27809i

PORG 2004-1117
IDCODE 1050102
B2.

ENVIRONICS
RESEARCH GROUP

WAVE 9 SURVEYS

The Health Effects of Tobacco and Health Warning Messages on Cigarette Packages

SURVEY OF YOUTH

Prepared for: Health Canada

POR-076-04

HC-POR-04-19

Contract # H4133-4-0536

Prepared by: Environics Research Group Limited

January 2005

pn5552

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1.0 INTRODUCTION

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

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

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

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 survey of youth aged 12 to 18 years, which included youth smokers and non-smokers, is based on a sample size of 1,000. This survey was conducted between November 18 and December 5, 2004. A survey based on a sample of 1,000 has a margin of error of approximately 3.1 percentage points, 19 times in 20.

This report summarizes the findings of the research. In the tables included in this report, we present results for the general population (GP), smokers (S) and potential smokers (PS). The sample sizes of these groups are:

General population:	1,000
Smokers:	117
Potential smokers:	271

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, seven percent of youth smoke cigarettes every day and four percent smoke occasionally. Among youth smokers, 62 percent smoke every day and 38 percent smoke occasionally. Older youth, especially those aged 17 to 18 years, are more likely than younger teens to say they smoke cigarettes every day or occasionally.

Among non-smoking youth, one-quarter (25%) say they have at some time tried cigarette smoking, which includes just having a few puffs. Among non-smoking youth who have never tried smoking, not even a few puffs, five percent say they have seriously thought about trying smoking. Among all non-smoking youth, two percent say they might try smoking within the next month.

Of the youth sample, 11 percent are smokers and 89 percent are non-smokers. Of all youth, 26 percent can be classified as potential smokers; among non-smoking youth, 29 percent can be classified as potential smokers. Potential smokers include any youth who say they have tried smoking, have seriously thought about smoking or think they might try smoking within the next month.

Cigarette Consumption Per Day

	DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002			DEC 2002			JULY-AUG 2003			DEC 2003			NOV-DEC 2004		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS
Every day	11	64	–	7	54	–	10	65	–	10	61	–	8	62	–	10	68	–	7	63	–	7	60	*	7	62	–
Occasionally (less than every day)	6	36	–	6	46	–	5	35	–	7	39	–	5	38	–	5	32	–	4	37	–	5	40	–	4	38	–
Not at all	83	–	100	87	–	100	84	–	100	83	–	100	88	–	100	85	–	100	89	–	100	88	–	99	89	–	100

* Less than one percent

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

One in ten Canadian youth (10%) report having smoked at least 100 cigarettes in their life. This number is more than twice as high among older youth, aged 17 to 18 years.

Among youth smokers who smoke every day, a total of 27 percent report smoking more than 15 cigarettes per day; including five percent who report smoking more than 25 cigarettes per day. About four in ten (42%) say they smoke between ten and 15 cigarettes per day, and about three in ten (31%) report smoking fewer than ten cigarettes per day.

Among youth smokers who smoke occasionally,[1] nine in ten (90%) report smoking fewer than ten cigarettes per day on the days that they smoke, six percent smoke between ten and 15 cigarettes per day, and five percent smoke more than 15 cigarettes per day.

Among youth smokers, DuMaurier King Size (11%) and Export "A" Regular Size (10%) are most often mentioned as their regular brands of cigarettes. Smaller proportions mention DuMaurier Regular Size (7%), Player's Light Regular Size (6%), DuMaurier Light King Size (4%) and DuMaurier Light Regular Size (4%). Fifty-three percent mention some other brand, and seven percent say they do not have a regular brand.

When youth smokers are asked if they smoke any other brands of cigarettes, 47 percent say they do not smoke any other brand.

Cigarette Consumption Per Day
Everyday Smokers

	Dec 2000	Mar-Apr 2001	July 2001	Nov-Dec 2001	July 2002	Dec 2002	July-Aug 2003	Dec 2003	Nov-Dec 2004
Less than 10 cigarettes per day	31	35	25	40	20	29	37	42	31
10 to 15 cigarettes per day	41	40	49	39	49	48	43	34	42
16 to 20 cigarettes per day	12	12	6	7	12	9	13	9	13
21 to 25 cigarettes per day	14	12	17	13	15	9	7	12	9
26 or more cigarettes per day	1	1	4	2	4	4	–	2	5

Q.6
On average, how many cigarettes do you smoke per day?
Subsample: Smoke every day

Cigarette Consumption Per Day
Occasional Smokers

	Dec 2000	Mar-Apr 2001	July 2001	Nov-Dec 2001	July 2002	Dec 2002	July-Aug 2003	Dec 2003	Nov-Dec 2004
Less than 10 cigarettes per day	92	89	89	85	85	82	88	84	90
10 to 15 cigarettes per day	7	5	9	11	6	13	12	6	6
16 or more cigarettes per day	1	1	–	1	2	3	–	9	5
dk/na	–	4	2	2	7	2	–	2	–

Q.7
On the days that you smoke, about how many cigarettes do you smoke?
Subsample: Smoke occasionally

1 These numbers should be interpreted with caution, due to small sample size (N=46).

B. Quit Attempts and Potential Quitters

Seven in ten youth smokers (69%) report having tried to quit smoking; three in ten (31%) have not tried to quit.

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

Quit Attempts
Smokers

	Dec 2000	Mar-Apr 2001	July 2001	Nov-Dec 2001	July 2002	Dec 2002	July-Aug 2003	Dec 2003	Nov-Dec 2004
Yes	66	61	69	75	59	65	68	63	69
No	33	38	31	25	40	35	32	37	31
dk/na	–	1	–	–	1	–	–	–	–

Q.9
Have you ever tried to quit smoking?
Subsample: Smokers

Number of Times Tried to Quit Smoking
Smokers

	Dec 2000	Mar-Apr 2001	July 2001	Nov-Dec 2001	July 2002	Dec 2002	July-Aug 2003	Dec 2003	Nov-Dec 2004
Once	21	15	25	21	29	20	23	23	28
Twice	15	26	19	19	20	34	16	20	16
Three times	20	10	13	13	6	12	23	20	15
More than three times	27	37	32	34	37	22	26	33	33
Not in the past year	15	12	10	13	8	11	11	4	8
dk/na	1	–	–	1	–	2	1	1	–

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

2 These numbers should be interpreted with caution, due to small sample sizes (N=80).

About six in ten youth smokers (62%) report they are now seriously thinking of quitting smoking; about four in ten (38%) say they are not.

Among youth smokers who are seriously thinking about quitting smoking,[3] almost five in ten (46%) say they will try to quit within the next 30 days. A similar number (45%) say they will try to quit within the next six months. Nine percent say they will not try within the next six months.

There has been no significant change since December 2003 in the number of youth smokers who have tried to quit or who say they are seriously thinking of quitting. The current results also suggest no significant change in the number of potential quitters who think they will try to quit within 30 days.[4]

Potential Quitters
Smokers

	Dec 2000	Mar-Apr 2001	July 2001	Nov-Dec 2001	July 2002	Dec 2002	July-Aug 2003	Dec 2003	Nov-Dec 2004
Yes	57	50	56	63	60	64	62	58	62
No	42	49	44	36	39	36	36	42	38
dk/na	–	1	–	*	1	–	2	1	1

* Less than one percent

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

Potential Quitters
Smokers

	Dec 2000	Mar-Apr 2001	July 2001	Nov-Dec 2001	July 2002	Dec 2002	July-Aug 2003	Dec 2003	Nov-Dec 2004
Within the next 30 days	56	41	37	63	48	49	45	53	46
Within the next 6 months	28	50	49	28	43	42	44	39	45
Not within the next 6 months	12	6	7	7	8	9	8	4	9
dk/na	5	3	6	2	1	–	2	3	1

Q.11b
When do you think you will try to quit?
Subsample: Smokers who are seriously thinking of quitting smoking

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

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

Among youth smokers who are seriously thinking about quitting smoking,[5] almost five in ten say they will use will power or go cold turkey (47%) to try to quit smoking. Smaller numbers say they would chew gum/candy/food (20%), use the nicotine patch (13%), use nicotine gum (12%), cut back gradually (9%), or avoid other smokers and situations involving smoking (7%). Twelve percent mention some other ways or methods, and ten percent offer no opinion.

Ways to Quit

Smokers

	Dec 2000	Mar-Apr 2001	July 2001	Nov-Dec 2001	July 2002	Dec 2002	July-Aug 2003	Dec 2003	Nov-Dec 2004
Will power/cold turkey/just stop	54	46	54	53	52	42	46	53	47
Chew gum/candy/food	4	3	14	11	20	8	17	9	20
Nicotine patch	9	18	7	9	16	19	17	24	13
Nicotine gum	6	8	6	9	7	23	6	11	12
Cut back gradually	10	16	8	8	13	3	8	5	9
Avoid other smokers/situations involving smoking	5	2	5	8	3	3	9	4	7
More exercise/get physically fit	2	2	7	5	5	1	6	1	3
Self-help program	2	–	–	–	4	2	–	1	1
Drink fluids	–	–	–	–	–	2	4	–	1
Mouthwash/spray	–	–	–	–	–	–	–	–	1
Distract yourself	–	9	3	7	1	2	1	2	–
Zyban	6	2	2	–	5	2	–	2	–
Clinic or group program	–	–	–	–	–	1	–	2	–
Seek doctor/professional advice	–	–	–	–	–	–	2	1	–
Hypnosis	1	–	1	–	–	1	2	–	–
Prescription drugs	–	–	–	–	–	1	2	–	–
Don't start	–	–	2	–	–	–	–	–	–
Other	4	2	2	4	–	1	2	3	6
None/nothing	–	1	2	–	–	–	1	–	2
dk/na	11	5	5	14	6	6	5	8	10

Q.11c
If you were to quit smoking at some point in the future, what ways or methods do you think you would use?
Subsample: Smokers who are seriously thinking of quitting smoking

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

3.0 Health Effects of Smoking

A. General and Top-of-mind Effects

About nine in ten youth (88%) think that cigarette smoking is a major health problem in Canada. Eleven percent think it is a minor problem. Only one percent think it is not a health problem.

The results of the current survey are essentially the same as those found in the previous surveys.

The view that smoking is a major health problem is slightly lower among boys.

When asked what specific human health effects or diseases can be caused by smoking cigarettes, youth are most likely to mention lung cancer (57%). Smaller proportions mention cancer in general (38%), heart attack/disease/angina (17%), lung disease (17%), oral cancer – tongue, lips, mouth, throat (12%), emphysema (8%), gum disease/tooth loss/mouth disease (6%), respiratory problems/difficulty breathing/shortness of breath (6%), yellow teeth/fingers/effect on appearance (6%) and asthma (5%). Thirty-seven percent mention other human health effects or diseases.

There has been no significant change since December 2003 in these findings. The results of the current survey are similar to those found in December 2000.

Boys are more likely than girls to mention lung cancer and heart attack/disease/angina. Older youth are more likely than others to mention lung cancer, oral cancer and emphysema.

Smoking as a Health Problem

	DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002			DEC 2002			JULY-AUG 2003			DEC 2003			NOV-DEC 2004		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS
Major	84	72	84	87	77	88	85	70	84	86	80	82	84	67	83	85	70	84	87	83	85	88	82	84	88	88	85
Minor	13	22	14	11	19	10	13	24	15	12	16	15	14	22	15	13	23	15	12	16	14	11	15	15	11	11	14
Not a problem	2	5	2	1	3	1	1	5	1	2	2	2	2	8	1	2	6	1	1	2	1	1	2	2	1	1	*
dk/na	1	1	*	1	1	1	1	1	*	1	2	1	1	2	1	*	1	*	*	–	*	*	1	–	*	–	*

* Less than one percent

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

Health Effects of Smoking – Top-of-mind

	DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002			DEC 2002			JULY-AUG 2003			DEC 2003			NOV-DEC 2004		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS
Cancer – lung	60	55	64	68	60	70	61	57	68	62	67	65	55	58	58	59	64	62	62	59	62	59	65	59	57	57	58
Cancer in general	35	38	35	34	38	35	37	42	33	37	38	37	40	35	44	37	33	38	32	32	35	37	35	40	38	43	40
Heart attack/disease/angina	17	23	16	21	28	19	19	17	19	19	27	16	17	18	16	21	19	23	17	21	14	15	21	14	17	17	14
Lung disease/lungs (unspecified)	16	17	17	13	15	12	14	12	12	14	9	14	16	13	12	15	11	15	15	11	14	14	10	14	17	15	16
Cancer – oral (tongue, lips, mouth, throat)	13	15	15	14	14	18	15	23	19	18	29	18	12	17	13	15	17	20	12	19	14	12	18	15	12	20	11
Emphysema	9	16	9	10	16	11	10	19	10	8	14	8	11	20	10	11	14	15	10	15	12	9	12	9	8	11	10
Gum disease/tooth loss/mouth disease	4	4	5	6	8	5	5	6	6	6	7	6	7	8	7	6	6	6	9	11	8	6	8	6	6	11	7
Respiratory problems/difficulty breathing/ shortness of breath	5	4	7	5	5	5	5	7	5	5	10	3	7	14	7	4	5	5	5	11	6	5	9	4	6	7	6
Yellow teeth/fingers/effect on appearance	2	4	3	4	2	4	5	3	6	3	2	3	6	6	6	4	1	8	4	3	4	5	3	5	6	4	6
Asthma	5	7	3	4	6	4	5	6	6	4	6	5	4	10	6	5	3	3	5	4	5	6	5	6	5	8	6
Bronchitis/chronic bronchitis	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	3	4	3	3	2	2	3	5	4
Stroke	2	3	2	4	5	5	2	7	1	3	9	1	3	5	2	2	3	1	3	4	3	2	7	2	2	4	2
Brain damage/disease	1	1	1	3	1	2	2	1	1	3	4	1	3	3	2	3	4	3	2	2	2	2	3	2	2	4	1
Blood circulation problems/blood clots	2	1	2	2	5	2	2	2	1	2	2	1	2	4	2	3	5	3	2	2	2	2	5	2	2	1	2
Cancer – other	1	1	1	2	–	3	2	2	2	3	3	2	2	2	2	2	2	2	1	1	1	2	–	3	2	–	2
Death/premature death	2	1	2	1	1	1	2	*	1	1	1	1	2	2	1	2	2	1	1	1	1	2	4	1	2	1	1
Throat disease/problems	*	1	*	1	–	1	1	1	*	*	–	–	1	1	1	1	1	1	1	1	*	1	–	–	2	1	1
Addiction	1	2	1	1	–	1	1	1	1	*	–	*	1	1	1	2	3	2	1	1	1	1	1	2	2	2	3
Second-hand smoke	*	–	–	1	1	*	*	1	–	1	1	1	1	1	*	2	2	2	1	1	1	1	–	1	2	–	3
Bad breath	1	1	1	2	1	4	1	2	2	2	2	2	2	3	2	1	1	2	3	2	2	2	2	2	1	–	1
Impotence/sexual dysfunction	*	–	*	2	5	4	2	4	1	2	4	2	2	6	1	1	2	1	1	2	1	1	4	2	1	4	–
Liver damage/disease	*	–	*	2	–	2	1	–	1	1	1	1	1	1	1	1	1	–	1	–	1	1	–	1	1	1	1
Poor physical condition/loss of energy	2	2	2	2	2	1	1	2	2	1	3	1	1	2	1	1	*	2	1	2	1	1	–	1	1	2	1
Smaller babies/reduced growth of babies during pregnancy	2	1	2	1	2	1	1	*	1	1	3	1	1	–	1	1	1	1	1	1	2	1	2	*	1	2	*

* Less than one percent

Continued ...

Q.13

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

Health Effects of Smoking – Top-of-mind

Continued

	DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002			DEC 2002			JULY-AUG 2003			DEC 2003			NOV-DEC 2004		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS
Cancer – breast	1	1	*	1	1	1	1	1	1	1	1	1	1	–	1	1	1	1	1	1	*	1	–	*	1	–	1
Birth defects/problems with pregnancy	–	–	–	–	–	–	1	3	1	1	2	1	1	2	1	1	–	1	1	2	1	1	2	2	1	3	2
Skin irritations/conditions	*	1	–	–	–	–	*	–	1	*	1	*	1	*	1	1	–	1	1	–	–	1	3	1	1	2	1
Effect on the fetus/unborn child	1	1	1	1	1	2	1	–	2	1	1	1	1	1	1	*	–	1	1	1	*	1	1	*	1	1	1
Preterm birth/premature birth	2	1	1	1	2	2	1	1	1	1	3	*	2	2	2	1	1	1	1	2	1	*	1	*	1	1	*
High blood pressure	*	–	*	*	1	*	*	1	*	*	–	1	*	1	*	1	1	2	1	1	1	*	1	–	1	1	1
Coughing	*	1	*	*	–	*	1	*	2	*	1	*	*	–	*	1	1	1	1	1	2	*	1	*	1	1	1
Wrinkles/premature aging	1	1	1	1	–	1	1	2	1	1	1	1	1	3	*	1	1	1	1	3	*	*	1	*	1	1	2
Kidney disease/problems	*	–	*	*	1	*	*	–	–	1	–	*	*	–	*	1	–	*	*	–	*	1	–	*	*	–	–
Headaches	*	–	*	–	–	–	*	–	*	–	–	–	*	1	–	*	1	*	*	–	*	1	1	*	*	2	–
Eye disease/problems	*	–	*	*	–	*	1	1	*	1	–	1	–	–	–	*	1	1	*	–	–	*	–	1	*	–	1
Allergies	*	–	*	*	–	–	–	–	–	*	1	–	*	–	*	*	–	*	1	–	1	*	1	–	*	–	*
Immune system problems	1	1	–	–	–	–	*	–	–	*	–	–	*	–	*	*	–	–	–	–		*	1	*	*	–	1
Dizziness/nausea	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	*	–	*	*	–	–
Stomach problems	*	1	1	–	–	–	–	–	–	*	–	–	*	–	–	*	1	–	–	–	–	–	–	–	*	1	–
Air pollution/environmental damage	*	–	*	*	–	*	*	–	*	*	–	*	*	–	*	*	–	–	–	–	–	–	–	–	*	–	–
Arthritis	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	*	–	–
Fire accidents/burns	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	*	–	–
Gangrene	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	*	–	*	–	–	–
Osteoporosis/problems with bones	–	–	–	–	–	–	–	–	–	1	2	–	*	–	–	*	1	–	*	–	–	–	–	–	–	–	–
Miscarriages/still births	–	–	–	–	–	–	*	1	1	–	–	–	–	–	–	*	1	–	–	–	–	–	–	–	–	–	–
Diabetes	–	–	–	–	–	–	–	–	–	*	1	–	*	–	1	*	–	–	–	–	–	*	–	*	–	–	–
Other	3	5	3	5	6	2	4	4	6	6	3	5	1	3	2	1	2	1	2	5	–	3	4	4	5	5	4
None/nothing	1	1	1	1	1	*	*	2	*	*	*	–	*	–	*	*	1	–	1	2	1	*	1	–	*	–	1
dk/na	3	2	1	1	2	1	4	5	3	3	2	2	4	2	2	2	1	1	3	2	3	3	1	3	3	2	4

* Less than one percent

Q.13

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

B. Sources of Information about Health Effects

When asked where they have recently seen or heard information that talks about the health effects of smoking cigarettes, the largest proportions of youth mention school/university (54%) and television (45%). This is followed by mention of cigarette packages (19%), word-of-mouth/family/friends (15%), magazines (8%), newspapers (6%) and Internet/website (5%). Twenty-five percent mention other sources of information and eight percent say nowhere.

The results of the current survey find that the number of youth who have seen information about the health effects of smoking cigarettes on cigarette packages is essentially unchanged from December 2003, but remains a total of six points higher than in December 2000.

Girls are more likely than boys to have seen or heard this information in school/university or by word-of-mouth. Older youth and youth smokers are more likely than others to have seen this information on cigarette packages. Older youth are also more likely to mention magazines and television. Youth aged 12 to 16 are more likely to mention school/university. Among non-smokers, potential youth smokers are more likely to mention cigarette packages. Smoking youth are less likely to mention school/university.

Sources of Information about Health Effects

	DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002			DEC 2002			JULY-AUG 2003			DEC 2003			NOV-DEC 2004		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS
School/university	48	39	46	44	21	40	40	24	39	49	28	53	37	23	33	47	24	47	40	20	37	51	36	47	54	28	60
Television	49	54	52	56	54	61	48	44	49	53	59	56	54	53	57	56	73	60	55	64	54	51	55	56	45	48	45
Cigarette packages	13	34	14	29	66	34	32	70	35	30	62	33	32	60	37	24	48	28	28	59	31	20	50	24	19	42	23
Word-of mouth/family/friends	11	11	10	10	8	11	14	14	15	14	8	15	15	12	14	15	13	15	12	14	13	12	10	12	15	16	16
Magazines	16	16	16	14	11	17	11	9	11	12	14	13	15	13	17	16	11	21	15	14	18	15	15	16	8	11	11
Newspapers	6	7	8	7	6	6	6	3	8	5	6	4	8	10	8	8	9	8	6	4	7	7	11	6	6	6	8
Internet/website	2	1	3	3	1	2	2	–	2	3	4	2	3	4	4	4	2	5	4	4	5	5	6	4	5	6	4
Billboards	5	5	6	6	8	6	5	7	7	5	8	5	7	8	7	6	6	9	7	13	8	6	7	6	4	4	4
Radio	5	2	5	5	5	5	5	4	4	5	7	4	5	8	5	6	6	7	5	3	5	5	6	5	4	2	4
News	2	–	3	2	3	2	3	4	3	1	*	1	2	1	1	2	1	2	2	1	3	1	1	–	3	3	3
Doctor/doctor's office	3	4	3	2	5	3	2	4	1	2	2	2	2	3	1	2	1	2	1	3	1	2	4	4	3	5	2
Posters	1	1	*	1	1	*	2	1	1	2	6	1	2	4	1	2	1	1	1	1	1	2	–	2	2	1	1
Public areas and buildings	1	–	1	2	2	2	2	1	2	4	4	3	3	1	4	3	6	3	1	2	1	1	1	1	2	3	3
Hospitals/medical clinics	–	–	–	*	–	–	*	1	*	1	1	1	1	2	*	1	2	1	1	2	1	1	4	2	1	1	*
Bus/public transportation	1	1	*	–	–	–	*	1	1	1	1	2	1	1	2	3	3	2	2	1	3	2	2	3	1	2	1
Store	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	1	2	2	1	1	*
Books/scientific journals	1	–	1	*	–	1	*	–	–	1	–	1	1	3	*	1	1	1	*	–	–	1	1	1	1	2	–
Pamphlets/brochures/flyers	1	1	1	1	1	*	*	1	*	1	–	1	*	–	*	1	1	2	*	2	–	1	–	1	1	–	*
Other tobacco product packages	1	3	1	*	–	*	1	–	1	1	2	1	1	1	2	*	1	–	1	1	1	*	1	*	1	2	*
Workplace	*	–	1	1	–	1	1	1	*	*	2	–	*	1	1	*	1	*	1	1	*	*	–	1	*	–	–
Health associations/agencies	–	–	–	–	–	–	*	–	*	*	–	*	*	–	–	1	1	*	*	–	*	–	–	–	*	1	–
Advertising/media – general	1	1	1	1	–	1	1	1	1	1	*	1	1	–	1	2	2	1	1	–	1	1	1	1	*	–	*
Movie theatre	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	1	1	1	–	–	–
Other	1	1	1	*	–	1	*	1	–	*	1	*	1	*	1	*	*	–	3	4	1	2	2	2	1	2	2
Nowhere	8	6	8	5	6	3	6	2	5	4	3	4	6	4	7	4	2	3	4	4	7	5	4	3	8	8	5
dk/na	3	2	1	3	2	3	3	2	2	3	2	2	4	4	3	3	1	3	3	1	3	3	–	2	3	4	2

* Less than one percent

Q.14

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

c. Specific Health Effects Caused by Smoking

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

An overwhelming majority of youth strongly agree that lung cancer (96%) can be caused by smoking cigarettes. Large majorities strongly agree that smoking can cause heart disease (77%), gum or mouth diseases (77%), mouth cancer (73%), throat cancer (72%), asthma (70%) and premature death (67%).

About one-half of youth strongly agree that smoking can cause stroke (55%), smaller babies or reduced growth of babies during pregnancy (53%), wrinkles and premature aging (51%) and chronic bronchitis (49%).

Fewer than half of youth strongly agree that smoking can cause blood clots (42%), premature birth or preterm birth (40%), emphysema (38%), miscarriages (36%), impotence in men (29%), stomach ulcers (26%) and infertility (24%). Two in ten or fewer strongly agree that smoking can cause bladder cancer (20%), Multiple Sclerosis (14%), acne (14%), Alzheimer's Disease (13%), arthritis (12%), gangrene (11%) and hepatitis (10%).

The results of the current survey suggest that there have been slight increases from the December 2003 survey in the proportions of youth who strongly agree that blood clots, stroke and premature death can be caused by smoking. Comparison with the baseline survey in December 2000 suggests that there have been increases in the numbers of Canadian youth who strongly agree that blood clots, premature death, impotence in men, infertility, mouth cancer, gum or mouth diseases, and stroke can be caused by smoking.

Among youth, girls are more likely than boys to strongly agree that smoking can cause gum and mouth diseases, miscarriages, smaller babies or reduced growth of babies during pregnancy, premature birth or preterm birth, and wrinkles and premature aging. Boys are more likely to strongly agree that smoking can cause emphysema, impotence, gangrene, bladder cancer, throat cancer and premature death.

Older youth are more likely to strongly agree that smoking can cause many of these human health conditions, including asthma, emphysema, impotence in men, infertility, mouth cancer, throat cancer, lung cancer, stroke, wrinkles and premature aging, smaller babies or reduced growth of babies during pregnancy, premature birth, premature death and chronic bronchitis.

Those who have seen, read or heard about the health warning messages now on cigarette packages, and those who have seen the messages on cigarette packages themselves, are more likely than those who have not to strongly agree that smoking can cause mouth cancer, throat cancer and premature birth. Those who have seen, read or heard about the health warning messages are also more likely to mention emphysema; those who have seen the messages on cigarette packages are also more inclined to mention miscarriages, gum and mouth diseases, and chronic bronchitis.

Among non-smoking youth, potential smokers are more likely to strongly agree that smoking can cause impotence in men, emphysema and mouth cancer, but they are more likely to strongly disagree that smoking can cause arthritis, hepatitis and acne. Youth smokers are more likely than others to strongly agree that smoking can cause throat cancer, infertility, premature birth and impotence in men, but they are more likely to strongly disagree that smoking can cause arthritis, gangrene and acne.

Specific Health Effects Caused by Smoking

	DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002			DEC 2002			JULY-AUG 2003			DEC 2003			NOV-DEC 2004		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS
Lung cancer																											
Strongly agree	95	93	96	97	94	98	95	90	96	95	96	94	95	89	95	95	91	95	94	92	94	94	92	94	96	94	97
Somewhat agree	4	6	3	2	5	1	4	7	4	4	3	5	4	10	4	5	6	5	5	6	6	5	8	5	3	3	2
Somewhat disagree	1	–	1	*	–	–	*	1	–	*	1	–	*	–	–	*	*	–	*	1	–	*	1	–	1	3	–
Strongly disagree	1	1	1	1	1	1	1	3	–	*	–	1	1	2	1	*	2	–	*	1	–	1	–	*	*	–	1
dk/na	*	–	–	*	–	–	*	–	*	–	–	–	*	–	–	*	–	–	–	–	–	–	–	–	*	–	–
Heart disease																											
Strongly agree	74	78	74	78	76	81	74	75	77	76	78	74	77	70	75	78	75	77	77	82	76	76	72	76	77	83	74
Somewhat agree	21	17	21	18	19	16	21	16	20	20	16	23	19	24	21	18	20	19	18	14	19	20	25	21	18	10	22
Somewhat disagree	2	1	1	2	3	1	3	4	3	2	3	2	2	3	1	2	2	3	2	2	2	2	2	2	2	3	3
Strongly disagree	2	2	2	1	2	1	1	3	–	1	1	1	1	2	2	1	2	1	2	2	2	1	1	1	2	3	1
dk/na	1	2	1	1	–	1	1	2	1	1	1	1	1	1	1	1	1	1	1	–	1	1	1	*	1	1	*
Gum or mouth diseases																											
Strongly agree	66	64	68	73	73	76	72	68	74	73	75	71	75	65	76	75	75	76	75	82	75	74	68	79	77	73	76
Somewhat agree	23	24	21	19	21	17	19	17	19	20	19	23	18	23	18	19	17	19	19	14	19	20	21	16	17	19	19
Somewhat disagree	5	4	7	3	1	4	5	8	4	3	2	2	4	9	3	3	5	2	4	1	4	4	10	3	3	4	1
Strongly disagree	4	5	4	2	4	2	2	6	2	2	1	2	1	2	1	1	1	1	1	1	*	1	1	1	1	1	2
dk/na	3	4	1	2	1	1	2	1	1	2	2	1	1	–	1	2	2	2	2	2	2	1	1	1	2	4	2
Mouth cancer																											
Strongly agree	66	68	69	69	68	72	66	62	71	71	73	69	71	68	72	69	71	69	70	77	71	71	75	72	73	78	77
Somewhat agree	21	21	18	21	22	20	24	28	22	22	21	24	20	22	17	22	19	25	21	18	21	21	19	19	19	17	15
Somewhat disagree	6	5	7	4	5	4	4	6	3	3	3	4	4	3	6	4	4	3	5	2	5	5	4	7	3	3	4
Strongly disagree	4	3	5	3	3	3	2	3	2	2	3	1	3	7	2	3	6	3	2	1	2	1	1	*	2	1	2
dk/na	3	4	1	3	1	1	3	1	2	2	1	1	2	1	2	2	1	1	2	2	1	1	1	1	3	–	2

* Less than one percent

Q.15

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

Specific Health Effects Caused by Smoking

	DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002			DEC 2002			JULY-AUG 2003			DEC 2003			NOV-DEC 2004		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS
Throat cancer																											
Strongly agree	75	76	75	77	78	81	72	72	79	75	82	75	73	70	75	73	79	74	74	83	78	72	74	76	72	81	72
Somewhat agree	18	18	19	17	17	14	21	22	18	20	16	21	20	22	19	21	15	21	21	16	20	23	21	20	22	13	22
Somewhat disagree	3	1	2	3	3	2	3	3	2	2	2	2	3	3	2	3	3	2	2	–	1	4	4	3	2	3	4
Strongly disagree	1	1	2	2	1	2	1	3	2	1	1	*	2	3	1	1	3	1	1	1	*	1	–	1	1	1	1
dk/na	2	3	2	1	1	1	2	1	–	1	–	1	3	2	2	1	–	1	2	1	1	1	1	–	2	2	2
Asthma																											
Strongly agree	67	67	72	70	71	70	67	62	73	66	72	71	70	68	72	71	72	74	69	71	71	70	57	70	70	70	69
Somewhat agree	22	22	21	21	20	22	21	21	17	23	17	21	20	20	19	21	21	20	22	21	24	22	30	24	22	23	23
Somewhat disagree	5	6	5	4	4	4	6	6	5	5	6	5	6	4	3	4	4	2	4	4	3	3	7	2	4	2	5
Strongly disagree	4	4	2	3	3	3	4	9	3	3	3	2	3	6	4	3	1	3	2	1	1	3	4	2	3	5	3
dk/na	1	1	*	1	2	1	2	2	1	2	3	1	2	1	2	1	2	*	2	2	1	2	2	1	1	–	1
Premature death																											
Strongly agree	63	63	61	67	58	66	64	61	61	64	64	63	65	55	62	61	55	61	66	69	61	63	57	60	67	64	64
Somewhat agree	23	25	24	21	25	23	23	21	28	23	23	24	24	27	25	25	27	28	24	19	30	24	24	27	21	18	23
Somewhat disagree	7	5	8	5	7	6	7	11	7	6	6	5	5	7	7	6	9	6	4	6	5	8	13	7	5	9	6
Strongly disagree	4	4	4	4	9	3	2	5	1	3	3	4	4	9	4	3	6	3	2	3	2	3	3	3	3	4	4
dk/na	3	3	3	3	1	2	4	2	2	4	3	4	3	2	2	4	3	2	4	3	3	3	3	3	3	5	3
Stroke																											
Strongly agree	44	37	41	51	52	49	49	53	43	49	48	45	49	43	45	52	54	47	49	60	49	51	49	49	55	58	56
Somewhat agree	30	23	33	26	19	26	27	18	30	27	19	29	30	27	32	30	21	31	32	26	32	32	27	33	27	19	27
Somewhat disagree	11	13	10	8	11	7	8	7	10	7	8	8	8	12	9	7	6	11	8	5	10	10	14	11	7	11	8
Strongly disagree	4	6	4	4	7	5	4	4	3	4	4	6	4	11	3	4	12	2	4	5	4	3	6	4	5	9	5
dk/na	11	20	10	12	11	13	13	18	14	13	20	12	9	7	10	7	6	9	7	5	6	5	5	3	5	3	4

* Less than one percent

Q.15

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

Specific Health Effects Caused by Smoking

	DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002			DEC 2002			JULY-AUG 2003			DEC 2003			NOV-DEC 2004		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS
Smaller babies or reduced growth of babies during pregnancy																											
Strongly agree	51	48	54	55	55	55	54	53	56	53	55	52	55	58	57	53	49	50	54	56	53	53	58	54	53	56	54
Somewhat agree	29	31	29	29	26	30	29	26	32	31	27	32	31	27	28	31	28	37	31	23	34	31	24	31	30	29	29
Somewhat disagree	7	7	8	8	10	7	7	8	6	7	6	7	7	7	8	7	9	6	7	10	7	8	10	.8	8	7	9
Strongly disagree	7	8	6	4	7	5	4	7	4	4	2	5	3	5	3	5	9	5	3	5	2	2	2	3	3	2	3
dk/na	6	6	4	4	2	4	6	6	3	6	9	3	5	3	4	4	5	2	5	6	5	5	6	4	5	6	4
Wrinkles and premature aging																											
Strongly agree	50	53	50	52	44	52	50	47	54	48	46	48	50	44	50	48	44	52	50	51	51	49	44	49	51	48	52
Somewhat agree	25	23	23	25	24	25	22	24	22	25	26	25	25	22	25	27	23	26	24	22	24	25	22	25	25	29	24
Somewhat disagree	12	9	13	12	12	13	13	11	11	12	12	12	11	11	12	12	14	11	12	8	15	15	18	16	11	13	11
Strongly disagree	9	13	9	9	16	8	10	16	10	9	10	10	10	19	10	9	17	8	8	11	6	8	15	8	9	8	9
dk/na	4	2	5	3	3	2	5	2	3	5	6	5	4	3	2	4	2	3	6	7	3	3	1	2	4	2	4
Chronic bronchitis																											
Strongly agree	51	56	57	52	64	54	50	55	57	51	55	52	54	64	55	53	64	55	50	59	56	48	54	49	49	55	51
Somewhat agree	30	31	29	28	23	32	23	29	22	30	27	32	27	24	27	30	24	31	28	26	30	33	35	35	31	31	30
Somewhat disagree	7	5	6	5	8	3	7	5	7	5	8	4	6	5	6	5	2	5	6	6	3	7	7	8	6	2	8
Strongly disagree	2	4	2	3	2	2	2	4	2	2	1	2	3	3	4	2	4	2	2	2	2	3	2	2	2	2	2
dk/na	10	4	6	11	3	9	17	7	12	12	8	9	10	5	8	9	6	7	14	7	9	10	1	6	12	10	9
Blood clots																											
Strongly agree	34	35	30	36	34	36	34	31	33	37	37	36	40	33	36	36	33	35	36	36	36	36	36	37	42	41	44
Somewhat agree	35	34	36	37	32	38	35	32	37	38	34	38	35	30	37	39	32	40	37	29	36	40	33	39	36	29	36
Somewhat disagree	14	12	15	12	12	11	14	18	14	11	11	13	12	18	12	12	16	15	12	17	16	13	17	15	10	16	9
Strongly disagree	7	8	7	5	13	4	6	7	6	5	6	6	5	11	5	5	14	3	4	7	4	4	7	4	4	7	4
dk/na	10	11	12	9	9	10	11	12	9	8	12	7	9	8	10	8	5	6	11	10	8	7	7	5	9	6	7

Q.15

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

Specific Health Effects Caused by Smoking

	DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002			DEC 2002			JULY-AUG 2003			DEC 2003			NOV-DEC 2004		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS
Premature birth or preterm birth																											
Strongly agree	42	46	44	41	36	43	42	42	44	39	36	37	40	39	39	39	42	42	43	45	44	38	40	41	40	50	42
Somewhat agree	30	28	29	34	32	36	33	32	33	33	32	34	36	34	39	36	31	36	33	37	33	37	36	37	35	28	32
Somewhat disagree	13	13	12	11	13	9	10	9	10	13	13	15	12	11	12	12	12	13	11	5	13	14	17	11	11	11	13
Strongly disagree	7	7	8	7	10	6	7	12	7	8	11	8	6	11	4	6	9	6	5	7	4	4	3	6	6	5	8
dk/na	7	5	7	7	9	6	8	5	6	7	9	6	7	6	5	6	6	3	8	5	6	6	3	5	7	7	4
Emphysema																											
Strongly agree	37	48	41	42	48	43	38	49	37	36	43	34	43	48	42	42	50	48	38	46	37	39	43	43	38	39	42
Somewhat agree	24	19	25	21	23	20	20	17	24	21	27	23	21	20	23	25	25	20	22	18	20	26	21	25	23	21	21
Somewhat disagree	7	5	8	8	5	8	9	9	9	8	8	9	7	5	5	8	7	7	9	6	13	11	18	13	10	11	10
Strongly disagree	4	6	4	2	2	2	2	5	2	3	6	3	4	8	3	2	1	3	3	3	4	3	5	3	3	4	5
dk/na	27	22	22	28	22	28	30	21	27	32	27	31	25	19	26	22	17	21	28	26	25	21	14	17	27	25	22
Miscarriages																											
Strongly agree	34	32	36	35	29	37	35	29	38	35	28	34	37	29	36	36	32	37	36	34	34	36	36	38	36	35	35
Somewhat agree	34	31	31	31	28	32	32	31	35	33	31	36	33	35	35	34	32	34	33	32	35	33	31	32	31	24	32
Somewhat disagree	14	16	16	13	19	13	12	17	12	13	20	12	14	15	14	13	12	17	13	9	15	16	19	16	16	27	18
Strongly disagree	8	15	8	8	14	9	8	13	7	7	7	9	7	15	7	9	16	8	7	18	7	5	11	7	7	10	8
dk/na	10	5	8	12	9	9	14	9	8	12	14	9	10	5	7	9	6	5	11	7	7	10	3	7	10	4	8
Impotence in men																											
Strongly agree	14	18	13	27	35	28	27	34	31	30	42	30	28	38	29	26	41	30	30	48	37	26	40	32	29	43	33
Somewhat agree	29	27	33	27	31	28	26	31	28	30	24	34	30	25	33	31	27	29	26	30	28	32	26	34	28	30	28
Somewhat disagree	18	19	20	16	14	16	15	12	15	14	16	13	14	9	15	15	12	17	13	7	16	18	20	17	13	9	16
Strongly disagree	15	21	16	11	15	11	9	15	9	8	9	8	9	19	8	7	13	9	7	7	6	6	9	6	8	9	8
dk/na	24	14	17	19	6	17	23	8	16	18	9	15	19	9	14	20	7	14	23	8	14	18	5	11	21	8	15

Q.15

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

Specific Health Effects Caused by Smoking

	DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002			DEC 2002			JULY-AUG 2003			DEC 2003			NOV-DEC 2004		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS
Hepatitis																											
Strongly agree	9	9	8	10	6	8	8	5	5	9	5	9	10	9	6	11	10	11	9	6	7	10	1	10	10	7	9
Somewhat agree	23	14	22	20	14	16	23	18	25	21	15	23	26	20	24	25	11	23	25	17	27	27	24	24	25	22	23
Somewhat disagree	27	24	29	29	34	33	25	23	29	29	31	27	26	29	29	29	30	27	27	30	28	30	35	35	31	27	31
Strongly disagree	26	40	26	25	35	27	26	42	27	26	34	28	23	32	28	23	36	30	22	29	25	20	33	19	22	34	25
dk/na	15	13	14	15	10	16	17	12	14	14	15	14	15	10	13	29	22	25	18	18	14	12	7	12	12	10	12

Q.15

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

Specific Health Effects Caused by Second-hand Smoke

	DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002			DEC 2002			JULY-AUG 2003			DEC 2003			NOV-DEC 2004		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS
Lung cancer in non-smokers																											
Strongly agree	56	62	56	60	55	63	52	42	53	54	51	57	55	52	55	64	63	63	67	58	66	67	57	68	67	56	73
Somewhat agree	31	23	33	28	31	26	33	35	32	33	36	33	30	31	32	28	26	29	26	30	28	25	31	24	25	26	21
Somewhat disagree	7	8	8	6	8	6	9	11	10	8	9	6	9	9	10	4	5	4	4	5	2	5	5	5	4	12	2
Strongly disagree	5	6	3	5	6	4	4	8	3	4	4	3	5	7	3	4	5	3	3	7	4	3	6	2	3	6	4
dk/na	1	1	*	1	–	*	2	3	1	1	–	1	1	1	*	1	1	*	*	1	–	*	1	–	1	–	1
Asthma attacks in children																											
Strongly agree	64	66	66	64	61	63	62	58	64	61	64	61	65	64	69	67	69	63	68	71	68	67	67	67	66	66	65
Somewhat agree	25	23	24	27	33	28	27	39	26	31	28	30	25	22	23	27	26	31	26	25	29	25	27	26	27	23	26
Somewhat disagree	6	4	6	4	1	5	6	6	7	4	5	6	5	4	6	3	1	2	2	1	2	5	5	4	4	8	5
Strongly disagree	3	4	3	3	4	2	3	5	2	3	3	2	3	6	1	2	1	3	2	2	1	2	2	2	1	2	2
dk/na	2	3	1	1	1	1	1	1	1	1	1	*	2	3	2	1	2	1	1	2	*	2	–	1	2	1	2
Chest infections in children																											
Strongly agree	54	60	55	53	55	55	49	50	53	52	53	55	53	53	54	55	61	56	53	60	58	56	56	59	55	58	57
Somewhat agree	32	24	34	35	33	36	38	35	37	37	37	35	33	29	34	33	27	35	35	29	32	32	33	30	36	27	36
Somewhat disagree	7	5	6	6	7	5	6	8	5	6	4	6	7	10	7	6	6	6	6	5	5	6	8	5	4	6	3
Strongly disagree	3	5	3	4	4	3	2	3	3	3	5	2	3	4	3	3	4	2	2	3	2	2	2	3	2	5	2
dk/na	3	5	2	2	–	1	4	4	3	3	2	2	3	3	2	2	1	2	3	2	2	3	1	3	2	4	1
Bronchitis in children																											
Strongly agree	49	58	50	50	52	50	46	48	49	47	54	48	49	50	52	52	59	50	49	50	54	52	52	56	49	51	57
Somewhat agree	34	29	34	35	36	37	35	35	32	36	32	37	34	33	33	35	31	38	33	35	32	33	32	32	35	36	30
Somewhat disagree	7	5	6	7	6	6	7	7	7	8	7	9	9	10	8	6	3	6	8	8	8	8	10	8	7	5	7
Strongly disagree	4	3	4	4	4	4	4	6	5	3	5	3	4	4	3	3	4	3	3	4	2	3	5	2	2	2	2
dk/na	7	5	5	5	1	3	8	5	6	5	1	3	5	3	4	5	3	4	7	2	4	5	1	1	7	6	4

* Less than one percent

Q.16

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

	DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002			DEC 2002			JULY-AUG 2003			DEC 2003			NOV-DEC 2004		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS
Heart disease in non-smoking adults																											
Strongly agree	38	42	39	40	35	41	37	37	39	36	32	39	37	31	38	45	45	43	43	35	44	44	41	43	46	37	43
Somewhat agree	38	35	38	39	44	38	40	34	37	42	42	41	40	39	38	39	35	39	40	46	40	38	37	39	37	41	37
Somewhat disagree	13	12	12	12	9	14	14	14	14	12	12	11	14	17	15	10	15	11	9	9	12	11	10	13	11	14	14
Strongly disagree	8	9	8	7	10	6	6	13	6	7	12	6	7	9	8	4	5	5	5	6	3	5	10	5	4	5	4
dk/na	3	3	2	2	3	1	4	3	3	2	2	3	2	4	1	2	–	3	2	5	1	2	2	1	2	2	2
Strokes in non-smoking adults																											
Strongly agree	20	18	19	24	21	20	22	20	18	23	25	31	23	22	19	26	25	21	27	29	27	26	26	27	30	26	33
Somewhat agree	37	28	36	38	32	38	33	29	34	38	26	43	38	30	40	39	28	38	40	30	42	39	42	35	41	32	40
Somewhat disagree	21	19	24	19	20	21	22	19	23	19	22	17	19	19	21	19	19	24	18	18	19	21	15	28	17	21	16
Strongly disagree	12	20	12	9	19	10	10	15	10	8	13	7	11	18	12	9	21	10	8	12	8	8	14	9	8	17	6
dk/na	10	16	9	10	8	11	13	17	14	12	14	12	9	11	9	7	7	8	7	11	4	5	3	1	5	4	5
SIDS (Sudden Infant Death Syndrome) or Crib Death																											
Strongly agree	23	21	24	24	21	25	18	18	19	22	22	20	22	25	20	24	26	24	25	20	24	23	19	24	26	26	27
Somewhat agree	31	26	31	30	24	32	33	30	32	33	25	36	32	24	33	34	28	35	36	38	35	35	36	37	35	24	34
Somewhat disagree	16	18	16	19	20	20	17	19	19	18	18	19	18	20	18	18	17	19	15	12	20	20	23	22	18	22	18
Strongly disagree	15	21	16	11	20	13	13	20	13	10	19	11	12	18	14	11	21	12	10	19	10	9	14	10	9	15	8
dk/na	15	15	14	15	16	10	20	12	17	16	15	13	16	13	15	13	10	9	14	10	11	13	8	8	12	13	12
Ear infections in children																											
Strongly agree	15	15	15	14	7	13	13	15	12	11	10	9	12	8	12	16	21	16	12	14	10	13	8	14	14	16	15
Somewhat agree	24	21	22	26	26	25	27	21	29	24	15	26	24	15	26	23	21	23	26	21	24	28	22	26	27	22	24
Somewhat disagree	28	27	29	30	23	33	26	21	28	33	30	35	32	27	32	33	23	37	32	27	34	32	31	31	30	28	31
Strongly disagree	24	28	27	23	38	22	26	37	25	24	34	24	23	42	22	23	31	20	22	27	25	21	34	23	22	26	22
dk/na	9	9	8	7	6	7	8	7	7	8	11	5	8	9	8	6	4	5	8	10	6	6	4	5	7	8	8

Q.16

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

Specific Health Effects Caused by Second-hand Smoke

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

Q.16

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

E. Health Effects Caused by Hydrogen Cyanide

When asked, top-of-mind, about eight in ten youth (78%) offer no specific health effects or diseases that can be caused by hydrogen cyanide. Another five percent say hydrogen cyanide does not cause any health effects or diseases. Twenty-five percent mention specific health effects or diseases.

The survey finds that the number of youth who say hydrogen cyanide does not cause any health effects or diseases is essentially unchanged from December 2003, and is a total of 19 points lower than that found in December 2000.

Youth smokers are slightly more likely than others to mention specific health effects or diseases in response to this question.

Health Effects Caused by Hydrogen Cyanide

	DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002			DEC 2002			JULY-AUG 2003			DEC 2003			NOV-DEC 2004		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS
Cancer – general	1	*	1	2	1	2	2	4	3	2	1	2	2	4	3	4	6	4	1	1	2	5	4	4	4	7	3
Lung disease/cancer	2	2	2	5	5	5	4	4	5	5	8	4	4	5	4	7	9	6	3	1	2	6	8	7	3	6	2
Death	3	3	2	2	2	2	2	3	2	2	5	2	2	2	2	4	7	3	3	5	5	3	2	4	3	1	3
Headache	1	1	1	*	1	–	1	2	1	1	1	1	1	1	1	1	2	1	1	3	1	2	4	2	3	9	4
Dizziness	*	–	*	–	–	–	1	3	1	*	–	1	1	1	1	1	5	1	*	–	*	2	3	3	2	6	1
Respiratory problems/loss of breath	1	*	1	2	2	3	1	1	1	2	2	1	2	2	2	1	2	2	2	1	1	2	4	2	1	1	1
Heart disease/attack	1	–	1	2	3	2	1	1	3	2	3	2	2	3	1	3	3	3	1	–	1	2	–	2	1	3	*
Lung damage	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	*	–	*	1	2	1	1	2	–
Brain damage/memory loss/stroke	1	1	1	1	2	1	1	2	1	*	1	*	2	1	3	1	1	*	1	1	*	2	3	2	1	1	2
Stomach aches	*	*	–	*	–	–	*	1	1	*	1	*	*	–	1	1	4	1	1	1	1	1	1	1	1	4	*
Vertigo	–	–	–	–	–	–	1	3	*	*	–	*	*	1	–	*	2	–	*	1	*	*	2	1	1	3	1
Weakness	*	*	1	–	–	–	*	2	*	–	–	–	*	–	–	*	2	–	1	1	*	1	2	2	1	3	2
Throat cancer	*	–	*	*	1	1	*	1	–	1	2	1	1	1	1	1	2	1	*	–	–	1	1	1	*	1	–
Mouth cancer/disease	*	–	–	*	–	*	*	1	*	1	1	1	1	1	1	1	1	2	*	–	1	2	1	1	*	2	*
Poisoning	*	–	*	*	–	*	*	–	1	*	–	–	*	1	–	*	1	*	*	–	–	*	–	–	*	–	–
Pregnancy/complications	*	–	–	*	1	–	–	–	–	*	1	*	1	2	1	*	*	1	*	–	*	*	–	–	*	–	–
Nausea	*	–	1	–	–	–	1	2	1	*	1	*	*	1	–	1	3	*	1	2	*	*	–	*	*	3	–
Damage to cells/arteries/blood	1	–	1	*	1	–	*	*	1	*	1	*	*	–	*	1	2	1	–	–	–	*	1	–	*	1	*
Liver cancer/disease	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	*	–	*	1	1	1	–	–	–
Damage to nervous system	–	–	–	*	1	*	*	–	*	–	–	–	*	–	–	*	–	*	–	–	–	*	1	–	–	–	–
Burning in body/organs	*	–	*	–	–	–	–		–	*	–	*	*	–	–	*	1	1	–	–	–	–	–	–	–	–	–
Other	1	2	2	1	1	1	1	1	1	2	4	1	1	1	1	1	2	1	1	–	2	4	4	5	3	5	3
None	24	27	25	30	30	30	12	14	12	17	20	17	5	2	4	6	9	5	8	9	8	4	5	4	5	5	5
dk/na	66	64	64	59	56	58	76	70	72	69	59	70	70	62	68	75	56	77	73	70	69	71	64	70	78	67	77

* Less than one percent

Q.39

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

4.0 Health Warning Messages

A. Recall and Reads Per Day

An overwhelming number of youth (94%) say they have seen health warning messages on cigarette packages. Youth smokers (99%) express virtually unanimous recall.

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

Potential youth smokers are more likely to recall seeing the health warning messages.

Seven in ten youth (69%) say they have seen, read or heard about the health warning messages that are now on cigarette packages in Canada, and another five percent say they may have. Over two in ten (24%) say they have not.

It should be noted that in all surveys conducted since the December 2002 survey, when asked about "health warning messages that are now on cigarette packages in Canada" in this question, respondents were provided with the additional explanatory phrase "that is, the new messages that began appearing on cigarette packages at the beginning of 2001" in order to clarify the meaning of the question.

Recall of Health Warning Messages on Cigarette Packages

	DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002			DEC 2002			JULY-AUG 2003			DEC 2003			NOV-DEC 2004		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS
Yes	91	98	96	93	100	97	93	99	96	94	99	98	93	98	97	95	98	98	93	100	97	92	99	98	94	99	99
No	9	2	4	7	–	3	6	1	4	5	1	2	7	2	3	5	2	2	7	–	3	7	1	2	6	1	1

Q.17
Have you ever seen the health warning messages on cigarette packages?

The number of youth who say they have seen, read or heard about health warning messages is essentially unchanged from the December 2003 survey, and is a total of 41 points higher than that found in December 2000.

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

Just over eight in ten youth (83%) say they have seen these health warning messages on cigarette packages themselves. Fewer than two in ten (16%) have not.

The number of youth who say they have seen any of these health warning messages on cigarette packages themselves is essentially unchanged from December 2003 and is a total of 17 points higher than that found in March-April 2001.

Awareness of Current Health Warning Messages on Cigarette Packages

	DEC 2000*			MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002			DEC 2002			JULY-AUG 2003			DEC 2003			NOV-DEC 2004		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS
Yes	28	47	28	70	83	77	62	79	67	58	75	61	57	68	64	74	86	78	70	82	74	70	90	78	69	81	74
Maybe	3	1	2	4	3	2	4	2	5	7	6	7	4	1	4	4	2	6	5	5	3	6	2	5	5	1	4
No	69	52	70	26	15	21	33	19	28	33	18	31	38	30	31	20	11	15	23	13	21	23	8	17	24	16	21

Q.18

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

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

Note: Slightly different question wording as of December 2002

Youth smokers and potential youth smokers are more likely to say they have seen the health warning messages on cigarette packages themselves.

Among youth smokers, almost nine in ten (86%) say they have seen these health warning messages on their main brand of cigarettes. Thirteen percent have not.

The current survey finds no significant change from December 2003 in the number of youth smokers who say they have seen these health warning messages on their main brand of cigarettes; this proportion is 12 points higher than that found in March-April 2001.

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

Smokers

	MAR-APR 2001	JULY 2001	NOV-DEC 2001	JULY 2002	DEC 2002	JULY-AUG 2003	DEC 2003	NOV-DEC 2004
Yes	74	78	85	80	91	92	90	86
No	23	21	14	16	8	4	8	13
dk/na	3	1	2	5	1	4	2	2

Q.20

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

Subsample: Smokers

Note: Slightly different question wording as of December 2002

Have Seen Current Health Warning Messages on Cigarette Packages

	MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002			DEC 2002			JULY-AUG 2003			DEC 2003			NOV-DEC 2004		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS
Yes	66	93	75	67	87	74	64	86	70	67	75	73	83	95	89	81	91	86	80	94	87	83	91	90
No	33	7	24	32	13	24	34	13	29	32	22	25	15	4	10	17	9	13	19	6	12	16	8	9
dk/na	1	–	1	2	1	2	2	1	1	2	3	2	1	1	1	1	–	1	1	–	1	1	1	1

* Less than one percent

Q.19

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

Note: Slightly different question wording as of December 2002

Eight percent of youth report that they look at or read health warning messages on cigarette packages several times a day and 13 percent do this about once a day. About six in ten (62%) look at or read these health warning messages less frequently, including 29 percent who say they do this less than once a week. Seventeen percent say they never look at or read these health warning messages.

The results of the current survey are similar to those found in December 2003; there has been a slight decline since December 2000 in the number who look at or read health warning messages several times a day; this decline is greater among youth smokers than among youth in general.

Youth smokers are more likely than others to say they look at or read these health warning messages several times a day. Potential youth smokers, those who have seen, heard or read about the health warning messages now appearing on cigarette packs, and those who have seen these messages on cigarette packages themselves, are more likely than those who have not seen these messages to say they look at or read these health warning messages at least once a day.

Times Per Day Look at Health Warning Messages on Cigarette Packages

	DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002			DEC 2002			JULY-AUG 2003			DEC 2003			NOV-DEC 2004		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS
Several times a day	16	40	17	15	26	20	15	34	16	12	23	15	11	29	13	14	35	18	11	24	11	10	21	13	8	21	9
About once a day	14	22	14	14	23	14	15	20	16	14	18	16	15	16	19	14	18	15	15	16	19	12	23	16	13	18	17
Once every two or three days	14	14	15	18	17	18	16	13	19	16	19	20	16	9	18	15	8	19	13	22	16	15	11	21	13	16	18
About once a week	17	15	21	18	17	19	19	15	23	23	21	19	21	16	20	18	18	17	21	15	18	23	25	22	20	16	20
Less than once a week	25	5	26	22	11	21	22	9	18	21	11	20	23	18	22	26	12	21	26	15	27	25	13	22	29	17	24
Never	13	3	7	13	6	8	13	9	8	13	8	10	13	12	8	13	10	10	14	7	10	14	7	7	17	13	12
dk/na	*	–	–	*	–	*	*	1	–	*	–	*	1	–	1	–	–	–	*	1	*	*	–	–	*	–	*

* Less than one percent

Q.21a

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

When asked, top-of-mind, what the health warning messages now appearing on cigarette packages in Canada look like (without looking at a cigarette package), the largest proportion of Canadian youth say they have pictures (35%). About one-quarter (24%) say they have more information than before or more information about the health effects of smoking. Smaller numbers of Canadian youth mention lung cancer/diseases (10%), mouth/teeth pictures/diseases (8%), pictures of lungs (6%), pictures of pregnant women/pregnancy (6%), graphics that are gross (5%), children/babies/kids (5%) and writing/text in general (5%). Fifty-seven percent mention some other aspect and 12 percent offer no opinion.

It should be noted that in previous surveys, respondents were asked about "new health warning messages" in this and other questions dealing directly with the awareness, content, or effect on behaviour of these messages. In surveys conducted since the December 2002 survey, this wording was altered to refer to "health warning messages that are now on cigarette packages in Canada" in all of these questions, in order to clarify the meaning of the question.

The results of the current survey suggest decreases from December 2003 in the numbers of youth who mention lung cancer/diseases and dangerous/bad for health. Comparison with the March-April 2001 survey shows a decline of 18 points in the number of youth mentioning pictures in general; at the same time, there has been a trend toward increased mentions of specific images, ideas or graphics elements, most notably mouth/teeth pictures/disease, pictures of pregnant women/pregnancy, children/babies/kids and lung cancer/diseases.

Girls are more likely than boys to mention pictures of pregnant women. Older youth, particularly those aged 17 to 18 years, are more likely to mention that the current health warning messages on cigarette packages have pictures, and that they have more information than before or more information about the health effects of smoking. Those who have seen, heard or read about the health warning messages now on cigarette packages, and those who have seen these messages on cigarette packages themselves, are also more likely than others to mention that they have pictures and more information. Youth smokers are more likely to mention more information and heart disease. Potential youth smokers are more likely to mention pictures.

Appearance of Current Health Warning Messages on Cigarette Packages

	MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002			DEC 2002			JULY-AUG 2003			DEC 2003			NOV-DEC 2004		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS
Pictures (general)	53	68	58	55	64	62	46	61	48	38	38	42	41	52	42	39	49	44	34	41	35	35	38	43
More info./specific info about health effects of smoking	27	27	30	31	41	29	29	35	34	24	24	26	36	32	37	32	34	35	23	25	24	24	32	24
Lung cancer/diseases	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	1	1	*	14	9	12	10	4	8
Mouth/teeth (pictures/disease)	1	2	1	*	1	*	5	6	4	6	8	8	10	9	11	6	3	6	9	11	8	8	7	8
Pictures of pregnant women/pregnancy	*	–	–	*	1	*	3	2	4	4	–	6	6	4	8	5	5	4	7	8	7	6	3	6
Pictures of lungs	*	1	*	1	2	1	6	2	6	7	6	8	16	12	16	12	12	7	5	2	3	6	4	6
Graphics are gross/disgusting/horrible	2	5	3	4	7	4	5	9	7	5	6	7	10	11	13	8	9	7	8	10	9	5	7	8
Children/babies/kids	*	–	1	*	1	*	3	3	4	4	5	6	7	9	6	4	5	4	7	6	9	5	7	6
Writing/text in general	3	3	3	1	4	2	4	2	3	4	2	4	4	5	5	4	4	4	6	7	8	5	6	6
Warnings/symbols in general	2	1	2	2	1	2	3	5	3	6	7	7	6	3	6	6	4	4	5	4	4	4	3	5
Heart/heart disease	–	–	–	*	–	*	2	3	2	2	4	1	4	4	4	2	1	1	4	5	4	4	10	4
Tougher, stronger messages	5	7	5	4	4	5	5	9	7	4	3	6	5	5	8	4	7	6	3	4	4	4	5	5
Colour/coloured	6	2	7	2	3	3	3	2	3	2	3	1	3	1	2	2	3	4	4	3	6	3	4	1
Disease	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	1	2	1	3	4	4	3	1	3
Impotence/drooped cigarette	*	–	*	–	–	–	3	4	4	1	2	2	3	4	4	3	8	4	2	7	1	3	8	4
Dangerous/bad for health	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	2	2	1	7	8	6	2	4	2
Info. about how to quit	3	5	2	2	5	3	3	6	2	4	7	3	3	6	4	3	3	4	5	3	7	2	4	2
Brain damage	–	–	–	*	1	1	2	3	1	2	4	1	2	2	2	1	2	2	3	4	3	2	1	1
Covers more of the package/50% of the package	3	7	2	3	4	–	3	7	4	3	7	3	3	2	4	2	1	3	1	1	*	2	3	2
Large lettering/font/bold/block print	1	2	1	1	1	1	1	1	2	1	1	1	1	1	1	2	2	3	1	1	1	2	2	2
Death	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	1	3	1	2	1	3	2	1	1

* Less than one percent

Continued ...

Q.22

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

Note: Slightly different question wording as of December 2002

Appearance of Current Health Warning Messages on Cigarette Packages

Continued

	MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002			DEC 2002			JULY-AUG 2003			DEC 2003			NOV-DEC 2004		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS
Black and white (text/background)	1	–	1	1	–	2	4	3	5	2	5	1	4	3	3	1	–	2	3	–	3	1	2	1
Location on cigarette pack	*	–	1	–	–	–	–	–	–	–	–	–	3	5	4	1	–	1	2	3	3	1	–	2
Pictures of smoking in front of kids	–	–	–	–	–	–	1	1	1	1	1	2	3	6	3	1	1	1	2	3	2	1	–	1
Cancer	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	2	1	1	1	1	1
Stop smoking	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	1	4	*	1	3	2
Info. on back of the slide portion	1	2	1	2	4	2	2	2	1	*	1	*	1	2	1	1	–	2	1	3	–	1	1	*
More chemicals/ingredients listed	1	2	*	1	1	1	1	1	1	1	1	*	1	–	1	1	–	1	1	1	1	1	–	1
Surgeon General's warnings	*	–	*	–	–	–	*	1	1	2	2	1	1	1	1	*	1	*	1	1	1	1	–	1
Small writing/not too clear/could be bigger	*	–	*	*	–	–	–	–	1	*	1	*	1	–	1	2	2	2	1	–	1	1	–	*
Body parts/organs	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	1	1	*	1	–	1
Don't start smoking	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	1	–	1	1	–	2	*	–	1
It's ridiculous/joke/stupid	–	–	–	1	3	*	–	–	–	*	1	–	1	2	1	*	–	*	*	1	*	*	1	–
Person with breathing machine	*	1	*	–	–	–	*	1	–	1	1	1	1	3	–	1	2	1	*	–	1	*	–	*
Woman/man/people	–	–	–	*	–	–	–	–	–	1	1	1	1	2	1	*	1	–	*	–	*	*	1	–
Advertising	*	–	1	–	–	–	–	–	–	*	–	–	*	–	*	*	–	*	*	–	*	*	–	*
Front portion of the pack	–	–	–	*	–	–	*	1	–	*	–	–	*	–	–	1	1	1	–	–	–	*	–	1
Box/rectangle	2	1	1	1	–	–	3	4	3	1	2	*	2	1	1	3	3	3	2	1	4	–	–	–
Cigarettes in ashtray	–	–	–	–	–	–	1	1	1	1	2	1	1	1	1	*	–	1	1	2	1	–	–	–
Coloured font	–	–	–	–	–	–	–	–	–	1	2	1	1	–	1	2	–	1	–	–	–	–	–	–
Other	2	1	3	1	1	2	4	5	4	2	3	1	3	3	3	7	5	8	10	13	11	14	12	10
None/nothing	*	–	*	1	2	1	*	–	–	1	1	2	*	1	–	1	1	1	*	–	*	–	–	–
dk/na	26	11	18	24	7	16	26	8	18	27	14	18	11	3	9	14	8	11	12	7	7	12	5	5

* Less than one percent

Q.22

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

Note: Slightly different question wording as of December 2002

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 proportion of youth recall the messages mentioning lung cancer (24%). Other recalled messages include harmful during pregnancies, harmful to fetus or low birth rate (11%), impotence (10%), cancer in general (9%), heart disease (7%), harmful to others/children (6%), lung disease (6%), mouth or gum disease (6%), death/premature death (6%), second-hand smoke is harmful/dangerous (5%) and kids are imitating their parents (5%). Thirty percent mention some other health warning message. A total of almost four in ten say none (25%) or offer no opinion (11%).

Since December 2003, there have been decreases in the numbers of youth who mention lung cancer, harmful to others/children and second-hand smoke is dangerous/harmful. The current results also indicate an increase in the number of youth who say they can remember none of these messages. Comparison with the March-April 2001 survey suggests increases in the numbers who mention causes lung cancer and kids are imitating parents and second-hand smoke is harmful/dangerous, and declines in the numbers who mention impotence, harmful to others/children, harmful during pregnancies and death/premature death.

Girls are more likely than boys to mention the message harmful during pregnancies and harmful to others/children; boys are more likely to mention impotence and cancer in general. Older youth are more likely to mention the messages regarding impotence, harmful during pregnancies, heart disease and causes lung cancer. Youth smokers and potential smokers are more likely to mention impotence; potential smokers are also more likely to mention mouth/gum disease.

Those who have seen, read or heard about the health warning messages now on cigarette packages, and those who have seen these messages on cigarette packages themselves, are more likely than those who have not mention causes lung cancer and impotence; those who have seen the messages on cigarette packs are also more likely to mention harmful during pregnancies/ harmful to fetus.

Recall of Specific Health Warning Messages on Cigarette Packages

	MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002			DEC 2002			JULY-AUG 2003			DEC 2003			NOV-DEC 2004		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS
Causes lung cancer	17	20	21	19	22	23	21	21	20	19	18	19	29	22	29	23	20	25	28	31	27	24	20	28
Harmful during pregnancies/harmful to fetus/low birth rate	16	15	18	19	20	23	16	14	20	19	17	24	13	13	17	15	9	18	12	9	15	11	5	11
Impotence	14	29	15	12	22	15	16	32	20	14	30	16	14	26	19	12	25	18	13	35	16	10	23	13
Cancer – in general	10	7	10	10	6	11	8	8	9	9	5	11	8	4	10	7	5	11	9	5	12	9	4	11
Heart disease	8	11	7	8	10	8	7	10	6	7	9	6	9	9	9	7	12	6	8	10	7	7	10	8
Harmful to others/to children	15	27	15	16	26	16	19	32	22	13	27	15	18	28	20	9	15	10	11	14	16	6	6	8
Lung disease	7	10	9	7	7	8	5	6	6	8	10	8	8	9	6	8	4	9	8	7	9	6	3	8
Mouth/gum disease	4	11	4	5	8	4	6	7	6	7	8	10	8	10	9	7	10	8	7	13	9	6	7	10
Death/premature death	14	18	14	12	16	14	13	16	18	9	12	8	9	11	5	3	2	6	6	5	6	6	7	6
Second-hand smoke is harmful/dangerous	*	1	1	*	1	–	4	5	6	5	5	5	8	9	10	8	13	11	9	7	9	5	2	5
Kids imitating parents	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	2	9	2	4	8	3	5	6	5
Yellow teeth/gums/fingers	1	3	1	3	2	3	3	2	3	3	7	3	4	7	5	3	4	4	3	3	2	3	4	3
Premature birth/preterm birth	3	5	5	3	2	4	3	4	3	3	1	4	6	8	6	5	4	5	3	2	3	3	5	3
Dangerous/bad for health	3	1	4	2	2	2	2	1	2	3	1	2	2	1	2	3	2	3	4	3	3	2	–	1
Mouth cancer	2	2	3	2	3	1	2	1	2	2	3	3	4	5	4	2	5	2	3	3	2	2	3	3
Disease – in general	1	*	1	1	2	1	1	1	1	2	–	1	2	1	2	3	–	3	3	–	3	2	–	1

* Less than one percent

Continued ...

Q.23

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 December 2002

Recall of Specific Health Warning Messages on Cigarette Packages

Continued

	MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002			DEC 2002			JULY-AUG 2003			DEC 2003			NOV-DEC 2004		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS
Cancer – other	*	–	*	1	2	1	3	3	3	1	2	2	1	1	1	3	3	2	2	4	3	2	2	3
Stroke	3	5	3	1	2	1	3	6	1	2	7	1	2	2	1	2	3	1	2	5	2	2	7	1
Brain damage/disease	2	5	2	2	2	4	1	2	1	2	–	2	3	5	3	2	1	3	2	2	1	2	2	3
Statistics/charts	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	1	–	*	2	6	3	1	2	1
Respiratory/breathing problems	*	1	–	1	4	1	2	4	1	2	4	2	4	4	4	2	2	3	2	2	3	1	3	1
Emphysema	*	–	1	1	1	1	1	3	1	1	3	1	1	1	3	1	4	1	*	1	*	1	1	1
Throat problems/disease	1	–	1	–	–	–	*	–	–	*	–	*	1	1	1	1	1	2	*	1	*	1	1	1
Don't start/how to quit	–	–	–	*	1	*	–	–	–	*	–	–	1	2	1	*	1	–	2	2	2	*	–	1
Birth defects	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	2	3	1	*	–	*
Addiction	3	4	3	1	2	2	1	4	*	1	2	1	1	3	1	1	–	*	1	4	*	*	1	–
Warnings/health warnings/stop smoking	1	1	1	1	1	1	2	3	1	3	6	3	2	1	1	4	5	3	1	–	2	*	–	–
Graphics of cigarette package	1	2	1	*	1	1	–	–	–	*	1	1	*	–	1	1	1	1	–	–	–	–	–	–
Must be 18/19 to smoke	*	–	–	1	–	*	*	–	*	–	–	–	*	–	–	*	–	–	–	–	–	–	–	–
Other	2	3	3	1	1	1	2	3	2	2	3	1	1	2	1	5	8	7	4	8	4	8	14	7
None	25	8	23	17	11	13	18	12	14	18	12	14	16	11	13	25	18	18	19	13	14	25	30	20
dk/na	8	3	5	13	3	9	12	5	11	16	10	15	9	3	6	6	3	4	8	2	5	11	7	7

* Less than one percent

Q.23

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 December 2002

When asked, top-of-mind, what pictures, images or graphics they can remember seeing on the health warning messages now on cigarette packages in Canada (without looking at a cigarette package), the largest proportion of youth recall lungs or diseased lungs (38%). Other recalled images include bad, rotten or big teeth (21%), pregnant women/with cigarettes (19%), heart or diseased heart (14%), children, kids or babies (11%), mouth or diseased mouth (9%), brain or diseased brain (7%), gums or diseased gums (6%), cigarette/curved cigarette (5%) and lung cancer (5%). Forty-three percent recall other images or graphics. About two in ten say none (13%) or offer no opinion (5%).

The results of the current survey suggest slight decreases since December 2003 in the numbers who mention kids/children/babies and mouth/diseased mouth. Since March-April 2001, there have been increases in the numbers of youth recalling messages such as lungs or diseased lungs, pregnant women/with cigarettes, cigarette/curved cigarette and bad/rotten/big teeth; there have been decreases in the numbers who mention children/kids/babies, brain/diseased brain and limp/broken/burning cigarettes. As well, there has been a decrease of ten points in the number who say they cannot recall any pictures or image ("none").

Boys are slightly more likely than girls to recall brain/diseased brain; girls are more likely to recall pregnant women/with cigarettes, lungs/diseased lungs and bad/rotten/big teeth. Older youth aged 17 to 18 years are also more likely to recall bad/rotten/big teeth.

Youth smokers are more likely to recall heart/diseased heart. Potential smokers are more likely to recall bad/rotten/big teeth, pregnant women/with cigarettes and mouth/diseased mouth.

Those who have seen, read or heard about the health warning messages now on cigarette packages, and those who have seen these messages on cigarette packages themselves, are more likely than those who have not to recall heart/diseased heart, lungs or diseased lungs, and bad, rotten or big teeth. Those who have seen these messages on cigarette packages themselves are also more likely to mention pregnant women/with cigarettes and children/babies/kids.

Recall of Specific Pictures, Images or Graphics on Cigarette Packages

	MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002			DEC 2002			JULY-AUG 2003			DEC 2003			NOV-DEC 2004		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS
Lungs/diseased lungs	27	40	31	32	29	39	28	24	31	30	21	31	36	29	37	37	42	36	38	30	39	38	33	41
Bad/rotten/big teeth	16	30	17	21	28	23	19	28	21	21	22	26	20	24	24	20	25	23	22	27	21	21	24	27
Pregnant women/with cigarettes	9	14	9	13	16	15	17	21	21	22	26	27	18	21	21	19	21	20	20	32	22	19	24	22
Heart/diseased heart	11	20	11	13	19	14	12	25	10	12	21	12	14	14	11	11	16	10	12	17	10	14	22	11
Children/kids/babies	19	31	21	18	26	22	10	21	12	13	15	15	12	16	14	11	17	14	15	18	18	11	14	13
Mouth/diseased mouth	6	6	9	6	8	5	10	15	12	12	14	11	12	12	16	9	11	10	14	17	15	9	10	13
Brain/diseased brain	11	22	13	8	17	8	8	15	8	8	17	7	7	11	7	8	16	9	7	10	8	7	9	7
Gums/diseased gums	5	5	6	5	5	6	6	8	6	6	2	6	6	10	6	6	3	6	5	5	6	6	6	6
Cigarette/curved cigarette	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	7	10	11	5	9	5
Lung cancer	3	3	4	3	5	1	3	1	3	3	3	5	5	7	5	5	8	5	4	1	6	5	4	5
Limp/broken/burning cigarettes	14	19	16	6	13	5	11	15	11	11	18	15	10	12	14	7	12	11	4	8	5	3	3	5
Lung pictures	–	–	–	–	–	–	3	1	4	3	1	2	2	1	2	3	2	3	3	1	3	3	2	2
Baby/premature baby	*	1	*	–	–	–	6	11	6	5	6	6	4	6	6	2	4	2	1	2	2	3	6	3
Parents/mom/dad smoking	5	7	5	5	8	4	3	2	4	5	8	5	8	11	7	5	10	6	5	5	6	2	3	2
Impotence	3	3	4	8	17	9	2	5	3	*	–	*	3	4	4	3	5	5	3	6	5	2	4	4
Bar charts/graphs/statistics	1	1	2	2	2	2	1	1	2	1	2	2	2	3	2	1	3	3	2	7	*	2	3	3
Throat/throat diseases	1	2	2	2	2	2	2	1	3	1	2	2	2	3	1	2	2	3	2	1	3	2	–	2
Adult/woman/man (gen)	2	2	1	*	–	*	1	1	1	1	4	1	2	–	1	1	–	1	*	–	1	2	2	1
Patients in bed/hospital bed	*	1	–	2	5	2	1	6	1	1	1	1	1	1	*	1	4	2	1	2	1	1	2	2
Mouth cancer	1	2	2	1	1	1	2	1	4	2	2	1	2	1	4	1	–	2	2	4	1	1	2	2

* Less than one percent

Continued ...

Q.24

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

Note: Slightly different question wording in December 2002

Recall of Specific Pictures, Images or Graphics on Cigarette Packages

Continued

	MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002			DEC 2002			JULY-AUG 2003			DEC 2003			NOV-DEC 2004		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS
Dirty/full ashtray	4	5	5	3	5	4	3	4	3	2	7	1	3	8	4	2	4	3	2	4	1	1	3	2
Pictures of kids watching	–	–	–	–	–	–	5	5	6	1	2	*	3	5	3	4	9	3	2	3	3	1	1	–
Arteries/clogged arteries/clot	1	1	2	*	–	*	1	1	1	1	1	*	1	–	1	1	1	2	1	2	1	1	2	*
People sick/coughing/choking	1	1	1	1	1	1	2	2	2	1	1	2	1	2	1	1	1	3	1	1	*	1	–	*
Deteriorating/diseased body parts	1	–	1	1	1	1	1	–	2	2	1	2	4	2	4	2	–	3	1	–	1	1	–	2
Fetus/embryo	*	–	*	1	1	*	1	1	*	–	–	–	1	–	1	1	1	1	1	–	1	1	–	2
Cancer/tumour in general	*	–	*	*	–	*	1	*	2	1	3	*	1	–	1	*	2	1	1	–	1	1	1	1
Warnings/symbols	2	1	1	1	–	–	2	1	1	1	–	1	2	–	1	1	1	*	1	–	*	1	–	1
Other cancer	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	1	2	1	*	–	1	1	2	1
Respirators/people on breathing machines	2	9	1	2	10	2	2	10	2	3	8	2	2	8	2	2	7	3	2	10	1	*	–	1
Stroke	1	1	1	1	1	1	1	2	1	1	2	1	*	–	–	1	1	*	*	2	*	*	–	*
Colours/shades of package/writing	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	1	3	2	–	–	–	*	–	–
Graphics of cigarette package	2	–	2	1	–	2	*	–	–	1	1	1	3	5	4	1	–	1	*	–	–	–	–	–
Other	3	2	3	3	3	3	2	1	1	2	–	*	3	1	2	4	3	5	10	5	12	13	12	10
None/nothing	23	5	16	15	5	15	14	4	10	12	2	2	11	5	10	15	6	10	11	4	7	13	12	8
dk/na	5	2	3	8	1	8	8	1	6	9	7	9	4	1	2	3	–	2	4	–	7	5	4	2

* Less than one percent

Q.24

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 December 2002

B. Impact of Current Messages

Among youth smokers, five in ten (48%) say that the health warning messages now on cigarette packages have been very effective in informing them about the health effects of cigarette smoking. About two in ten each say that these messages have been very effective in getting them to smoke less around others than they used to (23%), getting them to smoke less (23%), increasing their desire to quit smoking (19%) and getting them to try to quit smoking (17%).

Combining the numbers who say very and somewhat effective, 78 percent of youth smokers say the messages now on cigarette packages have been effective overall in informing them about the health effects of cigarette smoking; smaller proportions say they have been effective in increasing their desire to quit smoking (55%), in getting them to smoke less around others than they used to (48%), getting them to try to quit smoking (46%) and getting them to smoke less (44%).

The current survey suggests that there has been an increase from December 2003 in the number of youth smokers who say the current health warning messages have been very effective getting them to smoke less. Compared to March-April 2001, the number who say the labels have been very effective in informing them about the health effects of smoking has increased; the current results also suggest a decrease in the number who say these messages have been very effective in increasing their desire to quit. These results should be interpreted with caution due to the small sample size of youth smokers.

Impact of Current Messages

Smokers

	Mar-Apr 2001	July 2001	Nov-Dec 2001	July 2002	Dec 2002	July-Aug 2003	Dec 2003	Nov-Dec 2004
Informing you about the health effects of cigarette smoking								
Very effective	39	45	51	48	49	47	50	48
Somewhat effective	35	34	33	35	36	39	39	30
Not very effective	11	8	8	9	10	7	7	8
Not at all effective	14	9	7	8	5	5	4	11
dk/na	1	3	1	1	1	1	–	3
Getting you to smoke less around others than you used to								
Very effective	17	22	21	15	27	19	21	23
Somewhat effective	27	30	29	31	31	38	32	25
Not very effective	19	25	15	18	17	23	24	19
Not at all effective	36	23	34	35	24	19	23	32
dk/na	1	1	1	1	1	2	–	–
Getting you to smoke less								
Very effective	19	17	20	17	24	19	11	23
Somewhat effective	28	32	30	32	36	37	43	21
Not very effective	25	26	21	16	16	22	22	31
Not at all effective	28	26	28	34	24	22	24	24
dk/na	1	*	*	–	–	1	–	1

	Mar-Apr 2001	July 2001	Nov-Dec 2001	July 2002	Dec 2002	July-Aug 2003	Dec 2003	Nov-Dec 2004
Increasing your desire to quit smoking								
Very effective	27	21	24	19	33	25	20	19
Somewhat effective	29	34	34	35	38	36	39	36
Not very effective	19	17	21	16	12	19	24	19
Not at all effective	24	25	20	29	16	20	16	24
dk/na	1	2	*	1	1	1	1	1
Getting you to try to quit smoking								
Very effective	17	16	28	18	29	22	19	17
Somewhat effective	33	35	27	26	35	36	36	29
Not very effective	18	23	19	21	17	17	26	23
Not at all effective	31	25	26	35	18	23	19	29
dk/na	1	1	*	1	–	2	–	1

* Less than one percent

Q.26

Thinking about the health warning messages that are now on cigarette packages, have these messages been very effective, somewhat effective, not very effective or not at all effective in each of the following ways ...?

Subsample: Smokers

Note: Slightly different question wording as of December 2002

c. Assessment of Current Messages

Just over seven in ten youth strongly agree that the health warning messages now on cigarette packages provide them with important information about the health effects of smoking cigarettes (73%). Almost seven in ten strongly agree that these messages are accurate (67%), and six in ten strongly agree that these messages make smoking seem less attractive (59%).

Combining the numbers who strongly and somewhat agree, almost all youth agree that the messages provide them with important information about the health effects of smoking cigarettes (95%) and that the messages are accurate (93%). Eight in ten youth agree that the health warning messages make smoking seem less attractive (81%).

The results of the current survey are similar to those found in December 2003; the current results are also similar to those found in March-April 2001 when two of these questions (dealing with informativeness and accuracy) were first asked; the results of the third question (dealing with attractiveness) are similar to that found in November-December 2001, when it was first asked.

Older youth are more likely to strongly agree that the messages are accurate and that they make smoking seem less attractive. Non-smoking youth are also more likely to strongly agree that the messages make smoking seem less attractive.

Those who have seen, read or heard about the health warning messages now on cigarette packages, and those who have seen these messages on cigarette packages themselves, are more likely to strongly agree on all three dimensions.

Assessment of Current Messages

	MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002			DEC 2002			JULY-AUG 2003			DEC 2003			NOV-DEC 2004		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS
The messages provide you with important information about the health effects of smoking cigarettes																								
Strongly agree	71	97	77	70	70	71	69	69	74	70	59	71	71	66	71	70	74	72	70	64	75	73	74	73
Somewhat agree	21	27	17	22	20	24	25	27	22	22	26	23	23	24	24	23	23	24	23	30	21	22	21	24
Somewhat disagree	3	2	3	2	5	3	2	2	1	3	8	3	2	2	2	3	1	3	3	4	4	3	2	3
Strongly disagree	2	3	1	2	5	1	2	1	2	2	5	2	2	6	2	1	1	1	2	1	1	1	3	–
dk/na	3	1	1	4	1	2	2	1	2	3	3	1	2	2	1	2	–	*	2	1	–	1	1	1
The messages are accurate																								
Strongly agree	70	72	74	66	58	73	62	58	65	69	59	72	69	68	66	67	63	68	64	56	65	67	66	68
Somewhat agree	21	18	19	23	27	21	29	32	29	22	23	23	24	22	30	26	31	25	29	33	31	26	28	27
Somewhat disagree	2	5	3	5	11	3	3	5	3	3	11	1	4	5	3	4	2	4	4	10	2	3	4	3
Strongly disagree	2	4	1	2	3	1	2	3	1	2	4	1	1	4	*	1	1	1	1	–	1	1	3	1
dk/na	5	1	3	5	1	2	3	2	2	4	2	3	2	1	1	2	3	1	2	2	1	2	–	1
The messages make smoking seem less attractive																								
Strongly agree	–	–	–	–	–	–	56	50	61	58	45	60	56	45	58	58	52	56	60	47	64	59	48	63
Somewhat agree	–	–	–	–	–	–	23	18	20	23	24	20	24	23	23	24	19	28	23	27	18	22	24	20
Somewhat disagree	–	–	–	–	–	–	10	13	8	9	15	11	9	13	10	9	16	9	10	13	13	10	14	12
Strongly disagree	–	–	–	–	–	–	9	17	8	8	16	7	9	17	9	6	13	6	6	11	4	7	14	5
dk/na	–	–	–	–	–	–	3	1	2	2	*	2	1	1	1	2	–	1	2	2	1	2	1	1

* Less than one percent

Q.25
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 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, 21 percent of youth smokers say that they have done so by keeping the pack out of sight, 18 percent say they have done this by transferring cigarettes to another container, 18 percent say they have done this by placing a case or cover over their package, and 16 percent say they have done this by avoiding buying packs with particular health warning messages on them.

The current results suggest a slight decrease from December 2003 in the number of youth smokers who have avoided looking at or thinking about the health warning labels by avoiding buying packs with particular health warning messages on them. Comparison with the findings of the July-August 2003 survey, when the question was first asked, suggests that there may be slight increases in the numbers of youth smokers who transferred cigarettes to another container, or placed a cover or case over their pack. These results should be interpreted with caution due to the small sample size of youth smokers.

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

Smokers

	July-Aug 2003	December 2003	Nov-Dec 2004
By keeping pack out of sight	20	21	21
By transferring cigarettes to another container	13	16	18
By placing a cover or case over package	12	16	18
By avoiding buying packs with particular health warning messages	12	21	16

Q.27

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), just over eight in ten Canadian youth either offer no opinion (43%) or say they have not seen the slide portion (40%). Four percent mention tips to stop smoking and 15 percent mention other items.

Since December 2003, there has been an increase in the number of youth who have not seen the slide portion of a cigarette package. Comparison with the results found in December 2002, when this question was first asked, also indicate a slight increase in the number of youth who have not seen the slide portion of a cigarette package

Youth smokers are more likely than others to recall tips to stop smoking. Older youth, youth smokers and potential youth smokers are less likely to say they have not seen the slide portion.

Awareness of Message on Back of Slide

	DEC 2002			JULY-AUG 2003			DEC 2003			NOV-DEC 2004		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS
Tips to stop smoking	7	32	4	4	22	3	6	31	6	4	26	3
Health warnings in general	5	11	6	4	8	4	5	11	7	3	8	4
Tar, nicotine, carbon monoxide levels, cigarette ingredients	3	2	5	2	8	3	4	4	6	3	3	4
1 800 number/quit smoking line	2	6	2	3	12	2	3	10	2	1	5	2
Lung cancer/disease	2	4	2	2	1	1	2	2	3	1	3	1
Deaths/statistics/small town analogy	3	5	4	1	4	1	2	2	1	1	2	2
Cancer/diseases in general	1	1	1	1	2	*	1	4	3	1	2	2
A calendar	2	4	5	1	3	2	1	3	2	1	3	1
Text with yellow highlighting	1	1	1	1	3	1	1	2	2	1	3	1
Information in general	1	2	1	*	1	1	1	2	1	1	1	*
Addiction warnings	*	1	–	*	–	1	*	1	–	*	1	*
Calendar is gone	1	2	1	*	–	*	*	–	1	*	–	–
Website address	*	2	–	*	–	1	*	4	*	*	2	1
Questions and answers	–	–	–	–	–	–	*	2	–	*	–	–
Pictures	*	–	*	*	–	–	*	–	*	*	–	–
Impotence	1	–	1	–	–	–	–	–	–	*	–	1
Heart disease/problems	*	–	*	–	–	–	–	–	–	–	–	–
Brain cancer/diseases	–	–	–	–	–	–	*	1	–	–	–	–
Mouth diseases (gums/teeth/etc.)	*	–	1	*	–	–	*	–	*	–	–	–
Stroke	*	–	*	–	–	–	–	–	–	–	–	–
Other	1	–	1	–	–	–	3	3	2	2	6	3
Not seen sliding part of cigarette pack	35	18	33	43	18	42	33	16	28	40	22	34
dk/na	43	25	40	38	30	37	44	30	45	43	30	46

* Less than one percent

Q.28
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?

Five percent of youth smokers report that they look at or read the information on the slide several times a day, and four percent do this about once a day. Almost five in ten (a total of 47%) look at or read the information on the slide less frequently, including 25 percent who say they do this less than once a week. About four in ten (42%) say they never look at or read the information on the slide.

The current results are similar to those found in December 2003; comparison with the July-August 2003 results suggest a slight decrease in the number who look at the information on the slide less than once a week. These results should be interpreted with caution due to the small sample size of youth smokers.

Look at or Read Information on Back of Cigarette Pack Slide

Smokers

	July-Aug 2003	December 2003	Nov-Dec 2004
Several times a day	2	5	5
About once a day	8	6	4
Once every two or three days	4	5	9
About once a week	15	15	13
Less than once a week	33	22	25
Never	37	47	42
dk/na	–	–	2

Q.29
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

Almost five in ten (47%) youth smokers strongly agree that the information they have seen on the back of the slide is accurate, and almost four in ten (37%) strongly agree that the information is useful to them. Combining the strongly and somewhat agree numbers, 72 percent of youth smokers agree the information is accurate, and 68 percent say it is useful to them.

The results of the current survey suggest that since December 2003, there have been slight increases in the number of youth smokers who strongly agree on both of these dimensions. Comparison with the results found in December 2002, when the question was first asked, suggests that the number of youth smokers who strongly agree the information is accurate may have declined. However, these results should be interpreted with caution due to the small sample size of youth smokers.

Messages on Back of Slide
Smokers

	Dec 2002	July-Aug 2003	Dec 2003	Nov-Dec 2004
The information is accurate				
Strongly agree	52	49	41	47
Somewhat agree	22	25	38	25
Somewhat disagree	4	3	5	4
Strongly disagree	4	–	1	7
dk/na	19	22	16	16
The information is useful to you				
Strongly agree	38	33	28	37
Somewhat agree	26	30	31	31
Somewhat disagree	9	10	16	10
Strongly disagree	12	9	13	10
dk/na	15	17	12	12

Q.30
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

Three percent of youth 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. Almost four in ten (a total of 37%) look at or read the information on the insert less frequently, including 23 percent who say they do this less than once a week. More than five in ten (55%) say they never look at or read the information on the insert.

The current results suggest little change since December 2003, but there has been a slight increase in the number who look at the information on the insert less than once a week. The current results are similar to those found in July-August 2003, when this question was first asked. However, these results should be interpreted with caution due to the small sample size of youth smokers.

Forty-five percent of youth smokers throw out the insert when they open the pack, and another 27 percent throw out the insert when they are finished with the pack. Only four percent keep the insert, and ten percent say they do something else with it. Eleven percent say they do not have inserts in their packs of cigarettes.

The current results are similar to those found in December 2003, and in July-August 2003, when this question was first asked. These results should be interpreted with caution due to the small sample size of youth smokers.

Look at or Read Information on Cigarette Pack Insert
Smokers

	July-Aug 2003	December 2003	Nov-Dec 2004
Several times a day	2	4	3
About once a day	4	7	2
Once every two or three days	4	2	4
About once a week	11	15	10
Less than once a week	21	10	23
Never	57	61	55
dk/na	1	2	3

Q.31
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
Smokers

	July-Aug 2003	December 2003	Nov-Dec 2004
Throw out when pack opened	48	43	45
Throw out with pack when done	25	29	27
Keep	2	3	4
Something else	6	10	10
Don't have packs with insert	16	14	11
dk/na	3	1	3

Q.32
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

6.0 Toxic Substances

A. Awareness of Toxic Substances

When youth are asked, top-of-mind, what, if any, chemicals or toxic substances they can name that are in cigarettes or cigarette smoke, the largest proportions mention tar (42%) and nicotine (38%). Fourteen percent mention tobacco, seven percent mention poison/rat poison/strychnine/cyanide and seven percent mention carbon monoxide. Thirty percent mention other toxic substances. Twenty-two percent offer no opinion.

Since December 2000, there have been slight decreases in the numbers of youth mentioning tar and nicotine, and a slight increase in the number mentioning tobacco. The results suggest that there may be a trend over the same period toward somewhat more frequent mentions of specific toxic chemical substances such as hydrogen cyanide, formaldehyde and ammonia.

Boys are more likely than girls to mention nicotine and tar. Older youth and youth smokers are more likely to mention nicotine, tar and carbon monoxide; youth aged 12 to 14 years are more likely to mention tobacco. Youth smokers are also more likely to mention benzene and hydrogen cyanide. Potential youth smokers, and those who have seen, read or heard about the health warning messages now on cigarette packages, and those who have seen these messages on cigarette packages themselves, are more likely to mention nicotine and tar.

Awareness of Toxic Substances in Cigarettes

	DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002			DEC 2002			JULY-AUG 2003			DEC 2003			NOV-DEC 2004		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS
Tar	48	76	47	42	60	48	42	65	49	46	62	49	40	55	46	42	54	47	41	50	49	43	60	47	42	62	42
Nicotine	48	60	50	47	55	47	44	51	46	43	54	49	39	55	41	42	52	40	42	42	46	48	59	50	38	52	41
Tobacco	9	3	10	13	4	12	16	6	15	16	3	15	16	3	13	13	9	10	14	5	14	14	4	11	14	2	10
Poison/rat poison/strychnine/cyanide	4	2	4	5	7	5	4	6	3	5	6	6	8	5	8	8	5	9	6	6	8	7	7	6	7	4	10
Carbon monoxide	10	25	11	12	34	12	12	36	10	12	31	8	10	28	9	9	18	7	7	26	8	6	26	4	7	19	8
Hydrogen cyanide	*	–	*	2	5	1	2	5	2	5	14	2	4	13	4	3	6	3	3	10	4	3	13	3	3	10	2
Carbon dioxide	4	11	4	4	9	5	4	8	4	4	9	2	3	4	3	4	8	3	2	6	3	3	5	3	3	5	3
Nail polish remover	1	1	1	1	1	1	2	2	2	2	1	2	2	1	1	2	1	1	1	1	1	2	–	1	3	2	3
Formaldehyde	1	2	1	1	4	2	3	7	3	4	9	3	4	8	4	3	5	3	3	3	5	3	14	3	2	5	2
Arsenic	3	1	2	4	8	2	3	5	3	4	5	4	3	5	3	4	1	4	3	–	3	3	5	4	2	4	2
Ammonia	1	*	2	2	3	1	3	4	4	3	2	5	5	6	4	4	4	5	2	5	2	3	4	5	2	1	3
Type of fuel/gasoline/kerosene/ jet fuel/rocket fuel	2	–	2	2	1	2	3	3	3	4	2	4	2	2	1	4	1	4	2	1	1	1	1	*	2	–	3
Benzene	1	1	*	1	1	2	1	4	1	4	7	2	3	9	3	3	7	3	3	5	4	2	10	1	1	7	*
Household cleaners	1	2	1	1	1	1	2	1	2	1	1	1	1	–	1	1	–	*	1	1	–	1	2	1	1	–	2
Battery acid/toxic juice	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	1	1	1	1	2	1	1	–	2
Pesticides	2	3	1	1	1	1	1	1	*	*	1	–	1	1	1	1	–	1	1	–	2	1	–	1	1	2	2
Paint thinner/remover	1	*	1	1	1	*	1	2	1	1	–	1	*	–	*	1	–	2	1	–	*	1	–	1	1	–	1
Lead	1	1	1	1	–	1	1	1	1	1	–	1	1	*	1	1	1	1	1	–	1	*	–	*	1	1	1
Chemicals/gases/toxins – in general	5	5	5	5	5	4	4	5	4	4	3	3	1	–	1	3	2	2	*	1	1	*	–	–	1	1	1
Benzo[a]pyrene	*	1	1	*	1	–	*	*	–	*	*	*	1	2	1	*	1	1	1	2	1	*	1	–	*	–	*
Caffeine	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	1	1	1	*	–	–
Acid	1	1	1	*	–	*	1	1	1	1	2	1	*	–	*	2	3	1	1	–	*	*	–	–	*	–	–
Carcinogens	*	–	–	*	1	*	*	1	–	*	–	1	*	–	*	*	–	*	1	1	*	*	–	–	*	–	–

* Less than one percent

Continued ...

Q.33

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

Awareness of Toxic Substances in Cigarettes

Continued

	DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002			DEC 2002			JULY-AUG 2003			DEC 2003			NOV-DEC 2004		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS
Fibreglass	*	1	1	*	1	*	1	2	*	*	1	*	*	–	–	1	1	1	*	2	*	*	1	*	*	–	–
Nitrosamines	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	*	1	–	*	1	*	*	–	1
Carbon	*	–	*	1	2	1	1	3	1	1	1	*	*	–	*	*	1	*	*	–	*	*	–	*	*	–	–
Oil	–	–	–	–	–	–	–	–	–	–	–	–	*	–	–	*	–	–	*	–	*	*	–	*	*	–	–
4-Aminobiphenyl	*	–	1	*	1	–	*	–	–	*	1	1	*	–	*	*	–	*	*	2	–	*	–	–	*	3	–
Nitrogen oxides	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	*	–	1	*	–	–	*	–	*
Dioxins	–	–	–	*	–	*	*	–	–	*	*	–	*	–	–	*	1	–	*	1	–	*	–	–	*	–	*
Sulphur/sulphate	*	–	1	*	–	–	*	–	*	*	–	–	*	–	*	*	–	–	*	–	–	–	–	–	*	–	–
Cadmium	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	*	–	–
Ash	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	*	–	–
Other	1	1	1	4	5	4	2	2	2	2	–	3	4	5	4	3	3	3	5	2	4	5	5	4	6	5	7
None/nothing	4	2	3	7	3	8	3	2	4	3	3	3	3	7	2	2	1	2	5	6	3	3	–	2	3	2	4
dk/na	18	8	15	15	5	14	18	6	15	14	9	12	21	15	19	19	13	21	20	15	12	18	12	14	22	11	19

* Less than one percent

Q.33

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 youth mention tar (22%) and nicotine (21%). Smaller proportions mention tobacco (4%) and carbon monoxide (4%). Ten percent say that all the chemicals cause harm, and 16 percent mention other specific substances. Forty-eight percent offer no opinion.

The current survey results show a decrease from December 2003 in the number of youth who mention nicotine. The current results are similar to those found in July 2002, when the question was first asked.

Boys and potential smokers are more likely to mention tar. Older youth, youth smokers, those who have seen, read or heard about the health warning messages now on cigarette packages, and those who have seen the health warning messages on cigarette packages themselves, are more likely than others to mention tar and nicotine. Older youth are also more likely to say that all the chemicals cause harm. Youth smokers are also more likely than others to mention carbon monoxide.

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

	JULY 2002			DEC 2002			JULY-AUG 2003			DEC 2003			NOV-DEC 2004		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS
Tar	21	32	23	22	29	25	24	30	29	25	37	29	22	30	26
Nicotine	19	24	18	24	38	23	24	19	27	27	24	29	21	26	22
Tobacco	5	1	6	5	3	4	4	1	3	5	1	6	4	2	3
Carbon monoxide	6	14	8	7	10	6	5	17	6	4	15	3	4	11	6
Poison/rat poison/strychnine/cyanide	3	3	2	2	–	3	3	2	4	2	–	3	2	–	3
Arsenic	1	2	*	2	1	4	2	–	1	2	2	3	2	2	2
The smoke itself	2	1	2	1	–	1	2	2	1	2	–	2	2	–	3
Formaldehyde	2	6	2	1	2	2	2	2	2	1	4	1	2	4	2
Carbon dioxide	1	2	1	1	2	1	1	2	*	1	1	2	2	2	2
Hydrogen cyanide	2	5	2	2	2	2	2	9	3	2	6	2	1	4	*
Ammonia	2	2	1	2	2	1	2	4	2	2	1	3	1	2	1
Nail polish remover	*	–	–	*	–	–	*	–	*	*	–	1	1	1	1
Type of fuel/gasoline/kerosene/jet fuel/rocket fuel	*	–	*	1	–	*	*	–	*	*	–	*	1	1	*
Benzene	1	3	1	1	2	1	1	4	1	1	5	2	*	4	–
Lead	1	1	1	*	–	*	1	–	1	*	–	–	*	–	–
Carcinogens	–	–	–	*	–	*	*	–	*	*	–	–	*	–	*
Chemicals/gases/toxins – in general	*	–	*	1	1	1	*	–	–	*	1	*	*	1	–
Acid	*	–	*	*	–	–	*	–	–	*	–	–	*	–	–
Battery acid/toxic juice	–	–	–	–	–	–	*	1	*	*	1	1	*	–	*
Cadmium	–	–	–	–	–	–	*	–	–	*	–	–	*	–	1
Dioxins	–	–	–	–	–	–	*	–	–	*	–	*	*	1	*
Benzo[a]pyrene	*	*	1	*	–	1	*	1	–	*	1	–	*	–	*
Pesticides	*	1	1	*	–	1	*	–	*	*	–	*	*	1	1

* Less than one percent

Continued ...

Q.37
What chemicals or substance in cigarettes, in tobacco or in smoking, if any, causes or can cause disease or harm to health? Are there any others?

More than six in ten youth (64%) think that chemicals are added to tobacco when cigarettes are being manufactured. Fewer than two in ten (16%) say that chemicals are not added, and two in ten (20%) offer no response.

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

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

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

Continued

	JULY 2002			DEC 2002			JULY-AUG 2003			DEC 2003			NOV-DEC 2004		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS
4-Aminobiphenyl	*	–	–	*	2	–	*	2	–	*	1	–	*	2	–
Paint thinner/remover	*	–	–	*	–	*	*	–	–	*	–	*	*	–	*
Household cleaners	*	–	*	*	–	–	*	–	*	–	–	–	*	–	*
Nitrosamines	*	–	–	*	–	*	–	–	–	–	–	–	*	1	*
Sulphur/sulphate	*	–	*	*	–	–	*	–	–	–	–	–	*	–	–
Nitrogen oxides	–	–	–	–	–	–	*	1	–	–	–	–	–	–	–
Fibreglass	–	–	–	*	1	–	*	1	–	*	–	*	–	–	–
Oil	–	–	–	–	–	–	–	–	–	*	–	*	–	–	–
Carbon	*	–	–	*	1	–	–	–	–	–	–	–	–	–	–
Ash	*	–	–	*	–	*	–	–	–	–	–	–	–	–	–
All the chemicals cause harm	11	16	12	9	13	10	10	19	10	9	20	8	10	12	11
Other	1	2	*	1	1	1	2	1	3	2	–	4	2	2	1
None/nothing	3	5	4	3	5	2	5	4	4	2	–	1	2	4	3
dk/na	47	35	42	43	27	46	43	38	36	44	31	39	48	37	40

* Less than one percent

Q.37

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

Chemicals Added to Cigarettes During Manufacture

	JULY 2002			DEC 2002			JULY-AUG 2003			DEC 2003			NOV-DEC 2004		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS
Yes, chemicals are added	65	72	72	68	75	71	63	68	69	63	75	69	64	62	71
No, chemicals are not added	15	16	14	12	10	11	16	19	13	19	13	15	16	19	13
dk/na	20	11	14	21	15	18	21	13	18	18	12	16	20	19	16

Q.38

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

Four percent of youth smokers report that they look at or read the information about chemicals and substances on the side of a cigarette package several times a day, and two percent do this about once a day. More than four in ten (a total of 45%) look at or read the information on the side of the package less frequently, including 31 percent who say they do this less than once a week. Five in ten (50%) say they never look at or read the information on the insert.

These results are similar to those found in December 2003 and in July-August 2003, when this question was first asked; however, the current results suggest a slight increase in the number of youth smokers who say they never look at the information on the side of the package. These results should be interpreted with caution due to the small sample size of youth smokers.

When asked if they can name any chemicals or toxic substances that are currently listed on a cigarette package (without looking at a cigarette package), the largest proportions of youth mention nicotine (16%) and tar (14%). Fourteen percent mention some other toxic substance. Eight percent say there are no chemicals or toxic substances currently listed on cigarette packages, and 63 percent offer no opinion.

The current survey results suggest that there have been slight decreases since December 2003 in the number of youth who say that tar and nicotine are listed on cigarette packages, and an increase in the number who offer no opinion. Since December 2000, there has been a decrease of 14 points in the number of youth who say there are no toxic substances listed on cigarette packages and an increase of 20 points in the number who offer no response to the question; there have also been decreases in the numbers who mention tar, nicotine and carbon monoxide.

Boys, older youth, particularly those aged 17 to 18 years, those who have seen, read or heard about the health warning messages that are now on cigarette packages, those who have seen these messages on cigarette packages themselves and youth smokers are more likely to mention nicotine and tar; youth smokers are also more likely to mention hydrogen cyanide, benzine and carbon monoxide.

Fewer than one-half of youth smokers say that the information about chemicals and toxic substances now on the side of cigarette packages has contributed to encouraging them to try to quit smoking (43%). About one-third each say that this information has contributed to getting them to smoke less (37%) and increasing their desire to quit smoking (34%). Fewer than two in ten (14%) say the information has contributed to getting them to switch to a different brand or product.

Since December 2002, there have been decreases on all four dimensions in the numbers who say that the information on the side of cigarette packages has had an impact on their smoking behaviour. These results should be interpreted with caution due to the small sample size of youth smokers.

Look at or Read Information about Chemicals and Substances on Side of Cigarette Pack
Smokers

	July-Aug 2003	Dec 2003	Nov-Dec 2004
Several times a day	1	5	4
About once a day	4	5	2
Once every two or three days	5	4	3
About once a week	15	15	11
Less than once a week	30	31	31
Never	44	40	50
dk/na	1	–	–

Q.35
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

List and Information on Side of Cigarette Pack
Smokers

	Dec 2002	July-Aug 2003	Dec 2003	Nov-Dec 2004
Encouraged you to try to quit smoking	53	49	45	43
Got you to smoke less	46	41	40	37
Increased your desire to quit smoking	53	41	37	34
Got you to switch to a different brand/product	23	15	17	14

Q.36
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

Toxic Substances Listed on Cigarette Packages

	DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002			DEC 2002**			JULY-AUG 2003			DEC 2003			NOV-DEC 2004		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS
Nicotine	23	40	24	23	38	27	23	37	25	22	39	21	18	37	19	20	31	20	20	28	26	22	38	23	16	33	15
Tar	21	47	20	21	45	25	21	46	24	22	43	20	17	39	19	19	47	18	15	32	20	19	40	20	14	38	13
Carbon monoxide	8	28	8	7	28	8	6	26	4	6	22	4	6	17	6	6	17	4	5	22	6	4	16	3	3	13	5
Tobacco	3	–	3	4	2	4	4	2	5	4	2	4	3	–	2	4	4	3	3	2	2	4	–	3	3	2	2
Hydrogen cyanide	*	–	*	1	2	–	*	2	*	2	8	*	2	6	2	2	5	1	2	12	3	2	10	2	2	6	*
Benzene	*	1	*	*	–	*	1	2	*	2	6	1	2	8	2	2	4	2	1	4	2	1	6	1	2	8	1
Formaldehyde	*	1	–	*	–	1	1	4	*	1	5	1	2	6	2	1	3	1	1	5	2	2	7	*	1	4	1
Poison/rat poison/strychnine/ arsenic/cyanide (unspec.)**	*	–	1	1	–	*	*	1	*	1	2	1	1	3	1	1	1	1	1	2	1	2	–	2	1	3	1
Carbon dioxide	2	7	2	2	5	2	2	4	2	1	4	1	1	2	2	1	2	–	1	3	1	1	4	1	*	2	*
Lead	–	–	–	–	–	–	–	–	–	*	–	*	*	–	1	*	–	–	*	–	*	–	–	–	*	–	–
Type of fuel/gasoline/kerosene/jet fuel	*	–	–	*	–	*	1	–	1	*	–	1	1	–	*	*	1	–	*	–	–	*	–	–	*	–	1
Chemicals/gases/toxins – in general	1	–	1	1	2	1	2	2	4	1	2	1	*	1	*	1	1	1	–	–	–	*	2	*	–	–	–
Other	*	1	1	*	–	–	*	2	–	*	–	*	3	6	2	2	2	2	1	1	2	2	2	3	2	2	2
None/no chemicals or toxic substances	22	17	22	30	19	28	14	13	14	15	12	14	14	12	14	9	9	10	13	12	15	8	7	7	8	7	10
dk/na	43	26	40	34	17	32	49	27	42	49	30	52	54	33	53	57	30	60	55	38	47	57	35	56	63	35	62

* Less than one percent

Q.34

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

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

Survey of Youth: Methodology

The results of the survey are based on questions asked to 1,000 youth between 12 and 18 years of age, living within the ten provinces of Canada. The survey was conducted by telephone from November 18 to December 5, 2004.

SAMPLE SELECTION

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

The actual sample is distributed as follows.

	Weighted N	Unweighted N	Margin of Error
Atlantic Region	81	82	10.8
Quebec	252	250	6.2
Ontario	374	374	5.1
Manitoba/Saskatchewan	71	70	11.7
Alberta	91	93	10.2
British Columbia	131	131	8.6
Total	1,000	1,000	3.1

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 38,416 telephone numbers were drawn. From within each household contacted, respondents between 12 and 18 years of age were screened for random selection using the "most recent birthday" method. The use of this technique produces results that are as valid and effective as enumerating all eligible persons within a household and selecting one randomly.

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

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

TELEPHONE INTERVIEWING

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

COMPLETION RESULTS

A total of 1,000 interviews were completed. The margin of error for a sample of 1,000 is +/- 3.1 percentage points, 19 times in 20. The margins are wider for regional and demographic subsamples.

The following table presents the detailed completion results for this survey of 1,000 interviews.

Dialled Sample	38,416
Household not eligible	12,532
Non-residential/not in service	11,473
Language barrier	776
Subtotal	24,781
New Base (38,416-24,781)	13,635
No answer/line busy/ respondent not available	6,481
Refusals	6,125
Mid-interview refusals	29
Subtotal	12,635
Net Completions (13,635-12,635)	1,000

ENVIRONICS
RESEARCH GROUP

Nov 9/04

Survey of Youth - Wave 9
PN5552
Questionnaire - Draft 1

INTRODUCTION FOR YOUTH SURVEY

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

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

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

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

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

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

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

1 - Male
2 - Female

D. Language of survey

1 - English
2 - French

E. How old are you?

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

F. To what age group do you belong?

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

Parental consent requested of some youth categories.

MAIN QUESTIONNAIRE

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

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

ASK ALL NON-SMOKERS

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

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

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

3. Have you ever seriously thought about trying smoking?

1 - Yes
2 - No
3 - DK/NA

ASK ALL NON-SMOKERS

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

1 - Yes
2 - No
3 - DK/NA

ASK ALL

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

1 - Yes
2 - No
3 - DK/NA

NON- SMOKERS GO TO Q.12

IF SMOKE EVERY DAY, ASK:

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

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

2 - DK/NA

IF SMOKE OCCASIONALLY, ASK:

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

|_|_| cigarettes per day

2 - DK/NA

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

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

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

9. Have you ever tried to quit smoking?

1 - Yes
2 - No **GO TO Q.11**
3 - DK/NA **GO TO Q.11**

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

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

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

1 - Yes
2 - No **GO TO Q.12**
3 - DK/NA **GO TO Q.12**

IF YES TO Q.11(a), ASK :
b) When do you think you will try to quit?
READ

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

IF YES IN Q.11(a) ASK :
c) If you were to quit smoking at some point in the future what ways or methods do you think you would use? [**PROBE**: Are there any others?]
DO NOT READ - CODE ALL THAT APPLY

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

_____

_____

14 - DK/NA

HEALTH EFFECTS

ASK ALL

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

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

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

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

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

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

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

a) Lung cancer

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

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

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

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

a) Asthma attacks in children

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

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

HEALTH WARNING MESSAGES

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

1 - Yes
2 - No
3 - DK/NA

18. Have you seen, read or heard anything about the 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

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

1 - Yes
2 - No
3 - DK/NA

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

1 - Yes
2 - No
3 - DK/NA

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

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

IF CODE 1 IN Q.21(a), ASK:
b) About how many times a day would you look at a message?

1 - _____TIMES PER DAY
2 - DK/NA

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

23. 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

24. 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

25. 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

26. 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

27. 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

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

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

ASK ALL SMOKERS

29. 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

30. 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

31. 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

32. 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

33. 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

34. 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

35. 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

36. 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

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

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

_____
_____
_____

23 - DK/NA

38. 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

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

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

DEMOGRAPHICS

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

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

1 - yes, in school full-time	**GO TO Q.41**
2 - yes, in school part-time	**GO TO Q.41**
3 - No, not in school	**GO TO Q.43**
4 - DK/NA	**GO TO Q.44**

IF IN SCHOOL, ASK:
41. How would you describe the marks you get in school? Do you generally get above average marks, average marks or below average marks?

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

IF IN SCHOOL, ASK:
42. What grade or level are you in school?

DO NOT READ

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

IF NOT IN SCHOOL, ASK:

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

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

ASK ALL

44. What is the highest level of education that either of your parents have reached?
INTERVIEWER NOTE: CODE RESPONSE FOR WHICH EVER PARENT HAS THE HIGHER LEVEL OF EDUCATION. DO NOT READ

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

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

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

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

$_____
2 - DK/NA

47. Are you … **READ**

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

48. 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

49. 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 novembre 19/04

Sondage mené auprès des jeunes - 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. Pour ce sondage nous parlons à des jeunes entre 12 et 18 ans.

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

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

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

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

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

1 - Homme
2 - Femme

D. Langue du sondage

1 - Anglais
2 - Français

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E. Quel âge avez-vous?

1 - 12
2 - 13
3 - 14
4 - 15
5 - 16
6 - 17
7 - 18

PASSER À Q.1

8 – NSP/PR **DEMANDER Q.F**

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

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

Il est nécessaire d'obtenir le consentement parental pour certains groupes d'âges.

QUESTIONNAIRE PRINCIPAL

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

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

DEMANDER À TOUS LES NON-FUMEURS

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

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

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

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

1 - Oui
2 - Non
3 - NSP/PR

DEMANDER À TOUS LES NON-FUMEURS

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

1 - Oui
2 - Non
3 - NSP/PR

DEMANDER À TOUS

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

1 - Oui
2 - Non
3 - NSP/PR

POUR LES NON-FUMEURS, PASSER À Q.12

SI FUME TOUS LES JOURS, DEMANDER :

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

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

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

2 - NSP/PR

SI FUME À L'OCCASION, DEMANDER :

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

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

2 - NSP/PR

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

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

8a)
01 - Craven "A" grand format
02 - Craven menthol grand format
03 - DuMaurier grand format
04 - DuMaurier régulier
05 - DuMaurier légères grand format
06 - DuMaurier légères régulier
07 - DuMaurier extra légères grand format
08 - DuMaurier extra légères régulier
09 - DuMaurier ultra légères grand format
10 - DuMaurier ultra légères régulier
11 - DuMaurier spéciales grand format
12 - DuMaurier Special 100
13 - Export "A" régulier
14 - Export "A" moyennes régulier
15 - Export "A" légères régulier
16 - Matinée extra douces grand format
17 - Matinée extra douces régulier
18 - Matinée minces grand format
19 - Players légères régulières
20 - Players légères grand format
21 - Players régulier
22 - Players extra légères grand format
23 - Players extra légères régulier
24 - Rothmans grand format
25 - Rothmans spéciales douces grand format
26 - Aucune marque régulière
27 - Autre (**PRÉCISER**)_____
28 - NSP/PR

8b)
01 - Craven "A" grand format
02 - Craven menthol grand format
03 - DuMaurier grand format
04 - DuMaurier régulier
05 - DuMaurier légères grand format
06 - DuMaurier légères régulier
07 - DuMaurier extra légères grand format
08 - DuMaurier extra légères régulier
09 - DuMaurier ultra légères grand format
10 - DuMaurier ultra légères régulier
11 - DuMaurier spéciales grand format
12 - DuMaurier Special 100
13 - Export "A" régulier
14 - Export "A" moyennes régulier
15 - Export "A" légères régulier
16 - Matinée extra douces grand format
17 - Matinée extra douces régulier
18 - Matinée minces grand format
19 - Players légères régulières
20 - Players légères grand format
21 - Players régulier
22 - Players extra légères grand format
23 - Players extra légères régulier
24 - Rothmans grand format
25 - Rothmans spéciales douces grand format
26 - Aucune marque régulière
27 - Autre (**PRÉCISER**)_____
28 - NSP/PR

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

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

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

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

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

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

SI OUI À Q.11(a), DEMANDER Ý:

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

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

SI OUI À Q.11(a) DEMANDER Ý:

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

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

EFFETS SUR LA SANTÉ

DEMANDER À TOUS

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

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

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

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

30 - Attaque d'apoplexie/accidents cérébrovasculaires/ACV
31 - Rides/vieillissement prématuré
32 - Jaunissement des dents/des doigts/effet sur l'aspect physique
33 - Aucun
34 - Autre (**PRÉCISER**) _____
35 - NSP/PR

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

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

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

a) Cancer du poumon

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

b) Emphysème
c) Caillots sanguins
d) Maladies cardiaques
e) Accidents cérébrovasculaires

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

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

a) Crises d'asthme chez les enfants

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

b) Infections de l'oreille chez les enfants
c) Maladies cardiaques chez les adultes non fumeurs
d) Arthrite chez les adultes non fumeurs
e) Cancer du poumon chez les non-fumeurs
f) Décès par cause du syndrôme de la mort subite du nourrisson
g) Accidents cérébrovasculaires (ACV) chez des adultes non fumeurs
h) Sclérose en plaques chez des adultes non fumeurs
i) Maladie d'Alzheimer chez des adultes non fumeurs
j) Infections pulmonaires chez les enfants
k) Bronchites chez les enfants

MESSAGES D'INFORMATION SUR LA SANTÉ

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

    1 - Oui
    2 - Non
    3 - NSP/PR

18. Est-ce que vous avez vu, lu ou entendu quelque chose au sujet des 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

19. 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

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

    1 - Oui
    2 - Non
    3 - NSP/PR

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

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

    POSER (b)

SI PLUSIEURS FOIS PAR JOUR À Q.21a), DEMANDER :

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

1 - _____FOIS PAR JOUR
2 - NSP/PR

22. Si vous ne regardez pas en ce moment un paquet de cigarettes, à quoi est-ce que les 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

23. 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

24. 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

25. 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

26. 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

27. 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

28. 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

29. 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

30. 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

31. 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

32. 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

33. 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

34. 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

35. 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

36. 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

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

    01 - 4-Aminobiphényl
    02 - Ammoniac
    03 - Arsenic
    04 - Benzène
    05 - Benzo[a]pyrène
    06 - Cadmium
    07 - Dioxyde de carbone
    08 - Monoxyde de carbone
    09 - Dioxines
    10 - Formaldéhyde
    11 - Cyanure d'hydrogène/acide cyanhydrique

12 - Plomb
13 - Nicotine
14 - Oxydes d'azote (dioxyde d'azote, oxyde nitrique)
15 - Nitrosamines
16 - Pesticides
17 - Phénols
18 - Goudron
19 - Tous les produits chimiques sont dangereux
20 - La fumée elle-même
21 - Aucun/aucune chemicals
22 - Autre (**PRÉCISER**)

_____
_____
_____

23 - NSP/PR

38. 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

39. Quels sont les effets sur la santé ou les maladies spécifiques, s'il y a lieu, qui peuvent être causés par l'acide cyanhydrique? [**SONDER**: Est-ce qu'il y en a d'autres?]
NE PAS LIRE - CODER TOUTES LES MENTIONS QUI S'APPLIQUENT

01- Maux de tête
02 - Étourdissements
03 - Faiblesses
04 - Nausées
05 - Vertige
06 - Problèmes d'estomac
07 - Décès
08 - Aucun/aucune maladie
09 - Autre (**PRÉCISER**) _____
10 - NSP/PR

DONNÉES DÉMOGRAPHIQUES

DEMANDER À TOUS

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

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

1 - Oui, aux études à temps plein	**PASSER À Q.41**
2 - Oui, aux études à temps partiel	**PASSER À Q.41**
3 - Non, n'est pas aux études	**PASSER À Q.43**
4 - NSP/PR	**PASSER À Q.44**

SI AUX ÉTUDES, DEMANDER :

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

1 - Résultats au-dessus de la moyenne
2 - Résultats dans la moyenne
3 - Résultats en dessous de la moyenne
NE PAS LIRE
4 - Ça dépend/combinaison
5 - NSP/PR

SI AUX ÉTUDES, DEMANDER :

42. En quelle année d'études êtes-vous?
NE PAS LIRE

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

SI N'EST PAS AUX ÉTUDES, DEMANDER :

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

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

DEMANDER À TOUS

44. Quel est le degré d'instruction le plus élevé que l'un ou l'autre de vos parents a atteint?
NOTE À L'INTERVIEWEUR : CODER LA RÉPONSE EN FONCTION DU PARENT QUI A ATTEINT LE DEGRÉ D'INSTRUCTION LE PLUS ÉLEVÉ. NE PAS LIRE

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

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

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

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

$_____
2 – NSP/PR

47. Est-ce que vous vivez...
LIRE LA LISTE

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

48. 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

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

1 – Tous les jours
2 – Tous les deux ou trois jours
3 – Une fois par semaine
4 – Une fois par mois
5 – Moins d'une fois par mois, ou
6 – Jamais
7 – NSP/PR

Nous pourrions continuer cette étude dans l'avenir. Est-ce que vous voudriez y participer?

1 - Oui/peut-être
2 - Non

SI OUI/PEUT-ÊTRE, INSCRIRE LE NOM ET LE NUMÉRO DE TÉLÉPHONE.

Au cas où mon superviseur voudrait vérifier cette entrevue, est-ce que vous pourriez me donner votre prénom ou vos initiales?

_____

Et pour vérifier que j'ai bien composé le bon numéro, est-ce que je suis au :

_____.

1 - Oui
2 - Non

Si le numéro est inexact, inscrire le numéro de téléphone exact :

_____

Si nous avons d'autres questions à poser, est-ce que nous pouvons vous rappeler?

1 - Oui
2 - Non

Merci beaucoup.