

FINAL  
REPORT

Occasional Smokers in Canada –  
A Qualitative and Quantitative Study

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## 1.0 INTRODUCTION AND EXECUTIVE SUMMARY

According to past Canadian Tobacco Use Monitoring Survey (CTUMS) research, there has been a downward trend in the prevalence of current smoking (daily and occasional) over time. However, occasional smokers are a growing fraction of current smokers over time, making up about 19 percent of the current smoking population, aged 18 years and over in 2005. About two-thirds of occasional smokers report having been daily smokers.

Occasional smokers (non-daily smokers), representing a greater proportion of current smokers over time, are of particular interest to the Health Canada Tobacco Control Programme. Currently there is insufficient information about how to efficiently target occasional smokers that may be composed of smokers in transition, for example, from daily smoking to non-daily smoking, as well as smokers who may have a long-term pattern of smoking occasionally.

Gaining a better understanding of occasional smokers, both individually and as a group, would help the Tobacco Control Programme understand current attitudes about smoking; eventually assist in the design of more effective tobacco control policies; and, provide new information that could be incorporated into many aspects of tobacco control.

In 2007, Health Canada retained Environics Research Group Limited to conduct qualitative and quantitative research on this topic.

### **Research Purpose and Objectives**

The purpose of this research is to examine the composition of the group that make up occasional smokers in Canada so as to better understand its dynamics. The research examined the characteristics of occasional smokers, their self-view, smoking behaviours, history, sub-groups, their situations and associations, quit attempts, perceptions of the health impacts of smoking, and social values.

## Research Methods

The qualitative research was designed to explore knowledge, attitudes and behaviours with respect to occasional smokers. Six focus groups with occasional smokers, segmented by age (18-24 years and 25+ years) were conducted in Toronto, Montreal and Winnipeg, between March 1 and 3, 2007.

The quantitative research was designed to obtain a representative sample of occasional smokers in the Canadian population aged 18 years and older and was undertaken to provide a statistical examination of occasional smokers' knowledge, attitudes and behaviours. A nation-wide telephone survey of 805 occasional smokers was conducted between March 12 and 29, 2007. A survey of this size has a margin of error of  $\pm 3.5$  percentage points, 19 times in 20.

The focus group research provided insights into the design of the survey questionnaire and interpretation of the survey findings.

## Executive Summary

Among the key findings of the research are:

### Self-definition

- Most occasional smokers consider themselves to be smokers. This perception is lower among those aged 18 to 24 years, university graduates and Toronto residents. In the focus groups, the predominant reason behind occasional smokers seeing themselves as smokers was based on a behavioural definition of "smoker" as "someone who smokes."
- Among occasional smokers who do *not* consider themselves to be a smoker, the main reasons given are they do not smoke often enough or that they have control over whether they are a smoker or not (i.e., they can stop for periods of time, they are social smokers, and only smoke when drinking alcohol).

### **Cigarette consumption**

- Occasional smokers report smoking an average of 2.8 days over the past seven days.
- Occasional smokers report smoking an average of 12.1 days over the past 30 days. In the focus groups, most participants said they smoked cigarettes on between 10 to 15 of the past 30 days. Younger participants tended to report smoking on more days than did older participants. Montreal participants tended to report more “smoking days” and Toronto participants reported the least number.
- Occasional smokers report smoking an average of 4.2 cigarettes per day, and 70 percent smoke four or fewer. As well, in the focus groups, most participants reported smoking between two and four cigarettes, on average, on the days that they smoked. However, many participants noted that they really had no “average” pattern of consumption, because how much they smoked on any given day depended on why and in what circumstances they are smoking.

### **Consumption patterns – days and times**

- Most occasional smokers are most likely to smoke on Friday or Saturday. As well, in the focus groups, smoking on weekends was reported more often than smoking on weekdays. There was an indication that “social smokers” were more inclined to smoke on weekends, while those who smoke due to stress or boredom were more likely to smoke during the week instead of, or in addition to, weekend smoking.
- Most occasional smokers usually smoke in the evening, while much smaller numbers usually smoke in the morning or the afternoon. In the focus groups, almost none of the participants reported smoking in the morning.

### **Buying and sharing cigarettes**

- Large majorities of occasional smokers buy all or most of the cigarettes they smoke and fairly regularly smoke less than a whole cigarette. A smaller majority fairly regularly give their cigarettes to others. Smaller proportions fairly regularly borrow or get cigarettes from other people and give away or throw away cigarettes to help control or keep down their smoking. In the focus groups, patterns ranged from some

who always bought their own cigarettes to a few who never bought cigarettes but always borrowed or occasionally purchased single cigarettes from friends and colleagues. Many combined both these behaviours to different degrees.

### **Locations and situations associated with smoking**

- Occasional smokers are most likely to usually smoke just outside their home, on a balcony or in a garage and inside their home. Smaller proportions usually smoke outside or on the street, at friends' or relatives' homes, in a car or vehicle, outside/inside bars or clubs, outside their workplace and at work. Those aged 45 years and older and those with lower education are more likely to usually smoke inside their home, while those aged 18 to 24 years are more likely to usually smoke at friends' or relatives' homes and outside bars or clubs. In the focus groups, few smoked at home, and among those who did, most went outside to smoke.
- Occasional smokers are most likely to say, both unaided and aided, that they smoke while drinking beer or alcohol. A sizeable proportion of two in ten also say, both unaided and aided, say they smoke when socializing, while a similar proportion (aided) say they smoke as a way to help deal with stress. In the focus groups, the most often mentioned triggers for smoking were: socializing in general, stress and strong emotion, meals, alcohol, coffee, the company of specific people, and specific social activities (e.g., golf, barbecues, poker games, family dinners).

### **Feelings about smoking**

- In describing how they feel when they smoke, occasional smokers are most likely to say “relaxed” or “relaxing”. Other positive words associated with smoking are “good”, “release from stress”, “satisfied”. Negative words were less common than positive ones, a pattern also found in the focus groups. The most common negative words are “disgusted”, “guilty” and “disappointed”. In the focus groups, when asked if smoking made them feel “cool” or “sexy”, most answered in the negative.
- Occasional smokers rate the degree to which they enjoy smoking an average of 3.9 on a scale from one (do not enjoy smoking at all) to seven (enjoy smoking a lot). Those with negative assessments slightly outnumber those with positive assessments.

- Occasional smokers rate their satisfaction with the amount they smoke an average of 4.3 on a scale from one (not at all satisfied) to seven (very satisfied). Those with positive assessments slightly outnumber those with negative assessments.
- Six in ten occasional smokers think they will be smoking less about 12 months from now. Among these, the most often mentioned reason is trying to quit or reduce smoking.

### Perceptions of addiction

- A majority of occasional smokers say, on the days that they do *not* smoke, they at least sometimes crave a cigarette. This number is higher among women than among men.
- Occasional smokers are twice as likely to describe their own smoking as a habit rather than an addiction. The number who describe it as an addiction is higher among those aged 45 to 54 years and those with less than a high school education. In the focus groups, most participants said they were *not* addicted.
- Among those who describe their smoking as an addiction, the most common reason given is that they feel a need or crave cigarettes. In the focus groups, some occasional smokers, particularly those who might be classified as being “in transition” from daily smokers, described themselves as being addicted. Some saw themselves as addicted to tobacco (nicotine) itself, while others thought their addiction was to the act of smoking (kinaesthetic and sensory aspects of lighting up and smoking). A number also described smoking as a “habit.”

### History of smoking

- The average age when occasional smokers smoked their first whole cigarette is 15.9 years.
- The average age when occasional smokers started smoking fairly regularly is 19.6 years.
- Half of occasional smokers have been smoking occasionally five years or less.

- Three-quarters (77%) of occasional smokers have smoked cigarettes daily. Among these, most last smoked cigarettes every day within the last five years.

### **Patterns of smoking**

- When asked which of four patterns describe their pattern of smoking since they first began smoking, only 13 percent say have always been occasional smokers. Four in ten each say they used to smoke every day and now smoke occasionally, two in ten say they have had a mixed pattern of daily and occasional smoking, and three in ten say they have a mixed pattern of smoking and not smoking.
- Occasional smokers seem to be in a stable pattern, with most reporting that they in fact were occasional smokers 12 months ago.
- Among occasional smokers who have smoked cigarettes daily or who were smoking cigarettes daily 12 months ago, most are likely to mention concerns about their health as the reason why they changed from smoking every day at some time in the past to smoking occasionally today. A sizeable proportion also cite trying to quit. In the focus groups, most transitional occasional smokers who were daily smokers a year ago indicated that they have cut down on their smoking deliberately, either because they want to quit eventually, because their circumstances have changed, or because someone else has encouraged them to change their smoking habits.
- Among occasional smokers who have smoked cigarettes daily or who were smoking cigarettes daily 12 months ago, most (58%) say that switching from every day to occasional smoking was part of a plan to quit smoking.

### **Quitting behaviour**

- Eight in ten occasional smokers (80%) report having tried to quit smoking. Among these, a large majority have tried one or more times in the past year. In the focus groups, many participants mentioned health concerns as a reason for reducing or quitting smoking.

- Six in ten are seriously thinking of quitting in the next six months. Moreover, most of these are seriously thinking of doing this in the next 30 days. In the focus groups, occasional smokers expressed mixed views on their desires and intentions to quit. Some were content and had no plan to quit, while others said they would quit but did not have a firm plan. This latter group included transitional smokers who were in a holding pattern with the ultimate goal of quitting.
- Occasional smokers are divided as to whether they think it would be easy or difficult to quit smoking. Men are more likely than women to think it will be very easy for them to quit.
- Nine in ten occasional smokers are confident that they will be able to quit smoking, with half being very confident. Men are more likely than women to say they are very confident that they will be able to quit smoking. In the focus groups, most of those planning to quit said that they felt reasonably confident that they would succeed, although they acknowledged that there are barriers to be faced and challenges to overcome.

### **Health effects**

- A large majority of occasional smokers think that cigarette smoking is a major health problem in Canada.
- A large majority agree that there is danger to one's health from occasional smoking. In the focus groups, most agree that occasional smoking causes – or at least, can cause – health problems, even serious ones, but only some thought that occasional smoking is just as dangerous to their health as daily smoking. Many believed that occasional smoking is at least somewhat less harmful than daily smoking.
- A majority say it is at least somewhat likely that their smoking will lead to health problems for them.

### Use of other tobacco products

- Fewer than two in ten occasional smokers report smoking little cigars or cigarillos and cigars. Very few smoke pipes and water pipes or use smokeless tobacco, such as chewing tobacco or snuff. Men are more likely than women to report smoking or using all of these tobacco products.

### Personality descriptors

- The vast majority of surveyed occasional smokers say the words “social”, “in-control”, “enthusiastic”, “health-conscious” and “flexible” describe them as a person. Majorities also see themselves as “price-conscious” and “interested in spontaneous experience” and “in buying new and more things”. Fewer describe themselves as “intense” and “stressed”. As well, in the focus groups, almost all participants in all groups felt that the word “social” was descriptive of them. Other often chosen descriptors among focus group participants were “in-control”, “health-conscious” and “spontaneous.” Participants were least likely to describe themselves as “intense” and “price-conscious.”

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## 1.0 INTRODUCTION ET SOMMAIRE

La recherche antérieure dans le cadre de l'Enquête de surveillance de l'usage du tabac au Canada (ESUTC) révèle une tendance à la baisse dans la prévalence du tabagisme (à tous les jours et à l'occasion) dans le temps. Cependant, les fumeurs occasionnels représentent une fraction croissante des fumeurs à l'heure actuelle, pesant pour environ 19 p. 100 dans la population des fumeurs âgés de 18 ans et plus, en 2005. Environ les deux tiers des fumeurs occasionnels rapportent avoir déjà fumé à tous les jours.

Les fumeurs occasionnels (des fumeurs qui ne fument pas tous les jours) qui, avec le temps, constituent une plus grande proportion des fumeurs, sont d'un intérêt tout particulier pour le Programme de la lutte au tabagisme de Santé Canada. À l'heure actuelle, il existe trop peu d'information sur la façon de cibler efficacement les fumeurs occasionnels qui peuvent être constitués de fumeurs en transition, par exemple, des fumeurs quotidiens devenus des fumeurs qui ne fument pas à tous les jours, de même que de fumeurs qui ont l'habitude de fumer à l'occasion.

Mieux comprendre les fumeurs occasionnels, tant individuellement qu'en tant que groupe, aiderait le Programme de la lutte au tabagisme à comprendre les attitudes actuelles à l'égard du tabagisme; ce qui pourrait éventuellement contribuer à l'élaboration de politiques plus efficaces en matière de lutte contre le tabagisme; et, fournir de l'information nouvelle pouvant s'intégrer à plusieurs aspects de la lutte contre le tabagisme.

En 2007, Santé Canada a retenu les services d'Environics Research Group Limited pour réaliser des travaux de recherche qualitative et quantitative à ce sujet.

### **But et objectifs de la recherche**

Le but de cette recherche est d'examiner la composition de ce groupe qui est constitué des fumeurs occasionnels au Canada afin de mieux comprendre sa dynamique. La recherche a examiné les caractéristiques des fumeurs occasionnels, leurs perceptions de soi, leurs habitudes en matière de tabagisme, leur historique, les sous-groupes, leurs situations et associations, leurs tentatives pour cesser de fumer, leurs perceptions à l'égard de l'incidence du tabagisme sur la santé, ainsi que leurs valeurs sociales.

## Méthodologie de recherche

La recherche qualitative a été conçue pour explorer les connaissances, attitudes et habitudes des fumeurs occasionnels. Six groupes de discussion avec des fumeurs occasionnels, segmentés selon l'âge (18-24 ans et 25+ ans), ont eu lieu à Toronto, Montréal et Winnipeg entre les 1<sup>er</sup> et 3 mars 2007.

La recherche quantitative a été conçue pour obtenir un échantillon représentatif de fumeurs occasionnels au sein de la population canadienne âgée de 18 ans et plus, elle a été mise en œuvre pour donner un portrait statistique des connaissances, des attitudes et des habitudes des fumeurs occasionnels. Une enquête nationale par téléphone auprès de 805 fumeurs occasionnels a été réalisée entre les 12 et 29 mars 2007. Un sondage de cette taille est assorti d'une marge d'erreur de  $\pm 3,5$  points de pourcentage, 19 fois sur 20.

La recherche en groupes de discussion a contribué à la conception du questionnaire de sondage et à l'interprétation des résultats de sondage.

## Sommaire

Les résultats clés de la recherche comprennent :

### Définition de soi

- La plupart des fumeurs occasionnels jugent être des fumeurs. Cette perception est moins répandue chez les 18-24 ans, les diplômés universitaires et les résidents de Toronto. Dans les groupes de discussion, la raison principale pour laquelle les fumeurs occasionnels se voient comme étant des fumeurs se fondait sur la définition behavioriste du « fumeur » comme étant « un individu qui fume. »
- Parmi les fumeurs occasionnels qui ne se considèrent *pas* fumeurs, les raisons principales évoquées étaient qu'ils ne fument pas assez souvent ou qu'ils maîtrisent le fait d'être ou ne de pas être fumeur (c.-à-d. ils peuvent cesser pendant des périodes de temps, ils sont des fumeurs sociaux et ils fument seulement quand ils consomment de l'alcool).

### Consommation de cigarettes

- Les fumeurs occasionnels rapportent avoir fumé en moyenne 2,8 jours au cours des sept derniers jours.
- Les fumeurs occasionnels rapportent avoir fumé en moyenne 12,1 jours au cours des 30 derniers jours. Dans les groupes de discussion, la plupart des participants ont affirmé avoir fumé la cigarette pendant 10 à 15 des 30 derniers jours. Les participants plus jeunes ont eu tendance à indiquer avoir fumé pendant un plus grand nombre de jours que les participants plus âgés. Les participants de Montréal ont eu tendance à rapporter avoir fumé pendant un plus grand nombre de jours, alors que les participants de Toronto ont rapporté le nombre de jours le plus faible.
- Les fumeurs occasionnels indiquent fumer en moyenne 4,2 cigarettes par jour et 70 p. 100 en fument quatre ou moins. De plus, dans les groupes de discussion, la plupart des participants ont rapporté fumer en moyenne entre deux et quatre cigarettes, les jours où ils fument. Cependant, un grand nombre de participants ont indiqué qu'ils n'avaient pas vraiment de patron « moyen » de consommation, puisque la quantité qu'ils fument au cours d'une journée dépend des raisons et des circonstances au cours desquelles ils fument.

### Habitudes en matière de consommation – les journées et les heures

- La plupart des fumeurs occasionnels ont tendance à fumer plus le vendredi ou le samedi. De façon analogue, les participants aux groupes de discussion ont rapporté fumer pendant le week-end plus souvent que pendant les jours de la semaine. Nous avons noté une indication que les « fumeurs sociaux » étaient plus enclins à fumer pendant le week-end, alors que ceux qui fument en raison du stress ou de l'ennui avaient plus tendance à fumer les jours de la semaine au lieu, voire en plus, des jours du week-end.
- La plupart des fumeurs occasionnels fument habituellement en soirée, alors que des proportions beaucoup plus faibles fument habituellement le matin ou l'après-midi.

Lors des groupe de discussion, presque aucun des participants n'ont rapporté fumer le matin.

### **Acheter et partager des cigarettes**

- Une vaste majorité de fumeurs occasionnels achètent toutes ou presque toutes les cigarettes qu'ils fument et, assez régulièrement, fument moins d'une cigarette entière. Une majorité plus faible d'entre eux donnent des cigarettes à d'autres sur une base assez régulière. Des proportions plus faibles empruntent ou obtiennent assez régulièrement des cigarettes des autres et ils donnent ou jettent des cigarettes pour s'aider à contrôler leur consommation ou à la modérer. Dans les groupes de discussion, les habitudes variaient de certains participants qui achètent toujours leurs cigarettes à quelques-uns qui n'achètent jamais de cigarettes, mais les empruntent toujours ou, à l'occasion, achètent des cigarettes à l'unité auprès d'amis et de collègues. Un grand nombre d'entre eux combinent ces deux types de comportements à divers degrés.

### **Endroits et situations associés avec le tabagisme**

- Les fumeurs occasionnels ont habituellement plus tendance à fumer immédiatement à l'extérieur de leur domicile, sur un balcon ou dans un garage ou à l'intérieur de leur résidence. Des proportions plus faibles fument habituellement à l'extérieur ou sur la rue, chez des amis ou des membres de la famille, dans une automobile ou un véhicule, à l'extérieur/à l'intérieur de bars et de clubs, à l'extérieur de leur lieu de travail et au travail. Ceux qui sont âgés de 45 ans et plus et ceux qui sont moins scolarisés ont habituellement plus tendance à fumer à l'intérieur de leur résidence, alors que les 18-24 ans ont habituellement plus tendance à fumer chez des amis ou des membres de la famille et à l'extérieur des bars et des clubs. Dans les groupes de discussion, peu de participants fumaient à la maison et, parmi ceux qui le faisaient, la plupart allaient fumer à l'extérieur.
- Les fumeurs occasionnels ont le plus tendance à dire, avec et sans suggestion, qu'ils fument lorsqu'ils consomment de la bière ou de l'alcool. Une assez grande proportion de deux sur dix affirment également, avec et sans suggestion, fumer dans des situations sociales, alors qu'une proportion semblable d'entre eux (avec suggestion) affirment que fumer est un moyen pour gérer leur niveau de stress. Dans

les groupes de discussion, les éléments déclencheurs poussant à fumer étaient le plus souvent : les situations sociales en général, le stress et les émotions vives, les repas, l'alcool, le café, la compagnie de certaines personnes en particulier, ainsi que des activités sociales précises (p.ex. golf, barbecues, parties de poker, dîners en famille).

### Sentiments à l'égard du tabagisme

- Dans leur description de ce qu'ils ressentent quand ils fument, les fumeurs occasionnels ont le plus tendance à dire « détendu » ou « un moment de détente. » D'autres expressions positives associées au tabagisme sont « bon, » « se libérer du stress, » « satisfait. » Les associations négatives étaient moins fréquentes que les expressions positives, une tendance aussi observée dans les groupes de discussion. Les associations négatives les plus courantes étaient « dégoûté, » « se sentir coupable » et « déçu. » Dans les séances de groupe, lorsqu'ils ont été invités à dire si le fait de fumer leur donnait le sentiment d'être « cool » ou « sexy », la plupart des participants ont dit que non.
- Les fumeurs occasionnels attribuent une cote moyenne de 3,9 au plaisir de fumer sur une échelle de un (n'aime pas du tout fumer) à sept (aime beaucoup fumer). Ceux qui donnent une évaluation négative sont légèrement plus nombreux que ceux qui donnent une évaluation positive.
- Les fumeurs occasionnels cotent leur satisfaction à l'égard de la quantité qu'ils fument à 4,3, en moyenne, sur une échelle de un (pas du tout satisfait) à sept (très satisfait). Ces évaluations positives sont légèrement plus nombreuses que les évaluations négatives.
- Six fumeurs occasionnels sur dix pensent qu'ils fumeront moins d'ici 12 mois. Parmi ce groupe, les raisons mentionnées le plus souvent sont de tenter de cesser de fumer ou de moins fumer.

### Perceptions de dépendance

- Une majorité des fumeurs occasionnels affirment que, les jours où ils ne fument *pas*, ils ont au moins parfois le goût de fumer une cigarette. Ce nombre est légèrement plus élevé chez les femmes que chez les hommes.

- Les fumeurs occasionnels ont deux fois plus tendance à décrire leur façon de fumer comme étant une habitude plutôt qu'une dépendance. Le nombre de ceux qui la décrivent comme étant une dépendance est plus élevé chez les 45-54 ans et chez ceux qui possèdent moins qu'une scolarité de niveau secondaire. Dans les groupes de discussion, la plupart des participants ont affirmé ne *pas* être dépendants.
- Chez ceux qui décrivent leur façon de fumer comme étant une dépendance, la raison la plus souvent mentionnée est qu'ils ressentent le besoin ou l'envie de fumer. Dans les groupes de discussion, certains fumeurs occasionnels, en particulier ceux qu'on pourrait qualifier d'anciens fumeurs quotidiens « en transition, » se sont décrits comme étant dépendants. Certains se voyaient dépendants du tabac (nicotine) proprement dit, alors que d'autres pensaient que leur dépendance se rapportait au geste de fumer (les aspects kinesthésiques et sensoriels au fait d'allumer une cigarette et de la fumer). Un certain nombre a aussi décrit le tabagisme comme étant une « habitude. »

### **Historique en matière de tabagisme**

- L'âge moyen auquel les fumeurs occasionnels ont fumé leur première cigarette entière est de 15,9 ans.
- L'âge moyen auquel les fumeurs occasionnels ont commencé à fumer assez régulièrement est de 19,6 ans.
- La moitié des fumeurs occasionnels fument de façon occasionnelle depuis cinq ans ou moins.
- Les trois quarts (77 %) des fumeurs occasionnels ont déjà fumé la cigarette à tous les jours. Au sein de ce groupe, la plupart ont cessé de fumer à tous les jours au cours des cinq dernières années.

### **Habitudes en matière de tabagisme**

- Quand on leur demande d'identifier quel type de comportement en matière de tabagisme parmi les quatre types qui leur sont présentés correspond le plus au leur

depuis qu'ils ont commencé à fumer, seulement 13 p. 100 affirment avoir toujours été des fumeurs occasionnels. Quatre sur dix affirment qu'ils ont déjà fumé à tous les jours et ne fument plus maintenant qu'à l'occasion, deux sur dix affirment adopter une combinaison de comportements de fumeur quotidien et occasionnel, alors que trois sur dix affirment que leur patron alterne entre fumer et ne pas fumer.

- Les fumeurs occasionnels semblent avoir adopté un patron stable, la plupart indiquant qu'ils étaient déjà des fumeurs occasionnels il y a 12 mois.
- Chez les fumeurs occasionnels qui ont déjà fumé la cigarette à tous les jours ou qui fumaient à tous les jours il y a 12 mois, la plupart ont tendance à mentionner que des préoccupations relatives à leur santé est la raison pour laquelle ils ont, à un certain moment dans le passé, changé leur habitude de fumer à tous les jours pour ne plus fumer qu'à l'occasion aujourd'hui. Une assez grande proportion d'entre eux mentionnent également tenter de cesser de fumer. Lors des groupes de discussion, la plupart des fumeurs occasionnels en transition qui étaient des fumeurs quotidiens il y a un an ont indiqué qu'ils avaient délibérément réduit leur consommation, soit parce qu'ils voulaient éventuellement cesser de fumer, parce que leurs circonstances avaient changé ou parce que quelqu'un les avait encouragés à modifier leurs habitudes en matière de tabagisme.
- Parmi les fumeurs occasionnels qui ont déjà fumé la cigarette à tous les jours ou qui fumaient à tous les jours il y a 12 mois, la plupart (58 %) affirment que le fait de changer d'une consommation quotidienne à occasionnelle s'inscrivait dans un plan pour cesser de fumer.

### **Renoncement au tabagisme**

- Huit fumeurs occasionnels sur dix (80 %) rapportent avoir tenté de cesser de fumer. Parmi ces derniers, une forte majorité a tenté une ou plusieurs fois depuis un an. Dans les groupes de discussion, de nombreux participants ont mentionné que des préoccupations relatives à la santé étaient une raison pour fumer moins ou pour cesser de fumer.
- Six sur dix envisagent sérieusement de cesser au cours des six prochains mois. De surcroît, la plupart d'entre eux envisagent sérieusement de le faire au cours des 30

prochains jours. Dans les groupes de discussions, les fumeurs occasionnels ont exprimé des points de vue mitigés quant à leurs désirs et leurs intentions de cesser de fumer. Certains se disaient satisfaits et n'avaient pas de plan de renoncement au tabagisme, alors que d'autres ont affirmé qu'ils cesseraient, mais qu'ils n'avaient pas de plan bien arrêté. Ce dernier groupe comprenait des fumeurs en transition qui maintenaient leur patron de consommation et qui avaient pour but ultime de cesser de fumer.

- Les fumeurs occasionnels sont divisés quant à savoir s'il leur serait facile ou difficile de cesser de fumer. Les hommes ont plus tendance que les femmes à penser qu'il leur sera très facile de cesser.
- Neuf fumeurs occasionnels sur dix sont confiants qu'ils seront capables de cesser de fumer, dont la moitié d'entre eux qui se disent très confiants. Les hommes sont plus enclins que les femmes à dire qu'ils sont très confiants de réussir à cesser de fumer. Dans les groupes de discussion, la plupart de ceux qui prévoient cesser de fumer ont affirmé qu'ils se sentaient raisonnablement confiants de réussir, et ce, même s'ils ont aussi reconnu qu'il y a des obstacles à franchir et des défis à relever.

### **Effets sur la santé**

- Une forte majorité des fumeurs occasionnels pensent que le tabagisme est un problème de santé grave au Canada.
- Une forte majorité est d'accord pour dire que fumer à l'occasion est dangereux pour la santé d'un individu. Dans les groupes de discussion, la plupart ont été d'accord pour dire que fumer à l'occasion cause – ou, du moins, peut causer – des problèmes de santé, même des problèmes graves, mais seulement quelques participants pensaient que fumer à l'occasion était aussi dangereux pour la santé que fumer à tous les jours. Un grand nombre d'entre eux croyaient que fumer à l'occasion est au moins un peu moins dangereux que fumer à tous les jours.
- Une majorité d'entre eux ont dit qu'il était au moins assez probable que le fait qu'ils fument débouchera sur des problèmes de santé.

### Utilisation d'autres produits du tabac

- Moins de deux fumeurs occasionnels sur dix rapportent fumer des petits cigares ou cigarillos et des cigares. Très peu d'entre eux fument la pipe et la pipe orientale ou utilisent des produits du tabac sans fumée tels que le tabac à chiquer ou à priser. Les hommes ont plus tendance que les femmes à rapporter fumer ou utiliser tous ces produits du tabac.

### Descripteurs de la personnalité

- La vaste majorité des fumeurs occasionnels interviewés utilisent les mots « social, » « en charge de la situation, » « enthousiaste, » « soucieux de sa santé » et « souple » pour se décrire en tant que personne. La majorité se voit également comme étant « sensibles au prix des choses » et « intéressés à faire des expériences spontanées » et « à acheter plus de choses nouvelles. » Un moins grand nombre d'entre eux se décrivent comme étant « intenses » et « stressés. » De façon analogue, dans les groupes de discussion, presque tous les participants dans tous les groupes étaient d'avis que le terme « social » les décrivait bien. D'autres descripteurs choisis souvent chez les participants des groupes de discussion comprenaient « en charge, » « soucieux de sa santé » et « spontané. » Les participants ont eu moins tendance à se décrire comme étant « intenses » et « sensibles au prix. »

Pour obtenir le rapport complet en format PDF (disponible en anglais seulement), communiquez avec le Programme de la lutte au tabagisme :

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Programme de la lutte au tabagisme, Santé Canada  
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## 2.0 QUALITATIVE RESEARCH

The qualitative research was designed to explore knowledge, attitudes and behaviours with respect to occasional smokers. The findings of this research were also used to provide insights for structuring the quantitative research, presented in Section 3.0.

### Research Design

The qualitative research consisted of a set of six (6) focus group sessions conducted on March 1 and 3, 2007 in three cities: Montreal (2 sessions), Toronto (2 sessions) and Winnipeg (2 sessions). The Montreal sessions were held in French; the others in English. In each location, one session was conducted with occasional smokers aged 18 to 24 years and one session was conducted with occasional smokers aged 25 years or older. Participants were recruited to achieve a mix of genders, education levels, working statuses, and income. Each focus group session lasted approximately two hours. Ten participants per session were recruited for approximately eight to show per group. Turnout was very good, with 49 participants taking part.

### Focus Group Sessions of Occasional Smokers

Date	Location	Time	Session by Age Group
March 1	Toronto	5:30 pm	18-24 years
March 1	Toronto	8:00 pm	25+ years
March 3	Montreal	12:00 pm	18-24 years
March 3	Montreal	2:00 pm	25+ years
March 3	Winnipeg	1:00 pm	18-24 years
March 3	Winnipeg	3:00 pm	25+ years

Occasional smokers were identified and recruited as those answering “occasionally” when asked “Do you smoke cigarettes daily, occasionally, or not at all?” In addition, those answering “occasionally” were excluded from the research if they indicated that they had smoked on all of the past seven days.

The English and French discussion agenda and written exercises as well as the screening documents outlining recruiting specifications are included in Appendix A .

Dr. Donna Dasko, Senior Vice President, Environics, directed the project and moderated the English sessions. Mr. Derek Leebosh, Senior Associate, moderated the French sessions. All qualitative research work was conducted in accordance with the professional standards established by the Marketing Research and Intelligence Association (MRIA – previously the Professional Market Research Society and the Canadian Association of Market Research Organizations).

Qualitative research provides insight into the range of opinions held within a population, rather than the weights of the opinions held, as would be measured in a quantitative study. The results of this type of research should be viewed as indicative rather than projectable.

## **2.1 DESCRIPTION OF OCCASIONAL SMOKERS**

At the beginning of the focus group session, participants were given a written exercise to complete that asked them several questions about their self-identification as a smoker and their smoking behaviour. These issues were then discussed more extensively in the groups.

### **Self-definition**

In the first written exercise, participants were asked to answer the question “Do you consider yourself to be a smoker?” Later in the explanation of their responses, they were also asked whether they see themselves as an occasional smoker. The following analysis of their responses draws on both the answers to the written exercise and on the group discussion.

### **Smoker or non-smoker?**

Most participants in this qualitative research said they considered themselves to be smokers, although some did not. For most of those who do see themselves as smokers, the predominant reasoning behind this self-identification was based on a behavioural definition of “smoker” as “someone who smokes.” Reasons for smoking did not affect this self-perception – they smoke, therefore they must be smokers, even if it is only occasional smoking.

Yes, because I smoke occasionally.

Yes, smoking one cigarette every couple of days is no different from smoking a pack a day. SMOKING IS SMOKING.

Yes, I have smoked and may continue to do so from time to time.

If one hasn't kicked the habit totally one is a smoker.

Yes, even smoking a few times a week is still smoking.

Until you quit, you're a smoker.

Oui, parce que je fume les fins de semaine.

Une bière, on n'est pas alcoolique; mais on est buveur!

Some appeared to consider certain other behavioural or attitudinal factors to play some role in determining whether they saw themselves as smokers; in particular, whether or not they enjoy smoking, and whether or not they bought cigarettes or carried them around. A few suggested that there is a threshold number, below which one still might have a cigarette from time to time but still not see one's self as a smoker, although no one identified what that number might be.

I do consider myself a smoker because I buy one package of cigarettes a week and on an occasional, but regular basis, smoke.

Yes I was a full-time smoker who is now in the process of quitting. However, I enjoy smoking and always felt like a smoker.

I would have to say yes, because I buy them even though I don't smoke much.

Yes I still carry around a package of cigarettes.

Yes, I enjoy casual cigar/cigarette smoking.

Oui, parce que je fume environ un paquet de cigarettes par deux semaines.

A few gave a more equivocal response to this question – they said that they think of themselves as “sort of” or “somewhat of” a smoker, or said that they were “yes and no” or “more yes than no.” Some of these participants appeared to be suggesting that when they smoke, they are smokers, but when they are not smoking, they do not consider themselves as smokers, while others appeared to be suggesting that while the fact that they smoke makes them smokers in one sense, the fact that they do not smoke all the time means they lack an important characteristic of smokers.

Somewhat, I smoke but not every day, mostly at work and when out socializing.

Yes, off and on.

Oui et non, il m'arrive de ne pas fumer du tout, quelques fois et de fumer plus avec de l'alcool ou quand je suis stressé (avec le café aussi)

A few resisted definition as a smoker by arguing from the beginning that they were not smokers but occasional or social smokers; they appeared to see this as a category separate and distinct from that of smoker, rather than a sub-group of smoker. This attitude would appear to be stronger in Montreal, particularly among younger participants.

I'm a part-time smoker.

I consider myself a social smoker – I don't smoke on my own, but with a group of friends at school.

I consider myself a casual smoker. I don't buy packs, but I smoke with friends when I'm out.

Je me considère fumeuse occasionnelle car je peux facilement m'abstenir de fumer si les circonstances m'en empêchent.

Je suis une fumeuse occasionnelle. Je fume seulement dans les occasions spéciales comme un souper entre amis ou en buvant un verre.

Non, je me considère fumeur sociable, puisque je fume seulement lorsque je prends de l'alcool ou dans des occasions vraiment spéciales, tel une sortie en ville.

Oui, un fumeur occasionnel, social smoker, quand je joue au poker.

Non, je fume occasionnellement (fin de semaine)

Oui. A temps partiel ou socialement.

Pas 'vrai fumeur' mais 'léger' fumeur.'

A few did not define themselves as smokers but did not spontaneously identify themselves as social or occasional smokers either. These participants tended to suggest that they are not smokers because they do not smoke often enough or because they have control over whether they smoker or not. For these occasional smokers, the general idea seemed to be that if you need nicotine, you are a smoker, but if you can go for days without smoking, if you don't experience cravings, and if your smoking is tied to sociability and consumption of drinks such as beer, coffee and wine, then you may not be "a smoker." A smoker is someone who smokes enough that they have yellow teeth or fingers, or who has to smoke when they feel the urge, even if that means getting up in the middle of the night.

No, I quit a year ago, once in a blue moon.

No. Do not smoke a lot about 1 pack a month.

Not really as I only smoke once in a while. I can go a very long time without smoking.

No, I smoke only occasionally. I could stop at any point if I want to.

I don't smoke, hardly at all.

I don't buy packs.

No. At any given time I can control whether I am smoking or not.

No, I social smoke only when I go out sometimes usually only when I have a few drinks.

Non, je me considère plus comme un non-fumeur, mais je fume parfois pour plusieurs raisons.

### **Self-identification as occasional smoker**

Participants were informed that the definition of an occasional smoker is “someone who answers ‘occasionally’ when asked the question ‘do you smoke every day, occasionally or not at all?’” Virtually all participants agreed that they would consider themselves to be occasional smokers by this definition; however, some did not see themselves as occasional smokers because they may smoke only once or twice a month, or less – they see occasional smokers as people who smoke once or twice a week.

I'm an occasional smoker, because I have one pack a month.

I smoke once or twice a week.

I don't smoke every day.

I don't smoke enough to be an occasional smoker.

For most, this self-identification as an occasional smoker also implied a certain amount of control, a sense of not being addicted, or that they only smoke in certain circumstances or for specific purposes such as stress reduction.

I'm an occasional smoker because I don't buy, I get cigarettes from friends.

If I'm having a rough day, I may have a cigarette or two.

A few, however, said that even though they did not smoke every day, they nonetheless are dealing with the desire to smoke on a daily basis: “Une cigarette ou cent, c'est comme du sucre, on peut pas arrêter.”

Some argued that they are occasional smokers because of regulations that make them so. They would smoke regularly, but they are prevented from doing so because there is nowhere they can go to smoke, not even outside when it is cold.

All the rules today make us all occasional smokers.  
In the winter, it's too cold to smoke a lot outside.

One participant in Montreal noted that there is a difference in perceptions of smokers and drinkers in terms of disease, that while occasional drinkers are not seen as being addicted to alcohol, occasional smokers are seen as being addicted to tobacco: “Mais quelqu'un qui prend un coup n'est pas un alcoolique, mais quelqu'un qui prend une cigarette est quand même un fumeur – c'est une maladie quand même.”

### **Comparison with other smokers**

In some sessions, participants were asked if they smoked more, less or the same as their friends who smoke. Almost all agreed that they smoke less than their smoking friends, although a few said the difference was that “when I'm with them, I smoke just the same, but I don't smoke when I'm not with them.”

Other participants reported that they did notice at parties or gatherings where people can smoke without going outside, other smokers seemed to smoke more often, smoking two or three cigarettes in the time that they might smoke one.

Occasional smokers in general seemed at a loss to explain why they can be occasional smokers when their friends seemed to smoke more. Some possible reasons suggested for the distinction included:

- Their friends are older and have had more time to become addicted.
- Their friends are less particular about what and where they smoke.
- Their friends are less price-conscious: “\$30 in my pocket is worth more to me.”
- Their friends may not be aware of the health hazards or may not have experienced any health problems.
- Their friends may experience cravings more strongly.
- Their friends have chosen to pursue a smoking lifestyle.

## 2.2 SMOKING BEHAVIOUR

In the first written exercise, participants were asked to answer various questions concerning their smoking behaviour, including

- Have you smoked at least 100 cigarettes in your life time?
- On how many days of the past 30 days did you smoke cigarettes?
- On average, on the days when you smoked, about how many cigarettes did you smoke a day?

Later in the group discussion of their responses, they were asked additional questions concerning their smoking behaviour, including questions on what days of the week they smoke, when during the day they smoke, purchasing behaviours and preferred types of cigarette. They were also asked to describe the kinds of situations in which they smoke. The following analysis is based on the answers to the written exercise and on the group discussion.

### **Cigarette consumption**

Most participants reported that they have smoked at least 100 cigarettes in their life time, although a small number – primarily younger or Toronto-based participants – said they have not.

Most participants have smoked cigarettes on between 10 and 15 of the past 30 days. Younger participants tended to report smoking on more days than older participants. Montreal participants tended to report more “smoking days” than Winnipeg participants, and Toronto participants reported the least number of “smoking days.”

Most participants reported smoking between two and four cigarettes, on average, on the days that they smoked, although some reported smoking on average only a few puffs, and others as many as 10. In Toronto and Winnipeg, older participants reported smoking, on average, slightly more cigarettes per day than younger participants; reported consumption was similar in both age groups in Montreal. Overall, participants in Montreal reported

somewhat higher average consumption than participants in Winnipeg, and Toronto participants reported the lowest average consumption on the days they smoked.

There was a pattern among some of not finishing a cigarette. Among those who did not always finish smoking their cigarettes, many said it wasn't all that important for them to finish smoking if the people they are smoking with are finished, or if they are smoking outside in rain or the cold and want to go back inside. However, a few did not finish because they have become aware, while smoking, that they don't really enjoy what they are doing: "sometimes you get pissed off at the taste and put it out because you don't want any more."

However, many participants noted that they really had no "average" pattern of consumption – how much they smoked on any given day depended on why and in what circumstances they are smoking. Some may smoke one or two cigarettes a day once or twice a week while at work or school – generally while sharing a break with colleagues – and then go out drinking two or three times a month and smoke 10 or more cigarettes in a single night. Some will smoke one or two cigarettes when they meet a friend for coffee or go out to a restaurant or share a large family meal, and then may smoke several cigarettes in a short time while under unusual stress at work or school. Some may smoke for several days in a row, and then not smoke again for weeks or even months.

### **Consumption patterns – days and times**

Some reported regular patterns in terms of the days on which they consume tobacco, in that they normally smoke one or two cigarettes on workdays but not at all over the weekend, or do not smoke during the week but smoke only on weekends (or their days off if they do not correspond with the weekend), particularly when they go out. Others, however, said that they tended to smoke "whenever it strikes" and that it "could be any day."

In general, smoking on weekends was reported more often than smoking on weekdays. There was some indication that "social smokers" are more likely to smoke only on weekends, while occasional smokers who smoke at least in part due to stress or boredom are more likely to smoke during the week instead of, or in addition to, weekend smoking.

Participants were most likely to say they smoke on "one or two days" or "three or four days" a week, but a few smoke five days a week – i.e., on workdays – under usual conditions. Some

noted that they smoke more and on more days in a typical week during summer, when the weather is warm and generally pleasant; in winter, they may pass up opportunities to go out and smoke with colleagues at work or friends at a bar because of cold or inclement weather.

Almost none reported smoking in the morning – the occasional smokers in this research did not feel any urgency about smoking as soon as possible after waking up, but a few did sometimes smoke after breakfast. A few sometimes smoked after lunch. Some smoked during the day at work, more often in the afternoon than in the morning, and more often in the later afternoon. Most said that the greatest part of their smoking happened in the evening, after 6:00 pm, and a few reported smoking only in the evening.

### **Purchasing behaviours and preferences**

Purchasing patterns ranged from some who always bought their own cigarettes and never borrowed or “bummed” cigarettes from friends, to a few who never bought packages of cigarettes but always borrowed or occasionally purchased single cigarettes from friends and colleagues. Many combined these two behaviours to different degrees; some usually bought for themselves but sometimes borrowed, while others usually borrowed but sometimes bought. Some bought packages, not for themselves but for those friends that they frequently borrowed from. A few described their purchase behaviour as buying occasional packages to be shared among themselves and their friends.

I smoke my friends’ cigarettes.

I’ll buy a pack and share it because I can’t smoke that many by myself in one night.

I give them away before they get stale.

I never borrow cigarettes from other people.

Those who smoked more often, smoked more on the days they smoked or sometimes smoked alone, were more likely to describe themselves as “buyers” rather than “borrowers.” Those who said they were “borrowers” were more likely to be those who reported that they smoked less often and describe themselves as exclusively “social” smokers.

Participants mentioned smoking a wide range of cigarettes and other tobacco products. Some said that they smoked regular cigarettes, others “light” or “mild” cigarettes or menthols. A few bought loose tobacco and rolled their own. A few said they smoked

whatever is available to them – as they borrowed rather than bought, what they smoked depended on what the people they were smoking with use: “any kind that friends have to give me.” A few only or primarily smoked specific brands, some of which cannot be bought in Canada. These participants bought a carton or several packages when they were abroad, or have cigarettes sent to them by friends or relatives. Some gave the impression that, because they do not smoke often, they feel free to smoke whatever they want, instead of choosing the light or mild cigarettes which some consider to be healthier – they seem to feel that if they are going to smoke, then they will smoke “the real ones.” Others said they smoke light or mild cigarettes because they believe them to be less harmful, or because they prefer their tobacco to be less harsh. One participant bought “the cheapest” cigarettes to be reminded of “how bad it tastes.”

Some of those who bought cigarettes buy the small (20) packages and others buy the larger (25) packages. Some bought cartons or bought cigarettes in bulk on reserves (200 at a time was the most frequently mentioned bulk number).

The choice between buying small or large packages seemed to be related to consumption patterns. Some participants tended to buy whatever size normally lasts a specific time period – a week, two weeks, a month. Others bought only when they are going out to a bar or party, and bought the small pack because there will be fewer left over. Others bought the larger packages because they share, or give what they buy to others and then “bum” the cigarettes back.

### **2.3 PSYCHOLOGICAL ASPECTS OF SMOKING BEHAVIOUR**

In addition to the observable behaviours of occasional smokers – when they smoke, how much they smoke, what they smoke, how they acquire their cigarettes – the research also looked at smoking triggers (where and why they smoke), how they feel about their smoking and whether they consider themselves to be addicted.

## Smoking situations and triggers

In general, the triggers mentioned most often by occasional smokers were: socializing in general, stress and strong emotion, meals, alcohol, coffee, the company of specific people, and specific social activities (golf, barbecues, poker games, family dinners). Some also noted that they can be triggered by hearing people talking about smoking, seeing people smoking on TV, even seeing or hearing anti-smoking ads or conversations. Several noted that the discussion in the focus group was making them feel like having a cigarette.

A number of participants noted that they never or almost never smoke at home, and among those who do, most go outside to smoke, although some who live alone or with other smokers do smoke inside the home. Many also said that they rarely or never smoke when they are alone: “never alone, only with other smokers.” However, some did mention that they sometimes smoke alone, either at home or elsewhere: “Sometimes I just sit down and have a cigarette.”

Of the small number who smoked alone, most said it was triggered by stress or sometimes boredom – “If I’m having a bad day,” “when I’m stressed,” “to pass time” – but some noted that sometimes they enjoy a cigarette with a glass of wine, a beer, a cup of coffee, after a “good meal” or a “big dinner,” or after sex, and that they will smoke alone at these times if there are no others around or if those around them are not smokers themselves. “Emotions and stress” were mentioned most often among the non-social triggers for smoking; in fact, some volunteered that they use tobacco consciously and deliberately to reduce stress or deal with difficult emotional situations: “anything stresses me out, I smoke to calm down.”

Smoking was also seen as a natural “break” activity. Many took breaks at work or at school with other smokers, making these situations into something that is as much social as it is about the desire to have a cigarette, but a few noted that they sometimes take a “smoke break” alone at work if there is no one else going out to smoke at the same time. Most attributed their need for smoke breaks to stress and the need to clear their minds, or a sense of accomplishment at having completed some task, but a few saw smoke breaks as “only fair” since those who “have to smoke” would otherwise get more breaks at work than they do.

Most participants described social or interpersonal situations with smoking: “usually with friends,” “when I’m with a colleague,” “when I go out, when I play cards,” and “family

dinners.” They talked primarily about smoking at parties, bars, poker or card parties, and at the homes of friends who smoke. In some cases, they gave the impression that when at work or when they go out with other smokers in public, they go outside to smoke with their friends more to be social and to continue their conversations or to avoid being left alone in the bar or restaurant than because they of a need to have a cigarette: “Smoking with friends that go out, not to be left alone in a bar since they go out to smoke.” At the same time, a number of participants weighed the social rewards of smoking with their friends against their comfort: “I never go out to smoke when it’s cold.”

Others, however, made it clear that the combination of friends and alcohol made the appeal of smoking much more powerful, and the more they drank, and the more animated they felt, the more they seemed to want to keep smoking: “ordinarily you have a cigarette, then you don’t want one any more, but somehow when you’re drinking, the desire never goes away.” A number said that alcohol and coffee are similar in this respect – when they are drinking either, especially in the company of friends, they tend to smoke, and to smoke more, than they might otherwise. However, for many, alcohol or coffee alone was not sufficient as a trigger – alcohol or coffee in a social setting, or accompanying a meal, will give them a strong enough desire that they will smoke.

For some, there are certain people with whom they always smoke – one particular colleague, one friend – because smoking a cigarette with this person has become part of the ritual of their relationship. Some mentioned that they smoke when they are in specific circumstances, such as social occasions such as playing golf or hockey, attending barbeques, or playing cards.

### **Associations with smoking**

Participants were asked to write down a few words that described how it makes them feel to smoke. Their responses were mixed; some noted only positive feelings, some only negative feelings, and some reported a combination of positive and negative feelings about smoking.

Among the positive responses, by far the most common were words indicating some kind of relaxation or release from stress, (although a few noted that this seemed to be a temporary kind of relief – for some in fact, the relief does not last beyond the first few puffs.) Others

mentioned feelings of satisfaction, happiness, contentment and pleasure associated with smoking.

Some, primarily younger participants, mentioned experiencing feelings of sociability, elation or euphoria, along with the physical sensations of nicotine use – the “head rush” or “buzz” from smoking. A few of the physical reactions, such as dizziness and nausea from smoking on an empty stomach, were not perceived as positive. A few indicated that smoking gave them the sense of being “one of the group,” of belonging.

Negative responses were less common than positive ones. Some negative responses were emotional – guilt, worry and disappointment over smoking, even a feeling of failure at being drawn into doing something they did not want to do. Some expressed more physically-oriented sensations: feeling sick, disgusted, “gross,” weak or unhealthy. A number of negative responses focused on the taste and smell of tobacco.

When asked if smoking made them feel “cool” or “sexy”, most answered in the negative, although some participants – in both age segments – admitted that they had sometimes felt that way when they were younger: “Long ago, when little, we all felt that but not now.” A few participants, particularly in Toronto, did associate smoking with feeling cool, mature, and sexy. One young woman was highly engaged with the notion that her particular brand (Virginia Slims) was “very cool” and “incredibly hot,” and she volunteered that she was very pleased with her image while smoking these cigarettes. One participant in Winnipeg said that smoking made him feel so cool that he liked to watch himself smoking in the mirror, but this description appeared to be delivered with a certain degree of irony or even self-parody.

In fact, a number of participants noted that smoking is “uncool” and “unsexy.” They talked about the negative reactions of others, particularly romantic or sexual partners, to the smell and the taste of smoke on their clothes and their breath.

No – never. Only when much younger. I’m past that.

It is pretty un-sexy for some people!

Now I feel ugly, shame with girlfriend that I stink.

I know that my kid finds it disgusting, I know that my wife can smell it on me so I take Listerine and brush my teeth after. It disgusts me too.

OCCASIONAL SMOKERS IN CANADA

<b>Words Associated with Smoking</b>	
<b>Toronto</b>	
<b>Age Group: 18-24 years</b>	<b>Age Group: 25+ years</b>
<p>Cool, elegant, older, mature, one of the group</p> <p>Relaxed, relief</p> <p>Buzz-enhancing</p> <p>Stress-relieving, nerve-calming</p> <p>Buzz with alcohol, relax in a stressful situation</p> <p>Cool, relieves shyness and insecurity</p> <p>Cigarettes are cool because they're so hot</p> <p>Satisfied, worry-free, relaxed, buzzed, head rush, tingly sensation</p> <p>Calm, relaxed, happy</p> <p>Released, relaxed less anxious, belonging</p>	<p>Relaxing</p> <p>Great, happy, relaxed, satisfied, calm, smooth, cool</p> <p>Weak and unhealthy</p> <p>Relaxed, nauseous, smelly</p> <p>Relaxed, better</p> <p>Relaxed, sexy, cool, naughty</p> <p>Relaxed, eased, calmed, simmered-down</p> <p>Relaxed, content, happy, rushed, satisfied, sick</p> <p>Relaxed, sleepy, bored</p>
<b>Winnipeg</b>	
<b>Age Group: 18-24 years</b>	<b>Age Group: 25+ years</b>
<p>Relaxing</p> <p>Satisfied, relaxed</p> <p>Guilty, unhealthy relief, disgusted</p> <p>Calming, temporary relief</p> <p>Relaxing, dirty</p> <p>Usually good, really settles my stomach after a big meal, after too much smoking it's kind of gross.</p> <p>Relief, disgust, disappointment, stinky</p> <p>Momentary relief, feel better as though an itch has been scratched</p> <p>Relaxed, contented, calm, focused</p> <p>Invigorates me, gives me energy</p>	<p>Not that good</p> <p>Relaxing, calming, social</p> <p>Relieved, disgusted, worried</p> <p>Satisfying</p> <p>Sick</p> <p>Not cool</p> <p>Relaxed, less stressed</p> <p>Relaxed, feels good</p>

<b>Montreal</b>	
<b>Age Group: 18-24 years</b>	<b>Age Group: 25+ years</b>
Relaxed if stressed	Smell
Helps digestion	Satisfaction
Brings calm, takes away stress	Tastes bad
Relaxing	A bit guilty
Routine accomplished	Soothing
Sociability or conviviality	Taste one, need more
Take a break or to switch off from preoccupations	Bad feeling
Decompression	Bad taste
Dizziness	Relaxing
Enthusiastic (“party time”)	Decompressing
Guilty	To be part of others’ activities
This is a reflex, an obsession – I really don’t need it	Stinks
	Calms at first puff but not rest
	Anti-stress
	Invitation to others to smoke
	Pleasure
	Relaxing but only for a few first puffs
	Why am I doing this again?
	Dizziness

**Perceptions of addiction**

Occasional smokers viewed their addiction status in different ways. Some said that they were not addicted; some argued that while they rely on cigarettes to help them deal with stress, this does not mean they are addicted; some said that they may be mildly, or “sort of” addicted, and some – primarily transitional smokers who are moving toward quitting – acknowledged addiction.

Those who said they were not addicted often noted that their use of tobacco is not based in dependence, but is rather pleasure-driven – they choose to smoke, rather than feel they have to smoke due to dependence or physical craving. Some said they never experienced physical

cravings, and did not even think about cigarettes on the days that they do not smoke. A few argued that because they did not purchase cigarettes, they can not be considered to be addicted, because they made no effort to ensure that they can always get a cigarette if they need it.

No, I could stop when I want to.

No, because I've never bought a pack of cigarettes.

No, I don't get cravings. When I smoke, it's spur of the moment.

Sometimes I think a cigarette might be nice, but if it's not convenient, I don't do it.

Some said that they do not think of themselves as addicted, but that they do choose to use cigarettes as stress-reducers. Most viewed smoking to relieve stress or to relax and calm their emotions as a conscious decision and not as a form of dependence, although some did think that this might be a form of psychological dependency.

I need it when stressed, so maybe I'm semi-dependent.

I don't crave it – I know that I'll be relaxed if I smoke, so I use it.

A few indicated that they think of themselves as being mildly or "somewhat" addicted; they acknowledge that there is some level of need or dependence, but they do not see themselves as addicted in the same way or to the same degree that daily smokers are. Rather smoking is "a habit". Some did say that they have cravings "once in a while," even though they weren't too concerned about them. Occasional smokers in Montreal were somewhat more likely to describe themselves in this fashion.

I won't go crazy for a cigarette.

I need it a bit but not much, I'm a bit dependent.

Controlled dependence – I feel my heart beat faster, it gets a reaction, I make the effort to get it

Not really – some days I feel it, a need, but not much.

I need it as something to do – when I have nothing else to do, I need it.

Some occasional smokers, particularly those who might be classified as being "in transition" from daily smokers, described themselves as being addicted. Some saw themselves as addicted to the tobacco (or the nicotine) itself, while others thought that their addiction was to the act of smoking – all of the kinaesthetic and sensory aspects of lighting up and

smoking. These participants often acknowledged that they have cravings – or at least think about smoking – even on the days they do not actually smoke.

C'est le geste pas l'acte de fumer, c'est le rituel, c'est ma bebelle qui m'addicte.  
I need to make a real effort, I need to drink water a lot to stop thinking about it.  
Yes, I think about it a lot, I can skip a day but it will hit me to smoke, I need another activity, a film, something to do.  
On days I don't smoke, I'm thinking about it. It's a temptation.

## 2.4 HISTORIES, SUBGROUPS AND PATTERNS

Occasional smokers are not a homogenous group with regard to their smoking behaviour histories, their motivations or their future intentions with respect to smoking. One way of looking at the differences in various subgroups of occasional smokers is to examine their smoking patterns: are their smoking patterns relatively stable, or are they in transition? They can also be differentiated based on their quit intentions: do they want to quit, or not? And if they do want to quit, are they actively preparing to do so, or are they not yet committed to their intention?

This research examined the histories of occasional smokers in order to identify patterns. It also examined their quit intentions and experiences, and how different subgroups felt about quitting.

The largest group by far were those exhibiting a stable pattern over the past year – those who reported that they were smoking occasionally 12 months ago. A smaller group said that a year ago they had been smoking every day, demonstrating a transitional pattern of movement from daily to occasional (non-daily) smoking. Only a very few were not smoking at all a year ago – the transitional pattern of non-smoking to occasional smoking.

### **Stable pattern**

Stable pattern occasional smokers are those who reported smoking occasionally 12 months ago.

Most participants in this group started smoking in mid-adolescence, although some started smoking earlier and a few began smoking in their early 20's.

There appear to be two distinct subgroups among those who have been occasional smokers over the past year: former daily smokers who have cut down their frequency of smoking to non-daily, or resumed smoking on an occasional basis after a quit attempt; and long-term occasional smokers, who may or may not have had periods during which they have smoked on a daily basis as well as periods during which they did not smoke.

Some former daily smokers have been occasional smokers now for a number of years. Some have cut down deliberately from daily to occasional smoking because they wanted to reduce the number of cigarettes they smoke, while others have cut down as part of a process designed to end with quitting altogether. Others have become occasional smokers after a quit attempt, often of long duration; they tended to see their smoking as a "relapse" or "the best they could do." Some said that during their attempts to quit, they had discovered that they could not accept saying to themselves "I'll never smoke again," but that if they permitted themselves the occasional cigarette, they were able to drastically reduce the number of cigarettes smoked. Many of these former daily smokers have made multiple attempts to quit smoking, both when they were daily smokers and since they have become occasional smokers. Many were still thinking of quitting, if not soon, then at some point in the future. Most would like to be a non-smoker some day.

Others, however, said that they have always been occasional smokers, or that they have at most been daily smokers for short periods of time, usually periods of great stress or anxiety. Most said that the amount of cigarettes smoked and the frequency of their smoking fluctuates over time, although some said they have smoked a relatively consistent amount all of their lives. Some indicated that at times, they may not smoke at all for months or longer, without considering themselves as having quit. Others have consciously quit for periods of time, often at the request of a partner or for health reasons; still others have consciously reduced the amount they smoke and are maintaining this level. Some had no intention of quitting, unless they were to stop enjoying cigarettes, or are presented with some other reason such as a health concern; others felt they would probably quit smoking some day. Few felt any strong desire to quit in the immediate future.

### **Transitional pattern (daily to occasional smoking)**

These occasional smokers reported smoking daily 12 months ago.

Most participants in this group started smoking in early to middle adolescence.

Most transitional occasional smokers who were daily smokers a year ago indicated that they have cut down on their smoking deliberately, either because they want to quit eventually, because their circumstances have changed, or because someone else has encouraged them to change their smoking habits. A few participants in this group appeared to be long-term occasional smokers who are not consciously trying to reduce or quit: “last year, I was feeling really busy, stressed, I was smoking a lot, and now I’m not.”

Those who have deliberately cut down on their smoking, whether or not they intend to quit in the long run, mentioned a range of reasons for this decision:

- Personal health issues, such as diagnosis with a disease related to smoking such as emphysema, or an awareness that their health is being affected.
- Observing illness or death from diseases related to smoking in someone near to them.
- A significant life change that has disrupted former social patterns and habits, such as moving, changing jobs, finishing school.
- Change in family or living situation, such as a new spouse or partner who does not smoke, birth of a child, someone else in the family quitting.
- Family complaining or worrying about the amount the participant smokes.
- Social disapproval and increased restrictions.
- Increased cost of smoking cigarettes.
- General sense of a lack of well-being, ex. “feeling crappy in the morning.”

### **Transitional pattern (non-smoking to occasional smoking)**

Only two participants said that 12 months ago they had not been smoking at all. One of these participants described herself as a long-term occasional smoker who had “barely smoked at all last year,” but had been smoking much more often in recent months due to stress associated with completing an academic program; she anticipated that once her stress level was reduced, she would cut back. The other participant started smoking within the past

12 months because she “went to Miami and saw the coolest cigarettes” but said that she intended to keep smoking on an occasional basis for the time being and eventually quit.

## 2.5 QUITTING

Participants were encouraged to talk further and in greater detail about their intentions, histories and experiences with regard to quitting.

### **Intention to quit**

Not all occasional smokers had an interest in quitting smoking. Some occasional smokers were content with the amount they currently smoke and had no plans to quit, although some of these did acknowledge that they might at some future point further decrease the amount they smoke, or even quit. Most said that they were not currently interested in trying to quit because they enjoy smoking, although some added that it is an important part of how they deal with stress and that it has not yet affected their health to any noticeable degree. There is an implication that at least some would consider quitting if they cease to find it enjoyable or they discover it is causing health problems. There was also a sense, at least for some, that if they noticed they were smoking more, they would at the very least consider cutting back to maintain their current level of consumption, if not decide to quit.

If I didn't like smoking, I'd quit.

I don't think I smoke enough for it to be a problem.

It's enjoyable.

When I can't run, I will quit.

It has not affected my health yet.

I enjoy the action of inhaling the smoke.

It helps me release stress when I need it.

I like the social aspect, you can put everything on hold and go have a conversation and a cigarette.

I'm in a good place with it.

I don't feel that I smoke, so I don't have to quit.

Other occasional smokers were definitely considering quitting, although only a few said they had actually committed to quitting in the near future and almost none had decided on a “quit date.” Some said that they feel that they must quit soon, even if they have not yet set a date to do so, for health reasons. Several commented that they have been diagnosed with serious health problems related to smoking and are under doctors’ orders to quit, but that they have not been able to do so completely – at least not yet. Others simply felt that their health is showing some minor or moderate effects, such as shortness of breath, and want to quit before these problems become any worse.

I shouldn’t be smoking at all.

I’m definitely not happy, but I realise I’m human, and the stress I’m under, and I hope to quit.

Others intended to quit, but did not necessarily see this happening in the short term. Many of these are transitional smokers who have an ultimate goal of quitting; they said that “cutting down” to occasional smoking is part of that process, and have consciously reduced the amount that they smoke to this point – but most did not go so far as to call becoming occasional smokers “part of a plan.” For these participants, it would appear that for now they have gone as far as they can in trying to quit, and are “waiting” or “in a holding pattern” until such time as they are ready to try again – this time, successfully. Others were aware of reasons that they would like to quit eventually, but these were not currently active, or important enough at this time, to motivate them to quit.

I don’t like the yellow teeth and fingers.

Someday I will do it, probably if there are kids around or I get married.

For the time being, I’m OK with it, it could be worse – but I do want to quit.

Most of those planning to quit said that they felt reasonably confident that they would succeed although they acknowledged that there are barriers to be faced and challenges to overcome. Several were concerned about social pressures from friends who continue to smoke, and the temptations of enjoying a cigarette in the social environments they enjoy. Others worried that dealing with stress without smoking might be difficult. Another perceived barrier was the easy availability of cigarettes.

All of our friends smoke more than me so that is hard. I don’t want to be left alone in the bar while they go outside to smoke.

I'm half and half – I know I can do it, but it's a habit, a routine.

While some felt that they have control over their desire to smoke and sufficient will power to succeed, others acknowledged that “it's going to be hard” and some thought they would “need a good reason” such as a health concern to bolster their will power.

On a toujours besoin d'un grand évènement – une bonne, comme un bébé ou terrible, comme du cancer - pour cesser.

I do it at work so it would be hard to stop unless I quit work.

I aim to stop completely but will depend on self-control.

If I decide something then I will do it.

### **Quit history**

Whether or not they said that they were now considering quitting, most participants, and particularly those in the older age segment, have tried to quit smoking in the past, and many have tried more than once. Some have quit for extended periods of time – up to five years – before resuming smoking, either as a daily or an occasional smoker. A few said that while they may not have been trying to quit, they have nonetheless stopped smoking at times, sometimes for months at a time: “it just happened that I wasn't smoking then.” A number of women said they had quit during a pregnancy to safeguard the health of the fetus but resumed smoking after giving birth.

A number of participants reported making New Year's resolutions to quit smoking at some point in their lives, but did not look on this as a particularly useful or effective way to quit.

Some have tried to quit with the help of nicotine replacement therapies (NRTs), both nicotine gum and nicotine patches. Most found nicotine gum ineffective. Some had temporary success with the patch but others did not find it helpful. Several said that they did not find NRTs useful because the amount of nicotine in the products exceeded the amount they normally absorbed in smoking, and made them ill. Several commented that neither nicotine gum nor the nicotine patch was an adequate substitute for the “rituals” of smoking.

Some participants in all groups said they use, or have used, other tobacco products, primarily cigars, cigarillos, and little cigars. A few have tried such products as pipe tobacco, water pipes

(shisha), bidis, kreteks and chewing tobacco, but most did not use any of these on a regular basis. The use of shisha in particular was more common among younger participants. Very few participants have tried any of these tobacco products as a substitute for cigarettes or as a means of quitting cigarette smoking – most have tried them out of curiosity or for pleasure.

### **Reasons for quitting**

Many participants mentioned health concerns as a reason for reducing or quitting smoking. Some who have tried to quit, or who have moved from daily to occasional smoking, said that they have done so because they have experienced health problems related to smoking tobacco. Others agreed that as soon as they felt their health was being compromised, they would cut down or quit. Others talked about cutting down or quitting because of concerns over the effects of second-hand smoke on others, particularly their children, but also the people around them during their daily activities.

Even on the construction site, we don't smoke in our lunch trailer out of respect of the half who do not smoke.

Many also talked about the role of restrictions on smoking in reduction or cessation. Because there were fewer places to smoke and “more hassle” involved in smoking, some were finding that it was no longer worth the effort to smoke – especially in cold or inclement weather. Some said that when they realized that they would have to interrupt what they're doing to go somewhere else, often a long way away, they just don't bother anymore.

The rules make it easier to stop – it takes five minutes to put your coat on for a 15 minute break but real smokers will do it.

Some mentioned other factors in cutting down or quitting:

- Price: “it is too expensive to smoke every day.”
- Aesthetic concerns, ranging from yellow teeth to the constant smell of smoke on their clothes, hair and breath: “you don't stink after going out to a bar anymore.”
- General awareness of health effects of smoking, even if they have not themselves experienced any problems: “Le mouvement pour la santé dans les medias a eu un impact.”

- Social disapproval and the feeling of being viewed an outsider or even a criminal, for smoking: “If you line up at bus stop people look at you and move away because you bother them.”
- Watching someone else become seriously ill or die from a disease related to smoking “Voir quelqu’une proche de moi souffrir, m’a vraiment affecté.”

## 2.6 HEALTH EFFECTS

Virtually all participants, regardless of location or age, agreed that smoking causes health problems, and almost all felt that at least for some people those problems could be very serious. Some participants mentioned specific health problems they associated with smoking, which ranged from cancer and heart and lung problems to decreased lung capacity, throat problems, and yellow teeth. Some noted that smoking weakens the immune system, making smokers more susceptible to infections, including colds, sore throats and chronic bronchitis.

However, a number of participants were quick to point out that smoking does not affect smokers equally, and that many smokers do not experience severe health effects despite years of heavy smoking, while others seem to be more vulnerable to diseases related to smoking. They also noted that smoking is not the only factor involved in these illnesses, that many people develop cancer or heart or lung disease without ever smoking or suffering prolonged exposure to second-hand smoke. They pointed to other factors such as genetics, a person’s constitution, environmental exposures, and lifestyle issues – as equally important in determining whether someone experiences serious health consequences from smoking.

Most also agreed that occasional smoking causes – or at least, can cause – health problems, even serious ones, but only some thought that occasional smoking is just as dangerous to their health as daily smoking. Many believed that occasional smoking is at least somewhat less harmful than daily smoking.

They’re both really bad.

There’s still the risk.

Poison is poison, however much you take it, it’s still tobacco.

Occasional smoke puts you at risk, sure, but it is really over-dramatized.

The air is worse than the amount I smoke.

It’s more dangerous than not smoking at all.

It will affect your health in the long run.

Smoking occasionally isn't as bad as smoking two packs a day.

Many agreed that smoking has had an effect on their own health, although some said they have never experienced any ill effects from smoking and some who have smoked more heavily in the past thought that they are not now experiencing any health problems even though they did when they smoked more.

Smoking has absolutely no effect on my health.

The next day, my voice might be lower, more raspy.

I find I'm coughing a little after I smoke.

It's harder to skate when I play hockey.

I get winded easily.

It's harder to go up stairs – I get out of breath.

A few participants, primarily transitional smokers in the older age segment, said that they have experienced severe health problems such as cardiac conditions or emphysema and have been told by their doctors to stop smoking. Others reported such problems as diminished lung capacity, coughing, a depressed immune system and increased respiratory infections such as bronchitis.

Some also expressed concerns for those around them, particularly their children, noting that they take great care not to expose their children to second-hand smoke. Some who have family histories of diseases such as cancer or heart disease acknowledged that they are worried about their own health risks.

Really worried about it around my little niece – second hand smoke's bad for her.

Many indicated that there are people close to them – friends, spouses, parents and other relatives – who express concern about their smoking: “they find out you've been smoking and they razz you about it.” Some were particularly affected by the concerns of children in their families; one woman spoke of her grandchildren crying and saying to her “on veut que tu restes en vie, Mamie!” Others noted that even though no one in their immediate personal circle was urging them to quit, they were very much aware of the broader social disapproval of smoking and the various institutional pressures on them to quit.

## 2.7 SOCIAL VALUES AND ATTITUDES

In a final exercise, participants were given two lists and asked to indicate which words or phrases in each list described them.

Almost all participants in all groups felt that the word “social” was descriptive of them. While there were some differences among participants in Toronto, Montreal and Winnipeg, other descriptors chosen often were “in-control,” “health-conscious” and “spontaneous.” Participants overall were least likely to describe themselves as “intense” and “price-conscious.” The prevalence of the terms “enthusiastic,” “stressed,” and “flexible” varied markedly among the three locations.

When the same words and phrases are applied specifically to self-description as a smoker, some interesting similarities and differences arise. Participants again identified most strongly with the phrase “social smoker,” and the phrases “health conscious smoker” and “in-control smoker” were also frequently-chosen descriptors. Participants overall were least likely to describe themselves as an “enthusiastic smoker” or an “intense smoker.” Participants in Toronto and Winnipeg identified strongly with the phrase “spontaneous smoker,” while participants in Montreal selected the phrases “stressed-out smoker” and “price-conscious smoker” more often than their counterparts in other cities.

In the following tables, the frequency with which each attribute is seen as being personally descriptive by participants is indicated by a four-point scale in which A = All or almost all, M = Most or many, S = Some and F = Few or none.

OCCASIONAL SMOKERS IN CANADA

Personal attributes							
Toronto		Montreal		Winnipeg		All	
Social	A	Social	A	Social	A	Social	A
Spontaneous	M	Health-conscious	A	In-control	A	In-control	M
Stressed	M	Enthusiastic	M	Spontaneous	M	Health-conscious	M
In-control	M	In-control	M	Enthusiastic	S	Spontaneous	M
Health-conscious	M	Stressed	M	Health-conscious	S	Enthusiastic	M
Flexible	S	Spontaneous	S	Flexible	S	Stressed	S
Intense	S	Price-conscious	S	Intense	S	Flexible	S
Enthusiastic	S	Intense	S	Price-conscious	S	Intense	S
Price-conscious	F	Flexible	F	Stressed	S	Price-conscious	S

Smoking attributes							
Toronto		Montreal		Winnipeg		All	
Social smoker	A						
In-control smoker	M	Health-conscious smoker	A	Spontaneous smoker	M	Health-conscious smoker	M
Spontaneous smoker	M	Stressed-out smoker	M	In-control smoker	S	In-control smoker	M
Health-conscious smoker	M	In-control smoker	M	Health-conscious smoker	S	Stressed-out smoker	M
Stressed-out smoker	M	Price-conscious smoker	S	Stressed-out smoker	S	Spontaneous smoker	S
Flexible smoker	S	Flexible smoker	F	Flexible smoker	S	Flexible smoker	S
Price-conscious smoker	F	Spontaneous smoker	F	Price-conscious smoker	S	Price-conscious smoker	S
Intense smoker	F	Enthusiastic smoker	F	Enthusiastic smoker	F	Enthusiastic smoker	F
Enthusiastic smoker	F	Intense smoker	F	Intense smoker	F	Intense smoker	F

### 3.0 QUANTITATIVE RESEARCH

Following from the research objectives, the quantitative research was undertaken to provide a statistical examination of knowledge, attitudes and behaviours with respect to occasional smokers based on a statistically representative sample.

The topics addressed in the survey included:

- Self-perception
- Current smoking behaviour
- Locations and situations associated with smoking
- Feelings about smoking
- Craving and addiction
- Personality descriptors
- History of smoking
- Quitting behaviour
- Health effects
- Use of other tobacco products

#### Research Design

The focus group research provided insights into the design of the survey questionnaire and interpretation of the survey findings. The survey was designed to obtain a representative sample of occasional smokers in the Canadian population aged 18 years and older. The sample sizes for each province were designed to be equal to the proportion of occasional smokers in each province, based on annual 2005 CTUMS data.

Households were screened to locate an occasional smoker by the question “Does anyone in your household age 18 or older smoke cigarettes occasionally, that is, less than every day?” As well, respondents were excluded from the research if they indicated that they had smoked on all of the past seven days, or if they had not smoked at least 100 cigarettes in their life.

The survey was conducted by telephone with a sample of 805 occasional smokers in Canada, aged 18 years and older, between March 12 and 27, 2007. A survey based on a

sample size (N) of 805 has a margin of error of approximately plus or minus 3.5 percentage points, 19 times in 20.

Throughout the report, the subgroup differences that are noted are those that are statistically significant.

The English and French questionnaire and a description of the survey methods are included in Appendix B. Statistical tables are available under separate cover.

### 3.1 SELF-VIEW

Two-thirds of occasional smokers (67%) consider themselves to be a smoker. Three in ten (31%) do *not*. Two percent say it depends or maybe.

Self-perception of being a smoker is lower among those aged 18 to 24 years, university graduates and francophones.

Self-perception of smoking status (%)	
	Total
Yes	67
No	31
Depends/maybe	2
Q.4a <i>Do you consider yourself to be a smoker?</i>	

Among those who do *not* consider themselves to be a smoker, the main reason given for this perception is that they do *not* smoke often enough (50%). Smaller proportions mention can stop any time/last long periods without smoking (20%), just have a puff (16%), social smoker (11%), only smoke when drinking alcohol (6%), former smoker/trying to quit (5%), do *not* buy packs (4%), and only smoke when stressed (2%). Four percent offer other reasons and four percent offer no opinion.

Reasons for non-perception as smoker (%)	
	Total
Do not smoke often enough	50
Can stop any time/last long periods without	20
Just have a puff	16
Social smoker	11
Only smoke when drinking alcohol	6
Former smoker/trying to quit	5
Do not buy packs	4
Only smoke when stressed	2
Other	4
DK/NA	4
Q.4b <i>Why do you say that?</i> <i>Subsample: Those who do not consider themselves a smoker (n=251)</i>	

### 3.2 CURRENT SMOKING BEHAVIOUR

#### Smoking behaviour in past week and month

When occasional smokers are asked on how many days, over the past seven days, they smoked cigarettes (even just a puff), the average number of days is 2.8. The number of days is distributed as follows: none (12%), one (14%), two (18%), three (20%), four (17%), five (13%) and six (7%). (Occasional smokers who said they smoked all seven days were excluded from participation in the survey.)

OCCASIONAL SMOKERS IN CANADA

<b>How many days smoked in past week? (%)</b>	
	Total
None	12
1 day	14
2 days	18
3 days	20
4 days	17
5 days	13
6 days	7
Mean	2.8
<b>Q.3</b> <i>Thinking back over the past 7 days, starting with yesterday, on <u>how many days</u> did you smoke cigarettes, even just a puff?</i>	

When asked on how many days, over the past 30 days, they have smoked cigarettes, the average number of days is 12.1. The number of days is distributed as follows: fewer than five days (20%), five to nine days (18%), 10 to 14 days (17%), 15 to 19 days (16%), 20 to 24 days (17%), and 25 to 29 days (9%).

<b>How many days smoked in past 30 days? (%)</b>	
	Total
Fewer than 5 days	20
5 to 9 days	18
10 to 14 days	17
15 to 19 days	16
20 to 24 days	17
25 to 29 days	9
Mean	12.1
<b>Q.5</b> <i>Thinking back over the <u>past 30 days</u>, on about how many days did you smoke cigarettes?</i>	

Occasional smokers report smoking an average of 4.2 cigarettes per day; however, 70 percent smoke four or fewer. Four in ten report smoking two or fewer cigarettes per day (23% smoked two per day while 19% smoked one per day). Smaller proportions report smoking between three to four cigarettes per day (28%), five to nine cigarettes per day (18%), and 10 or more cigarettes per day (12%).

<b>Cigarettes smoked per day (%)</b>	
	Total
2 or fewer cigarettes	42
3 to 4 cigarettes	28
5 to 9 cigarettes	18
10 or more cigarettes	12
Mean	4.2
Q.6 <i>On the days that you smoke, about how many cigarettes do you smoke?</i>	

**On which days do you smoke?**

When asked which days of the week they usually smoke, occasional smokers are most likely to mention Friday (39%) and Saturday (44%). Smaller proportions mention Monday (17%), Tuesday (14%), Wednesday (16%), Thursday (17%) and Sunday (22%). One-third (34%) say there is no particular day or days on which they usually smoke.

Friday and Saturday tend to be the most popular days for smoking across most demographic and regional groups.

OCCASIONAL SMOKERS IN CANADA

<b>On which days do you usually smoke? (%)</b>	
	Total
Monday	17
Tuesday	14
Wednesday	16
Thursday	17
Friday	39
Saturday	44
Sunday	22
No particular day or days	34
Q.7 <i>On which days of the week do you usually smoke?</i>	

About half of occasional smokers (45%) report smoking more on certain days than others. This number is higher than average among those aged 18 to 24 years of age and those who smoke more cigarettes per day.

<b>Smoke more on certain days? (%)</b>	
	Total
Yes	45
No	53
Q.8a <i>Do you smoke <u>more</u> on certain days than others?</i>	

Among those reporting smoking more on certain days, the most mentioned day by far is Saturday (65%). Smaller proportions mention Friday (43%), Sunday (23%), Monday (9%), Thursday (7%), Wednesday (6%) and Tuesday (4%). Nine percent offer no opinion.

<b>On which days do you smoke more? (%)</b>	
	Total
Monday	9
Tuesday	4
Wednesday	6
Thursday	7
Friday	43
Saturday	65
Sunday	23
DK/NA	9
Q.8b <i>What days would those be?</i> <i>Subsample: Those who smoke more on certain days than others (n=364)</i>	

**What time of day do you smoke?**

Six in ten occasional smokers (58%) usually smoke in the evening. Smaller proportions usually smoke in the afternoon (14%) and in the morning (11%). Sixteen percent report some combination of these times.

The evening is the most often mentioned time of day for smoking across all demographic and regional groups, but is more likely to be mentioned by those aged 18 to 34 years, by those who have smoked on a fewer number of days in the past month, those who smoke a fewer number of cigarettes per day, and those who have not tried to quit smoking.

<b>Time of day you usually smoke? (%)</b>	
	Total
In the morning	11
In the afternoon	14
In the evening	58
Some combination of these times	16
Q.9 <i>And do you usually smoke...?</i>	

**Buying and sharing**

Large majorities of occasional smokers fairly regularly buy all or most of the cigarettes they smoke (71%) and smoke less than a whole cigarette (65%). A smaller majority (54%) fairly regularly give their cigarettes to others. Four in ten (41%) fairly regularly borrow or get cigarettes from other people. Three in ten (28%) fairly regularly give away or throw away cigarettes to help control or keep down their smoking.

Women are more likely than men to say they fairly regularly smoke less than a whole cigarette. Those who smoke three or more cigarettes per day are more likely to say they fairly regularly buy all or most of the cigarettes they smoke. Those aged 18 to 34 years and those who smoke two or fewer cigarettes per day are more likely to say they fairly regularly borrow or get cigarettes from other people. Those who use other tobacco products are also more likely to say they fairly regularly borrow or get cigarettes from other people, as well as give their cigarettes to others. Those who do not use other tobacco products are more likely to say they fairly regularly smoke less than a whole cigarette. Those who have tried to quit smoking and potential quitters who are seriously thinking about quitting in the next 30 days are more likely to say they fairly regularly give away or throw away cigarettes to help control or keep down their smoking.

<b>Buying and sharing cigarettes (%)</b>	
	Total
Buy all or most of the cigarettes you smoke	71
Smoke less than a whole cigarette	65
Give your cigarettes to others	54
Borrow or get cigarettes from other people	41
Give away or throw away cigarettes to help control or keep down your smoking	28
Q.14 <i>Do you do any of the following on a fairly regular basis ...?</i>	

### 3.3 LOCATIONS AND SITUATIONS ASSOCIATED WITH SMOKING

#### Locations associated with smoking

In an open-ended question, respondents were asked where they usually smoke.

Occasional smokers say they are most likely to usually smoke just outside their home, on a balcony or in a garage (37%) and inside their home (32%). Smaller proportions mention outside or on the street (15%), at friends' or relatives' homes (13%), in a car or vehicle (13%), outside bars or clubs (10%), outside their workplace (9%), at work (8%), and inside bars or clubs (8%). Five percent mention other locations.

Those aged 45 years and older and those with less than a high school education are more likely to usually smoke inside their home. Those aged 18 to 24 years are more likely to usually smoke at friends' or relatives' homes and outside bars or clubs.

<b>Where do you usually smoke? (%)</b>	
	Total
Just outside your home/on a balcony/in a garage	37
Inside your home	32
Outside/on the street	15
At friends' or relatives' homes	13
In a car/vehicle	13
Outside bars/clubs	10
Outside your workplace	9
At work	8
Inside bars/clubs	8
Other	5
Q.10 <i>Where do you usually smoke? Please tell me all the places.</i>	

**Situations associated with smoking**

When asked in an open-ended question what they are usually doing when they smoke a cigarette, occasional smokers are most likely to mention drinking beer or alcohol (28%). Smaller proportions mention socializing, having fun, clubbing or partying (19%), drinking a coffee, tea or soft drink (15%), relaxing at home, watching TV or reading (11%), nothing else, just smoking or killing time (11%), relaxing in general (10%), standing around outside with friends or co-workers or talking with co-workers on a smoke break (7%), taking a break at work or taking a break in general (7%), driving (6%), eating a meal, dining or after a meal (4%) and talking (3%). Ten percent mention some other activity.

Those aged 18 to 24 years, those who smoked fewer than five days over the past month, and those who use other tobacco products are more likely than others to say they are usually drinking beer or alcohol when they are smoking a cigarette.

<b>Situations associated with smoking (top-of-mind)</b>	
	Total
Drinking beer/alcohol	28
Socializing/having fun/clubbing/partying	19
Drinking a coffee/tea/soft drink	15
Relaxing at home/watching TV/reading	11
Nothing else/just smoking/killing time	11
Relaxing (general)	10
Standing around outside with friends or co-workers/talking with co-workers on a smoke break	7
Taking a break at work/taking a break	7
Driving	6
Eating a meal/dining/after a meal	4
Talking	3
Other	10
Q.12 <i>What are you usually doing when you smoke a cigarette?</i>	

## OCCASIONAL SMOKERS IN CANADA

Respondents were read a list of situations and asked specifically how much of their smoking was associated with each of these – a lot, some, very little, or none.

Three in ten occasional smokers (31%) report doing a lot of their smoking while drinking beer or alcohol. Two in ten each do a lot of their smoking as a way to help deal with stress (20%) and when visiting or socializing with friends (19%). More than one in ten each do a lot of their smoking while having a coffee (14%), when standing around outside with friends (13%), and when by themselves (13%). One in ten each do a lot of their smoking after they have finished a meal (11%) and when standing around outside with co-workers (10%). Fewer than one in ten each do a lot of their smoking when driving (7%), when doing nothing else or just killing time (6%), when relaxing at home, watching television or reading (6%), while working outside (4%), when waiting for someone, waiting for a bus or waiting outside (4%), and when they can't sleep (2%).

Those aged 18 to 24 years are more likely than average to report doing a lot of their smoking while drinking beer or alcohol, when visiting or socializing with friends and when standing around outside with co-workers. Those who smoke 10 or more cigarettes per day are more likely than average to report doing a lot of their smoking while drinking beer or alcohol, while having a coffee, and after they have finished a meal.

Situations associated with smoking (%)	Total
	“a lot”
While drinking beer or alcohol	31
As a way to help deal with stress	20
When visiting or socializing with friends	19
While having a coffee	14
When standing around outside with friends	13
When by yourself	13
After they have finished a meal	11
When standing around outside with co-workers	10
When driving	7
When doing nothing else or just killing time	6
When relaxing at home, watching television or reading	6
While working outside	4
When waiting for someone, waiting for a bus or waiting outside	4
When they can't sleep	2
<p>Q.13  <i>Still thinking of when you usually smoke, do you do a lot of your smoking, some of your smoking, very little of your smoking, or none of your smoking in each of the following situations ... ?</i></p>	

**Smoking behaviour of close friends**

Two-thirds of occasional smokers (64%) say only a few of their close friends (people they like to spend their time with) smoke. Smaller proportions say all (4%) or most (20%) of their close friends smoke. Twelve percent say none of them smoke.

Occasional smokers across all demographic and regional groups are most likely to say few of their close friends smoke. Those aged 18 to 24 years and those who smoke 10 or more cigarettes per day are more likely than average to say most of their close friends smoke.

Those aged 55 years and older are more likely than average to say none of their close friends smoke.

<b>Smoking behaviour of close friends (%)</b>	
	Total
All	4
Most	20
Few	64
None	12
Q.11 <i>Thinking about your close friends, that is, people you like to spend your time with, do <u>all</u> of them smoke, do <u>most</u> of them smoke, do <u>only a few</u> smoke or do <u>none</u> of them smoke?</i>	

### 3.4 FEELINGS ABOUT SMOKING

#### Words describing feelings about smoking

When asked what word or words describe how it feels to smoke, occasional smokers are most likely to say relaxed or relaxing (37%). Smaller proportions describe it as good (16%), stress-free, calm or relieving (13%), satisfied or satisfaction (8%), disgusted (8%), guilty (5%), habit, craving or addiction (5%), disappointed or bad (4%), sociable (3%), sick (2%), stimulated or buzzed (2%), tasty or pleasurable (2%), and smelly or dirty (2%). Five percent mention other descriptions. Two percent say nothing and eight percent offer no opinion.

There are no significant demographic or regional differences in response to this question.

<b>Associations with smoking (%)</b>	
	Total
Relaxed/relaxing	37
Good	16
Stress-free/calm/relieved	13
Satisfied/satisfaction	8
Disgusted	8
Guilty	5
Habit/craving/addiction	5
Disappointed/bad	4
Sociable	3
Sick	2
Stimulated/buzzed	2
Tasty/pleasureable	2
Smelly/dirty	2
Other	5
Nothing	2
DK/NA	8
Q.15 <i>How does it feel to smoke? What word or words describe how it feels?</i>	

### **Degree of smoking enjoyment**

When asked to rate the degree to which they enjoy smoking on a scale from one to seven, where one means they do not enjoy smoking at all and seven means they enjoy smoking a lot, the average level of enjoyment is 3.9. Similar proportions of occasional smokers say they enjoy smoking a lot and they do not enjoy it at all (11% vs. 8%). A total of 46 percent are more negatively-inclined (1 to 3), while 36 percent are on the positive side (5 to 7)

There are few significant demographic and regional differences in response to this question, but those who smoke 10 or more cigarettes per day are more likely than average to say they enjoy smoking a lot (25%).

<b>Enjoyment of smoking (%)</b>	
	Total
1 – Not enjoy at all	8
2	13
3	25
4	17
5	18
6	7
7 – Enjoy a lot	11
Mean	3.9
Q.16 <i>How do you feel about your smoking, on a scale of 1 to 7, where 1 means you do not enjoy smoking at all and 7 means you enjoy smoking a lot?</i>	

### **Satisfaction with amount smoked**

When asked to rate their satisfaction with the amount they smoke on a scale from one to seven, where one means they are not at all satisfied and seven means they are very satisfied, the average level of satisfaction is 4.3 – somewhat higher than their overall enjoyment. The proportion of occasional smokers who say they are very satisfied with the amount they smoke outranks the proportion who say they are not at all satisfied (26% vs. 17%). The proportion on the positive side (51%, 5 to 7) is higher than those on the negative side (38%, 1 to 3).

There are few significant demographic and regional differences in response to this question, but those who have smoked fewer than five days in the past 30 days are more likely than average to be very satisfied with the amount they smoke (39%).

Satisfaction with amount smoked (%)	
	Total
1 – Not at all satisfied	17
2	9
3	12
4	10
5	15
6	10
7 – Very satisfied	26
Mean	4.3
Q.17 <i>How do you feel about the <u>amount you smoke</u> using the same scale of 1 to 7, where 1 means you are not at all satisfied with the amount you smoke and 7 means you are very satisfied with the amount you smoke?</i>	

### Future smoking behaviour

Six in ten occasional smokers (61%) think they will be smoking less about 12 months from now. Almost four in ten (36%) think they will be smoking about the same amount. Only one percent think they will be smoking more.

The belief that they will be smoking less 12 months from now is higher among women than among men. It is also higher among those who have at one time been a daily smoker, those who were daily smokers 12 months ago, those who have tried to quit smoking, and those who do *not* use other tobacco products.

The belief that they will be smoking the same amount is higher than average among men, those who smoked fewer than five days in the past 30 days, those who find smoking more enjoyable, those who have never been a daily smoker and those who have only been occasional smokers.

<b>Smoking behaviour in next 12 months (%)</b>	
	Total
More	1
Less	61
About the same	36
DK/NA	2
Q.18a <i>Thinking about 12 months from now, do you think you will be smoking more, smoking less, or smoking about the same amount as now?</i>	

Among those who think they will be smoking less 12 months from now, the most often mentioned reason is because they are trying to quit or reduce smoking (69%). Smaller proportions mention health-related issues (15%), don't want to or dislike smoking (5%), family influence or peer pressure (4%), change in lifestyle, job or school situation (4%), less stress (2%), and had or plan on having baby (2%). Four percent mention other reasons.

<b>Reasons for smoking less in next 12 months (%)</b>	
	Total
Trying to quit/reduce smoking	69
Health-related	15
Don't want to/dislike smoke	5
Family influence/peer pressure	4
Change in lifestyle/job/school situation	4
Less stress	2
Had/plan on having baby	2
Other	4
DK/NA	2
Q.18b <i>Why do you say that?</i> <i>Subsample: Those who think they will be smoking less 12 months from now (n=489)</i>	

### 3.5 CRAVING AND ADDICTION

Almost six in ten occasional smokers say, on the days that they do *not* smoke, they frequently (9%) or sometimes (47%) crave a cigarette. More than four in ten (43%) say not at all.

Women are more likely than men to say they frequently or sometimes crave a cigarette on the days that they do not smoke (62% vs. 51%). Men are more likely than women to say not at all (49% vs. 38%).

The proportion who say they frequently or sometimes crave a cigarette on the days that they do not smoke is higher among those who have smoked more days over the past 30 days, those who have at one time been a daily smoker, those who were daily smokers 12 months ago and those who have tried to quit smoking. The proportion who say not at all is higher among those who smoked fewer than 10 days over the past 30 days, those who smoke two or fewer cigarettes per day, those who have never been a daily smoker, those who have only been occasional smokers, those who were non-smokers 12 months ago and those who have never tried to quit smoking.

Crave cigarette on days you do not smoke? (%)	
	Total
Frequently	9
Sometimes	47
Not at all	43
Q.19 <i>On the days that you do not smoke, do you crave a cigarette frequently, sometimes, or not at all?</i>	

When asked to describe their own smoking, occasional smokers are more than twice as likely to describe their smoking as a habit (49%) than as an addiction (21%). Another 29 percent describe it as neither.

Those aged 45 to 54 years are more likely than average to describe their own smoking as an addiction. This number is also higher than average among those who have smoked more

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cigarettes in the past 30 days, those who smoke 10 or more cigarettes per day, those who have at one time been a daily smoker, those who were daily smokers 12 months ago and those who have tried to quit smoking.

Men are more likely than women to describe their own smoking as neither an addiction nor a habit. This number is also higher among those who smoked fewer than five days over the past 30 days, those who smoke two or fewer cigarettes per day, those who have never been a daily smoker, those who have always been occasional smokers, those who were non-smokers 12 months ago, and those who have never tried to quit smoking.

<b>Habit or addiction? (%)</b>	
	Total
A habit	49
An addiction	21
Neither	29
Q.20a <i>Would you describe your own smoking as ...?</i>	

Among those who describe their smoking as an addiction, the most common reason given is that they feel a need or crave cigarettes (38%). Smaller proportions mention hard to quit or long time smoker (26%), experience withdrawal symptoms (6%), nicotine or chemicals (4%), is a drug or comparable to other addictions (3%), is a habit (3%), smoke when stressed or relaxes me (2%), advertising or word-of-mouth says it's an addiction (2%) and enjoy smoking (2%). Seven percent mention some other reason and 12 percent offer no opinion.

<b>Reasons for describing their smoking as an addiction (%)</b>	
	Total
Feel need/crave cigarettes	38
Hard to quit/long time smoker	26
Experience withdrawal symptoms	6
Nicotine/chemicals	4
Is a drug/comparable to other addictions	3

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Is a habit	3
Smoke when stressed/relaxes me	3
Advertising/word-of-mouth says it's an addiction	2
Enjoy smoking	2
Other	7
DK/NA	12
<p>Q.20b  <i>Why do you say that?</i>  <i>Subsample: Those who describe their smoking as an addiction (n=172)</i></p>	

Among those who describe their smoking as a habit, the most common reason given is that they can go without smoking or don't smoke daily (22%). Smaller proportions mention only smoke at certain times or days (12%), smoke when drinking alcohol (11%), social smoker (11%), something to do or feel like it (10%), used to smoke more (10%), not addicted (5%), smoke at work (5%), have cravings (4%), is both an addiction and habit (3%), have no cravings (2%), smoke after eating or coffee (2%), like something in my hands or mouth (2%), and enjoy smoking (2%). Seven percent mention some other reason and 12 percent offer no opinion.

<b>Reasons for describing their smoking as a habit (%)</b>	
	Total
Can go without smoking/don't smoke daily	22
Only smoke at certain times/days	12
Smoke when drinking alcohol	11
Social smoker	11
Something to do/feel like it	10
Used to smoke more	10
Not addicted	5
Smoke at work	5
Have cravings	4
Is both an addiction and habit	3
Have no cravings	2
Smoke after eating/coffee	2

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Like something in my hands/mouth	2
Enjoy smoking	2
Other	7
DK/NA	12
Q.20b <i>Why do you say that?</i> <i>Subsample: Those who describe their smoking as a habit (n=397)</i>	

Among those who describe their smoking as neither an addiction nor a habit, the most common reason given is that they don't smoke enough (33%). Smaller proportions mention social smoker (16%), enjoy smoking (11%), have it under control or is a choice (11%), can or have quit anytime or before (10%), smoke when drinking alcohol (3%), have no cravings (3%), do not buy packs (3%) and not addicted (2%). Three percent contradict themselves by saying "is a habit", three percent mention some other reason and 12 percent offer no opinion.

Reasons for describing their smoking as neither addiction nor habit (%)	
	Total
Don't smoke enough	33
Social smoker	16
Enjoy smoking	11
Have it under control/is a choice	11
Can/have quit anytime/before	10
Smoke when drinking alcohol	3
Have no cravings	3
Do not buy packs	3
Is a habit	3
Not addicted	2
Other	3
DK/NA	12
Q.20b <i>Why do you say that?</i> <i>Subsample: Those who describe their smoking as neither addiction nor habit (n=231)</i>	

### 3.6 PERSONALITY DESCRIPTORS

Occasional smokers were presented with a list of words and asked if each does or does not describe them as a person.

Nine in ten occasional smokers say the words “social” (92%), “in-control” (88%), “enthusiastic” (88%), “health-conscious” (88%) and “flexible” (88%) describe them as a person. Smaller majorities say the same about the words “price-conscious” (75%), “interested in spontaneous experience” (66%) and “interested in buying new and more things” (59%). Half of occasional smokers say the words “intense” (49%) and “stressed”(48%) describe them as a person.

Women are more likely than men to describe themselves as price-conscious and stressed. Those aged 18 to 24 years are more likely to describe themselves as interested in spontaneous experiences and in buying new and more things. Anglophones are more likely than francophones to describe themselves as flexible and interested in spontaneous experiences and in buying new and more things, while francophones are more likely than anglophones to describe themselves as intense.

<b>Descriptions of one’s personality (%)</b>	
	Total
Social	92
In-control	88
Enthusiastic	88
Health-conscious	88
Flexible	88
Price-conscious	75
Interested in spontaneous experience	66
Interested in buying new and more things	59
Intense	49
Stressed	48
Q.21 <i>Please indicate if each of the following words does or does not describe you as a person. Are you, yes or no ... ?</i>	

### 3.7 HISTORY OF SMOKING

#### Starting smoking

Two-thirds of occasional smokers (64%) smoked their first whole cigarette between the ages of 13 and 18 years. Almost two in ten (16%) smoked their first cigarette before the age of 13 years, including seven percent who did this when they were 10 years and younger. Two in ten (18%) smoked their first cigarette after the age of 18 years, including 10 percent who did this when they were 21 years and older. The average age when occasional smokers smoked their first whole cigarette is 15.9 years.

Those aged 55 years and older are more likely to say they smoked their first whole cigarette when they were 21 years and older.

<b>Age started smoking? (%)</b>	
Years	Total
10 and younger	7
11 to 12	9
13 to 14	24
15 to 16	25
17 to 18	15
19 to 20	8
21 and older	10
Mean	15.9
Q.22 <i>At what age did you have your first whole cigarette?</i>	

Three in ten occasional smokers (30%) started smoking fairly regularly between the ages of 18 to 20 years. Four in ten (39%) started smoking fairly regularly before the age of 18 years, including 11 percent who did this when they were 14 years and younger. Fewer than three in ten (26%) started smoking fairly regularly after the age of 21 years, including 16 percent who did this when they were 25 years and older. The average age when occasional smokers started smoking fairly regularly is 19.6 years.

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Those aged 55 years and older are more likely to say they started smoking fairly regularly when they were 25 years and older.

<b>Age started smoking regularly? (%)</b>	
Years	Total
14 or younger	11
15 to 17	28
18 to 20	30
21 to 24	10
25 or older	16
Mean	19.6
Q.23 <i>At what age did you start smoking fairly regularly?</i>	

**Period of occasional smoking**

Half of occasional smokers (51%) have been smoking occasionally (that is less than every day) five years or less, including 14 percent who have been doing this for less than one year. Two in ten (19%) have been occasional smokers between six to 10 years. One in ten each have been occasional smokers between 11 to 15 years (9%), 16 to 20 years (9%) or 21 and more years (12%).

Those aged 18 to 24 years are far more likely to have been occasional smokers for less than five years.

<b>How long smoking occasionally? (%)</b>	
	Total
Less than a year	14
1 to 5 years	37
6 to 10 years	19
11 to 15 years	9
16 to 20 years	9

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21 and more years	12
Mean a week	1.6
Mean a month	4.6
Mean a year	11.2
Q.24 <i>How long have you been smoking occasionally, that is less than every day?</i>	

**Daily smoking**

Three-quarters of occasional smokers (77%) have smoked cigarettes daily. This number is higher among those who have smoked cigarettes on more days over the past 30 days, those who smoke more cigarettes per day and those who have tried to quit smoking.

Ever smoked cigarettes daily? (%)	
	Total
Yes	77
No	23
Q.25a <i>Have you ever smoked cigarettes daily?</i>	

Among those who have smoked cigarettes daily, two-thirds (66%) last smoked cigarettes every day within the last five years, including 25 percent who did this less than a year ago. One-third last smoked cigarettes every day more than five years ago, including those who did this six to 10 years ago (17%), 11 to 15 years ago (6%), 16 to 20 years ago (5%) and 21 and more years ago (4%).

<b>Last smoked cigarettes daily? (%)</b>	
	Total
Less than a year	25
1 to 5 years	41
6 to 10 years	17
11 to 15 years	6
16 to 20 years	5
21 and more years	4
Mean weeks	1.4
Mean months	4.2
Mean years	7.4
Q.25b <i>About how long has it been since you last smoked cigarettes every day?</i> <i>Subsample: Those who have smoked cigarettes daily</i> <i>(n=620)</i>	

### **Pattern of smoking**

Occasional smokers were asked which of four patterns best describes their pattern of smoking since they first began smoking. More than one in ten (13%) say they have smoked on an occasional basis since they began smoking. Fewer than four in ten (36%) say they used to smoke every day and now they smoke occasionally. Two in ten (19%) say they have had a mixed pattern of daily smoking and occasional smoking. Three in ten (31%) say they have had a mixed pattern of smoking and not smoking.

Francophones are more likely than anglophones to describe their pattern of smoking as smoked on an occasional basis since they began smoking. Anglophones are more likely than francophones to describe their pattern of smoking as have had a mixed pattern of smoking and not smoking.

Those who have tried to quit smoking are more likely to describe their pattern of smoking as used to smoke every day and now smoke occasionally. Those who have smoked between 20 to 29 days over the past 30 days and those who smoke 10 or more cigarettes per day are

more likely than average to describe their pattern of smoking as have had a mixed pattern of daily and occasional smoking. Potential quitters who are thinking of quitting smoking in the next 30 days are more likely to describe their pattern of smoking as have had a mixed pattern of smoking and not smoking.

Pattern of smoking (%)	
	Total
You have smoked on an occasional basis since you began smoking	13
You used to smoke every day and now you smoke occasionally	36
You have had a mixed pattern of daily smoking and occasional smoking	19
You have had a mixed pattern of smoking and not smoking	31
Q.26 <i>Which of the following best describes your pattern of smoking since you first began smoking?</i>	

### Smoking behaviour 12 months ago

Seven in ten occasional smokers (69%) report smoking cigarettes occasionally around this time 12 months ago. Smaller proportions report smoking every day (19%) and not at all (12%).

Those who have smoked between 25 to 29 days over the past 30 days, those who smoke 10 or more cigarettes per day and those who have tried to quit smoking are more likely than average to report smoking cigarettes every day around this time 12 months ago.

<b>Smoking behaviour a year ago (%)</b>	
	<b>Total</b>
Every day	19
Occasionally	69
Not at all	12
Q.27 <i>Around this time 12 months ago were you smoking cigarettes every day, occasionally, or not at all?</i>	

### **Reasons for changing from daily to occasional smoking**

Among occasional smokers who have smoked cigarettes daily in the past or who were smoking cigarettes daily 12 months ago, most are likely to mention concerns about their health as the reason why they changed from smoking every day at some time in the past to smoking occasionally today (34%). Smaller proportions cite trying to quit (22%), family concerns or family wanted them to smoke less (10%), change of lifestyle, situation or circumstances or job (9%), cost issues or too expensive (9%), just wanted to smoke less (8%), tired of or stopped enjoying smoking (4%), less stress (4%), restrictions on smoking at work or public places (3%), pregnancy (3%), social reasons (2%) and too smelly or too dirty (2%). Six percent mention some other reason and six percent are unable to mention a reason.

Women are more likely than men to mention trying to quit as a reason. This is also more frequently mentioned by and those who have tried to quit smoking. Those who never tried to quit smoking are more likely to mention change of lifestyle, situation, circumstance or job.

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<b>Reasons for moving from daily to occasional smoking (%)</b>	
	Total
Concerns about their health	34
Trying to quit	22
Family concerns/family wanted them to smoke less	10
Change of lifestyle/change of situation or circumstances/change job	9
Cost issues/too expensive	9
Just wanted to smoke less	8
Tired of/stopped enjoying smoking	4
Less stress	4
Restrictions on smoking at work/in public places	3
Pregnancy	3
Social reasons	2
Too smelly/too dirty	2
Other	6
No reason	6
<p>Q.28  <i>Why did you change from smoking every day at some time in the past to smoking occasionally today?</i>  <i>Subsample: Those who have smoked cigarettes daily or who were smoking cigarettes daily 12 months ago (n=623)</i></p>	

Among occasional smokers who have smoked cigarettes daily or who were smoking cigarettes daily 12 months ago, six in ten (58%) say that switching from smoking every day to smoking occasionally was part of a plan to quit smoking. Four in ten (41%) say it was not.

<b>Switching from daily to occasional smoking part of plan to quit smoking</b>	
	Total
Yes, part of a plan	58
No, not part of a plan	41
Q.29 <i>In switching from smoking every day to smoking occasionally, was it part of a plan to quit smoking or not?</i> <i>Subsample: Those who have smoked cigarettes daily or who were smoking cigarettes daily 12 months ago (n=623)</i>	

### 3.8 QUITTING BEHAVIOUR

#### Quit attempts

Occasional smokers have made frequent quit attempts.

Eight in ten occasional smokers (80%) report having tried to quit smoking. Among smokers who have tried to quit smoking, seven in ten (71%) have done so in the past year; this includes 13 percent who have tried once, nine percent who have tried twice, 10 percent who have tried three times and 38 percent who have tried more than three times. One-quarter (26%) have not attempted to quit smoking in the past year and three percent express no opinion.

<b>Ever tried to quit smoking? (%)</b>	
	Total
Yes	80
No	20
Q.30 <i>Have you ever tried to quit smoking?</i>	

<b>How many times tried to quit smoking? (%)</b>	
	Total
Once	13
Twice	9
Three times	10
More than three times	38
Not in the past year	26
DK/NA	3
Q.31 <i>In the past year, how many times have you stopped smoking for at least 24 hours because you were trying to quit smoking?</i> <i>Subsample: Those who have ever tried to quit smoking (n=640)</i>	

### Quit intentions

Six in ten occasional smokers (62%) report they are now seriously thinking of quitting smoking in the next six months. Fewer than four in ten (36%) say they are not seriously thinking of quitting smoking in the next six months.

The number who are seriously thinking of quitting smoking in the next six months is lower than average among those who have smoked fewer than five days over the past 30 days, those who enjoy smoking a lot and those who have always been occasional smokers.

<b>Seriously thinking of quitting in next six months (%)</b>	
	Total
Yes	62
No	36
Q.32a <i>Are you seriously thinking of quitting smoking in the next 6 months?</i>	

Among occasional smokers who are seriously thinking about quitting smoking in the next six months, more than half (56%) say they are seriously thinking of quitting in the next 30 days. Four in ten (42%) are not seriously thinking about quitting smoking in the next 30 days.

<b>Seriously thinking of quitting in next 30 days (%)</b>	
	Total
Yes	56
No	42
Q.32b <i>Are you seriously thinking of quitting smoking in the next 30 days?</i> <i>Subsample: Those who are seriously thinking about quitting smoking in the next six months (n=503)</i>	

**Ease of quitting**

Over half of occasional smokers (52%) think it would be very (23%) or somewhat (29%) easy for them to quit. A similar number (49%) think it would be very (19%) or somewhat (30%) difficult to quit.

Men are more likely than women to think it will be very easy for them to quit. This number is also higher among those who have smoked fewer than five days over the past 30 days, those who smoke two or fewer cigarettes per day, those who have never been daily smokers, those who have always been occasional smokers, those who were non-smokers 12 months ago and those who have never tried to quit smoking.

<b>Ease of quitting smoking (%)</b>	
	Total
Very easy	23
Somewhat easy	29
Somewhat difficult	30
Very difficult	19
Q.33 <i>Whether or not you are considering quitting, if you were to try to quit, do you think it would be very easy, somewhat easy, somewhat difficult or very difficult for you to quit?</i>	

**Confidence in ability to quit**

Although they are divided about the ease of quitting, most are confident that they could in fact quit if they were to try.

Nine in ten occasional smokers are very (52%) or somewhat (38%) confident that they will be able to quit smoking. One in ten are not very (7%) or not at all (3%) confident.

Men are more likely than women to say they are very confident that they will be able to quit smoking. This number is also higher among those who have smoked fewer than five days over the past 30 days and those who were non-smokers 12 months ago.

<b>Confidence in ability to quit smoking (%)</b>	
	Total
Very confident	52
Somewhat confident	38
Not very confident	7
Not at all confident	3
Q.34 <i>Whether or not you are considering quitting, if you were to try to quit, are you very, somewhat, not very or not at all confident that you will be able to quit?</i>	

### 3.9 HEALTH EFFECTS

The vast majority of occasional smokers are convinced that cigarette smoking is a major health problem, and that occasional smoking, as well, is a danger to health.

Eight in ten occasional smokers (82%) think that cigarette smoking is a major health problem in Canada. Another 13 percent say it is a minor problem and only three percent think it is not a problem.

Those who have never tried to quit smoking are somewhat less likely to think that cigarette smoking is a major health problem in Canada.

<b>Cigarette smoking a health problem (%)</b>	
	Total
Major	82
Minor	13
Not a problem	3
Q.35 <i>In general, do you think that cigarette smoking is a major health problem, a minor health problem or not a health problem in Canada?</i>	

More than eight in ten occasional smokers (83%) agree there is danger to one's health from occasional smoking. Only 14 percent disagree and three percent offer no opinion.

Those who have always been occasional smokers and those who have never tried to quit smoking are somewhat less likely to agree that there is danger to one's health from occasional smoking.

<b>Occasional smoking is danger to one's health? (%)</b>	
	Total
Yes	83
No	14
DK/NA	3
Q.36 <i>Is there any danger to one's health from occasional smoking?</i>	

Seven in ten occasional smokers say it is very (28%) or somewhat (41%) likely that their own smoking will lead to health problems for them. About three in ten say it is not very (18%) or not at all (9%) likely. Three percent offer no opinion.

Those who smoke more cigarettes per day, those who were daily smokers 12 months ago, those who have tried to quit smoking and potential quitters are more likely to say it is very likely that their smoking will lead to health problems for them.

<b>Likelihood of smoking leading to health problems (%)</b>	
	Total
Very likely	28
Somewhat likely	41
Not very likely	18
Not at all likely	9
DK/NA	3
Q.37 <i>How likely is it that your smoking will lead to health problems for you...is it very somewhat, not very or not at all likely?</i>	

### 3.10 USE OF OTHER TOBACCO PRODUCTS

When asked if they currently smoke or use specific tobacco products, almost two in ten (17%) say they smoke little cigars or cigarillos and more than one in ten (15%) smoke cigars.

OCCASIONAL SMOKERS IN CANADA

Very few smoke pipes (4%) and water pipes (3%) or use smokeless tobacco, such as chewing tobacco or snuff (3%).

Men are more likely than women to say they smoke or use all of these tobacco products. Those aged 18 to 24 years are more likely than others to smoke little cigars or cigarillos, cigars and water pipes.

Smoke/use other tobacco products (%)	
	Total
Little cigars or cigarillos	17
Cigars	15
Pipes	4
Water pipes	3
Smokeless tobacco, such as chewing tobacco or snuff	3
Q.38 <i>Do you currently smoke or use any of the following tobacco products?</i>	



February 28, 2007

**HEALTH CANADA  
DISCUSSION AGENDA  
HC POR-06-76  
Occasional Smokers  
PN 6067  
Draft 4**

**1.0 INTRODUCTION (5 MINUTES)**

- Introduction to focus group procedures.
- Moderator's name and role
- We want your opinion – this is a discussion group.
- Feel free to agree or disagree and express your views freely/no right/wrong answer
- Session is being audio-taped and observed.
- Your individual comments will not be linked to you / names will not appear
- The session will be approximately 2 hours or slightly less
- Please turn off cell phones, pagers.
- The receptionist will pay you your cash gift at the end of the session.
- Let's go around the table so that each one of you can tell me your first name and something about yourself.

**GO AROUND THE TABLE**

**2.0 DESCRIPTION OF OCCASIONAL SMOKERS**

**2.1 First Written Exercise**

As you know from the questions we asked you when we invited you to this session, today we will be discussing topics related to smoking. I am first going to hand out a sheet for you to answer some questions. After you have finished this please turn the page over and we will begin our discussion.

## **HAND OUT AND COMPLETE FIRST WRITTEN EXERCISE.**

### **2.2 Self-View**

Do you consider yourself to be a smoker? Why? Why not?

An occasional smoker is someone who answers “occasionally” when asked the question “do you smoke every day, occasionally or not at all”.

Do you see yourself as an occasional smoker?

### **2.3 Current Smoking Behavior**

When recruited for this study everyone here indicated that they smoked occasionally.

On how many of the past 30 days did you smoke?

How many cigarettes do you smoke on the days that you smoke?

How many days per week do you smoke? Which days?

What kinds of cigarettes do you smoke? Light/mild? Regular?

Do you buy cigarettes? Borrow? How often buy? How often borrow? Do you share cigarettes?

What size pack? (20 or 25?)

Where and when do you smoke? Which situations?

**PROBES:** at Home? Alone? Social settings? Which ones? How about situations with alcohol? What are your cues for smoking? **PROBE IN DEPTH**

**PROBES:** What times of the day? How soon after waking do you have your first cigarette on the days that you smoke? (Probe: within 5 minutes, within half an hour of waking)

How does it make you feel to smoke? What are the feelings attached to it? Please write down some words on the back of the page of the written exercise that describe how it makes you feel to smoke. AFTER WORDS WRITTEN ON PAGE. Now what words did you write down? PROBES: did anybody write stress-free, guilty, relaxed, an outcast, sexy, cool, etc?

Do you consider yourself addicted to nicotine? Do you have cravings for cigarettes? What about on the days that you don't smoke? If yes, please explain.

### **3.0 HISTORY AND SUB-GROUPS OF OCCASIONAL SMOKERS**

#### **3.1 Stable Pattern**

You all wrote down on your written exercise whether you were smoking on an occasionally basis 12 months ago. Which of you were?

#### **NOTE NUMBER AND ASK THOSE SAYING YES**

What age did you have your first whole cigarette?

And how long have you been smoking on an occasional basis...since you began or not? Has your pattern changed at all?

Did you ever smoke on a daily basis? If yes, when was that? Why did you switch to occasional smoking? How did you cut back...what was the process (sudden cut, gradual, etc)? How many days you smoke/cigarettes per day changed?

**PROBE:** Situational reasons / restrictions on smoking / individual reasons / health / family situation/ part of a plan to transition to quitting?

#### **3.2 Transitional**

How many were smoking on a daily basis 12 months ago? **NOTE NUMBER AND ASK**

What age did you have your first whole cigarette? How long were you a smoking on a daily basis?

Why did you switch to occasional smoking? How did you cut back...what was the process (sudden cut, gradual, etc)? How many days you smoke/cigarettes per day changed?

**PROBE:** Situational reasons / restrictions on smoking / individual reasons / health / family situation/ part of a plan to transition to quitting?

How many were not smoking cigarettes at all 12 months ago? **NOTE NUMBER AND ASK**

Why did you begin to smoke in the past 12 months? What were the reasons?

### **3.3 Quitting**

What do you think about the amount you smoke? **PROBES:** Satisfied? Would like to smoke more (quantity and frequency)? Would like to smoke less (quantity and frequency)?

Do you expect to continue smoking on an occasional basis in to the future? If not, why not?

Is anybody considering quitting smoking? **NOTE NUMBER AND ASK**

If yes, when? Why? Has anybody set a quit date?

How confident are you that you will eventually quit? Do you anticipate any challenges in quitting? Will there be any barriers?

Do you make New Year's resolutions? If yes, do you keep them?

**FOR THOSE NOT CONSIDERING QUITTING** What stops you from wanting to quit? Why do you continue to smoke?

**ASK ALL:**

Has anybody tried in the past to quit? If yes, how many times? With what success? What prompted the decision to try to quit?

Has anybody used nicotine replacement products as an aid to quitting or for any other reason?

Has anybody used any other tobacco products (e.g. pipe, cigars, cigarillos, little cigars, water pipes, chewing tobacco)? Why? (Probe reasons)

#### **4.0 HEALTH EFFECTS**

Does smoking cause health problems? How serious are the health problems?

Does occasional smoking cause health problems? Is it safer than daily smoking?

Is your own smoking affecting your health? To what extent? Is this a concern for you or not really?

What other concerns, if any, do you or anyone else have about your smoking? (PROBE: second-hand smoke affecting family/spouse, pets, home) Do you share those concerns?

#### **5.0 SOCIAL VALUES AND ATTITUDES**

I asked you earlier if you saw yourself as a smoker. Now I'm going to hand out another page for you to complete.

#### **HAND OUT SECOND WRITTEN EXERCISE**

Now let's discuss what you wrote.

Do any of these words describe you? Social? Stressed? In control? Flexible? Price-conscious? Intense? Spontaneous? Enthusiastic? Health conscious?

Do any of the following phrases describe you? Social smoker? Stressed-out smoker? In control-smoker? Flexible smoker? Price-conscious smoker? Intense smoker? Spontaneous smoker? Enthusiastic smoker? Health-conscious smoker?

## **6.0 CLOSING COMMENTS**

Does anybody have any closing comments about this discussion?

This study was commissioned by Health Canada and they thank you for participating in this research project.

## Written Exercise (1)

Do you consider yourself to be a smoker? Please explain.

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Have you smoked at least 100 cigarettes in your life time?

- Yes
- No

On how many days of the past 30 days did you smoke cigarettes?

 days

On average, on the days when you smoked, about how many cigarettes did you smoke a day?

 # cigarettes a day

Around this time 12 months ago, were you smoking cigarettes...

- every day
- occasionally or
- not at all?

## Written Exercise (2)

Please check the boxes of the words which describe you. **CHECK ALL THAT APPLY TO YOU**

- Social
- Stressed
- In- control
- Flexible
- Intense
- Price- conscious
- Spontaneous
- Enthusiastic
- Health- conscious

Please check the boxes of the phrases which describe you. **CHECK ALL THAT APPLY TO YOU**

- Social smoker
- Stressed- out smoker
- In-control smoker
- Flexible smoker
- Intense smoker
- Price- conscious smoker
- Spontaneous smoker
- Enthusiastic smoker
- Health- conscious smoker

Le 28 février 2007

**SANTÉ CANADA  
PROGRAMME DE DISCUSSION  
HC POR-06-76  
Fumeurs occasionnels  
PN 6067  
Ébauche 4**

**1.0 INTRODUCTION (5 MINUTES)**

- Introduction aux procédures à suivre pendant la séance de discussion de groupe.
- Nom et rôle du/de la modérateur(trice).
- Nous voulons connaître votre opinion – il s’agit d’un groupe de discussion.
- Soyez bien à l’aise d’être en accord ou en désaccord et d’exprimer vos points de vue et vos expériences librement/pas de bonne ou de mauvaise réponses
- La séance est enregistrée sur support audio et observée.
- Vos commentaires individuels ne seront pas directement liés à vous / les noms ne figureront pas.
- La séance durera environ deux heures ou un peu moins.
- Veuillez s’il vous plaît éteindre vos téléphones cellulaires et vos téléavertisseurs.
- La/le réceptionniste vous paiera votre cadeau en comptant à la fin de la séance.
- Faisons un tour de table afin que chacun et chacune d’entre vous me dise son prénom quelque chose à son sujet.

**TOUR DE TABLE**

**2.0 DESCRIPTION DES FUMEURS OCCASIONNELS**

**2.1 Premier exercice écrit**

Comme vous le savez, à partir des questions que nous vous avons posées lorsque nous vous avons invités à cette séance, nous allons discuter aujourd’hui de sujets qui se rapportent au tabagisme. Je vais d’abord vous remettre une feuille pour que vous

répondiez à quelques questions. Une fois que vous aurez terminé, veuillez tourner la feuille, ensuite nous commencerons notre discussion.

## **REMETTEZ ET COMPLÉTEZ LE PREMIER EXERCICE ÉCRIT.**

### **2.2 Opinion de soi**

Considérez-vous être un fumeur ou une fumeuse ? Pourquoi ? Pourquoi pas ?

Un fumeur occasionnel est un individu qui répond « à l'occasion » quand on lui demande « Actuellement, fumez-vous la cigarette tous les jours, à l'occasion ou jamais. »

Est-ce que vous vous percevez vous-même en tant que fumeur(euse) occasionnel(le) ?

### **2.3 Habitudes actuelles à l'égard du tabagisme**

Lors du recrutement pour cette étude, toutes les personnes présentes ici ont indiqué qu'elles fumaient à l'occasion.

Combien de jours avez-vous fumé au cours des 30 derniers jours ?

Combien de cigarettes fumez-vous les jours où vous fumez ?

Combien de jours par semaine fumez-vous ? Lesquels ?

Quels types de cigarettes fumez-vous ? Légères/douces ? Régulières ?

Achetez-vous des cigarettes ? Les empruntez-vous ? À quelle fréquence en achetez-vous ? À quelle fréquence en empruntez-vous ? Partagez-vous des cigarettes ?

Quelle grosseur de paquet ? (20 ou 25?)

Où et quand fumez-vous ? Dans quelles situations ?

SONDER : À la maison ? Quand vous êtes seul(e) ? Lors d'activités sociales ? Lesquelles ? Qu'en est-il des situations où l'alcool est présent ? Quels sont les déclencheurs qui vous font fumer ? SONDEZ EN PROFONDEUR

SONDER : À quels moments de la journée ? Après le réveil, combien de temps attendez-vous avant de fumer votre première cigarette les jours où vous fumez ? (Sondez : 5 minutes, une demi-heure après le réveil)

Qu'est-ce que vous ressentez quand vous fumez ? Quels sont les sentiments qui s'y rattachent ? Veuillez s'il vous plaît écrire quelques mots au verso de la feuille de l'exercice écrit qui décrivent ce que vous ressentez quand vous fumez. **UNE FOIS QUE LES MOTS SONT ÉCRITS.** Quels mots avez-vous écrits ? SONDEZ : est-ce que quelqu'un a écrit pas de stress, coupable, détendu(e), un paria, sexy, cool, etc. ?

Est-ce que vous vous considérez dépendant(e) de la nicotine ? Avez-vous des envies irrésistibles de fumer ? Qu'en est-il des jours où vous ne fumez pas ? Si oui, veuillez expliquer.

### **3.0 HISTORIQUE ET SOUS-GROUPES DES FUMEURS OCCASIONNELS**

#### **3.1 Patron stable**

Dans votre exercice écrit, vous avez tous indiqué si vous fumiez à l'occasion il y a 12 mois. Qui parmi vous le faisait ?

#### **NOTEZ LE NOMBRE ET DEMANDEZ À CEUX ET CELLES QUI ONT RÉPONDU OUI**

À quel âge avez-vous fumé votre première cigarette au complet ?

Et, depuis quand fumez-vous à l'occasion... depuis que vous avez commencé à fumer ou non ? Vos habitudes ont-elles changé de quelque façon ?

Avez-vous déjà fumé à tous les jours ? Si oui, quand ? Pourquoi avez-vous changé pour ne fumer qu'à l'occasion ? De quelle façon avez-vous réduit votre consommation... par quel processus (couper d'un coup sec, graduellement, etc.) De quelle façon le nombre de jours que vous fumez/le nombre de cigarettes ont-ils changé ?

**SONDEZ :** Raisons liées à la situation/aux interdictions de fumer/des raisons personnelles / la santé/ la situation familiale / dans le cadre d'un plan de transition pour cesser de fumer ?

#### **3.2 Transition**

Combien parmi vous fumaient tous les jours il y a 12 mois ? **NOTEZ LE NOMBRE ET DEMANDEZ :**

À quel âge avez-vous fumé votre première cigarette au complet ? Pendant combien de temps avez-vous fumé à tous les jours ?

Pourquoi avez-vous changé pour ne fumer qu'à l'occasion ? De quelle façon avez-vous réduit votre consommation... par quel processus (couper d'un coup sec, graduellement, etc.) De quelle façon le nombre de jours que vous fumez/le nombre de cigarettes ont-ils changé ?

**SONDEZ :** Raisons liées à la situation/aux interdictions de fumer/des raisons personnelles / la santé/ la situation familiale / dans le cadre d'un plan de transition pour cesser de fumer ?

Combien d'entre vous ne fumaient pas du tout la cigarette il y a 12 mois ? **NOTEZ LE NOMBRE ET DEMANDEZ :**

Pourquoi avez-vous commencé à fumer il y a 12 mois ? Quelles étaient les raisons ?

### **3.3 Cesser de fumer**

Que pensez-vous au sujet de la quantité que vous fumez ? **SONDEZ :** Satisfait(e) ? Aimerez-vous fumer davantage (quantité et fréquence) ? Aimerez-vous moins fumer (quantité et fréquence) ?

Prévoyez-vous continuer à fumer à l'occasion dans l'avenir ? Si non, pourquoi pas ?

Est-ce que quelqu'un envisage de cesser de fumer ? **NOTEZ LE NOMBRE ET DEMANDEZ :**

Si oui, quand ? Pourquoi ? Est-ce que quelqu'un a choisi une date pour cesser de fumer ?

Dans quelle mesure êtes-vous confiant(e) de réussir à cesser de fumer, éventuellement ? Prévoyez-vous avoir des difficultés à cesser de fumer ? Est-ce qu'il y aura des obstacles ?

Prenez-vous des résolutions du Nouvel An ? Si oui, est-ce que vous les tenez ?

### **POUR CEUX ET CELLES QUI N'ENVISAGENT PAS DE CESSER DE FUMER**

Qu'est-ce qui vous empêche de vouloir cesser de fumer ? Pourquoi continuez-vous à fumer ?

### **POSEZ À TOUS :**

Est-ce que quelqu'un a déjà tenté de cesser de fumer ? Si oui, combien de fois ? Avec quel succès ? Qu'est-ce qui vous a incité à prendre la décision de cesser de fumer ?

Est-ce que quelqu'un a déjà utilisé des produits de remplacement de la nicotine en tant que mesure d'aide pour cesser de fumer ou pour toute autre raison ?

Est-ce que quelqu'un a déjà utilisé d'autres produits du tabac (p.ex. pipe, cigares, cigarillos, petits cigares, narguilhé, tabac à chiquer) ? Pourquoi ? (cherchez à connaître les raisons)

### **4.0 EFFETS SUR LA SANTÉ**

Le tabagisme cause-t-il des problèmes de santé ? Quelle est la gravité de ces problèmes de santé ?

Est-ce que fumer à l'occasion cause des problèmes de santé ? Est-ce moins dangereux que fumer tous les jours ?

Est-ce que le fait que vous fumez a une incidence sur votre santé ? Dans quelle mesure ? Cela est-il source d'inquiétude pour vous ou pas vraiment ?

S'il y a lieu, quelles sont les autres inquiétudes que vous ou quelqu'un d'autre entretient en raison du fait que vous fumez ? (SONDEZ : la fumée secondaire ayant une incidence sur la famille/le ou la conjoint(e), les animaux domestiques, la maison) Partagez-vous ces inquiétudes ?

## **5.0 VALEURS ET ATTITUDES SOCIALES**

Je vous ai demandé plus tôt si vous vous perceviez en tant que fumeur(euse). Je vais maintenant vous distribuer une autre feuille que je vous demande de compléter.

### **DISTRIBUER LE DEUXIÈME EXERCICE ÉCRIT**

À présent, discutons de ce que vous avez écrit..

Est-ce qu'un ou l'autre de ces mots vous décrit bien ? Sociable ? Stressé(e) ? Ayant le contrôle de la situation ? Souple ? Sensible au prix ? Intense ? Spontané(e) ? Enthousiaste ? Soucieux(se) de votre santé ?

Est-ce qu'une ou l'autre de ces expressions vous décrit bien ? Fumeur(euse) social ? Fumeur(euse) stressé(e) ? Fumeur(euse) qui contrôle la situation ? Fumeur(euse) souple ? Fumeur(euse) sensible au prix ? Fumeur(euse) intense ? Fumeur(euse) spontané(e) ? Fumeur(euse) enthousiaste ? Fumeur(euse) soucieux(se) de votre santé ?

## **6.0 MOT DE LA FIN**

Est-ce que quelqu'un voudrait apporter un dernier commentaire au sujet de cette discussion ?

Santé Canada a commandé cette étude et vous remercie d'avoir participé à ce projet de recherche.

## Exercice écrit (1)

Considérez-vous que vous êtes un/une fumeur(euse) ? Veuillez expliquer.

---

---

---

Avez-vous fumé plus de 100 cigarettes au cours de votre vie ?

- Oui  
 Non

Au cours des 30 derniers jours, combien de jours avez-vous fumé la cigarette ?

jours

En moyenne, les jours où vous avez fumé, combien de cigarettes avez-vous fumé par jour environ ?

N° de cigarettes par jour

Il y a environ 12 mois, fumiez-vous la cigarette...

- chaque jour  
 à l'occasion ou  
 jamais ?

## Exercice écrit (2)

Veillez s'il vous plaît cocher les cases correspondant aux mots qui vous décrivent. **COCHEZ TOUTES LES RÉPONSES QUI S'APPLIQUENT**

- |                                  |                          |
|----------------------------------|--------------------------|
| Sociable                         | <input type="checkbox"/> |
| Stressé(e)                       | <input type="checkbox"/> |
| Avez le contrôle de la situation | <input type="checkbox"/> |
| Souple                           | <input type="checkbox"/> |
| Intense                          | <input type="checkbox"/> |
| Sensible au prix                 | <input type="checkbox"/> |
| Spontané(e)                      | <input type="checkbox"/> |
| Enthousiaste                     | <input type="checkbox"/> |
| Soucieux(euse) de votre santé    | <input type="checkbox"/> |

Veillez s'il vous plaît cocher les cases correspondant aux expressions qui vous décrivent. **COCHEZ TOUTES LES RÉPONSES QUI S'APPLIQUENT**

- |  |                          |
|--|--------------------------|
| Fumeur(euse) social(e)                         | <input type="checkbox"/> |
| Fumeur(euse) stressé(e)                        | <input type="checkbox"/> |
| Fumeur(euse) qui a le contrôle de la situation | <input type="checkbox"/> |
| Fumeur(euse) souple                            | <input type="checkbox"/> |
| Fumeur(euse) intense                           | <input type="checkbox"/> |
| Fumeur(euse) sensible au prix                  | <input type="checkbox"/> |
| Fumeur(euse) spontané(e)                       | <input type="checkbox"/> |
| Fumeur(euse) enthousiaste                      | <input type="checkbox"/> |
| Fumeur(euse) soucieux(euse) de votre santé     | <input type="checkbox"/> |



1867 Yonge St., 2nd Floor, Toronto (416) 488-2333

PN 6067 HC-POR-06-76

DRAFT 4

Respondent Name: \_\_\_\_\_

Home #: \_\_\_\_\_

Business #: \_\_\_\_\_

Group #: \_\_\_\_\_

Recruiter: \_\_\_\_\_

RECRUIT 10 PER GROUP

TORONTO		WINNIPEG	
GROUP 1	GROUP 2	GROUP 3	GROUP 4
18 – 24	25+	18 – 24	25+
March 1	March 1	March 3	March 3
AT 5:30 pm	AT 8:00 pm	AT 1:00pm	AT 3:00 pm
MONTREAL			
GROUP 5	GROUP 6		
18 – 24	25+		
March 3	March 3		
AT 12 noon	AT 2 :00 pm		

Hello, my name is \_\_\_\_\_ from Research House Inc., we are calling today to invite participants to attend a focus group discussion **we are currently conducting on behalf of Health Canada**. Your participation in the research is completely voluntary and your decision to participate or not will not affect any dealings you may have with Health Canada. All information collected, used and/or disclosed will be used for research purposes only and administered as per the requirements of the Privacy Act. The session will last a maximum of 2 hours and you will receive a cash gift as a thank you for attending the session. May we have your permission to ask you or someone else in your household some further question to see if you/they fit in our study?

**YES – CONTINUE**

1. Are you or is any member of your household or your immediate family employed in:

**No Yes**

- Marketing Research, Public Relations firm, or Advertising agency ( ) ( )
- The Media (Radio, Television, Newspapers, Magazines, etc.) ( ) ( )
- The Health sector (doctors, nurses, dentists, hospitals, clinics, pharmaceuticals) ( ) ( )
- Federal, provincial or municipal health department/agency ( ) ( )
- Tobacco Industry (Manufacturer, wholesaler, distributor, importer or retailer) ( ) ( )

**IF YES TO ANY OF THE ABOVE -- TERMINATE**

**Smoking Status**

2. At the present time, do you smoke cigarettes everyday, occasionally or not at all?

- Everyday smoker.....1 **THANK AND TERMINATE**
- Occasionally.....2 **CONTINUE**
- Not at all.....3 **THANK AND TERMINATE**

3. During the past 7 days did you smoke every day?

- Yes.....1 - **TERMINATE**
- No.....2 - **CONTINUE**
- DK / NA.....3 - **TERMINATE**

4. We have been asked to group participants by age. So that we may do this accurately, may I please have your exact age?  
\_\_\_\_\_. **WRITE IN**

- Under 18 years.....1 – **TERMINATE**
- 18 - 24 years.....3 – **GROUPS 1,3,5**
- 25 – 39 years.....4 - **GROUPS 2,4,6**
- 40 – 64 years.....5 - **GROUPS 2,4,6**
- 65 years or older....6 - **GROUPS 2,4,6**
- DK / NA.....7 - **TERMINATE**

5. **INDICATE:** Female MIX IN ALL  
Male GROUPS

6. Are you ... (CHECK QUOTAS)?

- Working Full Time (35 hrs. +) 1
- Working Part Time (under 35 hrs.) 2
- Unemployed 3 – MAX. 1 PER GROUP
- Homemaker 4 – MAX. 2 PER GROUP
- Student 5 – MAX 1 PER GROUP IN GROUPS 2, 4, 6
- Retired 6 – MAX. 1 PER GROUP

7. As we need to speak with people from all walks of life, could you please tell me into which category I may place your total annual household income before taxes? Would that be...

- Under \$25,000.....1|
- \$25,000 - \$29,999.....2|
- \$30,000 - \$39,999.....3| - **ENSURE A GOOD SPREAD IN ALL GROUPS**
- \$40,000 - \$54,999.....4|
- \$55,000 - \$90,000.....5|
- \$91,000 and over.....6|
- DK / NA.....7|

8. Could you please tell me what is the last level of education that you have completed?

- Some High School only.....1 Max 3 per group
- Completed High School.....2
- Some College/University.....3
- Trade School.....4
- Completed College.....5
- Complete University.....6
- DK / NA.....7

The next couple of questions deal with your imagination. Have a little fun with these questions and feel free to answer in anyway as there are no incorrect answers.

9. You must create a new game called back pack. Describe the game and how it would be played.

10. Please tell me a song title to describe the kind of day you're having today?

\_\_\_ ANSWERS SPONTANEOUSLY  
 \_\_\_ VERY SURE OF HIMSELF/HERSELF  
 \_\_\_ ENTHUSIASTIC  
 \_\_\_ CARRIES ON A GOOD CONVERSATION

**NOTE: PAY EXTRA ATTENTION TO RESPONDENTS ANSWERS - LOOK FOR A COMPLEX ANSWER. ANSWERS SHOULD ALSO BE CREATIVE AND NOT JUST ANSWERS. LOOK FOR IMAGINATION AND A SENSE OF CREATIVITY/PARTICIPATION.**

11. Participants in group discussions are asked to voice their opinions and thoughts, how comfortable are you, in voicing your opinions in front of others? Are you....

- Very Comfortable.....1 – **MIN 50% PER GROUP**
- Comfortable.....2
- Fairly Comfortable.....3
- Not Very Comfortable.....4 – **THANK AND TERMINATE**
- Very Uncomfortable.....5 – **THANK AND TERMINATE**

**Focus Group History**

12. Have you ever attended a focus group or one to one discussion for which you have received a sum of money, here or elsewhere?

- Yes.....1 – **MAX (50%) PER GROUP**
- No.....2 – **SKIP TO Q. 15**

13. When did you last attend one of these discussions?

**TERMINATE IF IN THE PAST 12 MONTHS**

14. How many focus group or one –to-one discussions have you attended in the past 5 years?

**(SPECIFY) IF MORE THAN 5 – THANK AND TERMINATE**

15. Have you been invited to attend another group discussion or interview in the near future for which you will receive a small amount of money?

Yes.....1 - **THANK AND TERMINATE**

No.....2 - **CONTINUE**

16. Sometimes participants are also asked to write out their answers on a questionnaire during the discussion. Is there any reason why you could not participate?

Yes.....1 - **THANK AND TERMINATE**

No.....2 - **CONTINUE**

NOTE: TERMINATE IF RESPONDENT OFFERS ANY REASON SUCH AS SIGHT OR HEARING PROBLEM, A WRITTEN OR VERBAL LANGUAGE PROBLEM, A CONCERN WITH NOT BEING ABLE TO COMMUNICATE EFFECTIVELY.

**IMPORTANT:**

The session is 2 hours in length, but we are asking that all participants arrive 10 minutes prior to the start time of the session. Are you able to be at the research facility 10 minutes prior to the session time?

Yes.....1 - **CONTINUE**

No.....2 – **THANK AND TERMINATE**

All participants in this study are asked to bring to the group PICTURE IDENTIFICATION. If you do not bring your personal identification then you will not be able to participate in the session and you will not receive the incentive fee. Are you going to bring along your ID?

Yes                    1 - **CONTINUE**

No                     2- **THANK AND TERMINATE**

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

The group discussion will last approximately two hours and we offer each participant a \$60.00 cash gift as a token of our appreciation. I should also tell you that as part of the normal process for a focus group the groups will be video- taped or audio- taped and members of the research team will be observing the discussion from an adjoining room. Everything you say will be kept confidential and will be administered in accordance with the privacy act.

[ ] CHECK TO INDICATE YOU HAVE READ THE STATEMENT TO THE RESPONDENT.

TIME:                2 HOURS



1867 Yonge St., 2nd Floor, Toronto (416) 488-2333

15137 – SMOKING PN 6067 HC-POR-06-76

BROUILLON 4

Nom du répondant: \_\_\_\_\_

# à la maison: \_\_\_\_\_

# au travail: \_\_\_\_\_

Groupe #: \_\_\_\_\_

Recruteur: \_\_\_\_\_

**RECRUTER 10 PAR GROUPE**

**MONTRÉAL**

GROUPE 5

18 – 24

Samedi, 3 mars

À 12 midi

**MONTRÉAL**

GROUPE 6

25+

Samedi, 3 mars

À 14h00

Bonjour/Bonsoir, mon nom est \_\_\_\_\_ de Research House Inc. Nous vous téléphonons aujourd'hui car nous souhaitons vous inviter à participer à un groupe de discussion que **nous menons présentement de la part de Santé Canada**. Votre participation à cette recherche est entièrement volontaire et votre décision d'y participer ou non n'affectera en rien les interactions que vous pourriez avoir avec Santé Canada. Toute information recueillie, utilisée et/ou dévoilée ne sera utilisée qu'à des fins de recherche seulement et sera traitée conformément aux exigences de la Loi sur la protection des renseignements personnels. La session durera un maximum de 2 heures et vous recevrez un montant en argent en guise de remerciement pour votre participation. Puis-je vous poser quelques questions afin de voir si vous vous qualifiez pour cette étude?

**OUI – CONTINUER**

1. Est-ce que vous ou tout autre membre de votre foyer ou votre famille immédiate travaillez dans l'un des domaines suivants:

	<u>Non</u>	<u>Oui</u>
Recherche en marketing, firme de relations publiques, ou agence de publicité	( )	( )
Un media (radio, télévision, journaux, revues, etc.)	( )	( )
Secteur de la santé (médecins, infirmières, hopitaux, cliniques, pharmaceutiques)	( )	( )
Département/agence de la santé fédéral, provincial ou municipal	( )	( )
Industrie du tabac (manufacturier, grossiste, distributeur, importeur ou détaillant)	( )	( )

**SI OUI À UNE DES MENTIONS CI-DESSUS – TERMINER**

**Statut de tabagisme**

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

- Fumeur de tous les jours..... 1 - **REMERCIER ET TERMINER**
- A l'occasion..... 2 - **CONTINUER**
- Jamais ..... 3 - **REMERCIER ET TERMINER**

3. Au cours des 7 derniers jours, avez-vous fumé chaque jour?

- Oui..... 1 - **TERMINER**
- Non..... 2 - **CONTINUER**
- NSP / PR..... 3 - **TERMINER**

4. On nous a demandé de regrouper les participants par âge. Afin que nous puissions le faire de façon efficace, puis-je avoir votre âge exact svp? \_\_\_\_\_ **INSCRIRE**

- Moins de 18 ans..... 1 – **TERMINER**
- 18 - 24 ans..... 2 – GROUPE 5
- 25 – 39 ans..... 3 - GROUPE 6
- 40 – 64 ans..... 4 - GROUPE 6
- 65 ans ou plus ..... 5 - GROUPE 6
- NSP / PR..... 6 - **TERMINER**

5. **INDIQUER:** Femme MIXTE DANS  
Homme TOUS LES GROUPES

6. Êtes-vous ... (VÉRIFIER LES QUOTAS)?

- Employé à temps plein (35 hrs. +) 1
- Employé à temps partiel (moins de 35 hrs.) 2
- Sans emploi 3 – MAX. 1 PAR GROUPE
- Personne au foyer 4 – MAX. 2 PAR GROUPE
- Étudiant 5 – MAX 1 PAR GROUPE DANS GROUPE 6
- Retraité 6 – MAX. 1 PAR GROUPE

7. Puisque nous devons parler à des personnes de toute provenance, laquelle des catégories suivantes représenterait le mieux le revenu annuel total du foyer , avant impôt? Serait-ce...

- Moins de 25 000\$.....1|
- 25 000\$ - 29 999\$.....2|
- 30 000\$ - 39 999\$.....3| - ASSURER UN BON PARTAGE DANS TOUS LES GROUPE
- 40 000\$ - 54 999\$.....4|
- 55 000\$ - 90 000\$.....5|
- 91 000\$ et plus .....6|
- NSP / PR.....7|

8. Pouvez-vous me dire quel est le dernier niveau d'éducation que vous avez complété?

- Secondaire en partie seulement..... 1 Max 3 par groupe
- Secondaire complété.....2
- Collège/Université en partie..... 3
- École de métier .....4
- Collège complété .....5
- Université complété .....6
- NSP / PR..... 7

Les prochaines questions font appel à votre imagination. Amusez-vous avec ces questions et sentez-vous à l'aise de répondre ce que vous voulez car il n'y a pas de bonnes ou de mauvaises réponses.

9. Vous devez créer un nouveau jeu appelé Sac à dos. Décrivez le jeu et comment il se jouera.

10. Veuillez me donner le titre d'une chanson qui décrit le genre de journée que vous avez passé aujourd'hui?

_____	RÉPOND SPONTANÉMENT
_____	TRÈS SÛR DE LUI-MÊME/ELLE-MÊME
_____	ENTHOUSIASTE
_____	TIENT UNE BONNE CONVERSATION

NOTE: FAIRE EXTRÊMEMENT ATTENTION AUX RÉPONSES DES RÉPONDANTS – RECHERCHER DES RÉPONSES COMPLEXES ET CRÉATIVES ET NON PAS SEULEMENT DES RÉPONSES DÉNUÉS DE SENS. RECHERCHER DES PERSONNES QUI ONT DE L'IMAGINATION ET UN SENS DE LA CRÉATIVITÉ / PARTICIPATION.

11. On demande aux participants d'exprimer leur opinion et leurs pensées. Dans quelle mesure êtes-vous confortable d'exprimer votre opinion devant les autres? Êtes-vous....

- Très confortable..... 1 – MIN 50% PAR GROUPE
- Confortable..... 2
- Assez confortable..... 3
- Pas très confortable..... 4 - REMERCIER ET TERMINER
- Pas du tout confortable..... 5 - REMERCIER ET TERMINER

**Antécédents - groupes de discussion**

12. Avez-vous déjà participé à un groupe de discussion ou à une entrevue face-à-face pour lequel vous avez reçu une somme d'argent?

- Oui.....1 – MAX (50%) PAR GROUPE
- Non.....2 – PASSER À LA Q. 15

13. A quand remonte votre dernière participation à une de ces discussions?

\_\_\_\_\_ **TERMINER SI AU COURS DES 12 DERNIERS MOIS**

14. À combien de groupes ou d'entrevues face-à-face avez vous participé au cours des 5 dernières années ?

\_\_\_\_\_ **(PRÉCISER) SI PLUS DE 5 – REMERCIER ET TERMINER**

15. Avez-vous été invité à participer à un de ces groupes de discussion ou entrevues face-à-face prochainement pour lequel vous recevrez une petite somme d'argent?

Oui.....1 – **REMERCIER ET TERMINER**  
Non.....2 – **CONTINUER**

16. On demande parfois aux participants d'écrire leurs réponses sur un questionnaire pendant la discussion. Y a-t-il une raison quelconque pour laquelle vous ne pourriez pas participer ?

Oui.....1 – **REMERCIER ET TERMINER**  
Non.....2 – **CONTINUER**

NOTE: SI LE RÉPONDANT MENTIONNE UN PROBLÈME VISUEL OU AUDITIF, UN PROBLÈME À ÉCRIRE OU A S'EXPRIMER, UN PROBLÈME À COMMUNIQUER DE FAÇON EFFICACE, REMERCIER ET TERMINER

**IMPORTANT:**

Le groupe de discussion durera 2 heures mais nous demandons aux participants d'arriver 10 minutes à l'avance. Est-il possible pour vous d'être présent 10 minutes avant le début de la rencontre?

Oui.....1 – **CONTINUER**  
Non.....2 – **REMERCIER ET TERMINER**

On demandera à tous les participants de cette étude de montrer une pièce D'IDENTITÉ AVEC PHOTO. Si vous n'avez pas cette pièce d'identité, vous ne pourrez pas participer à ce groupe et vous ne serez pas rémunéré. Êtes-vous en mesure d'avoir une pièce d'identité avec vous?

Oui.....1 – **CONTINUER**  
Non.....2 – **REMERCIER ET TERMINER**

Le groupe de discussion durera 2 heures et nous remettons à chaque participant la somme de 60.00 \$ en argent comptant en guise de remerciement pour sa participation. Je dois aussi vous dire que comme procédure normale pour un groupe de discussion, la rencontre sera enregistrée sur bande audio et que des membres de l'équipe de recherche observeront la discussion d'une salle voisine puisqu'ils ont un intérêt sur le sujet. Tout ce que vous direz restera strictement confidentiel et sera traité conformément aux exigences de la Loi sur la protection des renseignements personnels.

**[ ] COCHER AFIN D'INDIQUER QUE L'ÉNONCÉ A ÉTÉ LU AU RÉPONDANT**

DURÉE: 2 HEURES

Montréal – 3 mars  
Ad Hoc Recherche  
1250, rue Guy  
Bureau 900  
514.937.4040  
Télécopieur: 935.7700



## Survey Methods

The results of the nation-wide telephone survey are based on questions asked to 805 occasional smokers aged 18 years or older by telephone from March 12 to 29, 2007. For the purposes of this research, “occasional smoker” is defined as a person who smokes cigarettes occasionally, that is, less than every day.

### Sample selection

The sampling method was designed to complete approximately 800 interviews with a random sample of occasional smokers aged 18 years or older living within the ten provinces. The sample sizes for each province were designed to represent the proportion of occasional smokers in each province based on Canadian Tobacco Use Monitoring Survey 2005 annual data (Quotas column below). The final sample was not weighted.

The final sample (N) is distributed as follows.

	Quotas	N	Margin of Error 19/20 (%)
Canada	800	805	3.5
Atlantic Region		72	11.5
Newfoundland/Labrador	14	14	26.2
Prince Edward Island	4	4	49.0
Nova Scotia	29	33	17.1
New Brunswick	21	21	21.4
Quebec	174	178	7.3
Ontario	263	267	6.0
Manitoba/Saskatchewan		69	11.8
Manitoba	42	43	14.9
Saskatchewan	26	26	19.2
Alberta	104	99	9.8
British Columbia	123	120	8.9

Sampling for this survey included both return-to-household dialling and random digit dialling (RDD).

For the return-to-household portion of the sample, Environics identified households where smokers were surveyed in previous random-sample surveys conducted by Environics for Health Canada, going back to 2004. Eligible households were called and screened for occasional smokers according to the questionnaire protocol.

For the generation of the random dialled sample, Environics used an RDD sampling technique in which 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 processed 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 that both unlisted numbers and numbers listed after the directory publication are included in the sample.

From within each household contacted, respondents were screened for occasional smokers 18 years of age and older according to the questionnaire protocol. In multiple occasional smoker households, respondents were screened for random selection using the “most recent birthday” method. Further screening was conducted to exclude from the study households in which one (or more) person is employed in the media, market research, or the tobacco industry. As well, respondents were screened to exclude occasional smokers who had smoked on all seven of the past seven days, as well as occasional smokers who had smoked fewer than 100 cigarettes in their life.

### **Telephone interviewing**

Fieldwork 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. During fieldwork, 10 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**

The sample for this survey consisted of 805 interviews completed among adult Canadians self-identified as occasional smokers. This total includes 161 obtained from return-to-household dialling and 644 obtained directly from random digit dialling. The margin of error for a sample of 805 is +/- 3.5 percentage points, 19 times in 20. The margin of error is greater for results pertaining to regional or socio-demographic subgroups of the total sample.

The effective response rate for the survey is 25 percent.<sup>1</sup> This is calculated as the number of responding participants (completed interviews, disqualifications and over-quota participants – 35,950), divided by unresolved numbers (busy, no answer – 51,076) plus non-responding households or individuals (refusals, language barrier, missed callbacks – 58,556) plus responding participants (35,950)  $[R/(U+IS+R)]$ . The disposition of all dialled sample is presented in the following table, which combines the results of both sampling methods.

---

<sup>1</sup> 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).

<b>Completion results</b>	
Total sample dialled	180,269
<b>UNRESOLVED NUMBERS (U)</b>	<b>51,076</b>
Busy	1,030
No answer	20,232
Answering machine	29,814
<b>RESOLVED NUMBERS</b> ( <i>Total minus Unresolved</i> )	<b>129,193</b>
<b>OUT OF SCOPE</b> ( <i>Invalid/ non-eligible</i> )	<b>34,687</b>
Non-residential	2,655
Not-in-service	28,162
Fax/modem	3,870
<b>IN SCOPE NON-RESPONDING (IS)</b>	<b>58,556</b>
Refusals – household	31,930
Refusals – respondent	13,380
Language barrier	3,486
Callback missed/respondent not available	9,699
Break-offs (interview not completed)	61
<b>IN SCOPE RESPONDING (R)</b>	<b>35,950</b>
Disqualified	34,129
Quota filled	1,016
Completed	805
<b>RESPONSE RATE [R / (U + IS + R)]</b>	<b>25%</b>



**ENVIRONICS**  
RESEARCH GROUP

March 8, 2007

**Survey of Occasional Smokers  
PN6068  
Questionnaire - Draft 4 Final**

**INTRODUCTION**

Hello, my name is \_\_\_\_\_ of Environics Research Group Ltd. We are conducting a survey on behalf of Health Canada and your participation is important if the results of the survey are to be accurate. Your answers will be kept strictly confidential and will be administered as per the requirements of the Privacy Act. 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.

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

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

- B. Does anyone in your household age 18 or older smoke cigarettes occasionally, that is, less than every day?

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

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

1 - Yes, more than one       **ASK D**  
2 - One only                   **CONTINUE TO E OR SCHEDULE  
CALL BACK**

- D. May I please speak to the one who has had the most recent birthday?  
**CONTINUE TO E OR SCHEDULE CALL BACK**

- E. In what year were you born?

--	--

**CONVERT TO AGE**

2 - DK/NA

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

- 1 - Male
- 2 - Female

G. Language of survey

- 1 - English
- 2 - French

**MAIN QUESTIONNAIRE**

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

- 1 - Every day                   **ASK B OR THANK AND TERMINATE**
- 2 - Occasionally               **CONTINUE**
- 3 - Not at all                   **ASK B OR THANK AND TERMINATE**
- 4 - DK/NA                       **ASK B OR THANK AND TERMINATE**

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

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

3. Thinking back over the past 7 days, starting with yesterday, on how many days did you smoke cigarettes, even just a puff?

--	--

**NUMBER – MAXIMUM IS 7**

2 - DK/NA

**IF SMOKED ON 7 DAYS THANK AND TERMINATE/OTHERS CONTINUE**

**SELF-VIEW**

We are conducting this survey with people like yourself who smoke occasionally, that is, people who smoke less than every day, and we would greatly appreciate your participation in answering the survey questions. The questions all refer to smoking tobacco cigarettes.

4. Do you consider yourself to be a smoker?

- 1 - Yes
  - 2 - No
  - VOLUNTEERED**
  - 3 - Depends/Maybe
  - 4 - DK/NA
- ASK b**

b) Why do you say that?

---



---



---

2 - DK/NA

**CURRENT BEHAVIOUR**

5. Thinking back over the past 30 days, on about how many days did you smoke cigarettes?

--	--

**NUMBER – MAXIMUM IS 30**

2 - DK/NA

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

--	--

cigarettes per day – **RESPONSE MUST BE NUMERICAL – DO NOT ACCEPT RANGE**

2 - DK/NA

7. On which days of the week do you usually smoke? **DO NOT READ – CODE ALL THAT APPLY. IF RESPONDENT SAYS “WEEKEND” OR “END OF WEEK” OR OTHER PHRASE PROBE “What days would that be”?**

- 1 - Monday
- 2 - Tuesday
- 3 - Wednesday
- 4 - Thursday
- 5 - Friday
- 6 - Saturday
- 7 - Sunday
- 8 - No particular day or days
- 9 - All days
- 10 - DK/NA

8. a) Do you smoke more on certain days than others?

- |           |                  |
|-----------|------------------|
| 1 – Yes   | <b>ASK b</b>     |
| 2 – No    | <b>GO TO Q.9</b> |
| 3 - DK/NA | <b>GO TO Q.9</b> |

b) What days would those be?

- 1 - Monday
- 2 – Tuesday
- 3 – Wednesday
- 4 – Thursday
- 5 – Friday
- 6 – Saturday
- 7 – Sunday
- 8 - DK/NA

**ASK ALL**

9. And do you usually smoke ... **READ**

- 1 – In the morning
  - 2 – In the afternoon, or
  - 3 - In the evening?
- VOLUNTEERED**
- 4 - Some combination of these times
  - 5 - DK/NA

10. Where do you usually smoke? Please tell me all the places? **DO NOT READ – CODE ALL THAT APPLY**

- 1 – Inside your home
- 2 – Just outside your home/on a balcony/in a garage
- 3 – In a car/vehicle
- 4 – At work
- 5 – Outside your work place
- 6 – Inside bars/clubs
- 7 – Outside bars/clubs
- 8 – At friends' or relatives' homes
- 9 – Outside/on the street
- 10 – Other **(SPECIFY)** \_\_\_\_\_
- 11 - DK/NA

11. Thinking about your close friends, that is, people you like to spend your time with, do all of them smoke, do most of them smoke, do only a few smoke or do none of them smoke?

- 1 – All
- 2 – Most
- 3 – Few

- 4 – None
- 5 - DK/NA

12. What are you usually doing when you smoke a cigarette? **DO NOT READ – CODE ALL THAT APPLY**

- 1 - Drinking a coffee/tea/ soft drink
- 2 - Drinking beer/alcohol
- 3 - Driving
- 4 - Having sex/after sex
- 5 - Nothing else/ just smoking/ killing time
- 6 - Relaxing (general mention)
- 7 - Relaxing at home/watching TV/reading
- 8 - Socializing/having fun/clubbing/partying
- 9 - Standing around outside with friends or co-workers/talking with co-workers on a smoke break
- 10 - Taking a break at work/ taking a break
- 11 - Waiting for someone/waiting for a bus
- 12 - Working outside
- 13 – Eating a meal/dining/after a meal
- 14 - Other (**SPECIFY**) \_\_\_\_\_
- 14 - DK/Refused

13. Still thinking of when you usually smoke, do you do a lot of your smoking, some of your smoking, very little of your smoking, or none of your smoking in each of the following situations ... ? **READ AND ROTATE**

a) While having a coffee?

- 1 – A lot
- 2 - Some
- 3 – Very little
- 4 – None
- 5 – DK/NA

b) While drinking beer or alcohol?

c) When by yourself?

d) When driving?

e) When relaxing at home, watching television or reading?

f) When doing nothing else or just killing time?

g) While working outside?

h) When standing around outside with co-workers?

i) When standing around outside with friends?

j) When waiting for someone, waiting for a bus, or waiting outside?

k) When you can't sleep?

l) After you have finished a meal?

m) When visiting or socializing with friends?

n) As a way to help deal with stress?

14. Do you do any of the following on a fairly regular basis ...? **READ**

a) Buy all or most of the cigarettes you smoke?

- 1 – Yes
- 2 – No
- 3 - DK/NA

b) Borrow or get cigarettes from other people?

c) Give your cigarettes to others?

d) Smoke less than a whole cigarette?

e) Give away or throw away cigarettes to help control or keep down your smoking?

15. How does it feel to smoke? What word or words describe how it feels? **DO NOT READ – CODE ALL THAT APPLY**

- 1 – Relaxed/relaxing
- 2 – Stress-free/calm/relieved
- 3 – Cool
- 4 – Good
- 5 – Satisfied/satisfaction
- 6 – Sociable
- 7 – Guilty
- 8 – Disgusted
- 9 – Sick
- 10 – Smelly/dirty
- 11 – Other (**SPECIFY**) \_\_\_\_\_
- 12 – DK/NA

16. How do you feel about your smoking, on a scale of 1 to 7, where 1 means you do not enjoy smoking at all and 7 means you enjoy smoking a lot?

Not enjoy at all

Enjoy a lot

1      2      3      4      5      6      7      DK/NA

17. How do you feel about the amount you smoke using the same scale of 1 to 7, where 1 means you are not at all satisfied with the amount you smoke and 7 means you are very satisfied with the amount you smoke?

Not at all satisfied

Very satisfied

1      2      3      4      5      6      7      DK/NA

18. Thinking about 12 months from now, do you think you will be smoking more, smoking less, or smoking about the same amount as now?

1 - More

**ASK b**

- 2 - Less                    **ASK b**
- 3 - Same                   **GO TO Q.19**
- 4 - DK/NA                **GO TO Q.19**

a) Why do you say that?

---

---

---

2 - DK/NA

19. On the days that you do not smoke, do you crave a cigarette frequently, sometimes, or not at all?

- 1 - Frequently
- 2 - Sometimes
- 3 - Not at all
- 4 - DK/NA

20. Would you describe your own smoking as ...? **READ**

- 1 - A habit                **ASK b**
- 2 - An addiction, or    **ASK b**
- 3 - Neither?             **ASK b**
- 3 - DK/NA               **GO TO Q.21**

b) Why do you say that?

---

---

---

2 - DK/NA

**ASK ALL**

21. Please indicate if each of the following words does or does not describe you as a person. Are you, yes or no ... ? **READ AND ROTATE**

a) Social?

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

- b) Stressed?
- c) In-control?
- d) Flexible?
- e) Intense?

- f) Price-conscious?
- g) Interested in spontaneous experiences?
- h) Enthusiastic?
- i) Health-conscious?
- j) Interested in buying new and more things?

**HISTORY**

22. At what age did you have your first whole cigarette?

		<b>AGE IN YEARS/MUST NOT BE HIGHER THAN AGE</b>
--	--	---

23. At what age did you start smoking fairly regularly?

		<b>AGE IN YEARS/MUST NOT BE HIGHER THAN AGE</b>
--	--	---

**VOLUNTEERED**

2 – Never smoked regularly

3 - DK/NA

24. How long have you been smoking occasionally, that is less than every day? **CODE ONE CATEGORY ONLY (NOTE TO INTERVIEWER: QUESTION REFERS TO THE MOST RECENT PERIOD OF OCCASIONAL SMOKING IF RESPONDENT HAS SMOKED OCCASIONALLY OVER DIFFERENT PERIODS)**

		<b>NUMBER OF WEEKS</b>
--	--	------------------------

		<b>NUMBER OF MONTHS</b>
--	--	-------------------------

		<b>NUMBER OF YEARS</b>
--	--	------------------------

2 - DK/NA

25. a) Have you ever smoked cigarettes daily?

- 1 – Yes      **ASK b**
- 2 – No      **GO TO Q.26**
- 3 – DK/NA

b) About how long has it been since you last smoked cigarettes every day? **CODE ONE CATEGORY ONLY**

--	--

**NUMBER OF WEEKS**

--	--

**NUMBER OF MONTHS**

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**NUMBER OF YEARS**

2 - DK/NA

26. Which of the following best describes your pattern of smoking since you first began smoking?

**READ**

- 1 – You have smoked on an occasional basis since you began smoking
- 2 – You used to smoke every day and now you smoke occasionally
- 3 – You have had a mixed pattern of daily smoking and occasional smoking
- 4 – You have had a mixed pattern of smoking and not smoking
- 5 – DK/NA

27. Around this time 12 months ago were you smoking cigarettes every day, occasionally, or not at all?

- 1 – Every day
- 2 – Occasionally
- 3 – Not at all
- 4 – DK/NA

**IF Q.25a = YES OR Q.27 = EVERY DAY, ASK Q 28 AND 29/ OTHERS GO TO Q.30:**

28. Why did you change from smoking every day at some time in the past to smoking occasionally today? **DO NOT READ CODE ALL THAT APPLY**

- 1 - Trying to quit
- 2 – Your concerns about your health
- 3 – Family concerns/family wanted you to smoke less
- 4 – Restrictions on smoking at work/in public places
- 5 – Cost issues/too expensive
- 6 – Less stress
- 7 – Change of lifestyle/change of situation or circumstances/change job/etc.
- 8 – Just wanted to smoke less
- 9 – Too smelly/too dirty
- 10 – No reason
- 11 – Other reasons (**SPECIFY**) \_\_\_\_\_
- 12 – DK/NA

29. In switching from smoking every day to smoking occasionally, was it part of a plan to quit smoking or not?

- 1 – Yes, part of plan
- 2 – No, not part of plan
- 3 – DK/NA

### **QUITTING**

#### **ASK ALL**

30. Have you ever tried to quit smoking?

- 1 - Yes           **GO TO Q.31**
- 2 - No           **GO TO Q.32**
- 3 - DK/NA       **GO TO Q.32**

31. 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

#### **ASK ALL**

32. a) Are you seriously thinking of quitting smoking in the next 6 months?

- 1 – Yes           **ASK b**
- 2 - No           **GO TO Q.33**
- 3 - DK/NA       **GO TO Q.33**

#### **IF YES TO a), ASK :**

b) Are you seriously thinking of quitting smoking in the next 30 days?

- 1 – Yes
- 2 - No
- 3 - DK/NA

#### **ASK ALL**

33. Whether or not you are considering quitting, if you were to try to quit, do you think it would be very easy, somewhat easy, somewhat difficult or very difficult for you to quit?

- 1 – Very easy
- 2 – Somewhat easy
- 3 – Somewhat difficult

- 4 – Very difficult
- 5 - DK/NA

34. Whether or not you are considering quitting, if you were to try to quit, are you very, somewhat, not very or not at all confident that you will be able to quit?

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

### **HEALTH EFFECTS**

35. 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

36. Is there any danger to one's health from occasional smoking?

- 1 – Yes
- 2 – No
- 3 – DK/NA

37. How likely is it that your smoking will lead to health problems for you...is it very somewhat, not very or not at all likely?

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

### **OTHER TOBACCO PRODUCTS**

38. Do you currently smoke or use any of the following tobacco products? **READ AND ROTATE**

a) Cigars

- 1 – Yes
- 2 – No
- 3 – DK/NA

b) Pipes

- c) Little cigars or cigarillos
- d) Water pipes
- e) Smokeless tobacco, such as chewing tobacco or snuff

**DEMOGRAPHICS**

**ASK ALL**

Finally, a few questions for statistical purposes. Please be assured that all your responses will be kept entirely anonymous and absolutely confidential.

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

**DO NOT READ**

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

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

**READ**

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

41. Are you...

**READ**

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

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

- 1 - Yes

- 2 - No
- 3 - DK/NA

43. Into which of the following categories would you put the total annual income, before taxes and deductions, for 2006, 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

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.



Le 9 mars 2007

**Sondage auprès des fumeurs occasionnels  
PN6068  
Questionnaire – Version française – Ébauche n° 4 Final**

**INTRODUCTION**

Bonjour, mon nom est \_\_\_\_\_ et je représente Environics Research Group Ltd. Nous réalisons un sondage pour le compte de Santé Canada et votre participation est importante si les résultats de ce sondage se veulent exacts. Vos réponses demeureront strictement confidentielles et elles seront gérées selon les dispositions de la *Loi sur la protection des renseignements personnels*. Ce sondage est inscrit dans le système national d'enregistrement des sondages.

Nous choisissons des numéros de téléphone au hasard, ensuite nous choisissons une personne au sein du ménage pour l'interviewer.

- A. Est-ce que vous ou une autre personne de votre foyer travaille dans une agence de publicité ou une entreprise d'études de marché, dans les médias ou pour une compagnie de tabac ?

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

- B. Est-ce qu'une personne de votre foyer âgée de 18 ans ou plus fume la cigarette à l'occasion, c'est-à-dire moins souvent qu'à tous les jours ?

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

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

1 – Oui, plus d'une           **POSER D**  
2 – Une seulement           **CONTINUER AVEC E OR OU PRENDRE  
DES ARRANGEMENTS POUR UN RAPPEL**

- D. Puis-je parler à celle qui a célébré son anniversaire de naissance le plus récemment ?  
**CONTINUER AVEC E OU PRENDRE DES ARRANGEMENTS POUR UN  
RAPPEL**

- E. En quelle année êtes-vous né(e) ?

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### CONVERTIR EN ÂGE

2 - NSP/PR

F. (**LIRE AU BESOIN SEULEMENT**) Êtes-vous de sexe masculin ou féminin ?

1 - Masculin

2 - Féminin

G. Langue de l'interview

1 - Anglais

2 - Français

### QUESTIONNAIRE PRINCIPAL

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

1 - Tous les jours

**POSER B OU REMERCIER ET TERMINER  
CONTINUER**

2 - À l'occasion

**POSER B OU REMERCIER ET TERMINER**

3 - Jamais

**POSER B OU REMERCIER ET TERMINER**

4 - NSP/PR

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

1 - Oui

**CONTINUER**

2 - Non

**REMERCIER ET TERMINER**

3 - NSP/PR

**REMERCIER ET TERMINER**

3. Si vous réfléchissez aux 7 derniers jours, en commençant par hier, combien de jours avez-vous fumé la cigarette, même juste quelques bouffées ?

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### CHIFFRE – MAXIMUM DE 7

2 - NSP/PR

**SI A FUMÉ LES 7 JOURS, REMERCIER ET TERMINER/LES AUTRES CONTINUER**

### PERCEPTION DE SOI

Nous réalisons ce sondage auprès de personnes telles que vous qui fument à l'occasion, c'est-à-dire des personnes qui fument moins souvent que tous les jours et, nous apprécierions beaucoup que vous participiez en répondant à nos questions. Les questions portent toutes sur le fait de fumer des cigarettes à base de tabac.

4. Considérez-vous que vous êtes un/une fumeur(euse) ?

1 - Oui

2 - Non

**POSER b**

**NON-SUGGÉRÉ**

3 - Cela dépend/peut-être

4 - NSP/PR

b) Pourquoi dites-vous cela ?

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2 - NSP/PR

### **COMPORTEMENT ACTUEL**

5. Si vous réfléchissez aux 30 derniers jours, pendant combien de ces jours environ avez-vous fumé la cigarette ?

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**CHIFFRE – MAXIMUM DE 30**

2 - NSP/PR

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

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cigarettes par jour – **LA RÉPONSE DOIT ÊTRE UN CHIFFRE -  
- NE PAS ACCEPTER LES FOURCHETTES**

2 - NSP/PR

7. Quels sont les jours de la semaine où vous fumez habituellement ? **NE PAS LIRE - INSCRIRE TOUTES LES RÉPONSES QUI S'APPLIQUENT. SI LE/LA RÉPONDANT(E) DIT « LE WEEK-END » OU « LA FIN DE SEMAINE » OU UNE AUTRE EXPRESSION, SONDER : « De quels jours s'agit-il » ?**

1 - Lundi

2 - Mardi

3 - Mercredi

4 - Jeudi

5 - Vendredi

6 - Samedi

7 - Dimanche

- 8 – Pas de jours en particulier
- 9 – Tous les jours
- 10 - NSP/PR

8. a) Est-ce qu'il y a des jours où vous fumez plus que d'autres ?

- 1 – Oui                    **POSER b**
- 2 – Non                    **PASSER À Q.9**
- 3 - NSP/PR                **PASSER À Q.9**

b) De quels jours s'agit-il ?

- 1 – Lundi
- 2 – Mardi
- 3 – Mercredi
- 4 – Jeudi
- 5 – Vendredi
- 6 – Samedi
- 7 – Dimanche
- 8 - NSP/PR

### **POSER À TOUS**

9. Et, est-ce que vous fumez habituellement ... **LIRE**

- 1 – Le matin
- 2 – L'après-midi ou
- 3 – En soirée ?
- NON-SUGGÉRÉ**
- 4 – Une combinaison de ces moments de la journée
- 5 - NSP/PR

10. Où fumez-vous habituellement ? Veuillez me dire tous les endroits ? **NE PAS LIRE - INSCRIRE TOUTES LES RÉPONSES QUI S'APPLIQUENT**

- 1 – Dans votre résidence
- 2 – Juste à l'extérieur de votre résidence /sur un balcon/dans un garage
- 3 – Dans une automobile/un véhicule
- 4 – Au travail
- 5 – À l'extérieur de votre lieu de travail
- 6 – Dans des bars/clubs
- 7 – À l'extérieur des bars /clubs
- 8 – Dans les résidences de vos amis ou de votre parenté
- 9 – À l'extérieur/ dans la rue
- 10 – Autre (PRÉCISER) \_\_\_\_\_
- 11 - NSP/PR

11. Si vous réfléchissez à vos amis intimes, c'est-à-dire les gens avec lesquels vous aimez partager votre temps, est-ce qu'ils fument tous, est-ce que la plupart d'entre eux fument, est-ce que seulement quelques uns fument ou est-ce qu'aucun d'entre eux ne fument ?

- 1 – Tous
- 2 – La plupart
- 3 – Quelques uns
- 4 – Aucun
- 5 - NSP/PR

12. Qu'est-ce que vous êtes habituellement entraîné de faire lorsque vous allumez une cigarette ? **NE PAS LIRE - INSCRIRE TOUTES LES RÉPONSES QUI S'APPLIQUENT**

- 1 – Boire un café/un thé/une boisson gazeuse
- 2 – Boire une bière/de l'alcool
- 3 – Conduire
- 4 – Pendant/après les relations sexuelles
- 5 – Rien d'autre/ uniquement fumer/ passer le temps
- 6 – Me détendre (mention générale)
- 7 – Me détendre à la maison/regarder la télévision/lire
- 8 – Activités sociales/avoir du plaisir/tournée des clubs/des soirées
- 9 – Debout à l'extérieur avec des amis ou des collègues/parler avec des collègues au cours d'une pause pour fumeurs
- 10 – Prendre une pause au travail/ prendre une pause
- 11 – Attendre quelqu'un/attendre l'autobus
- 12 – Travailler à l'extérieur
- 13 – Prendre un repas/dîner/après un repas
- 14 - Autre (PRÉCISER) \_\_\_\_\_
- 14 - NSP/Refus

13. Toujours en réfléchissant aux moments au cours desquels vous fumez, est-ce qu'une grande partie des occasions où vous fumez, une certaine partie des occasions où vous fumez, très peu des occasions où vous fumez ou aucune des occasions où vous fumez se produisent dans chacune des situations suivantes ...? **LECTURE EN ROTATION**

a) Pendant que vous prenez un café ?

- 1 – Une grande partie
- 2 – Une certaine partie
- 3 – Très peu
- 4 – Aucune
- 5 – NSP/PR

b) Pendant que vous buvez de la bière ou de l'alcool ?

c) Quand vous êtes seul(e) ?

d) Quand vous conduisez ?

e) Quand vous vous détendez à la maison, que vous regardez ;a télévision ou lisez ?

f) Quand vous ne faites rien d'autre que passer le temps ?

- g) Quand vous travaillez à l'extérieur ?
- h) Quand vous êtes debout à l'extérieur avec des collègues de travail ?
- i) Quand vous êtes debout à l'extérieur avec des amis ?
- j) Quand vous attendez quelqu'un, attendez l'autobus ou attendez à l'extérieur ?
- k) Quand vous n'arrivez pas à dormir ?
- l) Quand vous terminez un repas ?
- m) Quand vous visitez des amis ou participez à des rencontres sociales ?
- n) Comme un moyen pour réduire le stress ?

14. Est-ce que vous faites une ou l'autre des choses suivantes assez régulièrement ... ? **LIRE**

- a) Vous achetez toutes ou presque toutes les cigarettes que vous fumez ?

1 – Oui  
 2 – Non  
 3 - NSP/PR

- b) Vous empruntez ou obtenez des cigarettes auprès des autres ?
- c) Vous donnez vos cigarettes à d'autres ?
- d) Vous fumez moins que la totalité d'une cigarette ?
- e) Vous donnez ou jetez des cigarettes pour vous aider à contrôler votre consommation ou ne pas trop fumer ?

15. Que ressentez-vous quand vous fumez ? Quel est le mot ou quels sont les mots qui décrivent ce que vous ressentez ? **NE PAS LIRE - INSCRIRE TOUTES LES RÉPONSES QUI S'APPLIQUENT**

1 – Détendu(e)/me détendre  
 2 – Pas de stress/calme/soulagé(e)  
 3 – Me sentir cool  
 4 – Me sentir bien  
 5 – Satisfait(e)/satisfaction  
 6 – Me sentir social(e)  
 7 – Me sentir coupable  
 8 – Être dégoûté(e)  
 9 – Me sentir malade  
 10 – Sentir mauvais/être sal(e)  
 11 – Autre (PRÉCISER) \_\_\_\_\_  
 12 – NSP/PR

16. Et, que ressentez-vous de votre habitude de fumer, à l'aide d'un chiffre variant de 1 à 7 où « 1 » signifie que le fait de fumer ne vous plaît pas du tout et où « 7 » signifie que le fait de fumer vous plaît beaucoup ?

Ne vous plaît pas du tout	Vous plaît beaucoup
1      2      3      4      5	6      7      NSP/PR

17. Et que ressentez-vous au sujet de la quantité que vous fumez, toujours à l'aide d'un chiffre variant de 1 à 7 où « 1 » signifie que vous n'êtes pas du tout satisfait(e) de la quantité que vous fumez et où « 7 » signifie que vous êtes très satisfait(e) de la quantité que vous fumez ?

Pas du tout satisfait(e)

Très satisfait(e)

1      2      3      4      5      6      7      NSP/PR

18. Si vous réfléchissez aux 12 prochains mois, pensez-vous que vous fumerez plus, que vous fumerez moins ou que vous fumerez autant qu'à l'heure actuelle ?

1 - Plus	<b>POSER b</b>
2 - Moins	<b>POSER b</b>
3 - Autant	<b>PASSER À Q.19</b>
4 - NSP/PR	<b>PASSER À Q.19</b>

b) Pourquoi dites-vous cela ?

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2 – NSP/PR

19. Les jours au cours desquels vous ne fumez pas, avez-vous le goût de fumer une cigarette souvent, parfois, ou pas du tout ?

1 - Souvent
2 - Parfois
3 - Pas du tout
4 - NSP/PR

20. Décrivez-vous votre tabagisme comme étant ... ? **LIRE**

1 – Une habitude	<b>POSER b</b>
2 – Une dépendance ou	<b>POSER b</b>
3 – Ni une ni l'autre ?	<b>POSER b</b>
3 - NSP/PR	<b>PASSER À Q.21</b>

b) Pourquoi dites-vous cela ?

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2 – NSP/PR

**POSER À TOUS**

21. Veuillez s'il vous plaît indiquer si chacune des expressions suivantes vous ressemble, en tant qu'individu. Êtes-vous, oui ou non ...? **LECTURE EN ROTATION**

a) Sociale ?

- 1 – Oui
- 2 – Non
- 3 – NSP/PR

b) Stressé(e) ?

c) En charge de la situation ?

d) Souple ?

e) Intense ?

f) Sensible au prix des choses ?

g) Intéressé(e) à faire des expériences spontanées ?

h) Enthousiaste ?

i) Soucieux(e) de votre santé ?

j) Intéressé(e) à acheter des choses nouvelles et plus de choses ?

## **HISTORIQUE**

22. À quel âge avez-vous fumé votre première cigarette entière ?

QUE L'ÂGE   **ÂGE EN ANNÉES/NE DOIT PAS ÊTRE PLUS GRAND**

23. À quel âge avez-vous commencé à fumer de façon assez régulière ?

L'ÂGE   **EN ANNÉES/NE DOIT PAS ÊTRE PLUS GRAND QUE**

### **NON-SUGGÉRÉ**

2 – N'a jamais fumé de façon régulière

3 - NSP/PR

24. Depuis combien de temps fumez-vous à l'occasion, c'est-à-dire moins souvent que tous les jours ? **INSCRIRE UNE SEULE CATÉGORIE (NOTA POUR L'INTERVIEWEUR(EUSE) : LA QUESTION EST POSÉE POUR LA PLUS RÉCENTE PÉRIODE AU COURS DE LAQUELLE LE/LA RÉPONDANT(E) A FUMÉ À L'OCCASION, AU CAS OÙ IL/ELLE AURAIT FUMÉ À L'OCCASION AU COURS DE PLUSIEURS PÉRIODES)**

**NOMBRE DE SEMAINES**

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**NOMBRE DE MOIS**

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**NOMBRE D'ANNÉES**

2 - NSP/PR

25. a) Avez-vous déjà fumé la cigarette tous les jours ?

- 1 – Oui
- 2 – Non
- 3 – NSP/PR

**POSER b**  
**PASSER À Q.26**

b) À quand remonte la dernière fois où vous avez fumé à tous les jours ? **INSCRIRE UNE SEULE CATÉGORIE**

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**NOMBRE DE SEMAINES**

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**NOMBRE DE MOIS**

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**NOMBRE D'ANNÉES**

2 - NSP/PR

26. Laquelle des affirmations suivantes correspond le mieux à vos habitudes de fumer la cigarette depuis que vous avez commencé à fumer ? **LIRE**

- 1 – Vous fumez à l'occasion depuis que vous avez commencé à fumer
- 2 – Vous fumiez à tous les jours, mais vous fumez maintenant à l'occasion
- 3 – Vos habitudes ont varié entre fumer à tous les jours et fumer à l'occasion
- 4 – Vos habitudes ont varié entre fumer et ne pas fumer
- 5 – NSP/PR

27. Il y a environ 12 mois, fumiez-vous la cigarette tous les jours, à l'occasion ou jamais ?

- 1 – Tous les jours
- 2 – À l'occasion
- 3 – jamais
- 4 – NSP/PR

**SI Q.25a = OUI OU Q.27 = TOUS LES JOURS, POSER Q 28 ET 29/ LES AUTRES PASSER À Q.30 :**

28. Pour quelles raisons avez-vous changé votre habitude de fumer à tous les jours pour seulement fumer à l'occasion aujourd'hui ? **NE PAS LIRE – INSCRIRE TOUTES LES RÉPONSES QUI S'APPLIQUENT**

- 1 – Essaie de cesser de fumer
- 2 – Des préoccupations relatives à votre santé
- 3 – Préoccupations familiales/votre famille voulait que vous fumiez moins
- 4 – Interdictions de fumer au travail/dans les endroits publics
- 5 – Questions liées au coût/coûte trop cher
- 6 – Moins de stress
- 7 – Changement de mode de vie/changement de situation ou de circonstances/changement d'emploi/etc.
- 8 – Voulait juste moins fumer
- 9 – Cela sent trop mauvais/c'est trop sale
- 10 – Aucune raison
- 11 – Autres raisons (**PRÉCISER**) \_\_\_\_\_
- 12 – NSP/PR

29. Le fait de changer, entre fumer à tous les jours pour seulement fumer à l'occasion, s'inscrivait-il ou non dans un plan de renoncement au tabagisme ?

- 1 – Oui, partie d'un plan
- 2 – Non, pas partie d'un plan
- 3 – NSP/PR

### **RENONCEMENT AU TABAGISME**

#### **POSER À TOUS**

30. Avez-vous déjà essayé de cesser de fumer ?

- 1 - Oui           **PASSER À Q.31**
- 2 - Non           **PASSER À Q.32**
- 3 - NSP/PR      **PASSER À Q.32**

31. Depuis un an, combien de fois avez-vous cessé de fumer pendant au moins 24 heures parce que vous tentiez de cesser de fumer ? **LIRE**

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

#### **POSER À TOUS**

32. a) Envisagez-vous sérieusement de cesser de fumer au cours des 6 prochains mois ?

- 1 – Oui           **POSER b**
- 2 - Non           **PASSER À Q.33**
- 3 - NSP/PR      **PASSER À Q.33**

**SI OUI À a), POSER :**

b) Envisagez-vous sérieusement de cesser de fumer au cours des 30 prochains jours ?

- 1 – Oui
- 2 - Non
- 3 - NSP/PR

**POSER À TOUS**

33. Que vous envisagiez ou non de cesser de fumer, si vous essayiez d'arrêter de fumer, pensez-vous qu'il vous serait très facile, assez facile, assez difficile ou très difficile de cesser de fumer ?

- 1 – Très facile
- 2 – Assez facile
- 3 – Assez difficile
- 4 – Très difficile
- 5 - NSP/PR

34. Que vous envisagiez ou non de cesser de fumer, si vous essayiez d'arrêter de fumer, êtes-vous très, assez, pas très ou pas du tout confiant(e) que vous réussiriez à cesser de fumer ?

- 1 – Très confiant(e)
- 2 – Assez confiant(e)
- 3 – Pas très confiant(e)
- 4 – Pas du tout confiant(e)
- 5 - NSP/PR

**EFFETS SUR LA SANTÉ**

35. Règle générale, pensez-vous que la consommation de cigarettes représente un problème de santé grave, un problème de santé mineur ou pas un problème de santé au Canada ?

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

36. Est-ce qu'il y a des dangers pour la santé qui sont associés au fait de fumer à l'occasion ?

- 1 – Oui
- 2 – Non
- 3 – NSP/PR

37. Dans quelle mesure est-il probable que le fait que vous fumiez vous causera des problèmes de santé ...est-ce très, assez, pas très ou pas du tout probable ?

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

### **AUTRES PRODUITS DU TABAC**

38. Présentement, est-ce que vous fumez ou utilisez un ou l'autre des produits du tabac suivants ?

#### **LECTURE EN ROTATION**

a) Cigares

- 1 – Oui
- 2 – Non
- 3 – NSP/PR

b) Pipe

c) Petits cigares ou cigarillos

d) Narguilhé

e) Des produits de tabac sans fumée tels que le tabac à chiquer ou à priser

### **DONNÉES DÉMOGRAPHIQUES**

#### **POSER À TOUS**

Enfin, je vais vous poser quelques questions à des fins statistiques. Soyez assuré que toutes vos réponses demeureront entièrement anonymes et confidentielles.

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

#### **NE PAS LIRE**

- 1 – Cours primaire ou moins (aucune scolarité à la 7<sup>e</sup> année)
- 2 – Une partie des études secondaires (8<sup>e</sup> à 11<sup>e</sup> années)
- 3 – Études secondaires complétées (12<sup>e</sup> ou 13<sup>e</sup> année ou OAC)
- 4 - Une partie des études collégiales, professionnelles ou techniques (ou une partie du cégep)
- 5 - Études collégiales, professionnelles ou techniques terminées (ou DEC)
- 6 - Une partie des études universitaire (sans diplôme)
- 7 - Un baccalauréat
- 8 - Des études supérieures (maîtrise ou doctorat, terminé ou non)
- 9 - NSP/PR

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

**LIRE**

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

41. Est-ce que vous êtes... ?

**LIRE**

- 1 - Marié ou en union de fait
- 2 - Célibataire
- 3 - Veuf/veuve
- 4 - Séparé
- 5 - Divorcé
- 6 - NSP/PR

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

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

43. Laquelle des catégories suivantes correspond le mieux au revenu total de tous les membres de votre foyer et de vous-même, avant impôt, en 2006 ? 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

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 ?

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

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- 1 - Oui
- 2 - Non

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

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

- 1 - Oui
- 2 - Non

Voilà qui termine l'entrevue. Merci beaucoup de votre aide.