



WAVE 7 SURVEYS

---

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

SURVEY OF YOUTH

**FINAL REPORT**

Prepared for: Health Canada

POR-03-07

Prepared by: Environics Research Group Limited

September 2003

pn5388

# TABLE OF CONTENTS

---

1.0	<b>INTRODUCTION</b> .....	3
2.0	<b>SMOKING STATUS</b> .....	4
	A. Smoking Behaviour and Brands .....	4
	B. Quit Attempts and Potential Quitters .....	6
3.0	<b>HEALTH EFFECTS OF SMOKING</b> .....	9
	A. General and Top-of-mind Effects .....	9
	B. Sources of Information about Health Effects .....	12
	C. Specific Health Effects Caused by Smoking .....	16
	D. Specific Health Effects Caused by Second-hand Smoke .....	22
	E. Health Effects Caused by Hydrogen Cyanide .....	26
4.0	<b>HEALTH WARNING MESSAGES</b> .....	28
	A. Recall and Reads Per Day .....	28
	B. Impact of Current Messages .....	41
	C. Assessment of Current Messages .....	43
	D. Avoidance of Messages .....	45
5.0	<b>SLIDE AND INSERT</b> .....	46
	A. Recall and Reads per Day of Slide .....	46
	B. Assessment of Information on Slide.....	48
	C. The Insert.....	49
6.0	<b>TOXIC SUBSTANCES</b> .....	50
	A. Awareness of Toxic Substances .....	50
	B. Reads per Day and Impact of Information about Toxic Substances .....	55

## SURVEY METHODS

## QUESTIONNAIRES

## 1.0 INTRODUCTION

---

Environics Research Group Limited was commissioned by Health Canada in the summer of 2003 to conduct a survey of Canadian youth, including youth smokers and non-smokers. The main objective of the survey was to provide information to assist in the evaluation of the impact of new health warning messages on tobacco packaging on youth knowledge and behaviours. The new health warning messages began appearing on the major tobacco brands in Canada on approximately January 1, 2001 and on all brands as of approximately June 30.

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

behaviours, including behaviours intended to avoid the new labels. Finally, the survey examined awareness of chemicals or toxic substances present in cigarettes, and recall of the information on toxic chemicals printed on the side of cigarette packages.

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

One goal of the new surveys was to conduct the sampling and questionnaire design to allow comparison with six previous waves of surveys: surveys conducted by Environics in December 2002, after the labels had been appearing on most brands for almost two years; surveys conducted by Environics in July 2002 after the new labels had been appearing on all brands for at least a year; in November and December 2001, after the new labels had been appearing on all brands for at least six months; surveys in July 2001, after the new labels had appeared on all brands; surveys conducted in March and April 2001, a few months after the new health warning messages were

introduced into the marketplace; and baseline surveys, which were conducted in November and December 2000, prior to the introduction of the new health warning messages into the marketplace.

The survey of youth aged 12 to 18 years, which included youth smokers and non-smokers, is based on a sample size of 1,002. This survey was conducted between July 22 and August 8, 2003. A survey based on a sample of 1,002 has a margin of error of approximately 3.1 percentage points, 19 times in 20.

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

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

General population	1,002
Smokers	120
Potential smokers	290

## 2.0 SMOKING STATUS

### A. Smoking Behaviour and Brands

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

Among non-smoking youth, fewer than one in three (27%) say they have at some time tried cigarette smoking, which includes just having a

few puffs. Among non-smoking youth who have never tried smoking, not even a few puffs, five percent say they have seriously thought about trying smoking. Among all non-smoking youth, one percent say they might try smoking within the next month.

Of the youth sample, 11 percent are smokers and 89 percent are non-smokers. Of all youth, 27 percent can be classified as potential smokers. Among non-smoking youth, 33 percent can be classified as potential smokers. Potential smokers

include any youth who say they have tried smoking, have seriously thought about smoking or think they might try smoking within the next month.

About one in ten Canadian youth (11%) report having smoked at least 100 cigarettes in their life. This number is twice as high among older youth, aged 17 to 18 years.

### Cigarette Consumption Per Day

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

#### Q.1

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

Among youth smokers who smoke every day, 20 percent report smoking more than 15 cigarettes per day; none of these report smoking more than 25 cigarettes per day. About four in ten (43%) say they smoke between ten and 15 cigarettes per day, and a similar number (37%) report smoking fewer than ten cigarettes per day.

Among youth smokers who smoke occasionally,<sup>1</sup> about nine in ten (88%) report smoking fewer than ten cigarettes per day on the days that they smoke, and 12 percent smoke between ten and 15 cigarettes per day.

Among youth smokers, Player's Light Regular Size (15%) is most often mentioned as their regular brand of cigarettes. Smaller proportions mention DuMaurier King Size (13%), Export "A" Regular Size (8%), DuMaurier Light King Size (7%), Export "A" brand name (7%) and Export "A" Medium Regular Size (5%). Thirty-six percent mention some other brand and nine percent say they do not have a regular brand.

When youth smokers are asked if they smoke any other brands of cigarettes, 53 percent say they do not smoke any other brand.

### Cigarette Consumption Per Day Every Day Smokers

	DEC 2000	MAR-APR 2001	JULY 2001	NOV-DEC 2001	JULY 2002	DEC 2002	JULY-AUG 2003
Less than 10 cigarettes per day	31	35	25	40	20	29	37
10 to 15 cigarettes per day	41	40	49	39	49	48	43
16 to 20 cigarettes per day	12	12	6	7	12	9	13
21 to 25 cigarettes per day	14	12	17	13	15	9	7
26 or more cigarettes per day	1	1	4	2	4	4	–

Q.6

*On average, how many cigarettes do you smoke per day?*

*Subsample: Smoke every day*

### Cigarette Consumption Per Day Occasional Smokers

	DEC 2000	MAR-APR 2001	JULY 2001	NOV-DEC 2001	JULY 2002	DEC 2002	JULY-AUG 2003
Less than 10 cigarettes per day	92	89	89	85	85	82	88
10 to 15 cigarettes per day	7	5	9	11	6	13	12
16 or more cigarettes per day	1	1	–	1	2	3	–
dk/na	–	4	2	2	7	2	–

Q.7

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

*Subsample: Smoke occasionally*

1 These numbers should be interpreted with caution, due to small sample size (N=44).

## B. Quit Attempts and Potential Quitters

About seven in ten youth smokers (68%) report having tried to quit smoking; about three in ten (32%) have not tried to quit.

Among youth smokers who have tried to quit smoking,<sup>2</sup> just under nine in ten (88%) say they have stopped smoking for a period of 24 hours at least once in the past year, in an attempt to quit. Eleven percent say they have not attempted to quit smoking in the past year.

About six in ten youth smokers (62%) report they are now seriously thinking of quitting smoking; fewer than four in ten (36%) say they are not.

### Quit Attempts Smokers

	DEC 2000	MAR-APR 2001	JULY 2001	NOV-DEC 2001	JULY 2002	DEC 2002	JULY-AUG 2003
Yes	66	61	69	75	59	65	68
No	33	38	31	25	40	35	32
dk/na	–	1	–	–	1	–	–

Q.9

*Have you ever tried to quit smoking?*

*Subsample: Smokers*

### Number of Times Tried to Quit Smoking Smokers

	DEC 2000	MAR-APR 2001	JULY 2001	NOV-DEC 2001	JULY 2002	DEC 2002	JULY-AUG 2003
Once	21	15	25	21	29	20	23
Twice	15	26	19	19	20	34	16
Three times	20	10	13	13	6	12	23
More than three times	27	37	32	34	37	22	26
Not in the past year	15	12	10	13	8	11	11
dk/na	1	–	–	1	–	2	1

Q.10

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

*Subsample: Smokers who have tried to quit smoking*

<sup>2</sup> These numbers should be interpreted with caution, due to small sample sizes (N=81).

Among youth smokers who are seriously thinking about quitting smoking,<sup>3</sup> more than four in ten (45%) say they will try to quit within the next 30 days. A similar number (44%) say they will try to quit within the next six months. Eight percent say they will not try within the next six months.

There has been no significant change since December 2002 in the number of youth smokers who have tried to quit or who say they are seriously thinking of quitting. The current results also suggest no significant change in the number of potential quitters who think they will try to quit within 30 days.<sup>4</sup>

### Potential Quitters Smokers

	DEC 2000	MAR-APR 2001	JULY 2001	NOV-DEC 2001	JULY 2002	DEC 2002	JULY-AUG 2003
Yes	57	50	56	63	60	64	62
No	42	49	44	36	39	36	36
dk/na	–	1	–	*	1	–	2

\* Less than one percent

#### *Q.11a*

*Are you now seriously thinking of quitting smoking?*

*Subsample: Smokers*

### Potential Quitters Smokers

	DEC 2000	MAR-APR 2001	JULY 2001	NOV-DEC 2001	JULY 2002	DEC 2002	JULY-AUG 2003
Within the next 30 days	56	41	37	63	48	49	45
Within the next 6 months	28	50	49	28	43	42	44
Not within the next 6 months	12	6	7	7	8	9	8
dk/na	5	3	6	2	1	–	2

#### *Q.11b*

*When do you think you will try to quit?*

*Subsample: Smokers who are seriously thinking of quitting smoking*

<sup>3</sup> These numbers should be interpreted with caution, due to small sample sizes (N=74).

<sup>4</sup> The sample of potential quitters is small (N=74); this finding should be viewed with caution.

Among youth smokers who are seriously thinking about quitting smoking,<sup>5</sup> more than four in ten say they will use will power or go cold turkey (46%) to try to quit smoking. Smaller numbers say they would use the nicotine patch (17%), chew gum/candy/food (17%), avoid other smokers/smoking situations (9%), cut back gradually (8%), exercise/get physically fit (6%) or use nicotine gum (6%). Thirteen percent mention some other ways or methods, and five percent offer no opinion.

## Ways to Quit Smokers

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

### Q.11c

*If you were to quit smoking at some point in the future, what ways or methods do you think you would use?*

*Subsample: Smokers who are seriously thinking of quitting smoking*

<sup>5</sup> These numbers should be interpreted with caution, due to small sample sizes (N=74).



### 3.0 HEALTH EFFECTS OF SMOKING

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

Almost nine in ten youth (87%) think that cigarette smoking is a major health problem in Canada. Twelve percent think it is a minor problem. Only one percent think it is not a health problem.

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

The view that smoking is a major health problem is slightly lower among youth smokers and among older youth aged 17 to 18.

When asked what specific human health effects or diseases can be caused by smoking cigarettes, youth are most likely to mention lung cancer (62%). Smaller proportions mention cancer in general (32%), heart attack/disease/angina (17%), lung disease (15%), oral cancer – tongue, lips, mouth, throat (12%), emphysema (10%), gum disease/tooth loss/mouth disease (9%), asthma (5%), respiratory problems/difficulty breathing/shortness of breath (5%) and yellow teeth/fingers/effect on appearance (4%). Thirty-three percent mention other human health effects or diseases.

There have been slight decreases since December 2002 in the proportions who mention cancer in general and heart attack/disease/angina. There has been a slight increase since December 2000 in the number who mention gum disease/tooth loss/mouth disease.

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

#### Smoking as a Health Problem

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

\* Less than one percent

#### Q.12

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

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

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

\* Less than one percent

continued ...

### Q.13

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

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

Continued

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

\* Less than one percent

Q.13

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

---

## B. Sources of Information about Health Effects

When asked where they have recently seen or heard information that talks about the health effects of smoking cigarettes, the largest proportions of youth mention television (55%) and school/university (40%). This is followed by mention of cigarette packages (28%), magazines (15%), word of mouth/family/friends (12%), billboards (7%), newspapers (6%) and radio (5%). Eighteen percent mention other sources of information and seven percent say nowhere.

The results of the current survey find that the number of youth who have seen or heard information about the health effects of smoking cigarettes on cigarette packages has increased by four points from December 2002, but is a total of 15 points higher than in December 2000. The number who mention school/university is seven points lower than in December 2002, but is similar to the numbers found in July 2002 and July 2001.

Girls are more likely than boys to have seen or heard this information on magazines, at school/university or through word of mouth. Older youth and youth smokers are more likely than others to have seen this information on cigarette packages or on television. Older youth are also more likely to mention magazines. Youth aged 12 to 14 are more likely to mention school/university. Among non-smokers, potential youth smokers are more likely to mention cigarette packages, but they are less likely to mention school/university.

## Sources of Information About Health Effects

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

\* Less than one percent

Q.14

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

## Specific Health Effects Caused by Smoking

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

\* Less than one percent

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

## Specific Health Effects Caused by Smoking

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

\* Less than one percent

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

---

### c. Specific Health Effects Caused by Smoking

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

An overwhelming majority of youth strongly agree that lung cancer (94%) can be caused by smoking cigarettes. Large majorities strongly agree that smoking can cause heart disease (77%), gum or mouth diseases (75%), throat cancer (74%), mouth cancer (70%), asthma (69%) and premature death (66%). Smaller majorities strongly agree that smoking can cause smaller babies or reduced growth of babies during pregnancy (54%), wrinkles and premature aging (50%), and chronic bronchitis (50%).

Fewer than half of youth strongly agree that smoking can cause stroke (49%), premature birth or preterm birth (43%), emphysema (38%), blood clots (36%), miscarriages (36%), impotence in men (30%), stomach ulcers (23%) and infertility (23%). Fewer than two in ten each strongly agree that smoking can cause bladder cancer (18%), Multiple Sclerosis (13%), arthritis (12%), acne (12%), Alzheimer's Disease (11%), gangrene (10%) and hepatitis (9%).

The results of the current survey suggest that there have been slight increases from the December 2002 survey in the proportions of youth who strongly agree that impotence, premature birth and premature death can be caused by smoking, and a slight decrease in the number who strongly agree that emphysema can be caused by smoking. Comparison with the baseline survey in December 2000 suggests that there have been increases in the numbers of Canadian youth who strongly agree that impotence in men, infertility, mouth cancer, gum or mouth diseases, and stroke can be caused by smoking.

Among youth, girls are more likely than boys to strongly agree that smoking can cause many of these human health conditions, including asthma, emphysema, heart disease, stomach ulcers, stroke, chronic bronchitis, mouth cancer, throat cancer, gum and mouth diseases, miscarriages, smaller babies or reduced growth of babies during pregnancy, premature birth or preterm birth, and wrinkles and premature aging.

Older youth are more likely to strongly agree that smoking can cause many of these human health conditions, including asthma, emphysema, stroke, stomach ulcers, impotence in men, infertility, mouth cancer, throat cancer, gum and mouth diseases, wrinkles and premature aging,

smaller babies or reduced growth of babies during pregnancy, premature birth, premature death and chronic bronchitis.

Those who have seen, read or heard about the health warning messages now on cigarette packages are more likely than those who have not to strongly agree that smoking can cause emphysema, stroke, impotence in men, miscarriages, mouth cancer, throat cancer, gum and mouth diseases, premature birth, smaller babies and chronic bronchitis.

Among non-smoking youth, potential smokers are more likely to strongly agree that smoking can cause impotence in men, throat cancer and chronic bronchitis, but they are more likely to strongly disagree that smoking can cause hepatitis, acne and Alzheimer's Disease. Youth smokers are more likely than others to strongly agree that smoking can cause emphysema, chronic bronchitis, heart disease, stroke, mouth cancer, throat cancer, gum and mouth diseases, infertility and impotence in men, but they are more likely to strongly disagree that smoking can cause arthritis, gangrene, miscarriage, bladder cancer, acne and Alzheimer's Disease.



## Specific Health Effects Caused by Smoking

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

\* Less than one percent

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

## Specific Health Effects Caused by Smoking

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

\* Less than one percent

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

## Specific Health Effects Caused by Smoking

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

\* Less than one percent

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

## Specific Health Effects Caused by Smoking

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

\* Less than one percent

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

## Specific Health Effects Caused by Smoking

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

\* Less than one percent

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

---

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

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

Majorities of youth strongly agree that second-hand smoke can cause asthma attacks in children (68%), lung cancer in non-smokers (67%) and chest infections in children (53%). Fewer than half strongly agree that second-hand smoke can cause bronchitis in children (49%), heart disease in non-smoking adults (43%), strokes in non-smoking adults (27%), and SIDS (Sudden Infant Death Syndrome) or crib death (25%) Only about one in ten each strongly agree that second-hand smoke can cause ear infections in children (12%), or arthritis (10%), Multiple Sclerosis (10%) and Alzheimer's Disease (9%) in non-smoking adults.

The results of the current survey suggest that there has been a slight decrease since December

2002 in the proportions of youth who strongly agree that ear infections in children can be caused by second-hand smoke. Comparison with the baseline survey of December 2000 suggests that there have been increases in the proportions of youth who strongly agree that second-hand smoke can cause asthma attacks in children, lung cancer in non-smokers, and heart disease and strokes in non-smoking adults.

Among youth, girls are more likely than boys to strongly agree that second-hand smoke can cause SIDS, asthma attacks, chest infections and bronchitis in children, heart disease in non-smoking adults, or lung cancer in non-smokers. Boys are more likely than girls to strongly agree that second-hand smoke can cause arthritis and Multiple Sclerosis in non-smoking adults. Older youth are more likely than others to strongly agree that second-hand smoke can cause chest infections and bronchitis in children. Younger youth, aged 12 to 14 years, are more likely than others to strongly agree that second-hand smoke can cause heart disease, arthritis and Multiple Sclerosis in non-smoking adults.

Those who have seen, read or heard about the health warning messages now appearing on cigarette packages are more likely to strongly agree that second-hand smoke can cause asthma, chest infections and bronchitis in children.

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

## Specific Health Effects Caused by Second-hand Smoke

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

\* Less than one percent

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

## Specific Health Effects Caused by Second-hand Smoke

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

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



## Specific Health Effects Caused by Second-hand Smoke

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

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

---

E. Health Effects Caused  
by Hydrogen Cyanide

When asked, top-of-mind, three-quarters of youth (73%) offer no specific health effects or diseases that can be caused by hydrogen cyanide. Another eight percent say hydrogen cyanide does not cause any health effects or diseases. Sixteen percent mention specific health effects or diseases.

The survey finds that the number of youth who say hydrogen cyanide does not cause any health effects or diseases is essentially unchanged from December 2002, but is a total of 16 points lower than that found in December 2000.

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

## Health Effects Caused by Hydrogen Cyanide

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

\* Less than one percent

Q.39

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

## 4.0 HEALTH WARNING MESSAGES

### A. Recall and Reads Per Day

An overwhelming number of youth (93%) say they have seen health warning messages on cigarette packages. Youth smokers (100%) express unanimous recall.

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

### Recall of Health Warning Messages on Cigarette Packages

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

Q.17

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

Seven in ten youth (70%) say they have seen, read or heard about the health warning messages that are now on cigarette packages in Canada and another five percent say they may have. Just over two in ten (23%) say they have not.

It should be noted that in the December 2002 survey and in the current survey, when asked about “health warning messages that are now on

cigarette packages in Canada” in this question, respondents were provided with the additional explanatory phrase “that is, the new messages that began appearing on cigarette packages at the beginning of 2001” in order to clarify the meaning of the question.

The number of youth who say they have seen, read or heard about health warning messages has

decreased four points from the December 2002 survey, but is still a total of 42 points higher than that found in December 2000.

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

## Awareness of Current Health Warning Messages on Cigarette Packages

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

### Q.18

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

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

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

About eight in ten youth (81%) say they have seen these health warning messages on cigarette packages themselves. Fewer than two in ten (17%) have not.

The number of youth who say they have seen any of these health warning messages on cigarette packages themselves is essentially unchanged from December 2002 and is a total of 15 points higher than that found in March-April 2001.

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

Among youth smokers, nine in ten (92%) say they have seen these health warning messages on their main brand of cigarettes. Four percent have not.

The current survey finds no significant change from December 2002 in the number of youth smokers who say they have seen these health warning messages on their main brand of cigarettes; this proportion is 18 points higher than that found in March-April 2001.

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

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

Q.20

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

*Subsample: Smokers*

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

### Have Seen Current Health Warning Messages on Cigarette Packages

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

\* Less than one percent

Q.19

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

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

Eleven percent of youth report that they look at or read health warning messages on cigarette packages several times a day and 15 percent do this about once a day. Six in ten (60%) look at or read these health warning messages less frequently, including 26 percent who say they do this less than once a week. Fourteen percent say they never look at or read these health warning messages.

The results of the current survey are similar to those found in December 2002; there has been a slight decline since December 2000 in the number who look at or read health warning messages several times a day.

Girls, youth aged 17 to 18 years and youth smokers are more likely than others to say they look at or read these health warning messages several times a day. Potential youth smokers and those who have seen, heard or read about the health warning messages now appearing on cigarette packs, and those who have seen these messages on cigarette packages themselves, are more likely than those who have not seen these messages to say they look at or read these health warning messages at least once a day.

When asked, top-of-mind, what the health warning messages now appearing on cigarette packages in Canada look like (without looking

at a cigarette package), the largest proportion of Canadian youth say they have pictures (39%). Three in ten (32%) say they have more information than before or more information about the health effects of smoking. Smaller numbers of Canadian youth mention pictures of lungs (12%), graphics that are gross (8%), mouth/teeth pictures/diseases (6%), warning/symbols in general (6%) and pictures of pregnant women/pregnancy (5%). Fifty-four percent mention some other aspect and 14 percent offer no opinion.

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

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

\* Less than one percent

### Q.21a

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

---

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

The results of the current survey suggest decreases from December 2002 in the numbers of youth mentioning more information than before,

pictures of lungs and mouth/teeth pictures/diseases. Comparison with the March-April 2001 survey shows a decline of 14 points in the number of youth mentioning pictures in general, and a trend toward increased mention of specific images.

Older youth, particularly those aged 17 to 18 years, are more likely to mention that the current health warning messages on cigarette packages have pictures. Older youth are also more likely to mention that they have more information than before or more information about the health effects of smoking. Youth smokers, potential smokers among non-smoking youth, those

who have seen, heard or read about the health warning messages now on cigarette packages, and those who have seen these messages on cigarette packages themselves, are more likely than others to mention pictures. Those who have seen, heard or read about the health warning messages now on cigarette packages, and those who have seen these messages on cigarette packages themselves, are also more likely than others to mention that they have more information than before or more information about the health effects of smoking.



## Appearance of Current Health Warning Messages on Cigarette Packages

	MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002			DEC 2002			JULY-AUG 2003		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS
Pictures (general)	53	68	58	55	64	62	46	61	48	38	38	42	41	52	42	39	49	44
More info./specific info about health effects of smoking	27	27	30	31	41	29	29	35	34	24	24	26	36	32	37	32	34	35
Pictures of lungs	*	1	*	1	2	1	6	2	6	7	6	8	16	12	16	12	12	7
Graphics are gross/disgusting/horrible	2	5	3	4	7	4	5	9	7	5	6	7	10	11	13	8	9	7
Mouth/teeth (pictures/disease)	1	2	1	*	1	*	5	6	4	6	8	8	10	9	11	6	3	6
Warnings/symbols in general	2	1	2	2	1	2	3	5	3	6	7	7	6	3	6	6	4	4
Pictures of pregnant women/pregnancy	*	–	–	*	1	*	3	2	4	4	–	6	6	4	8	5	5	4
Children/babies/kids	*	–	1	*	1	*	3	3	4	4	5	6	7	9	6	4	5	4
Tougher, stronger messages	5	7	5	4	4	5	5	9	7	4	3	6	5	5	8	4	7	6
Writing/text in general	3	3	3	1	4	2	4	2	3	4	2	4	4	5	5	4	4	4
Box/rectangle	2	1	1	1	–	–	3	4	3	1	2	*	2	1	1	3	3	3
Info. about how to quit	3	5	2	2	5	3	3	6	2	4	7	3	3	6	4	3	3	4
Impotence/drooped cigarette	*	–	*	–	–	–	3	4	4	1	2	2	3	4	4	3	8	4
Heart/heart disease	–	–	–	*	–	*	2	3	2	2	4	1	4	4	4	2	1	1
Colour/coloured	6	2	7	2	3	3	3	2	3	2	3	1	3	1	2	2	3	4
Covers more of the package/50% of the package	3	7	2	3	4	–	3	7	4	3	7	3	3	2	4	2	1	3
Large lettering/font/bold/block print	1	2	1	1	1	1	1	1	2	1	1	1	1	1	1	2	2	3
Coloured font	–	–	–	–	–	–	–	–	–	1	2	1	1	–	1	2	–	1
Small writing/not too clear/could be bigger	*	–	*	*	–	–	–	–	1	*	1	*	1	–	1	2	2	2
Dangerous/bad for health	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	2	2	1

\* Less than one percent

Continued ...

### Q.22

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

Note: Slightly different question wording as of December 2002

## Appearance of Current Health Warning Messages on Cigarette Packages

*Continued*

	MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002			DEC 2002			JULY-AUG 2003		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS
Location on cigarette pack	*	–	1	–	–	–	–	–	–	–	–	–	3	5	4	1	–	1
Pictures of smoking in front of kids	–	–	–	–	–	–	1	1	1	1	1	2	3	6	3	1	1	1
Brain damage	–	–	–	*	1	1	2	3	1	2	4	1	2	2	2	1	2	2
Black and white (text/background)	1	–	1	1	–	2	4	3	5	2	5	1	4	3	3	1	–	2
More chemicals/ingredients listed	1	2	*	1	1	1	1	1	1	1	1	*	1	–	1	1	–	1
Person with breathing machine	*	1	*	–	–	–	*	1	–	1	1	1	1	3	–	1	2	1
Info. on back of the slide portion	1	2	1	2	4	2	2	2	1	*	1	*	1	2	1	1	–	2
Front portion of the pack	–	–	–	*	–	–	*	1	–	*	–	–	*	–	–	1	1	1
Disease	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	1	2	1
Death	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	1	3	1
Lung cancer/diseases	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	1	1	*
Don't start smoking	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	1	–	1
It's ridiculous/joke/stupid	–	–	–	1	3	*	–	–	–	*	1	–	1	2	1	*	–	*
Surgeon General's warnings	*	–	*	–	–	–	*	1	1	2	2	1	1	1	1	*	1	*
Woman/man/people	–	–	–	*	–	–	–	–	–	1	1	1	1	2	1	*	1	–
Advertising	*	–	1	–	–	–	–	–	–	*	–	–	*	–	*	*	–	*
Cigarettes in ashtray	–	–	–	–	–	–	1	1	1	1	2	1	1	1	1	*	–	1
Other	2	1	3	1	1	2	4	5	4	2	3	1	3	3	3	7	5	8
None/nothing	*	–	*	1	2	1	*	–	–	1	1	2	*	1	–	1	1	1
dk/na	26	11	18	24	7	16	26	8	18	27	14	18	11	3	9	14	8	11

\* Less than one percent

Q.22

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

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

---

When asked, top-of-mind, what specific health warning messages they can remember seeing on cigarette packages in Canada (without looking at a cigarette package), the largest proportion of youth recall the message causes lung cancer (23%). Other recalled messages include harmful during pregnancies, harmful to fetus or low birth rate (15%), impotence (12%), harmful to others/children (9%), lung disease (8%), second-hand smoke is harmful/dangerous (8%), heart disease (7%), cancer in general (7%), mouth or gum disease (7%) and premature/preterm birth (5%). Thirty-nine percent mention some other health warning message. A total of one-third say none (25%) or offer no opinion (6%).

Since December 2002, there have been decreases in the numbers of youth who mention death/premature death, harmful to others/children and causes lung cancer, and an increase in the number who say they can remember none of the messages. Comparison with the March-April 2001 survey suggests increases in the numbers who mention causes lung cancer and second-hand smoke is harmful/dangerous, and declines in the numbers who mention harmful to others/children and death/premature death.

Girls are more likely than boys to mention the message harmful during pregnancies. Older youth, particularly those aged 17 to 18 years, youth smokers and potential youth smokers are

more likely to mention the message regarding impotence. As well, older youth are more likely to mention causes lung cancer and cancer in general, while youth smokers are also more likely to recall the warning message harmful to others/children.

Those who have seen, read or heard about the health warning messages now on cigarette packages, and those who have seen these messages on cigarette packages themselves, are more likely than those who have not to recall messages regarding lung cancer, harmful during pregnancies, second-hand smoke is harmful/dangerous, impotence and harmful to others/children.

## Recall of Specific Health Warning Messages on Cigarette Packages

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

\* Less than one percent

Continued ...

### Q.23

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

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

## Recall of Specific Health Warning Messages on Cigarette Packages

Continued

	MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002			DEC 2002			JULY-AUG 2003		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS
Mouth cancer	2	2	3	2	3	1	2	1	2	2	3	3	4	5	4	2	5	2
Respiratory/breathing problems	*	1	–	1	4	1	2	4	1	2	4	2	4	4	4	2	2	3
Brain damage/disease	2	5	2	2	2	4	1	2	1	2	–	2	3	5	3	2	1	3
Kids imitating parents	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	2	9	2
Stroke	3	5	3	1	2	1	3	6	1	2	7	1	2	2	1	2	3	1
Addiction	3	4	3	1	2	2	1	4	*	1	2	1	1	3	1	1	–	*
Emphysema	*	–	1	1	1	1	1	3	1	1	3	1	1	1	3	1	4	1
Throat problems/disease	1	–	1	–	–	–	*	–	–	*	–	*	1	1	1	1	1	2
Statistics/charts	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	1	–	*
Graphics of cigarette package	1	2	1	*	1	1	–	–	–	*	1	1	*	–	1	1	1	1
Don't start/how to quit	–	–	–	*	1	*	–	–	–	*	–	–	1	2	1	*	1	–
Must be 18/19 to smoke	*	–	–	1	–	*	*	–	*	–	–	–	*	–	–	*	–	–
Other	2	3	3	1	1	1	2	3	2	2	3	1	1	2	1	5	8	7
None	25	8	23	17	11	13	18	12	14	18	12	14	16	11	13	25	18	18
dk/na	8	3	5	13	3	9	12	5	11	16	10	15	9	3	6	6	3	4

\* Less than one percent

Q.23  
 Without looking at a cigarette package, when it comes to the health warning messages that are now on cigarette packages, what specific health warning messages can you remember? Are there any others?  
 Note: Slightly different question wording as of December 2002

---

When asked, top-of-mind, what pictures, images or graphics they can remember seeing on the health warning messages now on cigarette packages in Canada (without looking at a cigarette package), the largest proportion of youth recall lungs or diseased lungs (37%). Other recalled images include bad, rotten or big teeth (20%), pregnant women/with cigarettes (19%), heart or diseased heart (11%), children/kids/babies (11%), mouth or diseased mouth (9%), brain or diseased brain (8%), limp, broken or burning cigarettes (7%), gums or diseased gums (6%), parents/mom/dad/smoking (5%) and lung cancer (5%). Thirty-six percent recall other images or graphics. Fewer than two in ten say none (15%) or offer no opinion (3%).

The results of the current survey are essentially unchanged from those of December 2002. Since March-April 2001, there have been increases in the numbers of youth recalling messages such as lungs or diseased lungs, pregnant women/with cigarettes and bad/rotten/big teeth; there have also been decreases in the number who mention children/kids/babies and limp/broken/burning cigarettes. As well, there has been a decrease of eight points in the number who say they cannot recall any pictures or image (“none”).

Boys are slightly more likely than girls to recall limp/broken/burning cigarette. Older youth, particularly those aged 17 to 18 years, are more likely to recall limp/broken/burning cigarettes, bad, rotten or big teeth and children/kids/babies.

Potential youth smokers are more likely to recall bad, rotten or big teeth. Youth smokers are more likely to recall bad, rotten or big teeth, children/kids/babies, brain or diseased brain, and heart or diseased heart.

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

## Recall of Specific Pictures, Images or Graphics on Cigarette Packages

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

\* Less than one percent

Continued ...

### Q.24

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

Note: Slightly different question wording in December 2002

## Recall of Specific Pictures, Images or Graphics on Cigarette Packages

*Continued*

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

\* Less than one percent

### Q.24

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

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



---

## B. Impact of Current Messages

Among youth smokers, almost five in ten (47%) say that the health warning messages now on cigarette packages have been very effective in informing them about the health effects of cigarette smoking. Between two in ten and one-quarter say that these messages have been very effective in increasing their desire to quit smoking (25%), getting them to try to quit smoking (22%), getting them to smoke less around others than they used to (19%) and getting them to smoke less (19%).

Combining the numbers who say very and somewhat effective, 86 percent of youth smokers say the messages now on cigarette packages have been effective overall in informing them about health effects, and between about five and six in ten say they have been effective in increasing their desire to quit smoking (61%), and getting them to try to quit smoking (58%), getting them to smoke less around others than they used to (57%) and getting them to smoke less (56%).

With the exception of informing them about the health effects of smoking, which is essentially unchanged, the current survey suggests that there have been decreases from December 2002 in the numbers of youth smokers who say the current health warning messages have been very effective in the areas examined. Compared to March-April 2001, the number who say the labels have been very effective in informing them about the health effects of smoking have increased. These results should be interpreted with caution due to the small sample size of youth smokers.

## Impact of Current Messages

### Smokers

	MAR-APR 2001	JULY 2001	NOV-DEC 2001	JULY 2002	DEC 2002	JULY-AUG 2003		MAR-APR 2001	JULY 2001	NOV-DEC 2001	JULY 2002	DEC 2002	JULY-AUG 2003
Informing you about the health effects of cigarette smoking							Getting you to smoke less around others than you used to						
Very effective	39	45	51	48	49	47	Very effective	17	22	21	15	27	19
Somewhat effective	35	34	33	35	36	39	Somewhat effective	27	30	29	31	31	38
Not very effective	11	8	8	9	10	7	Not very effective	19	25	15	18	17	23
Not at all effective	14	9	7	8	5	5	Not at all effective	36	23	34	35	24	19
dk/na	1	3	1	1	1	1	dk/na	1	1	1	1	1	2
Increasing your desire to quit smoking							Getting you to smoke less						
Very effective	27	21	24	19	33	25	Very effective	19	17	20	17	24	19
Somewhat effective	29	34	34	35	38	36	Somewhat effective	28	32	30	32	36	37
Not very effective	19	17	21	16	12	19	Not very effective	25	26	21	16	16	22
Not at all effective	24	25	20	29	16	20	Not at all effective	28	26	28	34	24	22
dk/na	1	2	*	1	1	1	dk/na	1	*	*	–	–	1
Getting you to try to quit smoking													
Very effective	17	16	28	18	29	22							
Somewhat effective	33	35	27	26	35	36							
Not very effective	18	23	19	21	17	17							
Not at all effective	31	25	26	35	18	23							
dk/na	1	1	*	1	–	2							

\* Less than one percent

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

Subsample: Smokers

Note: Slightly different question wording as of December 2002

---

### c. Assessment of Current Messages

About seven in ten youth each strongly agree that the health warning messages now on cigarette packages provide them with important information about the health effects of smoking cigarettes (70%) and that these messages are accurate (67%), and almost six in ten strongly agree that these messages make smoking seem less attractive (58%).

Combining the numbers who strongly and somewhat agree, almost all youth agree that the messages provide important information (93%) and that the messages are accurate (93%).

Eight in ten youth agree that the health warning messages make smoking seem less attractive (82%).

The results of the current survey are similar to those found in previous surveys.

Girls are more likely than boys to strongly agree that the health warning messages now on cigarette packages provide important information and that they are accurate. Older youth are also more likely to agree that the messages are accurate.

Non-smoking youth, those who have seen, read or heard about the health warning messages now on cigarette packages, and those who have seen these messages on cigarette packages themselves, are more likely to strongly agree that these messages make smoking seem less attractive. Those who have seen, read or heard about the health warning messages now on cigarette packages, and those who have seen these messages on cigarette packages themselves, are more likely than those who have not to strongly agree that that these messages provide important information and that they are accurate. Among non-smoking youth, potential smokers are less likely to agree that these messages make smoking seem less attractive.

## Assessment of Current Messages

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

\* Less than one percent

### Q.25

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

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

---

#### D. Avoidance of Messages

When asked about specific behaviours in the last month intended to avoid looking at or thinking about the health warning labels, 20 percent of youth smokers say that they have made efforts to avoid looking at or thinking about health warning labels by keeping the pack out of sight, 13 percent say they have done this by transferring cigarettes to another container, 12 percent say they have done this by avoiding buying packs with particular health warning messages, and 12 percent say they have done this by placing a case or cover over their package.

#### Have Made Effort to Avoid Looking at or Thinking about Health Warning Labels Smokers July-August 2003

---

By keeping pack out of sight	20
By transferring cigarettes to another container	13
By placing a cover or case over package	12
By avoiding buying packs with particular health warning messages	12

---

#### Q.27

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

*Subsample: Smokers*

## 5.0 SLIDE AND INSERT

### A. Recall and Reads per Day of Slide

When asked, top-of-mind, if they can recall or describe anything they saw or read on the back of the slide portion of a cigarette package (without looking at a cigarette package), eight in ten Canadian youth either offer no opinion (38%) or say they have not seen the slide portion (43%). Four percent each mention tips to stop smoking and health warnings in general. Eleven percent mention other items.

Since December 2002, there has been an increase in the number of youth who have not seen the slide portion of a cigarette package, and a decrease in the number who offer no response.

Youth smokers are more likely than others to recall tips to stop smoking and a 1-800 number/quit smoking line. Older youth, youth smokers and potential youth smokers are less likely to say they have not seen the slide portion.

### Awareness of Message on Back of Slide

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

\* Less than one percent

Q.28

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

---

Two percent of youth smokers report that they look at or read the information on the slide several times a day, and eight percent do this about once a day. One-half (a total of 52%) look at or read the information on the slide less frequently, including 33 percent who say they do this less than once a week. About four in ten (37%) say they never look at or read the information on the slide.

### Look at or Read Information on Back of Cigarette Pack Slide

Smokers July-August 2003

---

Several times a day	2
About once a day	8
Once every two or three days	4
About once a week	15
Less than once a week	33
Never	37
dk/na	–

---

Q.29

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

*Subsample: Smokers*

---

## B. Assessment of Information on Slide

About one-half (49%) of youth smokers strongly agree that the information they have seen on the back of the slide is accurate, and one-third (33%) strongly agree that the information is useful to them. Combining the strongly and somewhat agree numbers, 74 percent of youth smokers agree the information is accurate, and 63 percent say it is useful to them.

The results of the current survey indicate a five-point drop since December 2002 in the number of youth smokers who strongly agree that the information is useful to them. However, these results should be interpreted with caution due to the small sample size of youth smokers.

## Messages on Back of Slide Smokers

---

	DEC 2002	JULY-AUG 2003
The information is accurate		
Strongly agree	52	49
Somewhat agree	22	25
Somewhat disagree	4	3
Strongly disagree	4	–
dk/na	19	22
The information is useful to you		
Strongly agree	38	33
Somewhat agree	26	30
Somewhat disagree	9	10
Strongly disagree	12	9
dk/na	15	17

---

### Q.30

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

*Subsample: Smokers*



---

### c. The Insert

Two percent of youth smokers report that they look at or read the information on the insert several times a day, and four percent do this about once a day. About one-third (a total of 36%) look at or read the information on the insert less frequently, including 21 percent who say they do this less than once a week. About six in ten (57%) say they never look at or read the information on the insert.

Forty-eight percent of youth smokers throw out the insert when they open the pack, and another 25 percent throw out the insert when they are finished with the pack. Only two percent keep the insert, and six percent say they do something else with it. Sixteen percent say they do not have inserts in their packs of cigarettes.

### Look at or Read Information on Cigarette Pack Insert

Smokers July-August 2003

---

Several times a day	2
About once a day	4
Once every two or three days	4
About once a week	11
Less than once a week	21
Never	57
dk/na	1

---

#### Q.31

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

*Subsample: Smokers*

### What Done with Cigarette Pack Insert

Smokers July-August 2003

---

Throw out when pack opened	48
Throw out with pack when done	25
Keep	2
Something else	6
Don't have packs with insert	16
dk/na	3

---

#### Q.32

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

*Subsample: Smokers*

## 6.0 TOXIC SUBSTANCES

---

### A. Awareness of Toxic Substances

When youth are asked, top-of-mind, what, if any, chemicals or toxic substances they can name that are in cigarettes or cigarette smoke, the largest proportions mention nicotine (42%) and tar (41%). Fourteen percent mention tobacco, seven percent mention carbon monoxide, and six percent mention poison/rat poison/strychnine/cyanide. Thirty-two percent mention other toxic substances. Twenty percent offer no opinion.

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

Older youth and youth smokers are more likely to mention tar and carbon monoxide; older youth are also more likely to mention nicotine. Youth aged 12 to 14 years are more likely to mention tobacco. Potential youth smokers are more likely to mention tar.

Those who have seen, read or heard about the health warning messages now on cigarette packages, and those who have seen these messages on cigarette packages themselves, are more likely to mention nicotine and tar.

## Awareness of Toxic Substances in Cigarettes

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

\* Less than one percent

Continued .....

Q.33

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

## Awareness of Toxic Substances in Cigarettes

*Continued*

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

\* Less than one percent

Q.33

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

When asked what chemicals or substances in cigarettes, in tobacco or in smoking, if any, cause or can cause disease or harm to health, the largest proportions of youth mention nicotine (24%) and tar (24%). Smaller proportions mention carbon monoxide (5%) and tobacco (4%). Ten percent say that all the chemicals cause harm, and 18 percent mention other specific substances. Forty-three percent offer no opinion.

The current survey results show no significant change from December 2002. Since the question was first asked in July 2002, there has been a slight increase in the number of youth who mention nicotine and a slight decrease in the number who offer no response.

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

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

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

\* Less than one percent

Continued ...

Q.37

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

About six in ten youth (63%) think that chemicals are added to tobacco when cigarettes are being manufactured. Fewer than two in ten (16%) say that chemicals are not added, and two in ten (21%) offer no response.

The results of the current survey suggest a slight decline from December 2002 in the number of youth who think that chemicals are added to tobacco.

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

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

*Continued*

	JULY 2002			DEC 2002			JULY-AUG 2003		
	GP	S	PS	GP	S	PS	GP	S	PS
Type of fuel/gasoline/kerosene/jet fuel/rocket fuel	*	—	*	1	—	*	*	—	*
Household cleaners	*	—	*	*	—	—	*	—	*
4-Aminobiphenyl	*	—	—	*	2	—	*	2	—
Fibreglass	—	—	—	*	1	—	*	1	—
Paint thinner/remover	*	—	—	*	—	*	*	—	—
Sulphur/sulphate	*	—	*	*	—	—	*	—	—
Carbon	*	—	—	*	1	—	—	—	—
Ash	*	—	—	*	—	*	—	—	—
Nitrosamines	*	—	—	*	—	*	—	—	—
All the chemicals cause harm	11	16	12	9	13	10	10	19	10
Other	1	2	*	1	1	1	2	1	3
None/nothing	3	5	4	3	5	2	5	4	4
dk/na	47	35	42	43	27	46	43	38	36

\* Less than one percent

*Q.37*

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

## Chemicals Added to Cigarettes During Manufacture

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

*Q.38*

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

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

One percent of youth smokers report that they look at or read the information about chemicals and substances on the side of a cigarette package several times a day, and four percent do this about once a day. One-half (a total of 50%) look at or read the information on the side of the package less frequently, including 30 percent who say they do this less than once a week. More than four in ten (44%) say they never look at or read the information on the side of a cigarette package.

When asked if they can name any chemicals or toxic substances that are currently listed on a cigarette package (without looking at a cigarette package), the largest proportions of youth mention nicotine (20%) and tar (15%). Five percent mention carbon monoxide. Ten percent mention some other toxic substance. Thirteen percent say there are no chemicals or toxic substances currently listed on cigarette packages, and 55 percent offer no opinion.

The current survey results suggest that there has been a slight decrease since December 2002 in the number of youth who say that tar is listed on cigarette packages, and a slight increase in the number who say that no chemicals or toxic substances are listed. Since December 2000, there has been a decrease of nine points in the number of youth who say there are no toxic substances listed on cigarette packages, and an increase of 12 points in the number who offer no response to the question.

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

One-half of youth smokers say that the information about chemicals and toxic substances now on the side of cigarette packages has contributed to encouraging them to try to quit

### Look at or Read Information about Chemicals and Substances on Side of Cigarette Pack Smokers July-August 2003

Several times a day	1
About once a day	4
Once every two or three days	5
About once a week	15
Less than once a week	30
Never	44
dk/na	1

#### Q.35

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

*Subsample: Smokers*

smoking (49%). About four in ten each say that this information has contributed to increasing their desire to quit smoking (41%) and getting them to smoke less (41%). Fewer than two in ten (15%) say the information has contributed to getting them to switch to a different brand or product.

Since December 2002, there have been slight decreases, though not always significant, on all four dimensions in the numbers who say that the information on the side of cigarette packages has had an impact on their smoking behaviour. These results should be interpreted with caution due to the small sample size of youth smokers.

### List and Information on Side of Cigarette Pack Smokers

	DEC 2002	JULY-AUG 2003
Encouraged you to try to quit smoking	53	49
Increased your desire to quit smoking	53	41
Got you to smoke less	46	41
Got you to switch to a different brand/product	23	15

#### Q.36

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

*Subsample: Smokers*

## Toxic Substances Listed on Cigarette Packages

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

\* Less than one percent

### Q.34

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

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





## SURVEY METHODS

---

The results of the survey are based on questions asked to 1,002 youth between 12 and 18 years of age, living within the ten provinces of Canada. The survey was conducted by telephone from July 22 to August 8, 2003.

### SAMPLE SELECTION

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

The actual sample is distributed as follows.

	WEIGHTED N	UNWEIGHTED N	MARGIN OF ERROR
Atlantic Region	78	80	11.0
Quebec	243	241	6.3
Ontario	383	380	5.0
Manitoba/ Saskatchewan	65	70	11.7
Alberta	103	101	9.8
British Columbia	131	130	8.6
Total	1,002	1,002	3.1

EnviroNics uses a RDD (random digit dialling) sample selection technique. Telephone numbers are selected from the most recently published telephone directories, thus ensuring that only valid telephone exchanges are used. These numbers act as “seeds” or elements from which the sample is randomly generated. The numbers in the sample elements are selected in such a way that they are representative of the geographic area(s) under study. This sample selection technique ensures both unlisted numbers and numbers listed after the directory publication are included in the sample.

A total of 41,633 telephone numbers were drawn. From within each household contacted, respondents between 12 and 18 years of age were screened for random selection using the “most recent birthday” method. The use of this technique produces results that are as valid and effective as enumerating all eligible persons within a household and selecting one randomly.

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

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

---

## TELEPHONE INTERVIEWING

Interviewing was conducted at Environics' central facilities in Toronto and Montreal. Field supervisors were present at all times to ensure accurate interviewing and recording of responses. Ten percent of each interviewer's work was unobtrusively monitored for quality control in accordance with the standards set out by the Canadian Association of Marketing Research Organizations.

A minimum of five calls were made to a household before classifying it as a "no answer."

## COMPLETION RESULTS

A total of 1,002 interviews were completed. The margin of error for a sample of 1,002 is  $\pm 3.1$  percentage points, 19 times in 20. The margins are wider for regional and demographic subsamples.

The following table presents the detailed completion results for this survey of 1,002 interviews.

Dialled Sample	41,633
Household not eligible	16,135
Non-residential/not in service	9,011
Language barrier	800
Subtotal	25,946
New Base (41,633-25,946)	15,687
No answer/line busy/ respondent not available	8,665
Refusals	5,960
Mid-interview refusals	60
Subtotal	14,685
Net Completions (15,687-14,685)	1,002

---

## QUESTIONNAIRES



**ENVIRONICS**  
R E S E A R C H G R O U P

**Survey of Youth - Wave 7**  
**PN5388**  
**Questionnaire - Draft 1**

**INTRODUCTION FOR YOUTH SURVEY**

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

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

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

#01 Yes

#02 Not Available.....**SCHEDULE CALL-BACK**

#03 Refused.....**DISCONTINUE & THANK**

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

1 - Yes **THANK AND TERMINATE**

2 - No

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

1 - Male

2 - Female

D. Language of survey

1 - English

2 - French

E. How old are you?

- |           |   |                  |
|-----------|---|------------------|
| 1 - 12    | } | <b>GO TO Q.1</b> |
| 2 - 13    |   |                  |
| 3 - 14    |   |                  |
| 4 - 15    |   |                  |
| 5 - 16    |   |                  |
| 6 - 17    |   |                  |
| 7 - 18    |   |                  |
| 8 - DK/NA |   | <b>ASK Q.F</b>   |

F. To what age group do you belong?

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

Parental consent requested of some youth categories.

**MAIN QUESTIONNAIRE**

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

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

**ASK ALL NON-SMOKERS**

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

- |           |                    |
|-----------|--------------------|
| 1 - Yes   | <b>SKIP TO Q.4</b> |
| 2 - No    | <b>GO TO Q.3</b>   |
| 3 - DK/NA | <b>GO TO Q.3</b>   |

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

3. Have you ever seriously thought about trying smoking?

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

**ASK ALL NON-SMOKERS**

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

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

**ASK ALL**

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

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

**NON- SMOKERS GO TO Q.12**

**IF SMOKE EVERY DAY, ASK:**

6. On average, how many cigarettes do you smoke per day?

**PROBE FOR A PRECISE NUMBER. IF RESPONDENT SAYS ONE PACK A DAY PROBE FOR NUMBER OF CIGARETTES IN A PACK**

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

2 - DK/NA

**IF SMOKE OCCASIONALLY, ASK:**

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

cigarettes per day

2 - DK/NA

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

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

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



9. Have you ever tried to quit smoking?

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

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

**READ**

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

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

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

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

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

**READ**

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

**IF YES IN Q.11(a) ASK :**

c) If you were to quit smoking at some point in the future what ways or methods do you think you would use? [**PROBE:** Are there any others?]

**DO NOT READ - CODE ALL THAT APPLY**

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

\_\_\_\_\_

\_\_\_\_\_

14 - DK/NA

## HEALTH EFFECTS

### ASK ALL

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

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

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

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

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

**DO NOT READ. CODE ALL THAT APPLY. [PROBE: Anywhere else?]**

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

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

**READ AND ROTATE**

- a) Lung cancer

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

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

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

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

**READ AND ROTATE**

a) Asthma attacks in children

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

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

**HEALTH WARNING MESSAGES**

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

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

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

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

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

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

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

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

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

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

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

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

- 1 - \_\_\_\_\_TIMES PER DAY
- 2 - DK/NA

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

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

---



---



---

- 10 - DK/NA

23. Without looking at a cigarette package, when it comes to the health warning messages that are NOW on cigarette packages, what specific health warning messages can you remember?

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

---

---

---

- 2 - None
- 3 - DK/NA

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

---

---

---

- 2 - None
- 3 - DK/NA

**ASK ALL**

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

**READ AND ROTATE**

a) The messages are accurate.

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

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

c) The messages make smoking seem less attractive.

**ASK SMOKERS ONLY**

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

**READ AND ROTATE**

a) Getting you to smoke less

- 1 - Very effective

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

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

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

**READ AND ROTATE**

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

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

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

**SLIDE**

**ASK ALL**

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

**DO NOT READ. CODE ALL THAT APPLY.**

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

## ASK ALL SMOKERS

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

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

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

a) The information is accurate

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

b) The information is useful to you

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

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

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

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

### **VOLUNTEERED**

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



**TOXIC SUBSTANCES**

**ASK ALL**

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

**DO NOT READ. CODE ALL THAT APPLY.**

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

---

---

---

21 - DK/NA

34. Without looking at a cigarette package, can you name any chemicals or toxic substances that are currently listed on a cigarette package in Canada? [**PROBE:** Can you name any others?]

**DO NOT READ. CODE ALL THAT APPLY.**

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

---

---

---

10 - DK/NA

**ASK SMOKERS**

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

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

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

a) increased your desire to quit smoking?

- 1 - yes
- 2 - No
- 3 - DK/NA

b) encouraged you to try to quit smoking?

c) got you to smoke less?

d) got you to switch to a different brand or product?

**ASK ALL**

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

**DO NOT READ. CODE ALL THAT APPLY.**

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

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
23 - DK/NA

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

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

39. What specific health effects or diseases, if any, can you name that can be caused by hydrogen cyanide? [**PROBE:** Are there any others?]

**DO NOT READ - CODE ALL THAT APPLY**

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

## **DEMOGRAPHICS**

### **ASK ALL**

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

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

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

### **IF IN SCHOOL, ASK:**

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

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

### **IF IN SCHOOL, ASK:**

42. What grade or level are you in school?

**DO NOT READ**

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

**IF NOT IN SCHOOL, ASK:**

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

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

**ASK ALL**

44. What is the highest level of education that either of your parents have reached?

**INTERVIEWER NOTE: CODE RESPONSE FOR WHICH EVER PARENT HAS THE HIGHER LEVEL OF EDUCATION. DO NOT READ**

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

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

**READ**

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

46. About how much spending money do you get a week from all sources?

**PROBE FOR APPROXIMATE DOLLAR FIGURE**

- \$ \_\_\_\_\_
- 2 - DK/NA

47. Are you ... **READ**

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

48. Into which of the following categories would you put the total annual income, before taxes and deductions, for 2002, of all members of your household, including yourself? Is it...

**READ**

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

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

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

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

- 1 - Yes/maybe
- 2 - No

**IF YES/MAYBE, RECORD NAME AND NUMBER.**

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

\_\_\_\_\_.

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

1 - Yes

2 - No

If incorrect, please input correct phone number: \_\_\_\_\_.

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

1 - Yes

2 - No

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



**ENVIRONICS**  
R E S E A R C H G R O U P

**Sondage mené auprès des jeunes - Wave 7**  
**PN5388**  
**Questionnaire français - Draft 1**

**INTRODUCTION**

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

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

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

#01 Oui

#02 Non disponible.....**ORGANISER LE RAPPEL**

#03 Refus .....**REMERCIER ET TERMINER**

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

1 - Oui **REMERCIER ET TERMINER**

2 - Non

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

1 - Homme

2 - Femme

D. Langue du sondage

1 - Anglais

2 - Français

E. Quel âge avez-vous?

- |            |   |                     |
|------------|---|---------------------|
| 1 - 12     | } | <b>PASSER À Q.1</b> |
| 2 - 13     |   |                     |
| 3 - 14     |   |                     |
| 4 - 15     |   |                     |
| 5 - 16     |   |                     |
| 6 - 17     |   |                     |
| 7 - 18     |   |                     |
| 8 - NSP/PR |   | <b>DEMANDER Q.F</b> |

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

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

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

### **QUESTIONNAIRE PRINCIPAL**

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

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

### **DEMANDER À TOUS LES NON-FUMEURS**

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

- |            |                     |
|------------|---------------------|
| 1 - Oui    | <b>PASSER À Q.4</b> |
| 2 - Non    | <b>PASSER À Q.3</b> |
| 3 - NSP/PR | <b>PASSER À Q.3</b> |

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

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

- 1 - Oui
- 2 - Non
- 3 - NSP/PR



**DEMANDER À TOUS LES NON-FUMEURS**

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

- 1 - Oui
- 2 - Non
- 3 - NSP/PR

**DEMANDER À TOUS**

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

- 1 - Oui
- 2 - Non
- 3 - NSP/PR

**POUR LES NON-FUMEURS, PASSER À Q.12**

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

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

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

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

- 2 - NSP/PR

**SI FUME À L'OCCASION, DEMANDER :**

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

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

- 2 - NSP/PR

8. a) Quelle est la marque de cigarettes que vous fumez, généralement?  
**NE PAS LIRE - CODER UNE MARQUE SEULEMENT.. NOTE À L'INTERVIEWEUR : SONDER POUR SAVOIR SI LE RÉPONDANT FUME DES CIGARETTES RÉGULIÈRES, LÉGÈRES, EXTRA LÉGÈRES, ETC., ET GRAND FORMAT OU RÉGULIER POUR CETTE MARQUE.**
- b) Est-ce que vous fumez d'autres marques de cigarettes? **CODER TOUTES LES MENTIONS QUI S'APPLIQUENT.**

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

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

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

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

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

**LIRE**

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

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

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

**SI OUI À Q.11(a), DEMANDER Ý:**

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

**LIRE**

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

**SI OUI À Q.11(a) DEMANDER Ý:**

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

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

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

## EFFETS SUR LA SANTÉ

### DEMANDER À TOUS

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

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

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

**NE PAS LIRE. CODER TOUTES LES MENTIONS QUI S'APPLIQUENT.  
[SONDER JUSQU'À CE QUE LE RÉPONDANT N'AIT PLUS DE RÉPONSE À  
DONNER.]**

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

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

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

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

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

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

**LIRE EN ROTATION.**

a) Cancer du poumon

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

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

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

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

**LIRE EN ROTATION.**

- a) Crises d'asthme chez les enfants

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

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

## MESSAGES D'INFORMATION SUR LA SANTÉ

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

- 1 - Oui
- 2 - Non
- 3 - NSP/PR

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

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

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

- 1 - Oui
- 2 - Non
- 3 - NSP/PR

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

- 1 - Oui
- 2 - Non
- 3 - NSP/PR

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

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

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

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

1 - \_\_\_\_\_ FOIS PAR JOUR

2 - NSP/PR

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

01 - Des images (en général)

02 - Plus d'informations que maintenant/plus d'informations sur les effets du tabac

03 - Des informations sur les façons de cesser de fumer

04 - Couvrent une plus grande partie du paquet/couvrent la moitié du paquet

05 - Des informations au dos du tiroir du paquet

06 - Plus de produits chimiques/plus d'ingrédients indiqués

07 - Des messages plus directs, plus forts

08 - Des couleurs/colorés

09- Autre (**PRÉCISER**) \_\_\_\_\_

10 - NSP/PR

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

---

---

---

2 - Aucune

3 - NSP/PR

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

---

---

---

2 - Aucune

3 - NSP/PR



### DEMANDER À TOUS

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

#### LIRE EN ROTATION

a) Les messages sont exacts

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

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

c) Les messages rendent la cigarette moins attrayante

### DEMANDER AUX FUMEURS SEULEMENT

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

#### LIRE EN ROTATION

a) Vous amener à moins fumer

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

b) Vous amener à fumer moins en présence des autres

c) Vous donner davantage le désir d'arrêter de fumer

d) Vous amener à essayer de cesser de fumer

e) Vous informer sur les effets de la cigarette sur la santé

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

**LIRE EN ROTATION**

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

- 1 - Oui
- 2 - Non
- 3 - NSP/PR

b) En transférant vos cigarettes dans un autre contenant ?

c) En évitant d'acheter des paquets sur lesquels figurent certains des messages d'avertissement pour la santé, en particulier ?

d) En ne gardant pas votre paquet à la vue ?

**DIAPOSITIVE**

**DEMANDER À TOUS**

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

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

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

## DEMANDER AUX FUMEURS

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

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

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

a) Les informations sont exactes

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

b) Les informations vous sont utiles

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

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

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

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

### NON SUGGÉRÉ

- 05 – n'a pas de paquets comprenant un encart

**SUBSTANCES TOXIQUES**

**DEMANDER À TOUS**

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

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

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

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

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

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

- 09 - Autre (**PRÉCISER**) \_\_\_\_\_  
10 - NSP/PR

### DEMANDER AUX FUMEURS

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

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

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

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

- 1 - Oui
- 2 - Non
- 3 - NSP/PR

b) vous ont encouragé à essayer d'arrêter de fumer?

c) vous ont amené à fumer moins?

d) vous ont amené à adopter une marque ou un produit différent?

### DEMANDER À TOUS

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

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

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

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

---



---



---

23 - NSP/PR

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

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

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

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

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

## **DONNÉES DÉMOGRAPHIQUES**

### **DEMANDER À TOUS**

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

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

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

### **SI AUX ÉTUDES, DEMANDER :**

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

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

### **SI AUX ÉTUDES, DEMANDER :**

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

#### **NE PAS LIRE**

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

**SI N'EST PAS AUX ÉTUDES, DEMANDER :**

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

**NE PAS LIRE**

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

**DEMANDER À TOUS**

44. Quel est le degré d'instruction le plus élevé que l'un ou l'autre de vos parents a atteint?

**NOTE À L'INTERVIEWEUR : CODER LA RÉPONSE EN FONCTION DU PARENT QUI A ATTEINT LE DEGRÉ D'INSTRUCTION LE PLUS ÉLEVÉ. NE PAS LIRE**

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

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

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



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

\$ \_\_\_\_\_  
2 – NSP/PR

47. Est-ce que vous vivez...

**LIRE LA LISTE**

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

48. Laquelle des catégories suivantes correspond le mieux au revenu total de tous les membres de votre foyer et de vous-même, avant impôt, en 2002? Est-ce que c'est...?

**LIRE**

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

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

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

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

- 1 - Oui/peut-être
- 2 - Non

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

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

\_\_\_\_\_

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

\_\_\_\_\_.

1 - Oui

2 - Non

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

\_\_\_\_\_

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

1 - Oui

2 - Non

Merci beaucoup.