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ENVIRONICS
RESEARCH GROUP

WAVE 11 SURVEYS

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

SURVEY OF YOUTH

FINAL REPORT

Prepared for: Health Canada
POR# 189-05
HC-POR-05-40
Contract# H4133-050973/001/CY

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April 2006

pn5799

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1.0 INTRODUCTION

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

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

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

One goal of these surveys, conducted in February and early March of 2006, was to conduct the sampling and questionnaire design in such a manner as to allow comparison with 10 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, November and December 2004, and July and August 2005.

The survey of youth aged 12 to 18 years, which included youth smokers and non-smokers, is based on a sample size of 1,000. This survey was conducted between February 8 and March 1, 2006. A survey based on a sample of 1,000 has a margin of error of approximately 3.1 percentage points, 19 times in 20.

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

General population:	1,000
Smokers:	74
Potential smokers:	240

Appended to this report are copies of the English and French questionnaires and a description of the survey methods.

2.0 Smoking Status

A. Smoking Behaviour and Brands

From the survey, four percent of youth smoke cigarettes every day and three percent smoke occasionally. Among youth smokers, 59 percent smoke every day and 41 percent smoke occasionally. Older youth, especially those aged 17 to 18 years, are more likely than younger teens to say they smoke cigarettes every day or occasionally.

Among non-smoking youth, two in ten (22%) say they have at some time tried cigarette smoking, which includes just having a few puffs. Among non-smoking youth who have never tried smoking, not even a few puffs, five percent say they have seriously thought about trying smoking. Among all non-smoking youth, two percent say they might try smoking within the next month.

Of the youth sample, seven percent are smokers and 92 percent are non-smokers. Of all youth, 24 percent can be classified as potential smokers; among non-smoking youth, 26 percent can be classified as potential smokers. Potential smokers include non-smoking youth who say they have tried smoking, have seriously thought about smoking or think they might try smoking within the next month.

Cigarette Consumption Per Day

	DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002			DEC 2002			JULY-AUG 2003			DEC 2003			NOV-DEC 2004			JULY-AUG 2005			FEB 2006		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS
Every day	11	64	–	7	54	–	10	65	–	10	61	–	8	62	–	10	68	–	7	63	–	7	60	*	7	62	–	6	63	–	4	59	–
Occasionally (less than every day)	6	36	–	6	46	–	5	35	–	7	39	–	5	38	–	5	32	–	4	37	–	5	40	–	4	38	–	4	37	–	3	41	–
Not at all	83	–	100	87	–	100	84	–	100	83	–	100	88	–	100	85	–	100	89	–	100	88	–	99	89	–	100	90	–	100	92	–	100

* Less than one percent

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

One in ten Canadian youth (8%) report having smoked at least 100 cigarettes in their life. This number is more than twice as high among older youth, aged 17 to 18 years.

Among youth smokers who smoke every day,[1] a total of 27 percent report smoking more than 15 cigarettes per day; two percent report smoking more than 25 cigarettes per day. About four in ten (37%) say they smoke between 10 and 15 cigarettes per day, and about one-third (36%) report smoking fewer than 10 cigarettes per day.

Among youth smokers who smoke occasionally,[2] 81 percent report smoking fewer than 10 cigarettes per day on the days that they smoke, 11 percent smoke between 10 and 15 cigarettes per day, and eight percent smoke more than 15 cigarettes per day.

Among youth smokers, DuMaurier King Size (12%) is most often mentioned as their regular brand of cigarettes. Smaller proportions mention No. 7 (10%), Export "A" Regular Size (7%) and Peter Jackson (6%). Forty-nine percent mention some other brand, and 13 percent say they do not have a regular brand.

When youth smokers are asked if they smoke any other brands of cigarettes, 43 percent say they do not smoke any other brand.

Cigarette Consumption Per Day
Everyday Smokers

	Dec 2000	Mar-Apr 2001	July 2001	Nov-Dec 2001	July 2002	Dec 2002	July-Aug 2003	Dec 2003	Nov-Dec 2004	July-Aug 2005	Feb 2006
Less than 10 cigarettes per day	31	35	25	40	20	29	37	42	31	35	36
10 to 15 cigarettes per day	41	40	49	39	49	48	43	34	42	43	37
16 to 20 cigarettes per day	12	12	6	7	12	9	13	9	13	12	20
21 to 25 cigarettes per day	14	12	17	13	15	9	7	12	9	10	5
26 or more cigarettes per day	1	1	4	2	4	4	–	2	5	–	2

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

Cigarette Consumption Per Day
Occasional Smokers

	Dec 2000	Mar-Apr 2001	July 2001	Nov-Dec 2001	July 2002	Dec 2002	July-Aug 2003	Dec 2003	Nov-Dec 2004	July-Aug 2005	Feb 2006
Less than 10 cigarettes per day	92	89	89	85	85	82	88	84	90	97	81
10 to 15 cigarettes per day	7	5	9	11	6	13	12	6	6	3	11
16 or more cigarettes per day	1	1	–	1	2	3	–	9	5	–	8
dk/na	–	4	2	2	7	2	–	2	–	–	–

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

1 These numbers should be interpreted with caution, due to the small sample size (N=46).
2 These numbers should be interpreted with caution, due to small sample size (N=35).

B. Quit Attempts and Potential Quitters

About two-thirds of youth smokers (64%) report having tried to quit smoking; about one-third (35%) have not tried to quit.

Among youth smokers who have tried to quit smoking,[3] nine in ten (91%) say they have stopped smoking for a period of 24 hours at least once in the past year, in an attempt to quit. Five percent say they have not attempted to quit smoking in the past year.

Quit Attempts
Smokers

	Dec 2000	Mar-Apr 2001	July 2001	Nov-Dec 2001	July 2002	Dec 2002	July-Aug 2003	Dec 2003	Nov-Dec 2004	July-Aug 2005	Feb 2006
Yes	66	61	69	75	59	65	68	63	69	56	64
No	33	38	31	25	40	35	32	37	31	44	35
dk/na	–	1	–	–	1	–	–	–	–	–	1

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

Number of Times Tried to Quit Smoking
Smokers

	Dec 2000	Mar-Apr 2001	July 2001	Nov-Dec 2001	July 2002	Dec 2002	July-Aug 2003	Dec 2003	Nov-Dec 2004	July-Aug 2005	Feb 2006
Once	21	15	25	21	29	20	23	23	28	19	19
Twice	15	26	19	19	20	34	16	20	16	24	26
Three times	20	10	13	13	6	12	23	20	15	13	11
More than three times	27	37	32	34	37	22	26	33	33	30	35
Not in the past year	15	12	10	13	8	11	11	4	8	14	5
dk/na	1	–	–	1	–	2	1	1	–	–	3

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

3 These numbers should be interpreted with caution, due to small sample size (N=52).

More than five in ten youth smokers (55%) report they are now seriously thinking of quitting smoking; more than four in ten (44%) say they are not.

Among youth smokers who are seriously thinking about quitting smoking,[4] almost four in ten (36%) say they will try to quit within the next 30 days. One-half (53%) say they will try to quit within the next six months. Ten percent say they will not try within the next six months.

The results of the survey suggest a modest increase since July-August 2005 in the number of youth smokers who have tried to quit (up 8 points) but no significant change in the number who say they are seriously thinking of quitting. The current results suggest a modest decrease in the number of potential quitters who think they will try to quit within 30 days, but a modest increase in the number who think they will try to quit within the next six months.[5]

Potential Quitters
Smokers

	Dec 2000	Mar-Apr 2001	July 2001	Nov-Dec 2001	July 2002	Dec 2002	July-Aug 2003	Dec 2003	Nov-Dec 2004	July-Aug 2005	Feb 2006
Yes	57	50	56	63	60	64	62	58	62	55	55
No	42	49	44	36	39	36	36	42	38	45	44
dk/na	–	1	–	*	1	–	2	1	1	–	1

* Less than one percent

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

Potential Quitters
Smokers

	Dec 2000	Mar-Apr 2001	July 2001	Nov-Dec 2001	July 2002	Dec 2002	July-Aug 2003	Dec 2003	Nov-Dec 2004	July-Aug 2005	Feb 2006
Within the next 30 days	56	41	37	63	48	49	45	53	46	47	36
Within the next 6 months	28	50	49	28	43	42	44	39	45	42	53
Not within the next 6 months	12	6	7	7	8	9	8	4	9	8	10
dk/na	5	3	6	2	1	–	2	3	1	3	2

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

4 These numbers should be interpreted with caution, due to small sample size (N=47).
5 These numbers should be interpreted with caution, due to small sample size (N=47).

Among youth smokers who are seriously thinking about quitting smoking,[6] one-quarter (26%) say they will use will power or go cold turkey to try to quit smoking, and an equal number (26%) say they will use the nicotine patch. Smaller numbers say they would chew gum/candy/food (15%), use nicotine gum (13%), drink fluids (6%), get more exercise (6%) or cut back gradually (4%). Nine percent mention some other ways or methods, and 17 percent offer no opinion.

The results of the survey indicate a decline since July-August 2005 in the number of youth smokers who are seriously thinking of quitting who would quit cold turkey (down 25 points) and suggest an increase in the number who would use the nicotine patch (up 13 points).

Ways to Quit
Smokers

	Dec 2000	Mar-Apr 2001	July 2001	Nov-Dec 2001	July 2002	Dec 2002	July-Aug 2003	Dec 2003	Nov-Dec 2004	July-Aug 2005	Feb 2006
Will power/cold turkey/just stop	54	46	54	53	52	42	46	53	47	51	26
Nicotine patch	9	18	7	9	16	19	17	24	13	13	26
Chew gum/candy/food	4	3	14	11	20	8	17	9	20	19	15
Nicotine gum	6	8	6	9	7	23	6	11	12	11	13
More exercise/get physically fit	2	2	7	5	5	1	6	1	3	2	6
Drink fluids	–	–	–	–	–	2	4	–	1	–	6
Cut back gradually	10	16	8	8	13	3	8	5	9	7	4
Self-help program	2	–	–	–	4	2	–	1	1	–	2
Distract yourself	–	9	3	7	1	2	1	2	–	–	2
Zyban	6	2	2	–	5	2	–	2	–	4	1
Mouthwash/spray	–	–	–	–	–	–	–	–	1	–	–
Avoid other smokers/situations involving smoking	5	2	5	8	3	3	9	4	7	8	–
Clinic or group program	–	–	–	–	–	1	–	2	–	–	–
Seek doctor/professional advice	–	–	–	–	–	–	2	1	–	–	–
Hypnosis	1	–	1	–	–	1	2	–	–	–	–
Prescription drugs	–	–	–	–	–	1	2	–	–	–	–
Don't start	–	–	2	–	–	–	–	–	–	–	–
Other	4	2	2	4	–	1	2	3	6	4	4
None/nothing	–	1	2	–	–	–	1	–	2	–	–
dk/na	11	5	5	14	6	6	5	8	10	5	17

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

6 These numbers should be interpreted with caution, due to small sample size (N=47).

3.0 Health Effects of Smoking

A. General and Top-of-mind Effects

About nine in ten youth (89%) think that cigarette smoking is a major health problem in Canada. Nine percent think it is a minor problem. Only one percent think it is not a health problem.

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

When asked what specific human health effects or diseases can be caused by smoking cigarettes, youth are most likely to mention lung cancer (55%) and cancer in general (39%). Smaller proportions mention heart attack/disease/angina (17%), lung disease (13%), oral cancer – tongue, lips, mouth, throat (12%), emphysema (8%), gum disease/tooth loss/mouth disease (7%), respiratory problems/difficulty breathing/shortness of breath (6%), yellow teeth/fingers/effect on appearance (6%) and asthma (5%). Twenty-nine percent mention other human health effects or diseases.

There has been no significant change since July-August 2005 in these findings. The results of the current survey are for the most part similar to those found in December 2000; there has been a slight increase in the number who mention cancer in general, and a slight decrease in the number who mention lung cancer.

Older youth are more likely than others to mention oral cancer and emphysema.

Smoking as a Health Problem

	DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002			DEC 2002			JULY-AUG 2003			DEC 2003			NOV-DEC 2004			JULY-AUG 2005			FEB 2006		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS
Major	84	72	84	87	77	88	85	70	84	86	80	82	84	67	83	85	70	84	87	83	85	88	82	84	88	88	85	88	83	86	89	79	89
Minor	13	22	14	11	19	10	13	24	15	12	16	15	14	22	15	13	23	15	12	16	14	11	15	15	11	11	14	10	15	12	9	15	9
Not a problem	2	5	2	1	3	1	1	5	1	2	2	2	2	8	1	2	6	1	1	2	1	1	2	2	1	1	*	2	2	1	1	5	1
dk/na	1	1	*	1	1	1	1	1	*	1	2	1	1	2	1	*	1	*	*	–	*	*	1	–	*	–	*	*	–	*	*	–	1

* Less than one percent

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

Health Effects of Smoking – Top-of-mind

	DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002			DEC 2002			JULY-AUG 2003			DEC 2003			NOV-DEC 2004			JULY-AUG 2005			FEB 2006		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS
Cancer – lung	60	55	64	68	60	70	61	57	68	62	67	65	55	58	58	59	64	62	62	59	62	59	65	59	57	57	58	58	50	56	55	57	58
Cancer in general	35	38	35	34	38	35	37	42	33	37	38	37	40	35	44	37	33	38	32	32	35	37	35	40	38	43	40	41	43	45	39	29	40
Heart attack/disease/angina	17	23	16	21	28	19	19	17	19	19	27	16	17	18	16	21	19	23	17	21	14	15	21	14	17	17	14	18	20	19	17	30	17
Lung disease/lungs (unspecified)	16	17	17	13	15	12	14	12	12	14	9	14	16	13	12	15	11	15	15	11	14	14	10	14	17	15	16	16	9	20	13	12	11
Cancer – oral (tongue, lips, mouth, throat)	13	15	15	14	14	18	15	23	19	18	29	18	12	17	13	15	17	20	12	19	14	12	18	15	12	20	11	12	11	12	12	15	15
Emphysema	9	16	9	10	16	11	10	19	10	8	14	8	11	20	10	11	14	15	10	15	12	9	12	9	8	11	10	8	15	11	8	9	9
Gum disease/tooth loss/mouth disease	4	4	5	6	8	5	5	6	6	6	7	6	7	8	7	6	6	6	9	11	8	6	8	6	6	11	7	7	13	8	7	12	6
Respiratory problems/difficulty breathing/ shortness of breath	5	4	7	5	5	5	5	7	5	5	10	3	7	14	7	4	5	5	5	11	6	5	9	4	6	7	6	6	11	6	6	11	6
Yellow teeth/fingers/effect on appearance	2	4	3	4	2	4	5	3	6	3	2	3	6	6	6	4	1	8	4	3	4	5	3	5	6	4	6	6	2	7	6	9	9
Asthma	5	7	3	4	6	4	5	6	6	4	6	5	4	10	6	5	3	3	5	4	5	6	5	6	5	8	6	7	10	7	5	4	7
Brain damage/disease	1	1	1	3	1	2	2	1	1	3	4	1	3	3	2	3	4	3	2	2	2	2	3	2	2	4	1	2	3	2	3	2	3
Cancer – other	1	1	1	2	–	3	2	2	2	3	3	2	2	2	2	2	2	2	1	1	1	2	–	3	2	–	2	4	1	3	2	–	3
Blood circulation problems/blood clots	2	1	2	2	5	2	2	2	1	2	2	1	2	4	2	3	5	3	2	2	2	2	5	2	2	1	2	2	4	2	2	3	1
Bronchitis/chronic bronchitis	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	3	4	3	3	2	2	3	5	4	2	2	2	2	4	2
Liver damage/disease	*	–	*	2	–	2	1	–	1	1	1	1	1	1	1	1	1	–	1	–	1	1	–	1	1	1	1	2	2	2	2	3	1
Death/premature death	2	1	2	1	1	1	2	*	1	1	1	1	2	2	1	2	2	1	1	1	1	2	4	1	2	1	1	2	2	1	2	1	1
Bad breath	1	1	1	2	1	4	1	2	2	2	2	2	2	3	2	1	1	2	3	2	2	2	2	2	1	–	1	2	–	2	2	1	2
Second-hand smoke	*	–	–	1	1	*	*	1	–	1	1	1	1	1	*	2	2	2	1	1	1	1	–	1	2	–	3	2	2	2	1	1	2
Stroke	2	3	2	4	5	5	2	7	1	3	9	1	3	5	2	2	3	1	3	4	3	2	7	2	2	4	2	3	5	4	1	–	1
Impotence/sexual dysfunction	*	–	*	2	5	4	2	4	1	2	4	2	2	6	1	1	2	1	1	2	1	1	4	2	1	4	–	1	4	2	1	2	2
Smaller babies/reduced growth of babies during pregnancy	2	1	2	1	2	1	1	*	1	1	3	1	1	–	1	1	1	1	1	1	2	1	2	*	1	2	*	1	2	1	1	2	*
Wrinkles/premature aging	1	1	1	1	–	1	1	2	1	1	1	1	1	3	*	1	1	1	1	3	*	*	1	*	1	1	2	1	2	1	1	–	1
Throat disease/problems	*	1	*	1	–	1	1	1	*	*	–	–	1	1	1	1	1	1	1	1	*	1	–	–	2	1	1	1	1	1	1	6	1
Addiction	1	2	1	1	–	1	1	1	1	*	–	*	1	1	1	2	3	2	1	1	1	1	1	2	2	2	3	1	–	*	1	2	1

* Less than one percent

Continued ...

Q.13

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

Health Effects of Smoking – Top-of-mind

Continued

	DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002			DEC 2002			JULY-AUG 2003			DEC 2003			NOV-DEC 2004			JULY-AUG 2005			FEB 2006		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS
Poor physical conition/loss of energy	2	2	2	2	2	1	1	2	2	1	3	1	1	2	1	1	*	2	1	2	1	1	–	1	1	2	1	1	–	2	1	2	–
Coughing	*	1	*	*	–	*	1	*	2	*	1	*	*	–	*	1	1	1	1	1	2	*	1	*	1	1	1	1	–	1	1	–	–
High blood pressure	*	–	*	*	1	*	*	1	*	*	–	1	*	1	*	1	1	2	1	1	1	*	1	–	1	1	1	*	1	–	1	–	1
Cancer – breast	1	1	*	1	1	1	1	1	1	1	1	1	1	–	1	1	1	1	1	1	*	1	–	*	1	–	1	1	2	1	*	–	*
Birth defects/problems with pregnancy	–	–	–	–	–	–	1	3	1	1	2	1	1	2	1	1	–	1	1	2	1	1	2	2	1	3	2	1	–	1	*	–	1
Effect on the fetus/unborn child	1	1	1	1	1	2	1	–	2	1	1	1	1	1	1	*	–	1	1	1	*	1	1	*	1	1	1	*	2	–	*	1	1
Kidney disease/problems	*	–	*	*	1	*	*	–	–	1	–	*	*	–	*	1	–	*	*	–	*	1	–	*	*	–	–	*	1	*	*	–	–
Headaches	*	–	*	–	–	–	*	–	*	–	–	–	*	1	–	*	1	*	*	–	*	1	1	*	*	2	–	*	1	–	*	–	–
Air pollution/environmental damage	*	–	*	*	–	*	*	–	*	*	–	*	*	–	*	*	–	–	–	–	–	–	–	–	*	–	–	*	–	1	*	–	*
Skin irritations/conditions	*	1	–	–	–	–	*	–	1	*	1	*	1	*	1	1	–	1	1	–	–	1	3	1	1	2	1	*	–	*	*	–	1
Eye disease/problems	*	–	*	*	–	*	1	1	*	1	–	1	–	–	–	*	1	1	*	–	–	*	–	1	*	–	1	*	–	*	*	–	–
Dizziness/nausea	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	*	–	*	*	–	–	*	–	*	*	2	–
Allergies	*	–	*	*	–	–	–	–	–	*	1	–	*	–	*	*	–	*	1	–	1	*	1	–	*	–	*	*	–	–	*	–	–
Immune system problems	1	1	–	–	–	–	*	–	–	*	–	–	*	–	*	*	–	–	–	–	–	*	1	*	*	–	1	*	–	–	*	–	1
Stomach problems	*	1	1	–	–	–	–	–	–	*	–	–	*	–	–	*	1	–	–	–	–	–	–	–	*	1	–	*	–	–	*	1	–
Diabetes	–	–	–	–	–	–	–	–	–	*	1	–	*	–	1	*	–	–	–	–	–	*	–	*	–	–	–	*	–	–	*	–	–
Gangrene	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	*	–	*	–	–	–	–	–	–	*	1	–
Osteoporosis/problems with bones	–	–	–	–	–	–	–	–	–	1	2	–	*	–	–	*	1	–	*	–	–	–	–	–	–	–	–	–	–	–	*	–	1
Preterm birth/premature birth	2	1	1	1	2	2	1	1	1	1	3	*	2	2	2	1	1	1	1	2	1	*	1	*	1	1	*	1	1	1	–	–	–
Arthritis	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	*	–	–	–	–	–	–	–	–
Fire accidents/burns	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	*	–	–	–	–	–	–	–	–
Miscarriages/still births	–	–	–	–	–	–	*	1	1	–	–	–	–	–	–	*	1	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–
Other	3	5	3	5	6	2	4	4	6	6	3	5	1	3	2	1	2	1	2	5	–	3	4	4	5	5	4	2	1	3	4	7	4
None/nothing	1	1	1	1	1	*	*	2	*	*	*	–	*	–	*	*	1	–	1	2	1	*	1	–	*	–	1	1	1	*	*	–	*
dk/na	3	2	1	1	2	1	4	5	3	3	2	2	4	2	2	2	1	1	3	2	3	3	1	3	3	2	4	2	3	2	3	6	1

* Less than one percent

Q.13

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

B. Sources of Information about Health Effects

When asked where they have recently seen or heard information that talks about the health effects of smoking cigarettes, the largest proportions of youth mention school/university (57%) and television (48%). This is followed by mention of cigarette packages (15%), word-of-mouth/family/friends (12%), magazines (9%), newspapers (8%), Internet/website (7%), billboards (5%) and radio (5%). Nineteen percent mention other sources of information and seven percent say nowhere.

The results of the current survey find that the number of youth who have seen information about the health effects of smoking cigarettes on cigarette packages is down seven points from July-August 2005, and is essentially the same as that found in December 2000.

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

Sources of Information about Health Effects

	DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002			DEC 2002			JULY-AUG 2003			DEC 2003			NOV-DEC 2004			JULY-AUG 2005			FEB 2006		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS
School/university	48	39	46	44	21	40	40	24	39	49	28	53	37	23	33	47	24	47	40	20	37	51	36	47	54	28	60	42	21	36	57	44	52
Television	49	54	52	56	54	61	48	44	49	53	59	56	54	53	57	56	73	60	55	64	54	51	55	56	45	48	45	55	61	57	48	46	54
Cigarette packages	13	34	14	29	66	34	32	70	35	30	62	33	32	60	37	24	48	28	28	59	31	20	50	24	19	42	23	22	44	29	15	38	21
Word-of mouth/family/friends	11	11	10	10	8	11	14	14	15	14	8	15	15	12	14	15	13	15	12	14	13	12	10	12	15	16	16	16	14	16	12	16	15
Magazines	16	16	16	14	11	17	11	9	11	12	14	13	15	13	17	16	11	21	15	14	18	15	15	16	8	11	11	12	19	13	9	5	13
Newspapers	6	7	8	7	6	6	6	3	8	5	6	4	8	10	8	8	9	8	6	4	7	7	11	6	6	6	8	9	7	9	8	9	8
Internet/website	2	1	3	3	1	2	2	–	2	3	4	2	3	4	4	4	2	5	4	4	5	5	6	4	5	6	4	6	9	9	7	4	9
Billboards	5	5	6	6	8	6	5	7	7	5	8	5	7	8	7	6	6	9	7	13	8	6	7	6	4	4	4	7	7	8	5	8	4
Radio	5	2	5	5	5	5	5	4	4	5	7	4	5	8	5	6	6	7	5	3	5	5	6	5	4	2	4	6	9	5	5	6	4
Doctor/doctor's office	3	4	3	2	5	3	2	4	1	2	2	2	2	3	1	2	1	2	1	3	1	2	4	4	3	5	2	2	2	5	2	4	4
Posters	1	1	*	1	1	*	2	1	1	2	6	1	2	4	1	2	1	1	1	1	1	2	–	2	2	1	1	2	2	2	2	4	1
News	2	–	3	2	3	2	3	4	3	1	*	1	2	1	1	2	1	2	2	1	3	1	1	–	3	3	3	2	–	2	2	3	1
Bus/public transportation	1	1	*	–	–	–	*	1	1	1	1	2	1	1	2	3	3	2	2	1	3	2	2	3	1	2	1	1	1	1	2	3	3
Hospitals/medical clinics	–	–	–	*	–	–	*	1	*	1	1	1	1	2	*	1	2	1	1	2	1	1	4	2	1	1	*	1	–	1	2	3	3
Store	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	1	2	2	1	1	*	2	1	1	1	–	2
Books/scientific journals	1	–	1	*	–	1	*	–	–	1	–	1	1	3	*	1	1	1	*	–	–	1	1	1	1	2	–	1	–	1	1	1	*
Workplace	*	–	1	1	–	1	1	1	*	*	2	–	*	1	1	*	1	*	1	1	*	*	–	1	*	–	–	1	–	1	1	–	1
Pamphlets/brochures/flyers	1	1	1	1	1	*	*	1	*	1	–	1	*	–	*	1	1	2	*	2	–	1	–	1	1	–	*	*	1	*	1	1	–
Public areas and buildings	1	–	1	2	2	2	2	1	2	4	4	3	3	1	4	3	6	3	1	2	1	1	1	1	2	3	3	*	–	*	1	3	2
Other tobacco product packages	1	3	1	*	–	*	1	–	1	1	2	1	1	1	2	*	1	–	1	1	1	*	1	*	1	2	*	*	–	*	1	1	2
Science Centre	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	1	–	1
Home	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	1	–	–
Advertising/media – general	1	1	1	1	–	1	1	1	1	1	*	1	1	–	1	2	2	1	1	–	1	1	1	1	*	–	*	1	–	–	*	–	*
Health associations/agencies	–	–	–	–	–	–	*	–	*	*	–	*	*	–	–	1	1	*	*	–	*	–	–	–	*	1	–	*	–	*	*	–	–
Movie theatre	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	1	1	1	–	–	–	*	–	*	*	–	1
Other	1	1	1	*	–	1	*	1	–	*	1	*	1	*	1	*	*	–	3	4	1	2	2	2	1	2	2	2	3	1	1	–	1
Nowhere	8	6	8	5	6	3	6	2	5	4	3	4	6	4	7	4	2	3	4	4	7	5	4	3	8	8	5	6	2	6	7	7	5
dk/na	3	2	1	3	2	3	3	2	2	3	2	2	4	4	3	3	1	3	3	1	3	3	–	2	3	4	2	3	–	3	3	2	2

* Less than one percent

Q.14

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

c. Specific Health Effects Caused by Smoking

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

An overwhelming majority of youth strongly agree that lung cancer (92%) can be caused by smoking cigarettes. Large majorities strongly agree that smoking can cause heart disease (74%), gum or mouth diseases (72%), mouth cancer (72%), throat cancer (70%), asthma (70%) and premature death (66%).

About one-half of youth strongly agree that smoking can cause smaller babies or reduced growth of babies during pregnancy (49%), chronic bronchitis (49%), stroke (49%), and wrinkles and premature aging (47%).

Fewer than half of youth strongly agree that smoking can cause blood clots (41%), premature birth or preterm birth (36%), emphysema (35%), miscarriages (32%), stomach ulcers (25%) and impotence in men (24%). Two in ten or fewer strongly agree that smoking can cause infertility (21%), bladder cancer (19%), Multiple Sclerosis (12%), acne (12%), arthritis (11%), gangrene (11%), Alzheimer's Disease (10%) and hepatitis (9%).

The results of the current survey suggest that there have been slight decreases from July-August 2005 in the proportion of youth who strongly agree that gum or mouth disease, throat cancer, smaller babies or reduced growth of babies during pregnancy, chronic bronchitis, wrinkles and premature aging, premature birth, miscarriages and Multiple Sclerosis can be caused by smoking. Comparison with the baseline survey in December 2000 suggests that there have been increases in the numbers of Canadian youth who strongly agree that blood clots, impotence in men, mouth cancer, gum or mouth diseases, and stroke can be caused by smoking, and decreases in the numbers who strongly agree that throat cancer and premature birth can be caused by smoking.

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

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

Those who have seen, read or heard about the health warning messages now on cigarette packages, and those who have seen the messages on cigarette packages themselves, are more likely than those who have not to strongly agree that smoking can cause mouth cancer, impotence in men, gum and mouth diseases, premature death and chronic bronchitis. Those who have seen, read or heard about the messages are more likely to mention emphysema, blood clots, stroke, miscarriages, throat cancer, and wrinkles and premature aging. Those who have seen the messages on cigarette packages are also more inclined to mention asthma.

Youth smokers are more likely than others to strongly agree that smoking can cause premature birth, mouth cancer, smaller babies or reduced growth during pregnancy, and impotence, but they are more likely to strongly disagree that smoking can cause arthritis, bladder cancer, hepatitis, Alzheimer's Disease, gangrene and acne.

Specific Health Effects Caused by Smoking

	DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002			DEC 2002			JULY-AUG 2003			DEC 2003			NOV-DEC 2004			JULY-AUG 2005			FEB 2006		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS
Lung cancer																																	
Strongly agree	95	93	96	97	94	98	95	90	96	95	96	94	95	89	95	95	91	95	94	92	94	94	92	94	96	94	97	94	93	96	92	89	90
Somewhat agree	4	6	3	2	5	1	4	7	4	4	3	5	4	10	4	5	6	5	5	6	6	5	8	5	3	3	2	5	5	3	7	8	9
Somewhat disagree	1	–	1	*	–	–	*	1	–	*	1	–	*	–	–	*	*	–	*	1	–	*	1	–	1	3	–	*	–	–	1	3	1
Strongly disagree	1	1	1	1	1	1	1	3	–	*	–	1	1	2	1	*	2	–	*	1	–	1	–	*	*	–	1	*	1	*	*	–	–
dk/na	*	–	–	*	–	–	*	–	*	–	–	–	*	–	–	*	–	–	–	–	–	–	–	–	*	–	–	*	–	–	–	–	–
Heart disease																																	
Strongly agree	74	78	74	78	76	81	74	75	77	76	78	74	77	70	75	78	75	77	77	82	76	76	72	76	77	83	74	74	69	73	74	67	71
Somewhat agree	21	17	21	18	19	16	21	16	20	20	16	23	19	24	21	18	20	19	18	14	19	20	25	21	18	10	22	21	22	22	22	24	22
Somewhat disagree	2	1	1	2	3	1	3	4	3	2	3	2	2	3	1	2	2	3	2	2	2	2	2	2	2	3	3	3	4	3	3	6	6
Strongly disagree	2	2	2	1	2	1	1	3	–	1	1	1	1	2	2	1	2	1	2	2	2	1	1	1	2	3	1	1	4	1	1	3	*
dk/na	1	2	1	1	–	1	1	2	1	1	1	1	1	1	1	1	1	1	1	–	1	1	1	*	1	1	*	1	1	1	1	–	*
Gum or mouth diseases																																	
Strongly agree	66	64	68	73	73	76	72	68	74	73	75	71	75	65	76	75	75	76	75	82	75	74	68	79	77	73	76	79	76	82	72	70	73
Somewhat agree	23	24	21	19	21	17	19	17	19	20	19	23	18	23	18	19	17	19	19	14	19	20	21	16	17	19	19	15	20	14	23	22	23
Somewhat disagree	5	4	7	3	1	4	5	8	4	3	2	2	4	9	3	3	5	2	4	1	4	4	10	3	3	4	1	3	2	1	3	6	3
Strongly disagree	4	5	4	2	4	2	2	6	2	2	1	2	1	2	1	1	1	1	1	1	*	1	1	1	1	1	2	1	1	1	1	–	–
dk/na	3	4	1	2	1	1	2	1	1	2	2	1	1	–	1	2	2	2	2	2	2	1	1	1	2	4	2	2	–	1	1	2	1
Mouth cancer																																	
Strongly agree	66	68	69	69	68	72	66	62	71	71	73	69	71	68	72	69	71	69	70	77	71	71	75	72	73	78	77	74	76	77	72	81	71
Somewhat agree	21	21	18	21	22	20	24	28	22	22	21	24	20	22	17	22	19	25	21	18	21	21	19	19	19	17	15	19	17	17	22	11	22
Somewhat disagree	6	5	7	4	5	4	4	6	3	3	3	4	4	3	6	4	4	3	5	2	5	5	4	7	3	3	4	4	5	2	3	8	5
Strongly disagree	4	3	5	3	3	3	2	3	2	2	3	1	3	7	2	3	6	3	2	1	2	1	1	*	2	1	2	2	2	1	1	1	*
dk/na	3	4	1	3	1	1	3	1	2	2	1	1	2	1	2	2	1	1	2	2	1	1	1	1	3	–	2	2	–	3	2	–	1

* Less than one percent

Q.15

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

Specific Health Effects Caused by Smoking

	DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002			DEC 2002			JULY-AUG 2003			DEC 2003			NOV-DEC 2004			JULY-AUG 2005			FEB 2006		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS
Throat cancer																																	
Strongly agree	75	76	75	77	78	81	72	72	79	75	82	75	73	70	75	73	79	74	74	83	78	72	74	76	72	81	72	75	75	79	70	68	68
Somewhat agree	18	18	19	17	17	14	21	22	18	20	16	21	20	22	19	21	15	21	21	16	20	23	21	20	22	13	22	20	22	17	24	28	27
Somewhat disagree	3	1	2	3	3	2	3	3	2	2	2	2	3	3	2	3	3	2	2	–	1	4	4	3	2	3	4	2	1	3	3	2	4
Strongly disagree	1	1	2	2	1	2	1	3	2	1	1	*	2	3	1	1	3	1	1	1	*	1	–	1	1	1	1	1	1	1	1	1	*
dk/na	2	3	2	1	1	1	2	1	–	1	–	1	3	2	2	1	–	1	2	1	1	1	1	–	2	2	2	2	–	1	1	–	1
Asthma																																	
Strongly agree	67	67	72	70	71	70	67	62	73	66	72	71	70	68	72	71	72	74	69	71	71	70	57	70	70	70	69	72	71	78	70	74	70
Somewhat agree	22	22	21	21	20	22	21	21	17	23	17	21	20	20	19	21	21	20	22	21	24	22	30	24	22	23	23	20	20	18	25	21	26
Somewhat disagree	5	6	5	4	4	4	6	6	5	5	6	5	6	4	3	4	4	2	4	4	3	3	7	2	4	2	5	3	1	2	2	1	2
Strongly disagree	4	4	2	3	3	3	4	9	3	3	3	2	3	6	4	3	1	3	2	1	1	3	4	2	3	5	3	3	6	2	1	3	1
dk/na	1	1	*	1	2	1	2	2	1	2	3	1	2	1	2	1	2	*	2	2	1	2	2	1	1	–	1	1	1	*	2	1	2
Premature death																																	
Strongly agree	63	63	61	67	58	66	64	61	61	64	64	63	65	55	62	61	55	61	66	69	61	63	57	60	67	64	64	67	62	64	66	67	62
Somewhat agree	23	25	24	21	25	23	23	21	28	23	23	24	24	27	25	25	27	28	24	19	30	24	24	27	21	18	23	22	28	22	24	18	29
Somewhat disagree	7	5	8	5	7	6	7	11	7	6	6	5	5	7	7	6	9	6	4	6	5	8	13	7	5	9	6	4	5	5	5	8	6
Strongly disagree	4	4	4	4	9	3	2	5	1	3	3	4	4	9	4	3	6	3	2	3	2	3	3	3	3	4	4	3	4	6	2	5	1
dk/na	3	3	3	3	1	2	4	2	2	4	3	4	3	2	2	4	3	2	4	3	3	3	3	3	3	5	3	4	1	3	3	2	2
Smaller babies or reduced growth of babies during pregnancy																																	
Strongly agree	51	48	54	55	55	55	54	53	56	53	55	52	55	58	57	53	49	50	54	56	53	53	58	54	53	56	54	54	59	57	49	63	48
Somewhat agree	29	31	29	29	26	30	29	26	32	31	27	32	31	27	28	31	28	37	31	23	34	31	24	31	30	29	29	31	26	30	34	24	33
Somewhat disagree	7	7	8	8	10	7	7	8	6	7	6	7	7	7	8	7	9	6	7	10	7	8	10	.8	8	7	9	7	7	6	7	6	8
Strongly disagree	7	8	6	4	7	5	4	7	4	4	2	5	3	5	3	5	9	5	3	5	2	2	2	3	3	2	3	2	6	2	3	2	4
dk/na	6	6	4	4	2	4	6	6	3	6	9	3	5	3	4	4	5	2	5	6	5	5	6	4	5	6	4	5	2	4	6	4	7

* Less than one percent

Q.15

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

Specific Health Effects Caused by Smoking

	DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002			DEC 2002			JULY-AUG 2003			DEC 2003			NOV-DEC 2004			JULY-AUG 2005			FEB 2006		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS
Chronic bronchitis																																	
Strongly agree	51	56	57	52	64	54	50	55	57	51	55	52	54	64	55	53	64	55	50	59	56	48	54	49	49	55	51	53	58	60	49	54	51
Somewhat agree	30	31	29	28	23	32	23	29	22	30	27	32	27	24	27	30	24	31	28	26	30	33	35	35	31	31	30	27	27	28	32	35	33
Somewhat disagree	7	5	6	5	8	3	7	5	7	5	8	4	6	5	6	5	2	5	6	6	3	7	7	8	6	2	8	6	10	5	6	9	6
Strongly disagree	2	4	2	3	2	2	2	4	2	2	1	2	3	3	4	2	4	2	2	2	2	3	2	2	2	2	2	2	2	1	2	1	1
dk/na	10	4	6	11	3	9	17	7	12	12	8	9	10	5	8	9	6	7	14	7	9	10	1	6	12	10	9	12	4	6	11	1	9
Stroke																																	
Strongly agree	44	37	41	51	52	49	49	53	43	49	48	45	49	43	45	52	54	47	49	60	49	51	49	49	55	58	56	51	53	49	49	51	45
Somewhat agree	30	23	33	26	19	26	27	18	30	27	19	29	30	27	32	30	21	31	32	26	32	32	27	33	27	19	27	31	31	30	33	28	33
Somewhat disagree	11	13	10	8	11	7	8	7	10	7	8	8	8	12	9	7	6	11	8	5	10	10	14	11	7	11	8	7	6	9	9	7	13
Strongly disagree	4	6	4	4	7	5	4	4	3	4	4	6	4	11	3	4	12	2	4	5	4	3	6	4	5	9	5	4	5	6	3	10	5
dk/na	11	20	10	12	11	13	13	18	14	13	20	12	9	7	10	7	6	9	7	5	6	5	5	3	5	3	4	7	5	5	5	5	5
Wrinkles and premature aging																																	
Strongly agree	50	53	50	52	44	52	50	47	54	48	46	48	50	44	50	48	44	52	50	51	51	49	44	49	51	48	52	51	45	55	47	48	47
Somewhat agree	25	23	23	25	24	25	22	24	22	25	26	25	25	22	25	27	23	26	24	22	24	25	22	25	25	29	24	24	21	23	29	21	30
Somewhat disagree	12	9	13	12	12	13	13	11	11	12	12	12	11	11	12	12	14	11	12	8	15	15	18	16	11	13	11	13	17	9	15	19	14
Strongly disagree	9	13	9	9	16	8	10	16	10	9	10	10	10	19	10	9	17	8	8	11	6	8	15	8	9	8	9	8	15	9	6	13	6
dk/na	4	2	5	3	3	2	5	2	3	5	6	5	4	3	2	4	2	3	6	7	3	3	1	2	4	2	4	4	2	3	3	–	4
Blood clots																																	
Strongly agree	34	35	30	36	34	36	34	31	33	37	37	36	40	33	36	36	33	35	36	36	36	36	36	37	42	41	44	40	44	41	41	41	44
Somewhat agree	35	34	36	37	32	38	35	32	37	38	34	38	35	30	37	39	32	40	37	29	36	40	33	39	36	29	36	37	29	39	37	38	37
Somewhat disagree	14	12	15	12	12	11	14	18	14	11	11	13	12	18	12	12	16	15	12	17	16	13	17	15	10	16	9	10	14	9	11	9	10
Strongly disagree	7	8	7	5	13	4	6	7	6	5	6	6	5	11	5	5	14	3	4	7	4	4	7	4	4	7	4	5	8	5	3	6	2
dk/na	10	11	12	9	9	10	11	12	9	8	12	7	9	8	10	8	5	6	11	10	8	7	7	5	9	6	7	8	4	5	8	5	8

Q.15

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

Specific Health Effects Caused by Smoking

	DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002			DEC 2002			JULY-AUG 2003			DEC 2003			NOV-DEC 2004			JULY-AUG 2005			FEB 2006		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS
Premature birth or preterm birth																																	
Strongly agree	42	46	44	41	36	43	42	42	44	39	36	37	40	39	39	39	42	42	43	45	44	38	40	41	40	50	42	42	52	47	36	45	38
Somewhat agree	30	28	29	34	32	36	33	32	33	33	32	34	36	34	39	36	31	36	33	37	33	37	36	37	35	28	32	32	22	31	35	25	36
Somewhat disagree	13	13	12	11	13	9	10	9	10	13	13	15	12	11	12	12	12	13	11	5	13	14	17	11	11	11	13	13	12	12	18	17	18
Strongly disagree	7	7	8	7	10	6	7	12	7	8	11	8	6	11	4	6	9	6	5	7	4	4	3	6	6	5	8	6	8	6	5	8	4
dk/na	7	5	7	7	9	6	8	5	6	7	9	6	7	6	5	6	6	3	8	5	6	6	3	5	7	7	4	7	6	4	6	6	5
Emphysema																																	
Strongly agree	37	48	41	42	48	43	38	49	37	36	43	34	43	48	42	42	50	48	38	46	37	39	43	43	38	39	42	37	60	40	35	34	39
Somewhat agree	24	19	25	21	23	20	20	17	24	21	27	23	21	20	23	25	25	20	22	18	20	26	21	25	23	21	21	24	15	24	26	29	27
Somewhat disagree	7	5	8	8	5	8	9	9	9	8	8	9	7	5	5	8	7	7	9	6	13	11	18	13	10	11	10	9	8	9	10	15	10
Strongly disagree	4	6	4	2	2	2	2	5	2	3	6	3	4	8	3	2	1	3	3	3	4	3	5	3	3	4	5	3	2	3	3	4	3
dk/na	27	22	22	28	22	28	30	21	27	32	27	31	25	19	26	22	17	21	28	26	25	21	14	17	27	25	22	27	15	24	25	18	21
Miscarriages																																	
Strongly agree	34	32	36	35	29	37	35	29	38	35	28	34	37	29	36	36	32	37	36	34	34	36	36	38	36	35	35	37	36	37	32	39	36
Somewhat agree	34	31	31	31	28	32	32	31	35	33	31	36	33	35	35	34	32	34	33	32	35	33	31	32	31	24	32	33	32	33	35	31	34
Somewhat disagree	14	16	16	13	19	13	12	17	12	13	20	12	14	15	14	13	12	17	13	9	15	16	19	16	16	27	18	14	13	14	14	13	15
Strongly disagree	8	15	8	8	14	9	8	13	7	7	7	9	7	15	7	9	16	8	7	18	7	5	11	7	7	10	8	6	12	8	6	12	6
dk/na	10	5	8	12	9	9	14	9	8	12	14	9	10	5	7	9	6	5	11	7	7	10	3	7	10	4	8	9	7	7	12	6	8
Stomach ulcers																																	
Strongly agree	23	23	24	24	20	22	22	23	23	22	17	20	25	19	25	24	23	22	23	22	25	23	29	20	26	23	21	25	22	28	25	16	22
Somewhat agree	36	27	34	36	28	38	33	21	37	39	32	40	37	35	35	41	41	39	40	37	41	40	28	45	37	30	41	37	33	39	43	42	50
Somewhat disagree	19	27	21	19	24	20	18	24	20	18	24	18	16	21	19	15	12	17	15	15	17	19	29	21	19	26	22	19	24	18	17	21	16
Strongly disagree	9	11	11	8	18	7	9	19	9	9	16	10	9	17	7	7	13	9	6	11	7	7	15	6	6	6	7	8	12	8	5	10	6
dk/na	13	11	10	13	9	13	17	13	12	13	11	12	14	10	14	20	7	8	15	15	10	11	8	8	12	15	9	11	9	7	10	11	6

Q.15

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

Specific Health Effects Caused by Smoking

	DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002			DEC 2002			JULY-AUG 2003			DEC 2003			NOV-DEC 2004			JULY-AUG 2005			FEB 2006		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS
Impotence in men																																	
Strongly agree	14	18	13	27	35	28	27	34	31	30	42	30	28	38	29	26	41	30	30	48	37	26	40	32	29	43	33	27	39	33	24	43	26
Somewhat agree	29	27	33	27	31	28	26	31	28	30	24	34	30	25	33	31	27	29	26	30	28	32	26	34	28	30	28	28	33	32	30	24	31
Somewhat disagree	18	19	20	16	14	16	15	12	15	14	16	13	14	9	15	15	12	17	13	7	16	18	20	17	13	9	16	15	11	15	18	15	18
Strongly disagree	15	21	16	11	15	11	9	15	9	8	9	8	9	19	8	7	13	9	7	7	6	6	9	6	8	9	8	9	11	9	7	12	6
dk/na	24	14	17	19	6	17	23	8	16	18	9	15	19	9	14	20	7	14	23	8	14	18	5	11	21	8	15	21	5	10	22	6	19
Infertility																																	
Strongly agree	18	19	20	23	20	24	22	22	25	21	25	21	24	23	25	23	31	25	23	29	24	23	25	28	24	33	23	24	28	30	21	23	25
Somewhat agree	29	23	32	31	31	34	30	31	31	32	25	35	32	29	34	34	24	36	31	31	34	37	34	36	35	32	38	31	36	30	35	32	33
Somewhat disagree	17	24	18	18	24	18	14	18	15	15	17	16	17	17	18	15	14	18	16	8	17	16	21	20	13	13	16	17	13	14	18	27	21
Strongly disagree	12	15	13	9	11	7	9	10	11	8	11	9	8	18	8	8	14	10	6	9	7	7	10	6	8	11	6	8	14	9	6	5	6
dk/na	23	19	17	20	14	16	25	18	17	23	22	18	19	13	15	19	18	12	25	24	19	17	10	11	20	12	16	20	8	16	20	13	15
Bladder cancer																																	
Strongly agree	18	16	16	19	13	17	16	12	16	17	14	15	17	15	14	19	19	15	18	9	17	17	10	16	20	15	21	18	18	14	19	10	19
Somewhat agree	29	20	29	29	18	30	28	17	27	27	18	24	29	24	24	29	23	28	30	29	31	23	25	31	33	28	29	32	24	33	33	24	31
Somewhat disagree	26	26	28	25	29	29	26	30	28	29	30	33	26	18	31	27	25	29	28	29	29	28	35	30	24	27	28	24	22	28	28	36	30
Strongly disagree	16	28	17	15	25	13	16	26	17	14	25	15	15	35	18	16	26	18	13	22	15	14	24	17	13	18	13	15	28	18	11	22	13
dk/na	11	10	10	13	16	11	14	15	13	13	14	12	12	9	12	10	8	9	12	11	8	8	6	6	10	12	9	9	8	7	9	7	6
Multiple Sclerosis																																	
Strongly agree	14	9	13	13	7	12	11	5	11	13	11	8	14	10	12	15	16	13	13	9	10	13	10	16	14	15	12	16	10	14	12	6	11
Somewhat agree	27	18	29	29	25	29	27	22	30	28	23	29	29	17	30	30	22	32	31	28	33	31	32	30	33	28	35	30	25	28	31	26	26
Somewhat disagree	21	24	24	21	27	21	18	20	20	20	22	23	20	21	21	19	17	21	19	24	23	24	25	25	18	21	19	20	20	26	22	27	28
Strongly disagree	16	29	14	13	18	15	15	24	15	15	19	16	13	31	14	14	27	14	10	13	12	12	22	11	10	15	10	12	28	14	10	17	12
dk/na	22	20	19	24	22	23	29	29	24	24	26	24	25	20	23	21	17	20	27	27	22	20	12	18	25	21	24	23	17	18	25	25	23

Q.15

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

Specific Health Effects Caused by Smoking

	DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002			DEC 2002			JULY-AUG 2003			DEC 2003			NOV-DEC 2004			JULY-AUG 2005			FEB 2006		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS
Acne																																	
Strongly agree	11	8	9	11	10	7	12	6	12	11	7	11	13	7	10	11	11	7	12	9	10	11	9	11	14	18	10	15	10	15	12	8	11
Somewhat agree	23	14	25	24	14	22	22	17	23	23	12	26	22	20	18	25	20	22	25	22	25	28	17	30	28	25	24	27	24	26	31	23	29
Somewhat disagree	30	28	25	30	28	32	28	33	24	30	29	28	29	27	32	30	26	36	28	29	33	31	32	31	29	27	30	26	20	30	32	32	36
Strongly disagree	29	44	33	26	39	39	29	42	32	26	43	29	27	41	28	26	39	29	23	32	25	22	35	22	22	25	26	24	40	24	17	27	17
dk/na	7	6	9	9	8	9	10	3	9	9	9	7	10	4	12	7	5	6	11	11	7	8	8	6	8	4	9	7	6	4	7	9	6
Arthritis																																	
Strongly agree	12	11	9	12	3	10	11	5	13	11	8	8	12	9	12	13	11	13	12	9	10	12	8	10	12	6	10	13	8	12	11	4	11
Somewhat agree	26	12	28	26	19	21	26	13	25	25	15	27	27	20	23	29	21	31	29	22	30	30	19	31	28	21	26	27	13	27	29	17	26
Somewhat disagree	29	35	30	29	32	33	30	34	30	31	29	34	29	25	30	30	29	31	25	23	33	28	31	31	30	32	33	31	41	30	30	40	32
Strongly disagree	25	37	25	22	36	25	21	38	20	22	37	22	20	38	21	18	29	18	19	27	19	20	34	19	21	36	24	21	35	25	19	30	21
dk/na	9	6	9	11	10	11	13	10	12	11	11	9	12	8	14	10	10	7	14	19	9	10	8	9	10	5	7	8	3	6	11	9	10
Gangrene																																	
Strongly agree	9	10	7	9	5	9	9	9	8	9	8	8	12	11	8	10	6	10	10	9	10	11	9	10	11	10	8	11	10	8	11	6	7
Somewhat agree	19	14	19	20	16	18	19	10	16	20	13	22	21	13	23	22	15	20	22	17	23	26	20	32	24	19	23	23	16	28	26	28	23
Somewhat disagree	19	21	22	19	31	19	15	14	20	18	17	22	18	17	20	20	14	24	17	16	20	21	24	21	18	19	21	19	24	16	20	17	25
Strongly disagree	20	31	23	20	24	24	21	42	24	17	29	18	18	39	18	20	42	20	17	28	17	15	28	16	16	25	19	17	28	23	12	21	15
dk/na	32	24	30	31	24	29	36	24	32	36	33	29	31	20	31	29	22	25	35	30	29	26	19	21	31	27	29	30	23	25	32	28	29
Alzheimer's Disease																																	
Strongly agree	11	8	9	12	9	10	11	9	10	11	13	6	12	6	10	13	13	10	11	8	8	13	10	15	13	9	10	12	5	14	10	7	7
Somewhat agree	27	20	29	25	14	25	25	14	27	27	14	31	26	13	26	30	20	30	32	31	31	30	20	27	30	25	27	33	21	35	33	21	30
Somewhat disagree	27	28	29	28	36	30	24	25	26	27	29	32	26	27	27	27	21	29	25	26	26	27	26	28	27	31	33	24	31	24	29	36	33
Strongly disagree	22	33	23	20	30	21	22	39	22	20	32	20	21	39	24	19	37	20	17	23	22	18	33	18	18	25	17	18	33	20	17	28	18
dk/na	13	11	8	15	11	14	18	13	15	15	13	11	14	15	13	12	9	11	16	12	12	12	11	11	12	10	13	12	10	7	12	9	12

Q.15

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

Specific Health Effects Caused by Smoking

	DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002			DEC 2002			JULY-AUG 2003			DEC 2003			NOV-DEC 2004			JULY-AUG 2005			FEB 2006		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS
Hepatitis																																	
Strongly agree	9	9	8	10	6	8	8	5	5	9	5	9	10	9	6	11	10	11	9	6	7	10	1	10	10	7	9	10	3	6	9	10	7
Somewhat agree	23	14	22	20	14	16	23	18	25	21	15	23	26	20	24	25	11	23	25	17	27	27	24	24	25	22	23	26	19	30	26	18	26
Somewhat disagree	27	24	29	29	34	33	25	23	29	29	31	27	26	29	29	29	30	27	27	30	28	30	35	35	31	27	31	28	24	28	32	30	33
Strongly disagree	26	40	26	25	35	27	26	42	27	26	34	28	23	32	28	23	36	30	22	29	25	20	33	19	22	34	25	23	44	26	21	34	22
dk/na	15	13	14	15	10	16	17	12	14	14	15	14	15	10	13	29	22	25	18	18	14	12	7	12	12	10	12	13	10	10	13	8	12

Q.15

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

D. Specific Health Effects Caused by Second-hand Smoke

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

Majorities of youth strongly agree that second-hand smoke can cause lung cancer in non-smokers (64%) and asthma attacks in children (62%). About one-half strongly agree it can cause chest infections (51%) and bronchitis (48%) in children. Smaller proportions strongly agree that second-hand smoke can cause heart disease (42%) and strokes (26%) in non-smoking adults, SIDS (Sudden Infant Death Syndrome) or crib death (22%), ear infections in children (12%), or Multiple Sclerosis (10%), Alzheimer's Disease (9%) and arthritis (9%) in non-smoking adults.

The results of the current survey suggest that there have been decreases since July-August 2005 in the proportion of youth who strongly agree that second-hand smoke can cause lung cancer in non-smokers, asthma attacks and SIDS in children, and strokes in non-smoking adults. Comparison with the baseline survey of December 2000 suggests that there have been increases in the proportions of youth who strongly agree that second-hand smoke can cause lung cancer in non-smokers, and heart disease and strokes in non-smoking adults.

Among youth, girls are more likely than boys to strongly agree that second-hand smoke can cause chest infections, bronchitis and asthma attacks in children, strokes and Multiple Sclerosis in non-smoking adults, and lung cancer in non-smokers. Older youth are more likely than others to strongly agree that second-hand smoke can cause asthma, chest infections and bronchitis in children, and lung cancer in non-smokers; younger youth are more likely to agree that it can cause arthritis in non-smoking adults.

Those who have seen, read or heard about the health warning messages now appearing on cigarette packages are more likely to strongly agree that second-hand smoke can cause bronchitis and chest infections in children, and strokes in non-smoking adults. Those who have seen the messages on cigarette packages are more inclined to agree strongly that bronchitis in children and lung cancer in non-smokers can be caused by second-hand smoke.

Potential smokers among youth are more likely to strongly disagree that second-hand smoke causes arthritis, Multiple Sclerosis and Alzheimer's Disease in non-smoking adults. Youth smokers are more likely to strongly agree that second-hand smoke causes chest infections and bronchitis in children; they are more likely to strongly disagree that second-hand smoke can cause strokes, arthritis, Multiple Sclerosis and Alzheimer's Disease in non-smoking adults, and SIDS in children.

Specific Health Effects Caused by Second-hand Smoke

	DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002			DEC 2002			JULY-AUG 2003			DEC 2003			NOV-DEC 2004			JULY-AUG 2005			FEB 2006		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS
Lung cancer in non-smokers																																	
Strongly agree	56	62	56	60	55	63	52	42	53	54	51	57	55	52	55	64	63	63	67	58	66	67	57	68	67	56	73	68	58	71	64	61	65
Somewhat agree	31	23	33	28	31	26	33	35	32	33	36	33	30	31	32	28	26	29	26	30	28	25	31	24	25	26	21	23	29	21	28	30	26
Somewhat disagree	7	8	8	6	8	6	9	11	10	8	9	6	9	9	10	4	5	4	4	5	2	5	5	5	4	12	2	5	5	4	6	6	7
Strongly disagree	5	6	3	5	6	4	4	8	3	4	4	3	5	7	3	4	5	3	3	7	4	3	6	2	3	6	4	3	8	2	2	1	3
dk/na	1	1	*	1	–	*	2	3	1	1	–	1	1	1	*	1	1	*	*	1	–	*	1	–	1	–	1	1	–	1	*	2	–
Asthma attacks in children																																	
Strongly agree	64	66	66	64	61	63	62	58	64	61	64	61	65	64	69	67	69	63	68	71	68	67	67	67	66	66	65	68	59	71	62	66	59
Somewhat agree	25	23	24	27	33	28	27	39	26	31	28	30	25	22	23	27	26	31	26	25	29	25	27	26	27	23	26	25	33	23	32	28	35
Somewhat disagree	6	4	6	4	1	5	6	6	7	4	5	6	5	4	6	3	1	2	2	1	2	5	5	4	4	8	5	5	6	4	3	6	5
Strongly disagree	3	4	3	3	4	2	3	5	2	3	3	2	3	6	1	2	1	3	2	2	1	2	2	2	1	2	2	2	2	2	1	–	1
dk/na	2	3	1	1	1	1	1	1	1	1	1	*	2	3	2	1	2	1	1	2	*	2	–	1	2	1	2	1	–	1	1	–	–
Chest infections in children																																	
Strongly agree	54	60	55	53	55	55	49	50	53	52	53	55	53	53	54	55	61	56	53	60	58	56	56	59	55	58	57	54	50	59	51	63	51
Somewhat agree	32	24	34	35	33	36	38	35	37	37	37	35	33	29	34	33	27	35	35	29	32	32	33	30	36	27	36	35	35	32	38	26	39
Somewhat disagree	7	5	6	6	7	5	6	8	5	6	4	6	7	10	7	6	6	6	6	5	5	6	8	5	4	6	3	6	7	5	7	10	7
Strongly disagree	3	5	3	4	4	3	2	3	3	3	5	2	3	4	3	3	4	2	2	3	2	2	2	3	2	5	2	3	5	3	1	–	2
dk/na	3	5	2	2	–	1	4	4	3	3	2	2	3	3	2	2	1	2	3	2	2	3	1	3	2	4	1	2	2	1	3	1	1
Bronchitis in children																																	
Strongly agree	49	58	50	50	52	50	46	48	49	47	54	48	49	50	52	52	59	50	49	50	54	52	52	56	49	51	57	51	45	59	48	58	46
Somewhat agree	34	29	34	35	36	37	35	35	32	36	32	37	34	33	33	35	31	38	33	35	32	33	32	32	35	36	30	35	40	32	35	24	39
Somewhat disagree	7	5	6	7	6	6	7	7	7	8	7	9	9	10	8	6	3	6	8	8	8	8	10	8	7	5	7	5	6	6	7	10	6
Strongly disagree	4	3	4	4	4	4	4	6	5	3	5	3	4	4	3	3	4	3	3	4	2	3	5	2	2	2	2	3	8	1	3	7	3
dk/na	7	5	5	5	1	3	8	5	6	5	1	3	5	3	4	5	3	4	7	2	4	5	1	1	7	6	4	6	1	2	6	1	5

* Less than one percent

Q.16

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

Specific Health Effects Caused by Second-hand Smoke

	DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002			DEC 2002			JULY-AUG 2003			DEC 2003			NOV-DEC 2004			JULY-AUG 2005			FEB 2006		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS
Heart disease in non-smoking adults																																	
Strongly agree	38	42	39	40	35	41	37	37	39	36	32	39	37	31	38	45	45	43	43	35	44	44	41	43	46	37	43	45	35	48	42	46	41
Somewhat agree	38	35	38	39	44	38	40	34	37	42	42	41	40	39	38	39	35	39	40	46	40	38	37	39	37	41	37	40	38	37	42	36	42
Somewhat disagree	13	12	12	12	9	14	14	14	14	12	12	11	14	17	15	10	15	11	9	9	12	11	10	13	11	14	14	8	10	9	11	10	13
Strongly disagree	8	9	8	7	10	6	6	13	6	7	12	6	7	9	8	4	5	5	5	6	3	5	10	5	4	5	4	5	15	4	3	6	3
dk/na	3	3	2	2	3	1	4	3	3	2	2	3	2	4	1	2	–	3	2	5	1	2	2	1	2	2	2	2	2	2	2	2	1
Strokes in non-smoking adults																																	
Strongly agree	20	18	19	24	21	20	22	20	18	23	25	31	23	22	19	26	25	21	27	29	27	26	26	27	30	26	33	30	27	32	26	28	24
Somewhat agree	37	28	36	38	32	38	33	29	34	38	26	43	38	30	40	39	28	38	40	30	42	39	42	35	41	32	40	37	36	34	41	34	37
Somewhat disagree	21	19	24	19	20	21	22	19	23	19	22	17	19	19	21	19	19	24	18	18	19	21	15	28	17	21	16	17	16	18	20	18	24
Strongly disagree	12	20	12	9	19	10	10	15	10	8	13	7	11	18	12	9	21	10	8	12	8	8	14	9	8	17	6	9	18	11	7	19	7
dk/na	10	16	9	10	8	11	13	17	14	12	14	12	9	11	9	7	7	8	7	11	4	5	3	1	5	4	5	6	3	5	5	1	7
SIDS (Sudden Infant Death Syndrome) or Crib Death																																	
Strongly agree	23	21	24	24	21	25	18	18	19	22	22	20	22	25	20	24	26	24	25	20	24	23	19	24	26	26	27	27	28	25	22	29	21
Somewhat agree	31	26	31	30	24	32	33	30	32	33	25	36	32	24	33	34	28	35	36	38	35	35	36	37	35	24	34	35	29	33	38	22	39
Somewhat disagree	16	18	16	19	20	20	17	19	19	18	18	19	18	20	18	18	17	19	15	12	20	20	23	22	18	22	18	15	21	18	19	17	23
Strongly disagree	15	21	16	11	20	13	13	20	13	10	19	11	12	18	14	11	21	12	10	19	10	9	14	10	9	15	8	9	19	12	8	20	8
dk/na	15	15	14	15	16	10	20	12	17	16	15	13	16	13	15	13	10	9	14	10	11	13	8	8	12	13	12	14	3	13	12	12	10
Ear infections in children																																	
Strongly agree	15	15	15	14	7	13	13	15	12	11	10	9	12	8	12	16	21	16	12	14	10	13	8	14	14	16	15	15	13	12	12	10	10
Somewhat agree	24	21	22	26	26	25	27	21	29	24	15	26	24	15	26	23	21	23	26	21	24	28	22	26	27	22	24	27	23	27	28	23	28
Somewhat disagree	28	27	29	30	23	33	26	21	28	33	30	35	32	27	32	33	23	37	32	27	34	32	31	31	30	28	31	30	21	29	37	39	39
Strongly disagree	24	28	27	23	38	22	26	37	25	24	34	24	23	42	22	23	31	20	22	27	25	21	34	23	22	26	22	22	39	26	17	22	19
dk/na	9	9	8	7	6	7	8	7	7	8	11	5	8	9	8	6	4	5	8	10	6	6	4	5	7	8	8	6	5	5	6	6	3

Q.16

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

Specific Health Effects Caused by Second-hand Smoke

	DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002			DEC 2002			JULY-AUG 2003			DEC 2003			NOV-DEC 2004			JULY-AUG 2005			FEB 2006		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS
Multiple Sclerosis in non-smoking adults																																	
Strongly agree	9	8	6	10	7	9	8	4	11	9	9	7	10	6	9	10	10	8	10	8	9	11	9	13	10	14	10	13	14	12	10	10	8
Somewhat agree	25	17	28	26	18	24	26	25	26	25	14	26	28	16	22	26	13	24	27	26	27	33	27	31	32	20	30	30	26	29	31	26	31
Somewhat disagree	25	24	29	28	29	29	24	23	25	28	27	31	28	24	33	28	27	33	26	21	30	27	27	27	25	26	28	24	24	29	28	26	30
Strongly disagree	22	35	23	18	32	20	19	31	20	19	33	19	17	37	19	19	39	20	15	20	17	13	28	15	14	23	12	14	24	19	12	28	15
dk/na	19	16	14	18	13	17	23	17	19	19	16	17	18	16	16	18	11	15	22	25	17	16	10	14	20	18	20	19	12	10	18	10	16
Alzheimer's Disease in non-smoking adults																																	
Strongly agree	8	6	6	8	6	7	8	5	9	8	4	6	10	5	10	9	9	8	9	10	9	9	4	8	10	10	9	10	4	7	9	14	6
Somewhat agree	23	15	24	25	22	21	23	14	22	26	14	28	25	16	21	26	12	25	27	25	23	29	22	30	29	25	27	29	29	28	29	19	21
Somewhat disagree	30	28	33	29	29	36	28	24	31	28	30	29	29	20	32	29	22	31	30	29	34	32	30	32	30	25	33	29	20	29	34	34	41
Strongly disagree	27	40	30	27	38	28	26	46	27	26	40	28	26	50	29	26	50	29	20	28	26	21	38	24	22	34	21	22	42	29	19	29	24
dk/na	11	11	7	11	6	8	15	10	11	12	13	9	9	8	7	10	7	7	13	9	8	9	7	7	9	7	9	10	7	6	9	5	8
Arthritis in non-smoking adults																																	
Strongly agree	7	5	6	8	3	7	10	11	10	8	7	6	10	5	10	11	9	8	10	7	8	10	6	9	8	11	6	10	5	8	9	9	7
Somewhat agree	20	11	17	21	12	18	21	15	22	22	13	19	23	15	22	23	16	22	24	16	24	27	19	26	27	18	24	25	18	23	25	13	22
Somewhat disagree	34	34	36	31	29	34	31	25	34	32	23	37	31	21	33	33	27	35	31	29	32	33	28	34	32	29	35	32	27	30	34	34	40
Strongly disagree	31	44	34	32	53	32	27	41	26	30	48	31	28	52	29	25	43	28	24	37	26	23	40	25	24	39	26	25	45	33	23	39	26
dk/na	7	6	7	9	3	8	11	7	8	9	9	7	8	7	7	8	6	7	11	11	9	7	7	6	8	4	9	7	6	6	8	6	6

Q.16

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

E. Health Effects Caused by Hydrogen Cyanide

When asked, top-of-mind, three-quarters of youth (73%) offer no specific health effects or diseases that can be caused by hydrogen cyanide. Another five percent say hydrogen cyanide does not cause any health effects or diseases. Thirty-two percent mention specific health effects or diseases, including lung disease or cancer (7%) and cancer in general (6%).

The survey finds that the number of youth who say hydrogen cyanide does not cause any health effects or diseases is essentially unchanged from July-August 2005, and is a total of 19 points lower than that found in December 2000.

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

Health Effects Caused by Hydrogen Cyanide

	DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002			DEC 2002			JULY-AUG 2003			DEC 2003			NOV-DEC 2004			JULY-AUG 2005			FEB 2006		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS
Lung disease/cancer	2	2	2	5	5	5	4	4	5	5	8	4	4	5	4	7	9	6	3	1	2	6	8	7	3	6	2	3	8	3	7	12	6
Cancer – general	1	*	1	2	1	2	2	4	3	2	1	2	2	4	3	4	6	4	1	1	2	5	4	4	4	7	3	4	5	6	6	8	6
Death	3	3	2	2	2	2	2	3	2	2	5	2	2	2	2	4	7	3	3	5	5	3	2	4	3	1	3	3	5	2	2	2	1
Heart disease/attack	1	–	1	2	3	2	1	1	3	2	3	2	2	3	1	3	3	3	1	–	1	2	–	2	1	3	*	2	7	1	2	5	1
Respiratory problems/loss of breath	1	*	1	2	2	3	1	1	1	2	2	1	2	2	2	1	2	2	2	1	1	2	4	2	1	1	1	1	1	2	2	1	4
Brain damage/memory loss/stroke	1	1	1	1	2	1	1	2	1	*	1	*	2	1	3	1	1	*	1	1	*	2	3	2	1	1	2	1	4	1	2	2	3
Mouth cancer/disease	*	–	–	*	–	*	*	1	*	1	1	1	1	1	1	1	1	2	*	–	1	2	1	1	*	2	*	1	1	1	1	3	1
Dizziness	*	–	*	–	–	–	1	3	1	*	–	1	1	1	1	1	5	1	*	–	*	2	3	3	2	6	1	*	1	*	1	3	*
Lung damage	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	*	–	*	1	2	1	1	2	–	*	1	*	1	–	*
Throat cancer	*	–	*	*	1	1	*	1	–	1	2	1	1	1	1	1	2	1	*	–	–	1	1	1	*	1	–	*	1	–	1	2	1
Damage to cells/arteries/blood	1	–	1	*	1	–	*	*	1	*	1	*	*	–	*	1	2	1	–	–	–	*	1	–	*	1	*	*	–	*	1	–	1
Headache	1	1	1	*	1	–	1	2	1	1	1	1	1	1	1	1	2	1	1	3	1	2	4	2	3	9	4	1	7	*	*	–	1
Vertigo	–	–	–	–	–	–	1	3	*	*	–	*	*	1	–	*	2	–	*	1	*	*	2	1	1	3	1	*	2	1	*	–	–
Nausea	*	–	1	–	–	–	1	2	1	*	1	*	*	1	–	1	3	*	1	2	*	*	–	*	*	3	–	*	2	*	*	–	*
Weakness	*	*	1	–	–	–	*	2	*	–	–	–	*	–	–	*	2	–	1	1	*	1	2	2	1	3	2	*	1	*	*	–	–
Pregnancy/complications	*	–	–	*	1	–	–	–	–	*	1	*	1	2	1	*	*	1	*	–	*	*	–	–	*	–	–	*	1	*	*	–	*
Stomach aches	*	*	–	*	–	–	*	1	1	*	1	*	*	–	1	1	4	1	1	1	1	1	1	1	1	4	*	*	–	–	*	1	1
Liver cancer/disease	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	*	–	*	1	1	1	–	–	–	*	–	–	*	–	*
Poisoning	*	–	*	*	–	*	*	–	1	*	–	–	*	1	–	*	1	*	*	–	–	*	–	–	*	–	–	–	–	–	*	–	–
Burning in body/organs	*	–	*	–	–	–	–		–	*	–	*	*	–	–	*	1	1	–	–	–	–	–	–	–	–	–	*	–	*	–	–	–
Damage to nervous system	–	–	–	*	1	*	*	–	*	–	–	–	*	–	–	*	–	*	–	–	–	*	1	–	–	–	–	*	–	–	–	–	–
Other	1	2	2	1	1	1	1	1	1	2	4	1	1	1	1	1	2	1	1	–	2	4	4	5	3	5	3	4	4	4	6	9	4
None	24	27	25	30	30	30	12	14	12	17	20	17	5	2	4	6	9	5	8	9	8	4	5	4	5	5	5	6	6	6	5	9	4
dk/na	66	64	64	59	56	58	76	70	72	69	59	70	70	62	68	75	56	77	73	70	69	71	64	70	78	67	77	79	65	79	73	59	75

* Less than one percent

Q.39

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

4.0 Health Warning Messages

A. Recall and Reads Per Day

An overwhelming number of youth (93%) say they have seen health warning messages on cigarette packages. Youth smokers (98%) express virtually unanimous recall.

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

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

Two-thirds of youth (67%) say they have seen, read or heard about the health warning messages that are now on cigarette packages in Canada, and another five percent say they may have. One-quarter (26%) say they have not.

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

The number of youth who say they have seen, read or heard about health warning messages is essentially unchanged from the July-August 2005 survey, and is a total of 39 points higher than that found in December 2000.

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

Recall of Health Warning Messages on Cigarette Packages

	DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002			DEC 2002			JULY-AUG 2003			DEC 2003			NOV-DEC 2004			JULY-AUG 2005			FEB 2006		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS
Yes	91	98	96	93	100	97	93	99	96	94	99	98	93	98	97	95	98	98	93	100	97	92	99	98	94	99	99	93	99	98	93	98	98
No	9	2	4	7	–	3	6	1	4	5	1	2	7	2	3	5	2	2	7	–	3	7	1	2	6	1	1	7	1	2	6	2	2

Q.17

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

Awareness of Current Health Warning Messages on Cigarette Packages

	DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002			DEC 2002			JULY-AUG 2003			DEC 2003			NOV-DEC 2004			JULY-AUG 2005			FEB 2006		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS
Yes	28	47	28	70	83	77	62	79	67	58	75	61	57	68	64	74	86	78	70	82	74	70	90	78	69	81	74	70	84	74	67	80	75
Maybe	3	1	2	4	3	2	4	2	5	7	6	7	4	1	4	4	2	6	5	5	3	6	2	5	5	1	4	7	3	7	5	1	2
No	69	52	70	26	15	21	33	19	28	33	18	31	38	30	31	20	11	15	23	13	21	23	8	17	24	16	21	22	11	19	26	19	21

Q.18

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

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

Note: Slightly different question wording as of December 2002

Eight in ten youth (81%) say they have seen these health warning messages on cigarette packages themselves. Two in ten (18%) have not.

The number of youth who say they have seen any of these health warning messages on cigarette packages themselves is essentially unchanged from July-August 2005, but is a total of 15 points higher than that found in March-April 2001.

Older youth, particularly those aged 17 to 18, youth smokers and potential youth smokers are more likely to say they have seen the health warning messages on cigarette packages themselves.

Among youth smokers, nine in ten (90%) say they have seen these health warning messages on their main brand of cigarettes. Nine percent have not.

The current survey finds no significant change from July-August 2005 in the number of youth smokers who say they have seen these health warning messages on their main brand of cigarettes; this proportion is 16 points higher than that found in March-April 2001.

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

Smokers

	Mar-Apr 2001	July 2001	Nov-Dec 2001	July 2002	Dec 2002	July-Aug 2003	Dec 2003	Nov-Dec 2004	July-Aug 2005	Feb 2006
Yes	74	78	85	80	91	92	90	86	86	90
No	23	21	14	16	8	4	8	13	14	9
dk/na	3	1	2	5	1	4	2	2	–	1

Q.20

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

Subsample: Smokers

Note: Slightly different question wording as of December 2002

Have Seen Current Health Warning Messages on Cigarette Packages

	Mar-Apr 2001			July 2001			Nov-Dec 2001			July 2002			Dec 2002			July-Aug 2003			Dec 2003			Nov-Dec 2004			July-Aug 2005			Feb 2006		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS
Yes	66	93	75	67	87	74	64	86	70	67	75	73	83	95	89	81	91	86	80	94	87	83	91	90	79	95	85	81	97	88
No	33	7	24	32	13	24	34	13	29	32	22	25	15	4	10	17	9	13	19	6	12	16	8	9	20	5	13	18	2	12
dk/na	1	–	1	2	1	2	2	1	1	2	3	2	1	1	1	1	–	1	1	–	1	1	1	1	1	–	1	1	1	1

* Less than one percent

Q.19

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

Note: Slightly different question wording as of December 2002

Eight percent of youth report that they look at or read health warning messages on cigarette packages several times a day, and 11 percent do this about once a day. About two-thirds (64%) look at or read these health warning messages less frequently, including 31 percent who say they do this less than once a week. Sixteen percent say they never look at or read these health warning messages.

The results of the current survey are similar to those found in July-August 2005. There has been a decline since December 2000 in the number who look at or read health warning messages several times a day; this decline is greater among youth smokers than among youth in general. As well, there has been a slight increase since December 2000 in the number who look at or read the messages less than once a week.

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

Times Per Day Look at Health Warning Messages on Cigarette Packages

	DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002			DEC 2002			JULY-AUG 2003			DEC 2003			NOV-DEC 2004			JULY-AUG 2005			FEB 2006		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS
Several times a day	16	40	17	15	26	20	15	34	16	12	23	15	11	29	13	14	35	18	11	24	11	10	21	13	8	21	9	8	24	8	8	18	9
About once a day	14	22	14	14	23	14	15	20	16	14	18	16	15	16	19	14	18	15	15	16	19	12	23	16	13	18	17	12	21	15	11	16	13
Once every two or three days	14	14	15	18	17	18	16	13	19	16	19	20	16	9	18	15	8	19	13	22	16	15	11	21	13	16	18	14	11	14	12	14	12
About once a week	17	15	21	18	17	19	19	15	23	23	21	19	21	16	20	18	18	17	21	15	18	23	25	22	20	16	20	20	18	21	21	22	26
Less than once a week	25	5	26	22	11	21	22	9	18	21	11	20	23	18	22	26	12	21	26	15	27	25	13	22	29	17	24	32	19	30	31	11	31
Never	13	3	7	13	6	8	13	9	8	13	8	10	13	12	8	13	10	10	14	7	10	14	7	7	17	13	12	14	8	10	16	17	9
dk/na	*	–	–	*	–	*	*	1	–	*	–	*	1	–	1	–	–	–	*	1	*	*	–	–	*	–	*	*	–	*	1	1	*

* Less than one percent

Q.21a

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

When asked, top-of-mind, what the health warning messages now appearing on cigarette packages in Canada look like (without looking at a cigarette package), the largest proportions of Canadian youth say they have pictures (29%), or more information than before or more information about the health effects of smoking (27%). Smaller numbers of Canadian youth mention mouth/teeth pictures/diseases (10%), pictures of lungs (10%), lung cancer/diseases (8%), children/babies/kids (7%) and warnings/symbols in general (6%). Fifty-eight percent mention some other aspect and 14 percent offer no opinion.

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

The results of the current survey suggest declines from July-August 2005 in the numbers of youth who mention pictures or who say there is more information than before. Comparison with the March-April 2001 survey shows a decline of 24 points in the number of youth mentioning pictures in general; at the same time, there has been a trend toward increased mentions of specific images, ideas or graphics elements, most notably mouth/teeth pictures/disease, pictures of lungs, warnings/symbols in general, children/babies/kids and lung cancer/diseases.

Girls, older youth, particularly those aged 17 to 18 years, those who have seen, heard or read about the health warning messages now on cigarette packages, and those who have seen these messages on cigarette packages themselves, are more likely than others to mention pictures and more information. Youth smokers are more likely to mention more information. Potential youth smokers are more likely to mention pictures.

Appearance of Current Health Warning Messages on Cigarette Packages

	MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002			DEC 2002			JULY-AUG 2003			DEC 2003			NOV-DEC 2004			JULY-AUG 2005			FEB 2006		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS
Pictures (general)	53	68	58	55	64	62	46	61	48	38	38	42	41	52	42	39	49	44	34	41	35	35	38	43	40	48	49	29	29	35
More info./specific info about health effects of smoking	27	27	30	31	41	29	29	35	34	24	24	26	36	32	37	32	34	35	23	25	24	24	32	24	35	36	42	27	33	28
Mouth/teeth (pictures/disease)	1	2	1	*	1	*	5	6	4	6	8	8	10	9	11	6	3	6	9	11	8	8	7	8	9	6	8	10	9	11
Pictures of lungs	*	1	*	1	2	1	6	2	6	7	6	8	16	12	16	12	12	7	5	2	3	6	4	6	5	4	4	10	6	12
Lung cancer/diseases	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	1	1	*	14	9	12	10	4	8	8	5	10	8	4	9
Children/babies/kids	*	–	1	*	1	*	3	3	4	4	5	6	7	9	6	4	5	4	7	6	9	5	7	6	6	10	5	7	3	8
Warnings/symbols in general	2	1	2	2	1	2	3	5	3	6	7	7	6	3	6	6	4	4	5	4	4	4	3	5	3	4	4	6	3	6
Heart/heart disease	–	–	–	*	–	*	2	3	2	2	4	1	4	4	4	2	1	1	4	5	4	4	10	4	5	6	5	4	4	3
Pictures of pregnant women/pregnancy	*	–	–	*	1	*	3	2	4	4	–	6	6	4	8	5	5	4	7	8	7	6	3	6	4	3	6	4	7	5
Disease	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	1	2	1	3	4	4	3	1	3	3	3	4	4	4	4
Graphics are gross/disgusting/horrible	2	5	3	4	7	4	5	9	7	5	6	7	10	11	13	8	9	7	8	10	9	5	7	8	6	6	7	3	8	2
Writing/text in general	3	3	3	1	4	2	4	2	3	4	2	4	4	5	5	4	4	4	6	7	8	5	6	6	2	4	1	3	–	3
Impotence/drooped cigarette	*	–	*	–	–	–	3	4	4	1	2	2	3	4	4	3	8	4	2	7	1	3	8	4	3	8	4	2	7	2
Colour/coloured	6	2	7	2	3	3	3	2	3	2	3	1	3	1	2	2	3	4	4	3	6	3	4	1	3	4	5	2	–	2
Tougher, stronger messages	5	7	5	4	4	5	5	9	7	4	3	6	5	5	8	4	7	6	3	4	4	4	5	5	3	3	3	2	3	3
Info. about how to quit	3	5	2	2	5	3	3	6	2	4	7	3	3	6	4	3	3	4	5	3	7	2	4	2	3	6	3	2	7	2
Brain damage	–	–	–	*	1	1	2	3	1	2	4	1	2	2	2	1	2	2	3	4	3	2	1	1	2	2	1	2	5	1
Woman/man/people	–	–	–	*	–	–	–	–	–	1	1	1	1	2	1	*	1	–	*	–	*	*	1	–	2	2	1	2	1	1
Pictures of smoking in front of kids	–	–	–	–	–	–	1	1	1	1	1	2	3	6	3	1	1	1	2	3	2	1	–	1	1	3	1	2	2	3
Death	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	1	3	1	2	1	3	2	1	1	1	2	1	2	3	3
Body parts/organs	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	1	1	*	1	–	1	1	1	–	2	1	2

* Less than one percent

Continued ...

Q.22

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

Appearance of Current Health Warning Messages on Cigarette Packages

Continued

	MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002			DEC 2002			JULY-AUG 2003			DEC 2003			NOV-DEC 2004			JULY-AUG 2005			FEB 2006		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS
Black and white (text/background)	1	–	1	1	–	2	4	3	5	2	5	1	4	3	3	1	–	2	3	–	3	1	2	1	2	1	2	2	1	2
Dangerous/bad for health	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	2	2	1	7	8	6	2	4	2	1	–	1	2	2	3
Cancer	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	2	1	1	1	1	1	2	2	2	1	1	*
Large lettering/font/bold/block print	1	2	1	1	1	1	1	1	2	1	1	1	1	1	1	2	2	3	1	1	1	2	2	2	2	1	3	1	4	1
Location on cigarette pack	*	–	1	–	–	–	–	–	–	–	–	–	3	5	4	1	–	1	2	3	3	1	–	2	1	1	1	1	6	1
Surgeon General's warnings	*	–	*	–	–	–	*	1	1	2	2	1	1	1	1	*	1	*	1	1	1	1	–	1	1	–	1	1	–	1
Small writing/not too clear/could be bigger	*	–	*	*	–	–	–	–	1	*	1	*	1	–	1	2	2	2	1	–	1	1	–	*	1	–	1	1	1	*
Box/rectangle	2	1	1	1	–	–	3	4	3	1	2	*	2	1	1	3	3	3	2	1	4	–	–	–	1	–	1	1	–	1
Stop smoking	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	1	4	*	1	3	2	1	–	*	1	1	1
Don't start smoking	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	1	–	1	1	–	2	*	–	1	*	1	*	1	–	2
More chemicals/ingredients listed	1	2	*	1	1	1	1	1	1	1	1	*	1	–	1	1	–	1	1	1	1	1	–	1	*	1	1	1	–	2
Covers more of the package/50% of the package	3	7	2	3	4	–	3	7	4	3	7	3	3	2	4	2	1	3	1	1	*	2	3	2	2	5	2	*	*	1
Info. on back of the slide portion	1	2	1	2	4	2	2	2	1	*	1	*	1	2	1	1	–	2	1	3	–	1	1	*	1	1	1	*	1	*
Person with breathing machine	*	1	*	–	–	–	*	1	–	1	1	1	1	3	–	1	2	1	*	–	1	*	–	*	*	1	–	*	2	–
Cigarettes in ashtray	–	–	–	–	–	–	1	1	1	1	2	1	1	1	1	*	–	1	1	2	1	–	–	–	*	1	–	*	1	*
Front portion of the pack	–	–	–	*	–	–	*	1	–	*	–	–	*	–	–	1	1	1	–	–	–	*	–	1	–	–	–	*	1	–
Advertising	*	–	1	–	–	–	–	–	–	*	–	–	*	–	*	*	–	*	*	–	*	*	–	*	*	–	*	*	–	–
It's ridiculous/joke/stupid	–	–	–	1	3	*	–	–	–	*	1	–	1	2	1	*	–	*	*	1	*	*	1	–	*	1	*	–	–	–
Coloured font	–	–	–	–	–	–	–	–	–	1	2	1	1	–	1	2	–	1	–	–	–	–	–	–	–	–	–	–	–	–
Other	2	1	3	1	1	2	4	5	4	2	3	1	3	3	3	7	5	8	10	13	11	14	12	10	9	8	8	9	12	10
None/nothing	*	–	*	1	2	1	*	–	–	1	1	2	*	1	–	1	1	1	*	–	*	–	–	–	–	–	–	–	–	–
dk/na	26	11	18	24	7	16	26	8	18	27	14	18	11	3	9	14	8	11	12	7	7	12	5	5	14	8	6	14	3	8

* Less than one percent

Q.22

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

Note: Slightly different question wording as of December 2002

When asked, top-of-mind, what specific health warning messages they can remember seeing on cigarette packages in Canada (without looking at a cigarette package), the largest proportion of youth recall the messages mentioning lung cancer (24%). Other recalled messages include harmful during pregnancies, harmful to fetus or low birth rate (11%), harmful to others/children (10%), cancer in general (10%), impotence (8%), heart disease (7%), mouth or gum disease (7%), second-hand smoke is harmful/dangerous (6%), lung disease (6%) and death/premature death (5%). Forty-one percent mention some other health warning message. A total of three in ten say none (22%) or offer no opinion (10%).

The current results are similar to those found in July-August 2005. Comparison with the March-April 2001 survey suggests increases in the numbers who mention causes lung cancer and second-hand smoke is harmful/dangerous, and declines in the numbers who mention impotence, harmful to others/children, harmful during pregnancies and death/premature death.

Girls are more likely than boys to mention the message harmful during pregnancies and harmful to others/children. Older youth are more likely to mention the messages regarding impotence and causes lung cancer. Youth smokers and potential smokers are also more likely to mention impotence.

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

Recall of Specific Health Warning Messages on Cigarette Packages

	MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002			DEC 2002			JULY-AUG 2003			DEC 2003			NOV-DEC 2004			JULY-AUG 2005			FEB 2006		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS
Causes lung cancer	17	20	21	19	22	23	21	21	20	19	18	19	29	22	29	23	20	25	28	31	27	24	20	28	26	19	27	24	23	26
Harmful during pregnancies/harmful to fetus/low birth rate	16	15	18	19	20	23	16	14	20	19	17	24	13	13	17	15	9	18	12	9	15	11	5	11	11	6	14	11	10	13
Harmful to others/to children	15	27	15	16	26	16	19	32	22	13	27	15	18	28	20	9	15	10	11	14	16	6	6	8	11	15	15	10	17	10
Cancer – in general	10	7	10	10	6	11	8	8	9	9	5	11	8	4	10	7	5	11	9	5	12	9	4	11	8	8	8	10	2	11
Impotence	14	29	15	12	22	15	16	32	20	14	30	16	14	26	19	12	25	18	13	35	16	10	23	13	11	17	17	8	29	10
Heart disease	8	11	7	8	10	8	7	10	6	7	9	6	9	9	9	7	12	6	8	10	7	7	10	8	9	13	12	7	9	4
Mouth/gum disease	4	11	4	5	8	4	6	7	6	7	8	10	8	10	9	7	10	8	7	13	9	6	7	10	7	9	6	7	8	5
Second-hand smoke is harmful/dangerous	*	1	1	*	1	–	4	5	6	5	5	5	8	9	10	8	13	11	9	7	9	5	2	5	9	12	12	6	6	6
Lung disease	7	10	9	7	7	8	5	6	6	8	10	8	8	9	6	8	4	9	8	7	9	6	3	8	8	8	8	6	3	8
Death/premature death	14	18	14	12	16	14	13	16	18	9	12	8	9	11	5	3	2	6	6	5	6	6	7	6	6	8	5	5	10	4
Yellow teeth/gums/fingers	1	3	1	3	2	3	3	2	3	3	7	3	4	7	5	3	4	4	3	3	2	3	4	3	5	9	5	4	3	6
Kids imitating parents	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	2	9	2	4	8	3	5	6	5	4	9	4	4	5	5
Premature birth/preterm birth	3	5	5	3	2	4	3	4	3	3	1	4	6	8	6	5	4	5	3	2	3	3	5	3	3	7	4	4	2	7
Disease – in general	1	*	1	1	2	1	1	1	1	2	–	1	2	1	2	3	–	3	3	–	3	2	–	1	3	1	2	3	1	2
Dangerous/bad for health	3	1	4	2	2	2	2	1	2	3	1	2	2	1	2	3	2	3	4	3	3	2	–	1	1	1	3	3	2	2
Mouth cancer	2	2	3	2	3	1	2	1	2	2	3	3	4	5	4	2	5	2	3	3	2	2	3	3	4	8	6	2	1	4

* Less than one percent

Continued ...

Q.23

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

Note: Slightly different question wording as of December 2002

Recall of Specific Health Warning Messages on Cigarette Packages

Continued

	MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002			DEC 2002			JULY-AUG 2003			DEC 2003			NOV-DEC 2004			JULY-AUG 2005			FEB 2006		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS
Respiratory/breathing problems	*	1	–	1	4	1	2	4	1	2	4	2	4	4	4	2	2	3	2	2	3	1	3	1	2	4	2	2	3	1
Brain damage/disease	2	5	2	2	2	4	1	2	1	2	–	2	3	5	3	2	1	3	2	2	1	2	2	3	2	3	2	2	3	3
Cancer – other	*	–	*	1	2	1	3	3	3	1	2	2	1	1	1	3	3	2	2	4	3	2	2	3	2	1	1	2	3	2
Birth defects	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	2	3	1	*	–	*	2	–	*	2	3	3
Statistics/charts	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	1	–	*	2	6	3	1	2	1	1	5	2	2	5	2
Warnings/health warnings/stop smoking	1	1	1	1	1	1	2	3	1	3	6	3	2	1	1	4	5	3	1	–	2	*	–	–	1	1	1	2	2	2
Stroke	3	5	3	1	2	1	3	6	1	2	7	1	2	2	1	2	3	1	2	5	2	2	7	1	2	12	2	1	–	2
Emphysema	*	–	1	1	1	1	1	3	1	1	3	1	1	1	3	1	4	1	*	1	*	1	1	1	1	–	2	1	3	–
Don't start/how to quit	–	–	–	*	1	*	–	–	–	*	–	–	1	2	1	*	1	–	2	2	2	*	–	1	1	–	1	1	6	1
Throat problems/disease	1	–	1	–	–	–	*	–	–	*	–	*	1	1	1	1	1	2	*	1	*	1	1	1	*	1	*	1	1	2
Addiction	3	4	3	1	2	2	1	4	*	1	2	1	1	3	1	1	–	*	1	4	*	*	1	–	1	2	1	*	2	–
Infertility	—	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	*	1	*
Graphics of cigarette package	1	2	1	*	1	1	–	–	–	*	1	1	*	–	1	1	1	1	–	–	–	–	–	–	*	1	–	–	–	–
Must be 18/19 to smoke	*	–	–	1	–	*	*	–	*	–	–	–	*	–	–	*	–	–	–	–	–	–	–	–	–	–	–	–	–	–
Other	2	3	3	1	1	1	2	3	2	2	3	1	1	2	1	5	8	7	4	8	4	8	14	7	4	7	5	5	3	4
None	25	8	23	17	11	13	18	12	14	18	12	14	16	11	13	25	18	18	19	13	14	25	30	20	20	13	18	22	18	19
dk/na	8	3	5	13	3	9	12	5	11	16	10	15	9	3	6	6	3	4	8	2	5	11	7	7	9	2	5	10	2	9

* Less than one percent

Q.23

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

Note: Slightly different question wording as of December 2002

When asked, top-of-mind, what pictures, images or graphics they can remember seeing on the health warning messages now on cigarette packages in Canada (without looking at a cigarette package), the largest proportion of youth recall lungs or diseased lungs (36%). Other recalled images include bad, rotten or big teeth (23%), pregnant women/with cigarettes (20%), children, kids or babies (14%), mouth or diseased mouth (13%), heart or diseased heart (12%), gums or diseased gums (7%), brain or diseased brain (6%), lung cancer (6%), parents/mom/dad smoking (5%) and cigarette/curved cigarette (5%). Forty-three percent recall other images or graphics. A total of fewer than two in ten say none (10%) or offer no opinion (4%).

The results of the current survey are similar to those found in July-August 2005. Since March-April 2001, there have been increases in the numbers of youth recalling messages such as lungs or diseased lungs, pregnant women/with cigarettes, pictures of kids watching, cigarette/curved cigarette, mouth/diseased mouth and bad/rotten/big teeth; there have been decreases in the numbers who mention children/kids/babies, brain/diseased brain and limp/broken/burning cigarettes. As well, there has been a decrease of 13 points in the number who say they cannot recall any pictures or image ("none").

Girls are more likely than boys to recall pregnant women/with cigarettes. Older youth are more likely to recall mouth/diseased mouth. Potential smokers are more likely to recall lungs/diseased lungs, bad/rotten/big teeth, pregnant women/with cigarettes and mouth/diseased mouth. Youth smokers are less likely than non-smoking youth to mention lungs/diseased lungs.

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

Recall of Specific Pictures, Images or Graphics on Cigarette Packages

	MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002			DEC 2002			JULY-AUG 2003			DEC 2003			NOV-DEC 2004			JULY-AUG 2005			FEB 2006		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS
Lungs/diseased lungs	27	40	31	32	29	39	28	24	31	30	21	31	36	29	37	37	42	36	38	30	39	38	33	41	34	18	38	36	25	46
Bad/rotten/big teeth	16	30	17	21	28	23	19	28	21	21	22	26	20	24	24	20	25	23	22	27	21	21	24	27	23	28	28	23	23	27
Pregnant women/with cigarettes	9	14	9	13	16	15	17	21	21	22	26	27	18	21	21	19	21	20	20	32	22	19	24	22	19	29	24	20	24	24
Children/kids/babies	19	31	21	18	26	22	10	21	12	13	15	15	12	16	14	11	17	14	15	18	18	11	14	13	15	23	20	14	19	15
Mouth/diseased mouth	6	6	9	6	8	5	10	15	12	12	14	11	12	12	16	9	11	10	14	17	15	9	10	13	11	15	14	13	17	17
Heart/diseased heart	11	20	11	13	19	14	12	25	10	12	21	12	14	14	11	11	16	10	12	17	10	14	22	11	12	10	16	12	18	9
Gums/diseased gums	5	5	6	5	5	6	6	8	6	6	2	6	6	10	6	6	3	6	5	5	6	6	6	6	5	3	6	7	4	8
Brain/diseased brain	11	22	13	8	17	8	8	15	8	8	17	7	7	11	7	8	16	9	7	10	8	7	9	7	6	14	8	6	10	9
Lung cancer	3	3	4	3	5	1	3	1	3	3	3	5	5	7	5	5	8	5	4	1	6	5	4	5	5	4	5	6	5	5
Parents/mom/dad smoking	5	7	5	5	8	4	3	2	4	5	8	5	8	11	7	5	10	6	5	5	6	2	3	2	5	5	5	5	6	6
Cigarette/curved cigarette	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	7	10	11	5	9	5	4	9	5	5	9	4
Pictures of kids watching	–	–	–	–	–	–	5	5	6	1	2	*	3	5	3	4	9	3	2	3	3	1	1	–	5	8	6	4	1	4
Lung pictures	–	–	–	–	–	–	3	1	4	3	1	2	2	1	2	3	2	3	3	1	3	3	2	2	3	2	3	4	2	4
Limp/broken/burning cigarettes	14	19	16	6	13	5	11	15	11	11	18	15	10	12	14	7	12	11	4	8	5	3	3	5	4	10	5	3	3	3
Baby/premature baby	*	1	*	–	–	–	6	11	6	5	6	6	4	6	6	2	4	2	1	2	2	3	6	3	3	5	2	3	–	4
Throat/throat diseases	1	2	2	2	2	2	2	1	3	1	2	2	2	3	1	2	2	3	2	1	3	2	–	2	3	2	3	2	–	2
Mouth cancer	1	2	2	1	1	1	2	1	4	2	2	1	2	1	4	1	–	2	2	4	1	1	2	2	2	1	3	2	1	2
Warnings/symbols	2	1	1	1	–	–	2	1	1	1	–	1	2	–	1	1	1	*	1	–	*	1	–	1	2	–	*	2	1	1
Dirty/full ashtray	4	5	5	3	5	4	3	4	3	2	7	1	3	8	4	2	4	3	2	4	1	1	3	2	1	5	1	2	7	1
Respirators/people on breathing machines	2	9	1	2	10	2	2	10	2	3	8	2	2	8	2	2	7	3	2	10	1	*	–	1	1	2	1	2	2	1

* Less than one percent

Continued ...

Q.24

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

Note: Slightly different question wording in December 2002

Recall of Specific Pictures, Images or Graphics on Cigarette Packages

Continued

	MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002			DEC 2002			JULY-AUG 2003			DEC 2003			NOV-DEC 2004			JULY-AUG 2005			FEB 2006		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS
Patients in bed/hospital bed	*	1	–	2	5	2	1	6	1	1	1	1	1	1	*	1	4	2	1	2	1	1	2	2	1	1	2	2	3	2
Second-hand smoke	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–		–	–	–	–	–	–		–	–	–	–	2	–	1
Adult/woman/man (gen)	2	2	1	*	–	*	1	1	1	1	4	1	2	–	1	1	–	1	*	–	1	2	2	1	4	3	3	1	1	*
Impotence	3	3	4	8	17	9	2	5	3	*	–	*	3	4	4	3	5	5	3	6	5	2	4	4	2	3	3	1	2	2
People sick/coughing/choking	1	1	1	1	1	1	2	2	2	1	1	2	1	2	1	1	1	3	1	1	*	1	–	*	2	3	2	1	–	1
Deteriorating/diseased body parts	1	–	1	1	1	1	1	–	2	2	1	2	4	2	4	2	–	3	1	–	1	1	–	2	2	3	1	1	–	1
Bar charts/graphs/statistics	1	1	2	2	2	2	1	1	2	1	2	2	2	3	2	1	3	3	2	7	*	2	3	3	1	2	1	1	3	1
Cigarette smoke/smoke (general)	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–		–	–	–	–	–	–		–	–	–	–	1	7	1
Other cancer	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	1	2	1	*	–	1	1	2	1	1	1	2	1	–	1
Cancer/tumour in general	*	–	*	*	–	*	1	*	2	1	3	*	1	–	1	*	2	1	1	–	1	1	1	1	*	–	1	1	1	*
Colours/shades of package/writing	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	1	3	2	–	–	–	*	–	–	*	–	1	1	1	1
Fetus/embryo	*	–	*	1	1	*	1	1	*	–	–	–	1	–	1	1	1	1	1	–	1	1	–	2	1	–	1	*	1	–
Stroke	1	1	1	1	1	1	1	2	1	1	2	1	*	–	–	1	1	*	*	2	*	*	–	*	*	1	*	*	2	*
Arteries/clogged arteries/clot	1	1	2	*	–	*	1	1	1	1	1	*	1	–	1	1	1	2	1	2	1	1	2	*	*	–	1	*	–	1
Graphics of cigarette package	2	–	2	1	–	2	*	–	–	1	1	1	3	5	4	1	–	1	*	–	–	–	–	–	*	–	–	*	–	–
Other	3	2	3	3	3	3	2	1	1	2	–	*	3	1	2	4	3	5	10	5	12	13	12	10	7	11	7	6	7	5
None/nothing	23	5	16	15	5	15	14	4	10	12	2	2	11	5	10	15	6	10	11	4	7	13	12	8	11	11	7	10	7	6
dk/na	5	2	3	8	1	8	8	1	6	9	7	9	4	1	2	3	–	2	4	–	7	5	4	2	5	2	2	4	2	3

* Less than one percent

Q.24

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

Note: Slightly different question wording as of December 2002

B. Impact of Current Messages

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

Among youth smokers, about four in ten (42%) say that the health warning messages now on cigarette packages have been very effective in informing them about the health effects of cigarette smoking. About three in ten or fewer say that these messages have been very effective in increasing their desire to quit smoking (28%), getting them to smoke less around others than they used to (27%), getting them to smoke less (16%) and getting them to try to quit smoking (14%).

Combining the numbers who say very and somewhat effective, 87 percent of youth smokers say the messages now on cigarette packages have been effective overall in informing them about the health effects of cigarette smoking; smaller proportions say they have been effective in increasing their desire to quit smoking (60%), getting them to smoke less around others than they used to (55%), getting them to try to quit smoking (51%) and getting them to smoke less (41%).

The current survey suggests that there have been decreases from July-August 2005 in the number of youth smokers who say the current health warning messages have been very effective in getting them to smoke less around others than they used to, and informing them about the health effects of smoking. Compared to March-April 2001, the number who say the messages have been very effective in getting them to smoke less around others has increased. These results should be interpreted with caution due to the small sample size of youth smokers.

Impact of Current Messages

Smokers

	Mar-Apr 2001	July 2001	Nov-Dec 2001	July 2002	Dec 2002	July-Aug 2003	Dec 2003	Nov-Dec 2004	July-Aug 2005	Feb 2006
Informing you about the health effects of cigarette smoking										
Very effective	39	45	51	48	49	47	50	48	49	42
Somewhat effective	35	34	33	35	36	39	39	30	36	45
Not very effective	11	8	8	9	10	7	7	8	8	5
Not at all effective	14	9	7	8	5	5	4	11	7	8
dk/na	1	3	1	1	1	1	–	3	–	–
Increasing your desire to quit smoking										
Very effective	27	21	24	19	33	25	20	19	25	28
Somewhat effective	29	34	34	35	38	36	39	36	37	32
Not very effective	19	17	21	16	12	19	24	19	14	15
Not at all effective	24	25	20	29	16	20	16	24	23	25
dk/na	1	2	*	1	1	1	1	1	–	1
Getting you to smoke less around others than you used to										
Very effective	17	22	21	15	27	19	21	23	36	27
Somewhat effective	27	30	29	31	31	38	32	25	30	28
Not very effective	19	25	15	18	17	23	24	19	16	19
Not at all effective	36	23	34	35	24	19	23	32	18	26
dk/na	1	1	1	1	1	2	–	–	–	–

* Less than one percent

Continued ...

Q.26

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

Subsample: Smokers

Note: Slightly different question wording as of December 2002

Impact of Current Messages

Smokers *Continued*

	Mar-Apr 2001	July 2001	Nov-Dec 2001	July 2002	Dec 2002	July-Aug 2003	Dec 2003	Nov-Dec 2004	July-Aug 2005	Feb 2006
Getting you to smoke less										
Very effective	19	17	20	17	24	19	11	23	18	16
Somewhat effective	28	32	30	32	36	37	43	21	32	25
Not very effective	25	26	21	16	16	22	22	31	22	22
Not at all effective	28	26	28	34	24	22	24	24	28	37
dk/na	1	*	*	–	–	1	–	1	–	–
Getting you to try to quit smoking										
Very effective	17	16	28	18	29	22	19	17	18	14
Somewhat effective	33	35	27	26	35	36	36	29	39	37
Not very effective	18	23	19	21	17	17	26	23	22	23
Not at all effective	31	25	26	35	18	23	19	29	21	26
dk/na	1	1	*	1	–	2	–	1	–	–

* Less than one percent

Q.26

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

Subsample: Smokers

Note: Slightly different question wording as of December 2002

c. Assessment of Current Messages

All youth were asked to assess the health warning messages on three dimensions.

More than six in ten youth each strongly agree that the health warning messages now on cigarette packages provide them with important information about the health effects of smoking cigarettes (64%) and that these messages are accurate (63%); about five in ten strongly agree that these messages make smoking seem less attractive (53%).

Combining the numbers who strongly and somewhat agree, almost all youth agree that that the messages provide them with important information about the health effects of smoking cigarettes (93%) and the messages are accurate (92%). Eight in ten youth agree that the health warning messages make smoking seem less attractive (80%).

The results of the current survey indicate slight decreases since July-August 2005 in the number of youth who strongly agree on all three dimensions. The current results indicate declines since March-April 2001 in the proportions who strongly agree that the health warning messages provide important information and are accurate; the results of the third question (dealing with attractiveness) are similar to that found in November-December 2001, when it was first asked.

Girls and older youth tend to be more likely to strongly agree on all three dimensions.

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

Assessment of Current Messages

	MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002			DEC 2002			JULY-AUG 2003			DEC 2003			NOV-DEC 2004			JULY-AUG 2005			FEB 2006		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS
The messages provide you with important information about the health effects of smoking cigarettes																														
Strongly agree	71	97	77	70	70	71	69	69	74	70	59	71	71	66	71	70	74	72	70	64	75	73	74	73	68	63	72	64	63	62
Somewhat agree	21	27	17	22	20	24	25	27	22	22	26	23	23	24	24	23	23	24	23	30	21	22	21	24	25	32	23	29	27	31
Somewhat disagree	3	2	3	2	5	3	2	2	1	3	8	3	2	2	2	3	1	3	3	4	4	3	2	3	3	4	3	4	3	5
Strongly disagree	2	3	1	2	5	1	2	1	2	2	5	2	2	6	2	1	1	1	2	1	1	1	3	–	2	1	1	1	5	1
dk/na	3	1	1	4	1	2	2	1	2	3	3	1	2	2	1	2	–	*	2	1	–	1	1	1	2	–	1	2	2	1
The messages are accurate																														
Strongly agree	70	72	74	66	58	73	62	58	65	69	59	72	69	68	66	67	63	68	64	56	65	67	66	68	68	73	71	63	65	62
Somewhat agree	21	18	19	23	27	21	29	32	29	22	23	23	24	22	30	26	31	25	29	33	31	26	28	27	27	20	24	29	27	31
Somewhat disagree	2	5	3	5	11	3	3	5	3	3	11	1	4	5	3	4	2	4	4	10	2	3	4	3	3	–	4	4	5	6
Strongly disagree	2	4	1	2	3	1	2	3	1	2	4	1	1	4	*	1	1	1	1	–	1	1	3	1	1	5	1	1	1	*
dk/na	5	1	3	5	1	2	3	2	2	4	2	3	2	1	1	2	3	1	2	2	1	2	–	1	2	1	1	3	1	1
The messages make smoking seem less attractive																														
Strongly agree	–	–	–	–	–	–	56	50	61	58	45	60	56	45	58	58	52	56	60	47	64	59	48	63	57	49	58	53	52	54
Somewhat agree	–	–	–	–	–	–	23	18	20	23	24	20	24	23	23	24	19	28	23	27	18	22	24	20	24	23	26	27	24	30
Somewhat disagree	–	–	–	–	–	–	10	13	8	9	15	11	9	13	10	9	16	9	10	13	13	10	14	12	10	11	10	12	9	10
Strongly disagree	–	–	–	–	–	–	9	17	8	8	16	7	9	17	9	6	13	6	6	11	4	7	14	5	8	16	6	7	15	6
dk/na	–	–	–	–	–	–	3	1	2	2	*	2	1	1	1	2	–	1	2	2	1	2	1	1	2	1	–	1	–	1

* Less than one percent

Q.25

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

Note: Slightly different question wording as of December 2002

D. Avoidance of Messages

When asked about specific behaviours in the last month intended to avoid looking at or thinking about the health warning labels, 20 percent of youth smokers say they have done this by avoiding buying packs with particular health warning messages on them, 16 percent say that they have done this by keeping the pack out of sight, 14 percent say they have done this by placing a case or cover over their package, and 13 percent say they have done this by transferring cigarettes to another container.

The current results suggest that there may be slight increases from July-August 2005 in the numbers of youth smokers who have avoided looking at or thinking about the health warning labels by avoiding buying packs with particular health warning messages, and placing a case or cover over their package. Comparison with the findings of the July-August 2003 survey, when the question was first asked, suggest that there may be a slight increase in the number of youth who have avoided the health warning messages by not buying packs with particular messages. These results should be interpreted with caution due to the small sample size of youth smokers.

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

Smokers

	July-Aug 2003	December 2003	Nov-Dec 2004	July-Aug 2005	Feb 2006
By avoiding buying packs with particular health warning messages	12	21	16	14	20
By keeping pack out of sight	20	21	21	17	16
By placing a cover or case over package	12	16	18	8	14
By transferring cigarettes to another container	13	16	18	12	13

Q.27

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

A. Recall and Reads per Day of Slide

When asked, top-of-mind, if they can recall or describe anything they saw or read on the back of the slide portion of a cigarette package (without looking at a cigarette package), a total of almost nine in ten Canadian youth either offer no opinion (38%) or say they have not seen the slide portion (48%). Five percent mention health warnings in general and 14 percent mention other items.

The current results are similar to those found in July-August 2005. Comparison with the results found in December 2002, when this question was first asked, indicates an increase in the number of youth who have not seen the slide portion of a cigarette package, and a slight decrease in the number who offer no response.

Boys, older youth, youth smokers, potential youth smokers, those who have seen, read, or heard about health warning messages now on cigarette packages, and those who have seen the messages on cigarette packages themselves, are less likely to say they have not seen the slide portion. Youth smokers are more likely than non-smokers to mention health warnings in general, tips to quit smoking and the 1-800 number/quit smoking line.

Awareness of Message on Back of Slide

	DEC 2002			JULY-AUG 2003			DEC 2003			NOV-DEC 2004			JULY-AUG 2005			FEB 2006		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS
Health warnings in general	5	11	6	4	8	4	5	11	7	3	8	4	3	7	5	5	16	6
Tips to stop smoking	7	32	4	4	22	3	6	31	6	4	26	3	5	22	5	3	20	2
Tar, nicotine, carbon monoxide levels, cigarette ingredients	3	2	5	2	8	3	4	4	6	3	3	4	2	2	2	3	5	4
1 800 number/quit smoking line	2	6	2	3	12	2	3	10	2	1	5	2	2	10	3	1	12	1
A calendar	2	4	5	1	3	2	1	3	2	1	3	1	1	6	2	1	2	1
Information in general	1	2	1	*	1	1	1	2	1	1	1	*	1	4	1	1	1	1
Lung cancer/disease	2	4	2	2	1	1	2	2	3	1	3	1	1	2	1	1	2	2
Deaths/statistics/small town analogy	3	5	4	1	4	1	2	2	1	1	2	2	1	1	1	1	4	*
Cancer/diseases in general	1	1	1	1	2	*	1	4	3	1	2	2	1	–	1	1	3	1
Text with yellow highlighting	1	1	1	1	3	1	1	2	2	1	3	1	1	3	1	*	*	1
Website address	*	2	–	*	–	1	*	4	*	*	2	1	1	3	1	*	3	1
Questions and answers	–	–	–	–	–	–	*	2	–	*	–	–	*	1	–	*	1	1
Pictures	*	–	*	*	–	–	*	–	*	*	–	–	*	–	1	*	–	1
Impotence	1	–	1	–	–	–	–	–	–	*	–	1	*	–	*	*	–	–
Mouth diseases (gums/teeth/etc.)	*	–	1	*	–	–	*	–	*	–	–	–	*	–	*	*	–	*
Heart disease/problems	*	–	*	–	–	–	–	–	–	–	–	–	–	–	–	*	–	–
Brain cancer/diseases	–	–	–	–	–	–	*	1	–	–	–	–	–	–	–	*	–	1
Addiction warnings	*	1	–	*	–	1	*	1	–	*	1	*	*	–	*	–	–	–
Calendar is gone	1	2	1	*	–	*	*	–	1	*	–	–	*	1	–	–	–	–
Stroke	*	–	*	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–
Other	1	–	1	–	–	–	3	3	2	2	6	3	2	3	3	2	4	3
Not seen sliding part of cigarette pack	35	18	33	43	18	42	33	16	28	40	22	34	46	18	38	48	12	38
dk/na	43	25	40	38	30	37	44	30	45	43	30	46	38	35	43	38	42	45

* Less than one percent

Q.28
Without looking at a cigarette package, can you recall or describe anything you saw or read on the back of the sliding part of a cigarette package? Anything else?

Three percent of youth smokers report that they look at or read the information on the slide several times a day, and fewer than one percent do this about once a day. Five in ten (a total of 49%) look at or read the information on the slide less frequently, including 30 percent who say they do this less than once a week. Five in ten (48%) say they never look at or read the information on the slide.

The current results suggest there may be decreases since July-August 2005 in the number of youth smokers who look at the information on the slide once a day and less often than once a week, and an increase in the number who never look at this information. Comparison with the July-August 2003 results indicates that there may be a decline in the number of youth smokers who look at the information on the slide about once a day and an increase in the number of youth smokers who never look at the information on the slide. These results should be interpreted with caution due to the small sample size of youth smokers.

Look at or Read Information on Back of Cigarette Pack Slide

Smokers

	July-Aug 2003	December 2003	Nov-Dec 2004	July-Aug 2005	Feb 2006
Several times a day	2	5	5	4	3
About once a day	8	6	4	10	*
Once every two or three days	4	5	9	9	8
About once a week	15	15	13	14	11
Less than once a week	33	22	25	36	30
Never	37	47	42	27	48
dk/na	–	–	2	1	–

* Less than one percent

Q.29

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

Subsample: Smokers

B. Assessment of Information on Slide

Four in ten (42%) youth smokers strongly agree that the information they have seen on the back of the slide is accurate, and one-quarter (26%) strongly agree that the information is useful to them. Combining the strongly and somewhat agree numbers, 78 percent of youth smokers agree the information is accurate, and 59 percent say it is useful to them.

The results of the current survey suggest that there may be decreases since July-August 2005 in the proportions of youth smokers who strongly agree that the information on the back of the slide is accurate and useful to them. The current results also indicate that there may be declines on both of these dimensions from the results found in December 2002, when the question was first asked. However, these results should be interpreted with caution due to the small sample size of youth smokers.

Messages on Back of Slide
Smokers

	Dec 2002	July-Aug 2003	Dec 2003	Nov-Dec 2004	July-Aug 2005	Feb 2006
The information is accurate						
Strongly agree	52	49	41	47	50	42
Somewhat agree	22	25	38	25	35	36
Somewhat disagree	4	3	5	4	5	3
Strongly disagree	4	–	1	7	3	5
dk/na	19	22	16	16	7	13
The information is useful to you						
Strongly agree	38	33	28	37	39	26
Somewhat agree	26	30	31	31	35	33
Somewhat disagree	9	10	16	10	8	11
Strongly disagree	12	9	13	10	13	22
dk/na	15	17	12	12	4	8

Q.30
Thinking about the information you have seen or read on the back of the sliding part of a cigarette package, do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements ...?
Subsample: Smokers

c. The Insert

One percent of youth smokers report that they look at or read the information on the insert several times a day, and none do this about once a day. Four in ten (a total of 39%) look at or read the information on the insert less frequently, including 21 percent who say they do this less than once a week. Six in ten (59%) say they never look at or read the information on the insert.

The current results suggest that there may be a slight increase since July-August 2005 in the proportion of youth smokers who never look at the insert, but the current results are similar to those found in July-August 2003, when this question was first asked. However, these results should be interpreted with caution due to the small sample size of youth smokers.

Fifty percent of youth smokers throw out the insert when they open the pack, and another 29 percent throw out the insert when they are finished with the pack. Only six percent keep the insert, and nine percent say they do something else with it. Six percent say they do not have inserts in their packs of cigarettes.

The current results are similar to those found in July-August 2005, and in July-August 2003, when this question was first asked, although the current results do suggest a decline in the number of youth smokers who say there is no insert in their packs. These results should be interpreted with caution due to the small sample size of youth smokers.

Look at or Read Information on Cigarette Pack Insert
Smokers

	July-Aug 2003	December 2003	Nov-Dec 2004	July-Aug 2005	Feb 2006
Several times a day	2	4	3	3	1
About once a day	4	7	2	5	–
Once every two or three days	4	2	4	6	5
About once a week	11	15	10	9	13
Less than once a week	21	10	23	25	21
Never	57	61	55	52	59
dk/na	1	2	3	–	1

Q.31
How often do you look at or read the information that is on the insert or the piece of paper that is included in some cigarette packs? Would it be ...?
Subsample: Smokers

What Done with Cigarette Pack Insert
Smokers

	July-Aug 2003	December 2003	Nov-Dec 2004	July-Aug 2005	Feb 2006
Throw out when pack opened	48	43	45	46	50
Throw out with pack when done	25	29	27	24	29
Keep	2	3	4	4	6
Something else	6	10	10	8	9
Don't have packs with insert	16	14	11	16	6
dk/na	3	1	3	2	1

Q.32
What do you usually do with the insert, that is, the piece of paper with information on it, that is included in some cigarette packs? Do you ...?
Subsample: Smokers

6.0 Toxic Substances

A. Awareness of Toxic Substances

When youth are asked, top-of-mind, what, if any, chemicals or toxic substances they can name that are in cigarettes or cigarette smoke, the largest proportions mention nicotine (38%) and tar (36%). Smaller proportions mention tobacco (14%), poison/rat poison/strychnine/cyanide (9%), carbon monoxide (5%) and arsenic (5%). Twenty-nine percent mention other toxic substances. Twenty-four percent offer no opinion.

Since December 2000, there have been decreases in the numbers of youth mentioning tar, nicotine and carbon monoxide, and a slight increase in the number mentioning tobacco.

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

Awareness of Toxic Substances in Cigarettes

	DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002			DEC 2002			JULY-AUG 2003			DEC 2003			NOV-DEC 2004			JULY-AUG 2005			FEB 2006		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS
Nicotine	48	60	50	47	55	47	44	51	46	43	54	49	39	55	41	42	52	40	42	42	46	48	59	50	38	52	41	41	56	46	38	45	36
Tar	48	76	47	42	60	48	42	65	49	46	62	49	40	55	46	42	54	47	41	50	49	43	60	47	42	62	42	39	55	49	36	55	40
Tobacco	9	3	10	13	4	12	16	6	15	16	3	15	16	3	13	13	9	10	14	5	14	14	4	11	14	2	10	16	9	13	14	2	15
Poison/rat poison/strychnine/cyanide	4	2	4	5	7	5	4	6	3	5	6	6	8	5	8	8	5	9	6	6	8	7	7	6	7	4	10	9	8	10	9	8	10
Carbon monoxide	10	25	11	12	34	12	12	36	10	12	31	8	10	28	9	9	18	7	7	26	8	6	26	4	7	19	8	6	22	8	5	12	5
Arsenic	3	1	2	4	8	2	3	5	3	4	5	4	3	5	3	4	1	4	3	–	3	3	5	4	2	4	2	4	5	4	5	1	3
Formaldehyde	1	2	1	1	4	2	3	7	3	4	9	3	4	8	4	3	5	3	3	3	5	3	14	3	2	5	2	3	4	4	3	7	3
Carbon dioxide	4	11	4	4	9	5	4	8	4	4	9	2	3	4	3	4	8	3	2	6	3	3	5	3	3	5	3	3	10	3	2	4	1
Hydrogen cyanide	*	–	*	2	5	1	2	5	2	5	14	2	4	13	4	3	6	3	3	10	4	3	13	3	3	10	2	2	10	2	2	10	2
Benzene	1	1	*	1	1	2	1	4	1	4	7	2	3	9	3	3	7	3	3	5	4	2	10	1	1	7	*	1	5	1	2	12	1
Ammonia	1	*	2	2	3	1	3	4	4	3	2	5	5	6	4	4	4	5	2	5	2	3	4	5	2	1	3	1	3	2	2	1	4
Pesticides	2	3	1	1	1	1	1	1	*	*	1	–	1	1	1	1	–	1	1	–	2	1	–	1	1	2	2	*	2	*	2	–	2
Lead	1	1	1	1	–	1	1	1	1	1	–	1	1	*	1	1	1	1	1	–	1	*	–	*	1	1	1	*	–	1	2	3	*
Battery acid/toxic juice	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	1	1	1	1	2	1	1	–	2	2	1	2	1	–	2
Chemicals/gases/toxins – in general	5	5	5	5	5	4	4	5	4	4	3	3	1	–	1	3	2	2	*	1	1	*	–	–	1	1	1	2	–	1	1	2	*
Household cleaners	1	2	1	1	1	1	2	1	2	1	1	1	1	–	1	1	–	*	1	1	–	1	2	1	1	–	2	1	1	1	1	1	*
Acid	1	1	1	*	–	*	1	1	1	1	2	1	*	–	*	2	3	1	1	–	*	*	–	–	*	–	–	1	1	1	1	–	–
Type of fuel/gasoline/kerosene/ jet fuel/rocket fuel	2	–	2	2	1	2	3	3	3	4	2	4	2	2	1	4	1	4	2	1	1	1	1	*	2	–	3	1	1	*	1	–	1
Paint thinner/remover	1	*	1	1	1	*	1	2	1	1	–	1	*	–	*	1	–	2	1	–	*	1	–	1	1	–	1	*	–	–	1	1	1
Nail polish remover	1	1	1	1	1	1	2	2	2	2	1	2	2	1	1	2	1	1	1	1	1	2	–	1	3	2	3	1	–	1	1	1	2
Methane/methanol	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	*	–	–	–	–	–	1	1	1
Carcinogens	*	–	–	*	1	*	*	1	–	*	–	1	*	–	*	*	–	*	1	1	*	*	–	–	*	–	–	1	–	1	*	1	*
Carbon	*	–	*	1	2	1	1	3	1	1	1	*	*	–	*	*	1	*	*	–	*	*	–	*	*	–	–	1	–	1	*	2	–

* Less than one percent

Continued ...

Q.33

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

Awareness of Toxic Substances in Cigarettes

Continued

	DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002			DEC 2002			JULY-AUG 2003			DEC 2003			NOV-DEC 2004			JULY-AUG 2005			FEB 2006		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS
Fibreglass	*	1	1	*	1	*	1	2	*	*	1	*	*	–	–	1	1	1	*	2	*	*	1	*	*	–	–	*	1	–	*	1	1
Oil	–	–	–	–	–	–	–	–	–	–	–	–	*	–	–	*	–	–	*	–	*	*	–	*	*	–	–	1	–	*	*	–	1
Benzo[a]pyrene	*	1	1	*	1	–	*	*	–	*	*	*	1	2	1	*	1	1	1	2	1	*	1	–	*	–	*	*	2	1	*	4	*
Nitrogen oxides	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	*	–	1	*	–	–	*	–	*	*	2	–	*	–	–
Caffeine	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	1	1	1	*	–	–	*	–	–	*	–	–
4-Aminobiphenyl	*	–	1	*	1	–	*	–	–	*	1	1	*	–	*	*	–	*	*	2	–	*	–	–	*	3	–	*	–	–	*	–	*
Dioxins	–	–	–	*	–	*	*	–	–	*	*	–	*	–	–	*	1	–	*	1	–	*	–	–	*	–	*	*	–	–	*	–	*
Sulphur/sulphate	*	–	1	*	–	–	*	–	*	*	–	–	*	–	*	*	–	–	*	–	–	–	–	–	*	–	–	*	–	–	*	–	1
Cadmium	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	*	–	–	*	–	–	*	–	–
Ash	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	*	–	–	–	–	–	*	–	–
Nitrosamines	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	*	1	–	*	1	*	*	–	1	*	–	*	–	–	–
Other	1	1	1	4	5	4	2	2	2	2	–	3	4	5	4	3	3	3	5	2	4	5	5	4	6	5	7	5	4	4	6	4	6
None/nothing	4	2	3	7	3	8	3	2	4	3	3	3	3	7	2	2	1	2	5	6	3	3	–	2	3	2	4	2	2	3	3	1	4
dk/na	18	8	15	15	5	14	18	6	15	14	9	12	21	15	19	19	13	21	20	15	12	18	12	14	22	11	19	22	11	14	24	16	22

* Less than one percent

Q.33

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

When asked what chemicals or substances in cigarettes, in tobacco or in smoking, if any, cause or can cause disease or harm to health, the largest proportions of youth mention nicotine (21%) and tar (21%). Smaller proportions mention tobacco (5%) and carbon monoxide (5%). Eight percent say that all the chemicals cause harm, and 20 percent mention other specific substances. Forty-eight percent offer no opinion.

The current survey results are similar to those found in July-August 2005 and July 2002, when the question was first asked.

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

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

	JULY 2002			DEC 2002			JULY-AUG 2003			DEC 2003			NOV-DEC 2004			JULY-AUG 2005			FEB 2006		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS
Nicotine	19	24	18	24	38	23	24	19	27	27	24	29	21	26	22	21	27	23	21	25	24
Tar	21	32	23	22	29	25	24	30	29	25	37	29	22	30	26	18	24	24	21	22	28
Tobacco	5	1	6	5	3	4	4	1	3	5	1	6	4	2	3	6	2	6	5	–	5
Carbon monoxide	6	14	8	7	10	6	5	17	6	4	15	3	4	11	6	5	11	6	5	19	6
Arsenic	1	2	*	2	1	4	2	–	1	2	2	3	2	2	2	2	3	2	3	1	3
Poison/rat poison/ strychnine/cyanide	3	3	2	2	–	3	3	2	4	2	–	3	2	–	3	3	3	2	3	–	5
Hydrogen cyanide	2	5	2	2	2	2	2	9	3	2	6	2	1	4	*	1	5	2	2	6	2
Carbon dioxide	1	2	1	1	2	1	1	2	*	1	1	2	2	2	2	2	4	1	1	1	–
Formaldehyde	2	6	2	1	2	2	2	2	2	1	4	1	2	4	2	2	3	2	1	3	1
The smoke itself	2	1	2	1	–	1	2	2	1	2	–	2	2	–	3	2	1	2	1	–	1
Benzene	1	3	1	1	2	1	1	4	1	1	5	2	*	4	–	1	2	1	1	6	–
Ammonia	2	2	1	2	2	1	2	4	2	2	1	3	1	2	1	1	2	*	1	–	2
Lead	1	1	1	*	–	*	1	–	1	*	–	–	*	–	–	*	–	1	1	–	*
Type of fuel/gasoline/kerosene/ jet fuel/rocket fuel	*	–	*	1	–	*	*	–	*	*	–	*	1	1	*	*	–	–	1	–	1
Carcinogens	–	–	–	*	–	*	*	–	*	*	–	–	*	–	*	*	–	–	1	–	1
Chemicals/gases/toxins – in general	*	–	*	1	1	1	*	–	–	*	1	*	*	1	–	*	–	–	1	1	–
Pesticides	*	1	1	*	–	1	*	–	*	*	–	*	*	1	1	*	–	–	1	–	1
Nail polish remover	*	–	–	*	–	–	*	–	*	*	–	1	1	1	1	1	–	1	*	–	*
Battery acid/toxic juice	–	–	–	–	–	–	*	1	*	*	1	1	*	–	*	1	–	*	*	–	1
Nitrogen oxides	–	–	–	–	–	–	*	1	–	–	–	–	–	–	–	*	1	*	*	–	–
Carbon	*	–	–	*	1	–	–	–	–	–	–	–	–	–	–	*	–	1	*	–	–
Acid	*	–	*	*	–	–	*	–	–	*	–	–	*	–	–	*	–	1	*	2	–
Household cleaners	*	–	*	*	–	–	*	–	*	–	–	–	*	–	*	*	–	*	*	–	1

* Less than one percent

Continued ...

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

Seven in ten youth (68%) think that chemicals are added to tobacco when cigarettes are being manufactured. Fewer than two in ten each say that chemicals are not added (14%) or offer no response (17%).

The results of the current survey are similar to those found in July-August 2005, and also to those found in July 2002, when the question was first asked.

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

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

Continued

	JULY 2002			DEC 2002			JULY-AUG 2003			DEC 2003			NOV-DEC 2004			JULY-AUG 2005			FEB 2006		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS
Benzo[a]pyrene	*	*	1	*	–	1	*	1	–	*	1	–	*	–	*	*	–	–	*	–	*
Caffeine	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	*	–	–
4-Aminobiphenyl	*	–	–	*	2	–	*	2	–	*	1	–	*	2	–	*	–	–	*	2	–
Oil	–	–	–	–	–	–	–	–	–	*	–	*	–	–	–	*	–	–	*	–	*
Paint thinner/remover	*	–	–	*	–	*	*	–	–	*	–	*	*	–	*	–	–	–	*	1	–
Sulphur/sulphate	*	–	*	*	–	–	*	–	–	–	–	–	*	–	–	–	–	–	*	–	*
Fibreglass	–	–	–	*	1	–	*	1	–	*	–	*	–	–	–	–	–	–	*	1	–
Ash	*	–	–	*	–	*	–	–	–	–	–	–	–	–	–	–	–	–	*	–	–
Cadmium	–	–	–	–	–	–	*	–	–	*	–	–	*	–	1	*	1	–	–	–	–
Dioxins	–	–	–	–	–	–	*	–	–	*	–	*	*	1	*	*	–	–	–	–	–
Nitrosamines	*	–	–	*	–	*	–	–	–	–	–	–	*	1	*	–	–	–	–	–	–
All the chemicals cause harm	11	16	12	9	13	10	10	19	10	9	20	8	10	12	11	10	11	12	8	16	7
Other	1	2	*	1	1	1	2	1	3	2	–	4	2	2	1	2	4	2	2	–	2
None/nothing	3	5	4	3	5	2	5	4	4	2	–	1	2	4	3	3	1	3	3	–	2
dk/na	47	35	42	43	27	46	43	38	36	44	31	39	48	37	40	48	42	40	48	41	48

* Less than one percent

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

Chemicals Added to Cigarettes During Manufacture

	JULY 2002			DEC 2002			JULY-AUG 2003			DEC 2003			NOV-DEC 2004			JULY-AUG 2005			FEB 2006		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS
Yes, chemicals are added	65	72	72	68	75	71	63	68	69	63	75	69	64	62	71	66	73	71	68	70	77
No, chemicals are not added	15	16	14	12	10	11	16	19	13	19	13	15	16	19	13	16	15	15	14	22	10
dk/na	20	11	14	21	15	18	21	13	18	18	12	16	20	19	16	18	12	14	17	8	13

Q.38
As far as you know, are any chemicals added to the tobacco when cigarettes are manufactured?

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

Six percent of youth smokers report that they look at or read the information about chemicals and substances on the side of a cigarette package several times a day, and one percent do this about once a day. Five in ten (a total of 52%) look at or read the information on the side of the package less frequently, including 36 percent who say they do this less than once a week. Four in ten (41%) say they never look at or read the information on the insert.

These results are similar to those found in July-August 2005 and in July-August 2003, when this question was first asked. These results should be interpreted with caution due to the small sample size of youth smokers.

When asked if they can name any chemicals or toxic substances that are currently listed on a cigarette package (without looking at a cigarette package), the largest proportions of youth mention nicotine (15%) and tar (12%). Twelve percent mention some other toxic substance. Nine percent say there are no chemicals or toxic substances currently listed on cigarette packages, and 66 percent offer no opinion.

The current survey results are similar to those found in July-August 2005. Since December 2000, there has been a decrease of 13 points in the number of youth who say there are no toxic substances listed on cigarette packages and an increase of 23 points in the number who offer no response to the question; there have also been decreases in the numbers who mention tar, nicotine and carbon monoxide.

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

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	Feb 2006
Several times a day	1	5	4	4	6
About once a day	4	5	2	4	1
Once every two or three days	5	4	3	7	6
About once a week	15	15	11	13	10
Less than once a week	30	31	31	30	36
Never	44	40	50	41	41
dk/na	1	–	–	1	–

Q.35
Overall, how often do you find yourself looking at, or reading, the information about chemicals and substances on the side of cigarette packages? Would it be ...?
Subsample: Smokers

Toxic Substances Listed on Cigarette Packages

	DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002			DEC 2002			JULY-AUG 2003			DEC 2003			NOV-DEC 2004			JULY-AUG 2005			FEB 2006		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS
Nicotine	23	40	24	23	38	27	23	37	25	22	39	21	18	37	19	20	31	20	20	28	26	22	38	23	16	33	15	15	30	20	15	21	17
Tar	21	47	20	21	45	25	21	46	24	22	43	20	17	39	19	19	47	18	15	32	20	19	40	20	14	38	13	13	27	18	12	27	16
Tobacco	3	–	3	4	2	4	4	2	5	4	2	4	3	–	2	4	4	3	3	2	2	4	–	3	3	2	2	4	2	4	3	–	6
Carbon monoxide	8	28	8	7	28	8	6	26	4	6	22	4	6	17	6	6	17	4	5	22	6	4	16	3	3	13	5	3	14	4	3	11	4
Poison/rat poison/strychnine/ arsenic/cyanide (unspec.)**	*	–	1	1	–	*	*	1	*	1	2	1	1	3	1	1	1	1	1	2	1	2	–	2	1	3	1	2	–	2	1	2	2
Hydrogen cyanide	*	–	*	1	2	–	*	2	*	2	8	*	2	6	2	2	5	1	2	12	3	2	10	2	2	6	*	1	6	2	1	4	2
Benzene	*	1	*	*	–	*	1	2	*	2	6	1	2	8	2	2	4	2	1	4	2	1	6	1	2	8	1	1	5	2	1	6	1
Formaldehyde	*	1	–	*	–	1	1	4	*	1	5	1	2	6	2	1	3	1	1	5	2	2	7	*	1	4	1	1	3	3	1	7	1
Carbon dioxide	2	7	2	2	5	2	2	4	2	1	4	1	1	2	2	1	2	–	1	3	1	1	4	1	*	2	*	1	3	1	1	4	–
Lead	–	–	–	–	–	–	–	–	–	*	–	*	*	–	1	*	–	–	*	–	*	–	–	–	*	–	–	–	–	–	*	–	–
Type of fuel/gasoline/kerosene/jet fuel	*	–	–	*	–	*	1	–	1	*	–	1	1	–	*	*	1	–	*	–	–	*	–	–	*	–	1	–	–	–	*	–	*
Chemicals/gases/toxins – in general	1	–	1	1	2	1	2	2	4	1	2	1	*	1	*	1	1	1	–	–	–	*	2	*	–	–	–	*	–	1	–	–	–
Other	*	1	1	*	–	–	*	2	–	*	–	*	3	6	2	2	2	2	1	1	2	2	2	3	2	2	2	2	–	3	1	–	1
None/no chemicals or toxic substances	22	17	22	30	19	28	14	13	14	15	12	14	14	12	14	9	9	10	13	12	15	8	7	7	8	7	10	7	7	8	9	10	5
dk/na	43	26	40	34	17	32	49	27	42	49	30	52	54	33	53	57	30	60	55	38	47	57	35	56	63	35	62	64	46	57	66	48	62

* Less than one percent

Q.34

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

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

Four in ten or more youth smokers say that the information about chemicals and toxic substances now on the side of cigarette packages has contributed to getting them to smoke less (46%), encouraging them to try to quit smoking (43%) and increasing their desire to quit smoking (39%). Only three percent say the information has contributed to getting them to switch to a different brand or product.

Since December 2002, when the question was first asked, there have been decreases on three of the four dimensions in the numbers who say that the information on the side of cigarette packages has had an impact on their smoking behaviour; there has been no change in the number who say the information has gotten them to smoke less. These results should be interpreted with caution due to the small sample size of youth smokers.

Impact of Information About Chemicals and Toxic Substances
Smokers

	Dec 2002	July-Aug 2003	Dec 2003	Nov-Dec 2004	July-Aug 2005	Feb 2006
Got you to smoke less	46	41	40	37	37	46
Encouraged you to try to quit smoking	53	49	45	43	41	43
Increased your desire to quit smoking	53	41	37	34	33	39
Got you to switch to a different brand/product	23	15	17	14	12	3

Q.36
Thinking about the list and the information about chemicals and toxic substances that is now on the side of cigarette packages in Canada, has this information contributed to any of the following? Has it ...?
Subsample: Smokers

Survey of Youth: Methodology

The results of the survey are based on questions asked to 1,000 youth between 12 and 18 years of age, living within the 10 provinces of Canada. The survey was conducted by telephone from February 8 to March 1, 2006.

SAMPLE SELECTION

The sampling method was designed to complete approximately 1,000 interviews with youths between 12 and 18 years of age in the 10 provinces, proportionate to the incidence of youths of this age group in each province relative to the incidence of youth in the population of Canada. Using population data, the relative proportions of youths in this age group in the populations of each province were derived and used as the basis of the sampling frame.

The actual sample is distributed as follows.

	Weighted N	Unweighted N	Margin of Error
Atlantic Region	81	82	10.8
Quebec	252	254	6.1
Ontario	374	374	5.1
Manitoba/Saskatchewan	71	71	11.6
Alberta	91	90	10.3
British Columbia	131	129	8.6
Total	1,000	1,000	3.1

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

A total of 51,725 telephone numbers were drawn. From within each household contacted, respondents between 12 and 18 years of age were screened for random selection using the "most recent birthday" method. The use of this technique produces results that are as valid and effective as enumerating all eligible persons within a household and selecting one randomly.

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

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

TELEPHONE INTERVIEWING

Interviewing was conducted at Environics' central facilities in Toronto and Montreal. Field supervisors were present at all times to ensure accurate interviewing and recording of responses. Ten percent of each interviewer's work was unobtrusively monitored for quality control in accordance with the standards set out by the Canadian Association of Marketing Research Organizations – 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 1,000 interviews were completed. The margin of error for a sample of 1,000 is +/- 3.1 percentage points, 19 times in 20. The margins are wider for regional and demographic subsamples.

A. Total sample dialled	51,725
Household not eligible	12,634
Non-residential/not in service	12,460
Language barrier	984
B. Subtotal	26,078
C. New base (A – B)	25,647
D. No answer/line busy/not available	12,868
Refusals	11,740
Mid-interview refusals	39
E. Subtotal	24,647
F. Net completions (C – E)	1,000

ENVIRONICS
RESEARCH GROUP

February 2006

Survey of Youth - Wave 11
PN5799
Questionnaire - Draft 3

INTRODUCTION FOR YOUTH SURVEY

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

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

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

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

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

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

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

1 - Male
2 - Female

D. Language of survey

1 - English
2 - French

E. How old are you?

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

F. To what age group do you belong?

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

Parental consent requested of some youth categories.

MAIN QUESTIONNAIRE

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

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

ASK ALL NON-SMOKERS

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

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

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

3. Have you ever seriously thought about trying smoking?

1 - Yes
2 - No
3 - DK/NA

ASK ALL NON-SMOKERS

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

1 - Yes
2 - No
3 - DK/NA

ASK ALL

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

1 - Yes
2 - No
3 - DK/NA

NON- SMOKERS GO TO Q.12

IF SMOKE EVERY DAY, ASK:

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

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

2 - DK/NA

IF SMOKE OCCASIONALLY, ASK:

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

|_|_| cigarettes per day

2 - DK/NA

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

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

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

9. Have you ever tried to quit smoking?

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

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

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

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

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

IF YES TO Q.11(a), ASK :

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

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

IF YES IN Q.11(a) ASK :

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

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

_____

14 - DK/NA

HEALTH EFFECTS

ASK ALL

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

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

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

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

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

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

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

a) Lung cancer

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

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

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

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

a) Asthma attacks in children

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

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

HEALTH WARNING MESSAGES

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

1 - Yes
2 - No
3 - DK/NA

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

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

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

1 - Yes
2 - No
3 - DK/NA

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

    1 - Yes
    2 - No
    3 - DK/NA

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

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

    IF CODE 1 IN Q.21(a), ASK:

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

    1 - _____TIMES PER DAY
    2 - DK/NA

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

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

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

    _____

    _____

    _____

2 - None
3 - DK/NA

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

_____

_____

_____

2 - None
3 - DK/NA

ASK ALL

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

a) The messages are accurate.

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

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

c) The messages make smoking seem less attractive.

ASK SMOKERS ONLY

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

a) Getting you to smoke less

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

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

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

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

1 - Yes
2 - No
3 - DK/NA

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

SLIDE

ASK ALL

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

01 - Tips to stop smoking
02 - Health warnings in general
03 - 1-800 number/quit smoking line/Health Canada
04 - Deaths/statistics/small town analogy
05 - A calendar
06 - Text with yellow highlighting
07 - Tar, nicotine, carbon monoxide levels, cigarette ingredients
08 - Information in general
09 - Website address
10 - Lung cancer/disease

11 - Calendar is gone
12 - Cancer/diseases in general
13 - Not seen sliding part of a cigarette pack
14 - Other (**SPECIFY**) _____
15 - DK/NA

ASK ALL SMOKERS

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

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

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

a) The information is accurate

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

b) The information is useful to you

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

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

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

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

VOLUNTEERED

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

TOXIC SUBSTANCES

ASK ALL

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

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

_____
_____
_____

21 - DK/NA

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

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

_____
_____
_____

10 - DK/NA

ASK SMOKERS

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

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

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

a) increased your desire to quit smoking?

1 - yes
2 - No
3 - DK/NA

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

ASK ALL

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

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

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

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

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

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

DEMOGRAPHICS

ASK ALL

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

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

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

IF IN SCHOOL, ASK:

41. How would you describe the marks you get in school? Do you generally get above average marks, average marks or below average marks?

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

IF IN SCHOOL, ASK:

42. What grade or level are you in school?
DO NOT READ

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

IF NOT IN SCHOOL, ASK:

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

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

ASK ALL

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

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

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

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

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

$_____
2 - DK/NA

47. Are you … **READ**

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

48. Into which of the following categories would you put the total annual income, before taxes and deductions, for 2005, of all members of your household, including yourself? Is it… **READ**

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

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

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

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

1 - Yes/maybe
2 - No

IF YES/MAYBE, RECORD NAME AND NUMBER.

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

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

1 - Yes
2 - No

If incorrect, please input correct phone number: _____.

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

1 - Yes
2 - No

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

ENVIRONICS
RESEARCH GROUP

Sondage mené auprès des jeunes - Wave 11 **06/06**
PN5799
Questionnaire français - Draft 3

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. Ce sondage est enregistré en vertu du système national d'enregistrement des sondages.

Nous choisissons des numéros de téléphone au hasard, puis nous sélectionnons dans le foyer une personne qui sera interviewée. Pour ce sondage nous parlons à des jeunes entre 12 et 18 ans.

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

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

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

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

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

1 - Homme
2 - Femme

D. Langue du sondage

1 - Anglais
2 - Français

E. Quel âge avez-vous?

1 - 12
2 - 13
3 - 14
4 - 15 — **PASSER À Q.1**
5 - 16
6 - 17
7 - 18
8 – NSP/PR **DEMANDER Q.F**

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

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

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

QUESTIONNAIRE PRINCIPAL

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

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

DEMANDER À TOUS LES NON-FUMEURS

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

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

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

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

1 - Oui
2 - Non
3 - NSP/PR

DEMANDER À TOUS LES NON-FUMEURS

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

1 - Oui
2 - Non
3 - NSP/PR

DEMANDER À TOUS

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

1 - Oui
2 - Non
3 - NSP/PR

POUR LES NON-FUMEURS, PASSER À Q.12

SI FUME TOUS LES JOURS, DEMANDER :

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

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

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

2 - NSP/PR

SI FUME À L'OCCASION, DEMANDER :

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

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

2 - NSP/PR

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

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

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

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

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

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

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

LIRE

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

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

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

SI OUI À Q.11(a), DEMANDER Ý:

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

LIRE

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

SI OUI À Q.11(a) DEMANDER Ý:

c) Si vous deviez arrêter de fumer à un moment donné, quelles façons ou quelles méthodes pensieriez-vous utiliser? **[SONDER :** Est-ce qu'il y en a d'autres?**]**

NE PAS LIRE - CODER TOUTES LES MENTIONS QUI S'APPLIQUENT

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

EFFETS SUR LA SANTÉ

DEMANDER À TOUS

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

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

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

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

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

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

NE PAS LIRE. CODER TOUTES LES MENTIONS QUI S'APPLIQUENT.

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

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

LIRE EN ROTATION.

a) Cancer du poumon

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

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

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

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

LIRE EN ROTATION.

a) Crises d'asthme chez les enfants

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

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

MESSAGES D'INFORMATION SUR LA SANTÉ

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

    1 - Oui
    2 - Non
    3 - NSP/PR

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

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

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

    1 - Oui
    2 - Non
    3 - NSP/PR

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

    1 - Oui
    2 - Non
    3 - NSP/PR

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

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

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

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

1 - _____FOIS PAR JOUR
2 - NSP/PR

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

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

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

_____

_____

_____

2 - Aucune
3 - NSP/PR

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

_____

_____

_____

2 - Aucune
3 - NSP/PR

DEMANDER À TOUS

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

LIRE EN ROTATION

a) Les messages sont exacts

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

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

c) Les messages rendent la cigarette moins attrayante

DEMANDER AUX FUMEURS SEULEMENT

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

LIRE EN ROTATION

a) Vous amener à moins fumer

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

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

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

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

1 - Oui
2 - Non
3 - NSP/PR

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

DIAPOSITIVE

DEMANDER À TOUS

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

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

DEMANDER AUX FUMEURS

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

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

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

    a) Les informations sont exactes

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

    b) Les informations vous sont utiles

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

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

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

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

    NON SUGGÉRÉ

    05 – n'a pas de paquets comprenant un encart

99 – NSP/PR

SUBSTANCES TOXIQUES

DEMANDER À TOUS

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

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

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

01 - Dioxyde de carbone
02 - Monoxyde de carbone
03 - Goudron
04 - Nicotine
05 - Formaldéhyde
06 - Benzène
07 - Cyanure d'hydrogène/acide cyanhydrique
08 - Aucun/pas de produits chimiques ou de substances toxiques

09 - Autre (**PRÉCISER**) _____
10 - NSP/PR

DEMANDER AUX FUMEURS

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

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

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

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

1 - Oui
2 - Non
3 - NSP/PR

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

DEMANDER À TOUS

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

NE PAS LIRE - CODER TOUTES LES MENTIONS QUI S'APPLIQUENT

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

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

_____
_____
_____

23 - NSP/PR

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

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

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

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

DONNÉES DÉMOGRAPHIQUES

DEMANDER À TOUS

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

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

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

SI AUX ÉTUDES, DEMANDER :

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

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

SI AUX ÉTUDES, DEMANDER :

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

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

SI N'EST PAS AUX ÉTUDES, DEMANDER :

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

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

DEMANDER À TOUS

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

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

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

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

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

$_____
2 – NSP/PR

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

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

48. Laquelle des catégories suivantes correspond le mieux au revenu total de tous les membres de votre foyer et de vous-même, avant impôt, en 2005? Est-ce que c'est…?
LIRE

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

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

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

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

1 - Oui/peut-être
2 - Non

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

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

_____

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

_____.

1 - Oui
2 - Non

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

_____

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

1 - Oui
2 - Non

Merci beaucoup.