



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

WAVE 6 SURVEYS

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

SURVEY OF ADULTS AND ADULT SMOKERS

FINAL REPORT

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1.0 INTRODUCTION

Environics Research Group Limited was commissioned by Health Canada in fall 2002 to conduct surveys of the general population, including adult smokers and non-smokers. The main objective of the surveys was to provide information to assist in the evaluation of the impact of new health warning messages on tobacco packaging on public and consumer knowledge and behaviours. The new health warning messages began appearing on the major tobacco brands on approximately January 1, 2001 and on all brands as of approximately June 30, 2001.

The survey of Canadian youth was conducted separately and is discussed under separate cover.

The surveys 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 surveys looked at perceptions of the health effects of chemicals or toxic substances in cigarettes, particularly hydrogen cyanide. The surveys also measured awareness and recall of the new warning messages on both the exterior of the packages and on the package slides, their effect on knowledge and behaviours, including behaviours intended to avoid the new labels, perceptions of the effectiveness of the new labels compared to the old labels, and awareness of chemicals or toxic substances present in cigarettes.

One goal of these surveys was to conduct the sampling and questionnaire design to allow comparison with five previous waves of surveys: surveys conducted by Environics in July 2002, after the new labels had been appearing on all brands for at least a year; surveys conducted in November and December 2001, after the new labels had been appearing on all brands for at least six months; surveys conducted 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 first 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 general population survey, which included adult smokers and non-smokers, is based on a sample size of 682 Canadians. This was conducted between November 28 and December 13, 2002. An additional oversample of 837 smokers was conducted to achieve a final sample size of 1,004 adult smokers. This survey was also conducted between November 28 and December 15, 2002.

A survey based on a sample of 682 has a margin of error of approximately 3.8 percentage points, 19 times in 20. The corresponding margin for a sample of 1,004 is approximately 3.1 percentage points.

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.

2.0 SMOKING STATUS

A. Smoking Behaviour and Brands

From the survey, about two in ten Canadian adults (18%) smoke cigarettes every day and six percent smoke occasionally. Among smokers, 84 percent smoke every day and 16 percent smoke occasionally.

About five in ten Canadian adults (52%) report having smoked at least 100 cigarettes in their life. Almost all adult smokers (99%) say the same. Fewer than four in ten non-smokers (37%) also report having smoked at least 100 cigarettes in their life.

Among adult smokers who smoke every day, about one-half (48%) report smoking more than 15 cigarettes per day, which includes eight percent who say they smoke more than 25 cigarettes per day. About four in ten (38%) say they smoke between ten and 15 cigarettes per day. Only 15 percent report smoking fewer than ten cigarettes per day.

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

Among adult smokers who smoke occasionally, three-quarters (76%) report smoking fewer than ten cigarettes per day. Seventeen percent smoke between ten and 15 cigarettes per day, and seven percent smoke more than 15 cigarettes per day.

Among adult smokers, Player's Light Regular Size is most often mentioned as their regular brand of cigarettes (11%). Smaller proportions mention DuMaurier King Size (7%) and DuMaurier Regular Size (6%). Seventy-three percent mention some other brand.

Cigarette Consumption

	NOV-DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002			NOV-DEC 2002		
	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS
Every day	25	89	—	23	88	—	25	87	—	20	89	—	22	84	—	18	84	—
Occasionally (less than every day)	5	11	—	5	12	—	6	13	—	5	11	—	6	16	—	6	16	—
Not at all	70	—	100	71	—	100	69	—	100	76	—	100	72	—	100	76	—	100

Q.1

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

Cigarette Consumption Per Day Every Day Smokers

	NOV-DEC 2000	MAR-APR 2001	JULY 2001	NOV-DEC 2001	JULY 2002	NOV-DEC 2002
Less than 10 cigarettes per day	13	12	12	13	13	15
10 to 15 cigarettes per day	36	39	35	38	37	38
16 to 20 cigarettes per day	20	21	21	20	20	20
21 to 25 cigarettes per day	23	21	23	20	21	20
26 or more cigarettes per day	8	6	7	8	9	8

Q.3

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

Subsample: Smoke every day

Cigarette Consumption Per Day Occasional Smokers

	NOV-DEC 2000	MAR-APR 2001	JULY 2001	NOV-DEC 2001	JULY 2002	NOV-DEC 2002
Less than 10 cigarettes per day	74	75	66	64	69	76
10 to 15 cigarettes per day	21	18	21	23	23	17
16 or more cigarettes per day	4	4	11	11	6	7

Q.4

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

Subsample: Smoke occasionally

When adult smokers are asked if they smoke any other brands of cigarettes, three-quarters (75%) say they do not smoke any other brand.

B. Quit Attempts and Potential Quitters

About eight in ten adult smokers (78%) report having tried to quit smoking. About two in ten (22%) say they have not tried to quit smoking.

Among adult smokers who have tried to quit smoking, two-thirds (66%) say they have stopped smoking for at least 24 hours one or more times in the past year, in an attempt to quit smoking. One-third (33%) say they have not attempted to quit smoking in the past year.

Among adult smokers who have tried to quit smoking, those who are older, those who smoke every day, those who are not potential quitters and those who smoke more than 20 cigarettes per day are more likely than others to say they have not attempted to quit smoking in the past year.

When it comes to potential quitters, about six in ten adult smokers (62%) report they are now seriously thinking of quitting smoking. This number is higher among occasional smokers. Not surprisingly, this number is lower among those who have never tried to quit smoking, or who have not tried to quit in the past year.

Quit Attempts Smokers

	Nov-DEC 2000	MAR-APR 2001	JULY 2001	Nov-DEC 2001	JULY 2002	Nov-DEC 2002
Yes	77	79	78	77	79	78
No	23	21	22	23	21	22

Q.6

Have you ever tried to quit smoking?

Subsample: Smokers

Number of Times Tried to Quit Smoking Smokers

	Nov-DEC 2000	MAR-APR 2001	JULY 2001	Nov-DEC 2001	JULY 2002	Nov-DEC 2002
Once	20	22	21	19	24	19
Twice	14	15	12	16	16	19
Three times	10	8	9	8	9	10
More than three times	16	14	14	16	18	18
Not in the past year	40	41	42	40	33	33
dk/na	1	1	2	*	1	1

* Less than one percent

Q.7

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

Subsample: Smokers who have tried to quit smoking

Potential Quitters Smokers

	Nov-DEC 2000	MAR-APR 2001	JULY 2001	Nov-DEC 2001	JULY 2002	Nov-DEC 2002
Yes	56	58	54	61	64	62
No	43	41	45	38	35	37

Q.8a

Are you now seriously thinking of quitting smoking?

Subsample: Smokers

Among adult smokers who are seriously thinking about quitting smoking, more than four in ten (46%) say they will try to quit within the next 30 days. Forty-one percent say they will try to quit within the next six months. Ten percent say they will not try within the next six months and three percent do not know when they will try to quit.

Among adult smokers who are seriously thinking about quitting smoking, the largest proportion say they would use will power to go “cold turkey” (47%) to try to quit. Almost four in ten would use the nicotine patch (37%). Smaller proportions would use Zyban (12%) or nicotine gum (9%). Twenty percent mention other ways or methods.

There has been no significant change since the July 2002 survey in the proportion of smokers who report that they are seriously thinking of quitting. The current survey suggests a slight increase in the proportion of potential quitters who think they will try to quit within the next 30 days; this may be related to the timing of the current survey, which was in field in the month prior to New Year’s Day – a time when some smokers may have been planning to try to quit as a New Year’s resolution. A similar increase was noted in the November-December 2001 survey, followed by a slight decline in the July 2002 survey.

Potential Quitters Smokers

	NOV-DEC 2000	MAR-APR 2001	JULY 2001	NOV-DEC 2001	JULY 2002	NOV-DEC 2002
Within the next 30 days	38	33	34	43	39	46
Within the next 6 months	45	48	49	44	48	41
Not within the next 6 months	9	10	11	9	8	10
dk/na	7	9	5	4	5	3

Q.8b

When do you think you will try to quit?

Subsample: Smokers who are seriously thinking of quitting smoking

Ways to Quit Smokers

	NOV-DEC 2000	MAR-APR 2001	JULY 2001	NOV-DEC 2001	JULY 2002	NOV-DEC 2002
Will power/cold turkey/just stop	47	50	48	45	50	47
Nicotine patch	23	25	21	31	31	37
Zyban	19	16	12	12	10	12
Nicotine gum	5	6	4	8	10	9
Chew gum/candy/food	1	3	2	3	5	4
Cut back gradually	5	6	7	5	4	3
Avoid other smokers/ smoking situations	*	1	1	1	1	2
More exercise/get physically fit	1	2	2	3	2	2
Prescription drugs	*	–	2	1	2	2
Self-help program	1	2	1	2	2	1
Hypnosis	2	2	2	1	2	1
Acupuncture	1	1	1	1	1	1
Distract yourself	*	1	2	1	1	1
Seek doctor/ professional advice	2	1	1	1	1	1
Clinic/group program	2	*	–	1	*	1
Drink fluids	*	*	1	*	1	*
Mouthwash/spray	*	–	1	–	–	–
Other	3	2	3	2	2	1
None/nothing	*	1	*	1	1	*
dk/na	5	2	6	6	6	5

* Less than one percent

Q.8c

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

Subsample: Smokers who are seriously thinking of quitting smoking

3.0 HEALTH EFFECTS OF SMOKING

A. General and Top-of-mind Effects

More than eight in ten Canadians (86%) think that cigarette smoking is a major health problem in Canada. One in ten (11%) think it is a minor problem. Only three percent think it is not a health problem. Among adult smokers, about seven in ten (72%) say it is a major health problem and about two in ten (22%) say it is a minor problem. Only four percent think it is not a health problem.

The results of the current survey show no significant change since July 2002 in the numbers of Canadian adults or adult smokers who say smoking is a major health problem.

The view that cigarette smoking is a major health problem in Canada is lower among smokers aged 55 and older, and those with less than a high school education. It is higher among potential quitters, occasional smokers and among those who have tried to quit more than three times in the past year.

When asked, top-of-mind, what specific human health effects or diseases can be caused by smoking cigarettes, Canadian adults are most likely to mention lung cancer (58%). Smaller proportions

mention cancer in general (38%), emphysema (36%), heart attack/disease/angina (30%), lung disease (16%), oral cancer including throat cancer (15%), asthma (14%) and respiratory problems/difficulty breathing/shortness of breath (11%). Fifty-seven percent mention a variety of other human health effects or diseases.

Among adult smokers, the largest number mention lung cancer (48%), followed by cancer in general (39%), heart disease (34%), emphysema (30%), lung disease (20%), asthma (12%), oral cancer including throat cancer (11%), respiratory problems (8%) and stroke (7%). More than four in ten smokers (44%) mention other effects or diseases.

The results of the current survey suggest slight increases since the July 2002 survey among the general population in top-of-mind mention of emphysema and oral cancer, including throat cancer. The survey finds no significant change from July 2002 in the numbers of adult smokers mentioning any of these human health effects. The numbers of adult smokers mentioning cancer in general, emphysema and asthma are higher in the current survey than in some of the previous surveys, particularly the baseline survey.

Smoking as a Health Problem

	NOV-DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002			NOV-DEC 2002		
	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS
Major	87	72	91	85	70	91	84	68	88	83	69	88	85	69	90	86	72	89
Minor	10	21	7	12	23	7	12	23	10	12	23	9	12	24	7	11	22	8
Not a problem	2	5	1	2	4	1	3	6	2	3	5	2	2	5	1	3	4	2
dk/na	1	2	1	1	3	1	2	4	1	2	3	1	1	2	1	1	2	1

Q:9

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

Health Effects of Smoking – Top-of-Mind

	NOV-DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002			NOV-DEC 2002		
	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS
Cancer – lung	57	49	59	59	53	59	58	49	58	58	46	61	54	47	55	58	48	59
Cancer in general	32	31	33	34	28	36	33	31	34	38	34	40	38	36	41	38	39	38
Emphysema	23	24	23	24	22	25	25	23	25	31	27	31	30	29	31	36	30	36
Heart attack/disease/angina	27	29	25	30	33	29	33	34	32	37	35	35	32	35	33	30	34	28
Lung disease/lungs (unspecified)	18	20	17	18	16	17	20	18	21	19	20	18	16	17	18	16	20	15
Cancer – oral (tongue, lips, mouth, throat)	7	7	8	14	9	15	11	11	11	14	12	15	11	12	11	15	11	14
Asthma	10	8	11	14	9	15	12	10	14	15	10	16	11	12	11	14	12	14
Respiratory problems/difficulty breathing/shortness of breath	8	8	9	9	8	9	9	8	9	14	11	14	14	11	14	11	8	12
Stroke	3	4	3	6	7	6	3	7	2	6	7	6	6	10	5	6	7	6
Bronchitis/chronic bronchitis	4	4	4	3	3	3	4	5	4	7	6	6	3	5	4	6	6	6
Blood circulation problems/ blood clots	5	4	5	6	4	7	4	4	4	5	6	5	3	6	3	6	5	5
High blood pressure	1	1	2	3	1	4	2	2	2	4	3	3	3	1	3	3	2	4
Addiction	2	2	2	2	1	2	1	1	1	2	2	2	2	1	2	2	1	2
Air pollution/environmental damage	1	1	1	*	*	*	1	*	1	1	1	*	1	*	1	2	*	2
Allergies	1	*	1	2	1	2	2	1	3	4	1	4	1	1	2	2	1	2
Brain damage/disease	*	*	*	*	*	—	1	1	1	1	2	1	*	1	*	2	1	1
Gum disease/tooth loss/mouth disease	1	1	2	3	2	3	3	4	2	3	4	2	4	4	3	2	5	2
Poor physical condition/loss of energy	1	2	2	2	2	2	1	1	1	3	3	3	2	2	3	2	2	2
Yellow teeth/fingers/effect on appearance	2	1	2	*	1	1	3	2	3	2	2	2	1	1	1	2	2	3
Second-hand smoke	2	1	2	1	1	1	2	1	2	2	1	2	4	1	5	2	2	2
Wrinkles/premature aging	1	1	1	2	1	2	1	1	1	2	2	2	1	1	*	2	1	2

* Less than one percent

Continued ...

Q.10

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

Health Effects of Smoking – Top-of-Mind

Continued

	NOV-DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002			NOV-DEC 2002		
	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS
Cancer – other	*	1	*	1	2	2	2	1	1	2	1	2	2	2	2	1	1	2
Birth defects/problems with pregnancy	–	–	–	–	*	–	*	–	*	1	1	1	2	1	2	1	1	1
Smaller babies/reduced growth of babies during pregnancy	1	1	1	2	1	2	1	1	2	2	1	2	2	1	2	1	*	1
Preterm birth/premature birth	1	1	1	1	1	1	2	1	2	2	1	3	1	*	1	1	1	1
Impotence/sexual dysfunction	*	*	*	2	3	1	1	2	1	2	2	1	1	2	1	1	3	1
Coughing	*	1	*	*	*	*	1	1	1	2	2	1	1	1	*	1	1	1
Death/premature death	1	*	1	1	*	1	1	*	1	2	1	2	1	*	1	1	*	1
Bad breath	2	1	2	1	1	1	*	1	*	2	1	2	1	1	1	1	1	1
Cancer – breast	2	1	2	2	1	2	1	*	1	1	1	2	1	1	1	1	*	1
Effect on the fetus/unborn child	1	*	1	1	1	2	1	*	1	1	1	1	1	*	1	1	*	1
Skin irritations/conditions	*	*	–	*	–	*	*	*	*	1	1	1	1	1	*	1	1	1
Diabetes	1	*	1	1	*	1	*	*	*	1	*	1	1	*	1	1	1	1
Eye disease/problems	*	*	1	*	*	*	–	–	–	1	*	1	*	*	1	1	*	1
Liver damage/disease	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	1	*
Immune system problems	1	*	1	–	–	–	*	*	*	1	*	1	1	*	1	1	*	1
Stomach problems	*	*	*	*	*	*	1	1	1	*	1	1	*	1	1	1	2	1
Gangrene	*	–	*	*	*	*	–	–	–	*	–	1	–	*	–	*	*	*
Headaches	*	*	–	*	1	*	*	*	*	1	1	1	1	1	1	*	1	1
Kidney disease/problems	*	–	*	–	*	–	*	*	*	–	–	–	*	*	*	*	*	*
Osteoporosis/problems with bones	*	*	–	*	–	*	–	–	–	*	*	*	–	*	–	*	*	1
Throat disease/problems	–	*	–	1	*	1	1	1	1	1	*	*	1	1	1	*	*	*
Arthritis	–	–	–	–	–	–	–	–	–	*	*	*	–	*	–	*	*	*
Dizziness/nausea	–	*	–	–	*	–	–	*	–	1	1	1	–	*	–	–	*	–
Fire accidents/burns	–	–	–	–	–	–	*	*	*	–	*	–	–	–	–	–	–	–
Multiple Sclerosis	–	–	–	–	*	–	*	*	*	–	–	–	–	–	–	–	–	–
Other	1	2	2	2	3	3	2	2	2	3	1	4	1	2	2	2	2	1
None	2	4	*	2	5	1	2	4	2	*	2	*	2	3	1	1	2	*
dk/na	1	2	1	1	2	1	1	4	1	1	2	1	1	3	1	1	3	1

* Less than one percent

Q.10

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

B. Sources of Information about Health Effects

When asked, top-of-mind, where they have recently seen or heard information that talks about the health effects of smoking cigarettes, seven in ten Canadian adults (69%) mention television. About three in ten each mention newspapers (33%) and cigarette packages (27%). Fewer mention magazines (17%), radio (13%), word of mouth/family/friends (13%), doctor/doctor's office (8%), billboards (5%), and public areas or buildings (5%). Twenty-four percent

mention other sources of information and five percent say nowhere.

Among adult smokers, about seven in ten mention television (68%) and about five in ten mention cigarette packages (48%). Fewer mention newspapers (24%), magazines (13%), radio (13%), word of mouth/family/friends (9%), doctor/doctor's office (8%) and billboards (7%). Twenty-nine percent mention other sources and four percent say nowhere.

Sources of Information About Health Effects

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

*Less than one percent

Q.11

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

The results of the current survey suggest increases since July 2002 among both the general population and among adult smokers in the numbers who mention television. The number of Canadian adults, and particularly adult smokers, who have seen health information on cigarette packages increased significantly between November-December 2000 and March-April 2001, remained essentially unchanged through July 2002, but has declined seven points among the general population and ten points among adult smokers in the current survey.

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

c. Specific Health Effects Caused by Smoking

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

Nine in ten Canadian adults strongly agree that lung cancer (92%) can be caused by smoking cigarettes. Large majorities also strongly agree that smoking can cause throat cancer (81%), mouth cancer (76%), heart disease (73%), emphysema (73%), asthma (68%), chronic bronchitis (68%) and premature death (68%). Smaller majorities strongly agree that smoking can cause gum or mouth diseases (63%), smaller babies or reduced growth of babies during pregnancy (62%), stroke (52%), and wrinkles and premature aging (51%).

Fewer than half of Canadian adults strongly agree that smoking can cause premature birth or preterm birth (46%), blood clots (31%), miscarriages (25%), stomach ulcers (25%), impotence in men (20%), infertility (17%), bladder cancer (15%), gangrene (9%), arthritis (6%), Multiple Sclerosis (5%), Alzheimer's Disease (5%), acne (5%) and hepatitis (4%).

Among adult smokers, majorities strongly agree that lung cancer (82%), throat cancer (72%), heart disease (67%), emphysema (66%), mouth cancer (63%), asthma (62%), chronic bronchitis (58%), gum or mouth diseases (55%) and premature death (52%) can be caused by smoking cigarettes.

Slightly fewer than half of adult smokers strongly agree that stroke (47%) and smaller babies or reduced growth of babies during pregnancy (47%) can be caused by smoking. Fewer strongly agree that wrinkles and premature aging (40%), premature birth or preterm birth (35%), blood clots (30%), impotence in men (23%), miscarriages (21%), stomach ulcers (20%), infertility (17%), bladder cancer (13%), gangrene (6%), acne (5%), arthritis (5%), Multiple Sclerosis (5%), Alzheimer's Disease (5%) and hepatitis (4%) can be caused by smoking.

The results of the current survey suggest that there have been slight increases since the July 2002 survey in the proportions of Canadian adults who strongly agree that premature death and smaller babies can be caused by smoking cigarettes. Comparison with the baseline survey suggests that there have been decreases since 2000 in the numbers of Canadian adults who strongly agree that throat cancer, asthma, wrinkles and premature aging, miscarriages, blood clots, stomach ulcers, bladder cancer, gangrene, acne, Multiple Sclerosis and Alzheimer's Disease can be caused by smoking.

Among adult smokers, the current results suggest that there have been slight increases since July 2002 in the numbers who strongly agree that throat cancer, asthma, premature death, smaller babies, wrinkles and premature aging, impotence and premature birth can be caused by smoking cigarettes. Comparison with the baseline survey suggests that there have been increases since 2000 in the numbers who strongly agree that gum or mouth diseases, stroke, impotence in men, miscarriages, blood clots and infertility can be caused by smoking.

Among smokers, potential quitters are more likely than non-potential quitters (“hard-core” smokers) to strongly agree that smoking can cause many of these human health effects and diseases, notably heart disease, asthma, chronic bronchitis, lung cancer, emphysema, blood clots, stroke, mouth cancer, throat cancer, gum or mouth diseases, premature death, premature birth, smaller babies, stomach ulcers, impotence in men, miscarriages, and wrinkles and premature aging. Those who have seen or heard about the health warning messages appearing on cigarette packages since early 2001 are also more likely than those who have not to strongly agree that

smoking can cause premature death, asthma, chronic bronchitis, and wrinkles and premature aging.

Younger adult smokers are more likely than smokers in general to strongly agree that smoking can cause most of these health effects and diseases. Female smokers are more likely than male smokers to strongly agree that smoking can cause emphysema, wrinkles and premature aging, chronic bronchitis and asthma. Male smokers are more likely to strongly agree that smoking can cause heart disease, stroke and premature death.

Specific Health Effects Caused by Smoking

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

* Less than one percent

Q.12

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

Specific Health Effects Caused by Smoking

	NOV-DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002			NOV-DEC 2002		
	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS
Asthma																		
Strongly agree	74	61	76	71	56	74	63	55	66	70	58	73	65	56	69	68	62	70
Somewhat agree	17	23	17	19	27	17	23	26	21	20	23	20	21	26	20	21	23	21
Somewhat disagree	4	7	3	5	7	4	5	8	5	5	8	4	7	8	6	4	7	3
Strongly disagree	4	7	3	4	7	3	5	8	4	3	8	2	4	7	3	4	6	4
dk/na	1	3	1	2	3	2	4	4	3	2	3	1	3	3	2	3	2	2
Chronic bronchitis																		
Strongly agree	71	59	75	68	53	72	64	52	68	67	58	70	65	55	69	68	58	70
Somewhat agree	20	25	19	22	31	20	24	30	23	23	27	22	25	28	23	21	28	20
Somewhat disagree	3	6	2	3	6	2	4	6	2	6	7	4	4	6	3	5	6	4
Strongly disagree	3	6	3	4	6	2	3	7	2	2	5	1	2	5	2	3	5	4
dk/na	3	4	2	3	5	3	5	6	5	3	3	3	4	5	4	2	3	2
Premature death																		
Strongly agree	67	49	73	61	46	67	61	48	65	64	50	69	61	47	67	68	52	70
Somewhat agree	20	25	19	21	26	19	22	25	21	21	25	18	24	26	22	21	25	19
Somewhat disagree	4	11	3	6	9	4	7	9	6	7	10	6	8	12	5	5	10	3
Strongly disagree	5	10	4	7	13	4	6	12	4	5	11	4	4	10	3	4	9	3
dk/na	4	5	2	6	6	6	4	6	4	3	4	3	3	5	3	3	4	4
Gum or mouth diseases																		
Strongly agree	63	49	67	62	48	66	61	51	65	63	55	66	61	53	64	63	55	64
Somewhat agree	20	29	19	23	33	21	26	27	26	25	28	25	27	29	26	25	30	25
Somewhat disagree	6	9	6	5	8	3	5	9	4	5	6	4	5	8	4	5	6	5
Strongly disagree	6	9	4	5	8	4	4	8	2	4	7	1	4	7	3	4	6	4
dk/na	5	4	4	5	4	6	4	5	3	3	4	3	3	3	3	2	2	3
Smaller babies or reduced growth of babies during pregnancy																		
Strongly agree	65	48	70	62	41	67	56	44	60	59	44	64	57	43	63	62	47	66
Somewhat agree	18	23	16	20	27	17	24	25	24	24	28	23	25	26	24	22	26	22
Somewhat disagree	5	9	4	5	10	4	5	10	4	6	11	4	6	10	3	6	9	6
Strongly disagree	6	12	4	6	13	4	6	13	3	4	11	1	6	12	4	5	12	3
dk/na	7	8	6	8	9	8	8	9	9	7	7	7	6	9	6	5	6	4

Q.12

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

Specific Health Effects Caused by Smoking

	NOV-DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002			NOV-DEC 2002		
	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS
Stroke																		
Strongly agree	52	42	56	49	42	53	46	44	46	46	45	46	52	48	53	52	47	53
Somewhat agree	25	26	24	23	26	22	26	23	27	27	23	28	25	27	25	27	30	26
Somewhat disagree	7	9	6	8	9	7	9	9	9	7	9	7	8	8	8	8	8	9
Strongly disagree	6	11	4	7	10	5	7	10	5	7	10	5	6	8	5	5	9	5
dk/na	10	12	9	13	13	13	13	14	13	13	13	14	9	10	9	7	6	7
Wrinkles and premature aging																		
Strongly agree	56	43	60	52	36	57	47	35	50	51	38	54	48	35	53	51	40	54
Somewhat agree	19	23	19	21	27	21	24	26	24	24	26	24	26	28	24	24	26	24
Somewhat disagree	10	13	9	9	13	7	10	13	8	11	13	11	11	16	8	12	14	10
Strongly disagree	10	15	8	11	17	8	11	19	9	8	17	5	9	15	8	7	16	7
dk/na	5	6	4	7	7	7	8	6	8	7	6	6	7	5	8	6	5	6
Premature birth or preterm birth																		
Strongly agree	46	32	50	42	29	46	40	31	44	43	33	46	44	31	50	46	35	48
Somewhat agree	26	29	27	32	28	30	30	30	28	30	31	31	28	30	26	27	29	27
Somewhat disagree	9	12	8	10	15	8	10	14	9	10	13	8	11	15	8	10	14	9
Strongly disagree	8	12	6	6	14	3	7	14	5	5	13	4	5	12	3	7	14	5
dk/na	11	14	9	12	13	12	13	11	14	11	10	12	13	11	14	11	9	10
Blood clots																		
Strongly agree	36	26	37	29	26	31	29	26	30	28	30	28	28	28	29	31	30	29
Somewhat agree	27	29	26	32	29	33	30	30	32	38	31	38	31	32	31	33	32	35
Somewhat disagree	14	18	14	12	15	10	15	14	13	13	15	14	18	16	16	13	15	12
Strongly disagree	8	13	7	8	13	7	8	14	6	6	12	4	8	11	7	8	12	8
dk/na	16	13	16	19	17	20	18	16	18	14	13	16	16	13	18	14	11	15
Miscarriages																		
Strongly agree	29	17	34	24	17	25	26	18	28	27	20	30	29	19	33	25	21	25
Somewhat agree	31	27	32	35	29	36	30	26	33	33	29	34	32	29	33	34	27	37
Somewhat disagree	14	19	12	13	19	11	15	19	13	16	17	16	16	21	13	18	19	16
Strongly disagree	10	19	8	10	19	8	10	19	7	8	18	5	8	16	6	8	19	6
dk/na	15	18	14	18	16	20	19	18	19	15	16	15	15	15	16	15	14	15

Q.12

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

Specific Health Effects Caused by Smoking

	NOV-DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002			NOV-DEC 2002		
	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS
Stomach ulcers																		
Strongly agree	31	20	34	25	16	28	23	17	24	21	17	22	25	18	27	25	20	26
Somewhat agree	27	29	27	30	28	32	33	29	34	38	30	41	31	30	32	31	29	32
Somewhat disagree	16	21	15	17	21	15	20	20	20	19	22	18	19	24	19	19	21	19
Strongly disagree	12	21	9	14	21	9	13	21	10	12	21	8	12	19	10	13	21	11
dk/na	14	10	15	14	14	16	12	13	12	11	10	12	12	10	12	12	9	12
Impotence in men																		
Strongly agree	20	14	23	21	16	22	21	19	21	19	22	19	20	19	22	20	23	21
Somewhat agree	28	23	30	29	26	30	26	25	27	33	29	33	33	29	33	33	31	32
Somewhat disagree	18	19	17	14	18	12	15	17	17	17	17	19	19	18	18	17	15	16
Strongly disagree	15	26	12	15	23	10	15	23	10	11	18	8	11	22	8	11	19	11
dk/na	19	18	19	22	17	26	23	17	25	20	14	22	17	13	19	18	12	20
Infertility																		
Strongly agree	19	12	22	16	13	16	16	14	17	16	15	17	18	14	21	17	17	17
Somewhat agree	28	22	29	30	22	34	29	24	31	33	28	34	30	25	32	30	27	32
Somewhat disagree	18	24	17	18	22	15	20	22	19	20	19	21	23	24	20	21	22	20
Strongly disagree	16	27	11	14	24	10	13	21	10	13	24	9	11	22	8	14	22	12
dk/na	20	15	21	23	19	26	22	19	23	19	14	19	18	15	19	18	12	19
Bladder cancer																		
Strongly agree	20	11	23	15	11	17	13	12	13	18	13	18	14	11	17	15	13	15
Somewhat agree	21	19	21	22	22	22	28	19	32	23	20	25	23	21	24	23	23	23
Somewhat disagree	23	26	22	22	22	21	22	25	22	27	25	28	26	26	25	27	25	27
Strongly disagree	15	26	12	16	25	13	14	23	11	14	24	10	15	25	12	15	23	14
dk/na	21	19	21	24	21	28	23	20	22	18	18	18	22	18	23	20	15	21
Gangrene																		
Strongly agree	13	6	15	9	5	11	8	4	9	8	8	9	7	5	7	9	6	9
Somewhat agree	16	12	17	16	11	18	15	11	17	19	12	21	13	11	14	18	13	20
Somewhat disagree	22	23	21	19	21	19	20	23	21	24	21	26	24	24	24	25	22	26
Strongly disagree	26	41	23	29	38	23	28	41	24	28	40	24	30	41	27	26	43	22
dk/na	23	19	24	27	24	29	28	22	28	20	19	21	25	20	28	23	17	23

Q.12

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

Specific Health Effects Caused by Smoking

	NOV-DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002			NOV-DEC 2002		
	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS
Arthritis																		
Strongly agree	9	5	10	5	4	6	5	4	5	5	4	5	5	4	4	6	5	7
Somewhat agree	15	9	16	17	13	18	15	11	16	18	13	20	15	11	17	17	14	17
Somewhat disagree	27	29	25	26	24	28	27	27	28	29	27	30	31	30	31	30	29	30
Strongly disagree	31	44	29	32	42	26	31	42	28	29	42	25	30	40	26	30	41	28
dk/na	17	12	20	20	17	22	22	16	23	19	14	20	19	15	22	17	11	19
Acne																		
Strongly agree	11	5	11	6	4	7	6	4	7	5	4	5	6	4	6	5	5	4
Somewhat agree	12	10	14	18	13	19	15	11	16	15	12	17	14	10	16	16	11	19
Somewhat disagree	26	26	25	21	23	23	25	22	28	29	24	30	29	26	29	31	27	30
Strongly disagree	33	46	30	33	43	27	32	46	27	31	45	27	30	45	26	30	46	29
dk/na	18	13	20	22	17	25	22	18	22	19	15	21	21	15	24	17	12	18
Alzheimer's Disease																		
Strongly agree	11	5	12	5	3	7	4	3	5	6	3	6	4	3	5	5	5	5
Somewhat agree	15	10	15	14	11	16	14	12	14	17	15	17	15	12	16	16	11	18
Somewhat disagree	26	25	25	21	23	22	28	23	31	27	23	30	26	27	26	32	28	31
Strongly disagree	27	43	25	32	40	26	29	41	24	28	40	25	28	38	24	26	41	24
dk/na	22	16	23	27	22	29	26	21	26	21	18	22	27	19	29	21	16	23
Multiple Sclerosis																		
Strongly agree	10	5	11	6	4	7	4	3	5	5	4	5	5	4	5	5	5	5
Somewhat agree	12	11	10	12	11	12	14	11	16	16	12	17	16	13	16	15	14	15
Somewhat disagree	27	24	28	19	22	18	25	24	26	26	22	28	23	24	23	27	23	28
Strongly disagree	24	37	23	31	35	27	25	34	22	29	38	25	27	35	25	25	36	24
dk/na	27	24	28	32	28	36	31	27	32	24	24	25	29	24	32	27	22	28
Hepatitis																		
Strongly agree	8	5	9	6	4	7	5	3	5	5	3	5	5	4	5	4	4	4
Somewhat agree	14	9	15	12	10	13	12	10	12	14	9	16	11	8	13	14	10	14
Somewhat disagree	20	23	20	21	22	20	24	24	25	24	25	26	26	25	25	26	24	26
Strongly disagree	34	44	31	35	41	30	34	41	32	34	44	28	34	44	31	35	48	33
dk/na	24	19	24	26	23	29	25	22	26	23	19	25	24	18	26	21	14	22

Q.12

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

D. Specific Health Effects Caused by Second-Hand Smoke

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

Majorities of Canadian adults strongly agree that second-hand smoke can cause asthma attacks in children (66%), lung cancer in non-smokers (64%), bronchitis in children (56%) and chest infections in children (54%). Fewer than half strongly agree that second-hand smoke can cause heart disease in non-smoking adults (38%), strokes in non-smoking adults (23%), SIDS (Sudden Infant Death Syndrome) or crib death (18%) and ear infections in children (16%). Few strongly agree that second-hand smoke can cause Alzheimer's Disease (5%), arthritis (4%) and Multiple Sclerosis (3%) in non-smoking adults.

More than one-half of adult smokers strongly agree that asthma attacks in children (55%) can be caused by second-hand smoke, and more than four in ten strongly agree that lung cancer in non-smokers (46%), bronchitis in children (45%) and chest infections in children (44%) can be caused by second-hand smoke. One-third say the same about heart disease in non-smoking adults (33%). Fewer strongly agree that strokes in non-smoking adults (20%), SIDS (16%), ear infections in children (15%), Alzheimer's Disease in non-smoking adults (4%), arthritis in non-smoking adults (4%) and Multiple Sclerosis in non-smoking adults (3%) can be caused by second-hand smoke.

The results of the current survey suggest that there have been increases since July 2002 in the numbers of adult Canadians who strongly agree that asthma attacks in children and lung cancer in non-smokers can be caused by second-hand smoke. Comparison with the November-December 2000 baseline survey

Specific Health Effects Caused by Second-Hand Smoke

	NOV-DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002			NOV-DEC 2002		
	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS
Asthma attacks in children																		
Strongly agree	67	52	71	65	51	70	58	47	63	62	52	65	58	48	62	66	55	68
Somewhat agree	22	31	21	23	29	21	26	32	24	28	29	26	29	33	26	24	29	23
Somewhat disagree	3	6	3	5	10	4	5	7	4	5	8	5	5	7	4	5	6	5
Strongly disagree	4	8	3	5	8	3	6	10	4	4	8	2	5	8	4	3	7	2
dk/na	3	3	2	3	3	3	5	4	6	2	3	3	3	3	4	2	3	2

Q.13

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

suggests that there have been declines in the proportions of Canadian adults who strongly agree that most of these health effects can be caused by second-hand smoke; there has, however, been an increase in the number who strongly agree that lung cancer in non-smokers can be caused by second-hand smoke.

Among adult smokers, the current results suggest that there have been increases since the July 2002 survey in the numbers who strongly agree that second-hand smoke can cause SIDS, asthma attacks, chest infections, ear infections and bronchitis in children, heart disease and strokes in non-smoking adults and lung cancer in non-smokers. Comparison with the November-December 2000 baseline survey suggests that there have been increases in the proportions of adult smokers who strongly agree that asthma attacks in children, heart disease in non-smoking adults and lung cancer in non-smokers can be caused by second-hand smoke.

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

As well, potential quitters are more likely than “hard-core” smokers to strongly agree that second-hand smoke causes most of these health effects and diseases in non-smokers. Those who have seen or heard of the messages that have been appearing on cigarette packages since early 2001 are more likely to strongly agree that second-hand smoke can cause chest infections in children.

Specific Health Effects Caused by Second-Hand Smoke

	NOV-DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002			NOV-DEC 2002		
	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS
Lung cancer in non-smokers																		
Strongly agree	59	38	64	56	34	62	51	35	59	52	34	58	51	32	59	64	46	68
Somewhat agree	26	34	26	29	33	27	31	32	29	33	36	32	32	37	29	25	32	24
Somewhat disagree	6	10	4	6	15	5	9	12	7	7	14	6	8	14	5	6	10	5
Strongly disagree	7	15	4	6	13	3	8	17	4	6	13	3	6	13	3	4	10	3
dk/na	3	3	1	2	4	3	2	4	1	2	3	2	3	3	3	1	2	1
Bronchitis in children																		
Strongly agree	60	45	64	58	42	60	52	39	56	54	46	58	52	41	58	56	45	58
Somewhat agree	26	31	25	29	34	29	31	33	30	32	33	31	34	37	29	30	35	29
Somewhat disagree	5	9	4	5	9	4	6	9	5	6	8	7	5	10	5	7	8	7
Strongly disagree	5	10	4	5	10	3	7	13	4	4	8	1	4	9	4	5	9	5
dk/na	4	5	3	3	5	4	4	6	4	4	4	3	4	4	5	2	4	2
Chest infections in children																		
Strongly agree	57	42	60	53	40	57	49	38	51	47	42	51	50	37	56	54	44	57
Somewhat agree	27	35	26	31	34	30	31	32	32	35	34	36	34	37	30	32	35	30
Somewhat disagree	6	8	5	5	10	4	7	10	6	7	9	6	6	12	5	6	9	5
Strongly disagree	6	11	5	6	10	4	8	13	5	6	10	3	5	9	4	4	9	4
dk/na	5	4	4	4	6	5	5	6	6	4	5	3	4	5	4	4	4	4
Heart disease in non-smoking adults																		
Strongly agree	41	26	44	36	23	42	34	25	38	34	23	39	35	24	39	38	33	40
Somewhat agree	33	33	35	27	35	35	36	32	37	38	35	39	35	36	35	36	34	35
Somewhat disagree	12	17	10	12	17	11	14	18	13	13	17	12	14	18	12	14	15	14
Strongly disagree	10	20	8	11	19	7	11	20	8	11	19	7	10	17	8	9	15	7
dk/na	5	5	4	5	6	5	5	5	5	4	5	3	5	4	6	4	4	4
Strokes in non-smoking adults																		
Strongly agree	26	16	29	22	14	25	18	14	20	20	14	23	23	16	27	23	20	24
Somewhat agree	28	26	29	32	27	32	35	26	37	31	27	33	31	28	32	34	27	37
Somewhat disagree	18	21	17	16	20	15	19	22	19	20	22	19	21	23	18	20	22	18
Strongly disagree	16	24	14	16	25	12	16	24	12	16	24	13	14	24	12	13	22	12
dk/na	12	13	11	14	14	16	13	13	12	12	13	13	10	10	11	10	8	9

Q.13

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

Specific Health Effects Caused by Second-Hand Smoke

	NOV-DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002			NOV-DEC 2002		
	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS
SIDS (Sudden Infant Death Syndrome) or Crib Death																		
Strongly agree	19	13	21	16	10	17	15	10	15	14	12	15	18	12	20	18	16	17
Somewhat agree	19	16	20	21	17	22	20	17	21	22	20	24	23	22	22	25	20	26
Somewhat disagree	21	21	21	17	19	18	19	21	20	24	20	25	19	21	18	21	19	22
Strongly disagree	24	38	21	25	35	20	26	35	22	20	34	16	19	32	16	18	32	17
dk/na	17	13	17	21	19	23	20	16	22	20	15	20	20	13	24	17	13	17
Ear infections in children																		
Strongly agree	24	16	25	16	13	17	15	13	14	15	14	16	14	12	15	16	15	15
Somewhat agree	19	16	19	22	19	22	19	16	21	19	19	20	23	18	25	23	17	24
Somewhat disagree	23	25	22	22	24	22	25	24	26	26	23	27	27	27	25	24	26	24
Strongly disagree	22	31	20	22	32	18	24	35	20	25	34	21	21	31	19	23	32	22
dk/na	13	10	14	17	13	17	17	12	19	15	11	16	15	12	16	15	10	15
Alzheimer's Disease in non-smoking adults																		
Strongly agree	9	4	11	4	3	5	3	2	4	5	3	5	4	3	4	5	4	5
Somewhat agree	10	8	10	12	8	13	9	8	10	11	8	12	11	8	12	13	8	14
Somewhat disagree	26	23	26	23	20	25	27	24	29	28	25	30	28	26	29	30	24	31
Strongly disagree	36	52	33	37	51	29	35	49	29	37	49	32	35	48	30	34	50	30
dk/na	19	13	20	24	18	27	25	17	28	19	14	21	22	15	25	18	13	20
Arthritis in non-smoking adults																		
Strongly agree	8	5	10	4	3	4	5	3	5	3	2	4	3	2	3	4	4	4
Somewhat agree	10	6	11	9	7	10	9	6	10	12	8	12	13	9	13	11	9	11
Somewhat disagree	27	25	28	27	22	29	29	24	30	32	25	36	29	26	30	32	27	33
Strongly disagree	38	54	34	38	52	30	37	52	31	37	53	31	37	51	31	37	50	35
dk/na	16	10	18	22	16	26	20	14	23	16	12	18	19	12	23	16	10	18
Multiple Sclerosis in non-smoking adults																		
Strongly agree	8	4	10	3	3	3	4	2	4	4	3	5	4	3	4	3	3	3
Somewhat agree	9	7	10	10	8	10	11	9	11	10	9	11	13	10	14	14	9	15
Somewhat disagree	28	23	29	22	20	24	25	24	26	31	25	33	28	25	28	28	24	30
Strongly disagree	33	48	31	37	47	30	34	46	29	34	45	28	31	44	28	32	47	29
dk/na	21	18	21	28	22	32	26	19	28	21	18	23	23	18	27	23	17	23

Q.13

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

E. Health Effects Caused by Hydrogen Cyanide

When asked, top-of-mind, more than six in ten Canadian adults (64%) say they cannot name any specific health effects or diseases that can be caused by hydrogen cyanide. Another five percent say hydrogen cyanide does not cause any health effects or diseases. Death (9%) is the most common response offered by those mentioning a specific effect, followed by lung disease/cancer (7%) and cancer in general (6%). Twenty-eight percent mention some other health effect or disease that can be caused by hydrogen cyanide.

Six in ten smokers (61%) cannot name any health effects that can be caused by hydrogen cyanide, and nine percent say there are no health effects. Smaller proportions mention lung disease/cancer (8%), death (7%), cancer in general (5%) and heart disease/attack (5%). Twenty-two percent mention other effects.

The results of the current survey find that the number of Canadian adults who now say hydrogen cyanide does not cause any health effects or diseases is similar to the number found in July 2002, and is a total of 26 points lower than that found in the

Health Effects Caused by Hydrogen Cyanide

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

* Less than one percent

Q.37

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

baseline survey. The number of Canadian adults who cannot name any specific health effects or diseases that can be caused by hydrogen cyanide is similar to that found in the July 2002 survey, and is a total of 21 points higher than that found in the baseline survey.

As well, the results of the current survey find that the number of adult smokers who now say hydrogen cyanide does not cause any health effects or diseases

is similar to the number found in July 2002, and is a total of 18 points lower than that found in the baseline survey. There has been no change since July 2002 in the number of adult smokers who cannot name any specific health effects or diseases that can be caused by hydrogen cyanide. However, the proportion who cannot name any specific health effects or diseases that can be caused by hydrogen cyanide is seven points higher than that found in the baseline survey.

4.0 DEATHS FROM TOBACCO USE

Respondents were asked whether they believe that tobacco use kills more or fewer or about the same numbers of Canadians as a number of other causes of death.

Between half and two-thirds of Canadian adults think tobacco use kills more Canadians each year than murders (69%), suicides (64%), illegal drugs (61%), AIDS (57%), car accidents (52%) and alcohol (51%). Between one-quarter and one-half believe that tobacco use kills fewer than or about the same number each year as these other causes of death.

Adult smokers are less likely than Canadian adults to think that tobacco use kills more than these other causes of death, with the exception of alcohol and car accidents (smokers are as likely as Canadians in general to think tobacco use kills more Canadians each year than these causes of death). Six in ten or more think tobacco use kills more Canadians than murders (64%) and suicides (60%). About half think tobacco use kills more than illegal drugs (53%), car accidents (51%), AIDS (51%) and alcohol (48%). Between one-third and one-half of smokers think tobacco use kills fewer than or about the same number each year as these other causes of death.

The results of the current survey suggest that there have been increases since the July 2002 survey in the proportions of adult Canadians who think tobacco use kills more Canadians each year than illegal drugs and AIDS.

Among adult smokers, there have been increases since July 2002 in the proportion who think tobacco use kills more Canadians each year than illegal drugs and alcohol.

Comparison with the baseline survey suggests that there have been increases since November-December 2000 in the proportion of adult smokers who think tobacco use kills more Canadians each year than all of these other causes of death.

Male smokers are more likely than female smokers to think tobacco use kills more Canadians each year than illegal drugs, AIDS, suicides and murders. Potential quitters and younger adult smokers are at least slightly more likely than smokers in general to think tobacco use kills more Canadians each year than these other causes of death. Those who have seen or heard of the health warning messages that have been appearing on cigarette packages since early 2001 are more likely than those who have not to think tobacco kills more Canadians each year than illegal drugs.

Two in ten Canadian adults (23%) correctly believe that approximately 45,000 Canadians die each year as a result of tobacco use. More than three in ten (35%) pick a number lower than 45,000. About three in ten (32%) choose a number higher than 45,000. Seven percent offer no opinion.

About one-quarter of adult smokers (26%) believe that about 45,000 Canadians die each year as a result of tobacco use. Thirty-six percent pick a lower number and about three in ten (28%) percent pick a higher number. Seven percent offer no opinion.

The current survey finds that both the numbers of adult Canadians and adult smokers who correctly believe that approximately 45,000 Canadians die each year as a result of tobacco use has increased from the baseline survey.

Male smokers express a higher level of knowledge than do female smokers. Adult smokers aged 18 to 54 years also express a higher level of knowledge. As well, potential quitters are more likely to correctly believe that approximately 45,000 Canadians die each year as a result of tobacco use. However, even among these groups, majorities give incorrect answers.

Causes of Death

	NOV-DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002			NOV-DEC 2002		
	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS
Murders																		
More	63	55	65	67	57	69	66	57	68	67	63	69	66	66	67	69	64	70
Fewer	19	28	15	19	27	16	18	25	16	18	22	16	15	19	14	18	22	16
About the same number	12	12	12	8	9	8	8	10	8	8	9	8	12	9	11	8	10	9
dk/na	7	5	7	6	7	7	8	8	8	7	6	8	6	6	8	5	4	6
Suicides																		
More	60	52	65	61	55	63	64	55	66	64	61	64	64	61	66	64	60	66
Fewer	20	29	17	18	25	15	16	24	14	16	22	15	20	23	18	20	24	17
About the same number	11	11	10	11	11	11	12	11	11	10	10	10	9	8	8	9	10	9
dk/na	9	8	8	9	8	10	8	10	9	10	7	11	8	8	8	7	5	7
Illegal drugs																		
More	58	45	64	56	45	58	52	44	54	57	51	58	54	47	56	61	53	62
Fewer	20	33	14	18	28	15	21	29	19	18	25	15	16	28	13	15	26	15
About the same number	15	17	16	17	17	18	20	19	20	18	17	19	20	18	21	18	15	18
dk/na	8	6	7	10	8	9	7	8	8	8	7	8	10	7	10	6	6	6
AIDS																		
More	54	43	56	55	44	56	52	45	53	56	49	58	53	49	56	57	51	58
Fewer	18	32	14	21	28	19	20	30	17	18	26	16	22	26	19	21	27	18
About the same number	18	16	18	13	14	13	18	14	19	16	16	17	16	15	15	13	14	14
dk/na	11	8	12	12	13	12	11	11	11	9	9	10	10	10	11	9	8	9
Car accidents																		
More	48	40	52	51	41	55	47	47	47	48	49	49	50	50	50	52	51	52
Fewer	23	34	19	21	33	19	24	30	22	25	27	23	22	29	19	24	28	21
About the same number	22	21	23	21	19	19	22	16	22	20	19	21	21	18	23	20	17	23
dk/na	7	5	6	6	7	6	7	7	8	6	5	8	6	3	8	4	4	5
Alcohol																		
More	50	38	54	47	43	49	43	38	45	49	45	50	48	43	52	51	48	52
Fewer	17	29	13	17	24	15	19	27	17	18	23	15	16	25	12	17	24	14
About the same number	29	28	29	31	27	31	32	29	33	28	28	30	29	27	29	28	25	30
dk/na	5	4	4	5	6	5	5	6	6	5	4	5	6	5	7	4	3	4

Q.14

Do you think that tobacco use kills more, fewer or about the same number of Canadians each year as each of the following other causes of death ...?

Number of Canadians Who Die Each Year from Tobacco Use

	NOV-DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002			NOV-DEC 2002		
	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS
1,000	4	6	3	4	7	3	4	6	3	3	5	2	2	5	2	4	4	4
5,000	6	10	6	8	11	7	9	8	9	6	7	5	7	7	8	6	7	7
10,000	1	1	1	1	1	1	1	1	1	1	1	1	1	*	2	1	1	1
15,000	13	12	11	10	11	10	11	11	10	12	12	12	10	10	10	9	8	8
20,000	1	1	1	—	—	—	*	*	*	2	2	2	*	*	*	1	1	*
25,000	16	16	16	15	13	16	15	13	17	15	14	16	14	14	14	14	15	15
45,000	17	16	16	18	19	16	18	23	15	21	26	21	23	27	21	23	26	21
50,000	1	*	1	3	2	2	1	3	1	*	*	*	4	2	4	1	2	2
75,000	13	10	14	13	9	14	13	8	15	13	11	15	12	10	13	14	10	15
100,000	15	13	17	15	11	16	12	14	13	14	13	14	14	13	15	17	16	18
Other	3	4	3	3	4	3	3	3	3	2	2	2	3	3	2	2	2	2
None	1	2	1	1	2	1	1	1	*	1	1	*	*	1	—	*	*	*
dk/na	10	9	10	10	9	11	11	10	12	9	7	9	8	8	9	7	7	8

* Less than one percent

Q.15

Which of the following do you think is the closest approximation of the number of Canadians who die each year as a result of tobacco use? Is it closest to ...?

5.0 HEALTH WARNING MESSAGES

A. Recall and Reads per Day

An overwhelming majority of Canadians (92%) say they have seen health warning messages on cigarette packages. Smokers (99%) express virtually unanimous recall.

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

Seven in ten Canadian adults (69%) say they have seen, read or heard about the health warning messages that began appearing on cigarette packages in Canada at the beginning of 2001, and another six percent say they may have. About two in ten (23%) say they have not. Eighty-eight percent of adult smokers say they have seen them, and two percent say they may have. Only nine percent say they have not seen them.

It should be noted that 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.

Comparison with the baseline survey shows that awareness of the health warning messages that are now on cigarette packages remains considerably higher in the current survey than that found in November-December 2000 (up 33 points among adult Canadians and 43 points among adult smokers).

Recall of Health Warning Messages on Cigarette Packages

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

* Less than one percent

Q.16

Have you ever seen health warning messages on cigarette packages?

Awareness of Current Health Warning Messages

	NOV-DEC 2000*			MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002			NOV-DEC 2002**		
	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS
Yes	36	45	30	74	87	69	71	82	66	67	84	63	64	80	58	69	88	63
Maybe	4	3	5	4	2	5	6	3	7	5	2	5	3	2	3	6	2	7
No	60	52	65	21	10	26	22	13	26	28	13	31	31	17	36	23	9	28

Q.17

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

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

** Note: Slightly different question wording in November-December 2002

Three-quarters of Canadian adults (75%) say they have seen the new health warning messages on cigarette packages themselves. One-quarter (25%) have not.

Adult smokers are much more likely than Canadians in general to say they have seen these health warning messages on cigarette packages themselves; 96 percent have seen them, and three percent have not.

The number of adult Canadians who have seen these warning messages on cigarette packages has increased 12 points since July 2002. At the same time, the number of smokers who have seen these warning messages on cigarette packages has increased ten points.

Among adult smokers, 96 percent say they have seen these new health warning messages on their main brand of cigarettes. Just four percent have not.

The current survey finds an increase in the number of adult smokers who have seen these health warning messages that began appearing in early 2001 on their main brand. This number is up 11 points from July 2002, and is a total of 36 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	NOV-DEC** 2002
Yes	60	71	87	85	96
No	38	27	12	14	4
dk/na	2	2	1	1	*

* Less than one percent

Q.19

Have you seen any of these health warning messages on {main brand - Q5a}?

Subsample: Smokers

*** Note: Slightly different question wording in November-December 2002*

Have Seen Current Health Warning Messages on Cigarette Packages

	MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002			NOV-DEC 2002**		
	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS
Yes	59	86	48	59	87	49	60	90	51	63	86	54	75	96	68
No	40	13	51	38	12	49	39	9	47	36	13	45	25	3	31
dk/na	1	1	1	2	2	2	1	1	1	1	1	1	1	1	1

Q.18

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

*** Note: Slightly different question wording in November-December 2002*

Nine percent of Canadian adults report that they look at or read health warning messages on cigarette packages several times a day, and another nine percent do this about once a day. More than one-half (55%) look at or read these health warning messages less frequently, including 33 percent who say they do this less than once a week. About three in ten (27%) say they never look at or read these health warning messages.

Among adult smokers, 29 percent say they look at or read health warning messages several times a day, and 17 percent say once a day. Thirty-nine percent look at them less frequently, including 16 percent who say they do this less than once a week. Fifteen percent say they never look at them.

There has been no significant change over the past four surveys in the number of adult smokers who say they look at or read health warning messages on cigarette packages several times a day, but this number is lower than that found in the baseline survey.

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

package), the largest proportion of Canadian adults say they have pictures (31%). Twenty-four percent say they have more information than before or more specific information about the health effects of smoking. Smaller numbers mention the images are gross or disgusting (14%), pictures/diseases of mouth/teeth (11%), pictures of lungs (11%), they have tougher, stronger messages (8%), warnings or symbols in general (6%), black and white (6%), and pictures of pregnant women/pregnancy (6%). Forty-two percent mention some other aspect, and 18 percent offer no answer.

Adult smokers, especially younger adults, are much more likely than adults in general to mention that the health warning messages on cigarette packages have pictures. A total of 44 percent of adult smokers mention pictures, 30 percent mention more information about health effects, and smaller numbers mention gross images (17%), pictures/diseases of mouth/teeth (11%), pictures of lungs (11%), tougher, stronger messages (10%), pictures of pregnant women/pregnancy (8%), impotence/drooped cigarette (7%), and covers more or 50 percent of the package (7%). Fifty-one percent mention something else, and only six percent offer no answer.

Times Per Day Look at Health Warning Messages on Cigarette Packages

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

* Less than one percent

Q.20a

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

Appearance of Current Health Warning Messages on Cigarette Packages

	MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002			NOV-DEC 2002**		
	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS
Pictures	48	60	40	44	55	39	41	53	36	38	46	35	31	44	28
More info/specific info about health effects of smoking	24	23	22	28	31	25	23	27	21	16	21	15	24	30	23
Graphics are gross/disgusting/horrible	4	9	3	6	8	5	8	12	8	9	13	8	14	17	14
Mouth/teeth (pictures/disease)	—	—	—	1	*	1	7	8	5	8	9	7	11	11	10
Pictures of lungs	—	—	—	*	—	*	6	7	6	6	8	5	11	11	11
Tougher, stronger messages	6	5	6	7	8	7	7	9	6	7	6	6	8	10	8
Warnings/symbols in general	3	2	3	2	1	2	8	7	8	6	6	6	6	3	7
Black and white (text/background)	*	—	*	2	3	2	4	4	3	4	6	3	6	3	6
Pictures of pregnant women/pregnancy	—	—	—	*	*	—	3	5	3	4	5	4	6	8	5
Covers more of the package/ 50% of the package	5	5	4	6	7	5	8	8	5	5	8	4	5	7	4
Writing/text – in general	*	5	*	3	5	2	3	3	2	3	2	4	5	4	3
Info about how to quit	2	4	1	2	3	1	2	4	1	2	3	2	4	5	3
Large lettering/font/bold/block print	3	1	4	3	2	2	3	2	3	3	2	4	4	2	5
Heart/heart disease	—	—	—	*	—	*	2	3	1	2	4	1	3	5	2
Impotence/drooped cigarette	—	—	—	—	—	—	2	4	1	3	4	2	3	7	1
Children/babies/kids	—	—	—	*	—	*	2	4	1	2	3	2	2	5	2
Colour/coloured	8	11	7	4	5	2	5	5	4	3	3	3	2	3	2
Info on back of the slide portion	2	2	1	1	3	*	2	3	1	2	2	1	1	1	1
Box/rectangle	1	1	2	1	1	1	1	1	1	1	1	1	1	1	2
More chemicals/ingredients listed	*	*	*	*	1	—	1	2	*	1	1	1	1	2	*
Brain damage	—	—	—	—	—	—	1	1	*	1	2	*	1	2	1
Small writing/not too clear/ could be bigger	—	—	—	—	*	—	*	1	*	1	*	*	1	*	1
Surgeon General's warnings	—	—	—	—	—	—	1	*	1	*	1	*	1	1	1
Pictures of smoking in front of kids	—	—	—	—	—	—	*	1	—	*	1	*	1	3	1
Woman/man/people (general)	—	—	—	*	—	—	*	1	*	*	1	—	1	*	1
It's ridiculous/joke/stupid	1	1	*	2	2	1	*	1	1	*	2	*	1	2	1
Cigarettes in ashtray	—	—	—	—	—	—	*	1	—	*	1	*	1	1	*
Location on cigarette package	1	—	2	—	—	—	—	—	—	*	1	*	1	2	1
Person with breathing machine	—	—	—	—	—	—	—	1	—	*	2	—	1	3	—
Coloured font	*	—	—	—	—	—	—	—	—	*	*	*	*	1	1
Advertising	—	—	—	*	*	—	*	*	*	*	*	*	—	*	—
Colouring of package	—	—	—	—	3	—	—	—	—	—	—	—	—	—	—
Front portion of the pack	—	—	—	—	—	—	*	*	*	—	—	—	—	*	—
Other	4	4	4	1	3	1	2	4	3	2	3	1	2	2	2
None/nothing	*	2	*	1	1	1	—	*	—	1	1	1	1	1	*
dk/na	24	8	30	27	12	34	26	9	31	27	10	35	18	6	22

* Less than one percent

Q.21

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 in November-December 2002

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 current survey, this wording is now “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.

Comparison with earlier surveys suggests a trend away from general mention of pictures and toward references to specific images, design elements or messages. Among both adult Canadians and adult smokers, the numbers mentioning pictures in general have fallen over the past three surveys. However, over the same period, there have been slight – though not always statistically significant – increases in both groups in the numbers mentioning specific images or messages, such as pictures/diseases of mouth/teeth, pictures of lungs and pictures of pregnant women/pregnancy.

Female smokers are more likely than male smokers to mention gross or disgusting images or picture/diseases of mouth/teeth. Younger adult smokers are more likely than smokers in general to mention pictures and more information than before or more information about the health effects of smoking. Those who have seen, heard or read about the health warning messages now appearing on cigarette packages are more likely than those who have not to mention pictures and more information about health effects. Smokers are more likely than Canadians in general to offer an answer.

When asked, top-of-mind, what specific health warning messages can they remember seeing on cigarette packages in Canada (without looking at a cigarette package), the largest proportions of Canadian adults recall the messages causes lung cancer (19%) and harmful during pregnancies, harmful to fetus or low birth rate (18%). Smaller numbers recall messages such as: impotence (12%), death or premature death (12%), harmful to others/children (12%), cancer in general (11%), heart disease (10%), lung disease (10%), mouth/gum

diseases (9%), and dangerous/bad for health (9%). Thirty-five percent mention some other health warning message. One-quarter say none (19%) or offer no opinion (7%).

Adult smokers are more likely than adults in general to recall specific health warning messages, such as harmful to others/children, heart disease and impotence. Among adult smokers, the largest proportions mention impotence (23%), lung cancer (21%), harm to others/children (20%), heart disease (18%), harm during pregnancy or to fetus (16%), mouth/gum disease (12%), lung disease (12%), and premature death (11%). Smaller numbers mention cancer in general (8%), second-hand smoke is dangerous (8%), stroke (8%) and yellow teeth, gums and fingers (6%). Twenty-nine percent mention other messages, and fewer than two in ten say none (10%) or offer no opinion (4%).

Among the general population, the results of the current survey are similar to those found in July 2002. Comparison with the results of the March-April 2001 survey, when this question was first asked, suggests that there have been slight increases in the number who mention the messages causes lung cancer and harmful to others/to children.

Among adult smokers, the current results suggest a slight decrease since July 2002 in the proportion who mention the specific warning message harmful during pregnancy/harmful to fetus. Comparison with the results of the March-April 2001 survey suggests that there have been slight increases in the numbers of adult smokers who mention the messages causes lung cancer, impotence, heart disease, yellow teeth/gums/fingers and second-hand smoke is harmful.

Among adult smokers, younger adult smokers are more likely than other smokers to recall the specific warning messages harmful during pregnancy/harm to fetus, causes lung cancer, harmful to others/children, and impotence. Smokers who have seen or heard of the health warning messages now appearing on cigarette packages are more likely than those who have not to recall the specific message about impotence.

Recall of Specific Health Warning Messages on Cigarette Packages

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

* Less than one percent

Q.22

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 in November-December 2002*

When asked, top-of-mind, what images or graphics they can remember seeing on warning messages on cigarette packages in Canada (without looking at a cigarette package), the largest proportions of Canadian adults recall lungs or diseased lungs (28%). Smaller proportions recall images such as bad, rotten or big teeth (21%), pregnant women with cigarettes (14%), mouth or diseased mouth (10%), gums or diseased gums (8%), heart or diseased heart (7%), limp, broken or burning cigarettes (7%), and children, kids or babies (7%). Forty-six percent recall some other image or graphic. Three in ten say none (21%) or offer no opinion (9%).

Adult smokers are more likely than Canadians in general to offer an answer. They are also more likely than adults in general to recall specific images or graphics such as lungs or diseased lungs (33%), bad, rotten or big teeth (28%), pregnant women with cigarettes (23%), heart or diseased heart (19%), children, kids or babies (18%), limp, broken or burning cigarettes (15%), mouth or diseased mouth (11%), brain or diseased brain (9%), gums or diseased gums (8%), respirators/people on breathing machines (7%), parents smoking (6%), lung cancer (6%), and a dirty or full ashtray (5%). Thirty-three percent recall some other image or graphic. One in ten say none (6%) or offer no opinion (3%).

Among the general population, the results of the current survey are similar to those found in July 2002. Comparison with the results of the March-April 2001 survey suggests that there have been slight increases in the numbers who recall such images as bad/rotten/big teeth and pregnant women/with cigarettes.

Among adult smokers, the current results suggest an increase since the July 2002 survey in the number who mention lungs or diseased lungs, and a decrease in the number who mention pregnant women with cigarettes. Comparison with the results of the March-April 2001 survey suggests that there have been increases in the numbers of adult smokers who recall bad/rotten/big teeth, pregnant women with cigarettes, and heart or diseased heart.

Younger smokers are more likely than other smokers to mention most of these graphics, most notably pregnant women with cigarettes, brain or diseased brain, and children/kids/babies. However, older smokers are more likely to mention lungs or diseased lungs. Female smokers are more likely than male smokers to mention lungs or diseased lungs, big, bad or rotten teeth, pregnant women with cigarettes, and children/kids/babies. Male smokers are more likely to mention brain or diseased brain and heart or diseased heart.

Recall of Specific Pictures, Images or Graphics in Health Warning Messages on Cigarette Packages

	MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002			NOV-DEC 2002**		
	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS
Lung disease/lungs	25	33	21	25	32	23	23	34	21	24	28	23	28	33	27
Bad/rotten/big teeth	14	21	10	16	24	13	20	32	14	17	26	13	21	28	19
Pregnant women/with cigarettes	6	12	3	9	16	6	10	22	8	15	27	11	14	23	12
Mouth/diseased mouth	8	8	9	8	11	8	11	11	11	10	12	9	10	11	9
Gums/diseased gums	4	8	3	7	7	6	4	8	4	9	8	9	8	8	9
Heart/diseased heart	8	13	4	8	15	4	10	21	6	9	19	6	7	19	4
Limp/broken/burning cigarettes	9	16	7	8	15	4	9	15	7	8	18	6	7	15	5
Children/kids/babies	11	18	7	9	18	7	4	13	2	6	16	3	7	18	5
Brain/diseased brain	4	9	3	4	9	2	3	10	1	3	10	1	4	9	3
Mouth cancer	3	2	4	3	1	3	3	1	3	3	2	3	4	3	4
Lung cancer	3	3	3	2	2	1	2	4	2	3	4	2	4	6	4
Warnings/symbols	2	1	2	1	1	1	2	*	3	3	1	4	4	1	4
Impotence	3	5	2	3	4	2	3	6	2	2	4	1	3	4	2
Lung pictures	—	—	—	—	—	—	3	2	2	2	2	2	3	2	3
Parents/mom/dad/smoking	2	3	1	1	2	*	*	2	1	1	5	*	3	6	2
Respirators/people on breathing machines	2	3	1	2	4	*	2	5	*	2	7	*	3	7	1
Graphics of cigarette package	2	1	2	1	1	1	—	*	—	2	*	2	3	1	4
Deteriorating/diseased body parts	1	1	1	1	1	1	1	1	1	*	1	1	2	1	2
Dirty/full ashtray	3	5	1	1	5	1	2	5	1	1	5	*	2	5	1
Throat/throat diseases	*	1	*	1	1	1	1	1	2	1	1	2	2	2	2
Baby/premature baby	*	1	*	—	—	—	2	6	2	4	4	3	1	2	1
Pictures of kids watching	—	—	—	—	—	—	2	3	2	1	3	1	1	2	*
Stroke	1	1	*	1	2	*	1	1	1	1	2	*	1	2	*
People sick/coughing/choking	*	*	—	1	1	1	1	1	—	1	2	*	1	2	1
Bar charts/graphs/statistics	*	*	*	*	1	*	1	2	*	1	2	1	1	3	*
Adult/woman/man (general)	—	*	—	—	*	—	1	2	1	*	1	—	1	1	1
Patient in bed/hospital bed	1	2	*	1	1	*	1	2	*	*	2	—	1	4	—
Cancer/tumor – in general	1	1	1	1	*	1	*	1	*	*	*	*	1	1	1
Arteries/clogged arteries/clot	*	1	—	*	*	—	1	*	1	—	*	—	*	1	*
Fetus/embryo	1	*	1	—	*	—	1	*	1	1	*	1	*	*	*
Other cancer	2	1	1	1	*	1	*	*	1	1	1	1	*	—	*
Other	1	2	*	1	1	1	2	4	2	2	2	2	1	1	1
None	31	16	38	27	17	31	26	7	31	24	9	29	21	6	26
dk/na	7	3	9	13	3	18	10	2	13	9	3	12	9	3	12

* Less than one percent

Q.23

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 November-December 2002*

B. Impact of Current Messages

Among adult smokers, four in ten (39%) say that the health warning messages now appearing on cigarette packages have been very effective in informing them about the health effects of cigarette smoking. About one-quarter (27%) say that these messages have been very effective in getting them to smoke less around others than they used to, and about two in ten (22%) say they have been very effective in increasing their desire to quit smoking. More than one in ten each say that these new messages have been very effective in getting them to try to quit smoking (18%) and in getting them to smoke less (16%).

Combining the numbers who say very effective and somewhat effective, we find that three-quarters (74%) of smokers say the new messages have been effective in informing about health effects. More than one-half each say they have been effective in getting them to smoke less around others than they used to (58%), and increasing their desire to quit smoking (53%). Almost one-half say the new messages have been effective in getting them to try to quit smoking (47%), and more than four in ten say they have been effective in getting them to smoke less (43%).

There have been no significant changes in the numbers of adult smokers who say that the new health warning messages have been very effective on all of these dimensions since July 2002; but the numbers on most dimensions are higher today than when these questions were first asked in March-April 2001.

Among adult smokers, potential quitters are more likely than others to say that the health warning messages now appearing on cigarette packages have been very effective in achieving all these outcomes. Those who have seen or heard of these messages are more likely than others to say that the current messages have been very effective in informing them about the health effects of smoking and getting them to smoke less. Younger adult smokers are more likely than older smokers to say that the health messages now appearing on cigarette packages have been very effective in getting them to smoke less and in informing them about the health effects of smoking.

Impact of Current Messages Smokers

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

* Less than one percent

Q.26

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

Subsample: Smokers

*** Note: Slightly different question wording in November-December 2002*

c. Assessment of Current Messages

About six in ten Canadian adults strongly agree that the health warning messages now appearing on cigarette packages are accurate (64%) and provide them with important information about the health effects of smoking cigarettes (63%). Almost five in ten (47%) strongly agree that these messages make smoking seem less attractive.

Combining the strongly and somewhat agree numbers, 85 percent of Canadian adults agree that they provide important information about health

effects, 83 percent agree that the messages are accurate, and 72 percent agree that they make smoking seem less attractive.

Adult smokers are less likely than Canadians as a whole to strongly agree with all of these dimensions. Among adult smokers, 55 percent strongly agree that the messages are accurate, and 53 percent strongly agree that they provide them with important information about the health effects of smoking. Four in ten (40%) strongly agree that these messages make smoking seem less attractive.

Assessment of Current Messages

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

Q.24

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 in November-December 2002

Combining the strongly and somewhat agree numbers, 83 percent of smokers agree that they provide important information about health effects, 82 percent agree that the messages are accurate and 63 percent agree that they make smoking seem less attractive.

Among the general population, the results of the current survey are similar to those found in July 2002. Among adult smokers, the current results suggest a slight increase since July 2002 in the number who strongly agree that these messages are accurate. Comparison with the results found in March-April 2001 when these questions were first asked suggests slight increases in both the numbers of Canadian adults and adult smokers who strongly agree that the current messages are accurate.

Younger adult smokers are more likely than other smokers, and, in fact, are about as likely as Canadian adults in general, to strongly agree with all three of these assessments. Potential quitters are also more likely than “hard-core” smokers to strongly agree with all three of these assessments of the current health warning messages. Those who have seen or heard of the health warning messages now appearing on cigarette packages are also at least somewhat more likely than those who have not to strongly agree with these three assessments.

D. Comparison of Current and Old Messages

When asked to compare the health messages now appearing on cigarette packages to the old health warning messages, almost two-thirds of Canadians (64%) think the messages now appearing on the packages are more effective in informing them about the health effects of smoking and only four percent think the old messages are more effective. Four percent think the current and old messages are equally effective in informing them about the health effects of smoking, and seven percent think neither are effective. Twenty-one percent offer no opinion.

Among adult smokers, three-quarters (74%) think the current messages are more effective in informing them about the health effects of smoking and only five percent think the old messages are more effective. Seven percent think the current and old messages are equally effective in informing them about the health effects of smoking, and ten percent think neither are effective. Four percent offer no opinion.

The results of the current survey suggest that there have been no significant changes since July 2002 in the numbers of adult Canadians who think the current messages are more effective than the old messages in informing them about the health effects of smoking. However, the number choosing the messages now appearing is six points higher in the current survey than in July 2001.

Comparison of Current and Old Messages

	JULY 2001			NOV-DEC 2001			JULY 2002			NOV-DEC 2002**		
	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS
New messages/messages now on cigarette packages*	58	62	55	63	69	61	65	68	63	64	74	60
Old messages	7	10	5	5	9	3	5	8	3	4	5	3
Both equally	6	6	4	4	5	4	2	5	1	4	7	5
Neither	8	13	7	9	12	7	7	13	5	7	10	6
dk/na	21	8	28	20	5	25	21	6	28	21	4	26

Q.25

Comparing the health messages that are now on cigarette packages to the old health warning messages that were on packages before January 2001, which do you think is more effective in informing you about the health effects of smoking?

* Note: Slightly different question wording in November-December 2002

Among adult smokers, the current survey results suggest that there has been a slight increase of six points since July 2002 in the number who think that the messages now appearing are more effective than the old messages. This number is 12 points higher than that found in July 2001.

Adult smokers are more likely than Canadian adults in general to offer an opinion on the effectiveness of the new messages. Younger adult smokers, potential quitters, and those who have seen or heard of the health warning messages now appearing on cigarette packages are more likely than others to think the health warning messages now appearing are more effective than the old messages in informing them about the health effects of smoking.

When adult smokers are asked to compare the health warning messages now appearing on cigarette packages to the old health warning messages on a number of dimensions, six in ten each say the current messages are more effective in increasing their desire to quit smoking (61%), getting them to try to quit smoking (60%), getting them to smoke less around others than they used to (60%) and getting them to smoke less (60%). Fewer than one in ten each think the old messages are more effective in achieving any of these outcomes. Few think both the current and old messages are equally effective in achieving any of these outcomes. Just under three in ten smokers each think neither the current nor the old messages are effective in achieving any of these outcomes.

Comparison of Current and Old Messages Smokers

	JULY 2001	NOV-DEC 2001	JULY 2002	NOV-DEC 2002*		JULY 2001	NOV-DEC 2001	JULY 2002	NOV-DEC 2002*
In increasing your desire to quit smoking					In getting you to smoke less around others than you used to				
New messages/messages now on cigarette packages	51	58	59	61	New messages/messages now on cigarette packages	50	58	59	60
Old messages	7	7	6	5	Old messages	6	7	5	4
Both equally	4	3	3	6	Both equally	4	4	3	6
Neither	34	29	28	26	Neither	35	29	28	26
dk/na	4	2	4	3	dk/na	5	3	5	4
In getting you to try to quit smoking					In getting you to smoke less				
New messages/messages now on cigarette packages	50	59	59	60	New messages/messages now on cigarette packages	51	57	58	60
Old messages	6	6	6	4	Old messages	7	6	6	5
Both equally	4	3	3	6	Both equally	3	3	3	6
Neither	35	30	28	27	Neither	35	31	29	26
dk/na	5	3	4	3	dk/na	4	3	4	3

Q.27

Now comparing the health warning messages that are now on cigarette packages to the old health warning messages, which is more effective in each of the following ways ...?

Subsample: Smokers

* Note: Slightly different question wording in November-December 2002

The results of the current survey suggest that there have been no significant changes since July 2002 in the numbers of smokers who think that the health warning messages now appearing on packages are more effective than the old messages in achieving all of these outcomes.

Younger adult smokers, potential quitters, and those who have seen or heard of the health warning messages now appearing on cigarette packages are more likely than others to think the current health warning messages are more effective in achieving all of these outcomes.

E. Avoidance of Messages

When asked if, since the beginning of this year (2002), they have ever concealed a health warning message on their cigarette package, either by placing a cover over the package or by transferring the cigarettes to another container, about eight in ten smokers (78%) say they have not taken such actions to conceal the messages. About one in ten each say that have placed a cover over the package (8%) or transferred cigarettes to another container (10%). Four percent say they have done both.

Among smokers who have taken such actions to conceal health messages, more than one-half (56%) have done this more than ten times since the beginning of 2002. About one-quarter (24%) have done this once or twice, and two in ten (20%) between three and ten times.

There have been no significant changes since July 2002 in smokers' reported behaviours with respect to concealment of the messages now appearing on cigarette packages.

Ever Concealed Message on Cigarette Package Smokers

	Nov-DEC 2001	JULY 2002	Nov-DEC 2002**
Yes, placed cover over pack	10	8	8
Yes, transferred cigarettes to another container	10	10	10
Yes, did both	6	5	4
No	74	77	78
dk/na	1	*	*

* Less than one percent

Q.28a

Since the beginning of this year, have you ever concealed a health warning message on your cigarette package, either by placing a cover over your package or by transferring your cigarettes to another container?

Subsample: Smokers

*** Note: Slightly different question wording in November-December 2002*

Frequency of Concealing Message on Cigarette Package Smokers

	Nov-DEC 2001	JULY 2002	Nov-DEC 2002
Once or twice	25	24	24
Between 3 and 10 times	24	26	20
More than 10 times	50	49	56
dk/na	1	1	1

Q.28b

Since the beginning of this year, did you do this ... ?

Subsample: Smokers who have concealed a health warning message on their cigarette package since the beginning of the year

When asked if, since the beginning of this year (2002), when buying cigarettes at a store, they have ever asked for a different package of cigarettes because they did not want the warning message on the pack they were first offered, eight in ten smokers (80%) say that they have not done this. Two in ten (20%) say that they have.

Among smokers who have asked for a different package of cigarettes for this reason, four in ten have done it once or twice (42%), and about three in ten each have done it between three and ten times (30%) or more than ten times (28%).

There have been no significant changes since July 2002 in smokers' reported behaviours with respect to requests for a different package because of the image or message on the package.

Younger adult smokers are more likely to have asked for a different package because they did not want one of the warning messages.

Ever Asked for Different Cigarette Package Smokers

	Nov-DEC 2001	JULY 2002	Nov-DEC 2002**
Yes	22	18	20
No	77	81	80
dk/na	1	*	*

* Less than one percent

Q.29a

Since the beginning of this year, when buying cigarettes at a store, have you ever asked for a different package of cigarettes because you did not want one of the health warning messages on the pack that you were first offered?

Subsample: Smokers

*** Note: Slightly different question wording in November-December 2002*

Frequency of Asking for Different Cigarette Package Smokers

	Nov-DEC 2001	JULY 2002	Nov-DEC 2002
Once or twice	37	34	42
Between 3 and 10 times	28	32	30
More than 10 times	35	34	28

Q.29b

Since the beginning of this year, did you do this ...?

Subsample: Smokers who have asked for a different cigarette package because they did not want one of the health warning messages on the pack they were first offered

F. Awareness of Messages on 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), three-quarters of Canadian adults offer no opinion (42%) or say they have not seen the slide portion (34%). Five percent each mention health warnings in general, tips to stop smoking and a calendar. Sixteen percent mention other items.

Adult smokers are more likely than Canadian adults in general to provide an answer to this question, although almost six in ten either offer no opinion (29%) or say they have not seen the slide portion (27%). Fifteen percent say that there are tips to stop smoking on the back of the slide, and smaller proportions mention a 1-800 number/quit smoking line (8%), health warnings in general (7%) and a calendar (5%). Twenty-three percent mention other items.

Younger adult smokers and potential quitters are more likely than others to recall tips to stop smoking. Younger smokers are also more likely to recall a 1-800 number/quit smoking line.

Awareness of Message on Back of Slide November-December 2002

	GP	S	NS
Health warnings in general	5	7	5
Tips to stop smoking	5	15	2
A calendar	5	5	5
1-800 number/quit smoking line	3	8	1
Deaths/statistics/small town	2	3	2
Lung cancer/disease	2	2	2
Calendar is gone	2	3	1
Tar/nicotine/carbon monoxide levels/cigarette ingredients	2	4	1
Cancer/diseases in general	1	1	2
Information in general	1	2	1
Text with yellow highlighting	1	3	*
Web site address	*	1	—
Mouth diseases (gums/teeth/etc.)	*	*	1
Pictures	*	1	1
Addiction warnings	*	*	—
Impotence	*	*	—
Heart disease/problems	—	1	—
Brain cancer/diseases	—	*	—
Questions and answers	—	*	—
Strategies/the “four D’s”	—	*	—
Other	2	2	2
Not seen sliding part of cigarette pack	34	27	36
None/nothing	*	1	*
dk/na	42	29	44

* Less than one percent

Q.30

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?

About one-third (36%) of adult smokers strongly agree that the information they have seen on the back of the slide is accurate, and one-quarter (24%) strongly agree that the information is useful to them. Combining the strongly and somewhat agree numbers, 58 percent of smokers agree the information is accurate, and 47 percent say it is useful to them.

Younger adult smokers, potential smokers, and those who have seen or heard of the warning messages now appearing on cigarette packages are more likely to strongly agree with both of these dimensions.

Information on Back of Slide Smokers November-December 2002

The information is accurate	
Strongly agree	36
Somewhat agree	22
Somewhat disagree	4
Strongly disagree	6
dk/na	32
The information is useful to you	
Strongly agree	24
Somewhat agree	23
Somewhat disagree	9
Strongly disagree	18
dk/na	25

Q.31

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

6.0 TOXIC SUBSTANCES

A. Awareness of Toxic Substances

When Canadian adults are asked top-of-mind what, if any, chemicals or toxic substances they can name that are in cigarettes or cigarette smoke, 62 percent mention nicotine and 52 percent mention tar. Smaller proportions mention carbon monoxide (12%), hydrogen cyanide (9%), arsenic (8%), benzene (5%), formaldehyde (5%), carbon dioxide (4%) and poison/rat poison/strychnine/cyanide (3%). Twenty percent mention other toxic substances. Two percent say there are no chemicals or toxic substances in cigarettes or cigarette smoke and 15 percent offer no opinion.

Adult smokers, especially younger adults, are more likely than Canadian adults in general to mention carbon monoxide and hydrogen cyanide. Overall, 66 percent of adult smokers mention nicotine, 56 percent mention tar, and 27 percent mention carbon monoxide. Smaller proportions mention hydrogen

cyanide (12%), formaldehyde (9%), benzene (7%), carbon dioxide (7%), arsenic (6%) and poison/rat poison/strychnine/cyanide (5%). Fifteen percent mention other toxic substances. Four percent say there are no toxic substances, and ten percent offer no opinion.

The results of the current survey are similar to those found in July 2002. However, the current survey finds that the numbers of Canadian adults and adult smokers who mention nicotine have declined from the baseline survey. There has also been a decline from the baseline survey in the number of adult smokers who mention tar. As well, there have been increases – though not always significant – since the baseline survey in the numbers of both Canadian adults and adult smokers who mention specific chemicals such as formaldehyde, benzene, hydrogen cyanide and arsenic.

Toxic Substances in Cigarettes

	NOV-DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002			NOV-DEC 2002		
	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS	GP	S	NS
Nicotine	73	76	71	70	70	67	65	66	65	62	63	62	66	66	65	62	66	61
Tar	53	70	45	53	59	47	49	61	45	55	59	53	53	59	52	52	56	51
Carbon monoxide	14	24	8	14	23	9	12	26	7	15	27	10	16	28	9	12	27	10
Hydrogen cyanide	1	1	2	3	5	2	4	6	3	7	12	5	6	10	3	9	12	6
Arsenic	4	5	4	5	4	6	6	6	7	13	8	13	11	7	12	8	6	9
Benzene	2	2	2	3	2	3	3	3	3	8	9	8	5	8	4	5	7	4
Formaldehyde	2	1	2	1	2	1	4	4	3	5	9	4	5	9	3	5	9	4
Carbon dioxide	4	6	3	5	6	4	4	7	2	4	7	3	5	7	4	4	7	3
Poison/rat poison/strychnine/ cyanide	1	1	1	3	3	3	3	4	2	5	5	4	5	7	5	3	5	3
Ammonia	1	1	1	2	2	1	2	1	2	3	5	2	3	3	2	2	2	2
Carcinogens	1	1	1	1	1	1	1	1	2	2	1	2	1	1	1	2	1	2
Lead	1	*	1	*	1	—	1	*	1	1	*	2	1	*	1	2	1	2
Chemicals/gases/toxins – in general	3	3	2	2	3	2	4	3	5	4	2	4	3	1	2	1	2	2
Tobacco	1	1	1	1	1	1	3	1	4	2	1	3	1	1	2	1	1	1
Carbon	*	1	—	1	2	1	1	1	1	1	1	1	1	1	1	1	2	1
Benzo[a]pyrene	*	*	1	*	*	*	*	*	*	1	1	1	1	1	*	1	1	*
Type of fuel/gasoline/kerosene/ jet fuel/rocket fuel	1	1	*	1	1	1	*	1	*	1	1	1	1	1	1	1	*	1
Cadmium	*	*	*	*	*	*	—	*	—	1	*	1	1	*	1	1	*	1
Paint thinner/remover	*	*	*	*	*	*	—	*	—	*	*	*	1	*	1	1	*	2
Nail polish remover	*	—	*	—	*	—	*	*	1	—	*	—	1	*	1	1	*	1
Dioxins	*	*	*	*	*	*	*	*	*	1	*	1	*	*	—	1	*	1
Nitrogen oxides (nitrogen dioxide, nitric oxide)	*	1	1	*	*	*	*	*	*	2	2	2	*	*	1	1	1	1
Sulphur/sulphate	*	*	*	*	1	*	*	1	*	1	1	1	*	*	1	1	*	1
Acid	*	*	*	*	*	*	*	*	*	*	1	*	*	*	*	1	1	1
Fibreglass	*	1	—	*	1	*	1	*	1	*	*	*	*	*	*	*	*	*
Nitrosamines	1	*	1	*	*	—	—	*	—	1	*	*	—	*	—	*	*	*
Pesticides	—	—	—	—	—	—	—	—	—	*	*	*	1	1	1	*	*	*
Phenols	*	*	*	*	*	*	—	*	—	*	*	—	1	*	*	*	—	*
4-Aminobiphenyl	1	*	1	—	*	—	—	*	—	*	*	*	1	*	1	*	1	*
Household cleaners	*	*	—	*	*	*	*	1	—	*	1	*	*	—	*	*	*	*
Ash	—	—	—	*	*	*	*	—	*	1	—	1	—	*	—	*	*	*
Battery acid/toxic/juice	—	—	—	—	—	—	*	*	*	*	*	*	—	*	—	—	—	—
Oil	—	—	—	—	—	—	—	—	—	*	*	*	1	*	1	—	—	—
Saltpetre	*	*	*	*	*	*	1	*	*	*	*	*	*	*	1	—	—	—
Other	1	1	1	1	1	1	2	2	2	1	1	1	2	2	2	2	2	1
None/nothing	5	3	6	5	6	5	4	2	4	3	3	3	2	2	2	2	4	2
dk/na	8	6	10	11	8	13	13	10	15	11	9	11	11	10	13	15	10	16

* Less than one percent

Q.32

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 if they can name any chemicals or toxic substances that are currently listed on a cigarette package (without looking at a cigarette package), the largest proportions of Canadians mention nicotine (34%) and tar (29%). Nine percent mention carbon monoxide and 13 percent mention some other toxic substance. Nine percent say there are no chemicals or toxic substances currently listed on cigarette packages and 46 percent offer no opinion.

Adult smokers are more likely than Canadian adults in general to mention nicotine (51%), tar (50%) and carbon monoxide (22%). They are also more likely to mention other toxic substances; eight percent mention hydrogen cyanide, seven percent mention formaldehyde and 13 percent mention other toxic substances. Smokers are as likely as adults in general

to say there are no chemicals or toxic substances currently listed on cigarette packages (8%), but are more likely to offer an opinion (only 24% offer no response).

Since the 2000 baseline survey, there have been decreases in the proportions of Canadian adults and adult smokers who say there are no chemicals or toxic substances listed on cigarette packages (down 16 points among Canadians in general and eight points among adult smokers since November-December 2000). In the same period, there have been increases in the numbers of Canadian adults and adult smokers who do not offer an opinion (up 22 points among Canadians in general and nine points among adult smokers).

Toxic Substances Listed on Cigarette Packages

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

* Less than one percent

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

Q.33

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

When asked what chemicals or substances in cigarettes, in tobacco or in smoking, if any, cause or can cause disease or harm to health, the largest proportions of Canadians in general mention nicotine (42%) and tar (35%). Much smaller proportions mention carbon monoxide (8%), arsenic (6%), hydrogen cyanide (5%), benzene (3%) and formaldehyde (3%). Fourteen percent say that all the chemicals cause harm, nine percent mention other specific substances, and 29 percent offer no opinion.

Among adult smokers, the largest proportions mention nicotine (43%), tar (40%) and carbon monoxide (18%). Much smaller proportions mention hydrogen cyanide (8%), formaldehyde (5%), benzene (4%), arsenic (3%) and carbon dioxide (3%). Twenty-one percent say that all the chemicals cause harm, nine percent mention other specific substances, and 20 percent offer no opinion.

The results of the current survey are similar to those found in the July 2002 survey.

Female smokers are more likely than others to say that all the chemicals cause harm. Male smokers are more likely to mention tar. Younger adult smokers are more likely to mention carbon monoxide and hydrogen cyanide. Those who have seen or heard of the health warning messages now appearing on cigarette packages are at least slightly more likely than others to mention many of these substances.

Chemicals in Cigarettes Causing Disease or Harm to Health

	JULY 2002			NOV-DEC 2002		
	GP	S	NS	GP	S	NS
Nicotine	43	40	45	42	43	41
Tar	36	39	33	35	40	32
Carbon monoxide	9	18	5	8	18	5
Arsenic	6	4	6	6	3	6
Hydrogen cyanide	3	7	2	5	8	3
Benzene	4	5	3	3	4	2
Formaldehyde	3	5	2	3	5	2
Carbon dioxide	2	2	2	2	3	2
Carcinogens	—	*	—	2	*	3
The smoke itself	2	1	3	1	2	2
Poison/rat poison/ strychnine/cyanide	2	3	2	1	2	1
Tobacco	1	1	1	1	*	1
Ammonia	1	1	1	1	1	1
Lead	*	—	1	1	*	1
Chemicals/gases/toxins — in general	1	1	1	*	1	1
Phenols	*	—	1	*	—	*
Benzo[a]pyrene	*	*	*	*	*	*
Nail polish remover	*	*	*	*	*	*
Household cleaners	*	*	*	*	*	—
Carbon	*	1	*	*	1	*
Type of fuel/gasoline/ kerosene/jet fuel/ rocket fuel	*	—	*	*	*	1
Sulphur/sulphate	*	—	*	*	—	*
Cadmium	*	—	*	*	*	*
Dioxins	*	—	*	*	*	*
Nitrosamines	*	—	*	*	*	—
Pesticides	1	*	1	*	*	*
Fibreglass	—	*	—	*	*	*
Pain thinner/remover	—	—	—	*	*	*
Nitrogen oxides (nitrogen dioxide/nitric oxide)	—	—	—	*	*	*
4-Aminobiphenyl	*	*	*	—	1	—
Acid	*	—	*	—	*	—
Saltpetre	*	—	*	—	*	—
All the chemicals cause harm	16	24	14	14	21	13
Other	1	1	2	*	1	*
None	—	—	—	1	3	2
dk/na	27	20	30	29	20	31

* Less than one percent

Q.35

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

Seven in ten adult Canadians (67%) think that chemicals are added to tobacco when cigarettes are being manufactured. One in ten (10%) say that chemicals are not added, and more than two in ten (23%) offer no response.

A similar proportion of adult smokers (72%) say that chemicals are added to tobacco. Eleven percent say that chemicals are not added, and 16 percent offer no response.

The results of the current surveys suggest that there has been no significant change since July 2002 in the number of adult Canadians who think that chemicals have been added to tobacco during manufacture. However, there has been an increase of four points in the number of adult smokers who think this is done.

Younger adult smokers more likely than others to say that chemicals are added to tobacco.

Chemicals in Cigarettes Added During Manufacture

	JULY 2002			NOV-DEC 2002		
	GP	S	NS	GP	S	NS
Yes	69	68	68	67	72	65
No	11	14	10	10	11	9
dk/na	20	18	22	23	16	26

Q.36

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

b. Impact of Information about Toxic Substances

About one-third each of adult smokers say that the information about chemicals and toxic substances now on the side of cigarette packages has contributed to encouraging them to try to quit smoking (36%), getting them to smoke less (34%) and increasing their desire to quit smoking (32%). Two in ten (19%) say the information has contributed to getting them to switch to a different brand or product.

Younger adult smokers, potential smokers and smokers who have seen or heard of the warning messages now appearing on cigarette packages are more likely to say that the information about chemicals and toxic substances on the side of the packages has contributed in all of these areas.

Impact of Information about Chemicals and Toxic Substances

Smokers November-December 2002

	Yes	No	DK/NA
Encouraged you to try to quit smoking	36	63	*
Increased your desire to quit smoking	32	67	1
Got you to smoke less	34	65	1
Got you to switch to a different brand or product	19	80	*

* Less than one percent

Q.34

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

Subsample: Smokers

SURVEY METHODS

A. Survey of General Population

The results of the survey are based on questions asked to 682 adults 18 years of age and older, living within the ten provinces of Canada. The survey was conducted by telephone from November 28 to December 13, 2002.

SAMPLE SELECTION

The sampling method was designed to complete between 650 and 700 interviews within households randomly selected across Canada. It is drawn in such a way that it represents the Canadian population with the exception of those Canadians living in the Yukon, Northwest Territories or Nunavut.

The actual sample is distributed as follows.

	WEIGHTED N	UNWEIGHTED N	MARGIN OF ERROR
Atlantic Region	56	54	13.3
Quebec	172	188	7.1
Ontario	255	237	6.4
Manitoba/Saskatchewan	48	53	13.5
Alberta	62	65	12.2
British Columbia	89	85	10.6
Total	682	682	3.8

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

Environics uses a 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 6,964 telephone numbers were drawn. From within each household contacted, respondents 18 years of age and older were screened for random selection using the “most recent birthday” method. The use of this technique produces results that are as valid and effective as enumerating all persons within a household and selecting one randomly.

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

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

TELEPHONE INTERVIEWING

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

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

COMPLETION RESULTS

A total of 682 interviews were completed. The margin of error for a sample of 682 is ± 3.8 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 682 interviews.

Dialled Sample	6,964
Household not eligible	232
Non-residential/not in service	2,095
Language barrier	226
Subtotal	2,553
New Base (6,964-2,553)	4,411
No answer/line busy/ respondent not available	1,743
Refusals	1,907
Mid-interview refusals	79
Subtotal	3,729
Net Completions (4,411-3,729)	682

B. Survey of Adult Smokers

The results of the survey are based on questions asked to 1,004 adult smokers 18 years of age and older living within the ten provinces of Canada. Of this total, 837 interviews were conducted with smokers only, between November 28 and December 15, 2002. A further 167 interviews were conducted with smokers as part of a general population survey, conducted from November 28 to December 13, 2002. All interviews were conducted by telephone.

The margin of error for a sample of 1,004 is ± 3.1 percentage points, 19 times in 20. The margins are wider for regional and demographic subsamples.

SAMPLE FRAME

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

	NUMBER OF SMOKERS	% OF TOTAL	N
Newfoundland	113,080	2.09	21
Prince Edward Island	28,396	0.52	5
Nova Scotia	190,159	3.51	35
New Brunswick	153,580	2.84	29
Quebec	1,452,020	26.83	268
Ontario	1,878,927	34.72	347
Manitoba	233,140	4.31	43
Saskatchewan	200,271	3.70	37
Alberta	604,949	11.18	112
British Columbia	557,300	10.30	103
Canada	5,411,822	100.00	1,000

The actual sample, by province, is as follows.

	WEIGHTED N	UNWEIGHTED N	MARGIN OF ERROR
Newfoundland	21	21	21.4
Prince Edward Island	5	5	43.8
Nova Scotia	35	36	16.3
New Brunswick	29	29	18.2
Quebec	269	269	6.0
Ontario	349	346	5.3
Manitoba	43	43	14.9
Saskatchewan	37	37	16.1
Alberta	112	113	9.2
British Columbia	103	105	9.6
Total	1,004	1,004	3.1

SURVEY METHODS

The following sections discuss survey methods for the oversample survey of 837 interviews conducted among smokers. For a discussion of the methods for the general population survey, from which 167 interviews with smokers were drawn, please see Section A, Survey of General Population: Methodology.

SAMPLE SELECTION: OVERSAMPLE

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 27,076 telephone numbers were drawn. Households contacted were initially screened for the presence of a smoker aged 18 years or older in the household. Where more than one adult smoker was part of a household, respondents were screened for random selection using the “most recent birthday” method. The use of this technique produces results that are as valid and effective as enumerating all qualified persons within a household and selecting one randomly.

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

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

TELEPHONE INTERVIEWING: OVERSAMPLE

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

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

COMPLETION RESULTS: OVERSAMPLE

A total of 837 interviews were completed. The margin of error for a sample of 837 is ± 3.4 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 oversample of 837 interviews.

Dialled sample	27,076
Household not eligible	6,751
Non-residential/not in service	8,958
Language barrier	578
Subtotal	16,287
New Base (27,076-16,287)	10,789
No answer/line busy/ respondent not available	5,574
Refusals	4,287
Mid-interview refusals	91
Subtotal	9,952
Net Completions (10,789-9,952)	837

QUESTIONNAIRES



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

Survey of Adult Smokers and Non-Smokers – Wave 6
PN5258
Questionnaire - Draft 3

INTRODUCTION

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

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

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

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

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

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

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

- 1 - Male
- 2 - Female

D. Language of survey

- 1 - English
- 2 - French

INTRODUCTION FOR ADULT SMOKERS SURVEY

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

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

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

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

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

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

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

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

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

MAIN QUESTIONNAIRE

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

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

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

1 - Yes
2 - No
3 - DK/NA

NON- SMOKERS GO TO Q.9

IF SMOKE EVERY DAY, ASK:

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

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

2 - DK/NA

IF SMOKE OCCASIONALLY, ASK:

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

cigarettes per day

2 - DK/NA

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

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

6. Have you ever tried to quit smoking?

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

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

READ

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

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

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

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

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

READ

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

IF YES IN Q.8(a) ASK :

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

DO NOT READ - CODE ALL THAT APPLY

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

- 14 - DK/NA

HEALTH EFFECTS

ASK ALL

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

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

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

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

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

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

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

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

READ AND ROTATE

- a) Lung cancer

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

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

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

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

READ AND ROTATE

- a) Asthma attacks in children

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

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

14. Do you think that tobacco use kills more, fewer or about the same number of Canadians each year as each of the following other causes of death? **READ AND ROTATE**

- a) Alcohol

- 1 - More
- 2 - Fewer
- 3 - About the same number
- 4 - DK/NA

- b) Illegal drugs
- c) Car accidents
- d) AIDS
- e) Suicides
- f) Murders

15. Which of the following do you think is the closest approximation of the number of Canadians who die each year as a result of tobacco use? Is it closest to...?

READ LIST

- 01 - 1,000
- 02 - 5,000
- 03 - 15,000
- 04 - 25,000
- 05 - 45,000
- 06 - 75,000, or
- 07 - 100,000
- 08 - OTHER (SPECIFY) _____
- 09 - NONE
- 10 - DK/NA

HEALTH WARNING MESSAGES

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

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

17. 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

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

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

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

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

20. 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.20a), ASK:

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

- 1 - _____TIMES PER DAY
- 2 - DK/NA

21. 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

22. 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

23. 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

24. 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 ALL

25. Comparing the health messages that are NOW on cigarette packages to the OLD health warning messages that were on packages before January 2001, which do you think is more effective in informing you about the health effects of smoking?

- 1 - Messages NOW on cigarette packages
 - 2 - OLD messages
- VOLUNTEERED**
- 3 - Both equally
 - 4 - Neither
 - 5 - DK/NA

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. Now comparing the health warning messages that are NOW on cigarette packages to the old health warning messages, which is more effective in each of the following ways? **READ AND ROTATE**

a) Getting you to smoke less

- 1 Messages NOW on cigarette packages
- 2 - OLD messages
- VOLUNTEERED**
- 3 - Both equally
- 4 - Neither
- 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

28. a) Since the beginning of this year, have you ever concealed a health warning message on your cigarette package, either by placing a cover over your package or by transferring your cigarettes to another container?

- 1 - Yes, placed cover over pack **ASK (b)**
- 2 - Yes, transferred cigarettes to another container **ASK (b)**
- 3 - Yes, did both **ASK (b)**
- 4 - No
- 5 - DK/NA

b) Since the beginning of this year, did you do this ... **READ**

- 1 - once or twice
- 2 - between 3 and 10 times, or
- 3 - more than 10 times?
- 4 - DK/NA

29. a) Since the beginning of this year, when buying cigarettes at a store, have you ever asked for a different package of cigarettes because you did not want one of the health warning messages on the pack that you were first offered?

- 1 - Yes **ASK (b)**
- 2 - No
- 3 - DK/NA

- b) Since the beginning of this year, did you do this ... **READ**

- 1 - once or twice
- 2 - between 3 and 10 times, or
- 3 - more than 10 times?
- 4 - DK/NA

SLIDE

ASK ALL

30. *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

31. *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

TOXIC SUBSTANCES

ASK ALL

32. 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

33. 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

34. * 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

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

DO NOT READ. CODE ALL THAT APPLY.

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

23 - DK/NA

36. 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

37. 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

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

- 1 - SPECIFY _____
- 2 - DK/NA

39. What is the highest level of education you have reached?

DO NOT READ

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

40. Which of the following best describes your employment status? Are you...

READ

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

41. Are you...

READ

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

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

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

43. Into which of the following categories would you put the total annual income, before taxes and deductions, for 2001, 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

44. 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 adultes fumeurs et non fumeurs - Wave 6 - Draft 3
PN5258

Questionnaire français

INTRODUCTION

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

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

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

#01 Oui

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

#03 Refus**REMERCIER ET TERMINER**

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

1 - Oui **REMERCIER ET TERMINER**

2 - Non **POURSUIVRE LE QUESTIONNAIRE PRINCIPAL**

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

1 - Homme

2 - Femme

- D. Langue du sondage

1 - Anglais

2 - Français

INTRODUCTION POUR LE SONDAGE SUR LES ADULTES FUMEURS

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

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

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

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

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

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

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

ORGANISER LE RAPPEL

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

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

QUESTIONNAIRE PRINCIPAL

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

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

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

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

POUR LES NON-FUMEURS, PASSER À Q.9

SI FUME TOUS LES JOURS, DEMANDER :

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

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

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

2 - NSP/PR

SI FUME À L'OCCASION, DEMANDER :

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

--	--

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

2 - NSP/PR

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

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

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

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

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

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

LIRE

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

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

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

SI OUI À Q.8(a), DEMANDER Ý:

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

LIRE

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

SI OUI À Q.8(a) DEMANDER Ý:

- c) Si vous deviez arrêter de fumer à un moment donné, quelles 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

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

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

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

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

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

11. Dans l'ensemble, si on 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

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

LIRE EN ROTATION.

a) Cancer du poumon

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

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

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

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

LIRE EN ROTATION

a) Crises d'asthme chez les enfants

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

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

14. À votre avis, est-ce que vous pensez que le tabac est un facteur qui tue chaque année plus de Canadiens, moins de Canadiens ou environ autant de Canadiens que chacun des autres facteurs suivants?

LIRE EN ROTATION

a) L'alcool

- 1 - Plus
- 2 - Moins
- 3 - Autant
- 4 - NSP/PR

- b) Les drogues illégales
- c) Les accidents d'automobile
- d) Le sida
- e) Les suicides
- f) Les meurtres

15. D'après vous, environ combien de Canadiens meurent chaque année à cause de la consommation du tabac? Est-ce que vous diriez...?

LIRE LA LISTE

- 01 - 1 000 personnes
- 02 - 5 000 personnes
- 03 - 15 000 personnes
- 04 - 25 000 personnes
- 05 - 45 000 personnes
- 06 - 75 000 personnes, ou
- 07 - 100 000 personnes
- 08 - AUTRE (**PRÉCISER**) _____
- 09 - AUCUN
- 10 - NSP/PR

MESSAGES D'INFORMATION SUR LA SANTÉ

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

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

17. 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

18. 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

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

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

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

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

SI PLUSIEURS FOIS PAR JOUR À Q.20a), DEMANDER :

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

- 1 - _____ FOIS PAR JOUR
- 2 - NSP/PR

21. 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

22. 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

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 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

24. 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 À TOUS

25. Si on compare les messages sur la santé qui figurent MAINTENANT sur les paquets de cigarettes aux ANCIENS messages d'avertissement pour la santé qu'on voyait sur les paquets avant janvier 2001, lesquels réussissent le plus efficacement, d'après vous, à vous informer sur les effets de la cigarette sur la santé?

- 1 - Les messages qui figurent MAINTENANT sur les paquets de cigarettes
 - 2 - Les ANCIENS messages
- NON SUGGÉRÉ**
- 3 - Les deux également
 - 4 - Ni l'un ni l'autre
 - 5 - NSP/PR

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. Et maintenant, si on compare les messages d'avertissement pour la santé qui figurent MAINTENANT sur les paquets de cigarettes aux anciens messages d'avertissement pour la santé, lesquels réussissent le plus efficacement, d'après vous, dans chacun des domaines suivants?

a) Vous amener à moins fumer

- 1 - Les messages qui figurent MAINTENANT sur les paquets de cigarettes
 - 2 - Les anciens messages
- NON SUGGÉRÉ**
- 3 - Les deux également
 - 4 - Ni l'un ni l'autre
 - 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

28. a) Depuis le début de l'année, est-ce que vous avez déjà caché un de ces messages d'avertissement qui figurait sur un paquet de cigarettes, soit en insérant le paquet dans un couvre-paquet ou en mettant vos cigarettes dans un autre étui?

- 1 - Oui, en insérant le paquet dans un couvre-paquet **DEMANDER (b)**
- 2 - Oui, en mettant vos cigarettes dans un autre étui **DEMANDER (b)**
- 3 - Oui, a fait les deux **DEMANDER (b)**
- 4 - Non
- 5 - NSP/PR

b) Depuis le début de l'année, est-ce que vous l'avez fait... **LIRE**

- 1 - une ou deux fois
- 2 - de 3 à 10 fois, ou
- 3 - plus de 10 fois
- 4 - NSP/PR

29. a) Depuis le début de l'année, lorsque vous achetez des cigarettes dans un magasin, est-ce que vous avez déjà demandé un paquet de cigarettes différent parce que vous ne vouliez pas avoir le paquet qui portait un des messages d'avertissement qu'on vous avait offert en premier?

- 1 - Oui **DEMANDER (b)**
- 2 - Non
- 3 - NSP/PR

b) Depuis le début de l'année, est-ce que vous l'avez fait... **LIRE**

- 1 - une ou deux fois
- 2 - de 3 à 10 fois, ou
- 3 - plus de 10 fois
- 4 - NSP/PR

DIAPOSITIVE

DEMANDER À TOUS

30. *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

31. *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

SUBSTANCES TOXIQUES

DEMANDER À TOUS

32. 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

33. 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

34. 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

35. 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

36. * 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

37. 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

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

- 1 - PRÉCISER _____
- 2 - NSP/PR

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

NE PAS LIRE

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

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

LIRE

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

41. Est-ce que vous êtes...?

LIRE

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

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

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

43. Laquelle des catégories suivantes correspond le mieux au revenu total de tous les membres de votre foyer et de vous-même, avant impôt, en 2001? 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

44. 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.
(Code de Santé Canada)

EXTRA TABLES

The following tables summarize the findings of six waves of surveys for four sub-groups.

GP = total adult sample
(general population of adults)
S = smokers
NS = non-smokers
PQ = potential quitters
(smokers who are seriously thinking
of quitting smoking)

Cigarette Consumption

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

Q.1

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

Smoking as a Health Problem

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

Q.9

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

Health Effects of Smoking – Top-of-Mind

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

* Less than one percent

Continued ...

Q.10

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

Health Effects of Smoking – Top-of-Mind

Continued

	NOV-DEC 2000				MAR-APR 2001				JULY 2001				NOV-DEC 2001				JULY 2002				NOV-DEC 2002			
	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ
Preterm birth/premature birth	1	1	1	1	1	1	1	*	2	1	2	1	2	1	3	1	1	*	1	*	1	1	1	1
Impotence/sexual dysfunction	*	*	*	*	2	3	1	3	1	2	1	2	2	2	1	2	1	2	1	2	1	3	1	2
Coughing	*	1	*	1	*	*	*	1	1	1	1	2	2	2	1	2	1	1	*	1	1	1	1	1
Death/premature death	1	*	1	*	1	*	1	1	1	*	1	—	2	1	2	1	1	*	1	*	1	*	1	*
Bad breath	2	1	2	1	1	1	1	1	*	1	*	1	2	1	2	1	1	1	1	1	1	1	1	*
Cancer – breast	2	1	2	2	2	1	2	1	1	*	1	*	1	1	2	*	1	1	1	1	1	*	1	1
Effect on the fetus/unborn child	1	*	1	*	1	1	2	1	1	*	1	*	1	1	1	1	1	*	1	—	1	*	1	*
Skin irritations/conditions	*	*	—	1	*	—	*	—	*	*	*	—	1	1	1	1	1	1	*	*	1	1	1	1
Diabetes	1	*	1	*	1	*	1	*	*	*	*	1	1	*	1	*	1	*	1	1	1	1	1	1
Eye disease/problems	*	*	1	—	*	*	*	—	—	—	—	—	1	*	1	1	*	*	1	1	1	*	1	*
Liver damage/disease	*	*	*	—	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	1	*	*
Immune system problems	1	*	1	—	—	—	—	—	*	*	*	*	1	*	1	*	1	*	1	*	1	*	1	1
Stomach problems	*	*	*	—	*	*	*	*	1	1	1	1	*	1	1	1	*	1	1	1	1	2	1	2
Gangrene	*	—	*	—	*	*	*	*	—	—	—	—	*	—	1	—	—	*	—	—	*	*	*	*
Headaches	*	*	—	*	*	1	*	1	*	*	*	1	1	1	1	1	1	1	1	2	*	1	1	1
Kidney disease/problems	*	—	*	—	—	*	—	—	*	*	*	*	—	—	—	—	*	*	*	*	*	*	*	*
Osteoporosis/problems with bones	*	*	—	*	*	—	*	—	—	—	—	—	*	*	*	—	—	*	—	*	*	*	1	*
Throat disease/problems	—	*	—	*	1	*	1	*	1	1	1	1	1	*	*	*	1	1	1	1	*	*	*	*
Arthritis	—	—	—	—	—	—	—	—	—	—	—	—	*	*	*	*	—	*	—	*	*	*	*	*
Dizziness/nausea	—	*	—	*	—	*	—	—	—	*	—	1	1	1	1	1	—	*	—	*	—	*	—	*
Fire accidents/burns	—	—	—	—	—	—	—	—	*	*	*	*	—	*	—	—	—	—	—	—	—	—	—	—
Multiple Sclerosis	—	—	—	—	—	*	—	*	*	*	*	*	—	—	—	—	—	—	—	—	—	—	—	—
Other	1	2	2	2	2	3	3	4	2	2	2	4	3	1	4	1	1	2	2	1	2	2	1	2
None	2	4	*	2	2	5	1	3	2	4	2	2	*	2	*	1	2	3	1	2	1	2	*	1
dk/na	1	2	1	1	1	2	1	1	1	4	1	3	1	2	1	2	1	3	1	3	1	3	1	2

* Less than one percent

Q.10

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

Sources of Information About Health Effects

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

*Less than one percent

Q.11

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

Specific Health Effects Caused by Smoking

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

* Less than one percent

Q.12

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

Specific Health Effects Caused by Smoking

	NOV-DEC 2000				MAR-APR 2001				JULY 2001				NOV-DEC 2001				JULY 2002				NOV-DEC 2002			
	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ
Emphysema																								
Strongly agree	74	64	76	70	72	63	75	70	68	57	72	64	72	63	75	68	71	64	73	70	73	66	73	71
Somewhat agree	12	18	11	17	13	16	11	13	15	21	12	18	12	19	10	17	13	19	11	16	13	17	13	15
Somewhat disagree	3	4	3	3	3	5	2	4	4	6	4	4	3	5	4	4	4	5	3	3	4	5	3	4
Strongly disagree	5	6	3	4	2	4	2	4	3	6	2	4	2	5	2	3	1	4	1	3	2	4	2	3
dk/na	6	8	6	6	9	11	10	10	10	10	9	10	11	9	10	8	11	8	12	8	8	8	8	8
Asthma																								
Strongly agree	74	61	76	65	71	56	74	61	63	55	66	62	70	58	73	64	65	56	69	61	68	62	70	66
Somewhat agree	17	23	17	21	19	27	17	25	23	26	21	23	20	23	20	21	21	26	20	22	21	23	21	21
Somewhat disagree	4	7	3	7	5	7	4	6	5	8	5	7	5	8	4	7	7	8	6	8	4	7	3	5
Strongly disagree	4	7	3	5	4	7	3	6	5	8	4	5	3	8	2	6	4	7	3	6	4	6	4	5
dk/na	1	3	1	3	2	3	2	2	4	4	3	3	2	3	1	3	3	3	2	3	3	2	2	2
Chronic bronchitis																								
Strongly agree	71	59	75	64	68	53	72	60	64	52	68	61	67	58	70	64	65	55	69	61	68	58	70	64
Somewhat agree	20	25	19	23	22	31	20	29	24	30	23	27	23	27	22	24	25	28	23	25	21	28	20	26
Somewhat disagree	3	6	2	5	3	6	2	3	4	6	2	4	6	7	4	5	4	6	3	6	5	6	4	5
Strongly disagree	3	6	3	4	4	6	2	4	3	7	2	4	2	5	1	3	2	5	2	3	3	5	4	4
dk/na	3	4	2	4	3	5	3	4	5	6	5	5	3	3	3	4	4	5	4	5	2	3	2	2
Premature death																								
Strongly agree	67	49	73	57	61	46	67	54	61	48	65	57	64	50	69	55	61	47	67	53	68	52	70	61
Somewhat agree	20	25	19	23	21	26	19	24	22	25	21	22	21	25	18	25	24	26	22	25	21	25	19	23
Somewhat disagree	4	11	3	10	6	9	4	8	7	9	6	8	7	10	6	9	8	12	5	12	5	10	3	7
Strongly disagree	5	10	4	7	7	13	4	10	6	12	4	7	5	11	4	8	4	10	3	7	4	9	3	6
dk/na	4	5	2	4	6	6	6	5	4	6	4	6	3	4	3	4	3	5	3	4	3	4	4	3

Q.12

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

Specific Health Effects Caused by Smoking

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

Q.12

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

Specific Health Effects Caused by Smoking

	NOV-DEC 2000				MAR-APR 2001				JULY 2001				NOV-DEC 2001				JULY 2002				NOV-DEC 2002			
	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ
Premature birth or preterm birth																								
Strongly agree	46	32	50	36	42	29	46	32	40	31	44	35	43	33	46	38	44	31	50	34	46	35	48	39
Somewhat agree	26	29	27	29	32	28	30	30	30	30	28	30	30	31	31	31	28	30	26	31	27	29	27	30
Somewhat disagree	9	12	8	11	10	15	8	15	10	14	9	14	10	13	8	13	11	15	8	14	10	14	9	12
Strongly disagree	8	12	6	9	6	14	3	12	7	14	5	10	5	13	4	10	5	12	3	9	7	14	5	11
dk/na	11	14	9	14	12	13	12	12	13	11	14	11	11	10	12	9	13	11	14	12	11	9	10	8
Blood clots																								
Strongly agree	36	26	37	31	29	26	31	31	29	26	30	31	28	30	28	32	28	28	29	32	31	30	29	36
Somewhat agree	27	29	26	28	32	29	33	29	30	30	32	31	38	31	38	33	31	32	31	31	33	32	35	32
Somewhat disagree	14	18	14	19	12	15	10	14	15	14	13	11	13	15	14	13	18	16	14	14	13	15	12	14
Strongly disagree	8	13	7	10	8	13	7	11	8	14	6	11	6	12	4	9	8	11	7	8	8	12	8	8
dk/na	16	13	16	12	19	17	20	16	18	16	18	16	14	13	16	12	16	13	18	14	14	11	15	11
Miscarriages																								
Strongly agree	29	17	34	20	24	17	25	19	26	18	28	21	27	20	30	21	29	19	33	21	25	21	25	24
Somewhat agree	31	27	32	28	35	29	36	30	30	26	33	29	33	29	34	31	32	29	33	29	34	27	37	27
Somewhat disagree	14	19	12	19	13	19	11	20	15	19	13	17	16	17	16	19	16	21	13	20	18	19	16	20
Strongly disagree	10	19	8	15	10	19	8	18	10	19	7	13	8	18	5	15	8	16	6	13	8	19	6	15
dk/na	15	18	14	18	18	16	20	13	19	18	19	20	15	16	15	14	15	15	16	16	15	14	15	13
Stomach ulcers																								
Strongly agree	31	20	34	25	25	16	28	19	23	17	24	22	21	17	22	19	25	18	27	21	25	20	26	24
Somewhat agree	27	29	27	30	30	28	32	30	33	29	34	31	38	30	41	32	31	30	32	30	31	29	32	30
Somewhat disagree	16	21	15	19	17	21	15	19	20	20	20	18	19	22	18	20	19	24	19	23	19	21	19	21
Strongly disagree	12	21	9	17	14	21	9	19	13	21	10	17	12	21	8	17	12	19	10	15	13	21	11	17
dk/na	14	10	15	9	14	14	16	13	12	13	12	12	11	10	12	12	12	10	12	10	12	9	12	8

Q.12

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

Specific Health Effects Caused by Smoking

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

Q.12

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

Specific Health Effects Caused by Smoking

	NOV-DEC 2000				MAR-APR 2001				JULY 2001				NOV-DEC 2001				JULY 2002				NOV-DEC 2002			
	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ
Arthritis																								
Strongly agree	9	5	10	6	5	4	6	6	5	4	5	5	5	4	5	4	5	4	4	5	6	5	7	6
Somewhat agree	15	9	16	11	17	13	18	13	15	11	16	12	18	13	20	15	15	11	17	12	17	14	17	16
Somewhat disagree	27	29	25	29	26	24	28	25	27	27	28	30	29	27	30	27	31	30	31	30	30	29	30	29
Strongly disagree	31	44	29	40	32	42	26	40	31	42	28	34	29	42	25	41	30	40	26	37	30	41	28	39
dk/na	17	12	20	14	20	17	22	16	22	16	23	19	19	14	20	14	19	15	22	16	17	11	19	10
Acne																								
Strongly agree	11	5	11	6	6	4	7	6	6	4	7	5	5	4	5	4	6	4	6	4	5	5	4	6
Somewhat agree	12	10	14	12	18	13	19	14	15	11	16	12	15	12	17	14	14	10	16	12	16	11	19	12
Somewhat disagree	26	26	25	27	21	23	23	23	25	22	28	23	29	24	30	24	29	26	29	26	31	27	30	27
Strongly disagree	33	46	30	41	33	43	27	40	32	46	27	41	31	45	27	41	30	45	26	41	30	46	29	42
dk/na	18	13	20	14	22	17	25	18	22	18	22	19	19	15	21	17	21	15	24	17	17	12	18	13
Alzheimer's Disease																								
Strongly agree	11	5	12	6	5	3	7	4	4	3	5	4	6	3	6	3	4	3	5	3	5	5	5	6
Somewhat agree	15	10	15	12	14	11	16	14	14	12	14	16	17	15	17	17	15	12	16	14	16	11	18	12
Somewhat disagree	26	25	25	26	21	23	22	24	28	23	31	25	27	23	30	24	26	27	26	29	32	28	31	29
Strongly disagree	27	43	25	38	32	40	26	38	29	41	24	33	28	40	25	37	28	38	24	34	26	41	24	37
dk/na	22	16	23	17	27	22	29	21	26	21	26	22	21	18	22	19	27	19	29	21	21	16	23	16
Multiple Sclerosis																								
Strongly agree	10	5	11	5	6	4	7	5	4	3	5	4	5	4	5	5	5	4	5	4	5	5	5	6
Somewhat agree	12	11	10	13	12	11	12	11	14	11	16	11	16	12	17	12	16	13	16	15	15	14	15	16
Somewhat disagree	27	24	28	24	19	22	18	22	25	24	26	24	26	22	28	22	23	24	23	24	27	23	28	23
Strongly disagree	24	37	23	33	31	35	27	33	25	34	22	31	29	38	25	37	27	35	25	31	25	36	24	33
dk/na	27	24	28	25	32	28	36	29	31	27	32	30	24	24	25	25	29	24	32	26	27	22	28	22

Q.12

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

Specific Health Effects Caused by Smoking

	NOV-DEC 2000				MAR-APR 2001				JULY 2001				NOV-DEC 2001				JULY 2002				NOV-DEC 2002			
	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ
Hepatitis																								
Strongly agree	8	5	9	6	6	4	7	4	5	3	5	4	5	3	5	3	5	4	5	5	4	4	4	4
Somewhat agree	14	9	15	10	12	10	13	10	12	10	12	11	14	9	16	10	11	8	13	8	14	10	14	12
Somewhat disagree	20	23	20	22	21	22	20	22	24	24	25	26	24	25	26	24	26	25	25	27	26	24	26	24
Strongly disagree	34	44	31	44	35	41	30	41	34	41	32	35	34	44	28	44	34	44	31	41	35	48	33	47
dk/na	24	19	24	19	26	23	29	23	25	22	26	24	23	19	25	19	24	18	26	18	21	14	22	13

Q.12

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

Specific Health Effects Caused by Second-Hand Smoke

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

Q.13

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

Specific Health Effects Caused by Second-Hand Smoke

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

Q.13

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

Specific Health Effects Caused by Second-Hand Smoke

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

Q.13

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

Health Effects Caused by Hydrogen Cyanide

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

* Less than one percent

Q.37

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

Causes of Death

	NOV-DEC 2000				MAR-APR 2001				JULY 2001				NOV-DEC 2001				JULY 2002				NOV-DEC 2002			
	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ
Murders																								
More	63	55	65	60	67	57	69	59	66	57	68	63	67	63	69	68	66	66	67	70	69	64	70	69
Fewer	19	28	15	23	19	27	16	24	18	25	16	21	18	22	16	17	15	19	14	16	18	22	16	18
About the same number	12	12	12	12	8	9	8	9	8	10	8	9	8	9	8	10	12	9	11	9	8	10	9	9
dk/na	7	5	7	5	6	7	7	8	8	8	8	7	7	6	8	5	6	6	8	5	5	4	6	4
Suicides																								
More	60	52	65	56	61	55	63	57	64	55	66	62	64	61	64	65	64	61	66	65	64	60	66	64
Fewer	20	29	17	26	18	25	15	22	16	24	14	19	16	22	15	18	20	23	18	20	20	24	17	21
About the same number	11	11	10	11	11	11	11	12	12	11	11	9	10	10	10	10	9	8	8	7	9	10	9	10
dk/na	9	8	8	7	9	8	10	8	8	10	9	10	10	7	11	7	8	8	8	8	7	5	7	5
Illegal drugs																								
More	58	45	64	49	56	45	58	47	52	44	54	50	57	51	58	55	54	47	56	50	61	53	62	56
Fewer	20	33	14	29	18	28	15	26	21	29	19	21	18	25	15	21	16	28	13	24	15	26	15	23
About the same number	15	17	16	17	17	17	18	16	20	19	20	20	18	17	19	17	20	18	21	19	18	15	18	16
dk/na	8	6	7	5	10	8	9	11	7	8	8	9	8	7	8	7	10	7	10	7	6	6	6	6
AIDS																								
More	54	43	56	46	55	44	56	47	52	45	53	51	56	49	58	54	53	49	56	54	57	51	58	54
Fewer	18	32	14	30	21	28	19	25	20	30	17	22	18	26	16	23	22	26	19	22	21	27	18	24
About the same number	18	16	18	17	13	14	13	14	18	14	19	16	16	16	17	15	16	15	15	15	13	14	14	14
dk/na	11	8	12	8	12	13	12	14	11	11	11	11	9	9	10	8	10	10	11	9	9	8	9	7

Q.14

Do you think that tobacco use kills more, fewer or about the same number of Canadians each year as each of the following other causes of death ...?

Causes of Death

	NOV-DEC 2000				MAR-APR 2001				JULY 2001				NOV-DEC 2001				JULY 2002				NOV-DEC 2002			
	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ
Car accidents																								
More	48	40	52	43	51	41	55	46	47	47	47	55	48	49	49	55	50	50	50	54	52	51	52	55
Fewer	23	34	19	29	21	33	19	29	24	30	22	22	25	27	23	24	22	29	19	25	24	28	21	26
About the same number	22	21	23	23	21	19	19	18	22	16	22	17	20	19	21	18	21	18	23	18	20	17	23	16
dk/na	7	5	6	5	6	7	6	7	7	7	8	6	6	5	8	4	6	3	8	4	4	4	5	3
Alcohol																								
More	50	38	54	42	47	43	49	46	43	38	45	46	49	45	50	48	48	43	52	46	51	48	52	51
Fewer	17	29	13	24	17	24	15	21	19	27	17	20	18	23	15	20	16	25	12	22	17	24	14	20
About the same number	29	28	29	30	31	27	31	27	32	29	33	28	28	28	30	28	29	27	29	27	28	25	30	26
dk/na	5	4	4	4	5	6	5	7	5	6	6	6	5	4	5	3	6	5	7	5	4	3	4	3

Q.14

Do you think that tobacco use kills more, fewer or about the same number of Canadians each year as each of the following other causes of death ...?

Number of Canadians Who Die Each Year from Tobacco Use

	NOV-DEC 2000				MAR-APR 2001				JULY 2001				NOV-DEC 2001				JULY 2002				NOV-DEC 2002			
	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ
1,000	4	6	3	6	4	7	3	6	4	6	3	4	3	5	2	3	2	5	2	4	4	4	4	4
5,000	6	10	6	9	8	11	7	12	9	8	9	5	6	7	5	8	7	7	8	6	6	7	7	5
10,000	1	1	1	1	1	1	1	1	1	1	1	*	1	1	1	1	1	*	2	*	1	1	1	1
15,000	13	12	11	12	10	11	10	12	11	11	10	11	12	12	12	11	10	10	10	10	9	8	8	7
20,000	1	1	1	2	–	–	–	–	*	*	*	*	2	2	2	3	*	*	*	*	1	1	*	1
25,000	16	16	16	14	15	13	16	11	15	13	17	14	15	14	16	15	14	14	14	13	14	15	15	13
45,000	17	16	16	15	18	19	16	19	18	23	15	25	21	26	21	25	23	27	21	28	23	26	21	30
50,000	1	*	1	1	3	2	2	3	1	3	1	3	*	*	*	*	4	2	4	2	1	2	2	2
75,000	13	10	14	12	13	9	14	9	13	8	15	8	13	11	15	11	12	10	13	12	14	10	15	10
100,000	15	13	17	15	15	11	16	12	12	14	13	16	14	13	14	15	14	13	15	14	17	16	18	17
Other	3	4	3	5	3	4	3	3	3	3	3	3	2	2	2	2	3	3	2	4	2	2	2	3
None	1	2	1	1	1	2	1	2	1	1	*	*	1	1	*	*	*	1	–	*	*	*	*	*
dk/na	10	9	10	8	10	9	11	10	11	10	12	10	9	7	9	6	8	8	9	7	7	7	8	6

* Less than one percent

Q.15

Which of the following do you think is the closest approximation of the number of Canadians who die each year as a result of tobacco use? Is it closest to ...?

Recall of Health Warning Messages on Cigarette Packages

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

* Less than one percent

Q.16

Have you ever seen health warning messages on cigarette packages?

Awareness of Current Health Warning Messages

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

Q.17

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

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

** Note: Slightly different question wording in November-December 2002

Have Seen Current Health Warning Messages on Cigarette Packages

	MAR-APR 2001				JULY 2001				NOV-DEC 2001				JULY 2002				NOV-DEC 2002**			
	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ
Yes	59	86	48	88	59	87	49	89	60	90	51	91	63	86	54	87	75	96	68	97
No	40	13	51	11	38	12	49	10	39	9	47	9	36	13	45	13	25	3	31	2
dk/na	1	1	1	*	2	2	2	1	1	1	1	1	1	1	1	1	1	1	1	1

Q.18

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

*** Note: Slightly different question wording in November-December 2002*

Times Per Day Look at Health Warning Messages on Cigarette Packages

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

* Less than one percent

Q.20a

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

Appearance of Current Health Warning Messages on Cigarette Packages

	MAR-APR 2001				JULY 2001				NOV-DEC 2001				JULY 2002				NOV-DEC 2002**			
	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ
Pictures	48	60	40	60	44	55	39	55	41	53	36	54	38	46	35	47	31	44	28	45
More info/specific info about health effects of smoking	24	23	22	24	28	31	25	32	23	27	21	29	16	21	15	22	24	30	23	30
Graphics are gross/disgusting/horrible	4	9	3	12	6	8	5	9	8	12	8	13	9	13	8	14	14	17	14	17
Mouth/teeth (pictures/disease)	—	—	—	—	1	*	1	—	7	8	5	8	8	9	7	8	11	11	10	11
Pictures of lungs	—	—	—	—	*	—	*	—	6	7	6	7	6	8	5	8	11	11	11	12
Tougher, stronger messages	6	5	6	6	7	8	7	9	7	9	6	10	7	6	6	5	8	10	8	9
Warnings/symbols in general	3	2	3	2	2	1	2	1	8	7	8	7	6	6	6	6	6	3	7	4
Black and white (text/background)	*	—	*	—	2	3	2	2	4	4	3	5	4	6	3	6	6	3	6	3
Pictures of pregnant women/pregnancy	—	—	—	—	*	*	—	*	3	5	3	4	4	5	4	5	6	8	5	8
Covers more of the package/50% of the package	5	5	4	5	6	7	5	7	8	8	5	7	5	8	4	9	5	7	4	8
Writing/text – in general	*	5	*	4	3	5	2	5	3	3	2	4	3	2	4	2	5	4	3	4
Info about how to quit	2	4	1	4	2	3	1	3	2	4	1	5	2	3	2	3	4	5	3	6
Large lettering/font/bold/block print	3	1	4	1	3	2	2	3	3	2	3	2	3	2	4	2	4	2	5	2
Heart/heart disease	—	—	—	—	*	—	*	—	2	3	1	3	2	4	1	4	3	5	2	5
Impotence/drooped cigarette	—	—	—	—	—	—	—	—	2	4	1	3	3	4	2	5	3	7	1	7
Children/babies/kids	—	—	—	—	*	—	*	—	2	4	1	4	2	3	2	3	2	5	2	5
Colour/coloured	8	11	7	12	4	5	2	4	5	5	4	5	3	3	3	4	2	3	2	3
Info on back of the slide portion	2	2	1	2	1	3	*	3	2	3	1	4	2	2	1	2	1	1	1	2
Box/rectangle	1	1	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	2	1
More chemicals/ingredients listed	*	*	*	—	*	1	—	1	1	2	*	2	1	1	1	1	1	2	*	2
Brain damage	—	—	—	—	—	—	—	—	1	1	*	1	1	2	*	3	1	2	1	2
Small writing/not too clear/could be bigger	—	—	—	—	—	*	—	—	*	1	*	1	1	*	*	*	1	*	1	*
Surgeon General's warnings	—	—	—	—	—	—	—	—	1	*	1	*	*	1	*	*	1	1	1	1
Pictures of smoking in front of kids	—	—	—	—	—	—	—	—	*	1	—	1	*	1	*	1	1	3	1	3
Woman/man/people (general)	—	—	—	—	*	—	—	—	*	1	*	*	*	1	—	1	1	*	1	*
It's ridiculous/joke/stupid	1	1	*	2	2	2	1	2	*	1	1	1	*	2	*	2	1	2	1	2

* Less than one percent

Continued ...

Q.21

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 in November-December 2002

Appearance of Current Health Warning Messages on Cigarette Packages

	MAR-APR 2001				JULY 2001				NOV-DEC 2001				JULY 2002				NOV-DEC 2002**			
	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ
Cigarettes in ashtray	—	—	—	—	—	—	—	—	*	1	—	1	*	1	*	1	1	1	*	1
Location on cigarette package	1	—	2	—	—	—	—	—	—	—	—	—	*	1	*	1	1	2	1	2
Person with breathing machine	—	—	—	—	—	—	—	—	—	1	—	*	*	2	—	2	1	3	—	3
Coloured font	*	—	—	—	—	—	—	—	—	—	—	—	*	*	*	*	*	1	1	1
Advertising	—	—	—	—	*	*	—	*	*	*	*	*	*	*	*	*	—	*	—	—
Colouring of package	—	—	—	—	—	3	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Front portion of the pack	—	—	—	—	—	—	—	—	*	*	*	—	—	—	—	—	—	*	—	*
Other	4	6	4	6	1	3	1	2	2	4	3	4	2	3	1	3	2	2	2	1
None/nothing	*	2	*	1	1	1	1	1	—	*	—	*	1	1	1	1	1	1	*	1
dk/na	24	8	30	8	27	12	34	11	26	9	31	7	27	10	35	8	18	6	22	5

* Less than one percent

Q.21

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 in November-December 2002

Recall of Specific Health Warning Messages on Cigarette Packages

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

* Less than one percent

Q.22

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 in November-December 2002

Recall of Specific Pictures, Images or Graphics in Health Warning Messages on Cigarette Packages

	MAR-APR 2001				JULY 2001				NOV-DEC 2001				JULY 2002				NOV-DEC 2002**			
	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ
Lung disease/lungs	25	33	21	34	25	32	23	35	23	34	21	36	24	28	23	28	28	33	27	35
Bad/rotten/big teeth	14	21	10	22	16	24	13	24	20	32	14	34	17	26	13	26	21	28	19	26
Pregnant women/with cigarettes	6	12	3	12	9	16	6	16	10	22	8	21	15	27	11	27	14	23	12	22
Mouth/diseased mouth	8	8	9	9	8	11	8	12	11	11	11	11	10	12	9	12	10	11	9	13
Gums/diseased gums	4	8	3	8	7	7	6	8	4	8	4	8	9	8	9	9	8	8	9	8
Heart/diseased heart	8	13	4	13	8	15	4	17	10	21	6	23	9	19	6	20	7	19	4	21
Limp/broken/burning cigarettes	9	16	7	14	8	15	4	14	9	15	7	14	8	18	6	17	7	15	5	14
Children/kids/babies	11	18	7	17	9	18	7	20	4	13	2	14	6	16	3	18	7	18	5	18
Brain/diseased brain	4	9	3	10	4	9	2	9	3	10	1	10	3	10	1	11	4	9	3	9
Mouth cancer	3	2	4	3	3	1	3	2	3	1	3	2	3	2	3	2	4	3	4	3
Lung cancer	3	3	3	3	2	2	1	3	2	4	2	4	3	4	2	4	4	6	4	6
Warnings/symbols	2	1	2	1	1	1	1	*	2	*	3	—	3	1	4	1	4	1	4	1
Impotence	3	5	2	5	3	4	2	4	3	6	2	7	2	4	1	4	3	4	2	4
Lung pictures	—	—	—	—	—	—	—	—	3	2	2	2	2	2	2	2	3	2	3	2
Parents/mom/dad/smoking	2	3	1	3	1	2	*	2	*	2	1	2	1	5	*	4	3	6	2	8
Respirators/people on breathing machines	2	3	1	3	2	4	*	4	2	5	*	4	2	7	*	8	3	7	1	8
Graphics of cigarette package	2	1	2	1	1	1	1	1	—	*	—	*	2	*	2	*	3	1	4	1
Deteriorating/diseased body parts	1	1	1	1	1	1	1	1	1	1	1	1	*	1	1	2	2	1	2	1
Dirty/full ashtray	3	5	1	5	1	5	1	5	2	5	1	6	1	5	*	4	2	5	1	5
Throat/throat diseases	*	1	*	1	1	1	1	1	1	1	2	2	1	1	2	1	2	2	2	1
Baby/premature baby	*	1	*	*	—	—	—	—	2	6	2	5	4	4	3	4	1	2	1	1
Pictures of kids watching	—	—	—	—	—	—	—	—	2	3	2	3	1	3	1	3	1	2	*	2
Stroke	1	1	*	1	1	2	*	2	1	1	1	2	1	2	*	3	1	2	*	3
People sick/coughing/choking	*	*	—	—	1	1	1	1	1	1	—	1	1	2	*	1	1	2	1	2
Bar charts/graphs/statistics	*	*	*	*	*	1	*	1	1	2	*	2	1	2	1	3	1	3	*	3

* Less than one percent

Continued ...

Q.23

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 November-December 2002

Recall of Specific Pictures, Images or Graphics in Health Warning Messages on Cigarette Packages

	MAR-APR 2001				JULY 2001				NOV-DEC 2001				JULY 2002				NOV-DEC 2002**			
	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ
Adult/woman/man (general)	–	*	–	*	–	*	–	*	1	2	1	2	*	1	–	1	1	1	1	1
Patient in bed/hospital bed	1	2	*	1	1	1	*	1	1	2	*	3	*	2	–	2	1	4	–	5
Cancer/tumor – in general	1	1	1	2	1	*	1	*	*	1	*	1	*	*	*	1	1	1	1	1
Arteries/clogged arteries/clot	*	1	–	1	*	*	–	1	1	*	1	*	–	*	–	*	*	1	*	1
Fetus/embryo	1	*	1	–	–	*	–	–	1	*	1	*	1	*	1	1	*	*	*	*
Other cancer	2	1	1	2	1	*	1	–	*	*	1	*	1	1	1	*	*	–	*	–
Other	1	2	*	1	1	1	1	1	2	4	2	3	2	2	2	2	1	1	1	1
None	31	16	38	14	27	17	31	14	26	7	31	7	24	9	29	9	21	6	26	5
dk/na	7	3	9	3	13	3	18	3	10	2	13	1	9	3	12	2	9	3	12	3

* Less than one percent

Q.23

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 November-December 2002*

Assessment of Current Messages

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

Q.24

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 in November-December 2002

Comparison of Current and Old Messages

	JULY 2001				NOV-DEC 2001				JULY 2002				NOV-DEC 2002**			
	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ
New messages/messages now on cigarette packages*	58	62	55	70	63	69	61	73	65	68	63	73	64	74	60	76
Old messages	7	10	5	9	5	9	3	7	5	8	3	7	4	5	3	4
Both equally	6	6	4	7	4	5	4	5	2	5	1	5	4	7	5	7
Neither	8	13	7	10	9	12	7	10	7	13	5	11	7	10	6	9
dk/na	21	8	28	5	20	5	25	5	21	6	28	4	21	4	26	4

Q.25

Comparing the health messages that are now on cigarette packages to the old health warning messages that were on packages before January 2001, which do you think is more effective in informing you about the health effects of smoking?

** Note: Slightly different question wording in November-December 2002*

Awareness of Message on Back of Slide
November-December 2002

	GP	S	NS	PQ
Health warnings in general	5	7	5	8
Tips to stop smoking	5	15	2	17
A calendar	5	5	5	4
1-800 number/quit smoking line	3	8	1	9
Deaths/statistics/small town	2	3	2	4
Lung cancer/disease	2	2	2	3
Calendar is gone	2	3	1	3
Tar/nicotine/carbon monoxide levels/ cigarette ingredients	2	4	1	4
Cancer/diseases in general	1	1	2	1
Information in general	1	2	1	2
Text with yellow highlighting	1	3	*	4
Web site address	*	1	–	2
Mouth diseases (gums/teeth/etc.)	*	*	1	1
Pictures	*	1	1	1
Addiction warnings	*	*	–	*
Impotence	*	*	–	*
Heart disease/problems	–	1	–	1
Brain cancer/diseases	–	*	–	*
Questions and answers	–	*	–	*
Strategies/the “four D’s”	–	*	–	*
Other	2	2	2	2
Not seen sliding part of cigarette pack	34	27	36	23
None/nothing	*	1	*	2
dk/na	42	29	44	29

* Less than one percent

Q.30

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?

Toxic Substances in Cigarettes

	NOV-DEC 2000				MAR-APR 2001				JULY 2001				NOV-DEC 2001				JULY 2002				NOV-DEC 2002			
	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ
Nicotine	73	76	71	79	70	70	67	71	65	66	65	66	62	63	62	63	66	66	65	67	62	66	61	68
Tar	53	70	45	72	53	59	47	59	49	61	45	60	55	59	53	59	53	59	52	58	52	56	51	57
Carbon monoxide	14	24	8	25	14	23	9	24	12	26	7	26	15	27	10	27	16	28	9	31	12	27	10	29
Hydrogen cyanide	1	1	2	1	3	5	2	5	4	6	3	7	7	12	5	13	6	10	3	12	9	12	6	15
Arsenic	4	5	4	5	5	4	6	5	6	6	7	6	13	8	13	9	11	7	12	9	8	6	9	6
Benzene	2	2	2	2	3	2	3	2	3	3	3	3	8	9	8	11	5	8	4	9	5	7	4	6
Formaldehyde	2	1	2	1	1	2	1	2	4	4	3	5	5	9	4	11	5	9	3	10	5	9	4	10
Carbon dioxide	4	6	3	7	5	6	4	6	4	7	2	8	4	7	3	7	5	7	4	8	4	7	3	8
Poison/rat poison/strychnine/cyanide	1	1	1	1	3	3	3	4	3	4	2	5	5	5	4	6	5	7	5	7	3	5	3	5
Ammonia	1	1	1	1	2	2	1	3	2	1	2	2	3	5	2	6	3	3	2	4	2	2	2	3
Carcinogens	1	1	1	1	1	1	1	1	1	1	2	2	2	1	2	1	1	1	1	1	2	1	2	1
Lead	1	*	1	*	*	1	—	1	1	*	1	*	1	*	2	*	1	*	1	1	2	1	2	2
Chemicals/gases/toxins – in general	3	3	2	3	2	3	2	4	4	3	5	3	4	2	4	3	3	1	2	2	1	2	2	1
Tobacco	1	1	1	1	1	1	1	*	3	1	4	1	2	1	3	1	1	1	2	1	1	1	1	1
Carbon	*	1	—	1	1	2	1	1	1	1	1	1	1	1	1	1	1	1	1	2	1	2	1	1
Benzo[a]pyrene	*	*	1	*	*	*	*	*	*	*	*	—	1	1	1	1	1	1	*	2	1	1	*	2
Type of fuel/gasoline/kerosene/jet fuel/rocket fuel	1	1	*	1	1	1	1	1	*	1	*	1	1	1	1	1	1	1	1	1	1	*	1	*
Cadmium	*	*	*	*	*	*	*	*	—	*	—	*	1	*	1	*	1	*	1	*	1	*	1	1
Paint thinner/remover	*	*	*	*	*	*	*	*	—	*	—	*	*	*	*	*	1	*	1	*	1	*	2	1
Nail polish remover	*	—	*	—	—	*	—	*	*	*	1	—	—	*	—	*	1	*	1	*	1	*	1	*
Dioxins	*	*	*	—	*	*	*	*	*	*	*	*	1	*	1	*	*	*	—	*	1	*	1	*
Nitrogen oxides (nitrogen dioxide, nitric oxide)	*	1	1	1	*	*	*	*	*	*	*	*	2	2	2	2	*	*	1	*	1	1	1	1
Sulphur/sulphate	*	*	*	*	*	1	*	*	*	1	*	1	1	1	1	1	*	*	1	1	1	*	1	1
Acid	*	*	*	*	*	*	*	1	*	*	*	—	*	1	*	*	*	*	*	*	1	1	1	1
Fibreglass	*	1	—	1	*	1	*	1	1	*	1	1	*	*	*	1	*	*	*	*	*	*	*	*
Nitrosamines	1	*	1	*	*	*	—	*	—	*	—	*	1	*	*	*	—	*	—	*	*	*	*	*
Pesticides	—	—	—	1	—	—	—	1	—	—	—	1	*	*	*	*	1	1	1	1	*	*	*	*

* Less than one percent

Continued ...

Q.32

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?

Toxic Substances in Cigarettes

	NOV-DEC 2000				MAR-APR 2001				JULY 2001				NOV-DEC 2001				JULY 2002				NOV-DEC 2002			
	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ
Phenols	*	*	*	—	*	*	*	*	—	*	—	*	*	*	—	*	1	*	*	*	*	—	*	—
4-Aminobiphenyl	1	*	1	*	—	*	—	*	—	*	—	—	*	*	*	*	1	*	1	*	*	1	*	1
Household cleaners	*	*	—	*	*	*	*	—	*	1	—	*	*	1	*	*	*	—	*	—	*	*	*	*
Ash	—	—	—	—	*	*	*	*	*	—	*	—	1	—	1	—	—	*	—	—	*	*	*	*
Battery acid/toxic/juice	—	—	—	—	—	—	—	—	*	*	*	*	*	*	*	*	—	*	—	*	—	—	—	—
Oil	—	—	—	—	—	—	—	—	—	—	—	—	*	*	—	*	1	*	*	1	—	—	—	—
Saltpetre	*	*	*	*	*	*	*	*	1	*	*	1	*	*	*	*	*	*	1	*	—	—	—	—
Other	1	1	1	2	1	1	1	1	2	2	2	2	1	1	1	*	2	2	2	2	2	2	1	2
None/nothing	5	3	6	2	5	6	5	6	4	2	4	3	3	3	3	3	2	2	2	2	2	4	2	3
dk/na	8	6	10	5	11	8	13	9	13	10	15	9	11	9	11	9	11	10	13	8	15	10	16	8

* Less than one percent

Q.32

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?

Toxic Substances Listed on Cigarette Packages

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

* Less than one percent

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

Q.33

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

Chemicals in Cigarettes Causing Disease or Harm to Health

	JULY 2002				NOV-DEC 2002					JULY 2002				NOV-DEC 2002			
	GP	S	NS	PQ	GP	S	NS	PQ		GP	S	NS	PQ	GP	S	NS	PQ
Nicotine	43	40	45	41	42	43	41	43	Acid	*	—	*	—	—	*	—	*
Tar	36	39	33	40	35	40	32	42	Saltpetre	*	—	*	—	—	*	—	*
Carbon monoxide	9	18	5	18	8	18	5	19	All the chemicals cause harm	16	24	14	25	14	21	13	23
Arsenic	6	4	6	4	6	3	6	3	Other	1	1	2	1	*	1	*	*
Hydrogen cyanide	3	7	2	7	5	8	3	9	None	—	—	—	—	1	3	2	2
Benzene	4	5	3	6	3	4	2	4	dk/na	27	20	30	18	29	20	31	18
Formaldehyde	3	5	2	5	3	5	2	6	* Less than one percent								
Carbon dioxide	2	2	2	3	2	3	2	3	<i>Q.35</i>								
Carcinogens	—	*	—	*	2	*	3	*	<i>What chemicals or substances in cigarettes, in tobacco, or in smoking, if any, cause or can cause disease or harm to health? Are there any others?</i>								
The smoke itself	2	1	3	1	1	2	2	1									
Poison/rat poison/strychnine/cyanide	2	3	2	4	1	2	1	2									
Tobacco	1	1	1	1	1	*	1	*									
Ammonia	1	1	1	2	1	1	1	2									
Lead	*	—	1	—	1	*	1	*									
Chemicals/gases/toxins – in general	1	1	1	*	*	1	1	1									
Phenols	*	—	1	—	*	—	*	—									
Benzo[a]pyrene	*	*	*	*	*	*	*	*									
Nail polish remover	*	*	*	*	*	*	*	*									
Household cleaners	*	*	*	—	*	*	—	*									
Carbon	*	1	*	*	*	1	*	*									
Type of fuel/gasoline/kerosene/jet fuel/rocket fuel	*	—	*	—	*	*	1	*									
Sulphur/sulphate	*	—	*	—	*	—	*	—									
Cadmium	*	—	*	—	*	*	*	*									
Dioxins	*	—	*	—	*	*	*	*									
Nitrosamines	*	—	*	—	*	*	—	1									
Pesticides	1	*	1	1	*	*	*	—									
NicotFibreglass	—	*	—	*	*	*	*	*									
Pain thinner/remover	—	—	—	—	*	*	*	*									
Nitrogen oxides (nitrogen dioxide/nitric oxide)	—	—	—	—	*	*	*	*									
4-Aminobiphenyl	*	*	*	*	—	1	—	1									

Chemicals in Cigarettes Added During Manufacture

	JULY 2002				NOV-DEC 2002			
	GP	S	NS	PQ	GP	S	NS	PQ
Yes	69	68	68	71	67	72	65	73
No	11	14	10	14	10	11	9	11
dk/na	20	18	22	16	23	16	26	16

Q.36

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