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*Qualitative and Quantitative Research on  
Gender, Gender-Based Differences and  
Impact on Smoking Behaviour*

**EXECUTIVE SUMMARY**

**HC-POR- 05-055**  
**PWGSC #H4138-051207/001/CY**

**PREPARED FOR: HEALTH CANADA**

**PREPARED BY: MILLWARD BROWN**

**PROJECT #20202693**  
**JUNE 2006**

# EXECUTIVE SUMMARY

## INTRODUCTION

### Background

Tobacco use is by far the greatest cause of preventable death and disability in Canada. According to the 2004 annual Canadian Tobacco Use Monitoring Survey, 20% of the Canadian population aged 18 years and older were Current Smokers (Daily plus Occasional Smokers); 27% were Former Smokers; and 53% were Never Smokers.

The World Health Organization has defined, '*sex*' as "the biological characteristics such as anatomy (e.g. body size and shape) and physiology (e.g. hormonal activity or functioning of organs) that distinguish males and females". '*Gender*', on the other hand "refers to the array of socially constructed roles and relationships, personality traits, attitudes, behaviours, values, relative power and influence that society ascribes to the two sexes on a differential basis."

A clear understanding of possible *gender*-based differences related to smoking behaviour is important in many aspects of tobacco control programming, from prevention efforts to social marketing and educational campaigns to the provision of cessation support and programs. For the purposes of this project, it was assumed that there are gender-based differences between males and females in relation to smoking behaviour. Based on this assumption, this project attempted to shed light on possible gender-based differences regarding smoking behaviour and to assist in providing answers to these types of questions.

### Research Objectives

The research was designed to explore qualitatively and then quantify awareness, perceptions, beliefs, attitudes, knowledge and behaviour with respect to gender, gender-based differences and how these impact on smoking behaviour.

### Methodology

The qualitative phase of the study was conducted in February 2006, and consisted of 16 focus groups. Groups were held in English in Toronto and Regina, and in French in Montreal and Moncton. Eight groups were held with Current Smokers (4 male, and 4 female), four groups were with Former Smokers (2 male and 2 female) and four were with Never Smokers (2 male and 2 female). The quantitative phase was conducted in March-April 2006 by telephone, and included 2,026 interviews with adult Canadians who qualified as one of Current Smokers, Former Smokers or Never Smokers.



Millward Brown



## Reporting Perspective

The Executive Summary approaches the issue of gender differences from two different angles. First, it examines the behaviour and attitudes of Current and Former Smokers in order to understand where the 'real' differences lie between males and females. Secondly, the *perceptions* of the sample overall as to the differences between males and females are discussed, with some comparisons drawn between the perceptions and the reality. Information and insights from both the qualitative and quantitative phases of the research are included.

## **THE SMOKERS' STORY**

### *There Were A Few Differences In Terms of Starting To Smoke*

Quantitatively, only one-third of Current (34%) and Former (35%) Smokers said they believe that males and females have different reasons for starting to smoke. That is, most suggested that there are no differences in this respect.

This perception was consistent with what was heard in the qualitative phase of the research. To a large extent, the reasons given for starting to smoke were similar for men and women. Most said they were young when they first tried cigarettes, although males seemed to start younger than females. Most (both males and females) did not enjoy their first attempt. For some, smoking was a way to rebel against authority or to annoy their parents and teachers. Others said they started smoking to fit in with their peers. They wanted to feel part of the group, particularly if their friends smoked. They did not want to feel different. Many Current and Former Smokers said they had at least one parent who smoked, and that this influenced their own behaviour.

Their reasons for continuing to smoke were also similar. Some Current Smokers felt more comfortable socially when they smoked. When some Current Smokers (youth and adults) were in a situation where they did not know what to say or do, holding a cigarette made them feel more comfortable or empowered.

Many of the older participants in the focus groups grew up in an era when smoking was less restricted than it is now, and more widely accepted. Smoking was regularly seen in movies and on TV. Smoking was popular and accepted, and was considered glamorous and sophisticated. Many older participants – both male and female – said they started smoking because of the image that was attached to it in the fifties and sixties.

Some of the younger participants offered a similar reason when they said they started smoking because they believed it was 'cool'. They liked the image of holding a cigarette, saying it made them look older. There was a feeling that if they looked older, they would be treated differently, possibly with more respect. Some felt that if they looked older, they would attract the attention of older people with whom they wanted to associate.

While these types of comments were heard from both males and females, qualitatively there appeared to be some differences in the way they responded:

- males tended to cite a younger initial trial age than females did
- males seemed more likely to suggest they started to smoke as a way of asserting their independence and masculinity
- females seemed more likely than males to say they wanted the older image they associated with smoking in order to attract the attention of older boys. They started to smoke when they were 14 or 15 in order to attract the attention of boys who were 17 or 18
- females seemed more likely to suggest they started to smoke as a way of rebelling against their parents, possibly because they felt more restrictions than their male counterparts.

### *As Smoking Behaviour Continues, More Differentiation Emerges*

There is no question that males and females gave some of the same reasons for continuing to smoke into adulthood. Some of the reasons which emerged qualitatively and on an unaided basis in the quantitative survey from both males and females, include:

- they are addicted and can't quit (26% of male Current Smokers and 27% of female Current Smokers)
- smoking helps them deal with stress; they believe it calms them down (14% of males and 25% of females)
- smoking gives them physical feeling of well-being – a 'buzz', particularly the first cigarette of the day (4% of males and 3% of females)

Moreover, when the survey respondents were asked aided questions, most Current Smokers agreed that the following reasons for smoking apply equally to both males and females:

- smoking is a habit (91% of Current Smokers say this applies to both males and females equally)
- they are addicted (90%)
- smoking gives them a break from their day (75%)
- smoking helps them handle stress (72%)
- smoking is a social thing (68%)
- they enjoy the ritual of smoking (66%)
- their friends are smokers (64%)
- smoking gives them a 'buzz' (56%).

Overall, then, there are a number of reasons for smoking that transcend gender, and are considered equally applicable to males and females by those who currently smoke.



However, there were some differences in the way men and women responded when asked why they smoke. Qualitatively, it appeared that women were more likely than men to cite smoking as a mechanism for coping with stress. This was also noted in the quantitative study when 21% of female Current Smokers (versus 14% of male Current Smokers) spontaneously said they smoke because it helps them deal with stress.

Some women said they smoke because they are afraid they will gain weight if they quit. This was not a reason given by men. In the quantitative study, 53% of Current Smokers say that 'smoking helps control one's weight' applies more to females than to males, and this perception was evident among Current Smokers of both genders.

There is a perception that some people smoke because it makes them feel sexy, or sophisticated. While most Current Smokers dismiss these as reasons for anyone smoking, a minority says these reasons apply more to females than males:

- smoking makes them feel sexy (27% of Current Smokers say this applies more to females)
- smoking is sophisticated (19%).

By way of comparison, there are virtually no reasons for smoking which Current Smokers in the quantitative study are more likely to attribute to males than females. In the focus groups, however, men were more likely than women to say they smoke because they enjoy the taste of tobacco. Men also seemed more likely than women to say they regard smoking as a part of their daily lives, partly because they enjoy the taste, and partly because they know so many people who smoke. These differences did not emerge in the quantitative study.

### *Smoking Behaviour Differs Slightly By Gender*

Qualitatively, there did not seem to be a great deal of difference in the behaviour patterns of men and women who smoke or used to smoke. The times and places in which they said they smoke(d) were similar, as were the occasions and the company they kept while smoking.

However, some clear differences in smoking behaviour did emerge from the quantitative survey:

- among Current Smokers:
  - females are more likely than males to say they smoke outside
  - males are more likely than females to say they smoke at work
  - males are more likely than females to say they smoke alone, regardless of time of day; females are more likely to say they smoke with other people at least some of the time
  - females are more likely than males to say they smoke in the evening while relaxing; males are more likely than females to say they smoke anytime





- males tend to finish a cigarette faster than women
- females are more likely than males to report that they tend to take short puffs when they smoke.
- among Former Smokers:
  - females are more likely than males to say they smoked in the house or in restaurants
  - males are more likely than females to say they smoked at work, in their vehicle or anywhere
  - females are more likely than males to say they drank something non-alcoholic when they smoked, while males are more likely than females to say they drank something alcoholic
  - females are more likely than males to say they smoked while socializing; males are more likely than females to say they smoked while they worked outside
  - like Current Smokers, female Former Smokers are more likely than males to say they smoked in the evening while relaxing; males are more likely than females to say they smoked anytime
  - like Current Smokers, male Former Smokers tended to finish a cigarette faster than women.

That is, there are some distinct behavioural differences between males and females who currently smoke, or who used to smoke. (Part of the behavioural differences between Current and Former Smokers might lie in the fact that some of the legislation in terms of where smoking is allowed has changed since many of the Former Smokers quit smoking.)

Current Smokers also have some perceptions about the way in which males and females smoke cigarettes. For example:

- 37% of Current Smokers believe that females are more likely than males to 'let their cigarette burn rather than smoke it'
- 29% believe that females are more likely than males to 'use a cigarette to attract attention in a sexual way'
- 26% believe that females are more likely than males to 'share their cigarettes with others'
- 38% believe that males are more likely than females to 'use the lit butt from one cigarette to light their next one'.

Qualitatively, participants in the focus groups – particularly Current and Former Smokers mentioned a few other things they have observed:

- men hold a cigarette between the 'V' of their first two fingers, or between their thumb and forefinger, while women hold it between the tips of their first two fingers
- men will flatten the filter while women hold the cigarette more gently
- women are less likely to smoke around non-smokers, particularly children.

### *The Motivations For Quitting Seemed Different*

In both the qualitative and the quantitative phase, it seemed clear that male and female Current Smokers are equally likely to be interested in quitting smoking. One indication of this is the lack of difference between the sexes in the number of times that Current Smokers have tried to quit, or the number of times Former Smokers tried to quit before they succeeded.

However, survey results suggest that most Current (58%) and Former (59%) Smokers believe that males and females have different reasons for wanting to quit smoking. This is consistent with the qualitative findings which suggested that the motivation for wanting to quit smoking was one of the key areas where men and women seemed different.

Generally speaking, the qualitative findings suggested that women were more likely to be swayed by long-term considerations whereas men would more likely be swayed by short-term, sudden events.

The quantitative findings support this to some degree. The 'hard' data also suggests that females are more likely than males to be influenced by the physical impact of tobacco smoke – the impact on their appearance as well as on their health or the health of their children. Part of this physical impact is the smell of tobacco smoke, which is clearly perceived to be more of a factor for women than men. Both male and female Current and Former Smokers tend to feel the following are more likely to motivate women to quit smoking than they are to motivate men:

- they are concerned about the effect of smoking on their appearance (51% of Current Smokers, 49% of Former Smokers say this applies more to females than males)
- they or their partner got pregnant (45%; 51%)
- they don't like the smell of tobacco smoke on their hair, clothes, skin (52%; 50%)
- they are concerned about the health effect of second-hand smoke on children (36%; 39%)
- they don't like the smell of tobacco smoke in the house/car (34%; 40%)
- they believe that smoking makes them less attractive to others (34%; 33%).

The only reason which male and female Current and Former Smokers tend to attribute more to males than females is that 'smoking can interfere with one's ability to play sports'. (35% of Current and 44% of Former Smokers say this applies more to males than females).

However, there are some other subtle differences. Among Current and Former Smokers, females are more likely than males to attribute certain reasons for quitting more to women than men. These responses might be a reflection of the reasons these women think about quitting:

- they are worried about the effect of smoking on their appearance





- they feel guilty about smoking
- they are ashamed of being addicted
- they are concerned about the chemicals in cigarettes
- they no longer like the taste.

### *The Reasons For Not Starting To Smoke Also Differ*

In the qualitative sessions with Never Smokers, few male-female differences emerged in terms of why these people did not start smoking. However, in the quantitative study, six in ten Current (60%) and Former (57%) Smokers believe that males and females do have different reasons for not starting to smoke.

Female Current and Former Smokers are more likely than their male counterparts to suggest that some people never start smoking because they don't like the smell of tobacco smoke. This is consistent with other data which suggest females tend to be more sensitive to the smell, particularly when it lingers on their hair or clothes, or in the house or car. There seems to be a perception that a dislike of the smell of tobacco smoke is likely to be a bigger factor for females than males in terms of preventing them from starting to smoke, or motivating them to quit.

Female Former Smokers gave a few other suggestions to suggest why some people never start smoking. More so than male Former Smokers, they mentioned the price of cigarettes, and the possible health impact of second-hand smoke on children.

### *Sex-Based Differences Are Harder To Identify*

In the qualitative sessions, the idea that smoking might affect men and women differently was met with some surprise by Current Smokers, Former Smokers and Never Smokers, particularly those in the English markets. The notion of sex-based differences did not appear to be something to which people had given much thought.

When they did begin to think about it, a few suggestions emerged. Women suggested:

- women are prone to cervical cancer
- women's reproductive organs can be affected by smoking, which is why women should not smoke during pregnancy
- women can get addicted more easily
- smoking constricts women's blood vessels more
- smoking affects women's hormones
- smoking can affect a man's sperm count
- smoking can lead to impotence in a man
- smoking can lead to mouth cancer in men more than women.



Men in the groups, on the other hand, suggested:

- women can't smoke as much as men because of smaller lung capacity
- women are more likely to get various cancers as a result of smoking
- women are more affected by the smell of tobacco smoke
- women can't smoke as much as men without feeling sick.

Qualitatively, none of these perceptions seemed widespread, and the people who made the suggestions did so rather tentatively. Moreover, no one seemed sure how generalized these differences were. However, when they were told by the moderator that men and women absorb nicotine differently, they were clearly intrigued and wanted to know more. They were open to hearing about any sex-based differences that might exist.

The quantitative survey tended to yield similar results. Only one in three Current (31%) and Former (31%) Smokers believe that smoking affects males and females differently. However, even among these people there was little consistency in terms of what they suggested those differences to be. A few suggested that smoking is more likely to affect the appearance of a woman more than a man, or that women who smoke are more prone to birth defects. A few also suggested that women who quit smoking are likely to gain weight. A few suggested that male smokers are more likely than females to be addicted.

It was only when they were presented with some ideas on an aided basis that they began to identify some possible differences. Both Current and Former Smokers agree that:

- women are more likely than men to be affected by smoking because they have smaller lung capacity (26% of Current Smokers and 30% of Former Smokers agree with this statement)
- men and women absorb nicotine differently (24%; 26%)
- smoking affects the immune system of a woman more than it affects that of a man (25%; 22%).

The interesting point is that despite the general perception that females are more likely than males to worry about gaining weight if they quit smoking, Current and Former Smokers tend to agree that both males and females will gain weight if they quit.

### *The Image Of Smokers Varies By Gender*

The quantitative data suggests that smoking generally does not carry a positive image, even among those who smoke(d). Most Current (73%) and Former (88%) Smokers agree that smoking is dirty, and the majority also agree that most smokers wish they could quit (92% and 86% respectively). That is, smoking is not generally perceived to be a desirable behaviour.





Even among Current Smokers, opinions are split as to whether it is something they enjoy, as more say they 'hate smoking' (35%) than say they 'love it' (26%). This is true of both males and females who currently smoke.

However, the qualitative research went beyond the general image of smoking to explore the image as it related to males and females. The focus group results suggested that there is a particularly negative image associated with women who smoke. They are considered 'easy' or, possibly tough. Smoking does not seem to be considered a feminine behaviour. Even now, some women in the groups claimed they would never smoke while walking on the street, whereas they think this behaviour is perfectly appropriate for men. Qualitatively, it appeared that this old, lingering prejudice still influences to some extent how, where, and when men and women smoke.

The quantitative data tends to validate this perception, even among Current and Former Smokers. There is some agreement that a woman who smokes is less respected and possibly less feminine than one who does not smoke. While some also agree that a man who smokes is less respected than one who doesn't, the perception is not as widespread. Sizeable minorities agree with each of the following statements:

- a woman who smokes is less respected than a woman who doesn't (29% of Current Smokers and 46% of Former Smokers agree with this statement)
- a woman who smokes is less feminine than one who doesn't (21%; 45%)
- a man who smokes is less respected than a man who doesn't (21%; 31%).

## THE PERCEPTIONS ABOUT SMOKERS

### *The Image Of Smoking Is Consistent Across The Population*

Regardless of one's experience with smoking, there are certain trends that emerge in the quantitative data that are relatively consistent. For example, the vast majority of the sample overall agree that smoking is dirty, and more than half would describe smokers as 'risk-takers'. The majority also agree that most smokers wish they could quit, and many believe that smokers generally have the confidence that they can eventually quit. These perceptions reflect the attitudes of Current Smokers as much as those of the adult population at large.

The general perception is that males and females enjoy smoking equally. However, a slightly higher proportion suggest women enjoy it more (15%) than suggest men enjoy it more (8%). Among Current Smokers, there is no difference in the proportion of males (25%) and females (27%) who say they 'love smoking'. Among Former Smokers, however, more females (33%) than males (26%) said they loved smoking before they quit. Overall, the perception that females might enjoy smoking more than males might have some basis in fact.

The negative image that is attached to women who smoke is also evident 'across the board'. However, the perception that a woman who smokes is less respected or less feminine than one who does not smoke tends to be more prevalent among those who do not smoke than it is among Current Smokers. It exists in the latter group, but not to the same extent.

The total sample is also more likely than Current Smokers to attribute certain motivations for smoking to females. Again, the same trend exists among Current Smokers, but they are less likely than others to suggest that women smoke because it makes them feel sexy or sophisticated or good about themselves, or that it helps them fit in socially. Rather, Current Smokers are likely to dismiss these as reasons why anyone would smoke.

The male-female differences in smoking behaviour that were noticed by Current Smokers are also noticed by those who do not smoke. That is, there is a general belief that women are more likely than men to let their cigarette burn rather than smoke it, to use a cigarette to attract attention in a sexual way or to share their cigarettes with others. Similarly, there is a general belief that males are more likely than females to save a cigarette that is only partially smoked, or to light their next cigarette from the butt of the last one. It appears that these behaviours have been observed by adults generally, and not just by those who currently smoke.

The sample overall tends to believe that males and females have some similar reasons and some different reasons for wanting to quit smoking. Some of the reasons they suggest the two genders have in common are health problems (either their own, or someone else's), the price of cigarettes, the encouragement to quit by family members, a fear of death, a concern about the chemicals in cigarettes, a dislike of the taste, or a shame of the addiction. These are reasons which the adult population tend to believe transcend gender, and this tends to be fairly consistent with the views of Current Smokers.

However, Former and Never Smokers tend to attribute some reasons to females that Current Smokers don't believe are reasons for anyone to quit smoking. This is not to say that Current Smokers do not perceive the female skew exists, however the perception is not as widespread among Current Smokers as it is among others. Some of these reasons include the smell of tobacco smoke, the feelings of guilt about smoking and the concern about the chemicals in cigarettes.

The perceptions of the overall impact of smoking is also consistent across the adult population overall. That is, regardless of smoking group, most believe that both males and females will gain weight if they quit smoking. Similarly, a minority overall agree that women are more likely than men to be affected by smoking because they have smaller lung capacity or because smoking affects their immune system differently.

Similarly, the image of smokers tends to transcend smoker orientation. There is a general perception that women who smoke are less respected and less feminine than women who do not smoke.





Overall, the perceptions that exist regarding gender-differences in terms of smoking behaviour tend to exist in the marketplace as a whole, regardless of smoker group. The variation in response is more a matter of degree than truly different opinions.

## CONCLUSIONS

Overall, the data suggest that there are some differences between male and female smokers in terms of their attitudes and behaviour towards smoking.

More specifically, among Current Smokers, females are more likely than males to exhibit certain behaviours such as:

- they are more likely than males to say they smoke outside
- they are more likely to gather with others to smoke a cigarette
- they are more likely to prefer to smoke in the evening when they are relaxing, or out with friends
- they tend to take short puffs, and take longer to smoke a cigarette.

That is, there seems to be a social element in the way in which females say they smoke.

Male Current Smokers, on the other hand, are more likely than their female counterparts to exhibit the following behaviours:

- they are more likely than females to smoke at work
- they are more likely to be alone when they smoke
- they are more likely to say there is no particular time of day when they smoke
- they tend to finish a cigarette faster.

There is a sense that women smoke as a break from their day, while men make smoking an integral part of their day.

Some of their attitudes toward smoking also differ by gender. Among Current Smokers, females are more likely than males to say unaided, that they smoke as a way of helping them deal with stress. On an aided basis, they are also more likely than males to say that females smoke to help them control their weight.

There are indications that female Current Smokers worry more about their smoking. When asked on an aided basis whether certain reasons for quitting apply more to females or more to males, female Current Smokers are particularly likely to say that women are more likely to worry about the effect of smoking on their appearance and the way others view them. They also feel women are more likely to feel guilty about smoking and to feel ashamed of the fact that they are addicted.

The perception that women worry more extends into the reasons respondents believe some people never start smoking. Female Current Smokers are more likely than their male counterparts to suggest that some people choose not to smoke because of a concern about the health effects of second-hand smoke on children.

Generally, females are also more likely than their male counterparts to suggest that women don't like the smell of tobacco smoke on their hair or clothes. This latter issue is



raised by women as a reason for quitting smoking, and as a reason for not starting to smoke in the first place.

By way of comparison, there are relatively few ways in which male smokers are perceived to stand out from females.

To a large extent, the perceptions of male-female differences exist within the adult population overall (as defined by the sample for this survey). Moreover, the perception tends to be that females stand out in terms of their behaviour and attitudes more than males. That is, any differences that are noted tend to be attributed to females more than males. This includes the sense that females are more likely to be focused on their appearance, and to worry about things like weight gain and the impact of smoking on their skin. It also means that females are perceived to be more likely to be influenced by a perceived image of smoking (and smokers) as sexy and sophisticated, and something that might help them fit into social situations a little better.

However, women are also more likely to be perceived as sensitive to the smell of tobacco smoke, not only on themselves, but in their homes or vehicles. Females are somewhat more likely than males to be concerned about the health impact of smoking as it relates to pregnancy, the impact of second-hand smoke on children or the repercussions of watching someone they know and love go through a smoking-related illness.

Overall, this suggests that while females may be more likely to be attracted to smoking by the positive aspects of the image they believe it projects on them, they are also more likely than males to be influenced by the negative impact that smoking can have on their health and appearance, and on the health of those around them.

Males, on the other hand, seem to be more likely influenced by practical considerations such as smoking interfering with their ability to play sports. This does not mean that they won't be influenced by health considerations, but this does not appear to be a 'hook' that will influence males any more than it will influence females.









**QUALITATIVE AND QUANTITATIVE RESEARCH ON  
GENDER, GENDER-BASED DIFFERENCES AND  
IMPACT ON SMOKING BEHAVIOUR**

**FINAL REPORT**

**HC-POR-05-055**

*PWGSC #H4138-051207/001/CY*

**PREPARED FOR: HEALTH CANADA**

**PREPARED BY: MILLWARD BROWN**

**PROJECT #20202693  
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## EXECUTIVE SUMMARY

### INTRODUCTION

#### Background

Tobacco use is by far the greatest cause of preventable death and disability in Canada. According to the 2004 annual Canadian Tobacco Use Monitoring Survey, 20% of the Canadian population aged 18 years and older were Current Smokers (Daily plus Occasional Smokers); 27% were Former Smokers; and 53% were Never Smokers.

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## THE SMOKERS' STORY

### *There Were A Few Differences In Terms of Starting To Smoke*

Quantitatively, only one-third of Current (34%) and Former (35%) Smokers said they believe that males and females have different reasons for starting to smoke. That is, most suggested that there are no differences in this respect.

This perception was consistent with what was heard in the qualitative phase of the research. To a large extent, the reasons given for starting to smoke were similar for men and women. Most said they were young when they first tried cigarettes, although males seemed to start younger than females. Most (both males and females) did not enjoy their first attempt. For some, smoking was a way to rebel against authority or to annoy their parents and teachers. Others said they started smoking to fit in with their peers. They wanted to feel part of the group, particularly if their friends smoked. They did not want to feel different. Many Current and Former Smokers said they had at least one parent who smoked, and that this influenced their own behaviour.

Their reasons for continuing to smoke were also similar. Some Current Smokers felt more comfortable socially when they smoked. When some Current Smokers (youth and adults) were in a situation where they did not know what to say or do, holding a cigarette made them feel more comfortable or empowered.

Many of the older participants in the focus groups grew up in an era when smoking was less restricted than it is now, and more widely accepted. Smoking was regularly seen in movies and on TV. Smoking was popular and accepted, and was considered glamorous and sophisticated. Many older participants – both male and female - said they started smoking because of the image that was attached to it in the fifties and sixties.

Some of the younger participants offered a similar reason when they said they started smoking because they believed it was 'cool'. They liked the image of holding a cigarette, saying it made them look older. There was a feeling that if they looked older, they would be treated differently, possibly with more respect. Some felt that if they looked older, they would attract the attention of older people with whom they wanted to associate.



While these types of comments were heard from both males and females, qualitatively there appeared to be some differences in the way they responded:

- males tended to cite a younger initial trial age than females did
- males seemed more likely to suggest they started to smoke as a way of asserting their independence and masculinity
- females seemed more likely than males to say they wanted the older image they associated with smoking in order to attract the attention of older boys. They started to smoke when they were 14 or 15 in order to attract the attention of boys who were 17 or 18
- females seemed more likely to suggest they started to smoke as a way of rebelling against their parents, possibly because they felt more restrictions than their male counterparts.

### *As Smoking Behaviour Continues, More Differentiation Emerges*

There is no question that males and females gave some of the same reasons for continuing to smoke into adulthood. Some of the reasons which emerged qualitatively and on an unaided basis in the quantitative survey from both males and females, include:

- they are addicted and can't quit (26% of male Current Smokers and 27% of female Current Smokers)
- smoking helps them deal with stress; they believe it calms them down (14% of males and 25% of females)
- smoking gives them physical feeling of well-being – a 'buzz', particularly the first cigarette of the day (4% of males and 3% of females)

Moreover, when the survey respondents were asked aided questions, most Current Smokers agreed that the following reasons for smoking apply equally to both males and females:

- smoking is a habit (91% of Current Smokers say this applies to both males and females equally)
- they are addicted (90%)
- smoking gives them a break from their day (75%)
- smoking helps them handle stress (72%)
- smoking is a social thing (68%)
- they enjoy the ritual of smoking (66%)
- their friends are smokers (64%)
- smoking gives them a 'buzz' (56%).

Overall, then, there are a number of reasons for smoking that transcend gender, and are considered equally applicable to males and females by those who currently smoke.



However, there were some differences in the way men and women responded when asked why they smoke. Qualitatively, it appeared that women were more likely than men to cite smoking as a mechanism for coping with stress. This was also noted in the quantitative study when 21% of female Current Smokers (versus 14% of male Current Smokers) spontaneously said they smoke because it helps them deal with stress.

Some women said they smoke because they are afraid they will gain weight if they quit. This was not a reason given by men. In the quantitative study, 53% of Current Smokers say that 'smoking helps control one's weight' applies more to females than to males, and this perception was evident among Current Smokers of both genders.

There is a perception that some people smoke because it makes them feel sexy, or sophisticated. While most Current Smokers dismiss these as reasons for anyone smoking, a minority says these reasons apply more to females than males:

- smoking makes them feel sexy (27% of Current Smokers say this applies more to females)
- smoking is sophisticated (19%).

By way of comparison, there are virtually no reasons for smoking which Current Smokers in the quantitative study are more likely to attribute to males than females. In the focus groups, however, men were more likely than women to say they smoke because they enjoy the taste of tobacco. Men also seemed more likely than women to say they regard smoking as a part of their daily lives, partly because they enjoy the taste, and partly because they know so many people who smoke. These differences did not emerge in the quantitative study.

### *Smoking Behaviour Differs Slightly By Gender*

Qualitatively, there did not seem to be a great deal of difference in the behaviour patterns of men and women who smoke or used to smoke. The times and places in which they said they smoke(d) were similar, as were the occasions and the company they kept while smoking.

However, some clear differences in smoking behaviour did emerge from the quantitative survey:

- among Current Smokers:
  - females are more likely than males to say they smoke outside
  - males are more likely than females to say they smoke at work
  - males are more likely than females to say they smoke alone, regardless of time of day; females are more likely to say they smoke with other people at least some of the time
  - females are more likely than males to say they smoke in the evening while relaxing; males are more likely than females to say they smoke anytime



- males tend to finish a cigarette faster than women
- females are more likely than males to report that they tend to take short puffs when they smoke.
- among Former Smokers:
  - females are more likely than males to say they smoked in the house or in restaurants
  - males are more likely than females to say they smoked at work, in their vehicle or anywhere
  - females are more likely than males to say they drank something non-alcoholic when they smoked, while males are more likely than females to say they drank something alcoholic
  - females are more likely than males to say they smoked while socializing; males are more likely than females to say they smoked while they worked outside
  - like Current Smokers, female Former Smokers are more likely than males to say they smoked in the evening while relaxing; males are more likely than females to say they smoked anytime
  - like Current Smokers, male Former Smokers tended to finish a cigarette faster than women.

That is, there are some distinct behavioural differences between males and females who currently smoke, or who used to smoke. (Part of the behavioural differences between Current and Former Smokers might lie in the fact that some of the legislation in terms of where smoking is allowed has changed since many of the Former Smokers quit smoking.)

Current Smokers also have some perceptions about the way in which males and females smoke cigarettes. For example:

- 37% of Current Smokers believe that females are more likely than males to 'let their cigarette burn rather than smoke it'
- 29% believe that females are more likely than males to 'use a cigarette to attract attention in a sexual way'
- 26% believe that females are more likely than males to 'share their cigarettes with others'
- 38% believe that males are more likely than females to 'use the lit butt from one cigarette to light their next one'.

Qualitatively, participants in the focus groups – particularly Current and Former Smokers mentioned a few other things they have observed:

- men hold a cigarette between the 'V' of their first two fingers, or between their thumb and forefinger, while women hold it between the tips of their first two fingers
- men will flatten the filter while women hold the cigarette more gently
- women are less likely to smoke around non-smokers, particularly children.



### *The Motivations For Quitting Seemed Different*

In both the qualitative and the quantitative phase, it seemed clear that male and female Current Smokers are equally likely to be interested in quitting smoking. One indication of this is the lack of difference between the sexes in the number of times that Current Smokers have tried to quit, or the number of times Former Smokers tried to quit before they succeeded.

However, survey results suggest that most Current (58%) and Former (59%) Smokers believe that males and females have different reasons for wanting to quit smoking. This is consistent with the qualitative findings which suggested that the motivation for wanting to quit smoking was one of the key areas where men and women seemed different.

Generally speaking, the qualitative findings suggested that women were more likely to be swayed by long-term considerations whereas men would more likely be swayed by short-term, sudden events.

The quantitative findings support this to some degree. The 'hard' data also suggests that females are more likely than males to be influenced by the physical impact of tobacco smoke – the impact on their appearance as well as on their health or the health of their children. Part of this physical impact is the smell of tobacco smoke, which is clearly perceived to be more of a factor for women than men. Both male and female Current and Former Smokers tend to feel the following are more likely to motivate women to quit smoking than they are to motivate men:

- they are concerned about the effect of smoking on their appearance (51% of Current Smokers, 49% of Former Smokers say this applies more to females than males)
- they or their partner got pregnant (45%; 51%)
- they don't like the smell of tobacco smoke on their hair, clothes, skin (52%; 50%)
- they are concerned about the health effect of second-hand smoke on children (36%; 39%)
- they don't like the smell of tobacco smoke in the house/car (34%; 40%)
- they believe that smoking makes them less attractive to others (34%; 33%).

The only reason which male and female Current and Former Smokers tend to attribute more to males than females is that 'smoking can interfere with one's ability to play sports'. (35% of Current and 44% of Former Smokers say this applies more to males than females).

However, there are some other subtle differences. Among Current and Former Smokers, females are more likely than males to attribute certain reasons for quitting more to women than men. These responses might be a reflection of the reasons these women think about quitting:

- they are worried about the effect of smoking on their appearance





- they feel guilty about smoking
- they are ashamed of being addicted
- they are concerned about the chemicals in cigarettes
- they no longer like the taste.

### *The Reasons For Not Starting To Smoke Also Differ*

In the qualitative sessions with Never Smokers, few male-female differences emerged in terms of why these people did not start smoking. However, in the quantitative study, six in ten Current (60%) and Former (57%) Smokers believe that males and females do have different reasons for not starting to smoke.

Female Current and Former Smokers are more likely than their male counterparts to suggest that some people never start smoking because they don't like the smell of tobacco smoke. This is consistent with other data which suggest females tend to be more sensitive to the smell, particularly when it lingers on their hair or clothes, or in the house or car. There seems to be a perception that a dislike of the smell of tobacco smoke is likely to be a bigger factor for females than males in terms of preventing them from starting to smoke, or motivating them to quit.

Female Former Smokers gave a few other suggestions to suggest why some people never start smoking. More so than male Former Smokers, they mentioned the price of cigarettes, and the possible health impact of second-hand smoke on children.

### *Sex-Based Differences Are Harder To Identify*

In the qualitative sessions, the idea that smoking might affect men and women differently was met with some surprise by Current Smokers, Former Smokers and Never Smokers, particularly those in the English markets. The notion of sex-based differences did not appear to be something to which people had given much thought.

When they did begin to think about it, a few suggestions emerged. Women suggested:

- women are prone to cervical cancer
- women's reproductive organs can be affected by smoking, which is why women should not smoke during pregnancy
- women can get addicted more easily
- smoking constricts women's blood vessels more
- smoking affects women's hormones
- smoking can affect a man's sperm count
- smoking can lead to impotence in a man
- smoking can lead to mouth cancer in men more than women.



Men in the groups, on the other hand, suggested:

- women can't smoke as much as men because of smaller lung capacity
- women are more likely to get various cancers as a result of smoking
- women are more affected by the smell of tobacco smoke
- women can't smoke as much as men without feeling sick.

Qualitatively, none of these perceptions seemed widespread, and the people who made the suggestions did so rather tentatively. Moreover, no one seemed sure how generalized these differences were. However, when they were told by the moderator that men and women absorb nicotine differently, they were clearly intrigued and wanted to know more. They were open to hearing about any sex-based differences that might exist.

The quantitative survey tended to yield similar results. Only one in three Current (31%) and Former (31%) Smokers believe that smoking affects males and females differently. However, even among these people there was little consistency in terms of what they suggested those differences to be. A few suggested that smoking is more likely to affect the appearance of a woman more than a man, or that women who smoke are more prone to birth defects. A few also suggested that women who quit smoking are likely to gain weight. A few suggested that male smokers are more likely than females to be addicted.

It was only when they were presented with some ideas on an aided basis that they began to identify some possible differences. Both Current and Former Smokers agree that:

- women are more likely than men to be affected by smoking because they have smaller lung capacity (26% of Current Smokers and 30% of Former Smokers agree with this statement)
- men and women absorb nicotine differently (24%; 26%)
- smoking affects the immune system of a woman more than it affects that of a man (25%; 22%).

The interesting point is that despite the general perception that females are more likely than males to worry about gaining weight if they quit smoking, Current and Former Smokers tend to agree that both males and females will gain weight if they quit.

### *The Image Of Smokers Varies By Gender*

The quantitative data suggests that smoking generally does not carry a positive image, even among those who smoke(d). Most Current (73%) and Former (88%) Smokers agree that smoking is dirty, and the majority also agree that most smokers wish they could quit (92% and 86% respectively). That is, smoking is not generally perceived to be a desirable behaviour.



Even among Current Smokers, opinions are split as to whether it is something they enjoy, as more say they 'hate smoking' (35%) than say they 'love it' (26%). This is true of both males and females who currently smoke.

However, the qualitative research went beyond the general image of smoking to explore the image as it related to males and females. The focus group results suggested that there is a particularly negative image associated with women who smoke. They are considered 'easy' or, possibly tough. Smoking does not seem to be considered a feminine behaviour. Even now, some women in the groups claimed they would never smoke while walking on the street, whereas they think this behaviour is perfectly appropriate for men. Qualitatively, it appeared that this old, lingering prejudice still influences to some extent how, where, and when men and women smoke.

The quantitative data tends to validate this perception, even among Current and Former Smokers. There is some agreement that a woman who smokes is less respected and possibly less feminine than one who does not smoke. While some also agree that a man who smokes is less respected than one who doesn't, the perception is not as widespread. Sizeable minorities agree with each of the following statements:

- a woman who smokes is less respected than a woman who doesn't (29% of Current Smokers and 46% of Former Smokers agree with this statement)
- a woman who smokes is less feminine than one who doesn't (21%; 45%)
- a man who smokes is less respected than a man who doesn't (21%; 31%).

## THE PERCEPTIONS ABOUT SMOKERS

### *The Image Of Smoking Is Consistent Across The Population*

Regardless of one's experience with smoking, there are certain trends that emerge in the quantitative data that are relatively consistent. For example, the vast majority of the sample overall agree that smoking is dirty, and more than half would describe smokers as 'risk-takers'. The majority also agree that most smokers wish they could quit, and many believe that smokers generally have the confidence that they can eventually quit. These perceptions reflect the attitudes of Current Smokers as much as those of the adult population at large.

The general perception is that males and females enjoy smoking equally. However, a slightly higher proportion suggest women enjoy it more (15%) than suggest men enjoy it more (8%). Among Current Smokers, there is no difference in the proportion of males (25%) and females (27%) who say they 'love smoking'. Among Former Smokers, however, more females (33%) than males (26%) said they loved smoking before they quit. Overall, the perception that females might enjoy smoking more than males might have some basis in fact.



The negative image that is attached to women who smoke is also evident 'across the board'. However, the perception that a woman who smokes is less respected or less feminine than one who does not smoke tends to be more prevalent among those who do not smoke than it is among Current Smokers. It exists in the latter group, but not to the same extent.

The total sample is also more likely than Current Smokers to attribute certain motivations for smoking to females. Again, the same trend exists among Current Smokers, but they are less likely than others to suggest that women smoke because it makes them feel sexy or sophisticated or good about themselves, or that it helps them fit in socially. Rather, Current Smokers are likely to dismiss these as reasons why anyone would smoke.

The male-female differences in smoking behaviour that were noticed by Current Smokers are also noticed by those who do not smoke. That is, there is a general belief that women are more likely than men to let their cigarette burn rather than smoke it, to use a cigarette to attract attention in a sexual way or to share their cigarettes with others. Similarly, there is a general belief that males are more likely than females to save a cigarette that is only partially smoked, or to light their next cigarette from the butt of the last one. It appears that these behaviours have been observed by adults generally, and not just by those who currently smoke.

The sample overall tends to believe that males and females have some similar reasons and some different reasons for wanting to quit smoking. Some of the reasons they suggest the two genders have in common are health problems (either their own, or someone else's), the price of cigarettes, the encouragement to quit by family members, a fear of death, a concern about the chemicals in cigarettes, a dislike of the taste, or a shame of the addiction. These are reasons which the adult population tend to believe transcend gender, and this tends to be fairly consistent with the views of Current Smokers.

However, Former and Never Smokers tend to attribute some reasons to females that Current Smokers don't believe are reasons for anyone to quit smoking. This is not to say that Current Smokers do not perceive the female skew exists, however the perception is not as widespread among Current Smokers as it is among others. Some of these reasons include the smell of tobacco smoke, the feelings of guilt about smoking and the concern about the chemicals in cigarettes.

The perceptions of the overall impact of smoking is also consistent across the adult population overall. That is, regardless of smoking group, most believe that both males and females will gain weight if they quit smoking. Similarly, a minority overall agree that women are more likely than men to be affected by smoking because they have smaller lung capacity or because smoking affects their immune system differently.

Similarly, the image of smokers tends to transcend smoker orientation. There is a general perception that women who smoke are less respected and less feminine than women who do not smoke.



Overall, the perceptions that exist regarding gender-differences in terms of smoking behaviour tend to exist in the marketplace as a whole, regardless of smoker group. The variation in response is more a matter of degree than truly different opinions.



## CONCLUSIONS

Overall, the data suggest that there are some differences between male and female smokers in terms of their attitudes and behaviour towards smoking.

More specifically, among Current Smokers, females are more likely than males to exhibit certain behaviours such as:

- they are more likely than males to say they smoke outside
- they are more likely to gather with others to smoke a cigarette
- they are more likely to prefer to smoke in the evening when they are relaxing, or out with friends
- they tend to take short puffs, and take longer to smoke a cigarette.

That is, there seems to be a social element in the way in which females say they smoke.

Male Current Smokers, on the other hand, are more likely than their female counterparts to exhibit the following behaviours:

- they are more likely than females to smoke at work
- they are more likely to be alone when they smoke
- they are more likely to say there is no particular time of day when they smoke
- they tend to finish a cigarette faster.

There is a sense that women smoke as a break from their day, while men make smoking an integral part of their day.

Some of their attitudes toward smoking also differ by gender. Among Current Smokers, females are more likely than males to say unaided, that they smoke as a way of helping them deal with stress. On an aided basis, they are also more likely than males to say that females smoke to help them control their weight.

There are indications that female Current Smokers worry more about their smoking. When asked on an aided basis whether certain reasons for quitting apply more to females or more to males, female Current Smokers are particularly likely to say that women are more likely to worry about the effect of smoking on their appearance and the way others view them. They also feel women are more likely to feel guilty about smoking and to feel ashamed of the fact that they are addicted.

The perception that women worry more extends into the reasons respondents believe some people never start smoking. Female Current Smokers are more likely than their male counterparts to suggest that some people choose not to smoke because of a concern about the health effects of second-hand smoke on children.

Generally, females are also more likely than their male counterparts to suggest that women don't like the smell of tobacco smoke on their hair or clothes. This latter issue is



raised by women as a reason for quitting smoking, and as a reason for not starting to smoke in the first place.

By way of comparison, there are relatively few ways in which male smokers are perceived to stand out from females.

To a large extent, the perceptions of male-female differences exist within the adult population overall (as defined by the sample for this survey). Moreover, the perception tends to be that females stand out in terms of their behaviour and attitudes more than males. That is, any differences that are noted tend to be attributed to females more than males. This includes the sense that females are more likely to be focused on their appearance, and to worry about things like weight gain and the impact of smoking on their skin. It also means that females are perceived to be more likely to be influenced by a perceived image of smoking (and smokers) as sexy and sophisticated, and something that might help them fit into social situations a little better.

However, women are also more likely to be perceived as sensitive to the smell of tobacco smoke, not only on themselves, but in their homes or vehicles. Females are somewhat more likely than males to be concerned about the health impact of smoking as it relates to pregnancy, the impact of second-hand smoke on children or the repercussions of watching someone they know and love go through a smoking-related illness.

Overall, this suggests that while females may be more likely to be attracted to smoking by the positive aspects of the image they believe it projects on them, they are also more likely than males to be influenced by the negative impact that smoking can have on their health and appearance, and on the health of those around them.

Males, on the other hand, seem to be more likely influenced by practical considerations such as smoking interfering with their ability to play sports. This does not mean that they won't be influenced by health considerations, but this does not appear to be a 'hook' that will influence males any more than it will influence females.



## INTRODUCTION

### *Background*

The Government of Canada's Federal Tobacco Control Strategy (FTCS) is championed by many parties working collaboratively towards reducing, possibly eliminating, tobacco use. Health Canada's Tobacco Control Programme (TCP) plays a leadership role in implementing the Strategy. The Tobacco Control Programme is responsible for the administration and enforcement of the Tobacco Act (1997) as well as developing the policies and programmes needed to support the objectives of the FTCS.

The Tobacco Control Programme includes the Office of Research, Surveillance and Evaluation which surveys, monitors and analyzes tobacco use, its impacts upon the health of Canadians, knowledge, attitudes and behaviour of Canadians, the economics of tobacco and tobacco smoke chemistry. In addition, the Office directs research on biomarkers of tobacco use and toxicology of tobacco.

Tobacco use is by far the greatest cause of preventable death and disability in Canada. According to the 2004 annual Canadian Tobacco Use Monitoring Survey, 20% of the Canadian population aged 18 years and older were **Current Smokers (Daily plus Occasional Smokers)**; 27% were **Former Smokers**; and 53% were **Never Smokers**.

- Approximately 23% of the male population and 17% of the female population aged 18 years and older were **Current Smokers (Daily plus Occasional Smokers)**. A 'Current Smoker' is defined as a Daily Smoker or Non-Daily Smoker (also known as Occasional Smoker), as determined from the response to the question "At the present time do you smoke cigarettes every day, occasionally, or not at all?"
- Approximately 31% of the male population and 23% of the female population aged 18 years and older were **Former Smokers**. A 'Former Smoker' is defined as one who was not smoking at the time of the interview, but answered "Yes" to the question "Have you smoked at least 100 cigarettes in your life?"
- Approximately 46% of the male population and 60% of the female population aged 18 years and older were **Never Smokers**. 'Never Smokers' are defined as those who were not smoking at the time of the interview and answered "No" to the question "Have you smoked at least 100 cigarettes in your life?"

The World Health Organization has defined, 'sex' as "the biological characteristics such as anatomy (e.g. body size and shape) and physiology (e.g. hormonal activity or functioning of organs) that distinguish males and females". 'Gender', on the other hand "refers to the array of socially constructed roles and relationships, personality traits, attitudes, behaviours, values, relative power and influence that society ascribes to the two sexes on a differential basis."



With regards to smoking behaviour, a *sex*-based difference might be illustrated by the fact that while the negative health impacts of tobacco use are universal in that they increase risks of cancer and heart disease among all smokers, smoking carries unique risks of cancer for women. For example, female smokers are at greater risk for developing cervical cancer.

A clear understanding of possible *gender*-based differences related to smoking behaviour is important in many aspects of tobacco control programming, from prevention efforts to social marketing and educational campaigns to the provision of cessation support and programs. For the purposes of this project, it is assumed that there are gender-based differences between males and females in relation to smoking behaviour. For example, some studies have shown that females are more concerned about weight gain than males, and are more likely to initiate and continue smoking as a way to control weight.

Based on this assumption of gender-based differences in smoking behaviours, numerous questions arise which are outlined in the next section under 'Research Objectives'.

This project attempted to shed light on possible gender-based differences regarding smoking behaviour and assist in providing answers to these types of questions.

### ***Research Objectives***

The overall objective of this research was to gain a better understanding of gender-based versus sex-based differences in order to provide information that could be incorporated into many aspects of tobacco control, from protection to prevention and cessation. (1)

This research was based on the assumption that there are gender-based differences between males and females in relation to smoking behaviour.

More specifically, the research was designed to:

- To explore qualitatively and then quantify awareness, perceptions, beliefs, attitudes, knowledge and behaviour with respect to gender, gender-based differences and how these impact on smoking behaviour (2)

- 3 • To determine what the terms *sex* and *gender* means to the general public, including cigarette smokers, and assess the degree of confusion as to the correct meaning of these two terms
- 4 • To examine gender-based differences in relation to smoking behaviour
- 5 • To answer the following questions:
  - What influences smoking initiation in females versus males?
  - What approaches in smoking cessation are more effective for females versus males and why?
  - What social influences impact the continuation of smoking between females and males?
  - Are there differences between males and females in levels of confidence in their ability to quit smoking and in perceived barriers to quitting?





## METHODOLOGY

*The study was conducted in two phases: Phase I – Qualitative and Phase II – Quantitative.*

### Phase I – Qualitative

The objective of the first phase of this study was to qualitatively explore the attitudes and opinions of the target audiences on the issues of gender-based differences, as outlined in the Research Objectives above. The findings from the first phase were used to help design the questionnaire that was used in the second phase.

### Approach

A total of sixteen (16) focus groups were held in a total of four markets across Canada in order to allow for the following:

- at least two groups with each of the target audiences, but a total of 8 groups with Current Smokers
- a mixture of larger and smaller markets
- regional distribution
- French and English markets

The groups were distributed as follows:

|        | MARKET                                            |                                                   |                                                   |                                                   |
|--------|---------------------------------------------------|---------------------------------------------------|---------------------------------------------------|---------------------------------------------------|
|        | TORONTO<br>(4 groups)                             | REGINA<br>(4 groups)                              | MONTREAL<br>(4 groups)                            | MONCTON<br>(4 groups)                             |
| Female | 1 group Never Smokers<br>1 group Current Smokers  | 1 group Current Smokers<br>1 group Former Smokers | 1 group Never Smokers<br>1 group Current Smokers  | 1 group Current Smokers<br>1 group Former Smokers |
| Male   | 1 group Current Smokers<br>1 group Former Smokers | 1 group Never Smokers<br>1 group Current Smokers  | 1 group Current Smokers<br>1 group Former Smokers | 1 group Never Smokers<br>1 group Current Smokers  |

### Screening Criteria:

In addition to the gender and 'smoking status' screen, all participants were screened as follows:

- all were aged 18 or older. A good mix of age groups was included in the groups.
- a good mix of socio-economic backgrounds, as defined by education, household income

Participants were told during the screening process that the study was being conducted on behalf of Health Canada.

A total of 10 people were recruited for each session to ensure that 8 participated in each focus group.

The groups in Toronto and Regina were held in English, while the groups in Montreal and Moncton were held in French.

Each session lasted 1-1/2 to 2 hours, and all participants received an incentive of \$60.

## **Phase II – Quantitative**

The objective of the second phase of the project was to quantify the results of the qualitative phase.

### **Approach**

The telephone study was conducted nationally, with adult Canadians aged 18 or over. A Computer Assisted Telephone Interviewing (CATI) system was used for the interviewing.

Sampling began with a random national sample of 2,000 respondents. The random sample was conducted to ensure the appropriate distribution of the population across the country, and a representative distribution of age and socio-economic status.

Once the random sample was completed, a small booster sample was imposed to ensure that there were at least 250 male Current Smokers and 250 female Current Smokers in the final sample. The booster sample was also collected randomly across the country. (A 'booster' is a sample that is collected specifically to fill a particular quota or to meet certain criteria. In the case of this booster, only interviews with Current Smokers were completed; those with respondents who were Former Smokers or Never Smokers were terminated).

Overall, this led to a total sample of 2,026 respondents. The total number of Current Smokers were weighted back to their proper proportions in the data.

### **Screening Criteria**

All respondents were screened to be adults aged 18 and over, and the starting sample was screened to be half male and half female. No other screening criteria were imposed on the random sample.

While respondents were not screened to fit the following categories, each respondent in the random sample was identified according to smoking status as one of the following smoker groups:

**Current Smoker** – defined as someone who says they currently smoke cigarettes daily or occasionally

**Former Smokers** – defined as someone who says they do not currently smoke cigarettes, but have smoked more than 100 cigarettes in their life



**Never Smokers** – defined as those who do not currently smoke cigarettes and have not smoked more than 100 cigarettes in their life

The booster sample was screened to include only those who defined themselves as 'Current Smokers'.

### Questionnaire

The questionnaire was administered in both English and French. Copies of both the English and French versions of the questionnaire are included in the Appendix of this report, and are found on pages 127 and 142 respectively.

### Survey Administration

The English language interviews were conducted from the Millward Brown phone centre located in London, Ontario, using their computer assisted telephone interviewing (CATI) system. The French language interviews were conducted by Opinion Search in Ottawa, Ontario, using the same type of CATI system. A pre-test was conducted from March 16-17<sup>th</sup> to ensure the questionnaire was working effectively. Interviewing was conducted from March 20<sup>th</sup> to April 12<sup>th</sup>, 2006.

Interviewing took place on weekday evenings between 5:30 pm and 9 pm, and on weekends between noon and 6 pm local time. The average length of the interview was about 16 minutes.

As is routine for Millward Brown, a total of eight (8) callbacks were made to each unanswered number before that number was discarded from the sample.

A minimum of 15% of the calls made by each interviewer were monitored by a supervisor for quality control.

A complete description of the Response Rate is included in the Appendix.

### Weighting The Data

The data has been weighted to reflect to reflect the total adult Canadian population by gender and age.

| AGE/GENDER WEIGHTS         | IDEAL PERCENTAGES |        |
|----------------------------|-------------------|--------|
|                            | Male              | Female |
| 18 – 24 (born 1982 – 1988) | 12.8              | 11.7   |
| 25 – 34 (1972 – 1981)      | 18.0              | 16.9   |
| 35 – 44 (1962 – 1971)      | 20.6              | 19.7   |
| 45 – 54 (1952 – 1961)      | 19.8              | 19.3   |
| 55 – 64 (1942 – 1951)      | 14.1              | 13.9   |
| 65 + (1900 – 1941)         | 14.7              | 18.5   |
|                            | 100%              | 100%   |



**Millward Brown**

The data was also weighted by region to ensure that the final sample properly reflected the distribution of the population across the country. These weights were as follows:

| REGION WEIGHTS | IDEAL PERCENTAGES |
|----------------|-------------------|
| B.C.           | 13.2              |
| Prairies       | 16.9              |
| Ontario        | 38.3              |
| Quebec         | 23.9              |
| Atlantic       | 7.7               |
| <b>TOTAL</b>   | <b>100%</b>       |

### Confidence Level

A total sample of 2,026 has a statistical reliability of +/- 2.2% 19 times out of 20.

The confidence levels of key sub-samples or smoker groups within the total sample are as follows:

| SMOKER GROUP           | Unweighted Sample | Statistical Validity<br>+/- 19 times out of<br>20 at the 90%<br>confidence level |
|------------------------|-------------------|----------------------------------------------------------------------------------|
| <b>CURRENT SMOKERS</b> | <b>500</b>        | <b>4.5%</b>                                                                      |
| Male Current Smokers   | 250               | 6.3%                                                                             |
| Female Current Smokers | 250               | 6.3%                                                                             |
| <b>FORMER SMOKERS</b>  | <b>607</b>        | <b>4.1%</b>                                                                      |
| Male Former Smokers    | 338               | 5.8%                                                                             |
| Female Former Smokers  | 269               | 6.1%                                                                             |
| <b>NEVER SMOKERS</b>   | <b>919</b>        | <b>3.3%</b>                                                                      |
| Male Never Smokers     | 399               | 5.0%                                                                             |
| Female Never Smokers   | 520               | 4.5%                                                                             |
| <b>TOTAL</b>           | <b>2026</b>       | <b>2.2%</b>                                                                      |





## REPORTING PERSPECTIVE

This report summarizes the findings of both phases of the research.

### *Executive Summary*

The Executive Summary draws on both the qualitative and the quantitative phases of the research to discuss the perceptions of gender-based and sex-based differences as they relate to smoking. The discussion includes behavioural differences between male and female Current and Former Smokers, as well as the perceptions that exist about any differences in behaviour and attitudes toward smoking.

### *Part One – Qualitative*

Part One of the report summarizes the details of the qualitative research. The section deals with the common themes that emerged across the various markets. However, any differences by market, gender or smoking behaviour are noted where appropriate.

The differences that are noted are generalities, and should not be taken as definitive differences that apply to all men or all women.

Please note that this phase of the research was qualitative in nature, and as such, the results of this phase are not projectable to the general population. This also means that the statements made about the differences between men and women tend to be generalizations about trends and perceptions rather than statistically reliable data. \*

### *Part Two- Quantitative*

Part Two outlines the detailed results of the quantitative survey. This report discusses the themes in total, by smoking sub-group, gender and gender within smoking sub-group.

## **DETAILED FINDINGS**



**- PART ONE -**  
**QUALITATIVE FINDINGS**



**Millward Brown**

## AWARENESS OF SEX-BASED VERSUS GENDER-BASED DIFFERENCES

*Participants in the focus groups were asked to define 'sex' and 'gender' as it relates to the differences between men and women.*

### *There Was Little Awareness Of the Differences Between the Two Words*

Qualitatively, there appeared to be little awareness of the difference between 'sex' and 'gender'. Most of the participants said they believed the two words were synonyms, although a few qualified their comment by saying they believed 'gender' is a more modern term.

Some participants did define the words differently. They suggested that one of the words referred to the biological or physiological differences between men and women, while the other referred to the psychological or social differences that exist. It was interesting to note, however, that there was no consistency in opinion as to which definition went with each word.

The French participants reacted slightly differently. The French word '*genre*' is not commonly used in the same way that the English word 'gender' is used in reference to people. Rather it is used largely to assign a masculine or feminine perspective to nouns. '*Genre*' is also used in the expression '*genre humain*' (human-kind), as well as a French equivalent of the English word 'type'. Overall, this made it somewhat more difficult for the francophone participants to address the question.

In the written exercise, the French participants tended to play back these definitions, in particular the last one, in interpreting '*genre*'. This led several to conclude that a person could be 'more or less' of a masculine or feminine type, regardless of his/her actual sex – which is close to the World Health Organization's (WHO) definition in many respects. However, several participants, especially less educated individuals, could not see a difference between 'sex' and 'gender'.

### *The World Health Organization's Definition Made Sense*

Participants were exposed to the World Health Organization's definition of 'sex' and 'gender', along with some examples of each. Most agreed that the definitions made sense, and they could accept them.

However, there was relatively little overt acknowledgement that many sex-based differences exist. Obviously, participants understood that men and women have different sex organs, but beyond that, they tended to say that women's bodies are very similar to men's bodies. The other organs, and the general construction of the human body is believed to be similar. Given this, most were not sure what sex-based difference might



exist, particularly as it relates to tobacco use, but they were intrigued by the notion that there could be differences.

The moderators noticed that better educated, younger and more urban participants tended to ascribe more differences to gender – that is, societal-based traits, whereas less educated, older participants seemed more likely to think that differences in behaviour between men and women were more a function of genetic/ biological traits, part of their nature.

Those who focused on 'gender' pointed out that differences between men and women in the workplace, or in sports, have tended to fade over the past few years. Those who focused on 'sex' were more likely to make comments along the lines of "Men are from Mars, women are from Venus". That is, they tended to believe there are inherent differences between men and women.

Regardless of their 'going-in' perceptions, participants were clearly open to hearing about possible differences. When they were told, for example that men and women absorb nicotine differently, they were intrigued and wanted to know more. How is it different? What impact does it have? Does this mean that women get addicted more easily? Less easily? That is, the notion that there could be sex-based differences in the way tobacco affects people raised a lot of other questions, even though participants were not entirely sure what they would do with the information if they had the answers.

Several immediately made the parallel with alcohol, assuming that women might have a lower tolerance to nicotine, as they do to alcohol, possibly because they tend to have lower body mass.

Qualitatively, it appears the more educated, or perhaps the more politically correct people in the groups were slightly less likely to want to attribute any male-female differences to physiology. They tended to say that most of the differences are gender-based, and were reluctant to acknowledge that there might be something in the physical make-up of men and women that means they will respond differently to tobacco.

In the following sections, the attitudes and behaviour of smokers and former smokers are discussed, first in the context of how males and females responded to the various questions about themselves, and then in terms of their perceptions of any male-female differences.



## REASONS FOR STARTING TO SMOKE

*Both Current Smokers and Former Smokers were asked to describe how and why they first started to smoke.*

### *The Stories About Initial Trial Were Similar*

When Current and Former Smokers discussed their first attempt at smoking, their stories were remarkably similar, regardless of gender, age or market. Some talked about 'borrowing' a few cigarettes or even a pack from a parent, older sibling or friend to try smoking. A few said they stole their first cigarettes from a store. A few others claimed they found a partial pack. Some said they had friends who did the borrowing, while others acknowledged that they themselves had initiated the experience. Qualitatively, however, most said that their first experience was with others, and that typically someone in the group encouraged or teased the others into trial.

A few said their first cigarette was smoked when they were by themselves. To some extent, this kind of experience was more spontaneous and unplanned than the group experience outlined above. It seemed the individual came across the cigarettes and made a spur-of-the-moment decision to give smoking a try.

### *The Age of Trial Might Be Different For Males And Females*

While both males and females indicated they started smoking when they were young, there is some indication (qualitatively) that boys had their first cigarette at a younger age than girls. Some of the males in the groups said they had their first cigarette at the age of nine or ten, while the females tended to say they were thirteen or fourteen when they smoked their first one.

### *The First Experience Was Not Pleasant For Most*

One of the other common stories was the physical reaction people had to their first cigarette. Virtually everyone in the groups said they did not enjoy their first attempt. They alternatively said they were dizzy, 'turned green', or were sick to their stomach. Many said they had to lie down to recuperate from the experience.

Qualitatively, few said they enjoyed the taste of their first cigarette. However, a number said they felt something they described as a 'head rush' or a buzz', and said they did enjoy that sensation to at least some extent. Some of these individuals claim they still feel it with their first cigarette of the day, which they typically smoke right after getting out of bed, on an empty stomach. There did not appear to be any difference between males and females in this respect.



### *They Kept Smoking For A Variety of Reasons*

Both Former and Current Smokers outlined similar reasons for continuing to smoke, despite the discomfort they associated with their very first experience. For some, smoking was a way to rebel against authority. Many suggested that smoking was one form of the 'typical' teenage rebellion. Some said they saw smoking as a way to annoy their parents, teachers, priest or anyone else they considered an authority figure. They knew that these authority figures did not want them to smoke, and they saw this as a way to punish them. This rationale was given by both males and females in the focus groups.

Many of the older smokers in the groups said they came from smoking households, where at least one parent smoked regularly, and where "smoking was considered the norm". In this context, it was not smoking per se that was the act of "rebellion", so much as doing it at an earlier age than expected.

Some participants said they started smoking to fit in with their peers. A number said that their friends were smoking, and they wanted to feel a part of the group. Some were actively encouraged by their friends to smoke, while others said they simply wanted to feel included and therefore did not say 'no' when asked if they wanted a cigarette. In either case, they said they did not want to feel different from their friends, so they smoked. Again, this scenario was outlined by both sexes in the groups.

Most of the older participants (ie. those over 50) said they grew up in an era when smoking was accepted in the workplace and in public, when cigarette advertising was legal, and when actors and actresses, as well as politicians smoked on television and in the movies. Smoking was considered popular, even glamorous or sophisticated. These smokers said they wanted to emulate their movie star heroes like John Wayne and Bette Davis. In Quebec, a number mentioned separatist leader René Lévesque, as well as several well known actors, actresses, sports figures (e.g. Guy Lafleur) who smoked publicly, and said these people clearly influenced the behaviour of young people.

A few participants of both sexes said they started to smoke because they wanted to imitate the behaviour of a parent, older sibling or friend. That is, they wanted to imitate the behaviour of someone they knew and admired.

Some of the older participants also suggested that in the fifties or early sixties, when they started to smoke, there was no information to let them know about the dangers associated with tobacco use. They smoked because it looked 'cool' and sophisticated, and, as far as they knew, there was no real harm in it.

Many participants said that smoking was cool for other reasons. They liked the image of holding a cigarette, saying it made them look older. Qualitatively, it appeared the desire to look older was more evident among females than males, although clearly people of both sexes mentioned it. There was a feeling that if they looked older, they would be treated differently, possibly with more respect. A few of the women in the groups also suggested that they wanted to look older to attract the attention of some of the older boys.





In this respect, some of the females also suggested the cigarette was sometimes used as a tool for meeting boys or men. If they could ask for a light, they could start a conversation.

Some participants of both sexes said they smoked because it set them and their friends apart from others. It made them more likely to be noticed; it gave them a feeling of being unique. In part, this sense of being noticed was tied to a desire to feel independent in terms of appearance and attitude. Smoking helped them to define who they were, or how they wanted to be viewed by others.

Males in particular seemed to suggest they smoked to assert their independence. Both males and females acknowledged (to varying degrees) that smoking is more of a 'male' behaviour, and is often considered by males as a symbol of their masculinity. Despite the fact that advertising of tobacco products has been banned for years, in almost every focus group, someone mentioned the 'Marlboro man' image as one that is still associated with cigarettes. The 'Marlboro man' symbolized a strong, independent masculine persona who did what he wanted to do regardless of what others thought. Qualitatively, it appeared there is still some residual effect of this image that attracts males to smoking.

A few also suggested they started to smoke because no one told them not to. In some cases, the participant said their whole family smoked, and that it was therefore accepted behaviour. In other cases, the participant simply said no one ever raised the issue with them. This comment was made by people of both sexes.

### *The Perceptions of Gender-Based Differences Are Subtle*

There was some acknowledgement that boys typically start smoking at a younger age than girls do. This was generally considered a gender-based difference. There is some feeling that girls worry about things more and tend to analyze their options to a greater extent than boys do. This might mean that girls think about smoking for a longer period of time before they actually do it at least partially because they are more afraid of their parents.

To a large extent, people in the groups believed there are no differences between males and females in terms of why they start smoking. Most suggested the behaviour is related to peer pressure and a desire to fit in, and that this applies to both sexes.

However, there was a perception that there might be a few differences that are more gender-based than sex-based. For example, there is a sense that boys are more likely to start smoking as a way to assert their masculinity or their independence, whereas girls are more likely to start smoking as a way to fit in with their friends. Some suggested that boys are more likely than girls to be risk takers, and therefore might be more likely to try smoking.



There was also suggestion that girls are more likely than boys to start smoking as a form of rebellion against authority. Both males and females felt that females typically feel more stress at home because they tend to be subjected to more restrictions than boys are, even today. That is, there is a sense that girls have more rules and regulations imposed upon them by their parents, with the result that they might feel a greater need to rebel.

There is also some indication that participants felt that parents were and, in some instances still are, much less tolerant of a girl starting to smoke than a boy. For example, several women said their parents allowed their brother to smoke in the house, but would not tolerate it from the girls. This seems to be related to the negative image associated with women who smoke; they are considered 'easy' or, possibly tough. Smoking does not seem to be considered a feminine behaviour. Even now, some women claim they would never smoke while walking on the street, whereas they think this behaviour is perfectly appropriate for men. Essentially, this old, lingering prejudice still conditions to some extent how, where, and when men and women smoke.

## LIKES AND DISLIKES OF SMOKING

### *Women Have A Variety of Reasons For Smoking*

When the female participants were asked why they continue to smoke, they offered a variety of reasons. The most common reason was that they are addicted to it, and that it is a habit they cannot seem to quit.

Many of the women in the groups said they believe smoking helps them deal with stress. They believe that smoking a cigarette calms them down when they are feeling pressured at work, or overwhelmed at home. (In this respect, it was noteworthy that a number of women said they believe that the reality is that tobacco is a stimulant, and that their perception that it calms them down is only a perception.)

One of the comments associated with this perception was that some women who are current smokers are afraid to quit smoking because they fear they will not be able to control their stress. They are afraid of becoming 'bitchy' or temperamental if they don't have their cigarettes to keep them calm.

A number of the women in each market said they believe that women generally face more stress than men do. They suggested that women have more responsibility overall, because they typically work outside the home, but also continue to have more of the responsibility for the management of the home – doing groceries, cooking meals, doing laundry and housework, taking care of the children. There was a clear perception among women that they tend to do more of this than the men in their lives do. Because they are dealing with so many responsibilities, they believed they have more stress from which to escape. The overall result for the female Current and Former Smokers was that they tended to see their cigarette as a break from their life. The smoking of a cigarette was often described by the women in the groups as an 'escape' from reality, if only for a few minutes. It was a break in the day, almost a treat for some.

In this respect, a number of women talked about the ritual of opening the pack, unfolding the foil, extracting a cigarette, lighting it, and inhaling that first puff. The ritual was as satisfying, if not more so than the smoking experience itself. Some women said they find the ritual not only satisfying, but comforting.

Some women explicitly said that they smoke because of a fear of gaining weight if they quit.

A number said that smoking makes them feel good, particularly in the morning. The 'buzz' or 'head rush' that they described as being part of their first smoking experience is repeated to some extent each morning with their first cigarette. There is physical impact that helps them start their day.

A few – but only a few – of the women who participated in the groups said they enjoy the taste of their cigarettes, and that is one of the reasons they smoke.





A few women also suggested that they smoke to help them feel equal to men. This was not a widely voiced reason, but was mentioned a couple of times.

### *Men Also Smoke For A Variety of Reasons*

Some of the reasons male Current Smokers gave for smoking tend to mirror those given by female smokers. Some also said they are addicted, and that smoking is a habit they find hard to break.

Several also commented that they find smoking helps them deal with stress, although qualitatively, this did not seem to be as big a reason for men as it did for women.

Some men said they find smoking stimulating. They like the instant gratification – the 'buzz' - they get from a cigarette. It makes them feel good.

Generally speaking, male Current and Former Smokers tended to talk more about the taste of the cigarette as one of their reasons for smoking. Men seemed more likely than women to say they like the taste of tobacco. Indeed a few of the men in the groups said they extended their tobacco consumption beyond cigarettes, and also smoked a pipe or cigars, or chewed tobacco. This extended behaviour did not seem to occur among women.

Men tended to mention the occasions on which they particularly enjoy a cigarette – the first one in the morning with their coffee, the one after supper, the ones they smoke as they are having a beer or socializing with friends. While women also mentioned occasions, qualitatively, it appears that men did so more often as a reason for enjoying smoking.

Some men said they smoke because everyone they know also smokes. When their friends, co-workers and family members all seem to be smoking, it makes cigarettes very easy to obtain, and tends to discourage any thoughts of quitting. It also makes smoking seem very much a part of everyday life, something they don't necessarily think about.

For instance, several men, mainly blue-collar workers (construction workers, truck drivers, salesmen) smoke on the job outdoors or in a vehicle. Typically, men seem to enjoy smoking while engaging in physical activities. Conversely, women seem to stop all activities for a 'cigarette break'.

### *Women Have More Ideas About Why Men Smoke*

To some extent, both males and females believed everyone smokes because they are addicted, and as a way to reduce stress. That is, they were not sure there are any sex-based or gender-based differences in terms of why people smoke.



Nonetheless, there were some differences that were pointed out by the participants. For example, both sexes suggested that women are more likely than men to smoke as a way to keep their weight down. They tended to believe this is a gender-based difference that does not impact men in the same way; most agreed that men seem to be less concerned about their physical appearance generally, and their weight in particular, and less likely to care if they do put on a few pounds.

Women were likely to say that men smoke because they enjoy the taste more than women do, although they were not sure if this is a sex-based or gender-based difference. Males did not seem to see this as something that sets them apart from women.

Women were also more likely than men to suggest that males smoke because of the macho image it can project about them, and they clearly saw this as gender-based. While men tended to raise this as a reason why they started to smoke, few suggested it is a reason they continue to smoke.

Women also tended to suggest that men generally are less likely than women to think about or analyze their reasons for smoking. Rather, they believed that men generally would say that they smoke out of habit. Moreover, while they agreed that this lack of depth in the male thinking is a 'guy thing', they are not sure if it gender-based or sex-based.

### ***Both Men And Women Tend to Say They Dislike Their Lack Of Control***

If there is any emotion attached to smoking, it tended to be more negative than positive, and seemed to exist in both males and females. Both male and female Current Smokers said they feel somewhat guilty about their smoking, partly because of what it is doing to their own health and partly because of the amount of money they are spending on cigarettes.

Some – both male and female – also feel some guilt that they are being a negative role model for the children and young people in their lives. Qualitatively, there was some indication that women are much more concerned than men about being a negative role model. Several women said they would not smoke in front of their children, while few of the men interviewed seemed to make such an effort.

Many also said they feel some shame attached to the fact that they are finding it so difficult to quit. A number said they hate the fact that they are addicted, and that they seem to have so little control over their own behaviour. Those who don't like the taste seemed especially upset by their own dependency. As one man said "I don't like it, so why am I doing it?"

The non-smoking legislation that has been put in place in various areas over the last number of years has meant there are fewer and fewer public places where smoking is allowed. This means smokers are forced outside at work, when they are out drinking, and





in many cases at home. This has made them feel like outcasts, or even second-class citizens, something which clearly makes them uncomfortable with their smoking.

In Montreal, where a stricter legislation is scheduled to take effect at the end of May, male Current Smokers in particular resented the new laws. They were angry at what they see as an infringement on their individual rights. Female smokers, while sharing the view that the laws make them feel shunned, tended to be able to see the overall societal view that smoking is harmful to more than just the smokers. Females seemed better able to view the legislation as something that will help non-smokers breathe cleaner air, and could potentially help smokers smoke less often.

In general, female Current Smokers seem to be much more receptive to non-smoking legislation and advertising, while men tend to feel angry. Several men in the groups said they had to fight the urge to fight back. Some think this is a sex-based difference, but others are not sure, hypothesizing it might be gender-based.

### *There Are Other Things People Dislike About Smoking*

When Current and Former Smokers were asked to describe the things they dislike about smoking, the responses were fairly consistent between men and women. Both genders mentioned that their smoking means they have less energy. Several commented that they know they have decreased lung capacity as a result of smoking, and that they cannot run or play sports the way they used to. While this was mentioned as a negative by both men and women, qualitatively, it seemed more likely to be mentioned by men.

Both genders also mentioned the high cost of cigarettes as something they dislike, although virtually no one said the cost would lead them to quit. The moderators did get the impression that men are less likely than women to worry about the cost. Women, on the other hand, seemed more conscious of the cost, and were more likely to budget their cigarettes by keeping track of how many they had smoked, and how long the pack is likely to last. Men were more likely to think that they would spend the discretionary income on some other form of entertainment if they did not smoke.

Many said they dislike the smell of stale tobacco smoke that lingers on their clothes, in their hair and on their skin. A number of Former Smokers said they did not realize how bad the smell is until after they quit smoking themselves. Again, this was mentioned by both sexes.

There were some differences in dislikes between men and women, largely in that women tended to mention more of the things they dislike. For example, some women mentioned the smell of tobacco smoke lingers in their home in the carpets and draperies, making them feel the house is less than clean. One woman said she can see the residue on the walls in her 'smoking room', while several said that changing their carpets or draperies was the only way to rid the house of the smell. A number of women complained about dirty ashtrays, even while they know they are the ones filling the ashtrays.



Several women mentioned the impact of smoking on their skin. In particular, they mentioned yellow stains on their fingers and teeth, and a few suggested they are aging prematurely because the smoking is leading to wrinkles. Very few men mentioned this type of effect as something they dislike about smoking.

A few women also suggested that smoking can make them feel ill. Some said that if they smoke too much they feel nauseous or get a sore throat. Relatively few men mentioned this.

### *Their Perceptions Of Gender Differences Are Limited*

When women were asked what they think men dislike about smoking, they tend to say men dislike the same things they do – the smell, the cost, the potential impact on their health and the fact that they are addicted. Women did not believe there were any differences between men and women in this respect.

Men, however, tended to say women are more likely than men to say they dislike the smell of tobacco smoke and that they are concerned about the impact of smoking on their appearance. Some males also felt that female smokers were at a disadvantage if they were trying to attract a male non-smoker, again, because of the more negative image of female smokers. (Somehow, it was not felt to be as much a problem for a male smoker to attract a female non-smoker.) They tended to regard these as gender-based differences, in that they believed women are more influenced by issues regarding their outward appearance.

Men also tended to mention that women will worry about smoking during pregnancy, something men do not have to be concerned about. They were not sure if this is sex-based or gender-based, but tended to suspect it was the former.





## SMOKING BEHAVIOUR

*More detail on the behaviour of Current Smokers will be learned from the quantitative survey that will follow the qualitative research. The following discussion focuses more on the attitudes that surround the behaviour, rather than the behaviour itself.*

### *Smoking Occasions Are Similar Between Men And Women*

The times and places people smoke did not seem vary a great deal between men and women. Qualitatively, both sexes said they smoke...

- first thing in the morning, usually with coffee
- after meals, particularly dinner
- at break time at work
- in the evening when relaxing watching TV, reading, playing computer games
- on weekends when out with friends
- when out drinking in particular.

However, again, there were a few differences. Some men who have jobs that keep them outside say they are allowed to smoke on the job. Relatively few women were allowed to smoke on the job.

Most people also said they are most likely to smoke outside, since there are so few places left where they are allowed to smoke inside. A number said they do smoke in their own home, particularly if their spouse or partner also smokes. Several said they have a special place to smoke at home – the basement, a designated 'smoking room', the garage or the balcony. Both men and women made these kinds of comments.

A number of both sexes said they smoke in the car, but several qualified this by saying they only smoke in the car if there is no one else with them. A number said, for example, they will not smoke in the car if the children or a non-smoking partner is with them.

There is no clear indication from the qualitative portion of the research whether smokers of either sex are more likely to smoke alone or with others. Most said that when they are at work, they smoke with others simply because they get their smoke break at the same time. Those whose spouse or partner smokes said they often smoke together as they share coffee, or relax together. Similarly, if they are out drinking, it is usually with friends, many of whom will also be smokers.

However, most of the Current and Formers Smokers interviewed also said they will light up when they are by themselves just as often as they smoke with someone else. Several people commented that they smoke when they are bored, or waiting for something (eg waiting for a bus, or waiting to pick someone up). They use the cigarette to fill the time.

There were a few differences in smoking behaviour observed by the moderators. For example, men tended to say they smoke when they are being physically active. They will smoke as they garden, cut the lawn or shovel the snow. They will smoke immediately after a tennis or hockey game. As one man said, "we (men) smoke whenever and wherever we can."

Women, on the other hand, tended to take a break from whatever they are doing in order to have a cigarette. If they are gardening, they will put their tools down and take a few minutes to have a cigarette. If they are doing housework or the grocery shopping, they will wait until they are finished before having a smoke. They seem to regard the cigarette as a break from the day, whereas men tend to regard it as part of their day. Women seemed to want their hands free to hold the cigarette between puffs; men were comfortable holding the cigarette in their mouths.

Women seemed to be much more conscious of when and where they smoke and better able to describe a 'typical day as a smoker', as there seemed to be much more of set pattern, a routine. Men, on the other hand, seemed to smoke on impulse and be less conscious of their 'smoking moments'. This may be a reflection of most men having a slightly different, more diverse lifestyle, and most women sticking to a routine. It may also be due to the fact that, for many women, a cigarette is a 'break', whereas for most men, it is a 'way of living'.

### *Men And Women Are Perceived To Handle A Cigarette Differently*

There was a perception among both sexes that men and women handle their cigarette differently. While both male and female smokers tended to say that they take short puffs or long drags depending on circumstances, there is a general perception that men typically take long drags on a cigarette while women take short puffs. Some attribute this to a sex-based difference; they believe men have a larger lung capacity and are therefore better able to take a long, deep drag on a cigarette. Others suggested it was gender-based, saying that short puffs are more 'lady-like'.

Most also agreed that men and women hold a cigarette differently. Whereas men were perceived to hold the cigarette between the 'V' of their fingers, or between their thumb and forefinger, women were perceived to hold it between the tips of their first two fingers. Men were perceived to almost flatten the filter, whereas women are perceived to hold the cigarette more gently. Again, there was no clear feeling whether this difference was sex-based or gender-based, but most leaned in favour of saying it was gender-based.

Men tended to think women smoke less than men do, partly because they don't smoke as often as men do, and partly because they do not smoke the entire cigarette. Men tended to say women will discard a half-smoked cigarette, whereas men will smoke it right down to the filter. Some men also suggested women smoke less because they tend to talk as they smoke, and therefore a lot of the cigarette burns in the ashtray or in their hand rather



than because it is being puffed. They suggested these are probably gender-based differences.

Men tended to say that women tend not to borrow cigarettes from, or offer cigarettes to other same sex smokers the way men do. This is viewed as evidence that women are more calculating, cost-conscious and selfish; they prefer to keep their cigarettes to themselves. Men, on the other hand, tend to be more carefree and look at cigarettes as a way to engage a conversation, or make friends with other smokers.

Some believed some women use cigarettes as a device to help them meet men. They commented on women they have seen in bars who will take out a cigarette and then look helplessly around for a man to light it for them. A few men said they have seen women make suggestive gestures with their cigarettes, gestures the men interpreted as a 'come-on' from the woman. They suggested this was a gender-based difference. As one man put it: "We use the cigarette as a tool; women use it as a weapon."

A few men said women are more likely to accessorize their smoking by buying cigarette cases and fancy lighters. Men, on the other hand, are content to leave their cigarettes in the original pack, and use inexpensive lighters or matches. This was also perceived to be a gender-based difference.

### ***Most Seemed To Believe Women Are More Considerate of Non-Smokers***

Both men and women tended to agree that women are less likely than men to smoke around non-smokers, particularly children. This is an interesting perception, given that both men and women in the groups said they make it a point to refrain from smoking around their children, with some exceptions.

There seems to still exist, mainly among less educated, blue-collar background males, a segment who think it is their right to smoke when and where they feel like it. They resent the restrictions imposed on smokers, and block out the secondary smoke messages. Qualitatively, it appeared that few women seem to fall in that 'die-hard' segment.

There was some discussion as to whether this disinclination to smoke around children is sex-based or gender-based, as both men and women raised the 'nature versus nurture' debate. They were clearly not sure if the desire to protect the children from second-hand smoke is something inherent in the female make-up, or something that is learned.



## QUITTING BEHAVIOUR

*Most of the Current Smokers in the focus groups had tried to quit at least once, and most of the Former Smokers had tried many times before they were successful. It seemed clear that most of the smokers interviewed were interested in quitting, although most also acknowledged that it is very difficult to do, and that it will happen only when they themselves are truly ready to make the effort. The discussion which follows focuses on their reasons for thinking about quitting, and how those reasons might differ between men and women.*

### *There Are Subtle Differences Between Men And Women In Terms of Their Motivations For Quitting*

Women who have quit, or have tried to quit had a number of different reasons for trying. Some quit when they were pregnant because they believed it would be bad for the baby if they smoked. Some of the female Former Smokers said they were able to stay away from cigarettes after the baby was born. The desire to quit during pregnancy is typically considered sex-based, simply because it is something that only affects women.

Some women stopped smoking during pregnancy because of the potentially dangerous effect on the baby, but still had the urge to smoke. Others, however, claimed that the pregnancy itself somehow changed their cravings and made them not miss the cigarette. Those women also tended to change their diet and lifestyle as a result of the pregnancy. Qualitatively, however, it appeared that the craving for tobacco came back as soon as the baby was born, in most cases.

Other women said they quit, or tried to quit because they underwent surgery, or were sick for an extended period of time. A number of Current Smokers of both sexes said that when they are sick they do not feel like smoking, and are able to refrain. Women tended to say they tried to continue not smoking once they were well again.

A number of women said they tried to quit after watching someone close to them deal with cancer or heart disease that was linked to smoking. This was the motivation for a number of the Former Smokers in particular who did not want to go through a similar experience themselves.

Many women said they worried about the effect of second-hand smoke on their families, particularly the children. One grandmother said her eight-year old grandson was encouraging her to quit because he did not like the smell of her cigarettes. For her, this was a bigger motivator than concerns about her own health.

A few women said they think about quitting because they think it will be easier to find a mate. At least one woman said she had quit several times in order to please a man she was dating.





While few women described it as one of their own personal reasons for thinking about quitting, a number did say they believe women generally think about quitting because of concerns about pre-mature aging. They believe that long-term smoking dries out the skin on their face and ultimately causes wrinkles.

### *Some of These Reasons Are Shared By Men*

Men outlined some of the same reasons for thinking about quitting. For example, several of the male Current Smokers said that they have had women turn down dates with them because the woman was a non-smoker. A number of these men said this has made them think seriously about quitting, particularly if the woman is someone they really like.

A number of men said they are thinking about quitting, or have quit because they find they are unable to keep up with others when they play sports. They find they lack energy, or experience shortness of breath that means they are not playing as well as they know they can. This clearly bothers some men who want to be able to fully enjoy the sports in which they participate.

A few men suggested they are thinking about quitting because it is getting to be too much trouble to go outside to smoke all the time.

A few men said they seriously thought about quitting after they had children. They made comments such as they wanted to be able to walk their daughter down the aisle, or they wanted to see their son graduate from high school. These were clear references to a concern that they might be shortening their own lifespan if they continue to smoke.

A few men also suggested that they have thought about quitting because they do not want to be a negative role model for the children in their lives. Even those who do not have children of their own talked about nieces and nephews, or children of friends. When they think back to their own behaviour, and how they might have started to smoke in order to imitate an adult they admired, they did not want to be the cause of someone else starting to smoke.

Overall, it seemed as if women were more likely to be swayed by long-term considerations (e.g.: fear of contracting cancer down the road, concerns about raising a family in an unhealthy environment, economic impact), whereas men would more likely be swayed by short-term, sudden events (e.g.: shortness of breath, new non-smoking girl friend). Also, women seemed to build a rationale for stopping which includes several variables, whereas men seemed to be motivated mainly by a single thought.



### *Most Current Smokers Felt It Would Take Something Drastic to Get them To Quit*

Most of the participants who still smoke said they hoped to be able to quit at some point in the future, although most also acknowledged that they knew it would be hard. They were asked how much impact each of a list of possible motivators might have on their likelihood of quitting.

To a large extent, none of the factors seemed to have much impact. When they were asked outright what they believed would ultimately lead them to quit, both men and women said it would be when their doctor said they had the serious disease, rather than simply warning them that they would likely get the disease. That is, they said that the doctor warning them that they might get cancer was insufficient motivation; they would only seriously quit when the doctor said 'you have cancer'. (Even then, a few questioned the point of quitting after being diagnosed; they suggested it would a little like closing the barn door after the horse has fled.)

Some Current Smokers of both sexes suggested they would quit smoking only when they were ready to give up associated habits such as drinking coffee, or alcohol. Because smoking is so closely linked with these other activities, they did not believe they could give up one without the other.

Similarly, some Current Smokers of both sexes suggested that the concern of their families about their health might eventually persuade them to quit. That is, it would be their desire to keep their families from worrying about them, rather than their own concern about their health that might lead to them making a serious attempt to quit.

A few women said they thought the smell of second-hand smoke in the house would eventually lead them to quit. These women don't like the dirt they associate with the stale smoke, the ashtrays, and the smells that get embedded in the carpet and draperies.

Among those who thought they might quit (mainly females, but also some males), several indicated that societal pressure was getting so strong that they might "give up" and end up conforming to the new rule. In Montreal, for example, several felt that the new May 2006 legislation preventing them from smoking in bars and restaurants may prove to be the "last straw".

### *The Perceptions About Motivations Were Different Between Men And Women*

Despite the fact that their reasons for wanting to quit smoking were actually very similar, there were indications that men, in particular, felt women had different reasons than men for wanting to quit. Men tended to attribute women with a greater level of concern about their own health. They said women go to the doctor more than men do, and are therefore likely to get medical advice to quit more often.



They also felt that women worry more, and think about health issues to a greater extent than men do. Some men described it by saying women are less likely than men to feel they are invincible. A few suggested it is simply that women are smarter or more responsible than men. While they feel that men tend to shrug off concerns about their health, women take them more seriously. They believe women pay more attention to health issues and that, ultimately, this will lead women to quit smoking.

Some men suggested women are more likely than men to think about quitting because of their concerns about the impact of tobacco on their overall appearance. That is, they felt some women will consider quitting because they do not like seeing their fingers and teeth go yellow, or their skin grow wrinkled. Men are simply not concerned enough about their appearance to make this a reason to quit smoking.

Some men also felt that women are more likely to quit smoking because they feel societal pressure to do so. This relates to the perception that smoking is more of a masculine behaviour, and that society generally is less likely to condone a woman smoking. That is, it goes beyond the growing 'political incorrectness' of smoking to a gender-related reason.

Some men also suggested that women are more likely than men to quit because they get sick of the smell and dirt that is associated with smoking. This is something they believe is less likely to bother men.

For the most part, men tend to suggest that all of these differences are gender-based rather than sex-based. That is, they feel the concern about their health, appearance and cleanliness that they attribute to women is a result of societal conditioning, rather than something physiological.

### *Men and Women Use the Same Tools To Help them Quit*

Qualitatively, there did not seem to be many differences between men and women in terms of the tools they used to help them quit. Both sexes mentioned:

- nicotine gum
- the patch
- hypnosis
- acupuncture
- Zyban
- cutting back on the size of the cigarettes they smoked, or going from regular to mild, light or herbal cigarettes
- going 'cold turkey'
- asking friends to keep an eye on them
- changing their behaviour, by not going to bars, or not socializing with friends who smoke.



Female Current and Former Smokers were more likely than men to mention using distraction as a tool; some said that when they had a craving they distracted themselves by doing things such as walking around the house, drinking water, or taking up needlepoint.

A few women also said they found something else to put in their mouth – a plastic straw or an empty cigarette holder were two examples given.

One male Former Smoker said he used meditation to help him quit, while one woman said she kept a journal of everything she went through as she quit.

### *There Is No Consensus As To Who Finds It Easier To Quit*

Virtually all of the Current Smokers and Former Smokers interviewed acknowledged that quitting smoking is possibly one of the hardest things they have ever attempted. Moreover, they did not believe that anyone finds it easy to accomplish.

Having said this, there were mixed views as to whether men or women find it easier to quit. Some women suggested men find it easier to quit. They described men as having more willpower, or as just being more stubborn. They felt that if a man has told people he is going to quit, he will do so simply because he has too much pride to back down or admit defeat.

Other women suggested men have an easier time quitting because they do not encounter the same kind of stress that women do. A few suggested men who work in offices might have an easier time because of the non-smoking rules in most buildings; they suggested men are more likely to be in positions that would make it difficult to take a smoke break.

Other women suggested men have a harder time quitting. Some suggested men do not have the same amount of willpower as women. Others suggested that men do not like change, and that quitting smoking can require dramatic change in one's lifestyle.

The same differences in opinion were voiced by men about women. Some men felt that women have an easier time quitting because they have more experience at exercising willpower. In a sense they were suggesting that women can be stronger emotionally than men. Others, however, suggested that women's menstrual cycles lead to greater stress among women, and that this makes it harder for them to quit.

With the exception of the last observation above, most of these differences were considered gender-based, rather than sex-based.



## PERCEPTIONS OF SEX-BASED DIFFERENCES

### *The Idea Of Sex-Based Differences Was Intriguing*

To a large extent, the idea that smoking might affect men and women differently was met with some surprise by Current Smokers, Former Smoker and Never Smokers, particularly those in the English markets. It did not appear to be something to which people had given much thought.

When they did begin to think about it, a few suggestions emerged. Women suggested:

- women are prone to cervical cancer
- women's reproductive organs can be affected by smoking, which is why women should not smoke during pregnancy
- women can get addicted more easily
- smoking constricts women's blood vessels more
- smoking affects women's hormones
  
- smoking can affect a man's sperm count
- smoking can lead to impotence in a man
- smoking can lead to mouth cancer in men more than women.

Men, on the other hand, suggested:

- women can't smoke as much as men because of smaller lung capacity
- women are more likely to get various cancers as a result of smoking
- women are more affected by the smell of tobacco smoke
- women can't smoke as much as men without feeling sick.

Overall, no one seemed sure how generalized these differences were. However, when they were told by the moderator that men and women absorb nicotine differently, they were clearly intrigued and wanted to know more. They were open to hearing about any sex-based differences that might exist.



## THE VIEWS OF NEVER SMOKERS

*In this study, 'Never Smokers' were defined as those who were not smoking at the time of the interview, and who answered 'No' to the question 'Have you smoked at least 100 cigarettes in your life?'*

*Never Smokers tended to be less likely to be able to discuss the whole issue of smoking behaviour. Because they tend to be observers of the behaviour, as opposed to active participants, they seemed less informed about some of the issues discussed in the previous sections. This section discusses the reasons why these people believe they do not smoke, and some of their perceptions about smokers. They were the most likely to believe there were no differences in terms of why, how and where men and women smoke.*

### ***Smoking Is Considered A Problem***

Never Smokers were asked if they consider smoking to be a problem in Canada today. Their response was a clear 'yes' for a number of reasons, including:

- the high cost of health care required to help those who develop health problems as a result of smoking (mentioned primarily in the English groups)
- the health risks not only to smokers, but to non-smokers as a result of second-hand smoke
- the annoyance factor associated with second-hand smoke in public places, including the second-hand smoke itself, the litter on the street from cigarette butts, and the cluster of people that is typically seen outside office buildings as people gather to smoke.

### ***Many Non-Smokers Don't Think They Made A Conscious Decision to Not Smoke***

When Never Smokers were asked why they don't smoke, a number were hard-pressed to explain why. They suggested that it was not necessarily a conscious choice, but simply a habit they never picked up.

Others, however, said it was a conscious choice that resulted from the fact that their parents smoked. A few said they watched a parent deal with serious health issues, while others said they simply did not like the smell of tobacco smoke. A few said that they or a sibling also developed health problems such as asthma because their parents smoked. The end result was they grew to hate smoking, and did not ever start.

Some of those who never smoked said their parents and their friends did not smoke either, with the result they were not really exposed to it, and it never occurred to them to try it.





A few said they had tried smoking in their youth and did not like it. Some of those who tried it said their parents caught them and made them smoke several cigarettes until they got sick. The experience left them with a distaste for smoking.

Others consciously rejected smoking because they do not like the smell of cigarette smoke, or the way the smell lingers on clothes, in their hair and on their skin. They did not want the smell to be something associated with them.

Some of those who never smoked did not want to adopt a habit that would inhibit their ability to run, jog or play sports. They knew that smoking could potentially sap their energy, or decrease their lung capacity, either of which would mean they would not be able to participate in the activities they enjoyed. Qualitatively, this was particularly true of younger males.

A few said they were influenced by others to not start. Some said their parents made it very clear that they would be very angry if they found their son or daughter smoking, and some responded by choosing not to smoke. Others said they had friends or relatives who were smokers and who actively discouraged the non-smoker from starting.

A few Never Smokers said they chose not to start out of a fear of addiction. There is a general recognition that smoking is very addictive, and given the level of knowledge surrounding the health risks, few believed they would be able to smoke only a few cigarettes. Thus, rather than get addicted, some simply chose not to start.

Virtually all of these reasons were given by both males and females, and most of those who have never smoked were hard-pressed to offer any ideas about either sex-based or gender-based differences in terms of why they don't smoke, or why others might.

Among younger respondents, some stated that smoking was no longer the 'in' thing to do. That is, it seems to be losing the image it had of being 'cool'. Moreover, a number of the younger Never Smokers suggested that younger people are not attracted by smokers as friends or sexual partners.

### ***Never Smokers Have Theories About Smokers***

While those who have never smoked are unlikely to perceive any differences between male and female non-smokers, they did voice some perceptions about smokers.

Female Never Smokers tended to suggest:

- men smoke more than women, possibly because they are more likely to have a job outside
- men respond to messages that suggest smoking is macho, masculine
- men are less likely to worry about the impact smoking has on their skin, teeth, appearance overall



- women worry more about the health effects of smoking, and are more likely to quit because of their concerns, and more likely to nag others into quitting for the same reason
- women are more likely to speak up against second-hand smoke
- women are more influenced by pregnancy to quit smoking or to not start.

With the possible exception of the last one listed, women tend to feel these are gender-based differences.

Male Never Smokers have their own thoughts, including:

- girls (women) smoke socially, they are not 'serious' smokers
- females smoke to keep their weight down
- females are more likely to ensure that smokers go outside to smoke
- boys start smoking younger than girls
- males smoke faster, take longer drags on their cigarettes.

Again, with the exception of the last item, males tend to regard these as gender-based differences.





**- PART TWO -**

**QUANTITATIVE FINDINGS**

## SAMPLE PROFILES

*The total sample includes three major sub-samples defined by their smoking status - Current Smokers, Former Smokers and Never Smokers. For detailed definitions of these three smoker groups, please refer to page 5 in the Methodology section. There are some demographic differences among these three smoker groups.*

### ***Current Smokers Are Younger And Less Educated Than The Others***

Current Smokers tend to be younger than the other two groups. About 16% of smokers are aged 18 – 24, while only 20% are aged 55 or older. Smokers have the smallest proportion of people in the oldest age group.

Current Smokers are the least well-educated of the three sub-groups, partially due to their age; they have not had time to complete post-secondary education. Close to half (46%) of the Current Smokers in the sample have high school or less, while the comparable proportions among Former Smokers (36%) and Never Smokers (26%) are much lower.

This group is the least likely of the three to be married. Almost one in three (29%) are single, while 14% are divorced or separated. However, Current Smokers are just as likely as Former Smokers or Never Smokers to have children under 18 living in the household.

Most (65%) Current Smokers work either full-time or part-time. Among those in the sample who work, Current Smokers are the least likely to say that smoking is 'completely restricted' in their workplace.

Current Smokers tend to be less affluent, as 34% have a household income under \$40,000.

A larger proportion of Smokers (30%) than Former Smokers (24%) or Never Smokers (21%) live in Quebec.

### ***Former Smokers Are Skewed Male And Older***

Those defined as Former Smokers tend to skew male (56%). They are also older than the other two groups, with 42% aged 55 or older (versus 20% of Current Smokers and 28% of Never Smokers who fall into the oldest age range.)

Former Smokers are slightly more likely than the other two groups to be married, but are no more or less likely to have children under 18.

This group is between the other two in terms of education. While 36% of Former Smokers have high school or less, a similar proportion (34%) has some university or more.





Most (59%) are employed, but this group has the highest proportion of retirees (28%)

***Never Smokers Are Skewed Female and Well-Educated***

Those classified as Never Smokers tend to be skewed female (56%).

This tends to be the most well-educated group, with 47% having some university or more, and only 26% having high school or less.

Most Never Smokers work (60%), although a significant minority (19%) are retired. Among those who work, Never Smokers are the most likely to say they work indoors (82%).

Most (59%) are married, although 22% are single.



## Demographic Profiles, by Smoker Status

|                                                                                        | % of Respondents |                |               |
|----------------------------------------------------------------------------------------|------------------|----------------|---------------|
|                                                                                        | Current Smokers  | Former Smokers | Never Smokers |
| <b>GENDER</b>                                                                          |                  |                |               |
| Male                                                                                   | 49               | 56             | 44            |
| Female                                                                                 | 51               | 44             | 56            |
| <b>AGE</b>                                                                             |                  |                |               |
| 18 – 24                                                                                | 16               | 2              | 16            |
| 25 – 34                                                                                | 19               | 12             | 19            |
| 35 – 54                                                                                | 42               | 41             | 35            |
| 55 or over                                                                             | 20               | 42             | 28            |
| <b>EDUCATION</b>                                                                       |                  |                |               |
| High school or less                                                                    | 46               | 36             | 26            |
| Some/completed community college                                                       | 25               | 28             | 25            |
| Some/completed undergraduate degree                                                    | 22               | 26             | 37            |
| Graduate school                                                                        | 5                | 8              | 10            |
| <b>EMPLOYMENT STATUS</b>                                                               |                  |                |               |
| <b>Employed</b>                                                                        | <b>65</b>        | <b>59</b>      | <b>60</b>     |
| Work full-time                                                                         | 53               | 51             | 51            |
| Work part-time                                                                         | 12               | 8              | 9             |
| <b>Not in labour force</b>                                                             | <b>26</b>        | <b>36</b>      | <b>36</b>     |
| Unemployed but looking for work                                                        | 4                | 2              | 3             |
| Stay at home full-time                                                                 | 5                | 5              | 6             |
| Retired                                                                                | 11               | 28             | 19            |
| Student                                                                                | 6                | 1              | 8             |
| <b>WORK LOCATION (among those employed full-time or part-time)</b>                     |                  |                |               |
| Work indoors                                                                           | 74               | 76             | 82            |
| Work outdoors                                                                          | 17               | 12             | 9             |
| Both equally                                                                           | 8                | 12             | 9             |
| <b>SMOKING RESTRICTIONS IN WORKPLACE (among those employed full-time or part-time)</b> |                  |                |               |
| Restricted completely                                                                  | 39               | 53             | 53            |
| Allowed in designated areas                                                            | 31               | 27             | 27            |
| Restricted only in certain places                                                      | 17               | 13             | 12            |
| Not restricted at all                                                                  | 10               | 6              | 7             |
| <b>MARTIAL STATUS</b>                                                                  |                  |                |               |
| Married/living as a couple                                                             | 50               | 67             | 59            |
| Single/never married                                                                   | 29               | 12             | 26            |
| Divorced/separated                                                                     | 14               | 11             | 7             |
| Widowed                                                                                | 5                | 8              | 7             |
| <b>CHILDREN UNDER 18 IN HOUSEHOLD</b>                                                  | <b>40</b>        | <b>34</b>      | <b>37</b>     |
| <b>HOUSEHOLD INCOME</b>                                                                |                  |                |               |
| Less than \$20,000                                                                     | 15               | 7              | 9             |
| \$20,000 - \$39,999                                                                    | 19               | 17             | 15            |
| \$40,000 - \$59,999                                                                    | 21               | 21             | 18            |
| \$60,000 - \$79,999                                                                    | 13               | 15             | 13            |
| \$80,000 or more                                                                       | 19               | 25             | 29            |
| Refused                                                                                | 13               | 15             | 16            |
| <b>REGION</b>                                                                          |                  |                |               |
| British Columbia                                                                       | 11               | 14             | 13            |
| Prairies                                                                               | 15               | 17             | 18            |
| Ontario                                                                                | 36               | 36             | 41            |
| Quebec                                                                                 | 30               | 24             | 21            |
| Atlantic                                                                               | 8                | 9              | 7             |
| <b>Unweighted base:</b>                                                                | <b>500</b>       | <b>607</b>     | <b>919</b>    |





## SMOKING BEHAVIOUR OF CURRENT AND FORMER SMOKERS

### *Former Smokers In The Sample Quit A Long Time Ago*

In examining the behaviour of the Current and Former Smokers in the sample, it is important to note that most Former Smokers said they quit more than five years ago. This means that many may have quit before the introduction of some of the legislation that is currently in place to restrict where smoking is allowed. As a result, it means that some of their responses in terms of their recalled smoking behaviour are somewhat different from those of Current Smokers.

There is no significant difference between male and female Former Smokers in terms of when they stopped smoking.

#### When Did You Stop Smoking?

| Stopped Smoking...                 | % of Former Smokers  |        |        |
|------------------------------------|----------------------|--------|--------|
|                                    | Total Former Smokers | GENDER |        |
|                                    |                      | Male   | Female |
| Less than 6 months ago             | 6                    | 5      | 8      |
| 6 months to less than one year ago | 4                    | 4      | 3      |
| One year to two years ago          | 7                    | 7      | 7      |
| Three to five years ago            | 10                   | 12     | 7      |
| More than five years ago           | 73                   | 72     | 75     |
| <i>Unweighted Base:</i>            | 607                  | 338    | 269    |

Q.3 When did you stop smoking? Was it...

### *Smoking Locations Vary Between Current And Former Smokers Overall*

Current and Former Smokers tend to be most likely to say they typically smoke(d) in the house or outside. Significant minorities also said they smoke(d) in their vehicle or at work. Bars and restaurants tend to be the other key places mentioned.

It tends to be Current Smokers (59%) more than Former Smokers (40%) who say they typically smoke(d) outside. Former Smokers, on the other hand are more likely than Current Smokers to say they smoked at work (33% versus 22% respectively). Similarly, it tends to be Former Smokers more than Current Smokers who say they smoked in bars (23% versus 15%) or restaurants (18% versus 6%).



### Typical Smoking Locations

|                              | % of Current And Former Smokers     |         |        |
|------------------------------|-------------------------------------|---------|--------|
|                              | Total Current/<br>Former<br>Smokers | SMOKER  |        |
|                              |                                     | Current | Former |
| In the house/apartment       | 54                                  | 55      | 53     |
| Outside                      | 49                                  | 59 ←    | 40     |
| At work                      | 28                                  | 22      | 33 ←   |
| In the car/truck             | 27                                  | 28      | 25     |
| In bars                      | 19                                  | 15      | 23 ←   |
| In restaurants               | 12                                  | 6       | 18 ←   |
| Anywhere/everywhere          | 9                                   | 5       | 13 ←   |
| In the garage/on the balcony | 5                                   | 7       | 4      |
| At sporting events           | 3                                   | 2       | 4      |
| Unweighted Base:             | 1107                                | 500     | 607    |

Q.4 CURRENT SMOKERS: Where do you typically smoke? Please tell me all the places you smoke.

Q.4 FORMER SMOKERS: Where did you typically smoke? Please tell me all the places you used to smoke.

Overall, some of these differences can probably be attributed to the changes in legislation that have occurred since Former Smokers stopped smoking. Moreover, because the differences tend to be so significant, the apparent differences in responses by males and females can be misleading if examined in total. The discussion of male-female differences, then, will be done among Current and Former Smokers separately, rather than combined.

Among Current Smokers, males are more likely than females to say they smoke they smoke at work, and females are more likely than males to say they smoke outside. Few other significant differences are evident.

Among Former Smokers, however, females are more likely than males to say they used to smoke in the house, and in restaurants. Males, on the other hand, are more likely than females to say they used to smoke at work, in their vehicle or anywhere they could.

### Typical Smoking Locations

|                              | % of Current And Former Smokers    |                 |        |                |        |
|------------------------------|------------------------------------|-----------------|--------|----------------|--------|
|                              | Total<br>Current/Former<br>Smokers | CURRENT SMOKERS |        | FORMER SMOKERS |        |
|                              |                                    | Male            | Female | Male           | Female |
| In the house/apartment       | 54                                 | 56              | 53     | 48             | 60 ←   |
| Outside                      | 49                                 | 55              | 64 ←   | 39             | 40     |
| At work                      | 28                                 | 27 ←            | 16     | 37 ←           | 27     |
| In the car/truck             | 27                                 | 30              | 27     | 27 ←           | 22     |
| In bars                      | 19                                 | 13              | 16     | 23             | 23     |
| In restaurants               | 12                                 | 4               | 7      | 14             | 23 ←   |
| Anywhere/everywhere          | 9                                  | 6               | 3      | 16 ←           | 9      |
| In the garage/on the balcony | 5                                  | 8               | 6      | 5              | 2      |
| At sporting events           | 3                                  | 1               | 3      | 5              | 3      |
| Unweighted Base:             | 1107                               | 250             | 250    | 338            | 269    |

Q.4 CURRENT SMOKERS: Where do you typically smoke? Please tell me all the places you smoke.

Q.4 FORMER SMOKERS: Where did you typically smoke? Please tell me all the places you used to smoke.



Millward Brown



There are some other demographic variables that seem to be related to where people smoke(d). For example:

- those Current and Former Smokers with children in the house are less likely than those without children to say they smoke in the house (43% versus 61%), and more likely to say they smoke outside (56% versus 45%)
- people aged 55 or older are more likely than those younger to say they smoke(d) in the house (66% versus 48%), and less likely to say they smoke(d) outside (39% versus 54%)
- those aged 18 – 34 (29%) are more likely than those older (16%) to say they smoke(d) in bars.

### *Current Smokers Are More Likely Than Former Smokers To Smoke Alone*

Current and Former Smokers are more likely to say they smoke(d) alone in the morning than at other times of the day.

At least four in ten (44%) of Current Smokers in particular are likely to say they are always alone when they smoke in the morning. By way of comparison, only one in four (23%) Former Smokers said they were always alone when they smoked in the morning.

Just over half of both Current and Former Smokers said they were usually alone but sometimes with others when they smoked during the day. Among Current Smokers, the balance of opinion is split between those who smoke alone during the day, and those who always smoke with others. Former Smokers, however, were more likely to say they always had companions when they smoked during the day, than they were to say they were always alone.

A similar trend emerges with respect to smoking in the evening. One in two Current and Former smokers say they sometimes have companions when they smoke(d) in the evening. The balance of Current Smokers are split between those who smoke alone and those who always have companions. Former Smokers, on the other hand, were more likely to always have had companions when they smoked in the evening.

Overall, it appears that Current Smokers are more likely than Former Smokers to say that smoking is a solitary experience, regardless of the time of day.



## Smoking Companion

|                                                      | % of Current And Former Smokers     |         |        |
|------------------------------------------------------|-------------------------------------|---------|--------|
|                                                      | Total Current/<br>Former<br>Smokers | SMOKER  |        |
|                                                      |                                     | Current | Former |
| <b>MORNING</b>                                       |                                     |         |        |
| Always alone                                         | 33                                  | 44 ←    | 23     |
| Usually alone, but sometimes with one or more others | 42                                  | 37      | 47     |
| Always with one or more others                       | 15                                  | 11      | 19     |
| Don't know/refused                                   | 10                                  | 9       | 11     |
| <b>DURING THE DAY</b>                                |                                     |         |        |
| Always alone                                         | 11                                  | 17 ←    | 6      |
| Usually alone, but sometimes with one or more others | 54                                  | 54      | 54     |
| Always with one or more others                       | 29                                  | 22      | 34     |
| Don't know/refused                                   | 6                                   | 7       | 5      |
| <b>IN THE EVENING</b>                                |                                     |         |        |
| Always alone                                         | 15                                  | 20 ←    | 10     |
| Usually alone, but sometimes with one or more others | 48                                  | 47      | 50     |
| Always with one or more others                       | 33                                  | 29      | 36     |
| Don't know/refused                                   | 4                                   | 4       | 3      |
| <i>Unweighted Base:</i>                              | 1107                                | 500     | 607    |

Q.5 CURRENT SMOKERS: When you smoke in the morning/during the day/in the evening, are you...

Q.5 FORMER SMOKERS: When you smoked in the morning/during the day/in the evening, were you...

Gender differences are more evident among Current Smokers than among Former Smokers. Indeed there is virtually no difference in the responses of male and female Former Smokers in terms of whether they were alone or with others when they smoked. However, among Current Smokers males tend to be more likely than females to say they are always alone when they smoke, regardless of time of day.

## Smoking Companion

|                                                      | % of Current And Former Smokers    |                 |        |                |        |
|------------------------------------------------------|------------------------------------|-----------------|--------|----------------|--------|
|                                                      | Total<br>Current/Former<br>Smokers | CURRENT SMOKERS |        | FORMER SMOKERS |        |
|                                                      |                                    | Male            | Female | Male           | Female |
| <b>MORNING</b>                                       |                                    |                 |        |                |        |
| Always alone                                         | 33                                 | 49 ←            | 39     | 23             | 23     |
| Usually alone, but sometimes with one or more others | 42                                 | 34              | 40     | 47             | 47     |
| Always with one or more others                       | 15                                 | 9               | 12     | 21             | 16     |
| Don't know/refused                                   | 10                                 | 7               | 9      | 9              | 14     |
| <b>DURING THE DAY</b>                                |                                    |                 |        |                |        |
| Always alone                                         | 11                                 | 22 ←            | 13     | 8              | 4      |
| Usually alone, but sometimes with one or more others | 54                                 | 51              | 58     | 53             | 55     |
| Always with one or more others                       | 29                                 | 20              | 23     | 35             | 34     |
| Don't know/refused                                   | 6                                  | 7               | 6      | 4              | 7      |
| <b>IN THE EVENING</b>                                |                                    |                 |        |                |        |
| Always alone                                         | 15                                 | 23 ←            | 17     | 12             | 8      |
| Usually alone, but sometimes with one or more others | 48                                 | 43              | 50     | 49             | 51     |
| Always with one or more others                       | 33                                 | 29              | 30     | 36             | 37     |
| Don't know/refused                                   | 4                                  | 5               | 3      | 4              | 3      |
| <i>Unweighted Base:</i>                              | 1107                               | 250             | 250    | 338            | 269    |

Q.5 CURRENT SMOKERS: When you smoke in the morning/during the day/in the evening, are you...

Q.5 FORMER SMOKERS: When you smoked in the morning/during the day/in the evening, were you...



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### *Smoking Is Usually Accompanied By Another Activity*

The largest single proportion of Current and Former Smokers say they usually smoke when they are relaxing. However, significant minorities say they have a cigarette while they are drinking something like coffee or a soft drink, or while they are drinking alcohol. That is, for many, a cigarette accompanies a beverage of some type.

Some people specifically associate smoking with social situations, and say they are having fun with friends or talking to co-workers when they smoke a cigarette.

Some smokers say they are not doing anything else while they smoke, while others say they could be doing anything.

To a large extent, Current and Former Smokers offer the same types of responses. However, there is some indication that Former Smokers are more likely to say they usually had either an alcoholic or non-alcoholic beverage with a cigarette. Current Smokers are more likely to say they are usually relaxing at home when they have a cigarette.

#### **Activities That Accompany Smoking**

|                                                 | % of Current And Former Smokers     |         |        |
|-------------------------------------------------|-------------------------------------|---------|--------|
|                                                 | Total Current/<br>Former<br>Smokers | SMOKER  |        |
|                                                 |                                     | Current | Former |
| Relaxing at home/ watching TV/reading           | 28                                  | 30      | 26     |
| Drinking coffee/tea/soft drink                  | 19                                  | 15      | 22 ←   |
| Relaxing (general mention)                      | 17                                  | 18      | 17     |
| Drinking beer/alcohol                           | 13                                  | 10      | 16 ←   |
| Nothing else/just smoking/killing time          | 12                                  | 13      | 12     |
| Socializing/having fun                          | 10                                  | 8       | 12     |
| Standing around outside with friends/co-workers | 8                                   | 9       | 7      |
| Driving                                         | 7                                   | 7       | 7      |
| Taking a break at work                          | 6                                   | 7       | 5      |
| Working outside                                 | 6                                   | 5       | 8      |
| Anything/no particular activity                 | 3                                   | 3       | 3      |
| <i>Unweighted Base:</i>                         | 1107                                | 500     | 607    |

Q.6 CURRENT SMOKERS: What are you usually doing when you smoke a cigarette?

Q.6 FORMER SMOKERS: What were you usually doing when you smoked a cigarette?

Among Current Smokers, there is some indication that females are more likely than males to say they are socializing, or talking to friends or co-workers when they smoke.

Among Former Smokers, females are more likely than males to say they usually were drinking something non-alcoholic when they smoked a cigarette, while males are more likely than females to say they were drinking something alcoholic.



Female Former Smokers are also more likely than their male counterparts to say they were socializing or having fun when they smoked. Male Former Smokers were more likely than females to say they would smoke while they worked outside.

#### Activities That Accompany Smoking

|                                                    | % of Current And Former Smokers    |                 |        |                |        |
|----------------------------------------------------|------------------------------------|-----------------|--------|----------------|--------|
|                                                    | Total<br>Current/Former<br>Smokers | CURRENT SMOKERS |        | FORMER SMOKERS |        |
|                                                    |                                    | Male            | Female | Male           | Female |
| Relaxing at home/ watching TV/<br>reading          | 28                                 | 30              | 31     | 25             | 26     |
| Drinking coffee/tea/soft drink                     | 19                                 | 15              | 15     | 16             | 29 ←   |
| Relaxing (general mention)                         | 17                                 | 17              | 19     | 18             | 16     |
| Drinking beer/alcohol                              | 13                                 | 10              | 10     | 18 ←           | 13     |
| Nothing else/just smoking                          | 12                                 | 12              | 13     | 12             | 11     |
| Socializing/having fun                             | 10                                 | 6               | 10     | 8              | 16 ←   |
| Standing around outside with<br>friends/co-workers | 8                                  | 6               | 12 ←   | 6              | 7      |
| Driving                                            | 7                                  | 8               | 6      | 9              | 5      |
| Taking a break at work                             | 6                                  | 7               | 8      | 5              | 6      |
| Working outside                                    | 6                                  | 8               | 2      | 11 ←           | 3      |
| Anything/no particular activity                    | 3                                  | 3               | 2      | 4              | 2      |
| <i>Unweighted Base:</i>                            | 1107                               | 250             | 250    | 338            | 269    |

Q.6 CURRENT SMOKERS: What are you usually doing when you smoke a cigarette?

Q.6 FORMER SMOKERS: What were you usually doing when you smoked a cigarette?

#### Evening Is The Preferred Time of Day To Smoke

One in five Current and Former Smokers say there is no particular time of day when they are (or were) more likely to smoke. However, the evening tends to emerge as a preferred time to smoke, particularly among Former Smokers. Current Smokers are slightly more likely than Former Smokers to say they like to smoke in the morning, either when they first get up, or after breakfast.

#### Time Of Day Likely To Smoke

|                                                                                    | % of Current And Former Smokers     |         |        |
|------------------------------------------------------------------------------------|-------------------------------------|---------|--------|
|                                                                                    | Total Current/<br>Former<br>Smokers | SMOKER  |        |
|                                                                                    |                                     | Current | Former |
| Evening/ when out with friends in evening/<br>when relaxing at home in evening     | 35                                  | 31      | 39 ←   |
| No particular time of day                                                          | 20                                  | 18      | 22     |
| Morning/after breakfast but before noon                                            | 14                                  | 18 ←    | 11     |
| Afternoon/ afternoon break                                                         | 10                                  | 9       | 12     |
| After dinner/with coffee after dinner                                              | 10                                  | 10      | 9      |
| First thing in the morning/when I wake<br>up/before doing anything else in morning | 9                                   | 11 ←    | 7      |
| Lunchtime                                                                          | 4                                   | 4       | 5      |
| Late night/right before bed                                                        | 4                                   | 4       | 3      |
| After work/early evening/before dinner                                             | 3                                   | 3       | 3      |
| <i>Unweighted Base:</i>                                                            | 1107                                | 500     | 607    |

Q.7 CURRENT SMOKERS: What time of day are you more likely to smoke a cigarette?

Q.7 FORMER SMOKERS: What time of day were you most likely to smoke a cigarette?



There appear to be some male-female differences in terms of the time of day smokers are most likely to have a cigarette. Female Current and Former Smokers are more likely than their male counterparts to say they are most likely to smoke in the evening when out with friends or relaxing at home. Males, on the other hand, are more likely than females to say there is no particular time of day that stands out as one when they are more likely to smoke.

#### Time Of Day Likely To Smoke

|                                                                                 | % of Current And Former Smokers    |                    |        |                   |        |
|---------------------------------------------------------------------------------|------------------------------------|--------------------|--------|-------------------|--------|
|                                                                                 | Total<br>Current/Former<br>Smokers | CURRENT<br>SMOKERS |        | FORMER<br>SMOKERS |        |
|                                                                                 |                                    | Male               | Female | Male              | Female |
| Evening/ when out with friends in evening/when relaxing at home in evening      | 35                                 | 26                 | 36 ←   | 31                | 50 ←   |
| No particular time of day                                                       | 20                                 | 24 ←               | 13     | 26 ←              | 16     |
| Morning/after breakfast but before noon                                         | 14                                 | 18                 | 18     | 11                | 10     |
| Afternoon/ afternoon break                                                      | 10                                 | 8                  | 9      | 11                | 12     |
| After dinner/with coffee after dinner                                           | 10                                 | 9                  | 11     | 10                | 8      |
| First thing in the morning/when I wake up/before doing anything else in morning | 9                                  | 11                 | 11     | 7                 | 7      |
| Lunchtime                                                                       | 4                                  | 3                  | 4      | 5                 | 4      |
| Late night/right before bed                                                     | 4                                  | 4                  | 5      | 3                 | 4      |
| After work/early evening/before dinner                                          | 3                                  | 3                  | 3      | 2                 | 4      |
| Unweighted Base:                                                                | 1107                               | 250                | 250    | 338               | 269    |

Q.7 CURRENT SMOKERS: What time of day are you more likely to smoke a cigarette?

Q.7 FORMER SMOKERS: What time of day were you most likely to smoke a cigarette?

#### Females Seem To Take Longer To Smoke A Cigarette

While there is virtually no difference between Current and Former Smokers overall in terms of how long it takes (took) them to smoke a cigarette, there does appear to be a male-female difference. The data suggest that females tend to take longer than males to smoke a cigarette. The difference is not great, but on average, females say they take almost seven minutes to smoke the average cigarette, while males report taking about six minutes.

#### Time Taken To Smoke A Cigarette

|                     | % of Current And Former Smokers    |                    |        |                   |        |
|---------------------|------------------------------------|--------------------|--------|-------------------|--------|
|                     | Total<br>Current/Former<br>Smokers | CURRENT<br>SMOKERS |        | FORMER<br>SMOKERS |        |
|                     |                                    | Male               | Female | Male              | Female |
| Less than 5 minutes | 22                                 | 26 ←               | 17     | 25 ←              | 18     |
| 5 minutes           | 26                                 | 27                 | 26     | 27                | 24     |
| 6 – 7 minutes       | 14                                 | 18                 | 22     | 11                | 6      |
| 8 minutes or longer | 29                                 | 27                 | 31     | 25                | 33     |
| Don't know          | 9                                  | 2                  | 4      | 12                | 19     |
| Average # minutes   | 6.5                                | 6.2                | 6.8    | 6.1               | 6.9    |
| Unweighted Base:    | 1107                               | 250                | 250    | 338               | 269    |

Q.8 CURRENT SMOKERS: About how long does it take you to smoke the average cigarette?

Q.8 FORMER SMOKERS: About how long did it take you to smoke the average cigarette?



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### *The Way In Which Smokers Smoke The Cigarette Varies*

Current Smokers are more likely than Former Smokers to say they take short puffs when they smoke a cigarette, while Former Smokers are more likely than Current Smokers to recall that they took long drags.

#### **Usual Way To Smoke A Cigarette**

|                         | % of Current And Former Smokers     |         |        |
|-------------------------|-------------------------------------|---------|--------|
|                         | Total Current/<br>Former<br>Smokers | SMOKER  |        |
|                         |                                     | Current | Former |
| Short puffs             | 44                                  | 51 ←    | 38     |
| Long drags              | 40                                  | 35      | 45 ←   |
| Depends on situation    | 11                                  | 11      | 10     |
| Don't know              | 5                                   | 3       | 7      |
| <i>Unweighted Base:</i> | 1107                                | 500     | 607    |

Q.9 CURRENT SMOKERS: When you smoke a cigarette, do you tend to take short puffs or long drags?  
Q.9 FORMER SMOKERS: When you smoked a cigarette, did you tend to take short puffs or long drags?

Among Current Smokers, females tend to say they take short puffs, while males tend to be split. There is no significant male-female difference in the way Former Smokers responded.

#### **Usual Way To Smoke A Cigarette**

|                         | % of Current And Former Smokers    |                    |        |                   |        |
|-------------------------|------------------------------------|--------------------|--------|-------------------|--------|
|                         | Total<br>Current/Former<br>Smokers | CURRENT<br>SMOKERS |        | FORMER<br>SMOKERS |        |
|                         |                                    | Male               | Female | Male              | Female |
| Short puffs             | 44                                 | 46                 | 55 ←   | 39                | 38     |
| Long drags              | 40                                 | 40                 | 30     | 43                | 47     |
| Depends on situation    | 11                                 | 11                 | 11     | 12                | 8      |
| Don't know              | 5                                  | 3                  | 4      | 6                 | 7      |
| <i>Unweighted Base:</i> | 1107                               | 250                | 250    | 338               | 269    |

Q.9 CURRENT SMOKERS: When you smoke a cigarette, do you tend to take short puffs or long drags?  
Q.9 FORMER SMOKERS: When you smoked a cigarette, did you tend to take short puffs or long drags?

### *Many Current Smokers Have Tried To Quit In The Past Year*

As noted earlier in this report, about 10% of the Former Smokers in the sample said they stopped smoking within the past year. While one in three of these said they stopped only once (implying they stopped 'cold turkey'), another one in three stopped for at least 24 hours three or more times before they actually quit.

Among Current Smokers, a sizeable minority have also attempted to quit in the past year, with one in four saying they have stopped smoking for at least 24 hours twice or more in the past year.





### Number Of Times You Stopped Smoking For At Least 24 Hours In Past Year

|                                                                     | % of Current Smokers, and Former Smokers who quit in past year  |         |                              |
|---------------------------------------------------------------------|-----------------------------------------------------------------|---------|------------------------------|
|                                                                     | Total Current Smokers, and Former Smokers who quit in past year | SMOKER  |                              |
|                                                                     |                                                                 | Current | Former who quit in past year |
| None/not in past year                                               | 47                                                              | 49      | 22                           |
| Once                                                                | 14                                                              | 12      | 32                           |
| Twice                                                               | 10                                                              | 10      | 8                            |
| Three times                                                         | 8                                                               | 7       | 19                           |
| More than three times                                               | 20                                                              | 20      | 18                           |
| Average Number Of Times (incl. those who made no attempt)           | 2.6                                                             | 2.6     | 2.9                          |
| Average Number Of Times (among those who made at least one attempt) | 4.9                                                             | 5.1     | 3.7                          |
| Unweighted Base:                                                    | 556                                                             | 500     | 56*                          |

\* CAUTION: Small base

Q.10 CURRENT SMOKERS/FORMER SMOKERS WHO QUIT IN PAST YEAR: In the past year, how many times have you stopped smoking for at least 24 hours because you were trying to quit?

There is no significant difference between male and female Current Smokers in terms of the number of times they have stopped smoking in the last year. Overall, this suggests that there is no difference between the sexes in terms of a desire to quit.

### Number Of Times You Stopped Smoking For At Least 24 Hours In Past Year

|                                                                     | % of Current Smokers  |        |        |
|---------------------------------------------------------------------|-----------------------|--------|--------|
|                                                                     | Total Current Smokers | SMOKER |        |
|                                                                     |                       | Male   | Female |
| None/not in past year                                               | 49                    | 49     | 50     |
| Once                                                                | 12                    | 10     | 14     |
| Twice                                                               | 10                    | 14     | 6      |
| Three times                                                         | 7                     | 8      | 7      |
| More than three times                                               | 20                    | 19     | 21     |
| Average Number Of Times (incl. those who made no attempt)           | 2.6                   | 2.6    | 2.6    |
| Average Number Of Times (among those who made at least one attempt) | 5.1                   | 5.0    | 5.3    |
| Unweighted Base:                                                    | 500                   | 250    | 250    |

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

### Current Smokers Smoke For Several Reasons

One in four (26%) Current Smokers say they continue to smoke because they are addicted. This is consistent with the qualitative findings which suggested that many smokers – both male and female - would like to quit, but find it very hard because of the physical addiction.

However, others say they smoke because it relaxes them or helps them deal with stress. This was also heard in the focus groups, particularly from women. The quantitative data also suggests that these reasons are more likely to be given by women.



Some simply enjoy the ritual of smoking, or say it gives them something to do with their hands. Males and females tend to be equally likely to offer these reasons for continuing to smoke.

#### Reasons For Continuing To Smoke

|                                               | % of Current Smokers  |        |        |
|-----------------------------------------------|-----------------------|--------|--------|
|                                               | Total Current Smokers | SMOKER |        |
|                                               |                       | Male   | Female |
| I'm addicted/force of habit/dependency        | 26                    | 26     | 27     |
| Smoking relaxes me/calms me down              | 19                    | 17     | 21 ←   |
| Smoking helps me deal with stress             | 19                    | 14     | 25 ←   |
| I enjoy the ritual of smoking                 | 15                    | 15     | 14     |
| I like the taste of cigarettes                | 9                     | 11     | 7      |
| I smoke to pass the time                      | 6                     | 7      | 5      |
| Smoking give me something to do with my hands | 6                     | 4      | 7      |
| Most of my friends smoke                      | 4                     | 3      | 6      |
| I am happier when I smoke                     | 3                     | 3      | 4      |
| I smoke to get a break in my day              | 2                     | 2      | 3      |
| Unweighted Base:                              | 500                   | 250    | 250    |

Q.16 CURRENT SMOKERS: Different people smoke for different reasons. I would like to ask you specifically what are the main reasons why you continue to smoke?

#### *There Are Mixed Feelings About Smoking Among Current And Former Smokers*

Both Current and Former Smokers have mixed feelings about smoking. When they were asked to rate their feelings about smoking on a scale from one to ten, where ten means they love smoking and one means they hate it, their scores were all over the scale. About one in three gave a score of 1 – 4 out of 10, while a similar proportion gave a neutral position (with a score of 4 – 7 out of ten). About one in four indicated a more positive feeling with a score of 8 – 10 out of 10.

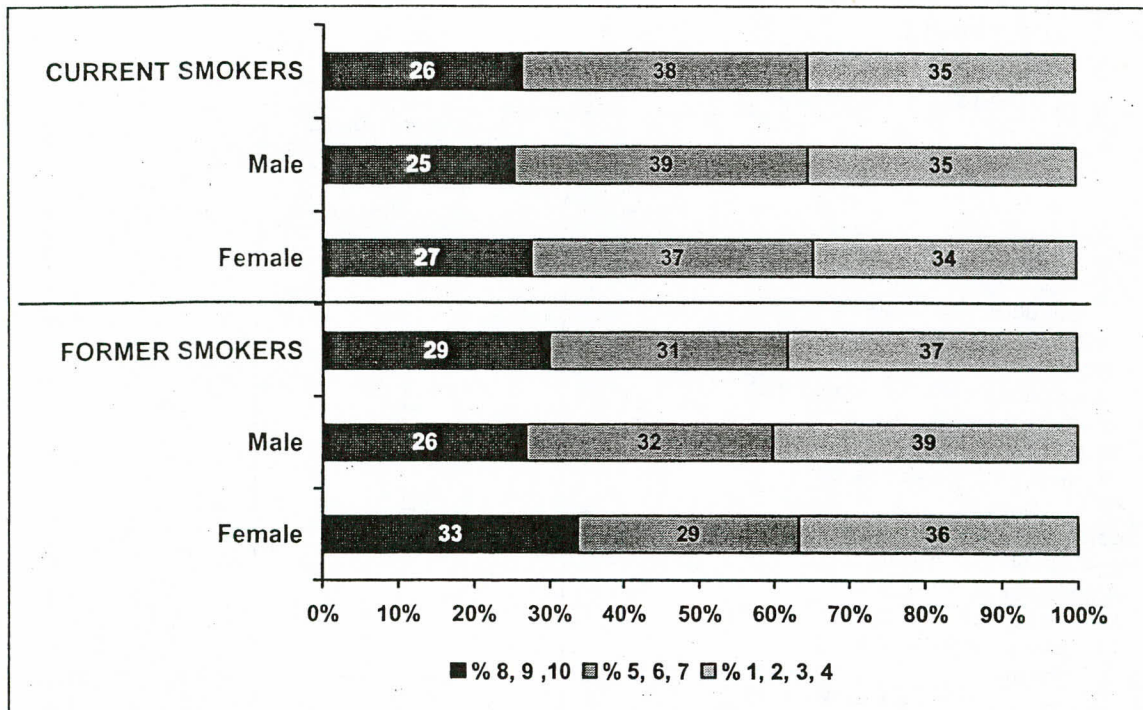
The feelings about smoking are not very different between Current Smokers and Former Smokers.

The only male-female difference that emerges is a slightly more positive feeling about smoking among female Former Smokers.





**Feelings About Smoking**  
(1 – 10 Scale, where 10 = "love it" and 1 = "hate it")



Q.13 CURRENT SMOKERS: How do you feel about smoking now? Please rate your feelings on a scale from one to ten, where ten means you love smoking and one means you hate it.

Q.13 FORMER SMOKERS: How did you feel about smoking just before you quit? Please rate your feelings on a scale from one to ten, where ten means you loved smoking and one means you hated it.

### *There Are Some General Attitudes Toward Smoking That Transcend Smoker Category*

There are some general attitudes towards smoking and smokers that are evident across all smoker groups. There is widespread agreement, for example, that *'smoking is dirty'*. This perception clearly exists even among Current Smokers, although there is a minority who disagree that smoking is dirty.

The majority in each smoker groups also agree that *'most smokers wish they could quit'*. This perception is especially strong among Current Smokers. Moreover, most also agree that *'smokers have the confidence that they can eventually quit'*.

There are some perceptions about the image of smoking and smokers that are held by a minority, and these perceptions tend to vary slightly by smoker group. For example, while most disagree that *'people who smoke are more social than those who do not'*, Current Smokers are less likely than others to feel this way. One in four Current Smokers agree that people who smoke are more social.

There is an overall split in opinion between those who agree that *'smoking can help someone fit in with a crowd'*, and those who disagree with this statement. It tends to be



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Current Smokers who are more likely to disagree with it.

Most respondents disagree that *'in certain situations smoking can look sophisticated'* or that *'if you smoke you look tough'*. Current Smokers are especially likely to disagree with the latter statement.

### General Attitudes To Smoking

|                                                                  | Total Sample | % of Respondents |                |               |
|------------------------------------------------------------------|--------------|------------------|----------------|---------------|
|                                                                  |              | SMOKER GROUP     |                |               |
|                                                                  |              | Current Smokers  | Former Smokers | Never Smokers |
| <b>Smoking is dirty</b>                                          |              |                  |                |               |
| Agree strongly/somewhat                                          | 85           | 73               | 88             | 89            |
| Neither agree nor disagree                                       | 3            | 5                | 2              | 3             |
| Disagree strongly/somewhat                                       | 11           | 21 ←             | 10             | 7             |
| Don't know                                                       | 1            | 1                | -              | 1             |
| <b>Most smokers wish they could quit</b>                         |              |                  |                |               |
| Agree strongly/somewhat                                          | 84           | 92               | 86             | 79            |
| Neither agree nor disagree                                       | 4            | 3                | 3              | 6             |
| Disagree strongly/somewhat                                       | 11           | 5                | 11             | 14            |
| Don't know                                                       | 1            | -                | -              | 1             |
| <b>Smokers have the confidence that they can eventually quit</b> |              |                  |                |               |
| Agree strongly/somewhat                                          | 62           | 64               | 66             | 59            |
| Neither agree nor disagree                                       | 6            | 4                | 6              | 6             |
| Disagree strongly/somewhat                                       | 31           | 31               | 28             | 34            |
| Don't know                                                       | 1            | 1                | -              | 1             |
| <b>People who smoke are risk-takers</b>                          |              |                  |                |               |
| Agree strongly/somewhat                                          | 54           | 56               | 54             | 54            |
| Neither agree nor disagree                                       | 6            | 4                | 7              | 7             |
| Disagree strongly/somewhat                                       | 39           | 39               | 39             | 39            |
| Don't know                                                       | 1            | 1                | -              | -             |
| <b>Smoking can help someone fit in with a crowd</b>              |              |                  |                |               |
| Agree strongly/somewhat                                          | 45           | 38               | 44             | 48            |
| Neither agree nor disagree                                       | 4            | 4                | 3              | 4             |
| Disagree strongly/somewhat                                       | 51           | 57 ←             | 53             | 47            |
| Don't know                                                       | -            | 1                | -              | 1             |
| <b>In certain situations, smoking can look sophisticated</b>     |              |                  |                |               |
| Agree strongly/somewhat                                          | 19           | 19               | 17             | 19            |
| Neither agree nor disagree                                       | 3            | 3                | 4              | 3             |
| Disagree strongly/somewhat                                       | 78           | 77               | 79             | 78            |
| Don't know                                                       | -            | 1                | -              | -             |
| <b>If you smoke, you look tough</b>                              |              |                  |                |               |
| Agree strongly/somewhat                                          | 19           | 12               | 23             | 21            |
| Neither agree nor disagree                                       | 4            | 3                | 4              | 4             |
| Disagree strongly/somewhat                                       | 77           | 85 ←             | 73             | 74            |
| Don't know                                                       | -            | -                | -              | 1             |
| <b>People who smoke are more social than those who do not</b>    |              |                  |                |               |
| Agree strongly/somewhat                                          | 16           | 24 ←             | 15             | 12            |
| Neither agree nor disagree                                       | 5            | 6                | 4              | 4             |
| Disagree strongly/somewhat                                       | 79           | 70               | 80             | 83            |
| Don't know                                                       | -            | -                | 1              | 1             |
| <i>Unweighted Base:</i>                                          | 2026         | 500              | 607            | 919           |

Q.25 I am going to read you a list of words and phrases. For each, please tell me if you strongly agree, agree somewhat, neither agree nor disagree, disagree somewhat or strongly disagree.



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To a large extent, these perceptions are consistent between males and females. However, among Current Smokers:

- males are more likely than females to agree that *'people who smoke are risk-takers'* (65% among male Current Smokers versus 48% among female Current Smokers)
- males are more likely than females to agree that *'in certain situations, smoking can look sophisticated'* (23% versus 14%)

Among Former Smokers:

- males are more likely than females to disagree that *'if you smoke you look tough'* (78% among male Former Smokers versus 66% among female Former Smokers)
- males are more likely than females to agree that *'in certain situations, smoking can look sophisticated'* (21% versus 13%)
- males are more likely than females to agree that *'smoking can help someone fit in with a crowd'* (47% versus 40%)

Male Never Smokers (54%) are also more likely than female Never Smokers (44%) to agree that *'smoking can help someone fit in with a crowd'*.

There are some differences in terms of the way different age groups perceive smoking and smokers. People aged 55 or over are especially likely to view people who smoke as risk-takers. They are also the ones most likely to agree that *'if you smoke, you look tough'*.

The youngest age group, however, is less likely than others to agree that *'most smokers wish they could quit'*. They are the most likely to agree that *'smoking can help someone fit in with a crowd'*.

#### General Attitudes To Smoking (selected)

| Agree Strongly/Somewhat That...              | % of Respondents |                |         |         |      |
|----------------------------------------------|------------------|----------------|---------|---------|------|
|                                              | Total Sample     | AGE (in Years) |         |         |      |
|                                              |                  | 18 – 24        | 25 – 34 | 35 – 54 | 55 + |
| Most smokers wish they could quit            | 84               | 75             | 83      | 88      | 84   |
| People who smoke are risk-takers             | 54               | 47             | 45      | 52      | 66   |
| Smoking can help someone fit in with a crowd | 45               | 56             | 49      | 42      | 41   |
| If you smoke, you look tough                 | 19               | 8              | 12      | 18      | 30   |
| Unweighted Base                              |                  |                |         |         |      |

Q.25 I am going to read you a list of words and phrases. For each, please tell me if you strongly agree, agree somewhat, neither agree nor disagree, disagree somewhat or strongly disagree.



## PERCEPTIONS OF MALE-FEMALE DIFFERENCES

### *There Is A Slight Perception That Females Enjoy Smoking More Than Males Do*

The majority (70%) of survey respondents believe that males and females enjoy smoking equally. Among the balance of the sample, twice as many believe females enjoy smoking more (15%) as believe males enjoy smoking more (8%).

This perception tends to exist among all of Current Smokers, Former Smokers and Never Smokers, although it is slightly less evident among the latter group.

#### Who Enjoys Smoking More?

|                            | % of Respondents |                 |                |               |
|----------------------------|------------------|-----------------|----------------|---------------|
|                            | Total Sample     | SMOKER GROUP    |                |               |
|                            |                  | Current Smokers | Former Smokers | Never Smokers |
| Males enjoy smoking more   | 8                | 7               | 7              | 8             |
| Females enjoy smoking more | 15               | 17              | 16             | 14            |
| Both enjoy it equally      | 70               | 71              | 71             | 69            |
| Don't know                 | 7                | 5               | 5              | 9             |
| <i>Unweighted Base:</i>    | 2026             | 500             | 607            | 919           |

Q.14 Generally speaking do you believe male smokers enjoy smoking more than females, female smokers enjoy it more than males or do males and females enjoy smoking equally?

The perception that females enjoy smoking more than males is most evident among female Current Smokers.

#### Who Enjoys Smoking More?

|                       | % of Respondents |              |        |                 |        |                |        |               |        |
|-----------------------|------------------|--------------|--------|-----------------|--------|----------------|--------|---------------|--------|
|                       | Total sample     | TOTAL SAMPLE |        | CURRENT SMOKERS |        | FORMER SMOKERS |        | NEVER SMOKERS |        |
|                       |                  | Male         | Female | Male            | Female | Male           | Female | Male          | Female |
| Males enjoy it more   | 8                | 8            | 8      | 7               | 7      | 9              | 5      | 7             | 9      |
| Females enjoy it more | 15               | 15           | 16     | 13              | 21 ←   | 17             | 16     | 14            | 13     |
| Both enjoy it equally | 70               | 69           | 71     | 74              | 69     | 67             | 77     | 69            | 69     |
| Don't know            | 7                | 8            | 5      | 6               | 3      | 8              | 1      | 10            | 9      |
| Unweighted Base:      | 2026             | 987          | 1039   | 250             | 250    | 338            | 269    | 399           | 520    |

Q.14 Generally speaking do you believe male smokers enjoy smoking more than females, female smokers enjoy it more than males or do males and females enjoy smoking equally?

### *A Minority Believe Males And Females Have Different Reasons For Starting To Smoke*

About one in three (37%) overall believe that males and females have different reasons for starting to smoke. This perception is equally evident among Current Smokers (34%), Former Smokers (35%) and Never Smokers (40%).



This perception is also equally evident between males (37%) and females (37%) overall. However, there is some indication that male Never Smokers (43%) are more likely than female Never Smokers (37%) to believe the males and females have different reasons for starting to smoke.

### *Some Of The Reasons Are Believed To Apply More To Females*

From an aided list of reasons why people might smoke, there are clearly some which the majority of the sample believe apply equally to males and females. These include:

- smoking is a habit (88% say this applies equally to males and females)
- they are addicted (88%)
- smoking gives them a break from their day (73%)
- smoking helps them handle stress/calms them down (70%)
- smoking is a social thing (68%)
- they enjoy the ritual of smoking (66%)
- their friends are smokers (63%)
- smoking gives them a 'buzz'/is a stimulant (60%).

However, there are also some reasons which a significant proportion of respondents feel apply more to females than males. These include:

- smoking helps control one's weight (58% say this applies more to females)
- smoking makes them feel sexy (33%)
- smoking is sophisticated (28%).

Directionally, respondents also feel the following reasons for smoking apply more to females than males:

- smoking helps them fit in socially (14% say this applies more to females versus 9% who say it applies more to males)
- smoking helps them feel good about themselves (13% versus 6%)
- smoking is a social thing (13% versus 6%)
- smoking makes them feel unique (12% versus 6%).

Overall, this data suggests that respondents believe females are more likely to smoke because of the image it can project about them. There is a perception that it is women more than men who believe that smoking will help them control their weight, and/or project a sexy, sophisticated image.



Males, on the other hand, are slightly more likely than females to say that males smoke because they enjoy the ritual.

#### Reasons For Smoking (selected)

|                                           | % of Respondents |              |        |                 |        |                |        |               |        |
|-------------------------------------------|------------------|--------------|--------|-----------------|--------|----------------|--------|---------------|--------|
|                                           | Total sample     | TOTAL SAMPLE |        | CURRENT SMOKERS |        | FORMER SMOKERS |        | NEVER SMOKERS |        |
|                                           |                  | Male         | Female | Male            | Female | Male           | Female | Male          | Female |
| <b>Smoking helps control one's weight</b> |                  |              |        |                 |        |                |        |               |        |
| Applies more to females                   | 58               | 51           | 63 ←   | 44              | 62 ←   | 51             | 67 ←   | 56            | 62 ←   |
| Applies more to males                     | 2                | 3            | 1      | 3               | 2      | 2              | -      | 4             | 1      |
| Applies to both                           | 22               | 25           | 19     | 26              | 16     | 27             | 20     | 21            | 19     |
| Applies to neither                        | 17               | 19           | 16     | 24              | 19     | 18             | 13     | 17            | 15     |
| <b>Smoking makes them feel sexy</b>       |                  |              |        |                 |        |                |        |               |        |
| Applies more to females                   | 33               | 30           | 35 ←   | 26              | 27     | 25             | 38 ←   | 36            | 38     |
| Applies more to males                     | 5                | 6            | 5      | 6               | 3      | 7              | 4      | 6             | 6      |
| Applies to both                           | 21               | 24           | 19     | 21              | 13     | 26             | 16     | 24            | 23     |
| Applies to neither                        | 36               | 36           | 37     | 44              | 56     | 38             | 38     | 30            | 27     |
| <b>Smoking is sophisticated</b>           |                  |              |        |                 |        |                |        |               |        |
| Applies more to females                   | 28               | 26           | 31 ←   | 19              | 20     | 28             | 31     | 28            | 36     |
| Applies more to males                     | 3                | 3            | 3      | 2               | 5      | 3              | 2      | 2             | 3      |
| Applies to both                           | 26               | 29           | 23     | 27              | 18     | 29             | 22     | 30            | 26     |
| Applies to neither                        | 41               | 42           | 40     | 50              | 54     | 38             | 42     | 39            | 32     |
| <b>Smoking helps them handle stress</b>   |                  |              |        |                 |        |                |        |               |        |
| Applies more to females                   | 13               | 11           | 15     | 8               | 15 ←   | 11             | 19 ←   | 13            | 13     |
| Applies more to males                     | 9                | 12           | 6      | 15              | 5      | 15             | 5      | 9             | 8      |
| Applies to both                           | 70               | 68           | 72     | 69              | 76     | 65             | 71     | 70            | 70     |
| Applies to neither                        | 6                | 7            | 5      | 7               | 2      | 8              | 3      | 6             | 7      |
| <b>They enjoy the ritual of smoking</b>   |                  |              |        |                 |        |                |        |               |        |
| Applies more to females                   | 7                | 6            | 7      | 4               | 8      | 8              | 6      | 6             | 7      |
| Applies more to males                     | 14               | 16 ←         | 11     | 15              | 9      | 17             | 12     | 16            | 11     |
| Applies to both                           | 66               | 63           | 69     | 65              | 67     | 62             | 69     | 63            | 69     |
| Applies to neither                        | 11               | 11           | 10     | 12              | 13     | 10             | 10     | 13            | 9      |
| Unweighted Base:                          | 2026             | 987          | 1039   | 250             | 250    | 338            | 269    | 399           | 520    |

Q.18a) I'm going to read you a list of reasons why some people might smoke. As I read each, please tell me if you feel it applies more to females, more to males, both equally or neither.

#### *There Are Clear Perceptions of Behavioural Differences In Terms Of The Way Males And Females Smoke*

There are a number of specific behaviours with respect to the way people smoke that respondents are more likely to attribute to one sex over the other. For example, the following behaviours are more likely to be attributed to male smokers than female smokers:

- they use the lit butt from one cigarette to light their next one (42% say this applies more to males, versus 5% who say it applies more to females)
- they save a cigarette that is only partially-smoked (31% versus 18%).

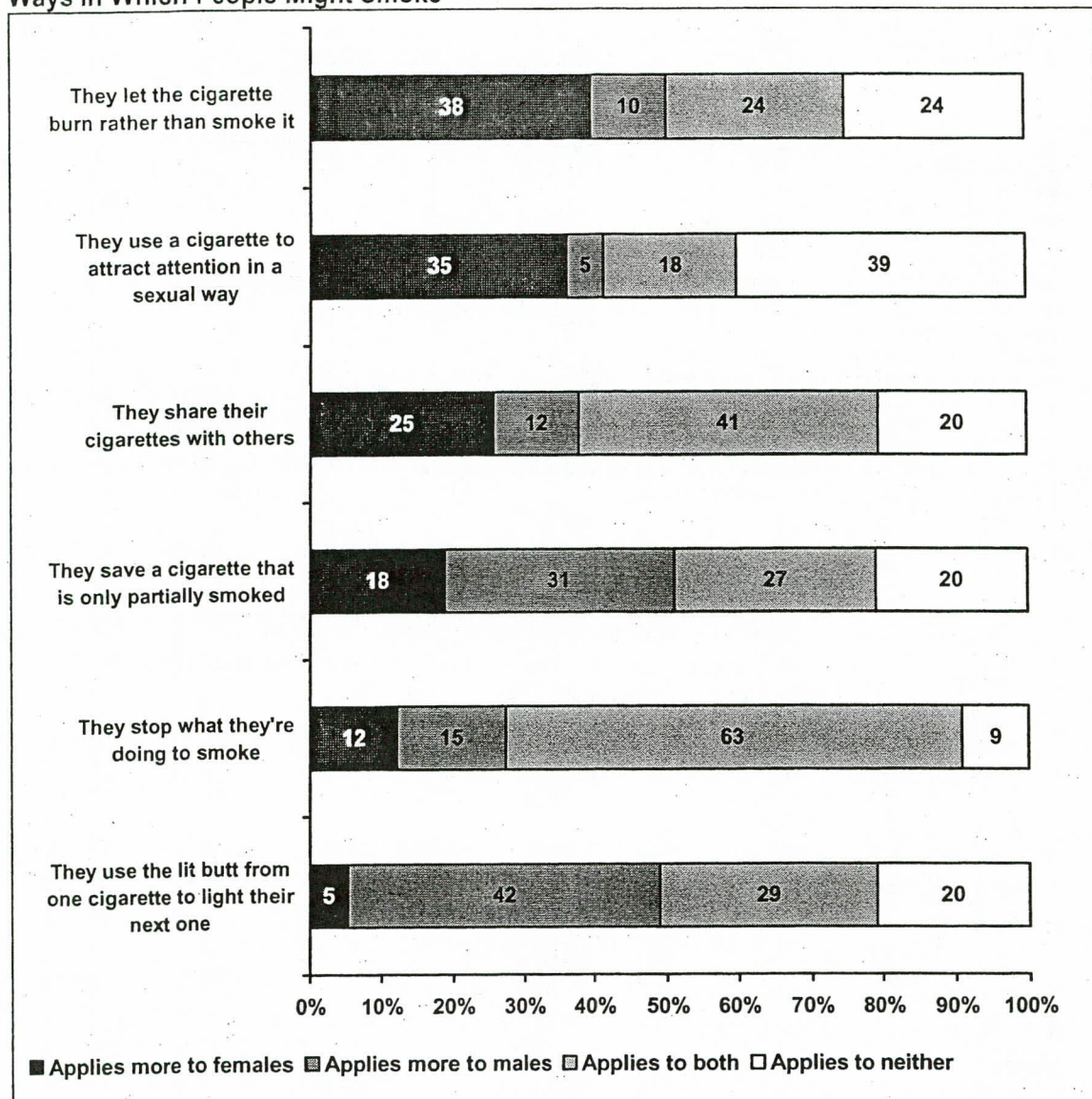




The following behaviours are more likely to be attributed to female smokers:

- they let the cigarette burn rather than smoke it (38% say this applies more to females versus 10% who say it applies more to males)
- they use a cigarette to attract attention in a sexual way (35% versus 5%)
- they share their cigarettes with others (25% versus 12%).

#### Ways In Which People Might Smoke



Q.18b) Now I'm going to read you some different ways some people might smoke. As I read each, please tell me if you feel it applies more to females, more to males, both equally or neither.



It is interesting to note that these behavioural differences are noticed equally by males and females. However, it tends to be females, particularly female Current Smokers, who are more likely to suggest that female smokers are more likely to share their cigarettes.

It is also interesting to note that while respondents generally are more likely to say male smokers will save a cigarette that is only partially smoked, female Current Smokers are more likely to say this applies to females.

#### Smoking Behaviour (selected)

|                                                            | % of Respondents |              |        |                 |        |                |        |               |        |
|------------------------------------------------------------|------------------|--------------|--------|-----------------|--------|----------------|--------|---------------|--------|
|                                                            | Total sample     | TOTAL SAMPLE |        | CURRENT SMOKERS |        | FORMER SMOKERS |        | NEVER SMOKERS |        |
|                                                            |                  | Male         | Female | Male            | Female | Male           | Female | Male          | Female |
| <b>They share their cigarettes with others</b>             |                  |              |        |                 |        |                |        |               |        |
| Applies more to females                                    | 25               | 21           | 28 ←   | 20              | 31 ←   | 23             | 31 ←   | 19            | 26 ←   |
| Applies more to males                                      | 12               | 15           | 9      | 12              | 6      | 14             | 6      | 18            | 11     |
| Applies to both                                            | 41               | 43           | 40     | 43              | 34     | 39             | 41     | 46            | 42     |
| Applies to neither                                         | 20               | 20           | 20     | 25              | 27     | 23             | 20     | 15            | 17     |
| <b>They save a cigarette that is only partially smoked</b> |                  |              |        |                 |        |                |        |               |        |
| Applies more to females                                    | 18               | 16           | 20     | 18              | 27 ←   | 16             | 21 ←   | 14            | 17     |
| Applies more to males                                      | 31               | 34 ←         | 28     | 32 ←            | 20     | 38             | 32     | 33            | 30     |
| Applies to both                                            | 27               | 26           | 28     | 29              | 33     | 25             | 28     | 25            | 27     |
| Applies to neither                                         | 20               | 21           | 19     | 19              | 16     | 18             | 17     | 25            | 21     |
| <i>Unweighted Base:</i>                                    | 2026             | 987          | 1039   | 250             | 250    | 338            | 269    | 399           | 520    |

*Q.18b) Now I'm going to read you some different ways some people might smoke. As I read each, please tell me if you feel it applies more to females, more to males, both equally or neither.*

Current Smokers are more likely than others to say that neither males nor females:

- use a cigarette to attract attention in a sexual way (53% of Current Smokers say this statement applies to neither males nor females, versus 40% of Former Smokers and 31% of Never Smokers).
- use the lit butt from one cigarette to light their next one (26% versus 20% and 18%).

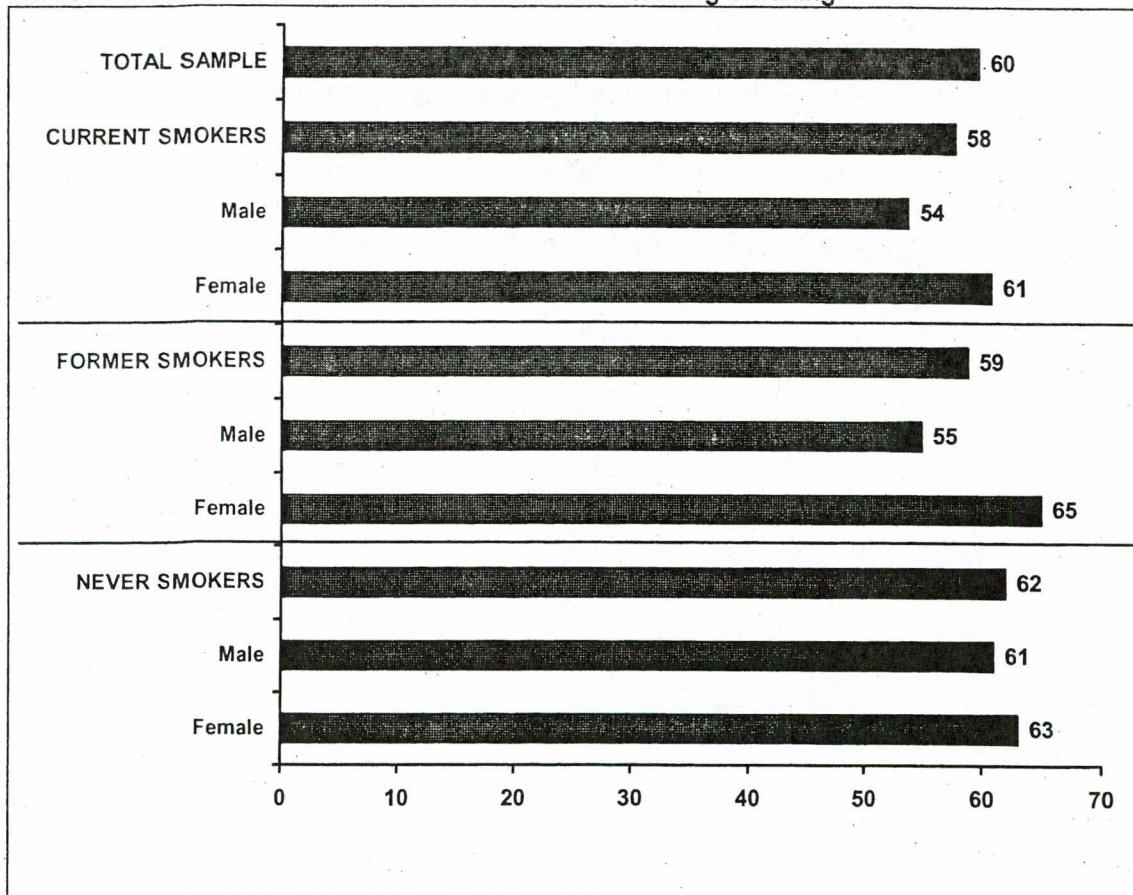
#### ***The Majority Believe Males And Females Have Different Reasons For Choosing To Quit Smoking***

Six in ten (60%) overall believe that males and females have different reasons for choosing to quit. This proportion is evident among all of Current Smokers (58%), Former Smokers (59%) and Never Smokers (62%).

However, the data suggest that females, particularly female Current and Former Smokers are especially likely to say males and females have different reasons for choosing to quit.



### Males And Females Have Different Reasons For Quitting Smoking



Q.19a) Based on your observations, do males and females have different reasons for choosing to quit smoking?

### More Of The Reasons To Quit Smoking Are Attributed To Females

Respondents were asked whether each of a list of possible reasons to quit smoking applied more to females, more to males, to both equally or neither. There are clearly some reasons which are believed to apply equally to both males and females, including:

- they are diagnosed with health problems (77% say this applies to both equally)
- they feel cigarettes are too expensive (73%)
- their family nags them/encourages them to quit (71%)
- they had a friend/family member who smoked and got sick and died (70%)
- they have a fear of death (59%)
- they are concerned about the chemicals in the cigarettes (56%)
- they don't like the taste any more (52%)
- they are ashamed of being addicted (51%).

Most of the other reasons that were suggested to respondents are perceived to apply more to female smokers than male smokers.

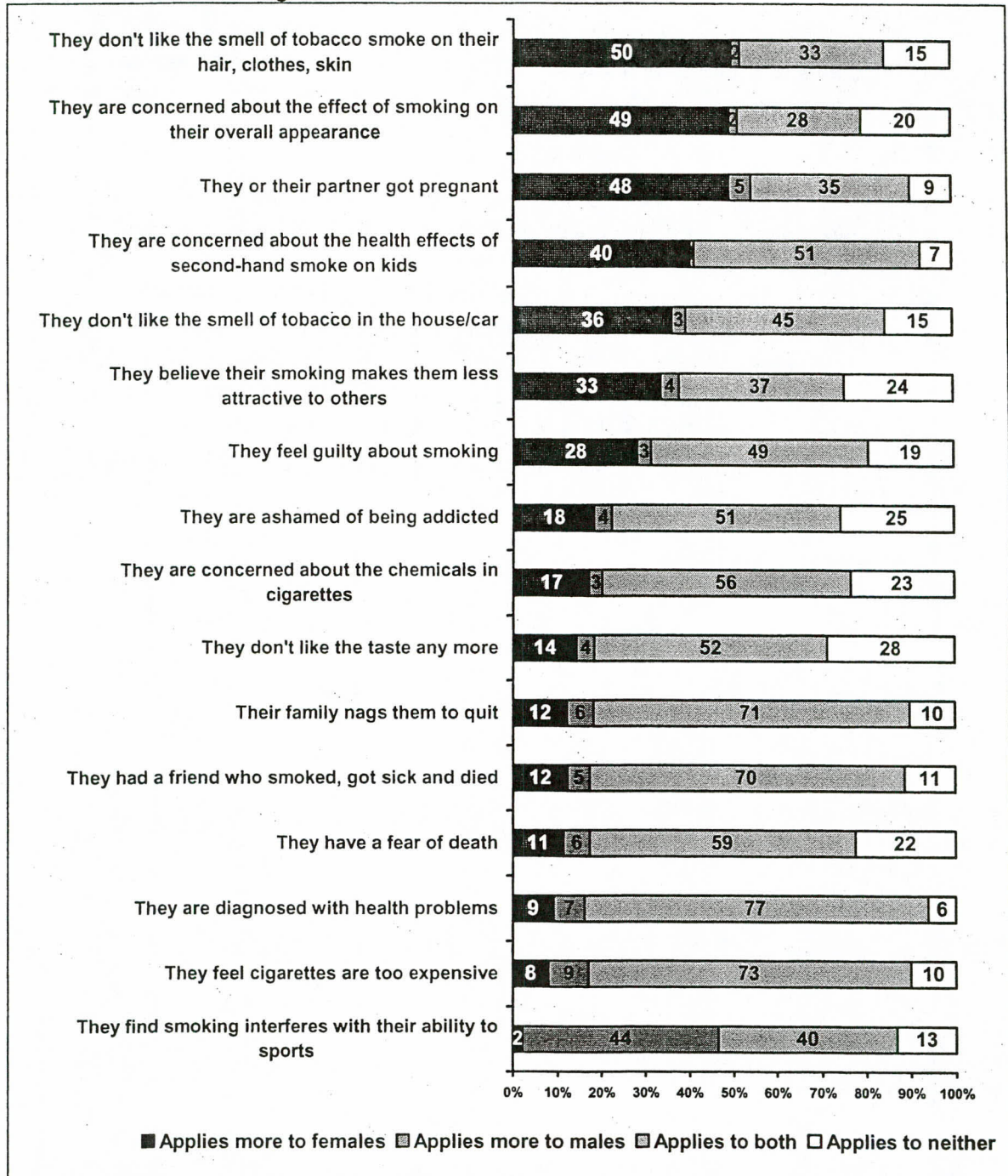
The only one which is perceived to apply more to males is *'they find smoking interferes with their ability to play sports'*.

Females are perceived to be influenced by physical issues like the smell of tobacco smoke on themselves or in the house, pregnancy or a concern about the health impact of second-hand smoke on children. However, females are also perceived to be influenced by the negative image that can be attached to smoking – the effect on their appearance, a concern that they will be less attractive to others if they smoke, and the guilt and shame that some feel about their smoking.





## Reasons To Quit Smoking



Q.20 I'm going to read you a list of reasons why some people might decide to quit smoking. As I read each, please tell me if you feel it applies more to females, more to males, to both equally or neither.



Millward Brown

Current Smokers tend to have some different perceptions than Former or Never Smokers about the reasons why people might quit smoking. In particular, there are a number of possible reasons for quitting that Current Smokers are less likely to attribute either males or females, and are more likely to feel they apply equally to both males and females. These include:

- they don't like the smell of tobacco smoke in the house/car (56% of Current Smokers say this applies equally to both males and females versus 44% of Former Smokers and 40% of Never Smokers)
- they feel guilty about smoking (55% versus 50% and 44% respectively)
- they are concerned about the chemicals in cigarettes (63% versus 58% and 51% respectively)
- they don't like the taste any more (62% versus 55% and 45% respectively)
- they have a fear of death (64% versus 57% and 58% respectively)
- they find smoking interferes with their ability to play sports (54% versus 40% and 33% respectively).





## Reasons to Quit Smoking (selected)

|                                                                       | % of Respondents |                 |                |               |
|-----------------------------------------------------------------------|------------------|-----------------|----------------|---------------|
|                                                                       | Total Sample     | SMOKER GROUP    |                |               |
|                                                                       |                  | Current Smokers | Former Smokers | Never Smokers |
| <b>They don't like the smell of tobacco smoke in the house/car</b>    |                  |                 |                |               |
| Applies more to females                                               | 36               | 34              | 40             | 35            |
| Applies more to males                                                 | 3                | 2               | 2              | 3             |
| Applies to both                                                       | 45               | 56 ←            | 44             | 40            |
| Applies to neither                                                    | 15               | 7               | 13             | 20            |
| <b>They feel guilty about smoking</b>                                 |                  |                 |                |               |
| Applies more to females                                               | 28               | 23              | 27             | 30            |
| Applies more to males                                                 | 3                | 4               | 4              | 2             |
| Applies to both                                                       | 49               | 55 ←            | 50             | 44            |
| Applies to neither                                                    | 19               | 16              | 17             | 22            |
| <b>They are concerned about the chemicals in cigarettes</b>           |                  |                 |                |               |
| Applies more to females                                               | 17               | 17              | 16             | 17            |
| Applies more to males                                                 | 3                | 2               | 3              | 3             |
| Applies to both                                                       | 56               | 63 ←            | 58             | 51            |
| Applies to neither                                                    | 23               | 16              | 22             | 27            |
| <b>They don't like the taste any more</b>                             |                  |                 |                |               |
| Applies more to females                                               | 14               | 13              | 14             | 13            |
| Applies more to males                                                 | 4                | 4               | 4              | 4             |
| Applies to both                                                       | 52               | 62 ←            | 55             | 45            |
| Applies to neither                                                    | 28               | 20              | 25             | 35            |
| <b>They have a fear of death</b>                                      |                  |                 |                |               |
| Applies more to females                                               | 11               | 10              | 12             | 11            |
| Applies more to males                                                 | 6                | 6               | 6              | 7             |
| Applies to both                                                       | 59               | 64 ←            | 57             | 58            |
| Applies to neither                                                    | 22               | 18              | 24             | 23            |
| <b>They feel cigarettes are too expensive</b>                         |                  |                 |                |               |
| Applies more to females                                               | 8                | 7               | 7              | 9             |
| Applies more to males                                                 | 9                | 7               | 10             | 9             |
| Applies to both                                                       | 73               | 80 ←            | 74             | 69            |
| Applies to neither                                                    | 10               | 5               | 8              | 12            |
| <b>They find smoking interferes with their ability to play sports</b> |                  |                 |                |               |
| Applies more to females                                               | 2                | 2               | 3              | 3             |
| Applies more to males                                                 | 44               | 35              | 44             | 48            |
| Applies to both                                                       | 40               | 54 ←            | 40             | 33            |
| Applies to neither                                                    | 12               | 8               | 13             | 15            |
| <i>Unweighted Base:</i>                                               | 2026             | 500             | 607            | 919           |

Q.20 I'm going to read you a list of reasons why some people might decide to quit smoking. As I read each, please tell me if you feel it applies more to females, more to males, both equally or neither.



Millward Brown

A number of the possible reasons for quitting are perceived to be ones that apply more to females than males. To some extent, this perception is driven by females. In particular, females overall are more likely than males to say the following reasons for quitting apply more to females:

- they are worried about the effect of smoking on their overall appearance (53% of females versus 46% of males feel this applies more to females)
- they feel guilty about smoking (33% versus 22%)
- they are ashamed of being addicted (21% versus 14%)
- they are concerned about the chemicals in cigarettes (20% versus 14%)
- they don't like the taste any more (16% versus 11%).

#### Reasons To Quit Smoking (selected)

|                                                                                 | % of Respondents |              |        |                 |        |                |        |               |        |
|---------------------------------------------------------------------------------|------------------|--------------|--------|-----------------|--------|----------------|--------|---------------|--------|
|                                                                                 | Total sample     | TOTAL SAMPLE |        | CURRENT SMOKERS |        | FORMER SMOKERS |        | NEVER SMOKERS |        |
|                                                                                 |                  | Male         | Female | Male            | Female | Male           | Female | Male          | Female |
| <b>They are worried about the effect of smoking on their overall appearance</b> |                  |              |        |                 |        |                |        |               |        |
| Applies more to females                                                         | 49               | 46           | 53 ←   | 44              | 58 ←   | 45             | 54 ←   | 47            | 50     |
| Applies more to males                                                           | 2                | 2            | 1      | 2               | -      | 2              | 1      | 3             | 2      |
| Applies to both                                                                 | 28               | 32           | 25     | 38              | 24     | 32             | 25     | 28            | 25     |
| Applies to neither                                                              | 20               | 19           | 20     | 16              | 16     | 20             | 18     | 20            | 22     |
| <b>They feel guilty about smoking</b>                                           |                  |              |        |                 |        |                |        |               |        |
| Applies more to females                                                         | 28               | 22           | 33 ←   | 13              | 32 ←   | 19             | 38 ←   | 29            | 31     |
| Applies more to males                                                           | 3                | 3            | 3      | 5               | 3      | 5              | 2      | 1             | 3      |
| Applies to both                                                                 | 49               | 54           | 44     | 62              | 48     | 56             | 42     | 47            | 42     |
| Applies to neither                                                              | 19               | 20           | 19     | 17              | 16     | 18             | 16     | 22            | 22     |
| <b>They are ashamed of being addicted</b>                                       |                  |              |        |                 |        |                |        |               |        |
| Applies more to females                                                         | 18               | 14           | 21 ←   | 10              | 24 ←   | 12             | 20 ←   | 19            | 20     |
| Applies more to males                                                           | 4                | 5            | 3      | 7               | 2      | 5              | 1      | 4             | 4      |
| Applies to both                                                                 | 51               | 56           | 47     | 58              | 53     | 58             | 47     | 53            | 44     |
| Applies to neither                                                              | 25               | 24           | 27     | 23              | 20     | 24             | 31     | 24            | 28     |
| <b>They are concerned about the chemicals in cigarettes</b>                     |                  |              |        |                 |        |                |        |               |        |
| Applies more to females                                                         | 17               | 14           | 20 ←   | 15              | 19     | 12             | 21 ←   | 14            | 19 ←   |
| Applies more to males                                                           | 3                | 4            | 2      | 3               | 2      | 4              | 2      | 4             | 3      |
| Applies to both                                                                 | 56               | 58           | 54     | 64              | 62     | 60             | 55     | 52            | 50     |
| Applies to neither                                                              | 23               | 23           | 23     | 16              | 16     | 23             | 21     | 28            | 27     |
| <b>They don't like the taste any more</b>                                       |                  |              |        |                 |        |                |        |               |        |
| Applies more to females                                                         | 14               | 11           | 16 ←   | 13              | 14     | 9              | 20 ←   | 12            | 15     |
| Applies more to males                                                           | 4                | 5            | 3      | 4               | 3      | 7              | 1      | 3             | 4      |
| Applies to both                                                                 | 52               | 55           | 49     | 61              | 62     | 58             | 51     | 50            | 42     |
| Applies to neither                                                              | 28               | 27           | 29     | 21              | 19     | 24             | 26     | 33            | 36     |
| <i>Unweighted Base:</i>                                                         | 2026             | 987          | 1039   | 250             | 250    | 338            | 269    | 399           | 520    |

Q.20 I'm going to read you a list of reasons why some people might decide to quit smoking. As I read each, please tell me if you feel it applies more to females, more to males, both equally or neither.





There are also some reasons to quit that are more likely to be attributed to females by female Current and Former Smokers. In some respects, this data might give some clues as to why female Former Smokers quit. For example, female Former Smokers are more likely than their male counterparts to say the following reasons for quitting apply more to females:

- they don't like the smell of tobacco smoke on their hair, clothes, skin (57% of female Former Smokers versus 45% of male Former Smokers say this applies more to females)
- they or their partner got pregnant (57% versus 46%)
- they don't like the smell of tobacco smoke in the house/car (47% versus 34%)
- they had a friend/family member who smoked, got sick and died (16% versus 8%).

Similarly, female Current Smokers are more likely than their male counterparts to say the following reasons for quitting apply more to females:

- they don't like the smell of tobacco smoke on their hair, clothes, skin (55% of female Current Smokers versus 48% of male Current Smokers say this applies more to females)
- they believe smoking makes them less attractive to others (39% versus 29%)
- their family nags them to quit (16% versus 10%).

At the same time, male Current Smokers are more likely than female Current Smokers to say pregnancy is a reason to quit that applies more to females.



## Reasons To Quit Smoking (selected)

|                                                                                | % of Respondents |              |        |                 |        |                |        |               |        |
|--------------------------------------------------------------------------------|------------------|--------------|--------|-----------------|--------|----------------|--------|---------------|--------|
|                                                                                | Total sample     | TOTAL SAMPLE |        | CURRENT SMOKERS |        | FORMER SMOKERS |        | NEVER SMOKERS |        |
|                                                                                |                  | Male         | Female | Male            | Female | Male           | Female | Male          | Female |
| <b>They don't like the smell of tobacco smoke in their hair, clothes, skin</b> |                  |              |        |                 |        |                |        |               |        |
| Applies more to females                                                        | 50               | 48           | 51     | 48              | 55 ←   | 45             | 57 ←   | 50            | 46     |
| Applies more to males                                                          | 2                | 2            | 2      | 1               | 2      | 2              | 2      | 2             | 2      |
| Applies to both                                                                | 33               | 37           | 28     | 42              | 36     | 40             | 26     | 33            | 26     |
| Applies to neither                                                             | 15               | 12           | 18     | 8               | 6      | 13             | 14     | 14            | 25     |
| <b>They or their partner got pregnant</b>                                      |                  |              |        |                 |        |                |        |               |        |
| Applies more to females                                                        | 48               | 48           | 49     | 48 ←            | 43     | 46             | 57 ←   | 49            | 48     |
| Applies more to males                                                          | 5                | 5            | 5      | 3               | 8      | 6              | 5      | 5             | 4      |
| Applies to both                                                                | 35               | 35           | 34     | 38              | 41     | 35             | 29     | 33            | 34     |
| Applies to neither                                                             | 9                | 10           | 8      | 9               | 6      | 9              | 7      | 12            | 10     |
| <b>They don't like the smell of tobacco smoke in the house/car</b>             |                  |              |        |                 |        |                |        |               |        |
| Applies more to females                                                        | 36               | 34           | 38     | 33              | 35     | 34             | 47 ←   | 36            | 35     |
| Applies more to males                                                          | 3                | 3            | 3      | 1               | 3      | 3              | 2      | 4             | 3      |
| Applies to both                                                                | 45               | 49           | 42     | 56              | 55     | 51             | 36     | 43            | 38     |
| Applies to neither                                                             | 15               | 13           | 16     | 8               | 6      | 12             | 14     | 17            | 22     |
| <b>They believe smoking makes them less attractive to others</b>               |                  |              |        |                 |        |                |        |               |        |
| Applies more to females                                                        | 34               | 34           | 33     | 29              | 39 ←   | 33             | 32     | 37 ←          | 31     |
| Applies more to males                                                          | 4                | 5            | 4      | 6               | 3      | 3              | 4      | 5             | 4      |
| Applies to both                                                                | 37               | 40           | 34     | 46              | 34     | 44             | 34     | 34            | 33     |
| Applies to neither                                                             | 24               | 20           | 28     | 18              | 23     | 19             | 27     | 22            | 30     |
| <b>Their family nags them to quit</b>                                          |                  |              |        |                 |        |                |        |               |        |
| Applies more to females                                                        | 12               | 10           | 13     | 10              | 16 ←   | 10             | 11     | 10            | 13     |
| Applies more to males                                                          | 6                | 7            | 6      | 8               | 5      | 7              | 6      | 5             | 7      |
| Applies to both                                                                | 71               | 74           | 68     | 74              | 67     | 71             | 69     | 75            | 69     |
| Applies to neither                                                             | 10               | 9            | 11     | 7               | 11     | 11             | 13     | 8             | 10     |
| <b>They had a friend /family member who smoked, got sick and died</b>          |                  |              |        |                 |        |                |        |               |        |
| Applies more to females                                                        | 12               | 10           | 13     | 9               | 10     | 8              | 16 ←   | 12            | 13     |
| Applies more to males                                                          | 5                | 5            | 4      | 5               | 5      | 5              | 6      | 6             | 2      |
| Applies to both                                                                | 70               | 71           | 70     | 72              | 71     | 73             | 63     | 69            | 73     |
| Applies to neither                                                             | 11               | 11           | 11     | 11              | 11     | 11             | 14     | 11            | 10     |
| <b>Unweighted Base:</b>                                                        | 2026             | 987          | 1039   | 250             | 250    | 338            | 269    | 399           | 520    |

Q.20 I'm going to read you a list of reasons why some people might decide to quit smoking. As I read each, please tell me if you feel it applies more to females, more to males, both equally or neither.



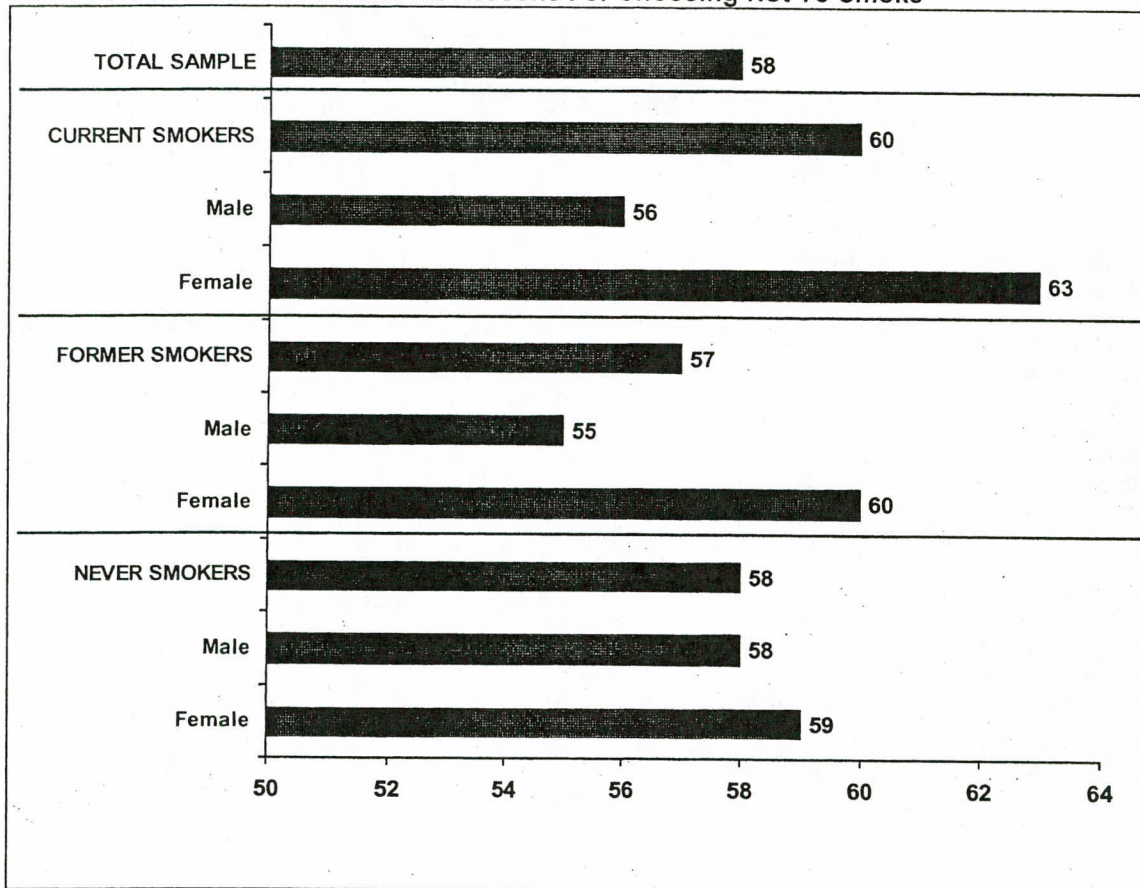


### *A Slight Majority Believe Males And Females Have Different Reasons For Not Starting To Smoke*

Close to six in ten (58%) overall believe that males and females have different reasons for choosing not to smoke. This proportion is similar among all of Current Smokers (60%), Former Smokers (57%) and Never Smokers (58%).

However, there is some indication that it is female Current and Former Smokers who are particularly likely to observe differences in this respect.

**Males And Females Have Different Reasons For Choosing Not To Smoke**



Q.21a) Based on your observations, do males and females have different reasons for choosing to not to smoke?

The fear of developing health problems is perceived to be the key reason why some people choose not to start smoking. This perception is slightly more widespread among Former and Never Smokers than it is among Current Smokers.

The cost of cigarettes, the smell of tobacco smoke and concern about the effects of second-hand smoke also emerge as perceived reasons why some people choose not to smoke.



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There is a range of other reasons put forward as well. Some believe that the absence of an influence to smoke is a reason for some people choosing not to start. They say for example, that those who don't smoke did not have friends who smoked, or were not subjected to peer pressure to start smoking. Some also suggest that the declining social acceptability of smoking is a factor.

Some suggest that some people simply do not like the taste of cigarettes, and therefore choose not to smoke.

**Perceived Reasons For Choosing Not To Smoke (unaided)**

|                                                                                         | % of Respondents |                 |                |               |
|-----------------------------------------------------------------------------------------|------------------|-----------------|----------------|---------------|
|                                                                                         | Total Sample     | SMOKER GROUP    |                |               |
|                                                                                         |                  | Current Smokers | Former Smokers | Never Smokers |
| They fear developing health problems                                                    | 66               | 60              | 67 ←           | 64 ←          |
| They feel cigarettes are expensive                                                      | 45               | 42              | 46             | 45            |
| They don't like the smell of tobacco smoke                                              | 20               | 22 ←            | 17             | 19            |
| They are concerned about the health effects of second-hand smoke on children            | 19               | 16              | 19             | 20            |
| They have a fear of addiction                                                           | 13               | 15 ←            | 9              | 14 ←          |
| Smoking is not socially acceptable/restricted                                           | 10               | 10              | 14 ←           | 9             |
| They respect the wishes of their parents who did not want them to smoke                 | 8                | 8               | 11 ←           | 6             |
| They were not subjected to peer pressure to begin smoking                               | 7                | 6               | 7              | 8             |
| They don't like the taste                                                               | 7                | 6               | 7              | 7             |
| They had a friend or family member who smoked, got sick and died                        | 6                | 6               | 5              | 7             |
| Their friends did not smoke                                                             | 6                | 7               | 6              | 7             |
| They are concerned about the effect that smoking would have on their overall appearance | 5                | 4               | 6              | 5             |
| <i>Unweighted Base:</i>                                                                 | 2026             | 500             | 607            | 919           |

*Q.22 Please list the top three reasons why you think some people choose not to start smoking.*

Females overall tend to be more likely than males to say some people choose not to smoke because they do not like the smell of tobacco smoke.

Male Former and Never Smokers are more than their female counterparts to say some people choose not to smoke because they feel cigarettes are expensive. Among Current Smokers, however, it is females who are more likely to suggest this is a reason for not smoking.

Female Current Smokers are also more likely than males to suggest that some people choose not to smoke because of a concern about the health effects of second-hand smoke on children.



## Perceived Reasons For Choosing Not To Smoke (Unaided)

|                                                                                         | Total sample | % of Respondents |        |                 |        |                |        |               |        |
|-----------------------------------------------------------------------------------------|--------------|------------------|--------|-----------------|--------|----------------|--------|---------------|--------|
|                                                                                         |              | TOTAL SAMPLE     |        | CURRENT SMOKERS |        | FORMER SMOKERS |        | NEVER SMOKERS |        |
|                                                                                         |              | Male             | Female | Male            | Female | Male           | Female | Male          | Female |
| They fear developing health problems                                                    | 66           | 66               | 65     | 64 ←            | 56     | 66             | 67     | 67            | 68     |
| They feel cigarettes are expensive                                                      | 45           | 45               | 44     | 35              | 48 ←   | 48←            | 42     | 49←           | 42     |
| They don't like the smell of tobacco smoke                                              | 20           | 16               | 23 ←   | 20              | 25 ←   | 14             | 22←    | 16            | 22 ←   |
| They are concerned about the health effects of second-hand smoke on children            | 19           | 18               | 20     | 13              | 19 ←   | 18             | 20     | 20            | 21     |
| They have a fear of addiction                                                           | 13           | 13               | 13     | 15              | 16     | 9              | 9      | 14            | 14     |
| Smoking is not socially acceptable/restricted                                           | 10           | 10               | 10     | 9               | 10     | 13             | 15     | 9             | 8      |
| They respect the wishes of their parents who did not want them to smoke                 | 8            | 9                | 7      | 8               | 8      | 12             | 9      | 7             | 6      |
| They were not subjected to peer pressure to begin smoking                               | 7            | 7                | 8      | 5               | 7      | 7              | 8      | 7             | 8      |
| They don't like the taste                                                               | 7            | 7                | 6      | 8               | 5      | 7              | 6      | 7             | 7      |
| They had a friend or family member who smoked, got sick and died                        | 6            | 5                | 6      | 5               | 7      | 4              | 6      | 6             | 6      |
| Their friends did not smoke                                                             | 6            | 6                | 7      | 7               | 6      | 5              | 7      | 6             | 7      |
| They are concerned about the effect that smoking would have on their overall appearance | 5            | 5                | 5      | 4               | 4      | 6              | 6      | 4             | 6      |
| <i>Unweighted Base:</i>                                                                 | 2026         | 987              | 1039   | 250             | 250    | 338            | 269    | 399           | 520    |

Q.22 Please list the top three reasons why you think some people choose not to smoke.

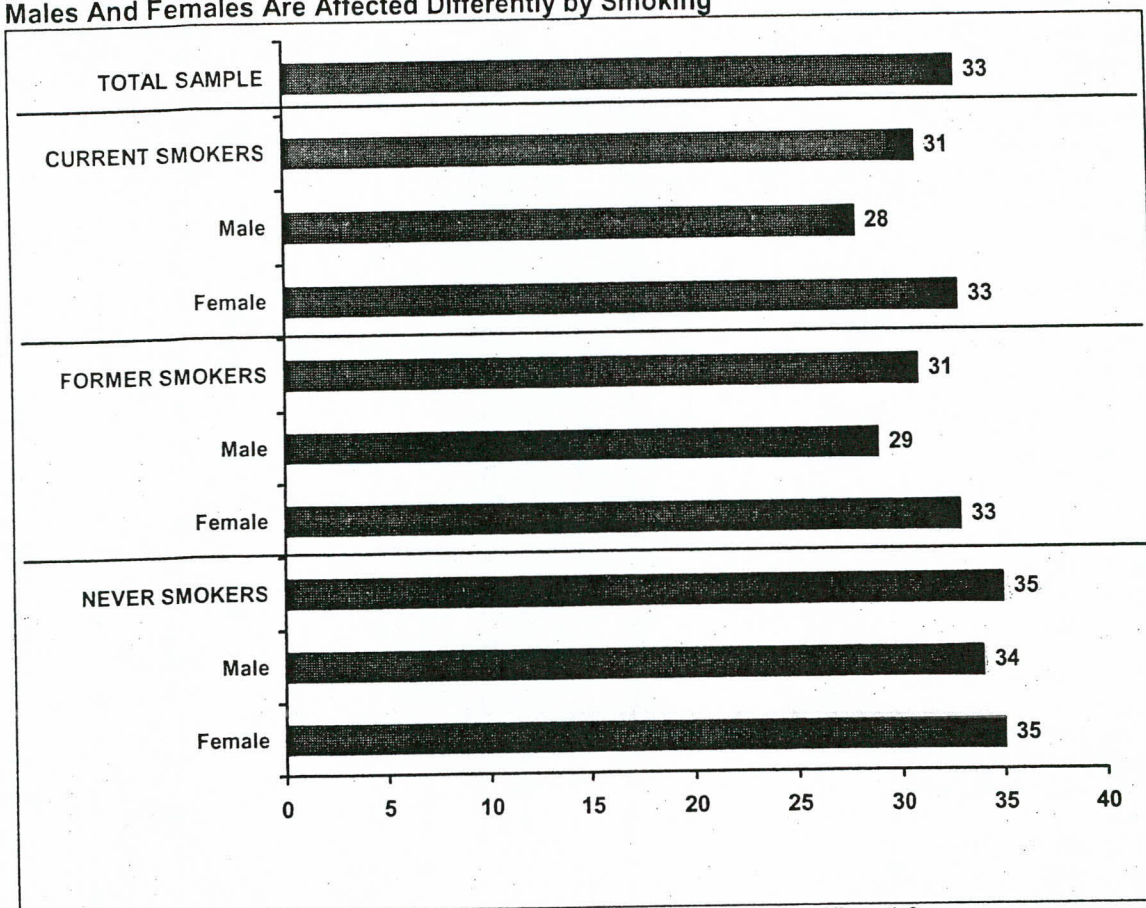


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### *A Minority Believe Smoking Affects Males And Females Differently*

About one in three overall (33%) believe that smoking affects males and females differently. This perception is slightly more widespread among Never Smokers, and among female Current and Former Smokers.

**Males And Females Are Affected Differently by Smoking**



Q.24a) Based on what you have observed, does smoking affect males and females differently?

Although one in three say that smoking affects males and females differently, there is no clear understanding of what that difference might be. A few of those who believe there is a difference suggest that smoking is more likely to alter the appearance of women, or that women who smoke are more prone to having children with birth defects. A few also suggest that women who quit smoking are likely to gain weight, whereas virtually no one says this about men.

A few suggest that male smokers are more likely than female smokers to be addicted.

About 5% overall suggest that men have more health problems than women as a result of smoking. However, the same proportion (5%) say women have more health problems than men as a result of smoking. Overall, there is no consensus as to whether smoking has more impact on the health of males or females.



While there were other responses to this question, the other responses tend to deal with behavioural differences between males and females, or attitudinal ones, as opposed to differences in the way smoking affects males and females.

#### Perceived Differences In The Way Smoking Affects Males And Females

|                                                                            | % of Respondents<br>Who believe smoking affects males and females differently |                 |                |               |
|----------------------------------------------------------------------------|-------------------------------------------------------------------------------|-----------------|----------------|---------------|
|                                                                            | Total Sample                                                                  | SMOKER GROUP    |                |               |
|                                                                            |                                                                               | Current Smokers | Former Smokers | Never Smokers |
| <b>Ways In Which Smoking Affects Males and Females</b>                     |                                                                               |                 |                |               |
| Smoking alters appearance more in women/changes skin/makes them look older | 8                                                                             | 5               | 9              | 9             |
| Men are more addicted than women/harder for men to quit                    | 7                                                                             | 6               | 8              | 6             |
| Men have more health problems than women as a result of smoking            | 5                                                                             | 4               | 10             | 4             |
| Women are more prone to health problems as a result of smoking             | 5                                                                             | 8               | 4              | 4             |
| A woman who quits will gain weight                                         | 5                                                                             | 5               | 2              | 6             |
| Women who smoke are more prone to birth defects                            | 4                                                                             | 3               | 3              | 5             |
| <b>Other Comments</b>                                                      |                                                                               |                 |                |               |
| Men tend to smoke because it's cool/hip/macho                              | 7                                                                             | 6               | 6              | 8             |
| Women smoke because it is cool/sexy                                        | 7                                                                             | 5               | 6              | 8             |
| Women are more concerned about the health hazards than men                 | 6                                                                             | 3               | 8              | 7             |
| Women are more social smokers/smoke in groups                              | 5                                                                             | 4               | 5              | 5             |
| Women feel guilty/are ashamed of smoking more than men                     | 4                                                                             | 2               | 3              | 5             |
| Men tend to smoke more cigarettes than women                               | 4                                                                             | 8               | 4              | 2             |
| Women smoke more than men                                                  | 3                                                                             | 5               | 3              | 3             |
| <i>Unweighted Base:</i>                                                    | 659                                                                           | 154             | 175            | 330           |

Q.24b) What differences have you observed?

There are few significant differences in the way males and females respond to this question. However, females who believe that smoking affects males and females differently are more likely than their male counterparts to believe the following:

- smoking alters the appearance more in women/affects the skin/makes them look older (11% of females who believe smoking affects males and females differently versus 4% of males who believe smoking affects males and females differently)
- women are more concerned about the health hazards of smoking (9% versus 3%).



***On An Aided Basis, There Seems To Be More Differentiation***

While relatively few respondents could spontaneously name any ways in which smoking affects males and females differently, when they are asked about some specific possibilities, more differentiation emerges. For example, about one in three (30%) agree that *'women are more likely than men to be affected by smoking because they have smaller lung capacity'*.

Similarly, about one in four agree that *'men and women absorb nicotine differently'* (28%), or that *'smoking affects the immune system of a woman more than it affects a man'* (24%).

None of these issues emerged when respondents were asked, unaided, how smoking affects males and females differently. However, when these kinds of differences are suggested to them, significant minorities tend to agree that they make sense. This is similar to what occurred in the focus groups.

It is interesting to note that as many agree that *'a man who quits smoking will gain weight'* (59%) as agree that *'a woman who quits smoking will gain weight'* (62%). When the issue of possible weight gain after quitting is raised unaided, it is typically attributed to women.

These perceptions tend to be evident across all three smoker groups. However, Current Smokers are less likely than others to agree that *'women are more likely than men to be affected by smoking because they have smaller lung capacity'*.

Never Smokers are more likely than others to agree that *'men and women absorb nicotine differently'*.





## Perceptions Of Sex-Based Differences In Terms Of Impact Of Smoking

|                                                                                                         | % of Respondents |                 |                |               |
|---------------------------------------------------------------------------------------------------------|------------------|-----------------|----------------|---------------|
|                                                                                                         | Total Sample     | SMOKER GROUP    |                |               |
|                                                                                                         |                  | Current Smokers | Former Smokers | Never Smokers |
| <b>A woman who quits smoking will gain weight</b>                                                       |                  |                 |                |               |
| Agree strongly/somewhat                                                                                 | 62               | 64              | 66             | 58            |
| Neither agree nor disagree                                                                              | 8                | 6               | 6              | 10            |
| Disagree strongly/somewhat                                                                              | 29               | 29              | 27             | 30            |
| Don't know                                                                                              | 1                | 1               | 1              | 2             |
| <b>A man who quits smoking will gain weight</b>                                                         |                  |                 |                |               |
| Agree strongly/somewhat                                                                                 | 59               | 59              | 63 ←           | 56            |
| Neither agree nor disagree                                                                              | 8                | 7               | 5              | 10            |
| Disagree strongly/somewhat                                                                              | 32               | 33              | 32             | 32            |
| Don't know                                                                                              | 1                | 1               | -              | 2             |
| <b>Women are more likely than men to be affected by smoking because they have smaller lung capacity</b> |                  |                 |                |               |
| Agree strongly/somewhat                                                                                 | 30               | 26              | 30             | 32            |
| Neither agree nor disagree                                                                              | 11               | 11              | 9              | 13            |
| Disagree strongly/somewhat                                                                              | 53               | 56              | 54             | 49            |
| Don't know                                                                                              | 6                | 7               | 7              | 6             |
| <b>Men and women absorb nicotine differently</b>                                                        |                  |                 |                |               |
| Agree strongly/somewhat                                                                                 | 28               | 24              | 26             | 32 ←          |
| Neither agree nor disagree                                                                              | 15               | 13              | 12             | 18            |
| Disagree strongly/somewhat                                                                              | 45               | 50              | 51             | 39            |
| Don't know                                                                                              | 12               | 13              | 11             | 11            |
| <b>Smoking affects the immune system of a woman more than it affects a man</b>                          |                  |                 |                |               |
| Agree strongly/somewhat                                                                                 | 24               | 25              | 22             | 24            |
| Neither agree nor disagree                                                                              | 16               | 16              | 16             | 17            |
| Disagree strongly/somewhat                                                                              | 51               | 50              | 53             | 51            |
| Don't know                                                                                              | 9                | 9               | 9              | 8             |
| <i>Unweighted Base:</i>                                                                                 | 2026             | 500             | 607            | 919           |

Q.25 I am going to read you a list of words and phrases. For each, please tell me if you strongly agree, agree somewhat, neither agree nor disagree, disagree somewhat or strongly disagree.

The perception that a woman who quits smoking will gain weight is especially evident among females. However, the perception that a man who quits will gain weight tends to be held consistently by both genders.

It also tends to be females more than males who agree that men and women absorb nicotine differently.



### Perceptions of Sex-Based Differences In Terms Of Impact Of Smoking (selected)

|                                                   | % of Respondents |              |        |                 |        |                |        |               |        |
|---------------------------------------------------|------------------|--------------|--------|-----------------|--------|----------------|--------|---------------|--------|
|                                                   | Total sample     | TOTAL SAMPLE |        | CURRENT SMOKERS |        | FORMER SMOKERS |        | NEVER SMOKERS |        |
|                                                   |                  | Male         | Female | Male            | Female | Male           | Female | Male          | Female |
| <b>A woman who quits smoking will gain weight</b> |                  |              |        |                 |        |                |        |               |        |
| Agree strongly/somewhat                           |                  |              |        |                 |        |                |        |               |        |
| Neither agree nor disagree                        | 62               | 58           | 65 ←   | 57              | 70 ←   | 66             | 67     | 53            | 62 ←   |
| Disagree strongly/somewhat                        | 8                | 8            | 8      | 6               | 6      | 6              | 5      | 12            | 9      |
| Don't know                                        | 29               | 32           | 26     | 35              | 23     | 27             | 27     | 33            | 27     |
|                                                   | 1                | 2            | 1      | 2               | 1      | 1              | 1      | 2             | 2      |
| <b>A man who quits smoking will gain weight</b>   |                  |              |        |                 |        |                |        |               |        |
| Agree strongly/somewhat                           |                  |              |        |                 |        |                |        |               |        |
| Neither agree nor disagree                        | 59               | 57           | 61     | 57              | 62     | 64             | 62     | 50            | 60 ←   |
| Disagree strongly/somewhat                        | 8                | 7            | 8      | 3               | 10     | 5              | 4      | 11            | 10     |
| Don't know                                        | 32               | 35           | 29     | 38              | 27     | 29             | 34     | 37            | 28     |
|                                                   | 1                | 1            | 2      | 2               | 1      | 2              | -      | 2             | 2      |
| <b>Men and women absorb nicotine differently</b>  |                  |              |        |                 |        |                |        |               |        |
| Agree strongly/somewhat                           |                  |              |        |                 |        |                |        |               |        |
| Neither agree nor disagree                        | 28               | 25           | 32 ←   | 23              | 25     | 23             | 31 ←   | 27            | 36 ←   |
| Disagree strongly/somewhat                        | 15               | 14           | 15     | 11              | 15     | 12             | 11     | 18            | 17     |
| Don't know                                        | 45               | 50           | 40     | 54              | 46     | 54             | 46     | 45            | 34     |
|                                                   | 12               | 11           | 13     | 12              | 14     | 11             | 12     | 10            | 13     |
| Unweighted Base:                                  | 2026             | 987          | 1039   | 250             | 250    | 338            | 269    | 399           | 520    |

Q.25 I am going to read you a list of words and phrases. For each, please tell me if you strongly agree, agree somewhat, neither agree nor disagree, disagree somewhat or strongly disagree.

There are also some differences in terms of the way different age groups perceive the way smoking affects males and females. It tends to be people aged 55 or over who are most likely to acknowledge male-female differences.

### Perceptions of Sex-Based Differences In Terms Of Impact Of Smoking (selected)

| Agree Strongly/Somewhat That...                                                                  | % of Respondents |         |         |         |      |
|--------------------------------------------------------------------------------------------------|------------------|---------|---------|---------|------|
|                                                                                                  | Total Sample     | AGE     |         |         |      |
|                                                                                                  |                  | 18 - 24 | 25 - 34 | 35 - 54 | 55 + |
| A woman who quits smoking will gain weight                                                       | 62               | 47      | 55      | 66 ←    | 67 ← |
| A man who quits smoking will gain weight                                                         | 59               | 42      | 50      | 62 ←    | 66 ← |
| Women are more likely than men to be affected by smoking because they have smaller lung capacity | 30               | 28      | 22      | 27      | 39 ← |
| Men and women absorb nicotine differently                                                        | 28               | 25      | 26      | 27      | 33 ← |
| Smoking affects the immune system of a woman more than it affects a man                          | 24               | 17      | 18      | 22      | 30 ← |
| <b>Unweighted Base</b>                                                                           | 2026             | 145     | 304     | 870     | 648  |

Q.25 I am going to read you a list of words and phrases. For each, please tell me if you strongly agree, agree somewhat, neither agree nor disagree, disagree somewhat or strongly disagree.



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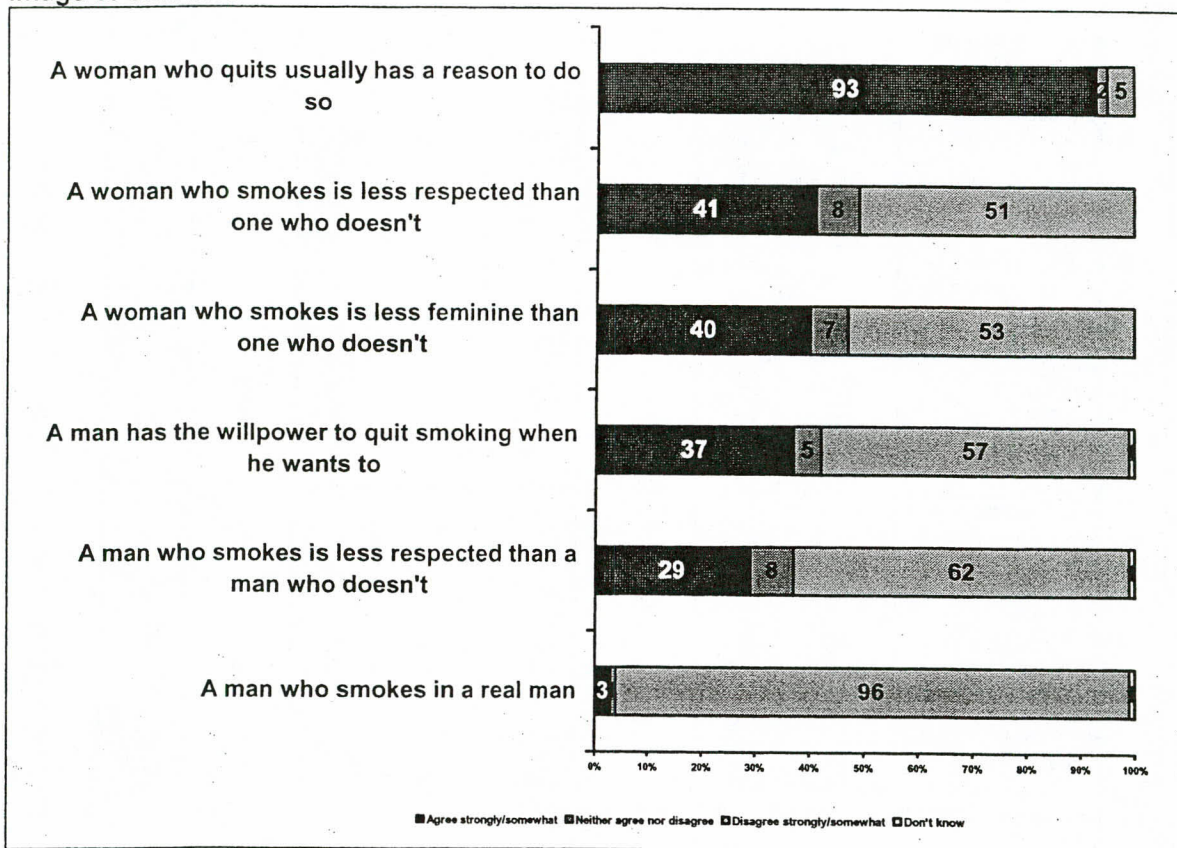


### *There Are Slightly Different Images Of Male and Female Smokers*

The quantitative data tends to support some of what was heard in the qualitative phase of the research with respect to the images of male and female smokers. While 41% agree that 'a woman who smokes is less respected than a woman who doesn't smoke', only 29% would say the same thing about a man. That is, there seems to be more of a stigma attached to females who smoke than to males who smoke.

There is also some agreement that 'a woman who smokes is less feminine than one who doesn't'. However, virtually no one agrees that 'a man who smokes is a real man'.

#### Image of Smokers



Q.25 I am going to read you a list of words and phrases. For each, please tell me if you strongly agree, agree somewhat, neither agree nor disagree, disagree somewhat or strongly disagree.



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The perception that 'a woman who smokes is less respected than one who doesn't' was evident in each smoker group, and seemed equally evident by gender.

However, it tends to be males who are more likely to agree that 'a man who smokes is less respected than one who doesn't', and that 'a woman who smokes is less feminine than one who doesn't'.

#### Image of Smokers (selected)

|                                                                  | % of Respondents |              |        |                 |        |                |        |               |        |
|------------------------------------------------------------------|------------------|--------------|--------|-----------------|--------|----------------|--------|---------------|--------|
|                                                                  | Total sample     | TOTAL SAMPLE |        | CURRENT SMOKERS |        | FORMER SMOKERS |        | NEVER SMOKERS |        |
|                                                                  |                  | Male         | Female | Male            | Female | Male           | Female | Male          | Female |
| <b>A woman who smokes is less respected than one who doesn't</b> |                  |              |        |                 |        |                |        |               |        |
| Agree strongly/somewhat                                          |                  |              |        |                 |        |                |        |               |        |
| Neither agree nor disagree                                       | 41               | 43           | 40     | 28              | 30     | 49←            | 43     | 48←           | 43     |
| Disagree strongly/somewhat                                       | 8                | 8            | 7      | 7               | 7      | 5              | 6      | 11            | 7      |
| Don't know                                                       | 51               | 48           | 53     | 64              | 63     | 45             | 50     | 41            | 49     |
|                                                                  | -                | 1            | -      | 1               | -      | 1              | 1      | -             | 1      |
| <b>A man who smokes is less respected than one who doesn't</b>   |                  |              |        |                 |        |                |        |               |        |
| Agree strongly/somewhat                                          |                  |              |        |                 |        |                |        |               |        |
| Neither agree nor disagree                                       | 29               | 32←          | 26     | 25←             | 17     | 37←            | 22     | 32            | 32     |
| Disagree strongly/somewhat                                       | 8                | 8            | 8      | 3               | 9      | 6              | 8      | 12            | 8      |
| Don't know                                                       | 62               | 60           | 64     | 70              | 72     | 57             | 70     | 56            | 58     |
|                                                                  | 1                | -            | 2      | 2               | 2      | -              | -      | -             | 2      |
| <b>A woman who smokes is less feminine than one who doesn't</b>  |                  |              |        |                 |        |                |        |               |        |
| Agree strongly/somewhat                                          |                  |              |        |                 |        |                |        |               |        |
| Neither agree nor disagree                                       | 40               | 43←          | 36     | 24 ←            | 19     | 50←            | 40     | 50←           | 43     |
| Disagree strongly/somewhat                                       | 7                | 6            | 7      | 5               | 7      | 5              | 5      | 8             | 8      |
| Don't know                                                       | 53               | 50           | 56     | 71              | 73     | 44             | 55     | 41            | 48     |
|                                                                  | -                | 1            | 1      | -               | 1      | 1              | -      | 1             | 1      |
| <b>Unweighted Base:</b>                                          | 2026             | 987          | 1039   | 250             | 250    | 338            | 269    | 399           | 520    |

Q.25 I am going to read you a list of words and phrases. For each, please tell me if you strongly agree, agree somewhat, neither agree nor disagree, disagree somewhat or strongly disagree.





It was observed in the qualitative phase of the research that older participants tended to have a somewhat different view of smokers than younger people. The quantitative data suggests that it is older smokers who tend to be the ones who feel female smokers are less respected and less feminine than females who don't smoke. However, they are also more likely than others to agree that a man who smokes is less respected than one who does not.

#### Image of Smokers (selected)

| Agree Strongly/Somewhat That...                                  | % of Respondents |         |         |         |      |
|------------------------------------------------------------------|------------------|---------|---------|---------|------|
|                                                                  | Total<br>Sample  | AGE     |         |         |      |
|                                                                  |                  | 18 – 24 | 25 – 34 | 35 – 54 | 55 + |
| A woman who smokes is less respected than one who does not smoke | 41               | 32      | 35      | 42 ←    | 48 ← |
| A woman who smokes is less feminine than one who does not smoke  | 40               | 32      | 31      | 40 ←    | 47←  |
| A man who smokes is less respected than a man who does not smoke | 29               | 23      | 21      | 30 ←    | 34 ← |
| <i>Unweighted Base</i>                                           | 2026             | 145     | 304     | 870     | 648  |

Q.25 I am going to read you a list of words and phrases. For each, please tell me if you strongly agree, agree somewhat, neither agree nor disagree, disagree somewhat or strongly disagree.



## APPENDICES



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## **APPENDIX A**

### **PART ONE – QUALITATIVE FINDINGS**

#### **Screeners Discussion Guides**

**PROJECT #20202693**

December 12, 2005

**MILLWARD BROWN****SCREENER - FINAL**

HC POR-05-55

POR-282-04

Good morning/ afternoon/ evening. This is \_\_\_\_\_ from Millward Brown, an independent research firm. We are conducting a study on behalf of Health Canada with people in the area. Participation in the research is completely voluntary. Your answers will be kept confidential and will be used for research purposes only in accordance with laws designed to protect your privacy. We are not selling anything, rather we are simply interested in your attitudes and opinions. May I have a few moments of your time?

1. We are interested in people's occupations. Do you, or does any member of your household or immediate family, work in any of the following fields? (READ LIST)

|                                                                      | <u>No</u>                | <u>Yes</u>               |
|----------------------------------------------------------------------|--------------------------|--------------------------|
| Marketing Research, Public Relations firm, or Advertising agency     | <input type="checkbox"/> | <input type="checkbox"/> |
| The Media (radio, television, newspapers, magazines, etc.)           | <input type="checkbox"/> | <input type="checkbox"/> |
| The Health sector (doctors, nurses, dentists, hospitals, clinics)    | <input type="checkbox"/> | <input type="checkbox"/> |
| Federal, provincial or municipal government health department/agency | <input type="checkbox"/> | <input type="checkbox"/> |
| Tobacco Industry                                                     | <input type="checkbox"/> | <input type="checkbox"/> |

**IF "YES" TO ANY OF THE ABOVE THANK AND TERMINATE**

2. For the purposes of this project, we need to ensure that we are speaking with individuals in specific household compositions. Do you have any children?

Yes ☐  
No ☐

**GOOD MIX OF PEOPLE WITH/WITHOUT CHILDREN**

3. RECORD GENDER:

Male ☐  
Female ☐

|                     |
|---------------------|
| <b>CHECK QUOTAS</b> |
|---------------------|

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4. Which of the following age groups may I place you in? (READ)

|                       |   |                   |
|-----------------------|---|-------------------|
| Under 18 years of age | 1 | THANK/DISCONTINUE |
| 18-24 years of age    | 2 |                   |
| 25-34 years of age    | 3 |                   |
| 35-44 years of age    | 4 |                   |
| 45-54 years of age    | 5 |                   |
| 55-60 years of age    | 6 |                   |
| 65 years and over     | 7 |                   |

### ENSURE GOOD MIX OF AGES.

### SMOKING STATUS

I am now going to ask some questions about cigarette smoking. This includes cigarettes that are bought ready-made as well as cigarettes that you make yourself.

5. At the present time, do you smoke cigarettes every day, occasionally or not at all?

|              |                                    |
|--------------|------------------------------------|
| Every day    | 1 (Qualifies as daily smoker)      |
| Occasionally | 2 (Qualifies as occasional smoker) |
| Not at all   | 3                                  |

6. ASK EVERYONE: Have you smoked at least 100 cigarettes in your life?

|     |   |
|-----|---|
| Yes | 1 |
| No  | 2 |

- IF Q5, ANSWERS "Every Day" OR "Occasionally", QUALIFIES AS 'CURRENT SMOKER'.
- IF Q5, ANSWERS "Not at all" AND ANSWERS "Yes" in Q6, QUALIFIES AS 'FORMER SMOKER'.
- IF Q5, ANSWERS "Not at all" AND ANSWERS "No" in Q6, QUALIFIES AS 'NEVER SMOKER'.

7. In which of the following classifications does your total household before taxes income fall? [READ LIST, CHECK ONE]

|                     |                          |
|---------------------|--------------------------|
| Under \$25,000      | <input type="checkbox"/> |
| \$25,000 - \$39,999 | <input type="checkbox"/> |
| \$40,000 - \$49,999 | <input type="checkbox"/> |
| \$50,000 - \$74,999 | <input type="checkbox"/> |
| \$75,000 - or more  | <input type="checkbox"/> |

DO NOT READ Refused / Don't know

☐ THANK AND TERMINATE

ENSURE GOOD MIX OF INCOME GROUPS.  
WE NEED AT LEAST ONE FROM EACH INCOME GROUP



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8. What is the highest level of formal education you have completed? [DO NOT READ]

|                                                       |                                    |
|-------------------------------------------------------|------------------------------------|
| Primary school                                        | <input type="checkbox"/>           |
| Some high/ secondary school / CGEP                    | <input type="checkbox"/>           |
| Graduated high/ secondary school / CGEP               | <input type="checkbox"/>           |
| Some community college technical college/ CEGEP       | <input type="checkbox"/>           |
| Graduated community college/ technical college/ CEGEP | <input type="checkbox"/>           |
| Some undergraduate university                         | <input type="checkbox"/>           |
| Graduated university or more                          | <input type="checkbox"/>           |
| Other                                                 | <input type="checkbox"/> TERMINATE |
| DK/Refused                                            | <input type="checkbox"/> TERMINATE |

ENSURE GOOD MIX OF EDUCATION CATEGORIES.

### FOCUS GROUP HISTORY

9. In the past 12 months, have you attended a discussion group or interview that was arranged in advance and for which you received a small sum of money?

|     |   |                     |
|-----|---|---------------------|
| Yes | 1 | (THANK/DISCONTINUE) |
| No  | 2 |                     |

10. How many times have you ever participated in a discussion group or arranged interview?

|                     |   |                     |
|---------------------|---|---------------------|
| Never               | 1 |                     |
| Once or twice       | 2 | (GO TO Q11)         |
| Three times or more | 3 | (THANK/DISCONTINUE) |

11. What were the topics of the discussion groups or arranged interviews? (RECORD)

---

THANK/DISCONTINUE IF TOPIC RELATED TO SMOKING, TOBACCO USE,  
TOBACCO PRODUCTS, TOBACCO PACKAGE LABELING OR GENDER





We would like to extend an invitation to you to attend a discussion group scheduled for **DATE/LOCATION/TIME** which will last about 2 hours. The objective is to get your opinions on some issues related to tobacco use. All information collected will be used for research purposes only and administered in accordance with laws designed to protect your privacy. There will be absolutely no attempt to sell anything. We are interested only in your thoughts and opinions. We think it will be enjoyable and you would receive \$60.

Would you be interested in attending?

Yes  
No

☐  
☐ **TERMINATE**

Do you have a pen handy so that I can give you the address where the discussion group will be held? It will be held at \_\_\_\_\_. Please tell people you are there for a focus group. We would like to remind you that the group is at (TIME) on (DATE).

You will be asked to show photo identification when you get to the facility, so be sure to bring some with you.

If you use glasses for reading, or if you use a hearing aid, please bring them with you.

You will be asked to turn off your cell phone or pager during the discussion session.

As we are only inviting a small number of people to attend, your participation is very important to us. If for some reason you are unable to attend, please call so that we can get someone to replace you. You can reach us at \_\_\_\_ at our office. Please ask for \_\_\_\_\_. Someone will call you the day before to remind you about the discussion group.

NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ ZIP: \_\_\_\_\_

RESIDENCE PHONE: \_\_\_\_\_ BUSINESS PHONE: \_\_\_\_\_

RECONFIRMED BY: \_\_\_\_\_ DATE: \_\_\_\_\_

WILL ATTEND GROUP: \_\_\_\_\_ DATE: \_\_\_\_\_ TIME: \_\_\_\_\_



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## Questionnaire de dépistage

Bonjour/Bonsoir. Mon nom est \_\_\_\_\_ de Millward Brown, une firme indépendante de recherche marketing. Nous menons une étude pour le compte de Santé Canada auprès des gens de votre secteur. Votre participation est strictement volontaire. Toutes vos réponses resteront confidentielles et seront utilisées pour des fins de recherche seulement, conformément aux lois sur la vie privée. Soyez assuré que nous ne vendons rien, nous sommes uniquement intéressés à vos attitudes et opinions. Puis-je prendre quelques minutes de votre temps?

1. Nous nous intéressons à l'occupation des gens. Est-ce que vous ou quelqu'un d'autre dans votre ménage ou famille immédiat, travaille dans le domaine de... (**Lire la liste.**)

|                                                                        |     |
|------------------------------------------------------------------------|-----|
| La recherche marketing, une firme de relations publique, ou            |     |
| une agence de publicité                                                | [ ] |
| Un média (radio, télévision, journal, magazine, etc.)                  | [ ] |
| Le secteur de santé (médecin, infirmière, dentiste, hôpital, clinique) | [ ] |
| Une agence/département de santé du Gouvernement fédéral,               |     |
| provincial, ou municipal                                               | [ ] |
| L'industrie du tabac                                                   | [ ] |

**Si "oui" à l'un ou l'autre ci-dessus, remercier et terminer**

2. Pour les besoins du projet, nous devons nous assurer de parler avec des personnes dont la composition du ménage est spécifique. Avez-vous des enfants?

|     |   |                                               |
|-----|---|-----------------------------------------------|
| Oui | 1 |                                               |
| Non | 2 | <b>Bon mix de personnes avec/sans enfants</b> |

3. **Enregistrer le sexe :**

|       |   |       |   |                            |
|-------|---|-------|---|----------------------------|
| Homme | 1 | Femme | 2 | <b>Vérifier les quotas</b> |
|-------|---|-------|---|----------------------------|

4. Dans laquelle des catégories d'âge suivantes vous situez-vous? (**Lire la liste.**)

|                 |   |                                 |
|-----------------|---|---------------------------------|
| Moins de 24 ans | 1 | <b>Remercier et Terminer</b>    |
| 18 – 24 ans     | 2 |                                 |
| 25 – 34 ans     | 3 |                                 |
| 35 – 44 ans     | 4 |                                 |
| 45 – 54 ans     | 5 | <b>Bon mix de groupes d'âge</b> |
| 55 – 60 ans     | 6 |                                 |
| Plus de 60 ans  | 7 |                                 |





## USAGE DE LA CIGARETTE

Je vais commencer par des questions sur l'usage de la cigarette. Veuillez inclure les cigarettes que vous achetez toutes faites de même que celles que vous fabriquez vous-même."

5. Actuellement, fumez-vous la cigarette tous les jours, à l'occasion, ou jamais?

|                |                                          |
|----------------|------------------------------------------|
| Tous les jours | 1 – Se qualifie comme fumeur quotidien   |
| À l'occasion   | 2 – Se qualifie comme fumeur occasionnel |
| Jamais         | 3                                        |

6. (Demander à tous) : Avez-vous fumé au moins 100 cigarettes au cours de votre vie?

|     |   |     |   |
|-----|---|-----|---|
| Oui | 1 | Non | 2 |
|-----|---|-----|---|

### Quotas :

- Si Q5 = « Tous les jours » ou « À l'occasion », se qualifie comme « fumeur actuel »
- Si Q5 = « Jamais » et Q6 = « Oui », se qualifie comme « ancien fumeur »
- Si Q5 = « Jamais » et Q6 = « Non », se qualifie comme « Personne n'ayant jamais fumé »

7. Dans laquelle des tranches de revenus suivantes se situe le revenu annuel total de votre ménage avant impôts? Serait-ce ... (Lire la liste – Cochez-en 1.)

|                         |                           |
|-------------------------|---------------------------|
| Moins de 25,000\$       | 1                         |
| 25,000\$ - 39,999\$     | 2                         |
| 40,000\$ - \$49,999\$   | 3                         |
| 50,000\$- 74,999\$      | 4                         |
| 75,000\$ - ou plus      | 5                         |
| Ne pas lire - Refus/NSP | 6 – Remercier et Terminer |

**Bon mix – Doit y avoir au moins un de chaque groupe de revenu**

8. Quelle est le dernier niveau de scolarité que vous avez complété? (Ne pas lire.)

|                                             |                           |
|---------------------------------------------|---------------------------|
| École primaire                              | 1                         |
| École secondaire/Cégep commencé             | 2                         |
| École secondaire/Cégep terminé              | 3                         |
| Collège/Cégep technique commencé            | 4                         |
| Collège/Cégep technique terminé             | 5                         |
| Université commencée                        | 6                         |
| Université ou études supérieures complétées | 7                         |
| Autre                                       | 8 – Remercier et Terminer |
| Ne pas lire - Refus/NSP                     | 9 – Remercier et Terminer |

*Bon mix de niveaux de scolarité*



9. Au cours des 12 derniers mois, avez-vous participé à un groupe de discussion ou entrevue qui était arrangé à l'avance, et pour lequel vous avez reçu une rémunération?

Oui 1 – Remercier et Terminer Non 2

10. Combien de fois avez-vous participé à un groupe de discussion ou entrevue qui était arrangé à l'avance?

Jamais 1  
 Une ou deux fois 2 – Passer à la Q11  
 Trois fois ou plus 3 – Remercier et Terminer

11. Quel(s) en étai(en)t le(s) sujet(s)? \_\_\_\_\_  
 (Remercier et Terminer s'il s'agit de fumer, du tabac, des produits du tabac, d'emballage du tabac, ou des différences entre les sexes.)



Nous aimerions vous inviter à participer à un de nos groupes de discussion prévu le \_\_\_\_\_, qui durera environ 2 heures. Le but est d'obtenir vos opinions concernant le tabac. Toute information ainsi recueillie sera utilisée pour fins de recherche seulement et administrée selon les lois faites pour protéger votre vie privée. Personne ne tentera de vous vendre quoi que ce soit. Nous sommes uniquement intéressés à vos idées et opinions. Nous croyons que vous trouverez la séance agréable et vous recevrez une rétribution de 60\$ pour vous remercier de votre participation.

Êtes-vous intéressé à participer?

|     |              |
|-----|--------------|
| Oui | 1            |
| Non | 2 – Terminer |

Veuillez prendre un stylo et du papier pour noter l'heure et l'adresse des séances. Le groupe de discussion aura lieu chez :

\_\_\_\_\_

Chaque participant devra amener une pièce d'identité avec photo au groupe de discussion pour fins d'identification.

Si vous avez besoin de lunettes pour lire, assurez-vous de les apporter.

Avant de commencer, on vous demandera d'éteindre votre téléphone cellulaire ou téléavertisseur, si vous en avez sur vous.

Nous n'invitons qu'un petit nombre de personnes et votre participation est très importante pour nous. Si, pour quelque raison, vous ne pouviez participer, veuillez nous appeler aussitôt afin que nous puissions trouver quelqu'un d'autres pour vous remplacer. Vous pouvez nous rejoindre au \_\_\_\_\_. Demander à parler à \_\_\_\_\_. Quelqu'un vous appellera la veille de l'entrevue pour vous la rappeler.

[Enregistrer:]

NOM: \_\_\_\_\_

ADRESSE: \_\_\_\_\_

TÉL (rés.) \_\_\_\_\_ TÉL (bur.) \_\_\_\_\_

RÉCONFIRMÉ PAR: \_\_\_\_\_ DATE: \_\_\_\_\_

GROUPE: \_\_\_\_\_ DATE: \_\_\_\_\_



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DISCUSSION GUIDE (SMOKERS) – FINAL

1. **Introduction Of Moderator & Project (5 minutes)**

*Before we begin, could I ask you to turn off any cell phones or pagers you might have with you.*

*My name is Allison Scolieri, and I work for an independent research firm called Millward Brown. This research project is being conducted for Health Canada. We are not asking you for any confidential information about you (including your full name), and your individual responses are never revealed to anyone. This session is being audiotaped, as I want to give you my full attention for the duration of the group. The tape gives me a record I can review so that I can write a detailed report for my client. There are observers behind the mirror from Health Canada; they are here to listen and learn. We want your open and honest opinions, and the reasons for your opinions.*

*One thing which you all have in common is that you are all smokers, and today we are going to talk about the issue of smoking, and some of your behaviour and opinions with respect to it. Please be honest in your opinions. In this kind of research there are no right or wrong answers, and everyone's opinion is valuable.*

2. **Introduction of Participants (5 minutes)**

*Let's begin by having you introduce yourself by your first name, and tell us a bit about yourself – are you married or single, do you have any children, what do you do for a living, what do you like to do in your spare time?*

3. **General Smoking Behaviour – Past and Present (30 minutes)**

*Let me start by asking you a bit about your current smoking behaviour.*

- 11 • how long have you smoked?
- 2, ab • how much do you smoke? How many cigarettes per day?
- 3ab • where do you smoke? (probe for at home, in the car, at work, outside, etc.)
- 4ab • who are you with when you smoke? Do you have 'smoking buddies'?
- 5c • what are you doing when you smoke? (eg. driving, having a coffee, working outside, at home relaxing, etc.)
- 6abc • when do you smoke? Is there a particular time of day? Day of the week?
- 7abc • how long does it take you to smoke a cigarette? How much of that time is spent puffing/inhaling and how much time is spent holding the cigarette, or letting it burn in an ashtray? Do you have any idea how many puffs you take on a cigarette?

*Now can we go back in time, and have you describe how you started to smoke*

- 8 • how old were you when you had your first cigarette?
- 9ab • what were the circumstances surrounding your first cigarette? Describe your first smoking experience – where were you? Who were you with? What were you doing?
- 10abcd • how did you feel about your first cigarette? What were your feelings about it? Did you like it right away? Reject it?





11 And what about now?

- 12abc • What are your feelings about smoking now? What do you like about it? What don't you like?
- 13abc • Think about the things you like about smoking. Do you think you are the only one who feels this way, or is this something that other smokers also like? You are all women (men). Do you think it is something unique to women? (Men?) Why? — 13a
- 14abc • Think about the things you don't like about smoking. Are these things that bother women more than men? Men more than women? If yes, what makes you say that? — 13b
- 15abcd • Why do you continue to smoke? How does it make you feel to smoke? What are the emotions attached to smoking? (probe for things like stress-free, guilty, relaxed, an outcast, sexy, cool, etc.) — 14a
- 16abcde • think about your reasons for smoking. How would you describe the smoking experience: — 15a
- 16a a social experience or an individual experience?
  - 16b a voluntary experience or an involuntary one?
  - 16c something that makes you feel good or something that makes you feel bad?
  - 16d an experience on its own, or something that you do in conjunction with something else?
  - 16e are there other ways in which you describe the smoking experience?

#### 4. Quitting Behaviour (15 minutes)

- 17ab • have you ever tried to quit? If not, why not? — 17a
- 18abc • If yes, how many times have you tried to quit? What prompted the decision to try to quit? what is the longest you have ever stopped smoking? — 18a
- 19abc • how did you go about trying to quit? What tools, if any, did you use? Who, if anyone, gave you advice on quitting? — 18b
- 20ab • what tools have you found effective? What messages? — 18c
- how much influence does or could each of the following have on your decision to try to quit:
- 21a advice from health professionals (e.g. doctor, nurse, dentist, dental hygienist, pharmacist) re: possible medical problems that could arise from smoking? Why? What specific medical problems concern you the most?
  - 21b your family/friends complaining about your smoking because the second-hand smoke bothers them?
  - 21c your own concern about the impact of second-hand smoke on your family? What specifically concerns you?
  - 21d a concern related to pregnancy (eg. impact on you (the mother), impact on fetus, impact on significant other, etc.)
  - 21e your own concern about the impact of second-hand smoke on your pets?
  - 21f your family/friends complaining about your smoking because they are concerned about you and your health?
  - 21g the cost of cigarettes?
  - 21h environmental issues such as...
    - the smell of tobacco that gets into your house, car, clothes, hair, etc.
    - the fact that the chemicals from tobacco smoke lingers in carpets, furniture, draperies
    - you would not need to paint your walls as often, or clean your curtains and windows as often if you did not smoke in the house



- 21i ■ concerns about abandoning social situations if you quit smoking? (e.g. fear that you will lose your friends if you stop smoking, fear that you won't appreciate social situations as much if you stop smoking)
- 21j ■ concerns about need to change existing routines to avoid temptation (e.g. relapse)
- 21k ■ knowing that food would taste better if you quit smoking
- 21l ■ fear that you will eat too much if you stop smoking
- 21m ■ fear that you won't control stress as well if you stop smoking

- 22ab • how confident are you that you will eventually quit (assuming you want to quit)? Why do you say that?

### 5. *Perceptions of Gender-Based versus Sex-based Differences (60 minutes)*

**HAND OUT PAPER AND PENCIL TO EACH PARTICIPANT.** Men and women are sometimes described as being different 'sexes', and sometimes described as having different 'genders'. I've given you each a piece of paper and a pencil. I want you to write your definition of each of these two words:

**SEX**  
**GENDER**

Please note that we are not asking for the definition of 'having sex', but the definition of 'sex' as it relates to describing the differences between men and women.

**(COLLECT THE PAPERS WITH DEFINITIONS)**

- 23b • In your opinion, do these two words mean the same thing, or do they mean something different? If different, how do you differentiate between the two terms?

**(HAND OUT THE PROMPT SHEET.)** Here is the World Health Organization's definition and explanation of the difference between sex and gender. Please read it.

- 24ab • Do you understand the way the WHO differentiates between 'sex' and 'gender'? does it make sense to you?

I want to explore this idea of differences between men and women, with a particular focus on their behaviour with respect to smoking. More specifically, I want to focus on GENDER (as defined by the World Health Organization) and tobacco.





Instruction

Think about your own experience in terms of starting to smoke and any attempts to quit smoking. Also think about people you know.

- 25abc • Let me start by asking you generally if you believe that there are differences between men and women with respect to tobacco? What differences have you observed? And if you refer back to the WHO definitions, do you see these differences as 'gender-based' or 'sex-based'? why? 25c
- 26abcde • Let's get more specific. Do you believe that men (or boys) and women (or girls) have different reasons for starting to smoke? What have you noticed? Would you say these differences are sex-based (ie physiological) or gender-based (ie. the result of social influences)? Why? 26a 26b 26c 26d
- 27abc • Do you think the behaviour of men (or boys) and women (or girls) is different when they first start smoking? If so, how is it different? Probe for male-female differences in terms of: 27a 27b 27c
- occasions – where they smoke, when (time of day, weekends versus weekdays, etc.), companions (who they are with), what they are doing (having coffee/drink, driving, working outside, relaxing at home, etc.)
  - amount smoked
  - the way they smoke (e.g. long 'drags' on the cigarette versus short puffs versus holding it, the way they hold a cigarette, the way they dispose of cigarette butt, etc.)
- 28abc • Do you think men and women continue to smoke for different reasons? What are the reasons? Are the differences sex-based or gender-based? 28a 28b 28c
- 29abcde • Is the on-going smoking behaviour different for women than it is for men? (By 'on-going behaviour', I mean once they are past the initial phase of smoking.) What are the differences regarding: 29a 29b 29c 29d 29e 29f
- when and where they smoke,
  - who they are with (i.e. in groups versus alone)
  - amount smoked,
  - the number of puffs they take,
  - any attempts to quit, success at quitting, etc.
- 30 • Are these gender-based differences or sex-based?
- 31abcd • Do you believe that smoking affects males and females differently? What differences have you observed? What are the 'sex-based' (i.e. physiological) differences? Are you aware, for example, that men and women absorb nicotine differently? 31a 31b 31c 31d
- 32ab • Are there any gender-based differences in terms of the way in which smoking affects males and females? Why do you think these differences exist? 32a 32b
- 33abcd • Do you think men and women have different reasons for attempting to quit? What have you observed? Do you think it is any easier for men to quit than it is for women, or vice versa? Why? 33a 33b 33c
- 34 • Are there messages regarding tobacco that have greater impact on one gender more than the other? By 'messages', I mean information about tobacco use, or second-hand smoke, or rationales for quitting.
- 35abc • Think about the pictures or images that appear on cigarette packages. Do you think these affect men and women differently? Which ones? Why? 35a 35b 35c

## 6. Conclusions

- 36 • do you have any final comments or suggestions about anything we have talked about?

Thanks for your participation



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## DEFINITIONS OF 'SEX' AND 'GENDER'

These two words are defined as follows:

**'Sex'** refers to the biological (such as anatomical, e.g., body size and shape) and physiological (e.g., hormonal activity or functioning of organs) differences that define men and women

**'Gender'** refers to the socially constructed roles, behaviours, activities and attributes that a given society considers appropriate to men and women.

Some examples of 'sex' based differences include:

- women can have babies while men cannot
- men have testicles while women do not
- women are usually capable of lactating (breast feeding) while men cannot
- men generally have more massive bones than women
- women can develop cervical cancer while men cannot

Some examples of 'gender' based differences include:

- In many countries women earn significantly less money than men for similar work
- In most of the world, women do more housework than men

In Canada, approximately 13% of males in the labour force versus approximately 8% of females in the labour forces are in management positions. (SOURCE: Statistics Canada, 2001 Census)



PROJECT #20202693

January 20, 2006

## DISCUSSION GUIDE (FORMER SMOKERS) - FINAL

1. **Introduction Of Moderator & Project (5 minutes)**

Before we begin, could I ask you to turn off any cell phones or pagers you might have with you.

My name is Allison Scolieri, and I work for an independent research firm called Millward Brown. This research project is being conducted for Health Canada. We are not asking you for any confidential information about you (including your full name), and your individual responses are never revealed to anyone. This session is being audiotaped, as I want to give you my full attention for the duration of the group. The tape gives me a record I can review so that I can write a detailed report for my client. There are observers behind the mirror from Health Canada; they are here to listen and learn. We want your open and honest opinions, and the reasons for your opinions.

One thing which you all have in common is that you are all former smokers, and today we are going to talk about the issue of smoking, and some of your behaviour and opinions with respect to it. Please be honest in your opinions. In this kind of research there are no right or wrong answers, and everyone's opinion is valuable.

2. **Introduction of Participants (5 minutes)**

Let's begin by having you introduce yourself by your first name, and tell us a bit about yourself – are you married or single, do you have any children, what do you do for a living, what do you like to do in your spare time?

3. **General Smoking Behaviour – Past and Present (30 minutes)**

Let me start by asking you a bit about your past smoking behaviour.

- how long did you smoke? How long ago did you quit?
- how much did you smoke? How many cigarettes per day?
- where did you smoke? (probe for at home, in the car, at work, outside, etc.)
- who were you with when you smoked? Did you have 'smoking buddies'?
- what were you doing when you smoked? (eg. Driving, having a coffee, working outside, at home relaxing, etc.)
- when did you smoke? Was there a particular time of day? Day of the week?
- how long did it take you to smoke a cigarette? How much of that time was spent puffing/inhaling and how much time was spent holding the cigarette or letting it burn in an ashtray? Did you have any idea how many puffs you took on a cigarette?

Now can we go back in time, and have you describe how you started to smoke

- how old were you when you had your first cigarette?
- what were the circumstances surrounding your first cigarette? Describe your first smoking experience – where were you? Who were you with? What were you doing?
- how did you feel about your first cigarette? What were your feelings about it? Did you like it right away? Reject it?



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11 And what about now?

12abc

- What are your feelings about smoking now? What do you miss about smoking? What don't you miss?

13ab

- Think about some of the things you miss about smoking. Do you think you are the only one who feels that way or is it something that other former smokers also miss? You are all (women/men). Do you think this is something unique of (women/men)?

14abc

- Think about the things you don't miss about smoking. Are these things that women miss more than men? Men more than women? If yes, what makes you say that?

15abcd

- Why did you continue to smoke after that first cigarette? How did it make you feel to smoke? What are the emotions attached to smoking? (probe for things like stress-free, guilty, relaxed, an outcast, sexy, cool, etc.)

16abcde

- think about your reasons for smoking. How would you describe the smoking experience:

- 16a a social experience or an individual experience?
- 16b a voluntary experience or an involuntary one?
- 16c something that makes you feel good or something that makes you feel bad?
- 16d an experience in and of itself, or something that you do in conjunction with something else?
- 16e Are there any other ways in which you would describe the smoking experience?

## 5. Quitting Behaviour (15 minutes)

17ab

- How many times did you try to quit before you considered yourself successful? What prompted the decision to quit?

18abc

- how did you go about trying to quit? What tools, if any, did you use? Who, if anyone, gave you advice on quitting?

19ab

- what tools did you find effective? What messages?

20a → m

- how much influence did each of the following have on your decision to try to quit:
  - 20a advice from health professionals (e.g. doctor, nurse, dentist, dental hygienist, pharmacist) re: possible medical problems that could arise from smoking? Why? What specific medical problems concern you the most?
  - 20b your family/friends complaining about your smoking because the second-hand smoke bothers them?
  - 20c your own concern about the impact of second-hand smoke on your family? What specifically concerns you?
  - 20d a concern related to pregnancy (eg. impact on you (the mother), impact on fetus, impact on significant other, etc.)
  - 20e your own concern about the impact of second-hand smoke on your pets?
  - 20f your family/friends complaining about your smoking because they are concerned about you and your health?
  - 20g the cost of cigarettes?
  - 20h environmental issues such as...
    - the smell of tobacco that gets into your house, car, clothes, hair, etc.
    - the fact that the chemicals from tobacco smoke lingers in carpets, furniture, draperies
    - you would not need to paint your walls as often, or clean your curtains and windows as often if you did not smoke in the house
  - 20i concerns about abandoning social situations if you quit smoking? (e.g. fear that you will lose your friends if you stop smoking, fear that you won't appreciate social situations as much if you stop smoking)
  - 20j concerns about need to change existing routines to avoid temptation (e.g. relapse)
  - 20k knowing that food would taste better if you quit smoking
  - 20l fear that you will eat too much if you stop smoking
  - 20m fear that you won't control stress as well if you stop smoking



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## 5. Perceptions of Gender-Based versus Sex-Based Differences (60 minutes)

**HAND OUT PAPER AND PENCIL TO EACH PARTICIPANT.** Men and women are sometimes described as being different 'sexes', and sometimes described as having different 'genders'. I've given you each a piece of paper and a pencil. I want you to write your definition of each of these two words:

**SEX**  
**GENDER**

Please note that we are not asking for the definition of 'having sex', but the definition of 'sex' as it relates to describing the differences between men and women.

**(COLLECT THE PAPERS WITH DEFINITIONS)**

- In your opinion, do these two words mean the same thing, or do they mean something different? *If different*, how do you differentiate between the two terms?

**(HAND OUT THE PROMPT SHEET.)** Here is the World Health Organization's definition and explanation of the difference between sex and gender. Please read it.

- Do you understand the way the WHO differentiates between 'sex' and 'gender'? does it make sense to you?

I want to explore this idea of differences between men and women, with a particular focus on their behaviour with respect to smoking. More specifically, I want to focus on GENDER (as defined by the World Health Organization) and tobacco.

Think about your own experience in terms of starting to smoke and your attempts to quit smoking, and your eventual success at quitting. Also think about people you know.

- Let me start by asking you generally if you believe that there are differences between men and women with respect to tobacco? What differences have you observed? And if you refer back to the WHO definitions, do you see these differences as 'gender-based' or 'sex-based'? why?
- Let's get more specific. Do you believe that men (or boys) and women (or girls) have different reasons for starting to smoke? What have you noticed? Would you say these differences are sex-based (ie physiological) or gender-based (ie. the result of social influences)? Why?
- Do you think the behaviour of men (or boys) and women (or girls) is different when they first start smoking? *If so*, how is it different? **Probe** for male-female differences in terms of:
  - occasions – where they smoke, when (time of day, weekends versus weekdays, etc.), companions (who they are with), what they are doing (having coffee/drink, driving, working outside, relaxing at home, etc.)
  - amount smoked
  - the way they smoke (e.g. long 'drags' on the cigarette versus short puffs versus holding it, the way they hold a cigarette, the way they dispose of cigarette butt, etc.)
- Do you think men and women continue to smoke for different reasons? What are the reasons? Are the differences sex-based or gender-based?



29abcde f

- Is the on-going smoking behaviour different for women than it is for men? (By 'on-going behaviour', I mean once they are past the initial phase of smoking.) What are the differences regarding:

- 29b ○ when and where they smoke,
- 29c ○ who they are with (i.e. in groups versus alone)
- 29d ○ amount smoked,
- 29e ○ the number of puffs they take,
- 29f ○ any attempts to quit, success at quitting, etc.

- Are these gender-based differences or sex-based?

30abcd

- Do you believe that smoking affects males and females differently? What differences have you observed? What are the 'sex-based' (i.e. physiological) differences? Are you aware, for example, that men and women absorb nicotine differently?

31ab

- Are there any gender-based differences in terms of the way in which smoking affects males and females? Why do you think these differences exist?

32abcd

- Do you think men and women have different reasons for attempting to quit? What have you observed? Do you think it is any easier for men to quit than it is for women, or vice versa? Why?

33

- Are there messages regarding tobacco that have greater impact on one gender more than the other? By 'messages', I mean information about tobacco use, or second-hand smoke, or rationales for quitting.

34abc

- Think about the pictures or images that appear on cigarette packages. Do you think these affect men and women differently? Which ones? Why?

7.

### Conclusions

35

- do you have any final comments or suggestions about anything we have talked about?

Thanks for your participation





prompt sheet fg 2.

## DEFINITIONS OF 'SEX' AND 'GENDER'

These two words are defined as follows:

**'Sex'** refers to the biological (such as anatomical, e.g., body size and shape) and physiological (e.g., hormonal activity or functioning of organs) differences that define men and women

**'Gender'** refers to the socially constructed roles, behaviours, activities and attributes that a given society considers appropriate to men and women.

Some examples of 'sex' based differences include:

- women can have babies while men cannot
- men have testicles while women do not
- women are usually capable of lactating (breast feeding) while men cannot
- men generally have more massive bones than women
- women can develop cervical cancer while men cannot

Some examples of 'gender' based differences include:

- In many countries women earn significantly less money than men for similar work
- In most of the world, women do more housework than men
- In Canada, approximately 13% of males in the labour force versus approximately 8% of females in the labour forces are in management positions. (SOURCE: Statistics Canada, 2001 Census)



PROJECT #20202693  
December 20, 2005

DISCUSSION GUIDE (NEVER SMOKERS) - FINAL

1. **Introduction Of Moderator & Project (5 minutes)**

Before we begin, could I ask you to turn off any cell phones or pagers you might have with you.

My name is Allison Scolieri, and I work for an independent research firm called Millward Brown. This research project is being conducted for Health Canada. We are not asking you for any confidential information about you (including your full name), and your individual responses are never revealed to anyone. This session is being audiotaped, as I want to give you my full attention for the duration of the group. The tape gives me a record I can review so that I can write a detailed report for my client. There are observers behind the mirror from Health Canada; they are here to listen and learn. We want your open and honest opinions, and the reasons for your opinions.

One thing which you all have in common is that you all said that you have never smoked cigarettes. Today we are going to talk about the issue of smoking, and some of your behaviour and opinions with respect to it. Please be honest in your opinions. In this kind of research there are no right or wrong answers, and everyone's opinion is valuable.

2. **Introduction of Participants (5 minutes)**

Let's begin by having you introduce yourself by your first name, and tell us a bit about yourself – are you married or single, do you have any children, what do you do for a living, what do you like to do in your spare time?

3. **General Smoking Behaviour (30 minutes)**

Let me start by asking you about some of your thoughts on cigarette smoking.

- Is smoking a problem in Canadian society? If yes, how is it a problem?
- How, if at all, does smoking affect you?
- Are you concerned about smoking? For yourself? Your spouse? Children? Why?
- Where do you normally get information about issues like smoking? What are your sources of information? (Probe for peers, media, doctor, etc.)? Why? Why not others?
- What messages do you hear about smoking? Which messages do you believe? Are there any you don't believe?
- Were you ever tempted to try smoking? If yes, what tempted you or how were you tempted?
- What were the circumstances surrounding that experience? Where were you? Who were you with? What were you doing? How old were you?
- What was it that ultimately led you to say you were not going to start smoking?
- What are your feelings about smoking now? Is there anything you like about it? What don't you like?
- Think about the things you like about smoking. Do you think you are the only one who feels this way, or is this something that other non-smokers also like? You are all women (men). Do you think it is something unique to women? (Men?) Why?



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- 11abc • Think about the things you don't like about smoking. Are these things that bother women more than men? Men more than women? If yes, what makes you say that?

#### 4. Prevention Behaviour (15 minutes)

- 12  
12a-m
- how much influence did each of the following have on your decision not to smoke:
    - 12a advice from health professionals (e.g. doctor, nurse, dentist, dental hygienist, pharmacist) re: possible medical problems that could arise from smoking? Why? What specific medical problems concern you the most?
    - 12b your family/friends complaining about your smoking because the second-hand smoke bothers them?
    - 12c your own concern about the impact of second-hand smoke on your family? What specifically concerns you?
    - 12d a concern related to pregnancy (eg. impact on you (the mother), impact on fetus, impact on significant other, etc.)
    - 12e your own concern about the impact of second-hand smoke on your pets?
    - 12f your family/friends complaining about your smoking because they are concerned about you and your health?
    - 12g the cost of cigarettes?
    - 12h environmental issues such as...
      - the smell of tobacco that gets into your house, car, clothes, hair, etc.
      - the fact that the chemicals from tobacco smoke lingers in carpets, furniture, draperies
      - you would not need to paint your walls as often, or clean your curtains and windows as often if you did not smoke in the house
    - 12i concerns about social situations if you smoke? (e.g. fear that you will lose your friends if you start smoking, fear that you won't appreciate social situations as much if you smoke)
    - 12j knowing that food would not taste as good if you smoke
    - 12k fear of addiction
    - 12l is there anything else that contributed to your decision not to smoke? If so, what were they?

#### 5. Perceptions of Gender-Based versus Sex-Based Differences (60 minutes)

**HAND OUT PAPER AND PENCIL TO EACH PARTICIPANT.** Men and women are sometimes described as being different 'sexes', and sometimes described as having different 'genders'. I've given you each a piece of paper and a pencil. I want you to write your definition of each of these two words:

13a  
**SEX**  
**GENDER**

Please note that we are not asking for the definition of 'having sex', but the definition of 'sex' as it relates to describing the differences between men and women.

**(COLLECT THE PAPERS WITH DEFINITIONS)**

- 13b
- In your opinion, do these two words mean the same thing, or do they mean something different? If different, how do you differentiate between the two terms?
- 13c



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*pl12*  
(HAND OUT THE PROMPT SHEET.) Here is the World Health Organization's definition and explanation of the difference between sex and gender. Please read it.

- 14ab*
- Do you understand the way the WHO differentiates between 'sex' and 'gender'? does it make sense to you? *14a 14b*

*Instruction* { I want to explore this idea of differences between men and women, with a particular focus on their behaviour with respect to smoking. More specifically, I want to focus on GENDER (as defined by the World Health Organization) and tobacco.

Think about your own experience in terms of choosing not to smoke. Also think about people you know.

- 15abcd*
- Let me start by asking you generally if you believe that there are differences between men and women with respect to tobacco? What differences have you observed? And if you refer back to the WHO definitions, do you see these differences as 'gender-based' or 'sex-based'? why? *15a 15b 15c*
- 16abcd*
- Let's get more specific. Do you believe that men (or boys) and women (or girls) have different reasons for starting to smoke? What have you noticed? Would you say these differences are sex-based (ie physiological) or gender-based (ie. the result of social influences)? Why? *16a 16b*
- 17ab*
- Do you believe they have difference reasons for choosing not to smoke? What are those differences? *17a 17b*
- 18abcd*
- Do you think the behaviour of men (or boys) and women (or girls) is different when they first start smoking? *If so*, how is it different? **Probe** for male-female differences in terms of:
    - 18c* ○ occasions – where they smoke, when (time of day, weekends versus weekdays, etc.), companions (who they are with), what they are doing (having coffee/drink, driving, working outside, relaxing at home, etc.)
    - 18d* ○ amount smoked
    - 18e* ○ the way they smoke (e.g. long 'drags' on the cigarette versus short puffs versus holding it, the way they hold a cigarette, the way they dispose of cigarette butt, etc.)
- 19abc*
- Do you think men and women continue to smoke for different reasons? What are the reasons? Are the differences sex-based or gender-based? *19a 19b*
- 20a*
- Is the on-going smoking behaviour different for women than it is for men? (By 'on-going behaviour', I mean once they are past the initial phase of smoking.) What are the differences regarding:
    - 20b* ○ when and where they smoke,
    - 20c* ○ who they are with (i.e. in groups versus alone)
    - 20d* ○ amount smoked,
    - 20e* ○ the number of puffs they take,
    - 20f* ○ any attempts to quit, success at quitting, etc.
- 21*
- Are these gender-based differences or sex-based? *21a 21b*
- 22abcd*
- Do you believe that smoking affects males and females differently? What differences have you observed? What are the 'sex-based' (i.e. physiological) differences? Are you aware, for example, that men and women absorb nicotine differently? *22a 22b 22c 22d*
- 23ab*
- Are there any gender-based differences in terms of the way in which smoking affects males and females? Why do you think these differences exist? *23a 23b*





- 24abcd
- Do you think men and women have different reasons for attempting to quit? What have you observed? Do you think it is any easier for men to quit than it is for women, or vice versa? Why? 24a 24b 24c
  - Are there messages regarding tobacco that have greater impact on one gender more than the other? By 'messages', I mean information about tobacco use, or second-hand smoke, or rationales for quitting.
  - Think about the pictures or images that appear on cigarette packages. Do you think these affect men and women differently? Which ones? Why? 26a 26b 26c

25

26ab

8. **Conclusions**

- 28
- do you have any final comments or suggestions about anything we have talked about?

Thanks for your participation



# Prompt Sheet

## DEFINITIONS OF 'SEX' AND 'GENDER'

These two words are defined as follows:

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## GUIDE D'ENTRETIEN (FUMEURS) - FINAL

**1. Présentation de l'Animateur et du Projet (5 minutes)**

*Avant de commencer, puis-je vous demander de fermer vos téléphones cellulaires ou téléavertisseurs si vous en avez sur vous.*

*Mon nom est Pierre Legendre et je travaille pour une firme de recherche indépendante qui s'appelle Legendre Lubawin Marketing. Nous réalisons ce projet de recherche pour le compte de Santé Canada. Nous ne vous demanderons aucune information confidentielle (même pas votre nom au complet), et vos réponses individuelles ne seront jamais révélées à qui que ce soit. Cette discussion fait l'objet d'un enregistrement audio, car je veux être en mesure de vous donner toute mon attention pendant la durée du groupe. La bande audio me permet d'avoir des notes auxquelles je peux me référer lorsque j'écrirai un rapport détaillé pour mon client. Il y a des observateurs derrière le miroir qui représentent Santé Canada; ils sont là pour écouter et apprendre. Nous recherchons vos opinions franches et honnêtes et les raisons de ces opinions.*

*Vous avez tous en commun le fait que vous êtes fumeurs. Aujourd'hui nous allons parler de la question de la cigarette et de vos comportements et opinions à ce sujet. Veuillez être honnête et ouvert. Dans ce genre de recherche il n'y a pas de bonnes ni de mauvaises réponses et l'opinion de tous est importante.*

**2. Présentation des Participants (5 minutes)**

*J'aimerais commencer en vous demandant de vous introduire en me donnant votre prénom et en me parlant un peu de vous – êtes-vous marié ou célibataire, avez-vous des enfants? Quelle est votre occupation? Qu'est-ce que vous aimez faire pendant vos moments de loisirs?*

**3. Comportement de fumeur général – Passé et Présent (30 minutes)**

*Pour commencer, permettez-moi de vous poser quelques questions sur votre comportement actuel de fumeur.*

- Depuis combien de temps fumez-vous?
- Quelle quantité fumez-vous? Combien de cigarettes par jour?
- Où fumez-vous? Approfondir (à la maison, dans l'auto, au travail, dehors, etc.)
- Avec qui êtes-vous lorsque vous fumez? Est-ce que vous avez des 'compagnons de cigarettes'?
- Que faites-vous lorsque vous fumez? (e.g., conduire, prendre une tasse de café, travailler dehors, relaxer à la maison, etc.)
- Quand fumez-vous? Est-ce qu'il y a un moment de la journée en particulier? Un jour de la semaine?
- Combien de temps cela vous prend-il pour fumer une cigarette? Quelle proportion de ce temps passez-vous à inhaler, et quelle proportion à tenir la cigarette, ou simplement la laisser brûler dans un cendrier? Avez-vous une idée combien de bouffées vous prenez?



*Maintenant revenons en arrière, et je vous demanderais de me décrire comment vous avez commencé à fumer.*

- Quel âge aviez-vous quand vous avez fumé votre première cigarette?
- Quelles étaient les circonstances entourant votre première cigarette? Veuillez décrire votre première expérience de fumeur - où étiez-vous? Avec qui étiez-vous? Qu'est-ce que vous faisiez?
- Qu'est-ce que vous avez ressenti face à votre première cigarette? Comment vous sentiez-vous? L'avez-vous aimée sur le champ ou l'avez-vous rejetée?

*Parlons maintenant du présent?*

- Comment vous sentez-vous par rapport à la cigarette en ce moment? Qu'est-ce que vous en aimez? Qu'est-ce que vous n'en n'aimez pas?
- Pensez aux choses que vous aimez dans le fait de fumer. Est-ce que vous pensez que vous êtes le seul à penser de cette façon? Ou est-ce qu'il s'agit de quelque chose que d'autres fumeurs aiment aussi? Vous êtes toutes des femmes (des hommes). Est-ce que vous pensez que c'est quelque chose qui est unique aux femmes (aux hommes)? Pourquoi?
- Pensez à toutes les choses que vous n'aimez pas de la cigarette. Est-ce que ce sont des choses qui ennuiement les femmes plus que les hommes? Les hommes plus que les femmes? *Si oui*, qu'est-ce qui vous fait dire cela?
- Pourquoi est-ce que vous continuez de fumer? Comment vous sentez-vous en tant que fumeur? Quelles sont les émotions attachées à la fumée? (Approfondir des dimensions telles que l'absence de stress, la culpabilité, se sentir relaxe, rebelle, sexy, cool, etc.)
- Pensez aux raisons pour lesquelles vous fumez. Comment décririez-vous votre expérience de fumeur?
  - Une expérience sociale ou individuelle?
  - Une expérience volontaire ou involontaire?
  - Quelque chose qui vous fait vous sentir bien ou quelque chose qui fait vous sentir mal?
  - Une expérience en soi ou quelque chose que vous faites en même temps qu'autre chose?
  - Est-ce qu'il y a d'autres façons que vous décririez votre expérience de fumeurs?

## 6. *Cessez de fumer (15 minutes)*

- Avez-vous déjà essayé de cesser? Si *non*, pourquoi pas?
- Si *oui*, combien de fois avez-vous essayé de cesser de fumer? Qu'est-ce qui avait provoqué la décision d'essayer de cesser? Quelle est la plus longue période de temps pendant laquelle vous avez cessé de fumer?
- Comment vous y êtes-vous pris pour cesser? Quels outils avez-vous utilisés? Le cas échéant? Qui, si cela s'applique, vous a conseillé sur la façon de cesser?
- Quels outils avez-vous trouvés efficaces? Quels messages?
- Quelle a été (ou serait) l'influence de chacune des personnes ou choses suivantes dans votre décision de cesser de fumer :
  - L'avis de professionnels de la santé (e.g., médecin, infirmière, dentiste, hygiéniste dentaire, pharmacien, concernant les problèmes médicaux associés à la fumée? Pourquoi? Quels problèmes médicaux spécifiques vous préoccupent le plus?
  - Le fait que votre famille/vos amis se plaignent que votre habitude les dérange à cause de la fumée secondaire?
  - Votre préoccupation personnelle concernant l'impact de la fumée secondaire sur votre famille? Qu'est-ce qui vous préoccupe spécifiquement?
  - Une préoccupation liée à la grossesse (par exemple, quel impact sur vous (en tant que mère) l'impact sur le fœtus, l'impact sur un être cher, etc.)
  - Votre propre préoccupation concernant l'impact de la fumée secondaire sur vos animaux de compagnie?





- Le fait que votre famille/vos amis vous disent que votre habitude de fumer les préoccupe pour votre santé?
- Le coût des cigarettes?
- Des questions environnementales telles que ...
  - l'odeur du tabac qui s'incruste dans votre maison, votre auto, vos vêtements, vos cheveux, etc.
  - le fait que des produits chimiques reliés à la fumée du tabac pénètrent les tapis, les meubles, les rideaux
  - le fait que vous n'auriez pas à repeindre les murs de votre maison aussi souvent ou devoir nettoyer vos rideaux et fenêtres aussi souvent si vous ne fumiez pas dans la maison
  - la crainte de devoir laisser tomber certaines situations sociales si vous arrêtez de fumer? (par exemple, la peur de perdre vos amis si vous cessiez de fumer, la crainte de ne pas pouvoir apprécier autant certaines situations sociales si vous deviez cesser de fumer)
  - la crainte de devoir changer des routines existantes pour éviter la tentation (recommencé à fumer)
  - savoir que les aliments vont goûter meilleur si vous arrêtez de fumer
  - la crainte que vous allez manger trop si vous arrêtez de fumer
  - la crainte que vous ne pourrez pas contrôler le stress aussi bien si vous arrêtez de fumer
- Jusqu'à quel point êtes-vous confiant que vous allez éventuellement cesser de fumer (en assumant que vous désiriez cesser)? Qu'est-ce qui vous fait dire cela?

##### 5. *Perceptions de différences basées sur le genre plutôt que sur le sexe (60 minutes)*

**REMETTEZ DU PAPIER ET UN CRAYON A CHAQUE PARTICIPANT.** On décrit souvent les hommes et les femmes comme appartenant à des sexes différents et parfois comme ayant des genres différents. Je vous ai remis du papier et un crayon. J'aimerais que vous écriviez votre définition de chacun de ces deux mots :

**SEXE**  
**GENRE**

Veuillez noter que nous ne recherchons pas la définition des relations sexuelles mais la définition du mot sexe en tant que façon de décrire les différences entre les hommes et les femmes.

##### **(RAMASSEZ LES PAPIERS AVEC LES DÉFINITIONS)**

- Selon votre opinion, est-ce que ces deux mots ont la même signification, ou est-ce qu'ils veulent dire quelque chose de différent? *Si différent*, comment voyez-vous la différence entre ces deux termes?



(REMETTRE LA CARTE D'AIDE MÉMOIRE.) Voici les définitions de l'Organisation Mondiale de la Santé et de l'explication de la différence entre sexe et genre. Veuillez la lire.

- Est-ce que vous comprenez la façon dont l'OMS différencie entre sexe et genre? Est-ce que cela fait du sens pour vous?

J'aimerais explorer l'idée des différences entre les hommes et les femmes en nous concentrant particulièrement sur leur comportement de fumeurs. Plus spécifiquement je veux me concentrer sur le GENRE (selon la définition de l'Organisation Mondiale de la Santé) et le tabac.

Pensez à votre propre expérience lorsque vous avez commencé à fumer et à toutes tentatives de cesser de fumer. Pensez aussi aux gens que vous connaissez.

- Permettez-moi de commencer en vous demandant si, de façon générale, vous croyez qu'il y a des différences entre les hommes et les femmes par rapport au tabac? Quelles différences avez-vous observées? Et si vous vous référez aux définitions de l'OMS, est-ce que vous percevez ces différences comme étant attribuables au genre ou au sexe? Pourquoi?
- Soyons plus spécifique. Est-ce que vous croyez que les hommes (ou les garçons) et les femmes (ou les filles) ont des raisons différentes de commencer à fumer? Qu'est-ce que vous avez remarqué? Diriez-vous que ces différences sont attribuables au sexe (c'est-à-dire physiologiques) ou attribuables au genre (c'est-à-dire, le résultat de facteurs sociaux)? Pourquoi?
- Est-ce que vous pensez que le comportement des hommes (ou des garçons) et des femmes (ou des filles) est différent lorsqu'ils commencent à fumer la toute première fois? *Si oui*, en quoi est-il différent? **Approfondir** pour les différences entre hommes et femmes en termes de:
  - o occasions – où ils fument, quand (heure du jour, fin de semaine vs jours de semaine etc.), compagnie (avec qui ils sont), ce qu'ils font (boire du café/boire de l'alcool, conduire, travailler dehors, relaxer à la maison etc.)
  - o quantité fumée
  - o la façon dont ils fument (e.g., de longues bouffées versus des petites bouffées, versus inhaler la fumée, la façon dont ils tiennent la cigarette, la façon dont ils se débarrassent du mégot, etc.)
- Est-ce que vous pensez que les hommes et les femmes ont des raisons différentes de continuer à fumer? Quelles sont les raisons? Est-ce que les différences sont attribuables au sexe ou au genre?
- Est-ce que le comportement habituel de fumeur est différent entre les femmes et les hommes? (Par 'comportement habituel', je veux dire une fois passée la phase initiale.) Quelles sont les différences concernant :
  - o quand et où ils fument,
  - o avec qui ils sont (en groupe ou seul)
  - o la quantité fumée
  - o le nombre de bouffées qu'ils prennent
  - o les tentatives de cesser, le taux de succès, etc.
- Est-ce que ces différences sont attribuables au genre ou au sexe?
- Est-ce que vous pensez que fumer affecte les hommes et les femmes de façon différente? Quelles différences avez-vous observées? Quelles différences sont attribuables au 'sexe' (physiologiques)? Êtes-vous au courant, par exemple, que les hommes et les femmes absorbent la nicotine de façon différente?





- Est-ce qu'il y a des différences attribuables au genre dans la façon dont le tabac affecte les hommes et les femmes? Pourquoi pensez-vous que ces différences existent?
- Pensez-vous que les hommes et les femmes ont des raisons différentes de cesser de fumer? Qu'est-ce que vous avez observé? Pensez-vous qu'il est plus facile pour les hommes que pour les femmes de cesser, ou vice-versa? Pourquoi?
- Est-ce qu'il y a des messages concernant le tabac qui ont un plus grand impact sur un genre plutôt que l'autre? Par message, je veux dire des informations sur l'usage du tabac, la fumée secondaire, ou les raisons de cesser.
- Pensez aux photos ou illustrations qui apparaissent sur les paquets de cigarettes. Est-ce que vous pensez qu'ils affectent les hommes et les femmes de façon différente? De quelle façon? Pourquoi?

## 9. *Conclusions*

- Avez-vous d'autres commentaires ou suggestions concernant ce dont nous avons parlé?

Merci de votre participation.



## DÉFINITIONS DE 'SEXE' ET 'GENRE'

Ces deux mots sont définis comme suit :

Le mot **'sexe'** se réfère aux caractéristiques biologiques (telles que l'anatomie, par exemple, la taille et la forme du corps) et physiologiques (e.g. : l'activité hormonale ou le fonctionnement des organes) qui différencient les hommes des femmes.

Le mot **'genre'** sert à évoquer les rôles qui sont déterminés socialement, les comportements, les activités et les attributs qu'une société considère comme appropriés pour les hommes et les femmes.

Voici quelques exemples de caractéristiques sexuelles :

- Les femmes peuvent avoir des bébés, et tel n'est pas le cas pour les hommes
- Les hommes ont des testicules et les femmes n'ont en pas
- Les femmes peuvent normalement allaiter (nourrir au sein), tandis que les hommes ne le peuvent pas
- D'une façon générale, les hommes ont de plus gros os que les femmes
- Les femmes peuvent être atteintes de cancer cervical, ce qui n'est pas le cas pour les hommes

Voici quelques exemples de caractéristiques de 'genre' :

- Dans beaucoup de pays, les femmes gagnent sensiblement moins que les hommes pour un travail similaire
- Presque partout dans le monde, les femmes font plus de travaux ménagers que les hommes

Au Canada, environ 13% des hommes qui travaillent, contre 8% des femmes qui travaillent, occupent des postes de gestionnaires. (SOURCE: Statistiques Canada, Recensement 2001)





## GUIDE D'ENTRETIEN (EX-FUMEURS) - FINAL

**1. Présentation de l'Animateur et du Projet (5 minutes)**

*Avant de commencer, puis-je vous demander de fermer vos téléphones cellulaires ou téléavertisseurs si vous en avez sur vous.*

*Mon nom est Pierre Legendre et je travaille pour une firme de recherche indépendante qui s'appelle Legendre Lubawin Marketing. Nous réalisons ce projet de recherche pour le compte de Santé Canada. Nous ne vous demanderons aucune information confidentielle (même pas votre nom au complet), et vos réponses individuelles ne seront jamais révélées à qui que ce soit. Cette discussion fait l'objet d'un enregistrement audio, car je veux être en mesure de vous donner toute mon attention pendant la durée du groupe. La bande audio me permet d'avoir des notes auxquelles je peux me référer lorsque j'écrirai un rapport détaillé pour mon client. Il y a des observateurs derrière le miroir qui représentent Santé Canada; ils sont là pour écouter et apprendre. Nous recherchons vos opinions franches et honnêtes et les raisons de ces opinions.*

*Vous avez tous en commun le fait que vous êtes des anciens fumeurs. Aujourd'hui nous allons parler de la question de la cigarette et de vos comportements et opinions à ce sujet. Veuillez être honnête et ouvert. Dans ce genre de recherche il n'y a pas de bonnes ni de mauvaises réponses et l'opinion de tous est importante.*

**2. Présentation des Participants (5 minutes)**

*J'aimerais commencer en vous demandant de vous introduire en me donnant votre prénom et en me parlant un peu de vous – êtes-vous marié ou célibataire, avez-vous des enfants? Quelle est votre occupation? Qu'est-ce que vous aimez faire pendant vos moments de loisirs?*

**3. Comportement de fumeur général – Passé et Présent (30 minutes)**

*Pour commencer, permettez-moi de vous poser quelques questions sur votre comportement antérieur de fumeur.*

- *Pendant combien de temps avez-vous fumé? Quand avez-vous cessé?*
- *Quelle quantité fumiez-vous? Combien de cigarettes par jour?*
- *Où est-ce que vous fumiez? (Approfondir dans la maison, dans l'auto, au travail, dehors, etc.)*
- *Avec qui étiez-vous lorsque vous fumiez? Est-ce que vous aviez des 'compagnons de tabac'?*
- *Que faisiez-vous pendant que vous fumiez? (e.g., conduire l'auto, prendre un café, travailler à l'extérieur, relaxer à la maison, etc.)*
- *Quand fumiez-vous? Est-ce qu'il y avait un moment de la journée en particulier? Un jour de la semaine?*
- *Combien de temps est-ce que cela vous prenait pour fumer une cigarette? Quelle proportion de ce temps était passé à prendre des bouffées inhalées et combien de temps était passé à tenir la cigarette ou à la laisser brûler dans un cendrier? Est-ce que vous aviez quelque idée du nombre de bouffées que vous preniez par cigarette?*



*Maintenant revenons en arrière, et je vous demanderais de me décrire comment vous avez commencé à fumer.*

- Quel âge aviez-vous quand vous avez fumé votre première cigarette?
- Quelles étaient les circonstances entourant votre première cigarette? Veuillez décrire votre première expérience de fumeur - où étiez-vous? Avec qui étiez-vous? Qu'est-ce que vous faisiez?
- Qu'est-ce que vous avez ressenti face à votre première cigarette? Comment vous sentiez-vous? L'avez-vous aimée sur le champ ou l'avez-vous rejetée?

*Parlons maintenant du présent?*

- Comment vous sentez-vous par rapport à la cigarette en ce moment? Qu'est-ce que vous manquez du tabac? Qu'est-ce que vous ne manquez pas?
- Pensez aux choses qui vous manquent dans le fait de fumer. Est-ce que vous pensez que vous êtes le seul à penser de cette façon, ou est-ce qu'il s'agit de quelque chose que d'autres fumeurs aiment aussi? Vous êtes toutes des femmes (des hommes). Est-ce que vous pensez que c'est quelque chose qui est unique aux femmes (aux hommes)? Pourquoi?
- Pensez à toutes les choses que vous ne manquez pas de la cigarette. Est-ce que ce sont des choses que les femmes manquent plus que les hommes? Les hommes plus que les femmes? *Si oui*, qu'est-ce qui vous fait dire cela?
- Pourquoi est-ce que vous avez continué de fumer après cette première cigarette? Comment vous sentiez-vous en tant que fumeur? Quelles sont les émotions attachées à la fumée? (Approfondir des dimensions telles que l'absence de stress, la culpabilité, se sentir relaxe, rebelle, sexy, cool, etc.)
- Pensez aux raisons pour lesquelles vous fumez. Comment décririez-vous votre expérience de fumeur?
  - Une expérience sociale ou individuelle?
  - Une expérience volontaire ou involontaire?
  - Quelque chose qui vous fait vous sentir bien ou quelque chose qui fait vous sentir mal?
  - Une expérience en soi ou quelque chose que vous faites en même temps qu'autre chose?
  - Est-ce qu'il y a d'autres façons que vous décririez votre expérience de fumeurs?

## 7. *Cesser de fumer (15 minutes)*

- Combien de fois avez-vous décidé d'arrêter avant de considérer que vous aviez réussi? Qu'est-ce qui avait provoqué la décision d'arrêter?
- Comment vous êtes-vous prises pour cesser? Quels outils avez-vous utilisés, le cas échéant? Qui, si cela s'applique, vous a conseillé sur la façon de cesser?
- Quels outils avez-vous trouvés efficaces? Quels messages?
- Quelle a été l'influence de chacune des personnes ou choses suivantes dans votre décision de cesser de fumer :
  - L'avis de professionnels de la santé (e.g., médecin, infirmière, dentiste, hygiéniste dentaire, pharmacien, concernant les problèmes médicaux associés à la fumée? Pourquoi? Quels problèmes médicaux spécifiques vous préoccupent le plus?
  - Le fait que votre famille/vos amis se plaignent que votre habitude les dérange à cause de la fumée secondaire?
  - Votre préoccupation personnelle concernant l'impact de la fumée secondaire sur votre famille? Qu'est-ce qui vous préoccupe spécifiquement?
  - Une préoccupation liée à la grossesse (par exemple, quel impact sur vous (en tant que mère) l'impact sur le fœtus, l'impact sur un être cher, etc.)
  - Votre propre préoccupation concernant l'impact de la fumée secondaire sur vos animaux de compagnie?





- Le fait que votre famille/vos amis vous disent que votre habitude de fumer les préoccupe pour votre santé?
- Le coût des cigarettes?
- Des questions environnementales telles que ...
  - l'odeur du tabac qui s'incruste dans votre maison, votre auto, vos vêtements, vos cheveux, etc.
  - le fait que des produits chimiques reliés à la fumée du tabac pénètrent les tapis, les meubles, les rideaux
  - le fait que vous n'auriez pas à repeindre les murs de votre maison aussi souvent ou devoir nettoyer vos rideaux et fenêtres aussi souvent si vous ne fumiez pas dans la maison
- la crainte de devoir laisser tomber certaines situations sociales si vous arrêtez de fumer? (par exemple, la peur de perdre vos amis si vous cessiez de fumer, la crainte de ne pas pouvoir apprécier autant certaines situations sociales si vous deviez cesser de fumer)
- la crainte de devoir changer des routines existantes pour éviter la tentation (recommencé à fumer)
- savoir que les aliments vont goûter meilleur si vous arrêtez de fumer
- la crainte que vous allez manger trop si vous arrêtez de fumer
- la crainte que vous ne pourrez pas contrôler le stress aussi bien si vous arrêtez de fumer

#### 5. *Perceptions de différences basées sur le genre plutôt que sur le sexe (60 minutes)*

**REMETTEZ DU PAPIER ET UN CRAYON A CHAQUE PARTICIPANT.** On décrit souvent les hommes et les femmes comme appartenant à des sexes différents et parfois comme ayant des genres différents. Je vous ai remis du papier et un crayon. J'aimerais que vous écriviez votre définition de chacun de ces deux mots :

**SEXE**  
**GENRE**

Veuillez noter que nous ne recherchons pas la définition des relations sexuelles mais la définition du mot sexe en tant que façon de décrire les différences entre les hommes et les femmes.

#### **(RAMASSEZ LES PAPIERS AVEC LES DÉFINITIONS)**

- Selon votre opinion, est-ce que ces deux mots ont la même signification, ou est-ce qu'ils veulent dire quelque chose de différent? *Si différent*, comment voyez-vous la différence entre ces deux termes?

**(REMETTRE LA CARTE D'AIDE MÉMOIRE.)** Voici les définitions de l'Organisation Mondiale de la Santé et de l'explication de la différence entre sexe et genre. Veuillez la lire.

- Est-ce que vous comprenez la façon dont l'OMS différencie entre sexe et genre? Est-ce que cela fait du sens pour vous?

J'aimerais explorer l'idée des différences entre les hommes et les femmes en nous concentrant particulièrement sur leur comportement de fumeurs. Plus spécifiquement je veux me concentrer sur le **GENRE** (selon la définition de l'Organisation Mondiale de la Santé) et le tabac.



Pensez à votre propre expérience lorsque vous avez commencé à fumer et à vos tentatives de cesser de fumer et votre réussite éventuelle. Pensez aussi aux gens que vous connaissez.

- Permettez-moi de commencer en vous demandant si, de façon générale, vous croyez qu'il y a des différences entre les hommes et les femmes par rapport au tabac? Quelles différences avez-vous observées? Et si vous vous référez aux définitions de l'OMS, est-ce que vous percevez ces différences comme étant attribuables au genre ou au sexe? Pourquoi?
- Soyons plus spécifique. Est-ce que vous croyez que les hommes (ou les garçons) et les femmes (ou les filles) ont des raisons différentes de commencer à fumer? Qu'est-ce que vous avez remarqué? Diriez-vous que ces différences sont attribuables au sexe (c'est-à-dire physiologiques) ou attribuables au genre (c'est-à-dire, le résultat de facteurs sociaux)? Pourquoi?
- Est-ce que vous pensez que le comportement des hommes (ou des garçons) et des femmes (ou des filles) est différent lorsqu'ils commencent à fumer la toute première fois? *Si oui*, en quoi est-il différent? **Approfondir** pour les différences entre hommes et femmes en termes de:
  - o occasions – où ils fument, quand (heure du jour, fin de semaine vs jours de semaine etc.), compagnie (avec qui ils sont), ce qu'ils font (boire du café/boire de l'alcool, conduire, travailler dehors, relaxer à la maison etc.)
  - o quantité fumée
  - o la façon dont ils fument (e.g., de longues bouffées versus des petites bouffées, versus inhaler la fumée, la façon dont ils tiennent la cigarette, la façon dont ils se débarrassent du mégot, etc.)
- Est-ce que vous pensez que les hommes et les femmes ont des raisons différentes de continuer à fumer? Quelles sont les raisons? Est-ce que les différences sont attribuables au sexe ou au genre?
- Est-ce que le comportement habituel de fumeur est différent entre les femmes et les hommes? (Par 'comportement habituel', je veux dire une fois passée la phase initiale.) Quelles sont les différences concernant :
  - o quand et où ils fument,
  - o avec qui ils sont (en groupe ou seul)
  - o la quantité fumée
  - o le nombre de bouffées qu'ils prennent
  - o les tentatives de cesser, le taux de succès, etc.
- Est-ce que ces différences sont attribuables au genre ou au sexe?
- Est-ce que vous pensez que fumer affecte les hommes et les femmes de façon différente? Quelles différences avez-vous observées? Quelles différences sont attribuables au 'sexe' (physiologiques)? Êtes-vous au courant, par exemple, que les hommes et les femmes absorbent la nicotine de façon différente?
- Est-ce qu'il y a des différences attribuables au genre dans la façon dont le tabac affecte les hommes et les femmes? Pourquoi pensez-vous que ces différences existent?
- Pensez-vous que les hommes et les femmes ont des raisons différentes de cesser de fumer? Qu'est-ce que vous avez observé? Pensez-vous qu'il est plus facile pour les hommes que pour les femmes de cesser, ou vice-versa? Pourquoi?
- Est-ce qu'il y a des messages concernant le tabac qui ont un plus grand impact sur un genre plutôt que l'autre? Par message, je veux dire des informations sur l'usage du tabac, la fumée secondaire, ou les raisons de cesser.





- Pensez aux photos ou illustrations qui apparaissent sur les paquets de cigarettes. Est-ce que vous pensez qu'ils affectent les hommes et les femmes de façon différente? De quelle façon? Pourquoi?

#### **10. Conclusions**

- Avez-vous d'autres commentaires ou suggestions concernant ce dont nous avons parlé?

Merci de votre participation.



## DÉFINITIONS DE 'SEXE' ET 'GENRE'

Ces deux mots sont définis comme suit :

Le mot **'sexe'** se réfère aux caractéristiques biologiques (telles que l'anatomie, par exemple, la taille et la forme du corps) et physiologiques (e.g. : l'activité hormonale ou le fonctionnement des organes) qui différencient les hommes des femmes.

Le mot **'genre'** sert à évoquer les rôles qui sont déterminés socialement, les comportements, les activités et les attributs qu'une société considère comme appropriés pour les hommes et les femmes.

Voici quelques exemples de caractéristiques sexuelles :

- Les femmes peuvent avoir des bébés, et tel n'est pas le cas pour les hommes
- Les hommes ont des testicules et les femmes n'ont en pas
- Les femmes peuvent normalement allaiter (nourrir au sein), tandis que les hommes ne le peuvent pas
- D'une façon générale, les hommes ont de plus gros os que les femmes
- Les femmes peuvent être atteintes de cancer cervical, ce qui n'est pas le cas pour les hommes

Voici quelques exemples de caractéristiques de 'genre' :

- Dans beaucoup de pays, les femmes gagnent sensiblement moins que les hommes pour un travail similaire
- Presque partout dans le monde, les femmes font plus de travaux ménagers que les hommes
- Au Canada, environ 13% des hommes qui travaillent, contre 8% des femmes qui travaillent, occupent des postes de gestionnaires. (SOURCE: Statistiques Canada, Recensement 2001)





## GUIDE D'ENTRETIEN (NON FUMEURS) - FINAL

**1. Présentation de l'Animateur et du Projet (5 minutes)**

*Avant de commencer, puis-je vous demander de fermer vos téléphones cellulaires ou téléavertisseurs si vous en avez sur vous.*

*Mon nom est Pierre Legendre et je travaille pour une firme de recherche indépendante qui s'appelle Legendre Lubawin Marketing. Nous réalisons ce projet de recherche pour le compte de Santé Canada. Nous ne vous demanderons aucune information confidentielle (même pas votre nom au complet), et vos réponses individuelles ne seront jamais révélées à qui que ce soit. Cette discussion fait l'objet d'un enregistrement audio, car je veux être en mesure de vous donner toute mon attention pendant la durée du groupe. La bande audio me permet d'avoir des notes auxquelles je peux me référer lorsque j'écirai un rapport détaillé pour mon client. Il y a des observateurs derrière le miroir qui représentent Santé Canada; ils sont là pour écouter et apprendre. Nous recherchons vos opinions franches et honnêtes et les raisons de ces opinions.*

*Vous avez tous en commun le fait que vous avez dit que vous n'avez jamais fumé la cigarette. Aujourd'hui nous allons parler de la question de la cigarette et de vos comportements et opinions à ce sujet. Veuillez être honnête et ouvert. Dans ce genre de recherche il n'y a pas de bonnes ni de mauvaises réponses et l'opinion de tous est importante.*

**2. Présentation des Participants (5 minutes)**

*J'aimerais commencer en vous demandant de vous introduire en me donnant votre prénom et en me parlant un peu de vous – êtes-vous marié ou célibataire, avez-vous des enfants? Quelle est votre occupation? Qu'est-ce que vous aimez faire pendant vos moments de loisirs?*

**3. Comportement de fumeur général (30 minutes)**

*Pour commencer, permettez-moi de vous poser quelques questions sur le tabac.*

- *Est-ce que le tabac est un problème dans la société Canadienne ? Si oui, en quoi est-ce un problème?*
- *Comment est-ce que la fumée vous affecte, le cas échéant?*
- *Êtes-vous préoccupé par la fumée? Pour vous? Votre conjoint? Vos enfants? Qui?*
- *Où vous procurez-vous normalement de l'information sur les questions relatives à la fumée? Quelles sont vos sources d'information? Approfondir pour entourage, médias, médecin, etc.) Pourquoi? Pourquoi pas d'autres?*
- *Quels messages recevez-vous concernant la fumée? Quels messages croyez-vous? Il y en a que vous ne croyez pas?*
- *Avez-vous déjà été tenté d'essayer de fumer? Si oui, qu'est-ce qui vous a tenté et comment vous avez été tenté?*
- *Quelles étaient les circonstances entourant cette expérience? Ou étiez-vous? Avec qui étiez-vous? Que faisiez-vous? Quel âge aviez-vous?*
- *Qu'est-ce qui a fait que ultimement vous vous êtes dit que vous ne commenceriez pas à fumer?*



- Que ressentez-vous face au tabac en ce moment? Est-ce qu'il y a quelque chose que vous aimez à ce sujet? Qu'est-ce que vous n'aimez pas?
- Pensez aux choses que vous aimez dans le fait de fumer. Est-ce que vous pensez que vous êtes le seul à penser de cette façon? Ou est-ce qu'il s'agit de quelque chose que d'autres non-fumeurs aiment aussi? Vous êtes toutes des femmes (des hommes). Est-ce que vous pensez que c'est quelque chose qui est unique aux femmes (aux hommes)? Pourquoi?
- Pensez à toutes les choses que vous n'aimez pas de la cigarette. Est-ce que ce sont des choses qui ennuiant les femmes plus que les hommes? Les hommes plus que les femmes? *Si oui*, qu'est-ce qui vous fait dire cela?

#### 8. *Comportement Préventif (15 minutes)*

- Quelle a été l'influence de chacune des personnes ou choses suivantes dans votre décision de ne pas fumer :
  - L'avis de professionnels de la santé (e.g., médecin, infirmière, dentiste, hygiéniste dentaire, pharmacien, concernant les problèmes médicaux associés à la fumée? Pourquoi? Quels problèmes médicaux spécifiques vous préoccupent le plus?
  - Le fait que votre famille/vos amis se plaignent que la fumée les dérange à cause de la fumée secondaire?
  - Votre préoccupation personnelle concernant l'impact de la fumée secondaire sur votre famille? Qu'est-ce qui vous préoccupe spécifiquement?
  - Une préoccupation liée à la grossesse (par exemple, quel impact sur vous (en tant que mère) l'impact sur le fœtus, l'impact sur un être cher, etc.)
  - Votre propre préoccupation concernant l'impact de la fumée secondaire sur vos animaux de compagnie?
  - Le fait que votre famille/vos amis vous disent que la fumée les préoccupe pour votre santé?
  - Le coût des cigarettes?
  - Des questions environnementales telles que ...
    - l'odeur du tabac qui s'incruste dans votre maison, votre auto, vos vêtements, vos cheveux, etc.
    - le fait que des produits chimiques liés à la fumée du tabac pénètrent les tapis, les meubles, les rideaux
    - le fait que vous n'auriez pas à repeindre les murs de votre maison aussi souvent ou devoir nettoyer vos rideaux et fenêtres aussi souvent si vous ne fumiez pas dans la maison
    - la crainte de devoir laisser tomber certaines situations sociales si vous fumiez (par exemple, la peur de perdre vos amis si vous commenciez à fumer, la crainte de ne pas pouvoir apprécier autant certaines situations sociales si vous commenciez à fumer)
    - le fait de savoir que les aliments ne goûteraient pas aussi bons si vous fumiez
    - la crainte de la dépendance
    - est-ce qu'il y a autre chose qui a contribué à notre décision de ne pas fumer? Si oui, quelles sont-elles?





## 5. *Perceptions de différences basées sur le genre plutôt que sur le sexe (60 minutes)*

**REMETTEZ DU PAPIER ET UN CRAYON A CHAQUE PARTICIPANT.** On décrit souvent les hommes et les femmes comme appartenant à des sexes différents et parfois comme ayant des genres différents. Je vous ai remis du papier et un crayon. J'aimerais que vous écriviez votre définition de chacun de ces deux mots :

**SEXE**  
**GENRE**

Veillez noter que nous ne recherchons pas la définition des relations sexuelles mais la définition du mot sexe en tant que façon de décrire les différences entre les hommes et les femmes.

### **(RAMASSEZ LES PAPIERS AVEC LES DÉFINITIONS)**

- Selon votre opinion, est-ce que ces deux mots ont la même signification, ou est-ce qu'ils veulent dire quelque chose de différent? *Si différent*, comment voyez-vous la différence entre ces deux termes?

**(REMETTRE LA CARTE D'AIDE MÉMOIRE.)** Voici les définitions de l'Organisation Mondiale de la Santé et de l'explication de la différence entre sexe et genre. Veuillez la lire.

- Est-ce que vous comprenez la façon dont l'OMS différencie entre sexe et genre? Est-ce que cela fait du sens pour vous?

J'aimerais explorer l'idée des différences entre les hommes et les femmes en nous concentrant particulièrement sur leur comportement de fumeurs. Plus spécifiquement je veux me concentrer sur le **GENRE** (selon la définition de l'Organisation Mondiale de la Santé) et le tabac.

Pensez à votre propre expérience de votre choix de ne pas fumer. Pensez aussi aux gens que vous connaissez.

- Permettez-moi de commencer en vous demandant si, de façon générale, vous croyez qu'il y a des différences entre les hommes et les femmes par rapport au tabac? Quelles différences avez-vous observées? Et si vous vous référez aux définitions de l'OMS, est-ce que vous percevez ces différences comme étant attribuables au genre ou au sexe? Pourquoi?
- Soyons plus spécifique. Est-ce que vous croyez que les hommes (ou les garçons) et les femmes (ou les filles) ont des raisons différentes de commencer à fumer? Qu'est-ce que vous avez remarqué? Diriez-vous que ces différences sont attribuables au sexe (c'est-à-dire physiologiques) ou attribuables au genre (c'est-à-dire, le résultat de facteurs sociaux)? Pourquoi?
- Est-ce que vous croyez qu'ils ont des raisons différentes pour décider de ne pas fumer? Quelles sont ces différences?
- Est-ce que vous pensez que le comportement des hommes (ou des garçons) et des femmes (ou des filles) est différent lorsqu'ils commencent à fumer la toute première fois? *Si oui*, en quoi est-il différent? **Approfondir** pour les différences entre hommes et femmes en termes de:
  - o occasions – où ils fument, quand (heure du jour, fin de semaine vs jours de semaine etc.), compagnie (avec qui ils sont), ce qu'ils font (boire du café/boire de l'alcool, conduire, travailler dehors, relaxer à la maison etc.)
  - o quantité fumée



- la façon dont ils fument (e.g., de longues bouffées versus des petites bouffées, versus inhaler la fumée, la façon dont ils tiennent la cigarette, la façon dont ils se débarrassent du mégot, etc.)
- Est-ce que vous pensez que les hommes et les femmes ont des raisons différentes de continuer à fumer? Quelles sont les raisons? Est-ce que les différences sont attribuables au sexe ou au genre?
- Est-ce que le comportement habituel de fumeur est différent entre les femmes et les hommes? (Par 'comportement habituel', je veux dire une fois passée la phase initiale.) Quelles sont les différences concernant :
  - quand et où ils fument,
  - avec qui ils sont (en groupe ou seul)
  - la quantité fumée
  - le nombre de bouffées qu'ils prennent
  - les tentatives de cesser, le taux de succès, etc.
- Est-ce que ces différences sont attribuables au genre ou au sexe?
- Est-ce que vous pensez que fumer affecte les hommes et les femmes de façon différente? Quelles différences avez-vous observées? Quelles différences sont attribuables au 'sexe' (physiologiques)? Êtes-vous au courant, par exemple, que les hommes et les femmes absorbent la nicotine de façon différente?
- Est-ce qu'il y a des différences attribuables au genre dans la façon dont le tabac affecte les hommes et les femmes? Pourquoi pensez-vous que ces différences existent?
- Pensez-vous que les hommes et les femmes ont des raisons différentes de cesser de fumer? Qu'est-ce que vous avez observé? Pensez-vous qu'il est plus facile pour les hommes que pour les femmes de cesser, ou vice-versa? Pourquoi?
- Est-ce qu'il y a des messages concernant le tabac qui ont un plus grand impact sur un genre plutôt que l'autre? Par message, je veux dire des informations sur l'usage du tabac, la fumée secondaire, ou les raisons de cesser.
- Pensez aux photos ou illustrations qui apparaissent sur les paquets de cigarettes. Est-ce que vous pensez qu'ils affectent les hommes et les femmes de façon différente? De quelle façon? Pourquoi?

## 11. *Conclusions*

- Avez-vous d'autres commentaires ou suggestions concernant ce dont nous avons parlé?

Merci de votre participation.





## DÉFINITIONS DE 'SEXE' ET 'GENRE'

Ces deux mots sont définis comme suit :

Le mot '**sexe**' se réfère aux caractéristiques biologiques (telles que l'anatomie, par exemple, la taille et la forme du corps) et physiologiques (e.g. : l'activité hormonale ou le fonctionnement des organes) qui différencient les hommes des femmes.

Le mot '**genre**' sert à évoquer les rôles qui sont déterminés socialement, les comportements, les activités et les attributs qu'une société considère comme appropriés pour les hommes et les femmes.

Voici quelques exemples de caractéristiques sexuelles :

- Les femmes peuvent avoir des bébés, et tel n'est pas le cas pour les hommes
- Les hommes ont des testicules et les femmes n'ont en pas
- Les femmes peuvent normalement allaiter (nourrir au sein), tandis que les hommes ne le peuvent pas
- D'une façon générale, les hommes ont de plus gros os que les femmes
- Les femmes peuvent être atteintes de cancer cervical, ce qui n'est pas le cas pour les hommes

Voici quelques exemples de caractéristiques de 'genre' :

- Dans beaucoup de pays, les femmes gagnent sensiblement moins que les hommes pour un travail similaire
- Presque partout dans le monde, les femmes font plus de travaux ménagers que les hommes
- Au Canada, environ 13% des hommes qui travaillent, contre 8% des femmes qui travaillent, occupent des postes de gestionnaires. (SOURCE: Statistiques Canada, Recensement 2001)

## **APPENDIX B**

### **PART TWO – QUANTITATIVE FINDINGS**

#### **Questionnaires Response Rate Chart**



**ENGLISH Questionnaire – GENDER Core + Gender Differences Questions  
(HC-POR-05-55)**

**Interviewer – Please Record:**

**[R2. Please use and record language spoken when respondent answers the phone:]**

1. English
2. French

**PN: Please load corresponding survey to recorded Language given in R2.**

**INTRODUCTION**

Hello, my name is \_\_\_\_\_ of Millward Brown. We are conducting a study for the Government of Canada on issues important to Canadians. Participation in the research is completely voluntary. Your answers will be kept strictly confidential and will be used for research purposes only, in accordance with laws designed to protect your privacy. This survey is registered with the national survey registration system, we are not selling or soliciting anything rather we are simply interested in your attitudes and opinions.

**If NO, THANK and TERMINATE.**

**If YES, proceed with following:**

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

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

#01 Yes, on the phone .....CONTINUE TO F

#01B. Yes (other member of household)... REPEAT INTRO & CONTINUE TO F

#02 Not Available **SCHEDULE CALL-BACK**

#03 Refused **DISCONTINUE & THANK**

**F. Would you prefer to continue this interview in ...?**

- 1 – English
- 2 – French

**PN Note: Switch language if respondent prefers a different language.**

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

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

E. (READ IF NECESSARY) Are you male or female? (CHECK QUOTAS)

- 1 - Male
- 2 - Female

**Interviewer – Please Record:**

[R2. Please use and record language spoken when respondent answers the phone:]

- 1. English
- 2. French

PN Note: Please load corresponding survey to recorded Language given in R2.  
This screener should be used when the quotas for Former Smokers and Non-Smokers have been filled.

### INTRODUCTION FOR SMOKERS (OVERSAMPLE) SURVEY

Hello, my name is \_\_\_\_\_ of Millward Brown. We are conducting a study for the Government of Canada on issues important to Canadians. Participation in the research is completely voluntary. Your answers will be kept strictly confidential and will be used for research purposes only, in accordance with laws designed to protect your privacy. This survey is registered with the national survey registration system, we are not selling or soliciting anything rather we are simply interested in your attitudes and opinions.

**If NO, THANK and TERMINATE.**

**If YES, proceed with following:**

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

A1. Does anyone in your household age 18 or older smoke cigarettes (manufactured or roll your own)?

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

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

- 1 - Yes, more than one      **ASK C**
- 2 - One only      **ASK B1**



B1. Ask if '2' coded at B. May I please speak to that person?

#01 Yes, on the phone

#01B. Yes (other member of household)... REPEAT INTRO

#02 Not Available **SCHEDULE CALL-BACK**

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

#01 Yes, on the phone

#01B. Yes (other member of household)... REPEAT INTRO

#02 Not Available **SCHEDULE CALL-BACK**

F. Would you prefer to continue this interview in ...?

1 - English

2 - French

**PN Note: Switch language if respondent prefers a different language.**

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

1 - Yes **THANK AND TERMINATE**

2 - No **CONTINUE TO MAIN QUESTIONNAIRE**

E. **(READ IF NECESSARY)** Are you male or female? **(CHECK QUOTAS)**

1 - Male

2 - Female

**MAIN QUESTIONNAIRE****SMOKING CLASSIFICATION****ASK ALL...**

1. At the present time, do you smoke cigarettes every day, occasionally or not at all?

- |                                        |                                          |
|----------------------------------------|------------------------------------------|
| 1 - Every day                          | (Qualifies as <u>DAILY SMOKER</u> )      |
| 2 - Occasionally (less than every day) | (Qualifies as <u>OCCASIONAL SMOKER</u> ) |
| 3 - Not at all                         |                                          |
| 9 - DK/NA                              |                                          |

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

- 1 - Yes  
2 - No  
9 - DK/NA

QUOTA 1: IF Q1, ANSWERS CODE 1 ("Every Day") OR CODE 2 ("Occasionally"), QUALIFIES AS 'CURRENT SMOKER'.

QUOTA 2: IF Q1, ANSWERS CODE 3 ("Not at all") AND ANSWERS CODE 1 ("Yes") in Q2, QUALIFIES AS 'FORMER SMOKER'.

QUOTA 3: IF Q1, ANSWERS CODE 3 ("Not at all") AND ANSWERS CODE 2 ("No") in Q2, QUALIFIES AS 'NEVER SMOKER'.

**NEVER SMOKERS SKIP TO Q.14**

3. IF FORMER SMOKER, ASK...When did you stop smoking? Was it: READ

- |                                      |   |
|--------------------------------------|---|
| Less than 6 months ago               | 1 |
| Six months to less than one year ago | 2 |
| One to two years ago                 | 3 |
| Three to five years ago              | 4 |
| More than five years ago             | 5 |
| DK/NA                                | 9 |



4. **IF CURRENT SMOKER, ASK...** Where do you typically smoke? Please tell me all the places where you smoke.

**IF FORMER SMOKER, ASK...** Where did you typically smoke? Please tell me all the places where you used to smoke.

**INTERVIEWER NOTE: IF HE/SHE SAYS 'At home', CLARIFY – Do you/did you smoke in the house, or outside? (DO NOT READ LIST. CHECK AS MANY AS ARE MENTIONED)**

|                                          |    |
|------------------------------------------|----|
| In the house/apartment                   | 1  |
| In the garage/on the balcony             | 2  |
| In the car/truck                         | 3  |
| Outside                                  | 4  |
| At work                                  | 5  |
| In bars                                  | 6  |
| In restaurants                           | 7  |
| At sporting events/outdoor sports events | 8  |
| Other (specify) _____                    | 9  |
| (DO NOT READ) DK/Refused                 | 99 |

5. **IF CURRENT SMOKER, ASK...** a) When you smoke in the morning, are you ...? b) What about during the day? c) And when you smoke in the evening are you...?

**IF FORMER SMOKER, ASK...** a) When you used to smoke in the morning, were you...? b) What about during the day? c) And when you smoked in the evening are you...?

**(READ LIST. CHECK ONE FOR EACH TIME OF DAY)**

|                                                      | <b>Q.5a)<br/>Morning</b> | <b>Q.5b)<br/>During the day</b> | <b>Q.5c)<br/>Evening</b> |
|------------------------------------------------------|--------------------------|---------------------------------|--------------------------|
| Always alone                                         | <b>1</b>                 | <b>1</b>                        | <b>1</b>                 |
| Usually alone, but sometimes with one or more others | <b>2</b>                 | <b>2</b>                        | <b>2</b>                 |
| Always with one or more others                       | <b>3</b>                 | <b>3</b>                        | <b>3</b>                 |
| (DO NOT READ) DK/refused                             | <b>9</b>                 | <b>9</b>                        | <b>9</b>                 |

6. **IF CURRENT SMOKER, ASK...** What are you usually doing when you smoke a cigarette?

**IF FORMER SMOKER, ASK...** What were you usually doing when you smoked a cigarette?

**(DO NOT READ LIST. CHECK AS MANY AS APPLY)**

|                                                                                          |    |
|------------------------------------------------------------------------------------------|----|
| Drinking a coffee/tea/ soft drink                                                        | 2  |
| Drinking beer/alcohol                                                                    | 3  |
| Driving                                                                                  | 1  |
| Having sex                                                                               | 11 |
| Nothing else/ just smoking/ killing time                                                 | 12 |
| Relaxing (general mention)                                                               | 7  |
| Relaxing at home/watching TV/reading                                                     | 6  |
| Socializing/having fun                                                                   | 9  |
| Standing around outside with friends/co-workers talking with co-workers on a smoke break | 8  |
| Taking a break at work/ taking a break                                                   | 5  |
| Waiting for someone/waiting for a bus                                                    | 10 |
| Working outside                                                                          | 4  |
| Other (specify) _____                                                                    | 13 |
| (DO NOT READ) DK/Refused                                                                 | 99 |



7. **IF CURRENT SMOKER, ASK...** What time of day are you more likely to smoke a cigarette?

**IF FORMER SMOKER, ASK...** What time of day were you more likely to smoke?

**(DO NOT READ LIST. CHECK AS MANY AS APPLY)**

|                                                                                             |    |
|---------------------------------------------------------------------------------------------|----|
| After dinner/with after dinner coffee                                                       | 7  |
| After work/early evening/before dinner                                                      | 6  |
| Afternoon/afternoon break                                                                   | 5  |
| Evening/when out in the evening with friends/when relaxing at home in the evening           | 8  |
| First thing in the morning/when I first wake up/before breakfast/before doing anything else | 1  |
| Late night/right before bed                                                                 | 9  |
| Lunchtime                                                                                   | 4  |
| Morning/ after breakfast but before noon/mid-morning break                                  | 3  |
| No particular time of day/any time                                                          | 12 |
| Weekends                                                                                    | 11 |
| When you can't sleep                                                                        | 10 |
| With breakfast/morning coffee/tea/soft drink                                                | 2  |
| Other (specify) _____                                                                       | 13 |
| (DO NOT READ) DK/Refused                                                                    | 99 |

- 8 **IF CURRENT SMOKER, ASK...** About how long does it take you to smoke the average cigarette?

**IF FORMER SMOKER, ASK...** About how long did it take you to smoke the average cigarette?

**(DO NOT READ LIST. CHECK ONE ONLY)**

|                          |    |
|--------------------------|----|
| Less than a minute       | 1  |
| 1 - 2 minutes            | 2  |
| 3 - 4 minutes            | 3  |
| 5 minutes                | 4  |
| 5 - 7 minutes            | 5  |
| 8 - 10 minutes           | 6  |
| Longer than 10 minutes   | 7  |
| (DO NOT READ) DK/Refused | 99 |

9. **IF CURRENT SMOKER, ASK...** When you smoke a cigarette, do you tend to take short puffs or long drags?

**IF FORMER SMOKER, ASK...** When you smoked a cigarette, did you tend to take short puffs or long drags?

**(DO NOT READ LIST. CHECK ONE ONLY)**

|                                       |    |
|---------------------------------------|----|
| Short puffs                           | 1  |
| Long drags                            | 2  |
| Depends on situation                  | 3  |
| (DO NOT READ) DK/can't recall/refused | 99 |

**QUITTING BEHAVIOUR:**

**IF CURRENT SMOKER, OR FORMER SMOKER who quit in past year (Codes 1, 2 in Q.3), ASK...**

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 - None
- 2 - Once
- 3 - Twice
- 4 - Three times
- 5 - More than three times
- 6 - Not in the past year
- 99 - DK/NA



## ATTITUDES/FEELINGS ABOUT SMOKING

13. **IF CURRENT SMOKER, ASK...** How do you feel about smoking now? Please rate your feelings on a scale from one to ten, where ten means you love smoking and one means you hate it. (REPEAT SCALE IF NECESSARY)

**IF FORMER SMOKER, ASK...** How did you feel about smoking just before you quit? Please rate your feelings on a scale from one to ten, where ten means you loved smoking and one means you hated it. (REPEAT SCALE IF NECESSARY)

PN: If 'CURRENT SMOKER' use 'Hate it' and 'Love it' as labels.

|                 |   |   |   |   |   |   |   |                 |
|-----------------|---|---|---|---|---|---|---|-----------------|
| <b>Hated it</b> |   |   |   |   |   |   |   | <b>Loved it</b> |
| 1               | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 10            |

(DO NOT READ) DK/Refused 99

14. **ASK EVERYONE:** Generally speaking, do you believe males smokers enjoy smoking more than females, female smokers enjoy it more than males, or do males and females enjoy smoking equally?

|                            |    |
|----------------------------|----|
| Males enjoy smoking more   | 1  |
| Females enjoy smoking more | 2  |
| Both enjoy it equally      | 3  |
| (DO NOT READ) DK/Refused   | 99 |

16. **IF CURRENT SMOKER, ASK...** Different people smoke for different reasons. I would like to ask you specifically what are the main reasons why you continue to smoke. (Interviewer prompt, anything else or any other reasons)

| DO NOT READ LIST                                  | Punch Code |
|---------------------------------------------------|------------|
| Smoking gives you something to do with your hands | 1          |
| Smoking relaxes you/calms you down                | 2          |
| Smoking helps you deal with stress                | 3          |
| You like the taste of cigarettes                  | 4          |
| Most of your friends smoke                        | 5          |
| Smoking is getting fashionable again              | 8          |
| You only smoke when you're having a drink         | 10         |
| A cigarette in the morning helps get you going    | 11         |
| You enjoy the ritual of smoking                   | 13         |
| You are happier when you smoke                    | 14         |
| You smoke to pass the time                        | 15         |
| You smoke to get a break in your day              | 16         |
|                                                   |            |
|                                                   |            |
| Other – please specify                            |            |

## GENDER-BASED DIFFERENCES

*(READ) Think now about the men and women or boys and girls you know who smoke, as well as those who do not smoke. I'd like some of your thoughts on any possible differences between males and females with respect to smoking.*

### ASK EVERYONE

17a) Based on what you have observed, do males and females have different reasons for starting to smoke?

Yes 1

No 2

(DO NOT READ) DK/refused 9

18a) I'm going to read you a list of reasons why some people might smoke. As I read each, please tell me if you feel it applies more to females, more to males, both equally or neither.

| (RANDOMIZE LIST.<br>READ LIST)                    |                                         |                                       |                               |                       | (DO<br>NOT<br>READ) |
|---------------------------------------------------|-----------------------------------------|---------------------------------------|-------------------------------|-----------------------|---------------------|
|                                                   | Applies<br>more to<br>female<br>smokers | Applies<br>more to<br>male<br>smokers | Applies to<br>both<br>equally | Applies<br>to neither | DK/NA/<br>Refused   |
| Smoking is a habit                                | 1                                       | 2                                     | 3                             | 4                     | 9                   |
| They are addicted                                 | 1                                       | 2                                     | 3                             | 4                     | 9                   |
| They enjoy the taste                              | 1                                       | 2                                     | 3                             | 4                     | 9                   |
| Smoking helps them handle stress/ calms them down | 1                                       | 2                                     | 3                             | 4                     | 9                   |
| Their friends are smokers                         | 1                                       | 2                                     | 3                             | 4                     | 9                   |
| Smoking helps them feel good about themselves     | 1                                       | 2                                     | 3                             | 4                     | 9                   |
| Smoking helps them fit in socially                | 1                                       | 2                                     | 3                             | 4                     | 9                   |
| Smoking is sophisticated                          | 1                                       | 2                                     | 3                             | 4                     | 9                   |
| Smoking gives them a break from their day         | 1                                       | 2                                     | 3                             | 4                     | 9                   |
| Smoking is a social thing                         | 1                                       | 2                                     | 3                             | 4                     | 9                   |
| Smoking helps control one's weight                | 1                                       | 2                                     | 3                             | 4                     | 9                   |
| Smoking gives them a 'buzz'/ is a stimulant       | 1                                       | 2                                     | 3                             | 4                     | 9                   |
| Smoking makes them feel unique                    | 1                                       | 2                                     | 3                             | 4                     | 9                   |
| They enjoy the ritual of smoking                  | 1                                       | 2                                     | 3                             | 4                     | 9                   |
| Smoking makes them feel sexy                      | 1                                       | 2                                     | 3                             | 4                     | 9                   |



18b) Now I'm going to read you some different ways some people might smoke. As I read each, please tell me if you feel it applies more to females, more to males, both equally or neither.

| (RANDOMIZE LIST.<br>READ LIST)                                   |                                         |                                       |                               |                       | (DO NOT<br>READ)  |
|------------------------------------------------------------------|-----------------------------------------|---------------------------------------|-------------------------------|-----------------------|-------------------|
|                                                                  | Applies<br>more to<br>female<br>smokers | Applies<br>more to<br>male<br>smokers | Applies to<br>both<br>equally | Applies<br>to neither | DK/NA/<br>Refused |
| They share their cigarettes with others                          | 1                                       | 2                                     | 3                             | 4                     | 9                 |
| They save a cigarette that is only partially-smoked              | 1                                       | 2                                     | 3                             | 4                     | 9                 |
| They use a cigarette to attract attention in a sexual way        | 1                                       | 2                                     | 3                             | 4                     | 9                 |
| They use the lit butt from one cigarette to light their next one | 1                                       | 2                                     | 3                             | 4                     | 9                 |
| They let the cigarette burn rather than smoke it                 | 1                                       | 2                                     | 3                             | 4                     | 9                 |
| They stop what they're doing to smoke                            | 1                                       | 2                                     | 3                             | 4                     | 9                 |

19a) Based on your observations, do males and females have different reasons for choosing to quit smoking?

Yes 1  
 No 2  
 (DO NOT READ) DK/refused 9

20. I'm going to read you a list of reasons why some people might decide to quit smoking. As I read each, please tell me if you feel it applies more to females, more to males, both equally or neither.

| (RANDOMIZE LIST.<br>READ LIST)                                               |                               |                             |                               |                       | (DO NOT<br>READ)  |
|------------------------------------------------------------------------------|-------------------------------|-----------------------------|-------------------------------|-----------------------|-------------------|
|                                                                              | Applies<br>more to<br>females | Applies<br>more to<br>males | Applies to<br>both<br>equally | Applies<br>to neither | DK/NA/<br>Refused |
| They are diagnosed with health problems                                      | 1                             | 2                           | 3                             | 4                     | 9                 |
| They have a fear of death                                                    | 1                             | 2                           | 3                             | 4                     | 9                 |
| They had a friend or family member who smoked & got sick or died             | 1                             | 2                           | 3                             | 4                     | 9                 |
| Their family nags them/encourages them to quit                               | 1                             | 2                           | 3                             | 4                     | 9                 |
| They or their partner got pregnant                                           | 1                             | 2                           | 3                             | 4                     | 9                 |
| They don't like the taste any more                                           | 1                             | 2                           | 3                             | 4                     | 9                 |
| They don't like the smell of tobacco smoke on their hair, clothes, skin      | 1                             | 2                           | 3                             | 4                     | 9                 |
| They don't like the smell of tobacco smoke in the house/car                  | 1                             | 2                           | 3                             | 4                     | 9                 |
| They feel cigarettes are too expensive                                       | 1                             | 2                           | 3                             | 4                     | 9                 |
| They are concerned about the health effects of second-hand smoke on children | 1                             | 2                           | 3                             | 4                     | 9                 |
| They find smoking interferes with their ability to play sports               | 1                             | 2                           | 3                             | 4                     | 9                 |
| They believe their smoking makes them less attractive to others              | 1                             | 2                           | 3                             | 4                     | 9                 |
| They are concerned about the effect of smoking on their overall appearance   | 1                             | 2                           | 3                             | 4                     | 9                 |
| They feel guilty about smoking                                               | 1                             | 2                           | 3                             | 4                     | 9                 |
| They are concerned about the chemicals in the cigarettes                     | 1                             | 2                           | 3                             | 4                     | 9                 |
| They are ashamed of being addicted                                           | 1                             | 2                           | 3                             | 4                     | 9                 |

- 21a) Based on what you have observed, do males and females have different reasons for choosing not to smoke?

Yes 1  
 No 2  
 (DO NOT READ) DK/refused 9



Q22. Please list the top three reasons why you think some people choose **not to start smoking**.

(DO NOT READ RESPONSES – USE FOR CODING )

|                                                                                    |    |
|------------------------------------------------------------------------------------|----|
|                                                                                    |    |
| They fear developing health problems                                               | 1  |
| They have a fear of death                                                          | 15 |
| They had a friend or family member who smoked & got sick or died                   | 2  |
| Their family nags them/encourages them to quit                                     | 4  |
| They or their partner got pregnant                                                 | 21 |
| They don't like the taste                                                          | 3  |
| They don't like the smell of tobacco smoke on their hair, clothes, skin, etc.      | 4  |
| They don't like effect of cigarettes on their skin/ teeth                          | 8  |
| They don't like the smell of tobacco smoke in the house/car                        | 9  |
| They feel cigarettes are too expensive                                             | 5  |
| They are concerned about the health effects of second-hand smoke on children       | 6  |
| They feel smoking would interfere with their ability to play sports                | 7  |
| They believe smoking would make them less attractive to others                     | 8  |
| They are concerned about the effect smoking would have on their overall appearance | 9  |
| They would feel guilty about smoking                                               | 19 |
| They are concerned about the chemicals in the cigarettes                           | 10 |
| They respect the wishes of their parents who did not want them to smoke            | 11 |
| Their friends did not smoke                                                        | 12 |
| They were not subjected to peer pressure to start smoking                          | 13 |
| They have a fear of addiction                                                      | 15 |
| OTHER – PLEASE SPECIFY                                                             |    |

24a) Based on what you have observed, does smoking affect males and females differently?

Yes 1  
 No 2 **SKIP TO Q.25**  
 (DO NOT READ) DK/refused 9 **SKIP TO Q.25**

24b) **IF 'Yes' IN Q.24a), ASK...** What differences have you observed?

25. I am going to read you a list of words and phrases for each, please indicate whether you strongly agree, agree, neither agree or disagree, disagree, or strongly disagree.

|                                                                                                            | Strongly agree           | Agree                    | Neither Agree or Disagree | Disagree                 | Strongly Disagree        | Don't know               |
|------------------------------------------------------------------------------------------------------------|--------------------------|--------------------------|---------------------------|--------------------------|--------------------------|--------------------------|
| In certain situations smoking can make you look sophisticated                                              | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Smoking can help someone fit in with a crowd                                                               | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| A woman who smokes is less feminine than a woman who doesn't smoke                                         | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| If you smoke you look tough                                                                                | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| A man who smokes is less respected than a man who doesn't smoke                                            | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| People who smoke are risk-takers                                                                           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| A man who smokes is a real man                                                                             | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| People who smoke are more social than people who don't smoke                                               | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Smoking is dirty                                                                                           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Most smokers wish they could quit                                                                          | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| A woman who smokes is less respected than a woman who doesn't smoke                                        | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Smoking affects the immune system of a woman more than it affects a man                                    | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| A woman who quits smoking will gain weight                                                                 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| A man who quits smoking will gain weight                                                                   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Men and women absorb nicotine differently                                                                  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Women are more likely than men to be affected by smoking because they generally have smaller lung capacity | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| A woman who quits usually has a reason to do so                                                            | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| A man has the willpower to quit smoking when he wants to                                                   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Smokers have the confidence that they can eventually quit                                                  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |



**ASK ALL...**

26. Assuming you were in the position to date, would you date a smoker?

1 - Yes

2 - No

9- DK/NA

**DEMOGRAPHICS**

Finally, a few questions for statistical purposes. Please be assured that all your responses will be kept entirely anonymous and absolutely confidential.

C1. In what year were you born?

1 - SPECIFY \_\_\_\_\_

9 - DK/NA

C2. What is the highest level of education you have reached? (DO NOT READ)

1 - Elementary school or less (no schooling to grade 7)

2 - Some high school (grades 8 - 11)

3 - Completed high school (grades 12 or 13 or OAC)

4 - Some community college, vocational or trade school (or some CEGEP)

5 - Completed community college, vocational or trade school (or complete CEGEP)

6 - Some university (no degree)

7 - Completed university (Bachelor's degree)

8 - Post graduate university (Master's, Ph.D., completed or not)

9 - DK/NA

C3. Which of the following best describes your employment status? Are you...  
READ

1 - Employed full-time (30 hours/week or more)

2 - Employed part-time

3 - Unemployed or looking for a job

4 - Staying at home full-time (home-maker, social assistance)

5 - Student

6 - Retired

7 - OTHER

9 - DK/NA/Refused

C5. If 'Employed Full-time' or Part-time' IN Q.29, ASK...

Do you work mainly indoors or outdoors? (If answer both, PROBE which one more)

Indoors 1

Outdoors 2

Both, equally indoor & outdoors 3

DK/NA/Refused 9

C6. **If 'Employed Full-time' or Part-time' IN Q.29, ASK...** At your place of work, are/were there restrictions on smoking? (READ Categories)

- |                                   |   |
|-----------------------------------|---|
| Restricted completely             | 1 |
| Allowed in designated areas       | 2 |
| Restricted only in certain places | 3 |
| Not restricted at all             | 4 |
| DK/NA                             | 9 |

C7. Are you...

**READ**

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

C8. Are there any children in your household under the age of 18?

- 1 - Yes
- 2 - No
- 9 - DK/NA

C9. 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
- 9 - Refused/DK/NA



**FRENCH Questionnaire – GENDER Core + Gender Differences Questions**  
**DRAFT #7 - REVISED**  
**(HC-POR-05-55)**

**Interviewer – Please Record:**

**R2. Please record language spoken when respondent answers the phone:**

- 3. English
- 4. French

**PN Note: Please load corresponding survey to recorded Language given in R2.**

**INTRODUCTION**

Bonjour. Je m'appelle \_\_\_\_\_ de **Millward Brown**. Nous conduisons un sondage pour le Gouvernement du Canada sur d'importants sujets pour la population canadienne. Votre participation dans cette recherche est complètement volontaire. Vos réponses demeureront strictement confidentielles, et seront utilisées uniquement à des fins de recherche, et seront protégées par la *Loi sur la protection des renseignements personnels* du gouvernement du Canada. Ce sondage est inscrit au système national des registres des sondages, nous ne vendons ni n'essayons de rien vous vendre. Nous sommes tout simplement intéressés à connaître vos attitudes et vos opinions.

**If NO, THANK and TERMINATE.**

**If YES, proceed with following:**

Les numéros de téléphone sont choisis au hasard, et par la suite, une personne par foyer est sélectionnée pour être interviewée.

**A. Puis-je parler à quelqu'un, chez vous, qui a 18 ans ou plus et qui a célébré, le plus récemment, son anniversaire de naissance.**

- #01 Oui, au téléphone .....CONTINUE TO F
- #01B. Oui (autre membre du foyer)... REPEAT INTRO & CONTINUE TO F
- #02 Non disponible **SCHEDULE CALL-BACK**
- #03 Refus **DISCONTINUE & THANK**

F. Est-ce que vous préféreriez continuer cette entrevue en ...?

1 – Anglais

2 – Français

**PN Note: Switch language if respondent prefers a different language.**

D. Est-ce que vous, ou un autre 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: MERCI DE VOTRE PARTICIPATION. THANK AND TERMINATE**

2 – Non. **CONTINUE TO MAIN QUESTIONNAIRE**

E. **(LIRE SI NÉCESSAIRE)** Êtes-vous un homme ou une femme? **(CHECK QUOTAS)**

1 - Homme

2 - Femme



**Interviewer – Please Record:**

**R2. Please record language spoken when respondent answers the phone:**

- 3. English
- 4. French

**PN Note:** Please load corresponding survey to recorded Language given in R2.  
This screener should be used when the quotas for Former Smokers and Non-Smokers have been filled.

### INTRODUCTION FOR SMOKERS (OVERSAMPLE) SURVEY

Bonjour. Je m'appelle \_\_\_\_\_ de Millward Brown. Nous conduisons un sondage pour le Gouvernement du Canada sur d'importants sujets pour la population canadienne. Votre participation dans cette recherche est complètement volontaire. Vos réponses demeureront strictement confidentielles, et seront utilisées uniquement à des fins de recherche, et seront protégées par la *Loi sur la protection des renseignements personnels* du gouvernement du Canada. Ce sondage est inscrit au système national des registres des sondages, nous ne vendons ni n'essayons de rien vous vendre. Nous sommes tout simplement intéressés à connaître vos attitudes et vos opinions.

**If NO, THANK and TERMINATE.**

**If YES, proceed with following:**

Les numéros de téléphone sont choisis au hasard, et par la suite, une personne par foyer est sélectionnée pour être interviewée.

A1. Y a-t-il quelqu'un chez vous, âgé de 18 ans ou plus, qui fume la cigarette (manufacturée ou roulée à la main)?

1 - Oui

**ASK B**

2 - Non

**THANK AND TERMINATE**

9 - NSP/NA

B. Y a-t-il plus d'une personne âgée de 18 ans et plus, chez vous, qui fume la cigarette?

1 - Oui, plus d'une

**ASK C**

2 - Une seulement

**ASK B1**

**B1.** B1. Ask if '2' coded at B. Puis-je parler à cette personne, s.v.p.?

**#01 Oui, au téléphone .....**

#01B. Oui (autre membre du foyer)... RELIRE INTRO

#02 Non disponible CÉDULER UN

RAPPEL

C. Puis-je parler à la personne qui a célébré, le plus récemment, son anniversaire de naissance?

#01 Oui, au téléphone .....

#01B. Oui (autre membre du foyer)... RELIRE INTRO

#02 Non Disponible CÉDULER UN

RAPPEL

F. Est-ce que vous préféreriez continuer cette entrevue en ...?

1 – Anglais

2 – Français

**PN Note: Switch language if respondent prefers a different language.**

D. Est-ce que vous, ou un autre 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: MERCI DE VOTRE PARTICIPATION. THANK AND TERMINATE**

2 – Non **CONTINUE TO MAIN QUESTIONNAIRE**

E. **(LIRE SI NÉCESSAIRE)** Êtes-vous un homme ou une femme? **(CHECK QUOTAS)**

1 - Homme

2 - Femme



**MAIN QUESTIONNAIRE****SMOKING CLASSIFICATION****ASK ALL...**

1. En général, fumez-vous la cigarette chaque jour, à l'occasion ou pas du tout?

- 1 - Chaque jour (Qualifies as **DAILY SMOKER**)
- 2 - A l'occasion (Pas tous les jours) (Qualifies as **OCCASIONAL SMOKER**)
- 3 - Pas du tout
- 9 - NSP/NA

2. Avez-vous fumé au moins 100 cigarettes dans votre vie?

- 1 - Oui
- 2 - Non
- 9 - NSP/NA

**QUOTA 1:** IF Q1, ANSWERS CODE 1 ("Every Day") OR CODE 2 ("Occasionally"), QUALIFIES AS '**CURRENT SMOKER**'.

**QUOTA 2:** IF Q1, ANSWERS CODE 3 ("Not at all") AND ANSWERS CODE 1 ("Yes") in Q2, QUALIFIES AS '**FORMER SMOKER**'.

**QUOTA 3:** IF Q1, ANSWERS CODE 3 ("Not at all") AND ANSWERS CODE 2 ("No") in Q2, QUALIFIES AS '**NEVER SMOKER**'.

**NEVER SMOKERS SKIP TO Q.14**

3. **IF FORMER SMOKER, ASK...** Quand avez-vous arrêté de fumer? Est-ce qu'il y a : LIRE

- Moins de 6 mois 1
- De six mois à moins d'un an 2
- D'un an à moins de 2 ans 3
- De trois ans à moins de 5 ans 4
- Plus de 5 ans 5
- NSP/NA

4. **IF CURRENT SMOKER, ASK...** Où fumez-vous, d'habitude? Veuillez me dire tous les endroits où vous avez l'habitude de fumer.

**IF FORMER SMOKER, ASK...** Où aviez-vous l'habitude de fumer? Veuillez me dire tous les endroits où vous aviez l'habitude de fumer.

**INTERVIEWER NOTE: SI IL/ELLE DIT: 'A la maison', CLARIFIER: Est-ce que vous fumez/est-ce que vous fumiez à l'intérieur ou à l'extérieur? (NE PAS LIRE LA LISTE. EN INSCRIRE AUTANT QUE L'ON MENTIONNE )**

|                                                 |    |
|-------------------------------------------------|----|
| Dans la maison/l'appartement                    | 1  |
| Dans le garage/sur le balcon                    | 2  |
| Dans l'auto/ le camion                          | 3  |
| Dehors                                          | 4  |
| Au travail                                      | 5  |
| Dans les bars                                   | 6  |
| Dans les restaurants                            | 7  |
| Lors d'événements sportifs / sports d'extérieur | 8  |
| Autre (préciser) _____                          | 9  |
| (NE PAS LIRE) NSP/Refus                         | 99 |

- 5 **IF CURRENT SMOKER, ASK...** a) Quand vous fumez le matin, êtes-vous ...?  
b) Et durant la journée? c) Et quand vous fumez en soirée, êtes-vous...?

**IF FORMER SMOKER, ASK...** a) Quand vous fumiez le matin, étiez-vous ...?  
b) Et durant la journée? c) Et quand vous fumiez en soirée, étiez-vous...?

**(READ LIST. CHECK ONE FOR EACH TIME OF DAY)**

|                                                                               | <b>Q.5a)<br/>Le matin</b> | <b>Q.5b)<br/>Durant la journée</b> | <b>Q.5c)<br/>En soirée</b> |
|-------------------------------------------------------------------------------|---------------------------|------------------------------------|----------------------------|
| Toujours seul/seule                                                           | 1                         | 1                                  | 1                          |
| Ordinairement seul/seule, mais parfois avec une ou plusieurs autres personnes | 2                         | 2                                  | 2                          |
| Toujours avec une ou plusieurs autres personnes                               | 3                         | 3                                  | 3                          |
| (NE PAS LIRE) NSP/refus                                                       | 9                         | 9                                  | 9                          |



6 **IF CURRENT SMOKER, ASK...** Qu'est-ce que vous êtes en train de faire quand vous fumez une cigarette?

**IF FORMER SMOKER, ASK...** Qu'est-ce que vous étiez en train de faire quand vous fumiez une cigarette?

**(NE PAS LIRE LA LISTE. COCHER TOUTES LES RÉPONSES QUI S'APPLIQUENT)**

|                                                                         |    |
|-------------------------------------------------------------------------|----|
| Boire un café/thé/ boisson gazeuse                                      | 2  |
| Boire de la bière /de l'alcool                                          | 3  |
| Conduire                                                                | 1  |
| Avoir du sexe                                                           | 11 |
| Rien d'autre/ juste fumer/ passer le temps                              | 12 |
| Relaxer (mention générale)                                              | 7  |
| Relaxer à la maison/regarder la télé/lire                               | 6  |
| Rencontre sociale/avoir du plaisir                                      | 9  |
| Jaser avec des amis/des collègues de travail durant une pause-cigarette | 8  |
| Prendre une pause au travail/ durant une pause-café                     | 5  |
| Attendre quelqu'un/attendre l'autobus                                   | 10 |
| Travailler à l'extérieur                                                | 4  |
| Autre (préciser) _____                                                  | 13 |
| <b>(NE PAS LIRE) NSP/Refus</b>                                          | 99 |

7. **IF CURRENT SMOKER, ASK...** Pendant quelle partie de la journée êtes-vous plus susceptible de fumer une cigarette?

**IF FORMER SMOKER, ASK...** Pendant quelle partie de la journée étiez-vous plus susceptible de fumer?

**(NE PAS LIRE LA LISTE. COCHER TOUTES LES RÉPONSES QUI S'APPLIQUENT)**

|                                                                                                                |    |
|----------------------------------------------------------------------------------------------------------------|----|
| Après le souper/avec un café après le souper                                                                   | 7  |
| Après l'ouvrage/tôt en soirée/avant le souper                                                                  | 6  |
| L'après-midi/pause de l'après-midi                                                                             | 5  |
| En soirée/sortie avec des ami(e)s, en soirée/ relaxant à la maison durant la soirée                            | 8  |
| Première activité de la journée le matin/ à mon réveil/avant le déjeuner/avant de faire n'importe quoi d'autre | 1  |
| Tard en soirée/juste avant d'aller au lit                                                                      | 9  |
| L'heure du lunch                                                                                               | 4  |
| Le matin/ après le déjeuner, mais avant la pause du midi, de l'avant-midi                                      | 3  |
| Pas de temps en particulier/ n'importe quand                                                                   | 12 |
| Les fins de semaine                                                                                            | 11 |
| Quand vous ne pouvez pas dormir                                                                                | 10 |
| Au déjeuner/ avec un café/thé/ boisson gazeuse                                                                 | 2  |
| Autre (préciser) _____                                                                                         | 13 |
| <b>(NE PAS LIRE) NSP/Refus</b>                                                                                 | 99 |

8. **IF CURRENT SMOKER, ASK...** Combien de temps cela vous prend-il pour fumer une cigarette ordinaire?

**IF FORMER SMOKER, ASK...** Combien de temps cela vous prenait-il pour fumer une cigarette ordinaire?

**(NE PAS LIRE LA LISTE. CHECK ONE ONLY)**

|                                |    |
|--------------------------------|----|
| Moins d'une minute             | 1  |
| De 1 à 2 minutes               | 2  |
| De 3 à 4 minutes               | 3  |
| 5 minutes                      | 4  |
| De 5 à 7 minutes               | 5  |
| De 8 à 10 minutes              | 6  |
| Plus de 10 minutes             | 7  |
| <b>(NE PAS LIRE) NSP/Refus</b> | 99 |



9. **IF CURRENT SMOKER, ASK...** Quand vous fumez une cigarette, êtes-vous plus enclin à prendre des petites bouffées ou de longues bouffées?

**IF FORMER SMOKER, ASK...** Quand vous fumiez une cigarette, étiez-vous plus enclin à prendre des petites bouffées ou de longues bouffées?

**(NE PAS LIRE LA LISTE. CHECK ONE ONLY)**

|                                                  |   |
|--------------------------------------------------|---|
| Petites bouffées                                 | 1 |
| Longues bouffées                                 | 2 |
| Tout dépendait de la situation                   | 3 |
| (NE PAS LIRE) NSP/ ne me souviens plus /refus 99 |   |

### QUITTING BEHAVIOUR:

**IF CURRENT SMOKER, OR FORMER SMOKER who quit in past year (Codes 1, 2 in Q.3), ASK...**

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

**LIRE**

|                                       |
|---------------------------------------|
| 1 - Aucune                            |
| 2 - Une fois                          |
| 3 - Deux fois                         |
| 4 - Trois fois                        |
| 5 - Plus de trois fois                |
| 6 - Pas au cours de la dernière année |
| 99 - NSP/NA                           |

### **ATTITUDES/FEELINGS ABOUT SMOKING**

13. **IF CURRENT SMOKER, ASK...** Quels sont vos sentiments par rapport à la cigarette, présentement? Utilisant une échelle de 1 à 10, où 10 veut dire que vous aimez fumer et où 1 veut dire que vous détestez fumer, à quel point aimez-vous fumer. (RÉPÉTER L'ÉCHELLE SI NÉCESSAIRE)

**IF FORMER SMOKER, ASK...** Quels étaient vos sentiments par rapport à la cigarette, juste avant d'arrêter de fumer? Utilisant une échelle de 1 à 10, où 10 veut dire que vous aimiez fumer et où 1 veut dire que vous détestiez fumer, à quel point aimiez-vous fumer. (RÉPÉTER L'ÉCHELLE SI NÉCESSAIRE)

**PN: If 'CURRENT SMOKER' use Déteste' et Aime' as labels.**

|                  |   |   |   |   |   |   |   |   |    |               |
|------------------|---|---|---|---|---|---|---|---|----|---------------|
| <b>Détestait</b> |   |   |   |   |   |   |   |   |    | <b>Aimait</b> |
| 1                | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |               |

(NE PAS LIRE) NSP/Refus

14. **ASK EVERYONE:** Généralement parlant, croyez-vous que les hommes qui fument en jouissent plus que les femmes ou que les femmes qui fument en jouissent plus que les hommes, ou bien les deux, hommes et femmes en jouissent également?

|                                                |    |
|------------------------------------------------|----|
| Les hommes jouissent plus fumer que les femmes | 1  |
| Les femmes jouissent plus fumer que les hommes | 2  |
| Les deux en jouissent également                | 3  |
| (NE PAS LIRE) NSP/Refus                        | 99 |

16. **IF CURRENT SMOKER, ASK...**

Différentes personnes fument pour différentes raisons. J'aimerais vous demander spécifiquement quelles sont les principales raisons qui font que vous continuez à fumer.  
(Interviewer: relancer avec: autre chose ou toute autre raison)

| NE PAS LIRE LA LISTE                                             | Punch Code |
|------------------------------------------------------------------|------------|
| Fumer vous donne quelque chose à faire avec vos mains            | 1          |
| Fumer vous relaxe/vous calme                                     | 2          |
| Fumer vous aide à contrôler le stress                            | 3          |
| Vous aimez le goût de la cigarette                               | 4          |
| La plupart de vos ami(e)s fument                                 | 5          |
| Fumer est à la mode de nouveau                                   | 8          |
| Vous fumez seulement quand vous prenez un verre                  | 10         |
| Une cigarette, le matin, vous aide à partir du bon pied          | 11         |
| Vous aimez votre rituel de fumer                                 | 13         |
| Vous vous sentez plus heureux/heureuse quand vous fumez          | 14         |
| Vous fumez pour passer le temps                                  | 15         |
| Vous fumez pour vous donner un moment de répit durant la journée | 16         |
|                                                                  |            |
|                                                                  |            |
| Autre chose – veuillez préciser                                  |            |



## GENDER-BASED DIFFERENCES

*(LIRE) Maintenant, pensez aux hommes et aux femmes ou aux garçons et filles qui fument, également à ceux et celles qui ne fument pas. J'aimerais quelques-unes de vos réactions concernant les différentes possibilités entre la gente masculine et la gente féminine en ce qui a trait à l'action de fumer.*

### ASK EVERYONE

17a) Selon ce que vous avez observé, est-ce que la gente masculine et féminine ont différentes raisons de commencer à fumer?

|                         |   |
|-------------------------|---|
| Oui                     | 1 |
| Non                     | 2 |
| (NE PAS LIRE) NSP/refus | 9 |

18a) Je vais vous lire une liste de raisons pour lesquelles certaines personnes peuvent fumer. Pendant que je lis chacune d'elles, veuillez me dire si vous êtes de l'avis que l'une s'applique plus à la gente féminine, plus à la gente masculine, aux deux également ou à ni à l'une, ni à l'autre.

| (RANDOMIZE LIST.<br>READ LIST)                   |                                              |                                               |                                     |                                          | (NE PAS<br>LIRE) |
|--------------------------------------------------|----------------------------------------------|-----------------------------------------------|-------------------------------------|------------------------------------------|------------------|
|                                                  | S'applique<br>plus à la<br>gente<br>féminine | S'applique<br>plus à la<br>gente<br>masculine | S'applique<br>aux deux<br>également | S'applique<br>ni à l'une<br>ni à l'autre | NSP/NA/<br>Refus |
| Fumer, c'est une habitude                        | 1                                            | 2                                             | 3                                   | 4                                        | 9                |
| C'est une dépendance                             | 1                                            | 2                                             | 3                                   | 4                                        | 9                |
| Le goût est une jouissance                       | 1                                            | 2                                             | 3                                   | 4                                        | 9                |
| Fumer aide à gérer le stress/ à calmer           | 1                                            | 2                                             | 3                                   | 4                                        | 9                |
| Les ami(e)s sont des fumeurs                     | 1                                            | 2                                             | 3                                   | 4                                        | 9                |
| Fumer aide à bien se sentir dans sa peau         | 1                                            | 2                                             | 3                                   | 4                                        | 9                |
| Fumer aide à être accepté socialement            | 1                                            | 2                                             | 3                                   | 4                                        | 9                |
| Fumer est sophistiqué                            | 1                                            | 2                                             | 3                                   | 4                                        | 9                |
| Fumer donne un moment de répit durant la journée | 1                                            | 2                                             | 3                                   | 4                                        | 9                |
| Fumer est quelque chose de social                | 1                                            | 2                                             | 3                                   | 4                                        | 9                |
| Fumer aide à contrôler son poids                 | 1                                            | 2                                             | 3                                   | 4                                        | 9                |
| Fumer donne un 'buzz'/ c'est un stimulant        | 1                                            | 2                                             | 3                                   | 4                                        | 9                |
| Fumer fait qu'on se sent unique                  | 1                                            | 2                                             | 3                                   | 4                                        | 9                |
| On jouit du rituel de fumer                      | 1                                            | 2                                             | 3                                   | 4                                        | 9                |
| Fumer fait qu'on se sent sexé(e)                 | 1                                            | 2                                             | 3                                   | 4                                        | 9                |

- 18b) Maintenant, je vais vous lire quelques différentes manières où certaines personnes peuvent fumer. Pendant que je lis chacune d'elles, veuillez me dire si vous êtes de l'avis que l'une s'applique plus à la gente féminine, plus à la gente masculine, aux deux également ou ni à l'une, ni à l'autre.

| (RANDOMIZE LIST.<br>READ LIST)                                          |                                              |                                               |                                     |                                          | (NE PAS<br>LIRE) |
|-------------------------------------------------------------------------|----------------------------------------------|-----------------------------------------------|-------------------------------------|------------------------------------------|------------------|
|                                                                         | S'applique<br>plus à la<br>gente<br>féminine | S'applique<br>plus à la<br>gente<br>masculine | S'applique<br>aux deux<br>également | S'applique<br>ni à l'une<br>ni à l'autre | NSP/NA/<br>Refus |
| On partage ses cigarettes avec d'autres                                 | 1                                            | 2                                             | 3                                   | 4                                        | 9                |
| On garde une cigarette à moitié fumée                                   | 1                                            | 2                                             | 3                                   | 4                                        | 9                |
| On utilise la cigarette pour attirer l'attention d'une manière sexuelle | 1                                            | 2                                             | 3                                   | 4                                        | 9                |
| On utilise le bout de la cigarette allumée pour en allumer une autre    |                                              |                                               |                                     |                                          |                  |
| On laisse la cigarette brûler plutôt que de la fumer                    | 1                                            | 2                                             | 3                                   | 4                                        | 9                |
| On s'arrête de faire quelque chose pour fumer                           | 1                                            | 2                                             | 3                                   | 4                                        | 9                |

- 19a) Selon vos observations, est-ce que la gente masculine et la gente féminine ont différentes raisons pour choisir d'arrêter de fumer?

Oui

1

Non

2 **SKIP TO Q.20**

(NE PAS LIRE) NSP/refus 9 **SKIP TO Q.20**



20. Je vais vous lire une liste de raisons pour lesquelles certaines personnes pourraient décider d'arrêter de fumer. Pendant que je lis chacune d'elles, veuillez me dire si vous êtes de l'avis que l'une s'applique plus à la gente féminine, plus à la gente masculine, aux deux également ou ni à l'une, ni à l'autre..

| (RANDOMIZE LIST.<br>READ LIST)                                                                              |                                              |                                               |                                     |                                          | (NE PAS<br>LIRE) |
|-------------------------------------------------------------------------------------------------------------|----------------------------------------------|-----------------------------------------------|-------------------------------------|------------------------------------------|------------------|
|                                                                                                             | S'applique<br>plus à la<br>gente<br>féminine | S'applique<br>plus à la<br>gente<br>masculine | S'applique<br>aux deux<br>également | S'applique<br>ni à l'une<br>ni à l'autre | NSP/NA/<br>Refus |
| Le diagnostic révèle des problèmes de santé                                                                 | 1                                            | 2                                             | 3                                   | 4                                        | 9                |
| On a peur de mourir                                                                                         | 1                                            | 2                                             | 3                                   | 4                                        | 9                |
| Un ami/une amie ou un membre de la famille qui avait l'habitude de fumer est tombé(e) malade ou est mort(e) | 1                                            | 2                                             | 3                                   | 4                                        | 9                |
| Leur famille les harcèle / ou les encourage à abandonner                                                    | 1                                            | 2                                             | 3                                   | 4                                        | 9                |
| Elle ou sa partenaire est tombée enceinte                                                                   | 1                                            | 2                                             | 3                                   | 4                                        | 9                |
| On n'aime plus le goût de la cigarette                                                                      | 1                                            | 2                                             | 3                                   | 4                                        | 9                |
| On n'aime pas l'odeur de la fumée de cigarette sur les cheveux, les vêtements, la peau                      | 1                                            | 2                                             | 3                                   | 4                                        | 9                |
| On n'aime pas l'odeur de la fumée de cigarette dans la maison/dans l'auto                                   | 1                                            | 2                                             | 3                                   | 4                                        | 9                |
| On a l'impression que les cigarettes coûtent trop cher                                                      | 1                                            | 2                                             | 3                                   | 4                                        | 9                |
| On a des inquiétudes pour la santé des enfants concernant les effets de la fumée secondaire                 | 1                                            | 2                                             | 3                                   | 4                                        | 9                |
| On se rend compte que fumer est une cause d'interférence dans l'exercice des sports                         | 1                                            | 2                                             | 3                                   | 4                                        | 9                |
| On croit que fumer nous rend moins attrayant aux yeux des autres                                            | 1                                            | 2                                             | 3                                   | 4                                        | 9                |
| On s'inquiète de l'effet de fumer sur l'apparence physique générale                                         | 1                                            | 2                                             | 3                                   | 4                                        | 9                |
| On se sent coupable de fumer                                                                                | 1                                            | 2                                             | 3                                   | 4                                        | 9                |
| On s'inquiète des substances chimiques contenues dans la cigarette                                          | 1                                            | 2                                             | 3                                   | 4                                        | 9                |
| On a honte de subir une dépendance                                                                          | 1                                            | 2                                             | 3                                   | 4                                        | 9                |

- 21a) Selon ce que vous avez observé, est-ce que la gente masculine et féminine ont différentes raisons de choisir d'arrêter de fumer?

Oui 1  
 Non 2 **SKIP TO Q.22**  
 (NE PAS LIRE) NSP/refus 9 **SKIP TO Q.22**

Q22. Veuillez donner, selon vous, les trois raisons principales pour lesquelles des personnes font le choix de **ne pas commencer à fumer..**

(NE PAS LIRE LES ÉNONCÉS – USE FOR CODING )

|                                                                                                                |    |
|----------------------------------------------------------------------------------------------------------------|----|
| On a peur de développer des problèmes de santé                                                                 | 1  |
| On a peur de mourir                                                                                            | 2  |
| On a eu un ami/ une amie ou un membre de la famille qui était un fumeur & est tombé(e) malade ou est décédé(e) | 3  |
| On est toujours harcelé/encouragé par la famille à arrêter                                                     | 4  |
| On est devenue enceinte                                                                                        | 5  |
| On n'aime pas le goût                                                                                          | 6  |
| On n'aime pas l'odeur de la fumée de tabac sur les cheveux, les vêtements, la peau etc.                        | 7  |
| On n'aime pas l'effet de la cigarette sur la peau /les dents                                                   | 8  |
| On n'aime pas l'odeur de la fumée de tabac dans la maison/l'auto                                               | 9  |
| On a l'impression que les cigarettes coûtent trop cher                                                         | 10 |
| On est inquiet quant aux effets causés par la fumée secondaire, sur les enfants                                | 11 |
| On a l'impression que fumer serait une cause d'interférence dans l'exercice des sports                         | 12 |
| On croit que fumer nous rend moins attrayant aux yeux des autres                                               | 13 |
| On s'inquiète de l'effet de fumer sur l'apparence physique générale                                            | 14 |
| On se sentirait coupable de fumer                                                                              | 15 |
| On s'inquiète des substances chimiques contenues dans la cigarette                                             | 16 |
| On respecte les désirs des parents qui ne veulent pas qu'on fume                                               | 17 |
| Les ami(e)s sont des non-fumeurs                                                                               | 18 |
| On n'est pas assujéti à la pression des pairs pour commencer à fumer                                           | 19 |
| La peur de développer une dépendance                                                                           | 20 |
| AUTRE – VEUILLEZ PRÉCISER                                                                                      |    |

- 24a) Selon ce que vous avez observé, est-ce que fumer affecte la gente masculine et la gente féminine différemment?

Oui 1  
 Non 2 **SKIP TO Q.25**  
 (NE PAS LIRE) NSP/refus 9 **SKIP TO Q.25**



24b) SI 'Oui' A Q.21a), DEMANDER ... Quelles différences avez- vous observées?

Q25. Je vais vous lire une liste de mots et de phrases, et pour chacun, veuillez indiquer si vous êtes fortement d'accord, d'accord, ni d'accord ni en désaccord, en désaccord, ou fortement en désaccord.

|                                                                                                                                    | Fortement d'accord       | D'accord                 | Ni d'accord, ni en désaccord | En désaccord             | Fortement en désaccord   | Ne sait pas              |
|------------------------------------------------------------------------------------------------------------------------------------|--------------------------|--------------------------|------------------------------|--------------------------|--------------------------|--------------------------|
| Dans certaines situations, fumer peut vous faire paraître sophistiqué(e)                                                           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>     | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Fumer peut aider quelqu'un à se faire accepter dans un groupe                                                                      | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>     | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Une femme qui fume est moins féminine qu'une femme qui ne fume pas                                                                 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>     | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Si vous fumez, vous avez l'air d'un dur-à-cuire                                                                                    | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>     | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Un homme qui fume est moins respecté qu'un homme qui ne fume pas                                                                   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>     | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Les personnes qui fument sont des preneurs de risques                                                                              | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>     | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Un homme qui fume est un vrai homme                                                                                                | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>     | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Les personnes qui fument sont plus sociables que les personnes qui ne fument pas                                                   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>     | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Fumer, c'est sale                                                                                                                  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>     | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| La plupart des fumeurs voudraient arrêter                                                                                          | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>     | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Une femme qui fume est moins respectée qu'une femme qui ne fume pas                                                                | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>     | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Fumer affecte le système immunitaire d'une femme plus que celui d'un homme                                                         | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>     | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Une femme qui arrête de fumer prendra du poids                                                                                     | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>     | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Un homme qui arrête de fumer prendra du poids                                                                                      | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>     | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Les hommes absorbent la nicotine différemment des femmes                                                                           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>     | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Les femmes sont plus susceptibles que les hommes d'être affectées par la fumée parce qu'en général, leurs poumons sont plus petits | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>     | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| D'ordinaire, une femme qui arrête de fumer a une raison de le faire                                                                | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>     | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Un homme qui arrête de fumer le fait par la seule force de sa volonté                                                              | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>     | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Les fumeurs ont la confiance qu'ils pourront arrêter, éventuellement                                                               | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>     | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

**ASK ALL...**

26. Disons que vous avez la possibilité de faire une rencontre, est-ce que vous sortiriez avec une personne qui fume?

1 - Oui  
 2 - Non  
 9- NSP/NA

**DEMOGRAPHICS**

Finalement, quelques questions pour des fins statistiques. Veuillez avoir l'assurance que toutes vos réponses seront entièrement anonymes et qu'elles seront gardées dans la plus stricte confidence.

- C1. En quelle année êtes-vous né (e)?

1 - PRÉCISER \_\_\_\_\_  
 9 - NSP/NA

- C2. Quel est le plus haut niveau scolaire que vous avez complété? (NE PAS LIRE)

1 – Études primaires ou moins  
 2 – Études secondaires partielles  
 3 – Diplôme d'études secondaires  
 4 – Études de collège communautaire, d'arts et métiers (ou études partielles de CEGEP)  
 5 - Diplôme d'études de collège communautaire, d'arts et métiers (ou de CEGEP)  
 6 – Études universitaires partielles  
 7 – Diplôme universitaire (Baccalauréat)  
 8 – Études post –universitaires (au niveau de la Maîtrise, du Doctorat, partielles ou non  
 9 - NSP/NA

- C3. Parmi les descriptions suivantes, laquelle décrit le mieux votre emploi actuel? Êtes-vous ...  
**LIRE**

1 – Employé (e) à plein temps (30 heures/semaine ou plus)  
 2 – Employé (e) à temps partiel  
 3 – Sans emploi ou cherchant un emploi  
 4 – Résident (e) permanent au foyer (mère, père de famille, assistance sociale)  
 5 – Étudiant/Étudiante  
 6 – À la retraite  
 7 - AUTRE  
 9 - NSP/NA/Refus



## C5. If 'Employed Full-time' or Part-time' IN Q.29, ASK...

Travaillez-vous principalement à l'intérieur ou à l'extérieur? (Si les deux, SONDER avec: Est-ce plus...?)

- |                                                    |   |
|----------------------------------------------------|---|
| A l'intérieur                                      | 1 |
| A l'extérieur                                      | 2 |
| Les deux, à l'intérieur & à l'extérieur, également | 3 |
| NSP/NA/Refus                                       | 9 |

## C6. Si 'Employed Full-time' or Part-time' IN Q.29, ASK... Au travail, y a-t-il /y avait-il des restrictions concernant le droit de fumer? (LIRE Catégories)

- |                                            |   |
|--------------------------------------------|---|
| Restrictions complètes                     | 1 |
| Permis dans certains endroits désignés     | 2 |
| Restreint seulement dans certains endroits | 3 |
| Aucune restrictions                        | 4 |
| NSP/NA                                     | 9 |

## C7. Êtes-vous ...

**READ**

- 1 – Marié (e) ou conjoint (e) de fait
- 2 – Célibataire
- 3 – Veuf/Veuve
- 4 – Separé (e)
- 5 – Divorcé (e)
- 9 – NSP/NA

## C8. Y a-t-il des enfants ayant moins de 18 ans qui demeurent chez vous?

- 1 - Oui
- 2 - Non
- 9 - NSP/NA

## C9. Dans quel groupe de revenu, parmi les catégories suivantes, s'inscrirait le revenu annuel total, avant taxes et déductions, en 2005, de tous les membres de votre foyer, y compris le vôtre? Est-ce ...

**LIRE**

- 1 – Moins de 20 000 \$
- 2 – 20 000 \$ à 39 999 \$
- 3 – 40 000 \$ à 59 999 \$
- 4 – 60 000 \$ à 79 999 \$
- 5 – 80 000 \$ à 99 999 \$
- 6 – 100 000 \$ et plus
- 9 - Refus/NSP/NA

## RESPONSE RATE

Response rate calculations were calculated using the MRIA (Marketing Research and Intelligence Association) standard format. The table on the following page shows the outcome of the final call made to each number.

Section A below indicates the number of invalid phone numbers that were found in the initial sample, and outlines the reasons they were considered invalid.

Section B indicates the number of respondents who were taken out of the sample by Millward Brown because there was a language problem (ie. respondent spoke neither English nor French), or the respondent was not eligible for some reason.

Section C indicates the number of phone numbers within the total sample for which it was not possible to determine if there was an eligible respondent available.

- The 'Appointment' variable refers to a potential respondent (or someone else in the household) requesting the interviewer call back at another time.
  - A 'confirmed appointment' was one that was made for a specific date and time.
  - An 'unconfirmed appointment' was a more general request such as 'call back at another time'. It should be noted that in the case of unconfirmed appointments, call backs are made on different days and different times of the day in order to maximize the effort to get the appropriate respondent on the line.
- A 'Refusal before establishing eligibility' is a reference to the person who answered the phone saying that no one in the household does surveys.

Section D shows the various reasons why it was not possible to complete an interview even though the number was eligible.

Section E shows the number of completed interviews.

The Eligibility Rate is a calculation of the proportion of the numbers that were in the original sample that were deemed 'eligible' for an interview. The calculation takes all of the eligible numbers for which it was not possible to complete an interview, plus all those for which an interview was completed, and divides it by the ineligible numbers. Overall, then, the Eligibility rate was 92.26%

The final Response Rate divides the total number of completed interviews by the Eligible numbers (including an assumed eligibility among those numbers for which eligibility was not possible to determine). Using this method, the Response Rate was 17.13%



Response rate calculations were calculated using the MRIA (Marketing Research and Intelligence Association) standard format.

|                                                                                                     | Number | Total  |
|-----------------------------------------------------------------------------------------------------|--------|--------|
| <i>Number generated</i>                                                                             |        | 36,980 |
| <b>A. Invalid Numbers</b>                                                                           |        |        |
| Number changed, vacant line, duplicate,<br>disconnected                                             | 10,418 | 14,962 |
| Fax/modem                                                                                           | 2,037  |        |
| Business number                                                                                     | 2,197  |        |
| Call blocking                                                                                       | 274    |        |
| Cellular phone                                                                                      | 36     |        |
| <b>B. Numbers Out Of Sample</b>                                                                     |        | 835    |
| Language barrier                                                                                    | 443    |        |
| Non-eligible                                                                                        | 392    |        |
| <b>C. Numbers In Sample For Which It Was Not<br/>Possible To Determine Eligibility</b>              |        | 11,225 |
| No answer, busy                                                                                     | 6,511  |        |
| Answering machine                                                                                   | 1,423  |        |
| Appointment (confirmed or unconfirmed)                                                              | 209    |        |
| Refused before establishing eligibility                                                             | 3,082  |        |
| <b>D. Eligible Numbers In Sample For Which it<br/>Was Not Possible To Complete An<br/>Interview</b> |        | 7,932  |
| Incomplete (mid-interview terminate)                                                                | 216    |        |
| Selected respondent not available                                                                   | 1,461  |        |
| Respondent refusal                                                                                  | 6,254  |        |
| Regional quota filled                                                                               | 1      |        |
| <b>E. Completed Interviews</b>                                                                      | 2,026  | 2,026  |
| <b>Eligibility Rate = <math>\frac{D + E}{B + D + E}</math></b>                                      |        | 92.26% |
| <b>Response Rate = <math>\frac{E}{(C \times Er) + D + E}</math></b>                                 |        | 17.13% |

