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ENVIRONICS
RESEARCH GROUP

WAVE 10 SURVEYS

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

SURVEY OF ADULTS AND ADULT SMOKERS

FINAL REPORT

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1.0 INTRODUCTION

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

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

One goal of these surveys, conducted in July and early August of 2005, was to conduct the sampling and questionnaire design in such a manner as to allow comparison with nine 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, December 2003, and November-December 2004.

The general population survey, which included adult smokers and non-smokers, is based on a sample size of 663 Canadians. This was conducted between July 13 and 26, 2005. An additional oversample of 837 smokers was conducted to achieve a final sample size of 1,000 adult smokers. This survey was conducted between July 27 and August 11, 2005.

A survey based on a sample of 663 has a margin of error of approximately plus or minus 3.8 percentage points, 19 times in 20. The corresponding margin for a sample of 1,000 is plus or minus 3.1 percentage points, 19 times in 20.

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

General population:	663
Smokers:	1,000
Non-smokers:	500
Potential quitters:	592

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, two in ten Canadian adults (19%) smoke cigarettes every day and six percent smoke occasionally. Among smokers, 86 percent smoke every day and 14 percent smoke occasionally.

More than five in ten Canadian adults (54%) report having smoked at least 100 cigarettes in their life. Almost all adult smokers (99%) say the same. Four in ten non-smokers (40%) also report having smoked at least 100 cigarettes in their life.

Among adult smokers who smoke every day, about one-half (49%) report smoking more than 15 cigarettes per day, which includes seven percent who say they smoke more than 25 cigarettes per day. About one-third (35%) say they smoke between 10 and 15 cigarettes per day. Fifteen percent report smoking fewer than 10 cigarettes per day.

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

Cigarette Consumption Per Day

Everyday Smokers

	Nov-Dec 2000	Mar-Apr 2001	July 2001	Nov-Dec 2001	July 2002	Nov-Dec 2002	July-Aug 2003	Dec 2003	Nov-Dec 2004	July-Aug 2005
Less than 10 cigarettes per day	13	12	12	13	13	15	11	15	16	15
10 to 15 cigarettes per day	36	39	35	38	37	38	36	36	36	35
16 to 20 cigarettes per day	20	21	21	20	20	20	23	19	21	22
21 to 25 cigarettes per day	23	21	23	20	21	20	23	20	20	20
26 or more cigarettes per day	8	6	7	8	9	8	7	9	6	7

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

Cigarette Consumption

	NOV-DEC 2000 GP S NS PQ	MAR-APR 2001 GP S NS PQ	JULY 2001 GP S NS PQ	NOV-DEC 2001 GP S NS PQ	JULY 2002 GP S NS PQ	NOV-DEC 2002 GP S NS PQ	JULY-AUG 2003 GP S NS PQ	DEC 2003 GP S NS PQ	NOV-DEC 2004 GP S NS PQ	JULY-AUG 2005 GP S NS PQ
Every day	25 89 – 88	23 88 – 87	25 87 – 85	20 89 – 88	22 84 – 82	18 84 – 82	16 86 – 85	20 87 – 87	16 88 – 88	19 86 – 85
Occasionally (less than every day)	5 11 – 12	5 12 – 13	6 13 – 15	5 11 – 12	6 16 – 18	6 16 – 18	7 14 – 15	5 13 – 13	5 12 – 12	6 14 – 15
Not at all	70 – 100 –	71 – 100 –	69 – 100 –	76 – 100 –	72 – 100 –	76 – 100 –	77 – 100 –	75 – 100 –	79 – 100 –	75 – 100 –

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

Among adult smokers who smoke occasionally, almost eight in ten (77%) report smoking fewer than 10 cigarettes per day. Sixteen percent smoke between 10 and 15 cigarettes per day, and five percent smoke more than 15 cigarettes per day.

Among adult smokers, Player's Light Regular Size (8%) and DuMaurier King Size (6%) are most often mentioned as their regular brand of cigarettes. Eighty percent mention some other brand.

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

Cigarette Consumption Per Day

Occasional Smokers

	Nov-Dec 2000	Mar-Apr 2001	July 2001	Nov-Dec 2001	July 2002	Nov-Dec 2002	July-Aug 2003	Dec 2003	Nov-Dec 2004	July-Aug 2005
Less than 10 cigarettes per day	74	75	66	64	69	76	75	81	81	77
10 to 15 cigarettes per day	21	18	21	23	23	17	17	13	16	16
16 or more cigarettes per day	4	4	11	11	6	7	4	5	1	5

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

B Quit Attempts and Potential Quitters

Eight in ten adult smokers (82%) report having tried to quit smoking. Two in ten (18%) say they have not tried to quit smoking.

Among adult smokers who have tried to quit smoking, six in ten (61%) say they have stopped smoking for at least 24 hours one or more times in the past year, in an attempt to quit smoking; this includes 20 percent who have tried once, 13 percent who have tried twice, nine percent who have tried three times and 19 percent who have tried more than three times. Four in ten (38%) say they have not attempted to quit smoking in the past year.

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

The results of the current survey suggest a slight increase from the November-December 2000 baseline survey in the proportion of adult smokers who have ever tried to quit; however, there have been no significant changes since the baseline survey in the proportion who have stopped smoking for at least 24 hours at least once in the past year.

Quit Attempts
Smokers

	Nov-Dec 2000	Mar-Apr 2001	July 2001	Nov-Dec 2001	July 2002	Nov-Dec 2002	July-Aug 2003	Dec 2003	Nov-Dec 2004	July-Aug 2005
Yes	77	79	78	77	79	78	80	80	80	82
No	23	21	22	23	21	22	20	20	20	18

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

Number of Times Tried to Quit Smoking
Smokers

	Nov-Dec 2000	Mar-Apr 2001	July 2001	Nov-Dec 2001	July 2002	Nov-Dec 2002	July-Aug 2003	Dec 2003	Nov-Dec 2004	July-Aug 2005
Once	20	22	21	19	24	19	24	23	21	20
Twice	14	15	12	16	16	19	15	17	17	13
Three times	10	8	9	8	9	10	11	9	10	9
More than three times	16	14	14	16	18	18	17	19	17	19
Not in the past year	40	41	42	40	33	33	33	33	35	38
dk/na	1	1	2	*	1	1	*	*	1	1

* Less than one percent

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

When it comes to potential quitters, six in ten adult smokers (59%) report they are now seriously thinking of quitting smoking. Not surprisingly, this number is lower among those who have never tried to quit smoking, or who have not tried to quit in the past year.

There has been no significant change since the November-December 2004 survey in the proportion of smokers who report that they are seriously thinking of quitting.

Among adult smokers who are seriously thinking about quitting smoking, one-third (35%) say they will try to quit within the next 30 days. One-half (50%) say they will try to quit within the next six months. Ten percent say they will not try within the next six months and five percent do not know when they will try to quit.

The number suggesting they will try to quit within the next 30 days follows a seasonal pattern: higher in the December surveys, and lower in the summer surveys.

Potential Quitters
Smokers

	Nov-Dec 2000	Mar-Apr 2001	July 2001	Nov-Dec 2001	July 2002	Nov-Dec 2002	July-Aug 2003	Dec 2003	Nov-Dec 2004	July-Aug 2005
Yes	56	58	54	61	64	62	61	63	62	59
No	43	41	45	38	35	37	38	37	37	40

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

Potential Quitters
Smokers

	Nov-Dec 2000	Mar-Apr 2001	July 2001	Nov-Dec 2001	July 2002	Nov-Dec 2002	July-Aug 2003	Dec 2003	Nov-Dec 2004	July-Aug 2005
Within the next 30 days	38	33	34	43	39	46	35	50	38	35
Within the next 6 months	45	48	49	44	48	41	48	40	49	50
Not within the next 6 months	9	10	11	9	8	10	12	6	10	10
dk/na	7	9	5	4	5	3	6	4	4	5

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

Among adult smokers who are seriously thinking about quitting smoking, the largest proportion say they would use will power to go "cold turkey" (53%) to try to quit. Three in ten would use the nicotine patch (31%). Smaller proportions would use Zyban (9%) or nicotine gum (8%). Twenty-six percent mention other ways or methods, and five percent do not know what methods they would use.

Ways to Quit

Smokers

	Nov-Dec 2000	Mar-Apr 2001	July 2001	Nov-Dec 2001	July 2002	Nov-Dec 2002	July-Aug 2003	Dec 2003	Nov-Dec 2004	July-Aug 2005
Will power/cold turkey/just stop	47	50	48	45	50	47	45	48	51	53
Nicotine patch	23	25	21	31	31	37	36	37	34	31
Zyban	19	16	12	12	10	12	8	10	7	9
Nicotine gum	5	6	4	8	10	9	9	9	8	8
Cut back gradually	5	6	7	5	4	3	5	4	4	4
Chew gum/candy/food	1	3	2	3	5	4	5	3	3	3
Hypnosis	2	2	2	1	2	1	1	1	3	3
More exercise/get physically fit	1	2	2	3	2	2	2	3	1	2
Nicotine/nicorette inhaler	–	–	–	–	–	–	–	–	2	1
Seek doctor/professional advice	2	1	1	1	1	1	1	2	1	1
Avoid other smokers/smoking situations	*	1	1	1	1	2	1	1	1	1
Self-help program	1	2	1	2	2	1	1	1	1	1
Drink fluids	*	*	1	*	1	*	2	1	1	1
Acupuncture	1	1	1	1	1	1	1	1	1	1
Prescription drugs	*	–	2	1	2	2	2	1	*	1
Distract yourself	*	1	2	1	1	1	1	2	–	1
Clinic/group program	2	*	–	1	*	1	1	*	*	*
Mouthwash/spray	*	–	1	–	–	–	–	–	–	*
Laser treatment	–	–	–	–	–	–	–	*	–	–
Other	3	2	3	2	2	1	4	4	7	6
None/nothing	*	1	*	1	1	*	*	–	*	*
dk/na	5	2	6	6	6	5	7	5	6	5

* Less than one percent

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

3.0 Health Effects of Smoking

A. General and Top-of-mind Effects

Almost nine in ten Canadians (86%) think that cigarette smoking is a major health problem in Canada. One in ten (11%) think it is a minor problem. Only two percent think it is not a health problem. Among adult smokers, seven in ten (70%) say it is a major health problem and just over two in ten (23%) say it is a minor problem. Only five percent think it is not a health problem.

The number of Canadian adults and smokers who say that smoking is a major health problem has remained high and relatively stable since November-December 2000.

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

When asked, top-of-mind, what specific human health effects or diseases can be caused by smoking cigarettes, Canadian adults are most likely to mention lung cancer (52%), followed by cancer in general (41%), emphysema (34%), heart attack/disease/angina (31%), lung disease (21%), asthma (15%), oral cancer, including throat cancer (15%), respiratory problems/difficulty breathing/shortness of breath (10%) and stroke (9%). Fifty percent mention a variety of other human health effects or diseases.

Among adult smokers, the largest number mention lung cancer (49%), followed by cancer in general (37%), emphysema (33%), heart attack/disease/angina (30%), lung disease (17%), oral cancer, including throat cancer (13%), asthma (11%), respiratory problems/difficulty breathing/shortness of breath (8%) and stroke (8%). Forty-three percent of smokers mention other effects or diseases.

The results of the current survey show increases since the November-December 2004 survey among both the general population and smokers in top-of-mind mentions of lung cancer and small declines in the proportions who mention lung disease. The current survey also shows increases since November-December 2004 in the proportions of Canadian adults who mention oral cancer and stroke; among adult smokers, there has been an increase in the number who mention emphysema and a decline in the number who mention heart attack/disease/angina.

In comparison with the baseline survey, there has been a decrease among the general population in the number who mention lung cancer, and increases in the numbers who mention cancer in general, emphysema, heart attack/disease/angina, oral cancer and stroke. The number of adult smokers mentioning cancer in general, emphysema, oral cancer and stroke is higher in the current survey than in the baseline survey.

Smoking as a Health Problem

	NOV-DEC 2000				MAR-APR 2001				JULY 2001				NOV-DEC 2001				JULY 2002				NOV-DEC 2002				JULY-AUG 2003				DEC 2003				NOV-DEC 2004				JULY-AUG 2005			
	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ
Major	87	72	91	81	85	70	91	78	84	68	88	78	83	69	88	77	85	69	90	77	86	72	89	81	87	69	91	76	85	72	89	80	87	73	90	82	86	70	91	80
Minor	10	21	7	15	12	23	7	17	12	23	10	15	12	23	9	18	12	24	7	18	11	22	8	16	10	22	8	18	12	22	9	16	10	20	7	14	11	23	7	16
Not a problem	2	5	1	2	2	4	1	2	3	6	2	3	3	5	2	3	2	5	1	3	3	4	2	2	2	7	1	4	2	4	1	3	2	4	1	2	2	5	1	2
dk/na	1	2	1	1	1	3	1	2	2	4	1	4	2	3	1	2	1	2	1	1	1	2	1	2	1	3	1	2	1	1	1	1	1	2	1	2	2	2	2	2

Q.9

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

Health Effects of Smoking – Top-of-mind

	NOV-DEC 2000				MAR-APR 2001				JULY 2001				NOV-DEC 2001				JULY 2002				NOV-DEC 2002				JULY-AUG 2003				DEC 2003				NOV-DEC 2004				JULY-AUG 2005			
	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ
Cancer – lung	57	49	59	51	59	53	59	53	58	49	58	50	58	46	61	48	54	47	55	46	58	48	59	50	54	49	54	49	52	48	54	51	43	42	45	43	52	49	53	51
Cancer in general	32	31	33	32	34	28	36	29	33	31	34	34	38	34	40	35	38	36	41	39	38	39	38	41	36	32	38	33	37	35	38	35	38	38	39	41	41	37	43	39
Emphysema	23	24	23	25	24	22	25	26	25	23	25	25	31	27	31	29	30	29	31	29	36	30	36	31	29	31	27	31	30	28	31	30	32	29	32	31	34	33	34	35
Heart attack/disease/angina	27	29	25	34	30	33	29	35	33	34	32	36	37	35	35	40	32	35	33	36	30	34	28	36	27	34	24	38	28	31	28	34	32	35	30	38	31	30	31	34
Lung disease/lungs (unspecified)	18	20	17	20	18	16	17	17	20	18	21	19	19	20	18	22	16	17	18	18	16	20	15	21	19	19	18	20	21	19	22	19	26	20	27	21	21	17	21	18
Asthma	10	8	11	9	14	9	15	10	12	10	14	11	15	10	16	9	11	12	11	12	14	12	14	13	13	10	14	10	12	11	13	11	13	10	14	11	15	11	16	11
Cancer – oral (tongue, lips, mouth, throat)	7	7	8	8	14	9	15	9	11	11	11	11	14	12	15	12	11	12	11	13	15	11	14	12	11	10	11	10	13	10	14	12	11	10	10	10	15	13	14	13
Respiratory problems/difficulty breathing/shortness of breath	8	8	9	9	9	8	9	9	9	8	9	10	14	11	14	12	14	11	14	12	11	8	12	9	9	9	10	11	10	8	10	9	10	7	10	8	10	8	11	9
Stroke	3	4	3	5	6	7	6	7	3	7	2	9	6	7	6	7	6	10	5	10	6	7	6	7	5	9	3	10	6	8	5	8	4	8	3	8	9	8	8	9
Bronchitis/chronic bronchitis	4	4	4	5	3	3	3	3	4	5	4	6	7	6	6	6	3	5	4	5	6	6	6	6	4	5	4	5	5	4	5	5	6	5	5	6	5	5	5	5
Blood circulation problems/blood clots	5	4	5	5	6	4	7	4	4	4	4	5	5	6	5	6	3	6	3	6	6	5	5	6	3	5	3	6	3	4	3	5	3	4	3	5	5	4	5	5
Gum disease/tooth loss/mouth disease	1	1	2	1	3	2	3	3	3	4	2	1	3	4	2	4	4	4	3	4	2	5	2	5	3	4	3	3	3	4	2	4	3	5	2	5	4	7	4	9
High blood pressure	1	1	2	1	3	1	4	2	2	2	2	2	4	3	3	3	3	1	3	2	3	2	4	3	3	2	2	3	2	2	2	2	4	2	4	3	3	2	4	3
Cancer – other	*	1	*	1	1	2	2	3	2	1	1	2	2	1	2	1	2	2	2	3	1	1	2	1	1	1	1	1	2	1	3	1	2	1	2	2	3	2	3	2
Allergies	1	*	1	*	2	1	2	1	2	1	3	1	4	1	4	1	1	1	2	1	2	1	2	1	3	1	3	1	2	1	2	1	2	*	2	1	2	1	2	2
Bad breath	2	1	2	1	1	1	1	1	*	1	*	1	2	1	2	1	1	1	1	1	1	1	1	*	1	1	1	1	2	1	2	1	2	*	2	1	2	1	2	2
Yellow teeth/fingers/effect on appearance	2	1	2	1	*	1	1	1	3	2	3	2	2	2	2	2	1	1	1	1	2	2	3	2	1	1	1	1	2	2	2	2	2	1	2	2	2	1	2	2
Second-hand smoke	2	1	2	1	1	1	1	1	2	1	2	1	2	1	2	1	4	1	5	1	2	2	2	1	2	1	2	1	4	2	4	1	1	1	2	1	2	1	2	1
Addiction	2	2	2	1	2	1	2	1	1	1	1	1	2	2	2	1	2	1	2	1	2	1	2	1	2	1	2	1	2	1	1	1	1	1	2	1	2	1	1	2
Smaller babies/reduced growth of babies during pregnancy	1	1	1	1	2	1	2	2	1	1	2	1	2	1	2	1	2	1	2	1	1	*	1	*	1	1	*	1	1	1	1	1	1	1	1	1	2	1	1	1
Death/premature death	1	*	1	*	1	*	1	1	1	*	1	–	2	1	2	1	1	*	1	*	1	*	1	*	1	1	1	1	1	*	1	1	2	*	2	*	1	*	1	*
Coughing	*	1	*	1	*	*	*	1	1	1	1	2	2	2	1	2	1	1	*	1	1	1	1	1	1	1	1	*	1	*	1	*	1	1	1	1	1	1	1	*
Poor physical condition/loss of energy	1	2	2	3	2	2	2	2	1	1	1	2	3	3	3	4	2	2	3	2	2	2	2	2	1	1	1	1	1	2	2	3	1	2	1	3	1	2	1	2
Wrinkles/premature aging	1	1	1	1	2	1	2	1	1	1	1	2	2	2	2	2	1	1	*	1	2	1	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	2	1	2
Impotence/sexual dysfunction	*	*	*	*	2	3	1	3	1	2	1	2	2	2	1	2	1	2	1	2	1	3	1	2	1	2	1	2	1	2	1	2	1	2	1	3	1	2	1	2
COPD	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	1	1	1	*	1	*	1	*	1	1	1	1

* Less than one percent

Continued ...

Q.10

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

Health Effects of Smoking – Top-of-mind

Continued

	NOV-DEC 2000				MAR-APR 2001				JULY 2001				NOV-DEC 2001				JULY 2002				NOV-DEC 2002				JULY-AUG 2003				DEC 2003				NOV-DEC 2004				JULY-AUG 2005			
	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ
Air pollution/environmental damage	1	1	1	1	*	*	*	*	1	*	1	*	1	1	*	1	1	*	1	*	2	*	2	*	1	1	1	1	*	*	*	–	1	1	1	1	1	*	1	*
Birth defects/problems with pregnancy	–	–	–	–	–	*	–	–	*	–	*	–	1	1	1	1	2	1	2	1	1	1	1	1	1	1	1	1	*	1	*	*	1	1	1	1	1	1	1	2
Cancer – breast	2	1	2	2	2	1	2	1	1	*	1	*	1	1	2	*	1	1	1	1	1	*	1	1	2	*	2	*	1	1	1	1	*	1	*	1	1	1	1	1
Preterm birth/premature birth	1	1	1	1	1	1	1	*	2	1	2	1	2	1	3	1	1	*	1	*	1	1	1	1	1	1	1	*	1	1	1	1	*	*	*	1	1	*	1	*
Diabetes	1	*	1	*	1	*	1	*	*	*	*	1	1	*	1	*	1	*	1	1	1	1	1	1	*	*	*	*	1	*	1	*	1	*	1	*	1	*	1	*
Headaches	*	*	–	*	*	1	*	1	*	*	*	1	1	1	1	1	1	1	1	2	*	1	1	1	*	1	*	1	1	1	1	1	*	*	*	1	1	*	1	1
Eye disease/problems	*	*	1	–	*	*	*	–	–	–	–	–	1	*	1	1	*	*	1	1	1	*	1	*	*	*	*	*	*	*	*	*	*	*	*	*	1	*	1	*
Immune system problems	1	*	1	–	–	–	–	–	*	*	*	*	1	*	1	*	1	*	1	*	1	*	1	1	*	*	1	*	–	*	–	*	*	*	*	*	1	*	1	–
Brain damage/disease	*	*	*	*	*	*	–	–	1	1	1	4	1	2	1	2	*	1	*	1	2	1	1	1	1	1	1	1	1	1	1	1	1	1	*	1	*	1	*	1
Hardening of the arteries	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	1	1	1	1	1	1	*	*	*	1	*	1
Dizziness/nausea	–	*	–	*	–	*	–	–	–	*	–	1	1	1	1	1	–	*	–	*	–	*	–	*	–	*	–	*	*	–	*	–	*	–	*	–	*	–	*	–
Effect on the fetus/unborn child	1	*	1	*	1	1	2	1	1	*	1	*	1	1	1	1	1	*	1	–	1	*	1	*	1	*	1	*	1	*	1	1	*	*	*	*	*	–	*	–
Eating/nutrition issues	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	1	–	1	–	*	*	–	*	*	*	*	*
Throat disease/problems	–	*	–	*	1	*	1	*	1	1	1	1	1	*	*	*	1	1	1	1	*	*	*	*	1	*	1	1	1	–	1	–	*	1	–	1	*	*	*	–
Liver damage/disease	*	*	*	–	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	1	*	*	*	1	*	1	*	*	*	*	*	1	*	1	*	1	*	1
Stomach problems	*	*	*	–	*	*	*	*	1	1	1	1	*	1	1	1	*	1	1	1	1	2	1	2	*	*	*	1	*	*	*	*	*	*	*	1	*	*	*	*
Kidney disease/problems	*	–	*	–	–	*	–	–	*	*	*	*	–	–	–	–	*	*	*	*	*	*	*	*	*	*	*	1	*	*	*	*	*	*	1	*	*	*	*	*
Miscarriages/still births	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	*	*	–	–	–	–	–	–	*	–	*	–
Gangrene	*	–	*	–	*	*	*	*	–	–	–	–	*	–	1	–	–	*	–	–	*	*	*	*	*	*	*	–	–	–	–	–	–	*	–	*	–	*	–
Multiple Sclerosis	–	–	–	–	–	*	–	*	*	*	*	*	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	*	–	*	–	*	–	*	*	*	*	–
Skin irritations/conditions	*	*	–	1	*	–	*	–	*	*	*	–	1	1	1	1	1	1	*	*	1	1	1	1	1	*	1	*	1	*	1	*	1	1	1	1	–	–	–	–
Osteoporosis/problems with bones	*	*	–	*	*	–	*	–	–	–	–	–	*	*	*	–	–	*	–	*	*	*	1	*	*	*	*	–	*	–	*	–	*	–	*	–	–	–	–	–
Arthritis	–	–	–	–	–	–	–	–	–	–	–	–	*	*	*	*	–	*	–	*	*	*	*	*	–	*	–	*	–	*	–	*	–	–	–	–	–	*	–	*
Fire accidents/burns	–	–	–	–	–	–	–	–	*	*	*	*	–	*	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	*	–	–	–	–	–	–
Other	1	2	2	2	2	3	3	4	2	2	2	4	3	1	4	1	1	2	2	1	2	2	1	2	4	4	4	6	5	4	5	4	5	4	5	6	4	4	4	5
None	2	4	*	2	2	5	1	3	2	4	2	2	*	2	*	1	2	3	1	2	1	2	*	1	1	3	1	2	1	2	1	2	1	3	*	1	2	4	1	2
dk/na	1	2	1	1	1	2	1	1	1	4	1	3	1	2	1	2	1	3	1	3	1	3	1	2	2	2	2	1	2	3	1	3	1	3	1	3	1	3	1	1

* Less than one percent

Q.10

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

B. Sources of Information about Health Effects

When asked, top-of-mind, where they have recently seen or heard information that talks about the health effects of smoking cigarettes, almost seven in ten Canadian adults (67%) mention television and almost four in ten mention newspapers (36%). Fewer mention cigarette packages (29%), magazines (19%), radio (18%), word-of-mouth/family/friends (10%), doctor/doctor's office (6%), billboards (6%), news (5%) and the Internet (5%). Nineteen percent mention other sources of information and five percent say nowhere.

Among adult smokers, more than six in ten mention television (64%) and five in ten mention cigarette packages (52%). Fewer mention newspapers (21%), magazines (13%), radio (12%), word-of-mouth/family/friends (9%), doctor/doctor's office (9%) and billboards (6%). Twenty-one percent mention other sources and five percent say nowhere.

The current survey finds a slight increase since November-December 2004 among the general population in the number who mention television as a source of information.

The number of Canadian adults, and particularly adult smokers, who have seen health information on cigarette packages increased significantly between November-December 2000 and March-April 2001, and then remained essentially unchanged through July 2002. These numbers declined seven points among the general population and 10 points among adult smokers in the November-December 2002 survey, and then remained essentially unchanged in the July-August 2003 survey. These numbers declined again, by five points among the general population and eight points among adult smokers in the December 2003 survey; the November-December 2004 survey found no significant change in the proportion of the general population mentioning cigarette packages, but an increase of four points among adult smokers.

The current survey finds increases of five points each among the general population and adult smokers since November-December 2004 in the numbers who have seen health information on cigarette packages; among the general population, this is nine points higher than the level found in the baseline survey, and among smokers, the number who have seen health information on cigarette packages is 19 points higher than that found in the baseline survey.

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

Sources of Information About Health Effects

	NOV-DEC 2000				MAR-APR 2001				JULY 2001				NOV-DEC 2001				JULY 2002				NOV-DEC 2002				JULY-AUG 2003				DEC 2003				NOV-DEC 2004				JULY-AUG 2005			
	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ
Television	62	65	61	67	66	60	68	62	64	55	67	54	68	64	67	66	62	61	63	61	69	68	69	70	65	65	64	66	70	73	70	73	63	66	61	68	67	64	67	65
Newspapers	25	21	27	21	30	22	34	21	27	21	30	22	34	21	35	21	31	24	33	24	33	24	34	24	28	21	29	24	30	22	32	22	30	20	31	21	36	21	41	20
Cigarette packages	20	33	14	32	32	57	21	59	33	57	22	57	34	60	25	59	34	58	26	57	27	48	21	48	28	51	20	50	23	43	17	44	24	47	18	47	29	52	21	51
Magazines	18	13	20	12	19	12	22	13	15	10	16	11	20	13	21	14	18	14	21	14	17	13	18	13	18	13	19	13	16	12	17	13	23	14	25	15	19	13	21	12
Radio	11	9	12	10	13	10	13	11	11	10	13	10	15	12	14	12	13	13	13	14	13	13	13	14	12	11	13	13	15	14	16	15	14	15	14	16	18	12	18	11
Word-of-mouth/family/friends	3	4	3	4	8	8	8	10	9	9	10	10	11	8	11	10	9	8	9	9	13	9	13	11	10	8	11	8	11	9	12	10	10	10	10	12	10	9	10	11
Doctor/doctor's office	9	8	8	10	8	8	6	8	7	7	8	8	6	8	6	10	5	8	4	9	8	8	7	10	7	7	7	9	6	7	6	8	8	9	7	10	6	9	6	10
Billboards	5	5	5	5	6	5	5	6	5	4	5	4	4	6	4	6	6	5	5	5	5	7	5	9	5	5	5	6	5	7	4	7	6	7	6	8	6	6	6	6
News	4	4	4	3	3	3	2	3	7	6	6	6	3	3	3	3	5	3	5	3	2	3	2	4	5	3	5	3	3	2	4	2	5	4	5	4	5	3	5	3
Internet/website	1	1	*	1	2	2	1	2	2	2	2	2	3	2	2	3	1	2	2	2	2	4	2	4	3	2	3	3	3	3	3	3	4	3	4	4	5	4	5	5
Workplace	2	2	3	3	2	1	2	2	3	1	3	2	4	3	3	4	3	2	3	2	2	3	2	4	5	2	5	2	4	3	3	4	3	3	3	4	3	2	3	3
School/university	3	3	3	4	2	2	2	2	2	2	3	2	4	3	3	3	2	2	2	1	4	2	5	2	2	1	2	1	3	4	3	3	2	3	3	4	3	2	3	3
Hospitals/medical clinics	–	*	–	–	1	*	*	1	1	*	1	*	1	2	1	2	1	1	2	1	2	2	2	2	2	2	2	2	2	2	2	2	2	1	2	2	2	1	3	1
Stores	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	1	1	1	1	*	1	*	2	2	1	2	1
Bus/public transportation	*	*	*	*	*	*	–	–	1	–	1	–	2	1	1	1	1	1	1	1	3	2	3	3	1	2	1	2	2	2	2	2	2	2	2	2	1	1	1	1
Books/scientific journals	1	1	1	1	1	*	1	1	2	1	2	1	1	*	1	*	1	1	1	1	2	1	3	1	*	*	*	*	2	1	2	1	1	1	1	1	1	1	1	1
Posters	1	*	1	1	*	–	*	–	1	*	2	1	1	1	*	1	1	1	1	1	2	1	3	2	1	1	1	1	1	*	1	*	1	1	*	1	1	*	1	*
Advertising/media in general	1	1	1	*	1	*	1	*	1	1	1	1	1	1	1	1	*	1	*	1	1	2	*	2	2	1	2	2	2	1	2	1	*	1	–	1	1	1	1	1
Pamphlets/brochures/flyers	1	1	1	1	2	1	2	1	1	1	1	1	1	1	1	1	1	2	2	2	2	3	3	3	1	1	2	1	2	2	2	2	*	1	*	1	1	*	1	*
Public areas and buildings	1	2	1	2	1	1	1	2	2	2	2	2	2	4	1	4	4	3	4	3	5	3	5	4	1	1	1	1	*	*	*	*	1	1	1	2	*	*	*	–
Other tobacco product packages	1	2	1	1	1	1	1	1	1	1	1	1	1	2	1	2	*	1	*	1	1	2	1	2	*	2	*	3	*	2	–	2	1	1	1	1	*	2	*	2
Health associations/agencies	1	*	1	*	1	*	2	1	1	1	1	1	1	1	1	*	1	1	1	1	1	*	1	1	1	*	1	*	2	*	2	1	*	*	*	*	*	*	*	*
Everywhere	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	1	–	1	–	–	–	–	–	–	–	–
Other	1	1	1	*	*	1	1	1	1	1	1	1	*	1	1	1	1	1	1	1	*	1	*	1	5	5	5	4	4	5	4	5	3	3	2	4	4	3	5	4
Nowhere	9	7	10	5	6	3	7	4	5	5	6	5	4	3	5	3	8	4	9	4	5	4	6	3	8	5	10	4	6	5	6	4	7	6	8	5	5	5	6	4
dk/na	2	1	2	1	2	1	2	1	2	1	2	1	2	1	3	1	1	1	2	2	1	1	2	1	1	1	1	1	1	1	1	1	2	1	3	1	2	1	2	1

*Less than one percent

Q.11

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

c. Specific Health Effects Caused by Smoking

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

Nine in ten Canadian adults strongly agree that lung cancer (92%) can be caused by smoking cigarettes. Large majorities also strongly agree that smoking can cause throat cancer (82%), mouth cancer (75%), emphysema (75%), heart disease (70%), premature death (67%), chronic bronchitis (67%), asthma (64%), and gum or mouth diseases (64%). Smaller majorities strongly agree that smoking can cause smaller babies or reduced growth of babies during pregnancy (57%), stroke (54%), and wrinkles and premature aging (53%).

Fewer than half of Canadian adults strongly agree that smoking can cause premature birth or preterm birth (44%), blood clots (32%), miscarriages (28%), stomach ulcers (24%), impotence in men (23%), infertility (17%), bladder cancer (17%), gangrene (8%), acne (6%), hepatitis (5%), Multiple Sclerosis (5%), arthritis (4%) and Alzheimer's Disease (4%).

Among adult smokers, majorities strongly agree that lung cancer (80%), throat cancer (69%), emphysema (68%), heart disease (64%), mouth cancer (63%), gum or mouth diseases (59%), chronic bronchitis (58%), asthma (55%), premature death (52%) and stroke (52%) can be caused by smoking cigarettes.

Fewer than half of adult smokers strongly agree that smaller babies or reduced growth of babies during pregnancy (43%), wrinkles and premature aging (39%), premature birth or preterm birth (34%), blood clots (33%), impotence in men (25%), miscarriages (22%), stomach ulcers (18%), infertility (18%), bladder cancer (14%), gangrene (8%), Multiple Sclerosis (5%), Alzheimer's Disease (5%), acne (4%), arthritis (4%) and hepatitis (3%) can be caused by smoking.

The results of the current survey suggest that there have been slight increases since the November-December 2004 survey in the proportions of Canadian adults who strongly agree that lung cancer, throat cancer, mouth cancer, chronic bronchitis, emphysema, and wrinkles and premature aging can be caused by smoking cigarettes. Comparison with the baseline survey suggests that there have been decreases since 2000 in the numbers of Canadian adults who strongly agree that heart disease, asthma, chronic bronchitis, smaller babies, blood clots, stomach ulcers, acne, Multiple Sclerosis, gangrene, arthritis and Alzheimer's Disease can be caused by smoking.

Among adult smokers, the current results suggest that there have been slight increases since the November-December 2004 survey in the numbers who strongly agree that lung cancer, emphysema, chronic bronchitis, and gum or mouth diseases can be caused by smoking. Comparison with the baseline survey suggests that there have been increases since 2000 in the numbers who strongly agree that emphysema, gum or mouth diseases, stroke, impotence in men, miscarriages, infertility and blood clots can be caused by smoking; however, there have been decreases in the numbers who strongly agree that asthma, smaller babies, and wrinkles and premature aging can be caused by smoking.

Among smokers, potential quitters are more likely than non-potential quitters ("hard-core" smokers) to strongly agree that smoking can cause most of these human health effects and diseases. Occasional smokers more likely than everyday smokers to strongly agree that smoking can cause premature birth, smaller babies, impotence in men, mouth cancer, wrinkles and premature aging, infertility and premature death.

Younger adult smokers are more likely than smokers in general to strongly agree that smoking can cause most of these health effects and diseases. Female smokers are more likely than male smokers to strongly agree that smoking can cause emphysema, asthma, chronic bronchitis, wrinkles and premature aging, mouth cancer and blood clots; male smokers are more likely to strongly agree that it can cause heart disease, infertility, premature death and Multiple Sclerosis.

Specific Health Effects Caused by Smoking

	NOV-DEC 2000				MAR-APR 2001				JULY 2001				NOV-DEC 2001				JULY 2002				NOV-DEC 2002				JULY-AUG 2003				DEC 2003				NOV-DEC 2004				JULY-AUG 2005			
	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ
Lung cancer																																								
Strongly agree	94	82	96	88	92	81	94	87	91	78	95	84	90	80	93	86	90	81	93	86	92	82	95	88	89	81	92	85	92	83	95	88	87	76	91	83	92	80	95	88
Somewhat agree	5	12	3	9	6	13	4	10	6	16	3	12	8	13	6	10	8	13	6	10	7	14	5	11	9	13	7	10	6	12	5	9	11	18	8	14	6	14	4	9
Somewhat disagree	*	2	*	2	1	2	1	1	1	2	1	1	1	3	1	2	1	2	*	2	1	1	1	1	1	3	1	3	*	2	–	1	*	2	*	1	1	3	1	2
Strongly disagree	1	3	*	1	1	2	1	2	1	3	1	1	1	3	*	2	1	2	*	1	*	2	*	*	*	3	*	2	1	2	1	1	1	2	*	1	*	3	–	1
dk/na	*	*	*	*	1	1	1	*	*	2	–	1	*	1	–	1	*	1	*	*	*	1	–	*	1	1	*	1	*	1	*	1	1	1	*	*	*	*	*	*	*
Throat cancer																																								
Strongly agree	85	71	87	79	82	68	84	74	80	67	84	74	80	70	84	75	78	67	83	72	81	72	83	77	80	69	83	73	79	71	83	77	75	68	78	74	82	69	84	77
Somewhat agree	11	22	10	17	14	23	11	19	13	23	12	18	17	22	14	19	18	25	14	21	14	22	13	19	16	23	13	20	16	22	14	19	22	25	19	21	14	22	13	19
Somewhat disagree	1	2	*	1	1	4	2	3	1	4	1	2	2	3	1	3	2	3	1	5	2	2	1	1	2	3	2	3	2	3	1	2	2	3	2	2	2	4	1	2
Strongly disagree	1	3	1	2	1	3	1	2	3	3	2	1	1	3	*	1	1	3	1	3	1	3	*	1	1	4	1	3	2	3	1	2	1	2	1	1	1	3	*	2
dk/na	2	1	2	1	2	3	2	1	2	3	2	5	1	2	*	2	2	3	1	3	2	2	2	1	1	1	1	1	1	1	1	1	1	2	1	1	1	1	1	1
Mouth cancer																																								
Strongly agree	73	60	78	68	73	56	77	62	72	58	76	66	72	62	77	67	73	61	78	68	76	63	78	69	73	62	76	65	73	61	77	66	71	61	74	68	75	63	76	69
Somewhat agree	16	25	13	21	18	26	16	25	19	26	16	23	20	24	19	22	19	24	17	22	16	24	15	22	20	26	18	26	19	26	16	24	22	27	22	24	18	25	19	22
Somewhat disagree	3	6	2	3	3	8	2	5	4	7	3	5	4	6	2	4	3	6	2	5	4	4	3	3	3	5	3	4	3	4	2	4	2	5	2	4	2	5	2	3
Strongly disagree	3	5	3	3	3	5	2	5	3	6	2	3	2	5	1	4	2	5	1	3	1	5	1	3	2	5	1	4	3	5	2	4	2	4	1	2	2	5	1	3
dk/na	5	4	5	4	3	4	3	2	3	4	3	3	2	4	2	3	3	4	2	3	3	3	3	3	2	2	2	2	2	2	2	2	3	3	3	2	2	2	3	2
Emphysema																																								
Strongly agree	74	64	76	70	72	63	75	70	68	57	72	64	72	63	75	68	71	64	73	70	73	66	73	71	69	63	70	68	71	66	74	71	70	62	72	68	75	68	77	74
Somewhat agree	12	18	11	17	13	16	11	13	15	21	12	18	12	19	10	17	13	19	11	16	13	17	13	15	14	19	12	15	14	18	12	16	16	21	15	18	13	17	12	14
Somewhat disagree	3	4	3	3	3	5	2	4	4	6	4	4	3	5	4	4	4	5	3	3	4	5	3	4	4	4	4	4	5	5	4	4	4	5	4	5	3	5	3	4
Strongly disagree	5	6	3	4	2	4	2	4	3	6	2	4	2	5	2	3	1	4	1	3	2	4	2	3	3	5	3	4	2	4	2	3	2	4	1	2	2	4	1	1
dk/na	6	8	6	6	9	11	10	10	10	10	9	10	11	9	10	8	11	8	12	8	8	8	8	8	11	9	11	9	7	7	7	6	8	8	8	7	7	6	7	6

* Less than one percent

Q.12

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

Specific Health Effects Caused by Smoking

	NOV-DEC 2000				MAR-APR 2001				JULY 2001				NOV-DEC 2001				JULY 2002				NOV-DEC 2002				JULY-AUG 2003				DEC 2003				NOV-DEC 2004				JULY-AUG 2005			
	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ
Heart disease																																								
Strongly agree	76	65	78	73	73	64	75	71	70	63	70	72	75	67	76	75	73	65	76	72	73	67	74	74	72	66	72	73	74	67	77	73	68	62	70	70	70	64	72	72
Somewhat agree	18	24	17	20	19	26	18	23	22	23	22	19	19	22	18	19	21	26	19	21	20	25	20	21	21	23	21	20	18	25	16	21	24	28	22	24	24	23	25	20
Somewhat disagree	3	5	2	4	3	3	2	2	3	5	3	3	2	5	2	3	4	5	3	4	4	3	4	2	3	5	4	3	3	3	3	3	4	5	3	4	3	7	2	5
Strongly disagree	2	5	1	2	2	5	2	3	3	6	2	3	2	4	1	2	1	3	1	2	2	4	1	2	2	5	2	3	3	4	3	2	1	3	1	2	1	4	*	1
dk/na	1	1	1	1	3	2	4	1	3	3	3	3	2	2	2	1	1	1	1	1	2	2	1	1	2	1	2	1	2	1	2	1	3	2	3	1	1	1	1	1
Premature death																																								
Strongly agree	67	49	73	57	61	46	67	54	61	48	65	57	64	50	69	55	61	47	67	53	68	52	70	61	63	51	66	57	63	52	68	58	64	49	67	59	67	52	70	59
Somewhat agree	20	25	19	23	21	26	19	24	22	25	21	22	21	25	18	25	24	26	22	25	21	25	19	23	21	26	19	23	21	24	20	23	24	28	22	24	22	25	21	24
Somewhat disagree	4	11	3	10	6	9	4	8	7	9	6	8	7	10	6	9	8	12	5	12	5	10	3	7	5	9	5	8	7	10	5	7	7	10	7	8	6	11	5	9
Strongly disagree	5	10	4	7	7	13	4	10	6	12	4	7	5	11	4	8	4	10	3	7	4	9	3	6	5	11	4	8	5	10	4	8	3	8	2	4	3	9	2	5
dk/na	4	5	2	4	6	6	6	5	4	6	4	6	3	4	3	4	3	5	3	4	3	4	4	3	5	3	6	3	3	4	3	5	3	5	3	4	2	3	2	3
Chronic bronchitis																																								
Strongly agree	71	59	75	64	68	53	72	60	64	52	68	61	67	58	70	64	65	55	69	61	68	58	70	64	66	57	68	61	67	59	69	67	63	53	64	59	67	58	70	66
Somewhat agree	20	25	19	23	22	31	20	29	24	30	23	27	23	27	22	24	25	28	23	25	21	28	20	26	22	28	21	27	24	27	23	22	29	32	28	31	24	28	23	24
Somewhat disagree	3	6	2	5	3	6	2	3	4	6	2	4	6	7	4	5	4	6	3	6	5	6	4	5	4	5	4	4	4	7	3	5	3	7	3	5	2	4	2	4
Strongly disagree	3	6	3	4	4	6	2	4	3	7	2	4	2	5	1	3	2	5	2	3	3	5	4	4	4	6	3	5	3	5	2	3	3	4	3	2	3	6	1	4
dk/na	3	4	2	4	3	5	3	4	5	6	5	5	3	3	3	4	4	5	4	5	2	3	2	2	4	3	4	3	3	3	3	3	2	4	2	3	4	3	4	2
Asthma																																								
Strongly agree	74	61	76	65	71	56	74	61	63	55	66	62	70	58	73	64	65	56	69	61	68	62	70	66	66	56	70	62	68	61	70	67	64	58	65	64	64	55	67	63
Somewhat agree	17	23	17	21	19	27	17	25	23	26	21	23	20	23	20	21	21	26	20	22	21	23	21	21	22	26	21	23	21	23	21	21	25	25	24	22	24	28	22	24
Somewhat disagree	4	7	3	7	5	7	4	6	5	8	5	7	5	8	4	7	7	8	6	8	4	7	3	5	5	8	4	7	4	6	4	3	5	8	4	7	8	8	7	6
Strongly disagree	4	7	3	5	4	7	3	6	5	8	4	5	3	8	2	6	4	7	3	6	4	6	4	5	3	8	2	6	4	7	3	6	4	6	3	4	4	8	2	6
dk/na	1	3	1	3	2	3	2	2	4	4	3	3	2	3	1	3	3	3	2	3	3	2	2	2	4	2	3	2	2	2	2	2	2	3	3	2	1	1	2	1
Gum or mouth diseases																																								
Strongly agree	53	49	67	56	62	48	66	53	61	51	65	59	63	55	66	60	61	53	64	59	63	55	64	62	64	56	65	60	63	55	68	61	62	55	64	61	64	59	64	64
Somewhat agree	20	29	19	25	23	33	21	32	26	27	26	26	25	28	25	27	27	29	26	26	25	30	25	29	26	29	26	27	25	31	21	28	28	31	27	29	26	28	26	25
Somewhat disagree	6	9	6	8	5	8	3	7	5	9	4	6	5	6	4	5	5	8	4	7	5	6	5	5	3	6	2	6	4	6	4	5	4	7	4	5	5	6	5	5
Strongly disagree	6	9	4	6	5	8	4	6	4	8	2	4	4	7	1	5	4	7	3	5	4	6	4	3	4	6	3	4	4	6	3	4	2	5	2	3	2	5	2	3
dk/na	5	4	4	5	5	4	6	3	4	5	3	5	3	4	3	4	3	3	3	2	2	2	3	2	4	3	4	2	3	2	4	2	3	3	3	2	3	2	4	2

* Less than one percent

Q.12

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

Specific Health Effects Caused by Smoking

	NOV-DEC 2000				MAR-APR 2001				JULY 2001				NOV-DEC 2001				JULY 2002				NOV-DEC 2002				JULY-AUG 2003				DEC 2003				NOV-DEC 2004				JULY-AUG 2005			
	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ
Smaller babies/reduced growth of babies during pregnancy																																						
Strongly agree	65	48	70	55	62	41	67	43	56	44	60	51	59	44	64	47	57	43	63	47	62	47	66	51	60	45	65	47	56	45	62	51	57	45	61	51	57	43	61	47
Somewhat agree	18	23	16	21	20	27	17	27	24	25	24	25	24	28	23	28	25	26	24	25	22	26	22	27	23	25	21	27	25	25	23	24	26	29	24	29	28	29	28	31
Somewhat disagree	5	9	4	9	5	10	4	11	5	10	4	7	6	11	4	11	6	10	3	9	6	9	6	9	5	10	3	9	6	11	5	9	5	9	5	8	5	10	3	9
Strongly disagree	6	12	4	9	6	13	4	11	6	13	3	9	4	11	1	8	6	12	4	10	5	12	3	9	5	13	4	9	6	12	4	10	3	9	2	7	6	10	4	8
dk/na	7	8	6	7	8	9	8	8	8	9	9	7	7	7	7	6	6	9	6	9	5	6	4	4	7	7	7	7	7	7	6	7	8	9	8	6	4	6	5	5
Stroke																																						
Strongly agree	52	42	56	48	49	42	53	48	46	44	46	53	46	45	46	49	52	48	53	54	52	47	53	54	56	51	55	56	56	54	57	60	53	52	55	58	54	52	56	59
Somewhat agree	25	26	24	26	23	26	22	24	26	23	27	21	27	23	28	24	25	27	25	25	27	30	26	28	27	29	27	28	29	27	28	27	31	31	29	31	31	30	30	28
Somewhat disagree	7	9	6	7	8	9	7	7	9	9	9	8	7	9	7	8	8	8	8	7	8	8	9	7	6	9	6	7	7	8	7	5	9	7	9	4	6	9	5	7
Strongly disagree	6	11	4	8	7	10	5	9	7	10	5	6	7	10	5	7	6	8	5	5	5	9	5	6	4	7	4	5	6	8	5	5	3	6	2	4	3	6	2	3
dk/na	10	12	9	11	13	13	13	11	13	14	13	12	13	13	14	12	9	10	9	8	7	6	7	5	6	4	8	3	3	3	3	3	4	4	5	3	7	3	8	3
Wrinkles and premature aging																																						
Strongly agree	56	43	60	51	52	36	57	42	47	35	50	42	51	38	54	42	48	35	53	40	51	40	54	47	48	37	50	41	50	40	55	45	48	40	50	46	53	39	56	44
Somewhat agree	19	23	19	21	21	27	21	27	24	26	24	24	24	26	24	27	26	28	24	27	24	26	24	26	25	26	25	27	24	26	22	26	31	30	29	30	27	29	26	30
Somewhat disagree	10	13	9	12	9	13	7	12	10	13	8	12	11	13	11	11	11	16	8	16	12	14	10	11	9	14	8	13	11	14	10	11	10	13	9	10	9	14	7	13
Strongly disagree	10	15	8	11	11	17	8	13	11	19	9	15	8	17	5	13	9	15	8	12	7	16	7	11	10	18	8	14	10	15	9	13	6	12	6	9	6	13	5	8
dk/na	5	6	4	6	7	7	7	6	8	6	8	7	7	6	6	7	7	5	8	5	6	5	6	4	8	5	9	5	4	5	4	5	5	6	6	5	5	5	6	5
Premature birth or preterm birth																																						
Strongly agree	46	32	50	36	42	29	46	32	40	31	44	35	43	33	46	38	44	31	50	34	46	35	48	39	43	33	46	37	43	35	48	41	44	33	46	37	44	34	46	38
Somewhat agree	26	29	27	29	32	28	30	30	30	30	28	30	30	31	31	31	28	30	26	31	27	29	27	30	27	27	27	29	30	27	30	27	32	31	30	32	32	29	32	30
Somewhat disagree	9	12	8	11	10	15	8	15	10	14	9	14	10	13	8	13	11	15	8	14	10	14	9	12	10	14	9	13	10	15	9	11	10	15	10	14	10	14	9	14
Strongly disagree	8	12	6	9	6	14	3	12	7	14	5	10	5	13	4	10	5	12	3	9	7	14	5	11	7	15	4	10	6	13	4	11	4	10	3	7	5	13	2	9
dk/na	11	14	9	14	12	13	12	12	13	11	14	11	11	10	12	9	13	11	14	12	11	9	10	8	13	12	13	11	10	10	9	10	10	11	11	10	9	10	10	9

Q.12

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

Specific Health Effects Caused by Smoking

	NOV-DEC 2000				MAR-APR 2001				JULY 2001				NOV-DEC 2001				JULY 2002				NOV-DEC 2002				JULY-AUG 2003				DEC 2003				NOV-DEC 2004				JULY-AUG 2005			
	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ
Blood clots																																								
Strongly agree	36	26	37	31	29	26	31	31	29	26	30	31	28	30	28	32	28	28	29	32	31	30	29	36	33	32	31	37	32	32	33	38	31	30	32	35	32	33	32	37
Somewhat agree	27	29	26	28	32	29	33	29	30	30	32	31	38	31	38	33	31	32	31	31	33	32	35	32	29	27	32	27	33	32	33	32	28	34	38	36	34	33	35	35
Somewhat disagree	14	18	14	19	12	15	10	14	15	14	13	11	13	15	14	13	18	16	14	14	13	15	12	14	11	14	12	12	13	13	13	11	12	14	12	13	13	14	11	11
Strongly disagree	8	13	7	10	8	13	7	11	8	14	6	11	6	12	4	9	8	11	7	8	8	12	8	8	9	13	9	9	8	13	6	9	5	9	4	5	7	10	6	8
dk/na	16	13	16	12	19	17	20	16	18	16	18	16	14	13	16	12	16	13	18	14	14	11	15	11	17	14	16	15	13	10	14	10	14	12	15	11	15	10	16	9
Miscarriages																																								
Strongly agree	29	17	34	20	24	17	25	19	26	18	28	21	27	20	30	21	29	19	33	21	25	21	25	24	29	21	30	24	27	21	31	24	29	20	31	23	28	22	30	25
Somewhat agree	31	27	32	28	35	29	36	30	30	26	33	29	33	29	34	31	32	29	33	29	34	27	37	27	31	25	33	29	32	27	33	29	34	29	36	31	33	29	33	30
Somewhat disagree	14	19	12	19	13	19	11	20	15	19	13	17	16	17	16	19	16	21	13	20	18	19	16	20	11	17	10	16	16	21	13	17	16	20	14	19	15	19	13	19
Strongly disagree	10	19	8	15	10	19	8	18	10	19	7	13	8	18	5	15	8	16	6	13	8	19	6	15	11	21	8	16	10	18	9	14	7	14	6	10	11	17	8	14
dk/na	15	18	14	18	18	16	20	13	19	18	19	20	15	16	15	14	15	15	16	16	15	14	15	13	19	15	20	15	15	13	14	15	14	17	14	16	14	13	15	12
Stomach ulcers																																								
Strongly agree	31	20	34	25	25	16	28	19	23	17	24	22	21	17	22	19	25	18	27	21	25	20	26	24	24	16	25	19	27	20	29	24	21	16	23	20	24	18	26	20
Somewhat agree	27	29	27	30	30	28	32	30	33	29	34	31	38	30	41	32	31	30	32	30	31	29	32	30	31	32	30	33	30	28	31	30	35	30	36	34	35	33	34	37
Somewhat disagree	16	21	15	19	17	21	15	19	20	20	20	18	19	22	18	20	19	24	19	23	19	21	19	21	19	21	19	20	21	22	20	19	19	24	19	22	18	22	17	21
Strongly disagree	12	21	9	17	14	21	9	19	13	21	10	17	12	21	8	17	12	19	10	15	13	21	11	17	13	21	11	16	12	20	8	17	10	19	6	14	12	19	9	16
dk/na	14	10	15	9	14	14	16	13	12	13	12	12	11	10	12	12	12	10	12	10	12	9	12	8	14	10	15	11	11	10	12	11	14	11	15	10	12	8	14	7
Impotence in men																																								
Strongly agree	20	14	23	18	21	16	22	17	21	19	21	23	19	22	19	24	20	19	22	22	20	23	21	28	23	22	22	25	21	23	22	27	21	22	22	26	23	25	22	28
Somewhat agree	28	23	30	25	29	26	30	29	26	25	27	27	33	29	33	31	33	29	33	29	33	31	32	31	26	27	28	29	32	30	33	31	32	32	29	35	32	31	32	32
Somewhat disagree	18	19	17	19	14	18	12	16	15	17	17	16	17	17	19	15	19	18	18	18	17	15	16	14	15	16	15	17	17	16	17	15	19	18	20	18	18	17	17	18
Strongly disagree	15	26	12	20	15	23	10	19	15	23	10	17	11	18	8	15	11	22	8	17	11	19	11	16	12	21	11	16	12	19	9	14	9	15	8	9	9	16	7	13
dk/na	19	18	19	18	22	17	26	18	23	17	25	18	20	14	22	14	17	13	19	13	18	12	20	11	23	15	25	13	17	13	19	13	19	13	21	12	19	11	22	10

Q.12

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

Specific Health Effects Caused by Smoking

	NOV-DEC 2000				MAR-APR 2001				JULY 2001				NOV-DEC 2001				JULY 2002				NOV-DEC 2002				JULY-AUG 2003				DEC 2003				NOV-DEC 2004				JULY-AUG 2005			
	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ
Infertility																																								
Strongly agree	19	12	22	16	16	13	16	15	16	14	17	18	16	15	17	17	18	14	21	16	17	17	17	21	20	16	21	16	20	18	22	22	20	15	22	18	17	18	18	22
Somewhat agree	28	22	29	23	30	22	34	23	29	24	31	27	33	28	34	32	30	25	32	26	30	27	32	29	26	27	27	29	30	27	32	29	33	30	32	33	35	26	36	26
Somewhat disagree	18	24	17	24	18	22	15	21	20	22	19	21	20	19	21	18	23	24	20	24	21	22	20	21	17	21	15	21	20	20	19	17	20	23	21	23	19	25	19	26
Strongly disagree	16	27	11	22	14	24	10	21	13	21	10	15	13	24	9	20	11	22	8	18	14	22	12	19	15	22	13	19	15	23	12	19	9	16	8	13	12	19	10	15
dk/na	20	15	21	16	23	19	26	20	22	19	23	19	19	14	19	14	18	15	19	16	18	12	19	11	21	15	23	15	15	13	16	13	17	15	17	13	16	12	18	11
Bladder cancer																																								
Strongly agree	20	11	23	13	15	11	17	11	13	12	13	16	18	13	18	13	14	11	17	12	15	13	15	16	14	12	15	14	17	13	19	15	16	11	17	14	17	14	19	15
Somewhat agree	21	19	21	22	22	22	22	24	28	19	32	21	23	20	25	22	23	21	24	22	23	23	23	24	24	22	24	23	23	22	23	24	23	22	25	26	25	24	25	27
Somewhat disagree	23	26	22	24	22	22	21	21	22	25	22	25	27	25	28	27	26	26	25	28	27	25	27	23	23	24	23	24	25	25	25	24	28	27	27	27	25	27	24	26
Strongly disagree	15	26	12	22	16	25	13	21	14	23	11	18	14	24	10	20	15	25	12	20	15	23	14	20	16	25	14	20	16	24	13	21	11	20	9	16	13	21	12	17
dk/na	21	19	21	19	24	21	28	23	23	20	22	20	18	18	18	19	22	18	23	20	20	15	21	16	23	17	24	19	19	15	20	16	22	19	22	17	19	15	20	15
Gangrene																																								
Strongly agree	13	6	15	7	9	5	11	7	8	4	9	5	8	8	9	9	7	5	7	6	9	6	9	7	8	5	8	6	10	7	12	9	8	5	9	6	8	8	8	8
Somewhat agree	16	12	17	12	16	11	18	13	15	11	17	13	19	12	21	13	13	11	14	12	18	13	20	13	18	11	19	12	14	12	15	13	19	12	20	12	18	14	19	17
Somewhat disagree	22	23	21	23	19	21	19	21	20	23	21	24	24	21	26	20	24	24	24	24	25	22	26	22	20	23	19	22	23	24	23	24	26	26	27	29	23	25	23	27
Strongly disagree	26	41	23	38	29	38	23	34	28	41	24	35	28	40	24	39	30	41	27	37	26	43	22	41	26	40	25	37	31	39	27	34	25	36	21	31	30	37	26	33
dk/na	23	19	24	21	27	24	29	26	28	22	28	23	20	19	21	19	25	20	28	21	23	17	23	17	28	21	30	23	22	18	24	20	23	22	24	22	21	15	24	15
Acne																																								
Strongly agree	11	5	11	6	6	4	7	6	6	4	7	5	5	4	5	4	6	4	6	4	5	5	4	6	5	5	6	6	6	7	6	8	5	4	5	6	6	4	7	5
Somewhat agree	12	10	14	12	18	13	19	14	15	11	16	12	15	12	17	14	14	10	16	12	16	11	19	12	15	10	15	11	15	12	18	13	19	14	20	16	14	13	15	16
Somewhat disagree	26	26	25	27	21	23	23	23	25	22	28	23	29	24	30	24	29	26	29	26	31	27	30	27	24	23	25	24	28	27	27	25	30	29	31	32	29	29	28	31
Strongly disagree	33	46	30	41	33	43	27	40	32	46	27	41	31	45	27	41	30	45	26	41	30	46	29	42	31	47	27	42	33	42	28	38	26	38	22	30	32	42	28	36
dk/na	18	13	20	14	22	17	25	18	22	18	22	19	19	15	21	17	21	15	24	17	17	12	18	13	24	16	27	17	18	13	20	15	20	15	22	15	18	11	22	12

Q.12

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

Specific Health Effects Caused by Smoking

	NOV-DEC 2000				MAR-APR 2001				JULY 2001				NOV-DEC 2001				JULY 2002				NOV-DEC 2002				JULY-AUG 2003				DEC 2003				NOV-DEC 2004				JULY-AUG 2005			
	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ
Multiple Sclerosis																																								
Strongly agree	10	5	11	5	6	4	7	5	4	3	5	4	5	4	5	5	5	4	5	4	5	5	5	6	6	6	5	6	6	5	6	5	5	3	6	4	5	5	5	6
Somewhat agree	12	11	10	13	12	11	12	11	14	11	16	11	16	12	17	12	16	13	16	15	15	14	15	16	11	10	12	11	14	13	16	14	14	13	14	15	16	13	16	15
Somewhat disagree	27	24	28	24	19	22	18	22	25	24	26	24	26	22	28	22	23	24	23	24	27	23	28	23	22	24	21	26	26	25	26	26	29	28	30	27	26	26	26	27
Strongly disagree	24	37	23	33	31	35	27	33	25	34	22	31	29	38	25	37	27	35	25	31	25	36	24	33	28	36	26	32	28	35	25	30	21	31	18	30	26	35	22	33
dk/na	27	24	28	25	32	28	36	29	31	27	32	30	24	24	25	25	29	24	32	26	27	22	28	22	34	25	36	26	26	22	26	24	31	24	32	24	28	20	31	19
Hepatitis																																								
Strongly agree	8	5	9	6	6	4	7	4	5	3	5	4	5	3	5	3	5	4	5	5	4	4	4	4	6	4	6	3	6	5	6	6	5	4	5	3	5	3	5	3
Somewhat agree	14	9	15	10	12	10	13	10	12	10	12	11	14	9	16	10	11	8	13	8	14	10	14	12	10	9	11	11	13	10	15	10	14	11	14	11	15	12	16	15
Somewhat disagree	20	23	20	22	21	22	20	22	24	24	25	26	24	25	26	24	26	25	25	27	26	24	26	24	25	23	23	24	28	26	28	28	27	26	29	28	25	24	25	22
Strongly disagree	34	44	31	44	35	41	30	41	34	41	32	35	34	44	28	44	34	44	31	41	35	48	33	47	33	47	31	43	35	44	31	39	32	42	30	39	35	46	30	46
dk/na	24	19	24	19	26	23	29	23	25	22	26	24	23	19	25	19	24	18	26	18	21	14	22	13	27	18	29	19	19	15	20	16	22	17	22	18	20	14	23	14
Arthritis																																								
Strongly agree	9	5	10	6	5	4	6	6	5	4	5	5	5	4	5	4	5	4	4	5	6	5	7	6	4	5	5	5	6	5	7	7	5	4	6	5	4	4	4	4
Somewhat agree	15	9	16	11	17	13	18	13	15	11	16	12	18	13	20	15	15	11	17	12	17	14	17	16	16	12	17	13	15	14	16	15	17	14	19	16	17	14	19	17
Somewhat disagree	27	29	25	29	26	24	28	25	27	27	28	30	29	27	30	27	31	30	31	30	30	29	30	29	27	27	25	30	31	27	32	27	33	32	32	34	32	30	31	31
Strongly disagree	31	44	29	40	32	42	26	40	31	42	28	34	29	42	25	41	30	40	26	37	30	41	28	39	30	43	29	38	30	41	26	36	25	35	22	30	30	40	26	36
dk/na	17	12	20	14	20	17	22	16	22	16	23	19	19	14	20	14	19	15	22	16	17	11	19	10	22	13	24	14	18	13	19	15	20	15	20	15	17	11	20	12
Alzheimer's Disease																																								
Strongly agree	11	5	12	6	5	3	7	4	4	3	5	4	6	3	6	3	4	3	5	3	5	5	5	6	6	5	6	5	5	6	6	5	5	2	6	3	4	5	5	5
Somewhat agree	15	10	15	12	14	11	16	14	14	12	14	16	17	15	17	17	15	12	16	14	16	11	18	12	13	11	14	12	16	12	18	13	18	16	19	18	20	12	21	16
Somewhat disagree	26	25	25	26	21	23	22	24	28	23	31	25	27	23	30	24	26	27	26	29	32	28	31	29	25	26	25	28	28	26	28	26	28	28	28	29	31	32	30	32
Strongly disagree	27	43	25	38	32	40	26	38	29	41	24	33	28	40	25	37	28	38	24	34	26	41	24	37	27	40	25	34	29	40	25	35	21	34	18	30	25	37	21	32
dk/na	22	16	23	17	27	22	29	21	26	21	26	22	21	18	22	19	27	19	29	21	21	16	23	16	29	19	30	21	21	17	23	19	28	19	29	20	20	14	23	15

Q.12

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

D. Specific Health Effects Caused by Second-hand Smoke

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

Majorities of Canadian adults strongly agree that second-hand smoke can cause lung cancer in non-smokers (60%), and asthma attacks (59%), bronchitis (58%) and chest infections in children (52%). Fewer than half strongly agree that second-hand smoke can cause heart disease in non-smoking adults (36%), strokes in non-smoking adults (25%), SIDS (Sudden Infant Death Syndrome) or crib death (18%), and ear infections in children (16%). Few strongly agree that second-hand smoke can cause arthritis (5%), Alzheimer's Disease (3%) and Multiple Sclerosis (3%) in non-smoking adults.

One-half of adult smokers strongly agree that asthma attacks in children (50%) can be caused by second-hand smoke; more than four in ten each strongly agree that bronchitis (44%) and chest infections (42%) in children, and lung cancer in non-smokers (42%), can be caused by second-hand smoke. Three in ten or fewer say the same about heart disease in non-smoking adults (29%), strokes in non-smoking adults (22%), SIDS (17%), ear infections in children (15%), and Multiple Sclerosis (4%), Alzheimer's Disease (4%) and arthritis (3%) in non-smoking adults.

The results of the current survey indicate that there have no significant changes since November-December 2004 in the numbers of adult Canadians who strongly agree these specific health effects can be caused in non-smokers by second-hand smoke. Comparison with the November-December 2000 baseline survey suggests that there have been declines in the proportions of Canadian adults who strongly agree that asthma, chest infections and ear infections in children, and heart disease, Alzheimer's Disease and Multiple Sclerosis in non-smoking adults, can be caused by second-hand smoke.

Among adult smokers, the current results suggest that there has been an increase since the November-December 2004 survey in the number who strongly agree that second-hand smoke can cause bronchitis in children. Comparison with the November-December 2000 baseline survey suggests that there have been increases in the proportions of adult smokers who strongly agree that lung cancer in non-smokers, strokes in non-smoking adults and SIDS can be caused by second-hand smoke.

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

Female smokers are more likely than male smokers to strongly agree that second-hand smoke causes asthma attacks, ear infections, chest infections and bronchitis in children. Younger adult smokers are more likely than smokers in general to strongly agree that second-hand smoke causes most of these health effects and conditions in non-smokers.

Specific Health Effects Caused by Second-hand Smoke

	NOV-DEC 2000				MAR-APR 2001				JULY 2001				NOV-DEC 2001				JULY 2002				NOV-DEC 2002				JULY-AUG 2003				DEC 2003				NOV-DEC 2004				JULY-AUG 2005			
	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ
Lung cancer in non-smokers																																								
Strongly agree	59	38	64	43	56	34	62	38	51	35	59	41	52	34	58	38	51	32	59	37	64	46	68	52	59	39	63	42	63	46	69	52	57	40	62	46	60	42	65	49
Somewhat agree	26	34	26	32	29	33	27	34	31	32	29	34	33	36	32	37	32	37	29	38	25	32	24	30	29	35	28	35	26	32	23	30	33	37	30	36	28	34	27	34
Somewhat disagree	6	10	4	11	6	15	5	13	9	12	7	10	7	14	6	12	8	14	5	11	6	10	5	10	5	12	3	11	6	9	5	7	6	12	5	10	6	13	4	10
Strongly disagree	7	15	4	11	6	13	3	12	8	17	4	10	6	13	3	11	6	13	3	11	4	10	3	7	4	12	4	9	5	11	3	9	3	10	2	6	4	10	3	7
dk/na	3	3	1	3	2	4	3	4	2	4	1	4	2	3	2	3	3	3	3	3	1	2	1	1	2	2	2	2	1	2	1	2	1	2	1	2	1	1	1	*
Asthma attacks in children																																								
Strongly agree	67	52	71	52	65	51	70	55	58	47	63	54	62	52	65	58	58	48	62	54	66	55	68	59	61	49	65	53	64	52	68	57	60	49	64	55	59	50	62	56
Somewhat agree	22	31	21	30	23	29	21	28	26	32	24	30	28	29	26	28	29	33	26	30	24	29	23	27	26	32	25	32	26	30	23	27	29	34	26	33	31	32	31	30
Somewhat disagree	3	6	3	6	5	10	4	9	5	7	4	7	5	8	5	6	5	7	4	7	5	6	5	6	5	7	4	5	5	7	4	6	7	7	5	5	5	8	3	7
Strongly disagree	4	8	3	9	5	8	3	6	6	10	4	5	4	8	2	5	5	8	4	6	3	7	2	6	4	10	3	8	3	9	3	7	2	7	2	5	4	7	2	5
dk/na	3	3	2	3	3	3	3	2	5	4	6	4	2	3	3	3	3	3	4	2	2	3	2	2	4	2	3	2	2	2	2	2	3	3	3	1	2	3	2	2
Bronchitis in children																																								
Strongly agree	60	45	64	50	58	42	60	49	52	39	56	47	54	46	58	52	52	41	58	47	56	45	58	49	56	44	59	47	54	46	57	51	55	40	59	46	58	44	61	51
Somewhat agree	26	31	25	32	29	34	29	32	31	33	30	32	32	33	31	32	34	37	29	36	30	35	29	34	31	34	30	34	31	34	30	31	31	38	28	37	29	35	29	34
Somewhat disagree	5	9	4	7	5	9	4	7	6	9	5	8	6	8	7	6	5	10	5	8	7	8	7	7	5	9	4	7	7	9	6	7	7	9	7	7	6	10	5	8
Strongly disagree	5	10	4	7	5	10	3	9	7	13	4	7	4	8	1	6	4	9	4	7	5	9	5	7	3	9	3	7	5	9	4	8	4	8	4	5	4	7	3	5
dk/na	4	5	3	5	3	5	4	4	4	6	4	6	4	4	3	3	4	4	5	3	2	4	2	3	4	4	4	5	3	2	3	2	3	4	3	4	3	3	3	2
Chest infections in children																																								
Strongly agree	57	42	60	48	53	40	57	44	49	38	51	45	47	42	51	48	50	37	56	42	54	44	57	50	52	43	55	47	53	44	55	48	52	41	55	48	52	42	55	50
Somewhat agree	27	35	26	33	31	34	30	31	31	32	32	33	35	34	36	34	34	37	30	36	32	35	30	34	34	35	33	35	31	34	31	33	35	37	33	35	34	35	33	33
Somewhat disagree	6	8	5	6	5	10	4	10	7	10	6	8	7	9	6	8	6	12	5	10	6	9	5	8	6	9	4	6	9	10	8	8	7	11	6	9	8	10	7	8
Strongly disagree	6	11	5	9	6	10	4	8	8	13	5	7	6	10	3	6	5	9	4	7	4	9	4	5	4	11	4	8	5	9	3	8	3	8	3	5	3	9	2	6
dk/na	5	4	4	4	4	6	5	6	5	6	6	7	4	5	3	4	4	5	4	5	4	4	4	4	4	3	4	3	3	3	3	3	3	4	4	2	3	4	3	3

* Less than one percent

Q.13

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

Specific Health Effects Caused by Second-hand Smoke

	NOV-DEC 2000				MAR-APR 2001				JULY 2001				NOV-DEC 2001				JULY 2002				NOV-DEC 2002				JULY-AUG 2003				DEC 2003				NOV-DEC 2004				JULY-AUG 2005			
	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ
Heart disease in non-smoking adults																																								
Strongly agree	41	26	44	31	36	23	42	26	34	25	38	30	34	23	39	27	35	24	39	28	38	33	40	38	40	27	43	31	38	31	41	36	38	26	41	31	36	29	39	34
Somewhat agree	33	33	35	34	27	35	35	35	36	32	37	35	38	35	39	38	35	36	35	37	36	34	35	34	33	32	33	33	33	35	33	34	39	38	37	40	38	34	37	36
Somewhat disagree	12	17	10	16	12	17	11	17	14	18	13	15	13	17	12	17	14	18	12	17	14	15	14	13	11	19	9	19	14	15	14	13	13	17	11	16	14	20	12	17
Strongly disagree	10	20	8	15	11	19	7	16	11	20	8	14	11	19	7	15	10	17	8	14	9	15	7	12	10	18	9	13	11	16	8	14	6	14	4	9	7	14	5	10
dk/na	5	5	4	5	5	6	5	5	5	5	5	6	4	5	3	4	5	4	6	4	4	4	4	4	6	3	7	3	4	3	4	4	5	5	6	4	6	3	7	2
Strokes in non-smoking adults																																								
Strongly agree	26	16	29	20	22	14	25	17	18	14	20	16	20	14	23	15	23	16	27	19	23	20	24	24	29	20	30	23	29	23	31	27	27	19	30	22	25	22	27	27
Somewhat agree	28	26	29	28	32	27	32	27	35	26	37	31	31	27	33	29	31	28	32	30	34	27	37	28	31	30	32	31	33	32	35	32	36	35	35	38	41	33	41	34
Somewhat disagree	18	21	17	19	16	20	15	19	19	22	19	20	20	22	19	23	21	23	18	21	20	22	18	21	17	19	15	20	18	18	17	16	22	22	21	21	16	22	15	22
Strongly disagree	16	24	14	19	16	25	12	22	16	24	12	18	16	24	13	21	14	24	12	20	13	22	12	19	13	25	13	20	14	22	11	20	8	17	6	13	10	18	8	14
dk/na	12	13	11	13	14	14	16	15	13	13	12	14	12	13	13	12	10	10	11	9	10	8	9	8	10	6	11	6	6	5	6	5	8	8	8	6	8	4	9	4
SIDS (Sudden Infant Death Syndrome) or Crib Death																																								
Strongly agree	19	13	21	16	16	10	17	11	15	10	15	13	14	12	15	12	18	12	20	14	18	16	17	20	17	14	18	15	19	16	20	17	17	14	19	17	18	17	19	19
Somewhat agree	19	16	20	16	21	17	22	18	20	17	21	19	22	20	24	22	23	22	22	22	25	20	26	20	19	17	21	18	23	21	24	23	26	22	25	26	30	22	33	25
Somewhat disagree	21	21	21	21	17	19	18	20	19	21	20	22	24	20	25	18	19	21	18	22	21	19	22	19	21	21	19	20	20	21	19	19	22	22	22	21	20	22	19	20
Strongly disagree	24	38	21	33	25	35	20	32	26	35	22	29	20	34	16	33	19	32	16	27	18	32	17	28	21	33	19	30	22	30	20	27	16	26	14	21	19	27	15	25
dk/na	17	13	17	14	21	19	23	19	20	16	22	17	20	15	20	15	20	13	24	15	17	13	17	13	21	15	23	17	16	13	16	13	18	15	20	15	13	12	14	12
Ear infections in children																																								
Strongly agree	24	16	25	20	16	13	17	14	15	13	14	15	15	14	16	14	14	12	15	15	16	15	15	17	15	14	16	13	18	17	18	20	19	13	20	15	16	15	17	15
Somewhat agree	19	16	19	18	22	19	22	20	19	16	21	19	19	19	20	21	23	18	25	19	23	17	24	19	20	21	19	24	21	20	21	20	22	18	23	20	24	20	24	25
Somewhat disagree	23	25	22	26	22	24	22	24	25	24	26	24	26	23	27	24	27	27	25	28	24	26	24	26	22	24	21	25	25	24	24	23	28	28	29	29	27	28	26	26
Strongly disagree	22	31	20	25	22	32	18	29	24	35	20	29	25	34	21	30	21	31	19	26	23	32	22	28	23	32	22	27	24	29	22	27	16	28	14	24	19	28	14	25
dk/na	13	10	14	11	17	13	17	14	17	12	19	13	15	11	16	11	15	12	16	12	15	10	15	10	20	10	22	11	12	8	14	9	14	13	15	12	15	9	18	9

Q.13

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

Specific Health Effects Caused by Second-hand Smoke

	NOV-DEC 2000				MAR-APR 2001				JULY 2001				NOV-DEC 2001				JULY 2002				NOV-DEC 2002				JULY-AUG 2003				DEC 2003				NOV-DEC 2004				JULY-AUG 2005			
	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ
Arthritis in non-smoking adults																																								
Strongly agree	8	5	10	5	4	3	4	4	5	3	5	4	3	2	4	2	3	2	3	3	4	4	4	5	6	3	7	4	4	4	3	4	5	2	6	2	5	3	6	3
Somewhat agree	10	6	11	8	9	7	10	7	9	6	10	8	12	8	12	10	13	9	13	10	11	9	11	11	12	8	12	9	11	9	13	10	14	10	15	11	14	12	14	13
Somewhat disagree	27	25	28	27	27	22	29	23	29	24	30	28	32	25	36	25	29	26	30	28	32	27	33	28	26	25	25	25	32	26	33	26	33	30	36	32	32	27	35	28
Strongly disagree	38	54	34	49	38	52	30	48	37	52	31	42	37	53	31	51	37	51	31	48	37	50	35	46	35	53	32	49	36	48	32	44	27	42	23	39	35	50	28	47
dk/na	16	10	18	11	22	16	26	18	20	14	23	17	16	12	18	13	19	12	23	12	16	10	18	11	21	11	23	13	17	13	19	15	20	16	20	16	15	8	17	9
Alzheimer's Disease in non-smoking adults																																								
Strongly agree	9	4	11	4	4	3	5	3	3	2	4	3	5	3	5	3	4	3	4	3	5	4	5	6	5	4	5	4	5	4	4	5	5	3	6	3	3	4	4	4
Somewhat agree	10	8	10	10	12	8	13	9	9	8	10	11	11	8	12	10	11	8	12	9	13	8	14	9	12	8	13	9	14	10	16	12	16	11	17	12	17	12	18	13
Somewhat disagree	26	23	26	25	23	20	25	21	27	24	29	24	28	25	30	26	28	26	29	28	30	24	31	25	27	23	25	25	30	26	31	25	32	30	31	32	29	28	30	28
Strongly disagree	36	52	33	47	37	51	29	47	35	49	29	43	37	49	32	47	35	48	30	44	34	50	30	46	32	51	30	46	34	46	29	43	27	41	24	37	33	44	29	43
dk/na	19	13	20	14	24	18	27	20	25	17	28	19	19	14	21	14	22	15	25	16	18	13	20	13	24	14	27	16	18	13	19	15	21	15	22	16	17	11	19	12
Multiple Sclerosis in non-smoking adults																																								
Strongly agree	8	4	10	5	3	3	3	3	4	2	4	3	4	3	5	3	4	3	4	3	3	3	3	3	5	3	5	3	4	5	4	6	4	3	5	3	3	4	4	5
Somewhat agree	9	7	10	8	10	8	10	9	11	9	11	11	10	9	11	9	13	10	14	11	14	9	15	11	10	10	11	11	14	11	15	11	14	12	16	14	16	12	16	13
Somewhat disagree	28	23	29	25	22	20	24	18	25	24	26	24	31	25	33	26	28	25	28	26	28	24	30	26	27	24	25	25	28	25	30	25	32	28	32	27	29	27	30	26
Strongly disagree	33	48	31	43	37	47	30	44	34	46	29	40	34	45	28	42	31	44	28	41	32	47	29	43	31	45	29	41	32	42	28	40	25	38	22	36	31	43	26	41
dk/na	21	18	21	18	28	22	32	25	26	19	28	22	21	18	23	19	23	18	27	20	23	17	23	17	27	19	30	20	21	17	23	18	25	19	25	19	21	15	24	15

Q.13

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

E. Health Effects Caused by Hydrogen Cyanide

When asked, top-of-mind, two-thirds of Canadian adults (65%) say they cannot name any specific health effects or diseases that can be caused by hydrogen cyanide. Another nine percent say hydrogen cyanide does not cause any health effects or diseases. Death (8%) is the most common response offered by those mentioning a specific effect, followed by lung disease/cancer (6%) and cancer in general (5%). Twenty percent mention some other health effect or disease that can be caused by hydrogen cyanide.

Six in ten smokers (61%) cannot name any health effects that can be caused by hydrogen cyanide, and 10 percent say there are no health effects. Smaller proportions mention lung disease/cancer (9%), death (8%), cancer in general (6%) and heart disease/attack (5%). Eighteen percent mention other effects.

The results of the current survey find that the number of Canadian adults who now say hydrogen cyanide does not cause any health effects or diseases has increased by six points since November-December 2004, but is a total of 22 points lower than that found in the baseline survey. The number of Canadian adults who cannot name any specific health effects or diseases that can be caused by hydrogen cyanide is four points lower than that found in the November-December 2004 survey, but is a total of 22 points higher than that found in the baseline survey.

As well, the results of the current survey find that the number of adult smokers who now say hydrogen cyanide does not cause any health effects or diseases is up five points from the number found in November-December 2004, but is a total of 17 points lower than that found in the baseline survey. The number of adult smokers who cannot name any specific health effects or diseases that can be caused by hydrogen cyanide is down eight points from that found in November-December 2004, and is a total of seven points higher than that found in the baseline survey.

Male smokers and potential quitters are less likely than others to say that they cannot name any specific health effects or conditions caused by hydrogen cyanide.

Health Effects Caused by Hydrogen Cyanide

	NOV-DEC 2000				MAR-APR 2001				JULY 2001				NOV-DEC 2001				JULY 2002				NOV-DEC 2002				JULY-AUG 2003				DEC 2003				NOV-DEC 2004				JULY-AUG 2005			
	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ
Death	12	9	14	10	12	8	13	9	10	7	11	9	10	8	10	10	8	6	9	8	9	7	10	6	8	7	8	7	10	8	9	8	10	8	11	8	8	8	8	10
Lung disease/cancer	2	1	2	2	4	3	4	4	4	4	4	5	4	3	4	4	4	4	4	4	7	8	7	9	5	7	5	8	4	5	4	6	3	5	3	6	6	9	6	10
Cancer – general	2	2	3	2	3	2	4	2	4	2	4	3	5	2	5	3	5	4	5	5	6	5	6	5	7	4	8	4	7	6	7	7	6	5	6	5	5	6	5	8
Heart disease/attack	2	1	1	1	2	2	2	3	2	2	2	3	3	2	3	3	3	3	3	3	4	5	4	5	3	4	3	4	3	5	2	6	3	4	3	5	4	5	3	5
Respiratory problems/loss of breath	1	1	1	1	3	2	3	2	4	4	3	5	2	3	2	3	4	5	4	7	4	4	4	4	5	5	5	4	4	5	4	6	4	4	4	4	3	3	3	4
Brain damage/memory loss/stroke	2	1	2	1	1	1	1	1	2	2	2	2	2	3	2	3	1	1	2	2	3	2	3	3	2	3	2	5	2	3	3	4	3	4	3	4	2	3	2	3
Poisoning	3	2	2	2	2	2	1	2	1	2	1	2	1	1	1	1	2	1	2	1	2	1	2	2	1	1	1	1	3	1	3	1	2	1	2	1	2	1	2	1
Damage to cells/arteries/blood	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	2	1	1	1	2	3	2	2	3	1	2	1	3	2	2	2	2	2	1	2	2	1	2	1	2
Lung damage	*	*	*	*	–	–	–	–	–	–	–	–	2	2	2	2	1	1	1	1	1	1	2	1	*	1	*	1	1	1	1	1	2	1	2	2	1	1	2	*
Addiction	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	1	–	1	–	*	*	1	*	1	*	2	*
Headache	3	1	3	1	1	1	1	1	2	1	2	1	1	2	1	2	2	2	2	2	2	3	2	3	2	1	3	1	1	2	*	2	1	2	1	2	1	1	1	1
Damage to nervous system	1	*	1	*	*	–	*	*	–	–	–	–	*	*	1	*	1	1	1	1	1	1	1	1	–	*	–	*	1	*	1	*	–	–	–	–	1	*	1	*
Dizziness	1	*	1	*	*	*	1	*	1	1	1	1	1	1	1	1	2	1	1	1	2	2	1	2	1	2	*	2	1	1	1	1	1	1	*	1	*	1	*	1
Stomach aches	1	1	1	*	1	*	1	*	1	*	1	1	1	1	1	1	1	1	2	1	1	*	1	*	1	1	1	1	1	1	1	1	1	1	1	1	1	*	1	*	2
Nausea	1	1	1	*	*	*	*	*	1	1	*	*	1	1	*	1	1	1	1	1	*	1	*	1	1	1	*	1	*	*	*	*	1	1	1	1	*	1	–	1
Burning in body/organs	–	–	–	–	*	–	*	–	1	*	1	–	–	–	–	–	*	–	*	–	*	*	1	1	*	1	*	1	1	*	1	*	1	*	1	–	*	*	*	*
Mouth cancer/disease	*	–	*	–	*	*	*	*	–	*	–	*	1	*	1	*	1	*	1	1	1	1	*	2	1	1	1	1	1	1	1	1	*	*	1	*	*	1	*	1
Throat cancer	*	*	1	1	1	*	1	–	*	1	*	1	*	*	1	*	1	*	1	1	1	1	1	1	1	1	1	1	1	1	1	1	*	*	1	*	*	1	*	*
Liver cancer/disease	*	*	*	*	*	–	*	–	*	*	*	–	–	*	–	*	–	*	–	*	*	*	1	*	1	*	1	*	1	1	1	1	*	1	–	1	*	*	*	*
Vertigo	*	–	*	–	*	*	*	*	1	*	1	*	1	1	*	1	1	*	*	1	*	1	*	1	1	1	1	1	*	1	*	1	*	1	*	1	*	*	*	*
Pregnancy/complications	*	*	*	*	*	–	*	–	1	*	1	*	1	*	1	*	–	–	–	–	*	*	1	*	*	1	1	*	*	*	*	–	*	*	*	*	*	*	*	*
Weakness	1	*	1	*	*	*	*	*	*	–	*	–	1	1	1	1	1	*	1	*	1	1	*	*	*	*	*	–	–	1	–	*	–	1	–	1	*	*	*	–
Other	1	2	1	2	1	1	1	1	1	2	1	2	2	1	3	1	3	2	3	2	2	1	2	1	1	1	1	1	3	4	3	5	4	7	4	8	4	2	4	2
None	31	27	28	25	26	31	24	31	13	11	11	10	17	16	15	15	8	6	6	7	5	9	4	8	7	9	7	8	5	5	5	5	3	5	3	4	9	10	9	10
dk/na	43	54	42	53	49	50	49	49	62	67	63	64	57	62	58	60	66	61	67	59	64	61	64	61	64	62	65	63	64	66	65	64	69	69	68	67	65	61	65	59

! * Less than one percent

Q.36
What specific health effects or diseases, if any, can you name that can be caused by hydrogen cyanide? Are there any others?

4.0 Health Warning Messages

A. Recall and Reads per Day

An overwhelming majority of Canadians (90%) say they have seen health warning messages on cigarette packages. Smokers (99%) express virtually unanimous recall.

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

Three-quarters of Canadian adults (75%) say they have seen, read or heard about the health warning messages that began appearing on cigarette packages in Canada at the beginning of 2001, and another five percent say they may have. Two in ten (18%) say they have not. Ninety percent of adult smokers say they have seen them, and three percent say they may have. Only seven percent of smokers say they have not seen them.

Recall of Health Warning Messages on Cigarette Packages

	NOV-DEC 2000				MAR-APR 2001				JULY 2001				NOV-DEC 2001				JULY 2002				NOV-DEC 2002				JULY-AUG 2003				DEC 2003				NOV-DEC 2004				JULY-AUG 2005			
	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ
Yes	90	98	86	99	88	98	84	98	87	99	82	99	89	100	86	100	90	100	86	100	92	99	89	100	90	99	88	99	92	99	89	99	92	100	90	100	90	99	87	99
No	10	2	14	1	11	2	15	2	12	1	17	1	11	*	14	*	10	*	14	*	8	*	10	*	8	1	11	1	8	1	10	1	8	*	10	*	10	1	13	1

* Less than one percent

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

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

Comparison with the baseline survey shows that awareness of the health warning messages that began appearing on cigarette packages at the beginning of 2001 remains considerably higher in the current survey than that found in November-December 2000 (up 39 points among adult Canadians and 45 points among adult smokers), when respondents were asked about "health warning messages that might appear on cigarette packages in the near future."

Almost eight in ten Canadian adults (77%) say they have seen these health warning messages on cigarette packages themselves. Two in ten (22%) have not.

Adult smokers are more likely than Canadians in general to say they have seen these health warning messages on cigarette packages themselves; 97 percent say they have seen them, and two percent say they have not.

Awareness of Current Health Warning Messages on Cigarette Packages

	NOV-DEC 2000				MAR-APR 2001				JULY 2001				NOV-DEC 2001				JULY 2002				NOV-DEC 2002				JULY-AUG 2003				DEC 2003				NOV-DEC 2004				JULY-AUG 2005			
	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ
Yes	36	45	30	46	74	87	69	89	71	82	66	85	67	84	63	85	64	80	58	81	69	88	63	91	69	89	69	90	75	89	70	91	70	85	66	86	75	90	69	91
Maybe	4	3	5	3	4	2	5	2	6	3	7	3	5	2	5	2	3	2	3	2	6	2	7	2	6	2	8	2	4	3	5	2	6	3	7	3	5	3	6	2
No	60	52	65	51	21	10	26	8	22	13	26	11	28	13	31	12	31	17	36	17	23	9	28	6	22	8	26	8	20	7	23	7	22	11	25	10	18	7	22	6

Q.15

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

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

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

The number of adult Canadians who have seen these warning messages on cigarette packages is unchanged from that found in November-December 2004, and is 18 points higher than in March-April 2001. The number of smokers who say they have seen these warning messages on cigarette packages is similar to that found in November-December 2004, and is 11 points higher than that found in March-April 2001.

Among adult smokers, 94 percent say they have seen these health warning messages on their main brand of cigarettes. Just five percent have not.

The current survey finds no significant change since November-December 2004 in the number of adult smokers who have seen these health warning messages on their main brand. However, this number is a total of 34 points higher than that found in March-April 2001.

Nine percent of Canadian adults report that they look at or read health warning messages on cigarette packages several times a day, and six percent do this about once a day. More than one-half (a total of 55%) look at or read these health warning messages less frequently, including 35 percent who say they do this less than once a week. Three in ten (30%) say they never look at or read these health warning messages.

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

	Mar-Apr 2001	July 2001	Nov-Dec 2001	July 2002	Nov-Dec 2002	July-Aug 2003	Dec 2003	Nov-Dec 2004	July-Aug 2005
Yes	60	71	87	85	96	94	94	93	94
No	38	27	12	14	4	6	5	5	5
dk/na	2	2	1	1	*	1	1	1	1

* Less than one percent

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

Have Seen Current Health Warning Messages on Cigarette Packages

	MAR-APR 2001				JULY 2001				NOV-DEC 2001				JULY 2002				NOV-DEC 2002				JULY-AUG 2003				DEC 2003				NOV-DEC 2004				JULY-AUG 2005			
	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ
Yes	59	86	48	88	59	87	49	89	60	90	51	91	63	86	54	87	75	96	68	97	75	95	70	96	78	96	73	97	77	96	72	97	77	97	71	98
No	40	13	51	11	38	12	49	10	39	9	47	9	36	13	45	13	25	3	31	2	23	4	29	3	21	3	26	3	21	3	26	2	22	2	28	2
dk/na	1	1	1	*	2	2	2	1	1	1	1	1	1	1	1	1	1	1	1	1	2	1	2	1	1	*	1	*	2	1	2	*	1	*	1	*

* Less than one percent

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

Among adult smokers, 28 percent say they look at or read health warning messages several times a day, and 15 percent say once a day. A total of 37 percent look at them less frequently, including 17 percent who say they do this less than once a week. Twenty percent say they never look at them.

There has been little change over the past nine surveys in the number of adult smokers who say they look at or read health warning messages on cigarette packages several times a day. However, the number of adult smokers who say they look at or read health warning messages on cigarette packages several times a day in the current survey is a total of eight points lower than that found in the baseline survey, and the number who say they never look at the messages is six points higher.

When asked, top-of-mind, what the health warning messages now appearing on cigarette packages in Canada look like (without looking at a cigarette package), the largest proportion of Canadian adults say they have pictures (29%), or more information than before or more specific information about the health effects of smoking (22%). Smaller numbers mention gross or disgusting images (13%), pictures/diseases of mouth/teeth (11%), lung cancer/diseases (7%), or black and white background (5%). Sixty-four percent mention some other aspect, and 20 percent offer no answer.

Adult smokers, especially younger adult smokers, are more likely than adults in general to mention that the health warning messages on cigarette packages have pictures. A total of 42 percent of adult smokers mention pictures and 22 percent mention more information about health effects. Smaller numbers mention gross images (13%), pictures/diseases of mouth/teeth (10%), tougher, stronger messages (7%), lung cancer/diseases (6%), pictures of lungs (6%), pictures of pregnant women/pregnancy (6%), warnings/symbols in general (5%), children/babies/kids (5%), information about how to quit (5%), writing/text in general (5%), and impotence/drooped cigarette (5%). Forty-one percent mention something else and only six percent offer no answer.

It should be noted that, in surveys prior to November-December 2002, respondents were asked about "new health warning messages" in this and other questions dealing directly with the awareness, content or effect on behaviour of these messages. As of the November-December 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.

The trend over time has been toward reference to specific images, design elements or messages, particularly among adult smokers. For both adult Canadians and adult smokers, the numbers mentioning pictures are still lower than those found in March-April 2001 (19 points among Canadians in general and 18 points among adult smokers), while the numbers mentioning such messages or images as heart/heart disease, lung cancer/diseases, pictures of lungs, pictures of pregnant women, impotence/drooped cigarette and pictures/diseases of mouth/teeth are higher. However, the current survey finds an increase since November-December 2004 among adult smokers in the proportion who mention pictures in general.

Times Per Day Look at Health Warning Messages on Cigarette Packages

	NOV-DEC 2000				MAR-APR 2001				JULY 2001				NOV-DEC 2001				JULY 2002				NOV-DEC 2002				JULY-AUG 2003				DEC 2003				NOV-DEC 2004				JULY-AUG 2005			
	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ
Several times a day	15	36	6	38	12	29	5	31	11	27	5	31	9	29	4	32	11	28	5	31	9	29	4	33	10	25	4	28	10	26	4	31	7	25	2	28	9	28	3	30
About once a day	10	15	7	15	9	17	6	19	9	18	5	20	8	15	5	16	8	16	6	16	9	17	5	17	7	16	6	18	8	16	5	18	7	16	5	16	6	15	4	15
Once every two or three days	6	9	6	8	8	10	7	11	6	8	6	9	9	9	8	11	7	9	7	10	7	9	6	10	6	8	6	9	5	8	4	8	5	8	4	10	6	8	4	7
About once a week	13	12	14	11	14	13	14	13	17	14	18	13	13	13	12	12	15	14	15	13	15	14	16	15	14	16	13	18	15	16	15	15	16	14	17	15	14	12	14	13
Less than once a week	31	14	38	15	30	13	36	10	29	14	33	13	30	16	33	15	26	13	32	13	33	16	38	13	33	17	37	14	35	15	41	14	32	17	37	16	35	17	42	18
Never	24	14	28	13	27	16	32	15	28	18	33	14	32	17	37	14	31	19	34	16	27	15	31	11	28	17	32	13	27	18	31	15	31	19	33	15	30	20	33	16
dk/na	2	1	2	1	*	1	1	1	*	1	*	1	*	*	*	–	*	1	1	1	*	*	*	*	2	*	3	*	*	*	*	–	1	*	1	–	1	*	1	*

* Less than one percent

Q.18a

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

Appearance of Current Health Warning Messages on Cigarette Packages

	MAR-APR 2001				JULY 2001				NOV-DEC 2001				JULY 2002				NOV-DEC 2002				JULY-AUG 2003				DEC 2003				NOV-DEC 2004				JULY-AUG 2005			
	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ
Pictures	48	60	40	60	44	55	39	55	41	53	36	54	38	46	35	47	31	44	28	45	37	42	33	43	27	34	27	34	27	34	24	34	29	42	24	42
More info/specific info about health effects of smoking	24	23	22	24	28	31	25	32	23	27	21	29	16	21	15	22	24	30	23	30	20	25	18	27	13	20	13	20	12	20	12	22	22	22	20	24
Graphics are gross/disgusting/horrible	4	9	3	12	6	8	5	9	8	12	8	13	9	13	8	14	14	17	14	17	10	11	11	12	14	19	12	20	9	14	8	15	13	13	13	14
Mouth/teeth (pictures/disease)	–	–	–	–	1	*	1	–	7	8	5	8	8	9	7	8	11	11	10	11	7	9	7	9	10	12	10	12	12	12	12	13	11	10	11	10
Lung cancer/diseases	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	1	2	1	2	9	11	9	11	4	4	5	4	7	6	7	7
Black and white (text/background)	*	–	*	–	2	3	2	2	4	4	3	5	4	6	3	6	6	3	6	3	2	3	2	2	3	2	4	3	3	3	4	3	5	4	5	5
Tougher, stronger messages	6	5	6	6	7	8	7	9	7	9	6	10	7	6	6	5	8	10	8	9	6	6	6	6	4	4	4	5	4	4	4	5	4	7	4	7
Pictures of lungs	–	–	–	–	*	–	*	–	6	7	6	7	6	8	5	8	11	11	11	12	10	10	9	10	2	2	2	2	6	7	6	8	4	6	3	5
Warnings/symbols in general	3	2	3	2	2	1	2	1	8	7	8	7	6	6	6	6	6	3	7	4	4	4	4	4	5	5	5	5	5	7	5	7	4	5	3	4
Pictures of pregnant women/pregnancy	–	–	–	–	*	*	–	*	3	5	3	4	4	5	4	5	6	8	5	8	3	8	2	7	5	8	4	8	5	7	4	7	4	6	3	5
Writing/text – in general	*	5	*	4	3	5	2	5	3	3	2	4	3	2	4	2	5	4	3	4	4	5	3	5	7	7	7	7	6	6	5	5	3	5	2	5
Impotence/drooped cigarette	–	–	–	–	–	–	–	–	2	4	1	3	3	4	2	5	3	7	1	7	3	5	1	5	3	6	2	6	4	6	3	6	3	5	3	5
Large lettering/font/bold/block print	3	1	4	1	3	2	2	3	3	2	3	2	3	2	4	2	4	2	5	2	3	2	3	2	4	3	4	3	3	2	3	2	3	2	4	2
Heart/heart disease	–	–	–	–	*	–	*	–	2	3	1	3	2	4	1	4	3	5	2	5	2	5	2	6	4	8	2	9	2	6	1	7	3	4	2	5
Cancer	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	*	1	*	*	3	2	3	3	2	1	2	*	3	1	4	1
Info about how to quit	2	4	1	4	2	3	1	3	2	4	1	5	2	3	2	3	4	5	3	6	4	5	3	6	3	3	2	3	2	3	2	4	3	5	3	6
Covers more of the package/50% of the package	5	5	4	5	6	7	5	7	8	8	5	7	5	8	4	9	5	7	4	8	4	5	3	5	4	4	3	3	3	6	3	6	2	4	2	4
Children/babies/kids	–	–	–	–	*	–	*	–	2	4	1	4	2	3	2	3	2	5	2	5	2	4	1	5	3	6	3	6	3	4	3	5	2	5	2	5
Colour/coloured	8	11	7	12	4	5	2	4	5	5	4	5	3	3	3	4	2	3	2	3	5	4	5	3	4	5	3	6	2	4	2	3	2	2	2	1
Location on cigarette package	1	–	2	–	–	–	–	–	–	–	–	–	*	1	*	1	1	2	1	2	*	1	–	*	2	1	2	1	1	2	*	2	2	2	1	2
Box/rectangle	1	1	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	2	1	2	1	3	1	2	1	2	1	–	*	–	–	2	1	2	1
Informative/effective	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	1	–	1	1	1	1	1	2	1	2	1
Disease	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	2	1	1	1	3	2	4	2	1	2	1	2	1	1	1	1
Dangerous/bad for health	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	*	*	*	*	4	4	5	4	4	2	3	2	1	1	2	1
Death	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	1	1	1	1	2	2	2	2	1	1	1	1	1	1	1	1

* Less than one percent

Continued ...

Q.19

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

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

Appearance of Current Health Warning Messages on Cigarette Packages

Continued

	MAR-APR 2001				JULY 2001				NOV-DEC 2001				JULY 2002				NOV-DEC 2002				JULY-AUG 2003				DEC 2003				NOV-DEC 2004				JULY-AUG 2005			
	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ
Body parts/organs	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	2	1	2	1	1	1	1	1	1	*	1	1
It's ridiculous/joke/stupid	1	1	*	2	2	2	1	2	*	1	1	1	*	2	*	2	1	2	1	2	*	*	*	*	*	1	–	*	–	1	–	*	1	1	*	1
Small writing/not too clear/could be bigger	–	–	–	–	–	*	–	–	*	1	*	1	1	*	*	*	1	*	1	*	1	*	1	*	1	*	1	*	1	*	1	*	1	–	1	–
Person with breathing machine	–	–	–	–	–	–	–	–	–	1	–	*	*	2	–	2	1	3	–	3	1	2	–	2	1	3	*	2	1	2	1	2	1	1	1	2
Info on back of the slide portion	2	2	1	2	1	3	*	3	2	3	1	4	2	2	1	2	1	1	1	2	*	1	*	1	1	1	1	*	*	1	*	1	1	1	1	*
Not informative/effective/graphic enough	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	1	1	1	1	*	*	*	*	1	1	1	1
Stop/quit smoking	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	1	–	1	2	1	2	1	*	1	*	1
Surgeon General's warnings	–	–	–	–	–	–	–	–	1	*	1	*	*	1	*	*	1	1	1	1	–	*	–	*	1	1	1	1	*	*	*	*	*	*	1	–
Brain damage	–	–	–	–	–	–	–	–	1	1	*	1	1	2	*	3	1	2	1	2	*	2	*	2	1	1	1	2	*	2	–	2	*	1	*	1
Woman/man/people (general)	–	–	–	–	*	–	–	–	*	1	*	*	*	1	–	1	1	*	1	*	*	*	–	*	*	*	*	*	*	*	*	*	*	1	*	1
Pictures of smoking in front of kids	–	–	–	–	–	–	–	–	*	1	–	1	*	1	*	1	1	3	1	3	1	1	1	2	2	1	1	1	–	*	–	*	*	1	–	*
Insert	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	1	–	*	–	*	–	–	*	*	–	*
More chemicals/ingredients listed	*	*	*	–	*	1	–	1	1	2	*	2	1	1	1	1	1	2	*	2	1	1	1	1	1	2	1	2	1	*	1	1	–	1	–	1
Front portion of the pack	–	–	–	–	–	–	–	–	*	*	*	–	–	–	–	–	–	*	–	*	1	1	1	1	*	*	–	–	*	*	*	*	–	*	–	*
Cigarettes in ashtray	–	–	–	–	–	–	–	–	*	1	–	1	*	1	*	1	1	1	*	1	*	1	–	1	*	1	–	1	*	1	*	1	–	1	–	*
Advertising	–	–	–	–	*	*	–	*	*	*	*	*	*	*	*	*	–	*	–	–	*	*	*	1	–	–	–	–	–	*	–	*	–	*	–	*
Don't start smoking	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	*	–	*	–	1	*	1	*	–	–	–	–	–	*	–	–
Coloured font	*	–	–	–	–	–	–	–	–	–	–	–	*	*	*	*	*	1	1	1	1	1	2	1	–	–	–	–	–	–	–	–	–	–	–	–
Colouring of package	–	–	–	–	–	3	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–
Other	4	6	4	6	1	3	1	2	2	4	3	4	2	3	1	3	2	2	2	1	9	10	8	10	8	11	5	12	7	13	6	14	9	7	9	9
None/nothing	*	2	*	1	1	1	1	1	–	*	–	*	1	1	1	1	1	1	*	1	–	*	–	*	*	1	–	1	*	*	–	*	–	–	–	–
dk/na	24	8	30	8	27	12	34	11	26	9	31	7	27	10	35	8	18	6	22	5	21	8	26	7	19	6	23	5	21	7	25	5	20	6	24	5

* Less than one percent

Q.19

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

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

Among adult smokers, those aged 18 to 24 years are more likely to mention pictures in general; older smokers are more likely to mention gross or disgusting images.

When asked, top-of-mind, what specific health warning messages they can remember seeing on cigarette packages in Canada (without looking at a cigarette package), the largest proportions of Canadian adults recall the messages causes lung cancer (21%), and harmful during pregnancies, harmful to fetus or low birth rate (21%). Smaller numbers recall messages such as impotence (15%), cancer in general (10%), heart disease (10%), dangerous/bad for health (10%), harmful to others/to children (9%), mouth/gum diseases (8%), lung disease (6%), and death or premature death (5%). Thirty-eight percent mention some other health warning message. A total of three in ten say none (18%) or offer no opinion (10%).

Adult smokers are more likely than adults in general to recall specific health warning messages, such as harmful to others/children and impotence. Among adult smokers, the largest proportions mention impotence (27%), causes lung cancer (23%), harmful during pregnancies, harmful to fetus or low birth rate (18%), harm to others/children (17%), heart disease (14%), mouth/gum disease (12%) and lung disease (11%). Smaller numbers mention stroke (8%), second-hand smoke is harmful/dangerous (8%), cancer in general (7%), death/premature death (6%), yellow teeth/gums/fingers (5%), statistics/charts (5%) and kids imitating their parents (5%). Thirty-four percent mention other messages, and a total of fewer than two in ten say none (11%) or offer no opinion (3%).

Among the general population, the results of the current survey suggest a slight increase since November-December 2004 in the number who mention harmful during pregnancy, and a slight decrease in the number who mention death or premature death. Comparison with the results of the March-April 2001 survey, when this question was first asked, suggests that there have been slight increases in the numbers who mention the messages: causes lung cancer, harmful during pregnancy and impotence, and a decrease in the number who mention death or premature death.

Among adult smokers, the current results find no significant changes since November-December 2004 in the proportions who mention specific health warning messages. Comparison with the results of the March-April 2001 survey suggests that there have been slight increases in the numbers of adult smokers who mention the messages: causes lung cancer, impotence and second-hand smoke is harmful/dangerous; there has been a decrease in the number who mention death/premature death.

Among adult smokers, younger adult smokers are more likely than other smokers to mention impotence, causes lung cancer and harmful to others/children. Female smokers are slightly more likely than male smokers to recall the messages: harmful during pregnancy/harmful to fetus and harmful to others/children; male smokers are slightly more likely to mention impotence.

Recall of Specific Health Warning Messages on Cigarette Packages

	MAR-APR 2001				JULY 2001				NOV-DEC 2001				JULY 2002				NOV-DEC 2002				JULY-AUG 2003				DEC 2003				NOV-DEC 2004				JULY-AUG 2005			
	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ
Causes lung cancer	13	16	13	17	16	16	13	18	12	16	11	18	16	18	15	18	19	21	18	22	18	19	16	19	20	24	19	25	18	21	18	23	21	23	18	25
Harmful during preganancies/harmful to fetus/low birth rate	16	19	14	18	18	18	17	18	16	17	16	19	19	23	20	25	18	16	19	17	17	17	17	16	15	17	15	17	16	16	15	16	21	18	21	18
Impotence	11	16	8	15	9	15	5	17	11	20	8	19	12	24	8	24	12	23	8	23	8	20	6	20	12	20	8	20	12	24	9	25	15	27	9	27
Cancer – in general	9	9	10	9	10	8	11	7	9	7	9	6	11	9	13	10	11	8	11	9	10	8	11	9	12	8	12	9	13	8	13	7	10	7	12	7
Heart disease	8	13	4	13	9	15	6	17	8	16	6	17	8	15	6	15	10	18	7	19	11	14	8	15	10	17	7	19	11	17	7	17	10	14	7	14
Dangerous/bad for health	7	4	7	3	7	3	9	4	7	3	9	3	8	4	9	4	9	3	10	3	8	3	10	3	8	4	10	4	8	3	9	3	10	3	13	3
Harmful to others/to children	7	17	4	17	11	17	6	18	11	22	6	21	10	18	8	18	12	20	9	20	4	12	2	12	9	16	8	16	6	18	4	18	9	17	6	15
Mouth/gum disease	6	9	5	8	6	8	6	8	3	9	3	9	10	11	9	12	9	12	8	13	8	10	6	10	7	12	7	11	7	10	6	11	8	12	6	13
Lung disease	7	12	6	13	7	11	6	10	6	11	4	13	6	8	6	8	10	12	8	14	9	9	9	12	10	9	10	9	6	10	5	11	6	11	5	10
Death/premature death	14	15	15	17	11	15	9	15	12	13	12	13	10	13	10	16	12	11	11	12	5	4	5	5	10	6	10	6	8	8	8	9	5	6	5	6
Second-hand smoke is harmful/dangerous	*	*	*	*	*	–	*	–	2	5	2	6	3	7	2	8	5	8	3	8	4	7	3	7	5	6	4	7	4	5	3	5	4	8	2	8
Stroke	2	5	*	6	3	7	2	9	2	5	2	6	4	6	2	7	3	8	3	9	4	10	2	11	4	8	3	8	3	8	2	10	4	8	1	10
Mouth cancer	2	3	2	3	2	1	2	2	3	3	3	3	4	3	5	3	5	4	4	4	3	2	4	3	3	3	3	4	3	5	3	4	3	4	3	6
Warnings/health warnings/stop smoking	–	*	–	*	1	1	2	1	4	5	3	5	*	3	*	3	3	2	2	2	3	1	4	1	3	1	3	2	3	2	3	2	3	1	4	1
Yellow teeth/gums/fingers	*	1	*	1	3	3	3	4	4	8	2	7	1	5	1	4	4	6	2	5	3	4	2	4	4	5	3	6	3	5	2	5	2	5	2	6
Emphysema	*	1	*	2	1	2	1	2	1	2	1	2	2	2	1	2	2	3	2	3	2	2	2	3	2	3	1	4	3	2	3	2	2	4	2	4
Kids imitating parents	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	*	2	*	2	1	3	*	4	2	4	1	5	2	5	1	5
Premature birth/preterm birth	1	2	1	1	2	1	2	2	3	2	3	2	1	1	2	1	4	3	5	4	5	3	5	3	3	3	3	3	1	2	1	3	2	3	2	3
Disease – in general	2	1	2	1	*	1	*	*	*	1	–	1	1	*	1	*	1	1	1	2	1	1	1	1	1	2	1	2	1	1	1	*	2	1	2	1
Respiratory/breathing problems	1	2	*	2	1	1	*	1	2	3	1	4	1	4	1	3	3	4	2	4	1	2	1	3	1	3	1	2	1	2	1	2	2	3	2	2
Cancer – other	–	–	–	–	–	1	–	1	2	1	2	1	*	2	*	2	–	*	–	*	1	1	1	1	1	1	1	1	3	2	3	1	1	2	1	3
Statistics/charts	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	1	3	*	3	2	5	1	5	1	3	1	3	1	5	–	5
Addiction	2	2	2	2	1	2	*	2	1	2	1	2	1	2	1	1	*	2	*	1	1	2	1	2	1	2	*	2	*	1	–	2	1	2	1	2
Graphics of cigarette package	1	1	*	1	*	2	–	3	*	*	*	–	5	3	3	3	*	*	*	*	1	1	1	1	*	*	*	–	–	–	–	–	1	2	1	2
Don't start/how to quit	1	1	*	1	*	*	*	*	–	–	–	–	*	*	–	1	1	2	*	2	–	*	–	1	1	1	1	1	*	1	–	1	*	*	*	*
Throat problems/disease	*	1	*	1	*	*	*	–	*	*	–	*	*	*	*	*	2	1	1	2	1	*	*	*	1	1	*	1	1	*	1	*	*	1	*	1
Brain damage/disease	1	2	*	3	*	1	*	1	1	1	–	1	*	2	*	2	1	2	*	1	*	2	–	2	*	1	*	1	*	1	–	1	*	2	*	2
Must be 18/19 to smoke	–	–	–	–	*	–	*	–	–	–	–	–	–	–	–	–	*	–	*	–	–	*	–	–	–	–	–	–	*	–	*	–	*	–	*	–
Other	1	2	1	2	1	2	*	2	2	3	2	3	1	3	–	2	1	2	1	2	7	7	6	7	2	5	2	5	3	11	3	12	8	6	7	6
None	28	20	32	20	25	18	28	16	26	14	30	14	22	14	24	11	19	10	23	8	21	19	24	17	21	12	23	11	24	12	26	11	18	11	21	9
dk/na	8	3	10	3	11	4	15	4	10	3	12	2	12	5	14	4	7	4	8	3	9	3	9	4	7	5	8	4	10	3	11	3	10	3	13	2

* Less than one percent

Q.20

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

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

When asked, top-of-mind, what images or graphics they can remember seeing on warning messages on cigarette packages in Canada (without looking at a cigarette package), the largest proportions of Canadian adults recall bad, rotten or big teeth (20%), and lungs or diseased lungs (19%). Smaller proportions recall images such as, pregnant women with cigarettes (15%), mouth or diseased mouth (14%), heart or diseased heart (10%), limp, broken or burning cigarettes (8%), gums or diseased gums (7%), lung pictures (7%) and children/babies/kids (6%). Forty-seven percent recall some other image or graphic. A total of three in ten say none (18%) or offer no opinion (12%).

Adult smokers are more likely than Canadians in general to offer an answer. They are also more likely than adults in general to recall many of these specific images or graphics, including lungs or diseased lungs (30%), bad, rotten or big teeth (29%), pregnant women with cigarettes (27%), heart or diseased heart (19%), children/kids/babies (15%), mouth or diseased mouth (14%), limp, broken or burning cigarettes (11%), gums or diseased gums (8%), brain or diseased brain (8%), respirators/people on breathing machines (7%), lung pictures (6%), cigarette/curved cigarette (6%), impotence (5%) and baby/premature baby (5%). Thirty-eight percent recall some other image or graphic. A total of one in ten say none (7%) or offer no opinion (2%).

Among the general population, the results of the current survey suggest a decrease since November-December 2004 in the number who mention lung disease/lungs and an increase in the numbers who mention mouth/diseased mouth and lung pictures. Comparison with the results of the March-April 2001 survey suggests that there have been slight increases in the numbers who recall pregnant women/with cigarettes, mouth/diseased mouth and bad/rotten/big teeth, and decreases in the numbers who recall lungs/diseased lungs and children/kids/babies.

Among adult smokers, the current results are similar to those found in November-December 2004. Comparison with the results of the March-April 2001 survey suggests that there have been increases in the numbers of adult smokers who recall pregnant women with cigarettes, bad/rotten/big teeth, mouth/diseased mouth, heart or diseased heart, cigarette/curved cigarette, baby/premature baby and lung pictures, and a decrease in the number who recall limp/broken/burning cigarettes.

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

Recall of Specific Pictures, Images or Graphics on Cigarette Packages

	MAR-APR 2001				JULY 2001				NOV-DEC 2001				JULY 2002				NOV-DEC 2002				JULY-AUG 2003				DEC 2003				NOV-DEC 2004				JULY-AUG 2005			
	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ
Bad/rotten/big teeth	14	21	10	22	16	24	13	24	20	32	14	34	17	26	13	26	21	28	19	26	16	23	14	24	18	25	17	26	20	32	16	32	20	29	18	30
Lung disease/lungs	25	33	21	34	25	32	23	35	23	34	21	36	24	28	23	28	28	33	27	35	26	33	25	35	32	32	31	32	27	32	23	34	19	30	19	29
Pregnant women/with cigarettes	6	12	3	12	9	16	6	16	10	22	8	21	15	27	11	27	14	23	12	22	14	25	12	25	16	27	12	25	15	25	13	26	15	27	10	28
Mouth/diseased mouth	8	8	9	9	8	11	8	12	11	11	11	11	10	12	9	12	10	11	9	13	9	12	9	11	11	14	11	16	9	12	8	13	14	14	13	14
Heart/diseased heart	8	13	4	13	8	15	4	17	10	21	6	23	9	19	6	20	7	19	4	21	6	17	4	20	10	20	6	20	7	18	5	19	10	19	6	20
Limp/broken/burning cigarettes	9	16	7	14	8	15	4	14	9	15	7	14	8	18	6	17	7	15	5	14	6	11	4	11	6	8	5	8	5	10	4	10	8	11	5	12
Gums/diseased gums	4	8	3	8	7	7	6	8	4	8	4	8	9	8	9	9	8	8	9	8	7	8	8	9	11	8	11	7	7	8	7	8	7	8	7	8
Lung pictures	–	–	–	–	–	–	–	–	3	2	2	2	2	2	2	2	3	2	3	2	2	1	2	1	2	3	2	4	1	2	1	2	7	6	5	7
Children/kids/babies	11	18	7	17	9	18	7	20	4	13	2	14	6	16	3	18	7	18	5	18	7	13	3	14	7	16	4	15	4	14	3	14	6	15	4	15
Lung cancer	3	3	3	3	2	2	1	3	2	4	2	4	3	4	2	4	4	6	4	6	4	5	4	6	4	5	3	6	5	5	5	6	4	4	4	4
Baby/premature baby	*	1	*	*	–	–	–	–	2	6	2	5	4	4	3	4	1	2	1	1	2	3	1	3	*	1	*	1	3	3	2	4	4	5	2	6
Impotence	3	5	2	5	3	4	2	4	3	6	2	7	2	4	1	4	3	4	2	4	4	5	3	4	4	6	2	7	3	5	3	5	3	5	2	4
Mouth cancer	3	2	4	3	3	1	3	2	3	1	3	2	3	2	3	2	4	3	4	3	4	2	4	2	3	2	3	2	2	2	3	3	3	1	4	1
Brain/diseased brain	4	9	3	10	4	9	2	9	3	10	1	10	3	10	1	11	4	9	3	9	2	9	1	9	2	7	2	7	2	7	1	7	3	8	1	8
Cigarette/curved cigarette	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	*	3	*	3	3	6	2	6	4	6	3	7	2	6	1	6
Respirators/people on breathing machines	2	3	1	3	2	4	*	4	2	5	*	4	2	7	*	8	3	7	1	8	2	6	1	6	2	5	1	6	2	7	1	7	2	6	1	9
Other cancer	2	1	1	2	1	*	1	–	*	*	1	*	1	1	1	*	*	–	*	–	1	1	1	1	*	1	1	1	2	1	2	1	2	1	1	1
People sick/coughing/choking	*	*	–	–	1	1	1	1	1	1	–	1	1	2	*	1	1	2	1	2	1	2	*	2	1	2	*	2	1	2	*	2	2	3	1	3
Pictures of kids watching	–	–	–	–	–	–	–	–	2	3	2	3	1	3	1	3	1	2	1	2	1	4	1	4	*	2	–	2	*	1	–	2	2	4	1	4
Cancer/tumor – in general	1	1	1	2	1	*	1	*	*	1	*	1	*	*	*	1	1	1	1	1	1	1	1	*	1	1	1	2	*	*	*	1	2	1	2	1
Warnings/symbols	2	1	2	1	1	1	1	*	2	*	3	–	3	1	4	1	4	1	4	1	1	*	1	*	2	*	3	–	2	*	2	*	1	*	1	–
Dirty/full ashtray	3	5	1	5	1	5	1	5	2	5	1	6	1	5	*	4	2	5	1	5	2	6	*	5	2	5	1	4	1	5	*	5	1	4	–	3
Bar charts/graphs/statistics	*	*	*	*	*	1	*	1	1	2	*	2	1	2	1	3	2	5	1	3	1	2	*	2	1	3	1	3	1	3	1	3	1	3	–	3
Throat/throat diseases	*	1	*	1	1	1	1	1	1	1	2	2	1	1	2	1	2	2	2	1	2	1	2	1	1	3	1	2	1	1	1	1	1	2	*	3
Colours/shades of package/writing	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	1	*	1	1	–	*	–	–	1	–	1	–	1	*	1	*

* Less than one percent

Q.21

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

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

Continued ...

Recall of Specific Pictures, Images or Graphics on Cigarette Packages

Continued

	MAR-APR 2001				JULY 2001				NOV-DEC 2001				JULY 2002				NOV-DEC 2002				JULY-AUG 2003				DEC 2003				NOV-DEC 2004				JULY-AUG 2005			
	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ
Deteriorating/diseased body parts	1	1	1	1	1	1	1	1	1	1	1	1	*	1	1	2	2	1	2	1	1	1	1	*	*	1	1	*	1	*	1	1	1	1	1	1
Patient in bed/hospital bed	1	2	*	1	1	1	*	1	1	2	*	3	*	2	–	2	1	4	–	5	1	1	–	1	1	3	–	3	1	3	1	3	1	3	*	4
Fetus/embryo	1	*	1	–	–	*	–	–	1	*	1	*	1	*	1	1	*	*	*	*	1	*	1	*	1	*	1	1	*	*	*	*	1	–	1	–
Stroke	1	1	*	1	1	2	*	2	1	1	1	2	1	2	*	3	1	2	*	3	*	1	–	2	1	2	*	2	*	1	*	1	1	2	*	2
Graphics of cigarette package	2	1	2	1	1	1	1	1	–	*	–	*	2	*	2	*	3	1	4	1	1	*	1	*	*	*	*	*	*	–	*	–	1	*	1	–
Parents/mom/dad/smoking	2	3	1	3	1	2	*	2	*	2	1	2	1	5	*	4	3	6	2	8	2	3	1	4	1	3	*	4	*	3	–	4	*	3	*	3
Adult/woman/man (general)	–	*	–	*	–	*	–	*	1	2	1	2	*	1	–	1	1	1	1	1	*	1	*	1	1	1	*	*	*	1	*	1	*	2	*	1
Arteries/clogged arteries/clot	*	1	–	1	*	*	–	1	1	*	1	*	–	*	–	*	*	1	*	1	*	1	*	1	*	1	*	1	*	1	*	1	*	*	*	–
Other	1	2	*	1	1	1	1	1	2	4	2	3	2	2	2	2	1	1	1	1	4	4	3	3	6	5	6	6	7	12	5	12	8	4	8	3
None	31	16	38	14	27	17	31	14	26	7	31	7	24	9	29	9	21	6	26	5	27	10	31	9	22	8	26	7	25	6	29	4	18	7	22	5
dk/na	7	3	9	3	13	3	18	3	10	2	13	1	9	3	12	2	9	3	12	3	9	2	11	2	6	2	8	2	9	1	11	1	12	2	15	1

* Less than one percent

Q.21

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

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

B. Impact of Current Messages

Smokers were asked about the effectiveness of the health warning messages on five dimesions.

Among adult smokers, more than three in ten (34%) say that the health warning messages now appearing on cigarette packages have been very effective in informing them about the health effects of cigarette smoking. Three in ten (28%) say that these messages have been very effective in getting them to smoke less around others than they used to, and two in ten (19%) say they have been very effective in increasing their desire to quit smoking. Fewer than two in ten each say that these messages have been very effective in getting them to try to quit smoking (14%) and in getting them to smoke less (14%).

Combining the numbers who say very effective and somewhat effective, we find that seven in ten (69%) smokers say that these messages have been effective in informing about health effects. About one-half each say they have been effective in getting them to smoke less around others than they used to (55%), and increasing their desire to quit smoking (48%). About four in ten say that these messages have been effective in getting them to try to quit smoking (41%) and in getting them to smoke less (39%).

There have been few significant changes in the numbers of adult smokers who say that the health warning messages now appearing on cigarette packages have been very effective on all of these dimensions since November-December 2004; however, there have been slight declines on most dimensions in the total numbers who say that these messages have been very or somewhat effective. The numbers who say the current messages have been very effective in informing them about the health effects of smoking, and getting them to smoke less around others than they used to are higher today than when these questions were first asked in March-April 2001.

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

Impact of Current Messages
Smokers

	Mar-Apr 2001		July 2001		Nov-Dec 2001		July 2002		Nov-Dec 2002		July-Aug 2003		Dec 2003		Nov-Dec 2004		July-Aug 2005	
	S	PQ	S	PQ	S	PQ	S	PQ	S	PQ	S	PQ	S	PQ	S	PQ	S	PQ
Informing you about the health effects of cigarette smoking																		
Very effective	26	30	32	41	36	42	36	41	39	44	35	37	38	42	34	40	34	39
Somewhat effective	28	29	32	32	33	34	32	32	35	36	38	41	35	35	39	39	35	37
Not very effective	12	13	11	9	8	7	10	10	9	8	8	7	9	9	9	8	11	10
Not at all effective	31	26	22	16	21	17	20	17	15	12	18	14	18	14	17	12	18	13
dk/na	3	2	3	2	1	1	1	1	1	*	1	1	*	*	1	*	1	1
Getting you to smoke less around others than you used to																		
Very effective	19	23	20	27	23	28	25	30	27	32	30	35	27	31	29	35	28	33
Somewhat effective	22	25	24	25	28	28	26	26	29	32	27	29	28	29	26	27	27	28
Not very effective	16	19	13	13	15	15	16	18	15	13	14	13	15	15	15	15	15	14
Not at all effective	40	31	40	32	34	28	32	27	28	23	27	22	28	25	28	23	29	24
dk/na	3	2	3	3	1	2	1	*	1	*	1	1	1	1	1	1	1	1
Increasing your desire to quit smoking																		
Very effective	16	24	19	31	22	31	21	29	22	31	23	32	19	28	20	29	19	27
Somewhat effective	26	33	26	29	27	30	29	32	31	34	30	35	31	34	31	36	29	34
Not very effective	14	13	13	9	13	11	15	13	16	13	15	10	17	14	19	16	17	14
Not at all effective	41	28	39	28	38	26	33	26	30	21	32	22	32	23	29	20	34	24
dk/na	2	2	3	3	*	*	1	1	*	*	1	*	*	*	1	*	*	1
Getting you to try to quit smoking																		
Very effective	14	21	14	22	16	23	17	23	18	25	16	23	17	25	15	21	14	21
Somewhat effective	22	28	24	32	27	34	28	33	29	35	31	38	29	33	31	37	27	34
Not very effective	16	16	17	14	16	15	17	15	18	16	17	15	19	17	21	17	22	20
Not at all effective	46	34	43	30	41	29	37	28	34	24	35	24	35	25	33	24	36	25
dk/na	2	2	2	2	*	*	1	*	*	*	*	*	*	*	1	*	–	–
Getting you to smoke less																		
Very effective	13	18	12	19	14	19	13	17	16	21	16	19	14	18	15	21	14	19
Somewhat effective	21	25	24	29	23	28	25	29	27	28	27	32	25	27	27	30	25	30
Not very effective	17	16	16	15	17	18	22	21	22	21	19	19	21	21	23	22	23	22
Not at all effective	48	40	45	34	44	35	39	33	35	28	38	29	40	33	35	27	38	28
dk/na	2	2	2	2	1	1	1	*	1	*	1	1	*	*	*	*	*	*

* Less than one percent

Q.23

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

Subsample: Smokers and potential quitters

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

c. Assessment of Current Messages

The samples of Canadian adults and smokers were asked to assess the health warning messages on three dimensions.

About six in ten Canadian adults each strongly agree that the health warning messages now appearing on cigarette packages are accurate (59%) and provide them with important information about the health effects of smoking cigarettes (57%). Five in ten (49%) strongly agree that these messages make smoking seem less attractive.

Combining the strongly and somewhat agree numbers, 84 percent of Canadian adults agree that the messages are accurate, 83 percent agree that they provide important information about health effects, and 73 percent agree that they make smoking seem less attractive.

Adult smokers are less likely than Canadians as a whole to strongly agree on these dimensions. Among adult smokers, 51 percent strongly agree that the messages are accurate, 51 percent strongly agree that they provide them with important information about the health effects of smoking, and 38 percent strongly agree that these messages make smoking seem less attractive.

Combining the strongly and somewhat agree numbers, 84 percent of smokers agree that the messages are accurate, 81 percent agree that they provide important information about health effects, and 62 percent agree that they make smoking seem less attractive.

Among the general population, current survey results suggest a slight increase since November-December 2004 in the number who strongly agree that the messages make smoking seem less attractive. Comparison with the results found in March-April 2001, when two of these questions were first asked, finds no significant changes in the numbers of Canadian adults who strongly agree that the current messages are accurate or informative. Comparison with the results found in November-December 2001, when the third question was first asked, finds a slight increase in the number of Canadian adults who strongly agree that the messages make smoking seem less attractive.

Among adult smokers, the current results suggest no significant changes since November-December 2004 in the numbers who strongly agree on all of these dimensions. Comparison with the results found in March-April 2001 finds no significant changes in the numbers of adult smokers who strongly agree that the current messages are accurate and informative; comparison with the results found in November-December 2001 finds no significant change in the number of adult smokers who strongly agree that the messages make smoking seem less attractive.

Younger adult smokers are more likely than other smokers – and, in fact, are about as likely as Canadian adults in general – to strongly agree that the messages are accurate and informative. Female smokers are more likely than male smokers to strongly agree that the messages are informative. Potential quitters are more likely than "hard-core" smokers to strongly agree with all three of these assessments of the current health warning messages. Occasional smokers are more likely than everyday smokers to strongly agree that the messages make smoking less attractive.

Assessment of Current Messages

	MAR-APR 2001				JULY 2001				NOV-DEC 2001				JULY 2002				NOV-DEC 2002				JULY-AUG 2003				DEC 2003				NOV-DEC 2004				JULY-AUG 2005			
	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ
The messages are accurate																																				
Strongly agree	59	49	62	56	58	47	61	57	58	54	60	59	61	50	63	57	64	55	66	61	62	49	63	55	63	57	65	61	59	51	62	59	59	51	61	58
Somewhat agree	21	29	17	28	21	30	18	26	22	28	21	26	21	30	19	28	19	27	17	26	21	31	19	29	22	27	20	24	24	32	22	29	25	33	23	32
Somewhat disagree	4	9	2	6	4	8	3	7	4	8	2	7	4	7	2	6	5	8	4	7	3	9	2	7	5	7	5	7	3	8	2	6	4	8	2	6
Strongly disagree	3	6	3	4	5	9	3	6	3	6	2	3	4	8	3	5	3	7	1	4	3	7	3	5	3	6	2	4	3	7	3	3	3	6	3	3
dk/na	13	7	16	7	13	6	16	5	13	5	15	4	11	5	13	4	10	3	12	2	11	3	13	3	7	3	8	3	11	4	12	2	9	2	11	1
The messages provide you with important information about the health effects of smoking cigarettes																																				
Strongly agree	59	51	60	56	58	51	59	59	56	53	57	59	62	54	64	59	63	53	66	59	59	55	60	59	59	58	61	62	59	54	60	61	57	51	57	58
Somewhat agree	23	27	21	26	23	27	22	25	24	28	22	27	21	26	19	24	22	30	20	30	24	27	22	26	26	25	25	24	26	28	25	26	26	30	26	28
Somewhat disagree	4	8	3	7	5	7	4	8	5	6	4	5	4	8	3	7	4	7	3	5	4	7	3	6	5	8	3	7	4	7	3	6	6	8	4	7
Strongly disagree	4	11	3	9	6	12	3	7	5	10	4	8	5	11	3	8	5	9	3	6	4	10	3	8	4	9	3	7	4	9	4	6	5	9	5	6
dk/na	10	3	13	3	9	3	12	2	11	2	13	1	9	2	11	2	6	1	7	*	9	1	11	2	6	1	8	*	7	2	8	*	6	1	8	*
The messages make smoking seem less attractive																																				
Strongly agree	–	–	–	–	–	–	–	–	42	40	43	48	46	39	48	46	47	40	49	47	48	40	46	47	50	44	51	50	44	39	47	46	49	38	51	46
Somewhat agree	–	–	–	–	–	–	–	–	25	21	26	21	21	23	21	21	25	23	24	22	22	21	23	21	24	21	25	20	27	25	28	25	24	24	25	25
Somewhat disagree	–	–	–	–	–	–	–	–	9	15	10	13	12	14	11	12	11	12	10	10	13	14	12	12	10	14	10	13	11	16	9	14	11	15	9	13
Strongly disagree	–	–	–	–	–	–	–	–	14	22	10	17	13	23	9	20	11	24	8	20	10	23	9	19	11	20	7	15	11	20	8	16	12	21	9	16
dk/na	–	–	–	–	–	–	–	–	9	2	11	2	8	2	11	2	6	1	8	12	7	1	9	2	5	1	7	1	7	1	8	*	5	1	7	1

* Less than one percent

Q.22
Thinking generally about the health warning messages that are now on cigarette packages in Canada, do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements ...?
Note: Slightly different question wording as of November-December 2002

D. Avoidance of Messages

When asked about specific behaviours in the last month intended to avoid looking at or thinking about the health warning labels, 13 percent of adult smokers say that they have done so by keeping the pack out of sight, 11 percent say they have done this by transferring cigarettes to another container, 11 percent say they have done this by avoiding buying packs with particular health warning messages, and eight percent say they have done this by placing a case or cover over their package.

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

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

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

Smokers

	JULY-AUG 2003						DEC 2003						NOV-DEC 2004						JULY-AUG 2005					
	YES		NO		DK/NA		YES		NO		DK/NA		YES		NO		DK/NA		YES		NO		DK/NA	
	S	PQ	S	PQ	S	PQ	S	PQ	S	PQ	S	PQ	S	PQ	S	PQ	S	PQ	S	PQ	S	PQ	S	PQ
By keeping the pack out of sight	13	16	86	84	*	*	13	15	86	85	*	*	14	16	86	84	1	*	13	16	87	83	*	*
By transferring cigarettes to another container	11	11	89	89	*	*	11	11	89	89	*	*	11	11	88	89	1	*	11	12	89	88	*	*
By avoiding buying packs with particular health warning messages on them	13	13	87	87	*	*	10	12	89	88	*	1	11	11	88	88	1	1	11	13	89	87	*	–
By placing a cover or case over your package	9	8	91	92	*	*	8	8	92	91	*	*	8	8	91	91	1	1	8	9	92	90	*	*

* Less than one percent

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

A. Recall and Reads per Day of Slide

When asked, top-of-mind, if they can recall or describe anything they saw or read on the back of the slide portion of a cigarette package (without looking at a cigarette package), a total of eight in ten Canadian adults offer no opinion (37%) or say they have not seen the slide portion (43%). Five percent mention health warnings in general, and four percent each mention a calendar and tips to quit smoking. Thirteen percent mention other items.

Adult smokers are more likely than Canadian adults in general to provide an answer to this question, although a total of almost six in ten offer no opinion (34%) or say they have not seen the slide portion (23%). Twelve percent say that there are tips to stop smoking on the back of the slide, 10 percent mention a 1 800 number/quit smoking line, nine percent mention health warnings in general, nine percent mention a calendar, and five percent mention tar, nicotine and carbon dioxide levels or cigarette ingredients. Eighteen percent mention other items.

Among both the general population and adult smokers, the results of the current survey are, for the most part, similar to those found in November-December 2004; however, there has been a slight increase in the proportion of the general population who say they have not seen the slide portion of a cigarette pack, and a slight decrease in the proportion who offer no response. Comparison with the findings from the November-December 2002 survey, when this question was first asked, indicate an increase among the general population in the number who have not seen the slide portion of a cigarette package and a slight decrease in the number who offer no response; the current findings also show a slight decrease in the number of smokers who have not seen the slide portion and an increase in the number who offer no response.

Awareness of Message on Back of Slide

	NOV-DEC 2002				JULY-AUG 2003				DEC 2003				NOV-DEC 2004				JULY-AUG 2005			
	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ
Health warnings in general	5	7	5	8	7	11	6	12	6	10	5	10	5	8	4	8	5	9	3	10
A calendar	5	5	5	4	4	5	4	5	4	5	4	5	4	5	4	5	4	9	4	9
Tips to stop smoking	5	15	2	17	4	12	1	13	4	11	2	12	3	12	1	12	4	12	1	15
1 800 number/quit smoking line	3	8	1	9	2	11	1	13	3	9	2	10	3	9	2	10	3	10	1	11
Tar/nicotine/carbon monoxide levels/cigarette ingredients	2	4	1	4	2	3	2	3	1	3	1	3	2	2	1	3	1	5	1	6
Lung cancer/disease	2	2	2	3	2	2	2	2	2	2	2	3	1	2	1	2	1	2	1	2
Deaths/statistics/small town	2	3	2	4	1	3	1	2	3	4	2	3	1	2	–	3	1	2	1	2
Cancer/diseases in general	1	1	2	1	2	1	2	1	1	2	1	1	1	1	1	1	1	1	1	1
Text with yellow highlighting	1	3	*	4	1	2	1	2	1	3	*	3	*	3	*	3	1	3	1	4
Calendar is gone	2	3	1	3	2	3	2	3	1	4	1	4	3	3	3	4	1	2	*	2
Website address	*	1	–	2	*	1	*	2	1	2	1	2	1	2	*	2	1	1	–	2
Impotence	*	*	–	*	–	–	–	–	–	*	–	*	*	*	–	–	*	*	–	*
Addiction warnings	*	*	–	*	–	*	–	–	*	*	–	*	–	*	–	–	*	*	–	*
Information in general	1	2	1	2	1	3	*	4	1	1	1	1	2	2	1	3	*	3	*	2
Pictures	*	1	1	1	1	1	1	1	*	*	*	*	*	*	*	*	*	1	*	*
Mouth diseases (gums/teeth/etc.)	*	*	1	1	1	*	1	*	*	*	*	*	–	*	–	–	*	*	*	*
Heart disease/problems	–	1	–	1	–	*	–	–	*	*	–	1	*	*	*	*	–	*	–	*
Stroke	–	–	–	–	*	*	–	*	*	*	–	*	*	*	*	–	–	*	–	*
Brain cancer/diseases	–	*	–	*	–	–	–	–	*	*	–	*	–	–	–	–	–	–	–	–
Questions and answers	–	*	–	*	–	*	–	*	*	*	*	*	–	*	–	*	–	*	–	*
Strategies/the "four D's"	–	*	–	*	–	*	–	*	*	–	*	–	–	*	–	–	–	–	–	–
Other	2	2	2	2	2	3	2	3	2	2	2	3	2	3	2	3	3	3	3	4
Not seen sliding part of cigarette pack	34	27	36	23	37	21	43	19	36	19	41	18	39	23	42	21	43	23	50	20
None/nothing	*	1	*	2	6	4	6	4	1	1	*	1	–	–	–	–	–	–	–	–
dk/na	42	29	44	29	33	29	34	29	41	37	42	36	42	36	43	37	37	34	37	34

* Less than one percent

Q.25
Without looking at a cigarette package, can you recall or describe anything you saw or read on the back of the sliding part of a cigarette package? Anything else?

Younger adult smokers are more likely than others to recall tips to stop smoking and a 1 800 number/quit smoking line. Male smokers are somewhat more likely to recall a 1 800 number/quit smoking line and a calendar. Potential quitters are more likely to recall stop smoking tips, a 1 800 number and health warnings in general.

Four percent of adult 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. Three in ten (a total of 29%) look at or read the information on the slide less frequently, including 19 percent who say they do this less than once a week. Six in ten (61%) say they never look at or read the information on the slide.

Looking at or Read Information on Back of Cigarette Pack Slide
Smokers

	JULY-AUG 2003		DEC 2003		NOV-DEC 2004		JULY-AUG 2005	
	S	PQ	S	PQ	S	PQ	S	PQ
Several times a day	3	4	3	3	2	2	4	6
About once a day	3	4	4	5	3	4	4	4
Once every two or three days	3	4	3	3	3	3	3	4
About once a week	9	10	9	9	9	9	7	8
Less than once a week	23	25	20	22	22	23	19	20
Never	58	53	61	58	60	58	61	57
dk/na	*	*	1	*	2	1	1	1

* Less than one percent

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

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

Male smokers, adult smokers aged 18 to 24, occasional smokers and potential quitters are somewhat more likely to look at or read the information on the slide at least occasionally.

B. Assessment of Information on Slide

Three in ten adult smokers (32%) strongly agree that the information they have seen on the back of the slide is accurate, and two in ten (21%) strongly agree that the information is useful to them. Combining the strongly and somewhat agree numbers, 58 percent of smokers agree the information is accurate, and 46 percent say it is useful to them.

The results of the current survey suggest that there have been increases since November-December 2004 in the numbers of adult smokers who strongly agree on both dimensions; however, the current results show declines on both dimensions from those found in November-December 2002, when this question was first asked.

Men, younger adult smokers and potential quitters are more likely to strongly agree with both of these dimensions.

Messages on Back of Slide
Smokers

	NOV-DEC 2002		JULY-AUG 2003		DEC 2003		NOV-DEC 2004		JULY-AUG 2005	
	S	PQ	S	PQ	S	PQ	S	PQ	S	PQ
The information is accurate										
Strongly agree	36	42	30	34	35	37	28	33	32	37
Somewhat agree	22	20	22	22	24	23	22	21	26	28
Somewhat disagree	4	4	6	6	4	4	5	4	5	4
Strongly disagree	6	4	8	5	7	5	7	6	8	6
dk/na	32	30	35	34	31	30	38	36	29	25
The information is useful to you										
Strongly agree	24	31	21	25	23	25	18	22	21	24
Somewhat agree	23	22	22	25	23	24	21	22	25	27
Somewhat disagree	9	9	11	10	12	11	11	10	11	11
Strongly disagree	18	15	20	16	22	19	21	19	23	19
dk/na	25	24	26	25	21	21	28	27	31	19

Q.27
Thinking about the information you have seen or read on the back of the sliding part of a cigarette package, do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements ...?
Subsample: Smokers

c. The Insert

Two percent of adult smokers report that they look at or read the information on the insert several times a day, and three percent do this about once a day. Two in ten (a total of 22%) look at or read the information on the insert less frequently, including 15 percent who say they do this less than once a week. Seven in ten (71%) say they never look at or read the information on the slide.

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

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

Fifty-five percent of adult smokers throw out the insert when they open the pack, and a further 16 percent throw out the insert when they are finished with the pack. Only two percent keep the insert, and five percent say they do something else with it. Twenty-one percent say they do not have inserts in their packs of cigarettes.

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

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

Look at or Read Information on Cigarette Pack Insert
Smokers

	JULY-AUG 2003		DEC 2003		NOV-DEC 2004		JULY-AUG 2005	
	S	PQ	S	PQ	S	PQ	S	PQ
Several times a day	2	2	1	1	1	1	2	3
About once a day	2	3	3	3	2	2	3	3
Once every two or three days	3	3	2	2	2	2	2	2
About once a week	6	7	6	6	7	8	5	6
Less than once a week	14	16	14	16	14	15	15	18
Never	72	68	72	70	73	70	71	67
dk/na	2	2	2	2	1	2	1	1

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

What Done with Cigarette Pack Insert
Smokers

	JULY-AUG 2003		DEC 2003		NOV-DEC 2004		JULY-AUG 2005	
	S	PQ	S	PQ	S	PQ	S	PQ
Throw out when open pack	43	44	49	49	52	49	55	53
Throw out with pack when done	14	14	15	15	15	16	16	18
Keep	1	2	2	2	1	1	2	2
Something else	5	5	5	4	5	6	5	5
Don't have packs with inserts	35	33	28	28	26	27	21	20
dk/na	2	2	2	2	2	1	1	2

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

6.0 Toxic Substances

A. Awareness of Toxic Substances

When Canadian adults are asked top-of-mind what, if any, chemicals or toxic substances they can name that are in cigarettes or cigarette smoke, 63 percent mention nicotine and 47 percent mention tar. Smaller proportions mention carbon monoxide (11%), arsenic (6%), formaldehyde (6%), hydrogen cyanide (6%), poison/rat poison/strychnine/cyanide (5%), carbon dioxide (5%) and benzene (5%). Thirteen percent mention other toxic substances. Five percent say there are no chemicals or toxic substances in cigarettes or cigarette smoke, and 15 percent offer no opinion.

Adult smokers are more likely than Canadian adults in general to mention tar, carbon monoxide, formaldehyde, benzene and hydrogen cyanide. Overall, 62 percent of adult smokers mention nicotine, 56 percent mention tar and 28 percent mention carbon monoxide. Smaller proportions mention hydrogen cyanide (11%), formaldehyde (9%), benzene (8%), carbon dioxide (8%), arsenic (6%) and poison/rat poison/strychnine/cyanide (4%). Ten percent mention other toxic substances. Three percent say there are no toxic substances, and 10 percent offer no opinion.

Among the general population, the results of the current survey are similar to those found in November-December 2004; however, the current survey finds that the numbers of Canadian adults who mention nicotine and tar have declined from the baseline survey. As well, there have been increases – though not always significant – since the baseline survey in the numbers of Canadian adults who mention specific chemicals such as formaldehyde, benzene and hydrogen cyanide.

Among adult smokers, the current survey finds that there have been no significant changes since November-December 2004. The current survey finds that the numbers of adult smokers who mention nicotine and tar have declined from the baseline survey; however, there have been increases since the baseline survey in the numbers of adult smokers who mention carbon monoxide, formaldehyde, benzene and hydrogen cyanide.

Female smokers are slightly more likely than male smokers to mention nicotine. Younger adult smokers are more likely to mention tar, carbon monoxide and formaldehyde.

Awareness of Toxic Substances in Cigarettes

	NOV-DEC 2000				MAR-APR 2001				JULY 2001				NOV-DEC 2001				JULY 2002				NOV-DEC 2002				JULY-AUG 2003				DEC 2003				NOV-DEC 2004				JULY-AUG 2005			
	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ
Nicotine	73	76	71	79	70	70	67	71	65	66	65	66	62	63	62	63	66	66	65	67	62	66	61	68	64	68	63	70	64	64	65	64	63	64	62	64	63	62	62	63
Tar	53	70	45	72	53	59	47	59	49	61	45	60	55	59	53	59	53	59	52	58	52	56	51	57	52	60	49	60	51	61	46	62	48	57	44	57	47	56	44	54
Carbon monoxide	14	24	8	25	14	23	9	24	12	26	7	26	15	27	10	27	16	28	9	31	12	27	10	29	13	27	10	28	12	22	7	21	11	25	7	25	11	28	6	28
Arsenic	4	5	4	5	5	4	6	5	6	6	7	6	13	8	13	9	11	7	12	9	8	6	9	6	7	6	7	8	7	5	6	7	6	4	6	5	6	6	7	7
Formaldehyde	2	1	2	1	1	2	1	2	4	4	3	5	5	9	4	11	5	9	3	10	5	9	4	10	6	10	4	11	7	10	4	10	5	10	4	11	6	9	5	11
Hydrogen cyanide	1	1	2	1	3	5	2	5	4	6	3	7	7	12	5	13	6	10	3	12	9	12	6	15	5	14	5	16	4	9	2	11	5	13	3	15	6	11	3	14
Benzene	2	2	2	2	3	2	3	2	3	3	3	3	8	9	8	11	5	8	4	9	5	7	4	6	3	7	3	8	5	6	4	5	4	8	3	8	5	8	3	10
Poison/rat poison/strychnine/cyanide	1	1	1	1	3	3	3	4	3	4	2	5	5	5	4	6	5	7	5	7	3	5	3	5	3	3	3	3	4	6	3	7	2	4	2	5	5	4	4	5
Carbon dioxide	4	6	3	7	5	6	4	6	4	7	2	8	4	7	3	7	5	7	4	8	4	7	3	8	4	8	3	8	3	6	3	7	3	5	3	6	5	8	4	9
Tobacco	1	1	1	1	1	1	1	*	3	1	4	1	2	1	3	1	1	1	2	1	1	1	1	1	2	1	2	1	3	1	3	1	3	1	3	2	3	1	3	2
Carcinogens	1	1	1	1	1	1	1	1	1	1	2	2	2	1	2	1	1	1	1	1	2	1	2	1	2	*	2	*	1	*	1	*	3	1	3	1	1	*	2	*
Ammonia	1	1	1	1	2	2	1	3	2	1	2	2	3	5	2	6	3	3	2	4	2	2	2	3	3	2	2	3	1	1	1	1	1	1	2	1	1	1	1	1
Chemicals/gases/toxins – in general	3	3	2	3	2	3	2	4	4	3	5	3	4	2	4	3	3	1	2	2	1	2	2	1	1	1	1	1	*	*	*	*	1	*	1	*	1	*	1	*
Sulphur/sulphate	*	*	*	*	*	1	*	*	*	1	*	1	1	1	1	1	*	*	1	1	1	*	1	1	1	*	1	1	–	*	–	*	1	*	1	1	1	1	1	1
Lead	1	*	1	*	*	1	–	1	1	*	1	*	1	*	2	*	1	*	1	1	2	1	2	2	1	*	1	*	*	*	1	*	*	*	*	1	1	*	1	*
Acid	*	*	*	*	*	*	*	1	*	*	*	–	*	1	*	*	*	*	*	*	1	1	1	1	*	*	*	*	–	–	–	–	1	1	*	1	*	*	*	*
Benzo[a]pyrene	*	*	1	*	*	*	*	*	*	*	*	–	1	1	1	1	1	1	*	2	1	1	*	2	1	1	*	1	1	1	1	1	*	1	*	1	*	1	–	1
Carbon	*	1	–	1	1	2	1	1	1	1	1	1	1	1	1	1	1	1	1	2	1	2	1	1	*	*	*	*	1	1	1	1	*	*	*	*	*	1	*	1
Nitrogen oxides (nitrogen dioxide, nitric oxide)	*	1	1	1	*	*	*	*	*	*	*	*	2	2	2	2	*	*	1	*	1	1	1	1	1	1	*	1	*	*	*	*	*	*	1	*	*	1	*	*
4-Aminobiphenyl	1	*	1	*	–	*	–	*	–	*	–	–	*	*	*	*	1	*	1	*	*	1	*	1	*	1	–	1	*	*	*	*	*	*	*	–	*	–	*	–
Fibreglass	*	1	–	1	*	1	*	1	1	*	1	1	*	*	*	1	*	*	*	*	*	*	*	*	*	1	*	1	*	*	*	–	*	*	–	–	*	*	*	*
Pesticides	–	–	–	1	–	–	–	1	–	–	–	1	*	*	*	*	1	1	1	1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	–	*	*	*	–
Dioxins	*	*	*	–	*	*	*	*	*	*	*	*	1	*	1	*	*	*	–	*	1	*	1	*	*	*	*	*	*	*	*	1	*	*	*	*	*	*	*	*
Household cleaners	*	*	–	*	*	*	*	–	*	1	–	*	*	1	*	*	*	–	*	–	*	*	*	*	–	*	–	*	–	1	–	*	*	–	*	–	*	*	*	*
Nitrosamines	1	*	1	*	*	*	–	*	–	*	–	*	1	*	*	*	–	*	–	*	*	*	*	*	1	*	1	*	*	*	*	*	–	*	–	*	*	*	*	–

* Less than one percent

Continued ...

Q.30

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

Awareness of Toxic Substances in Cigarettes

Continued

	NOV-DEC 2000				MAR-APR 2001				JULY 2001				NOV-DEC 2001				JULY 2002				NOV-DEC 2002				JULY-AUG 2003				DEC 2003				NOV-DEC 2004				JULY-AUG 2005			
	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ
Battery acid/toxic/juice	–	–	–	–	–	–	–	–	*	*	*	*	*	*	*	*	–	*	–	*	–	–	–	–	*	*	*	–	*	*	*	*	–	–	–	–	*	*	*	–
Paint thinner/remover	*	*	*	*	*	*	*	*	–	*	–	*	*	*	*	*	1	*	1	*	1	*	2	1	*	–	1	–	*	*	*	*	–	*	–	*	*	*	*	*
Saltpetre	*	*	*	*	*	*	*	*	1	*	*	1	*	*	*	*	*	*	1	*	–	–	–	–	1	*	*	*	–	*	–	*	–	*	–	–	*	*	*	*
Oil	–	–	–	–	–	–	–	–	–	–	–	–	*	*	–	*	1	*	*	1	–	–	–		–	–	–	–	–	–	–	–	–	–	–	–	*	–	*	–
Cadmium	*	*	*	*	*	*	*	*	–	*	–	*	1	*	1	*	1	*	1	*	1	*	1	1	*	*	–	–	*	–	*	–	*	–	*	*	–	–	–	–
Nail polish remover	*	–	*	–	–	*	–	*	*	*	1	–	–	*	–	*	1	*	1	*	1	*	1	*	–	*	–	–	*	*	–	*	*	*	*	*	–	*	–	*
Phenols	*	*	*	–	*	*	*	*	–	*	–	*	*	*	–	*	1	*	*	*	*	–	*	–	*	*	*	–	–	*	–	–	*	–	*	–	–	–	–	–
Type of fuel/gasoline/kerosene/ jet fuel/rocket fuel	1	1	*	1	1	1	1	1	*	1	*	1	1	1	1	1	1	1	1	1	1	*	1	*	–	*	–	–	–	*	–	*	–	*	–	*	–	1
Ash	–	–	–	–	*	*	*	*	*	–	*	–	1	–	1	–	–	*	–	–	*	*	*	*	–	*	–	*	–	–	–	–	–	–	–	–	–	–	–	–
Other	1	1	1	2	1	1	1	1	2	2	2	2	1	1	1	*	2	2	2	2	2	2	1	2	2	4	2	5	4	4	5	4	5	5	6	7	5	4	6	5
None/nothing	5	3	6	2	5	6	5	6	4	2	4	3	3	3	3	3	2	2	2	2	2	4	2	3	5	2	5	2	2	2	2	1	3	1	3	1	5	3	5	3
dk/na	8	6	10	5	11	8	13	9	13	10	15	9	11	9	11	9	11	10	13	8	15	10	16	8	14	8	15	9	14	9	16	8	16	13	16	13	15	10	16	10

* Less than one percent

Q.30

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

When asked what chemicals or substances in cigarettes, in tobacco or in smoking, if any, cause or can cause disease or harm to health, the largest proportions of Canadians in general mention nicotine (44%) and tar (35%), followed by carbon monoxide (9%). Twelve percent say that all the chemicals cause harm, 22 percent mention other specific substances, and 28 percent offer no opinion.

Among adult smokers, the largest proportions mention nicotine (36%), tar (36%) and carbon monoxide (18%). Smaller proportions mention hydrogen cyanide (6%) and formaldehyde (5%). Twenty-five percent say that all the chemicals cause harm, 15 percent mention other specific substances, and 22 percent offer no opinion.

The results of the current survey among both Canadian adults and adult smokers are similar to those found in the November-December 2004 survey. The current findings are also similar for the most part to those found in July 2002, when this question was first asked. However, there has been a slight decline in the proportion of adult smokers who mention nicotine.

Female smokers are more likely than others to say that all the chemicals cause harm, and to mention tar and nicotine. Older adult smokers are more likely than others to mention nicotine. Younger adult smokers are more likely to mention carbon monoxide. Potential quitters are more likely to say that all the chemicals cause harm.

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

	JULY 2002				NOV-DEC 2002				JULY-AUG 2003				DEC 2003				NOV-DEC 2004				JULY-AUG 2005			
	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ
Nicotine	43	40	45	41	42	43	41	43	44	40	45	41	43	40	46	40	43	38	43	41	44	36	45	36
Tar	36	39	33	40	35	40	32	42	33	37	35	38	35	38	32	38	35	37	33	38	35	36	32	37
Carbon monoxide	9	18	5	18	8	18	5	19	9	15	6	16	7	14	4	14	9	16	7	17	9	18	5	18
Formaldehyde	3	5	2	5	3	5	2	6	3	4	2	5	4	6	2	5	3	6	2	7	4	5	3	6
Arsenic	6	4	6	4	6	3	6	3	5	3	5	4	5	3	5	4	3	2	3	3	3	2	4	2
Benzene	4	5	3	6	3	4	2	4	2	4	2	4	3	4	2	3	2	4	2	4	3	4	2	5
The smoke itself	2	1	3	1	1	2	2	1	2	1	2	1	2	2	2	2	1	1	1	*	3	*	4	*
Hydrogen cyanide	3	7	2	7	5	8	3	9	3	6	3	7	2	7	2	7	3	8	2	9	2	6	1	7
Carbon dioxide	2	2	2	3	2	3	2	3	3	2	3	3	2	3	2	2	1	3	1	3	2	4	2	4
Poison/rat poison/ strychnine/cyanide	2	3	2	4	1	2	1	2	1	2	1	2	2	3	2	3	1	1	1	2	2	2	2	1
Ammonia	1	1	1	2	1	1	1	2	2	1	1	2	1	1	1	1	1	1	1	1	1	1	1	1
Tobacco	1	1	1	1	1	*	1	*	1	1	1	1	1	1	1	1	1	*	2	*	1	*	2	*
Carcinogens	–	*	–	*	2	*	3	*	1	*	*	*	1	*	1	*	1	*	2	*	*	*	*	*
Carbon	*	1	*	*	*	1	*	*	*	*	*	*	*	*	*	*	1	*	1	*	*	*	*	*
Nitrogen oxides (nitrogen dioxide/nitric oxide)	–	–	–	–	*	*	*	*	*	*	–	1	–	*	–	*	1	1	*	1	*	*	*	*
Acid	*	–	*	–	–	*	–	*	–	*	–	*	–	–	–	–	1	*	*	*	*	*	1	*
4-Aminobiphenyl	*	*	*	*	–	1	–	1	*	*	*	*	*	1	*	1	*	*	*	–	*	*	*	*
Nitrosamines	*	–	*	–	*	*	–	1	*	*	*	*	*	–	*	–	*	*	*	–	*	*	*	–
Chemicals/gases/toxins – in general	1	1	1	*	*	1	1	1	1	*	1	*	*	1	*	*	*	*	1	*	*	*	*	*
Benzo[a]pyrene	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	*	1	*	*	*	*
Lead	*	–	1	–	1	*	1	*	*	*	*	*	*	–	*	–	*	*	*	*	*	*	*	*
Pesticides	1	*	1	1	*	*	*	–	*	*	*	*	*	*	*	*	*	*	1	*	*	*	1	*
Dioxins	*	–	*	–	*	*	*	*	*	*	*	1	*	*	*	*	*	*	1	*	*	*	*	*
Paint thinner/remover	–	–	–	–	*	*	*	*	*	–	*	–	*	–	*	–	*	*	*	*	–	*	–	*
Battery acid/toxic juice	–	–	–	–	–	–	–	–	–	–	–	–	*	*	*	*	*	*	1	*	–	–	–	–

* Less than one percent

Continued ...

Q.34

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

Seven in ten adult Canadians (72%) think that chemicals are added to tobacco when cigarettes are being manufactured. One in ten (8%) say that chemicals are not added and two in ten (20%) offer no response.

A similar proportion of adult smokers (71%) say that chemicals are added to tobacco. Thirteen percent say that chemicals are not added, and 17 percent offer no response.

The results of the current survey are similar to those found in November-December 2004 and in July 2002, when this question was first asked.

Potential quitters 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

	JULY 2002				NOV-DEC 2002				JULY-AUG 2003				DEC 2003				NOV-DEC 2004				JULY-AUG 2005			
	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ
Cadmium	*	–	*	–	*	*	*	*	–	–	–	–	*	–	*	–	*	*	–	*	–	*	–	–
Type of fuel/gasoline/kerosene/ jet fuel/rocket fuel	*	–	*	–	*	*	1	*	–	–	–	–	*	–	*	–	*	*	*	*	–	–	–	–
Saltpetre	*	–	*	–	–	*	–	*	–	*	–	–	–	–	–	–	*	–	*	–	–	–	–	–
Nail polish remover	*	*	*	*	*	*	*	*	–	–	–	–	–	–	–	–	*	–	*	–	–	–	–	–
Phenols	*	–	1	–	*	–	*	–	*	*	*	*	–	*	–	*	*	*	*	*	–	–	–	–
Oil	–	–	–	–	–	–	–	–	–	–	–	–	*	*	*	*	–	–	–	–	–	–	–	–
Fibreglass	–	*	–	*	*	*	*	*	–	*	–	*	–	*	–	*	–	–	–	–	–	–	–	–
Sulphur/sulphate	*	–	*	–	*	–	*	–	–	*	–	–	–	*	–	*	–	–	–	–	–	*	–	*
Ash	–	–	–	–	–	–	–	–	–	*	–	*	–	–	–	–	–	–	–	–	–	–	–	–
Household cleaners	*	*	*	–	*	*	–	*	–	–	–	–	–	*	–	*	–	–	–	–	–	*	–	*
All the chemicals cause harm	16	24	14	25	14	21	13	23	15	23	12	26	15	20	11	21	15	22	12	26	12	25	9	29
Other	1	1	2	1	*	1	*	*	2	1	2	1	3	2	4	2	3	3	3	2	1	2	2	2
None	–	–	–	–	1	3	2	2	4	4	4	3	1	2	1	2	1	2	2	1	3	4	3	3
dk/na	27	20	30	18	29	20	31	18	26	20	28	19	29	24	30	23	28	26	29	23	28	22	30	19

* Less than one percent

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

Chemicals Added to Cigarettes During Manufacture

	JULY 2002				NOV-DEC 2002				JULY-AUG 2003				DEC 2003				NOV-DEC 2004				JULY-AUG 2005			
	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ
Yes	69	68	68	71	67	72	65	73	67	70	65	72	67	70	66	73	69	71	67	73	72	71	71	763
No	11	14	10	14	10	11	9	11	11	12	10	10	12	13	11	11	9	12	9	11	8	13	7	12
dk/na	20	18	22	16	23	16	26	16	22	18	25	18	21	16	23	16	22	18	24	16	20	17	22	14

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

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

Two percent of adult smokers report that they look at or read the information about chemicals and toxic substances on the side of cigarette packages several times a day, and two percent do this about once a day. Four in ten (a total of 41%) look at or read the information on the side of cigarette packages less frequently, including 31 percent who say they do this less than once a week. More than one-half (54%) say they never look at or read the information on the side of cigarette packages.

Among adult smokers, there has been a decline since November-December 2004 in the proportion who say they look at the information less than once a week, and a slight increase in the proportion who never look at the information.

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

When asked if they can name any chemicals or toxic substances that are currently listed on a cigarette package (without looking at a cigarette package), the largest proportions of Canadians mention nicotine (35%) and tar (29%). Eight percent mention carbon monoxide and 17 percent mention some other toxic substance. Fourteen percent say there are no chemicals or toxic substances currently listed on cigarette packages, and 39 percent offer no opinion.

Adult smokers are more likely than Canadian adults in general to mention nicotine (48%), tar (47%) and carbon monoxide (22%). They are also more likely to mention other toxic substances such as formaldehyde (9%), hydrogen cyanide (8%) and benzene (5%). Twelve percent mention other toxic substances. Eight percent say there are no substances listed on cigarette packages. Smokers are more likely than adults in general to offer an opinion (25% offer no response).

Among adult Canadians, there has been an increase since the November-December 2004 survey in the number who say there are no chemicals listed and a decrease in the number who offer no opinion. Since the 2000 baseline survey, there have been decreases in the proportions who say there are no chemicals or toxic substances listed on cigarette packages (down 11 points), and in the proportions who mention nicotine (down seven points) and tar (down four points). In the same period, there has been an increase in the number who do not offer an opinion (up 15 points).

Among adult smokers, there has been a slight increase since the November-December 2004 survey in the proportion who say that no substances are listed and a decrease in the proportion who offer no opinion. Since the 2000 baseline survey, there have been decreases in the proportion who say there are no chemicals or toxic substances listed on cigarette packages (down 8 points), and in the proportions who mention nicotine (down eight points) and tar (down seven points). In the same period, there have been increases in the numbers who mention formaldehyde (up nine points), hydrogen cyanide (up eight points) and benzene (up five points). There has also been an increase in the number who do not offer an opinion (up 10 points).

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

	JULY-AUG 2003		DEC 2003		NOV-DEC 2004		JULY-AUG 2005	
	S	PQ	S	PQ	S	PQ	S	PQ
Several times a day	2	2	1	1	1	1	2	2
About once a day	2	3	2	2	2	2	2	2
Once every two or three days	2	2	2	2	2	2	3	3
About once a week	9	11	8	10	7	9	7	8
Less than once a week	39	43	35	38	36	38	31	34
Never	45	39	51	47	51	47	54	51
dk/na	*	*	*	*	*	–	*	*

* Less than one percent

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

Toxic Substances Listed on Cigarette Packages

	NOV-DEC 2000				MAR-APR 2001				JULY 2001				NOV-DEC 2001				JULY 2002				NOV-DEC 2002				JULY-AUG 2003				DEC 2003				NOV-DEC 2004				JULY-AUG 2005			
	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ
Nicotine	42	56	36	58	40	53	32	56	35	53	28	56	37	51	30	53	38	51	32	53	34	51	28	53	33	52	29	52	34	47	30	48	33	50	29	55	35	48	30	48
Tar	33	54	24	55	36	52	25	55	34	52	25	53	34	51	28	51	33	51	25	53	29	50	22	50	30	49	26	51	33	48	25	49	29	48	21	52	29	47	24	47
Carbon monoxide	9	22	3	23	8	19	3	21	11	22	5	24	9	22	5	24	10	22	4	23	9	22	4	24	7	21	5	23	7	18	2	16	8	19	4	21	8	22	2	22
Hydrogen cyanide	*	–	*	–	1	1	1	2	1	3	*	3	2	6	1	7	3	7	1	7	4	8	2	11	4	8	3	10	3	6	1	7	3	7	1	8	3	8	2	10
Formaldehyde	*	*	*	–	1	1	1	2	1	2	1	3	2	6	1	6	3	6	1	6	2	7	*	8	3	7	1	7	3	6	1	5	2	7	1	8	3	9	1	10
Poison/rat poison/strychnine/arsenic/ cyanide (unspec.)**	*	*	*	1	1	1	1	1	1	2	1	2	1	3	1	3	3	5	2	5	2	2	1	2	2	3	2	3	3	4	3	5	2	2	3	3	3	4	2	4
Carbon dioxide	2	4	*	8	3	5	2	5	1	4	*	4	1	3	1	3	2	4	1	5	1	3	*	3	3	4	2	5	1	3	1	2	1	3	1	3	3	4	1	5
Benzene	*	*	*	–	1	1	1	1	1	2	*	2	3	6	1	7	2	5	1	6	2	6	*	7	2	6	1	6	3	4	1	3	2	5	1	5	2	5	*	6
Tobacco	*	*	1	*	*	*	1	*	1	*	1	1	1	1	1	*	1	*	1	*	1	*	1	*	1	*	1	*	1	1	1	1	1	1	1	1	1	1	1	1
Carcinogens	–	*	–	*	*	–	*	–	–	*	–	*	–	–	–	–	–	*	–	–	*	*	*	*	1	*	*	*	*	*	*	*	1	*	1	–	*	–	*	–
Chemicals/gases/toxins – in general	1	1	1	1	1	2	1	2	1	2	1	2	1	2	1	2	1	*	1	*	*	*	*	*	–	–	–	–	*	*	*	*	–	–	–	–	*	*	*	–
Lead	–	–	–	–	*	–	*	–	–	–	–	–	*	*	*	*	*	–	*	–	–	*	–	*	–	–	–	–	*	–	*	–	–	–	–	–	*	*	*	*
Type of fuel/gasoline/kerosene/ jet fuel/rocket fuel	–	*	–	–	–	–	–	–	*	–	*	–	*	*	*	*	*	*	1	–	–	*	–	*	–	–	–	–	–	*	–	*	–	–	–	–	–	–	–	–
Other	*	*	*	*	*	*	*	*	1	1	*	1	*	1	*	1	1	2	1	2	1	2	1	2	2	3	2	2	2	3	2	3	3	4	2	4	2	3	1	4
None	25	16	27	15	25	20	29	19	13	9	16	9	16	9	18	8	9	8	9	7	9	8	11	7	15	9	15	8	7	7	8	6	8	3	9	2	14	8	16	6
dk/na	24	15	29	16	26	16	31	13	39	24	46	23	37	22	43	22	42	25	51	23	46	24	53	23	38	21	43	19	47	28	54	27	49	31	54	28	39	25	46	25

* Less than one percent

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

Q.31

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

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

About one-third of adult smokers say that the information about chemicals and toxic substances now on the side of cigarette packages has contributed to encouraging them to try to quit smoking (35%). Three in ten each say this information has contributed to increasing their desire to quit smoking (30%) and getting them to smoke less (28%). Two in ten (19%) say the information has contributed to getting them to switch to a different brand or product.

There is little change in these findings from that found in November-December 2004 or in November-December 2002, when this question was first asked; however, there has been a decline since November-December 2002 in the number who say the information has contributed to getting them to smoke less.

Potential quitters are more likely to say that the information about chemicals and toxic substances on the side of the packages has contributed on all four dimensions. Occasional smokers are more likely to say the information has contributed to encouraging them to try to quit, increasing their desire to quit, and getting them to smoke less. Younger adult smokers are slightly more likely to say this information has contributed to encouraging them to try to quit. Female smokers are more likely to say that the information has contributed to getting them to switch to a different brand or product.

Impact of Information about Chemicals and Toxic Substances

Smokers

	NOV-DEC 2002						JULY-AUG 2003						DEC 2003						NOV-DEC 2004						JULY-AUG 2005					
	Yes		No		DK/NA		Yes		No		DK/NA		Yes		No		DK/NA		Yes		No		DK/NA		Yes		No		DK/NA	
	S	PQ	S	PQ	S	PQ	S	PQ	S	PQ	S	PQ	S	PQ	S	PQ	S	PQ	S	PQ	S	PQ	S	PQ	S	PQ	S	PQ	S	PQ
Encouraged you to try to quit smoking	36	46	63	54	*	*	33	44	65	54	2	1	37	48	62	51	1	1	36	46	63	53	1	1	35	46	65	53	1	1
Increased your desire to quit smoking	32	41	67	59	1	*	31	42	67	57	2	1	32	42	67	57	1	1	32	43	67	55	1	1	30	42	70	58	1	*
Got you to smoke less	34	39	65	61	1	*	32	38	67	60	2	2	31	36	68	63	1	1	31	37	68	62	1	1	28	36	71	63	1	1
Got you to switch to a different brand or product	19	21	80	79	*	–	16	18	82	81	1	1	17	19	82	80	1	1	20	22	79	77	1	1	19	22	81	78	1	*

* Less than one percent

Q.33
Thinking about the list and the information about chemicals and toxic substances that is now on the side of cigarette packages in Canada, has this information contributed to any of the following? Has it ....?
Subsample: Smokers

A. Survey of General Population: Methodology

The results of the survey are based on questions asked to 663 adults 18 years of age and older, living within the 10 provinces of Canada. The survey was conducted by telephone from July 13 to 26, 2005.

SAMPLE SELECTION

The sampling method was designed to complete approximately 600 interviews within households randomly selected across Canada. It is drawn in such a way that it represents the Canadian population with the exception of those Canadians living in the Yukon, Northwest Territories or Nunavut.

The actual sample is distributed as follows.

	Weighted N	Unweighted N	Margin of Error
Atlantic Region	54	58	12.9
Quebec	167	166	7.6
Ontario	248	244	6.3
Manitoba/Saskatchewan	47	45	14.6
Alberta	60	67	12.0
British Columbia	87	83	10.8
Total	663	663	3.8

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

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

A total of 7,286 telephone numbers were drawn. From within each household contacted, respondents 18 years of age and older were screened for random selection using the "most recent birthday" method. The use of this technique produces results that are as valid and effective as enumerating all persons within a household and selecting one randomly.

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

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

TELEPHONE INTERVIEWING

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

COMPLETION RESULTS

A total of 663 interviews were completed. The margin of error for a sample of 663 is ± 3.8 percentage points, 19 times in 20. The margins are wider for regional and demographic subsamples.

Dialled Sample	7,286
Household not eligible	44
Non-residential/not in service	1,782
Language barrier	175
Subtotal	2,001
New Base (7,286-2,001)	5,285
No answer/line busy/ respondent not available	2,399
Refusals	2,178
Mid-interview refusals	45
Subtotal	4,622
Net Completions (5,285-4,622)	663

B. Survey of Adult Smokers: Methodology

The results of the survey are based on questions asked to 1,000 adult smokers 18 years of age and older living within the 10 provinces of Canada. Of this total, 834 interviews were conducted with smokers only, between July 27 and August 11, 2005. A further 166 interviews were conducted with smokers as part of a general population survey, conducted from July 13 to 26, 2005. All interviews were conducted by telephone.

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.

SAMPLE FRAME

The sampling methods were designed to complete approximately 1,000 interviews with smokers in the 10 provinces, proportionate to the incidence of smokers in each province relative to the incidence of smokers in the population of Canada. These interviews were drawn from two different surveys, the general population survey and an oversample survey of smokers. Using smoking incidence data, the relative proportions of smokers in the populations of each province were derived and used as the basis of the sampling frame (Source: CTUMS data 2003).

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

The actual sample, by province, is as follows.

	Weighted N	Unweighted N	Margin of Error
Newfoundland	19	19	22.5
Prince Edward Island	4	5	43.8
Nova Scotia	32	32	17.3
New Brunswick	28	28	18.5
Quebec	285	284	5.8
Ontario	366	366	5.1
Manitoba	35	35	16.6
Saskatchewan	35	35	16.6
Alberta	94	95	10.1
British Columbia	102	101	9.8

SURVEY METHODS

The following sections discuss survey methods for the oversample survey of 834 interviews conducted among smokers. For a discussion of the methods for the general population survey, from which 166 interviews with smokers were drawn, please see Section A, Survey of General Population: Methodology.

SAMPLE SELECTION: OVERSAMPLE

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

A total of 36,337 telephone numbers were drawn. Households contacted were initially screened for the presence of a smoker aged 18 years or older in the household. Where more than one adult smoker was part of a household, respondents were screened for random selection using the "most recent birthday" method. The use of this technique produces results that are as valid and effective as enumerating all qualified persons within a household and selecting one randomly.

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

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

TELEPHONE INTERVIEWING: OVERSAMPLE

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

COMPLETION RESULTS: OVERSAMPLE

A total of 834 interviews were completed. The margin of error for a sample of 834 is ± 3.4 percentage points, 19 times in 20. The margins are wider for regional and demographic subsamples.

Dialled sample	36,337
Household not eligible	9,658
Non-residential/not in service	8,849
Language barrier	812
Subtotal	19,319
New Base (36,337-19,319)	17,018
No answer/line busy/ respondent not available	8,523
Refusals	7,591
Mid-interview refusals	70
Subtotal	16,184
Net Completions (17,018-16,184)	834

ENVIRONICS
RESEARCH GROUP

July 14/05

Survey of Adult Smokers and Non-Smokers – Wave 10
PN5750
Questionnaire - Draft 2

INTRODUCTION

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

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

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

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

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

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

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

1 - Male
2 - Female

D. Language of survey

1 - English
2 - French

INTRODUCTION FOR ADULT SMOKERS SURVEY

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

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

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

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

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

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

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

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

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

MAIN QUESTIONNAIRE

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

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

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

1 - Yes
2 - No
3 - DK/NA

NON- SMOKERS GO TO Q.9

IF SMOKE EVERY DAY, ASK:

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

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

   2 - DK/NA

IF SMOKE OCCASIONALLY, ASK:

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

   ☐☐ cigarettes per day

   2 - DK/NA

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

b) Do you smoke any other brands? **CODE ALL THAT APPLY**

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

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

6. Have you ever tried to quit smoking?

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

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

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

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

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

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

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

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

IF YES IN Q.8(a) ASK :

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

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

_____

_____

14 - DK/NA

HEALTH EFFECTS

ASK ALL

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

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

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

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

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

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

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

a) Lung cancer

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

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

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

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

a) Asthma attacks in children

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

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

HEALTH WARNING MESSAGES

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

1 - Yes
2 - No
3 - DK/NA

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

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

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

1 - Yes
2 - No
3 - DK/NA

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

1 - Yes
2 - No
3 - DK/NA

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

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

IF CODE 1 IN Q.18a), ASK:

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

1 - _____TIMES PER DAY
2 - DK/NA

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

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

_____
_____
_____
10 - DK/NA

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

_____

_____

_____

2 - None
3 - DK/NA

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

_____

_____

_____

2 - None
3 - DK/NA

ASK ALL

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

a) The messages are accurate

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

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

c) The messages make smoking seem less attractive

ASK SMOKERS ONLY

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

    a) Getting you to smoke less

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

    b) Getting you to smoke less around others than you used to
    c) Increasing your desire to quit smoking
    d) Getting you to try to quit smoking
    e) Informing you about the health effects of cigarette smoking

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

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

        1 - Yes
        2 - No
        3 - DK/NA

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

SLIDE

ASK ALL

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

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

ASK SMOKERS

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

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

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

a) The information is accurate

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

b) The information is useful to you

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

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

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

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

VOLUNTEERED

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

TOXIC SUBSTANCES

ASK ALL

30. Without looking at anything, what, if any, chemicals or toxic substances can you name that are in cigarettes or cigarette smoke? Are there any others?
DO NOT READ. CODE ALL THAT APPLY.

01 - 4-Aminobiphenyl
02 - Ammonia
03 - Arsenic
04 - Benzene
05 - Benzo[a]pyrene
06 - Cadmium
07 - Carbon dioxide
08 - Carbon monoxide
09 - Dioxins
10 - Formaldehyde
11 - Hydrogen cyanide
12 - Lead
13 - Nicotine
14 - Nitrogen oxides (nitrogen dioxide, nitric oxide)
15 - Nitrosamines
16 - Pesticides
17 - Phenols
18 - Tar
19 - None
20 - Other (**SPECIFY**)

_____
_____
_____

21 - DK/NA

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

01 - Carbon dioxide
02 - Carbon monoxide
03 - Tar
04 - Nicotine
05 - Formaldehyde
06 - Benzene
07 - Hydrogen Cyanide
08 - None/no chemicals or toxic substances
09 - Other (SPECIFY)

_____
_____
_____

10 - DK/NA

ASK SMOKERS

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

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

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

    a) increased your desire to quit smoking?

        1 - yes
        2 - No
        3 - DK/NA

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

ASK ALL

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

    01 - 4-Aminobiphenyl
    02 - Ammonia
    03 - Arsenic
    04 - Benzene
    05 - Benzo[a]pyrene
    06 - Cadmium
    07 - Carbon dioxide
    08 - Carbon monoxide
    09 - Dioxins
    10 - Formaldehyde
    11 - Hydrogen cyanide
    12 - Lead
    13 - Nicotine
    14 - Nitrogen oxides (nitrogen dioxide, nitric oxide)
    15 - Nitrosamines
    16 - Pesticides
    17 - Phenols
    18 - Tar
    19 - All the chemicals cause harm
    20 - The smoke itself

21 - None/no chemicals
22 - Other (**SPECIFY**)

_____
_____
_____

23 - DK/NA

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

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

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

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

<u>DEMOGRAPHICS</u>

ASK ALL

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

1 - SPECIFY _____
2 - DK/NA

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

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

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

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

40. Are you…
READ

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

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

1 - Yes
2 - No
3 - DK/NA

42. Into which of the following categories would you put the total annual income, before taxes and deductions, for 2004, of all members of your household, including yourself? Is it…
READ

1 - Less than $20,000
2 - $20,000 to $39,999
3 - $40,000 to $59,999
4 - $60,000 to $79,999
5 - $80,000 to $99,999
6 - $100,000 and over
7 - Refuse/DK/NA

43. How often do you use the Internet or e-mail? Would that be …? **READ**

1 – Daily
2 – Every second or third day
3 – Once a week
4 – Once a month
5 – Less than once a month, or
6 - Never
7 – DK/NA

We may want to follow up with another survey in the future. Would you be able to participate?

1 - Yes/maybe
2 - No

IF YES/MAYBE, RECORD NAME AND NUMBER.

In case my supervisor wishes to verify this interview, may I please have your first name or initials?

_____.

And to verify that I have dialed correctly is this : _____.

1 - Yes
2 - No

If incorrect, please input correct phone number: _____.

If we have any further questions, may we call you back?

1 - Yes
2 - No

That completes my interview. Thank you for your assistance.
(Health Canada code _____)

ENVIRONICS
RESEARCH GROUP

Le 20 juillet/05

Survey of Adult Smokers and Non-Smokers – Wave 10
PN5750
Questionnaire français - Draft 2

INTRODUCTION

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

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

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

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

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

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

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

1 - Homme
2 - Femme

D. Langue du sondage

1 - Anglais
2 - Français

INTRODUCTION POUR LE SONDAGE SUR LES ADULTES FUMEURS

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

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

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

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

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

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

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

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

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

QUESTIONNAIRE PRINCIPAL

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

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

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

1 - Oui
2 - Non
3 - NSP/PR

POUR LES NON-FUMEURS, PASSER À Q.9

SI FUME TOUS LES JOURS, DEMANDER :

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

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

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

2 - NSP/PR

SI FUME À L'OCCASION, DEMANDER :

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

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

2 - NSP/PR

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

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

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

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

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

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

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

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

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

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

SI OUI À Q.8(a), DEMANDER Ý:

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

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

SI OUI À Q.8(a) DEMANDER Ý:

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

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

EFFETS SUR LA SANTÉ

DEMANDER À TOUS

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

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

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

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

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

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

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

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

a) Cancer du poumon

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

b) Emphysème
c) Caillots sanguins
d) Maladies cardiaques
e) accidents cérébrovasculairs/ACV
f) Arthrite
g) Impuissance chez les hommes
h) Gangrène

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

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

a) Crises d'asthme chez les enfants

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

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

MESSAGES D'INFORMATION SUR LA SANTÉ

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

    1 - Oui
    2 - Non
    3 - NSP/PR

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

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

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

    1 - Oui
    2 - Non
    3 - NSP/PR

17. **SI LE FUMEUR LE DEMANDE :** Est-ce que vous avez vu l'un ou l'autre de ces messages d'avertissement pour la santé sur un paquet de [marque principale – Q5a]?

    1 - Oui
    2 - Non
    3 - NSP/PR

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

    1 - Plusieurs fois par jour
    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.18a), DEMANDER :

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

1 - _____FOIS PAR JOUR
2 - NSP/PR

19. Si vous ne regardez pas en ce moment un paquet de cigarettes, à quoi est-ce que les messages d'avertissement sur la santé qui figurent maintenant sur les paquets de cigarettes au Canada vous font penser?
NE PAS LIRE. CODER TOUTES LES MENTIONS QUI S'APPLIQUENT. POUR LES MENTIONS D'IMAGES SPÉCIFIQUES, CODER DANS «AUTRE».

01 - Des images (en général)
02 - Plus d'informations que maintenant/plus d'informations sur les effets du tabac
03 - Des informations sur les façons de cesser de fumer
04 - Couvrent une plus grande partie du paquet/couvrent la moitié du paquet
05 - Des informations au dos du tiroir du paquet
06 - Plus de produits chimiques/plus d'ingrédients indiqués
07 - Des messages plus directs, plus forts
08 - Des couleurs/colorés
09- Autre (**PRÉCISER**) _____
10 - NSP/PR

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

_____

_____

_____

2 - Aucune
3 - NSP/PR

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

_____

_____

_____

2 - Aucune
3 - NSP/PR

DEMANDER À TOUS

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

a) Les messages sont exacts

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

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

c) Les messages rendent la cigarette moins attrayante

DEMANDER AUX FUMEURS SEULEMENT

23. Si on pense aux messages d'avertissement pour la santé qui figurent MAINTENANT sur les paquets de cigarettes, est-ce que ces messages ont été très efficaces, assez efficaces, pas très efficaces ou pas du tout efficaces dans chacun des domaines suivants?
LIRE EN ROTATION

a) Vous amener à moins fumer

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

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

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

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

1 - Oui
2 - Non
3 - NSP/PR

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

DIAPOSITIVE

DEMANDER À TOUS

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

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

DEMANDER AUX FUMEURS

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

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

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

a) Les informations sont exactes

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

b) Les informations vous sont utiles

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

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

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

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

NON SUGGÉRÉ

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

SUBSTANCES TOXIQUES

DEMANDER À TOUS

30. Encore une fois, disons que vous n'avez pas un paquet de cigarettes sous les yeux. Quel est ou quels sont les produits chimiques ou les substances toxiques, s'il y a lieu, qui sont présents dans la cigarette ou la fumée de cigarette? Est-ce qu'il y en a d'autres?
NE PAS LIRE. CODER TOUTES LES MENTIONS QUI S'APPLIQUENT

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

31. Et encore une fois, disons que vous n'avez pas un paquet de cigarettes sous les yeux. Est-ce que vous pourriez nommer un produit chimique ou une substance toxique qui figure actuellement sur un paquet de cigarettes au Canada? [**SONDER**: Est-ce que vous pouvez en nommer d'autres?]
NE PAS LIRE. CODER TOUTES LES MENTIONS QUI S'APPLIQUENT

01 - Dioxyde de carbone
02 - Monoxyde de carbone
03 - Goudron
04 - Nicotine
05 - Formaldéhyde
06 - Benzène
07 - Cyanure d'hydrogène/acide cyanhydrique
08 - Aucun/pas de produits chimiques ou de substances toxiques
09 - Autre (**PRÉCISER**) _____
10 - NSP/PR

DEMANDER AUX FUMEURS

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

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

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

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

        1 - Oui
        2 - Non
        3 - NSP/PR

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

DEMANDER À TOUS

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

    01 - 4-Aminobiphényl
    02 - Ammoniac
    03 - Arsenic
    04 - Benzène
    05 - Benzo[a]pyrène
    06 - Cadmium
    07 - Dioxyde de carbone
    08 - Monoxyde de carbone
    09 - Dioxines
    10 - Formaldéhyde
    11 - Cyanure d'hydrogène/acide cyanhydrique
    12 - Plomb
    13 - Nicotine
    14 - Oxydes d'azote (dioxyde d'azote, oxyde nitrique)
    15 - Nitrosamines

16 - Pesticides
17 - Phénols
18 - Goudron
19 - Tous les produits chimiques sont dangereux
20 - La fumée elle-même
21 - Aucun/aucune produit chimique
22 - Autre (**PRÉCISER**)

_____
_____
_____

23 - NSP/PR

35. Pour autant que vous le sachiez, est-ce qu'il y a des produits chimiques qui sont ajoutés au tabac lorsque les cigarettes sont fabriquées?

1 - Oui, des produits chimiques sont ajoutés
2 - Non, des produits chimiques ne sont pas ajoutés
3 - NSP/PR

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

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

DONNÉES DÉMOGRAPHIQUES

DEMANDER À TOUS

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

1 - PRÉCISER _____
2 - NSP/PR

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

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

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

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

40. Est-ce que vous êtes…?
LIRE

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

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

1 - Oui
2 - Non
3 - NSP/PR

42. Laquelle des catégories suivantes correspond le mieux au revenu total de tous les membres de votre foyer et de vous-même, avant impôt, en 2004? Est-ce que c'est…?
LIRE

1 - Moins de 20 000 $
2 - De 20 000 $ à 39 999 $
3 - De 40 000 $ à 59 999 $
4 - De 60 000 $ à 79 999 $
5 - De 80 000$ à 99 999 $
6 - 100 000 $ et plus
7 - Refus/NSP/PR

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

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

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

1 - Oui/peut-être
2 - Non

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

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

_____

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

1 - Oui
2 - Non

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

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

1 - Oui

2 - Non

Merci beaucoup.
(Code de Santé Canada)

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