 31 | 27 | 32 | 28 | 35 | 29 | 36 | 30 | 30 | 26 | 33 | 29 | 33 | 29 | 34 | 31 | 32 | 29 | 33 | 29 | 34 | 27 | 37 | 27 | 31 | 25 | 33 | 29 | 32 | 27 | 33 | 29 | 34 | 29 | 36 | 31 |
| Plutôt en désaccord | 14 | 19 | 12 | 19 | 13 | 19 | 11 | 20 | 15 | 19 | 13 | 17 | 16 | 17 | 16 | 19 | 16 | 21 | 13 | 20 | 18 | 19 | 16 | 20 | 11 | 17 | 10 | 16 | 16 | 21 | 13 | 17 | 16 | 20 | 14 | 19 |
| Fortement en désaccord | 10 | 19 | 8 | 15 | 10 | 19 | 8 | 18 | 10 | 19 | 7 | 13 | 8 | 18 | 5 | 15 | 8 | 16 | 6 | 13 | 8 | 19 | 6 | 15 | 11 | 21 | 8 | 16 | 10 | 18 | 9 | 14 | 7 | 14 | 6 | 10 |
| nsp/pr | 15 | 18 | 14 | 18 | 18 | 16 | 20 | 13 | 19 | 18 | 19 | 20 | 15 | 16 | 15 | 14 | 15 | 15 | 16 | 16 | 15 | 14 | 15 | 13 | 19 | 15 | 20 | 15 | 15 | 13 | 14 | 15 | 14 | 17 | 14 | 16 |
| Ulcères d'estomac | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Fortement d'accord | 31 | 20 | 34 | 25 | 25 | 16 | 28 | 19 | 23 | 17 | 24 | 22 | 21 | 17 | 22 | 19 | 25 | 18 | 27 | 21 | 25 | 20 | 26 | 24 | 24 | 16 | 25 | 19 | 27 | 20 | 29 | 24 | 21 | 16 | 23 | 20 |
| Plutôt d'accord | 27 | 29 | 27 | 30 | 30 | 28 | 32 | 30 | 33 | 29 | 34 | 31 | 38 | 30 | 41 | 32 | 31 | 30 | 32 | 30 | 31 | 29 | 32 | 30 | 31 | 32 | 30 | 33 | 30 | 28 | 31 | 30 | 35 | 30 | 36 | 34 |
| Plutôt en désaccord | 16 | 21 | 15 | 19 | 17 | 21 | 15 | 19 | 20 | 20 | 20 | 18 | 19 | 22 | 18 | 20 | 19 | 24 | 19 | 23 | 19 | 21 | 19 | 21 | 19 | 21 | 19 | 20 | 21 | 22 | 20 | 19 | 19 | 24 | 19 | 22 |
| Fortement en désaccord | 12 | 21 | 9 | 17 | 14 | 21 | 9 | 19 | 13 | 21 | 10 | 17 | 12 | 21 | 8 | 17 | 12 | 19 | 10 | 15 | 13 | 21 | 11 | 17 | 13 | 21 | 11 | 16 | 12 | 20 | 8 | 17 | 10 | 19 | 6 | 14 |
| nsp/pr | 14 | 10 | 15 | 9 | 14 | 14 | 16 | 13 | 12 | 13 | 12 | 12 | 11 | 10 | 12 | 12 | 12 | 10 | 12 | 10 | 12 | 9 | 12 | 8 | 14 | 10 | 15 | 11 | 11 | 10 | 12 | 11 | 14 | 11 | 15 | 10 |
| Impuissance chez les hommes | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Fortement d'accord | 20 | 14 | 23 | 18 | 21 | 16 | 22 | 17 | 21 | 19 | 21 | 23 | 19 | 22 | 19 | 24 | 20 | 19 | 22 | 22 | 20 | 23 | 21 | 28 | 23 | 22 | 22 | 25 | 21 | 23 | 22 | 27 | 21 | 22 | 22 | 26 |
| Plutôt d'accord | 28 | 23 | 30 | 25 | 29 | 26 | 30 | 29 | 26 | 25 | 27 | 27 | 33 | 29 | 33 | 31 | 33 | 29 | 33 | 29 | 33 | 31 | 32 | 31 | 26 | 27 | 28 | 29 | 32 | 30 | 33 | 31 | 32 | 32 | 29 | 35 |
| Plutôt en désaccord | 18 | 19 | 17 | 19 | 14 | 18 | 12 | 16 | 15 | 17 | 17 | 16 | 17 | 17 | 19 | 15 | 19 | 18 | 18 | 18 | 17 | 15 | 16 | 14 | 15 | 16 | 15 | 17 | 17 | 16 | 17 | 15 | 19 | 18 | 20 | 18 |
| Fortement en désaccord | 15 | 26 | 12 | 20 | 15 | 23 | 10 | 19 | 15 | 23 | 10 | 17 | 11 | 18 | 8 | 15 | 11 | 22 | 8 | 17 | 11 | 19 | 11 | 16 | 12 | 21 | 11 | 16 | 12 | 19 | 9 | 14 | 9 | 15 | 8 | 9 |
| nsp/pr | 19 | 18 | 19 | 18 | 22 | 17 | 26 | 18 | 23 | 17 | 25 | 18 | 20 | 14 | 22 | 14 | 17 | 13 | 19 | 13 | 18 | 12 | 20 | 11 | 23 | 15 | 25 | 13 | 17 | 13 | 19 | 13 | 19 | 13 | 21 | 12 |

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## Effets spécifiques sur la santé causés par le tabac

| | NOV-DÉC 2000 | | | | MAR-AVR 2001 | | | | JUIL 2001 | | | | NOV-DÉC 2001 | | | | JUIL 2002 | | | | NOV-DÉC 2002 | | | | JUIL-AOÛT 2003 | | | | DÉC 2003 | | | | NOV-DÉC 2004 | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP |
| Infertilité | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Fortement d'accord | 19 | 12 | 22 | 16 | 16 | 13 | 16 | 15 | 16 | 14 | 17 | 18 | 16 | 15 | 17 | 17 | 18 | 14 | 21 | 16 | 17 | 17 | 17 | 21 | 20 | 16 | 21 | 16 | 20 | 18 | 22 | 22 | 20 | 15 | 22 | 18 |
| Plutôt d'accord | 28 | 22 | 29 | 23 | 30 | 22 | 34 | 23 | 29 | 24 | 31 | 27 | 33 | 28 | 34 | 32 | 30 | 25 | 32 | 26 | 30 | 27 | 32 | 29 | 26 | 27 | 27 | 29 | 30 | 27 | 32 | 29 | 33 | 30 | 32 | 33 |
| Plutôt en désaccord | 18 | 24 | 17 | 24 | 18 | 22 | 15 | 21 | 20 | 22 | 19 | 21 | 20 | 19 | 21 | 18 | 23 | 24 | 20 | 24 | 21 | 22 | 20 | 21 | 17 | 21 | 15 | 21 | 20 | 20 | 19 | 17 | 20 | 23 | 21 | 23 |
| Fortement en désaccord | 16 | 27 | 11 | 22 | 14 | 24 | 10 | 21 | 13 | 21 | 10 | 15 | 13 | 24 | 9 | 20 | 11 | 22 | 8 | 18 | 14 | 22 | 12 | 19 | 15 | 22 | 13 | 19 | 15 | 23 | 12 | 19 | 9 | 16 | 8 | 13 |
| nsp/pr | 20 | 15 | 21 | 16 | 23 | 19 | 26 | 20 | 22 | 19 | 23 | 19 | 19 | 14 | 19 | 14 | 18 | 15 | 19 | 16 | 18 | 12 | 19 | 11 | 21 | 15 | 23 | 15 | 15 | 13 | 16 | 13 | 17 | 15 | 17 | 13 |
| Cancer de la vessie | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Fortement d'accord | 20 | 11 | 23 | 13 | 15 | 11 | 17 | 11 | 13 | 12 | 13 | 16 | 18 | 13 | 18 | 13 | 14 | 11 | 17 | 12 | 15 | 13 | 15 | 16 | 14 | 12 | 15 | 14 | 17 | 13 | 19 | 15 | 16 | 11 | 17 | 14 |
| Plutôt d'accord | 21 | 19 | 21 | 22 | 22 | 22 | 22 | 24 | 28 | 19 | 32 | 21 | 23 | 20 | 25 | 22 | 23 | 21 | 24 | 22 | 23 | 23 | 23 | 24 | 24 | 22 | 24 | 23 | 23 | 22 | 23 | 24 | 23 | 22 | 25 | 26 |
| Plutôt en désaccord | 23 | 26 | 22 | 24 | 22 | 22 | 21 | 21 | 22 | 25 | 22 | 25 | 27 | 25 | 28 | 27 | 26 | 26 | 25 | 28 | 27 | 25 | 27 | 23 | 23 | 24 | 23 | 24 | 25 | 25 | 25 | 24 | 28 | 27 | 27 | 27 |
| Fortement en désaccord | 15 | 26 | 12 | 22 | 16 | 25 | 13 | 21 | 14 | 23 | 11 | 18 | 14 | 24 | 10 | 20 | 15 | 25 | 12 | 20 | 15 | 23 | 14 | 20 | 16 | 25 | 14 | 20 | 16 | 24 | 13 | 21 | 11 | 20 | 9 | 16 |
| nsp/pr | 21 | 19 | 21 | 19 | 24 | 21 | 28 | 23 | 23 | 20 | 22 | 20 | 18 | 18 | 18 | 19 | 22 | 18 | 23 | 20 | 20 | 15 | 21 | 16 | 23 | 17 | 24 | 19 | 19 | 15 | 20 | 16 | 22 | 19 | 22 | 17 |
| Gangrène | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Fortement d'accord | 13 | 6 | 15 | 7 | 9 | 5 | 11 | 7 | 8 | 4 | 9 | 5 | 8 | 8 | 9 | 9 | 7 | 5 | 7 | 6 | 9 | 6 | 9 | 7 | 8 | 5 | 8 | 6 | 10 | 7 | 12 | 9 | 8 | 5 | 9 | 6 |
| Plutôt d'accord | 16 | 12 | 17 | 12 | 16 | 11 | 18 | 13 | 15 | 11 | 17 | 13 | 19 | 12 | 21 | 13 | 13 | 11 | 14 | 12 | 18 | 13 | 20 | 13 | 18 | 11 | 19 | 12 | 14 | 12 | 15 | 13 | 19 | 12 | 20 | 12 |
| Plutôt en désaccord | 22 | 23 | 21 | 23 | 19 | 21 | 19 | 21 | 20 | 23 | 21 | 24 | 24 | 21 | 26 | 20 | 24 | 24 | 24 | 24 | 25 | 22 | 26 | 22 | 20 | 23 | 19 | 22 | 23 | 24 | 23 | 24 | 26 | 26 | 27 | 29 |
| Fortement en désaccord | 26 | 41 | 23 | 38 | 29 | 38 | 23 | 34 | 28 | 41 | 24 | 35 | 28 | 40 | 24 | 39 | 30 | 41 | 27 | 37 | 26 | 43 | 22 | 41 | 26 | 40 | 25 | 37 | 31 | 39 | 27 | 34 | 25 | 36 | 21 | 31 |
| nsp/pr | 23 | 19 | 24 | 21 | 27 | 24 | 29 | 26 | 28 | 22 | 28 | 23 | 20 | 19 | 21 | 19 | 25 | 20 | 28 | 21 | 23 | 17 | 23 | 17 | 28 | 21 | 30 | 23 | 22 | 18 | 24 | 20 | 23 | 22 | 24 | 22 |
| Acné | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Fortement d'accord | 11 | 5 | 11 | 6 | 6 | 4 | 7 | 6 | 6 | 4 | 7 | 5 | 5 | 4 | 5 | 4 | 6 | 4 | 6 | 4 | 5 | 5 | 4 | 6 | 5 | 5 | 6 | 6 | 6 | 7 | 6 | 8 | 5 | 4 | 5 | 6 |
| Plutôt d'accord | 12 | 10 | 14 | 12 | 18 | 13 | 19 | 14 | 15 | 11 | 16 | 12 | 15 | 12 | 17 | 14 | 14 | 10 | 16 | 12 | 16 | 11 | 19 | 12 | 15 | 10 | 15 | 11 | 15 | 12 | 18 | 13 | 19 | 14 | 20 | 16 |
| Plutôt en désaccord | 26 | 26 | 25 | 27 | 21 | 23 | 23 | 23 | 25 | 22 | 28 | 23 | 29 | 24 | 30 | 24 | 29 | 26 | 29 | 26 | 31 | 27 | 30 | 27 | 24 | 23 | 25 | 24 | 28 | 27 | 27 | 25 | 30 | 29 | 31 | 32 |
| Fortement en désaccord | 33 | 46 | 30 | 41 | 33 | 43 | 27 | 40 | 32 | 46 | 27 | 41 | 31 | 45 | 27 | 41 | 30 | 45 | 26 | 41 | 30 | 46 | 29 | 42 | 31 | 47 | 27 | 42 | 33 | 42 | 28 | 38 | 26 | 38 | 22 | 30 |
| nsp/pr | 18 | 13 | 20 | 14 | 22 | 17 | 25 | 18 | 22 | 18 | 22 | 19 | 19 | 15 | 21 | 17 | 21 | 15 | 24 | 17 | 17 | 12 | 18 | 13 | 24 | 16 | 27 | 17 | 18 | 13 | 20 | 15 | 20 | 15 | 22 | 15 |

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| | NOV-DÉC 2000 | | | | MAR-AVR 2001 | | | | JUIL 2001 | | | | NOV-DÉC 2001 | | | | JUIL 2002 | | | | NOV-DÉC 2002 | | | | JUIL-AOÛT 2003 | | | | DÉC 2003 | | | | NOV-DÉC 2004 | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP |
| Sclérose en plaques | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Fortement d'accord | 10 | 5 | 11 | 5 | 6 | 4 | 7 | 5 | 4 | 3 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 6 | 6 | 6 | 5 | 6 | 6 | 5 | 6 | 5 | 5 | 3 | 6 | 4 |
| Plutôt d'accord | 12 | 11 | 10 | 13 | 12 | 11 | 12 | 11 | 14 | 11 | 16 | 11 | 16 | 12 | 17 | 12 | 16 | 13 | 16 | 15 | 15 | 14 | 15 | 16 | 11 | 10 | 12 | 11 | 14 | 13 | 16 | 14 | 14 | 13 | 14 | 15 |
| Plutôt en désaccord | 27 | 24 | 28 | 24 | 19 | 22 | 18 | 22 | 25 | 24 | 26 | 24 | 26 | 22 | 28 | 22 | 23 | 24 | 23 | 24 | 27 | 23 | 28 | 23 | 22 | 24 | 21 | 26 | 26 | 25 | 26 | 26 | 29 | 28 | 30 | 27 |
| Fortement en désaccord | 24 | 37 | 23 | 33 | 31 | 35 | 27 | 33 | 25 | 34 | 22 | 31 | 29 | 38 | 25 | 37 | 27 | 35 | 25 | 31 | 25 | 36 | 24 | 33 | 28 | 36 | 26 | 32 | 28 | 35 | 25 | 30 | 21 | 31 | 18 | 30 |
| nsp/pr | 27 | 24 | 28 | 25 | 32 | 28 | 36 | 29 | 31 | 27 | 32 | 30 | 24 | 24 | 25 | 25 | 29 | 24 | 32 | 26 | 27 | 22 | 28 | 22 | 34 | 25 | 36 | 26 | 26 | 22 | 26 | 24 | 31 | 24 | 32 | 24 |
| Hépatite | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Fortement d'accord | 8 | 5 | 9 | 6 | 6 | 4 | 7 | 4 | 5 | 3 | 5 | 4 | 5 | 3 | 5 | 3 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 6 | 4 | 6 | 3 | 6 | 5 | 6 | 6 | 5 | 4 | 5 | 3 |
| Plutôt d'accord | 14 | 9 | 15 | 10 | 12 | 10 | 13 | 10 | 12 | 10 | 12 | 11 | 14 | 9 | 16 | 10 | 11 | 8 | 13 | 8 | 14 | 10 | 14 | 12 | 10 | 9 | 11 | 11 | 13 | 10 | 15 | 10 | 14 | 11 | 14 | 11 |
| Plutôt en désaccord | 20 | 23 | 20 | 22 | 21 | 22 | 20 | 22 | 24 | 24 | 25 | 26 | 24 | 25 | 26 | 24 | 26 | 25 | 25 | 27 | 26 | 24 | 26 | 24 | 25 | 23 | 23 | 24 | 28 | 26 | 28 | 28 | 27 | 26 | 29 | 28 |
| Fortement en désaccord | 34 | 44 | 31 | 44 | 35 | 41 | 30 | 41 | 34 | 41 | 32 | 35 | 34 | 44 | 28 | 44 | 34 | 44 | 31 | 41 | 35 | 48 | 33 | 47 | 33 | 47 | 31 | 43 | 35 | 44 | 31 | 39 | 32 | 42 | 30 | 39 |
| nsp/pr | 24 | 19 | 24 | 19 | 26 | 23 | 29 | 23 | 25 | 22 | 26 | 24 | 23 | 19 | 25 | 19 | 24 | 18 | 26 | 18 | 21 | 14 | 22 | 13 | 27 | 18 | 29 | 19 | 19 | 15 | 20 | 16 | 22 | 17 | 22 | 18 |
| Arthrite | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Fortement d'accord | 9 | 5 | 10 | 6 | 5 | 4 | 6 | 6 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 6 | 5 | 7 | 6 | 4 | 5 | 5 | 5 | 6 | 5 | 7 | 7 | 5 | 4 | 6 | 5 |
| Plutôt d'accord | 15 | 9 | 16 | 11 | 17 | 13 | 18 | 13 | 15 | 11 | 16 | 12 | 18 | 13 | 20 | 15 | 15 | 11 | 17 | 12 | 17 | 14 | 17 | 16 | 16 | 12 | 17 | 13 | 15 | 14 | 16 | 15 | 17 | 14 | 19 | 16 |
| Plutôt en désaccord | 27 | 29 | 25 | 29 | 26 | 24 | 28 | 25 | 27 | 27 | 28 | 30 | 29 | 27 | 30 | 27 | 31 | 30 | 31 | 30 | 30 | 29 | 30 | 29 | 27 | 27 | 25 | 30 | 31 | 27 | 32 | 27 | 33 | 32 | 32 | 34 |
| Fortement en désaccord | 31 | 44 | 29 | 40 | 32 | 42 | 26 | 40 | 31 | 42 | 28 | 34 | 29 | 42 | 25 | 41 | 30 | 40 | 26 | 37 | 30 | 41 | 28 | 39 | 30 | 43 | 29 | 38 | 30 | 41 | 26 | 36 | 25 | 35 | 22 | 30 |
| nsp/pr | 17 | 12 | 20 | 14 | 20 | 17 | 22 | 16 | 22 | 16 | 23 | 19 | 19 | 14 | 20 | 14 | 19 | 15 | 22 | 16 | 17 | 11 | 19 | 10 | 22 | 13 | 24 | 14 | 18 | 13 | 19 | 15 | 20 | 15 | 20 | 15 |
| Maladie d'Alzheimer | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Fortement d'accord | 11 | 5 | 12 | 6 | 5 | 3 | 7 | 4 | 4 | 3 | 5 | 4 | 6 | 3 | 6 | 3 | 4 | 3 | 5 | 3 | 5 | 5 | 5 | 6 | 6 | 5 | 6 | 5 | 5 | 6 | 6 | 5 | 5 | 2 | 6 | 3 |
| Plutôt d'accord | 15 | 10 | 15 | 12 | 14 | 11 | 16 | 14 | 14 | 12 | 14 | 16 | 17 | 15 | 17 | 17 | 15 | 12 | 16 | 14 | 16 | 11 | 18 | 12 | 13 | 11 | 14 | 12 | 16 | 12 | 18 | 13 | 18 | 16 | 19 | 18 |
| Plutôt en désaccord | 26 | 25 | 25 | 26 | 21 | 23 | 22 | 24 | 28 | 23 | 31 | 25 | 27 | 23 | 30 | 24 | 26 | 27 | 26 | 29 | 32 | 28 | 31 | 29 | 25 | 26 | 25 | 28 | 28 | 26 | 28 | 26 | 28 | 28 | 28 | 29 |
| Fortement en désaccord | 27 | 43 | 25 | 38 | 32 | 40 | 26 | 38 | 29 | 41 | 24 | 33 | 28 | 40 | 25 | 37 | 28 | 38 | 24 | 34 | 26 | 41 | 24 | 37 | 27 | 40 | 25 | 34 | 29 | 40 | 25 | 35 | 21 | 34 | 18 | 30 |
| nsp/pr | 22 | 16 | 23 | 17 | 27 | 22 | 29 | 21 | 26 | 21 | 26 | 22 | 21 | 18 | 22 | 19 | 27 | 19 | 29 | 21 | 21 | 16 | 23 | 16 | 29 | 19 | 30 | 21 | 21 | 17 | 23 | 19 | 28 | 19 | 29 | 20 |

*Q.12*

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## D. Effets spécifiques sur la santé causés par la fumée des autres

Dans cette partie du sondage, nous avons lu aux répondants une liste d'effets qui touchent les non-fumeurs et nous leur avons demandé jusqu'à quel point ils étaient d'accord ou en désaccord pour dire que la fumée de cigarettes des autres pouvait causer chacun de ces effets.

La majorité des adultes canadiens sont fortement d'accord pour dire que la fumée de cigarettes des autres peut causer des crises d'asthme chez les enfants (60 %), le cancer du poumon chez les non-fumeurs (57 %), des bronchites chez les enfants (55 %) et des infections pulmonaires chez les enfants (52 %). Moins de la moitié d'entre eux sont fortement d'accord pour dire que la fumée des autres peut causer des maladies du coeur chez les adultes non-fumeurs (38 %), des accidents cérébrovasculaires chez les adultes non-fumeurs (27 %), des infections de l'oreille chez les enfants (19 %) et des décès par cause du syndrome de la mort subite du nourrisson (SMSN) (17 %). Des pourcentages moindres sont fortement d'accord pour dire que la fumée des autres peut causer la maladie d'Alzheimer (5 %), l'arthrite (5 %) et la sclérose en plaques (4 %) chez les adultes non-fumeurs.

La moitié des adultes fumeurs sont fortement d'accord pour dire que la fumée des autres peut causer des crises d'asthme chez les enfants (49 %); quatre sur dix sont fortement d'accord pour dire que la fumée des autres peut causer des infections pulmonaires (41 %) et des bronchites chez les enfants (40 %), et le cancer du poumon chez les adultes non-fumeurs (40 %). Le quart d'entre eux ou des proportions moindres disent la même chose au sujet des maladies du coeur chez les adultes non-fumeurs (26 %), des accidents cérébrovasculaires chez les adultes non-fumeurs (19 %), des décès par cause du SMSN (14 %), des infections de l'oreille chez les enfants (13 %), ainsi que la sclérose en plaques (3 %), la maladie d'Alzheimer (3 %) et l'arthrite chez les adultes non-fumeurs (2 %).

Les résultats du présent sondage suggèrent qu'il y a eu de légères diminutions, depuis décembre 2003, dans les pourcentages d'adultes canadiens qui sont fortement d'accord pour dire que la fumée des autres peut causer le cancer du poumon chez les non-fumeurs et des crises d'asthme chez les enfants. Une comparaison avec le premier sondage de référence de novembre-décembre 2000 suggère une baisse des pourcentages d'adultes canadiens qui sont fortement d'accord pour dire que la fumée des autres peut causer l'asthme, des bronchites, des infections pulmonaires et des infections de l'oreille chez les enfants, ainsi que la maladie d'Alzheimer, l'arthrite et la sclérose en plaques chez les adultes non-fumeurs.

Parmi les adultes fumeurs, les résultats du présent sondage révèlent des diminutions, depuis le sondage de décembre 2003 du pourcentage de ceux qui sont fortement d'accord pour dire que la fumée des autres peut causer le cancer du poumon chez les non-fumeurs, des infections de l'oreille et des bronchites chez les enfants, ainsi que des maladies du coeur et des accidents cérébrovasculaires chez des adultes non-fumeurs. Une comparaison avec le sondage de référence de novembre-décembre 2000 suggère un diminution du pourcentage d'adultes fumeurs qui sont fortement d'accord pour dire que la fumée des autres peut causer des bronchites chez les enfants.

Les personnes qui envisagent d'arrêter de fumer sont plus souvent fortement d'accord que les fumeurs inconditionnels pour dire que la fumée des autres cause la plupart de ces effets et maladies chez les non-fumeurs, en particulier l'asthme, des infections pulmonaires et des bronchites chez les enfants, le cancer du poumon chez les non-fumeurs, ainsi que des maladies du coeur et des accidents cérébrovasculaires chez les adultes non-fumeurs. Les fumeurs occasionnels ont plus tendance à être fortement d'accord pour dire que la fumée des autres peut causer le cancer du poumon chez les non-fumeurs.

Les fumeuses ont plus tendance que les hommes qui fument à être fortement d'accord pour dire que la fumée des autres cause des crises d'asthme, des infections de l'oreille, des infections pulmonaires et des bronchites chez les enfants, ainsi que des décès par cause du SMSN. Les jeunes adultes fumeurs sont plus souvent fortement d'accord que les fumeurs en général pour dire que la fumée des autres cause des crises d'asthme, des bronchites et des infections pulmonaires chez les enfants, des décès par cause du SMSN, le cancer du poumon chez les non-fumeurs et des maladies du coeur chez les adultes non-fumeurs.

## Effets spécifiques de la fumée des autres sur la santé

| | NOV-DÉC 2000 | | | | MAR-AVR 2001 | | | | JUIL 2001 | | | | NOV-DÉC 2001 | | | | JUIL 2002 | | | | NOV-DÉC 2002 | | | | JUIL-AOÛT 2003 | | | | DÉC 2003 | | | | NOV-DÉC 2004 | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP |
| Crises d'asthme chez les enfants | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Fortement d'accord | 67 | 52 | 71 | 52 | 65 | 51 | 70 | 55 | 58 | 47 | 63 | 54 | 62 | 52 | 65 | 58 | 58 | 48 | 62 | 54 | 66 | 55 | 68 | 59 | 61 | 49 | 65 | 53 | 64 | 52 | 68 | 57 | 60 | 49 | 64 | 55 |
| Plutôt d'accord | 22 | 31 | 21 | 30 | 23 | 29 | 21 | 28 | 26 | 32 | 24 | 30 | 28 | 29 | 26 | 28 | 29 | 33 | 26 | 30 | 24 | 29 | 23 | 27 | 26 | 32 | 25 | 32 | 26 | 30 | 23 | 27 | 29 | 34 | 26 | 33 |
| Plutôt en désaccord | 3 | 6 | 3 | 6 | 5 | 10 | 4 | 9 | 5 | 7 | 4 | 7 | 5 | 8 | 5 | 6 | 5 | 7 | 4 | 7 | 5 | 6 | 5 | 6 | 5 | 7 | 4 | 5 | 5 | 7 | 4 | 6 | 7 | 7 | 5 | 5 |
| Fortement en désaccord | 4 | 8 | 3 | 9 | 5 | 8 | 3 | 6 | 6 | 10 | 4 | 5 | 4 | 8 | 2 | 5 | 5 | 8 | 4 | 6 | 3 | 7 | 2 | 6 | 4 | 10 | 3 | 8 | 3 | 9 | 3 | 7 | 2 | 7 | 2 | 5 |
| nsp/pr | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 2 | 5 | 4 | 6 | 4 | 2 | 3 | 3 | 3 | 3 | 3 | 4 | 2 | 2 | 3 | 2 | 2 | 4 | 2 | 3 | 2 | 2 | 2 | 2 | 2 | 3 | 3 | 3 | 1 |
| Cancer du poumon chez les non-fumeurs | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Fortement d'accord | 59 | 38 | 64 | 43 | 56 | 34 | 62 | 38 | 51 | 35 | 59 | 41 | 52 | 34 | 58 | 38 | 51 | 32 | 59 | 37 | 64 | 46 | 68 | 52 | 59 | 39 | 63 | 42 | 63 | 46 | 69 | 52 | 57 | 40 | 62 | 46 |
| Plutôt d'accord | 26 | 34 | 26 | 32 | 29 | 33 | 27 | 34 | 31 | 32 | 29 | 34 | 33 | 36 | 32 | 37 | 32 | 37 | 29 | 38 | 25 | 32 | 24 | 30 | 29 | 35 | 28 | 35 | 26 | 32 | 23 | 30 | 33 | 37 | 30 | 36 |
| Plutôt en désaccord | 6 | 10 | 4 | 11 | 6 | 15 | 5 | 13 | 9 | 12 | 7 | 10 | 7 | 14 | 6 | 12 | 8 | 14 | 5 | 11 | 6 | 10 | 5 | 10 | 5 | 12 | 3 | 11 | 6 | 9 | 5 | 7 | 6 | 12 | 5 | 10 |
| Fortement en désaccord | 7 | 15 | 4 | 11 | 6 | 13 | 3 | 12 | 8 | 17 | 4 | 10 | 6 | 13 | 3 | 11 | 6 | 13 | 3 | 11 | 4 | 10 | 3 | 7 | 4 | 12 | 4 | 9 | 5 | 11 | 3 | 9 | 3 | 10 | 2 | 6 |
| nsp/pr | 3 | 3 | 1 | 3 | 2 | 4 | 3 | 4 | 2 | 4 | 1 | 4 | 2 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 1 | 2 | 1 | 1 | 2 | 2 | 2 | 2 | 1 | 2 | 1 | 2 | 1 | 2 | 1 | 2 |
| Bronchites chez les enfants | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Fortement d'accord | 60 | 45 | 64 | 50 | 58 | 42 | 60 | 49 | 52 | 39 | 56 | 47 | 54 | 46 | 58 | 52 | 52 | 41 | 58 | 47 | 56 | 45 | 58 | 49 | 56 | 44 | 59 | 47 | 54 | 46 | 57 | 51 | 55 | 40 | 59 | 46 |
| Plutôt d'accord | 26 | 31 | 25 | 32 | 29 | 34 | 29 | 32 | 31 | 33 | 30 | 32 | 32 | 33 | 31 | 32 | 34 | 37 | 29 | 36 | 30 | 35 | 29 | 34 | 31 | 34 | 30 | 34 | 31 | 34 | 30 | 31 | 31 | 38 | 28 | 37 |
| Plutôt en désaccord | 5 | 9 | 4 | 7 | 5 | 9 | 4 | 7 | 6 | 9 | 5 | 8 | 6 | 8 | 7 | 6 | 5 | 10 | 5 | 8 | 7 | 8 | 7 | 7 | 5 | 9 | 4 | 7 | 7 | 9 | 6 | 7 | 7 | 9 | 7 | 7 |
| Fortement en désaccord | 5 | 10 | 4 | 7 | 5 | 10 | 3 | 9 | 7 | 13 | 4 | 7 | 4 | 8 | 1 | 6 | 4 | 9 | 4 | 7 | 5 | 9 | 5 | 7 | 3 | 9 | 3 | 7 | 5 | 9 | 4 | 8 | 4 | 8 | 4 | 5 |
| nsp/pr | 4 | 5 | 3 | 5 | 3 | 5 | 4 | 4 | 4 | 6 | 4 | 6 | 4 | 4 | 3 | 3 | 4 | 4 | 5 | 3 | 2 | 4 | 2 | 3 | 4 | 4 | 4 | 5 | 3 | 2 | 3 | 2 | 3 | 4 | 3 | 4 |
| Infections pulmonaires chez les enfants | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Fortement d'accord | 57 | 42 | 60 | 48 | 53 | 40 | 57 | 44 | 49 | 38 | 51 | 45 | 47 | 42 | 51 | 48 | 50 | 37 | 56 | 42 | 54 | 44 | 57 | 50 | 52 | 43 | 55 | 47 | 53 | 44 | 55 | 48 | 52 | 41 | 55 | 48 |
| Plutôt d'accord | 27 | 35 | 26 | 33 | 31 | 34 | 30 | 31 | 31 | 32 | 32 | 33 | 35 | 34 | 36 | 34 | 34 | 37 | 30 | 36 | 32 | 35 | 30 | 34 | 34 | 35 | 33 | 35 | 31 | 34 | 31 | 33 | 35 | 37 | 33 | 35 |
| Plutôt en désaccord | 6 | 8 | 5 | 6 | 5 | 10 | 4 | 10 | 7 | 10 | 6 | 8 | 7 | 9 | 6 | 8 | 6 | 12 | 5 | 10 | 6 | 9 | 5 | 8 | 6 | 9 | 4 | 6 | 9 | 10 | 8 | 8 | 7 | 11 | 6 | 9 |
| Fortement en désaccord | 6 | 11 | 5 | 9 | 6 | 10 | 4 | 8 | 8 | 13 | 5 | 7 | 6 | 10 | 3 | 6 | 5 | 9 | 4 | 7 | 4 | 9 | 4 | 5 | 4 | 11 | 4 | 8 | 5 | 9 | 3 | 8 | 3 | 8 | 3 | 5 |
| nsp/pr | 5 | 4 | 4 | 4 | 4 | 6 | 5 | 6 | 5 | 6 | 6 | 7 | 4 | 5 | 3 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 2 |

*Q.13*

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

## Effets spécifiques de la fumée des autres sur la santé

| | NOV-DÉC 2000 | | | | MAR-AVR 2001 | | | | JUIL 2001 | | | | NOV-DÉC 2001 | | | | JUIL 2002 | | | | NOV-DÉC 2002 | | | | JUIL-AOÛT 2003 | | | | DÉC 2003 | | | | NOV-DÉC 2004 | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP |
| Maladies du cœur chez les adultes non-fumeurs | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Fortement d'accord | 41 | 26 | 44 | 31 | 36 | 23 | 42 | 26 | 34 | 25 | 38 | 30 | 34 | 23 | 39 | 27 | 35 | 24 | 39 | 28 | 38 | 33 | 40 | 38 | 40 | 27 | 43 | 31 | 38 | 31 | 41 | 36 | 38 | 26 | 41 | 31 |
| Plutôt d'accord | 33 | 33 | 35 | 34 | 27 | 35 | 35 | 35 | 36 | 32 | 37 | 35 | 38 | 35 | 39 | 38 | 35 | 36 | 35 | 37 | 36 | 34 | 35 | 34 | 33 | 32 | 33 | 33 | 33 | 35 | 33 | 34 | 39 | 38 | 37 | 40 |
| Plutôt en désaccord | 12 | 17 | 10 | 16 | 12 | 17 | 11 | 17 | 14 | 18 | 13 | 15 | 13 | 17 | 12 | 17 | 14 | 18 | 12 | 17 | 14 | 15 | 14 | 13 | 11 | 19 | 9 | 19 | 14 | 15 | 14 | 13 | 13 | 17 | 11 | 16 |
| Fortement en désaccord | 10 | 20 | 8 | 15 | 11 | 19 | 7 | 16 | 11 | 20 | 8 | 14 | 11 | 19 | 7 | 15 | 10 | 17 | 8 | 14 | 9 | 15 | 7 | 12 | 10 | 18 | 9 | 13 | 11 | 16 | 8 | 14 | 6 | 14 | 4 | 9 |
| nsp/pr | 5 | 5 | 4 | 5 | 5 | 6 | 5 | 5 | 5 | 5 | 5 | 6 | 4 | 5 | 3 | 4 | 5 | 4 | 6 | 4 | 4 | 4 | 4 | 4 | 6 | 3 | 7 | 3 | 4 | 3 | 4 | 4 | 5 | 5 | 6 | 4 |
| Accidents cérébrovasculaires chez les adultes non-fumeurs | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Fortement d'accord | 26 | 16 | 29 | 20 | 22 | 14 | 25 | 17 | 18 | 14 | 20 | 16 | 20 | 14 | 23 | 15 | 23 | 16 | 27 | 19 | 23 | 20 | 24 | 24 | 29 | 20 | 30 | 23 | 29 | 23 | 31 | 27 | 27 | 19 | 30 | 22 |
| Plutôt d'accord | 28 | 26 | 29 | 28 | 32 | 27 | 32 | 27 | 35 | 26 | 37 | 31 | 31 | 27 | 33 | 29 | 31 | 28 | 32 | 30 | 34 | 27 | 37 | 28 | 31 | 30 | 32 | 31 | 33 | 32 | 35 | 32 | 36 | 35 | 35 | 38 |
| Plutôt en désaccord | 18 | 21 | 17 | 19 | 16 | 20 | 15 | 19 | 19 | 22 | 19 | 20 | 20 | 22 | 19 | 23 | 21 | 23 | 18 | 21 | 20 | 22 | 18 | 21 | 17 | 19 | 15 | 20 | 18 | 18 | 17 | 16 | 22 | 22 | 21 | 21 |
| Fortement en désaccord | 16 | 24 | 14 | 19 | 16 | 25 | 12 | 22 | 16 | 24 | 12 | 18 | 16 | 24 | 13 | 21 | 14 | 24 | 12 | 20 | 13 | 22 | 12 | 19 | 13 | 25 | 13 | 20 | 14 | 22 | 11 | 20 | 8 | 17 | 6 | 13 |
| nsp/pr | 12 | 13 | 11 | 13 | 14 | 14 | 16 | 15 | 13 | 13 | 12 | 14 | 12 | 13 | 13 | 12 | 10 | 10 | 11 | 9 | 10 | 8 | 9 | 8 | 10 | 6 | 11 | 6 | 6 | 5 | 6 | 5 | 8 | 8 | 8 | 6 |
| Infections de l'oreille chez les enfants | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Fortement d'accord | 24 | 16 | 25 | 20 | 16 | 13 | 17 | 14 | 15 | 13 | 14 | 15 | 15 | 14 | 16 | 14 | 14 | 12 | 15 | 15 | 16 | 15 | 15 | 17 | 15 | 14 | 16 | 13 | 18 | 17 | 18 | 20 | 19 | 13 | 20 | 15 |
| Plutôt d'accord | 19 | 16 | 19 | 18 | 22 | 19 | 22 | 20 | 19 | 16 | 21 | 19 | 19 | 19 | 20 | 21 | 23 | 18 | 25 | 19 | 23 | 17 | 24 | 19 | 20 | 21 | 19 | 24 | 21 | 20 | 21 | 20 | 22 | 18 | 23 | 20 |
| Plutôt en désaccord | 23 | 25 | 22 | 26 | 22 | 24 | 22 | 24 | 25 | 24 | 26 | 24 | 26 | 23 | 27 | 24 | 27 | 27 | 25 | 28 | 24 | 26 | 24 | 26 | 22 | 24 | 21 | 25 | 25 | 24 | 24 | 23 | 28 | 28 | 29 | 29 |
| Fortement en désaccord | 22 | 31 | 20 | 25 | 22 | 32 | 18 | 29 | 24 | 35 | 20 | 29 | 25 | 34 | 21 | 30 | 21 | 31 | 19 | 26 | 23 | 32 | 22 | 28 | 23 | 32 | 22 | 27 | 24 | 29 | 22 | 27 | 16 | 28 | 14 | 24 |
| nsp/pr | 13 | 10 | 14 | 11 | 17 | 13 | 17 | 14 | 17 | 12 | 19 | 13 | 15 | 11 | 16 | 11 | 15 | 12 | 16 | 12 | 15 | 10 | 15 | 10 | 20 | 10 | 22 | 11 | 12 | 8 | 14 | 9 | 14 | 13 | 15 | 12 |
| SMSN (syndrome de la mort subite du nouveau-né) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Fortement d'accord | 19 | 13 | 21 | 16 | 16 | 10 | 17 | 11 | 15 | 10 | 15 | 13 | 14 | 12 | 15 | 12 | 18 | 12 | 20 | 14 | 18 | 16 | 17 | 20 | 17 | 14 | 18 | 15 | 19 | 16 | 20 | 17 | 17 | 14 | 19 | 17 |
| Plutôt d'accord | 19 | 16 | 20 | 16 | 21 | 17 | 22 | 18 | 20 | 17 | 21 | 19 | 22 | 20 | 24 | 22 | 23 | 22 | 22 | 22 | 25 | 20 | 26 | 20 | 19 | 17 | 21 | 18 | 23 | 21 | 24 | 23 | 26 | 22 | 25 | 26 |
| Plutôt en désaccord | 21 | 21 | 21 | 21 | 17 | 19 | 18 | 20 | 19 | 21 | 20 | 22 | 24 | 20 | 25 | 18 | 19 | 21 | 18 | 22 | 21 | 19 | 22 | 19 | 21 | 21 | 19 | 20 | 20 | 21 | 19 | 19 | 22 | 22 | 22 | 21 |
| Fortement en désaccord | 24 | 38 | 21 | 33 | 25 | 35 | 20 | 32 | 26 | 35 | 22 | 29 | 20 | 34 | 16 | 33 | 19 | 32 | 16 | 27 | 18 | 32 | 17 | 28 | 21 | 33 | 19 | 30 | 22 | 30 | 20 | 27 | 16 | 26 | 14 | 21 |
| nsp/pr | 17 | 13 | 17 | 14 | 21 | 19 | 23 | 19 | 20 | 16 | 22 | 17 | 20 | 15 | 20 | 15 | 20 | 13 | 24 | 15 | 17 | 13 | 17 | 13 | 21 | 15 | 23 | 17 | 16 | 13 | 16 | 13 | 18 | 15 | 20 | 15 |

*Q.13*

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

## Effets spécifiques de la fumée des autres sur la santé

| | NOV-DÉC 2000 | | | | MAR-AVR 2001 | | | | JUIL 2001 | | | | NOV-DÉC 2001 | | | | JUIL 2002 | | | | NOV-DÉC 2002 | | | | JUIL-AOÛT 2003 | | | | DÉC 2003 | | | | NOV-DÉC 2004 | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP |
| Maladie d'Alzheimer chez les adultes non-fumeurs | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Fortement d'accord | 9 | 4 | 11 | 4 | 4 | 3 | 5 | 3 | 3 | 2 | 4 | 3 | 5 | 3 | 5 | 3 | 4 | 3 | 4 | 3 | 5 | 4 | 5 | 6 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 3 | 6 | 3 |
| Plutôt d'accord | 10 | 8 | 10 | 10 | 12 | 8 | 13 | 9 | 9 | 8 | 10 | 11 | 11 | 8 | 12 | 10 | 11 | 8 | 12 | 9 | 13 | 8 | 14 | 9 | 12 | 8 | 13 | 9 | 14 | 10 | 16 | 12 | 16 | 11 | 17 | 12 |
| Plutôt en désaccord | 26 | 23 | 26 | 25 | 23 | 20 | 25 | 21 | 27 | 24 | 29 | 24 | 28 | 25 | 30 | 26 | 28 | 26 | 29 | 28 | 30 | 24 | 31 | 25 | 27 | 23 | 25 | 25 | 30 | 26 | 31 | 25 | 32 | 30 | 31 | 32 |
| Fortement en désaccord | 36 | 52 | 33 | 47 | 37 | 51 | 29 | 47 | 35 | 49 | 29 | 43 | 37 | 49 | 32 | 47 | 35 | 48 | 30 | 44 | 34 | 50 | 30 | 46 | 32 | 51 | 30 | 46 | 34 | 46 | 29 | 43 | 27 | 41 | 24 | 37 |
| nsp/pr | 19 | 13 | 20 | 14 | 24 | 18 | 27 | 20 | 25 | 17 | 28 | 19 | 19 | 14 | 21 | 14 | 22 | 15 | 25 | 16 | 18 | 13 | 20 | 13 | 24 | 14 | 27 | 16 | 18 | 13 | 19 | 15 | 21 | 15 | 22 | 16 |
| Arthrite chez les adultes non-fumeurs | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Fortement d'accord | 8 | 5 | 10 | 5 | 4 | 3 | 4 | 4 | 5 | 3 | 5 | 4 | 3 | 2 | 4 | 2 | 3 | 2 | 3 | 3 | 4 | 4 | 4 | 5 | 6 | 3 | 7 | 4 | 4 | 4 | 3 | 4 | 5 | 2 | 6 | 2 |
| Plutôt d'accord | 10 | 6 | 11 | 8 | 9 | 7 | 10 | 7 | 9 | 6 | 10 | 8 | 12 | 8 | 12 | 10 | 13 | 9 | 13 | 10 | 11 | 9 | 11 | 11 | 12 | 8 | 12 | 9 | 11 | 9 | 13 | 10 | 14 | 10 | 15 | 11 |
| Plutôt en désaccord | 27 | 25 | 28 | 27 | 27 | 22 | 29 | 23 | 29 | 24 | 30 | 28 | 32 | 25 | 36 | 25 | 29 | 26 | 30 | 28 | 32 | 27 | 33 | 28 | 26 | 25 | 25 | 25 | 32 | 26 | 33 | 26 | 33 | 30 | 36 | 32 |
| Fortement en désaccord | 38 | 54 | 34 | 49 | 38 | 52 | 30 | 48 | 37 | 52 | 31 | 42 | 37 | 53 | 31 | 51 | 37 | 51 | 31 | 48 | 37 | 50 | 35 | 46 | 35 | 53 | 32 | 49 | 36 | 48 | 32 | 44 | 27 | 42 | 23 | 39 |
| nsp/pr | 16 | 10 | 18 | 11 | 22 | 16 | 26 | 18 | 20 | 14 | 23 | 17 | 16 | 12 | 18 | 13 | 19 | 12 | 23 | 12 | 16 | 10 | 18 | 11 | 21 | 11 | 23 | 13 | 17 | 13 | 19 | 15 | 20 | 16 | 20 | 16 |
| Sclérose en plaques chez les adultes non-fumeurs | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Fortement d'accord | 8 | 4 | 10 | 5 | 3 | 3 | 3 | 3 | 4 | 2 | 4 | 3 | 4 | 3 | 5 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 5 | 3 | 5 | 3 | 4 | 5 | 4 | 6 | 4 | 3 | 5 | 3 |
| Plutôt d'accord | 9 | 7 | 10 | 8 | 10 | 8 | 10 | 9 | 11 | 9 | 11 | 11 | 10 | 9 | 11 | 9 | 13 | 10 | 14 | 11 | 14 | 9 | 15 | 11 | 10 | 10 | 11 | 11 | 14 | 11 | 15 | 11 | 14 | 12 | 16 | 14 |
| Plutôt en désaccord | 28 | 23 | 29 | 25 | 22 | 20 | 24 | 18 | 25 | 24 | 26 | 24 | 31 | 25 | 33 | 26 | 28 | 25 | 28 | 26 | 28 | 24 | 30 | 26 | 27 | 24 | 25 | 25 | 28 | 25 | 30 | 25 | 32 | 28 | 32 | 27 |
| Fortement en désaccord | 33 | 48 | 31 | 43 | 37 | 47 | 30 | 44 | 34 | 46 | 29 | 40 | 34 | 45 | 28 | 42 | 31 | 44 | 28 | 41 | 32 | 47 | 29 | 43 | 31 | 45 | 29 | 41 | 32 | 42 | 28 | 40 | 25 | 38 | 22 | 36 |
| nsp/pr | 21 | 18 | 21 | 18 | 28 | 22 | 32 | 25 | 26 | 19 | 28 | 22 | 21 | 18 | 23 | 19 | 23 | 18 | 27 | 20 | 23 | 17 | 23 | 17 | 27 | 19 | 30 | 20 | 21 | 17 | 23 | 18 | 25 | 19 | 25 | 19 |

*Q.13*

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

## E. Effets sur la santé causés par l'acide cyanhydrique/le cyanure d'hydrogène

Sept adultes canadiens sur dix (69 %) ne peuvent pas nommer spontanément un effet sur la santé ou une maladie qui peut être causé par l'acide cyanhydrique/le cyanure d'hydrogène. Un autre trois pour cent affirment que l'acide cyanhydrique ne cause pas d'effets sur la santé ou de maladies. La mort est la réponse la plus courante (10 %) parmi les répondants qui mentionnent un effet, suivi par le cancer en général (6 %) et les troubles respiratoires/souffle court (4 %). Vingt-quatre pour cent mentionnent un autre effet ou une autre maladie pouvant être causé par l'acide cyanhydrique/le cyanure d'hydrogène.

Sept sur dix fumeurs (69 %) ne peuvent nommer aucun effet qui peut être causé par l'acide cyanhydrique/le cyanure d'hydrogène et cinq pour cent disent que ce dernier ne cause pas d'effet sur la santé. Des proportions plus faibles mentionnent le décès (8 %), le cancer en général (5 %), le cancer du poumon/maladie pulmonaire (5 %), les troubles respiratoires/souffle court (4 %), les maladies du coeur/crises cardiaques (4 %) et les dommages au cerveau/pertes de mémoire/accidents cérébrovasculaires (4 %). Vingt-deux pour cent mentionnent d'autres effets.

Les résultats du présent sondage montrent que le nombre d'adultes canadiens qui affirment que l'acide cyanhydrique/le cyanure d'hydrogène ne cause pas d'effet sur la santé ou de maladie est semblable à celui observé lors du sondage de décembre 2003; le nombre ayant chuté de 28 points comparativement au sondage de référence. Le nombre d'adultes canadiens qui sont incapables de nommer précisément des effets sur la santé ou des maladies causés par l'acide cyanhydrique est cinq points plus élevé que dans le sondage de décembre 2003, et est de 26 points plus élevé au total que lors du sondage de référence.

De façon analogue, les résultats du présent sondage révèlent que le nombre d'adultes fumeurs qui disent maintenant que l'acide cyanhydrique/cyanure d'hydrogène ne cause pas d'effet sur la santé ou de maladie est demeuré inchangé depuis le sondage de décembre 2003; ce nombre a baissé d'un total de 22 points depuis le sondage de référence. Le pourcentage d'adultes fumeurs qui sont incapables de nommer un effet ou une maladie pouvant être causé par l'acide cyanhydrique/cyanure d'hydrogène est demeuré inchangé depuis le sondage de décembre 2003; cette proportion est toutefois de 15 points supérieure à celle observée lors du sondage de référence.

## Effets sur la santé causés par l'acide cyanhydrique

| | NOV-DÉC 2000 | | | | MAR-AVR 2001 | | | | JUIL 2001 | | | | NOV-DÉC 2001 | | | | JUIL 2002 | | | | NOV-DÉC 2002 | | | | JUIL-AOÛT 2003 | | | | DÉC 2003 | | | | NOV-DÉC 2004 | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP |
| Décès | 12 | 9 | 14 | 10 | 12 | 8 | 13 | 9 | 10 | 7 | 11 | 9 | 10 | 8 | 10 | 10 | 8 | 6 | 9 | 8 | 9 | 7 | 10 | 6 | 8 | 7 | 8 | 7 | 10 | 8 | 9 | 8 | 10 | 8 | 11 | 8 |
| Cancer en général | 2 | 2 | 3 | 2 | 3 | 2 | 4 | 2 | 4 | 2 | 4 | 3 | 5 | 2 | 5 | 3 | 5 | 4 | 5 | 5 | 6 | 5 | 6 | 5 | 7 | 4 | 8 | 4 | 7 | 6 | 7 | 7 | 6 | 5 | 6 | 5 |
| Problèmes respiratoires/essoufflement | 1 | 1 | 1 | 1 | 3 | 2 | 3 | 2 | 4 | 4 | 3 | 5 | 2 | 3 | 2 | 3 | 4 | 5 | 4 | 7 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 6 | 4 | 4 | 4 | 4 |
| Maladies pulmonaires/cancer du poumon | 2 | 1 | 2 | 2 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 7 | 8 | 7 | 9 | 5 | 7 | 5 | 8 | 4. | 5 | 4 | 6 | 3 | 5 | 3 | 6 |
| Maladies du cœur/crises cardiaques | 2 | 1 | 1 | 1 | 2 | 2 | 2 | 3 | 2 | 2 | 2 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 5 | 4 | 5 | 3 | 4 | 3 | 4 | 3 | 5 | 2 | 6 | 3 | 4 | 3 | 5 |
| Dommages au cerveau/pertes de mémoire/ accidents cérébrovasculaires | 2 | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 2 | 2 | 2 | 2 | 2 | 3 | 2 | 3 | 1 | 1 | 2 | 2 | 3 | 2 | 3 | 3 | 2 | 3 | 2 | 5 | 2 | 3 | 3 | 4 | 3 | 4 | 3 | 4 |
| Empoisonnement | 3 | 2 | 2 | 2 | 2 | 2 | 1 | 2 | 1 | 2 | 1 | 2 | 1 | 1 | 1 | 1 | 2 | 1 | 2 | 1 | 2 | 1 | 2 | 2 | 1 | 1 | 1 | 1 | 3 | 1 | 3 | 1 | 2 | 1 | 2 | 1 |
| Dommages aux cellules/aux artères/au sang | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 1 | 1 | 1 | 2 | 3 | 2 | 2 | 3 | 1 | 2 | 1 | 3 | 2 | 2 | 2 | 2 | 2 | 1 | 2 | 2 |
| Dommages aux poumons | * | * | * | * | – | – | – | – | – | – | – | – | 2 | 2 | 2 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 1 | * | 1 | * | 1 | 1 | 1 | 1 | 1 | 2 | 1 | 2 | 2 |
| Maux de tête | 3 | 1 | 3 | 1 | 1 | 1 | 1 | 1 | 2 | 1 | 2 | 1 | 1 | 2 | 1 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 2 | 3 | 2 | 1 | 3 | 1 | 1 | 2 | * | 2 | 1 | 2 | 1 | 2 |
| Étourdissements | 1 | * | 1 | * | * | * | 1 | * | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 1 | 1 | 1 | 2 | 2 | 1 | 2 | 1 | 2 | * | 2 | 1 | 1 | 1 | 1 | 1 | 1 | * | 1 |
| Maux d'estomac | 1 | 1 | 1 | * | 1 | * | 1 | * | 1 | * | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 1 | 1 | * | 1 | * | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| Nausées | 1 | 1 | 1 | * | * | * | * | * | 1 | 1 | * | * | 1 | 1 | * | 1 | 1 | 1 | 1 | 1 | * | 1 | * | 1 | 1 | 1 | * | 1 | * | * | * | * | 1 | 1 | 1 | 1 |
| Brûlures corporelles/organes | – | – | – | – | * | – | * | – | 1 | * | 1 | – | – | – | – | – | * | – | * | – | * | * | 1 | 1 | * | 1 | * | 1 | 1 | * | 1 | * | 1 | * | 1 | – |
| Cancer le la bouche/maladies | * | – | * | – | * | * | * | * | – | * | – | * | 1 | * | 1 | * | 1 | * | 1 | 1 | 1 | 1 | * | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | * | * | 1 | * |
| Cancer de la gorge | * | * | 1 | 1 | 1 | * | 1 | – | * | 1 | * | 1 | * | * | 1 | * | 1 | * | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | * | * | 1 | * |
| Cancer/maladies du foie | * | * | * | * | * | – | * | – | * | * | * | – | – | * | – | * | – | * | – | * | * | * | 1 | * | 1 | * | 1 | * | 1 | 1 | 1 | 1 | * | 1 | – | 1 |
| Dépendance | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | 1 | – | 1 | – | * | * | 1 | * |
| Vertige | * | – | * | – | * | * | * | * | 1 | * | 1 | * | 1 | 1 | * | 1 | 1 | * | * | 1 | * | 1 | * | 1 | 1 | 1 | 1 | 1 | * | 1 | * | 1 | * | 1 | * | 1 |
| Grossesse/complications | * | * | * | * | * | – | * | – | 1 | * | 1 | * | 1 | * | 1 | * | – | – | – | – | * | * | 1 | * | * | 1 | 1 | * | * | * | * | – | * | * | * | * |
| Dommages au système nerveux | 1 | * | 1 | * | * | – | * | * | – | – | – | – | * | * | 1 | * | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | – | * | – | * | 1 | * | 1 | * | – | – | – | – |
| Fatigue | 1 | * | 1 | * | * | * | * | * | * | – | * | – | 1 | 1 | 1 | 1 | 1 | * | 1 | * | 1 | 1 | * | * | * | * | * | – | – | 1 | – | * | – | 1 | – | 1 |
| Autre | 1 | 2 | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 2 | 1 | 2 | 2 | 1 | 3 | 1 | 3 | 2 | 3 | 2 | 2 | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 3 | 4 | 3 | 5 | 4 | 7 | 4 | 8 |
| Aucun | 31 | 27 | 28 | 25 | 26 | 31 | 24 | 31 | 13 | 11 | 11 | 10 | 17 | 16 | 15 | 15 | 8 | 6 | 6 | 7 | 5 | 9 | 4 | 8 | 7 | 9 | 7 | 8 | 5 | 5 | 5 | 5 | 3 | 5 | 3 | 4 |
| nsp/pr | 43 | 54 | 42 | 53 | 49 | 50 | 49 | 49 | 62 | 67 | 63 | 64 | 57 | 62 | 58 | 60 | 66 | 61 | 67 | 59 | 64 | 61 | 64 | 61 | 64 | 62 | 65 | 63 | 64 | 66 | 65 | 64 | 69 | 69 | 68 | 67 |

* Moins de un pour cent

*Q.36*

*Quels sont les effets sur la santé ou les maladies spécifiques, s'il y a lieu, qui peuvent être causés par l'acide cyanhydrique ? Est-ce qu'il y en a des autres ?*

## A. Nombre de rappels et de lectures par jour

La très vaste majorité des Canadiens (92 %) disent avoir vu des messages d'avertissement concernant la santé sur les paquets de cigarettes. Les fumeurs (100 %) se souviennent à l'unanimité de la présence de messages.

Les résultats du présent sondage n'ont pas changé de façon significative, comparativement aux sondages précédents, en ce qui concerne le pourcentage d'adultes canadiens ou d'adultes fumeurs qui disent avoir vu des messages d'avertissement concernant la santé sur les paquets de cigarettes.

Sept sur dix adultes canadiens (70 %) affirment avoir vu, lu ou entendu de l'information au sujet des messages d'avertissement concernant la santé qui ont commencé à figurer sur les paquets de cigarettes au Canada au début de 2001, tandis que six pour cent répondent « peut-être ». Deux sur dix (22 %) disent n'avoir rien vu, lu ou entendu à ce sujet. Quatre-vingt-cinq pour cent des adultes fumeurs disent qu'ils ont vu les messages et trois pour cent répondent « peut-être ». Onze pour cent seulement disent ne pas les avoir vus.

### Rappel des messages d'avertissement concernant la santé sur les paquets de cigarettes

| | NOV-DÉC 2000 | | | | MAR-AVR 2001 | | | | JUIL 2001 | | | | NOV-DÉC 2001 | | | | JUIL 2002 | | | | NOV-DÉC 2002 | | | | JUIL-AOÛT 2003 | | | | DÉC 2003 | | | | NOV-DÉC 2004 | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP |
| Oui | 90 | 98 | 86 | 99 | 88 | 98 | 84 | 98 | 87 | 99 | 82 | 99 | 89 | 100 | 86 | 100 | 90 | 100 | 86 | 100 | 92 | 99 | 89 | 100 | 90 | 99 | 88 | 99 | 92 | 99 | 89 | 99 | 92 | 100 | 90 | 100 |
| Non | 10 | 2 | 14 | 1 | 11 | 2 | 15 | 2 | 12 | 1 | 17 | 1 | 11 | * | 14 | * | 10 | * | 14 | * | 8 | * | 10 | * | 8 | 1 | 11 | 1 | 8 | 1 | 10 | 1 | 8 | * | 10 | * |

* Moins de un pour cent

*Q.14*
*Est-ce que vous avez déjà vu des avertissements sur des paquets de cigarettes ?*

Il faut noter que dans le sondage de novembre-décembre 2002 et dans tous les sondages subséquents, pour la question se rapportant aux « messages d'avertissement sur la santé qui figurent maintenant sur les paquets de cigarettes au Canada » les répondants recevaient également la mention explicative suivante : « c'est-à-dire les nouveaux messages qui ont fait leur apparition sur les paquets de cigarettes au début de 2001 », afin de préciser le sens de la question.

Une comparaison avec le sondage de référence montre que la connaissance des messages d'avertissement qui ont commencé à figurer sur les paquets de cigarettes au Canada au début de 2001, demeure considérablement plus élevée dans le présent sondage que dans celui de novembre-décembre 2000 (en hausse de 34 points chez les adultes canadiens et de 40 points chez les adultes fumeurs), soit lorsqu'on leur parlait des « messages d'avertissement concernant la santé qui pourraient figurer sur les paquets de cigarettes dans un avenir prochain. »

Près de huit sur dix adultes canadiens (77 %) disent qu'ils ont vu les nouveaux messages d'avertissement concernant la santé sur les paquets de cigarettes. Deux sur dix (21 %) disent qu'ils ne les ont pas vus.

Les adultes fumeurs ont plus tendance que les Canadiens en général à dire qu'ils ont vu ces messages d'avertissement concernant la santé sur les paquets de cigarettes – 96 p. 100 les ont vus contre trois pour cent qui disent que non.

## Connaissance des messages d'avertissement sur la santé actuels

| | NOV-DÉC 2000 | | | | MAR-AVR 2001 | | | | JUIL 2001 | | | | NOV-DÉC 2001 | | | | JUIL 2002 | | | | NOV-DÉC 2002 | | | | JUIL-AOÛT 2003 | | | | DÉC 2003 | | | | NOV-DÉC 2004 | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP |
| Oui | 36 | 45 | 30 | 46 | 74 | 87 | 69 | 89 | 71 | 82 | 66 | 85 | 67 | 84 | 63 | 85 | 64 | 80 | 58 | 81 | 69 | 88 | 63 | 91 | 69 | 89 | 69 | 90 | 75 | 89 | 70 | 91 | 70 | 85 | 66 | 86 |
| Peut-être | 4 | 3 | 5 | 3 | 4 | 2 | 5 | 2 | 6 | 3 | 7 | 3 | 5 | 2 | 5 | 2 | 3 | 2 | 3 | 2 | 6 | 2 | 7 | 2 | 6 | 2 | 8 | 2 | 4 | 3 | 5 | 2 | 6 | 3 | 7 | 3 |
| Non | 60 | 52 | 65 | 51 | 21 | 10 | 26 | 8 | 22 | 13 | 26 | 11 | 28 | 13 | 31 | 12 | 31 | 17 | 36 | 17 | 23 | 9 | 28 | 6 | 22 | 8 | 26 | 8 | 20 | 7 | 23 | 7 | 22 | 11 | 25 | 10 |

*Q.15*

*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 ?*

*Nota : question formulée de façon légèrement différente en novembre-décembre 2002*

Le nombre d'adultes canadiens qui ont vu ces messages d'avertissement sur les paquets de cigarettes est semblable à celui observé en décembre 2003, mais il s'est accru de 18 points depuis mars-avril 2001. Le nombre de fumeurs qui ont vu ces messages d'avertissement sur les paquets de cigarettes est demeuré inchangé depuis décembre 2003, mais il s'est accru de dix points depuis mars-avril 2001.

Parmi les adultes fumeurs, 93 p. 100 affirment avoir vu les nouveaux messages d'avertissement sur les paquets de cigarettes de leur marque principale. Cinq pour cent seulement d'entre eux seulement disent que non.

Le présent sondage ne révèle aucune variation significative, depuis décembre 2003, du nombre d'adultes fumeurs qui ont vu les messages d'avertissement qui ont commencé à paraître au début de 2001 sur les paquets de cigarettes de leur marque principale. Toutefois, cette proportion est de 33 points plus élevée qu'en mars-avril 2001.

Sept pour cent des adultes canadiens disent qu'ils regardent ou lisent les messages d'avertissement concernant la santé sur les paquets de cigarettes plusieurs fois par jour, et une proportion semblable d'entre eux disent qu'ils les regardent une fois par jour environ. Plus de la moitié des répondants (53 % au total) disent qu'ils les regardent ou les lisent moins souvent, y compris 32 p. 100 qui disent les regarder ou les lire moins d'une fois par semaine. Trois sur dix (31 %) disent qu'ils ne regardent ou ne lisent jamais ces messages.

## Ont vu les messages d'avertissement sur la santé actuels sur les paquets de cigarettes de leur marque principale

Fumeurs

| | Mar-Avr 2001 | Juil 2001 | Nov-Déc 2001 | Juil 2002 | Nov-Déc 2002 | Juil-Août 2003 | Déc 2003 | Nov-Déc 2004 |
|---|---|---|---|---|---|---|---|---|
| Oui | 60 | 71 | 87 | 85 | 96 | 94 | 94 | 93 |
| Non | 38 | 27 | 12 | 14 | 4 | 6 | 5 | 5 |
| nsp/pr | 2 | 2 | 1 | 1 | * | 1 | 1 | 1 |

* Moins de un pour cent

*Q.17*
*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 – Q5a} ?*
*Sous-échantillon : fumeurs*
*Nota : question formulée de façon légèrement différente en novembre-décembre 2002*

## Ont vu les messages d'avertissement sur la santé actuels sur les paquets de cigarettes

| | MAR-AVR 2001 | | | | JUIL 2001 | | | | NOV-DÉC 2001 | | | | JUIL 2002 | | | | NOV-DÉC 2002 | | | | JUIL-AOÛT 2003 | | | | DÉC 2003 | | | | NOV-DÉC 2004 | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP |
| Oui | 59 | 86 | 48 | 88 | 59 | 87 | 49 | 89 | 60 | 90 | 51 | 91 | 63 | 86 | 54 | 87 | 75 | 96 | 68 | 97 | 75 | 95 | 70 | 96 | 78 | 96 | 73 | 97 | 77 | 96 | 72 | 97 |
| Non | 40 | 13 | 51 | 11 | 38 | 12 | 49 | 10 | 39 | 9 | 47 | 9 | 36 | 13 | 45 | 13 | 25 | 3 | 31 | 2 | 23 | 4 | 29 | 3 | 21 | 3 | 26 | 3 | 21 | 3 | 26 | 2 |
| nsp/pr | 1 | 1 | 1 | * | 2 | 2 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 1 | 2 | 1 | 1 | * | 1 | * | 2 | 1 | 2 | * |

* Moins de un pour cent

*Q.16*
*Est-ce que vous avez vu l'un ou l'autre de ces messages sur un paquet de cigarettes ?*
*Nota : question formulée de façon légèrement différente en novembre-décembre 2002*

Vingt-cinq pour cent des adultes fumeurs disent qu'ils regardent ou lisent plusieurs fois par jour les messages d'avertissement concernant la santé, alors que 16 p. 100 d'entre eux les regardent une fois par jour. Un total de 39 p. 100 les regardent ou les lisent moins souvent, y compris 17 p. 100 qui disent le faire moins qu'une fois par semaine. Dix-neuf pour cent disent qu'ils ne les regardent jamais.

Il n'y a eu peu de variation au cours des huit derniers sondages dans le nombre d'adultes fumeurs qui disent regarder ou lire les messages d'avertissement concernant la santé sur les paquets de cigarettes plusieurs fois par jour, mais les résultats du présent sondage continuent à suggérer une tendance à regarder moins souvent les messages d'avertissement concernant la santé que lors du sondage de référence de novembre-décembre 2000. Le nombre d'adultes fumeurs qui disent regarder ou lire les messages d'avertissement concernant la santé sur les paquets de cigarettes plusieurs fois par jour dans le présent sondage est de 11 points inférieur à celui observé dans le sondage de référence, alors que la proportion de ceux qui disent regarder ces messages moins souvent qu'une fois par jour est de cinq points supérieure, au total, tout comme la proportion de ceux qui disent ne jamais regarder les messages.

Lorsqu'on demande aux adultes canadiens de dire spontanément à quoi leur font penser les messages d'avertissement concernant la santé figurant maintenant sur les paquets de cigarettes au Canada (sans regarder au même moment un paquet de cigarettes), le plus grand nombre d'entre eux répondent des images (27 %). Douze pour cent, chacun, affirment qu'ils présentent plus de renseignements qu'auparavant ou plus de précisions au sujet des effets sur la santé du tabagisme ou qu'ils mentionnent des images/maladies de la bouche/dents. Des proportions plus faibles mentionnent des images dégoûtantes (9 %), des images de poumons (6 %), du texte en général (6 %), des images de femmes enceintes (5 %), et des avertissements ou des symboles en général (5 %). Cinquante-trois pour cent mentionnent d'autres aspects et 21 p. 100 ne donnent aucune réponse.

Les adultes fumeurs, surtout les jeunes adultes, sont plus enclins que les adultes en général à mentionner que des images figurent sur les messages d'avertissement concernant la santé sur les paquets de cigarettes. Un total de 34 p. 100 des adultes fumeurs mentionnent les images, 20 p. 100 mentionnent plus d'information sur les effets du tabac sur la santé et 14 p. 100 mentionnent les images dégoûtantes. Des proportions moindres mentionnent les images/maladies de la bouche/les dents (12 %), les images de poumons (7 %), les images de femmes enceintes/grossesse (7 %), les avertissements/symboles en général (7 %), le coeur/les maladies du coeur (6 %), le texte en général (6 %), qu'il couvrent une plus grande partie/50 % du paquet (6 %) et l'impuissance/la cigarette molle (6 %). Cinquante-cinq pour cent mentionnent autre chose et seulement sept pour cent ne donnent aucune réponse.

## Fréquence à laquelle on regarde les messages d'avertissement sur la santé sur les paquets de cigarettes

| | NOV-DÉC 2000 | | | | MAR-AVR 2001 | | | | JUIL 2001 | | | | NOV-DÉC 2001 | | | | JUIL 2002 | | | | NOV-DÉC 2002 | | | | JUIL-AOÛT 2003 | | | | DÉC 2003 | | | | NOV-DÉC 2004 | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP |
| Plusieurs fois par jour | 15 | 36 | 6 | 38 | 12 | 29 | 5 | 31 | 11 | 27 | 5 | 31 | 9 | 29 | 4 | 32 | 11 | 28 | 5 | 31 | 9 | 29 | 4 | 33 | 10 | 25 | 4 | 28 | 10 | 26 | 4 | 31 | 7 | 25 | 2 | 28 |
| Environ une fois par jour | 10 | 15 | 7 | 15 | 9 | 17 | 6 | 19 | 9 | 18 | 5 | 20 | 8 | 15 | 5 | 16 | 8 | 16 | 6 | 16 | 9 | 17 | 5 | 17 | 7 | 16 | 6 | 18 | 8 | 16 | 5 | 18 | 7 | 16 | 5 | 16 |
| Tous les deux ou trois jours | 6 | 9 | 6 | 8 | 8 | 10 | 7 | 11 | 6 | 8 | 6 | 9 | 9 | 9 | 8 | 11 | 7 | 9 | 7 | 10 | 7 | 9 | 6 | 10 | 6 | 8 | 6 | 9 | 5 | 8 | 4 | 8 | 5 | 8 | 4 | 10 |
| Environ une fois par semaine | 13 | 12 | 14 | 11 | 14 | 13 | 14 | 13 | 17 | 14 | 18 | 13 | 13 | 13 | 12 | 12 | 15 | 14 | 15 | 13 | 15 | 14 | 16 | 15 | 14 | 16 | 13 | 18 | 15 | 16 | 15 | 15 | 16 | 14 | 17 | 15 |
| Moins d'une fois par semaine | 31 | 14 | 38 | 15 | 30 | 13 | 36 | 10 | 29 | 14 | 33 | 13 | 30 | 16 | 33 | 15 | 26 | 13 | 32 | 13 | 33 | 16 | 38 | 13 | 33 | 17 | 37 | 14 | 35 | 15 | 41 | 14 | 32 | 17 | 37 | 16 |
| Jamais | 24 | 14 | 28 | 13 | 27 | 16 | 32 | 15 | 28 | 18 | 33 | 14 | 32 | 17 | 37 | 14 | 31 | 19 | 34 | 16 | 27 | 15 | 31 | 11 | 28 | 17 | 32 | 13 | 27 | 18 | 31 | 15 | 31 | 19 | 33 | 15 |
| nsp/pr | 2 | 1 | 2 | 1 | * | 1 | 1 | 1 | * | 1 | * | 1 | * | * | * | – | * | 1 | 1 | 1 | * | * | * | * | 2 | * | 3 | * | * | * | * | – | 1 | * | 1 | – |

* Moins de un pour cent

*Q.18a*

*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 ? Est-ce que ce serait … ?*

## La présentation des messages d'avertissement sur la santé actuels sur les paquets de cigarettes

| | MAR-AVR 2001 | | | | JUIL 2001 | | | | NOV-DÉC 2001 | | | | JUIL 2002 | | | | NOV-DÉC 2002 | | | | JUIL-AOÛT 2003 | | | | DÉC 2003 | | | | NOV-DÉC 2004 | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP |
| Images | 48 | 60 | 40 | 60 | 44 | 55 | 39 | 55 | 41 | 53 | 36 | 54 | 38 | 46 | 35 | 47 | 31 | 44 | 28 | 45 | 37 | 42 | 33 | 43 | 27 | 34 | 27 | 34 | 27 | 34 | 24 | 34 |
| Plus d'info./plus d'info. spécifique sur les effets du tabac | 24 | 23 | 22 | 24 | 28 | 31 | 25 | 32 | 23 | 27 | 21 | 29 | 16 | 21 | 15 | 22 | 24 | 30 | 23 | 30 | 20 | 25 | 18 | 27 | 13 | 20 | 13 | 20 | 12 | 20 | 12 | 22 |
| Bouche/dents (images/maladies) | – | – | – | – | 1 | * | 1 | – | 7 | 8 | 5 | 8 | 8 | 9 | 7 | 8 | 11 | 11 | 10 | 11 | 7 | 9 | 7 | 9 | 10 | 12 | 10 | 12 | 12 | 12 | 12 | 13 |
| Illustrations choquantes/dégoûtantes/horribles | 4 | 9 | 3 | 12 | 6 | 8 | 5 | 9 | 8 | 12 | 8 | 13 | 9 | 13 | 8 | 14 | 14 | 17 | 14 | 17 | 10 | 11 | 11 | 12 | 14 | 19 | 12 | 20 | 9 | 14 | 8 | 15 |
| Inscriptions/texte – en général | * | 5 | * | 4 | 3 | 5 | 2 | 5 | 3 | 3 | 2 | 4 | 3 | 2 | 4 | 2 | 5 | 4 | 3 | 4 | 4 | 5 | 3 | 5 | 7 | 7 | 7 | 7 | 6 | 6 | 5 | 5 |
| Images de poumons | – | – | – | – | * | – | * | – | 6 | 7 | 6 | 7 | 6 | 8 | 5 | 8 | 11 | 11 | 11 | 12 | 10 | 10 | 9 | 10 | 2 | 2 | 2 | 2 | 6 | 7 | 6 | 8 |
| Avertissements/symboles en général | 3 | 2 | 3 | 2 | 2 | 1 | 2 | 1 | 8 | 7 | 8 | 7 | 6 | 6 | 6 | 6 | 6 | 3 | 7 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 7 | 5 | 7 |
| Images d'une femme enceinte/grossesse | – | – | – | – | * | * | – | * | 3 | 5 | 3 | 4 | 4 | 5 | 4 | 5 | 6 | 8 | 5 | 8 | 3 | 8 | 2 | 7 | 5 | 8 | 4 | 8 | 5 | 7 | 4 | 7 |
| Cancer du poumon/maladies | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | 1 | 2 | 1 | 2 | 9 | 11 | 9 | 11 | 4 | 4 | 5 | 4 |
| Impuissance/cigarette molle | – | – | – | – | – | – | – | – | 2 | 4 | 1 | 3 | 3 | 4 | 2 | 5 | 3 | 7 | 1 | 7 | 3 | 5 | 1 | 5 | 3 | 6 | 2 | 6 | 4 | 6 | 3 | 6 |
| Messages plus directs, plus forts | 6 | 5 | 6 | 6 | 7 | 8 | 7 | 9 | 7 | 9 | 6 | 10 | 7 | 6 | 6 | 5 | 8 | 10 | 8 | 9 | 6 | 6 | 6 | 6 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 |
| Dangereux/mauvais pour la santé | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | * | * | * | * | 4 | 4 | 5 | 4 | 4 | 2 | 3 | 2 |
| Couvrent une plus grande partie du paquet/50 % du paquet | 5 | 5 | 4 | 5 | 6 | 7 | 5 | 7 | 8 | 8 | 5 | 7 | 5 | 8 | 4 | 9 | 5 | 7 | 4 | 8 | 4 | 5 | 3 | 5 | 4 | 4 | 3 | 3 | 3 | 6 | 3 | 6 |
| Gros lettrage/caractère/gras/majuscules | 3 | 1 | 4 | 1 | 3 | 2 | 2 | 3 | 3 | 2 | 3 | 2 | 3 | 2 | 4 | 2 | 4 | 2 | 5 | 2 | 3 | 2 | 3 | 2 | 4 | 3 | 4 | 3 | 3 | 2 | 3 | 2 |
| Enfants/nourrissons/bébés | – | – | – | – | * | – | * | – | 2 | 4 | 1 | 4 | 2 | 3 | 2 | 3 | 2 | 5 | 2 | 5 | 2 | 4 | 1 | 5 | 3 | 6 | 3 | 6 | 3 | 4 | 3 | 5 |
| Noir et blanc (texte/fond) | * | – | * | – | 2 | 3 | 2 | 2 | 4 | 4 | 3 | 5 | 4 | 6 | 3 | 6 | 6 | 3 | 6 | 3 | 2 | 3 | 2 | 2 | 3 | 2 | 4 | 3 | 3 | 3 | 4 | 3 |
| Couleur/coloré | 8 | 11 | 7 | 12 | 4 | 5 | 2 | 4 | 5 | 5 | 4 | 5 | 3 | 3 | 3 | 4 | 2 | 3 | 2 | 3 | 5 | 4 | 5 | 3 | 4 | 5 | 3 | 6 | 2 | 4 | 2 | 3 |
| Cœur/maladies du cœur | – | – | – | – | * | – | * | – | 2 | 3 | 1 | 3 | 2 | 4 | 1 | 4 | 3 | 5 | 2 | 5 | 2 | 5 | 2 | 6 | 4 | 8 | 2 | 9 | 2 | 6 | 1 | 7 |
| Cancer | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | * | 1 | * | * | 3 | 2 | 3 | 3 | 2 | 1 | 2 | * |
| Information sur les façons de cesser | 2 | 4 | 1 | 4 | 2 | 3 | 1 | 3 | 2 | 4 | 1 | 5 | 2 | 3 | 2 | 3 | 4 | 5 | 3 | 6 | 4 | 5 | 3 | 6 | 3 | 3 | 2 | 3 | 2 | 3 | 2 | 4 |
| Arrêter/cesser de fumer | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | 1 | – | 1 | 2 | 1 | 2 | 1 |
| Maladies | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | 2 | 1 | 1 | 1 | 3 | 2 | 4 | 2 | 1 | 2 | 1 | 2 |
| Emplacement sur le paquet de cigarettes | 1 | – | 2 | – | – | – | – | – | – | – | – | – | * | 1 | * | 1 | 1 | 2 | 1 | 2 | * | 1 | – | * | 2 | 1 | 2 | 1 | 1 | 2 | * | 2 |
| Décès | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | 1 | 1 | 1 | 1 | 2 | 2 | 2 | 2 | 1 | 1 | 1 | 1 |
| Parties du corps/organes | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | 2 | 1 | 2 | 1 | 1 | 1 | 1 | 1 |

* Moins de un pour cent

*Suite ...*

*Q.19*

*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 ?*

*Nota : question formulée de façon légèrement différente en novembre-décembre 2002*

## La présentation des messages d'avertissement sur la santé actuels sur les paquets de cigarettes

*Suite*

| | MAR-AVR 2001 | | | | JUIL 2001 | | | | NOV-DÉC 2001 | | | | JUIL 2002 | | | | NOV-DÉC 2002 | | | | JUIL-AOÛT 2003 | | | | DÉC 2003 | | | | NOV-DÉC 2004 | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP |
| Renseignent/efficaces | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | 1 | – | 1 | 1 | 1 | 1 | 1 |
| Plus de produits chimiques/ingrédients indiqués | * | * | * | – | * | 1 | – | 1 | 1 | 2 | * | 2 | 1 | 1 | 1 | 1 | 1 | 2 | * | 2 | 1 | 1 | 1 | 1 | 1 | 2 | 1 | 2 | 1 | * | 1 | 1 |
| Caractères trop petits/pas assez clairs/pourraient être plus gros | – | – | – | – | – | * | – | – | * | 1 | * | 1 | 1 | * | * | * | 1 | * | 1 | * | 1 | * | 1 | * | 1 | * | 1 | * | 1 | * | 1 | * |
| Personne avec un respirateur | – | – | – | – | – | – | – | – | – | 1 | – | * | * | 2 | – | 2 | 1 | 3 | – | 3 | 1 | 2 | – | 2 | 1 | 3 | * | 2 | 1 | 2 | 1 | 2 |
| Information à l'endos du tiroir | 2 | 2 | 1 | 2 | 1 | 3 | * | 3 | 2 | 3 | 1 | 4 | 2 | 2 | 1 | 2 | 1 | 1 | 1 | 2 | * | 1 | * | 1 | 1 | 1 | 1 | * | * | 1 | * | 1 |
| Avertissements du « Surgeon General » | – | – | – | – | – | – | – | – | 1 | * | 1 | * | * | 1 | * | * | 1 | 1 | 1 | 1 | – | * | – | * | 1 | 1 | 1 | 1 | * | * | * | * |
| Dommages au cerveau | – | – | – | – | – | – | – | – | 1 | 1 | * | 1 | 1 | 2 | * | 3 | 1 | 2 | 1 | 2 | * | 2 | * | 2 | 1 | 1 | 1 | 2 | * | 2 | – | 2 |
| Ne renseignent pas/pas efficaces/pas assez graphiques | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | 1 | 1 | 1 | 1 | * | * | * | * |
| Devant du paquet | – | – | – | – | – | – | – | – | * | * | * | – | – | – | – | – | – | * | – | * | 1 | 1 | 1 | 1 | * | * | – | – | * | * | * | * |
| Cigarettes dans le cendrier | – | – | – | – | – | – | – | – | * | 1 | – | 1 | * | 1 | * | 1 | 1 | 1 | * | 1 | * | 1 | – | 1 | * | 1 | – | 1 | * | 1 | * | 1 |
| Femme/homme/gens (en général) | – | – | – | – | * | – | – | – | * | 1 | * | * | * | 1 | – | 1 | 1 | * | 1 | * | * | * | – | * | * | * | * | * | * | * | * | * |
| Publicité | – | – | – | – | * | * | – | * | * | * | * | * | * | * | * | * | – | * | – | – | * | * | * | 1 | – | – | – | – | – | * | – | * |
| Boîte/rectangle | 1 | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 1 | 2 | 1 | 3 | 1 | 2 | 1 | 2 | 1 | – | * | – | – |
| Images de fumer devant les enfants | – | – | – | – | – | – | – | – | * | 1 | – | 1 | * | 1 | * | 1 | 1 | 3 | 1 | 3 | 1 | 1 | 1 | 2 | 2 | 1 | 1 | 1 | – | * | – | * |
| C'est ridicule/une farce/idiot | 1 | 1 | * | 2 | 2 | 2 | 1 | 2 | * | 1 | 1 | 1 | * | 2 | * | 2 | 1 | 2 | 1 | 2 | * | * | * | * | * | 1 | – | * | – | 1 | – | * |
| Ne pas commencer à fumer | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | * | – | * | – | 1 | * | 1 | * | – | – | – | – |
| Encart | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | 1 | – | * | – | * | – | – |
| Couleur du lettrage | * | – | – | – | – | – | – | – | – | – | – | – | * | * | * | * | * | 1 | 1 | 1 | 1 | 1 | 2 | 1 | – | – | – | – | – | – | – | – |
| Couleur du paquet | – | – | – | – | – | 3 | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – |
| Autre | 4 | 6 | 4 | 6 | 1 | 3 | 1 | 2 | 2 | 4 | 3 | 4 | 2 | 3 | 1 | 3 | 2 | 2 | 2 | 1 | 9 | 10 | 8 | 10 | 8 | 11 | 5 | 12 | 7 | 13 | 6 | 14 |
| Aucun/rien | * | 2 | * | 1 | 1 | 1 | 1 | 1 | – | * | – | * | 1 | 1 | 1 | 1 | 1 | 1 | * | 1 | – | * | – | * | * | 1 | – | 1 | * | * | – | * |
| nsp/pr | 24 | 8 | 30 | 8 | 27 | 12 | 34 | 11 | 26 | 9 | 31 | 7 | 27 | 10 | 35 | 8 | 18 | 6 | 22 | 5 | 21 | 8 | 26 | 7 | 19 | 6 | 23 | 5 | 21 | 7 | 25 | 5 |

* Moins de un pour cent

*Q.19*

*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 ?*

*Nota : question formulée de façon légèrement différente en novembre-décembre 2002*

Il faut noter que dans les sondages antérieurs, on mentionnait aux répondants les « nouveaux messages d'avertissement sur la santé » dans toutes questions se rapportant directement au niveau de connaissance au sujet de ces messages, de leur contenu ou de leurs effets sur le comportement. Dans le sondage de novembre-décembre 2002, la formulation a été modifiée pour « les messages d'avertissement sur la santé qui figurent maintenant sur les paquets de cigarettes au Canada » pour toutes ces questions, afin d'en préciser le sens.

Le présent sondage continue de suggérer un tendance s'éloignant de la mention d'images en général vers la mention d'images, de concepts ou de messages précis, en particulier chez les adultes fumeurs. Tant pour les adultes canadiens que les adultes fumeurs, les proportions de ceux qui mentionnent les images ont diminué considérablement depuis le sondage de référence (21 points chez les Canadiens en général et 26 points chez les adultes fumeurs), alors que les proportions mentionnant des messages ou des images tels que le coeur/les maladies du coeur, le cancer du poumon/maladies et les images de la bouche/des maladies de la bouche/des dents ont augmenté.

Lorsqu'on demande aux adultes canadiens de dire spontanément quels messages d'avertissement concernant la santé ils se rappellent avoir vus sur les paquets de cigarettes au Canada (sans regarder un paquet de cigarettes), la plus grande proportion d'entre eux se souviennent des messages indiquant cause le cancer du poumon (18 %) et qu'il est nuisible de fumer pendant la grossesse, que c'est nuisible pour le foetus ou que cela entraîne un faible taux de natalité (16 %). Des proportions plus faibles se rappellent les messages tels que le cancer en général (13 %), l'impuissance (12 %), les maladies du coeur (11 %), le décès ou le décès prématuré (8 %), le danger/mauvais pour la santé (8 %), les maladies de la bouche/des gencives (7 %), les maladies pulmonaires (6 %), nuisible pour les autres/les enfants (6 %) et la fumée des autres est dommageable/dangereuse (4 %). Vingt-huit pour cent mentionnent d'autres messages d'avertissement. Plus de trois sur dix affirment ne se souvenir d'aucun message (24 %) ou ne donnent pas d'opinion (10 %).

Les adultes fumeurs se souviennent plus souvent que les adultes en général des messages d'avertissement spécifiques, tel que nuisible pour les autres/enfants et l'impuissance (24 %), le cancer du poumon (21 %), nuisible pour les autres/enfants (18 %), les maladies du coeur (17 %) et les dommages durant la grossesse ou au foetus (16 %). Des pourcentages plus faibles mentionnent les maladies de la bouche/des gencives (10 %), les maladies pulmonaires (10 %), les accidents cérébrovasculaires (8 %), le cancer en général (8 %), le décès/le décès prématuré (8 %), la fumée secondaire est dangereuse (5 %), les dents/gencives/doigts jaunis (5 %) et le cancer de la bouche (5 %). Trente-cinq pour cent mentionnent d'autres messages et moins de deux sur dix disent aucun (12 %) ou ne donnent pas d'opinion (3 %).

Au sein de la population en général, les résultats du présent sondage suggèrent une légère diminution, depuis décembre 2003, de la proportion de ceux qui mentionnent les maladies pulmonaires. Une comparaison avec les résultats du sondage de mars-avril 2001, soit lorsque cette question a été posée pour la première fois, suggère une légère augmentation dans les pourcentages relatifs aux messages qui mentionnent cause le cancer du poumon et le cancer en général.

Parmi les adultes fumeurs, les présents résultats suggèrent une légère augmentation, depuis décembre 2003, dans la proportion de ceux qui mentionnent, en particulier, la mise en garde sur l'impuissance. Une comparaison avec les résultats du sondage de mars-avril 2001 suggère qu'il y a eu de légères augmentations des pourcentages d'adultes fumeurs qui mentionnent les messages cause le cancer du poumon, des maladies du coeur, l'impuissance et la fumée secondaire est nuisible/dangereuse; ainsi qu'une diminution dans la proportion de ceux qui mentionnent le décès ou le décès prématuré.

Parmi les adultes fumeurs, les jeunes adultes fumeurs se souviennent plus souvent que d'autres fumeurs de la mise en garde sur l'impuissance; les fumeurs de 55 ans ou plus ont plutôt moins tendance que d'autres à mentionner des messages tels que cause les maladies du coeur et nuisible pour les autres/les enfants. Les fumeuses ont légèrement plus tendance que les hommes qui fument à se souvenir des messages nuisible pendant la grossesse/dommages au foetus; les hommes qui fument ont légèrement plus tendance à mentionner l'impuissance.

## Rappel de messages spécifiques d'avertissement sur la santé sur les paquets de cigarettes

| | MAR-AVR 2001 | | | | JUIL 2001 | | | | NOV-DÉC 2001 | | | | JUIL 2002 | | | | NOV-DÉC 2002 | | | | JUIL-AOÛT 2003 | | | | DÉC 2003 | | | | NOV-DÉC 2004 | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP |
| Cause le cancer du poumon | 13 | 16 | 13 | 17 | 16 | 16 | 13 | 18 | 12 | 16 | 11 | 18 | 16 | 18 | 15 | 18 | 19 | 21 | 18 | 22 | 18 | 19 | 16 | 19 | 20 | 24 | 19 | 25 | 18 | 21 | 18 | 23 |
| Danger pendant la grossesse/pour le fœtus/faible taux de naissance | 16 | 19 | 14 | 18 | 18 | 18 | 17 | 18 | 16 | 17 | 16 | 19 | 19 | 23 | 20 | 25 | 18 | 16 | 19 | 17 | 17 | 17 | 17 | 16 | 15 | 17 | 15 | 17 | 16 | 16 | 15 | 16 |
| Cancer – en général | 9 | 9 | 10 | 9 | 10 | 8 | 11 | 7 | 9 | 7 | 9 | 6 | 11 | 9 | 13 | 10 | 11 | 8 | 11 | 9 | 10 | 8 | 11 | 9 | 12 | 8 | 12 | 9 | 13 | 8 | 13 | 7 |
| Impuissance | 11 | 16 | 8 | 15 | 9 | 15 | 5 | 17 | 11 | 20 | 8 | 19 | 12 | 24 | 8 | 24 | 12 | 23 | 8 | 23 | 8 | 20 | 6 | 20 | 12 | 20 | 8 | 20 | 12 | 24 | 9 | 25 |
| Maladies du cœur | 8 | 13 | 4 | 13 | 9 | 15 | 6 | 17 | 8 | 16 | 6 | 17 | 8 | 15 | 6 | 15 | 10 | 18 | 7 | 19 | 11 | 14 | 8 | 15 | 10 | 17 | 7 | 19 | 11 | 17 | 7 | 17 |
| Décès/décès prématuré | 14 | 15 | 15 | 17 | 11 | 15 | 9 | 15 | 12 | 13 | 12 | 13 | 10 | 13 | 10 | 16 | 12 | 11 | 11 | 12 | 5 | 4 | 5 | 5 | 10 | 6 | 10 | 6 | 8 | 8 | 8 | 9 |
| Dangereux/mauvais pour la santé | 7 | 4 | 7 | 3 | 7 | 3 | 9 | 4 | 7 | 3 | 9 | 3 | 8 | 4 | 9 | 4 | 9 | 3 | 10 | 3 | 8 | 3 | 10 | 3 | 8 | 4 | 10 | 4 | 8 | 3 | 9 | 3 |
| Maladies de la bouche/des gencives | 6 | 9 | 5 | 8 | 6 | 8 | 6 | 8 | 3 | 9 | 3 | 9 | 10 | 11 | 9 | 12 | 9 | 12 | 8 | 13 | 8 | 10 | 6 | 10 | 7 | 12 | 7 | 11 | 7 | 10 | 6 | 11 |
| Maladies pulmonaires | 7 | 12 | 6 | 13 | 7 | 11 | 6 | 10 | 6 | 11 | 4 | 13 | 6 | 8 | 6 | 8 | 10 | 12 | 8 | 14 | 9 | 9 | 9 | 12 | 10 | 9 | 10 | 9 | 6 | 10 | 5 | 11 |
| Dangereux pour les autres/pour les enfants | 7 | 17 | 4 | 17 | 11 | 17 | 6 | 18 | 11 | 22 | 6 | 21 | 10 | 18 | 8 | 18 | 12 | 20 | 9 | 20 | 4 | 12 | 2 | 12 | 9 | 16 | 8 | 16 | 6 | 18 | 4 | 18 |
| La fumée des autres est dommageable/est nuisible pour la santé | * | * | * | * | * | – | * | – | 2 | 5 | 2 | 6 | 3 | 7 | 2 | 8 | 5 | 8 | 3 | 8 | 4 | 7 | 3 | 7 | 5 | 6 | 4 | 7 | 4 | 5 | 3 | 5 |
| Accidents cérébrovasculaires | 2 | 5 | * | 6 | 3 | 7 | 2 | 9 | 2 | 5 | 2 | 6 | 4 | 6 | 2 | 7 | 3 | 8 | 3 | 9 | 4 | 10 | 2 | 11 | 4 | 8 | 3 | 8 | 3 | 8 | 2 | 10 |
| Dents/gencives/doigts jaunis | * | 1 | * | 1 | 3 | 3 | 3 | 4 | 4 | 8 | 2 | 7 | 1 | 5 | 1 | 4 | 4 | 6 | 2 | 5 | 3 | 4 | 2 | 4 | 4 | 5 | 3 | 6 | 3 | 5 | 2 | 5 |
| Cancer de la bouche | 2 | 3 | 2 | 3 | 2 | 1 | 2 | 2 | 3 | 3 | 3 | 3 | 4 | 3 | 5 | 3 | 5 | 4 | 4 | 4 | 3 | 2 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 5 | 3 | 4 |
| Avertissements/avertissements sur la santé/cesser de fumer | – | * | – | * | 1 | 1 | 2 | 1 | 4 | 5 | 3 | 5 | * | 3 | * | 3 | 3 | 2 | 2 | 2 | 3 | 1 | 4 | 1 | 3 | 1 | 3 | 2 | 3 | 2 | 3 | 2 |
| Emphysème | * | 1 | * | 2 | 1 | 2 | 1 | 2 | 1 | 2 | 1 | 2 | 2 | 2 | 1 | 2 | 2 | 3 | 2 | 3 | 2 | 2 | 2 | 3 | 2 | 3 | 1 | 4 | 3 | 2 | 3 | 2 |
| Cancer – autre | – | – | – | – | – | 1 | – | 1 | 2 | 1 | 2 | 1 | * | 2 | * | 2 | – | * | – | * | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 3 | 2 | 3 | 1 |
| Enfants imitant leurs parents | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | * | 2 | * | 2 | 1 | 3 | * | 4 | 2 | 4 | 1 | 5 |
| Naissances prématurées/naissances avant terme | 1 | 2 | 1 | 1 | 2 | 1 | 2 | 2 | 3 | 2 | 3 | 2 | 1 | 1 | 2 | 1 | 4 | 3 | 5 | 4 | 5 | 3 | 5 | 3 | 3 | 3 | 3 | 3 | 1 | 2 | 1 | 3 |
| Statistiques/tableaux | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | 1 | 3 | * | 3 | 2 | 5 | 1 | 5 | 1 | 3 | 1 | 3 |
| Problèmes/maladies de la gorge | * | 1 | * | 1 | * | * | * | – | * | * | – | * | * | * | * | * | 2 | 1 | 1 | 2 | 1 | * | * | * | 1 | 1 | * | 1 | 1 | * | 1 | * |
| Maladies– en général | 2 | 1 | 2 | 1 | * | 1 | * | * | * | 1 | – | 1 | 1 | * | 1 | * | 1 | 1 | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 2 | 1 | 2 | 1 | 1 | 1 | * |
| Problèmes respiratoires/difficulté à respirer | 1 | 2 | * | 2 | 1 | 1 | * | 1 | 2 | 3 | 1 | 4 | 1 | 4 | 1 | 3 | 3 | 4 | 2 | 4 | 1 | 2 | 1 | 3 | 1 | 3 | 1 | 2 | 1 | 2 | 1 | 2 |
| Dépendance | 2 | 2 | 2 | 2 | 1 | 2 | * | 2 | 1 | 2 | 1 | 2 | 1 | 2 | 1 | 1 | * | 2 | * | 1 | 1 | 2 | 1 | 2 | 1 | 2 | * | 2 | * | 1 | – | 2 |
| Ne pas commencer à fumer/comment cesser | 1 | 1 | * | 1 | * | * | * | * | – | – | – | – | * | * | – | 1 | 1 | 2 | * | 2 | – | * | – | 1 | 1 | 1 | 1 | 1 | * | 1 | – | 1 |
| Dommages au cerveau/maladies cérébrales | 1 | 2 | * | 3 | * | 1 | * | 1 | 1 | 1 | – | 1 | * | 2 | * | 2 | 1 | 2 | * | 1 | * | 2 | – | 2 | * | 1 | * | 1 | * | 1 | – | 1 |
| Doit être âgé de 18/19 ans pour fumer | – | – | – | – | * | – | * | – | – | – | – | – | – | – | – | – | * | – | * | – | – | * | – | – | – | – | – | – | * | – | * | – |
| Présentation graphique des paquets de cigarettes | 1 | 1 | * | 1 | * | 2 | – | 3 | * | * | * | – | 5 | 3 | 3 | 3 | * | * | * | * | 1 | 1 | 1 | 1 | * | * | * | – | – | – | – | – |
| Autre | 1 | 2 | 1 | 2 | 1 | 2 | * | 2 | 2 | 3 | 2 | 3 | 1 | 3 | – | 2 | 1 | 2 | 1 | 2 | 7 | 7 | 6 | 7 | 2 | 5 | 2 | 5 | 3 | 11 | 3 | 12 |
| Aucun | 28 | 20 | 32 | 20 | 25 | 18 | 28 | 16 | 26 | 14 | 30 | 14 | 22 | 14 | 24 | 11 | 19 | 10 | 23 | 8 | 21 | 19 | 24 | 17 | 21 | 12 | 23 | 11 | 24 | 12 | 26 | 11 |
| nsp/pr | 8 | 3 | 10 | 3 | 11 | 4 | 15 | 4 | 10 | 3 | 12 | 2 | 12 | 5 | 14 | 4 | 7 | 4 | 8 | 3 | 9 | 3 | 9 | 4 | 7 | 5 | 8 | 4 | 10 | 3 | 11 | 3 |

* Moins de un pour cent

*Q.20*

*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 ?*
*Nota : question formulée de façon légèrement différente en novembre-décembre 2002*

Lorsqu'on demande aux adultes canadiens quelles images ou illustrations ils se rappellent spontanément avoir vues sur les messages d'avertissement concernant la santé qui figurent sur les paquets de cigarettes au Canada (sans regarder un paquet de cigarettes), la plus forte proportion d'entre eux se souviennent des poumons ou des poumons malades (27 %). Des pourcentages moins élevés se souviennent des images des dents cariées ou des grandes dents (20 %), de la femme enceinte fumant une cigarette (15 %), de la bouche ou de la bouche malade (9 %), des gencives ou des gencives malades (7 %), du coeur ou du coeur malade (7 %), du cancer du poumon (5 %) et des cigarettes molles, cassées ou en train de brûler (5 %). Trente-neuf pour cent se souviennent d'une autre image ou illustration. Plus de trois sur dix affirment ne se souvenir d'aucune image (25 %) ou n'ont pas d'opinion (9 %).

Les adultes fumeurs émettent plus souvent une opinion que les Canadiens en général. Ils se souviennent également plus souvent que les adultes en général de plusieurs images ou illustrations précises telles que les poumons ou les poumons malades (32 %), les dents cariées ou les grandes dents (32 %), la femme enceinte fumant une cigarette (25 %), le coeur ou le coeur malade (18 %), les enfants ou les bébés (14 %), la bouche ou la bouche malade (12 %), les cigarettes molles, cassées ou en train de brûler (10 %), les gencives ou les gencives malades (8 %), le cerveau ou le cerveau malade (7 %), les respirateurs/les personnes branchées à un respirateur (7 %), la cigarette/la cigarette recourbée (6 %), l'impuissance (5 %), le cancer du poumon (5 %) et un cendrier sale ou plein (5 %). Trente-six pour cent se souviennent d'une autre image ou illustration. Moins d'un sur dix d'entre eux seulement disent aucune (6 %) ou ne donnent pas d'opinion (1 %).

Au sein de la population en général, les résultats du présent sondage suggèrent une légère diminution, depuis décembre 2003, de la proportion de ceux qui mentionnent les poumons/poumons malades. La comparaison avec les résultats du sondage de mars-avril 2001 suggère de légères augmentations dans les proportions qui se rappellent les femmes enceintes avec des cigarettes et les dents cariées ou les grandes dents, et de légères diminutions des proportions qui se rappellent les cigarettes molles, cassées ou en train de brûler et les enfants ou les bébés.

Chez les adultes fumeurs, on observe une légère augmentation, depuis décembre 2003, de la proportion de ceux qui mentionnent les dents cariées ou les grandes dents. La comparaison avec les résultats du sondage de mars-avril 2001 suggère des augmentations dans les proportions d'adultes fumeurs qui mentionnent les femmes enceintes avec des cigarettes, les dents cariées ou les grandes dents, la bouche ou la bouche malade et le coeur ou le coeur malade, ainsi que des diminutions des proportions qui se rappellent les cigarettes molles, cassées ou en train de brûler et les enfants ou les bébés.

Les jeunes fumeurs ont plus tendance que les autres fumeurs à mentionner les enfants et les bébés, le cerveau ou le cerveau malade, l'impuissance et d'autres images de cette nature telles que les cigarettes molles, cassées ou en train de brûler et la cigarette courbée. Toutefois, les fumeurs plus âgés ont plus tendance à mentionner les poumons ou les poumons malades. Les fumeuses ont plus tendance que les hommes qui fument à mentionner les dents cariées ou les grandes dents et la femme enceinte fumant une cigarette.

## Rappel des images, des illustrations ou des dessins spécifiques d'avertissement sur la santé sur les paquets de cigarettes

| | MAR-AVR 2001 | | | | JUIL 2001 | | | | NOV-DÉC 2001 | | | | JUIL 2002 | | | | NOV-DÉC 2002 | | | | JUIL-AOÛT 2003 | | | | DÉC 2003 | | | | NOV-DÉC 2004 | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP |
| Maladies pulmonaires/poumons | 25 | 33 | 21 | 34 | 25 | 32 | 23 | 35 | 23 | 34 | 21 | 36 | 24 | 28 | 23 | 28 | 28 | 33 | 27 | 35 | 26 | 33 | 25 | 35 | 32 | 32 | 31 | 32 | 27 | 32 | 23 | 34 |
| Mauvaises dents/dents cariées/grosses dents | 14 | 21 | 10 | 22 | 16 | 24 | 13 | 24 | 20 | 32 | 14 | 34 | 17 | 26 | 13 | 26 | 21 | 28 | 19 | 26 | 16 | 23 | 14 | 24 | 18 | 25 | 17 | 26 | 20 | 32 | 16 | 32 |
| Femme enceinte/avec une cigarette | 6 | 12 | 3 | 12 | 9 | 16 | 6 | 16 | 10 | 22 | 8 | 21 | 15 | 27 | 11 | 27 | 14 | 23 | 12 | 22 | 14 | 25 | 12 | 25 | 16 | 27 | 12 | 25 | 15 | 25 | 13 | 26 |
| Bouche/bouche malade | 8 | 8 | 9 | 9 | 8 | 11 | 8 | 12 | 11 | 11 | 11 | 11 | 10 | 12 | 9 | 12 | 10 | 11 | 9 | 13 | 9 | 12 | 9 | 11 | 11 | 14 | 11 | 16 | 9 | 12 | 8 | 13 |
| Gencives/gencives malades | 4 | 8 | 3 | 8 | 7 | 7 | 6 | 8 | 4 | 8 | 4 | 8 | 9 | 8 | 9 | 9 | 8 | 8 | 9 | 8 | 7 | 8 | 8 | 9 | 11 | 8 | 11 | 7 | 7 | 8 | 7 | 8 |
| Cœur/cœur malade | 8 | 13 | 4 | 13 | 8 | 15 | 4 | 17 | 10 | 21 | 6 | 23 | 9 | 19 | 6 | 20 | 7 | 19 | 4 | 21 | 6 | 17 | 4 | 20 | 10 | 20 | 6 | 20 | 7 | 18 | 5 | 19 |
| Cigarettes molles/cassées/allumées | 9 | 16 | 7 | 14 | 8 | 15 | 4 | 14 | 9 | 15 | 7 | 14 | 8 | 18 | 6 | 17 | 7 | 15 | 5 | 14 | 6 | 11 | 4 | 11 | 6 | 8 | 5 | 8 | 5 | 10 | 4 | 10 |
| Cancer du poumon | 3 | 3 | 3 | 3 | 2 | 2 | 1 | 3 | 2 | 4 | 2 | 4 | 3 | 4 | 2 | 4 | 4 | 6 | 4 | 6 | 4 | 5 | 4 | 6 | 4 | 5 | 3 | 6 | 5 | 5 | 5 | 6 |
| Enfants/nourrissons/bébés | 11 | 18 | 7 | 17 | 9 | 18 | 7 | 20 | 4 | 13 | 2 | 14 | 6 | 16 | 3 | 18 | 7 | 18 | 5 | 18 | 7 | 13 | 3 | 14 | 7 | 16 | 4 | 15 | 4 | 14 | 3 | 14 |
| Cigarette/cigarette courbée | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | * | 3 | * | 3 | 3 | 6 | 2 | 6 | 4 | 6 | 3 | 7 |
| Impuissance | 3 | 5 | 2 | 5 | 3 | 4 | 2 | 4 | 3 | 6 | 2 | 7 | 2 | 4 | 1 | 4 | 3 | 4 | 2 | 4 | 4 | 5 | 3 | 4 | 4 | 6 | 2 | 7 | 3 | 5 | 3 | 5 |
| Bébé/bébé prématuré | * | 1 | * | * | – | – | – | – | 2 | 6 | 2 | 5 | 4 | 4 | 3 | 4 | 1 | 2 | 1 | 1 | 2 | 3 | 1 | 3 | * | 1 | * | 1 | 3 | 3 | 2 | 4 |
| Cancer de la bouche | 3 | 2 | 4 | 3 | 3 | 1 | 3 | 2 | 3 | 1 | 3 | 2 | 3 | 2 | 3 | 2 | 4 | 3 | 4 | 3 | 4 | 2 | 4 | 2 | 3 | 2 | 3 | 2 | 2 | 2 | 3 | 3 |
| Cerveau/cerveau malade | 4 | 9 | 3 | 10 | 4 | 9 | 2 | 9 | 3 | 10 | 1 | 10 | 3 | 10 | 1 | 11 | 4 | 9 | 3 | 9 | 2 | 9 | 1 | 9 | 2 | 7 | 2 | 7 | 2 | 7 | 1 | 7 |
| Respirateurs/gens sur respirateur | 2 | 3 | 1 | 3 | 2 | 4 | * | 4 | 2 | 5 | * | 4 | 2 | 7 | * | 8 | 3 | 7 | 1 | 8 | 2 | 6 | 1 | 6 | 2 | 5 | 1 | 6 | 2 | 7 | 1 | 7 |
| Avertissements/symboles | 2 | 1 | 2 | 1 | 1 | 1 | 1 | * | 2 | * | 3 | – | 3 | 1 | 4 | 1 | 4 | 1 | 4 | 1 | 1 | * | 1 | * | 2 | * | 3 | – | 2 | * | 2 | * |
| Autre cancer | 2 | 1 | 1 | 2 | 1 | * | 1 | – | * | * | 1 | * | 1 | 1 | 1 | * | * | – | * | – | 1 | 1 | 1 | 1 | 1 | * | 1 | 1 | 2 | 1 | 2 | 1 |
| Cendrier sale/plein | 3 | 5 | 1 | 5 | 1 | 5 | 1 | 5 | 2 | 5 | 1 | 6 | 1 | 5 | * | 4 | 2 | 5 | 1 | 5 | 2 | 6 | * | 5 | 2 | 5 | 1 | 4 | 1 | 5 | * | 5 |
| Images de poumons | – | – | – | – | – | – | – | – | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 2 | 3 | 2 | 2 | 1 | 2 | 1 | 2 | 3 | 2 | 4 | 1 | 2 | 1 | 2 |
| Gens malades/qui toussent/qui s'étouffent | * | * | – | – | 1 | 1 | 1 | 1 | 1 | 1 | – | 1 | 1 | 2 | * | 1 | 1 | 2 | 1 | 2 | 1 | 2 | * | 2 | 1 | 2 | * | 2 | 1 | 2 | * | 2 |
| Tableaux/graphiques/statistiques | * | * | * | * | * | 1 | * | 1 | 1 | 2 | * | 2 | 1 | 2 | 1 | 3 | 1 | 3 | * | 3 | 1 | 2 | * | 2 | 1 | 3 | 1 | 3 | 1 | 3 | 1 | 3 |
| Gorge/maladies de la gorge | * | 1 | * | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 2 | 1 | 1 | 2 | 1 | 2 | 2 | 2 | 1 | 2 | 1 | 2 | 1 | 1 | 1 | 1 | 2 | 1 | 1 | 1 | 1 |
| Couleurs/couleurs du paquet/lettrage | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | 1 | * | 1 | 1 | – | * | – | – | 1 | – | 1 | – |
| Parties du corps qui se dégradent/malades | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | * | 1 | 1 | 2 | 2 | 1 | 2 | 1 | 1 | 1 | 1 | * | * | 1 | 1 | * | 1 | * | 1 | 1 |
| Patients alités/lit d'hôpital | 1 | 2 | * | 1 | 1 | 1 | * | 1 | 1 | 2 | * | 3 | * | 2 | – | 2 | 1 | 4 | – | 5 | 1 | 1 | – | 1 | 1 | 3 | – | 3 | 1 | 3 | 1 | 3 |

* Moins de un pour cent

*Suite ...*

*Q.21*

*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 ?*

*Nota : question formulée de façon légèrement différente en novembre-décembre 2002*

## Rappel des images, des illustrations ou des dessins spécifiques d'avertissement sur la santé sur les paquets de cigarettes

*Suite*

| | MAR-AVR 2001 | | | | JUIL 2001 | | | | NOV-DÉC 2001 | | | | JUIL 2002 | | | | NOV-DÉC 2002 | | | | JUIL-AOÛT 2003 | | | | DÉC 2003 | | | | NOV-DÉC 2004 | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP |
| Parents/maman/papa qui fument | 2 | 3 | 1 | 3 | 1 | 2 | * | 2 | * | 2 | 1 | 2 | 1 | 5 | * | 4 | 3 | 6 | 2 | 8 | 2 | 3 | 1 | 4 | 1 | 3 | * | 4 | * | 3 | – | 4 |
| Foetus/embryon | 1 | * | 1 | – | – | * | – | – | 1 | * | 1 | * | 1 | * | 1 | 1 | * | * | * | * | 1 | * | 1 | * | 1 | * | 1 | 1 | * | * | * | * |
| Accident cérébrovasculaire | 1 | 1 | * | 1 | 1 | 2 | * | 2 | 1 | 1 | 1 | 2 | 1 | 2 | * | 3 | 1 | 2 | * | 3 | * | 1 | – | 2 | 1 | 2 | * | 2 | * | 1 | * | 1 |
| Cancer/tumeur en général | 1 | 1 | 1 | 2 | 1 | * | 1 | * | * | 1 | * | 1 | * | * | * | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | * | 1 | 1 | 1 | 2 | * | * | * | 1 |
| Adulte/femme/homme (en général) | – | * | – | * | – | * | – | * | 1 | 2 | 1 | 2 | * | 1 | – | 1 | 1 | 1 | 1 | 1 | * | 1 | * | 1 | 1 | 1 | * | * | * | 1 | * | 1 |
| Les images sur les paquets de cigarettes | 2 | 1 | 2 | 1 | 1 | 1 | 1 | 1 | – | * | – | * | 2 | * | 2 | * | 3 | 1 | 4 | 1 | 1 | * | 1 | * | * | * | * | * | * | – | * | – |
| Images d'enfants qui observent | – | – | – | – | – | – | – | – | 2 | 3 | 2 | 3 | 1 | 3 | 1 | 3 | 1 | 2 | * | 2 | 2 | 4 | 1 | 4 | * | 2 | – | 2 | * | 1 | – | 2 |
| Artères/artères bloquées/caillot | * | 1 | – | 1 | * | * | – | 1 | 1 | * | 1 | * | – | * | – | * | * | 1 | * | 1 | * | 1 | * | 1 | * | 1 | * | 1 | * | 1 | * | 1 |
| Autre | 1 | 2 | * | 1 | 1 | 1 | 1 | 1 | 2 | 4 | 2 | 3 | 2 | 2 | 2 | 2 | 1 | 1 | 1 | 1 | 4 | 4 | 3 | 3 | 6 | 5 | 6 | 6 | 7 | 12 | 5 | 12 |
| Aucun | 31 | 16 | 38 | 14 | 27 | 17 | 31 | 14 | 26 | 7 | 31 | 7 | 24 | 9 | 29 | 9 | 21 | 6 | 26 | 5 | 27 | 10 | 31 | 9 | 22 | 8 | 26 | 7 | 25 | 6 | 29 | 4 |
| nsp/pr | 7 | 3 | 9 | 3 | 13 | 3 | 18 | 3 | 10 | 2 | 13 | 1 | 9 | 3 | 12 | 2 | 9 | 3 | 12 | 3 | 9 | 2 | 11 | 2 | 6 | 2 | 8 | 2 | 9 | 1 | 11 | 1 |

* Moins de un pour cent

*Q.21*

*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 ?*

*Nota : question formulée de façon légèrement différente en novembre-décembre 2002*

## B. L'incidence des messages actuels

Plus de trois sur dix adultes fumeurs (34 %) affirment qu'ils ont été très bien informés au sujet des effets de la consommation de cigarettes sur la santé grâce aux messages d'avertissement qui figurent sur les paquets de cigarettes à l'heure actuelle. Trois sur dix (29 %) disent que ces messages ont été très efficaces pour les convaincre de fumer moins qu'avant en présence des autres et deux sur dix (20 %) disent qu'ils ont été très efficaces pour augmenter leur désir d'arrêter de fumer. Moins de deux sur dix, pour chacun, disent que ces messages ont été très efficaces pour les convaincre d'essayer d'arrêter de fumer (15 %) et pour les convaincre de fumer moins (15 %).

Une combinaison des nombres qui disent « très efficaces » et « plutôt efficaces » révèle qu'environ les trois quarts des fumeurs (73 %) affirment que les nouveaux messages ont été efficaces pour les informer au sujet des effets du tabac sur la santé. La moitié d'entre eux ou plus disent que les messages ont été efficaces pour les convaincre de fumer moins qu'avant en présence des autres (55 %) et pour accroître leur désir de cesser de fumer (51 %). Près de la moitié des fumeurs affirment que ces nouveaux messages ont réussi à les convaincre d'essayer d'arrêter de fumer (46 %) et environ quatre sur dix disent qu'ils ont réussi à les amener à fumer moins (42 %).

Il y a eu peu de variations significatives dans les proportions d'adultes fumeurs qui disent que les nouveaux messages d'avertissement concernant la santé ont été très efficaces sous tous ces rapports depuis décembre 2003; cependant, nous observons un léger recul de la proportion de ceux qui mentionnent que ces messages ont été très efficaces pour les informer au sujet des effets du tabac sur la santé. Les proportions qui disent que les messages actuels ont été efficaces pour les informer au sujet des effets du tabac sur la santé, pour accroître leur désir de cesser de fumer et pour les convaincre de fumer moins qu'avant en présence des autres sont aujourd'hui plus élevées que lorsque ces questions ont été posées pour la première fois dans le sondage de mars-avril 2001.

Parmi les adultes fumeurs, les personnes qui envisagent d'arrêter de fumer ont plus tendance que d'autres à dire que les messages d'avertissement concernant la santé qui figurent maintenant sur les paquets de cigarettes ont été très efficaces pour les aider à atteindre tous ces objectifs. Les jeunes adultes fumeurs âgés de 18 à 24 ans ont plus tendance que les fumeurs plus âgés à dire que les messages d'avertissement concernant la santé figurant maintenant sur les paquets de cigarettes ont été très efficaces pour accroître leur désir de cesser de fumer et pour les informer au sujet des effets du tabac sur la santé; les fumeurs plus âgés ont plus tendance à dire que ces messages ont été très efficaces pour les convaincre de fumer moins qu'avant en présence des autres.

## Incidence des messages actuels

| | Mar-Avr 2001 | | Juil 2001 | | Nov-Déc 2001 | | Juil 2002 | | Nov-Déc 2002 | | Juil-Août 2003 | | Déc 2003 | | Nov-Déc 2004 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | F | CP | F | CP | F | CP | F | CP | F | CP | F | CP | F | CP | F | CP |
| Vous informer sur les effets de la cigarette sur la santé | | | | | | | | | | | | | | | | |
| Très efficace | 26 | 30 | 32 | 41 | 36 | 42 | 36 | 41 | 39 | 44 | 35 | 37 | 38 | 42 | 34 | 40 |
| Plutôt efficace | 28 | 29 | 32 | 32 | 33 | 34 | 32 | 32 | 35 | 36 | 38 | 41 | 35 | 35 | 39 | 39 |
| Pas très efficace | 12 | 13 | 11 | 9 | 8 | 7 | 10 | 10 | 9 | 8 | 8 | 7 | 9 | 9 | 9 | 8 |
| Pas du tout efficace | 31 | 26 | 22 | 16 | 21 | 17 | 20 | 17 | 15 | 12 | 18 | 14 | 18 | 14 | 17 | 12 |
| nsp/pr | 3 | 2 | 3 | 2 | 1 | 1 | 1 | 1 | 1 | * | 1 | 1 | * | * | 1 | * |
| Vous amener à fumer moins qu'avant en présence des autres | | | | | | | | | | | | | | | | |
| Très efficace | 19 | 23 | 20 | 27 | 23 | 28 | 25 | 30 | 27 | 32 | 30 | 35 | 27 | 31 | 29 | 35 |
| Plutôt efficace | 22 | 25 | 24 | 25 | 28 | 28 | 26 | 26 | 29 | 32 | 27 | 29 | 28 | 29 | 26 | 27 |
| Pas très efficace | 16 | 19 | 13 | 13 | 15 | 15 | 16 | 18 | 15 | 13 | 14 | 13 | 15 | 15 | 15 | 15 |
| Pas du tout efficace | 40 | 31 | 40 | 32 | 34 | 28 | 32 | 27 | 28 | 23 | 27 | 22 | 28 | 25 | 28 | 23 |
| nsp/pr | 3 | 2 | 3 | 3 | 1 | 2 | 1 | * | 1 | * | 1 | 1 | 1 | 1 | 1 | 1 |
| Vous donner davantage le désir d'arrêter de fumer | | | | | | | | | | | | | | | | |
| Très efficace | 16 | 24 | 19 | 31 | 22 | 31 | 21 | 29 | 22 | 31 | 23 | 32 | 19 | 28 | 20 | 29 |
| Plutôt efficace | 26 | 33 | 26 | 29 | 27 | 30 | 29 | 32 | 31 | 34 | 30 | 35 | 31 | 34 | 31 | 36 |
| Pas très efficace | 14 | 13 | 13 | 9 | 13 | 11 | 15 | 13 | 16 | 13 | 15 | 10 | 17 | 14 | 19 | 16 |
| Pas du tout efficace | 41 | 28 | 39 | 28 | 38 | 26 | 33 | 26 | 30 | 21 | 32 | 22 | 32 | 23 | 29 | 20 |
| nsp/pr | 2 | 2 | 3 | 3 | * | * | 1 | 1 | * | * | 1 | * | * | * | 1 | * |

| | Mar-Avr 2001 | | Juil 2001 | | Nov-Déc 2001 | | Juil 2002 | | Nov-Déc 2002 | | Juil-Août 2003 | | Déc 2003 | | Nov-Déc 2004 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | F | CP | F | CP | F | CP | F | CP | F | CP | F | CP | F | CP | F | CP |
| Vous amener à essayer de cesser de fumer | | | | | | | | | | | | | | | | |
| Très efficace | 14 | 21 | 14 | 22 | 16 | 23 | 17 | 23 | 18 | 25 | 16 | 23 | 17 | 25 | 15 | 21 |
| Plutôt efficace | 22 | 28 | 24 | 32 | 27 | 34 | 28 | 33 | 29 | 35 | 31 | 38 | 29 | 33 | 31 | 37 |
| Pas très efficace | 16 | 16 | 17 | 14 | 16 | 15 | 17 | 15 | 18 | 16 | 17 | 15 | 19 | 17 | 21 | 17 |
| Pas du tout efficace | 46 | 34 | 43 | 30 | 41 | 29 | 37 | 28 | 34 | 24 | 35 | 24 | 35 | 25 | 33 | 24 |
| nsp/pr | 2 | 2 | 2 | 2 | * | * | 1 | * | * | * | * | * | * | * | 1 | * |
| Vous amener à moins fumer | | | | | | | | | | | | | | | | |
| Très efficace | 13 | 18 | 12 | 19 | 14 | 19 | 13 | 17 | 16 | 21 | 16 | 19 | 14 | 18 | 15 | 21 |
| Plutôt efficace | 21 | 25 | 24 | 29 | 23 | 28 | 25 | 29 | 27 | 28 | 27 | 32 | 25 | 27 | 27 | 30 |
| Pas très efficace | 17 | 16 | 16 | 15 | 17 | 18 | 22 | 21 | 22 | 21 | 19 | 19 | 21 | 21 | 23 | 22 |
| Pas du tout efficace | 48 | 40 | 45 | 34 | 44 | 35 | 39 | 33 | 35 | 28 | 38 | 29 | 40 | 33 | 35 | 27 |
| nsp/pr | 2 | 2 | 2 | 2 | 1 | 1 | 1 | * | 1 | * | 1 | 1 | * | * | * | * |

* Moins de un pour cent

*Q.23*

*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 ... ?*

*Sous-échantillon : fumeurs et fumeurs qui envisagent de cesser de fumer*

*Nota : question formulée de façon légèrement différente en novembre-décembre 2002*

## c. Évaluation des messages actuels

Environ six adultes canadiens sur dix sont fortement d'accord pour dire que les messages d'avertissement concernant la santé figurant sur les paquets de cigarettes à l'heure actuelle sont exacts (59 %) et leur fournissent des renseignements importants au sujet des effets de la consommation de cigarettes sur la santé (59 %). Plus de quatre sur dix (44 %) sont fortement d'accord pour dire que ces messages rendent la consommation de cigarettes moins attrayante.

En combinant les proportions de « fortement » et de « plutôt » d'accord, nous obtenons une proportion de 85 p. 100 des adultes canadiens qui sont d'accord pour dire que les messages leur fournissent de l'information importante au sujet des effets sur la santé, de 83 p. 100 qui sont d'accord pour dire que les messages sont exacts et de 71 p. 100 qui sont d'accord pour dire qu'ils rendent la consommation de cigarettes moins attrayante.

Les adultes fumeurs ont moins tendance que l'ensemble des Canadiens à être fortement d'accord avec toutes ces dimensions. Parmi les adultes fumeurs, 51 p. 100 sont fortement d'accord pour dire que les messages sont exacts, 54 p. 100 sont fortement d'accord pour dire qu'ils leur fournissent des renseignements importants au sujet des effets de la consommation de cigarettes sur la santé et 39 p. 100 sont fortement d'accord pour dire que ces messages rendent la consommation de cigarettes moins attrayante.

La combinaison des proportions de « fortement » et de « plutôt » d'accord révèle qu'une proportion de 83 p. 100 des fumeurs sont d'accord pour dire les messages sont exacts, de 82 p. 100 qui sont d'accord pour dire que les messages leur fournissent de l'information importante au sujet des effets sur la santé et de 64 p. 100 qui sont d'accord pour dire qu'ils rendent la consommation de cigarettes moins attrayante.

Au sein de la population en général, les résultats du présent sondage suggèrent de légères diminutions, depuis décembre 2003, des proportions qui sont fortement d'accord pour dire que les messages sont exacts et qu'ils rendent la consommation de cigarettes moins attrayante. La comparaison avec les résultats observés en mars-avril 2001, soit lorsque ces deux questions ont été posées pour la première fois, ne révèle aucune variation du nombre d'adultes canadiens qui sont fortement d'accord pour dire que les messages actuels sont exacts ou informatifs; la comparaison avec les résultats observés en novembre-décembre 2001, soit lorsque la troisième question a été posée pour la première fois, ne révèle aucune variation significative du nombre d'adultes canadiens qui sont fortement d'accord pour dire que ces messages rendent la consommation de cigarettes moins attrayante.

Parmi les adultes fumeurs, les résultats du présent sondage suggèrent de légères diminutions, depuis décembre 2003, des proportions de ceux qui sont fortement d'accord avec les trois affirmations. La comparaison avec les résultats observés en mars-avril 2001 ne suggère aucune variation significative du nombre d'adultes fumeurs qui sont fortement d'accord pour dire que les messages actuels sont exacts et informatifs; la comparaison avec les résultats observés en novembre-décembre 2001 ne suggère aucune variation significative du nombre d'adultes canadiens qui pensent que ces messages rendent la consommation de cigarettes moins attrayante.

Les jeunes adultes fumeurs sont plus souvent que d'autres fumeurs et, de fait, à peu près aussi souvent que les adultes canadiens en général, fortement d'accord avec ces trois évaluations. Les personnes qui envisagent d'arrêter de fumer sont elles aussi plus souvent fortement d'accord que les fumeurs inconditionnels avec les trois évaluations des messages d'avertissement concernant la santé actuels.

## Évaluation des messages actuels

| | MAR-AVR 2001 | | | | JUIL 2001 | | | | NOV-DÉC 2001 | | | | JUIL 2002 | | | | NOV-DÉC 2002 | | | | JUIL-AOÛT 2003 | | | | DÉC 2003 | | | | NOV-DÉC 2004 | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP | PG | F | NF | CP |
| Les messages sont exacts | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Fortement d'accord | 59 | 49 | 62 | 56 | 58 | 47 | 61 | 57 | 58 | 54 | 60 | 59 | 61 | 50 | 63 | 57 | 64 | 55 | 66 | 61 | 62 | 49 | 63 | 55 | 63 | 57 | 65 | 61 | 59 | 51 | 62 | 59 |
| Plutôt d'accord | 21 | 29 | 17 | 28 | 21 | 30 | 18 | 26 | 22 | 28 | 21 | 26 | 21 | 30 | 19 | 28 | 19 | 27 | 17 | 26 | 21 | 31 | 19 | 29 | 22 | 27 | 20 | 24 | 24 | 32 | 22 | 29 |
| Plutôt en désaccord | 4 | 9 | 2 | 6 | 4 | 8 | 3 | 7 | 4 | 8 | 2 | 7 | 4 | 7 | 2 | 6 | 5 | 8 | 4 | 7 | 3 | 9 | 2 | 7 | 5 | 7 | 5 | 7 | 3 | 8 | 2 | 6 |
| Fortement en désaccord | 3 | 6 | 3 | 4 | 5 | 9 | 3 | 6 | 3 | 6 | 2 | 3 | 4 | 8 | 3 | 5 | 3 | 7 | 1 | 4 | 3 | 7 | 3 | 5 | 3 | 6 | 2 | 4 | 3 | 7 | 3 | 3 |
| nsp/pr | 13 | 7 | 16 | 7 | 13 | 6 | 16 | 5 | 13 | 5 | 15 | 4 | 11 | 5 | 13 | 4 | 10 | 3 | 12 | 2 | 11 | 3 | 13 | 3 | 7 | 3 | 8 | 3 | 11 | 4 | 12 | 2 |
| Les messages vous donnent des informations importantes sur les effets que la cigarette a sur la santé | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Fortement d'accord | 59 | 51 | 60 | 56 | 58 | 51 | 59 | 59 | 56 | 53 | 57 | 59 | 62 | 54 | 64 | 59 | 63 | 53 | 66 | 59 | 59 | 55 | 60 | 59 | 59 | 58 | 61 | 62 | 59 | 54 | 60 | 61 |
| Plutôt d'accord | 23 | 27 | 21 | 26 | 23 | 27 | 22 | 25 | 24 | 28 | 22 | 27 | 21 | 26 | 19 | 24 | 22 | 30 | 20 | 30 | 24 | 27 | 22 | 26 | 26 | 25 | 25 | 24 | 26 | 28 | 25 | 26 |
| Plutôt en désaccord | 4 | 8 | 3 | 7 | 5 | 7 | 4 | 8 | 5 | 6 | 4 | 5 | 4 | 8 | 3 | 7 | 4 | 7 | 3 | 5 | 4 | 7 | 3 | 6 | 5 | 8 | 3 | 7 | 4 | 7 | 3 | 6 |
| Fortement en désaccord | 4 | 11 | 3 | 9 | 6 | 12 | 3 | 7 | 5 | 10 | 4 | 8 | 5 | 11 | 3 | 8 | 5 | 9 | 3 | 6 | 4 | 10 | 3 | 8 | 4 | 9 | 3 | 7 | 4 | 9 | 4 | 6 |
| nsp/pr | 10 | 3 | 13 | 3 | 9 | 3 | 12 | 2 | 11 | 2 | 13 | 1 | 9 | 2 | 11 | 2 | 6 | 1 | 7 | * | 9 | 1 | 11 | 2 | 6 | 1 | 8 | * | 7 | 2 | 8 | * |
| Les messages rendent les cigarettes moins attrayantes | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Fortement d'accord | – | – | – | – | – | – | – | – | 42 | 40 | 43 | 48 | 46 | 39 | 48 | 46 | 47 | 40 | 49 | 47 | 48 | 40 | 46 | 47 | 50 | 44 | 51 | 50 | 44 | 39 | 47 | 46 |
| Plutôt d'accord | – | – | – | – | – | – | – | – | 25 | 21 | 26 | 21 | 21 | 23 | 21 | 21 | 25 | 23 | 24 | 22 | 22 | 21 | 23 | 21 | 24 | 21 | 25 | 20 | 27 | 25 | 28 | 25 |
| Plutôt en désaccord | – | – | – | – | – | – | – | – | 9 | 15 | 10 | 13 | 12 | 14 | 11 | 12 | 11 | 12 | 10 | 10 | 13 | 14 | 12 | 12 | 10 | 14 | 10 | 13 | 11 | 16 | 9 | 14 |
| Fortement en désaccord | – | – | – | – | – | – | – | – | 14 | 22 | 10 | 17 | 13 | 23 | 9 | 20 | 11 | 24 | 8 | 20 | 10 | 23 | 9 | 19 | 11 | 20 | 7 | 15 | 11 | 20 | 8 | 16 |
| nsp/pr | – | – | – | – | – | – | – | – | 9 | 2 | 11 | 2 | 8 | 2 | 11 | 2 | 6 | 1 | 8 | 12 | 7 | 1 | 9 | 2 | 5 | 1 | 7 | 1 | 7 | 1 | 8 | * |

* Moins de un pour cent

*Q.22*

*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 ... ?*
*Nota : question formulée de façon légèrement différente en novembre-décembre 2002*

## D. Évitement des messages

Lorsqu'on les interroge au sujet de leurs comportements au cours du dernier mois destinés précisément à éviter de regarder ou de lire les messages d'avertissement concernant la santé, 14 p. 100 des adultes fumeurs indiquent avoir fait des efforts conscients afin d'éviter de regarder ou de penser aux messages d'avertissement concernant la santé en gardant le paquet hors de la vue, 11 p. 100 disent l'avoir fait en transférant les cigarettes dans un autre contenant, 11 p. 100 disent l'avoir fait en évitant d'acheter des paquets sur lesquels figurent certains des messages d'avertissement concernant la santé, tandis que huit pour cent disent l'avoir fait en plaçant un étui ou une couverture par-dessus leur paquet.

Ces résultats sont semblables à ceux observés en juillet-août 2003, soit lorsque la question a été posée pour la première fois.

Les jeunes adultes fumeurs ont quelque peu plus tendance à avoir transféré les cigarettes dans un autre contenant et à avoir évité d'acheter des paquets sur lesquels figurent certains des messages d'avertissement concernant la santé. Les femmes, les personnes qui envisagent de cesser de fumer ont légèrement plus tendance à avoir gardé le paquet hors de la vue.

### Ont fait des efforts pour éviter de regarder ou de penser aux messages d'avertissement concernant la santé

| | JUIL-AOÛT 2003 | | | | | | DÉC 2003 | | | | | | NOV-DÉC 2004 | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Oui | | Non | | NSP/PR | | Oui | | Non | | NSP/PR | | Oui | | Non | | NSP/PR | |
| | F | CP | F | CP | F | CP | F | CP | F | CP | F | CP | F | CP | F | CP | F | CP |
| En ne gardant pas le paquet à la vue | 13 | 16 | 86 | 84 | * | * | 13 | 15 | 86 | 85 | * | * | 14 | 16 | 86 | 84 | 1 | * |
| En transférant vos cigarettes dans un autre contenant | 11 | 11 | 89 | 89 | * | * | 11 | 11 | 89 | 89 | * | * | 11 | 11 | 88 | 89 | 1 | * |
| En évitant d'acheter des paquets sur lesquels figurent certains des messages d'avertissement, en particulier | 13 | 13 | 87 | 87 | * | * | 10 | 12 | 89 | 88 | * | 1 | 11 | 11 | 88 | 88 | 1 | 1 |
| En recouvrant le paquet d'un étui ou d'une couverture | 9 | 8 | 91 | 92 | * | * | 8 | 8 | 92 | 91 | * | * | 8 | 8 | 91 | 91 | 1 | 1 |

* Moins de un pour cent

*Q.24*
*Depuis un mois, vous êtes-vous efforcé de ne pas regarder les messages d'avertissement pour la santé ou de ne pas y penser, en ayant recours à l'une ou l'autre des façons suivantes ... ?*
*Sous-échantillon : fumeurs*

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

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

a) Asthma attacks in children

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

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

## HEALTH WARNING MESSAGES

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

1 - Yes
2 - No
3 - DK/NA

15. 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

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

1 - Yes
2 - No
3 - DK/NA

17. **IF SMOKER ASK:** Have you seen any of these health warning messages on [main brand – Q5a]?

1 - Yes
2 - No
3 - DK/NA

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

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

**IF CODE 1 IN Q.18a), ASK:**
b) About how many times a day would you look at a message?

1 - _____TIMES PER DAY
2 - DK/NA

19. Again referring to the health warning messages that are NOW on cigarette packages in Canada, and without looking at a cigarette package, what do the these health warning messages look like? **DO NOT READ. CODE ALL THAT APPLY. FOR MENTIONS OF SPECIFIC PICTURES, CODE IN "OTHER"**

01 - Pictures (general)
02 – More information/specific information about health effects of smoking
03 - Information about how to quit
04 - Covers more of the package/50% of the package
05 - Information on back of the slide portion
06 - More chemicals/ingredients listed
07 - Tougher, stronger messages
08 - Colour/coloured
09 - Other (**SPECIFY**)
_____
_____
_____
10 - DK/NA

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

_____

_____

_____

2 - None
3 - DK/NA

21. 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?]

_____

_____

_____

2 - None
3 - DK/NA

**ASK ALL**

22. 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

**ASK SMOKERS ONLY**

23. 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

24. In the last month, have you made any effort to avoid looking at or thinking about the health warning labels by doing any of the following? **READ AND ROTATE**

    a) By placing a cover or a case over your package?

        1 - Yes
        2 - No
        3 - DK/NA

    b) By transferring cigarettes to another container?
    c) By avoiding buying packs with particular health warning messages on them?
    d) By keeping the pack out of sight?

**SLIDE**

**ASK ALL**

25. 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 SMOKERS**

26. Overall, how often to you find yourself looking at or reading the information on the back of the sliding part of a cigarette package? Would it be… **READ**

    01 - several times a day
    02 - about once a day
    03 - once every two or three days
    04 - about once a week
    05 - less than once a week, or
    06 - never?
    99 - DK/NA

27. 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

28. How often do you look at or read the information that is on the insert or the piece of paper that is included in some cigarette packs? Would it be… **READ**

    01 - several times a day
    02 - about once a day
    03 - once every two or three days
    04 - about once a week
    05 - less than once a week, or
    06 - never?
    99 - DK/NA

29. What do you usually do with the insert, that is, the piece of paper with information on it, that is included in some cigarette packs? Do you … **READ**

    01 - throw out the insert when you open the pack
    02 - throw out the insert with the pack when you are finished with the pack
    03 - keep the insert, or
    04 - something else?
    **VOLUNTEERED**
    05 - don't have packs with insert
    99 - DK/NA

**ASK SMOKERS**

32. Overall, how often do you find yourself looking at, or reading, the information about chemicals and substances on the side of cigarette packages? Would it be … **READ**

    01 - several times a day
    02 - about once a day
    03 - once every two or three days
    04 - about once a week
    05 - less than once a week, or
    06 - never?
    99 - DK/NA

33. 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**

34. 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 chemicals
22 - Other (**SPECIFY**)

_____
_____
_____

23 - DK/NA

35. 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

36. 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

## <u>DEMOGRAPHICS</u>

**ASK ALL**

37. Finally, a few questions for statistical purposes. Please be assured that all your responses will be kept entirely anonymous and absolutely confidential. In what year were you born?

1 - SPECIFY _____
2 - DK/NA

38. What is the highest level of education you have reached?
**DO NOT READ**

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

39. Which of the following best describes your employment status? Are you…
**READ**

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

40. Are you…
**READ**

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

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

1 - Yes
2 - No
3 - DK/NA

42. Into which of the following categories would you put the total annual income, before taxes and deductions, for 2003, 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

43. 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 _____)

PORG-2004-1117

CA, 1, XXXX 2618
c. 2

ENVIRONICS
RESEARCH GROUP

WAVE 9 SURVEYS

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

## SURVEY OF ADULTS AND ADULT SMOKERS

## FINAL REPORT

Prepared for: Health Canada
POR-076-04
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Prepared by: Environics Research Group Limited

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pn5552

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# 1.0 INTRODUCTION

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

The surveys assessed sources of information about the effects of tobacco, awareness and knowledge of the health effects of tobacco, and the extent to which specific diseases are believed to be caused by tobacco. As well, the surveys looked at perceptions of the health effects of chemicals or toxic substances in cigarettes, particularly hydrogen cyanide. The surveys also measured awareness and recall of the warning messages on the exterior of the packages, as well as on the package slides and inserts, their effect on knowledge and behaviours, including behaviours intended to avoid the labels. Finally, the survey examined awareness of chemicals or toxic substances present in cigarettes, and recall of the information on toxic chemicals printed on the side of cigarette packages.

One goal of these surveys, conducted in November and early December of 2004, was to conduct the sampling and questionnaire design in such a manner as to allow comparison with eight previous waves of surveys conducted by Environics: baseline surveys, which were conducted in November and December 2000 prior to the introduction of new health warning messages into the marketplace; surveys conducted in March and April 2001, a few months after new health warning messages were first introduced into the marketplace; surveys conducted in July 2001, after new labels had appeared on all brands; and tracking surveys conducted in November and December 2001, July 2002, December 2002, July and August 2003, and December 2003.

The general population survey, which included adult smokers and non-smokers, is based on a sample size of 629 Canadians. This was conducted between November 18 and 21, 2004. An additional oversample of 877 smokers was conducted to achieve a final sample size of 1,002 adult smokers. This survey was conducted between November 22 and December 5, 2003.

28 20 2004 en Français

A survey based on a sample of 629 has a margin of error of approximately plus or minus 3.9 percentage points, 19 times in 20. The corresponding margin for a sample of 1,002 is plus or minus 3.1 percentage points, 19 times in 20.

This report summarizes the findings of the research for the adult general population and adult smokers. In the tables included in this report, we present results for the general population (GP), smokers (S), non-smokers (NS) and the subset of smokers who are potential quitters (PQ). The sample sizes of these groups are:

| | |
|---|---|
| General population: | 629 |
| Smokers: | 1,002 |
| Non-smokers: | 504 |
| Potential quitters: | 619 |

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, fewer than two in ten Canadian adults (16%) smoke cigarettes every day and five percent smoke occasionally. Among smokers, 88 percent smoke every day and 12 percent smoke occasionally.

More than five in ten Canadian adults (54%) report having smoked at least 100 cigarettes in their life. Almost all adult smokers (99%) say the same. Four in ten non-smokers (42%) also report having smoked at least 100 cigarettes in their life.

Among adult smokers who smoke every day, about one-half (47%) report smoking more than 15 cigarettes per day, which includes six percent who say they smoke more than 25 cigarettes per day. About one-third (36%) say they smoke between ten and 15 cigarettes per day. Sixteen percent report smoking fewer than ten cigarettes per day.

Among adult smokers who smoke every day, women and younger adults are more likely than average to report smoking 15 or fewer cigarettes per day.

### Cigarette Consumption Per Day
Everyday Smokers

| | Nov-Dec 2000 | Mar-Apr 2001 | July 2001 | Nov-Dec 2001 | July 2002 | Nov-Dec 2002 | July-Aug 2003 | Dec 2003 | Nov-Dec 2004 |
|---|---|---|---|---|---|---|---|---|---|
| Less than 10 cigarettes per day | 13 | 12 | 12 | 13 | 13 | 15 | 11 | 15 | 16 |
| 10 to 15 cigarettes per day | 36 | 39 | 35 | 38 | 37 | 38 | 36 | 36 | 36 |
| 16 to 20 cigarettes per day | 20 | 21 | 21 | 20 | 20 | 20 | 23 | 19 | 21 |
| 21 to 25 cigarettes per day | 23 | 21 | 23 | 20 | 21 | 20 | 23 | 20 | 20 |
| 26 or more cigarettes per day | 8 | 6 | 7 | 8 | 9 | 8 | 7 | 9 | 6 |

*Q.3*
*On average, how many cigarettes do you smoke per day?*
*Subsample: Smoke every day*

### Cigarette Consumption

| | NOV-DEC 2000 | | | | MAR-APR 2001 | | | | JULY 2001 | | | | NOV-DEC 2001 | | | | JULY 2002 | | | | NOV-DEC 2002 | | | | JULY-AUG 2003 | | | | DEC 2003 | | | | NOV-DEC 2004 | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ |
| Every day | 25 | 89 | – | 88 | 23 | 88 | – | 87 | 25 | 87 | – | 85 | 20 | 89 | – | 88 | 22 | 84 | – | 82 | 18 | 84 | – | 82 | 16 | 86 | – | 85 | 20 | 87 | – | 87 | 16 | 88 | – | 88 |
| Occasionally (less than every day) | 5 | 11 | – | 12 | 5 | 12 | – | 13 | 6 | 13 | – | 15 | 5 | 11 | – | 12 | 6 | 16 | – | 18 | 6 | 16 | – | 18 | 7 | 14 | – | 15 | 5 | 13 | – | 13 | 5 | 12 | – | 12 |
| Not at all | 70 | – | 100 | – | 71 | – | 100 | – | 69 | – | 100 | – | 76 | – | 100 | – | 72 | – | 100 | – | 76 | – | 100 | – | 77 | – | 100 | – | 75 | – | 100 | – | 79 | – | 100 | – |

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

Among adult smokers who smoke occasionally, eight in ten (81%) report smoking fewer than ten cigarettes per day. Sixteen percent smoke between ten and 15 cigarettes per day, and one percent smoke more than 15 cigarettes per day.

Among adult smokers, Player's Light Regular Size is most often mentioned as their regular brand of cigarettes (8%). Smaller proportions mention DuMaurier King Size (7%) and DuMaurier Regular Size (5%). Seventy-four percent mention some other brand.

When adult smokers are asked if they smoke any other brands of cigarettes, seven in ten (70%) say they do not smoke any other brand.

## Cigarette Consumption Per Day

### Occasional Smokers

| | Nov-Dec 2000 | Mar-Apr 2001 | July 2001 | Nov-Dec 2001 | July 2002 | Nov-Dec 2002 | July-Aug 2003 | Dec 2003 | Nov-Dec 2004 |
|---|---|---|---|---|---|---|---|---|---|
| Less than 10 cigarettes per day | 74 | 75 | 66 | 64 | 69 | 76 | 75 | 81 | 81 |
| 10 to 15 cigarettes per day | 21 | 18 | 21 | 23 | 23 | 17 | 17 | 13 | 16 |
| 16 or more cigarettes per day | 4 | 4 | 11 | 11 | 6 | 7 | 4 | 5 | 1 |

*Q.4*
*On the days that you smoke, about how many cigarettes do you smoke?*
*Subsample: Smoke occasionally*

## B. Quit Attempts and Potential Quitters

Eight in ten adult smokers (80%) report having tried to quit smoking. Two in ten (20%) say they have not tried to quit smoking.

Among adult smokers who have tried to quit smoking, two-thirds (65%) say they have stopped smoking for at least 24 hours one or more times in the past year, in an attempt to quit smoking; this includes 21 percent who have tried once, 17 percent who have tried twice, ten percent who have tried three times and 17 percent who have tried more than three times. One-third (35%) say they have not attempted to quit smoking in the past year.

Among adult smokers who have tried to quit smoking, those who are older, those who smoke every day, those who are not potential quitters and those who smoke more than 25 cigarettes per day are more likely than others to say they have not attempted to quit smoking in the past year.

### Quit Attempts
Smokers

| | Nov-Dec 2000 | Mar-Apr 2001 | July 2001 | Nov-Dec 2001 | July 2002 | Nov-Dec 2002 | July-Aug 2003 | Dec 2003 | Nov-Dec 2004 |
|---|---|---|---|---|---|---|---|---|---|
| Yes | 77 | 79 | 78 | 77 | 79 | 78 | 80 | 80 | 80 |
| No | 23 | 21 | 22 | 23 | 21 | 22 | 20 | 20 | 20 |

*Q.6*
*Have you ever tried to quit smoking?*
*Subsample: Smokers*

### Number of Times Tried to Quit Smoking
Smokers

| | Nov-Dec 2000 | Mar-Apr 2001 | July 2001 | Nov-Dec 2001 | July 2002 | Nov-Dec 2002 | July-Aug 2003 | Dec 2003 | Nov-Dec 2004 |
|---|---|---|---|---|---|---|---|---|---|
| Once | 20 | 22 | 21 | 19 | 24 | 19 | 24 | 23 | 21 |
| Twice | 14 | 15 | 12 | 16 | 16 | 19 | 15 | 17 | 17 |
| Three times | 10 | 8 | 9 | 8 | 9 | 10 | 11 | 9 | 10 |
| More than three times | 16 | 14 | 14 | 16 | 18 | 18 | 17 | 19 | 17 |
| Not in the past year | 40 | 41 | 42 | 40 | 33 | 33 | 33 | 33 | 35 |
| dk/na | 1 | 1 | 2 | * | 1 | 1 | * | * | 1 |

* Less than one percent

*Q.7*
*In the past year, how many times have you stopped smoking for at least 24 hours because you were trying to quit smoking?*
*Subsample: Smokers who have tried to quit smoking*

When it comes to potential quitters, six in ten adult smokers (62%) report they are now seriously thinking of quitting smoking. Not surprisingly, this number is lower among those who have never tried to quit smoking, or who have not tried to quit in the past year.

There has been no significant change since the December 2003 survey in the proportion of smokers who report that they are seriously thinking of quitting.

Among adult smokers who are seriously thinking about quitting smoking, four in ten (38%) say they will try to quit within the next 30 days. One-half (49%) say they will try to quit within the next six months. Ten percent say they will not try within the next six months and four percent do not know when they will try to quit.

## Potential Quitters
### Smokers

| | Nov-Dec 2000 | Mar-Apr 2001 | July 2001 | Nov-Dec 2001 | July 2002 | Nov-Dec 2002 | July-Aug 2003 | Dec 2003 | Nov-Dec 2004 |
|---|---|---|---|---|---|---|---|---|---|
| Yes | 56 | 58 | 54 | 61 | 64 | 62 | 61 | 63 | 62 |
| No | 43 | 41 | 45 | 38 | 35 | 37 | 38 | 37 | 37 |

*Q.8a*
*Are you now seriously thinking of quitting smoking?*
*Subsample: Smokers*

## Potential Quitters
### Smokers

| | Nov-Dec 2000 | Mar-Apr 2001 | July 2001 | Nov-Dec 2001 | July 2002 | Nov-Dec 2002 | July-Aug 2003 | Dec 2003 | Nov-Dec 2004 |
|---|---|---|---|---|---|---|---|---|---|
| Within the next 30 days | 38 | 33 | 34 | 43 | 39 | 46 | 35 | 50 | 38 |
| Within the next 6 months | 45 | 48 | 49 | 44 | 48 | 41 | 48 | 40 | 49 |
| Not within the next 6 months | 9 | 10 | 11 | 9 | 8 | 10 | 12 | 6 | 10 |
| dk/na | 7 | 9 | 5 | 4 | 5 | 3 | 6 | 4 | 4 |

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

The current survey suggests a decrease in the proportion of potential quitters who think they will try to quit within the next 30 days; this may be in part related to the timing of the previous and current surveys. The previous survey was in field in December, just prior to New Year's Day – a time when a greater number of smokers may have been planning to try to quit as a New Year's resolution. Similar patterns were noted in the November-December 2001 survey and the November-December 2002 survey, both of which showed increases from the levels reported in surveys conducted in the summer. The current survey was conducted in November and early December – for a large proportion of respondents, New Year's Day would not have fallen within the 30 days following the completion of the survey. It should, however, be noted that there has been a slight increase in the number of potential quitters who do not intend to try quitting within the next six months.

Among adult smokers who are seriously thinking about quitting smoking, the largest proportion say they would use will power to go "cold turkey" (51%) to try to quit. More than three in ten would use the nicotine patch (34%). Smaller proportions would use nicotine gum (8%) or Zyban (7%). Twenty-five percent mention other ways or methods, and six percent do not know what methods they would use.

## Ways to Quit

### Smokers

| | Nov-Dec 2000 | Mar-Apr 2001 | July 2001 | Nov-Dec 2001 | July 2002 | Nov-Dec 2002 | July-Aug 2003 | Dec 2003 | Nov-Dec 2004 |
|---|---|---|---|---|---|---|---|---|---|
| Will power/cold turkey/just stop | 47 | 50 | 48 | 45 | 50 | 47 | 45 | 48 | 51 |
| Nicotine patch | 23 | 25 | 21 | 31 | 31 | 37 | 36 | 37 | 34 |
| Nicotine gum | 5 | 6 | 4 | 8 | 10 | 9 | 9 | 9 | 8 |
| Zyban | 19 | 16 | 12 | 12 | 10 | 12 | 8 | 10 | 7 |
| Cut back gradually | 5 | 6 | 7 | 5 | 4 | 3 | 5 | 4 | 4 |
| Chew gum/candy/food | 1 | 3 | 2 | 3 | 5 | 4 | 5 | 3 | 3 |
| Hypnosis | 2 | 2 | 2 | 1 | 2 | 1 | 1 | 1 | 3 |
| Nicotine/nicorette inhaler | – | – | – | – | – | – | – | – | 2 |
| More exercise/get physically fit | 1 | 2 | 2 | 3 | 2 | 2 | 2 | 3 | 1 |
| Seek doctor/professional advice | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 1 |
| Avoid other smokers/smoking situations | * | 1 | 1 | 1 | 1 | 2 | 1 | 1 | 1 |
| Self-help program | 1 | 2 | 1 | 2 | 2 | 1 | 1 | 1 | 1 |
| Drink fluids | * | * | 1 | * | 1 | * | 2 | 1 | 1 |
| Acupuncture | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| Clinic/group program | 2 | * | – | 1 | * | 1 | 1 | * | * |
| Prescription drugs | * | – | 2 | 1 | 2 | 2 | 2 | 1 | * |
| Distract yourself | * | 1 | 2 | 1 | 1 | 1 | 1 | 2 | – |
| Laser treatment | – | – | – | – | – | – | – | * | – |
| Mouthwash/spray | * | – | 1 | – | – | – | – | – | – |
| Other | 3 | 2 | 3 | 2 | 2 | 1 | 4 | 4 | 7 |
| None/nothing | * | 1 | * | 1 | 1 | * | * | – | * |
| dk/na | 5 | 2 | 6 | 6 | 6 | 5 | 7 | 5 | 6 |

* Less than one percent

*Q.8c*
*If you were to quit smoking at some point in the future, what ways or methods do you think you would use?*
*Subsample: Smokers who are seriously thinking of quitting smoking*

# 3.0 Health Effects of Smoking

## A. General and Top-of-mind Effects

Almost nine in ten Canadians (87%) think that cigarette smoking is a major health problem in Canada. One in ten (10%) think it is a minor problem. Only two percent think it is not a health problem. Among adult smokers, just over seven in ten (73%) say it is a major health problem and two in ten (20%) say it is a minor problem. Only four percent think it is not a health problem.

The results of the current survey show no significant changes since December 2003 in the numbers of Canadian adults or adult smokers who say smoking is a major health problem.

The view that cigarette smoking is a major health problem in Canada is lower among older smokers, notably those aged 60 or older. It is higher among potential quitters, those who smoke fewer than 21 cigarettes per day and among those who have tried to quit at least once in the past year.

When asked, top-of-mind, what specific human health effects or diseases can be caused by smoking cigarettes, Canadian adults are most likely to mention lung cancer (43%), followed by cancer in general (38%), emphysema (32%), heart attack/disease/angina (32%), lung disease (26%), asthma (13%), oral cancer including throat cancer (11%) and respiratory problems/difficulty breathing/shortness of breath (10%). Forty-nine percent mention a variety of other human health effects or diseases.

Among adult smokers, the largest number mention lung cancer (42%), followed by cancer in general (38%), heart attack/disease/angina (35%), emphysema (29%), lung disease (20%), asthma (10%) and oral cancer, including throat cancer (10%). Fifty-four percent of smokers mention other effects or diseases.

The results of the current survey show declines since the December 2003 survey among both the general population and smokers in top-of-mind mentions of lung cancer; the current survey also shows an increase in the proportion of Canadians in general who mention lung disease. In comparison with the baseline survey, there has been a decrease among the general population in the number who mention lung cancer, and increases in the numbers who mention cancer in general, emphysema, heart attack/disease/angina, lung disease and oral cancer. The number of adult smokers mentioning cancer in general, heart attack/disease/angina and emphysema is higher in the current survey than in the baseline survey.

### Smoking as a Health Problem

| | NOV-DEC 2000 | | | | MAR-APR 2001 | | | | JULY 2001 | | | | NOV-DEC 2001 | | | | JULY 2002 | | | | NOV-DEC 2002 | | | | JULY-AUG 2003 | | | | DEC 2003 | | | | NOV-DEC 2004 | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ |
| Major | 87 | 72 | 91 | 81 | 85 | 70 | 91 | 78 | 84 | 68 | 88 | 78 | 83 | 69 | 88 | 77 | 85 | 69 | 90 | 77 | 86 | 72 | 89 | 81 | 87 | 69 | 91 | 76 | 85 | 72 | 89 | 80 | 87 | 73 | 90 | 82 |
| Minor | 10 | 21 | 7 | 15 | 12 | 23 | 7 | 17 | 12 | 23 | 10 | 15 | 12 | 23 | 9 | 18 | 12 | 24 | 7 | 18 | 11 | 22 | 8 | 16 | 10 | 22 | 8 | 18 | 12 | 22 | 9 | 16 | 10 | 20 | 7 | 14 |
| Not a problem | 2 | 5 | 1 | 2 | 2 | 4 | 1 | 2 | 3 | 6 | 2 | 3 | 3 | 5 | 2 | 3 | 2 | 5 | 1 | 3 | 3 | 4 | 2 | 2 | 2 | 7 | 1 | 4 | 2 | 4 | 1 | 3 | 2 | 4 | 1 | 2 |
| dk/na | 1 | 2 | 1 | 1 | 1 | 3 | 1 | 2 | 2 | 4 | 1 | 4 | 2 | 3 | 1 | 2 | 1 | 2 | 1 | 1 | 1 | 2 | 1 | 2 | 1 | 3 | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 2 | 1 | 2 |

*Q.9*
*In general, do you think that cigarette smoking is a major health problem, a minor health problem or not a health problem in Canada?*

## Health Effects of Smoking – Top-of-mind

| | NOV-DEC 2000 | | | | MAR-APR 2001 | | | | JULY 2001 | | | | NOV-DEC 2001 | | | | JULY 2002 | | | | NOV-DEC 2002 | | | | JULY-AUG 2003 | | | | DEC 2003 | | | | NOV-DEC 2004 | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ |
| Cancer – lung | 57 | 49 | 59 | 51 | 59 | 53 | 59 | 53 | 58 | 49 | 58 | 50 | 58 | 46 | 61 | 48 | 54 | 47 | 55 | 46 | 58 | 48 | 59 | 50 | 54 | 49 | 54 | 49 | 52 | 48 | 54 | 51 | 43 | 42 | 45 | 43 |
| Cancer in general | 32 | 31 | 33 | 32 | 34 | 28 | 36 | 29 | 33 | 31 | 34 | 34 | 38 | 34 | 40 | 35 | 38 | 36 | 41 | 39 | 38 | 39 | 38 | 41 | 36 | 32 | 38 | 33 | 37 | 35 | 38 | 35 | 38 | 38 | 39 | 41 |
| Emphysema | 23 | 24 | 23 | 25 | 24 | 22 | 25 | 26 | 25 | 23 | 25 | 25 | 31 | 27 | 31 | 29 | 30 | 29 | 31 | 29 | 36 | 30 | 36 | 31 | 29 | 31 | 27 | 31 | 30 | 28 | 31 | 30 | 32 | 29 | 32 | 31 |
| Heart attack/disease/angina | 27 | 29 | 25 | 34 | 30 | 33 | 29 | 35 | 33 | 34 | 32 | 36 | 37 | 35 | 35 | 40 | 32 | 35 | 33 | 36 | 30 | 34 | 28 | 36 | 27 | 34 | 24 | 38 | 28 | 31 | 28 | 34 | 32 | 35 | 30 | 38 |
| Lung disease/lungs (unspecified) | 18 | 20 | 17 | 20 | 18 | 16 | 17 | 17 | 20 | 18 | 21 | 19 | 19 | 20 | 18 | 22 | 16 | 17 | 18 | 18 | 16 | 20 | 15 | 21 | 19 | 19 | 18 | 20 | 21 | 19 | 22 | 19 | 26 | 20 | 27 | 21 |
| Asthma | 10 | 8 | 11 | 9 | 14 | 9 | 15 | 10 | 12 | 10 | 14 | 11 | 15 | 10 | 16 | 9 | 11 | 12 | 11 | 12 | 14 | 12 | 14 | 13 | 13 | 10 | 14 | 10 | 12 | 11 | 13 | 11 | 13 | 10 | 14 | 11 |
| Cancer – oral (tongue, lips, mouth, throat) | 7 | 7 | 8 | 8 | 14 | 9 | 15 | 9 | 11 | 11 | 11 | 11 | 14 | 12 | 15 | 12 | 11 | 12 | 11 | 13 | 15 | 11 | 14 | 12 | 11 | 10 | 11 | 10 | 13 | 10 | 14 | 12 | 11 | 10 | 10 | 10 |
| Respiratory problems/difficulty breathing/shortness of breath | 8 | 8 | 9 | 9 | 9 | 8 | 9 | 9 | 9 | 8 | 9 | 10 | 14 | 11 | 14 | 12 | 14 | 11 | 14 | 12 | 11 | 8 | 12 | 9 | 9 | 9 | 10 | 11 | 10 | 8 | 10 | 9 | 10 | 7 | 10 | 8 |
| Bronchitis/chronic bronchitis | 4 | 4 | 4 | 5 | 3 | 3 | 3 | 3 | 4 | 5 | 4 | 6 | 7 | 6 | 6 | 6 | 3 | 5 | 4 | 5 | 6 | 6 | 6 | 6 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 6 | 5 | 5 | 6 |
| Stroke | 3 | 4 | 3 | 5 | 6 | 7 | 6 | 7 | 3 | 7 | 2 | 9 | 6 | 7 | 6 | 7 | 6 | 10 | 5 | 10 | 6 | 7 | 6 | 7 | 5 | 9 | 3 | 10 | 6 | 8 | 5 | 8 | 4 | 8 | 3 | 8 |
| High blood pressure | 1 | 1 | 2 | 1 | 3 | 1 | 4 | 2 | 2 | 2 | 2 | 2 | 4 | 3 | 3 | 3 | 3 | 1 | 3 | 2 | 3 | 2 | 4 | 3 | 3 | 2 | 2 | 3 | 2 | 2 | 2 | 2 | 4 | 2 | 4 | 3 |
| Blood circulation problems/blood clots | 5 | 4 | 5 | 5 | 6 | 4 | 7 | 4 | 4 | 4 | 4 | 5 | 5 | 6 | 5 | 6 | 3 | 6 | 3 | 6 | 6 | 5 | 5 | 6 | 3 | 5 | 3 | 6 | 3 | 4 | 3 | 5 | 3 | 4 | 3 | 5 |
| Gum disease/tooth loss/mouth disease | 1 | 1 | 2 | 1 | 3 | 2 | 3 | 3 | 3 | 4 | 2 | 1 | 3 | 4 | 2 | 4 | 4 | 4 | 3 | 4 | 2 | 5 | 2 | 5 | 3 | 4 | 3 | 3 | 3 | 4 | 2 | 4 | 3 | 5 | 2 | 5 |
| Allergies | 1 | * | 1 | * | 2 | 1 | 2 | 1 | 2 | 1 | 3 | 1 | 4 | 1 | 4 | 1 | 1 | 1 | 2 | 1 | 2 | 1 | 2 | 1 | 3 | 1 | 3 | 1 | 2 | 1 | 2 | 1 | 2 | * | 2 | 1 |
| Bad breath | 2 | 1 | 2 | 1 | 1 | 1 | 1 | 1 | * | 1 | * | 1 | 2 | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | * | 1 | 1 | 1 | 1 | 2 | 1 | 2 | 1 | 2 | * | 2 | 1 |
| Yellow teeth/fingers/effect on appearance | 2 | 1 | 2 | 1 | * | 1 | 1 | 1 | 3 | 2 | 3 | 2 | 2 | 2 | 2 | 2 | 1 | 1 | 1 | 1 | 2 | 2 | 3 | 2 | 1 | 1 | 1 | 1 | 2 | 2 | 2 | 2 | 2 | 1 | 2 | 2 |
| Cancer – other | * | 1 | * | 1 | 1 | 2 | 2 | 3 | 2 | 1 | 1 | 2 | 2 | 1 | 2 | 1 | 2 | 2 | 2 | 3 | 1 | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 2 | 1 | 3 | 1 | 2 | 1 | 2 | 2 |
| Death/premature death | 1 | * | 1 | * | 1 | * | 1 | 1 | 1 | * | 1 | – | 2 | 1 | 2 | 1 | 1 | * | 1 | * | 1 | * | 1 | * | 1 | 1 | 1 | 1 | 1 | * | 1 | 1 | 2 | * | 2 | * |
| Coughing | * | 1 | * | 1 | * | * | * | 1 | 1 | 1 | 1 | 2 | 2 | 2 | 1 | 2 | 1 | 1 | * | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | * | 1 | * | 1 | * | 1 | 1 | 1 | 1 |
| Second-hand smoke | 2 | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 2 | 1 | 2 | 1 | 2 | 1 | 2 | 1 | 4 | 1 | 5 | 1 | 2 | 2 | 2 | 1 | 2 | 1 | 2 | 1 | 4 | 2 | 4 | 1 | 1 | 1 | 2 | 1 |
| Addiction | 2 | 2 | 2 | 1 | 2 | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 2 | 2 | 2 | 1 | 2 | 1 | 2 | 1 | 2 | 1 | 2 | 1 | 2 | 1 | 2 | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 2 | 1 |
| Brain damage/disease | * | * | * | * | * | * | – | – | 1 | 1 | 1 | 4 | 1 | 2 | 1 | 2 | * | 1 | * | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | * | 1 |
| Poor physical condition/loss of energy | 1 | 2 | 2 | 3 | 2 | 2 | 2 | 2 | 1 | 1 | 1 | 2 | 3 | 3 | 3 | 4 | 2 | 2 | 3 | 2 | 2 | 2 | 2 | 2 | 1 | 1 | 1 | 1 | 1 | 2 | 2 | 3 | 1 | 2 | 1 | 3 |
| Wrinkles/premature aging | 1 | 1 | 1 | 1 | 2 | 1 | 2 | 1 | 1 | 1 | 1 | 2 | 2 | 2 | 2 | 2 | 1 | 1 | * | 1 | 2 | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| Impotence/sexual dysfunction | * | * | * | * | 2 | 3 | 1 | 3 | 1 | 2 | 1 | 2 | 2 | 2 | 1 | 2 | 1 | 2 | 1 | 2 | 1 | 3 | 1 | 2 | 1 | 2 | 1 | 2 | 1 | 2 | 1 | 2 | 1 | 2 | 1 | 3 |
| Smaller babies/reduced growth of babies during pregnancy | 1 | 1 | 1 | 1 | 2 | 1 | 2 | 2 | 1 | 1 | 2 | 1 | 2 | 1 | 2 | 1 | 2 | 1 | 2 | 1 | 1 | * | 1 | * | 1 | 1 | * | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |

* Less than one percent

*Continued ...*

*Q.10*

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

## Health Effects of Smoking – Top-of-mind

*Continued*

| | NOV-DEC 2000 | | | | MAR-APR 2001 | | | | JULY 2001 | | | | NOV-DEC 2001 | | | | JULY 2002 | | | | NOV-DEC 2002 | | | | JULY-AUG 2003 | | | | DEC 2003 | | | | NOV-DEC 2004 | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ |
| Skin irritations/conditions | * | * | – | 1 | * | – | * | – | * | * | * | – | 1 | 1 | 1 | 1 | 1 | 1 | * | * | 1 | 1 | 1 | 1 | 1 | * | 1 | * | 1 | * | 1 | * | 1 | 1 | 1 | 1 |
| Diabetes | 1 | * | 1 | * | 1 | * | 1 | * | * | * | * | 1 | 1 | * | 1 | * | 1 | * | 1 | 1 | 1 | 1 | 1 | 1 | * | * | * | * | 1 | * | 1 | * | 1 | * | 1 | * |
| Hardening of the arteries | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | 1 | 1 | 1 | 1 | 1 | 1 | * | * |
| COPD | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | 1 | 1 | 1 | * | 1 | * | 1 | * |
| Air pollution/environmental damage | 1 | 1 | 1 | 1 | * | * | * | * | 1 | * | 1 | * | 1 | 1 | * | 1 | 1 | * | 1 | * | 2 | * | 2 | * | 1 | 1 | 1 | 1 | * | * | * | – | 1 | 1 | 1 | 1 |
| Birth defects/problems with pregnancy | – | – | – | – | – | * | – | – | * | – | * | – | 1 | 1 | 1 | 1 | 2 | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | * | 1 | * | * | 1 | 1 | 1 | 1 |
| Cancer – breast | 2 | 1 | 2 | 2 | 2 | 1 | 2 | 1 | 1 | * | 1 | * | 1 | 1 | 2 | * | 1 | 1 | 1 | 1 | 1 | * | 1 | 1 | 2 | * | 2 | * | 1 | 1 | 1 | 1 | * | 1 | * | 1 |
| Preterm birth/premature birth | 1 | 1 | 1 | 1 | 1 | 1 | 1 | * | 2 | 1 | 2 | 1 | 2 | 1 | 3 | 1 | 1 | * | 1 | * | 1 | 1 | 1 | 1 | 1 | 1 | 1 | * | 1 | 1 | 1 | 1 | * | * | * | 1 |
| Effect on the fetus/unborn child | 1 | * | 1 | * | 1 | 1 | 2 | 1 | 1 | * | 1 | * | 1 | 1 | 1 | 1 | 1 | * | 1 | – | 1 | * | 1 | * | 1 | * | 1 | * | 1 | * | 1 | 1 | * | * | * | * |
| Eating/nutrition issues | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | 1 | – | 1 | – | * | * | – | * |
| Headaches | * | * | – | * | * | 1 | * | 1 | * | * | * | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | * | 1 | 1 | 1 | * | 1 | * | 1 | 1 | 1 | 1 | 1 | * | * | * | 1 |
| Throat disease/problems | – | * | – | * | 1 | * | 1 | * | 1 | 1 | 1 | 1 | 1 | * | * | * | 1 | 1 | 1 | 1 | * | * | * | * | 1 | * | 1 | 1 | 1 | – | 1 | – | * | 1 | – | 1 |
| Eye disease/problems | * | * | 1 | – | * | * | * | – | – | – | – | – | 1 | * | 1 | 1 | * | * | 1 | 1 | 1 | * | 1 | * | * | * | * | * | * | * | * | * | * | * | * | * |
| Liver damage/disease | * | * | * | – | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * | 1 | 1 | * | * | * | 1 | * | 1 | * | * | * | * | * | 1 | * | 1 |
| Stomach problems | * | * | * | – | * | * | * | * | 1 | 1 | 1 | 1 | * | 1 | 1 | 1 | * | 1 | 1 | 1 | 1 | 2 | 1 | 2 | * | * | * | 1 | * | * | * | * | * | * | * | 1 |
| Kidney disease/problems | * | – | * | – | – | * | – | – | * | * | * | * | – | – | – | – | * | * | * | * | * | * | * | * | * | * | * | 1 | * | * | * | * | * | * | 1 | * |
| Osteoporosis/problems with bones | * | * | – | * | * | – | * | – | – | – | – | – | * | * | * | – | – | * | – | * | * | * | 1 | * | * | * | * | – | * | – | * | – | * | – | * | – |
| Dizziness/nausea | – | * | – | * | – | * | – | – | – | * | – | 1 | 1 | 1 | 1 | 1 | – | * | – | * | – | * | – | * | – | * | – | * | * | – | * | – | * | – | * | – |
| Immune system problems | 1 | * | 1 | – | – | – | – | – | * | * | * | * | 1 | * | 1 | * | 1 | * | 1 | * | 1 | * | 1 | 1 | * | * | 1 | * | – | * | – | * | * | * | * | * |
| Miscarriages/still births | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | * | * | – | – | – | – | – | – |
| Arthritis | – | – | – | – | – | – | – | – | – | – | – | – | * | * | * | * | – | * | – | * | * | * | * | * | – | * | – | * | – | * | – | * | – | – | – | – |
| Gangrene | * | – | * | – | * | * | * | * | – | – | – | – | * | – | 1 | – | – | * | – | – | * | * | * | * | * | * | * | – | – | – | – | – | – | * | – | * |
| Fire accidents/burns | – | – | – | – | – | – | – | – | * | * | * | * | – | * | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | * | – | – |
| Multiple Sclerosis | – | – | – | – | – | * | – | * | * | * | * | * | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | * | – | * | – | * | – | * |
| Other | 1 | 2 | 2 | 2 | 2 | 3 | 3 | 4 | 2 | 2 | 2 | 4 | 3 | 1 | 4 | 1 | 1 | 2 | 2 | 1 | 2 | 2 | 1 | 2 | 4 | 4 | 4 | 6 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 6 |
| None | 2 | 4 | * | 2 | 2 | 5 | 1 | 3 | 2 | 4 | 2 | 2 | * | 2 | * | 1 | 2 | 3 | 1 | 2 | 1 | 2 | * | 1 | 1 | 3 | 1 | 2 | 1 | 2 | 1 | 2 | 1 | 3 | * | 1 |
| dk/na | 1 | 2 | 1 | 1 | 1 | 2 | 1 | 1 | 1 | 4 | 1 | 3 | 1 | 2 | 1 | 2 | 1 | 3 | 1 | 3 | 1 | 3 | 1 | 2 | 2 | 2 | 2 | 1 | 2 | 3 | 1 | 3 | 1 | 3 | 1 | 3 |

* Less than one percent

*Q.10*

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

## B. Sources of Information about Health Effects

When asked, top-of-mind, where they have recently seen or heard information that talks about the health effects of smoking cigarettes, just over six in ten Canadian adults (63%) mention television and three in ten mention newspapers (30%). Fewer mention cigarette packages (24%), magazines (23%), radio (14%), word-of-mouth/family/friends (10%), doctor/doctor's office (8%), billboards (6%) and news (5%). Twenty percent mention other sources of information and seven percent say nowhere.

Among adult smokers, almost seven in ten mention television (66%) and almost five in ten mention cigarette packages (47%). Fewer mention newspapers (20%), radio (15%), magazines (14%), word-of-mouth/family/friends (10%), doctor/doctor's office (9%) and billboards (7%). Twenty-six percent mention other sources and six percent say nowhere.

The current survey finds decreases since December 2003 among both the general population and among adult smokers in the numbers who mention television as a source of information (down seven points each). The number of Canadian adults, and particularly adult smokers, who have seen health information on cigarette packages increased significantly between November-December 2000 and March-April 2001, and then remained essentially unchanged through July 2002. These numbers declined seven points among the general population and ten points among adult smokers in the November-December 2002 survey, and then remained essentially unchanged in the July-August 2003 survey. The current survey finds no significant change since December 2003 among the general population and an increase of four points among adult smokers in the numbers who have seen health information on cigarette packages; among the general population, this is four points higher than the level found in the baseline survey, but among smokers, the number who have seen health information on cigarette packages is 14 points higher than that found in the baseline survey.

Smokers aged 18 to 34 are more likely than smokers in general to mention seeing this information on cigarette packages.

## Sources of Information About Health Effects

| | NOV-DEC 2000 | | | | MAR-APR 2001 | | | | JULY 2001 | | | | NOV-DEC 2001 | | | | JULY 2002 | | | | NOV-DEC 2002 | | | | JULY-AUG 2003 | | | | DEC 2003 | | | | NOV-DEC 2004 | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ |
| Television | 62 | 65 | 61 | 67 | 66 | 60 | 68 | 62 | 64 | 55 | 67 | 54 | 68 | 64 | 67 | 66 | 62 | 61 | 63 | 61 | 69 | 68 | 69 | 70 | 65 | 65 | 64 | 66 | 70 | 73 | 70 | 73 | 63 | 66 | 61 | 68 |
| Newspapers | 25 | 21 | 27 | 21 | 30 | 22 | 34 | 21 | 27 | 21 | 30 | 22 | 34 | 21 | 35 | 21 | 31 | 24 | 33 | 24 | 33 | 24 | 34 | 24 | 28 | 21 | 29 | 24 | 30 | 22 | 32 | 22 | 30 | 20 | 31 | 21 |
| Cigarette packages | 20 | 33 | 14 | 32 | 32 | 57 | 21 | 59 | 33 | 57 | 22 | 57 | 34 | 60 | 25 | 59 | 34 | 58 | 26 | 57 | 27 | 48 | 21 | 48 | 28 | 51 | 20 | 50 | 23 | 43 | 17 | 44 | 24 | 47 | 18 | 47 |
| Magazines | 18 | 13 | 20 | 12 | 19 | 12 | 22 | 13 | 15 | 10 | 16 | 11 | 20 | 13 | 21 | 14 | 18 | 14 | 21 | 14 | 17 | 13 | 18 | 13 | 18 | 13 | 19 | 13 | 16 | 12 | 17 | 13 | 23 | 14 | 25 | 15 |
| Radio | 11 | 9 | 12 | 10 | 13 | 10 | 13 | 11 | 11 | 10 | 13 | 10 | 15 | 12 | 14 | 12 | 13 | 13 | 13 | 14 | 13 | 13 | 13 | 14 | 12 | 11 | 13 | 13 | 15 | 14 | 16 | 15 | 14 | 15 | 14 | 16 |
| Word-of-mouth/family/friends | 3 | 4 | 3 | 4 | 8 | 8 | 8 | 10 | 9 | 9 | 10 | 10 | 11 | 8 | 11 | 10 | 9 | 8 | 9 | 9 | 13 | 9 | 13 | 11 | 10 | 8 | 11 | 8 | 11 | 9 | 12 | 10 | 10 | 10 | 10 | 12 |
| Doctor/doctor's office | 9 | 8 | 8 | 10 | 8 | 8 | 6 | 8 | 7 | 7 | 8 | 8 | 6 | 8 | 6 | 10 | 5 | 8 | 4 | 9 | 8 | 8 | 7 | 10 | 7 | 7 | 7 | 9 | 6 | 7 | 6 | 8 | 8 | 9 | 7 | 10 |
| Billboards | 5 | 5 | 5 | 5 | 6 | 5 | 5 | 6 | 5 | 4 | 5 | 4 | 4 | 6 | 4 | 6 | 6 | 5 | 5 | 5 | 5 | 7 | 5 | 9 | 5 | 5 | 5 | 6 | 5 | 7 | 4 | 7 | 6 | 7 | 6 | 8 |
| News | 4 | 4 | 4 | 3 | 3 | 3 | 2 | 3 | 7 | 6 | 6 | 6 | 3 | 3 | 3 | 3 | 5 | 3 | 5 | 3 | 2 | 3 | 2 | 4 | 5 | 3 | 5 | 3 | 3 | 2 | 4 | 2 | 5 | 4 | 5 | 4 |
| Internet/website | 1 | 1 | * | 1 | 2 | 2 | 1 | 2 | 2 | 2 | 2 | 2 | 3 | 2 | 2 | 3 | 1 | 2 | 2 | 2 | 2 | 4 | 2 | 4 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 4 |
| Workplace | 2 | 2 | 3 | 3 | 2 | 1 | 2 | 2 | 3 | 1 | 3 | 2 | 4 | 3 | 3 | 4 | 3 | 2 | 3 | 2 | 2 | 3 | 2 | 4 | 5 | 2 | 5 | 2 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 4 |
| School/university | 3 | 3 | 3 | 4 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 2 | 4 | 3 | 3 | 3 | 2 | 2 | 2 | 1 | 4 | 2 | 5 | 2 | 2 | 1 | 2 | 1 | 3 | 4 | 3 | 3 | 2 | 3 | 3 | 4 |
| Hospitals/medical clinics | – | * | – | – | 1 | * | * | 1 | 1 | * | 1 | * | 1 | 2 | 1 | 2 | 1 | 1 | 2 | 1 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 1 | 2 | 2 |
| Bus/public transportation | * | * | * | * | * | * | – | – | 1 | – | 1 | – | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 3 | 2 | 3 | 3 | 1 | 2 | 1 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 |
| Books/scientific journals | 1 | 1 | 1 | 1 | 1 | * | 1 | 1 | 2 | 1 | 2 | 1 | 1 | * | 1 | * | 1 | 1 | 1 | 1 | 2 | 1 | 3 | 1 | * | * | * | * | 2 | 1 | 2 | 1 | 1 | 1 | 1 | 1 |
| Posters | 1 | * | 1 | 1 | * | – | * | – | 1 | * | 2 | 1 | 1 | 1 | * | 1 | 1 | 1 | 1 | 1 | 2 | 1 | 3 | 2 | 1 | 1 | 1 | 1 | 1 | * | 1 | * | 1 | 1 | * | 1 |
| Public areas and buildings | 1 | 2 | 1 | 2 | 1 | 1 | 1 | 2 | 2 | 2 | 2 | 2 | 2 | 4 | 1 | 4 | 4 | 3 | 4 | 3 | 5 | 3 | 5 | 4 | 1 | 1 | 1 | 1 | * | * | * | * | 1 | 1 | 1 | 2 |
| Other tobacco product packages | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 1 | 2 | * | 1 | * | 1 | 1 | 2 | 1 | 2 | * | 2 | * | 3 | * | 2 | – | 2 | 1 | 1 | 1 | 1 |
| Stores | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | 1 | 1 | 1 | 1 | * | 1 | * | 2 |
| Advertising/media in general | 1 | 1 | 1 | * | 1 | * | 1 | * | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | * | 1 | * | 1 | 1 | 2 | * | 2 | 2 | 1 | 2 | 2 | 2 | 1 | 2 | 1 | * | 1 | – | 1 |
| Pamphlets/brochures/flyers | 1 | 1 | 1 | 1 | 2 | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 2 | 2 | 2 | 3 | 3 | 3 | 1 | 1 | 2 | 1 | 2 | 2 | 2 | 2 | * | 1 | * | 1 |
| Health associations/agencies | 1 | * | 1 | * | 1 | * | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | * | 1 | 1 | 1 | 1 | 1 | * | 1 | 1 | 1 | * | 1 | * | 2 | * | 2 | 1 | * | * | * | * |
| Everywhere | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | 1 | – | 1 | – | – | – | – |
| Other | 1 | 1 | 1 | * | * | 1 | 1 | 1 | 1 | 1 | 1 | 1 | * | 1 | 1 | 1 | 1 | 1 | 1 | 1 | * | 1 | * | 1 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 3 | 3 | 2 | 4 |
| Nowhere | 9 | 7 | 10 | 5 | 6 | 3 | 7 | 4 | 5 | 5 | 6 | 5 | 4 | 3 | 5 | 3 | 8 | 4 | 9 | 4 | 5 | 4 | 6 | 3 | 8 | 5 | 10 | 4 | 6 | 5 | 6 | 4 | 7 | 6 | 8 | 5 |
| dk/na | 2 | 1 | 2 | 1 | 2 | 1 | 2 | 1 | 2 | 1 | 2 | 1 | 2 | 1 | 3 | 1 | 1 | 1 | 2 | 2 | 1 | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 1 | 3 | 1 |

*Less than one percent

*Q.11*

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

## c. Specific Health Effects Caused by Smoking

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

Nine in ten Canadian adults strongly agree that lung cancer (87%) can be caused by smoking cigarettes. Large majorities also strongly agree that smoking can cause throat cancer (75%), mouth cancer (71%), emphysema (70%) and heart disease (68%). Smaller majorities strongly agree that smoking can cause asthma (64%), premature death (64%), chronic bronchitis (63%), gum or mouth diseases (62%), smaller babies or reduced growth of babies during pregnancy (57%), and stroke (53%).

Fewer than half of Canadian adults strongly agree that smoking can cause wrinkles and premature aging (48%), premature birth or preterm birth (44%), blood clots (31%), miscarriages (29%), stomach ulcers (21%), impotence in men (21%), infertility (20%), bladder cancer (16%), gangrene (8%), hepatitis (5%), arthritis (5%), acne (5%), Alzheimer's Disease (5%) and Multiple Sclerosis (5%).

Among adult smokers, majorities strongly agree that lung cancer (76%), throat cancer (68%), heart disease (62%), emphysema (62%), mouth cancer (61%), asthma (58%), gum or mouth diseases (55%), chronic bronchitis (53%) and stroke (52%) can be caused by smoking cigarettes.

Fewer than half of adult smokers strongly agree that premature death (49%), smaller babies or reduced growth of babies during pregnancy (45%), wrinkles and premature aging (40%), premature birth or preterm birth (33%), blood clots (30%), impotence in men (22%), miscarriages (20%), stomach ulcers (16%), infertility (15%), bladder cancer (11%), gangrene (5%), acne (4%), arthritis (4%), hepatitis (4%), Multiple Sclerosis (3%) and Alzheimer's Disease (2%) can be caused by smoking.

The results of the current survey suggest that there have been slight decreases since the December 2003 survey in the proportions of Canadian adults who strongly agree that lung cancer, throat cancer, asthma, chronic bronchitis and stomach ulcers can be caused by smoking cigarettes. Comparison with the baseline survey suggests that there have been decreases since 2000 in the numbers of Canadian adults who strongly agree that lung cancer, heart disease, emphysema, throat cancer, asthma, chronic bronchitis, smaller babies, wrinkles and premature aging, blood clots, stomach ulcers, acne, Multiple Sclerosis, gangrene and Alzheimer's Disease can be caused by smoking.

Among adult smokers, the current results suggest that there have been slight decreases since the December 2003 survey in the numbers who strongly agree that lung cancer, emphysema, heart disease, chronic bronchitis and stomach ulcers can be caused by smoking. Comparison with the baseline survey suggests that there have been increases since 2000 in the numbers who strongly agree that gum or mouth diseases, stroke, impotence in men and blood clots can be caused by smoking; however, there have been decreases in the numbers who strongly agree that stomach ulcers, chronic bronchitis and lung cancer can be caused by smoking.

Among smokers, potential quitters are more likely than non-potential quitters ("hard-core" smokers) to strongly agree that smoking can cause most of these human health effects and diseases. Occasional smokers more likely than everyday smokers to strongly agree that smoking can cause lung cancer, premature birth, smaller babies, asthma, and gum or mouth disease.

Younger adult smokers are more likely than smokers in general to strongly agree that smoking can cause most of these health effects and diseases. Female smokers are more likely than male smokers to strongly agree that smoking can cause emphysema, asthma, chronic bronchitis, wrinkles and premature aging, and premature birth.

## Specific Health Effects Caused by Smoking

| | NOV-DEC 2000 | | | | MAR-APR 2001 | | | | JULY 2001 | | | | NOV-DEC 2001 | | | | JULY 2002 | | | | NOV-DEC 2002 | | | | JULY-AUG 2003 | | | | DEC 2003 | | | | NOV-DEC 2004 | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ |
| Lung cancer | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Strongly agree | 94 | 82 | 96 | 88 | 92 | 81 | 94 | 87 | 91 | 78 | 95 | 84 | 90 | 80 | 93 | 86 | 90 | 81 | 93 | 86 | 92 | 82 | 95 | 88 | 89 | 81 | 92 | 85 | 92 | 83 | 95 | 88 | 87 | 76 | 91 | 83 |
| Somewhat agree | 5 | 12 | 3 | 9 | 6 | 13 | 4 | 10 | 6 | 16 | 3 | 12 | 8 | 13 | 6 | 10 | 8 | 13 | 6 | 10 | 7 | 14 | 5 | 11 | 9 | 13 | 7 | 10 | 6 | 12 | 5 | 9 | 11 | 18 | 8 | 14 |
| Somewhat disagree | * | 2 | * | 2 | 1 | 2 | 1 | 1 | 1 | 2 | 1 | 1 | 1 | 3 | 1 | 2 | 1 | 2 | * | 2 | 1 | 1 | 1 | 1 | 1 | 3 | 1 | 3 | * | 2 | – | 1 | * | 2 | * | 1 |
| Strongly disagree | 1 | 3 | * | 1 | 1 | 2 | 1 | 2 | 1 | 3 | 1 | 1 | 1 | 3 | * | 2 | 1 | 2 | * | 1 | * | 2 | * | * | * | 3 | * | 2 | 1 | 2 | 1 | 1 | 1 | 2 | * | 1 |
| dk/na | * | * | * | * | 1 | 1 | 1 | * | * | 2 | – | 1 | * | 1 | – | 1 | * | 1 | * | * | * | 1 | – | * | 1 | 1 | * | 1 | * | 1 | * | 1 | 1 | 1 | * | * |
| Throat cancer | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Strongly agree | 85 | 71 | 87 | 79 | 82 | 68 | 84 | 74 | 80 | 67 | 84 | 74 | 80 | 70 | 84 | 75 | 78 | 67 | 83 | 72 | 81 | 72 | 83 | 77 | 80 | 69 | 83 | 73 | 79 | 71 | 83 | 77 | 75 | 68 | 78 | 74 |
| Somewhat agree | 11 | 22 | 10 | 17 | 14 | 23 | 11 | 19 | 13 | 23 | 12 | 18 | 17 | 22 | 14 | 19 | 18 | 25 | 14 | 21 | 14 | 22 | 13 | 19 | 16 | 23 | 13 | 20 | 16 | 22 | 14 | 19 | 22 | 25 | 19 | 21 |
| Somewhat disagree | 1 | 2 | * | 1 | 1 | 4 | 2 | 3 | 1 | 4 | 1 | 2 | 2 | 3 | 1 | 3 | 2 | 3 | 1 | 5 | 2 | 2 | 1 | 1 | 2 | 3 | 2 | 3 | 2 | 3 | 1 | 2 | 2 | 3 | 2 | 2 |
| Strongly disagree | 1 | 3 | 1 | 2 | 1 | 3 | 1 | 2 | 3 | 3 | 2 | 1 | 1 | 3 | * | 1 | 1 | 3 | 1 | 3 | 1 | 3 | * | 1 | 1 | 4 | 1 | 3 | 2 | 3 | 1 | 2 | 1 | 2 | 1 | 1 |
| dk/na | 2 | 1 | 2 | 1 | 2 | 3 | 2 | 1 | 2 | 3 | 2 | 5 | 1 | 2 | * | 2 | 2 | 3 | 1 | 3 | 2 | 2 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 1 | 1 |
| Mouth cancer | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Strongly agree | 73 | 60 | 78 | 68 | 73 | 56 | 77 | 62 | 72 | 58 | 76 | 66 | 72 | 62 | 77 | 67 | 73 | 61 | 78 | 68 | 76 | 63 | 78 | 69 | 73 | 62 | 76 | 65 | 73 | 61 | 77 | 66 | 71 | 61 | 74 | 68 |
| Somewhat agree | 16 | 25 | 13 | 21 | 18 | 26 | 16 | 25 | 19 | 26 | 16 | 23 | 20 | 24 | 19 | 22 | 19 | 24 | 17 | 22 | 16 | 24 | 15 | 22 | 20 | 26 | 18 | 26 | 19 | 26 | 16 | 24 | 22 | 27 | 22 | 24 |
| Somewhat disagree | 3 | 6 | 2 | 3 | 3 | 8 | 2 | 5 | 4 | 7 | 3 | 5 | 4 | 6 | 2 | 4 | 3 | 6 | 2 | 5 | 4 | 4 | 3 | 3 | 3 | 5 | 3 | 4 | 3 | 4 | 2 | 4 | 2 | 5 | 2 | 4 |
| Strongly disagree | 3 | 5 | 3 | 3 | 3 | 5 | 2 | 5 | 3 | 6 | 2 | 3 | 2 | 5 | 1 | 4 | 2 | 5 | 1 | 3 | 1 | 5 | 1 | 3 | 2 | 5 | 1 | 4 | 3 | 5 | 2 | 4 | 2 | 4 | 1 | 2 |
| dk/na | 5 | 4 | 5 | 4 | 3 | 4 | 3 | 2 | 3 | 4 | 3 | 3 | 2 | 4 | 2 | 3 | 3 | 4 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 3 | 3 | 2 |
| Emphysema | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Strongly agree | 74 | 64 | 76 | 70 | 72 | 63 | 75 | 70 | 68 | 57 | 72 | 64 | 72 | 63 | 75 | 68 | 71 | 64 | 73 | 70 | 73 | 66 | 73 | 71 | 69 | 63 | 70 | 68 | 71 | 66 | 74 | 71 | 70 | 62 | 72 | 68 |
| Somewhat agree | 12 | 18 | 11 | 17 | 13 | 16 | 11 | 13 | 15 | 21 | 12 | 18 | 12 | 19 | 10 | 17 | 13 | 19 | 11 | 16 | 13 | 17 | 13 | 15 | 14 | 19 | 12 | 15 | 14 | 18 | 12 | 16 | 16 | 21 | 15 | 18 |
| Somewhat disagree | 3 | 4 | 3 | 3 | 3 | 5 | 2 | 4 | 4 | 6 | 4 | 4 | 3 | 5 | 4 | 4 | 4 | 5 | 3 | 3 | 4 | 5 | 3 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 5 |
| Strongly disagree | 5 | 6 | 3 | 4 | 2 | 4 | 2 | 4 | 3 | 6 | 2 | 4 | 2 | 5 | 2 | 3 | 1 | 4 | 1 | 3 | 2 | 4 | 2 | 3 | 3 | 5 | 3 | 4 | 2 | 4 | 2 | 3 | 2 | 4 | 1 | 2 |
| dk/na | 6 | 8 | 6 | 6 | 9 | 11 | 10 | 10 | 10 | 10 | 9 | 10 | 11 | 9 | 10 | 8 | 11 | 8 | 12 | 8 | 8 | 8 | 8 | 8 | 11 | 9 | 11 | 9 | 7 | 7 | 7 | 6 | 8 | 8 | 8 | 7 |

* Less than one percent

*Q.12*

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

## Specific Health Effects Caused by Smoking

| | NOV-DEC 2000 | | | | MAR-APR 2001 | | | | JULY 2001 | | | | NOV-DEC 2001 | | | | JULY 2002 | | | | NOV-DEC 2002 | | | | JULY-AUG 2003 | | | | DEC 2003 | | | | NOV-DEC 2004 | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Heart disease | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ |
| Strongly agree | 76 | 65 | 78 | 73 | 73 | 64 | 75 | 71 | 70 | 63 | 70 | 72 | 75 | 67 | 76 | 75 | 73 | 65 | 76 | 72 | 73 | 67 | 74 | 74 | 72 | 66 | 72 | 73 | 74 | 67 | 77 | 73 | 68 | 62 | 70 | 70 |
| Somewhat agree | 18 | 24 | 17 | 20 | 19 | 26 | 18 | 23 | 22 | 23 | 22 | 19 | 19 | 22 | 18 | 19 | 21 | 26 | 19 | 21 | 20 | 25 | 20 | 21 | 21 | 23 | 21 | 20 | 18 | 25 | 16 | 21 | 24 | 28 | 22 | 24 |
| Somewhat disagree | 3 | 5 | 2 | 4 | 3 | 3 | 2 | 2 | 3 | 5 | 3 | 3 | 2 | 5 | 2 | 3 | 4 | 5 | 3 | 4 | 4 | 3 | 4 | 2 | 3 | 5 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 5 | 3 | 4 |
| Strongly disagree | 2 | 5 | 1 | 2 | 2 | 5 | 2 | 3 | 3 | 6 | 2 | 3 | 2 | 4 | 1 | 2 | 1 | 3 | 1 | 2 | 2 | 4 | 1 | 2 | 2 | 5 | 2 | 3 | 3 | 4 | 3 | 2 | 1 | 3 | 1 | 2 |
| dk/na | 1 | 1 | 1 | 1 | 3 | 2 | 4 | 1 | 3 | 3 | 3 | 3 | 2 | 2 | 2 | 1 | 1 | 1 | 1 | 1 | 2 | 2 | 1 | 1 | 2 | 1 | 2 | 1 | 2 | 1 | 2 | 1 | 3 | 2 | 3 | 1 |
| Asthma | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Strongly agree | 74 | 61 | 76 | 65 | 71 | 56 | 74 | 61 | 63 | 55 | 66 | 62 | 70 | 58 | 73 | 64 | 65 | 56 | 69 | 61 | 68 | 62 | 70 | 66 | 66 | 56 | 70 | 62 | 68 | 61 | 70 | 67 | 64 | 58 | 65 | 64 |
| Somewhat agree | 17 | 23 | 17 | 21 | 19 | 27 | 17 | 25 | 23 | 26 | 21 | 23 | 20 | 23 | 20 | 21 | 21 | 26 | 20 | 22 | 21 | 23 | 21 | 21 | 22 | 26 | 21 | 23 | 21 | 23 | 21 | 21 | 25 | 25 | 24 | 22 |
| Somewhat disagree | 4 | 7 | 3 | 7 | 5 | 7 | 4 | 6 | 5 | 8 | 5 | 7 | 5 | 8 | 4 | 7 | 7 | 8 | 6 | 8 | 4 | 7 | 3 | 5 | 5 | 8 | 4 | 7 | 4 | 6 | 4 | 3 | 5 | 8 | 4 | 7 |
| Strongly disagree | 4 | 7 | 3 | 5 | 4 | 7 | 3 | 6 | 5 | 8 | 4 | 5 | 3 | 8 | 2 | 6 | 4 | 7 | 3 | 6 | 4 | 6 | 4 | 5 | 3 | 8 | 2 | 6 | 4 | 7 | 3 | 6 | 4 | 6 | 3 | 4 |
| dk/na | 1 | 3 | 1 | 3 | 2 | 3 | 2 | 2 | 4 | 4 | 3 | 3 | 2 | 3 | 1 | 3 | 3 | 3 | 2 | 3 | 3 | 2 | 2 | 2 | 4 | 2 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 3 | 2 |
| Premature death | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Strongly agree | 67 | 49 | 73 | 57 | 61 | 46 | 67 | 54 | 61 | 48 | 65 | 57 | 64 | 50 | 69 | 55 | 61 | 47 | 67 | 53 | 68 | 52 | 70 | 61 | 63 | 51 | 66 | 57 | 63 | 52 | 68 | 58 | 64 | 49 | 67 | 59 |
| Somewhat agree | 20 | 25 | 19 | 23 | 21 | 26 | 19 | 24 | 22 | 25 | 21 | 22 | 21 | 25 | 18 | 25 | 24 | 26 | 22 | 25 | 21 | 25 | 19 | 23 | 21 | 26 | 19 | 23 | 21 | 24 | 20 | 23 | 24 | 28 | 22 | 24 |
| Somewhat disagree | 4 | 11 | 3 | 10 | 6 | 9 | 4 | 8 | 7 | 9 | 6 | 8 | 7 | 10 | 6 | 9 | 8 | 12 | 5 | 12 | 5 | 10 | 3 | 7 | 5 | 9 | 5 | 8 | 7 | 10 | 5 | 7 | 7 | 10 | 7 | 8 |
| Strongly disagree | 5 | 10 | 4 | 7 | 7 | 13 | 4 | 10 | 6 | 12 | 4 | 7 | 5 | 11 | 4 | 8 | 4 | 10 | 3 | 7 | 4 | 9 | 3 | 6 | 5 | 11 | 4 | 8 | 5 | 10 | 4 | 8 | 3 | 8 | 2 | 4 |
| dk/na | 4 | 5 | 2 | 4 | 6 | 6 | 6 | 5 | 4 | 6 | 4 | 6 | 3 | 4 | 3 | 4 | 3 | 5 | 3 | 4 | 3 | 4 | 4 | 3 | 5 | 3 | 6 | 3 | 3 | 4 | 3 | 5 | 3 | 5 | 3 | 4 |
| Chronic bronchitis | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Strongly agree | 71 | 59 | 75 | 64 | 68 | 53 | 72 | 60 | 64 | 52 | 68 | 61 | 67 | 58 | 70 | 64 | 65 | 55 | 69 | 61 | 68 | 58 | 70 | 64 | 66 | 57 | 68 | 61 | 67 | 59 | 69 | 67 | 63 | 53 | 64 | 59 |
| Somewhat agree | 20 | 25 | 19 | 23 | 22 | 31 | 20 | 29 | 24 | 30 | 23 | 27 | 23 | 27 | 22 | 24 | 25 | 28 | 23 | 25 | 21 | 28 | 20 | 26 | 22 | 28 | 21 | 27 | 24 | 27 | 23 | 22 | 29 | 32 | 28 | 31 |
| Somewhat disagree | 3 | 6 | 2 | 5 | 3 | 6 | 2 | 3 | 4 | 6 | 2 | 4 | 6 | 7 | 4 | 5 | 4 | 6 | 3 | 6 | 5 | 6 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 7 | 3 | 5 | 3 | 7 | 3 | 5 |
| Strongly disagree | 3 | 6 | 3 | 4 | 4 | 6 | 2 | 4 | 3 | 7 | 2 | 4 | 2 | 5 | 1 | 3 | 2 | 5 | 2 | 3 | 3 | 5 | 4 | 4 | 4 | 6 | 3 | 5 | 3 | 5 | 2 | 3 | 3 | 4 | 3 | 2 |
| dk/na | 3 | 4 | 2 | 4 | 3 | 5 | 3 | 4 | 5 | 6 | 5 | 5 | 3 | 3 | 3 | 4 | 4 | 5 | 4 | 5 | 2 | 3 | 2 | 2 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 2 | 4 | 2 | 3 |
| Gum or mouth diseases | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Strongly agree | 63 | 49 | 67 | 56 | 62 | 48 | 66 | 53 | 61 | 51 | 65 | 59 | 63 | 55 | 66 | 60 | 61 | 53 | 64 | 59 | 63 | 55 | 64 | 62 | 64 | 56 | 65 | 60 | 63 | 55 | 68 | 61 | 62 | 55 | 64 | 61 |
| Somewhat agree | 20 | 29 | 19 | 25 | 23 | 33 | 21 | 32 | 26 | 27 | 26 | 26 | 25 | 28 | 25 | 27 | 27 | 29 | 26 | 26 | 25 | 30 | 25 | 29 | 26 | 29 | 26 | 27 | 25 | 31 | 21 | 28 | 28 | 31 | 27 | 29 |
| Somewhat disagree | 6 | 9 | 6 | 8 | 5 | 8 | 3 | 7 | 5 | 9 | 4 | 6 | 5 | 6 | 4 | 5 | 5 | 8 | 4 | 7 | 5 | 6 | 5 | 5 | 3 | 6 | 2 | 6 | 4 | 6 | 4 | 5 | 4 | 7 | 4 | 5 |
| Strongly disagree | 6 | 9 | 4 | 6 | 5 | 8 | 4 | 6 | 4 | 8 | 2 | 4 | 4 | 7 | 1 | 5 | 4 | 7 | 3 | 5 | 4 | 6 | 4 | 3 | 4 | 6 | 3 | 4 | 4 | 6 | 3 | 4 | 2 | 5 | 2 | 3 |
| dk/na | 5 | 4 | 4 | 5 | 5 | 4 | 6 | 3 | 4 | 5 | 3 | 5 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 2 | 2 | 2 | 3 | 2 | 4 | 3 | 4 | 2 | 3 | 2 | 4 | 2 | 3 | 3 | 3 | 2 |

*Q.12*

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

## Specific Health Effects Caused by Smoking

| | NOV-DEC 2000 | | | | MAR-APR 2001 | | | | JULY 2001 | | | | NOV-DEC 2001 | | | | JULY 2002 | | | | NOV-DEC 2002 | | | | JULY-AUG 2003 | | | | DEC 2003 | | | | NOV-DEC 2004 | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ |
| Smaller babies/reduced growth of babies during pregnancy | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Strongly agree | 65 | 48 | 70 | 55 | 62 | 41 | 67 | 43 | 56 | 44 | 60 | 51 | 59 | 44 | 64 | 47 | 57 | 43 | 63 | 47 | 62 | 47 | 66 | 51 | 60 | 45 | 65 | 47 | 56 | 45 | 62 | 51 | 57 | 45 | 61 | 51 |
| Somewhat agree | 18 | 23 | 16 | 21 | 20 | 27 | 17 | 27 | 24 | 25 | 24 | 25 | 24 | 28 | 23 | 28 | 25 | 26 | 24 | 25 | 22 | 26 | 22 | 27 | 23 | 25 | 21 | 27 | 25 | 25 | 23 | 24 | 26 | 29 | 24 | 29 |
| Somewhat disagree | 5 | 9 | 4 | 9 | 5 | 10 | 4 | 11 | 5 | 10 | 4 | 7 | 6 | 11 | 4 | 11 | 6 | 10 | 3 | 9 | 6 | 9 | 6 | 9 | 5 | 10 | 3 | 9 | 6 | 11 | 5 | 9 | 5 | 9 | 5 | 8 |
| Strongly disagree | 6 | 12 | 4 | 9 | 6 | 13 | 4 | 11 | 6 | 13 | 3 | 9 | 4 | 11 | 1 | 8 | 6 | 12 | 4 | 10 | 5 | 12 | 3 | 9 | 5 | 13 | 4 | 9 | 6 | 12 | 4 | 10 | 3 | 9 | 2 | 7 |
| dk/na | 7 | 8 | 6 | 7 | 8 | 9 | 8 | 8 | 8 | 9 | 9 | 7 | 7 | 7 | 7 | 6 | 6 | 9 | 6 | 9 | 5 | 6 | 4 | 4 | 7 | 7 | 7 | 7 | 7 | 7 | 6 | 7 | 8 | 9 | 8 | 6 |
| Stroke | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Strongly agree | 52 | 42 | 56 | 48 | 49 | 42 | 53 | 48 | 46 | 44 | 46 | 53 | 46 | 45 | 46 | 49 | 52 | 48 | 53 | 54 | 52 | 47 | 53 | 54 | 56 | 51 | 55 | 56 | 56 | 54 | 57 | 60 | 53 | 52 | 55 | 58 |
| Somewhat agree | 25 | 26 | 24 | 26 | 23 | 26 | 22 | 24 | 26 | 23 | 27 | 21 | 27 | 23 | 28 | 24 | 25 | 27 | 25 | 25 | 27 | 30 | 26 | 28 | 27 | 29 | 27 | 28 | 29 | 27 | 28 | 27 | 31 | 31 | 29 | 31 |
| Somewhat disagree | 7 | 9 | 6 | 7 | 8 | 9 | 7 | 7 | 9 | 9 | 9 | 8 | 7 | 9 | 7 | 8 | 8 | 8 | 8 | 7 | 8 | 8 | 9 | 7 | 6 | 9 | 6 | 7 | 7 | 8 | 7 | 5 | 9 | 7 | 9 | 4 |
| Strongly disagree | 6 | 11 | 4 | 8 | 7 | 10 | 5 | 9 | 7 | 10 | 5 | 6 | 7 | 10 | 5 | 7 | 6 | 8 | 5 | 5 | 5 | 9 | 5 | 6 | 4 | 7 | 4 | 5 | 6 | 8 | 5 | 5 | 3 | 6 | 2 | 4 |
| dk/na | 10 | 12 | 9 | 11 | 13 | 13 | 13 | 11 | 13 | 14 | 13 | 12 | 13 | 13 | 14 | 12 | 9 | 10 | 9 | 8 | 7 | 6 | 7 | 5 | 6 | 4 | 8 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 5 | 3 |
| Wrinkles and premature aging | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Strongly agree | 56 | 43 | 60 | 51 | 52 | 36 | 57 | 42 | 47 | 35 | 50 | 42 | 51 | 38 | 54 | 42 | 48 | 35 | 53 | 40 | 51 | 40 | 54 | 47 | 48 | 37 | 50 | 41 | 50 | 40 | 55 | 45 | 48 | 40 | 50 | 46 |
| Somewhat agree | 19 | 23 | 19 | 21 | 21 | 27 | 21 | 27 | 24 | 26 | 24 | 24 | 24 | 26 | 24 | 27 | 26 | 28 | 24 | 27 | 24 | 26 | 24 | 26 | 25 | 26 | 25 | 27 | 24 | 26 | 22 | 26 | 31 | 30 | 29 | 30 |
| Somewhat disagree | 10 | 13 | 9 | 12 | 9 | 13 | 7 | 12 | 10 | 13 | 8 | 12 | 11 | 13 | 11 | 11 | 11 | 16 | 8 | 16 | 12 | 14 | 10 | 11 | 9 | 14 | 8 | 13 | 11 | 14 | 10 | 11 | 10 | 13 | 9 | 10 |
| Strongly disagree | 10 | 15 | 8 | 11 | 11 | 17 | 8 | 13 | 11 | 19 | 9 | 15 | 8 | 17 | 5 | 13 | 9 | 15 | 8 | 12 | 7 | 16 | 7 | 11 | 10 | 18 | 8 | 14 | 10 | 15 | 9 | 13 | 6 | 12 | 6 | 9 |
| dk/na | 5 | 6 | 4 | 6 | 7 | 7 | 7 | 6 | 8 | 6 | 8 | 7 | 7 | 6 | 6 | 7 | 7 | 5 | 8 | 5 | 6 | 5 | 6 | 4 | 8 | 5 | 9 | 5 | 4 | 5 | 4 | 5 | 5 | 6 | 6 | 5 |
| Premature birth or preterm birth | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Strongly agree | 46 | 32 | 50 | 36 | 42 | 29 | 46 | 32 | 40 | 31 | 44 | 35 | 43 | 33 | 46 | 38 | 44 | 31 | 50 | 34 | 46 | 35 | 48 | 39 | 43 | 33 | 46 | 37 | 43 | 35 | 48 | 41 | 44 | 33 | 46 | 37 |
| Somewhat agree | 26 | 29 | 27 | 29 | 32 | 28 | 30 | 30 | 30 | 30 | 28 | 30 | 30 | 31 | 31 | 31 | 28 | 30 | 26 | 31 | 27 | 29 | 27 | 30 | 27 | 27 | 27 | 29 | 30 | 27 | 30 | 27 | 32 | 31 | 30 | 32 |
| Somewhat disagree | 9 | 12 | 8 | 11 | 10 | 15 | 8 | 15 | 10 | 14 | 9 | 14 | 10 | 13 | 8 | 13 | 11 | 15 | 8 | 14 | 10 | 14 | 9 | 12 | 10 | 14 | 9 | 13 | 10 | 15 | 9 | 11 | 10 | 15 | 10 | 14 |
| Strongly disagree | 8 | 12 | 6 | 9 | 6 | 14 | 3 | 12 | 7 | 14 | 5 | 10 | 5 | 13 | 4 | 10 | 5 | 12 | 3 | 9 | 7 | 14 | 5 | 11 | 7 | 15 | 4 | 10 | 6 | 13 | 4 | 11 | 4 | 10 | 3 | 7 |
| dk/na | 11 | 14 | 9 | 14 | 12 | 13 | 12 | 12 | 13 | 11 | 14 | 11 | 11 | 10 | 12 | 9 | 13 | 11 | 14 | 12 | 11 | 9 | 10 | 8 | 13 | 12 | 13 | 11 | 10 | 10 | 9 | 10 | 10 | 11 | 11 | 10 |

*Q.12*

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

## Specific Health Effects Caused by Smoking

| | NOV-DEC 2000 | | | | MAR-APR 2001 | | | | JULY 2001 | | | | NOV-DEC 2001 | | | | JULY 2002 | | | | NOV-DEC 2002 | | | | JULY-AUG 2003 | | | | DEC 2003 | | | | NOV-DEC 2004 | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ |
| Blood clots | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Strongly agree | 36 | 26 | 37 | 31 | 29 | 26 | 31 | 31 | 29 | 26 | 30 | 31 | 28 | 30 | 28 | 32 | 28 | 28 | 29 | 32 | 31 | 30 | 29 | 36 | 33 | 32 | 31 | 37 | 32 | 32 | 33 | 38 | 31 | 30 | 32 | 35 |
| Somewhat agree | 27 | 29 | 26 | 28 | 32 | 29 | 33 | 29 | 30 | 30 | 32 | 31 | 38 | 31 | 38 | 33 | 31 | 32 | 31 | 31 | 33 | 32 | 35 | 32 | 29 | 27 | 32 | 27 | 33 | 32 | 33 | 32 | 28 | 34 | 38 | 36 |
| Somewhat disagree | 14 | 18 | 14 | 19 | 12 | 15 | 10 | 14 | 15 | 14 | 13 | 11 | 13 | 15 | 14 | 13 | 18 | 16 | 14 | 14 | 13 | 15 | 12 | 14 | 11 | 14 | 12 | 12 | 13 | 13 | 13 | 11 | 12 | 14 | 12 | 13 |
| Strongly disagree | 8 | 13 | 7 | 10 | 8 | 13 | 7 | 11 | 8 | 14 | 6 | 11 | 6 | 12 | 4 | 9 | 8 | 11 | 7 | 8 | 8 | 12 | 8 | 8 | 9 | 13 | 9 | 9 | 8 | 13 | 6 | 9 | 5 | 9 | 4 | 5 |
| dk/na | 16 | 13 | 16 | 12 | 19 | 17 | 20 | 16 | 18 | 16 | 18 | 16 | 14 | 13 | 16 | 12 | 16 | 13 | 18 | 14 | 14 | 11 | 15 | 11 | 17 | 14 | 16 | 15 | 13 | 10 | 14 | 10 | 14 | 12 | 15 | 11 |
| Miscarriages | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Strongly agree | 29 | 17 | 34 | 20 | 24 | 17 | 25 | 19 | 26 | 18 | 28 | 21 | 27 | 20 | 30 | 21 | 29 | 19 | 33 | 21 | 25 | 21 | 25 | 24 | 29 | 21 | 30 | 24 | 27 | 21 | 31 | 24 | 29 | 20 | 31 | 23 |
| Somewhat agree | 31 | 27 | 32 | 28 | 35 | 29 | 36 | 30 | 30 | 26 | 33 | 29 | 33 | 29 | 34 | 31 | 32 | 29 | 33 | 29 | 34 | 27 | 37 | 27 | 31 | 25 | 33 | 29 | 32 | 27 | 33 | 29 | 34 | 29 | 36 | 31 |
| Somewhat disagree | 14 | 19 | 12 | 19 | 13 | 19 | 11 | 20 | 15 | 19 | 13 | 17 | 16 | 17 | 16 | 19 | 16 | 21 | 13 | 20 | 18 | 19 | 16 | 20 | 11 | 17 | 10 | 16 | 16 | 21 | 13 | 17 | 16 | 20 | 14 | 19 |
| Strongly disagree | 10 | 19 | 8 | 15 | 10 | 19 | 8 | 18 | 10 | 19 | 7 | 13 | 8 | 18 | 5 | 15 | 8 | 16 | 6 | 13 | 8 | 19 | 6 | 15 | 11 | 21 | 8 | 16 | 10 | 18 | 9 | 14 | 7 | 14 | 6 | 10 |
| dk/na | 15 | 18 | 14 | 18 | 18 | 16 | 20 | 13 | 19 | 18 | 19 | 20 | 15 | 16 | 15 | 14 | 15 | 15 | 16 | 16 | 15 | 14 | 15 | 13 | 19 | 15 | 20 | 15 | 15 | 13 | 14 | 15 | 14 | 17 | 14 | 16 |
| Stomach ulcers | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Strongly agree | 31 | 20 | 34 | 25 | 25 | 16 | 28 | 19 | 23 | 17 | 24 | 22 | 21 | 17 | 22 | 19 | 25 | 18 | 27 | 21 | 25 | 20 | 26 | 24 | 24 | 16 | 25 | 19 | 27 | 20 | 29 | 24 | 21 | 16 | 23 | 20 |
| Somewhat agree | 27 | 29 | 27 | 30 | 30 | 28 | 32 | 30 | 33 | 29 | 34 | 31 | 38 | 30 | 41 | 32 | 31 | 30 | 32 | 30 | 31 | 29 | 32 | 30 | 31 | 32 | 30 | 33 | 30 | 28 | 31 | 30 | 35 | 30 | 36 | 34 |
| Somewhat disagree | 16 | 21 | 15 | 19 | 17 | 21 | 15 | 19 | 20 | 20 | 20 | 18 | 19 | 22 | 18 | 20 | 19 | 24 | 19 | 23 | 19 | 21 | 19 | 21 | 19 | 21 | 19 | 20 | 21 | 22 | 20 | 19 | 19 | 24 | 19 | 22 |
| Strongly disagree | 12 | 21 | 9 | 17 | 14 | 21 | 9 | 19 | 13 | 21 | 10 | 17 | 12 | 21 | 8 | 17 | 12 | 19 | 10 | 15 | 13 | 21 | 11 | 17 | 13 | 21 | 11 | 16 | 12 | 20 | 8 | 17 | 10 | 19 | 6 | 14 |
| dk/na | 14 | 10 | 15 | 9 | 14 | 14 | 16 | 13 | 12 | 13 | 12 | 12 | 11 | 10 | 12 | 12 | 12 | 10 | 12 | 10 | 12 | 9 | 12 | 8 | 14 | 10 | 15 | 11 | 11 | 10 | 12 | 11 | 14 | 11 | 15 | 10 |
| Impotence in men | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Strongly agree | 20 | 14 | 23 | 18 | 21 | 16 | 22 | 17 | 21 | 19 | 21 | 23 | 19 | 22 | 19 | 24 | 20 | 19 | 22 | 22 | 20 | 23 | 21 | 28 | 23 | 22 | 22 | 25 | 21 | 23 | 22 | 27 | 21 | 22 | 22 | 26 |
| Somewhat agree | 28 | 23 | 30 | 25 | 29 | 26 | 30 | 29 | 26 | 25 | 27 | 27 | 33 | 29 | 33 | 31 | 33 | 29 | 33 | 29 | 33 | 31 | 32 | 31 | 26 | 27 | 28 | 29 | 32 | 30 | 33 | 31 | 32 | 32 | 29 | 35 |
| Somewhat disagree | 18 | 19 | 17 | 19 | 14 | 18 | 12 | 16 | 15 | 17 | 17 | 16 | 17 | 17 | 19 | 15 | 19 | 18 | 18 | 18 | 17 | 15 | 16 | 14 | 15 | 16 | 15 | 17 | 17 | 16 | 17 | 15 | 19 | 18 | 20 | 18 |
| Strongly disagree | 15 | 26 | 12 | 20 | 15 | 23 | 10 | 19 | 15 | 23 | 10 | 17 | 11 | 18 | 8 | 15 | 11 | 22 | 8 | 17 | 11 | 19 | 11 | 16 | 12 | 21 | 11 | 16 | 12 | 19 | 9 | 14 | 9 | 15 | 8 | 9 |
| dk/na | 19 | 18 | 19 | 18 | 22 | 17 | 26 | 18 | 23 | 17 | 25 | 18 | 20 | 14 | 22 | 14 | 17 | 13 | 19 | 13 | 18 | 12 | 20 | 11 | 23 | 15 | 25 | 13 | 17 | 13 | 19 | 13 | 19 | 13 | 21 | 12 |

*Q.12*

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## Specific Health Effects Caused by Smoking

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|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ |
| Infertility | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Strongly agree | 19 | 12 | 22 | 16 | 16 | 13 | 16 | 15 | 16 | 14 | 17 | 18 | 16 | 15 | 17 | 17 | 18 | 14 | 21 | 16 | 17 | 17 | 17 | 21 | 20 | 16 | 21 | 16 | 20 | 18 | 22 | 22 | 20 | 15 | 22 | 18 |
| Somewhat agree | 28 | 22 | 29 | 23 | 30 | 22 | 34 | 23 | 29 | 24 | 31 | 27 | 33 | 28 | 34 | 32 | 30 | 25 | 32 | 26 | 30 | 27 | 32 | 29 | 26 | 27 | 27 | 29 | 30 | 27 | 32 | 29 | 33 | 30 | 32 | 33 |
| Somewhat disagree | 18 | 24 | 17 | 24 | 18 | 22 | 15 | 21 | 20 | 22 | 19 | 21 | 20 | 19 | 21 | 18 | 23 | 24 | 20 | 24 | 21 | 22 | 20 | 21 | 17 | 21 | 15 | 21 | 20 | 20 | 19 | 17 | 20 | 23 | 21 | 23 |
| Strongly disagree | 16 | 27 | 11 | 22 | 14 | 24 | 10 | 21 | 13 | 21 | 10 | 15 | 13 | 24 | 9 | 20 | 11 | 22 | 8 | 18 | 14 | 22 | 12 | 19 | 15 | 22 | 13 | 19 | 15 | 23 | 12 | 19 | 9 | 16 | 8 | 13 |
| dk/na | 20 | 15 | 21 | 16 | 23 | 19 | 26 | 20 | 22 | 19 | 23 | 19 | 19 | 14 | 19 | 14 | 18 | 15 | 19 | 16 | 18 | 12 | 19 | 11 | 21 | 15 | 23 | 15 | 15 | 13 | 16 | 13 | 17 | 15 | 17 | 13 |
| Bladder cancer | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Strongly agree | 20 | 11 | 23 | 13 | 15 | 11 | 17 | 11 | 13 | 12 | 13 | 16 | 18 | 13 | 18 | 13 | 14 | 11 | 17 | 12 | 15 | 13 | 15 | 16 | 14 | 12 | 15 | 14 | 17 | 13 | 19 | 15 | 16 | 11 | 17 | 14 |
| Somewhat agree | 21 | 19 | 21 | 22 | 22 | 22 | 22 | 24 | 28 | 19 | 32 | 21 | 23 | 20 | 25 | 22 | 23 | 21 | 24 | 22 | 23 | 23 | 23 | 24 | 24 | 22 | 24 | 23 | 23 | 22 | 23 | 24 | 23 | 22 | 25 | 26 |
| Somewhat disagree | 23 | 26 | 22 | 24 | 22 | 22 | 21 | 21 | 22 | 25 | 22 | 25 | 27 | 25 | 28 | 27 | 26 | 26 | 25 | 28 | 27 | 25 | 27 | 23 | 23 | 24 | 23 | 24 | 25 | 25 | 25 | 24 | 28 | 27 | 27 | 27 |
| Strongly disagree | 15 | 26 | 12 | 22 | 16 | 25 | 13 | 21 | 14 | 23 | 11 | 18 | 14 | 24 | 10 | 20 | 15 | 25 | 12 | 20 | 15 | 23 | 14 | 20 | 16 | 25 | 14 | 20 | 16 | 24 | 13 | 21 | 11 | 20 | 9 | 16 |
| dk/na | 21 | 19 | 21 | 19 | 24 | 21 | 28 | 23 | 23 | 20 | 22 | 20 | 18 | 18 | 18 | 19 | 22 | 18 | 23 | 20 | 20 | 15 | 21 | 16 | 23 | 17 | 24 | 19 | 19 | 15 | 20 | 16 | 22 | 19 | 22 | 17 |
| Gangrene | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Strongly agree | 13 | 6 | 15 | 7 | 9 | 5 | 11 | 7 | 8 | 4 | 9 | 5 | 8 | 8 | 9 | 9 | 7 | 5 | 7 | 6 | 9 | 6 | 9 | 7 | 8 | 5 | 8 | 6 | 10 | 7 | 12 | 9 | 8 | 5 | 9 | 6 |
| Somewhat agree | 16 | 12 | 17 | 12 | 16 | 11 | 18 | 13 | 15 | 11 | 17 | 13 | 19 | 12 | 21 | 13 | 13 | 11 | 14 | 12 | 18 | 13 | 20 | 13 | 18 | 11 | 19 | 12 | 14 | 12 | 15 | 13 | 19 | 12 | 20 | 12 |
| Somewhat disagree | 22 | 23 | 21 | 23 | 19 | 21 | 19 | 21 | 20 | 23 | 21 | 24 | 24 | 21 | 26 | 20 | 24 | 24 | 24 | 24 | 25 | 22 | 26 | 22 | 20 | 23 | 19 | 22 | 23 | 24 | 23 | 24 | 26 | 26 | 27 | 29 |
| Strongly disagree | 26 | 41 | 23 | 38 | 29 | 38 | 23 | 34 | 28 | 41 | 24 | 35 | 28 | 40 | 24 | 39 | 30 | 41 | 27 | 37 | 26 | 43 | 22 | 41 | 26 | 40 | 25 | 37 | 31 | 39 | 27 | 34 | 25 | 36 | 21 | 31 |
| dk/na | 23 | 19 | 24 | 21 | 27 | 24 | 29 | 26 | 28 | 22 | 28 | 23 | 20 | 19 | 21 | 19 | 25 | 20 | 28 | 21 | 23 | 17 | 23 | 17 | 28 | 21 | 30 | 23 | 22 | 18 | 24 | 20 | 23 | 22 | 24 | 22 |
| Acne | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Strongly agree | 11 | 5 | 11 | 6 | 6 | 4 | 7 | 6 | 6 | 4 | 7 | 5 | 5 | 4 | 5 | 4 | 6 | 4 | 6 | 4 | 5 | 5 | 4 | 6 | 5 | 5 | 6 | 6 | 6 | 7 | 6 | 8 | 5 | 4 | 5 | 6 |
| Somewhat agree | 12 | 10 | 14 | 12 | 18 | 13 | 19 | 14 | 15 | 11 | 16 | 12 | 15 | 12 | 17 | 14 | 14 | 10 | 16 | 12 | 16 | 11 | 19 | 12 | 15 | 10 | 15 | 11 | 15 | 12 | 18 | 13 | 19 | 14 | 20 | 16 |
| Somewhat disagree | 26 | 26 | 25 | 27 | 21 | 23 | 23 | 23 | 25 | 22 | 28 | 23 | 29 | 24 | 30 | 24 | 29 | 26 | 29 | 26 | 31 | 27 | 30 | 27 | 24 | 23 | 25 | 24 | 28 | 27 | 27 | 25 | 30 | 29 | 31 | 32 |
| Strongly disagree | 33 | 46 | 30 | 41 | 33 | 43 | 27 | 40 | 32 | 46 | 27 | 41 | 31 | 45 | 27 | 41 | 30 | 45 | 26 | 41 | 30 | 46 | 29 | 42 | 31 | 47 | 27 | 42 | 33 | 42 | 28 | 38 | 26 | 38 | 22 | 30 |
| dk/na | 18 | 13 | 20 | 14 | 22 | 17 | 25 | 18 | 22 | 18 | 22 | 19 | 19 | 15 | 21 | 17 | 21 | 15 | 24 | 17 | 17 | 12 | 18 | 13 | 24 | 16 | 27 | 17 | 18 | 13 | 20 | 15 | 20 | 15 | 22 | 15 |

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## Specific Health Effects Caused by Smoking

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|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ |
| Multiple Sclerosis | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Strongly agree | 10 | 5 | 11 | 5 | 6 | 4 | 7 | 5 | 4 | 3 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 6 | 6 | 6 | 5 | 6 | 6 | 5 | 6 | 5 | 5 | 3 | 6 | 4 |
| Somewhat agree | 12 | 11 | 10 | 13 | 12 | 11 | 12 | 11 | 14 | 11 | 16 | 11 | 16 | 12 | 17 | 12 | 16 | 13 | 16 | 15 | 15 | 14 | 15 | 16 | 11 | 10 | 12 | 11 | 14 | 13 | 16 | 14 | 14 | 13 | 14 | 15 |
| Somewhat disagree | 27 | 24 | 28 | 24 | 19 | 22 | 18 | 22 | 25 | 24 | 26 | 24 | 26 | 22 | 28 | 22 | 23 | 24 | 23 | 24 | 27 | 23 | 28 | 23 | 22 | 24 | 21 | 26 | 26 | 25 | 26 | 26 | 29 | 28 | 30 | 27 |
| Strongly disagree | 24 | 37 | 23 | 33 | 31 | 35 | 27 | 33 | 25 | 34 | 22 | 31 | 29 | 38 | 25 | 37 | 27 | 35 | 25 | 31 | 25 | 36 | 24 | 33 | 28 | 36 | 26 | 32 | 28 | 35 | 25 | 30 | 21 | 31 | 18 | 30 |
| dk/na | 27 | 24 | 28 | 25 | 32 | 28 | 36 | 29 | 31 | 27 | 32 | 30 | 24 | 24 | 25 | 25 | 29 | 24 | 32 | 26 | 27 | 22 | 28 | 22 | 34 | 25 | 36 | 26 | 26 | 22 | 26 | 24 | 31 | 24 | 32 | 24 |
| Hepatitis | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Strongly agree | 8 | 5 | 9 | 6 | 6 | 4 | 7 | 4 | 5 | 3 | 5 | 4 | 5 | 3 | 5 | 3 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 6 | 4 | 6 | 3 | 6 | 5 | 6 | 6 | 5 | 4 | 5 | 3 |
| Somewhat agree | 14 | 9 | 15 | 10 | 12 | 10 | 13 | 10 | 12 | 10 | 12 | 11 | 14 | 9 | 16 | 10 | 11 | 8 | 13 | 8 | 14 | 10 | 14 | 12 | 10 | 9 | 11 | 11 | 13 | 10 | 15 | 10 | 14 | 11 | 14 | 11 |
| Somewhat disagree | 20 | 23 | 20 | 22 | 21 | 22 | 20 | 22 | 24 | 24 | 25 | 26 | 24 | 25 | 26 | 24 | 26 | 25 | 25 | 27 | 26 | 24 | 26 | 24 | 25 | 23 | 23 | 24 | 28 | 26 | 28 | 28 | 27 | 26 | 29 | 28 |
| Strongly disagree | 34 | 44 | 31 | 44 | 35 | 41 | 30 | 41 | 34 | 41 | 32 | 35 | 34 | 44 | 28 | 44 | 34 | 44 | 31 | 41 | 35 | 48 | 33 | 47 | 33 | 47 | 31 | 43 | 35 | 44 | 31 | 39 | 32 | 42 | 30 | 39 |
| dk/na | 24 | 19 | 24 | 19 | 26 | 23 | 29 | 23 | 25 | 22 | 26 | 24 | 23 | 19 | 25 | 19 | 24 | 18 | 26 | 18 | 21 | 14 | 22 | 13 | 27 | 18 | 29 | 19 | 19 | 15 | 20 | 16 | 22 | 17 | 22 | 18 |
| Arthritis | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Strongly agree | 9 | 5 | 10 | 6 | 5 | 4 | 6 | 6 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 6 | 5 | 7 | 6 | 4 | 5 | 5 | 5 | 6 | 5 | 7 | 7 | 5 | 4 | 6 | 5 |
| Somewhat agree | 15 | 9 | 16 | 11 | 17 | 13 | 18 | 13 | 15 | 11 | 16 | 12 | 18 | 13 | 20 | 15 | 15 | 11 | 17 | 12 | 17 | 14 | 17 | 16 | 16 | 12 | 17 | 13 | 15 | 14 | 16 | 15 | 17 | 14 | 19 | 16 |
| Somewhat disagree | 27 | 29 | 25 | 29 | 26 | 24 | 28 | 25 | 27 | 27 | 28 | 30 | 29 | 27 | 30 | 27 | 31 | 30 | 31 | 30 | 30 | 29 | 30 | 29 | 27 | 27 | 25 | 30 | 31 | 27 | 32 | 27 | 33 | 32 | 32 | 34 |
| Strongly disagree | 31 | 44 | 29 | 40 | 32 | 42 | 26 | 40 | 31 | 42 | 28 | 34 | 29 | 42 | 25 | 41 | 30 | 40 | 26 | 37 | 30 | 41 | 28 | 39 | 30 | 43 | 29 | 38 | 30 | 41 | 26 | 36 | 25 | 35 | 22 | 30 |
| dk/na | 17 | 12 | 20 | 14 | 20 | 17 | 22 | 16 | 22 | 16 | 23 | 19 | 19 | 14 | 20 | 14 | 19 | 15 | 22 | 16 | 17 | 11 | 19 | 10 | 22 | 13 | 24 | 14 | 18 | 13 | 19 | 15 | 20 | 15 | 20 | 15 |
| Alzheimer's Disease | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Strongly agree | 11 | 5 | 12 | 6 | 5 | 3 | 7 | 4 | 4 | 3 | 5 | 4 | 6 | 3 | 6 | 3 | 4 | 3 | 5 | 3 | 5 | 5 | 5 | 6 | 6 | 5 | 6 | 5 | 5 | 6 | 6 | 5 | 5 | 2 | 6 | 3 |
| Somewhat agree | 15 | 10 | 15 | 12 | 14 | 11 | 16 | 14 | 14 | 12 | 14 | 16 | 17 | 15 | 17 | 17 | 15 | 12 | 16 | 14 | 16 | 11 | 18 | 12 | 13 | 11 | 14 | 12 | 16 | 12 | 18 | 13 | 18 | 16 | 19 | 18 |
| Somewhat disagree | 26 | 25 | 25 | 26 | 21 | 23 | 22 | 24 | 28 | 23 | 31 | 25 | 27 | 23 | 30 | 24 | 26 | 27 | 26 | 29 | 32 | 28 | 31 | 29 | 25 | 26 | 25 | 28 | 28 | 26 | 28 | 26 | 28 | 28 | 28 | 29 |
| Strongly disagree | 27 | 43 | 25 | 38 | 32 | 40 | 26 | 38 | 29 | 41 | 24 | 33 | 28 | 40 | 25 | 37 | 28 | 38 | 24 | 34 | 26 | 41 | 24 | 37 | 27 | 40 | 25 | 34 | 29 | 40 | 25 | 35 | 21 | 34 | 18 | 30 |
| dk/na | 22 | 16 | 23 | 17 | 27 | 22 | 29 | 21 | 26 | 21 | 26 | 22 | 21 | 18 | 22 | 19 | 27 | 19 | 29 | 21 | 21 | 16 | 23 | 16 | 29 | 19 | 30 | 21 | 21 | 17 | 23 | 19 | 28 | 19 | 29 | 20 |

*Q.12*

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

## D. Specific Health Effects Caused by Second-hand Smoke

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

Majorities of Canadian adults strongly agree that second-hand smoke can cause asthma attacks in children (60%), lung cancer in non-smokers (57%), bronchitis in children (55%) and chest infections in children (52%). Fewer than half strongly agree that second-hand smoke can cause heart disease in non-smoking adults (38%), strokes in non-smoking adults (27%), ear infections in children (19%), and SIDS (Sudden Infant Death Syndrome) or crib death (17%). Few strongly agree that second-hand smoke can cause Alzheimer's Disease (5%), arthritis (5%) and Multiple Sclerosis (4%) in non-smoking adults.

One-half of adult smokers strongly agree that asthma attacks in children (49%) can be caused by second-hand smoke; four in ten each strongly agree that chest infections (41%) and bronchitis in children (40%), and lung cancer in non-smokers (40%) can be caused by second-hand smoke. One-quarter or fewer say the same about heart disease in non-smoking adults (26%), strokes in non-smoking adults (19%), SIDS (14%), ear infections in children (13%), and Multiple Sclerosis (3%), Alzheimer's Disease (3%) and arthritis in non-smoking adults (2%).

The results of the current survey suggest that there have been slight decreases since December 2003 in the numbers of adult Canadians who strongly agree that lung cancer in non-smokers and asthma attacks in children can be caused by second-hand smoke. Comparison with the November-December 2000 baseline survey suggests that there have been declines in the proportions of Canadian adults who strongly agree that asthma, bronchitis, chest infections and ear infections in children, and Alzheimer's Disease and Multiple Sclerosis in non-smoking adults, can be caused by second-hand smoke.

Among adult smokers, the current results suggest that there have been decreases since the December 2003 survey in the numbers who strongly agree that second-hand smoke can cause lung cancer in non-smokers, ear infections and bronchitis in children, and heart disease and strokes in non-smoking adults. Comparison with the November-December 2000 baseline survey suggests that there has been a decrease in the proportion of adult smokers who strongly agree bronchitis in children can be caused by second-hand smoke.

Potential quitters are more likely than "hard-core" smokers to strongly agree that second-hand smoke causes most of these health effects and diseases in non-smokers, notably, asthma attacks, chest infections and bronchitis in children, lung cancer in non-smokers, and heart disease and strokes in non-smoking adults. Occasional smokers are more likely to strongly agree that second-hand smoke can cause lung cancer in non-smokers.

Female smokers are more likely than male smokers to strongly agree that second-hand smoke causes asthma attacks, ear infections, chest infections and bronchitis in children, and SIDS. Younger adult smokers are more likely than smokers in general to strongly agree that second-hand smoke causes asthma attacks, bronchitis and chest infections in children, SIDS, lung cancer in non-smokers and heart disease in non-smoking adults.

## Specific Health Effects Caused by Second-hand Smoke

| | NOV-DEC 2000 | | | | MAR-APR 2001 | | | | JULY 2001 | | | | NOV-DEC 2001 | | | | JULY 2002 | | | | NOV-DEC 2002 | | | | JULY-AUG 2003 | | | | DEC 2003 | | | | NOV-DEC 2004 | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ |
| Asthma attacks in children | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Strongly agree | 67 | 52 | 71 | 52 | 65 | 51 | 70 | 55 | 58 | 47 | 63 | 54 | 62 | 52 | 65 | 58 | 58 | 48 | 62 | 54 | 66 | 55 | 68 | 59 | 61 | 49 | 65 | 53 | 64 | 52 | 68 | 57 | 60 | 49 | 64 | 55 |
| Somewhat agree | 22 | 31 | 21 | 30 | 23 | 29 | 21 | 28 | 26 | 32 | 24 | 30 | 28 | 29 | 26 | 28 | 29 | 33 | 26 | 30 | 24 | 29 | 23 | 27 | 26 | 32 | 25 | 32 | 26 | 30 | 23 | 27 | 29 | 34 | 26 | 33 |
| Somewhat disagree | 3 | 6 | 3 | 6 | 5 | 10 | 4 | 9 | 5 | 7 | 4 | 7 | 5 | 8 | 5 | 6 | 5 | 7 | 4 | 7 | 5 | 6 | 5 | 6 | 5 | 7 | 4 | 5 | 5 | 7 | 4 | 6 | 7 | 7 | 5 | 5 |
| Strongly disagree | 4 | 8 | 3 | 9 | 5 | 8 | 3 | 6 | 6 | 10 | 4 | 5 | 4 | 8 | 2 | 5 | 5 | 8 | 4 | 6 | 3 | 7 | 2 | 6 | 4 | 10 | 3 | 8 | 3 | 9 | 3 | 7 | 2 | 7 | 2 | 5 |
| dk/na | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 2 | 5 | 4 | 6 | 4 | 2 | 3 | 3 | 3 | 3 | 3 | 4 | 2 | 2 | 3 | 2 | 2 | 4 | 2 | 3 | 2 | 2 | 2 | 2 | 2 | 3 | 3 | 3 | 1 |
| Lung cancer in non-smokers | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Strongly agree | 59 | 38 | 64 | 43 | 56 | 34 | 62 | 38 | 51 | 35 | 59 | 41 | 52 | 34 | 58 | 38 | 51 | 32 | 59 | 37 | 64 | 46 | 68 | 52 | 59 | 39 | 63 | 42 | 63 | 46 | 69 | 52 | 57 | 40 | 62 | 46 |
| Somewhat agree | 26 | 34 | 26 | 32 | 29 | 33 | 27 | 34 | 31 | 32 | 29 | 34 | 33 | 36 | 32 | 37 | 32 | 37 | 29 | 38 | 25 | 32 | 24 | 30 | 29 | 35 | 28 | 35 | 26 | 32 | 23 | 30 | 33 | 37 | 30 | 36 |
| Somewhat disagree | 6 | 10 | 4 | 11 | 6 | 15 | 5 | 13 | 9 | 12 | 7 | 10 | 7 | 14 | 6 | 12 | 8 | 14 | 5 | 11 | 6 | 10 | 5 | 10 | 5 | 12 | 3 | 11 | 6 | 9 | 5 | 7 | 6 | 12 | 5 | 10 |
| Strongly disagree | 7 | 15 | 4 | 11 | 6 | 13 | 3 | 12 | 8 | 17 | 4 | 10 | 6 | 13 | 3 | 11 | 6 | 13 | 3 | 11 | 4 | 10 | 3 | 7 | 4 | 12 | 4 | 9 | 5 | 11 | 3 | 9 | 3 | 10 | 2 | 6 |
| dk/na | 3 | 3 | 1 | 3 | 2 | 4 | 3 | 4 | 2 | 4 | 1 | 4 | 2 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 1 | 2 | 1 | 1 | 2 | 2 | 2 | 2 | 1 | 2 | 1 | 2 | 1 | 2 | 1 | 2 |
| Bronchitis in children | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Strongly agree | 60 | 45 | 64 | 50 | 58 | 42 | 60 | 49 | 52 | 39 | 56 | 47 | 54 | 46 | 58 | 52 | 52 | 41 | 58 | 47 | 56 | 45 | 58 | 49 | 56 | 44 | 59 | 47 | 54 | 46 | 57 | 51 | 55 | 40 | 59 | 46 |
| Somewhat agree | 26 | 31 | 25 | 32 | 29 | 34 | 29 | 32 | 31 | 33 | 30 | 32 | 32 | 33 | 31 | 32 | 34 | 37 | 29 | 36 | 30 | 35 | 29 | 34 | 31 | 34 | 30 | 34 | 31 | 34 | 30 | 31 | 31 | 38 | 28 | 37 |
| Somewhat disagree | 5 | 9 | 4 | 7 | 5 | 9 | 4 | 7 | 6 | 9 | 5 | 8 | 6 | 8 | 7 | 6 | 5 | 10 | 5 | 8 | 7 | 8 | 7 | 7 | 5 | 9 | 4 | 7 | 7 | 9 | 6 | 7 | 7 | 9 | 7 | 7 |
| Strongly disagree | 5 | 10 | 4 | 7 | 5 | 10 | 3 | 9 | 7 | 13 | 4 | 7 | 4 | 8 | 1 | 6 | 4 | 9 | 4 | 7 | 5 | 9 | 5 | 7 | 3 | 9 | 3 | 7 | 5 | 9 | 4 | 8 | 4 | 8 | 4 | 5 |
| dk/na | 4 | 5 | 3 | 5 | 3 | 5 | 4 | 4 | 4 | 6 | 4 | 6 | 4 | 4 | 3 | 3 | 4 | 4 | 5 | 3 | 2 | 4 | 2 | 3 | 4 | 4 | 4 | 5 | 3 | 2 | 3 | 2 | 3 | 4 | 3 | 4 |
| Chest infections in children | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Strongly agree | 57 | 42 | 60 | 48 | 53 | 40 | 57 | 44 | 49 | 38 | 51 | 45 | 47 | 42 | 51 | 48 | 50 | 37 | 56 | 42 | 54 | 44 | 57 | 50 | 52 | 43 | 55 | 47 | 53 | 44 | 55 | 48 | 52 | 41 | 55 | 48 |
| Somewhat agree | 27 | 35 | 26 | 33 | 31 | 34 | 30 | 31 | 31 | 32 | 32 | 33 | 35 | 34 | 36 | 34 | 34 | 37 | 30 | 36 | 32 | 35 | 30 | 34 | 34 | 35 | 33 | 35 | 31 | 34 | 31 | 33 | 35 | 37 | 33 | 35 |
| Somewhat disagree | 6 | 8 | 5 | 6 | 5 | 10 | 4 | 10 | 7 | 10 | 6 | 8 | 7 | 9 | 6 | 8 | 6 | 12 | 5 | 10 | 6 | 9 | 5 | 8 | 6 | 9 | 4 | 6 | 9 | 10 | 8 | 8 | 7 | 11 | 6 | 9 |
| Strongly disagree | 6 | 11 | 5 | 9 | 6 | 10 | 4 | 8 | 8 | 13 | 5 | 7 | 6 | 10 | 3 | 6 | 5 | 9 | 4 | 7 | 4 | 9 | 4 | 5 | 4 | 11 | 4 | 8 | 5 | 9 | 3 | 8 | 3 | 8 | 3 | 5 |
| dk/na | 5 | 4 | 4 | 4 | 4 | 6 | 5 | 6 | 5 | 6 | 6 | 7 | 4 | 5 | 3 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 2 |

*Q.13*

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

## Specific Health Effects Caused by Second-hand Smoke

| | NOV-DEC 2000 | | | | MAR-APR 2001 | | | | JULY 2001 | | | | NOV-DEC 2001 | | | | JULY 2002 | | | | NOV-DEC 2002 | | | | JULY-AUG 2003 | | | | DEC 2003 | | | | NOV-DEC 2004 | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ |
| Heart disease in non-smoking adults | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Strongly agree | 41 | 26 | 44 | 31 | 36 | 23 | 42 | 26 | 34 | 25 | 38 | 30 | 34 | 23 | 39 | 27 | 35 | 24 | 39 | 28 | 38 | 33 | 40 | 38 | 40 | 27 | 43 | 31 | 38 | 31 | 41 | 36 | 38 | 26 | 41 | 31 |
| Somewhat agree | 33 | 33 | 35 | 34 | 27 | 35 | 35 | 35 | 36 | 32 | 37 | 35 | 38 | 35 | 39 | 38 | 35 | 36 | 35 | 37 | 36 | 34 | 35 | 34 | 33 | 32 | 33 | 33 | 33 | 35 | 33 | 34 | 39 | 38 | 37 | 40 |
| Somewhat disagree | 12 | 17 | 10 | 16 | 12 | 17 | 11 | 17 | 14 | 18 | 13 | 15 | 13 | 17 | 12 | 17 | 14 | 18 | 12 | 17 | 14 | 15 | 14 | 13 | 11 | 19 | 9 | 19 | 14 | 15 | 14 | 13 | 13 | 17 | 11 | 16 |
| Strongly disagree | 10 | 20 | 8 | 15 | 11 | 19 | 7 | 16 | 11 | 20 | 8 | 14 | 11 | 19 | 7 | 15 | 10 | 17 | 8 | 14 | 9 | 15 | 7 | 12 | 10 | 18 | 9 | 13 | 11 | 16 | 8 | 14 | 6 | 14 | 4 | 9 |
| dk/na | 5 | 5 | 4 | 5 | 5 | 6 | 5 | 5 | 5 | 5 | 5 | 6 | 4 | 5 | 3 | 4 | 5 | 4 | 6 | 4 | 4 | 4 | 4 | 4 | 6 | 3 | 7 | 3 | 4 | 3 | 4 | 4 | 5 | 5 | 6 | 4 |
| Strokes in non-smoking adults | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Strongly agree | 26 | 16 | 29 | 20 | 22 | 14 | 25 | 17 | 18 | 14 | 20 | 16 | 20 | 14 | 23 | 15 | 23 | 16 | 27 | 19 | 23 | 20 | 24 | 24 | 29 | 20 | 30 | 23 | 29 | 23 | 31 | 27 | 27 | 19 | 30 | 22 |
| Somewhat agree | 28 | 26 | 29 | 28 | 32 | 27 | 32 | 27 | 35 | 26 | 37 | 31 | 31 | 27 | 33 | 29 | 31 | 28 | 32 | 30 | 34 | 27 | 37 | 28 | 31 | 30 | 32 | 31 | 33 | 32 | 35 | 32 | 36 | 35 | 35 | 38 |
| Somewhat disagree | 18 | 21 | 17 | 19 | 16 | 20 | 15 | 19 | 19 | 22 | 19 | 20 | 20 | 22 | 19 | 23 | 21 | 23 | 18 | 21 | 20 | 22 | 18 | 21 | 17 | 19 | 15 | 20 | 18 | 18 | 17 | 16 | 22 | 22 | 21 | 21 |
| Strongly disagree | 16 | 24 | 14 | 19 | 16 | 25 | 12 | 22 | 16 | 24 | 12 | 18 | 16 | 24 | 13 | 21 | 14 | 24 | 12 | 20 | 13 | 22 | 12 | 19 | 13 | 25 | 13 | 20 | 14 | 22 | 11 | 20 | 8 | 17 | 6 | 13 |
| dk/na | 12 | 13 | 11 | 13 | 14 | 14 | 16 | 15 | 13 | 13 | 12 | 14 | 12 | 13 | 13 | 12 | 10 | 10 | 11 | 9 | 10 | 8 | 9 | 8 | 10 | 6 | 11 | 6 | 6 | 5 | 6 | 5 | 8 | 8 | 8 | 6 |
| Ear infections in children | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Strongly agree | 24 | 16 | 25 | 20 | 16 | 13 | 17 | 14 | 15 | 13 | 14 | 15 | 15 | 14 | 16 | 14 | 14 | 12 | 15 | 15 | 16 | 15 | 15 | 17 | 15 | 14 | 16 | 13 | 18 | 17 | 18 | 20 | 19 | 13 | 20 | 15 |
| Somewhat agree | 19 | 16 | 19 | 18 | 22 | 19 | 22 | 20 | 19 | 16 | 21 | 19 | 19 | 19 | 20 | 21 | 23 | 18 | 25 | 19 | 23 | 17 | 24 | 19 | 20 | 21 | 19 | 24 | 21 | 20 | 21 | 20 | 22 | 18 | 23 | 20 |
| Somewhat disagree | 23 | 25 | 22 | 26 | 22 | 24 | 22 | 24 | 25 | 24 | 26 | 24 | 26 | 23 | 27 | 24 | 27 | 27 | 25 | 28 | 24 | 26 | 24 | 26 | 22 | 24 | 21 | 25 | 25 | 24 | 24 | 23 | 28 | 28 | 29 | 29 |
| Strongly disagree | 22 | 31 | 20 | 25 | 22 | 32 | 18 | 29 | 24 | 35 | 20 | 29 | 25 | 34 | 21 | 30 | 21 | 31 | 19 | 26 | 23 | 32 | 22 | 28 | 23 | 32 | 22 | 27 | 24 | 29 | 22 | 27 | 16 | 28 | 14 | 24 |
| dk/na | 13 | 10 | 14 | 11 | 17 | 13 | 17 | 14 | 17 | 12 | 19 | 13 | 15 | 11 | 16 | 11 | 15 | 12 | 16 | 12 | 15 | 10 | 15 | 10 | 20 | 10 | 22 | 11 | 12 | 8 | 14 | 9 | 14 | 13 | 15 | 12 |
| SIDS (Sudden Infant Death Syndrome) or Crib Death | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Strongly agree | 19 | 13 | 21 | 16 | 16 | 10 | 17 | 11 | 15 | 10 | 15 | 13 | 14 | 12 | 15 | 12 | 18 | 12 | 20 | 14 | 18 | 16 | 17 | 20 | 17 | 14 | 18 | 15 | 19 | 16 | 20 | 17 | 17 | 14 | 19 | 17 |
| Somewhat agree | 19 | 16 | 20 | 16 | 21 | 17 | 22 | 18 | 20 | 17 | 21 | 19 | 22 | 20 | 24 | 22 | 23 | 22 | 22 | 22 | 25 | 20 | 26 | 20 | 19 | 17 | 21 | 18 | 23 | 21 | 24 | 23 | 26 | 22 | 25 | 26 |
| Somewhat disagree | 21 | 21 | 21 | 21 | 17 | 19 | 18 | 20 | 19 | 21 | 20 | 22 | 24 | 20 | 25 | 18 | 19 | 21 | 18 | 22 | 21 | 19 | 22 | 19 | 21 | 21 | 19 | 20 | 20 | 21 | 19 | 19 | 22 | 22 | 22 | 21 |
| Strongly disagree | 24 | 38 | 21 | 33 | 25 | 35 | 20 | 32 | 26 | 35 | 22 | 29 | 20 | 34 | 16 | 33 | 19 | 32 | 16 | 27 | 18 | 32 | 17 | 28 | 21 | 33 | 19 | 30 | 22 | 30 | 20 | 27 | 16 | 26 | 14 | 21 |
| dk/na | 17 | 13 | 17 | 14 | 21 | 19 | 23 | 19 | 20 | 16 | 22 | 17 | 20 | 15 | 20 | 15 | 20 | 13 | 24 | 15 | 17 | 13 | 17 | 13 | 21 | 15 | 23 | 17 | 16 | 13 | 16 | 13 | 18 | 15 | 20 | 15 |

*Q.13*

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

## Specific Health Effects Caused by Second-hand Smoke

| | NOV-DEC 2000 | | | | MAR-APR 2001 | | | | JULY 2001 | | | | NOV-DEC 2001 | | | | JULY 2002 | | | | NOV-DEC 2002 | | | | JULY-AUG 2003 | | | | DEC 2003 | | | | NOV-DEC 2004 | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ |
| Alzheimer's Disease in non-smoking adults | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Strongly agree | 9 | 4 | 11 | 4 | 4 | 3 | 5 | 3 | 3 | 2 | 4 | 3 | 5 | 3 | 5 | 3 | 4 | 3 | 4 | 3 | 5 | 4 | 5 | 6 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 3 | 6 | 3 |
| Somewhat agree | 10 | 8 | 10 | 10 | 12 | 8 | 13 | 9 | 9 | 8 | 10 | 11 | 11 | 8 | 12 | 10 | 11 | 8 | 12 | 9 | 13 | 8 | 14 | 9 | 12 | 8 | 13 | 9 | 14 | 10 | 16 | 12 | 16 | 11 | 17 | 12 |
| Somewhat disagree | 26 | 23 | 26 | 25 | 23 | 20 | 25 | 21 | 27 | 24 | 29 | 24 | 28 | 25 | 30 | 26 | 28 | 26 | 29 | 28 | 30 | 24 | 31 | 25 | 27 | 23 | 25 | 25 | 30 | 26 | 31 | 25 | 32 | 30 | 31 | 32 |
| Strongly disagree | 36 | 52 | 33 | 47 | 37 | 51 | 29 | 47 | 35 | 49 | 29 | 43 | 37 | 49 | 32 | 47 | 35 | 48 | 30 | 44 | 34 | 50 | 30 | 46 | 32 | 51 | 30 | 46 | 34 | 46 | 29 | 43 | 27 | 41 | 24 | 37 |
| dk/na | 19 | 13 | 20 | 14 | 24 | 18 | 27 | 20 | 25 | 17 | 28 | 19 | 19 | 14 | 21 | 14 | 22 | 15 | 25 | 16 | 18 | 13 | 20 | 13 | 24 | 14 | 27 | 16 | 18 | 13 | 19 | 15 | 21 | 15 | 22 | 16 |
| Arthritis in non-smoking adults | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Strongly agree | 8 | 5 | 10 | 5 | 4 | 3 | 4 | 4 | 5 | 3 | 5 | 4 | 3 | 2 | 4 | 2 | 3 | 2 | 3 | 3 | 4 | 4 | 4 | 5 | 6 | 3 | 7 | 4 | 4 | 4 | 3 | 4 | 5 | 2 | 6 | 2 |
| Somewhat agree | 10 | 6 | 11 | 8 | 9 | 7 | 10 | 7 | 9 | 6 | 10 | 8 | 12 | 8 | 12 | 10 | 13 | 9 | 13 | 10 | 11 | 9 | 11 | 11 | 12 | 8 | 12 | 9 | 11 | 9 | 13 | 10 | 14 | 10 | 15 | 11 |
| Somewhat disagree | 27 | 25 | 28 | 27 | 27 | 22 | 29 | 23 | 29 | 24 | 30 | 28 | 32 | 25 | 36 | 25 | 29 | 26 | 30 | 28 | 32 | 27 | 33 | 28 | 26 | 25 | 25 | 25 | 32 | 26 | 33 | 26 | 33 | 30 | 36 | 32 |
| Strongly disagree | 38 | 54 | 34 | 49 | 38 | 52 | 30 | 48 | 37 | 52 | 31 | 42 | 37 | 53 | 31 | 51 | 37 | 51 | 31 | 48 | 37 | 50 | 35 | 46 | 35 | 53 | 32 | 49 | 36 | 48 | 32 | 44 | 27 | 42 | 23 | 39 |
| dk/na | 16 | 10 | 18 | 11 | 22 | 16 | 26 | 18 | 20 | 14 | 23 | 17 | 16 | 12 | 18 | 13 | 19 | 12 | 23 | 12 | 16 | 10 | 18 | 11 | 21 | 11 | 23 | 13 | 17 | 13 | 19 | 15 | 20 | 16 | 20 | 16 |
| Multiple Sclerosis in non-smoking adults | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Strongly agree | 8 | 4 | 10 | 5 | 3 | 3 | 3 | 3 | 4 | 2 | 4 | 3 | 4 | 3 | 5 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 5 | 3 | 5 | 3 | 4 | 5 | 4 | 6 | 4 | 3 | 5 | 3 |
| Somewhat agree | 9 | 7 | 10 | 8 | 10 | 8 | 10 | 9 | 11 | 9 | 11 | 11 | 10 | 9 | 11 | 9 | 13 | 10 | 14 | 11 | 14 | 9 | 15 | 11 | 10 | 10 | 11 | 11 | 14 | 11 | 15 | 11 | 14 | 12 | 16 | 14 |
| Somewhat disagree | 28 | 23 | 29 | 25 | 22 | 20 | 24 | 18 | 25 | 24 | 26 | 24 | 31 | 25 | 33 | 26 | 28 | 25 | 28 | 26 | 28 | 24 | 30 | 26 | 27 | 24 | 25 | 25 | 28 | 25 | 30 | 25 | 32 | 28 | 32 | 27 |
| Strongly disagree | 33 | 48 | 31 | 43 | 37 | 47 | 30 | 44 | 34 | 46 | 29 | 40 | 34 | 45 | 28 | 42 | 31 | 44 | 28 | 41 | 32 | 47 | 29 | 43 | 31 | 45 | 29 | 41 | 32 | 42 | 28 | 40 | 25 | 38 | 22 | 36 |
| dk/na | 21 | 18 | 21 | 18 | 28 | 22 | 32 | 25 | 26 | 19 | 28 | 22 | 21 | 18 | 23 | 19 | 23 | 18 | 27 | 20 | 23 | 17 | 23 | 17 | 27 | 19 | 30 | 20 | 21 | 17 | 23 | 18 | 25 | 19 | 25 | 19 |

*Q.13*

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

## E. Health Effects Caused by Hydrogen Cyanide

When asked, top-of-mind, seven in ten Canadian adults (69%) say they cannot name any specific health effects or diseases that can be caused by hydrogen cyanide. Another three percent say hydrogen cyanide does not cause any health effects or diseases. Death (10%) is the most common response offered by those mentioning a specific effect, followed by cancer in general (6%) and respiratory problems/loss of breath (4%). Twenty-four percent mention some other health effect or disease that can be caused by hydrogen cyanide.

Seven in ten smokers (69%) cannot name any health effects that can be caused by hydrogen cyanide, and five percent say there are no health effects. Smaller proportions mention death (8%), cancer in general (5%), lung disease/cancer (5%), respiratory problems/loss of breath (4%), heart disease/attack (4%) and brain damge/memory loss/stroke (4%). Twenty-two percent mention other effects.

The results of the current survey find that the number of Canadian adults who now say hydrogen cyanide does not cause any health effects or diseases is similar to the number found in December 2003, and is a total of 28 points lower than that found in the baseline survey. The number of Canadian adults who cannot name any specific health effects or diseases that can be caused by hydrogen cyanide is five points higher than that found in the December 2003 survey, and is a total of 26 points higher than that found in the baseline survey.

As well, the results of the current survey find that the number of adult smokers who now say hydrogen cyanide does not cause any health effects or diseases is unchanged from the number found in December 2003, and is a total of 22 points lower than that found in the baseline survey. The number of adult smokers who cannot name any specific health effects or diseases that can be caused by hydrogen cyanide is similar to that found in December 2003, but is now a total of 15 points higher than that found in the baseline survey.

## Health Effects Caused by Hydrogen Cyanide

| | NOV-DEC 2000 | | | | MAR-APR 2001 | | | | JULY 2001 | | | | NOV-DEC 2001 | | | | JULY 2002 | | | | NOV-DEC 2002 | | | | JULY-AUG 2003 | | | | DEC 2003 | | | | NOV-DEC 2004 | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ |
| Death | 12 | 9 | 14 | 10 | 12 | 8 | 13 | 9 | 10 | 7 | 11 | 9 | 10 | 8 | 10 | 10 | 8 | 6 | 9 | 8 | 9 | 7 | 10 | 6 | 8 | 7 | 8 | 7 | 10 | 8 | 9 | 8 | 10 | 8 | 11 | 8 |
| Cancer – general | 2 | 2 | 3 | 2 | 3 | 2 | 4 | 2 | 4 | 2 | 4 | 3 | 5 | 2 | 5 | 3 | 5 | 4 | 5 | 5 | 6 | 5 | 6 | 5 | 7 | 4 | 8 | 4 | 7 | 6 | 7 | 7 | 6 | 5 | 6 | 5 |
| Respiratory problems/loss of breath | 1 | 1 | 1 | 1 | 3 | 2 | 3 | 2 | 4 | 4 | 3 | 5 | 2 | 3 | 2 | 3 | 4 | 5 | 4 | 7 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 6 | 4 | 4 | 4 | 4 |
| Lung disease/cancer | 2 | 1 | 2 | 2 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 7 | 8 | 7 | 9 | 5 | 7 | 5 | 8 | 4 | 5 | 4 | 6 | 3 | 5 | 3 | 6 |
| Heart disease/attack | 2 | 1 | 1 | 1 | 2 | 2 | 2 | 3 | 2 | 2 | 2 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 5 | 4 | 5 | 3 | 4 | 3 | 4 | 3 | 5 | 2 | 6 | 3 | 4 | 3 | 5 |
| Brain damage/memory loss/stroke | 2 | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 2 | 2 | 2 | 2 | 2 | 3 | 2 | 3 | 1 | 1 | 2 | 2 | 3 | 2 | 3 | 3 | 2 | 3 | 2 | 5 | 2 | 3 | 3 | 4 | 3 | 4 | 3 | 4 |
| Poisoning | 3 | 2 | 2 | 2 | 2 | 2 | 1 | 2 | 1 | 2 | 1 | 2 | 1 | 1 | 1 | 1 | 2 | 1 | 2 | 1 | 2 | 1 | 2 | 2 | 1 | 1 | 1 | 1 | 3 | 1 | 3 | 1 | 2 | 1 | 2 | 1 |
| Damage to cells/arteries/blood | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 1 | 1 | 1 | 2 | 3 | 2 | 2 | 3 | 1 | 2 | 1 | 3 | 2 | 2 | 2 | 2 | 2 | 1 | 2 | 2 |
| Lung damage | * | * | * | * | – | – | – | – | – | – | – | – | 2 | 2 | 2 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 1 | * | 1 | * | 1 | 1 | 1 | 1 | 1 | 2 | 1 | 2 | 2 |
| Headache | 3 | 1 | 3 | 1 | 1 | 1 | 1 | 1 | 2 | 1 | 2 | 1 | 1 | 2 | 1 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 2 | 3 | 2 | 1 | 3 | 1 | 1 | 2 | * | 2 | 1 | 2 | 1 | 2 |
| Dizziness | 1 | * | 1 | * | * | * | 1 | * | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 1 | 1 | 1 | 2 | 2 | 1 | 2 | 1 | 2 | * | 2 | 1 | 1 | 1 | 1 | 1 | 1 | * | 1 |
| Stomach aches | 1 | 1 | 1 | * | 1 | * | 1 | * | 1 | * | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 1 | 1 | * | 1 | * | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| Nausea | 1 | 1 | 1 | * | * | * | * | * | 1 | 1 | * | * | 1 | 1 | * | 1 | 1 | 1 | 1 | 1 | * | 1 | * | 1 | 1 | 1 | * | 1 | * | * | * | * | 1 | 1 | 1 | 1 |
| Burning in body/organs | – | – | – | – | * | – | * | – | 1 | * | 1 | – | – | – | – | – | * | – | * | – | * | * | 1 | 1 | * | 1 | * | 1 | 1 | * | 1 | * | 1 | * | 1 | – |
| Mouth cancer/disease | * | – | * | – | * | * | * | * | – | * | – | * | 1 | * | 1 | * | 1 | * | 1 | 1 | 1 | 1 | * | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | * | * | 1 | * |
| Throat cancer | * | * | 1 | 1 | 1 | * | 1 | – | * | 1 | * | 1 | * | * | 1 | * | 1 | * | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | * | * | 1 | * |
| Liver cancer/disease | * | * | * | * | * | – | * | – | * | * | * | – | – | * | – | * | – | * | – | * | * | * | 1 | * | 1 | * | 1 | * | 1 | 1 | 1 | 1 | * | 1 | – | 1 |
| Addiction | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | - | – | – | – | – | – | – | 1 | – | 1 | – | * | * | 1 | * |
| Vertigo | * | – | * | – | * | * | * | * | 1 | * | 1 | * | 1 | 1 | * | 1 | 1 | * | * | 1 | * | 1 | * | 1 | 1 | 1 | 1 | 1 | * | 1 | * | 1 | * | 1 | * | 1 |
| Pregnancy/complications | * | * | * | * | * | – | * | – | 1 | * | 1 | * | 1 | * | 1 | * | – | – | – | – | * | * | 1 | * | * | 1 | 1 | * | * | * | * | – | * | * | * | * |
| Damage to nervous system | 1 | * | 1 | * | * | – | * | * | – | – | – | – | * | * | 1 | * | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | – | * | – | * | 1 | * | 1 | * | – | – | – | – |
| Weakness | 1 | * | 1 | * | * | * | * | * | * | – | * | – | 1 | 1 | 1 | 1 | 1 | * | 1 | * | 1 | 1 | * | * | * | * | * | – | – | 1 | – | * | – | 1 | – | 1 |
| Other | 1 | 2 | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 2 | 1 | 2 | 2 | 1 | 3 | 1 | 3 | 2 | 3 | 2 | 2 | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 3 | 4 | 3 | 5 | 4 | 7 | 4 | 8 |
| None | 31 | 27 | 28 | 25 | 26 | 31 | 24 | 31 | 13 | 11 | 11 | 10 | 17 | 16 | 15 | 15 | 8 | 6 | 6 | 7 | 5 | 9 | 4 | 8 | 7 | 9 | 7 | 8 | 5 | 5 | 5 | 5 | 3 | 5 | 3 | 4 |
| dk/na | 43 | 54 | 42 | 53 | 49 | 50 | 49 | 49 | 62 | 67 | 63 | 64 | 57 | 62 | 58 | 60 | 66 | 61 | 67 | 59 | 64 | 61 | 64 | 61 | 64 | 62 | 65 | 63 | 64 | 66 | 65 | 64 | 69 | 69 | 68 | 67 |

* Less than one percent

*Q.36*

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

## A. Recall and Reads per Day

An overwhelming majority of Canadians (92%) say they have seen health warning messages on cigarette packages. Smokers (100%) express unanimous recall.

The results of the current survey find no significant differences from previous surveys in the number of adult Canadians or adult smokers who say they have seen health warning messages on cigarette packages.

Seven in ten Canadian adults (70%) say they have seen, read or heard about the health warning messages that began appearing on cigarette packages in Canada at the beginning of 2001, and another six percent say they may have. Two in ten (22%) say they have not. Eighty-five percent of adult smokers say they have seen them, and three percent say they may have. Only 11 percent of smokers say they have not seen them.

### Recall of Health Warning Messages on Cigarette Packages

| | NOV-DEC 2000 | | | | MAR-APR 2001 | | | | JULY 2001 | | | | NOV-DEC 2001 | | | | JULY 2002 | | | | NOV-DEC 2002 | | | | JULY-AUG 2003 | | | | DEC 2003 | | | | NOV-DEC 2004 | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ |
| Yes | 90 | 98 | 86 | 99 | 88 | 98 | 84 | 98 | 87 | 99 | 82 | 99 | 89 | 100 | 86 | 100 | 90 | 100 | 86 | 100 | 92 | 99 | 89 | 100 | 90 | 99 | 88 | 99 | 92 | 99 | 89 | 99 | 92 | 100 | 90 | 100 |
| No | 10 | 2 | 14 | 1 | 11 | 2 | 15 | 2 | 12 | 1 | 17 | 1 | 11 | * | 14 | * | 10 | * | 14 | * | 8 | * | 10 | * | 8 | 1 | 11 | 1 | 8 | 1 | 10 | 1 | 8 | * | 10 | * |

* Less than one percent

*Q.14*
*Have you ever seen health warning messages on cigarette packages?*

It should be noted that, in the November-December 2002 survey and all subsequent surveys, 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.

Comparison with the baseline survey shows that awareness of the health warning messages that began appearing on cigarette packages at the beginning of 2001 remains considerably higher in the current survey than that found in November-December 2000 (up 34 points among adult Canadians and 40 points among adult smokers), when respondents were asked about "health warning messages that might appear on cigarette packages in the near future."

Almost eight in ten Canadian adults (77%) say they have seen these health warning messages on cigarette packages themselves. Two in ten (21%) have not.

Adult smokers are more likely than Canadians in general to say they have seen these health warning messages on cigarette packages themselves; 96 percent say they have seen them, and three percent say they have not.

## Awareness of Current Health Warning Messages

| | NOV-DEC 2000 | | | | MAR-APR 2001 | | | | JULY 2001 | | | | NOV-DEC 2001 | | | | JULY 2002 | | | | NOV-DEC 2002 | | | | JULY-AUG 2003 | | | | DEC 2003 | | | | NOV-DEC 2004 | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ |
| Yes | 36 | 45 | 30 | 46 | 74 | 87 | 69 | 89 | 71 | 82 | 66 | 85 | 67 | 84 | 63 | 85 | 64 | 80 | 58 | 81 | 69 | 88 | 63 | 91 | 69 | 89 | 69 | 90 | 75 | 89 | 70 | 91 | 70 | 85 | 66 | 86 |
| Maybe | 4 | 3 | 5 | 3 | 4 | 2 | 5 | 2 | 6 | 3 | 7 | 3 | 5 | 2 | 5 | 2 | 3 | 2 | 3 | 2 | 6 | 2 | 7 | 2 | 6 | 2 | 8 | 2 | 4 | 3 | 5 | 2 | 6 | 3 | 7 | 3 |
| No | 60 | 52 | 65 | 51 | 21 | 10 | 26 | 8 | 22 | 13 | 26 | 11 | 28 | 13 | 31 | 12 | 31 | 17 | 36 | 17 | 23 | 9 | 28 | 6 | 22 | 8 | 26 | 8 | 20 | 7 | 23 | 7 | 22 | 11 | 25 | 10 |

*Q.15*

*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?*

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

*Note: Slightly different question wording as of November-December 2002*

The number of adult Canadians who have seen these warning messages on cigarette packages is similar to that found in December 2003, but has increased 18 points since March-April 2001. The number of smokers who say they have seen these warning messages on cigarette packages is unchanged from December 2003, and is ten points higher that found in March-April 2001.

Among adult smokers, 93 percent say they have seen these health warning messages on their main brand of cigarettes. Just five percent have not.

The current survey finds no significant change since December 2003 in the number of adult smokers who have seen these health warning messages that began appearing in early 2001 on their main brand. However, this number is a total of 33 points higher than that found in March-April 2001.

Seven percent of Canadian adults report that they look at or read health warning messages on cigarette packages several times a day, and the same number do this about once a day. More than one-half (a total of 53%) look at or read these health warning messages less frequently, including 32 percent who say they do this less than once a week. Three in ten (31%) say they never look at or read these health warning messages.

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

| | Mar-Apr 2001 | July 2001 | Nov-Dec 2001 | July 2002 | Nov-Dec 2002 | July-Aug 2003 | Dec 2003 | Nov-Dec 2004 |
|---|---|---|---|---|---|---|---|---|
| Yes | 60 | 71 | 87 | 85 | 96 | 94 | 94 | 93 |
| No | 38 | 27 | 12 | 14 | 4 | 6 | 5 | 5 |
| dk/na | 2 | 2 | 1 | 1 | * | 1 | 1 | 1 |

* Less than one percent

*Q.17*
*Have you seen any of these health warning messages on {main brand - Q5a}?*
*Subsample: Smokers*
*Note: Slightly different question wording as of November-December 2002*

## Have Seen Current Health Warning Messages on Cigarette Packages

| | MAR-APR 2001 | | | | JULY 2001 | | | | NOV-DEC 2001 | | | | JULY 2002 | | | | NOV-DEC 2002 | | | | JULY-AUG 2003 | | | | DEC 2003 | | | | NOV-DEC 2004 | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ |
| Yes | 59 | 86 | 48 | 88 | 59 | 87 | 49 | 89 | 60 | 90 | 51 | 91 | 63 | 86 | 54 | 87 | 75 | 96 | 68 | 97 | 75 | 95 | 70 | 96 | 78 | 96 | 73 | 97 | 77 | 96 | 72 | 97 |
| No | 40 | 13 | 51 | 11 | 38 | 12 | 49 | 10 | 39 | 9 | 47 | 9 | 36 | 13 | 45 | 13 | 25 | 3 | 31 | 2 | 23 | 4 | 29 | 3 | 21 | 3 | 26 | 3 | 21 | 3 | 26 | 2 |
| dk/na | 1 | 1 | 1 | * | 2 | 2 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 1 | 2 | 1 | 1 | * | 1 | * | 2 | 1 | 2 | * |

* Less than one percent

*Q.16*
*Have you seen any of these health warning messages on any cigarette packages themselves?*
*Note: Slightly different question wording as of November-December 2002*

Among adult smokers, 25 percent say they look at or read health warning messages several times a day, and 16 percent say once a day. A total of 39 percent look at them less frequently, including 17 percent who say they do this less than once a week. Nineteen percent say they never look at them.

There has been little change over the past eight surveys in the number of adult smokers who say they look at or read health warning messages on cigarette packages several times a day, but the results of the current survey continue to suggest a trend toward less frequent viewing of the health warning messages since the baseline survey in November-December 2000. The number of adult smokers who say they look at or read health warning messages on cigarette packages several times a day in the current survey is a total of 11 points lower than that found in the baseline survey, while the number who say they look at the messages less often than once a day is a total of five points higher, and the number who say they never look at the messages is five points higher.

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 adults say they have pictures (27%). Twelve percent each say they have more information than before or more specific information about the health effects of smoking, or mention pictures/diseases of mouth/teeth. Smaller numbers mention gross or disgusting images (9%), pictures of lungs (6%), writing/text in general (6%), pictures of pregnant women (5%), and warnings or symbols in general (5%). Fifty-three percent mention some other aspect, and 21 percent offer no answer.

Adult smokers, especially younger adult smokers, are more likely than adults in general to mention that the health warning messages on cigarette packages have pictures. A total of 34 percent of adult smokers mention pictures, 20 percent mention more information about health effects and 14 percent mention gross images. Smaller numbers mention pictures/diseases of mouth/teeth (12%), pictures of lungs (7%), pictures of pregnant women/pregnancy (7%), warnings/symbols in general (7%), heart/heart disease (6%), writing/text in general (6%), covers more/50 percent of the package (6%) and impotence/drooped cigarette (6%). Fifty-five percent mention something else, and only seven percent offer no answer.

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. As of the November-December 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.

## Times Per Day Look at Health Warning Messages on Cigarette Packages

| | NOV-DEC 2000 | | | | MAR-APR 2001 | | | | JULY 2001 | | | | NOV-DEC 2001 | | | | JULY 2002 | | | | NOV-DEC 2002 | | | | JULY-AUG 2003 | | | | DEC 2003 | | | | NOV-DEC 2004 | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ |
| Several times a day | 15 | 36 | 6 | 38 | 12 | 29 | 5 | 31 | 11 | 27 | 5 | 31 | 9 | 29 | 4 | 32 | 11 | 28 | 5 | 31 | 9 | 29 | 4 | 33 | 10 | 25 | 4 | 28 | 10 | 26 | 4 | 31 | 7 | 25 | 2 | 28 |
| About once a day | 10 | 15 | 7 | 15 | 9 | 17 | 6 | 19 | 9 | 18 | 5 | 20 | 8 | 15 | 5 | 16 | 8 | 16 | 6 | 16 | 9 | 17 | 5 | 17 | 7 | 16 | 6 | 18 | 8 | 16 | 5 | 18 | 7 | 16 | 5 | 16 |
| Once every two or three days | 6 | 9 | 6 | 8 | 8 | 10 | 7 | 11 | 6 | 8 | 6 | 9 | 9 | 9 | 8 | 11 | 7 | 9 | 7 | 10 | 7 | 9 | 6 | 10 | 6 | 8 | 6 | 9 | 5 | 8 | 4 | 8 | 5 | 8 | 4 | 10 |
| About once a week | 13 | 12 | 14 | 11 | 14 | 13 | 14 | 13 | 17 | 14 | 18 | 13 | 13 | 13 | 12 | 12 | 15 | 14 | 15 | 13 | 15 | 14 | 16 | 15 | 14 | 16 | 13 | 18 | 15 | 16 | 15 | 15 | 16 | 14 | 17 | 15 |
| Less than once a week | 31 | 14 | 38 | 15 | 30 | 13 | 36 | 10 | 29 | 14 | 33 | 13 | 30 | 16 | 33 | 15 | 26 | 13 | 32 | 13 | 33 | 16 | 38 | 13 | 33 | 17 | 37 | 14 | 35 | 15 | 41 | 14 | 32 | 17 | 37 | 16 |
| Never | 24 | 14 | 28 | 13 | 27 | 16 | 32 | 15 | 28 | 18 | 33 | 14 | 32 | 17 | 37 | 14 | 31 | 19 | 34 | 16 | 27 | 15 | 31 | 11 | 28 | 17 | 32 | 13 | 27 | 18 | 31 | 15 | 31 | 19 | 33 | 15 |
| dk/na | 2 | 1 | 2 | 1 | * | 1 | 1 | 1 | * | 1 | * | 1 | * | * | * | – | * | 1 | 1 | 1 | * | * | * | * | 2 | * | 3 | * | * | * | * | – | 1 | * | 1 | – |

* Less than one percent

*Q.18a*

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

## Appearance of Current Health Warning Messages on Cigarette Packages

| | MAR-APR 2001 | | | | JULY 2001 | | | | NOV-DEC 2001 | | | | JULY 2002 | | | | NOV-DEC 2002 | | | | JULY-AUG 2003 | | | | DEC 2003 | | | | NOV-DEC 2004 | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ |
| Pictures | 48 | 60 | 40 | 60 | 44 | 55 | 39 | 55 | 41 | 53 | 36 | 54 | 38 | 46 | 35 | 47 | 31 | 44 | 28 | 45 | 37 | 42 | 33 | 43 | 27 | 34 | 27 | 34 | 27 | 34 | 24 | 34 |
| More info/specific info about health effects of smoking | 24 | 23 | 22 | 24 | 28 | 31 | 25 | 32 | 23 | 27 | 21 | 29 | 16 | 21 | 15 | 22 | 24 | 30 | 23 | 30 | 20 | 25 | 18 | 27 | 13 | 20 | 13 | 20 | 12 | 20 | 12 | 22 |
| Mouth/teeth (pictures/disease) | – | – | – | – | 1 | * | 1 | – | 7 | 8 | 5 | 8 | 8 | 9 | 7 | 8 | 11 | 11 | 10 | 11 | 7 | 9 | 7 | 9 | 10 | 12 | 10 | 12 | 12 | 12 | 12 | 13 |
| Graphics are gross/disgusting/horrible | 4 | 9 | 3 | 12 | 6 | 8 | 5 | 9 | 8 | 12 | 8 | 13 | 9 | 13 | 8 | 14 | 14 | 17 | 14 | 17 | 10 | 11 | 11 | 12 | 14 | 19 | 12 | 20 | 9 | 14 | 8 | 15 |
| Writing/text – in general | * | 5 | * | 4 | 3 | 5 | 2 | 5 | 3 | 3 | 2 | 4 | 3 | 2 | 4 | 2 | 5 | 4 | 3 | 4 | 4 | 5 | 3 | 5 | 7 | 7 | 7 | 7 | 6 | 6 | 5 | 5 |
| Pictures of lungs | – | – | – | – | * | – | * | – | 6 | 7 | 6 | 7 | 6 | 8 | 5 | 8 | 11 | 11 | 11 | 12 | 10 | 10 | 9 | 10 | 2 | 2 | 2 | 2 | 6 | 7 | 6 | 8 |
| Warnings/symbols in general | 3 | 2 | 3 | 2 | 2 | 1 | 2 | 1 | 8 | 7 | 8 | 7 | 6 | 6 | 6 | 6 | 6 | 3 | 7 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 7 | 5 | 7 |
| Pictures of pregnant women/pregnancy | – | – | – | – | * | * | – | * | 3 | 5 | 3 | 4 | 4 | 5 | 4 | 5 | 6 | 8 | 5 | 8 | 3 | 8 | 2 | 7 | 5 | 8 | 4 | 8 | 5 | 7 | 4 | 7 |
| Lung cancer/diseases | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | 1 | 2 | 1 | 2 | 9 | 11 | 9 | 11 | 4 | 4 | 5 | 4 |
| Impotence/drooped cigarette | – | – | – | – | – | – | – | – | 2 | 4 | 1 | 3 | 3 | 4 | 2 | 5 | 3 | 7 | 1 | 7 | 3 | 5 | 1 | 5 | 3 | 6 | 2 | 6 | 4 | 6 | 3 | 6 |
| Tougher, stronger messages | 6 | 5 | 6 | 6 | 7 | 8 | 7 | 9 | 7 | 9 | 6 | 10 | 7 | 6 | 6 | 5 | 8 | 10 | 8 | 9 | 6 | 6 | 6 | 6 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 |
| Dangerous/bad for health | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | * | * | * | * | 4 | 4 | 5 | 4 | 4 | 2 | 3 | 2 |
| Covers more of the package/50% of the package | 5 | 5 | 4 | 5 | 6 | 7 | 5 | 7 | 8 | 8 | 5 | 7 | 5 | 8 | 4 | 9 | 5 | 7 | 4 | 8 | 4 | 5 | 3 | 5 | 4 | 4 | 3 | 3 | 3 | 6 | 3 | 6 |
| Large lettering/font/bold/block print | 3 | 1 | 4 | 1 | 3 | 2 | 2 | 3 | 3 | 2 | 3 | 2 | 3 | 2 | 4 | 2 | 4 | 2 | 5 | 2 | 3 | 2 | 3 | 2 | 4 | 3 | 4 | 3 | 3 | 2 | 3 | 2 |
| Children/babies/kids | – | – | – | – | * | – | * | – | 2 | 4 | 1 | 4 | 2 | 3 | 2 | 3 | 2 | 5 | 2 | 5 | 2 | 4 | 1 | 5 | 3 | 6 | 3 | 6 | 3 | 4 | 3 | 5 |
| Black and white (text/background) | * | – | * | – | 2 | 3 | 2 | 2 | 4 | 4 | 3 | 5 | 4 | 6 | 3 | 6 | 6 | 3 | 6 | 3 | 2 | 3 | 2 | 2 | 3 | 2 | 4 | 3 | 3 | 3 | 4 | 3 |
| Colour/coloured | 8 | 11 | 7 | 12 | 4 | 5 | 2 | 4 | 5 | 5 | 4 | 5 | 3 | 3 | 3 | 4 | 2 | 3 | 2 | 3 | 5 | 4 | 5 | 3 | 4 | 5 | 3 | 6 | 2 | 4 | 2 | 3 |
| Heart/heart disease | – | – | – | – | * | – | * | – | 2 | 3 | 1 | 3 | 2 | 4 | 1 | 4 | 3 | 5 | 2 | 5 | 2 | 5 | 2 | 6 | 4 | 8 | 2 | 9 | 2 | 6 | 1 | 7 |
| Cancer | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | * | 1 | * | * | 3 | 2 | 3 | 3 | 2 | 1 | 2 | * |
| Info about how to quit | 2 | 4 | 1 | 4 | 2 | 3 | 1 | 3 | 2 | 4 | 1 | 5 | 2 | 3 | 2 | 3 | 4 | 5 | 3 | 6 | 4 | 5 | 3 | 6 | 3 | 3 | 2 | 3 | 2 | 3 | 2 | 4 |
| Stop/quit smoking | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | 1 | – | 1 | 2 | 1 | 2 | 1 |
| Disease | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | 2 | 1 | 1 | 1 | 3 | 2 | 4 | 2 | 1 | 2 | 1 | 2 |
| Location on cigarette package | 1 | – | 2 | – | – | – | – | – | – | – | – | – | * | 1 | * | 1 | 1 | 2 | 1 | 2 | * | 1 | – | * | 2 | 1 | 2 | 1 | 1 | 2 | * | 2 |
| Death | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | 1 | 1 | 1 | 1 | 2 | 2 | 2 | 2 | 1 | 1 | 1 | 1 |
| Body parts/organs | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | 2 | 1 | 2 | 1 | 1 | 1 | 1 | 1 |

* Less than one percent

*Continued ...*

*Q.19*

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

*Note: Slightly different question wording as of November-December 2002*

## Appearance of Current Health Warning Messages on Cigarette Packages

*Continued*

| | MAR-APR 2001 | | | | JULY 2001 | | | | NOV-DEC 2001 | | | | JULY 2002 | | | | NOV-DEC 2002 | | | | JULY-AUG 2003 | | | | DEC 2003 | | | | NOV-DEC 2004 | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ |
| Informative/effective | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | 1 | – | 1 | 1 | 1 | 1 | 1 |
| More chemicals/ingredients listed | * | * | * | – | * | 1 | – | 1 | 1 | 2 | * | 2 | 1 | 1 | 1 | 1 | 1 | 2 | * | 2 | 1 | 1 | 1 | 1 | 1 | 2 | 1 | 2 | 1 | * | 1 | 1 |
| Small writing/not too clear/could be bigger | – | – | – | – | – | * | – | – | * | 1 | * | 1 | 1 | * | * | * | 1 | * | 1 | * | 1 | * | 1 | * | 1 | * | 1 | * | 1 | * | 1 | * |
| Person with breathing machine | – | – | – | – | – | – | – | – | – | 1 | – | * | * | 2 | – | 2 | 1 | 3 | – | 3 | 1 | 2 | – | 2 | 1 | 3 | * | 2 | 1 | 2 | 1 | 2 |
| Info on back of the slide portion | 2 | 2 | 1 | 2 | 1 | 3 | * | 3 | 2 | 3 | 1 | 4 | 2 | 2 | 1 | 2 | 1 | 1 | 1 | 2 | * | 1 | * | 1 | 1 | 1 | 1 | * | * | 1 | * | 1 |
| Surgeon General's warnings | – | – | – | – | – | – | – | – | 1 | * | 1 | * | * | 1 | * | * | 1 | 1 | 1 | 1 | – | * | – | * | 1 | 1 | 1 | 1 | * | * | * | * |
| Brain damage | – | – | – | – | – | – | – | – | 1 | 1 | * | 1 | 1 | 2 | * | 3 | 1 | 2 | 1 | 2 | * | 2 | * | 2 | 1 | 1 | 1 | 2 | * | 2 | – | 2 |
| Not informative/effective/graphic enough | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | 1 | 1 | 1 | 1 | * | * | * | * |
| Front portion of the pack | – | – | – | – | – | – | – | – | * | * | * | – | – | – | – | – | – | * | – | * | 1 | 1 | 1 | 1 | * | * | – | – | * | * | * | * |
| Cigarettes in ashtray | – | – | – | – | – | – | – | – | * | 1 | – | 1 | * | 1 | * | 1 | 1 | 1 | * | 1 | * | 1 | – | 1 | * | 1 | – | 1 | * | 1 | * | 1 |
| Woman/man/people (general) | – | – | – | – | * | – | – | – | * | 1 | * | * | * | 1 | – | 1 | 1 | * | 1 | * | * | * | – | * | * | * | * | * | * | * | * | * |
| Advertising | – | – | – | – | * | * | – | * | * | * | * | * | * | * | * | * | – | * | – | – | * | * | * | 1 | – | – | – | – | – | * | – | * |
| Box/rectangle | 1 | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 1 | 2 | 1 | 3 | 1 | 2 | 1 | 2 | 1 | – | * | – | – |
| Pictures of smoking in front of kids | – | – | – | – | – | – | – | – | * | 1 | – | 1 | * | 1 | * | 1 | 1 | 3 | 1 | 3 | 1 | 1 | 1 | 2 | 2 | 1 | 1 | 1 | – | * | – | * |
| It's ridiculous/joke/stupid | 1 | 1 | * | 2 | 2 | 2 | 1 | 2 | * | 1 | 1 | 1 | * | 2 | * | 2 | 1 | 2 | 1 | 2 | * | * | * | * | * | 1 | – | * | – | 1 | – | * |
| Don't start smoking | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | * | – | * | – | 1 | * | 1 | * | – | – | – | – |
| Insert | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | 1 | – | * | – | * | – | – |
| Coloured font | * | – | – | – | – | – | – | – | – | – | – | – | * | * | * | * | * | 1 | 1 | 1 | 1 | 1 | 2 | 1 | – | – | – | – | – | – | – | – |
| Colouring of package | – | – | – | – | – | 3 | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – |
| Other | 4 | 6 | 4 | 6 | 1 | 3 | 1 | 2 | 2 | 4 | 3 | 4 | 2 | 3 | 1 | 3 | 2 | 2 | 2 | 1 | 9 | 10 | 8 | 10 | 8 | 11 | 5 | 12 | 7 | 13 | 6 | 14 |
| None/nothing | * | 2 | * | 1 | 1 | 1 | 1 | 1 | – | * | – | * | 1 | 1 | 1 | 1 | 1 | 1 | * | 1 | – | * | – | * | * | 1 | – | 1 | * | * | – | * |
| dk/na | 24 | 8 | 30 | 8 | 27 | 12 | 34 | 11 | 26 | 9 | 31 | 7 | 27 | 10 | 35 | 8 | 18 | 6 | 22 | 5 | 21 | 8 | 26 | 7 | 19 | 6 | 23 | 5 | 21 | 7 | 25 | 5 |

* Less than one percent

*Q.19*

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

*Note: Slightly different question wording as of November-December 2002*

The current survey continues to suggest a trend away from general mention of pictures and toward reference to specific images, design elements or messages, particularly among adult smokers. For both adult Canadians and adult smokers, the numbers mentioning pictures have declined considerably since the baseline study (21 points among Canadians in general and 26 points among adult smokers), while the numbers mentioning such messages or images as heart/heart disease, lung cancer/diseases and pictures/diseases of mouth/teeth have increased.

When asked, top-of-mind, what specific health warning messages they can remember seeing on cigarette packages in Canada (without looking at a cigarette package), the largest proportions of Canadian adults recall the messages causes lung cancer (18%), and harmful during pregnancies, harmful to fetus or low birth rate (16%). Smaller numbers recall messages such as cancer in general (13%), impotence (12%), heart disease (11%), death or premature death (8%), dangerous/bad for health (8%), mouth/gum diseases (7%), lung disease (6%), harmful to others/to children (6%) and second-hand smoke is harmful/dangerous (4%). Twenty-eight percent mention some other health warning message. More than three in ten say none (24%) or offer no opinion (10%).

Adult smokers are more likely than adults in general to recall specific health warning messages, such as harmful to others/children and impotence. Among adult smokers, the largest proportions mention impotence (24%), causes lung cancer (21%), harm to others/children (18%), heart disease (17%) and harmful during pregnancies, harmful to fetus or low birth rate (16%). Smaller numbers mention mouth/gum disease (10%), lung disease (10%), stroke (8%), cancer in general (8%), death/premature death (8%), second-hand smoke is harmful/dangerous (5%), yellow teeth/gums/fingers (5%) and mouth cancer (5%). Thirty-five percent mention other messages, and fewer than two in ten say none (12%) or offer no opinion (3%).

Among the general population, the results of the current survey suggest a slight decrease since December 2003 in the number who mention lung disease. Comparison with the results of the March-April 2001 survey, when this question was first asked, suggests that there have been slight increases in the numbers who mention the messages causes lung cancer and cancer in general.

Among adult smokers, the current results suggest a slight increase since December 2003 in the proportions who mention the specific warning impotence. Comparison with the results of the March-April 2001 survey suggests that there have been slight increases in the numbers of adult smokers who mention the messages causes lung cancer, heart disease, impotence and second-hand smoke is harmful/dangerous; there has been a decrease in the number who mention death/premature death.

Among adult smokers, younger adult smokers are more likely than other smokers to mention impotence; older smokers are somewhat less likely than others to mention such messages as causes heart disease and harmful to others/to children. Female smokers are slightly more likely than male smokers to recall the message harmful during pregnancy/harmful to fetus; male smokers are slightly more likely to mention impotence.

## Recall of Specific Health Warning Messages on Cigarette Packages

| | MAR-APR 2001 | | | | JULY 2001 | | | | NOV-DEC 2001 | | | | JULY 2002 | | | | NOV-DEC 2002 | | | | JULY-AUG 2003 | | | | DEC 2003 | | | | NOV-DEC 2004 | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ |
| Causes lung cancer | 13 | 16 | 13 | 17 | 16 | 16 | 13 | 18 | 12 | 16 | 11 | 18 | 16 | 18 | 15 | 18 | 19 | 21 | 18 | 22 | 18 | 19 | 16 | 19 | 20 | 24 | 19 | 25 | 18 | 21 | 18 | 23 |
| Harmful during preganancies/harmful to fetus/low birth rate | 16 | 19 | 14 | 18 | 18 | 18 | 17 | 18 | 16 | 17 | 16 | 19 | 19 | 23 | 20 | 25 | 18 | 16 | 19 | 17 | 17 | 17 | 17 | 16 | 15 | 17 | 15 | 17 | 16 | 16 | 15 | 16 |
| Cancer – in general | 9 | 9 | 10 | 9 | 10 | 8 | 11 | 7 | 9 | 7 | 9 | 6 | 11 | 9 | 13 | 10 | 11 | 8 | 11 | 9 | 10 | 8 | 11 | 9 | 12 | 8 | 12 | 9 | 13 | 8 | 13 | 7 |
| Impotence | 11 | 16 | 8 | 15 | 9 | 15 | 5 | 17 | 11 | 20 | 8 | 19 | 12 | 24 | 8 | 24 | 12 | 23 | 8 | 23 | 8 | 20 | 6 | 20 | 12 | 20 | 8 | 20 | 12 | 24 | 9 | 25 |
| Heart disease | 8 | 13 | 4 | 13 | 9 | 15 | 6 | 17 | 8 | 16 | 6 | 17 | 8 | 15 | 6 | 15 | 10 | 18 | 7 | 19 | 11 | 14 | 8 | 15 | 10 | 17 | 7 | 19 | 11 | 17 | 7 | 17 |
| Death/premature death | 14 | 15 | 15 | 17 | 11 | 15 | 9 | 15 | 12 | 13 | 12 | 13 | 10 | 13 | 10 | 16 | 12 | 11 | 11 | 12 | 5 | 4 | 5 | 5 | 10 | 6 | 10 | 6 | 8 | 8 | 8 | 9 |
| Dangerous/bad for health | 7 | 4 | 7 | 3 | 7 | 3 | 9 | 4 | 7 | 3 | 9 | 3 | 8 | 4 | 9 | 4 | 9 | 3 | 10 | 3 | 8 | 3 | 10 | 3 | 8 | 4 | 10 | 4 | 8 | 3 | 9 | 3 |
| Mouth/gum disease | 6 | 9 | 5 | 8 | 6 | 8 | 6 | 8 | 3 | 9 | 3 | 9 | 10 | 11 | 9 | 12 | 9 | 12 | 8 | 13 | 8 | 10 | 6 | 10 | 7 | 12 | 7 | 11 | 7 | 10 | 6 | 11 |
| Lung disease | 7 | 12 | 6 | 13 | 7 | 11 | 6 | 10 | 6 | 11 | 4 | 13 | 6 | 8 | 6 | 8 | 10 | 12 | 8 | 14 | 9 | 9 | 9 | 12 | 10 | 9 | 10 | 9 | 6 | 10 | 5 | 11 |
| Harmful to others/to children | 7 | 17 | 4 | 17 | 11 | 17 | 6 | 18 | 11 | 22 | 6 | 21 | 10 | 18 | 8 | 18 | 12 | 20 | 9 | 20 | 4 | 12 | 2 | 12 | 9 | 16 | 8 | 16 | 6 | 18 | 4 | 18 |
| Second-hand smoke is harmful/dangerous | * | * | * | * | * | – | * | – | 2 | 5 | 2 | 6 | 3 | 7 | 2 | 8 | 5 | 8 | 3 | 8 | 4 | 7 | 3 | 7 | 5 | 6 | 4 | 7 | 4 | 5 | 3 | 5 |
| Stroke | 2 | 5 | * | 6 | 3 | 7 | 2 | 9 | 2 | 5 | 2 | 6 | 4 | 6 | 2 | 7 | 3 | 8 | 3 | 9 | 4 | 10 | 2 | 11 | 4 | 8 | 3 | 8 | 3 | 8 | 2 | 10 |
| Yellow teeth/gums/fingers | * | 1 | * | 1 | 3 | 3 | 3 | 4 | 4 | 8 | 2 | 7 | 1 | 5 | 1 | 4 | 4 | 6 | 2 | 5 | 3 | 4 | 2 | 4 | 4 | 5 | 3 | 6 | 3 | 5 | 2 | 5 |
| Mouth cancer | 2 | 3 | 2 | 3 | 2 | 1 | 2 | 2 | 3 | 3 | 3 | 3 | 4 | 3 | 5 | 3 | 5 | 4 | 4 | 4 | 3 | 2 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 5 | 3 | 4 |
| Warnings/health warnings/stop smoking | – | * | – | * | 1 | 1 | 2 | 1 | 4 | 5 | 3 | 5 | * | 3 | * | 3 | 3 | 2 | 2 | 2 | 3 | 1 | 4 | 1 | 3 | 1 | 3 | 2 | 3 | 2 | 3 | 2 |
| Emphysema | * | 1 | * | 2 | 1 | 2 | 1 | 2 | 1 | 2 | 1 | 2 | 2 | 2 | 1 | 2 | 2 | 3 | 2 | 3 | 2 | 2 | 2 | 3 | 2 | 3 | 1 | 4 | 3 | 2 | 3 | 2 |
| Cancer – other | – | – | – | – | – | 1 | – | 1 | 2 | 1 | 2 | 1 | * | 2 | * | 2 | – | * | – | * | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 3 | 2 | 3 | 1 |
| Kids imitating parents | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | * | 2 | * | 2 | 1 | 3 | * | 4 | 2 | 4 | 1 | 5 |
| Premature birth/preterm birth | 1 | 2 | 1 | 1 | 2 | 1 | 2 | 2 | 3 | 2 | 3 | 2 | 1 | 1 | 2 | 1 | 4 | 3 | 5 | 4 | 5 | 3 | 5 | 3 | 3 | 3 | 3 | 3 | 1 | 2 | 1 | 3 |
| Statistics/charts | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | 1 | 3 | * | 3 | 2 | 5 | 1 | 5 | 1 | 3 | 1 | 3 |
| Throat problems/disease | * | 1 | * | 1 | * | * | * | – | * | * | – | * | * | * | * | * | 2 | 1 | 1 | 2 | 1 | * | * | * | 1 | 1 | * | 1 | 1 | * | 1 | * |
| Disease – in general | 2 | 1 | 2 | 1 | * | 1 | * | * | * | 1 | – | 1 | 1 | * | 1 | * | 1 | 1 | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 2 | 1 | 2 | 1 | 1 | 1 | * |
| Respiratory/breathing problems | 1 | 2 | * | 2 | 1 | 1 | * | 1 | 2 | 3 | 1 | 4 | 1 | 4 | 1 | 3 | 3 | 4 | 2 | 4 | 1 | 2 | 1 | 3 | 1 | 3 | 1 | 2 | 1 | 2 | 1 | 2 |
| Addiction | 2 | 2 | 2 | 2 | 1 | 2 | * | 2 | 1 | 2 | 1 | 2 | 1 | 2 | 1 | 1 | * | 2 | * | 1 | 1 | 2 | 1 | 2 | 1 | 2 | * | 2 | * | 1 | – | 2 |
| Don't start/how to quit | 1 | 1 | * | 1 | * | * | * | * | – | – | – | – | * | * | – | 1 | 1 | 2 | * | 2 | – | * | – | 1 | 1 | 1 | 1 | 1 | * | 1 | – | 1 |
| Brain damage/disease | 1 | 2 | * | 3 | * | 1 | * | 1 | 1 | 1 | – | 1 | * | 2 | * | 2 | 1 | 2 | * | 1 | * | 2 | – | 2 | * | 1 | * | 1 | * | 1 | – | 1 |
| Must be 18/19 to smoke | – | – | – | – | * | – | * | – | – | – | – | – | – | – | – | – | * | – | * | – | – | * | – | – | – | – | – | – | * | – | * | – |
| Graphics of cigarette package | 1 | 1 | * | 1 | * | 2 | – | 3 | * | * | * | – | 5 | 3 | 3 | 3 | * | * | * | * | 1 | 1 | 1 | 1 | * | * | * | – | – | – | – | – |
| Other | 1 | 2 | 1 | 2 | 1 | 2 | * | 2 | 2 | 3 | 2 | 3 | 1 | 3 | – | 2 | 1 | 2 | 1 | 2 | 7 | 7 | 6 | 7 | 2 | 5 | 2 | 5 | 3 | 11 | 3 | 12 |
| None | 28 | 20 | 32 | 20 | 25 | 18 | 28 | 16 | 26 | 14 | 30 | 14 | 22 | 14 | 24 | 11 | 19 | 10 | 23 | 8 | 21 | 19 | 24 | 17 | 21 | 12 | 23 | 11 | 24 | 12 | 26 | 11 |
| dk/na | 8 | 3 | 10 | 3 | 11 | 4 | 15 | 4 | 10 | 3 | 12 | 2 | 12 | 5 | 14 | 4 | 7 | 4 | 8 | 3 | 9 | 3 | 9 | 4 | 7 | 5 | 8 | 4 | 10 | 3 | 11 | 3 |

* Less than one percent

*Q.20*

*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 as of November-December 2002*

When asked, top-of-mind, what images or graphics they can remember seeing on warning messages on cigarette packages in Canada (without looking at a cigarette package), the largest proportions of Canadian adults recall lungs or diseased lungs (27%). Smaller proportions recall images such as bad, rotten or big teeth (20%), pregnant women with cigarettes (15%), mouth or diseased mouth (9%), gums or diseased gums (7%), heart or diseased heart (7%), lung cancer (5%), and limp, broken or burning cigarettes (5%). Thirty-nine percent recall some other image or graphic. More than three in ten say none (25%) or offer no opinion (9%).

Adult smokers are more likely than Canadians in general to offer an answer. They are also more likely than adults in general to recall many of these specific images or graphics, including lungs or diseased lungs (32%), bad, rotten or big teeth (32%), pregnant women with cigarettes (25%), heart or diseased heart (18%), children/kids/babies (14%), mouth or diseased mouth (12%), limp, broken or burning cigarettes (10%), gums or diseased gums (8%), brain or diseased brain (7%), respirators/people on breathing machines (7%), cigarette/curved cigarette (6%), impotence (5%), lung cancer (5%), and a dirty or full ashtray (5%). Thirty-six percent recall some other image or graphic. Fewer than one in ten say none (6%) or offer no opinion (1%).

Among the general population, the results of the current survey suggest a slight decrease since December 2003 in the number who mention lung disease/lungs. Comparison with the results of the March-April 2001 survey suggests that there have been slight increases in the numbers who recall pregnant women/with cigarettes and bad/rotten/big teeth, and slight decreases in the numbers who recall limp/broken/burning cigarettes and children/kids/babies.

Among adult smokers, there has been a slight increase since December 2003 in the number who mention bad, rotten or big teeth. Comparison with the results of the March-April 2001 survey suggests that there have been increases in the numbers of adult smokers who recall pregnant women with cigarettes, bad/rotten/big teeth, mouth/diseased mouth, and heart or diseased heart, and decreases in the numbers who recall limp/broken/burning cigarettes and children/kids/babies.

Younger smokers are more likely than other smokers to mention children/kids/babies, brain or diseased brain, impotence, and other associated images such as limp/broken/burning cigarette and curved cigarette. However, older smokers are more likely to mention lungs or diseased lungs. Female smokers are more likely than male smokers to mention big, bad or rotten teeth and pregnant women with cigarettes.

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

| | MAR-APR 2001 | | | | JULY 2001 | | | | NOV-DEC 2001 | | | | JULY 2002 | | | | NOV-DEC 2002 | | | | JULY-AUG 2003 | | | | DEC 2003 | | | | NOV-DEC 2004 | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ |
| Lung disease/lungs | 25 | 33 | 21 | 34 | 25 | 32 | 23 | 35 | 23 | 34 | 21 | 36 | 24 | 28 | 23 | 28 | 28 | 33 | 27 | 35 | 26 | 33 | 25 | 35 | 32 | 32 | 31 | 32 | 27 | 32 | 23 | 34 |
| Bad/rotten/big teeth | 14 | 21 | 10 | 22 | 16 | 24 | 13 | 24 | 20 | 32 | 14 | 34 | 17 | 26 | 13 | 26 | 21 | 28 | 19 | 26 | 16 | 23 | 14 | 24 | 18 | 25 | 17 | 26 | 20 | 32 | 16 | 32 |
| Pregnant women/with cigarettes | 6 | 12 | 3 | 12 | 9 | 16 | 6 | 16 | 10 | 22 | 8 | 21 | 15 | 27 | 11 | 27 | 14 | 23 | 12 | 22 | 14 | 25 | 12 | 25 | 16 | 27 | 12 | 25 | 15 | 25 | 13 | 26 |
| Mouth/diseased mouth | 8 | 8 | 9 | 9 | 8 | 11 | 8 | 12 | 11 | 11 | 11 | 11 | 10 | 12 | 9 | 12 | 10 | 11 | 9 | 13 | 9 | 12 | 9 | 11 | 11 | 14 | 11 | 16 | 9 | 12 | 8 | 13 |
| Gums/diseased gums | 4 | 8 | 3 | 8 | 7 | 7 | 6 | 8 | 4 | 8 | 4 | 8 | 9 | 8 | 9 | 9 | 8 | 8 | 9 | 8 | 7 | 8 | 8 | 9 | 11 | 8 | 11 | 7 | 7 | 8 | 7 | 8 |
| Heart/diseased heart | 8 | 13 | 4 | 13 | 8 | 15 | 4 | 17 | 10 | 21 | 6 | 23 | 9 | 19 | 6 | 20 | 7 | 19 | 4 | 21 | 6 | 17 | 4 | 20 | 10 | 20 | 6 | 20 | 7 | 18 | 5 | 19 |
| Limp/broken/burning cigarettes | 9 | 16 | 7 | 14 | 8 | 15 | 4 | 14 | 9 | 15 | 7 | 14 | 8 | 18 | 6 | 17 | 7 | 15 | 5 | 14 | 6 | 11 | 4 | 11 | 6 | 8 | 5 | 8 | 5 | 10 | 4 | 10 |
| Lung cancer | 3 | 3 | 3 | 3 | 2 | 2 | 1 | 3 | 2 | 4 | 2 | 4 | 3 | 4 | 2 | 4 | 4 | 6 | 4 | 6 | 4 | 5 | 4 | 6 | 4 | 5 | 3 | 6 | 5 | 5 | 5 | 6 |
| Children/kids/babies | 11 | 18 | 7 | 17 | 9 | 18 | 7 | 20 | 4 | 13 | 2 | 14 | 6 | 16 | 3 | 18 | 7 | 18 | 5 | 18 | 7 | 13 | 3 | 14 | 7 | 16 | 4 | 15 | 4 | 14 | 3 | 14 |
| Cigarette/curved cigarette | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | * | 3 | * | 3 | 3 | 6 | 2 | 6 | 4 | 6 | 3 | 7 |
| Impotence | 3 | 5 | 2 | 5 | 3 | 4 | 2 | 4 | 3 | 6 | 2 | 7 | 2 | 4 | 1 | 4 | 3 | 4 | 2 | 4 | 4 | 5 | 3 | 4 | 4 | 6 | 2 | 7 | 3 | 5 | 3 | 5 |
| Baby/premature baby | * | 1 | * | * | – | – | – | – | 2 | 6 | 2 | 5 | 4 | 4 | 3 | 4 | 1 | 2 | 1 | 1 | 2 | 3 | 1 | 3 | * | 1 | * | 1 | 3 | 3 | 2 | 4 |
| Mouth cancer | 3 | 2 | 4 | 3 | 3 | 1 | 3 | 2 | 3 | 1 | 3 | 2 | 3 | 2 | 3 | 2 | 4 | 3 | 4 | 3 | 4 | 2 | 4 | 2 | 3 | 2 | 3 | 2 | 2 | 2 | 3 | 3 |
| Brain/diseased brain | 4 | 9 | 3 | 10 | 4 | 9 | 2 | 9 | 3 | 10 | 1 | 10 | 3 | 10 | 1 | 11 | 4 | 9 | 3 | 9 | 2 | 9 | 1 | 9 | 2 | 7 | 2 | 7 | 2 | 7 | 1 | 7 |
| Respirators/people on breathing machines | 2 | 3 | 1 | 3 | 2 | 4 | * | 4 | 2 | 5 | * | 4 | 2 | 7 | * | 8 | 3 | 7 | 1 | 8 | 2 | 6 | 1 | 6 | 2 | 5 | 1 | 6 | 2 | 7 | 1 | 7 |
| Warnings/symbols | 2 | 1 | 2 | 1 | 1 | 1 | 1 | * | 2 | * | 3 | – | 3 | 1 | 4 | 1 | 4 | 1 | 4 | 1 | 1 | * | 1 | * | 2 | * | 3 | – | 2 | * | 2 | * |
| Other cancer | 2 | 1 | 1 | 2 | 1 | * | 1 | – | * | * | 1 | * | 1 | 1 | 1 | * | * | – | * | – | 1 | 1 | 1 | 1 | 1 | * | 1 | 1 | 2 | 1 | 2 | 1 |
| Dirty/full ashtray | 3 | 5 | 1 | 5 | 1 | 5 | 1 | 5 | 2 | 5 | 1 | 6 | 1 | 5 | * | 4 | 2 | 5 | 1 | 5 | 2 | 6 | * | 5 | 2 | 5 | 1 | 4 | 1 | 5 | * | 5 |
| Lung pictures | – | – | – | – | – | – | – | – | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 2 | 3 | 2 | 2 | 1 | 2 | 1 | 2 | 3 | 2 | 4 | 1 | 2 | 1 | 2 |
| People sick/coughing/choking | * | * | – | – | 1 | 1 | 1 | 1 | 1 | 1 | – | 1 | 1 | 2 | * | 1 | 1 | 2 | 1 | 2 | 1 | 2 | * | 2 | 1 | 2 | * | 2 | 1 | 2 | * | 2 |
| Bar charts/graphs/statistics | * | * | * | * | * | 1 | * | 1 | 1 | 2 | * | 2 | 1 | 2 | 1 | 3 | 1 | 3 | * | 3 | 1 | 2 | * | 2 | 1 | 3 | 1 | 3 | 1 | 3 | 1 | 3 |
| Throat/throat diseases | * | 1 | * | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 2 | 1 | 1 | 2 | 1 | 2 | 2 | 2 | 1 | 2 | 1 | 2 | 1 | 1 | 1 | 1 | 2 | 1 | 1 | 1 | 1 |
| Colours/shades of package/writing | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | – | 1 | * | 1 | 1 | – | * | – | – | 1 | – | 1 | – |
| Deteriorating/diseased body parts | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | * | 1 | 1 | 2 | 2 | 1 | 2 | 1 | 1 | 1 | 1 | * | * | 1 | 1 | * | 1 | * | 1 | 1 |
| Patient in bed/hospital bed | 1 | 2 | * | 1 | 1 | 1 | * | 1 | 1 | 2 | * | 3 | * | 2 | – | 2 | 1 | 4 | – | 5 | 1 | 1 | – | 1 | 1 | 3 | – | 3 | 1 | 3 | 1 | 3 |

* Less than one percent

*Continued ...*

*Q.21*

*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 as of November-December 2002*

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

*Continued*

| | MAR-APR 2001 | | | | JULY 2001 | | | | NOV-DEC 2001 | | | | JULY 2002 | | | | NOV-DEC 2002 | | | | JULY-AUG 2003 | | | | DEC 2003 | | | | NOV-DEC 2004 | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ |
| Parents/mom/dad/smoking | 2 | 3 | 1 | 3 | 1 | 2 | * | 2 | * | 2 | 1 | 2 | 1 | 5 | * | 4 | 3 | 6 | 2 | 8 | 2 | 3 | 1 | 4 | 1 | 3 | * | 4 | * | 3 | – | 4 |
| Fetus/embryo | 1 | * | 1 | – | – | * | – | – | 1 | * | 1 | * | 1 | * | 1 | 1 | * | * | * | * | 1 | * | 1 | * | 1 | * | 1 | 1 | * | * | * | * |
| Stroke | 1 | 1 | * | 1 | 1 | 2 | * | 2 | 1 | 1 | 1 | 2 | 1 | 2 | * | 3 | 1 | 2 | * | 3 | * | 1 | – | 2 | 1 | 2 | * | 2 | * | 1 | * | 1 |
| Cancer/tumor – in general | 1 | 1 | 1 | 2 | 1 | * | 1 | * | * | 1 | * | 1 | * | * | * | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | * | 1 | 1 | 1 | 2 | * | * | * | 1 |
| Adult/woman/man (general) | – | * | – | * | – | * | – | * | 1 | 2 | 1 | 2 | * | 1 | – | 1 | 1 | 1 | 1 | 1 | * | 1 | * | 1 | 1 | 1 | * | * | * | 1 | * | 1 |
| Graphics of cigarette package | 2 | 1 | 2 | 1 | 1 | 1 | 1 | 1 | – | * | – | * | 2 | * | 2 | * | 3 | 1 | 4 | 1 | 1 | * | 1 | * | * | * | * | * | * | – | * | – |
| Pictures of kids watching | – | – | – | – | – | – | – | – | 2 | 3 | 2 | 3 | 1 | 3 | 1 | 3 | 1 | 2 | * | 2 | 2 | 4 | 1 | 4 | * | 2 | – | 2 | * | 1 | – | 2 |
| Arteries/clogged arteries/clot | * | 1 | – | 1 | * | * | – | 1 | 1 | * | 1 | * | – | * | – | * | * | 1 | * | 1 | * | 1 | * | 1 | * | 1 | * | 1 | * | 1 | * | 1 |
| Other | 1 | 2 | * | 1 | 1 | 1 | 1 | 1 | 2 | 4 | 2 | 3 | 2 | 2 | 2 | 2 | 1 | 1 | 1 | 1 | 4 | 4 | 3 | 3 | 6 | 5 | 6 | 6 | 7 | 12 | 5 | 12 |
| None | 31 | 16 | 38 | 14 | 27 | 17 | 31 | 14 | 26 | 7 | 31 | 7 | 24 | 9 | 29 | 9 | 21 | 6 | 26 | 5 | 27 | 10 | 31 | 9 | 22 | 8 | 26 | 7 | 25 | 6 | 29 | 4 |
| dk/na | 7 | 3 | 9 | 3 | 13 | 3 | 18 | 3 | 10 | 2 | 13 | 1 | 9 | 3 | 12 | 2 | 9 | 3 | 12 | 3 | 9 | 2 | 11 | 2 | 6 | 2 | 8 | 2 | 9 | 1 | 11 | 1 |

* Less than one percent

*Q.21*

*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 as of November-December 2002*

## B. Impact of Current Messages

Among adult smokers, more than three in ten (34%) say that the health warning messages now appearing on cigarette packages have been very effective in informing them about the health effects of cigarette smoking. Three in ten (29%) say that these messages have been very effective in getting them to smoke less around others than they used to, and two in ten (20%) say they have been very effective in increasing their desire to quit smoking. Fewer than two in ten each say that these messages have been very effective in getting them to try to quit smoking (15%) and in getting them to smoke less (15%).

Combining the numbers who say very effective and somewhat effective, we find that about three-quarters (73%) of smokers say that these messages have been effective in informing about health effects. One-half or more each say they have been effective in getting them to smoke less around others than they used to (55%), and increasing their desire to quit smoking (51%). Almost one-half say that these messages have been effective in getting them to try to quit smoking (46%), and about four in ten say they have been effective in getting them to smoke less (42%).

There have been few significant changes in the numbers of adult smokers who say that the health warning messages now appearing on cigarette packages have been very effective on most of these dimensions since December 2003; however, there has been a slight decline in the proportion who say that these messages have been very effective in effective in informing them about the health effects of cigarette smoking. The numbers who say the current messages have been very effective in informing them about the health effects of smoking, increasing their desire to quit smoking and getting them to smoke less around others than they used to are higher today than when these questions were first asked in March-April 2001.

Among adult smokers, potential quitters are more likely than others to say that the health warning messages now appearing on cigarette packages have been very effective in achieving all these outcomes. Younger adult smokers aged 18 to 24 are more likely than older smokers to say that the health messages now appearing on cigarette packages have been very effective in increasing their desire to quit smoking and informing them about the health effects of smoking; older smokers are more likely to say these messages have been very effective in getting them to smoke less around others than they used to.

## Impact of Current Messages

| | Mar-Apr 2001 | | July 2001 | | Nov-Dec 2001 | | July 2002 | | Nov-Dec 2002 | | July-Aug 2003 | | Dec 2003 | | Nov-Dec 2004 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | S | PQ | S | PQ | S | PQ | S | PQ | S | PQ | S | PQ | S | PQ | S | PQ |
| Informing you about the health effects of cigarette smoking | | | | | | | | | | | | | | | | |
| Very effective | 26 | 30 | 32 | 41 | 36 | 42 | 36 | 41 | 39 | 44 | 35 | 37 | 38 | 42 | 34 | 40 |
| Somewhat effective | 28 | 29 | 32 | 32 | 33 | 34 | 32 | 32 | 35 | 36 | 38 | 41 | 35 | 35 | 39 | 39 |
| Not very effective | 12 | 13 | 11 | 9 | 8 | 7 | 10 | 10 | 9 | 8 | 8 | 7 | 9 | 9 | 9 | 8 |
| Not at all effective | 31 | 26 | 22 | 16 | 21 | 17 | 20 | 17 | 15 | 12 | 18 | 14 | 18 | 14 | 17 | 12 |
| dk/na | 3 | 2 | 3 | 2 | 1 | 1 | 1 | 1 | 1 | * | 1 | 1 | * | * | 1 | * |
| Getting you to smoke less around others than you used to | | | | | | | | | | | | | | | | |
| Very effective | 19 | 23 | 20 | 27 | 23 | 28 | 25 | 30 | 27 | 32 | 30 | 35 | 27 | 31 | 29 | 35 |
| Somewhat effective | 22 | 25 | 24 | 25 | 28 | 28 | 26 | 26 | 29 | 32 | 27 | 29 | 28 | 29 | 26 | 27 |
| Not very effective | 16 | 19 | 13 | 13 | 15 | 15 | 16 | 18 | 15 | 13 | 14 | 13 | 15 | 15 | 15 | 15 |
| Not at all effective | 40 | 31 | 40 | 32 | 34 | 28 | 32 | 27 | 28 | 23 | 27 | 22 | 28 | 25 | 28 | 23 |
| dk/na | 3 | 2 | 3 | 3 | 1 | 2 | 1 | * | 1 | * | 1 | 1 | 1 | 1 | 1 | 1 |
| Increasing your desire to quit smoking | | | | | | | | | | | | | | | | |
| Very effective | 16 | 24 | 19 | 31 | 22 | 31 | 21 | 29 | 22 | 31 | 23 | 32 | 19 | 28 | 20 | 29 |
| Somewhat effective | 26 | 33 | 26 | 29 | 27 | 30 | 29 | 32 | 31 | 34 | 30 | 35 | 31 | 34 | 31 | 36 |
| Not very effective | 14 | 13 | 13 | 9 | 13 | 11 | 15 | 13 | 16 | 13 | 15 | 10 | 17 | 14 | 19 | 16 |
| Not at all effective | 41 | 28 | 39 | 28 | 38 | 26 | 33 | 26 | 30 | 21 | 32 | 22 | 32 | 23 | 29 | 20 |
| dk/na | 2 | 2 | 3 | 3 | * | * | 1 | 1 | * | * | 1 | * | * | * | 1 | * |

| | Mar-Apr 2001 | | July 2001 | | Nov-Dec 2001 | | July 2002 | | Nov-Dec 2002 | | July-Aug 2003 | | Dec 2003 | | Nov-Dec 2004 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | S | PQ | S | PQ | S | PQ | S | PQ | S | PQ | S | PQ | S | PQ | S | PQ |
| Getting you to try to quit smoking | | | | | | | | | | | | | | | | |
| Very effective | 14 | 21 | 14 | 22 | 16 | 23 | 17 | 23 | 18 | 25 | 16 | 23 | 17 | 25 | 15 | 21 |
| Somewhat effective | 22 | 28 | 24 | 32 | 27 | 34 | 28 | 33 | 29 | 35 | 31 | 38 | 29 | 33 | 31 | 37 |
| Not very effective | 16 | 16 | 17 | 14 | 16 | 15 | 17 | 15 | 18 | 16 | 17 | 15 | 19 | 17 | 21 | 17 |
| Not at all effective | 46 | 34 | 43 | 30 | 41 | 29 | 37 | 28 | 34 | 24 | 35 | 24 | 35 | 25 | 33 | 24 |
| dk/na | 2 | 2 | 2 | 2 | * | * | 1 | * | * | * | * | * | * | * | 1 | * |
| Getting you to smoke less | | | | | | | | | | | | | | | | |
| Very effective | 13 | 18 | 12 | 19 | 14 | 19 | 13 | 17 | 16 | 21 | 16 | 19 | 14 | 18 | 15 | 21 |
| Somewhat effective | 21 | 25 | 24 | 29 | 23 | 28 | 25 | 29 | 27 | 28 | 27 | 32 | 25 | 27 | 27 | 30 |
| Not very effective | 17 | 16 | 16 | 15 | 17 | 18 | 22 | 21 | 22 | 21 | 19 | 19 | 21 | 21 | 23 | 22 |
| Not at all effective | 48 | 40 | 45 | 34 | 44 | 35 | 39 | 33 | 35 | 28 | 38 | 29 | 40 | 33 | 35 | 27 |
| dk/na | 2 | 2 | 2 | 2 | 1 | 1 | 1 | * | 1 | * | 1 | 1 | * | * | * | * |

* Less than one percent

*Q.23*

*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 and potential quitters*

*Note: Slightly different question wording as of November-December 2002*

## c. Assessment of Current Messages

About six in ten Canadian adults each strongly agree that the health warning messages now appearing on cigarette packages are accurate (59%) and provide them with important information about the health effects of smoking cigarettes (59%). More than four in ten (44%) strongly agree that these messages make smoking seem less attractive.

Combining the strongly and somewhat agree numbers, 85 percent of Canadian adults agree that they provide important information about health effects, 83 percent agree that the messages are accurate, and 71 percent agree that they make smoking seem less attractive.

Adult smokers are less likely than Canadians as a whole to strongly agree on these dimensions. Among adult smokers, 51 percent strongly agree that the messages are accurate, 54 percent strongly agree that they provide them with important information about the health effects of smoking, and 39 percent strongly agree that these messages make smoking seem less attractive.

Combining the strongly and somewhat agree numbers, 83 percent of smokers agree that the messages are accurate, 82 percent agree that they provide important information about health effects and 64 percent agree that they make smoking seem less attractive.

Among the general population, current survey results suggest slight declines since December 2003 in the numbers who strongly agree that the messages are accurate and that they make smoking seem less attractive. Comparison with the results found in March-April 2001, when two of these questions were first asked, finds no changes in the numbers of Canadian adults who strongly agree that the current messages are accurate or informative; comparison with the results found in November-December 2001, when the third question was first asked, finds no significant change in the number of Canadian adults who think that the messages make smoking seem less attractive.

Among adult smokers, the current results suggest slight decreases since December 2003 in the numbers who strongly agree on all of these dimensions. Comparison with the results found in March-April 2001 finds no significant changes in the numbers of adult smokers who strongly agree that the current messages are accurate and informative; comparison with the results found in November-December 2001 finds no significant change in the number of adult smokers who think that the messages make smoking seem less attractive.

Younger adult smokers are more likely than other smokers – and, in fact, are about as likely as Canadian adults in general – to strongly agree with all three of these assessments. Potential quitters are also more likely than "hard-core" smokers to strongly agree with all three of these assessments of the current health warning messages.

## Assessment of Current Messages

| | MAR-APR 2001 | | | | JULY 2001 | | | | NOV-DEC 2001 | | | | JULY 2002 | | | | NOV-DEC 2002 | | | | JULY-AUG 2003 | | | | DEC 2003 | | | | NOV-DEC 2004 | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ |
| The messages are accurate | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Strongly agree | 59 | 49 | 62 | 56 | 58 | 47 | 61 | 57 | 58 | 54 | 60 | 59 | 61 | 50 | 63 | 57 | 64 | 55 | 66 | 61 | 62 | 49 | 63 | 55 | 63 | 57 | 65 | 61 | 59 | 51 | 62 | 59 |
| Somewhat agree | 21 | 29 | 17 | 28 | 21 | 30 | 18 | 26 | 22 | 28 | 21 | 26 | 21 | 30 | 19 | 28 | 19 | 27 | 17 | 26 | 21 | 31 | 19 | 29 | 22 | 27 | 20 | 24 | 24 | 32 | 22 | 29 |
| Somewhat disagree | 4 | 9 | 2 | 6 | 4 | 8 | 3 | 7 | 4 | 8 | 2 | 7 | 4 | 7 | 2 | 6 | 5 | 8 | 4 | 7 | 3 | 9 | 2 | 7 | 5 | 7 | 5 | 7 | 3 | 8 | 2 | 6 |
| Strongly disagree | 3 | 6 | 3 | 4 | 5 | 9 | 3 | 6 | 3 | 6 | 2 | 3 | 4 | 8 | 3 | 5 | 3 | 7 | 1 | 4 | 3 | 7 | 3 | 5 | 3 | 6 | 2 | 4 | 3 | 7 | 3 | 3 |
| dk/na | 13 | 7 | 16 | 7 | 13 | 6 | 16 | 5 | 13 | 5 | 15 | 4 | 11 | 5 | 13 | 4 | 10 | 3 | 12 | 2 | 11 | 3 | 13 | 3 | 7 | 3 | 8 | 3 | 11 | 4 | 12 | 2 |
| The messages provide you with important information about the health effects of smoking cigarettes | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Strongly agree | 59 | 51 | 60 | 56 | 58 | 51 | 59 | 59 | 56 | 53 | 57 | 59 | 62 | 54 | 64 | 59 | 63 | 53 | 66 | 59 | 59 | 55 | 60 | 59 | 59 | 58 | 61 | 62 | 59 | 54 | 60 | 61 |
| Somewhat agree | 23 | 27 | 21 | 26 | 23 | 27 | 22 | 25 | 24 | 28 | 22 | 27 | 21 | 26 | 19 | 24 | 22 | 30 | 20 | 30 | 24 | 27 | 22 | 26 | 26 | 25 | 25 | 24 | 26 | 28 | 25 | 26 |
| Somewhat disagree | 4 | 8 | 3 | 7 | 5 | 7 | 4 | 8 | 5 | 6 | 4 | 5 | 4 | 8 | 3 | 7 | 4 | 7 | 3 | 5 | 4 | 7 | 3 | 6 | 5 | 8 | 3 | 7 | 4 | 7 | 3 | 6 |
| Strongly disagree | 4 | 11 | 3 | 9 | 6 | 12 | 3 | 7 | 5 | 10 | 4 | 8 | 5 | 11 | 3 | 8 | 5 | 9 | 3 | 6 | 4 | 10 | 3 | 8 | 4 | 9 | 3 | 7 | 4 | 9 | 4 | 6 |
| dk/na | 10 | 3 | 13 | 3 | 9 | 3 | 12 | 2 | 11 | 2 | 13 | 1 | 9 | 2 | 11 | 2 | 6 | 1 | 7 | * | 9 | 1 | 11 | 2 | 6 | 1 | 8 | * | 7 | 2 | 8 | * |
| The messages make smoking seem less attractive | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Strongly agree | – | – | – | – | – | – | – | – | 42 | 40 | 43 | 48 | 46 | 39 | 48 | 46 | 47 | 40 | 49 | 47 | 48 | 40 | 46 | 47 | 50 | 44 | 51 | 50 | 44 | 39 | 47 | 46 |
| Somewhat agree | – | – | – | – | – | – | – | – | 25 | 21 | 26 | 21 | 21 | 23 | 21 | 21 | 25 | 23 | 24 | 22 | 22 | 21 | 23 | 21 | 24 | 21 | 25 | 20 | 27 | 25 | 28 | 25 |
| Somewhat disagree | – | – | – | – | – | – | – | – | 9 | 15 | 10 | 13 | 12 | 14 | 11 | 12 | 11 | 12 | 10 | 10 | 13 | 14 | 12 | 12 | 10 | 14 | 10 | 13 | 11 | 16 | 9 | 14 |
| Strongly disagree | – | – | – | – | – | – | – | – | 14 | 22 | 10 | 17 | 13 | 23 | 9 | 20 | 11 | 24 | 8 | 20 | 10 | 23 | 9 | 19 | 11 | 20 | 7 | 15 | 11 | 20 | 8 | 16 |
| dk/na | – | – | – | – | – | – | – | – | 9 | 2 | 11 | 2 | 8 | 2 | 11 | 2 | 6 | 1 | 8 | 12 | 7 | 1 | 9 | 2 | 5 | 1 | 7 | 1 | 7 | 1 | 8 | * |

* Less than one percent

*Q.22*

*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 as of November-December 2002*

## D. Avoidance of Messages

When asked about specific behaviours in the last month intended to avoid looking at or thinking about the health warning labels, 14 percent of adult smokers say that they have done so by keeping the pack out of sight, 11 percent say they have done this by transferring cigarettes to another container, 11 percent say they have done this by avoiding buying packs with particular health warning messages, and eight percent say they have done this by placing a case or cover over their package.

These results are similar to those found in July-August 2003, when the question was first asked.

Younger adult smokers are somewhat more likely to have transferred cigarettes to another container or avoided buying packs with particular health warning messages. Women, potential quitters and occasional smokers are slightly more likely to have kept the pack out of sight.

### Made Effort to Avoid Looking at or Thinking about Health Warning Labels

| | JULY-AUG 2003 | | | | | | DEC 2003 | | | | | | NOV-DEC 2004 | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Yes | | No | | DK/NA | | Yes | | No | | DK/NA | | Yes | | No | | DK/NA | |
| | S | PQ | S | PQ | S | PQ | S | PQ | S | PQ | S | PQ | S | PQ | S | PQ | S | PQ |
| By keeping the pack out of sight | 13 | 16 | 86 | 84 | * | * | 13 | 15 | 86 | 85 | * | * | 14 | 16 | 86 | 84 | 1 | * |
| By transferring cigarettes to another container | 11 | 11 | 89 | 89 | * | * | 11 | 11 | 89 | 89 | * | * | 11 | 11 | 88 | 89 | 1 | * |
| By avoiding buying packs with particular health warning messages on them | 13 | 13 | 87 | 87 | * | * | 10 | 12 | 89 | 88 | * | 1 | 11 | 11 | 88 | 88 | 1 | 1 |
| By placing a cover or case over your package | 9 | 8 | 91 | 92 | * | * | 8 | 8 | 92 | 91 | * | * | 8 | 8 | 91 | 91 | 1 | 1 |

* Less than one percent

*Q.24*
*In the last month, have you made any effort to avoid looking at or thinking about the health warning labels by doing any of the following ...?*
*Subsample: Smokers*

## A. Recall and Reads per Day of 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), a total of eight in ten Canadian adults offer no opinion (42%) or say they have not seen the slide portion (39%). Five percent mention health warnings in general and four percent mention a calendar. Nineteen percent mention other items.

Adult smokers are more likely than Canadian adults in general to provide an answer to this question, although a total of six in ten offer no opinion (36%) or say they have not seen the slide portion (23%). Twelve percent say that there are tips to stop smoking on the back of the slide, nine percent mention a 1 800 number/quit smoking line, eight percent mention health warnings in general and five percent mention a calendar. Twenty percent mention other items.

Among both the general population and adult smokers, the results of the current survey are, for the most part, similar to those found in December 2003; however, there has been a slight increase in the number of smokers who say they have not seen the slide portion of a cigarette pack. Comparison with the findings from the November-December 2002 survey, when this question was first asked, indicate a slight increase among the general population in the number who have not seen the slide portion of a cigarette package; the current findings also show a slight decrease in the number of smokers who have not seen the slide portion and an increase in the number who offer no response.

Younger adult smokers are more likely than others to recall tips to stop smoking and a 1 800 number/quit smoking line. Male smokers are also somewhat more likely to recall a 1 800 number/quit smoking line.

### Awareness of Message on Back of Slide

| | NOV-DEC 2002 | | | | JULY-AUG 2003 | | | | DEC 2003 | | | | NOV-DEC 2004 | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ |
| Health warnings in general | 5 | 7 | 5 | 8 | 7 | 11 | 6 | 12 | 6 | 10 | 5 | 10 | 5 | 8 | 4 | 8 |
| A calendar | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 |
| Tips to stop smoking | 5 | 15 | 2 | 17 | 4 | 12 | 1 | 13 | 4 | 11 | 2 | 12 | 3 | 12 | 1 | 12 |
| 1 800 number/quit smoking line | 3 | 8 | 1 | 9 | 2 | 11 | 1 | 13 | 3 | 9 | 2 | 10 | 3 | 9 | 2 | 10 |
| Calendar is gone | 2 | 3 | 1 | 3 | 2 | 3 | 2 | 3 | 1 | 4 | 1 | 4 | 3 | 3 | 3 | 4 |
| Tar/nicotine/carbon monoxide levels/cigarette ingredients | 2 | 4 | 1 | 4 | 2 | 3 | 2 | 3 | 1 | 3 | 1 | 3 | 2 | 2 | 1 | 3 |
| Information in general | 1 | 2 | 1 | 2 | 1 | 3 | * | 4 | 1 | 1 | 1 | 1 | 2 | 2 | 1 | 3 |
| Lung cancer/disease | 2 | 2 | 2 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 1 | 2 | 1 | 2 |
| Deaths/statistics/small town | 2 | 3 | 2 | 4 | 1 | 3 | 1 | 2 | 3 | 4 | 2 | 3 | 1 | 2 | – | 3 |
| Cancer/diseases in general | 1 | 1 | 2 | 1 | 2 | 1 | 2 | 1 | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 1 |
| Website address | * | 1 | – | 2 | * | 1 | * | 2 | 1 | 2 | 1 | 2 | 1 | 2 | * | 2 |
| Heart disease/problems | – | 1 | – | 1 | – | * | – | – | * | * | – | 1 | * | * | * | * |
| Text with yellow highlighting | 1 | 3 | * | 4 | 1 | 2 | 1 | 2 | 1 | 3 | * | 3 | * | 3 | * | 3 |
| Pictures | * | 1 | 1 | 1 | 1 | 1 | 1 | 1 | * | * | * | * | * | * | * | * |
| Stroke | – | – | – | – | * | * | – | * | * | * | – | * | * | * | * | – |
| Impotence | * | * | – | * | – | – | – | – | – | * | – | * | * | * | – | – |
| Addiction warnings | * | * | – | * | – | * | – | – | * | * | – | * | – | * | – | – |
| Mouth diseases (gums/teeth/etc.) | * | * | 1 | 1 | 1 | * | 1 | * | * | * | * | * | – | * | – | – |
| Brain cancer/diseases | – | * | – | * | – | – | – | – | * | * | – | * | – | – | – | – |
| Questions and answers | – | * | – | * | – | * | – | * | * | * | * | * | – | * | – | * |
| Strategies/the "four D's" | – | * | – | * | – | * | – | * | * | – | * | – | – | * | – | – |
| Other | 2 | 2 | 2 | 2 | 2 | 3 | 2 | 3 | 2 | 2 | 2 | 3 | 2 | 3 | 2 | 3 |
| Not seen sliding part of cigarette pack | 34 | 27 | 36 | 23 | 37 | 21 | 43 | 19 | 36 | 19 | 41 | 18 | 39 | 23 | 42 | 21 |
| None/nothing | * | 1 | * | 2 | 6 | 4 | 6 | 4 | 1 | 1 | * | 1 | – | – | – | – |
| dk/na | 42 | 29 | 44 | 29 | 33 | 29 | 34 | 29 | 41 | 37 | 42 | 36 | 42 | 36 | 43 | 37 |

* Less than one percent

*Q.25*

*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?*

Two percent of adult smokers report that they look at or read the information on the slide several times a day, and three percent do this about once a day. About one-third (a total of 34%) look at or read the information on the slide less frequently, including 22 percent who say they do this less than once a week. Six in ten (60%) say they never look at or read the information on the slide.

These results are similar to those found in the July-August 2003 survey, when this question was first asked.

Men, adult smokers aged 18 to 24, and adult smokers aged 55 or more, are somewhat more likely to look at or read the information on the slide at least occasionally.

## Frequency of Looking at or Reading Information on Back of Slide

| | JULY-AUG 2003 | | DEC 2003 | | NOV-DEC 2004 | |
|---|---|---|---|---|---|---|
| | S | PQ | S | PQ | S | PQ |
| Several times a day | 3 | 4 | 3 | 3 | 2 | 2 |
| About once a day | 3 | 4 | 4 | 5 | 3 | 4 |
| Once every two or three days | 3 | 4 | 3 | 3 | 3 | 3 |
| About once a week | 9 | 10 | 9 | 9 | 9 | 9 |
| Less than once a week | 23 | 25 | 20 | 22 | 22 | 23 |
| Never | 58 | 53 | 61 | 58 | 60 | 58 |
| dk/na | * | * | 1 | * | 2 | 1 |

* Less than one percent

*Q.26*
*Overall, how often to you find yourself looking at or reading the information on the back of the sliding part of a cigarette package? Would it be ...?*
*Subsample: Smokers*

## B. Assessment of Information on Slide

Three in ten adult smokers (28%) strongly agree that the information they have seen on the back of the slide is accurate, and two in ten (18%) strongly agree that the information is useful to them. Combining the strongly and somewhat agree numbers, 50 percent of smokers agree the information is accurate, and 39 percent say it is useful to them.

The results of the current survey suggest that there have been decreases since December 2003 in the numbers of adult smokers who strongly agree on both dimensions; the current results also show declines on both dimensions from those found in November-December 2002, when this question was first asked.

Younger adult smokers and potential quitters are more likely to strongly agree with both of these dimensions. Occasional smokers are more likely to strongly agree that the information is useful to them.

## Information on Back of Slide

| | NOV-DEC 2002 | | JULY-AUG 2003 | | DEC 2003 | | NOV-DEC 2004 | |
|---|---|---|---|---|---|---|---|---|
| | S | PQ | S | PQ | S | PQ | S | PQ |
| The information is accurate | | | | | | | | |
| Strongly agree | 36 | 42 | 30 | 34 | 35 | 37 | 28 | 33 |
| Somewhat agree | 22 | 20 | 22 | 22 | 24 | 23 | 22 | 21 |
| Somewhat disagree | 4 | 4 | 6 | 6 | 4 | 4 | 5 | 4 |
| Strongly disagree | 6 | 4 | 8 | 5 | 7 | 5 | 7 | 6 |
| dk/na | 32 | 30 | 35 | 34 | 31 | 30 | 38 | 36 |
| The information is useful to you | | | | | | | | |
| Strongly agree | 24 | 31 | 21 | 25 | 23 | 25 | 18 | 22 |
| Somewhat agree | 23 | 22 | 22 | 25 | 23 | 24 | 21 | 22 |
| Somewhat disagree | 9 | 9 | 11 | 10 | 12 | 11 | 11 | 10 |
| Strongly disagree | 18 | 15 | 20 | 16 | 22 | 19 | 21 | 19 |
| dk/na | 25 | 24 | 26 | 25 | 21 | 21 | 28 | 27 |

*Q.27*
*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*

## c. The Insert

One percent of adult smokers report that they look at or read the information on the insert several times a day, and two percent do this about once a day. About one-quarter (a total of 23%) look at or read the information on the insert less frequently, including 14 percent who say they do this less than once a week. About three-quarters (73%) say they never look at or read the information on the slide.

The current results are similar to those found in July-August 2003, when this question was first asked.

Younger adult smokers and potential quitters are more likely than their counterparts to say that they look at or read the information on the insert at least occasionally.

Fifty-two percent of adult smokers throw out the insert when they open the pack, and a further 15 percent throw out the insert when they are finished with the pack. Only one percent keep the insert, and five percent say they do something else with it. Twenty-six percent say they do not have inserts in their packs of cigarettes.

The current results suggest an increase since the July-August 2003 survey in the number of adult smokers who throw out the insert when they open a pack of cigarettes; there has been a decline in the number who say they don't have packs with inserts.

Younger adult smokers and "hard-core" smokers are somewhat more likely than others to throw the insert out when they open the pack.

### Frequency of Looking at or Reading Information on Cigarette Pack Insert

| | JULY-AUG 2003 | | DEC 2003 | | NOV-DEC 2004 | |
|---|---|---|---|---|---|---|
| | S | PQ | S | PQ | S | PQ |
| Several times a day | 2 | 2 | 1 | 1 | 1 | 1 |
| About once a day | 2 | 3 | 3 | 3 | 2 | 2 |
| Once every two or three days | 3 | 3 | 2 | 2 | 2 | 2 |
| About once a week | 6 | 7 | 6 | 6 | 7 | 8 |
| Less than once a week | 14 | 16 | 14 | 16 | 14 | 15 |
| Never | 72 | 68 | 72 | 70 | 73 | 70 |
| dk/na | 2 | 2 | 2 | 2 | 1 | 2 |

*Q.28*
*How often do you look at or read the information that is on the insert or the piece of paper that is included in some cigarette packs? Would it be ...?*
*Subsample: Smokers*

### What Done with Cigarette Pack Insert

| | JULY-AUG 2003 | | DEC 2003 | | NOV-DEC 2004 | |
|---|---|---|---|---|---|---|
| | S | PQ | S | PQ | S | PQ |
| Throw out when open pack | 43 | 44 | 49 | 49 | 52 | 49 |
| Throw out with pack when done | 14 | 14 | 15 | 15 | 15 | 16 |
| Keep | 1 | 2 | 2 | 2 | 1 | 1 |
| Something else | 5 | 5 | 5 | 4 | 5 | 6 |
| Don't have packs with inserts | 35 | 33 | 28 | 28 | 26 | 27 |
| dk/na | 2 | 2 | 2 | 2 | 2 | 1 |

*Q.29*
*What do you usually do with the insert, that is, the piece of paper with information on it, that is included in some cigarette packs? Do you ...?*
*Subsample: Smokers*

## A. Awareness of Toxic Substances

When Canadian adults are asked top-of-mind what, if any, chemicals or toxic substances they can name that are in cigarettes or cigarette smoke, 63 percent mention nicotine and 48 percent mention tar. Smaller proportions mention carbon monoxide (11%), arsenic (6%), formaldehyde (5%), hydrogen cyanide (5%) and benzene (4%). Twenty percent mention other toxic substances. Three percent say there are no chemicals or toxic substances in cigarettes or cigarette smoke, and 16 percent offer no opinion.

Adult smokers are more likely than Canadian adults in general to mention tar, carbon monoxide, formaldehyde and hydrogen cyanide. Overall, 64 percent of adult smokers mention nicotine, 57 percent mention tar and 25 percent mention carbon monoxide. Smaller proportions mention hydrogen cyanide (13%), formaldehyde (10%), benzene (8%), carbon dioxide (5%), poison/rat poison/strychnine/cyanide (4%) and arsenic (4%). Ten percent mention other toxic substances. One percent say there are no toxic substances, and 13 percent offer no opinion.

Among the general population, the results of the current survey are similar, for the most part, to those found in December 2003; however, the current survey finds that the numbers of Canadian adults who mention nicotine and tar have declined from the baseline survey. As well, there have been increases – though not always significant – since the baseline survey in the numbers of Canadian adults who mention specific chemicals such as formaldehyde, benzene, hydrogen cyanide and arsenic.

Among adult smokers, the current survey finds that there has been a slight decrease since December 2003 in the number who mention tar, and a slight increase in the number who mention hydrogen cyanide. The current survey finds that the numbers of adult smokers who mention nicotine and tar have declined from the baseline survey; however, there have been increases since the baseline survey in the numbers of adult smokers who mention formaldehyde, benzene and hydrogen cyanide.

Male smokers are slightly more likely than female smokers to mention tar. Younger adult smokers are more likely to mention tar, carbon monoxide and formaldehyde.

## Toxic Substances in Cigarettes

| | NOV-DEC 2000 | | | | MAR-APR 2001 | | | | JULY 2001 | | | | NOV-DEC 2001 | | | | JULY 2002 | | | | NOV-DEC 2002 | | | | JULY-AUG 2003 | | | | DEC 2003 | | | | NOV-DEC 2004 | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ |
| Nicotine | 73 | 76 | 71 | 79 | 70 | 70 | 67 | 71 | 65 | 66 | 65 | 66 | 62 | 63 | 62 | 63 | 66 | 66 | 65 | 67 | 62 | 66 | 61 | 68 | 64 | 68 | 63 | 70 | 64 | 64 | 65 | 64 | 63 | 64 | 62 | 64 |
| Tar | 53 | 70 | 45 | 72 | 53 | 59 | 47 | 59 | 49 | 61 | 45 | 60 | 55 | 59 | 53 | 59 | 53 | 59 | 52 | 58 | 52 | 56 | 51 | 57 | 52 | 60 | 49 | 60 | 51 | 61 | 46 | 62 | 48 | 57 | 44 | 57 |
| Carbon monoxide | 14 | 24 | 8 | 25 | 14 | 23 | 9 | 24 | 12 | 26 | 7 | 26 | 15 | 27 | 10 | 27 | 16 | 28 | 9 | 31 | 12 | 27 | 10 | 29 | 13 | 27 | 10 | 28 | 12 | 22 | 7 | 21 | 11 | 25 | 7 | 25 |
| Arsenic | 4 | 5 | 4 | 5 | 5 | 4 | 6 | 5 | 6 | 6 | 7 | 6 | 13 | 8 | 13 | 9 | 11 | 7 | 12 | 9 | 8 | 6 | 9 | 6 | 7 | 6 | 7 | 8 | 7 | 5 | 6 | 7 | 6 | 4 | 6 | 5 |
| Formaldehyde | 2 | 1 | 2 | 1 | 1 | 2 | 1 | 2 | 4 | 4 | 3 | 5 | 5 | 9 | 4 | 11 | 5 | 9 | 3 | 10 | 5 | 9 | 4 | 10 | 6 | 10 | 4 | 11 | 7 | 10 | 4 | 10 | 5 | 10 | 4 | 11 |
| Hydrogen cyanide | 1 | 1 | 2 | 1 | 3 | 5 | 2 | 5 | 4 | 6 | 3 | 7 | 7 | 12 | 5 | 13 | 6 | 10 | 3 | 12 | 9 | 12 | 6 | 15 | 5 | 14 | 5 | 16 | 4 | 9 | 2 | 11 | 5 | 13 | 3 | 15 |
| Benzene | 2 | 2 | 2 | 2 | 3 | 2 | 3 | 2 | 3 | 3 | 3 | 3 | 8 | 9 | 8 | 11 | 5 | 8 | 4 | 9 | 5 | 7 | 4 | 6 | 3 | 7 | 3 | 8 | 5 | 6 | 4 | 5 | 4 | 8 | 3 | 8 |
| Carbon dioxide | 4 | 6 | 3 | 7 | 5 | 6 | 4 | 6 | 4 | 7 | 2 | 8 | 4 | 7 | 3 | 7 | 5 | 7 | 4 | 8 | 4 | 7 | 3 | 8 | 4 | 8 | 3 | 8 | 3 | 6 | 3 | 7 | 3 | 5 | 3 | 6 |
| Tobacco | 1 | 1 | 1 | 1 | 1 | 1 | 1 | * | 3 | 1 | 4 | 1 | 2 | 1 | 3 | 1 | 1 | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 2 | 1 | 2 | 1 | 3 | 1 | 3 | 1 | 3 | 1 | 3 | 2 |
| Carcinogens | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 2 | 2 | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 2 | 1 | 2 | 1 | 2 | * | 2 | * | 1 | * | 1 | * | 3 | 1 | 3 | 1 |
| Poison/rat poison/strychnine/cyanide | 1 | 1 | 1 | 1 | 3 | 3 | 3 | 4 | 3 | 4 | 2 | 5 | 5 | 5 | 4 | 6 | 5 | 7 | 5 | 7 | 3 | 5 | 3 | 5 | 3 | 3 | 3 | 3 | 4 | 6 | 3 | 7 | 2 | 4 | 2 | 5 |
| Ammonia | 1 | 1 | 1 | 1 | 2 | 2 | 1 | 3 | 2 | 1 | 2 | 2 | 3 | 5 | 2 | 6 | 3 | 3 | 2 | 4 | 2 | 2 | 2 | 3 | 3 | 2 | 2 | 3 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 1 |
| Chemicals/gases/toxins – in general | 3 | 3 | 2 | 3 | 2 | 3 | 2 | 4 | 4 | 3 | 5 | 3 | 4 | 2 | 4 | 3 | 3 | 1 | 2 | 2 | 1 | 2 | 2 | 1 | 1 | 1 | 1 | 1 | * | * | * | * | 1 | * | 1 | * |
| Sulphur/sulphate | * | * | * | * | * | 1 | * | * | * | 1 | * | 1 | 1 | 1 | 1 | 1 | * | * | 1 | 1 | 1 | * | 1 | 1 | 1 | * | 1 | 1 | – | * | – | * | 1 | * | 1 | 1 |
| Acid | * | * | * | * | * | * | * | 1 | * | * | * | – | * | 1 | * | * | * | * | * | * | 1 | 1 | 1 | 1 | * | * | * | * | – | – | – | – | 1 | 1 | * | 1 |
| Benzo[a]pyrene | * | * | 1 | * | * | * | * | * | * | * | * | – | 1 | 1 | 1 | 1 | 1 | 1 | * | 2 | 1 | 1 | * | 2 | 1 | 1 | * | 1 | 1 | 1 | 1 | 1 | * | 1 | * | 1 |
| Carbon | * | 1 | – | 1 | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 1 | 2 | 1 | 1 | * | * | * | * | 1 | 1 | 1 | 1 | * | * | * | * |
| Lead | 1 | * | 1 | * | * | 1 | – | 1 | 1 | * | 1 | * | 1 | * | 2 | * | 1 | * | 1 | 1 | 2 | 1 | 2 | 2 | 1 | * | 1 | * | * | * | 1 | * | * | * | * | 1 |
| Nitrogen oxides (nitrogen dioxide, nitric oxide) | * | 1 | 1 | 1 | * | * | * | * | * | * | * | * | 2 | 2 | 2 | 2 | * | * | 1 | * | 1 | 1 | 1 | 1 | 1 | 1 | * | 1 | * | * | * | * | * | * | 1 | * |
| Cadmium | * | * | * | * | * | * | * | * | – | * | – | * | 1 | * | 1 | * | 1 | * | 1 | * | 1 | * | 1 | 1 | * | * | – | – | * | – | * | – | * | * | – | * |
| 4-Aminobiphenyl | 1 | * | 1 | * | – | * | – | * | – | * | – | – | * | * | * | * | 1 | * | 1 | * | * | 1 | * | 1 | * | 1 | – | 1 | * | * | * | * | * | * | * | – |
| Fibreglass | * | 1 | – | 1 | * | 1 | * | 1 | 1 | * | 1 | 1 | * | * | * | 1 | * | * | * | * | * | * | * | * | * | 1 | * | 1 | * | * | * | – | * | * | – | – |
| Pesticides | – | – | – | 1 | – | – | – | 1 | – | – | – | 1 | * | * | * | * | 1 | 1 | 1 | 1 | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * | – |
| Nail polish remover | * | – | * | – | – | * | – | * | * | * | 1 | – | – | * | – | * | 1 | * | 1 | * | 1 | * | 1 | * | – | * | – | – | * | * | – | * | * | * | * | * |
| Dioxins | * | * | * | – | * | * | * | * | * | * | * | * | 1 | * | 1 | * | * | * | – | * | 1 | * | 1 | * | * | * | * | * | * | * | * | 1 | * | * | * | * |

* Less than one percent

*Continued ...*

*Q.30*

*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?*

## Toxic Substances in Cigarettes

*Continued*

| | NOV-DEC 2000 | | | | MAR-APR 2001 | | | | JULY 2001 | | | | NOV-DEC 2001 | | | | JULY 2002 | | | | NOV-DEC 2002 | | | | JULY-AUG 2003 | | | | DEC 2003 | | | | NOV-DEC 2004 | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ |
| Phenols | * | * | * | – | * | * | * | * | – | * | – | * | * | * | – | * | 1 | * | * | * | * | – | * | – | * | * | * | – | – | * | – | – | * | – | * | – |
| Household cleaners | * | * | – | * | * | * | * | – | * | 1 | – | * | * | 1 | * | * | * | – | * | – | * | * | * | * | – | * | – | * | – | 1 | – | * | * | – | * | – |
| Nitrosamines | 1 | * | 1 | * | * | * | – | * | – | * | – | * | 1 | * | * | * | – | * | – | * | * | * | * | * | 1 | * | 1 | * | * | * | * | * | – | * | – | * |
| Battery acid/toxic/juice | – | – | – | – | – | – | – | – | * | * | * | * | * | * | * | * | – | * | – | * | – | – | – | – | * | * | * | – | * | * | * | * | – | – | – | – |
| Paint thinner/remover | * | * | * | * | * | * | * | * | – | * | – | * | * | * | * | * | 1 | * | 1 | * | 1 | * | 2 | 1 | * | – | 1 | – | * | * | * | * | – | * | – | * |
| Type of fuel/gasoline/kerosene/ jet fuel/rocket fuel | 1 | 1 | * | 1 | 1 | 1 | 1 | 1 | * | 1 | * | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | * | 1 | * | – | * | – | – | – | * | – | * | – | * | – | * |
| Saltpetre | * | * | * | * | * | * | * | * | 1 | * | * | 1 | * | * | * | * | * | * | 1 | * | – | – | – | – | 1 | * | * | * | – | * | – | * | – | * | – | – |
| Ash | – | – | – | – | * | * | * | * | * | – | * | – | 1 | – | 1 | – | – | * | – | – | * | * | * | * | – | * | – | * | – | – | – | – | – | – | – | – |
| Oil | – | – | – | – | – | – | – | – | – | – | – | – | * | * | – | * | 1 | * | * | 1 | – | – | – | | – | – | – | – | – | – | – | – | – | – | – | – |
| Other | 1 | 1 | 1 | 2 | 1 | 1 | 1 | 1 | 2 | 2 | 2 | 2 | 1 | 1 | 1 | * | 2 | 2 | 2 | 2 | 2 | 2 | 1 | 2 | 2 | 4 | 2 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 6 | 7 |
| None/nothing | 5 | 3 | 6 | 2 | 5 | 6 | 5 | 6 | 4 | 2 | 4 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 2 | 2 | 2 | 4 | 2 | 3 | 5 | 2 | 5 | 2 | 2 | 2 | 2 | 1 | 3 | 1 | 3 | 1 |
| dk/na | 8 | 6 | 10 | 5 | 11 | 8 | 13 | 9 | 13 | 10 | 15 | 9 | 11 | 9 | 11 | 9 | 11 | 10 | 13 | 8 | 15 | 10 | 16 | 8 | 14 | 8 | 15 | 9 | 14 | 9 | 16 | 8 | 16 | 13 | 16 | 13 |

* Less than one percent

*Q.30*

*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 what chemicals or substances in cigarettes, in tobacco or in smoking, if any, cause or can cause disease or harm to health, the largest proportions of Canadians in general mention nicotine (43%) and tar (35%), followed by carbon monoxide (9%). Fifteen percent say that all the chemicals cause harm, 23 percent mention other specific substances, and 28 percent offer no opinion.

Among adult smokers, the largest proportions mention nicotine (38%), tar (37%) and carbon monoxide (16%). Smaller proportions mention hydrogen cyanide (8%) and formaldehyde (6%). Twenty-two percent say that all the chemicals cause harm, 17 percent mention other specific substances, and 26 percent offer no opinion.

The results of the current survey among both Canadian adults and adult smokers are similar to those found in the December 2003 survey. The current findings are also similar to those found in July 2002, when this question was first asked.

Female smokers are more likely than others to say that all the chemicals cause harm. Male smokers are more likely to mention tar and nicotine. Older adult smokers are more likely than others to mention nicotine.

## Chemicals in Cigarettes Causing Disease or Harm to Health

| | JULY 2002 | | | | NOV-DEC 2002 | | | | JULY-AUG 2003 | | | | DEC 2003 | | | | NOV-DEC 2004 | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ |
| Nicotine | 43 | 40 | 45 | 41 | 42 | 43 | 41 | 43 | 44 | 40 | 45 | 41 | 43 | 40 | 46 | 40 | 43 | 38 | 43 | 41 |
| Tar | 36 | 39 | 33 | 40 | 35 | 40 | 32 | 42 | 33 | 37 | 35 | 38 | 35 | 38 | 32 | 38 | 35 | 37 | 33 | 38 |
| Carbon monoxide | 9 | 18 | 5 | 18 | 8 | 18 | 5 | 19 | 9 | 15 | 6 | 16 | 7 | 14 | 4 | 14 | 9 | 16 | 7 | 17 |
| Arsenic | 6 | 4 | 6 | 4 | 6 | 3 | 6 | 3 | 5 | 3 | 5 | 4 | 5 | 3 | 5 | 4 | 3 | 2 | 3 | 3 |
| Formaldehyde | 3 | 5 | 2 | 5 | 3 | 5 | 2 | 6 | 3 | 4 | 2 | 5 | 4 | 6 | 2 | 5 | 3 | 6 | 2 | 7 |
| Hydrogen cyanide | 3 | 7 | 2 | 7 | 5 | 8 | 3 | 9 | 3 | 6 | 3 | 7 | 2 | 7 | 2 | 7 | 3 | 8 | 2 | 9 |
| Benzene | 4 | 5 | 3 | 6 | 3 | 4 | 2 | 4 | 2 | 4 | 2 | 4 | 3 | 4 | 2 | 3 | 2 | 4 | 2 | 4 |
| The smoke itself | 2 | 1 | 3 | 1 | 1 | 2 | 2 | 1 | 2 | 1 | 2 | 1 | 2 | 2 | 2 | 2 | 1 | 1 | 1 | * |
| Carbon dioxide | 2 | 2 | 2 | 3 | 2 | 3 | 2 | 3 | 3 | 2 | 3 | 3 | 2 | 3 | 2 | 2 | 1 | 3 | 1 | 3 |
| Poison/rat poison/strychnine/cyanide | 2 | 3 | 2 | 4 | 1 | 2 | 1 | 2 | 1 | 2 | 1 | 2 | 2 | 3 | 2 | 3 | 1 | 1 | 1 | 2 |
| Ammonia | 1 | 1 | 1 | 2 | 1 | 1 | 1 | 2 | 2 | 1 | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| Carcinogens | – | * | – | * | 2 | * | 3 | * | 1 | * | * | * | 1 | * | 1 | * | 1 | * | 2 | * |
| Tobacco | 1 | 1 | 1 | 1 | 1 | * | 1 | * | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | * | 2 | * |
| Carbon | * | 1 | * | * | * | 1 | * | * | * | * | * | * | * | * | * | * | 1 | * | 1 | * |
| Nitrogen oxides (nitrogen dioxide/nitric oxide) | – | – | – | – | * | * | * | * | * | * | – | 1 | – | * | – | * | 1 | 1 | * | 1 |
| Acid | * | – | * | – | – | * | – | * | – | * | – | * | – | – | – | – | 1 | * | * | * |
| Paint thinner/remover | – | – | – | – | * | * | * | * | * | – | * | – | * | – | * | – | * | * | * | * |
| 4-Aminobiphenyl | * | * | * | * | – | 1 | – | 1 | * | * | * | * | * | 1 | * | 1 | * | * | * | – |
| Nitrosamines | * | – | * | – | * | * | – | 1 | * | * | * | * | * | – | * | – | * | * | * | – |
| Chemicals/gases/toxins – in general | 1 | 1 | 1 | * | * | 1 | 1 | 1 | 1 | * | 1 | * | * | 1 | * | * | * | * | 1 | * |
| Benzo[a]pyrene | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * | 1 | * | 1 |
| Lead | * | – | 1 | – | 1 | * | 1 | * | * | * | * | * | * | – | * | – | * | * | * | * |
| Pesticides | 1 | * | 1 | 1 | * | * | * | – | * | * | * | * | * | * | * | * | * | * | 1 | * |
| Battery acid/toxic juice | – | – | – | – | – | – | – | – | – | – | – | – | * | * | * | * | * | * | 1 | * |
| Cadmium | * | – | * | – | * | * | * | * | – | – | – | – | * | – | * | – | * | * | – | * |
| Type of fuel/gasoline/kerosene/jet fuel/rocket fuel | * | – | * | – | * | * | 1 | * | – | – | – | – | * | – | * | – | * | * | * | * |

* Less than one percent

*Continued ...*

*Q.34*
*What chemicals or substances in cigarettes, in tobacco, or in smoking, if any, cause or can cause disease or harm to health? Are there any others?*

Seven in ten adult Canadians (69%) think that chemicals are added to tobacco when cigarettes are being manufactured. One in ten (9%) say that chemicals are not added and two in ten (22%) offer no response.

A similar proportion of adult smokers (71%) say that chemicals are added to tobacco. Twelve percent say that chemicals are not added, and 18 percent offer no response.

The results of the current survey are similar to those found in December 2003 and in July 2002, when this question was first asked.

Women and potential quitters are more likely than others to say that chemicals are added to tobacco.

## Chemicals in Cigarettes Causing Disease or Harm to Health

*Continued*

| | JULY 2002 | | | | NOV-DEC 2002 | | | | JULY-AUG 2003 | | | | DEC 2003 | | | | NOV-DEC 2004 | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ |
| Saltpetre | * | – | * | – | – | * | – | * | – | * | – | – | – | – | – | – | * | – | * | – |
| Nail polish remover | * | * | * | * | * | * | * | * | – | – | – | – | – | – | – | – | * | – | * | – |
| Dioxins | * | – | * | – | * | * | * | * | * | * | * | 1 | * | * | * | * | * | * | 1 | * |
| Phenols | * | – | 1 | – | * | – | * | – | * | * | * | * | – | * | – | * | * | * | * | * |
| Oil | – | – | – | – | – | – | – | – | – | – | – | – | * | * | * | * | – | – | – | – |
| Fibreglass | – | * | – | * | * | * | * | * | – | * | – | * | – | * | – | * | – | – | – | – |
| Sulphur/sulphate | * | – | * | – | * | – | * | – | – | * | – | – | – | * | – | * | – | – | – | – |
| Ash | – | – | – | – | – | – | – | – | – | * | – | * | – | – | – | – | – | – | – | – |
| Household cleaners | * | * | * | – | * | * | – | * | – | – | – | – | – | * | – | * | – | – | – | – |
| All the chemicals cause harm | 16 | 24 | 14 | 25 | 14 | 21 | 13 | 23 | 15 | 23 | 12 | 26 | 15 | 20 | 11 | 21 | 15 | 22 | 12 | 26 |
| Other | 1 | 1 | 2 | 1 | * | 1 | * | * | 2 | 1 | 2 | 1 | 3 | 2 | 4 | 2 | 3 | 3 | 3 | 2 |
| None | – | – | – | – | 1 | 3 | 2 | 2 | 4 | 4 | 4 | 3 | 1 | 2 | 1 | 2 | 1 | 2 | 2 | 1 |
| dk/na | 27 | 20 | 30 | 18 | 29 | 20 | 31 | 18 | 26 | 20 | 28 | 19 | 29 | 24 | 30 | 23 | 28 | 26 | 29 | 23 |

* Less than one percent

*Q.34*
*What chemicals or substances in cigarettes, in tobacco, or in smoking, if any, cause or can cause disease or harm to health? Are there any others?*

## Chemicals in Cigarettes Added During Manufacture

| | JULY 2002 | | | | NOV-DEC 2002 | | | | JULY-AUG 2003 | | | | DEC 2003 | | | | NOV-DEC 2004 | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ |
| Yes | 69 | 68 | 68 | 71 | 67 | 72 | 65 | 73 | 67 | 70 | 65 | 72 | 67 | 70 | 66 | 73 | 69 | 71 | 67 | 73 |
| No | 11 | 14 | 10 | 14 | 10 | 11 | 9 | 11 | 11 | 12 | 10 | 10 | 12 | 13 | 11 | 11 | 9 | 12 | 9 | 11 |
| dk/na | 20 | 18 | 22 | 16 | 23 | 16 | 26 | 16 | 22 | 18 | 25 | 18 | 21 | 16 | 23 | 16 | 22 | 18 | 24 | 16 |

*Q.35*
*As far as you know, are any chemicals added to the tobacco when cigarettes are manufactured?*

## B. Reads per Day and Impact of Information about Toxic Substances

One percent of adult smokers report that they look at or read the information about chemicals and toxic substances on the side of cigarette packages several times a day, and two percent do this about once a day. Over four in ten (a total of 45%) look at or read the information on the side of cigarette packages less frequently, including 36 percent who say they do this less than once a week. One-half (51%) say they never look at or read the information on the side of cigarette packages.

There has been no significant change since December 2003 in these findings.

Men, younger adult smokers and potential quitters are more likely than their counterparts to say they read the information on chemicals and toxic substances on the side of cigarette packages at least occasionally.

When asked if they can name any chemicals or toxic substances that are currently listed on a cigarette package (without looking at a cigarette package), the largest proportions of Canadians mention nicotine (33%) and tar (29%). Eight percent mention carbon monoxide and 15 percent mention some other toxic substance. Eight percent say there are no chemicals or toxic substances currently listed on cigarette packages, and 49 percent offer no opinion.

Adult smokers are more likely than Canadian adults in general to mention nicotine (50%), tar (48%) and carbon monoxide (19%). They are also more likely to mention other toxic substances; seven percent each mention hydrogen cyanide and formaldehyde, and 15 percent mention other toxic substances. Only three percent say there are no substances listed on cigarette packages. Smokers are more likely than adults in general to offer an opinion (31% offer no response).

Among adult Canadians, there has been a decrease since the December 2003 survey in the number who mention tar. Since the 2000 baseline survey, there have been decreases in the proportion who say there are no chemicals or toxic substances listed on cigarette packages (down 17 points), and in the proportions who mention nicotine (down nine points) and tar (down four points). In the same period, there has been an increase in the number who do not offer an opinion (up 25 points).

Among adult smokers, there has been a slight decline since the December 2003 survey in the proportion who say that no substances are listed. Since the 2000 baseline survey, there have been decreases in the proportion who say there are no chemicals or toxic substances listed on cigarette packages (down 13 points), and in the proportions who mention nicotine (down six points) and tar (down six points). In the same period, there has been an increase in the number who do not offer an opinion (up 16 points).

Younger adult smokers tend to be at least slightly more likely to mention chemicals such as carbon monoxide, benzene, tar and formaldehyde.

### Frequency of Looking at or Reading Information about Chemicals and Substances on Side of Cigarette Pack

| | JULY-AUG 2003 | | DEC 2003 | | NOV-DEC 2004 | |
|---|---|---|---|---|---|---|
| | S | PQ | S | PQ | S | PQ |
| Several times a day | 2 | 2 | 1 | 1 | 1 | 1 |
| About once a day | 2 | 3 | 2 | 2 | 2 | 2 |
| Once every two or three days | 2 | 2 | 2 | 2 | 2 | 2 |
| About once a week | 9 | 11 | 8 | 10 | 7 | 9 |
| Less than once a week | 39 | 43 | 35 | 38 | 36 | 38 |
| Never | 45 | 39 | 51 | 47 | 51 | 47 |
| dk/na | * | * | * | * | * | – |

* Less than one percent

*Q.32*
*Overall, how often do you find yourself looking at, or reading, the information about chemicals and substances on the side of cigarette packages? Would it be ...?*
*Subsample: Smokers*

## Toxic Substances Listed on Cigarette Packages

| | NOV-DEC 2000 | | | | MAR-APR 2001 | | | | JULY 2001 | | | | NOV-DEC 2001 | | | | JULY 2002 | | | | NOV-DEC 2002 | | | | JULY-AUG 2003 | | | | DEC 2003 | | | | NOV-DEC 2004 | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ | GP | S | NS | PQ |
| Nicotine | 42 | 56 | 36 | 58 | 40 | 53 | 32 | 56 | 35 | 53 | 28 | 56 | 37 | 51 | 30 | 53 | 38 | 51 | 32 | 53 | 34 | 51 | 28 | 53 | 33 | 52 | 29 | 52 | 34 | 47 | 30 | 48 | 33 | 50 | 29 | 55 |
| Tar | 33 | 54 | 24 | 55 | 36 | 52 | 25 | 55 | 34 | 52 | 25 | 53 | 34 | 51 | 28 | 51 | 33 | 51 | 25 | 53 | 29 | 50 | 22 | 50 | 30 | 49 | 26 | 51 | 33 | 48 | 25 | 49 | 29 | 48 | 21 | 52 |
| Carbon monoxide | 9 | 22 | 3 | 23 | 8 | 19 | 3 | 21 | 11 | 22 | 5 | 24 | 9 | 22 | 5 | 24 | 10 | 22 | 4 | 23 | 9 | 22 | 4 | 24 | 7 | 21 | 5 | 23 | 7 | 18 | 2 | 16 | 8 | 19 | 4 | 21 |
| Hydrogen cyanide | * | – | * | – | 1 | 1 | 1 | 2 | 1 | 3 | * | 3 | 2 | 6 | 1 | 7 | 3 | 7 | 1 | 7 | 4 | 8 | 2 | 11 | 4 | 8 | 3 | 10 | 3 | 6 | 1 | 7 | 3 | 7 | 1 | 8 |
| Formaldehyde | * | * | * | – | 1 | 1 | 1 | 2 | 1 | 2 | 1 | 3 | 2 | 6 | 1 | 6 | 3 | 6 | 1 | 6 | 2 | 7 | * | 8 | 3 | 7 | 1 | 7 | 3 | 6 | 1 | 5 | 2 | 7 | 1 | 8 |
| Poison/rat poison/strychnine/arsenic/ cyanide (unspec.)** | * | * | * | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 1 | 2 | 1 | 3 | 1 | 3 | 3 | 5 | 2 | 5 | 2 | 2 | 1 | 2 | 2 | 3 | 2 | 3 | 3 | 4 | 3 | 5 | 2 | 2 | 3 | 3 |
| Benzene | * | * | * | – | 1 | 1 | 1 | 1 | 1 | 2 | * | 2 | 3 | 6 | 1 | 7 | 2 | 5 | 1 | 6 | 2 | 6 | * | 7 | 2 | 6 | 1 | 6 | 3 | 4 | 1 | 3 | 2 | 5 | 1 | 5 |
| Carbon dioxide | 2 | 4 | * | 8 | 3 | 5 | 2 | 5 | 1 | 4 | * | 4 | 1 | 3 | 1 | 3 | 2 | 4 | 1 | 5 | 1 | 3 | * | 3 | 3 | 4 | 2 | 5 | 1 | 3 | 1 | 2 | 1 | 3 | 1 | 3 |
| Tobacco | * | * | 1 | * | * | * | 1 | * | 1 | * | 1 | 1 | 1 | 1 | 1 | * | 1 | * | 1 | * | 1 | * | 1 | * | 1 | * | 1 | * | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| Carcinogens | – | * | – | * | * | – | * | – | – | * | – | * | – | – | – | – | – | * | – | – | * | * | * | * | 1 | * | * | * | * | * | * | * | 1 | * | 1 | – |
| Chemicals/gases/toxins – in general | 1 | 1 | 1 | 1 | 1 | 2 | 1 | 2 | 1 | 2 | 1 | 2 | 1 | 2 | 1 | 2 | 1 | * | 1 | * | * | * | * | * | – | – | – | – | * | * | * | * | – | – | – | – |
| Lead | – | – | – | – | * | – | * | – | – | – | – | – | * | * | * | * | * | – | * | – | – | * | – | * | – | – | – | – | * | – | * | – | – | – | – | – |
| Type of fuel/gasoline/kerosene/ jet fuel/rocket fuel | – | * | – | – | – | – | – | – | * | – | * | – | * | * | * | * | * | * | 1 | – | – | * | – | * | – | – | – | – | – | * | – | * | – | – | – | – |
| Other | * | * | * | * | * | * | * | * | 1 | 1 | * | 1 | * | 1 | * | 1 | 1 | 2 | 1 | 2 | 1 | 2 | 1 | 2 | 2 | 3 | 2 | 2 | 2 | 3 | 2 | 3 | 3 | 4 | 2 | 4 |
| None | 25 | 16 | 27 | 15 | 25 | 20 | 29 | 19 | 13 | 9 | 16 | 9 | 16 | 9 | 18 | 8 | 9 | 8 | 9 | 7 | 9 | 8 | 11 | 7 | 15 | 9 | 15 | 8 | 7 | 7 | 8 | 6 | 8 | 3 | 9 | 2 |
| dk/na | 24 | 15 | 29 | 16 | 26 | 16 | 31 | 13 | 39 | 24 | 46 | 23 | 37 | 22 | 43 | 22 | 42 | 25 | 51 | 23 | 46 | 24 | 53 | 23 | 38 | 21 | 43 | 19 | 47 | 28 | 54 | 27 | 49 | 31 | 54 | 28 |

* Less than one percent

Note: Prior to Nov-Dec 2002, "Poison/rat poison/strychnine/arsenic"

*Q.31*

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

Almost four in ten adult 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 (36%). Three in ten each say this information has contributed to increasing their desire to quit smoking (32%) and getting them to smoke less (31%). Two in ten (20%) say the information has contributed to getting them to switch to a different brand or product.

There is little change in these findings from that found in December 2003 or in November-December 2002, when this question was first asked.

Potential quitters are more likely to say that the information about chemicals and toxic substances on the side of the packages has contributed on all four dimensions. Younger adult smokers are slightly more likely to say this information has contributed to increasing their desire to quit smoking and encouraging them to try to quit.

## Impact of Information about Chemicals and Toxic Substances

| | NOV-DEC 2002 | | | | | | JULY-AUG 2003 | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Yes | | No | | DK/NA | | Yes | | No | | DK/NA | |
| | S | PQ | S | PQ | S | PQ | S | PQ | S | PQ | S | PQ |
| Encouraged you to try to quit smoking | 36 | 46 | 63 | 54 | * | * | 33 | 44 | 65 | 54 | 2 | 1 |
| Increased your desire to quit smoking | 32 | 41 | 67 | 59 | 1 | * | 31 | 42 | 67 | 57 | 2 | 1 |
| Got you to smoke less | 34 | 39 | 65 | 61 | 1 | * | 32 | 38 | 67 | 60 | 2 | 2 |
| Got you to switch to a different brand or product | 19 | 21 | 80 | 79 | * | – | 16 | 18 | 82 | 81 | 1 | 1 |

| | DEC 2003 | | | | | | NOV-DEC 2004 | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Yes | | No | | DK/NA | | Yes | | No | | DK/NA | |
| | S | PQ | S | PQ | S | PQ | S | PQ | S | PQ | S | PQ |
| Encouraged you to try to quit smoking | 37 | 48 | 62 | 51 | 1 | 1 | 36 | 46 | 63 | 53 | 1 | 1 |
| Increased your desire to quit smoking | 32 | 42 | 67 | 57 | 1 | 1 | 32 | 43 | 67 | 55 | 1 | 1 |
| Got you to smoke less | 31 | 36 | 68 | 63 | 1 | 1 | 31 | 37 | 68 | 62 | 1 | 1 |
| Got you to switch to a different brand or product | 17 | 19 | 82 | 80 | 1 | 1 | 20 | 22 | 79 | 77 | 1 | 1 |

* Less than one percent

*Q.33*
*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 and potential quitters*

## A. Survey of General Population: Methodology

The results of the survey are based on questions asked to 629 adults 18 years of age and older, living within the ten provinces of Canada. The survey was conducted by telephone from November 18 to 21, 2004.

### SAMPLE SELECTION

The sampling method was designed to complete approximately 640 interviews within households randomly selected across Canada. It is drawn in such a way that it represents the Canadian population with the exception of those Canadians living in the Yukon, Northwest Territories or Nunavut.

The actual sample is distributed as follows.

| | Weighted N | Unweighted N | Margin of Error |
|---|---|---|---|
| Atlantic Region | 51 | 51 | 13.7 |
| Quebec | 158 | 158 | 7.8 |
| Ontario | 235 | 228 | 6.5 |
| Manitoba/Saskatchewan | 45 | 41 | 15.3 |
| Alberta | 57 | 68 | 11.9 |
| British Columbia | 82 | 83 | 10.8 |
| Total | 629 | 629 | 3.9 |

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

Environics uses a sampling method in which sample is generated using the RDD (random digit dialling) technique. Samples are generated using a database of active phone ranges. These ranges are made up of a series of contiguous blocks of 100 contiguous phone numbers and are revised three to four times per year after a thorough analysis of the most recent edition of an electronic phonebook. Each number generated is put through an appropriate series of validation procedures before it is retained as part of a sample. Each number generated is looked up in a recent electronic phonebook database to retrieve geographic location, business indicator and "do not call" status. The postal code for listed numbers is verified for accuracy and compared against a list of valid codes for the sample stratum. Non-listed numbers are assigned a "most probable" postal code based on the data available for all listed numbers in the phone exchange. This sample selection technique ensures both unlisted numbers and numbers listed after the directory publication are included in the sample.

A total of 5,573 telephone numbers were drawn. From within each household contacted, respondents 18 years of age and older were screened for random selection using the "most recent birthday" method. The use of this technique produces results that are as valid and effective as enumerating all persons within a household and selecting one randomly.

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

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

### TELEPHONE INTERVIEWING

Interviewing was conducted at Environics' central facilities in Toronto and Montreal. Field supervisors were present at all times to ensure accurate interviewing and recording of responses. Ten percent of each interviewer's work was unobtrusively monitored for quality control in accordance with the standards set out by the Canadian Association of Marketing Research Organizations. A minimum of five calls were made to a household before classifying it as a "no answer."

### COMPLETION RESULTS

A total of 629 interviews were completed. The margin of error for a sample of 629 is +/- 3.9 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 629 interviews.

| | |
|---|---|
| Dialled Sample | 5,573 |
| Household not eligible | 66 |
| Non-residential/not in service | 2,188 |
| Language barrier | 226 |
| Subtotal | 2,480 |
| New Base (5,573-2,480) | 3,093 |
| No answer/line busy/ respondent not available | 702 |
| Refusals | 1,722 |
| Mid-interview refusals | 40 |
| Subtotal | 2,464 |
| Net Completions (3,093-2,464) | 629 |

## B. Survey of Adult Smokers: Methodology

The results of the survey are based on questions asked to 1,002 adult smokers 18 years of age and older living within the ten provinces of Canada. Of this total, 877 interviews were conducted with smokers only, between November 22 and December 5, 2004. A further 125 interviews were conducted with smokers as part of a general population survey, conducted from November 18 to 21, 2004. All interviews were conducted by telephone.

The margin of error for a sample of 1,002 is ± 3.1 percentage points, 19 times in 20. The margins are wider for regional and demographic subsamples.

### SAMPLE FRAME

The sampling methods were designed to complete approximately 1,000 interviews with smokers in the ten provinces, proportionate to the incidence of smokers in each province relative to the incidence of smokers in the population of Canada. These interviews were drawn from two different surveys, the general population survey and an oversample survey of smokers. Using smoking incidence data, the relative proportions of smokers in the populations of each province were derived and used as the basis of the sampling frame (Source: CTUMS data 2003).

| | % of Total | N |
|---|---|---|
| Newfoundland | 1.8805 | 19 |
| Prince Edward Island | 0.4449 | 5 |
| Nova Scotia | 3.1645 | 32 |
| New Brunswick | 2.7598 | 28 |
| Quebec | 28.5034 | 285 |
| Ontario | 36.6180 | 366 |
| Manitoba | 3.5482 | 35 |
| Saskatchewan | 3.5062 | 35 |
| Alberta | 9.3596 | 94 |
| British Columbia | 10.2149 | 101 |
| Canada | 100.0000 | 1,000 |

The actual sample, by province, is as follows.

| | Weighted N | Unweighted N | Margin of Error |
|---|---|---|---|
| Newfoundland | 19 | 19 | 22.5 |
| Prince Edward Island | 4 | 5 | 43.8 |
| Nova Scotia | 32 | 32 | 17.3 |
| New Brunswick | 28 | 28 | 18.5 |
| Quebec | 286 | 286 | 5.8 |
| Ontario | 367 | 364 | 5.1 |
| Manitoba | 36 | 36 | 16.3 |
| Saskatchewan | 35 | 35 | 16.6 |
| Alberta | 94 | 95 | 10.1 |
| British Columbia | 102 | 102 | 9.7 |

### SURVEY METHODS

The following sections discuss survey methods for the oversample survey of 877 interviews conducted among smokers. For a discussion of the methods for the general population survey, from which 125 interviews with smokers were drawn, please see Section A, Survey of General Population: Methodology.

### SAMPLE SELECTION: OVERSAMPLE

Environics uses a sampling method in which sample is generated using the RDD (random digit dialling) technique. Samples are generated using a database of active phone ranges. These ranges are made up of a series of contiguous blocks of 100 contiguous phone numbers and are revised three to four times per year after a thorough analysis of the most recent edition of an electronic phonebook. Each number generated is put through an appropriate series of validation procedures before it is retained as part of a sample. Each number generated is looked up in a recent electronic phonebook database to retrieve geographic location, business indicator and "do not call" status. The postal code for listed numbers is verified for accuracy and compared against a list of valid codes for the sample stratum. Non-listed numbers are assigned a "most probable" postal code based on the data available for all listed numbers in the phone exchange. This sample selection technique ensures both unlisted numbers and numbers listed after the directory publication are included in the sample.

A total of 28,870 telephone numbers were drawn. Households contacted were initially screened for the presence of a smoker aged 18 years or older in the household. Where more than one adult smoker was part of a household, respondents were screened for random selection using the "most recent birthday" method. The use of this technique produces results that are as valid and effective as enumerating all qualified persons within a household and selecting one randomly.

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

In the data analysis, the results of the survey were weighted to reflect the actual proportion of over- and under-sampled segments in the population: in this case, weighting was by age, gender and by the regional incidence of smokers. (Source: CTUMS data 2003).

## TELEPHONE INTERVIEWING: OVERSAMPLE

Interviewing was conducted at Environics' central facilities in Toronto and Montreal. Field supervisors were present at all times to ensure accurate interviewing and recording of responses. Ten percent of each interviewer's work was unobtrusively monitored for quality control in accordance with the standards set out by the Canadian Association of Marketing Research Organizations. A minimum of five calls were made to a household before classifying it as a "no answer."

## COMPLETION RESULTS: OVERSAMPLE

A total of 877 interviews were completed. The margin of error for a sample of 877 is ± 3.3 percentage points, 19 times in 20. The margins are wider for regional and demographic subsamples.

The following table presents the detailed completion results for this oversample of 877 interviews.

| | |
|---|---|
| Dialled sample | 28,870 |
| Household not eligible | 8,623 |
| Non-residential/not in service | 7,261 |
| Language barrier | 626 |
| Subtotal | 16,510 |
| New Base (28,870-16,510) | 12,360 |
| No answer/line busy/ respondent not available | 6,224 |
| Refusals | 5,193 |
| Mid-interview refusals | 66 |
| Subtotal | 11,483 |
| Net Completions (12,360-11,483) | 877 |

ENVIRONICS
RESEARCH GROUP

Nov 9/04

**Survey of Adult Smokers and Non-Smokers – Wave 9**
**PN5552**
**Questionnaire - Draft 1**

## INTRODUCTION

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

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

A. May I please speak to the person in your household who is 18 years of age or older, and has had the most recent birthday.

#01 Yes
#02 Not Available..... **SCHEDULE CALL-BACK**
#03 Refused..... **DISCONTINUE & THANK**

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

1 - Yes **THANK AND TERMINATE**
2 - No **CONTINUE TO MAIN QUESTIONNAIRE**

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

1 - Male
2 - Female

D. Language of survey

1 - English
2 - French

## INTRODUCTION FOR ADULT SMOKERS SURVEY

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

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

A. Does anyone in your household age 18 or older smoke cigarettes (manufactured or roll your own)?

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

B. Is there more than one person in your household age 18 or older that smokes cigarettes?

| | |
|---|---|
| 1 - Yes, more than one | **ASK C** |
| 2 - One only | **SCHEDULE CALL BACK** |

C. May I please speak to the one who has had the most recent birthday?
**SCHEDULE CALL BACK**

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

1 - Yes **THANK AND TERMINATE**
2 - No **CONTINUE TO MAIN QUESTIONNAIRE**

## MAIN QUESTIONNAIRE

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

| | |
|---|---|
| 1 - Every day | **SMOKER** |
| 2 - Occasionally (less than every day) | **SMOKER** |
| 3 - Not at all | **NON- SMOKER** |
| 4 - DK/NA | **NON- SMOKER** |

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

1 - Yes
2 - No
3 - DK/NA

**NON- SMOKERS GO TO Q.9**

**IF SMOKE EVERY DAY, ASK:**

3. On average, how many cigarettes do you smoke per day?
   **PROBE FOR A PRECISE NUMBER. IF RESPONDENT SAYS ONE PACK A DAY PROBE FOR NUMBER OF CIGARETTES IN A PACK**

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

   2 - DK/NA

**IF SMOKE OCCASIONALLY, ASK:**

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

   ___ ___ cigarettes per day

   2 - DK/NA

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

5a)
01 - Craven "A" King Size
02 - Craven Menthol King Size
03 - DuMaurier King Size
04 - DuMaurier Regular Size
05 - DuMaurier Light King Size
06 - DuMaurier Light Regular Size
07 - DuMaurier Extra Light King Size
08 - DuMaurier Extra Light Regular Size
09 - DuMaurier Ultra Light King Size
10 - DuMaurier Ultra Light Regular Size
11 - DuMaurier Special King Size
12 - DuMaurier Special 100
13 - Export "A" Regular Size
14 - Export "A" Medium Regular Size
15 - Export "A" Light Regular Size
16 - Matinee Extra Mild King Size
17 - Matinee Extra Mild Regular Size
18 - Matinee Slims King Size
19 - Players Light Regular Size
20 - Players Light King Size
21 - Players Regular Size
22 - Players Extra Light King Size
23 - Players Extra Light Regular Size
24 - Rothmans King Size
25 - Rothmans Special Mild King Size
26 - No regular brand
27 - Other (SPECIFY)_____
28 - DK/NA

5b)
01 - Craven "A" King Size
02 - Craven Menthol King Size
03 - DuMaurier King Size
04 - DuMaurier Regular Size
05 - DuMaurier Light King Size
06 - DuMaurier Light Regular Size
07 - DuMaurier Extra Light King Size
08 - DuMaurier Extra Light Regular Size
09 - DuMaurier Ultra Light King Size
10 - DuMaurier Ultra Light Regular Size
11 - DuMaurier Special King Size
12 - DuMaurier Special 100
13 - Export "A" Regular Size
14 - Export "A" Medium Regular Size
15 - Export "A" Light Regular Size
16 - Matinee Extra Mild King Size
17 - Matinee Extra Mild Regular Size
18 - Matinee Slims King Size
19 - Players Light Regular Size
20 - Players Light King Size
21 - Players Regular Size
22 - Players Extra Light King Size
23 - Players Extra Light Regular Size
24 - Rothmans King Size
25 - Rothmans Special Mild King Size
26 – No other brands
27 - Other (SPECIFY)_____
28 - DK/NA

6. Have you ever tried to quit smoking?

1 - Yes
2 - No **GO TO Q.8**
3 - DK/NA **GO TO Q.8**

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

1 - Once
2 - Twice
3 - Three times
4 - More than three times
5 - Not in the past year
6 - DK/NA

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

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

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

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

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

**IF YES IN Q.8(a) ASK :**

c) If you were to quit smoking at some point in the future what ways or methods do you think you would use? [**PROBE**: Are there any others?]
**DO NOT READ - CODE ALL THAT APPLY**

01 - Nicotine gum
02 - Nicotine patch
03 - Zyban
04 - Clinic or group program
05 - Acupuncture
06 - Self-help program/support group
07 - Hypnosis
08 - More exercise/get physically fit
09 - Will power/cold turkey/just stop
10 - Cut back gradually
11 - Avoid other smokers/smoking situations
12 - Chew gum/candy/food
13 - Other (SPECIFY)

_____

_____

14 - DK/NA

## HEALTH EFFECTS

**ASK ALL**

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

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

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

01 - Addiction
02 - Air pollution/environmental damage
03 - Allergies
04 - Asthma
05 - Bad breath
06 - Blood circulation problems/Blood clots
07 - Bronchitis/Chronic bronchitis
08 - Cancer - Breast
09 - Cancer - Lung
10 - Cancer - Oral (tongue, lips, mouth, throat)
11 - Cancer in general (**DO NOT PROBE**)
12 - Coughing
13 - Death/Premature death
14 - Dizziness/Nausea
15 - Effect on the fetus/unborn child (general)
16 - Emphysema
17 - Gangrene
18 - Gum disease/tooth loss/mouth disease
19 - Headaches
20 - Heart attack/disease/angina
21 - High Blood Pressure
22 - Impotence/sexual dysfunction
23 - Lung disease/lungs (unspecified)
24 - Multiple sclerosis
25 - Poor physical condition/loss of energy
26 - Premature birth/Preterm birth
27 - Respiratory problems/difficulty breathing/shortness of breath
28 - Smaller babies/Reduced growth of babies during pregnancy
29 - Second-hand smoke
30 - Stroke
31 - Wrinkles/premature aging
32 - Yellow teeth/fingers/effect on appearance
33 - None
34 - Other (SPECIFY) _____
35 - DK/NA

11. Thinking generally about information which talks about the health effects of smoking cigarettes, where have you seen or heard any of this kind of information recently? Anywhere else?
**DO NOT READ. CODE ALL THAT APPLY.** [**PROBE**: Anywhere else?]

01 - Television
02 - Newspapers
03 - Magazines
04 - Radio
05 - Billboards
06 - News
07 - Cigarette packages
08 - Other tobacco product packages
09 - Doctor/Doctor's office
10 - School/University
11 - Workplace
12 - Word of mouth/family/friends
13 - Internet/website
14 – Other (**SPECIFY**) _____
15 - Nowhere
16 - DK/NA

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

a) Lung cancer

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

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

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

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

a) Asthma attacks in children

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

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

## HEALTH WARNING MESSAGES

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

1 - Yes
2 - No
3 - DK/NA

15. 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

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

1 - Yes
2 - No
3 - DK/NA

17. **IF SMOKER ASK:** Have you seen any of these health warning messages on [main brand – Q5a]?

1 - Yes
2 - No
3 - DK/NA

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

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

**IF CODE 1 IN Q.18a), ASK:**
b) About how many times a day would you look at a message?

1 - _____TIMES PER DAY
2 - DK/NA

19. Again referring to the health warning messages that are NOW on cigarette packages in Canada, and without looking at a cigarette package, what do the these health warning messages look like? **DO NOT READ. CODE ALL THAT APPLY. FOR MENTIONS OF SPECIFIC PICTURES, CODE IN "OTHER"**

01 - Pictures (general)
02 – More information/specific information about health effects of smoking
03 - Information about how to quit
04 - Covers more of the package/50% of the package
05 - Information on back of the slide portion
06 - More chemicals/ingredients listed
07 - Tougher, stronger messages
08 - Colour/coloured
09 - Other (**SPECIFY**)
_____
_____
_____
10 - DK/NA

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

_____

_____

_____

2 - None
3 - DK/NA

21. 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?]

_____

_____

_____

2 - None
3 - DK/NA

**ASK ALL**

22. 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

**ASK SMOKERS ONLY**

23. 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

24. In the last month, have you made any effort to avoid looking at or thinking about the health warning labels by doing any of the following? **READ AND ROTATE**

    a) By placing a cover or a case over your package?

        1 - Yes
        2 - No
        3 - DK/NA

    b) By transferring cigarettes to another container?
    c) By avoiding buying packs with particular health warning messages on them?
    d) By keeping the pack out of sight?

**SLIDE**

**ASK ALL**

25. 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 SMOKERS**

26. Overall, how often to you find yourself looking at or reading the information on the back of the sliding part of a cigarette package? Would it be… **READ**

    01 - several times a day
    02 - about once a day
    03 - once every two or three days
    04 - about once a week
    05 - less than once a week, or
    06 - never?
    99 - DK/NA

27. 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

28. How often do you look at or read the information that is on the insert or the piece of paper that is included in some cigarette packs? Would it be… **READ**

    01 - several times a day
    02 - about once a day
    03 - once every two or three days
    04 - about once a week
    05 - less than once a week, or
    06 - never?
    99 - DK/NA

29. What do you usually do with the insert, that is, the piece of paper with information on it, that is included in some cigarette packs? Do you … **READ**

    01 - throw out the insert when you open the pack
    02 - throw out the insert with the pack when you are finished with the pack
    03 - keep the insert, or
    04 - something else?

    **VOLUNTEERED**

    05 - don't have packs with insert
    99 - DK/NA

## TOXIC SUBSTANCES

**ASK ALL**

30. 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

31. 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**

32. Overall, how often do you find yourself looking at, or reading, the information about chemicals and substances on the side of cigarette packages? Would it be … **READ**

    01 - several times a day
    02 - about once a day
    03 - once every two or three days
    04 - about once a week
    05 - less than once a week, or
    06 - never?
    99 - DK/NA

33. 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**

34. 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 chemicals
22 - Other (**SPECIFY**)

_____
_____
_____

23 - DK/NA

35. 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

36. 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**

37. Finally, a few questions for statistical purposes. Please be assured that all your responses will be kept entirely anonymous and absolutely confidential. In what year were you born?

1 - SPECIFY _____
2 - DK/NA

38. What is the highest level of education you have reached?
**DO NOT READ**

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

39. Which of the following best describes your employment status? Are you…
**READ**

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

40. Are you…
**READ**

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

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

1 - Yes
2 - No
3 - DK/NA

42. Into which of the following categories would you put the total annual income, before taxes and deductions, for 2003, 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

43. 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

Le 19 novembre/04

Survey of Adult Smokers and Non-Smokers – Wave 9
PN5552
Questionnaire français - Draft 1

## INTRODUCTION

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

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

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

#01 Oui
#02 Non disponible.....**ORGANISER LE RAPPEL**
#03 Refus .....**REMERCIER ET TERMINER**

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

1 - Oui **REMERCIER ET TERMINER**
2 - Non **POURSUIVRE LE QUESTIONNAIRE PRINCIPAL**

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

1 - Homme
2 - Femme

D. Langue du sondage

1 - Anglais
2 - Français

## INTRODUCTION POUR LE SONDAGE SUR LES ADULTES FUMEURS

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

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

A. Est-ce qu'il y a un membre de votre foyer qui a 18 ans ou plus et qui fume la cigarette (de commerce ou roulées)?

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

B. Est-ce qu'il y a dans votre foyer plus d'une personne âgée de 18 ans ou plus qui fume la cigarette?

| | |
|---|---|
| 1 - Oui, plus d'une | **POSER C** |
| 2 - Une seulement | **ORGANISER LE RAPPEL** |

C. Est-ce que je pourrais parler au fumeur ou à la fumeuse qui a eu son anniversaire le plus récemment?
**ORGANISER LE RAPPEL**

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

| | |
|---|---|
| 1 - Oui | **REMERCIER ET TERMINER** |
| 2 - Non | **POURSUIVRE LE QUESTIONNAIRE PRINCIPAL** |

## QUESTIONNAIRE PRINCIPAL

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

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

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

1 - Oui
2 - Non
3 - NSP/PR

**POUR LES NON-FUMEURS, PASSER À Q.9**

**SI FUME TOUS LES JOURS, DEMANDER :**

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

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

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

2 - NSP/PR

**SI FUME À L'OCCASION, DEMANDER :**

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

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

2 - NSP/PR

5. a) Quelle est la marque de cigarettes que vous fumez, généralement?
**NE PAS LIRE - CODER UNE MARQUE SEULEMENT.. NOTE À L'INTERVIEWEUR : SONDER POUR SAVOIR SI LE RÉPONDANT FUME DES CIGARETTES RÉGULIÈRES, LÉGÈRES, EXTRA LÉGÈRES, ETC., ET GRAND FORMAT OU RÉGULIER POUR CETTE MARQUE.**

b) Est-ce que vous fumez d'autres marques de cigarettes? **CODER TOUTES LES MENTIONS QUI S'APPLIQUENT.**

5a)
01 - Craven "A" grand format
02 - Craven menthol grand format
03 - DuMaurier grand format
04 - DuMaurier régulier
05 - DuMaurier légères grand format
06 - DuMaurier légères régulier
07 - DuMaurier extra légères grand format
08 - DuMaurier extra légères régulier
09 - DuMaurier ultra légères grand format
10 - DuMaurier ultra légères régulier
11 - DuMaurier spéciales grand format
12 - DuMaurier Special 100
13 - Export "A" régulier
14 - Export "A" moyennes régulier
15 - Export "A" légères régulier
16 - Matinée extra douces grand format
17 - Matinée extra douces régulier
18 - Matinée minces grand format
19 - Players légères régulières
20 - Players légères grand format
21 - Players régulier
22 - Players extra légères grand format
23 - Players extra légères régulier
24 - Rothmans grand format
25 - Rothmans spéciales douces grand format
26 - Aucune marque régulière
27 - Autre (**PRÉCISER**)_____
28 - NSP/PR

5b)
01 - Craven "A" grand format
02 - Craven menthol grand format
03 - DuMaurier grand format
04 - DuMaurier régulier
05 - DuMaurier légères grand format
06 - DuMaurier légères régulier
07 - DuMaurier extra légères grand format
08 - DuMaurier extra légères régulier
09 - DuMaurier ultra légères grand format
10 - DuMaurier ultra légères régulier
11 - DuMaurier spéciales grand format
12 - DuMaurier Special 100
13 - Export "A" régulier
14 - Export "A" moyennes régulier
15 - Export "A" légères régulier
16 - Matinée extra douces grand format
17 - Matinée extra douces régulier
18 - Matinée minces grand format
19 - Players légères régulières
20 - Players légères grand format
21 - Players régulier
22 - Players extra légères grand format
23 - Players extra légères régulier
24 - Rothmans grand format
25 - Rothmans spéciales douces grand format
26 - Aucune marque régulière
27 - Autre (**PRÉCISER**)_____
28 - NSP/PR

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

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

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

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

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

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

**SI OUI À Q.8(a), DEMANDER Ý:**

b) À quel moment envisagerez-vous d'essayer de cesser de fumer?
**LIRE**

1 - D'ici les 30 prochains jours,
2 - D'ici les 6 prochains mois, ou
3 - Pas d'ici les 6 prochains mois
4 - NSP/PR

**SI OUI À Q.8(a) DEMANDER Ý:**

c) Si vous deviez arrêter de fumer à un moment donné, quelles <u>façons</u> ou quelles <u>méthodes</u> penseriez-vous utiliser? [**SONDER**: Est-ce qu'il y en a d'autres?]
**NE PAS LIRE - CODER TOUTES LES MENTIONS QUI S'APPLIQUENT**

01 - Gomme à mâcher contenant de la nicotine
02 - Timbre transdermique de nicotine (patch)
03 - Zyban
04 - Programme en clinique ou en groupe
05 - Acupuncture
06 - Programme autonome
07 - Hypnose
08 - Faire plus d'exercice/se tenir en forme
09 - Volonté/d'un coup sec/cesser tout simplement
10 - Arrêt graduel
11 - Éviter d'être en présence de fumeurs/d'être dans des endroits où il y a des fumeurs
12 - Mâcher de la gomme/des bonbons/manger
13 - Autre (**PRÉCISER**) _____
14 - NSP/PR

## EFFETS SUR LA SANTÉ

**DEMANDER À TOUS**

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

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

**10.** À votre avis, quels sont les effets spécifiques sur la santé ou les maladies qui sont causés par la consommation de cigarettes, chez les humains? Est-ce qu'il y en a d'autres? **[SONDER JUSQU'À CE QUE LE RÉPONDANT N'AIT PLUS DE RÉPONSE À DONNER.] NE PAS LIRE. CODER TOUTES LES MENTIONS QUI S'APPLIQUENT.**

01 - Dépendance
02 - Pollution de l'air/problèmes environnementaux
03 - Allergies
04 - Asthme
05 - Mauvaise haleine
06 - Problèmes de circulation sanguine/caillots
07 - Bronchite/Bronchite chronique
08 - Cancer - du sein
09 - Cancer - du poumon
10 - Cancer - buccal (langue, lèvres, bouche, gorge)
11 - Cancer en général (**NE PAS SONDER**)
12 - Toux
13 - Mort/Mort prématurée
14 - Étourdissements/Nausées
15 - Conséquences sur le fœtus/sur l'enfant à naître (en général)
16 - Emphysème
17 - Gangrène
18 - Maladies des gencives/perte de dents/maladies de la bouche
19 - Maux de tête
20 - Crises cardiaques/maladies cardiaques/angine
21 - Hypertension (haute tension)
22 - Impuissance/dysfonction sexuelle
23 - Maladies pulmonaires/poumons (non spécifié)
24 - Sclérose en plaques
25 - Piètre état physique/perte d'énergie
26 - Naissance prématurée/avant terme
27 - Problèmes respiratoires/difficulté à respirer/souffle court
28 - Bébés de petit poids à la naissance/Réduction de la croissance des bébés pendant la grossesse
29 - Fumée des autres
30 - Attaque d'apoplexie/accidents cérébrovasculaires/ACV
31 - Rides/vieillissement prématuré

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

11. Dans l'ensemble, si on pense aux informations à propos des effets de la cigarette sur la santé, où est-ce que vous avez vu ou lu récemment ce genre d'informations? Est-ce qu'il y a d'autres sources? [**SONDER**: Autres sources?]
**NE PAS LIRE. CODER TOUTES LES MENTIONS QUI S'APPLIQUENT.**

01 - Télévision
02 - Journaux
03 - Magazines
04 - Radio
05 - Panneaux-réclames
06 - Nouvelles/reportages
07 - Paquets de cigarettes
08 - Autres produits du tabac
09 - Médecin/bureau du médecin
10 - École/Université
11 - Lieu de travail
12 - Bouche à oreille/famillle/amis
13 - Internet/site web
14 - Autre (**PRÉCISER**) _____
15 - Nulle part
16 - NSP/PR

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

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 cérébrovasculairs/ACV
f) Arthrite
g) Impuissance chez les hommes
h) Gangrène

i) Ulcère de l'estomac
j) Fausses-couches
k) Asthme
l) Cancer de la bouche
m) Cancer de la vessie
n) Cancer de la gorge
o) Hépatite
p) Rides et vieillissement prématuré
q) Infertilité
r) Acné
s) Maladies des gencives ou de la bouche
t) Bébés de faible poids ou dont la croissance décroît pendant la grossesse
u) Naissances prématurées
v) Sclérose en plaques
w) Maladie d'Alzheimer
x) Bronchite chronique
y) Décès prématuré

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

a) Crises d'asthme chez les enfants

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

b) Infections de l'oreille chez les enfants
c) Maladies cardiaques chez les adultes non fumeurs
d) Arthrite chez les adultes non fumeurs
e) Cancer du poumon chez les non-fumeurs
f) Décès par cause du syndrome de la mort subite du nourrisson
g) 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

## MESSAGES D'INFORMATION SUR LA SANTÉ

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

    1 - Oui
    2 - Non
    3 - NSP/PR

15. 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

16. 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

17. **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 – Q5a]?

    1 - Oui
    2 - Non
    3 - NSP/PR

18. 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.18a), DEMANDER :**

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

1 - _____FOIS PAR JOUR
2 - NSP/PR

19. 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

20. 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

21. 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**

22. 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

**DEMANDER AUX FUMEURS SEULEMENT**

23. 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

24. Depuis un mois, vous êtes-vous efforcé de ne pas regarder les messages d'avertissement pour la santé ou de ne pas y penser, en ayant recours à l'une ou l'autre des façons suivantes ?
**LIRE EN ROTATION**

a) Soit en recouvrant le paquet d'un étui ou d'une couverture ?

1 - Oui
2 - Non
3 - NSP/PR

b) En transférant vos cigarettes dans un autre contenant ?
c) En évitant d'acheter des paquets sur lesquels figurent certains des messages d'avertissement pour la santé, en particulier ?
d) En ne gardant pas votre paquet à la vue ?

**DIAPOSITIVE**

**DEMANDER À TOUS**

25. 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**

26. Dans l'ensemble, à quelle fréquence est-ce que vous regardez ou lisez les renseignements inscrits à l'endos du tiroir d'un paquet de cigarettes ? Diriez-vous que vous le faites… **LIRE**

    01 - Plusieurs fois par jour
    02 - Environ une fois par jour
    03 - Tous les deux ou trois jours
    04 - Environ une fois par semaine
    05 - Moins d'une fois par semaine, ou
    06 - Jamais
    99 - NSP/PR

27. 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

28. À quelle fréquence est-ce que vous regardez ou lisez les renseignements inscrits sur l'encart ou le bout de papier qui est inclus dans certains paquets de cigarettes ? Diriez-vous que vous le faites… **LIRE**

    01 - Plusieurs fois par jour
    02 - Environ une fois par jour
    03 - Tous les deux ou trois jours
    04 - Environ une fois par semaine
    05 - Moins d'une fois par semaine, ou
    06 - Jamais
    99 - NSP/PR

29. Que faites-vous habituellement de l'encart, c'est-à-dire le bout de papier sur lequel figurent des renseignements, qui est inclus dans certains paquets de cigarettes ? Est-ce que vous… **LIRE**

    01 – jetez l'encart dès l'ouverture du paquet
    02 – jetez l'encart en même temps que vous jetez le paquet vide
    03 – conservez l'encart ou
    04 – autre chose ?

    **NON SUGGÉRÉ**

    05 – n'a pas de paquets comprenant un encart
    99 – NSP/PR

## SUBSTANCES TOXIQUES

**DEMANDER À TOUS**

30. 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

31. 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**

32. Dans l'ensemble, à quelle fréquence est-ce que vous regardez ou lisez les renseignements sur les produits chimiques et les substances qui figurent sur le côté des paquets de cigarettes ? Diriez-vous que vous le faites… **LIRE**

    01 - Plusieurs fois par jour
    02 - Environ une fois par jour
    03 - Tous les deux ou trois jours
    04 - Environ une fois par semaine
    05 - Moins d'une fois par semaine, ou
    06 - Jamais
    99 - NSP/PR

33. 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**

34. 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 produit chimique
22 - Autre (**PRÉCISER**)

_____
_____
_____

23 - NSP/PR

35. 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

36. 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**

37. Enfin, je vais vous poser quelques questions à des fins statistiques. Soyez assuré que toutes vos réponses demeureront entièrement anonymes et confidentielles. En quelle année êtes-vous né?

1 - PRÉCISER _____
2 - NSP/PR

38. Quel est le niveau de scolarité le plus élevé que vous avez atteint?
**NE PAS LIRE**

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

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

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

40. Est-ce que vous êtes…?
**LIRE**

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

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

1 - Oui
2 - Non
3 - NSP/PR

42. Laquelle des catégories suivantes correspond le mieux au revenu total de tous les membres de votre foyer et de vous-même, avant impôt, en 2003? 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

43. À quelle fréquence est-ce que vous utilisez l'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)