



WAVE 13 SURVEYS

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

SURVEY OF YOUTH

FINAL REPORT

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1.0 INTRODUCTION AND EXECUTIVE SUMMARY

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

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

A survey of adults and adult smokers, aged 18 years and over, was conducted separately and is discussed under separate cover.

One goal of these surveys, conducted in December of 2007, was to conduct the sampling and questionnaire design in such a manner as to allow comparison with 12 previous waves of surveys conducted by Environics: baseline surveys, which were conducted in November and December 2000 prior to the introduction of new health warning messages into the marketplace; surveys conducted in March and April 2001, a few months after new health warning messages were first introduced into the marketplace; surveys conducted in July 2001, after new labels

had appeared on all brands; and tracking surveys conducted in November and December 2001, July 2002, December 2002, July and August 2003, December 2003, November and December 2004, July and August 2005, February and March 2006, and December 2006.

The survey of youth aged 12 to 18 years, which included youth smokers and non-smokers, is based on a sample size of 1,004. This survey was conducted from December 4 to December 23, 2007. A survey based on a sample of 1,004 has a margin of error of approximately 3.1 percentage points, 19 times in 20.

This report summarizes the findings of the research. In the tables included in this report, we present results for the general population (GP), smokers (S) and potential smokers (PS). Potential smokers include non-smoking youth who say they have tried smoking, have seriously thought about smoking or think they might try smoking within the next month. The sample sizes of these groups are:

	N	Margin of Error (MOE)
General population:	1,004	±3.1
Smokers:	89	±10.4
Potential smokers:	208	±6.8

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

Among the findings of the survey are:

- About nine in ten youth (87%) think that cigarette smoking is a major health problem in Canada and 10 percent think it is a minor problem.
- When asked, top-of-mind, what specific human health effects or diseases can be caused by smoking cigarettes, youth are

most likely to mention lung cancer (61%) and cancer in general (33%). Smaller proportions mention lung disease (16%), heart attack/disease/angina (14%), oral cancer – tongue, lips, mouth, throat (10%), gum disease/tooth loss/mouth disease (8%), yellow teeth/fingers/effect on appearance (7%), respiratory problems/difficulty breathing/shortness of breath (6%), emphysema (5%) and asthma (5%).

- When asked where they have recently seen or heard information that talks about the health effects of smoking cigarettes, the largest proportions of youth mention school/university (57%) and television (39%). This is followed by mention of cigarette packages (19%), word-of-mouth/family/friends (12%), Internet/website (8%), magazines (7%), newspapers (6%) and billboards (6%).
- An overwhelming majority of youth strongly agree that lung cancer (95%) can be caused by smoking cigarettes. Large majorities strongly agree that smoking can cause gum or mouth diseases (76%), heart disease (73%), throat cancer (73%), asthma (72%), mouth cancer (71%) and premature death (67%). About one-half of youth strongly agree that smoking can cause smaller babies or reduced growth of babies during pregnancy (54%), wrinkles and premature aging (53%), stroke (51%) and chronic bronchitis (49%).
- Majorities of youth strongly agree that second-hand smoke can cause asthma attacks in children (69%) and lung cancer in non-smokers (64%). About one-half strongly agree it can cause chest infections (53%) and bronchitis (49%) in children.
- When asked, top-of-mind, a total of eight in ten youth mention no specific health effects or diseases that can be caused by hydrogen cyanide (61%), or say hydrogen cyanide does not cause any health effects or diseases (20%).

- An overwhelming number of youth (90%) say they have seen health warning messages on cigarette packages. Youth smokers (100%) express unanimous recall.
- Six percent of youth report that they look at or read health warning messages on cigarette packages several times a day and eight percent do this about once a day. Two-thirds (65%) look at or read these health warning messages less frequently, including 35 percent who say they do this less than once a week. Twenty-one percent say they never look at or read these health warning messages.
- Nine in ten youth agree that the health warning messages provide them with important information about the health effects of smoking cigarettes (92%) and that the messages are accurate (90%). Eight in ten youth agree that the health warning messages make smoking seem less attractive (82%).
- Eighty-one percent of youth smokers say the messages now on cigarette packages have been effective overall in informing them about the health effects of cigarette smoking; smaller proportions say they have been effective in increasing their desire to quit smoking (51%), getting them to try to quit smoking (49%), getting them to smoke less (45%) and getting them to smoke less around others than they used to

(44%). These results should be interpreted with caution due to the small sample size of youth smokers.

- When asked, top-of-mind, what specific health warning messages they can remember seeing on cigarette packages in Canada (without looking at a cigarette package), the largest proportion of youth recall the messages mentioning lung cancer (24%). Other recalled messages include harmful during pregnancies, harmful to fetus or low birth rate (10%), harmful to others/children (10%), lung disease (8%), cancer in general (8%), second-hand smoke is harmful/dangerous (7%), mouth or gum disease (7%), impotence (6%), heart disease (5%), and yellow fingers, gums or teeth (5%).
- When asked, top-of-mind, what pictures, images or graphics they can remember seeing on the health warning messages now on cigarette packages in Canada (without looking at a cigarette package), the largest proportion of youth recall lungs or diseased lungs (38%). Other recalled images include bad, rotten or big teeth (23%), pregnant women/with cigarettes (17%), children, kids or babies (15%), mouth or diseased mouth (11%), heart or diseased heart (9%), gums or diseased gums (6%), brain or diseased brain (6%), and pictures of kids watching (5%).

- When youth are asked, top-of-mind, what, if any, chemicals or toxic substances they can name that are in cigarettes or cigarette smoke, the largest proportions mention nicotine (41%) and tar (34%). Smaller proportions mention tobacco (11%), poison/rat poison/strychnine/cyanide (9%), carbon monoxide (4%) and formaldehyde (4%). Twenty-six percent mention other toxic substances and 11 percent say there are no chemicals or toxic substances (“none/nothing”). Seventeen percent offer no opinion.
- When asked what chemicals or substances in cigarettes, in tobacco or in smoking, if any, cause or can cause disease or harm to health, the largest proportions of youth mention nicotine (23%) and tar (18%). Ten percent say that all the chemicals cause harm, and 33 percent mention other specific substances; 13 percent say there are no chemicals that cause disease or harm (“none/nothing”). Thirty-nine percent offer no opinion.
- Two-thirds of youth (67%) think that chemicals are added to tobacco when cigarettes are being manufactured.

To obtain a PDF version of the complete report, please contact the Tobacco Control Programme:

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2.0 SMOKING STATUS

A. Smoking Behaviour and Brands

From the survey, five percent of youth smoke cigarettes every day and four percent smoke occasionally. Among youth smokers, 57 percent smoke every day and 43 percent smoke occasionally. Older youth, especially those aged 17 to 18 years, are more likely than younger teens to say they smoke cigarettes every day or occasionally.

Among non-smoking youth, two in ten (20%) say they have at some time tried cigarette smoking, which includes just having a few puffs. Among non-smoking youth who have never tried smoking, not even a few puffs, four percent say they have seriously thought about trying smoking. Among all non-smoking youth, three percent say they might try smoking within the next month.

Of the youth sample, nine percent are smokers and 91 percent are non-smokers. Of all youth, 21 percent can be classified as potential smokers; among non-smoking youth, 23 percent can be classified as potential smokers. Potential smokers include non-smoking youth who say they have tried smoking, have seriously thought about smoking or think they might try smoking within the next month.

Cigarette Consumption

	DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002			DEC 2002			JULY-AUG 2003			DEC 2003			NOV-DEC 2004			JULY-AUG 2005			FEB-MAR 2006			DEC 2006			DEC 2007		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS						
Every day	11	64	-	7	54	-	10	65	-	10	61	-	8	62	-	10	68	-	7	63	-	7	60	*	7	62	-	6	63	-	4	59	-	4	51	-	5	57	-
Occasionally (less than every day)	6	36	-	6	46	-	5	35	-	7	39	-	5	38	-	5	32	-	4	37	-	5	40	-	4	38	-	4	37	-	3	41	-	4	49	-	4	43	-
Not at all	83	-	100	87	-	100	84	-	100	83	-	100	88	-	100	85	-	100	89	-	100	88	-	99	89	-	100	90	-	100	92	-	100	92	-	100	91	-	100

* Less than one percent

Q.1

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

One in ten Canadian youth (9%) report having smoked at least 100 cigarettes in their life. This number is more than twice as high among older youth, aged 17 to 18 years.

Among youth smokers who smoke every day,¹ a total of 28 percent report smoking more than 15 cigarettes per day; none report smoking more than 25 cigarettes per day. Four in ten (40%) say they smoke between 10 and 15 cigarettes per day, and three in ten (30%) report smoking fewer than 10 cigarettes per day.

Among youth smokers who smoke occasionally,² 88 percent report smoking fewer than 10 cigarettes per day on the days that they smoke; the remaining 12 percent smoke between 10 and 15 cigarettes per day – none report smoking more than 15 cigarettes a day.

Among youth smokers, Export “A” Regular Size (11%) is most often mentioned as their regular brand of cigarettes, followed by DuMaurier King Size (8%), Player’s Light Regular Size (7%), McDonald’s Brand (6%) and generic First Nations/Aboriginal/reserve brands (5%). Forty-nine percent mention some other brand, and 11 percent say they do not have a regular brand.

When youth smokers are asked if they smoke any other brands of cigarettes, 51 percent say they do not smoke any other brand.

Cigarette Consumption Per Day Everyday Smokers

	DEC 2000	MAR-APR 2001	JULY 2001	NOV-DEC 2001	JULY 2002	DEC 2002	JULY-AUG 2003	DEC 2003	NOV-DEC 2004	JULY-AUG 2005	FEB-MAR 2006	DEC 2006	DEC 2007
Less than 10 cigarettes per day	31	35	25	40	20	29	37	42	31	35	36	35	30
10 to 15 cigarettes per day	41	40	49	39	49	48	43	34	42	43	37	44	40
16 to 20 cigarettes per day	12	12	6	7	12	9	13	9	13	12	20	6	9
21 to 25 cigarettes per day	14	12	17	13	15	9	7	12	9	10	5	13	19
26 or more cigarettes per day	1	1	4	2	4	4	–	2	5	–	2	2	–

Q.6

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

Subsample: Smoke every day

Cigarette Consumption Per Day Occasional Smokers

	DEC 2000	MAR-APR 2001	JULY 2001	NOV-DEC 2001	JULY 2002	DEC 2002	JULY-AUG 2003	DEC 2003	NOV-DEC 2004	JULY-AUG 2005	FEB-MAR 2006	DEC 2006	DEC 2007
Less than 10 cigarettes per day	92	89	89	85	85	82	88	84	90	97	81	97	88
10 to 15 cigarettes per day	7	5	9	11	6	13	12	6	6	3	11	–	12
16 or more cigarettes per day	1	1	–	1	2	3	–	9	5	–	8	3	–
dk/na	–	4	2	2	7	2	–	2	–	–	–	–	–

Q.7

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

Subsample: Smoke occasionally

1 These numbers should be interpreted with caution, due to the small sample size (N=50), MOE = ±13.9 percentage points.

2 These numbers should be interpreted with caution, due to the small sample size (N=39), MOE = ±15.7 percentage points.

B. Quit Attempts and Potential Quitters

Six in ten youth smokers (60%) report having tried to quit smoking; four in ten (40%) have not tried to quit.

Among youth smokers who have tried to quit smoking,³ more than eight in ten (83%) say they have stopped smoking for a period of 24 hours at least once in the past year, in an attempt to quit. Seventeen percent say they have not attempted to quit smoking in the past year.

Quit Attempts Smokers

	DEC 2000	MAR-APR 2001	JULY 2001	NOV-DEC 2001	JULY 2002	DEC 2002	JULY-AUG 2003	DEC 2003	NOV-DEC 2004	JULY-AUG 2005	FEB-MAR 2006	DEC 2006	DEC 2007
Yes	66	61	69	75	59	65	68	63	69	56	64	62	60
No	33	38	31	25	40	35	32	37	31	44	35	38	40
dk/na	–	1	–	–	1	–	–	–	–	–	1	–	–

Q.9

Have you ever tried to quit smoking?

Subsample: Smokers

Number of Times Tried to Quit Smoking Smokers

	DEC 2000	MAR-APR 2001	JULY 2001	NOV-DEC 2001	JULY 2002	DEC 2002	JULY-AUG 2003	DEC 2003	NOV-DEC 2004	JULY-AUG 2005	FEB-MAR 2006	DEC 2006	DEC 2007
Once	21	15	25	21	29	20	23	23	28	19	19	29	17
Twice	15	26	19	19	20	34	16	20	16	24	26	17	24
Three times	20	10	13	13	6	12	23	20	15	13	11	12	5
More than three times	27	37	32	34	37	22	26	33	33	30	35	27	37
Not in the past year	15	12	10	13	8	11	11	4	8	14	5	11	17
dk/na	1	–	–	1	–	2	1	1	–	–	3	4	–

Q.10

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

Subsample: Smokers who have tried to quit smoking

³ These numbers should be interpreted with caution, due to the small sample size (N=52), MOE = ±13.6 percentage points.

More than five in ten youth smokers (54%) report they are now seriously thinking of quitting smoking; more than four in ten (46%) say they are not.

Among youth smokers who are seriously thinking about quitting smoking,⁴ six in ten (60%) say they will try to quit within the next 30 days. Three in ten (30%) say they will try to quit within the next six months. Seven percent say they will not try within the next six months.

Survey results since December 2000 have tended to follow a seasonal pattern; the proportion of youth smokers who think they will try to quit within the next 30 days tends to be higher in surveys conducted in November and December, and lower in surveys conducted at other times of year. The results of the current survey follow this pattern.

Potential Quitters Smokers

	DEC 2000	MAR-APR 2001	JULY 2001	NOV-DEC 2001	JULY 2002	DEC 2002	JULY-AUG 2003	DEC 2003	NOV-DEC 2004	JULY-AUG 2005	FEB-MAR 2006	DEC 2006	DEC 2007
Yes	57	50	56	63	60	64	62	58	62	55	55	55	54
No	42	49	44	36	39	36	36	42	38	45	44	43	46
dk/na	–	1	–	*	1	–	2	1	1	–	1	3	–

* Less than one percent

Q.11a

Are you now seriously thinking of quitting smoking?

Subsample: Smokers

Potential Quitters Smokers

	DEC 2000	MAR-APR 2001	JULY 2001	NOV-DEC 2001	JULY 2002	DEC 2002	JULY-AUG 2003	DEC 2003	NOV-DEC 2004	JULY-AUG 2005	FEB-MAR 2006	DEC 2006	DEC 2007
Within the next 30 days	56	41	37	63	48	49	45	53	46	47	36	58	60
Within the next 6 months	28	50	49	28	43	42	44	39	45	42	53	32	30
Not within the next 6 months	12	6	7	7	8	9	8	4	9	8	10	8	7
dk/na	5	3	6	2	1	–	2	3	1	3	2	2	4

Q.11b

When do you think you will try to quit?

Subsample: Smokers who are seriously thinking of quitting smoking

⁴ These numbers should be interpreted with caution, due to the small sample size (N=49), MOE = ±14.0 percentage points.

Among youth smokers who are seriously thinking about quitting smoking,⁵ four in ten (38%) say they will use will power or go cold turkey to try to quit smoking. Smaller numbers say they would use the nicotine patch (15%), chew gum/candy/food (14%), get more exercise (11%), use nicotine gum (10%), cut back gradually (10%), use a self-help program or support group (7%), and drink fluids (6%). Eight percent mention some other ways or methods, and six percent offer no opinion.

The results of the survey suggest marginal increases since December 2006 in the numbers of youth smokers who are seriously thinking of quitting who would use will power/go cold turkey or get more exercise; they also suggest a decrease in the number who would avoid other smokers or smoking situations.

Ways to Quit Smokers

	DEC 2000	MAR-APR 2001	JULY 2001	NOV-DEC 2001	JULY 2002	DEC 2002	JULY-AUG 2003	DEC 2003	NOV-DEC 2004	JULY-AUG 2005	FEB-MAR 2006	DEC 2006	DEC 2007
Will power/cold turkey/just stop	54	46	54	53	52	42	46	53	47	51	26	32	38
Chew gum/candy/food	4	3	14	11	20	8	17	9	20	19	15	14	14
Nicotine gum	6	8	6	9	7	23	6	11	12	11	13	14	10
Nicotine patch	9	18	7	9	16	19	17	24	13	13	26	13	15
Cut back gradually	10	16	8	8	13	3	8	5	9	7	4	13	10
Avoid other smokers/situations involving smoking	5	2	5	8	3	3	9	4	7	8	–	12	2
More exercise/get physically fit	2	2	7	5	5	1	6	1	3	2	6	5	11
Distract yourself	–	9	3	7	1	2	1	2	–	–	2	5	2
Self-help program	2	–	–	–	4	2	–	1	1	–	2	3	7
Drink fluids	–	–	–	–	–	2	4	–	1	–	6	2	6
Zyban	6	2	2	–	5	2	–	2	–	4	1	–	–
Mouthwash/spray	–	–	–	–	–	–	–	–	1	–	–	–	–
Clinic or group program	–	–	–	–	–	1	–	2	–	–	–	–	–
Seek doctor/professional advice	–	–	–	–	–	–	2	1	–	–	–	–	2
Hypnosis	1	–	1	–	–	1	2	–	–	–	–	–	–
Prescription drugs	–	–	–	–	–	1	2	–	–	–	–	–	2
Don't start	–	–	2	–	–	–	–	–	–	–	–	–	–
Other	4	2	2	4	–	1	2	3	6	4	4	6	–
None/nothing	–	1	2	–	–	–	1	–	2	–	–	–	–
dk/na	11	5	5	14	6	6	5	8	10	5	17	4	6

Q.11c

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

Subsample: Smokers who are seriously thinking of quitting smoking

⁵ These numbers should be interpreted with caution, due to the small sample size (N=49), MOE = ±14.0 percentage points.

3.0 HEALTH EFFECTS OF SMOKING

A. General and Top-of-mind Effects

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

The results suggest that smoking youth (77%) are less likely to think that cigarette smoking is a major health problem.

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

When asked, top-of-mind, what specific human health effects or diseases can be caused by smoking cigarettes, youth are most likely to mention lung cancer (61%) and cancer in general (33%). Smaller proportions mention lung disease (16%), heart attack/disease/angina (14%), oral cancer – tongue, lips, mouth, throat (10%), gum disease/tooth loss/mouth disease (8%), yellow teeth/fingers/effect on appearance (7%), respiratory problems/difficulty breathing/shortness of breath (6%), emphysema (5%) and asthma (5%). Thirty-four percent mention other human health effects or diseases.

There has been no significant change since December 2006 in the number of youth who mention any of these health effects. The results of the current survey are for the most part similar to those found in December 2000; there have been slight increases in the numbers who mention yellow teeth/fingers/effect on appearance, and gum disease/tooth loss/mouth disease, and a slight decrease in the number who mention emphysema.

Older youth are more likely to mention lung cancer and oral cancer.

Smoking as a Health Problem

	DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002			DEC 2002			JULY-AUG 2003			DEC 2003			NOV-DEC 2004			JULY-AUG 2005			FEB-MAR 2006			DEC 2006			DEC 2007		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS
Major	84	72	84	87	77	88	85	70	84	86	80	82	84	67	83	85	70	84	87	83	85	88	82	84	88	88	85	88	83	86	89	79	89	87	72	87	87	77	86
Minor	13	22	14	11	19	10	13	24	15	12	16	15	14	22	15	13	23	15	12	16	14	11	15	15	11	11	14	10	15	12	9	15	9	11	23	11	10	18	11
Not a problem	2	5	2	1	3	1	1	5	1	2	2	2	2	8	1	2	6	1	1	2	1	1	2	2	1	1	*	2	2	1	1	5	1	1	4	2	1	2	2
dk/na	1	1	*	1	1	1	1	1	*	1	2	1	1	2	1	*	1	*	*	-	*	*	1	-	*	-	*	*	-	*	*	-	1	1	1	*	1	3	1

* Less than one percent

Q.12

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

Health Effects of Smoking – Top-of-mind

	DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002			DEC 2002			JULY-AUG 2003			DEC 2003			NOV-DEC 2004			JULY-AUG 2005			FEB-MAR 2006			DEC 2006			DEC 2007					
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS			
Cancer – lung	60	55	64	68	60	70	61	57	68	62	67	65	55	58	58	59	64	62	62	59	62	59	57	57	58	58	50	56	55	57	58	59	53	58	61	57	65					
Cancer in general	35	38	35	34	38	35	37	42	33	37	38	37	40	35	44	37	33	38	32	32	35	37	35	40	38	43	40	41	43	45	39	29	40	37	42	37	33	35	30			
Lung disease/lungs (unspecified)	16	17	17	13	15	12	14	12	12	14	9	14	16	13	12	15	11	15	15	11	14	14	10	14	17	15	16	16	9	20	13	12	11	15	18	13	16	20	13			
Heart attack/disease/angina	17	23	16	21	28	19	19	17	19	19	27	16	17	18	16	21	19	23	17	21	14	15	21	14	17	17	14	18	20	19	17	30	17	12	14	12	14	19	11			
Cancer – oral (tongue, lips, mouth, throat)	13	15	15	14	14	18	15	23	19	18	29	18	12	17	13	15	17	20	12	19	14	12	18	15	12	20	11	12	11	12	12	15	15	9	13	9	10	18	11			
Gum disease/tooth loss/mouth disease	4	4	5	6	8	5	5	6	6	6	7	6	7	8	7	6	6	6	9	11	8	6	8	6	6	11	7	7	13	8	7	12	6	7	5	6	8	9	8			
Yellow teeth/fingers/effect on appearance	2	4	3	4	2	4	5	3	6	3	2	3	6	6	6	4	1	8	4	3	4	5	3	5	6	4	6	6	2	7	6	9	9	6	6	5	7	7	10			
Respiratory problems/difficulty breathing/ shortness of breath	5	4	7	5	5	5	5	7	5	5	10	3	7	14	7	4	5	5	5	11	6	5	9	4	6	7	6	6	11	6	6	11	6	6	11	6	5	9	5	6	9	5
Emphysema	9	16	9	10	16	11	10	19	10	8	14	8	11	20	10	11	14	15	10	15	12	9	12	9	8	11	10	8	15	11	8	9	9	6	15	6	5	20	4			
Asthma	5	7	3	4	6	4	5	6	6	4	6	5	4	10	6	5	3	3	5	4	5	6	5	6	5	8	6	7	10	7	5	4	7	6	6	4	5	8	6			
Blood circulation problems/blood clots	2	1	2	2	5	2	2	2	1	2	2	1	2	4	2	3	5	3	2	2	2	2	5	2	2	1	2	2	4	2	2	3	1	2	2	1	2	8	1			
Bronchitis/chronic bronchitis	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	3	4	3	3	2	2	3	5	4	2	2	2	2	4	2	2	4	2	3	5	1	2	7	1
Bad breath	1	1	1	2	1	4	1	2	2	2	2	2	2	3	2	1	1	2	3	2	2	2	2	2	1	–	1	2	–	2	2	1	2	3	5	3	2	7	2			
Addiction	1	2	1	1	–	1	1	1	1	*	–	*	1	1	1	2	3	2	1	1	1	1	1	2	2	2	3	1	–	*	1	2	1	2	5	2	2	7	1			
Second-hand smoke	*	–	–	1	1	*	*	1	–	1	1	1	1	1	*	2	2	2	1	1	1	1	–	1	2	–	3	2	2	2	1	1	2	1	4	1	2	6	2			
Death/premature death	2	1	2	1	1	1	2	*	1	1	1	1	2	2	1	2	2	1	1	1	1	2	4	1	2	1	1	2	2	1	2	1	1	4	*	2	5	1				
Stroke	2	3	2	4	5	5	2	7	1	3	9	1	3	5	2	2	3	1	3	4	3	2	7	2	2	4	2	3	5	4	1	–	1	3	6	3	2	3	1			
Throat disease/problems	*	1	*	1	–	1	1	1	*	*	–	–	1	1	1	1	1	1	1	1	*	1	–	–	2	1	1	1	1	1	1	6	1	1	4	1	2	3	2			
Brain damage/disease	1	1	1	3	1	2	2	1	1	3	4	1	3	3	2	3	4	3	2	2	2	2	3	2	2	4	1	2	3	2	3	2	3	2	–	2	2	2				
Cancer – breast	1	1	*	1	1	1	1	1	1	1	1	1	1	–	1	1	1	1	1	*	1	–	*	1	–	1	1	2	1	–	*	2	1	2	2	2	2	2				
Impotence/sexual dysfunction	*	–	*	2	5	4	2	4	1	2	4	2	2	6	1	1	2	1	1	2	1	1	4	2	1	4	–	1	4	2	1	2	2	1	2	*	1	5	1			
Air pollution/environmental damage	*	–	*	*	–	*	*	–	*	*	–	*	*	–	*	–	–	–	–	–	–	–	–	–	*	–	–	*	–	1	*	–	*	1	–	1	5	–				
Poor physical condition/loss of energy	2	2	2	2	2	1	1	2	2	1	3	1	1	2	1	1	*	2	1	2	1	1	–	1	2	1	1	–	2	1	2	–	1	2	4	1	4	1				
Coughing	*	1	*	*	–	*	1	*	2	*	1	*	*	–	*	1	1	1	1	1	2	*	1	*	1	1	1	1	–	1	–	–	1	2	2	1	4	–				
Smaller babies/reduced growth of babies during pregnancy	2	1	2	1	2	1	1	*	1	1	3	1	1	–	1	1	1	1	1	2	1	2	*	1	2	*	1	2	1	1	2	*	1	1	*	1	3	3				
Preterm birth/premature birth	2	1	1	1	2	2	1	1	1	1	3	*	2	2	2	1	1	1	1	2	1	*	1	*	1	1	*	1	1	1	–	–	–	1	–	*	1	3	–			

* Less than one percent

Continued ...

Q.13

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

Health Effects of Smoking – Top-of-mind

Continued

	DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002			DEC 2002			JULY-AUG 2003			DEC 2003			NOV-DEC 2004			JULY-AUG 2005			FEB-MAR 2006			DEC 2006			DEC 2007					
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS						
Birth defects/problems with pregnancy	-	-	-	-	-	-	1	3	1	1	2	1	1	2	1	1	-	1	1	2	1	1	2	2	1	3	2	1	-	1	*	-	1	*	-	-	1	3	1			
Wrinkles/premature aging	1	1	1	1	-	1	1	2	1	1	1	1	1	3	*	1	1	1	1	3	*	*	1	*	1	1	2	1	2	1	1	-	1	1	2	1	1	2	1			
Tumors (various)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	2	1
Allergies	*	-	*	*	-	-	-	-	-	*	1	-	*	-	*	*	-	*	1	-	1	*	1	-	*	-	*	*	-	-	*	-	-	*	-	-	*	-	*	1	1	-
Liver damage/disease	*	-	*	2	-	2	1	-	1	1	1	1	1	1	1	1	1	-	1	-	1	1	-	1	1	1	1	2	2	2	2	3	1	1	-	-	1	-	*	1	-	*
Skin irritations/conditions	*	1	-	-	-	-	*	-	1	*	1	*	1	*	1	1	-	1	1	-	-	1	3	1	1	2	1	*	-	*	*	-	1	1	-	*	1	-	1	1	-	1
Headaches	*	-	*	-	-	-	*	-	*	-	-	-	*	1	-	*	1	*	*	-	*	1	1	*	*	2	-	*	1	-	*	-	-	1	4	1	1	4	1	*	2	1
Effect on the fetus/unborn child	1	1	1	1	1	2	1	-	2	1	1	1	1	1	1	*	-	1	1	1	*	1	1	*	1	1	1	*	2	-	*	1	1	*	1	*	*	2	*			
Stomach problems	*	1	1	-	-	-	-	-	-	*	-	-	*	-	-	*	1	-	-	-	-	-	-	-	-	-	-	*	1	-	*	-	-	*	1	-	-	-	-	*	2	-
Dizziness/nausea	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	-	*	*	-	-	*	-	-	*	2	-	-	-	-	-	-	-	*	2	-
Gangrene	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	-	*	-	-	-	-	-	-	*	1	-	*	-	-	*	-	-	*	1	-
Kidney disease/problems	*	-	*	*	1	*	*	-	-	1	-	*	*	-	*	1	-	*	*	-	*	1	-	*	*	-	-	*	1	*	*	-	-	*	-	*	*	-	*	*	-	-
Eye disease/problems	*	-	*	*	-	*	1	1	*	1	-	1	-	-	-	*	1	1	*	-	-	*	-	-	*	-	1	*	-	*	*	-	-	*	-	-	*	-	*	*	-	-
Multiple Sclerosis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	-	-
Immune system problems	1	1	-	-	-	-	*	-	-	*	-	-	*	-	*	*	-	-	-	-	-	*	1	*	*	-	1	*	-	-	*	-	1	*	-	*	*	-	*	*	-	*
Diabetes	-	-	-	-	-	-	-	-	-	*	1	-	*	-	1	*	-	-	-	-	-	*	-	*	-	-	-	*	-	-	*	-	-	-	-	-	-	-	-	*	-	1
Osteoporosis/problems with bones	-	-	-	-	-	-	-	-	-	1	2	-	*	-	-	*	1	-	*	-	-	-	-	-	-	-	-	-	-	-	*	-	1	-	-	-	-	-	-	*	-	1
Cancer – other	1	1	1	2	-	3	2	2	2	3	3	2	2	2	2	2	2	2	1	1	1	2	-	3	2	-	2	4	1	3	2	-	3	1	-	1	-	-	-	-	-	-
High blood pressure	*	-	*	*	1	*	*	1	*	*	-	1	*	1	*	1	1	2	1	1	1	*	1	-	1	1	1	*	1	-	1	-	1	1	1	3	-	-	-	-	-	-
Arthritis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	-	-	-	-	-	*	-	-	-	-	-	-	-	-
Fire accidents/burns	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Miscarriages/still births	-	-	-	-	-	-	*	1	1	-	-	-	-	-	-	*	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	3	5	3	5	6	2	4	4	6	6	3	5	1	3	2	1	2	1	2	5	-	3	4	4	5	5	4	2	1	3	4	7	4	2	2	1	2	4	2			
None/nothing	1	1	1	1	1	*	*	2	*	*	*	-	*	-	*	*	1	-	1	2	1	*	1	-	*	-	1	1	1	*	*	-	*	2	-	3	1	-	1			
dk/na	3	2	1	1	2	1	4	5	3	3	2	2	4	2	2	2	1	1	3	2	3	3	1	3	3	2	4	2	3	2	3	6	1	3	1	2	2	1	1			

* Less than one percent

Q.13

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

B. Sources of Information about Health Effects

When asked where they have recently seen or heard information that talks about the health effects of smoking cigarettes, the largest proportions of youth mention school/university (57%) and television (39%). This is followed by mention of cigarette packages (19%), word-of-mouth/family/friends (12%), Internet/website (8%), magazines (7%), newspapers (6%) and billboards (6%). Twenty-one percent mention other sources of information and seven percent say nowhere.

The results of the current survey find that the number of youth who have seen information about the health effects of smoking cigarettes on cigarette packages is seven points higher than that found in December 2006 and six points higher than that found in the baseline survey conducted in December 2000.

Girls (60%) are more likely than boys (54%) to have seen or heard this information in school/university, while boys are more likely to have seen or heard this information on television (43% vs. 34%).

Older youth are more likely than others to have seen this information on cigarette packages (30%) and on television (51%), as are youth smokers. Youth aged 12 to 16 (62%) are more likely to mention school/university. Smoking youth are less likely than average to mention school/university (35%). Among non-smokers, potential youth smokers are more likely than average to mention cigarette packages.

Sources of Information about Health Effects

	DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002			DEC 2002			JULY-AUG 2003			DEC 2003			NOV-DEC 2004			JULY-AUG 2005			FEB-MAR 2006			DEC 2006			DEC 2007						
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS				
School/university	48	39	46	44	21	40	40	24	39	49	28	53	37	23	33	47	24	47	40	20	37	51	36	47	54	28	60	42	21	36	57	44	52	54	35	50	57	35	50				
Television	49	54	52	56	54	61	48	44	49	53	59	56	54	53	57	56	73	60	55	64	54	51	55	56	45	48	45	55	61	57	48	46	54	48	56	49	39	55	40				
Cigarette packages	13	34	14	29	66	34	32	70	35	30	62	33	32	60	37	24	48	28	28	59	31	20	50	24	19	42	23	22	44	29	15	38	21	12	47	14	19	50	26				
Word-of-mouth/family/friends	11	11	10	10	8	11	14	14	15	14	8	15	15	12	14	15	13	15	12	14	13	12	10	12	15	16	16	16	14	16	16	12	16	15	11	4	15	12	8	10			
Internet/website	2	1	3	3	1	2	2	-	2	3	4	2	3	4	4	4	2	5	4	4	5	5	6	4	5	6	4	6	9	9	7	4	9	7	6	7	8	10	9				
Magazines	16	16	16	14	11	17	11	9	11	12	14	13	15	13	17	16	11	21	15	14	18	15	15	16	8	11	11	12	19	13	9	5	13	9	11	11	7	8	6				
Billboards	5	5	6	6	8	6	5	7	7	5	8	5	7	8	7	6	6	9	7	13	8	6	7	6	4	4	4	7	7	8	5	8	4	6	10	4	6	11	3				
Newspapers	6	7	8	7	6	6	6	3	8	5	6	4	8	10	8	8	9	8	6	4	7	7	11	6	6	6	8	9	7	9	8	9	8	8	9	5	6	9	6				
Radio	5	2	5	5	5	5	5	4	4	5	7	4	5	8	5	6	6	7	5	3	5	5	6	5	4	2	4	6	9	5	5	6	4	4	5	3	4	9	3				
Other tobacco product packages	1	3	1	*	-	*	1	-	1	1	2	1	1	1	2	*	1	-	1	1	1	*	1	*	1	2	*	*	-	*	1	1	2	1	5	-	2	6	3				
Doctor/doctor's office	3	4	3	2	5	3	2	4	1	2	2	2	2	3	1	2	1	2	1	3	1	2	4	4	3	5	2	2	2	5	2	4	4	2	2	2	2	6	-				
News	2	-	3	2	3	2	3	4	3	1	*	1	2	1	1	2	1	2	2	1	3	1	1	-	3	3	3	2	-	2	2	3	1	2	4	1	2	3	2				
Bus/public transportation	1	1	*	-	-	-	*	1	1	1	1	2	1	1	2	3	3	2	2	1	3	2	2	3	1	2	1	1	1	1	1	1	1	1	*	1	2	-	-				
Posters	1	1	*	1	1	*	2	1	1	2	6	1	2	4	1	2	1	1	1	1	1	2	-	2	2	1	1	2	2	2	2	4	1	1	1	2	1	1	1	1			
Public areas and buildings	1	-	1	2	2	2	2	1	2	4	4	3	3	1	4	3	6	3	1	2	1	1	1	1	2	3	3	*	-	*	1	3	2	*	-	*	1	1	1				
Everybody/everywhere	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	1	-			
Store	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	2	2	1	1	*	2	1	1	1	-	2	1	-	*	-	*	1	-	-		
Workplace	*	-	1	1	-	1	1	1	*	*	2	-	*	1	1	*	1	*	1	1	*	1	1	*	*	-	1	-	1	-	1	1	-	1	-	1	-	*	-	-	1	-	2
Books/scientific journals	1	-	1	*	-	1	*	-	-	1	-	1	1	3	*	1	1	1	*	-	-	1	1	1	1	2	-	1	-	1	1	1	1	1	*	1	-	-	1	-	1		
Anti-tobacco program/DARE	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	1		
Home	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	1			
Advertising/media – general	1	1	1	1	-	1	1	1	1	1	*	1	1	-	1	2	2	1	1	-	1	1	1	1	*	-	*	1	-	-	*	-	*	*	3	-	1	-	1				
Pamphlets/brochures/flyers	1	1	1	1	1	*	*	1	*	1	-	1	*	-	*	1	1	2	*	2	-	1	-	1	1	-	1	-	*	*	1	*	1	1	-	*	-	*	1	-	-		
Hospitals/medical clinics	-	-	-	*	-	-	*	1	*	1	1	1	1	2	*	1	2	1	1	2	1	1	4	2	1	1	1	*	1	-	1	-	1	2	3	3	*	-	*	*	-	1	
Health associations/agencies	-	-	-	-	-	-	*	-	*	*	-	*	*	-	-	1	1	*	*	-	*	-	-	-	-	*	1	-	*	-	*	-	-	-	-	-	-	-	-	-	-		
Movie theatre	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	1	1	-	-	-	*	-	*	*	-	1	*	-	*	-	*	-	-			
Science Centre	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Other	1	1	1	*	-	1	*	1	-	*	1	*	1	*	1	*	*	-	3	4	1	2	2	2	1	2	2	2	3	1	1	-	1	-	3	1	-	3	1	1			
Nowhere	8	6	8	5	6	3	6	2	5	4	3	4	6	4	7	4	2	3	4	4	7	5	4	3	8	8	5	6	2	6	7	7	5	9	7	10	7	4	9				
dk/na	3	2	1	3	2	3	3	2	2	3	2	2	4	4	3	3	1	3	3	1	3	3	-	2	3	4	2	3	-	3	2	2	2	1	2	2	2	2	3				

* Less than one percent

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

c. Specific Health Effects Caused by Smoking

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

An overwhelming majority of youth strongly agree that lung cancer (95%) can be caused by smoking cigarettes. Large majorities strongly agree that smoking can cause gum or mouth diseases (76%), heart disease (73%), throat cancer (73%), asthma (72%), mouth cancer (71%) and premature death (67%).

About one-half of youth strongly agree that smoking can cause smaller babies or reduced growth of babies during pregnancy (54%), wrinkles and premature aging (53%), stroke (51%) and chronic bronchitis (49%).

Fewer than half of youth strongly agree that smoking can cause blood clots (40%), premature birth or preterm birth (38%), miscarriages (36%), emphysema (32%) and stomach ulcers (24%). Two in ten or fewer strongly agree that smoking can cause infertility (21%), impotence in men (19%), bladder cancer (18%), acne (16%), gangrene (13%), Alzheimer's Disease (12%), Multiple Sclerosis (11%), arthritis (11%) and hepatitis (9%).

The results of the current survey suggest that there have been decreases since December 2006 in the proportions of youth who strongly agree that emphysema, stomach ulcers, impotence, bladder cancer, stroke, chronic bronchitis, Multiple Sclerosis, Alzheimer's Disease, arthritis, gangrene and hepatitis can be caused by smoking. Comparison with the baseline survey in December 2000 suggests that there have been increases in the numbers of Canadian youth who strongly agree that asthma, premature death, acne, gangrene, blood clots, impotence in men, mouth cancer, and gum or mouth diseases can be caused by smoking; there have been decreases in the numbers who strongly agree that premature birth and emphysema can be caused by smoking.

Among youth, girls are more likely than boys to strongly agree that smoking can cause miscarriages (40% vs. 32%), smaller babies or reduced growth of babies during pregnancy (58% vs. 51%), premature birth or preterm birth (45% vs. 32%), and wrinkles and premature aging (56% vs. 49%). Boys are more likely to strongly agree that smoking can cause premature death (70% vs. 64%), impotence in men (23% vs. 15%), bladder cancer (21% vs. 16%) and Multiple Sclerosis (13% vs. 9%).

Older youth are more likely than average to strongly agree that smoking can cause many of these human health conditions, including emphysema (44%), impotence in men (30%), asthma

(79%), infertility (27%), mouth cancer (83%), gum and mouth diseases (82%), premature death (75%), throat cancer (83%), wrinkles and premature aging (58%), and chronic bronchitis (59%). Younger teens are more likely to strongly agree that smoking can cause arthritis (15%), bladder cancer (22%), hepatitis (11%) and Alzheimer's Disease (14%).

Those who have seen, read or heard about the health warning messages now on cigarette packages, and those who have seen the messages on cigarette packages themselves, are more likely than those who have not to strongly agree that smoking can cause emphysema (34% and 35%, respectively) and asthma (74% and 75%, respectively). Those who have seen, read or heard about the messages are also more likely to strongly agree that smoking can cause chronic bronchitis (51%), while those who have seen the messages on cigarette packages themselves are more likely to say the same about premature death (70%), impotence in men (22%), mouth cancer (73%), and gum and mouth diseases (78%).

Youth smokers are more likely than others to strongly agree that smoking can cause impotence and emphysema, but they are more likely to strongly disagree that smoking can cause hepatitis, Alzheimer's Disease and Multiple Sclerosis. Among non-smoking youth, potential smokers are more likely to strongly agree that smoking can cause impotence and asthma.

Specific Health Effects Caused by Smoking

	DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002			DEC 2002			JULY-AUG 2003			DEC 2003			NOV-DEC 2004			JULY-AUG 2005			FEB-MAR 2006			DEC 2006			DEC 2007		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS			
Gangrene																																							
Strongly agree	9	10	7	9	5	9	9	9	8	9	8	8	12	11	8	10	6	10	10	9	10	11	9	10	11	10	8	11	10	8	11	6	7	17	16	18	13	16	11
Somewhat agree	19	14	19	20	16	18	19	10	16	20	13	22	21	13	23	22	15	20	22	17	23	26	20	32	24	19	23	23	16	28	26	28	23	26	10	25	23	15	26
Somewhat disagree	19	21	22	19	31	19	15	14	20	18	17	22	18	17	20	20	14	24	17	16	20	21	24	21	18	19	21	19	24	16	20	17	25	17	28	15	17	20	20
Strongly disagree	20	31	23	20	24	24	21	42	24	17	29	18	18	39	18	20	42	20	17	28	17	15	28	16	16	25	19	17	28	23	12	21	15	14	34	20	12	20	16
dk/na	32	24	30	31	24	29	36	24	32	36	33	29	31	20	31	29	22	25	35	30	29	26	19	21	31	27	29	30	23	25	32	28	29	26	12	22	34	29	27
Alzheimer's Disease																																							
Strongly agree	11	8	9	12	9	10	11	9	10	11	13	6	12	6	10	13	13	10	11	8	8	13	10	15	13	9	10	12	5	14	10	7	7	18	12	21	12	10	8
Somewhat agree	27	20	29	25	14	25	25	14	27	27	14	31	26	13	26	30	20	30	32	31	31	30	20	27	30	25	27	33	21	35	33	21	30	30	18	26	31	17	29
Somewhat disagree	27	28	29	28	36	30	24	25	26	27	29	32	26	27	27	27	21	29	25	26	26	27	26	28	27	31	33	24	31	24	29	36	33	25	33	26	27	35	31
Strongly disagree	22	33	23	20	30	21	22	39	22	20	32	20	21	39	24	19	37	20	17	23	22	18	33	18	18	25	17	18	33	20	17	28	18	15	27	17	18	31	22
dk/na	13	11	8	15	11	14	18	13	15	15	13	11	14	15	13	12	9	11	16	12	12	12	11	11	12	10	13	12	10	7	12	9	12	11	10	10	12	6	10
Multiple Sclerosis																																							
Strongly agree	14	9	13	13	7	12	11	5	11	13	11	8	14	10	12	15	16	13	13	9	10	13	10	16	14	15	12	16	10	14	12	6	11	18	20	18	11	12	11
Somewhat agree	27	18	29	29	25	29	27	22	30	28	23	29	29	17	30	30	22	32	31	28	33	31	32	30	33	28	35	30	25	28	31	26	26	35	26	32	31	22	29
Somewhat disagree	21	24	24	21	27	21	18	20	20	20	22	23	20	21	21	19	17	21	19	24	23	24	25	25	18	21	19	20	20	26	22	27	28	17	23	20	20	18	23
Strongly disagree	16	29	14	13	18	15	15	24	15	15	19	16	13	31	14	14	27	14	10	13	12	12	22	11	10	15	10	12	28	14	10	17	12	11	18	12	11	21	12
dk/na	22	20	19	24	22	23	29	29	24	24	26	24	25	20	23	21	17	20	27	27	22	20	12	18	25	21	24	23	17	18	25	25	23	20	13	18	28	27	25
Arthritis																																							
Strongly agree	12	11	9	12	3	10	11	5	13	11	8	8	12	9	12	13	11	13	12	9	10	12	8	10	12	6	10	13	8	12	11	4	11	17	12	18	11	7	8
Somewhat agree	26	12	28	26	19	21	26	13	25	25	15	27	27	20	23	29	21	31	29	22	30	30	19	31	28	21	26	27	13	27	29	17	26	30	16	28	29	17	23
Somewhat disagree	29	35	30	29	32	33	30	34	30	31	29	34	29	25	30	30	29	31	25	23	33	28	31	31	30	32	33	31	41	30	30	40	32	28	37	23	28	38	35
Strongly disagree	25	37	25	22	36	25	21	38	20	22	37	22	20	38	21	18	29	18	19	27	19	20	34	19	21	36	24	21	35	25	19	30	21	18	32	25	19	28	21
dk/na	9	6	9	11	10	11	13	10	12	11	11	9	12	8	14	10	10	7	14	19	9	10	8	9	10	5	7	8	3	6	11	9	10	8	4	6	12	11	13

Q.15

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

D. Specific Health Effects Caused by Second-hand Smoke

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

Majorities of youth strongly agree that second-hand smoke can cause asthma attacks in children (69%) and lung cancer in non-smokers (64%). About one-half strongly agree it can cause chest infections (53%) and bronchitis (49%) in children. Smaller proportions strongly agree that second-hand smoke can cause heart disease (41%) and strokes (26%) in non-smoking adults, SIDS (Sudden Infant Death Syndrome) or crib death (23%), and ear infections in children (12%), and Alzheimer's Disease (10%), Multiple Sclerosis (10%) and arthritis (10%) in non-smoking adults.

The results of the current survey suggest that there have been decreases since December 2006 in the proportions of youth who strongly agree that second-hand smoke can cause all of these health effects in non-smokers, with the exceptions of asthma attacks and chest infections in children. Comparison with the baseline survey of December 2000 suggests that there have been increases in the proportions of youth who strongly agree that second-hand smoke can cause lung cancer in non-smokers, strokes in non-smoking adults, and asthma attacks in children.

Among youth, girls (52%) are more likely than boys (46%) to strongly agree that second-hand smoke can cause bronchitis in children. Older youth are more likely than others to strongly agree that second-hand smoke can cause asthma attacks (72%), chest infections (58%) and bronchitis in children (58%), and lung cancer in non-smokers (68%); younger youth are more likely to strongly agree that it can cause arthritis (13%) and Alzheimer's Disease (13%) in non-smoking adults.

Those who have seen, read or heard about the health warning messages now appearing on cigarette packages (55%), and those who have seen the messages on cigarette packages themselves (55%), are more likely to strongly agree that second-hand smoke can cause chest infections in children. Those who have seen, read or heard about the warning messages are also more likely to strongly agree that second-hand smoke can cause bronchitis in children (52%), while those who have seen the messages on cigarette packages themselves are more likely to strongly agree that it can cause asthma attacks in children (71%).

Youth smokers are more likely to strongly disagree that second-hand smoke can cause arthritis, Multiple Sclerosis and Alzheimer's Disease in non-smoking adults.

Specific Health Effects Caused by Second-hand Smoke

	DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002			DEC 2002			JULY-AUG 2003			DEC 2003			NOV-DEC 2004			JULY-AUG 2005			FEB-MAR 2006			DEC 2006			DEC 2007		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS
Asthma attacks in children																																							
Strongly agree	64	66	66	64	61	63	62	58	64	61	64	61	65	64	69	67	69	63	68	71	68	67	67	67	66	66	65	68	59	71	62	66	59	71	70	71	69	60	74
Somewhat agree	25	23	24	27	33	28	27	39	26	31	28	30	25	22	23	27	26	31	26	25	29	25	27	26	27	23	26	25	33	23	32	28	35	23	21	21	25	32	19
Somewhat disagree	6	4	6	4	1	5	6	6	7	4	5	6	5	4	6	3	1	2	2	1	2	5	5	4	4	8	5	5	6	4	3	6	5	4	5	4	4	3	6
Strongly disagree	3	4	3	3	4	2	3	5	2	3	3	2	3	6	1	2	1	3	2	2	1	2	2	2	1	2	2	2	2	2	1	-	1	2	4	3	2	4	1
dk/na	2	3	1	1	1	1	1	1	1	1	1	*	2	3	2	1	2	1	1	2	*	2	-	1	2	1	2	1	-	1	1	-	-	1	-	*	1	2	1
Lung cancer in non-smokers																																							
Strongly agree	56	62	56	60	55	63	52	42	53	54	51	57	55	52	55	64	63	63	67	58	66	67	57	68	67	56	73	68	58	71	64	61	65	68	72	63	64	59	68
Somewhat agree	31	23	33	28	31	26	33	35	32	33	36	33	30	31	32	28	26	29	26	30	28	25	31	24	25	26	21	23	29	21	28	30	26	23	20	22	27	28	25
Somewhat disagree	7	8	8	6	8	6	9	11	10	8	9	6	9	9	10	4	5	4	4	5	2	5	5	5	4	12	2	5	5	4	6	6	7	5	6	7	5	3	6
Strongly disagree	5	6	3	5	6	4	4	8	3	4	4	3	5	7	3	4	5	3	3	7	4	3	6	2	3	6	4	3	8	2	2	1	3	4	2	8	4	7	2
dk/na	1	1	*	1	-	*	2	3	1	1	-	1	1	1	*	1	1	*	*	1	-	*	1	-	1	-	1	1	-	1	*	2	-	*	-	-	*	2	-
Chest infections in children																																							
Strongly agree	54	60	55	53	55	55	49	50	53	52	53	55	53	53	54	55	61	56	53	60	58	56	56	59	55	58	57	54	50	59	51	63	51	55	49	59	53	44	56
Somewhat agree	32	24	34	35	33	36	38	35	37	37	37	35	33	29	34	33	27	35	35	29	32	32	33	30	36	27	36	35	35	32	38	26	39	35	37	31	37	47	37
Somewhat disagree	7	5	6	6	7	5	6	8	5	6	4	6	7	10	7	6	6	6	6	5	5	6	8	5	4	6	3	6	7	5	7	10	7	6	3	6	6	1	5
Strongly disagree	3	5	3	4	4	3	2	3	3	3	5	2	3	4	3	3	4	2	2	3	2	2	2	3	2	5	2	3	5	3	1	-	2	3	9	4	2	5	1
dk/na	3	5	2	2	-	1	4	4	3	3	2	2	3	3	2	2	1	2	3	2	2	3	1	3	2	4	1	2	2	1	3	1	1	2	2	*	2	3	1
Bronchitis in children																																							
Strongly agree	49	58	50	50	52	50	46	48	49	47	54	48	49	50	52	52	59	50	49	50	54	52	52	56	49	51	57	51	45	59	48	58	46	54	53	56	49	49	49
Somewhat agree	34	29	34	35	36	37	35	35	32	36	32	37	34	33	33	35	31	38	33	35	32	33	32	32	35	36	30	35	40	32	35	24	39	33	35	28	33	34	36
Somewhat disagree	7	5	6	7	6	6	7	7	7	8	7	9	9	10	8	6	3	6	8	8	8	8	10	8	7	5	7	5	6	6	7	10	6	5	6	7	9	6	8
Strongly disagree	4	3	4	4	4	4	4	6	5	3	5	3	4	4	3	3	4	3	3	4	2	3	5	2	2	2	2	3	8	1	3	7	3	3	5	3	3	4	4
dk/na	7	5	5	5	1	3	8	5	6	5	1	3	5	3	4	5	3	4	7	2	4	5	1	1	7	6	4	6	1	2	6	1	5	5	1	6	6	7	3

* Less than one percent

Q.16

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

Specific Health Effects Caused by Second-hand Smoke

	DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002			DEC 2002			JULY-AUG 2003			DEC 2003			NOV-DEC 2004			JULY-AUG 2005			FEB-MAR 2006			DEC 2006			DEC 2007		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS
Heart disease in non-smoking adults																																							
Strongly agree	38	42	39	40	35	41	37	37	39	36	32	39	37	31	38	45	45	43	43	35	44	44	41	43	46	37	43	45	35	48	42	46	41	46	44	45	41	34	40
Somewhat agree	38	35	38	39	44	38	40	34	37	42	42	41	40	39	38	39	35	39	40	46	40	38	37	39	37	41	37	40	38	37	42	36	42	38	35	37	39	44	43
Somewhat disagree	13	12	12	12	9	14	14	14	14	12	12	11	14	17	15	10	15	11	9	9	12	11	10	13	11	14	14	8	10	9	11	10	13	9	11	9	13	12	12
Strongly disagree	8	9	8	7	10	6	6	13	6	7	12	6	7	9	8	4	5	5	5	6	3	5	10	5	4	5	4	5	15	4	3	6	3	4	6	7	5	8	4
dk/na	3	3	2	2	3	1	4	3	3	2	2	3	2	4	1	2	-	3	2	5	1	2	2	1	2	2	2	2	2	2	2	2	1	2	4	2	2	1	2
Strokes in non-smoking adults																																							
Strongly agree	20	18	19	24	21	20	22	20	18	23	25	31	23	22	19	26	25	21	27	29	27	26	26	27	30	26	33	30	27	32	26	28	24	31	34	29	26	24	25
Somewhat agree	37	28	36	38	32	38	33	29	34	38	26	43	38	30	40	39	28	38	40	30	42	39	42	35	41	32	40	37	36	34	41	34	37	39	35	38	40	36	41
Somewhat disagree	21	19	24	19	20	21	22	19	23	19	22	17	19	19	21	19	19	24	18	18	19	21	15	28	17	21	16	17	16	18	20	18	24	17	20	19	21	23	23
Strongly disagree	12	20	12	9	19	10	10	15	10	8	13	7	11	18	12	9	21	10	8	12	8	8	14	9	8	17	6	9	18	11	7	19	7	10	11	14	7	13	6
dk/na	10	16	9	10	8	11	13	17	14	12	14	12	9	11	9	7	7	8	7	11	4	5	3	1	5	4	5	6	3	5	5	1	7	4	1	*	6	4	5
SIDS (Sudden Infant Death Syndrome) or Crib Death																																							
Strongly agree	23	21	24	24	21	25	18	18	19	22	22	20	22	25	20	24	26	24	25	20	24	23	19	24	26	26	27	27	28	25	22	29	21	29	34	29	23	24	22
Somewhat agree	31	26	31	30	24	32	33	30	32	33	25	36	32	24	33	34	28	35	36	38	35	35	36	37	35	24	34	35	29	33	38	22	39	35	24	34	38	33	35
Somewhat disagree	16	18	16	19	20	20	17	19	19	18	18	19	18	20	18	18	17	19	15	12	20	20	23	22	18	22	18	15	21	18	19	17	23	18	15	23	17	18	21
Strongly disagree	15	21	16	11	20	13	13	20	13	10	19	11	12	18	14	11	21	12	10	19	10	9	14	10	9	15	8	9	19	12	8	20	8	9	21	9	10	16	10
dk/na	15	15	14	15	16	10	20	12	17	16	15	13	16	13	15	13	10	9	14	10	11	13	8	8	12	13	12	14	3	13	12	12	10	10	6	6	12	9	13
Ear infections in children																																							
Strongly agree	15	15	15	14	7	13	13	15	12	11	10	9	12	8	12	16	21	16	12	14	10	13	8	14	14	16	15	15	13	12	12	10	10	16	12	15	12	14	13
Somewhat agree	24	21	22	26	26	25	27	21	29	24	15	26	24	15	26	23	21	23	26	21	24	28	22	26	27	22	24	27	23	27	28	23	28	28	13	31	29	16	30
Somewhat disagree	28	27	29	30	23	33	26	21	28	33	30	35	32	27	32	33	23	37	32	27	34	32	31	31	30	28	31	30	21	29	37	39	39	30	36	27	31	34	25
Strongly disagree	24	28	27	23	38	22	26	37	25	24	34	24	23	42	22	23	31	20	22	27	25	21	34	23	22	26	22	22	39	26	17	22	19	21	36	21	21	30	22
dk/na	9	9	8	7	6	7	8	7	7	8	11	5	8	9	8	6	4	5	8	10	6	6	4	5	7	8	8	6	5	5	6	6	3	6	2	5	8	6	10

Q.16

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

Specific Health Effects Caused by Second-hand Smoke

	DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002			DEC 2002			JULY-AUG 2003			DEC 2003			NOV-DEC 2004			JULY-AUG 2005			FEB-MAR 2006			DEC 2006			DEC 2007		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS			
Alzheimer's Disease in non-smoking adults																																							
Strongly agree	8	6	6	8	6	7	8	5	9	8	4	6	10	5	10	9	9	8	9	10	9	9	4	8	10	10	9	10	4	7	9	14	6	15	16	15	10	17	6
Somewhat agree	23	15	24	25	22	21	23	14	22	26	14	28	25	16	21	26	12	25	27	25	23	29	22	30	29	25	27	29	29	28	29	19	21	27	14	29	27	13	23
Somewhat disagree	30	28	33	29	29	36	28	24	31	28	30	29	29	20	32	29	22	31	30	29	34	32	30	32	30	25	33	29	20	29	34	34	41	29	30	28	30	23	34
Strongly disagree	27	40	30	27	38	28	26	46	27	26	40	28	26	50	29	26	50	29	20	28	26	21	38	24	22	34	21	22	42	29	19	29	24	20	35	23	21	39	28
dk/na	11	11	7	11	6	8	15	10	11	12	13	9	9	8	7	10	7	7	13	9	8	9	7	7	9	7	9	10	7	6	9	5	8	8	4	5	12	8	9
Multiple Sclerosis in non-smoking adults																																							
Strongly agree	9	8	6	10	7	9	8	4	11	9	9	7	10	6	9	10	10	8	10	8	9	11	9	13	10	14	10	13	14	12	10	10	8	14	14	16	10	10	9
Somewhat agree	25	17	28	26	18	24	26	25	26	25	14	26	28	16	22	26	13	24	27	26	27	33	27	31	32	20	30	30	26	29	31	26	31	34	21	35	29	15	31
Somewhat disagree	25	24	29	28	29	29	24	23	25	28	27	31	28	24	33	28	27	33	26	21	30	27	27	27	25	26	28	24	24	29	28	26	30	24	31	23	25	29	26
Strongly disagree	22	35	23	18	32	20	19	31	20	19	33	19	17	37	19	19	39	20	15	20	17	13	28	15	14	23	12	14	24	19	12	28	15	13	26	14	15	26	14
dk/na	19	16	14	18	13	17	23	17	19	19	16	17	18	16	16	18	11	15	22	25	17	16	10	14	20	18	20	19	12	10	18	10	16	14	9	12	21	20	19
Arthritis in non-smoking adults																																							
Strongly agree	7	5	6	8	3	7	10	11	10	8	7	6	10	5	10	11	9	8	10	7	8	10	6	9	8	11	6	10	5	8	9	9	7	14	8	18	10	8	9
Somewhat agree	20	11	17	21	12	18	21	15	22	22	13	19	23	15	22	23	16	22	24	16	24	27	19	26	27	18	24	25	18	23	25	13	22	25	16	24	24	7	18
Somewhat disagree	34	34	36	31	29	34	31	25	34	32	23	37	31	21	33	33	27	35	31	29	32	33	28	34	32	29	35	32	27	30	34	34	40	31	25	30	33	35	37
Strongly disagree	31	44	34	32	53	32	27	41	26	30	48	31	28	52	29	25	43	28	24	37	26	23	40	25	24	39	26	25	45	33	23	39	26	23	44	23	24	42	27
dk/na	7	6	7	9	3	8	11	7	8	9	9	7	8	7	7	8	6	7	11	11	9	7	7	6	8	4	9	7	6	6	8	6	6	7	6	4	9	8	9

Q.16

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

E. Health Effects Caused by Hydrogen Cyanide

When asked, top-of-mind, a total of eight in ten youth mention no specific health effects or diseases that can be caused by hydrogen cyanide (61%), or say hydrogen cyanide does not cause any health effects or diseases (20%). Twenty-six percent mention specific health effects or diseases, including lung disease or cancer (4%), cancer in general (4%) and death (3%).

The survey finds that the number of youth who say hydrogen cyanide does not cause any health effects or diseases is down 10 points from December 2006, and is a total of four points lower than that found in December 2000.

Older youth aged 17 to 18 and youth smokers, particularly those who smoke every day, are slightly more likely than others to mention specific health effects or diseases in response to this question.

Health Effects Caused by Hydrogen Cyanide

	DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002			DEC 2002			JULY-AUG 2003			DEC 2003			NOV-DEC 2004			JULY-AUG 2005			FEB-MAR 2006			DEC 2006			DEC 2007						
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS				
Lung disease/cancer	2	2	2	5	5	5	4	4	5	5	8	4	4	5	4	7	9	6	3	1	2	6	8	7	3	6	2	3	8	3	7	12	6	5	10	6	4	3	5				
Cancer – general	1	*	1	2	1	2	2	4	3	2	1	2	2	4	3	4	6	4	1	1	2	5	4	4	4	7	3	4	5	6	6	8	6	4	4	5	4	4	3				
Death	3	3	2	2	2	2	2	3	2	2	5	2	2	2	2	4	7	3	3	5	5	3	2	4	3	1	3	3	5	2	2	2	1	4	5	5	3	6	4				
Headache	1	1	1	*	1	–	1	2	1	1	1	1	1	1	1	2	1	1	3	1	2	4	2	3	9	4	1	7	*	*	–	1	2	5	2	2	4	1					
Vertigo	–	–	–	–	–	–	1	3	*	*	–	*	*	1	–	*	2	–	*	1	*	*	2	1	1	3	1	*	2	1	*	–	–	*	1	–	1	4	–				
Brain damage/memory loss/stroke	1	1	1	1	2	1	1	2	1	*	1	*	2	1	3	1	1	*	1	1	*	2	3	2	1	1	2	1	4	1	2	2	3	1	4	1	1	2	3				
Dizziness	*	–	*	–	–	–	1	3	1	*	–	1	1	1	1	1	5	1	*	–	*	2	3	3	2	6	1	*	1	*	1	3	*	1	4	*	1	2	2				
Heart disease/attack	1	–	1	2	3	2	1	1	3	2	3	2	2	3	1	3	3	3	1	–	1	2	–	2	1	3	*	2	7	1	2	5	1	2	1	2	1	2	*				
Throat cancer	*	–	*	*	1	1	*	1	–	1	2	1	1	1	1	1	2	1	*	–	–	1	1	1	*	1	–	*	1	–	1	2	1	1	2	–	1	2	1				
Nausea	*	–	1	–	–	–	1	2	1	*	1	*	*	1	–	1	3	*	1	2	*	*	–	*	3	–	*	2	*	*	–	*	–	1	3	*	1	2	1				
Weakness	*	*	1	–	–	–	*	2	*	–	–	–	*	–	–	*	2	–	1	1	*	1	2	2	1	3	2	*	1	*	*	–	–	1	3	1	1	2	1				
Stomach aches	*	*	–	*	–	–	*	1	1	*	1	*	*	–	1	4	1	1	1	1	1	1	1	1	1	4	*	*	–	–	*	1	1	1	4	1	1	2	*				
Lung damage	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	*	–	*	1	2	1	1	2	–	*	1	*	1	–	*	–	–	1	2	*					
Emphysema	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	1	2	1			
Respiratory problems/loss of breath	1	*	1	2	2	3	1	1	1	2	2	1	2	2	2	1	2	2	2	1	1	2	4	2	1	1	1	1	1	2	1	1	4	1	1	*	1	1	–				
Mouth cancer/disease	*	–	–	*	–	*	*	1	*	1	1	1	1	1	1	1	1	2	*	–	1	2	1	1	*	2	*	1	1	1	1	3	1	1	3	2	1	–	3				
Pregnancy/complications	*	–	–	*	1	–	–	–	–	*	1	*	1	2	1	*	*	1	*	–	–	*	–	–	*	–	–	*	1	*	*	–	*	–	–	*	–	–	*	1	–		
Poisoning	*	–	*	*	–	*	*	–	1	*	–	–	*	1	–	*	1	*	*	–	–	*	–	–	*	–	–	–	–	–	–	–	–	–	–	–	–	–	*	1	–		
Liver cancer/disease	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	*	–	*	1	1	1	–	–	–	*	–	–	*	–	*	–	*	–	*	–	*	–	1		
Damage to cells/arteries/blood	1	–	1	*	1	–	*	*	1	*	1	*	*	–	*	1	2	1	–	–	–	*	1	–	*	1	*	*	–	*	1	–	1	–	*	–	*	–	*	–	–		
Asthma	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	*	–	–	
Burning in body/organs	*	–	*	–	–	–	–	–	–	*	–	*	*	–	–	*	1	1	–	–	–	–	–	–	–	–	–	–	*	–	*	–	–	–	–	–	–	–	–	–	*	–	–
Damage to nervous system	–	–	–	*	1	*	*	–	*	–	–	–	*	–	–	*	–	*	–	–	–	–	–	–	*	1	–	–	–	–	–	–	–	–	–	–	–	–	–	*	–	–	
Other	1	2	2	1	1	1	1	1	1	2	4	1	1	1	1	1	2	1	1	–	2	4	4	5	3	5	3	4	4	4	6	9	4	2	6	4	1	2	1				
None	24	27	25	30	30	30	12	14	12	17	20	17	5	2	4	6	9	5	8	9	8	4	5	4	5	5	5	6	6	6	5	9	4	30	33	29	20	21	19				
dk/na	66	64	64	59	56	58	76	70	72	69	59	70	70	62	68	75	56	77	73	70	69	71	64	70	78	67	77	79	65	79	73	59	75	51	33	50	61	53	61				

* Less than one percent

Q.39

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

4.0 HEALTH WARNING MESSAGES

A. Recall and Reads per Day

An overwhelming number of youth (90%) say they have seen health warning messages on cigarette packages. Youth smokers (100%) express unanimous recall.

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

Older youth aged 15 to 18 are slightly more likely to recall seeing the health warning messages (93%).

Two-thirds of youth (66%) say they have seen, read or heard about the health warning messages that are now on cigarette packages in Canada, and another nine percent say they may have. Two in ten (22%) say they have not.

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

The number of youth who say they have seen, read or heard about health warning messages is essentially unchanged from the December 2006 survey, and is a total of 38 points higher than that found in December 2000.

Older youth aged 17 to 18 (76%) and youth smokers are more likely to be aware of these health warning messages.

Recall of Health Warning Messages on Cigarette Packages

	DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002			DEC 2002			JULY-AUG 2003			DEC 2003			NOV-DEC 2004			JULY-AUG 2005			FEB-MAR 2006			DEC 2006			DEC 2007		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS						
Yes	91	98	96	93	100	97	93	99	96	94	99	98	93	98	97	95	98	98	93	100	97	92	99	98	94	99	99	93	99	98	93	98	98	90	96	95	90	100	95
No	9	2	4	7	-	3	6	1	4	5	1	2	7	2	3	5	2	2	7	-	3	7	1	2	6	1	1	7	1	2	6	2	2	10	4	5	10	-	5

Q.17

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

Awareness of Current Health Warning Messages on Cigarette Packages

	DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002			DEC 2002			JULY-AUG 2003			DEC 2003			NOV-DEC 2004			JULY-AUG 2005			FEB-MAR 2006			DEC 2006			DEC 2007		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS			
Yes	28	47	28	70	83	77	62	79	67	58	75	61	57	68	64	74	86	78	70	82	74	70	90	78	69	81	74	70	84	74	67	80	75	67	80	70	66	82	72
Maybe	3	1	2	4	3	2	4	2	5	7	6	7	4	1	4	4	2	6	5	5	3	6	2	5	5	1	4	7	3	7	5	1	2	6	7	5	9	3	9
No	69	52	70	26	15	21	33	19	28	33	18	31	38	30	31	20	11	15	23	13	21	23	8	17	24	16	21	22	11	19	26	19	21	25	13	24	22	13	16

Q.18

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

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

Note: Slightly different question wording as of December 2002

Eight in ten youth (78%) say they have seen these health warning messages on cigarette packages themselves. Two in ten (21%) have not.

The number of youth who say they have seen any of these health warning messages on cigarette packages themselves is similar to that found in December 2006, but is a total of 12 points higher than that found in March-April 2001.

Older youth, particularly those aged 17 to 18 (85%), youth smokers and potential youth smokers are more likely to say they have seen the health warning messages on cigarette packages themselves.

Among youth smokers, nine in ten (91%) say they have seen these health warning messages on their main brand of cigarettes. Seven percent have not.

The current survey finds no significant change from December 2006 in the number of youth smokers who say they have seen these health warning messages on their main brand of cigarettes; this proportion is 17 points higher than that found in March-April 2001.

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

	MAR-APR 2001	JULY 2001	NOV-DEC 2001	JULY 2002	DEC 2002	JULY-AUG 2003	DEC 2003	NOV-DEC 2004	JULY-AUG 2005	FEB-MAR 2006	DEC 2006	DEC 2007
Yes	74	78	85	80	91	92	90	86	86	90	84	91
No	23	21	14	16	8	4	8	13	14	9	15	7
dk/na	3	1	2	5	1	4	2	2	—	1	1	2

Q.20

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

Subsample: Smokers

Note: Slightly different question wording as of December 2002

Have Seen Current Health Warning Messages on Cigarette Packages

	MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002			DEC 2002			JULY-AUG 2003			DEC 2003			NOV-DEC 2004			JULY-AUG 2005			FEB-MAR 2006			DEC 2006			DEC 2007		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS			
Yes	66	93	75	67	87	74	64	86	70	67	75	73	83	95	89	81	91	86	80	94	87	83	91	90	79	95	85	81	97	88	75	89	84	78	95	88
No	33	7	24	32	13	24	34	13	29	32	22	25	15	4	10	17	9	13	19	6	12	16	8	9	20	5	13	18	2	12	24	11	15	21	4	11
dk/na	1	—	1	2	1	2	2	1	1	2	3	2	1	1	1	1	—	1	1	—	1	1	1	1	—	1	1	1	1	—	1	1	1	1	1	1

* Less than one percent

Q.19

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

Note: Slightly different question wording as of December 2002

Six percent of youth report that they look at or read health warning messages on cigarette packages several times a day and eight percent do this about once a day. Two-thirds (65%) look at or read these health warning messages less frequently, including 35 percent who say they do this less than once a week. Twenty-one percent say they never look at or read these health warning messages.

The results of the current survey are similar to those found in December 2006, but there has been a slight increase in the proportion of youth who say they look at or read the health warning messages less than once a week. There has been a decline since December 2000 in the number who look at or read health warning messages at least once a day; this decline is greater among youth smokers than among youth in general. As well, there has been an increase since December 2000 in the number who look at or read the messages less than once a week.

Among non-smoking youth, potential smokers are more likely to say they look at or read these health warning messages at least once a day. Those who have seen, heard or read about the health warning messages now appearing on cigarette packs (17%), and those who have seen these messages on cigarette packages themselves (17%), are slightly more likely than those who have not seen these messages (9% and 5%, respectively) to say they look at or read these health warning messages *at least once a day*. Youth smokers are more likely than others to say they look at or read these health warning messages at least once a day.

Times Per Day Look at or Read Health Warning Messages on Cigarette Packages

	DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002			DEC 2002			JULY-AUG 2003			DEC 2003			NOV-DEC 2004			JULY-AUG 2005			FEB-MAR 2006			DEC 2006			DEC 2007		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS						
Several times a day	16	40	17	15	26	20	15	34	16	12	23	15	11	29	13	14	35	18	11	24	11	10	21	13	8	21	9	8	24	8	8	18	9	7	26	9	6	23	8
About once a day	14	22	14	14	23	14	15	20	16	14	18	16	15	16	19	14	18	15	15	16	19	12	23	16	13	18	17	12	21	15	11	16	13	9	13	12	8	15	12
Once every two or three days	14	14	15	18	17	18	16	13	19	16	19	20	16	9	18	15	8	19	13	22	16	15	11	21	13	16	18	14	11	14	12	14	12	13	17	19	11	13	12
About once a week	17	15	21	18	17	19	19	15	23	23	21	19	21	16	20	18	18	17	21	15	18	23	25	22	20	16	20	20	18	21	21	22	26	19	16	15	19	18	25
Less than once a week	25	5	26	22	11	21	22	9	18	21	11	20	23	18	22	26	12	21	26	15	27	25	13	22	29	17	24	32	19	30	31	11	31	31	13	30	35	20	34
Never	13	3	7	13	6	8	13	9	8	13	8	10	13	12	8	13	10	10	14	7	10	14	7	7	17	13	12	14	8	10	16	17	9	22	16	16	21	10	9
dk/na	*	-	-	*	-	*	*	1	-	*	-	*	1	-	1	-	-	-	*	1	*	*	-	-	*	-	*	*	-	*	1	1	*	*	-	-	*	-	-

* Less than one percent

Q.21a

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

When asked, top-of-mind, what the health warning messages now appearing on cigarette packages in Canada look like (without looking at a cigarette package), the largest proportions of Canadian youth say they have pictures (46%), or more information than before or more information about the health effects of smoking (32%). Smaller proportions mention mouth/teeth pictures/diseases (7%), tougher, stronger messages (6%) and lung cancer/diseases (5%). Forty-five percent mention some other aspect and 14 percent offer no opinion.

It should be noted that in previous surveys, respondents were asked about “new health warning messages” in this and other questions dealing directly with the awareness, content or effect

on behaviour of these messages. In surveys conducted since the December 2002 survey, this wording was altered to refer to “health warning messages that are now on cigarette packages in Canada” in all of these questions, in order to clarify the meaning of the question.

The results of the current survey suggest a slight increase from December 2006 in the number of youth who mention information about the health effects of smoking, and a slight decrease in the number who mention pictures. Comparison with the March-April 2001 survey shows that the number of youth mentioning pictures in general is down seven points and the number mentioning more information about health effects is up five points since the baseline survey.

Boys (49%), older youth (55%), youth smokers, those who have seen, heard or read about the health warning messages now on cigarette packages (48%), and those who have seen these messages on cigarette packages themselves (51%), are more likely than others to mention pictures. Those who have seen, heard or read about the messages (34%), and those who have seen them on cigarette packages themselves (36%), are also more likely to mention more information about health effects.

Appearance of Current Health Warning Messages on Cigarette Packages

	MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002			DEC 2002			JULY-AUG 2003			DEC 2003			NOV-DEC 2004			JULY-AUG 2005			FEB-MAR 2006			DEC 2006			DEC 2007			
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS				
Pictures (general)	53	68	58	55	64	62	46	61	48	38	38	42	41	52	42	39	49	44	34	41	35	35	38	43	40	48	49	29	29	35	50	57	54	46	58	49	
More info./specific info about health effects of smoking	27	27	30	31	41	29	29	35	34	24	24	26	36	32	37	32	34	35	23	25	24	24	32	24	35	36	42	27	33	28	28	36	23	32	35	33	
Mouth/teeth (pictures/disease)	1	2	1	*	1	*	5	6	4	6	8	8	10	9	11	6	3	6	9	11	8	8	7	8	9	6	8	10	9	11	3	-	4	7	6	6	
Tougher, stronger messages	5	7	5	4	4	5	5	9	7	4	3	6	5	5	8	4	7	6	3	4	4	4	5	5	3	3	3	2	3	3	5	9	6	6	10	6	
Lung cancer/diseases	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	1	*	14	9	12	10	4	8	8	5	10	8	4	9	3	1	4	5	5	6	
Info. about how to quit	3	5	2	2	5	3	3	6	2	4	7	3	3	6	4	3	3	4	5	3	7	2	4	2	3	6	3	2	7	2	3	6	5	4	14	3	
Children/babies/kids	*	-	1	*	1	*	3	3	4	4	5	6	7	9	6	4	5	4	7	6	9	5	7	6	6	10	5	7	3	8	1	1	1	4	6	6	
Colour/coloured	6	2	7	2	3	3	3	2	3	2	3	1	3	1	2	2	3	4	4	3	6	3	4	1	3	4	5	2	-	2	3	6	3	3	5	1	
Pictures of pregnant women/pregnancy	*	-	-	*	1	*	3	2	4	4	-	6	6	4	8	5	5	4	7	8	7	6	3	6	4	3	6	4	7	5	2	-	5	3	1	4	
Warnings/symbols in general	2	1	2	2	1	2	3	5	3	6	7	7	6	3	6	6	4	4	5	4	4	4	3	5	3	4	4	6	3	6	3	2	3	3	1	2	
Pictures of lungs	*	1	*	1	2	1	6	2	6	7	6	8	16	12	16	12	12	7	5	2	3	6	4	6	5	4	4	10	6	12	2	2	1	3	-	3	
Graphics are gross/disgusting/horrible	2	5	3	4	7	4	5	9	7	5	6	7	10	11	13	8	9	7	8	10	9	5	7	8	6	6	7	3	8	2	1	-	2	2	3	5	
Info. on back of the slide portion	1	2	1	2	4	2	2	2	1	*	1	*	1	2	1	1	-	2	1	3	-	1	1	*	1	1	1	*	1	*	2	3	3	2	3	2	
Writing/text in general	3	3	3	1	4	2	4	2	3	4	2	4	4	5	5	4	4	4	6	7	8	5	6	6	2	4	1	3	-	3	1	1	1	2	3	2	
Dangerous/bad for health	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	2	1	7	8	6	2	4	2	1	-	1	2	2	3	2	1	1	2	2	4	
Covers more of the package/50% of the package	3	7	2	3	4	-	3	7	4	3	7	3	3	2	4	2	1	3	1	1	*	2	3	2	2	5	2	*	*	1	2	7	1	1	3	2	
Black and white (text/background)	1	-	1	1	-	2	4	3	5	2	5	1	4	3	3	1	-	2	3	-	3	1	2	1	2	2	1	2	2	1	2	1	-	-	1	3	2
Disease	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	2	1	3	4	4	3	1	3	3	3	4	4	4	4	4	2	-	3	1	2	1
More chemicals/ingredients listed	1	2	*	1	1	1	1	1	1	1	1	*	1	-	1	1	-	1	1	1	1	1	-	1	*	1	1	1	-	2	1	1	3	1	2	1	
Large lettering/font/bold/block print	1	2	1	1	1	1	1	1	2	1	1	1	1	1	1	2	2	3	1	1	1	2	2	2	2	1	3	1	4	1	*	-	-	1	2	1	
Person with breathing machine	*	1	*	-	-	-	*	1	-	1	1	1	1	3	-	1	2	1	*	-	1	*	-	*	1	-	*	2	-	*	1	-	1	2	1		

* Less than one percent

Continued ...

Q.22

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

Note: Slightly different question wording as of December 2002

Appearance of Current Health Warning Messages on Cigarette Packages

Continued

	MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002			DEC 2002			JULY-AUG 2003			DEC 2003			NOV-DEC 2004			JULY-AUG 2005			FEB-MAR 2006			DEC 2006			DEC 2007					
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS						
Death	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	3	1	2	1	3	2	1	1	1	2	1	2	3	3	1	3	*	1	1	*			
Heart/heart disease	-	-	-	*	-	*	2	3	2	2	4	1	4	4	4	2	1	1	4	5	4	4	10	4	5	6	5	4	4	3	1	1	1	1	1	1			
Stop smoking	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	4	*	1	3	2	1	-	*	1	1	1	*	3	-	1	1	1			
Box/rectangle	2	1	1	1	-	-	3	4	3	1	2	*	2	1	1	3	3	3	2	1	4	-	-	-	1	-	1	1	-	1	1	-	1	1	-	1			
Impotence/drooped cigarette	*	-	*	-	-	-	3	4	4	1	2	2	3	4	4	3	8	4	2	7	1	3	8	4	3	8	4	2	7	2	1	2	-	1	-	5			
Pictures of smoking in front of kids	-	-	-	-	-	-	1	1	1	1	1	2	3	6	3	1	1	1	2	3	2	1	-	1	1	3	1	2	2	3	2	4	1	1	-	2			
Body parts/organs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	1	*	1	-	1	1	1	-	2	1	2	*	-	-	1	-	2			
Cancer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	1	1	1	1	1	2	2	2	1	1	*	1	-	2	1	-	1			
Woman/man/people	-	-	-	*	-	-	-	-	-	1	1	1	1	2	1	*	1	-	*	-	*	*	1	-	2	2	1	2	1	1	2	1	1	*	-	-	1	-	1
Graphs/statistics	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	1	1	*	1	1			
Don't start smoking	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	1	1	-	2	*	-	1	*	1	*	1	-	2	1	-	1	*	-	1			
Brain damage	-	-	-	*	1	1	2	3	1	2	4	1	2	2	2	1	2	2	3	4	3	2	1	1	2	2	1	2	5	1	*	-	-	*	-	1			
Surgeon General's warnings	*	-	*	-	-	-	*	1	1	2	2	1	1	1	1	*	1	*	1	1	1	1	-	1	1	-	1	1	-	1	*	-	*	*	-	1			
Front portion of the pack	-	-	-	*	-	-	*	1	-	*	-	-	*	-	-	1	1	1	-	-	-	*	-	1	-	-	-	*	1	-	-	-	-	*	-	1			
Advertising	*	-	1	-	-	-	-	-	-	*	-	-	*	-	*	*	-	*	*	-	*	*	-	*	*	-	*	*	-	-	-	-	-	*	-	*			
Small writing/not too clear/could be bigger	*	-	*	*	-	-	-	-	1	*	1	*	1	-	1	2	2	2	1	-	1	1	-	*	1	-	1	1	1	*	1	1	*	*	-	-			
Location on cigarette pack	*	-	1	-	-	-	-	-	-	-	-	-	3	5	4	1	-	1	2	3	3	1	-	2	1	1	1	1	6	1	*	-	*	-	-	-			
Cigarettes in ashtray	-	-	-	-	-	-	1	1	1	1	2	1	1	1	1	*	-	1	1	2	1	-	-	-	*	1	-	*	1	*	-	-	-	-	-	-			
It's ridiculous/joke/stupid	-	-	-	1	3	*	-	-	-	*	1	-	1	2	1	*	-	*	*	1	*	*	1	-	*	1	*	-	-	-	-	-	-	-	-	-			
Coloured font	-	-	-	-	-	-	-	-	-	1	2	1	1	-	1	2	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
Other	2	1	3	1	1	2	4	5	4	2	3	1	3	3	3	7	5	8	10	13	11	14	12	10	9	8	8	9	12	10	3	4	5	2	4	2			
None/nothing	*	-	*	1	2	1	*	-	-	1	1	2	*	1	-	1	1	1	*	-	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
dk/na	26	11	18	24	7	16	26	8	18	27	14	18	11	3	9	14	8	11	12	7	7	12	5	5	12	5	5	14	8	6	14	3	8	16	4	11	14	3	7

* Less than one percent

Q.22

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

Note: Slightly different question wording as of December 2002

When asked, top-of-mind, what specific health warning messages they can remember seeing on cigarette packages in Canada (without looking at a cigarette package), the largest proportion of youth recall the messages mentioning lung cancer (24%). Other recalled messages include harmful during pregnancies, harmful to fetus or low birth rate (10%), harmful to others/children (10%), cancer in general (8%), lung disease (8%), second-hand smoke is harmful/dangerous (7%), mouth or gum disease (7%), impotence (6%), yellow fingers, gums or teeth (5%), and heart disease (5%). Forty-two percent mention some other health warning message. A total of one-third say none (27%) or offer no opinion (7%).

The current results are similar to those found in December 2006. Comparison with the March-April 2001 survey suggests increases in the numbers who mention causes lung cancer and second-hand smoke is harmful/dangerous, and declines in the numbers who mention impotence, harmful to others/children, harmful during pregnancies, harmful to fetus or low birth rate, and death/premature death.

Older youth are more likely to mention lung cancer (30%) and the message regarding impotence (14%), as are youth smokers.

Those who have seen, read or heard about the health warning messages now on cigarette packages (25%), and those who have seen these messages on cigarette packages themselves (27%), are more likely than those who have not seen, read or heard about the messages (18%) or than those who have not seen the messages on the cigarette packages themselves (14%) to mention the message causes lung cancer.

Recall of Specific Health Warning Messages on Cigarette Packages

	MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002			DEC 2002			JULY-AUG 2003			DEC 2003			NOV-DEC 2004			JULY-AUG 2005			FEB-MAR 2006			DEC 2006			DEC 2007			
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS				
Causes lung cancer	17	20	21	19	22	23	21	21	20	19	18	19	29	22	29	23	20	25	28	31	27	24	20	28	26	19	27	24	23	26	21	22	16	24	29	26	
Harmful to others/to children	15	27	15	16	26	16	19	32	22	13	27	15	18	28	20	9	15	10	11	14	16	6	6	8	11	15	15	10	17	10	9	20	12	10	13	15	
Harmful during pregnancies/harmful to fetus/low birth rate	16	15	18	19	20	23	16	14	20	19	17	24	13	13	17	15	9	18	12	9	15	11	5	11	11	6	14	11	10	13	9	13	10	10	9	11	
Lung disease	7	10	9	7	7	8	5	6	6	8	10	8	8	9	6	8	4	9	8	7	9	6	3	8	8	8	8	8	8	6	3	8	7	8	8	8	9
Cancer – in general	10	7	10	10	6	11	8	8	9	9	5	11	8	4	10	7	5	11	9	5	12	9	4	11	8	8	8	10	2	11	9	3	10	8	4	7	
Second-hand smoke is harmful/dangerous	*	1	1	*	1	–	4	5	6	5	5	5	8	9	10	8	13	11	9	7	9	5	2	5	9	12	12	6	6	6	7	12	7	7	9	8	
Mouth/gum disease	4	11	4	5	8	4	6	7	6	7	8	10	8	10	9	7	10	8	7	13	9	6	7	10	7	9	6	7	8	5	6	4	7	7	8	6	
Impotence	14	29	15	12	22	15	16	32	20	14	30	16	14	26	19	12	25	18	13	35	16	10	23	13	11	17	17	8	29	10	5	18	4	6	17	10	
Heart disease	8	11	7	8	10	8	7	10	6	7	9	6	9	9	9	7	12	6	8	10	7	7	10	8	9	13	12	7	9	4	7	6	7	5	11	5	
Yellow teeth/gums/fingers	1	3	1	3	2	3	3	2	3	3	7	3	4	7	5	3	4	4	3	3	2	3	4	3	5	9	5	4	3	6	5	6	5	5	7	7	
Death/premature death	14	18	14	12	16	14	13	16	18	9	12	8	9	11	5	3	2	6	6	5	6	6	7	6	6	8	5	5	10	4	5	6	5	4	6	4	
Mouth cancer	2	2	3	2	3	1	2	1	2	2	3	3	4	5	4	2	5	2	3	3	2	2	3	3	4	8	6	2	1	4	3	6	3	4	2	5	
Dangerous/bad for health	3	1	4	2	2	2	2	1	2	3	1	2	2	1	2	3	2	3	4	3	3	2	–	1	1	1	3	3	2	2	3	1	3	4	2	4	
Warnings/health warnings/stop smoking	1	1	1	1	1	1	2	3	1	3	6	3	2	1	1	4	5	3	1	–	2	*	–	–	1	1	1	2	2	2	1	–	1	4	2	4	
Kids imitating parents	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	2	9	2	4	8	3	5	6	5	4	9	4	4	5	5	4	11	7	3	11	5	
Brain damage/disease	2	5	2	2	2	4	1	2	1	2	–	2	3	5	3	2	1	3	2	2	1	2	2	3	2	3	2	2	3	3	2	5	3	3	7	3	

* Less than one percent

Continued ...

Q.23

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

Note: Slightly different question wording as of December 2002

Recall of Specific Health Warning Messages on Cigarette Packages

Continued

	MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002			DEC 2002			JULY-AUG 2003			DEC 2003			NOV-DEC 2004			JULY-AUG 2005			FEB-MAR 2006			DEC 2006			DEC 2007			
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS				
Premature birth/preterm birth	3	5	5	3	2	4	3	4	3	3	1	4	6	8	6	5	4	5	3	2	3	3	5	3	3	7	4	4	2	7	1	-	*	3	7	3	
Respiratory/breathing problems	*	1	-	1	4	1	2	4	1	2	4	2	4	4	4	2	2	3	2	2	3	1	3	1	2	4	2	2	3	1	2	1	-	2	4	4	
Pregnant woman	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	3	5	
Stroke	3	5	3	1	2	1	3	6	1	2	7	1	2	2	1	2	3	1	2	5	2	2	7	1	2	12	2	1	-	2	4	2	2	2	3	2	
Birth defects	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	3	1	*	-	*	2	-	*	2	3	3	1	-	*	1	-	*	2	3	1	
Throat problems/disease	1	-	1	-	-	-	*	-	-	*	-	*	1	1	1	1	1	2	*	1	*	1	1	1	*	1	*	1	1	2	1	2	2	2	2	2	
Disease – in general	1	*	1	1	2	1	1	1	1	2	-	1	2	1	2	3	-	3	-	3	-	2	-	1	3	1	2	3	1	2	3	-	4	2	-	1	
Emphysema	*	-	1	1	1	1	1	3	1	1	3	1	1	1	3	1	4	1	*	1	*	1	1	1	1	-	2	1	3	-	*	-	-	1	4	1	
Addiction	3	4	3	1	2	2	1	4	*	1	2	1	1	3	1	1	-	*	1	4	*	*	1	-	1	2	1	*	2	-	1	-	1	2	1	1	
Harmful/toxic ingredients	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	1	1	2
Graphics of cigarette package	1	2	1	*	1	1	-	-	-	*	1	1	*	-	1	1	1	1	-	-	-	-	-	-	*	1	-	-	-	-	-	1	-	1	1	-	1
Cancer – other	*	-	*	1	2	1	3	3	3	1	2	2	1	1	1	3	3	2	2	4	3	2	2	3	2	2	1	1	2	3	2	1	2	*	*	1	-
Statistics/charts	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	*	2	6	3	1	2	1	1	5	2	2	5	2	2	4	2	2	-	*	
Don't start/how to quit	-	-	-	*	1	*	-	-	-	*	-	-	1	2	1	*	1	-	2	2	2	*	-	1	1	-	1	-	1	6	1	1	1	1	1	1	-
Must be 18/19 to smoke	*	-	-	1	-	*	*	-	*	-	-	-	-	-	-	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	-
Infertility	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	1	*	*	-	*	-	
Other	2	3	3	1	1	1	2	3	2	2	3	1	1	2	1	5	8	7	4	8	4	8	14	7	4	7	5	5	3	4	1	-	-	1	3	3	
None	25	8	23	17	11	13	18	12	14	18	12	14	16	11	13	25	18	18	19	13	14	25	30	20	20	13	18	22	18	19	31	24	29	27	10	19	
dk/na	8	3	5	13	3	9	12	5	11	16	10	15	9	3	6	6	3	4	8	2	5	11	7	7	9	2	5	10	2	9	5	2	5	7	5	8	

* Less than one percent

Q.23

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

Note: Slightly different question wording as of December 2002

When asked, top-of-mind, what pictures, images or graphics they can remember seeing on the health warning messages now on cigarette packages in Canada (without looking at a cigarette package), the largest proportion of youth recall lungs or diseased lungs (38%). Other recalled images include bad, rotten or big teeth (23%), pregnant women/with cigarettes (17%), children, kids or babies (15%), mouth or diseased mouth (11%), heart or diseased heart (9%), gums or diseased gums (6%), brain or diseased brain (6%), and pictures of kids watching (5%). Forty-two percent recall other images or graphics, and 13 percent say none.

The results of the current survey suggest that, since December 2006, there have been increases in the proportions of youth who recall the messages lungs or diseased lungs, bad, rotten or big teeth, and children/kids/babies; there has been a decline of six points in the number who say they cannot recall any pictures or messages (“none”). Since March-April 2001, there have been increases in the numbers of youth recalling messages such as pregnant women/with cigarettes, pictures of kids watching, mouth/diseased mouth, lungs/diseased lungs, and bad, rotten or big teeth, and decreases in the numbers who mention children/kids/babies, brain/diseased brain and limp/broken/burning cigarettes. As well, there has been a decline of 10 points in the number who say they cannot recall any pictures or image (“none”).

Girls are more likely than boys to recall pregnant women/with cigarettes (20% vs. 15%); boys are more likely to mention brain/diseased brain (8% vs. 4%) and gums/diseased gums (8% vs. 4%). Older youth are more likely to recall pregnant women/with cigarettes (22%), gums/diseased gums (10%) and cigarette/curved cigarette (7%).

Those who have seen, read or heard about the health warning messages now on cigarette packages, and those who have seen these messages on cigarette packages themselves, are more likely than those who have not to recall lungs or diseased lungs (39% and 42%, respectively), and children/kids/babies (17% and 18%, respectively). Those who have seen these messages on cigarette packages themselves are also more likely to mention pregnant women/with cigarettes (21%) and mouth/diseased mouth (13%). Potential smokers are more likely to mention pregnant women/with cigarettes. Youth smokers are more likely than youth non-smokers (5%) to mention brain or diseased brain.

Recall of Specific Pictures, Images or Graphics on Cigarette Packages

	MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002			DEC 2002			JULY-AUG 2003			DEC 2003			NOV-DEC 2004			JULY-AUG 2005			FEB-MAR 2006			DEC 2006			DEC 2007				
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS					
Lungs/diseased lungs	27	40	31	32	29	39	28	24	31	30	21	31	36	29	37	37	42	36	38	30	39	38	33	41	34	18	38	36	25	46	32	21	37	38	36	37		
Bad/rotten/big teeth	16	30	17	21	28	23	19	28	21	21	22	26	20	24	24	20	25	23	22	27	21	21	24	27	23	28	28	23	23	27	19	21	20	23	26	27		
Pregnant women/with cigarettes	9	14	9	13	16	15	17	21	21	22	26	27	18	21	21	19	21	20	20	32	22	19	24	22	19	29	24	20	24	24	16	21	16	17	25	28		
Children/kids/babies	19	31	21	18	26	22	10	21	12	13	15	15	12	16	14	11	17	14	15	18	18	11	14	13	15	23	20	14	19	15	9	13	9	15	21	16		
Mouth/diseased mouth	6	6	9	6	8	5	10	15	12	12	14	11	12	12	16	9	11	10	14	17	15	9	10	13	11	15	14	13	17	17	10	7	12	11	11	12		
Heart/diseased heart	11	20	11	13	19	14	12	25	10	12	21	12	14	14	11	11	16	10	12	17	10	14	22	11	12	10	16	12	18	9	10	4	12	9	11	9		
Brain/diseased brain	11	22	13	8	17	8	8	15	8	8	17	7	7	11	7	8	16	9	7	10	8	7	9	7	6	14	8	6	10	9	4	8	3	6	19	6		
Gums/diseased gums	5	5	6	5	5	6	6	8	6	6	2	6	6	10	6	6	3	6	5	5	6	6	6	6	5	3	6	7	4	8	6	8	7	6	6	8		
Pictures of kids watching	-	-	-	-	-	-	5	5	6	1	2	*	3	5	3	4	9	3	2	3	3	1	1	-	5	8	6	4	1	4	5	8	9	5	10	8		
Lung cancer	3	3	4	3	5	1	3	1	3	3	3	5	5	7	5	5	8	5	4	1	6	5	4	5	5	4	5	6	5	5	5	7	4	4	5	7		
Parents/mom/dad smoking	5	7	5	5	8	4	3	2	4	5	8	5	8	11	7	5	10	6	5	5	6	2	3	2	5	5	5	5	6	6	6	5	6	6	4	5	5	
Deteriorating/diseased body parts	1	-	1	1	1	1	1	-	2	2	1	2	4	2	4	2	-	3	1	-	1	1	-	2	2	3	1	1	-	1	1	1	2	1	1	4	3	2
Lung pictures	-	-	-	-	-	-	3	1	4	3	1	2	2	1	2	3	2	3	3	1	3	3	2	2	3	2	3	4	2	4	3	1	3	4	1	4		
Cigarette/curved cigarette	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7	10	11	5	9	5	4	9	5	5	9	4	2	8	3	3	6	6		
Throat/throat diseases	1	2	2	2	2	2	2	1	3	1	2	2	2	3	1	2	2	3	2	1	3	2	-	2	3	2	3	2	-	2	-	2	-	3	3	1		
Cigarette smoke/smoke (general)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	7	1	1	-	-	2	3	1		
Cancer/tumour in general	*	-	*	*	-	*	1	*	2	1	3	*	1	-	1	*	2	1	1	-	1	1	1	1	*	-	1	1	1	*	1	2	1	2	1	2		
Warnings/symbols	2	1	1	1	-	-	2	1	1	1	-	1	2	-	1	1	1	*	1	-	*	1	-	1	2	-	*	2	1	1	3	-	2	2	-	2		
Impotence	3	3	4	8	17	9	2	5	3	*	-	*	3	4	4	3	5	5	3	6	5	2	4	4	2	3	3	1	2	2	1	3	*	1	8	2		

* Less than one percent

Continued ...

Q.24

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

Note: Slightly different question wording in December 2002

Recall of Specific Pictures, Images or Graphics on Cigarette Packages

Continued

	MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002			DEC 2002			JULY-AUG 2003			DEC 2003			NOV-DEC 2004			JULY-AUG 2005			FEB-MAR 2006			DEC 2006			DEC 2007							
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS								
Respirators/people on breathing machines	2	9	1	2	10	2	2	10	2	3	8	2	2	8	2	2	7	3	2	10	1	*	-	1	1	2	1	2	2	1	2	1	2	8	2	1	5	1			
Dirty/full ashtray	4	5	5	3	5	4	3	4	3	2	7	1	3	8	4	2	4	3	2	4	1	1	3	2	1	5	1	2	7	1	2	7	1	1	1	2	1	5	1		
Patients in bed/hospital bed	*	1	-	2	5	2	1	6	1	1	1	1	1	1	*	1	4	2	1	2	1	1	2	2	1	1	2	2	3	2	2	3	2	*	1	*	1	4	2		
Limp/broken/burning cigarettes	14	19	16	6	13	5	11	15	11	11	18	15	10	12	14	7	12	11	4	8	5	3	3	5	4	10	5	3	3	3	3	3	2	4	3	1	3	3			
Mouth cancer	1	2	2	1	1	1	2	1	4	2	2	1	2	1	4	1	-	2	2	4	1	1	2	2	2	1	3	2	1	3	2	2	1	2	2	4	4	1	2	1	
Colours/shades of package/writing	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	3	2	-	-	-	*	-	-	*	-	1	1	1	1	1	1	1	2	-	1	2	-	1	2	*
People sick/coughing/choking	1	1	1	1	1	1	2	2	2	1	1	2	1	2	1	1	1	3	1	1	*	1	-	*	2	3	2	1	-	1	-	1	-	1	-	1	1	2			
Adult/woman/man (gen)	2	2	1	*	-	*	1	1	1	1	4	1	2	-	1	1	-	1	*	-	1	2	2	1	4	3	3	1	1	*	1	1	-	1	1	-	1	1	1		
Second-hand smoke	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Baby/premature baby	*	1	*	-	-	-	6	11	6	5	6	6	4	6	6	2	4	2	1	2	2	3	6	3	3	5	2	3	-	4	5	8	7	1	-	-	-	-			
Graphics of cigarette package	2	-	2	1	-	2	*	-	-	1	1	1	3	5	4	1	-	1	*	-	-	-	-	-	*	-	-	*	-	-	1	-	*	1	-	-	-	-			
Skull and cross bones	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Bar charts/graphs/statistics	1	1	2	2	2	2	1	1	2	1	2	2	2	3	2	1	3	3	2	7	*	2	3	3	1	2	1	1	3	1	1	3	1	1	3	1	*	2	*		
Arteries/clogged arteries/clot	1	1	2	*	-	*	1	1	1	1	1	*	1	-	1	1	1	2	1	2	1	1	2	*	*	-	1	*	-	1	-	1	-	1	-	1	-	*	1	-	
Other cancer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	2	1	*	-	1	1	2	1	1	1	2	1	-	1	-	1	-	-	-	-	-	*	-	*	
Fetus/embryo	*	-	*	1	1	*	1	1	*	-	-	-	1	-	1	1	1	1	1	-	1	-	1	-	2	1	-	1	-	1	-	1	-	1	-	1	-	1	-	2	
Stroke	1	1	1	1	1	1	1	2	1	1	2	1	*	-	-	1	1	*	*	2	*	*	-	*	1	*	*	2	*	1	2	-	1	2	-	*	-	1			
Other	3	2	3	3	3	3	2	1	1	2	-	*	3	1	2	4	3	5	10	5	12	13	12	10	7	11	7	6	7	5	1	1	2	1	3	*					
None/nothing	23	5	16	15	5	15	14	4	10	12	2	2	11	5	10	15	6	10	11	4	7	13	12	8	11	11	7	10	7	6	19	13	14	13	6	8					
dk/na	5	2	3	8	1	8	8	1	6	9	7	9	4	1	2	3	-	2	4	-	7	5	4	2	5	2	2	4	2	3	4	10	3	3	-	1					

* Less than one percent

Q.24

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

Note: Slightly different question wording as of December 2002

B. Impact of Current Messages

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

Among youth smokers, four in ten (42%) say that the health warning messages now on cigarette packages have been very effective in informing them about the health effects of cigarette smoking. One-quarter or fewer say that these messages have been very effective in increasing their desire to quit smoking (25%), getting them to smoke less around others than they used to

(19%), getting them to try to quit smoking (15%) and getting them to smoke less (15%).

Combining the numbers who say very and somewhat effective, 81 percent of youth smokers say the messages now on cigarette packages have been effective overall in informing them about the health effects of cigarette smoking; smaller proportions say they have been effective in increasing their desire to quit smoking (51%), getting them to try to quit smoking (49%), getting them to smoke less (45%) and getting them to smoke less around others than they used to (44%).

The current survey suggests that there have been declines from December 2006 in the number of youth smokers who say the current health warning messages have been very effective in most of these dimensions – the only exception being increasing their desire to quit smoking, which is essentially unchanged. Compared to March-April 2001, there have been no significant changes in the numbers who say the labels have been very effective. These results should be interpreted with caution due to the small sample size of youth smokers.

Impact of Current Messages Smokers

	MAR-APR 2001	JULY 2001	NOV-DEC 2001	JULY 2002	DEC 2002	JULY-AUG 2003	DEC 2003	NOV-DEC 2004	JULY-AUG 2005	FEB-MAR 2006	DEC 2006	DEC 2007
Informing you about the health effects of cigarette smoking												
Very effective	39	45	51	48	49	47	50	48	49	42	46	42
Somewhat effective	35	34	33	35	36	39	39	30	36	45	40	39
Not very effective	11	8	8	9	10	7	7	8	8	5	12	10
Not at all effective	14	9	7	8	5	5	4	11	7	8	2	7
dk/na	1	3	1	1	1	1	–	3	–	–	–	2
Increasing your desire to quit smoking												
Very effective	27	21	24	19	33	25	20	19	25	28	24	25
Somewhat effective	29	34	34	35	38	36	39	36	37	32	42	26
Not very effective	19	17	21	16	12	19	24	19	14	15	17	23
Not at all effective	24	25	20	29	16	20	16	24	23	25	16	26
dk/na	1	2	*	1	1	1	1	1	–	1	–	–
Getting you to smoke less around others than you used to												
Very effective	17	22	21	15	27	19	21	23	36	27	28	19
Somewhat effective	27	30	29	31	31	38	32	25	30	28	28	25
Not very effective	19	25	15	18	17	23	24	19	16	19	22	25
Not at all effective	36	23	34	35	24	19	23	32	18	26	22	30
dk/na	1	1	1	1	1	2	–	–	–	–	–	1

* Less than one percent

Continued ...

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

Subsample: Smokers

Note: Slightly different question wording as of December 2002

Impact of Current Messages

Smokers *Continued*

	MAR-APR 2001	JULY 2001	Nov-DEC 2001	JULY 2002	DEC 2002	JULY-AUG 2003	DEC 2003	Nov-DEC 2004	JULY-AUG 2005	FEB-MAR 2006	DEC 2006	DEC 2007
Getting you to try to quit smoking												
Very effective	17	16	28	18	29	22	19	17	18	14	27	15
Somewhat effective	33	35	27	26	35	36	36	29	39	37	43	34
Not very effective	18	23	19	21	17	17	26	23	22	23	13	21
Not at all effective	31	25	26	35	18	23	19	29	21	26	17	28
dk/na	1	1	*	1	—	2	—	1	—	—	—	2
Getting you to smoke less												
Very effective	19	17	20	17	24	19	11	23	18	16	23	15
Somewhat effective	28	32	30	32	36	37	43	21	32	25	30	30
Not very effective	25	26	21	16	16	22	22	31	22	22	26	21
Not at all effective	28	26	28	34	24	22	24	24	28	37	21	33
dk/na	1	*	*	—	—	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 as of December 2002

c. Assessment of Current Messages

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

Two-thirds of youth (66%) strongly agree that the health warning messages now on cigarette packages provide them with important information about the health effects of smoking cigarettes and more than six in ten (63%) strongly agree that these messages are accurate; six in ten (59%) strongly agree that these messages make smoking seem less attractive.

Combining the numbers who strongly and somewhat agree, nine in ten youth agree that the messages provide them with important information about the health effects of smoking cigarettes (92%)

and that the messages are accurate (90%). Eight in ten youth agree that the health warning messages make smoking seem less attractive (82%).

The results of the current survey indicate a slight decline since December 2006 in the number of youth who strongly agree that the health warning messages are accurate. The current results indicate slight declines since March-April 2001 in the proportions who strongly agree that the health warning messages provide important information and are accurate; the results of the third question (dealing with attractiveness) are similar to those found in November-December 2001, when it was first asked.

Boys are more likely than girls to strongly agree on all three dimensions: the messages are accurate (66% vs. 60%); the

messages provide you with important information about the health effects of smoking cigarettes (69% vs. 63%); and the messages make smoking less attractive (62% vs. 56%).

Those who have seen, read or heard about the health warning messages now on cigarette packages, and those who have seen these messages on cigarette packages themselves, are more likely to strongly agree that the messages provide important information (68% and 71%, respectively) and are accurate (67% and 70%, respectively); those who have seen the messages on cigarette packages themselves are also more likely to strongly agree that the messages make smoking less attractive (64%).

Youth smokers are less likely than non-smokers (60%) to strongly agree that the messages make smoking less attractive.

Assessment of Current Messages

	MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002			DEC 2002			JULY-AUG 2003			DEC 2003			NOV-DEC 2004			JULY-AUG 2005			FEB-MAR 2006			DEC 2006			DEC 2007		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS			
The messages provide you with important information about the health effects of smoking cigarettes																																				
Strongly agree	71	67	77	70	70	71	69	69	74	70	59	71	71	66	71	70	74	72	70	64	75	73	74	73	68	63	72	64	63	62	68	66	68	66	65	69
Somewhat agree	21	27	17	22	20	24	25	27	22	22	26	23	23	24	24	23	23	24	23	30	21	22	21	24	25	32	23	29	27	31	24	23	24	26	22	26
Somewhat disagree	3	2	3	2	5	3	2	2	1	3	8	3	2	2	2	3	1	3	3	4	4	3	2	3	3	4	3	4	3	5	4	6	4	4	7	3
Strongly disagree	2	3	1	2	5	1	2	1	2	2	5	2	2	6	2	1	1	1	2	1	1	1	3	–	2	1	1	1	5	1	2	5	2	2	6	2
dk/na	3	1	1	4	1	2	2	1	2	3	3	1	2	2	1	2	–	*	2	1	–	1	1	1	2	–	1	2	2	1	2	–	1	2	–	–
The messages are accurate																																				
Strongly agree	70	72	74	66	58	73	62	58	65	69	59	72	69	68	66	67	63	68	64	56	65	67	66	68	68	73	71	63	65	62	68	65	69	63	60	67
Somewhat agree	21	18	19	23	27	21	29	32	29	22	23	23	24	22	30	26	31	25	29	33	31	26	28	27	27	20	24	29	27	31	26	27	24	27	27	25
Somewhat disagree	2	5	3	5	11	3	3	5	3	3	11	1	4	5	3	4	2	4	4	10	2	3	4	3	3	–	4	4	5	6	3	5	4	4	8	4
Strongly disagree	2	4	1	2	3	1	2	3	1	2	4	1	1	4	*	1	1	1	1	–	1	1	3	1	1	5	1	1	1	*	2	3	1	2	5	2
dk/na	5	1	3	5	1	2	3	2	2	4	2	3	2	1	1	2	3	1	2	2	1	2	–	1	2	1	1	3	1	1	2	–	2	3	–	2
The messages make smoking seem less attractive																																				
Strongly agree	–	–	–	–	–	–	56	50	61	58	45	60	56	45	58	58	52	56	60	47	64	59	48	63	57	49	58	53	52	54	60	58	58	59	47	61
Somewhat agree	–	–	–	–	–	–	23	18	20	23	24	20	24	23	23	24	19	28	23	27	18	22	24	20	24	23	26	27	24	30	22	20	22	23	22	24
Somewhat disagree	–	–	–	–	–	–	10	13	8	9	15	11	9	13	10	9	16	9	10	13	13	10	14	12	10	11	10	12	9	10	7	10	9	9	12	9
Strongly disagree	–	–	–	–	–	–	9	17	8	8	16	7	9	17	9	6	13	6	6	11	4	7	14	5	8	16	6	7	15	6	8	13	10	6	17	5
dk/na	–	–	–	–	–	–	3	1	2	2	*	2	1	1	1	2	–	1	2	2	1	2	1	1	2	1	–	1	–	1	2	–	*	2	2	1

* Less than one percent

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

Note: Slightly different question wording as of December 2002

D. Avoidance of Messages

When asked about specific behaviours in the last month intended to avoid looking at or thinking about the health warning labels, 18 percent of youth smokers say they have done this by transferring cigarettes to another container, 17 percent say they have done this by avoiding buying packs with particular health warning messages on them, 13 percent say that they have done this by keeping the pack out of sight, and 13 percent say they have done this by placing a case or cover over their package.

The current results suggest that there may be declines from December 2006 in the numbers of youth smokers who have avoided looking at or thinking about the health warning labels by transferring cigarettes to another container or by keeping the pack out of sight. Comparison with the findings of the July-August 2003 survey, when the question was first asked, suggest that there may be a marginal decrease in the number of youth who have avoided the health warning messages by keeping the pack out of sight. These results should be interpreted with caution due to the small sample size of youth smokers.

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

	JULY-AUG 2003	DECEMBER 2003	NOV-DEC 2004	JULY-AUG 2005	FEB-MAR 2006	DEC 2006	DEC 2007
By transferring cigarettes to another container	13	16	18	12	13	29	18
By avoiding buying packs with particular health warning messages	12	21	16	14	20	16	17
By keeping pack out of sight	20	21	21	17	16	26	13
By placing a cover or case over package	12	16	18	8	14	17	13

Q.27

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

Subsample: Smokers

A. Recall and Reads per Day of Slide

When asked, top-of-mind, if they can recall or describe anything they saw or read on the back of the slide portion of a cigarette package (without looking at a cigarette package), a total of eight in ten Canadian youth either offer no opinion (29%) or say they have not seen the slide portion (50%). Four percent each mention health warnings in general and tips to stop smoking. Twelve percent mention other items.

The current results are similar to those found in December 2006. Comparison with the results found in December 2002, when this question was first asked, indicates an increase of 15 points in the number of youth who have not seen the slide portion of a cigarette package, and a decrease of 14 points in the number who offer no response.

Older youth (42%) and youth smokers are less likely to say they have not seen the slide portion. Youth smokers are more likely than non-smokers to mention health warnings in general (9% vs. 3%), tips to quit smoking (23% vs. 2%) and the 1 800 number/quit smoking line (8% vs. 1%).

Five percent of youth smokers report that they look at or read the information on the slide several times a day, and four percent do this about once a day. Over one-half (a total of 53%) look at or read the information on the slide less frequently, including 31 percent who say they do this less than once a week. Four in ten (38%) say they never look at or read the information on the slide.

The current results suggest there may be an increase since December 2006 in the number of youth smokers who look at the information on the slide less often than once a week. Comparison with the July-August 2003 results suggests that there have been no significant changes in reads per day since the baseline survey. These results should be interpreted with caution due to the small sample size of youth smokers.

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

	JULY-AUG 2003	DECEMBER 2003	NOV-DEC 2004	JULY-AUG 2005	FEB-MAR 2006	DEC 2006	DEC 2007
Several times a day	2	5	5	4	3	9	5
About once a day	8	6	4	10	*	5	4
Once every two or three days	4	5	9	9	8	4	6
About once a week	15	15	13	14	11	16	16
Less than once a week	33	22	25	36	30	16	31
Never	37	47	42	27	48	51	38
dk/na	–	–	2	1	–	–	–

* Less than one percent

Q.29

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

Subsample: Smokers

Awareness of Message on Back of Slide

	DEC 2002			JULY-AUG 2003			DEC 2003			NOV-DEC 2004			JULY-AUG 2005			FEB-MAR 2006			DEC 2006			DEC 2007		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS
Tips to stop smoking	7	32	4	4	22	3	6	31	6	4	26	3	5	22	5	3	20	2	4	26	4	4	23	3
Health warnings in general	5	11	6	4	8	4	5	11	7	3	8	4	3	7	5	5	16	6	5	16	3	4	9	3
Tar, nicotine, carbon monoxide levels, cigarette ingredients	3	2	5	2	8	3	4	4	6	3	3	4	2	2	2	3	5	4	2	5	3	3	5	5
Lung cancer/disease	2	4	2	2	1	1	2	2	3	1	3	1	1	2	1	1	2	2	2	2	4	2	3	1
1 800 number/quit smoking line	2	6	2	3	12	2	3	10	2	1	5	2	2	10	3	1	12	1	2	10	2	1	8	1
Information in general	1	2	1	*	1	1	1	2	1	1	1	*	1	4	1	1	1	1	2	6	3	1	7	2
Text with yellow highlighting	1	1	1	1	3	1	1	2	2	1	3	1	1	3	1	*	*	1	*	2	*	1	3	1
A calendar	2	4	5	1	3	2	1	3	2	1	3	1	1	6	2	1	2	1	1	3	*	1	2	1
Deaths/statistics/small town analogy	3	5	4	1	4	1	2	2	1	1	2	2	1	1	1	1	4	*	1	1	3	1	2	1
Cancer/diseases in general	1	1	1	1	2	*	1	4	3	1	2	2	1	-	1	1	3	1	1	2	1	1	2	1
Website address	*	2	-	*	-	1	*	4	*	*	2	1	1	3	1	*	3	1	*	2	*	*	4	*
Calendar is gone	1	2	1	*	-	*	*	-	1	*	-	-	*	1	-	-	-	-	1	5	*	*	2	*
Pictures	*	-	*	*	-	-	*	-	*	*	-	-	*	-	1	*	-	1	1	3	1	*	1	*
Impotence	1	-	1	-	-	-	-	-	-	*	-	1	*	-	*	*	-	-	*	-	-	*	1	-
Strategies/the four "D's"	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	1	-
Mouth diseases (gums/teeth/etc.)	*	-	1	*	-	-	*	-	*	-	-	-	*	-	*	*	-	*	*	-	-	-	-	-
Addiction warnings	*	1	-	*	-	1	*	1	-	*	1	*	*	-	*	-	-	-	*	-	1	-	-	-
Questions and answers	-	-	-	-	-	-	*	2	-	*	-	-	*	1	-	*	1	1	-	-	-	-	-	-
Brain cancer/diseases	-	-	-	-	-	-	*	1	-	-	-	-	-	-	-	*	-	1	-	-	-	*	-	*
Stroke	*	-	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	-	*
Heart disease/problems	*	-	*	-	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	-	-	*	-	-
Other	1	-	1	-	-	-	3	3	2	2	6	3	2	3	3	2	4	3	1	-	1	1	2	3
Not seen sliding part of cigarette pack	35	18	33	43	18	42	33	16	28	40	22	34	46	18	38	48	12	38	54	31	51	50	21	50
None/nothing	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6	1	4
dk/na	43	25	40	38	30	37	44	30	45	43	30	46	38	35	43	38	42	45	27	12	30	29	24	28

* Less than one percent

Q.28

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

B. Assessment of Information on Slide

Almost one-half (47%) of youth smokers strongly agree that the information they have seen on the back of the slide is accurate, and three in ten (29%) strongly agree that the information is useful to them. Combining the strongly and somewhat agree numbers, 74 percent of youth smokers agree the information is accurate, and 66 percent say it is useful to them.

The results of the current survey suggest that there have been no significant changes since December 2006 on either of these dimensions. The current results also suggest that, since December 2002, when the question was first asked, there may be a decline in the proportion who strongly agree that the information is useful. However, these results should be interpreted with caution due to the small sample size of youth smokers.

Messages on Back of Slide

Smokers

	DEC 2002	JULY-AUG 2003	DEC 2003	NOV-DEC 2004	JULY-AUG 2005	FEB-MAR 2006	DEC 2006	DEC 2007
The information is accurate								
Strongly agree	52	49	41	47	50	42	41	47
Somewhat agree	22	25	38	25	35	36	31	27
Somewhat disagree	4	3	5	4	5	3	6	2
Strongly disagree	4	–	1	7	3	5	6	7
dk/na	19	22	16	16	7	13	16	17
The information is useful to you								
Strongly agree	38	33	28	37	39	26	36	29
Somewhat agree	26	30	31	31	35	33	24	37
Somewhat disagree	9	10	16	10	8	11	15	10
Strongly disagree	12	9	13	10	13	22	9	14
dk/na	15	17	12	12	4	8	16	10

Q.30

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

Subsample: Smokers

c. The Insert

Two percent of youth smokers report that they look at or read the information on the insert several times a day, and two percent do this about once a day. Over four in ten (a total of 43%) look at or read the information on the insert less frequently, including 27 percent who say they do this less than once a week. Five in ten (52%) say they never look at or read the information on the insert.

The current results suggest that there may be a slight increase since December 2006 in the proportion of youth smokers who look at the insert less often than once a week; the current results also suggest no significant changes since July-August 2003, when this question was first asked. However, these results should be interpreted with caution due to the small sample size of youth smokers.

Forty-four percent of youth smokers throw out the insert when they open the pack, and another 21 percent throw out the insert when they are finished with the pack. Eight percent keep the insert, and 13 percent say they do something else with it. Ten percent say they do not have inserts in their packs of cigarettes.

The current results suggest that there may be a decrease since December 2006 in the proportion of youth smokers who throw out the insert when they open the pack, and slight increases in the proportions who keep the insert or who do something else with it. The results also suggest that there may be marginal increases since July-August 2003, when this question was first asked, in the proportions who keep the insert or who do something else with it. These results should be interpreted with caution due to the small sample size of youth smokers.

Look at or Read Information on Cigarette Pack Insert Smokers

	JULY-AUG 2003	DECEMBER 2003	NOV-DEC 2004	JULY-AUG 2005	FEB-MAR 2006	DEC 2006	DEC 2007
Several times a day	2	4	3	3	1	3	2
About once a day	4	7	2	5	—	6	2
Once every two or three days	4	2	4	6	5	6	5
About once a week	11	15	10	9	13	15	11
Less than once a week	21	10	23	25	21	19	27
Never	57	61	55	52	59	49	52
dk/na	1	2	3	—	1	3	2

Q.31

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

Subsample: Smokers

What Done with Cigarette Pack Insert Smokers

	JULY-AUG 2003	DECEMBER 2003	NOV-DEC 2004	JULY-AUG 2005	FEB-MAR 2006	DEC 2006	DEC 2007
Throw out when pack opened	48	43	45	46	50	61	44
Throw out with pack when done	25	29	27	24	29	18	21
Keep	2	3	4	4	6	1	8
Something else	6	10	10	8	9	4	13
Don't have packs with insert	16	14	11	16	6	14	10
dk/na	3	1	3	2	1	2	4

Q.32

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

Subsample: Smokers

6.0 TOXIC SUBSTANCES

A. Awareness of Toxic Substances

When youth are asked, top-of-mind, what, if any, chemicals or toxic substances they can name that are in cigarettes or cigarette smoke, the largest proportions mention nicotine (41%) and tar (34%). Smaller proportions mention tobacco (11%), poison/rat poison/strychnine/cyanide (9%), carbon monoxide (4%) and formaldehyde (4%). Twenty-six percent mention other toxic substances and 11 percent say there are no chemicals or toxic substances (“none/nothing”). Seventeen percent offer no opinion.

The current results are similar to those found in December 2006. Since December 2000, there have been decreases in the numbers of youth mentioning tar, nicotine and carbon monoxide, and an increase in the number saying there are no toxic substances.

Boys and older youth are more likely to mention nicotine (43% and 49%, respectively) and tar (37% and 43%, respectively). Potential youth smokers are more likely to mention nicotine, while those who have seen, read or heard about the health warning messages now on cigarette packages, and those who

have seen these messages on cigarette packages themselves, are more likely to mention both nicotine (44% in both cases) and tar (37% and 38%, respectively). Youth smokers are more likely than non-smokers to mention nicotine (52% and 40%, respectively) and tar (59% and 32%, respectively); they also tend to be more likely to mention chemicals such as formaldehyde, carbon dioxide, hydrogen cyanide and benzene, although not always in significant proportions.

Awareness of Toxic Substances in Cigarettes

	DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002			DEC 2002			JULY-AUG 2003			DEC 2003			NOV-DEC 2004			JULY-AUG 2005			FEB-MAR 2006			DEC 2006			DEC 2007					
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS						
Nicotine	48	60	50	47	55	47	44	51	46	43	54	49	39	55	41	42	52	40	42	42	46	48	59	50	38	52	41	41	56	46	38	45	36	38	43	33	41	52	48			
Tar	48	76	47	42	60	48	42	65	49	46	62	49	40	55	46	42	54	47	41	50	49	43	60	47	42	62	42	39	55	49	36	55	40	34	46	43	34	59	36			
Tobacco	9	3	10	13	4	12	16	6	15	16	3	15	16	3	13	13	9	10	14	5	14	14	4	11	14	2	10	16	9	13	14	2	15	8	1	11	11	6	8			
Poison/rat poison/strychnine/cyanide	4	2	4	5	7	5	4	6	3	5	6	6	8	5	8	8	5	9	6	6	8	7	7	6	7	4	10	9	8	10	9	8	10	6	4	7	9	7	6			
Formaldehyde	1	2	1	1	4	2	3	7	3	4	9	3	4	8	4	3	5	3	3	3	5	3	14	3	2	5	2	3	4	4	3	7	3	3	7	2	4	10	2			
Carbon monoxide	10	25	11	12	34	12	12	36	10	12	31	8	10	28	9	9	18	7	7	26	8	6	26	4	7	19	8	6	22	8	5	12	5	6	16	5	4	8	7			
Ammonia	1	*	2	2	3	1	3	4	4	3	2	5	5	6	4	4	4	5	2	5	2	3	4	5	2	1	3	1	3	2	2	1	4	3	2	2	3	5	4			
Arsenic	3	1	2	4	8	2	3	5	3	4	5	4	3	5	3	4	1	4	3	-	3	3	5	4	2	4	2	4	5	4	5	1	3	4	5	3	3	4	4			
Household cleaners	1	2	1	1	1	1	2	1	2	1	1	1	1	-	1	1	-	*	1	1	-	1	2	1	1	1	-	2	1	1	1	1	1	*	1	-	1	3	3	4		
Hydrogen cyanide	*	-	*	2	5	1	2	5	2	5	14	2	4	13	4	3	6	3	3	10	4	3	13	3	3	10	2	2	10	2	2	10	2	2	10	2	1	7	*	2	10	2
Carbon dioxide	4	11	4	4	9	5	4	8	4	4	9	2	3	4	3	4	8	3	2	6	3	3	5	3	3	5	3	3	10	3	2	4	1	2	1	2	2	9	2			
Benzene	1	1	*	1	1	2	1	4	1	4	7	2	3	9	3	3	7	3	3	5	4	2	10	1	1	7	*	1	5	1	2	12	1	1	7	2	2	7	1			
Nail polish remover	1	1	1	1	1	1	2	2	2	2	1	2	2	1	1	2	1	1	1	1	1	2	-	1	3	2	3	1	-	1	1	2	1	1	1	1	1	2	-	2		
Type of fuel/gasoline/kerosene/ jet fuel/rocket fuel	2	-	2	2	1	2	3	3	3	4	2	4	2	2	1	4	1	4	2	1	1	1	1	*	2	-	3	1	1	*	1	-	1	1	-	1	-	1	2	-	*	
Chemicals/gases/toxins – in general	5	5	5	5	5	4	4	5	4	4	3	3	1	-	1	3	2	2	*	1	1	*	-	-	1	1	1	2	-	1	2	*	1	2	*	2	1	3	1	1	2	
Pesticides	2	3	1	1	1	1	1	1	*	*	1	-	1	1	1	1	-	1	1	-	2	1	-	1	1	2	2	*	2	*	2	-	2	-	2	1	2	1	1	1	1	
Nitrogen oxides	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	-	1	*	-	-	*	-	*	2	-	*	-	-	*	-	-	1	-	1	1	*		
Lead	1	1	1	1	-	1	1	1	1	1	-	1	1	*	1	1	1	1	1	-	1	*	-	*	1	1	1	*	-	1	3	*	1	2	1	1	2	1	1	-	1	
Carbon	*	-	*	1	2	1	1	3	1	1	1	*	*	-	*	*	1	*	*	-	*	*	-	*	*	*	-	-	1	-	1	2	-	*	1	-	*	2	-			

* Less than one percent

Continued ...

Q.33

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

Awareness of Toxic Substances in Cigarettes

Continued

	DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002			DEC 2002			JULY-AUG 2003			DEC 2003			NOV-DEC 2004			JULY-AUG 2005			FEB-MAR 2006			DEC 2006			DEC 2007		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS			
Paint thinner/remover	1	*	1	1	1	*	1	2	1	1	-	1	-	*	-	*	1	-	2	1	-	*	1	-	1	-	1	*	-	-	1	1	1	1	2	-	*	1	-
Oil	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Benzo[a]pyrene	*	1	1	*	1	-	*	*	-	*	*	*	1	2	1	*	1	1	1	2	1	*	1	-	*	-	*	2	1	*	4	*	*	3	*	*	1	-	
Dioxins	-	-	-	*	-	*	*	-	-	*	*	-	*	-	-	*	1	-	-	1	-	-	*	-	-	*	-	*	-	-	*	-	*	-	1	-	*	1	-
Cadmium	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Battery acid/toxic juice	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	1	1	1	2	1	1	-	2	1	2	1	-	2	1	4	-	*	-	1	
4-Aminobiphenyl	*	-	1	*	1	-	*	-	-	*	1	1	*	-	*	-	*	-	*	2	-	*	-	-	*	3	-	*	-	-	*	-	*	2	-	*	-	1	
Methane/methanol	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	1	1	*	1	*	*	-	*	
Carcinogens	*	-	-	*	1	*	*	1	-	*	-	1	*	-	*	-	*	-	1	1	*	*	-	-	*	-	-	1	-	1	*	1	*	*	-	*	-	*	
Fibreglass	*	1	1	*	1	*	1	2	*	*	1	*	*	-	-	1	1	1	*	2	*	*	1	*	*	-	-	*	1	-	*	1	1	*	1	1	*	-	*
Nitrosamines	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	*	1	*	*	-	1	-	*	-	*	-	-	-	-	-	-	-
Saltpetre	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Caffeine	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	1	1	*	-	-	*	-	-	*	-	-	*	-	-	*	-	-	*	-	-
Phenols	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	-	-	*	1	-	*	-	-	
Acid	1	1	1	*	-	*	1	1	1	1	2	1	*	-	*	2	3	1	1	-	*	*	-	-	*	-	-	1	1	1	1	-	-	-	-	-	-	-	-
Sulphur/sulphate	*	-	1	*	-	-	*	-	*	*	-	*	-	*	-	*	-	-	-	-	-	-	-	-	-	-	-	-	-	*	-	1	-	-	-	-	-	-	-
Ash	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	1	1	1	4	5	4	2	2	2	2	-	3	4	5	4	3	3	3	5	2	4	5	5	4	6	5	7	5	4	4	6	4	6	3	-	2	3	-	3
None/nothing	4	2	3	7	3	8	3	2	4	3	3	3	3	7	2	2	1	2	5	6	3	3	-	2	3	2	4	2	2	3	3	1	4	14	12	13	11	7	10
dk/na	18	8	15	15	5	14	18	6	15	14	9	12	21	15	19	19	13	21	20	15	12	18	12	14	22	11	19	22	11	14	24	16	22	14	7	15	17	11	15

* Less than one percent

Q.33

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

When asked what chemicals or substances in cigarettes, in tobacco or in smoking, if any, cause or can cause disease or harm to health, the largest proportions of youth mention nicotine (23%) and tar (18%). Ten percent say that all the chemicals cause harm, and 33 percent mention other specific substances; 13 percent say there are no chemicals that cause disease or harm (“none/nothing”). Thirty-nine percent offer no opinion.

The current survey results suggest that there has been a decline of five points since December 2006 in the proportion of youth who say there are no chemicals that cause harm and an increase of five points in the proportion who offer no opinion. Since July 2002, when the question was first asked, there has been a decrease of eight points in the number who offer no opinion.

Boys (21%), older youth (23%), youth smokers and those who have seen the health warning messages on cigarette packages themselves (20%), are more likely than others to mention tar. Older youth (30%), potential smokers, and those who have seen, heard or read about the health warning messages now on cigarette packages (25%), are more likely to mention nicotine; youth smokers are more likely to mention carbon monoxide. All of these groups are more likely to offer an opinion.

Two-thirds of youth (67%) think that chemicals are added to tobacco when cigarettes are being manufactured. Fewer than two in ten each say that chemicals are not added (16%) or offer no response (17%).

The results of the current survey are similar to those found in December 2006, and also to those found in July 2002, when the question was first asked.

Those who have seen, read or heard about the health warning messages now on cigarette packages (70%), and those who have seen the health warning messages on cigarette packages themselves (70%), are more likely than others to say that chemicals are added to tobacco.

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

	JULY 2002			DEC 2002			JULY-AUG 2003			DEC 2003			NOV-DEC 2004			JULY-AUG 2005			FEB-MAR 2006			DEC 2006			DEC 2007			
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	
Nicotine	19	24	18	24	38	23	24	19	27	27	24	29	21	26	22	21	27	23	21	25	24	20	24	21	23	30	32	
Tar	21	32	23	22	29	25	24	30	29	25	37	29	22	30	26	18	24	24	21	22	28	19	23	24	18	29	21	
Tobacco	5	1	6	5	3	4	4	1	3	5	1	6	4	2	3	6	2	6	5	-	5	4	-	5	4	1	2	
Carbon monoxide	6	14	8	7	10	6	5	17	6	4	15	3	4	11	6	5	11	6	5	19	6	4	11	3	3	12	4	
Poison/rat poison/strychnine/cyanide	3	3	2	2	-	3	3	2	4	2	-	3	2	-	3	3	3	2	3	-	5	1	1	2	3	3	2	
Formaldehyde	2	6	2	1	2	2	2	2	2	1	4	1	2	4	2	2	3	2	1	3	1	2	7	1	2	6	3	
Arsenic	1	2	*	2	1	4	2	-	1	2	2	3	2	2	2	2	3	2	3	1	3	2	3	3	2	4	2	
Carbon dioxide	1	2	1	1	2	1	1	2	*	1	1	2	2	2	2	2	4	1	1	1	-	2	3	1	2	3	2	
Ammonia	2	2	1	2	2	1	2	4	2	2	1	3	1	2	1	1	2	*	1	-	2	1	2	1	2	3	2	
The smoke itself	2	1	2	1	-	1	2	2	1	2	-	2	2	-	3	2	1	2	1	-	1	1	1	1	2	2	2	
Hydrogen cyanide	2	5	2	2	2	2	2	9	3	2	6	2	1	4	*	1	5	2	2	6	2	1	3	-	1	7	1	
Benzene	1	3	1	1	2	1	1	4	1	1	5	2	*	4	-	1	2	1	1	6	-	1	4	1	1	4	2	
Lead	1	1	1	*	-	*	1	-	1	*	-	-	*	-	-	*	-	1	1	-	*	*	2	*	1	3	1	
4-Aminobiphenyl	*	-	-	*	2	-	*	2	-	*	1	-	*	2	-	*	-	-	*	2	-	1	3	1	1	2	2	
Pesticides	*	1	1	*	-	1	*	-	*	*	-	*	1	1	1	*	-	-	1	-	1	1	1	*	1	2	1	
Nitrogen oxides	-	-	-	-	-	-	*	1	-	-	-	-	-	-	-	*	1	*	*	-	-	*	-	-	1	2	1	
Benzo[a]pyrene	*	*	1	*	-	1	*	1	-	*	1	-	*	-	*	-	-	-	*	-	*	*	-	-	1	2	1	
Nitrosamines	*	-	-	*	-	*	-	-	-	-	-	-	*	1	*	-	-	-	-	-	-	*	-	-	1	2	1	
Cadmium	-	-	-	-	-	-	*	-	-	*	-	-	*	-	1	*	1	-	-	-	-	-	-	-	1	2	1	
Carcinogens	-	-	-	*	-	*	*	-	*	*	-	-	*	-	*	*	-	-	1	-	1	-	-	-	1	-	2	
Household cleaners	*	-	*	*	-	-	*	-	*	-	-	-	*	-	*	*	-	*	*	-	1	1	-	*	1	-	*	
Type of fuel/gasoline/kerosene/ jet fuel/rocket fuel	*	-	*	1	-	*	*	-	*	*	-	*	1	1	*	*	-	-	1	-	1	*	-	*	1	-	*	
Dioxins	-	-	-	-	-	-	*	-	-	*	-	*	1	*	*	-	-	-	-	-	-	-	-	-	-	*	2	1
Phenols	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	2	1

* Less than one percent

Continued ...

Q.37

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

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

Continued

	JULY 2002			DEC 2002			JULY-AUG 2003			DEC 2003			NOV-DEC 2004			JULY-AUG 2005			FEB-MAR 2006			DEC 2006			DEC 2007		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS
Caffeine	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	-	-	*	-	1
Methane/methanol	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	1	-	*	-	*
Chemicals/gases/toxins – in general	*	-	*	1	1	1	*	-	-	*	1	*	*	1	-	*	-	-	1	1	-	*	-	1	*	-	-
Nail polish remover	*	-	-	*	-	-	*	-	*	*	-	1	1	1	1	1	-	1	*	-	*	*	-	-	*	-	-
Battery acid/toxic juice	-	-	-	-	-	-	*	1	*	*	1	1	*	-	*	1	-	*	*	-	1	*	-	-	*	-	-
Acid	*	-	*	*	-	-	*	-	-	*	-	-	*	-	-	*	-	1	*	2	-	-	-	-	*	-	-
Carbon	*	-	-	*	1	-	-	-	-	-	-	-	-	-	-	*	-	1	*	-	-	*	-	*	-	-	-
Oil	-	-	-	-	-	-	-	-	-	*	-	*	-	-	-	*	-	-	*	-	*	*	-	-	-	-	-
Paint thinner/remover	*	-	-	*	-	*	*	-	-	*	-	*	*	-	*	-	-	-	*	1	-	*	-	-	-	-	-
Sulphur/sulphate	*	-	*	*	-	-	*	-	-	-	-	-	*	-	-	-	-	-	*	-	*	-	-	-	-	-	-
Fibreglass	-	-	-	*	1	-	*	1	-	*	-	*	-	-	-	-	-	-	*	1	-	-	-	-	-	-	-
Ash	*	-	-	*	-	*	-	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	-	-	-	-	-
All the chemicals cause harm	11	16	12	9	13	10	10	19	10	9	20	8	10	12	11	10	11	12	8	16	7	8	13	8	10	12	11
Other	1	2	*	1	1	1	2	1	3	2	-	4	2	2	1	2	4	2	2	-	2	1	1	1	1	3	2
None/nothing	3	5	4	3	5	2	5	4	4	2	-	1	2	4	3	3	1	3	3	-	2	18	25	18	13	11	12
dk/na	47	35	42	43	27	46	43	38	36	44	31	39	48	37	40	48	42	40	48	41	48	34	21	31	39	30	32

* Less than one percent

Q.37

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

Chemicals Added to Cigarettes During Manufacture

	JULY 2002			DEC 2002			JULY-AUG 2003			DEC 2003			NOV-DEC 2004			JULY-AUG 2005			FEB-MAR 2006			DEC 2006			DEC 2007		
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS
Yes, chemicals are added	65	72	72	68	75	71	63	68	69	63	75	69	64	62	71	66	73	71	68	70	77	67	62	70	67	70	71
No, chemicals are not added	15	16	14	12	10	11	16	19	13	19	13	15	16	19	13	16	15	15	14	22	10	18	25	16	16	20	17
dk/na	20	11	14	21	15	18	21	13	18	18	12	16	20	19	16	18	12	14	17	8	13	16	12	14	17	10	12

Q.38

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

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

Five percent of youth smokers report that they look at or read the information about chemicals and substances on the side of a cigarette package several times a day, and four percent do this about once a day. Four in ten (a total of 38%) look at or read the information on the side of the package less frequently, including 26 percent who say they do this less than once a week. One-half (51%) say they never look at or read the information on the side of the package.

These results are similar to those found in December 2006; however, they suggest that there may have been a slight decline since the last survey in the proportion of youth smokers who look at this information about once a week, and marginal increases in the proportions who look at the information less often than once a week, or never. Comparison with the July-August 2003 survey, when this question was first asked, suggests that there may have been a slight decrease in the proportion of youth smokers who look at the information about once a week, and a marginal increase in the proportion who never look at the information. These results should be interpreted with caution due to the small sample size of youth smokers.

When all youth are 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 most frequently mentioned substances are nicotine (16%) and tar (11%). Seventeen percent mention some other toxic substance. Thirty-one percent say there are no chemicals or toxic substances currently listed on cigarette packages, and 42 percent offer no opinion.

The current survey results indicate that, since December 2006, there has been a decrease of nine points in the proportion of youth who say there are no chemicals or toxic substances listed on the packages, and an increase of nine points in the proportion who

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

	JULY-AUG 2003	DEC 2003	NOV-DEC 2004	JULY-AUG 2005	FEB-MAR 2006	DEC 2006	DEC 2007
Several times a day	1	5	4	4	6	4	5
About once a day	4	5	2	4	1	4	4
Once every two or three days	5	4	3	7	6	9	6
About once a week	15	15	11	13	10	15	6
Less than once a week	30	31	31	30	36	22	26
Never	44	40	50	41	41	45	51
dk/na	1	–	–	1	–	–	2

Q.35

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

Subsample: Smokers

offer no opinion. Since December 2000, there has been an increase of nine points in the number of youth who say there are no toxic substances listed on cigarette packages; there have also been decreases in the numbers who mention tar, nicotine and carbon monoxide.

Nicotine and tar are more likely to be mentioned by boys (18% and 14%, respectively), older youth, particularly those aged 17 to 18 years (19% and 17%, respectively), those who have seen, heard or read about the health warning messages now on cigarette packages (18% and 13%, respectively), and youth smokers. Youth aged 17 to 18 years are also more likely to mention chemicals such as carbon monoxide (5%), hydrogen cyanide (5%) and carcinogens (5%), although not always in significant proportions. Youth smokers are also more likely to mention these chemicals.

Toxic Substances Listed on Cigarette Packages

	DEC 2000			MAR-APR 2001			JULY 2001			NOV-DEC 2001			JULY 2002			DEC 2002			JULY-AUG 2003			DEC 2003			NOV-DEC 2004			JULY-AUG 2005			FEB-MAR 2006			DEC 2006			DEC 2007			
	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS	GP	S	PS				
Nicotine	23	40	24	23	38	27	23	37	25	22	39	21	18	37	19	20	31	20	20	28	26	22	38	23	16	33	15	15	30	20	15	21	17	14	21	17	16	27	20	
Tar	21	47	20	21	45	25	21	46	24	22	43	20	17	39	19	19	47	18	15	32	20	19	40	20	14	38	13	13	27	18	12	27	16	12	26	19	11	26	13	
Tobacco	3	-	3	4	2	4	4	2	5	4	2	4	3	-	2	4	4	3	3	2	2	4	-	3	3	2	2	4	2	4	3	-	6	2	-	4	4	2	4	
Carbon monoxide	8	28	8	7	28	8	6	26	4	6	22	4	6	17	6	6	17	4	5	22	6	4	16	3	3	13	5	3	14	4	3	11	4	2	13	*	2	12	3	
Hydrogen cyanide	*	-	*	1	2	-	*	2	*	2	8	*	2	6	2	2	5	1	2	12	3	2	10	2	2	6	*	1	6	2	1	4	2	1	7	1	2	9	3	
Carcinogens	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	9	3	
Poison/rat poison/strychnine/ arsenic/cyanide (unspec)**	*	-	1	1	-	*	*	1	*	1	2	1	1	3	1	1	1	1	1	2	1	2	-	2	1	3	1	2	-	2	1	2	2	1	1	1	2	5	1	
Formaldehyde	*	1	-	*	-	1	1	4	*	1	5	1	2	6	2	1	3	1	1	5	2	2	7	*	1	4	1	1	3	3	1	7	1	2	9	2	1	6	-	
Benzene	*	1	*	*	-	*	1	2	*	2	6	1	2	8	2	2	4	2	1	4	2	1	6	1	2	8	1	1	5	2	1	6	1	1	3	*	1	4	*	
Carbon dioxide	2	7	2	2	5	2	2	4	2	1	4	1	1	2	2	1	2	-	1	3	1	1	4	1	*	2	*	1	3	1	1	4	-	1	4	1	1	3	2	
Ammonia	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	2	1
Type of fuel/gasoline/kerosene/jet fuel	*	-	-	*	-	*	1	-	1	*	-	1	1	-	*	1	-	-	*	-	-	*	-	-	*	-	1	-	-	-	-	-	-	*	-	*	*	-	1	
Chemicals/gases/toxins - in general	1	-	1	1	2	1	2	2	4	1	2	1	*	1	*	1	1	1	-	-	-	*	2	*	-	-	-	*	-	1	-	-	-	-	*	1	-	*	-	-
Lead	-	-	-	-	-	-	-	-	-	*	-	*	*	-	1	*	-	-	*	-	*	-	-	-	*	-	-	-	-	-	-	*	-	-	-	-	-	-	-	-
Other	*	1	1	*	-	-	*	2	-	*	-	*	3	6	2	2	2	2	1	1	2	2	2	3	2	2	2	2	-	3	1	-	1	1	1	1	1	1	2	1
None/no chemicals or toxic substances	22	17	22	30	19	28	14	13	14	15	12	14	14	12	14	9	9	10	13	12	15	8	7	7	8	7	10	7	7	8	9	10	5	40	37	34	31	25	26	
dk/na	43	26	40	34	17	32	49	27	42	49	30	52	54	33	53	57	30	60	55	38	47	57	35	56	63	35	62	64	46	57	66	48	62	33	21	31	42	23	43	

* Less than one percent

Q.34
 Without looking at a cigarette package, can you name any chemicals or toxic substances that are currently listed on a cigarette package in Canada? Can you name any others?
 ** Prior to Dec. 2002: "Poison/rat poison/strychnine/arsenic"

Almost one-half of youth smokers say that the information about chemicals and toxic substances now on the side of cigarette packages has contributed to encouraging them to try to quit smoking (47%), and about four in ten each say the information has contributed to increasing their desire to quit smoking (40%) and getting them to smoke less (37%). Eleven percent say the information has contributed to getting them to switch to a different brand or product.

The current results suggest that there may be slight decreases since December 2006 in the proportions of youth smokers who say that the information on the side of cigarette packages has contributed to all of these behaviours. The current results also suggest that, since December 2002, when the question was first asked, there have been decreases on all four dimensions. These results should be interpreted with caution due to the small sample size of youth smokers.

Impact of Information About Chemicals and Toxic Substances Smokers

	DEC 2002	JULY-AUG 2003	DEC 2003	NOV-DEC 2004	JULY-AUG 2005	FEB-MAR 2006	DEC 2006	DEC 2007
Encouraged you to try to quit smoking	53	49	45	43	41	43	53	47
Increased your desire to quit smoking	53	41	37	34	33	39	45	40
Got you to smoke less	46	41	40	37	37	46	43	37
Got you to switch to a different brand/product	23	15	17	14	12	3	17	11

Q.36

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

Subsample: Smokers

Survey of Youth: Methodology

The results of the survey are based on questions asked to 1,004 youth between 12 and 18 years of age, living within the 10 provinces of Canada. The survey was conducted by telephone from December 4 to 23, 2007.

SAMPLE SELECTION

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

The actual sample is distributed as follows.

	WEIGHTED N	UNWEIGHTED N	MARGIN OF ERROR
Atlantic Region	82	84	10.7
Quebec	253	256	6.1
Ontario	376	375	5.1
Manitoba/Saskatchewan	71	72	11.5
Alberta	91	89	10.4
British Columbia	131	128	8.7
Total	1,004	1,004	3.1

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

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

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

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

TELEPHONE INTERVIEWING

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

COMPLETION RESULTS

A total of 1,004 interviews were completed. 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.

The effective response rate for the survey is 32 percent.¹ This is calculated as the number of responding participants (completed interviews, disqualifications and over-quota participants) (22,613), divided by unresolved numbers (e.g. busy, no answer) (28,682) plus non-responding households or individuals (e.g. refusals, language barrier, missed callbacks) (20,188) plus responding participants (22,613) $\{R/(U+IS+R)\}$. The disposition of all contacts is presented in the following table.

Total sample dialled	86,670
UNRESOLVED NUMBERS (U)	28,682
Busy	451
No answer	14,243
Answering machine	13,988
RESOLVED NUMBERS (Total minus Unresolved)	57,988
OUT OF SCOPE (Invalid/non-eligible)	15,187
Non-residential	662
Not-in-service	13,540
Fax/modem	985
IN SCOPE NON-RESPONDING (IS)	20,188
Refusals – household	11,680
Refusals – respondent	3,246
Language barrier	1,601
Callback missed/respondent not available	3,587
Break-offs (interview not completed)	74
IN SCOPE RESPONDING (R)	22,613
Disqualified	21,550
Quota filled	59
Completed	1,004
RESPONSE RATE $\{R / (U + IS + R)\}$	32%

1 This response rate calculation is based on a new formula recently developed by MRIA in consultation with the Government of Canada (Public Works and Government Services).



November 6, 2007

**Survey of Youth - Wave 13
PN6216
Questionnaire - Draft 2**

INTRODUCTION FOR YOUTH SURVEY

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

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

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

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

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

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

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

- 1 - Male
- 2 - Female

D. Language of survey

- 1 - English
- 2 - French

E. How old are you?

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

F. To what age group do you belong?

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

Parental consent requested of some youth categories.

MAIN QUESTIONNAIRE

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

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

ASK ALL NON-SMOKERS

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

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

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

3. Have you ever seriously thought about trying smoking?

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

ASK ALL NON-SMOKERS

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

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

ASK ALL

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

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

NON- SMOKERS GO TO Q.12

IF SMOKE EVERY DAY, ASK:

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

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

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

2 - DK/NA

IF SMOKE OCCASIONALLY, ASK:

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

cigarettes per day

2 - DK/NA

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

- 8a)
- 01 - Craven "A" King Size
 - 02 - Craven Menthol King Size
 - 03 - DuMaurier King Size
 - 04 - DuMaurier Regular Size
 - 05 - DuMaurier Light King Size/Distinct King Size
 - 06 - DuMaurier Light Regular Size/Distinct Regular Size
 - 07 - DuMaurier Extra Light King Size/Premiere King Size
 - 08 - DuMaurier Extra Light Regular Size/Premiere Regular Size
 - 09 - DuMaurier Ultra Light King Size/Prestige King Size
 - 10 - DuMaurier Ultra Light Regular Size/Prestige 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/Smooth Regular Size
 - 16 - Matinee Extra Mild King Size/Mellow King Size
 - 17 - Matinee Extra Mild Regular Size/Mellow Regular Size
 - 18 - Matinee Slims King Size
 - 19 - Players Light Regular Size/Rich Flavour Regular Size
 - 20 - Players Light King Size/Rich Flavour King Size
 - 21 - Players Regular Size
 - 22 - Players Extra Light King Size/Smooth Flavour King Size
 - 23 - Players Extra Light Regular Size/Smooth Flavour Regular Size
 - 24 - Rothmans King Size
 - 25 - Rothmans Special Mild King Size/Special King Size
 - 26 - Generic Chinese brand
 - 27 - Generic First Nations/Aboriginal/Reserve brand
 - 28 - No regular brand
 - 29 - Other (SPECIFY)_____
 - 30 - DK/NA

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

- 8b) 01 - Craven "A" King Size
- 02 - Craven Menthol King Size
- 03 - DuMaurier King Size
- 04 - DuMaurier Regular Size
- 05 - DuMaurier Light King Size/Distinct King Size
- 06 - DuMaurier Light Regular Size/Distinct Regular Size
- 07 - DuMaurier Extra Light King Size/Premiere King Size
- 08 - DuMaurier Extra Light Regular Size/Premiere Regular Size
- 09 - DuMaurier Ultra Light King Size/Prestige King Size
- 10 - DuMaurier Ultra Light Regular Size/Prestige 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/Smooth Regular Size
- 16 - Matinee Extra Mild King Size/Mellow King Size
- 17 - Matinee Extra Mild Regular Size/Mellow Regular Size
- 18 - Matinee Slims King Size
- 19 - Players Light Regular Size/Rich Flavour Regular Size
- 20 - Players Light King Size/Rich Flavour King Size
- 21 - Players Regular Size
- 22 - Players Extra Light King Size/Smooth Flavour King Size
- 23 - Players Extra Light Regular Size/(Smooth Flavour Regular Size
- 24 - Rothmans King Size
- 25 - Rothmans Special Mild King Size/Special King Size
- 26 - Generic Chinese brand
- 27 - Generic First Nations/Aboriginal/Reserve brand
- 28 - No regular brand
- 29 - Other (SPECIFY)_____
- 30 - DK/NA

9. Have you ever tried to quit smoking?

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

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

READ

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

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

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

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

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

READ

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

IF YES IN Q.11(a) ASK :

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

DO NOT READ - CODE ALL THAT APPLY

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

14 - DK/NA

HEALTH EFFECTS

ASK ALL

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

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

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

[PROBE UNTIL FINISHED.]

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

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

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

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

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

READ AND ROTATE

- a) Lung cancer

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

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

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

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

READ AND ROTATE

a) Asthma attacks in children

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

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

HEALTH WARNING MESSAGES

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

- 10 - DK/NA

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

[PROBE: Are there any others?]

- 2 - None
- 3 - DK/NA

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

- 2 - None
- 3 - DK/NA

ASK ALL

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

READ AND ROTATE

a) The messages are accurate.

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

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

c) The messages make smoking seem less attractive.

ASK SMOKERS ONLY

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

READ AND ROTATE

a) Getting you to smoke less

- 1 - Very effective

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

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

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

READ AND ROTATE

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

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

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

SLIDE

ASK ALL

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

DO NOT READ. CODE ALL THAT APPLY.

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

ASK ALL SMOKERS

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

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

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

a) The information is accurate

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

b) The information is useful to you

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

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

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

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

VOLUNTEERED

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

TOXIC SUBSTANCES

ASK ALL

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

DO NOT READ. CODE ALL THAT APPLY.

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

- 21 - DK/NA

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

DO NOT READ. CODE ALL THAT APPLY.

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

- 10 - DK/NA

ASK SMOKERS

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

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

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

a) increased your desire to quit smoking?

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

b) encouraged you to try to quit smoking?

c) got you to smoke less?

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

ASK ALL

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

DO NOT READ. CODE ALL THAT APPLY.

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

23 - DK/NA

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

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

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

DO NOT READ - CODE ALL THAT APPLY

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

DEMOGRAPHICS

ASK ALL

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

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

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

IF IN SCHOOL, ASK:

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

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

IF IN SCHOOL, ASK:

42. What grade or level are you in school?

DO NOT READ

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

IF NOT IN SCHOOL, ASK:

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

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

ASK ALL

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

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

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

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

READ

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

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

PROBE FOR APPROXIMATE DOLLAR FIGURE

- \$ _____
- 2 - DK/NA

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

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

48. Into which of the following categories would you put the total annual income, before taxes and deductions, for 2007, of all members of your household, including yourself? Is it...

READ

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

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

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

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

- 1 - Yes/maybe
- 2 - No

IF YES/MAYBE, RECORD NAME AND NUMBER.

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

_____.

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

- 1 - Yes
- 2 - No

If incorrect, please input correct phone number: _____.

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

- 1 - Yes
- 2 - No

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



Sondage mené auprès des jeunes - Wave 13
PN6216
Questionnaire français - Draft 2

Nov. 15/2007

INTRODUCTION

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

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

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

#01 Oui

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

#03 Refus**REMERCIER ET TERMINER**

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

1 - Oui

REMERCIER ET TERMINER

2 - Non

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

1 - Homme

2 - Femme

D. Langue du sondage

1 - Anglais

2 - Français

E. Quel âge avez-vous?

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

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

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

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

QUESTIONNAIRE PRINCIPAL

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

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

DEMANDER À TOUS LES NON-FUMEURS

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

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

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

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

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

DEMANDER À TOUS LES NON-FUMEURS

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

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

DEMANDER À TOUS

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

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

POUR LES NON-FUMEURS, PASSER À Q.12

SI FUME TOUS LES JOURS, DEMANDER :

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

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

--	--

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

- 2 - NSP/PR

SI FUME À L'OCCASION, DEMANDER :

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

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

- 2 - NSP/PR

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

- 8a) 01 - Craven "A" grand format
02 - Craven menthol grand format
03 - DuMaurier grand format
04 - DuMaurier régulier
05 - DuMaurier légères grand format / Distincte King Size
06 - DuMaurier légères régulier / Distincte Format Régulier
07 - DuMaurier extra légères grand format / Première King Size
08 - DuMaurier extra légères régulier / Première Format Régulier
09 - DuMaurier ultra légères grand format / Prestige King Size
10 - DuMaurier ultra légères régulier / Prestige Format Régulier
11 - DuMaurier spéciales grand format
12 - DuMaurier Special 100
13 - Export "A" régulier
14 - Export "A" moyennes régulier
15 - Export "A" légères régulier / Veloutée Format Régulier
16 - Matinée extra douces grand format / Douce King Size
17 - Matinée extra douces régulier / Douce Format Régulier
18 - Matinée minces grand format
19 - Players légères régulières / Saveur Riche Format Régulier
20 - Players légères grand format / Saveur Riche King Size
21 - Players régulier
22 - Players extra légères grand format / Saveur Veloutée King Size
23 - Players extra légères régulier / Saveur Veloutée Format Régulier
24 - Rothmans grand format
25 - Rothmans spéciales douces grand format / Spéciale King Size
26 - Marque générique de cigarettes chinoises
27 - Marque générique de cigarettes des Premières nations/Autochtones/réserve
28 - Aucune marque régulière
29 - Autre (**PRÉCISER**) _____
30 - NSP/PR

- 8b) 01 - Craven "A" grand format
 02 - Craven menthol grand format
 03 - DuMaurier grand format
 04 - DuMaurier régulier
 05 - DuMaurier légères grand format / Distincte King Size
 06 - DuMaurier légères régulier/ Distincte Format Régulier
 07 - DuMaurier extra légères grand format / Première King Size
 08 - DuMaurier extra légères régulier / Première Format Régulier
 09 - DuMaurier ultra légères grand format / Prestige King Size
 10 - DuMaurier ultra légères régulier / Prestige Format Régulier
 11 - DuMaurier spéciales grand format
 12 - DuMaurier Special 100
 13 - Export "A" régulier
 14 - Export "A" moyennes régulier
 15 - Export "A" légères régulier / Velouté Format Régulier
 16 - Matinée extra douces grand format/Douce King Size
 17 - Matinée extra douces régulier / Douce Format Régulier
 18 - Matinée minces grand format
 19 - Players légères régulières
 20 - Players légères grand format
 21 - Players régulier
 22 - Players extra légères grand format / Saveur Veloutée King Size
 23 - Players extra légères régulier /Saveur Veloutée Format Régulier
 24 - Rothmans grand format
 25 - Rothmans spéciales douces grand format / Spéciale King Size
 26 - Marque générique de cigarettes chinoises
 27 - Marque générique de cigarettes des Premières nations/Autochtones/réserve
 28 - Aucune marque régulière
 29 - Autre (**PRÉCISER**) _____
 30 - NSP/PR

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

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

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

LIRE

- 1 - Une fois
 2 - Deux fois
 3 - Trois fois
 4 - Plus de trois fois

- 5 - Pas pendant la dernière année
- 6 - NSP/PR

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

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

SI OUI À Q.11(a), DEMANDER Ý:

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

LIRE

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

SI OUI À Q.11(a) DEMANDER Ý:

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

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

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

EFFETS SUR LA SANTÉ

DEMANDER À TOUS

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

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

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

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

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

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

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

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

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

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

LIRE EN ROTATION.

a) Cancer du poumon

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

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

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

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

LIRE EN ROTATION.

a) Crises d'asthme chez les enfants

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

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

MESSAGES D'INFORMATION SUR LA SANTÉ

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

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

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

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

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

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

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

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

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

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

POSER (b)

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

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

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

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

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

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

- 2 - Aucune
- 3 - NSP/PR

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

- 2 - Aucune
- 3 - NSP/PR

DEMANDER À TOUS

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

LIRE EN ROTATION

a) Les messages sont exacts

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

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

c) Les messages rendent la cigarette moins attrayante

DEMANDER AUX FUMEURS SEULEMENT

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

LIRE EN ROTATION

a) Vous amener à moins fumer

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

b) Vous amener à fumer moins en présence des autres

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

d) Vous amener à essayer de cesser de fumer

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

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

LIRE EN ROTATION

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

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

b) En transférant vos cigarettes dans un autre contenant ?

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

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

DIAPOSITIVE

DEMANDER À TOUS

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

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

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

DEMANDER AUX FUMEURS

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

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

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

a) Les informations sont exactes

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

b) Les informations vous sont utiles

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

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

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

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

NON SUGGÉRÉ

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

SUBSTANCES TOXIQUES

DEMANDER À TOUS

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

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

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

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

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

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

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

DEMANDER AUX FUMEURS

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

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

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

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

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

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

c) vous ont amené à fumer moins?

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

DEMANDER À TOUS

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

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

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

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

23 - NSP/PR

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

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

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

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

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

DONNÉES DÉMOGRAPHIQUES

DEMANDER À TOUS

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

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

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

SI AUX ÉTUDES, DEMANDER :

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

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

SI AUX ÉTUDES, DEMANDER :

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

NE PAS LIRE

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

SI N'EST PAS AUX ÉTUDES, DEMANDER :

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

NE PAS LIRE

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

DEMANDER À TOUS

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

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

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

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

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

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

\$ _____
2 - NSP/PR

47. Est-ce que vous vivez...

LIRE LA LISTE

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

48. Laquelle des catégories suivantes correspond le mieux au revenu total de tous les membres de votre foyer et de vous-même, avant impôt, en 2007? Est-ce que c'est...?

LIRE

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

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

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

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

- 1 - Oui/peut-être
- 2 - Non

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

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

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

_____.

1 - Oui

2 - Non

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

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

1 - Oui

2 - Non

Merci beaucoup.