



2012 Baseline Evaluation of Canadian Graphic Health Warning Messages (HC POR 11-08)

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Executive Summary

Background and objectives

The Government of Canada has renewed package labelling requirements for tobacco products, to build on the achievements of the previous labelling regulations enacted in June of 2000. According to the Canadian Tobacco Use Monitoring Survey, cigarette smoking prevalence has fallen from 22 percent in 2001 to 17 percent in 2010, which translates to approximately 710,000 fewer smokers in Canada.

Health Canada commissioned public opinion research to serve as a baseline against which to evaluate the effectiveness of the new policy initiative, as well as to monitor smoking cessation behaviour. The research will examine the effects of the initiative on smokers' awareness and opinions regarding the health risk of smoking.

Survey methodology

The survey was conducted by the Environics Research Group and is based on telephone interviews conducted from March 7 to 31, 2012 with a representative sample of 1,505 Canadian adult smokers, using a methodology based on previous surveys conducted for Health Canada about cigarette package labelling. A national sample of 1,505 provides results accurate to within plus or minus 2.5 percentage points in 19 out of 20 samples (the margin of error is greater for results pertaining to regional or socio-demographic subgroups of this population). A more detailed description of the methodology used to conduct this survey is presented at the back of the report, along with a copy of the questionnaire (see Appendix).

The cost of this research was \$139,396.80 (HST included).

Key findings

The following summarizes the key findings from the research:

Profile of smokers

- Three-quarters of smokers (74%) first started smoking before the age of 18. Most report they now smoke every day (88%), and the majority of this group (62%) smokes more than 10 cigarettes per day. They tend to smoke their first cigarette soon after they wake up, with half (52%) who do so within the first half hour.

Quit attempts

- Most smokers have experience with trying to quit smoking, although quit attempts tend to be relatively limited in duration. Eight in ten smokers (82%) have tried to quit at least once, and six in ten of this group (58%) have tried in the past year. The majority of quit attempts (58%) last no longer

than a month. Willpower is the single most reported way to try to quit smoking (used by 48% in their last quit attempt), ahead of quitting aids such as the nicotine patch (19%), Zyban or a similar medication (15%), or nicotine gum (10%).

Health effects of smoking

- Three in four smokers (75%) report cigarettes represent a major health problem in Canada today, and this is the majority opinion in all regions and demographic groups. Lung cancer is the health issue most commonly associated with smoking (mentioned by 45%), followed by cancer generally (35%), heart disease (32%) and emphysema (26%).
- Smokers report getting their information about the health effects of smoking from two main sources: television (56%) and cigarettes packages (51%). One in five or fewer each mention other sources such as newspapers, radio, their doctor or the Internet.

Health warning messages

- More than eight in ten smokers (87%) have seen, heard or read anything about these messages. One in three smokers (34%) report looking at the messages at least once a day.
- Smokers are most likely to recall (without prompting) health warning messages related to the theme that smoking is harmful to children, such as the impact of smoking during pregnancy (26%) or the impact of second-hand smoke on children (14%). A wide range of other messages are recalled, including those related to heart failure/stroke (19%), lung cancer, (19%), erectile dysfunction (16%) and the impact on teeth (15%) and mouth health (14%).
- The most recalled images on health warning messages also tend to be the most graphic. Smokers are most likely to remember (without prompting) pictures of diseased lungs (37%) or rotting teeth (33%). Other images recalled include a pregnant woman (23%), a diseased heart (15%), mouth disease (14%) or a limp cigarette (12%).
- Over eight in ten smokers each agree that health warning messages are accurate (85%) and informative (83%) about the health effects of smoking. Fewer smokers, but still a majority (65%), agree that health warning messages make smoking seem less attractive.
- Smokers report that health warning messages have been most effective at informing them about the health effects of smoking (66% report that they have been effective in this regard) and getting them to smoke less around others (52%). Fewer than half believe the messages have been effective at changing their overall smoking habit, in terms of increasing their desire to quit (44%), getting them to try quitting (38%) or reducing the number of cigarettes they smoke (35%).

Health information messages

- By comparison to awareness of health warning messages, there is less recall of health information messages inside cigarette packages. Three in ten smokers (32%) report that they remember seeing something on the inside of the pack, most commonly tips on how to quit smoking or general health warnings.

Conclusions

Cigarette packaging serves as an important source of health information related to smoking. Smokers are widely aware of health warning messages in general, and recall a variety of specific messages and images (especially those that are most graphic in nature).

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Résumé du rapport

Contexte et objectifs

Le gouvernement du Canada a renouvelé ses exigences en matière d'étiquetage des produits du tabac afin de tirer parti des réalisations accomplies grâce aux règlements précédents sur l'étiquetage, promulgués en juin 2000. Selon l'Enquête de surveillance de l'usage du tabac au Canada, la prévalence de l'usage de la cigarette est passée de 22 pour cent en 2001 à 17 pour cent en 2010, ce qui signifie environ 710 000 fumeurs de moins au Canada.

Santé Canada a commandé une recherche sur l'opinion publique servant de référence sur laquelle se baser pour évaluer l'efficacité de la nouvelle initiative stratégique, ainsi que pour surveiller les comportements liés à l'arrêt du tabagisme. La recherche examinera les effets de l'initiative sur la connaissance et les opinions des fumeurs en ce qui concerne les risques pour la santé associés à l'usage du tabac.

Méthodologie du sondage

Le sondage a été mené par Environics Research Group et est basé sur des entrevues téléphoniques ayant eu lieu du 7 au 31 mars 2012 auprès d'un échantillon représentatif de 1 505 fumeurs canadiens adultes, selon une méthodologie basée sur les sondages précédents menés pour le compte de Santé Canada au sujet de l'étiquetage des paquets de cigarettes. Un échantillon national de 1 505 répondants donne des résultats présentant une marge d'erreur de plus ou moins 2,5 points de pourcentage, 19 fois sur 20 (la marge d'erreur est plus élevée pour les résultats se rapportant à des sous-groupes régionaux ou sociodémographiques de cette population). On trouvera une description plus détaillée de la méthodologie appliquée dans le présent sondage de même qu'un exemplaire du questionnaire utilisé à la fin du rapport complet (se reporter à l'annexe).

Cette recherche a coûté 139 396,80 \$ (TVH comprise).

Conclusions principales

Voici un résumé des principales conclusions de la recherche :

Profil des fumeurs

- Les trois quarts des fumeurs (74 %) ont commencé à fumer avant l'âge de 18 ans. La plupart disent maintenant fumer tous les jours (88 %), et la majorité de ce groupe (62 %) fume plus de 10 cigarettes par jour. Les fumeurs ont tendance à fumer leur première cigarette peu de temps après leur réveil; la moitié d'entre eux (52 %) le font à l'intérieur de la première demi-heure.

Tentatives d'arrêt

- La plupart des fumeurs ont déjà tenté d'arrêter de fumer, même si ces tentatives ont tendance à avoir une durée relativement limitée. Huit fumeurs sur dix (82 %) ont tenté d'arrêter au moins une fois, et six fumeurs sur dix de ce groupe (58 %) ont tenté d'arrêter au cours de la dernière année. La majorité des tentatives d'arrêter (58 %) ne durent pas plus d'un mois. La volonté est le moyen le plus souvent mentionné pour tenter d'arrêter de fumer (utilisé par 48 % des fumeurs durant leur dernière tentative d'arrêter), devant les aides antitabagiques comme les timbres à la nicotine (19 %), Zyban ou un médicament semblable (15 %), ou la gomme à mâcher à la nicotine (10 %).

Effets de l'usage du tabac sur la santé

- Trois fumeurs sur quatre (75 %) disent que la cigarette représente actuellement un problème de santé majeur au Canada; il s'agit de l'opinion de la majorité dans toutes les régions et dans tous les groupes démographiques. Le cancer du poumon est le problème de santé le plus couramment associé à l'usage du tabac (mentionné par 45 % des répondants), suivi par le cancer en général (35 %), les maladies cardiaques (32 %) et l'emphysème (26 %).
- Les fumeurs disent tirer leur information au sujet des effets de l'usage du tabac sur la santé de deux sources principales : la télévision (56 %) et les paquets de cigarettes (51 %). Un fumeur sur cinq ou moins mentionne d'autres sources comme les journaux, la radio, son médecin ou Internet.

Mises en garde

- Plus de huit fumeurs sur dix (87 %) ont déjà vu, entendu ou lu quelque chose au sujet de ces mises en garde. Un fumeur sur trois (34 %) affirme regarder ces mises en garde au moins une fois par jour.
- Les fumeurs sont plus susceptibles de se souvenir (sans être guidés) des mises en garde liées au thème de la nocivité du tabac chez les enfants, comme l'impact de l'usage du tabac durant la grossesse (26 %) ou de la fumée secondaire chez les enfants (14 %). Les répondants se souviennent de plusieurs autres mises en garde, comme celles liées à l'insuffisance cardiaque et aux accidents vasculaires cérébraux (19 %), au cancer du poumon (19 %), au dysfonctionnement érectile (16 %) et aux effets sur les dents (15 %) et sur la santé buccale (14 %).
- Les images sur les mises en garde dont les répondants se souviennent le plus ont aussi tendance à être les plus choquantes. Les fumeurs sont plus susceptibles de se rappeler (sans être guidés) les images illustrant des poumons malades (37 %) ou des dents gâtées (33 %). Les autres images dont les fumeurs se souviennent comprennent une femme enceinte (23 %), un cœur malade (15 %), une bouche malade (14 %) ou une cigarette molle (12 %).
- Plus de huit fumeurs sur dix sont d'accord pour dire que les mises en garde sont exactes (85 %) et instructives (83 %) quant aux effets de l'usage du tabac sur la santé. Un taux moins élevé de fumeurs, mais tout de même une majorité (65 %), est d'accord pour dire que les mises en garde rendent l'usage du tabac moins attrayant.

- Les fumeurs rapportent que les mises en garde ont été efficaces pour les informer au sujet des effets de l'usage du tabac sur la santé (66 % disent que les mises en garde ont été efficaces à cet égard) et pour les encourager à moins fumer en présence des autres (52 %). Moins de la moitié des répondants croient que les mises en garde ont été efficaces pour changer leurs habitudes globales en matière de tabac, en augmentant leur désir d'arrêter (44 %), en les convaincant d'essayer d'arrêter (38 %) ou en réduisant le nombre de cigarettes fumées (35 %).

Messages d'information sur la santé

- Comparativement à la connaissance des mises en garde, les répondants se souviennent moins des messages d'information sur la santé à l'intérieur des paquets de cigarettes. Trois fumeurs sur dix (32 %) disent se rappeler avoir vu quelque chose à l'intérieur du paquet, le plus souvent des conseils pour arrêter de fumer ou des mises en garde générales sur la santé.

Conclusions

Les paquets de cigarettes représentent une source importante d'informations sur la santé en lien avec l'usage du tabac. Les fumeurs sont pleinement conscients des mises en garde en général, et se souviennent de plusieurs images et messages précis (particulièrement ceux qui sont plus choquants de nature).

Nom du fournisseur : Environics Research Group

Numéro de contrat de TPSGC : HT372-112851/001/CY

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Pour plus de renseignements, veuillez communiquer avec Santé Canada à l'adresse suivante : por-rop@hc-sc.gc.ca

Introduction

Federal role in tobacco control efforts in Canada

Health Canada's Healthy Environment and Consumer Safety Branch (HECS), through the Controlled Substances and Tobacco Directorate (CSTD), is the lead agency responsible for the implementation of the Government of Canada's Federal Tobacco Control Strategy (FTCS). The strategy was introduced in 2001 as a 10-year comprehensive strategy to reduce disease and death caused by tobacco use.

Since the introduction of the FTCS, significant gains have been made in reducing the prevalence of Canadians who smoke tobacco products. According to CTUMS data, cigarette smoking prevalence has fallen from 22 percent in 2001 to 17 percent in 2010, which translates into approximately 560,000 fewer smokers in Canada. Smoking rates are lower for all Canadians, with significant gains made for youth aged 15 to 19: their prevalence rate has declined from 22 percent in 2001 to 12 percent in 2010.

Tobacco consumption is the leading preventable cause of premature death in Canada and every year more than 37,000 Canadians die as a result of smoking. Smoking has been linked to numerous debilitating illnesses, placing an enormous economic and social burden on the health care system and society in general. It was estimated, in 2002, that Canada spends over \$4.4 billion annually in direct health care costs relating to tobacco use. The overall economic burden to Canadian society is estimated to be approximately \$17 billion.

The success of the FTCS is due in part to provisions made within the *Tobacco Act*, which regulates the manufacture, sale, labelling and promotion of tobacco products. In support of the *Tobacco Act*, the *Tobacco Product Information Regulations* were enacted in June of 2000. These regulations include a requirement for graphic health warnings to be displayed on tobacco packaging, as well as mandate the inclusion of health information messages and expanded the requirements for presenting toxic emission/constituent levels.

New labelling requirements for tobacco products

Health Canada has renewed the labelling requirements for tobacco products, to ensure the regulations continue to support the overall goals of the *Tobacco Act* and the FTCS. The Government of Canada has enacted new regulations to amend package labelling requirements for cigarettes and little cigars. The new labelling requirements increase the size of health warning messages (HWMs) from 50 percent to 75 percent, and include several features designed to increase smokers' awareness of the health hazards associated with tobacco use and the health benefits of quitting. These include new HWMs, toxic emissions statements and health information messages.

Research objectives

Health Canada commissioned public opinion research to serve as a baseline against which to evaluate the effectiveness of the new policy initiative, as well as to monitor smoking cessation behaviour. The

research will examine the effects of the initiative on smokers' awareness and opinions regarding the health risk of smoking.

Report

This report presents a detailed analysis of the survey data. Provided under a separate cover is a detailed set of “banner tables” presenting the results for all questions by population segments as defined by region and demographics. These tables are referenced by the survey question in the detailed analysis. *All results are presented as percentages unless otherwise noted.*

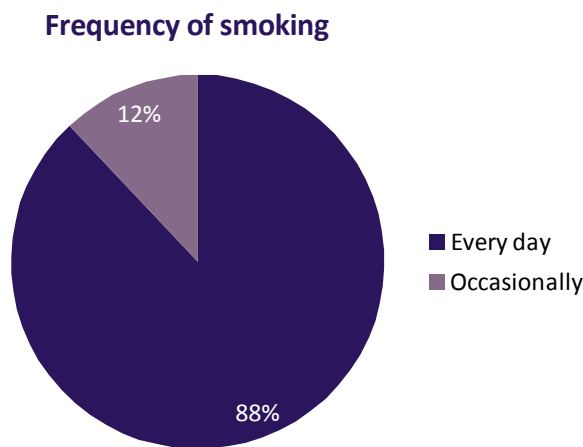
Profile of smokers

The survey began with questions about smokers' smoking habits, including the frequency with which they smoke, when they first began smoking and how soon after waking they smoke their first cigarette.

Frequency of smoking

Most smokers smoke every day, although the number of cigarettes they smoke per day varies.

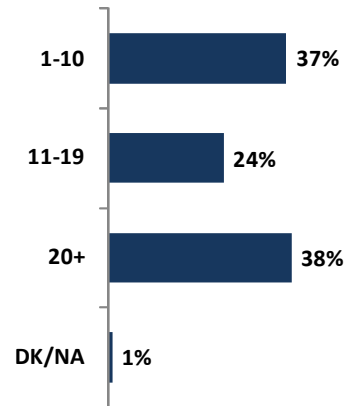
The majority of smokers report smoking every day, rather than occasionally. Nine in ten (88%) are daily smokers, while one in ten (12%) smoke less often than every day.



Q1. At the present time, do you smoke cigarettes (manufactured or roll your own) every day or occasionally?

Cigarettes per day among daily smokers. Cigarette consumption among daily smokers varies considerably. More than one-third (37%) smoke 10 or fewer cigarettes per day, while one in four (24%) smoke between 11 and 19 cigarettes per day; the remainder (38%) are heavier smokers, consuming 20 or more per day. Overall, the average number of cigarettes smoked per day was 16.

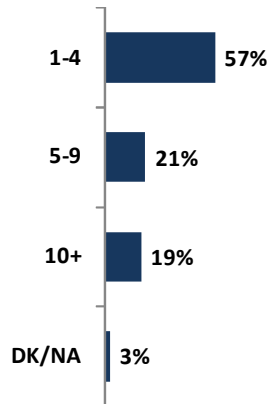
Average number of cigarettes smoked per day among daily smokers



Q3. On average, how many cigarettes do you smoke per day?
Subsample: Daily smokers (n=1,347)

Cigarettes per day among occasional smokers. Cigarette consumption among occasional smokers is relatively light. A majority (57%) smoke fewer than five cigarettes a day on days when they smoke. One in five (21%) smoke between five and nine cigarettes on those days, while a similar proportion (19%) smoke 10 or more. Overall, the average was five cigarettes per day.

Average number of cigarettes smoked on days that you smoke among occasional smokers



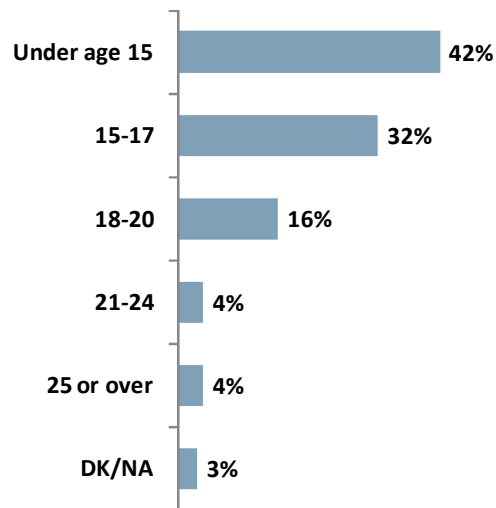
Q4. On days that you smoke, about how many cigarettes do you smoke?
Subsample: Occasional smokers (n=158)

Age at which smoked first cigarette

Three in four smokers report smoking their first cigarette before the age of 18, including four in ten who started before they were 15 years old.

Most smokers started smoking before they were of legal age to purchase cigarettes. Three in four smokers started smoking under the age of 15 (42%), or between the ages of 15 and 17 (32%). Considerably smaller proportions started between the ages of 18 to 20 (16%), or when they were 21 years or older (8%). The average age at which smokers report they began smoking is 15.

Age at which smoked first cigarette

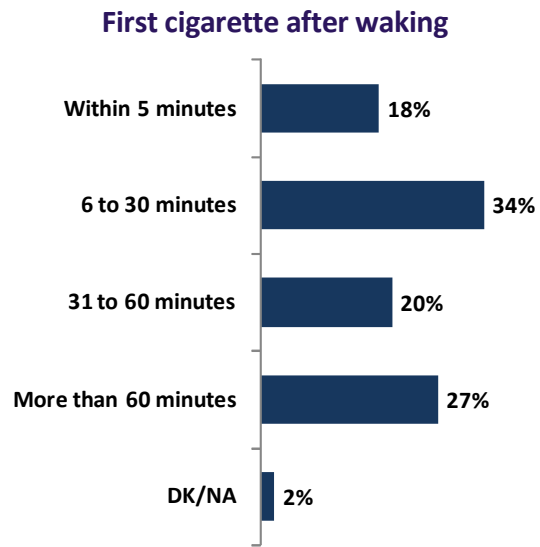


Q2a. At what age did you smoke your first cigarette?

First cigarette after waking

Seven in ten smokers have their first cigarette within an hour of waking, including half who do so within the first half hour they are awake.

Smokers generally smoke their first cigarette of the day fairly soon after waking. Half of smokers (52%) smoke their first cigarette within 30 minutes of waking, including one in five (18%) who do so within five minutes. The other half (47%) first smoke more than 30 minutes after they wake up, including one in four (27%) who do so after an hour.



Q4a. How soon after you wake up do you smoke your first cigarette?

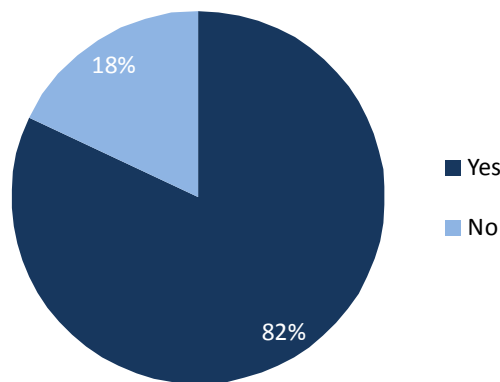
Quit Attempts

The survey explored smokers' attempts to quit smoking, including number of attempts in the past year, and length and method of most recent attempt.

Quit attempts

Eight in ten smokers have tried to quit smoking and six in ten of this group tried in the past year. The majority of quit attempts last no longer than a month, with willpower more popular than the use of nicotine replacement products or other cessation aids.

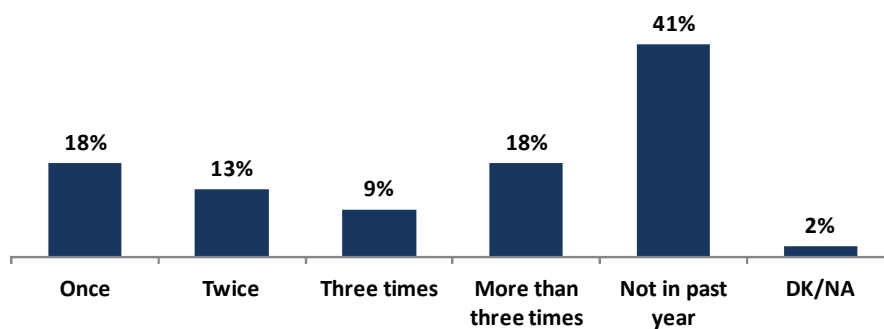
Ever tried to quit smoking



Q6. Have you ever tried to quit smoking?

Number of quit attempts in past year. Among smokers who have tried to quit smoking, six in ten (58%) report they have stopped smoking for at least 24 hours one or more times in the past year, in an attempt to quit (representing 48% of all smokers). This includes smokers who have tried to quit once (18%), twice (13%), three times (9%) or more (18%) in the past year. Four in ten (41%) report they have not attempted to quit smoking during this time period.

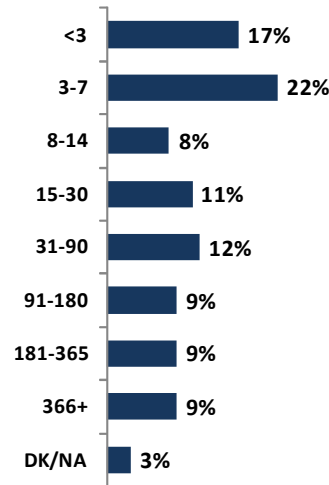
Quit attempts in past year



Q7. In the past year, how many times have you stopped smoking for at least 24 hours because you were trying to quit smoking?
Subsample: Those who have tried to quit smoking (n=1,250)

Length of most recent quit attempt. Most quit attempts are limited in duration. Among smokers who have tried to quit smoking, six in ten (58%) report that, during their most recent attempt, they remained smoke-free for no more than a month (30 days), including four in ten (39%) who they lasted no more than a week (7 days). Another three in ten smokers (30%) report that their quit attempt lasted more than a month and up to a year, while a small group (9%) lasted for more than a year.

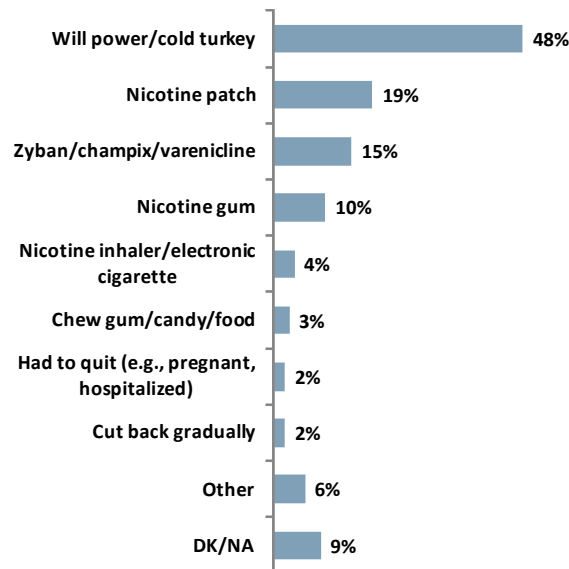
Days quit in last attempt



Q7a. How long did you remain smoke-free during your most recent attempt?
Subsample: Those who have tried to quit smoking (n=1,250)

Method used in quit attempt. The most commonly reported way to try to quit smoking is willpower. Half of smokers who have tried to quit smoking (48%) report they did so cold turkey, while another two percent tried by cutting back gradually. Others used smoking quit aids such as the nicotine patch (19%), Zyban or a similar medication (15%), nicotine gum (10%), nicotine inhaler (10%) or a nicotine inhaler (4%).

Method used in most recent quit attempt



Q7b. Thinking of your most recent attempt, what methods did you use?
Subsample: Those who have tried to quit smoking (n=1,250)

Health Effects of Smoking

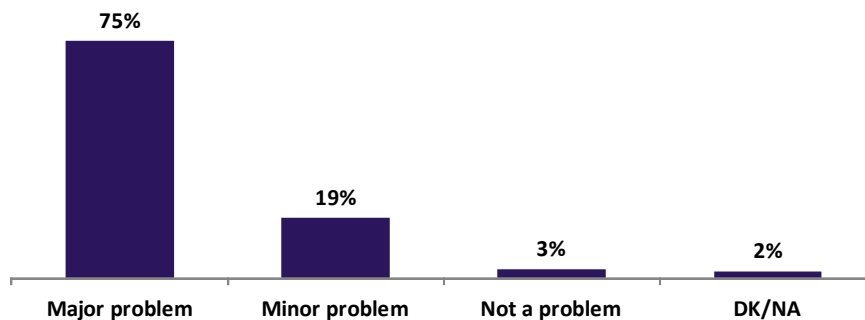
Survey participants were asked if they believe cigarette smoking is a health problem, about the specific health effects caused by smoking and from what sources they have heard about such health effects.

Health effects of smoking

Among smokers, there is widespread belief that cigarettes represent a major health problem in Canada. Lung cancer is the health issue most commonly associated with smoking, followed by cancer generally, heart disease and emphysema.

Three in four smokers (75%) report that cigarette smoking is a major health problem in Canada today, while two in ten (19%) report it is a minor problem. Only three percent report it is not a health problem.

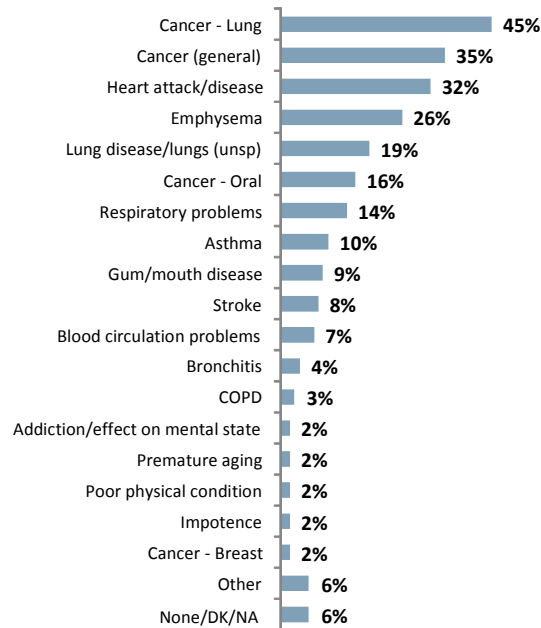
Extent to which cigarette smoking is perceived as a health problem in Canada



Q9. In general, do you think that cigarette smoking is a major health problem, a minor health problem or not a health problem in Canada?

When asked (without prompting) what specific human health effects or diseases can be caused by smoking cigarettes, smokers are most likely to mention lung cancer (45%), followed by cancer generally (35%), heart attack/disease (32%) and emphysema (26%). Other health effects identified include lung disease (19%), oral cancer (16%), respiratory problems (14%), asthma (10%), gum or mouth disease (9%), stroke (8%) and blood circulation problems (7%). A wide range of other health issues are mentioned, but none by more than four percent of smokers.

Health effects caused by smoking



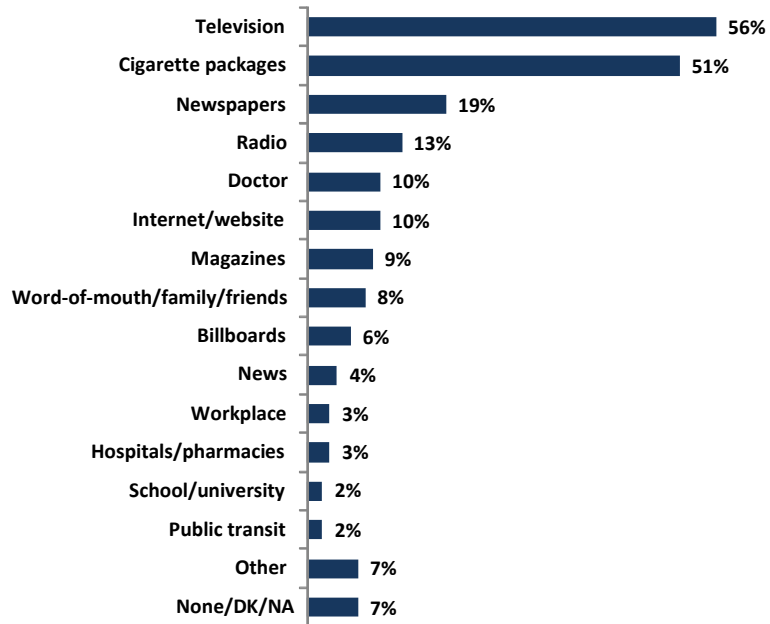
Q10. What specific human health effects or diseases, if any, can you think of that can be caused by smoking cigarettes?

Sources of information about health effects

Smokers report getting information about the health effects of smoking cigarettes from two main sources: television and cigarette packaging.

When asked (without prompting) where they have recently seen or heard information about the health effects of smoking cigarettes, television is the most commonly mentioned source (56%), followed closely by cigarette packages (51%). Fewer mention newspapers (19%), radio (13%), their doctor (10%) or the Internet (10%). A wider range of other sources are mentioned by less than 10 percent each, including magazines, word-of-mouth, billboards and news reports.

Sources of information about health effects of smoking



Q11. Thinking generally about information which talks about the health effects of smoking cigarettes, where have you seen or heard any of this kind of information recently? Anywhere else?

Health Warning Messages

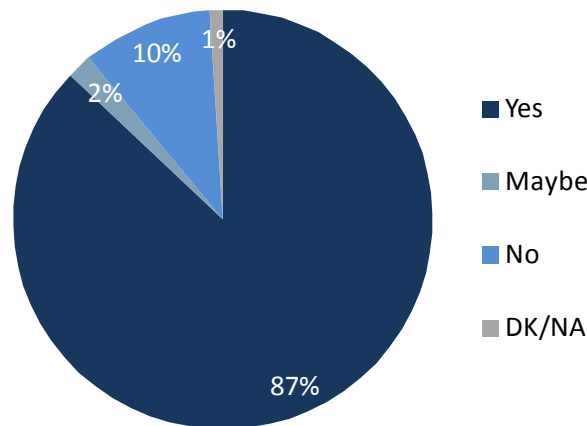
The survey included questions about awareness and recall of existing HWMs, as well as their perceived effectiveness, to serve as a baseline against which to evaluate the impact of the new HWMs.

Awareness of and attention to HWMs

There is awareness among smokers of health warning messages on cigarette packages in Canada. One in three smokers report they look at the messages at least once a day.

The large majority of smokers (87%) have seen, heard or read anything about the health warning messages on cigarette packages in Canada; another two percent report they may have.

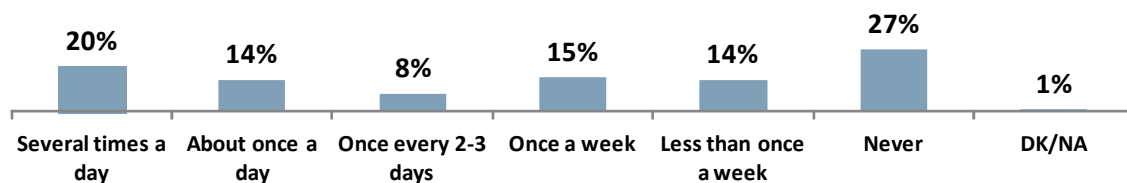
Seen/heard/read anything about health warning messages on cigarette packages in Canada



Q15. Have you seen, heard or read anything about the health warning messages on cigarette packages in Canada?

Frequency of looking at HWMs. The frequency with which smokers report looking at health warning messages varies considerably across the population. One in five (20%) report they look at HWMs several times a day and 14 percent report they look once a day. A total of 37 percent report they look at them less often than once a day, while one-quarter (27%) claim they never look at them.

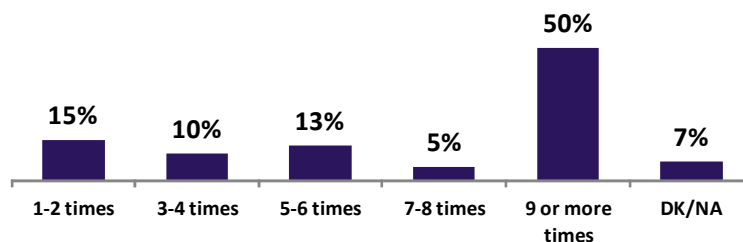
Frequency of looking at cigarette package health warning messages



Q18a. Overall, about how often do you find yourself looking at, or reading, any health warning messages on cigarettes packages?

Smokers who look at health warning messages several times a day report, on average, 10 viewings per day. Half of this group (50%) report they look at the messages nine or more times a day, while four in ten (43%) do so less often.

**Number of times a day look at health warning messages
Among those who look at warnings several times a day**



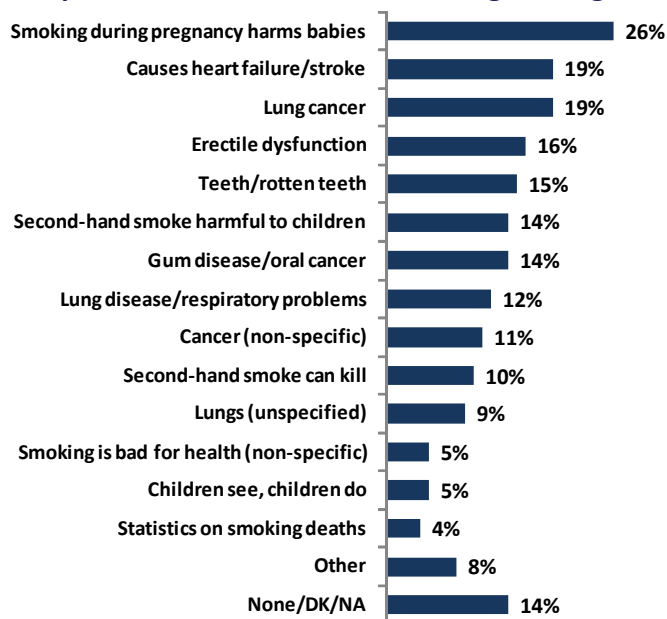
Q18b. About how many times a day would you look at a message?
Subsample: Those who look at health warning messages on cigarette packages several times a day (n=309)

Recall of HWMs

Smokers are most likely to recall health warning messages related to the impact of smoking on children. The best recalled images are those showing diseased lungs and rotten teeth.

Recall of health warning messages. What specific health warning messages do smokers recall from cigarette packages in Canada? When asked (without prompting), smokers are most likely to remember messages involving the impact of smoking on children. These include messages about the impact of smoking during pregnancy (26%), the impact of second-hand smoke on children (14%), and that children mimic their parents (“children see, children do”; 5%).

Top-of-mind recall of health warning messages

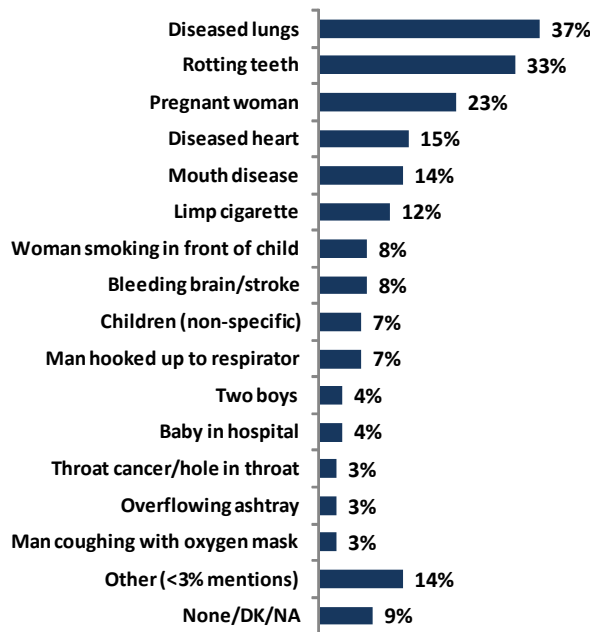


Q20. Without looking at a cigarette package, when it comes to the health warning messages that are on cigarette packages, what specific health warning messages can you remember?

Other commonly recalled messages include those related to heart failure/stroke (19%), lung cancer (19%), erectile dysfunction (16%), the impact on teeth (15%) and mouth health (14%), lung disease (12%), cancer generally (11%), second-hand smoke (10%) and lung issues generally (9%). A number of other health warning messages are recalled, but none by more than five percent each of smokers. A total of 14 percent cannot recall any health warning messages they have seen on cigarette packages.

Recall of pictures/images. The best recalled images on health warning messages also tend to be the most graphic. When asked, top-of-mind, what pictures or images they remember seeing, smokers are most likely to recall pictures of diseased lungs (37%) or rotting teeth (33%), followed by a pregnant woman (23%). Others recall images such as a diseased heart (15%), mouth disease (14%) or a limp cigarette (12%). A number of other pictures are recalled, but none by more than eight percent of smokers. A total of one in ten smokers (9%) could not recall any pictures on health warning messages.

Top-of-mind recall of health warning pictures/images/graphics



Q21. Without looking at a cigarette package, when it comes to the health warning messages that are on cigarette packages, what pictures or images or graphics can you remember?

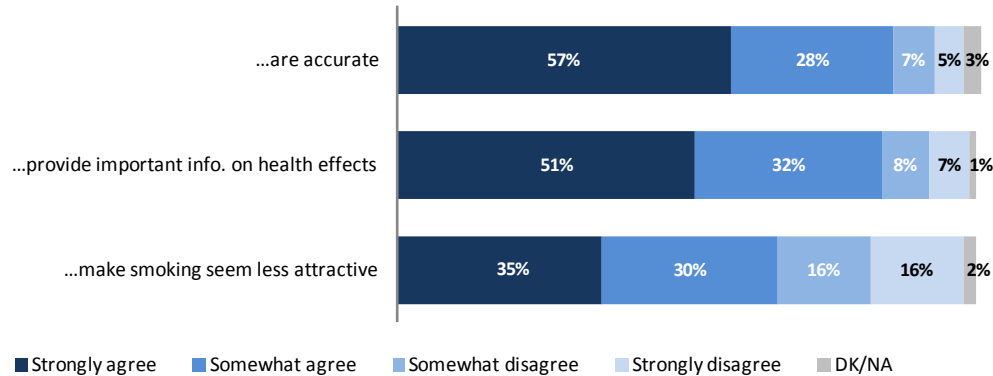
Assessment of HWMs

Health warning messages are widely considered among smokers to be accurate and informative. Fewer smokers, but still a majority, report the messages make smoking less attractive.

Smokers generally believe that health warning messages on cigarette packages are accurate and informative, but are somewhat less convinced that they make smoking seem less attractive.

The large majority of smokers (85%) at least somewhat agree that health warning messages are accurate, including more than half (57%) who strongly agree. Similarly, more than eight in ten (83%) agree that these messages provide important information on the health effects of smoking cigarettes, including half (51%) who strongly agree. A majority (65%) also agree that these messages make smoking seem less attractive, although only one-third (35%) strongly agree.

Health warning messages on cigarette packages...



Q.22 Thinking generally about health warning messages that are on cigarette packages in Canada, do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements ...?

The most consistent difference in views is evident between potential quitters and “hard core” smokers. Potential quitters are more likely than those who have no such plans to strongly agree with all three statements (that messages are accurate, informative and make smoking less attractive).

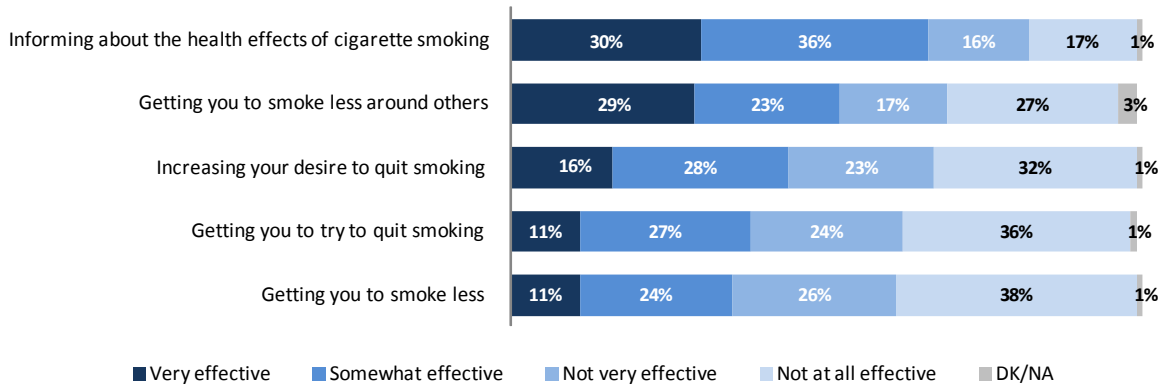
Effectiveness of HWMs

Health warning messages are judged most effective by smokers at providing health information and encouraging smokers to smoke less around others. Fewer than half each believe the messages have been effective at increasing their desire to quit, getting them to try quitting or to smoke less.

Smokers were also asked about the effectiveness of health warning messages in five areas. Two in three smokers (66%) report the health warning messages are effective at informing them about the health effects of cigarette smoking, including three in ten (30%) who report they are very effective at doing this. Approximately half (52%) report that the messages are effective at getting them to smoke less around others, including three in ten (29%) who report they are very effective in this regard.

Yet fewer than half consider the messages effective at changing their overall smoking habit. More than four in ten (44%) report these messages have been effective at increasing their desire to quit smoking (including 16% very effective). Four in ten (38%) report the messages have been effective at getting them to try to quit smoking (including 11% very effective). Smokers are least convinced that the messages have been effective in getting them to smoke less (35%, including 11% very effective).

Effectiveness of health warning messages on smoking habits



Q.23 Thinking about the health warning messages that are on cigarette packages, have these messages been very effective, somewhat effective, not very effective or not at all effective in each of the following ways ...?

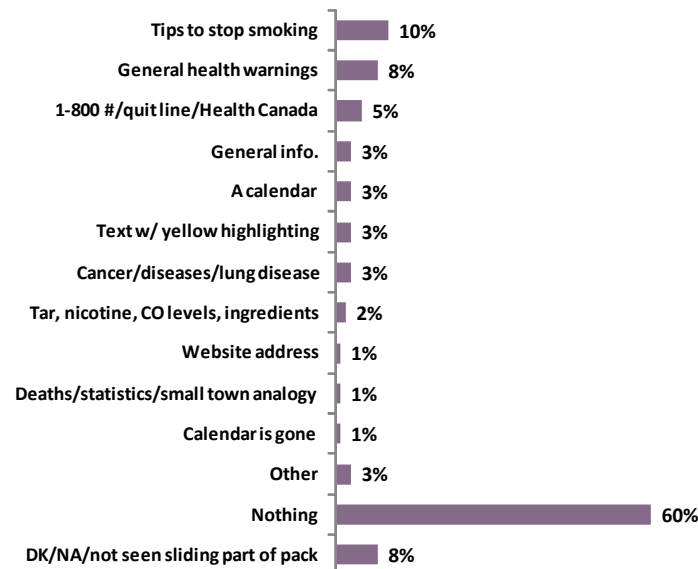
Health Information Messages

Three in ten smokers recall messages inside their cigarette packages, most commonly tips about how to quit smoking or general health warnings.

What do smokers recall about the health information messages (HIMs) presented on the inside of cigarettes packages? Only three in ten (32%) could remember something they had seen on the inside of the pack (without prompting), while seven in ten (68%) could not recall anything.

Smokers are most likely to recall seeing tips to stop smoking (10%) or general health warnings (8%) inside their cigarette packages. Five percent remember seeing contact information for a quit line, while three percent each mention general information, a calendar, text highlighted in yellow, or messages related to cancer or lung disease.

Recall of inside-pack health information messages



Q25. Without looking at a cigarette package, can you recall or describe anything you saw or read on the inside of a cigarette package?

Survey Methodology

The results of the survey are based on telephone interviews conducted with a representative sample of 1,505 Canadian adult smokers (aged 18 and older) between March 7 and 31, 2012. The margin of error for a sample of 1,505 is ± 2.5 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.

Sample design

The sampling method was designed to complete approximately 1,505 interviews with smokers, in a manner consistent with previous surveys conducted among this target audience for the federal government.

Environics employed random-digit-dialling (RDD) methods as a basis for drawing a national sampling frame for this survey. The sample was stratified across the 10 provinces and three territories to provide for analysis within region.

Households contacted were initially screened for the presence of a smoker aged 18 years or older in the household. Where more than one adult smoker was part of a household, one respondent was selected using the “most recent birthday” method. The use of this technique produces results that are as valid and effective as enumerating all qualified persons within a household and selecting one randomly. Additional screening was performed to exclude households in which the respondent or another household member was employed in advertising, market research, the media or a tobacco company.

At the analysis stage, the data were weighted by age, gender and regional incidence of smokers (according to CTUMS 2010 data) to ensure the results are fully proportionate to the actual distribution of the population. The table below outlines the unweighted and weighted sample distribution and the associated margin of sampling error.

Final sample distribution by region

	Percentage of smoker population*	N (weighted)	N (unweighted)	Margin of error**
Atlantic provinces	8.3%	125	185	± 7.2
Quebec	24.9%	373	275	± 5.9
Ontario	35.2%	528	378	± 5.0
Prairies	19.9%	298	380	± 5.0
British Columbia	11.7%	176	212	± 6.7
Territories	n/a	5	75	± 11.3
CANADA	100%	1,505	1,505	± 2.5

* Source: CTUMS 2010. CTUMS excludes the Northwest Territories and Nunavut. Therefore, in the sample the territories have been weighted to their proportion within the overall Canadian population (0.3%).

** Described in percentage points, at the 95% confidence level

Questionnaire design

The questionnaire used for this survey was based on previous Health Canada surveys about smoking, but was designed specifically to serve as a baseline that will be repeated in future years. Once the questionnaire was finalized and approved by Health Canada, it was translated into French using Environics' professional translators. A copy of the English and French language versions of the questionnaire are attached as an appendix.

Pre-test. Prior to finalizing the survey for field, Environics conducted a full pre-test with "live" respondents. This consisted of telephone interviews in the same manner as for the full survey, but with a small sample of respondents. The interviews were monitored by Environics' senior research consultant and representatives from Health Canada. Following the pre-test, some minor adjustments were made including a change to the occupation-related questions.

Fieldwork

The interviewing was conducted from Environics' central facilities in Toronto, between March 7 and 31, 2012. Field supervisors were present at all times to ensure accurate interviewing and recording of responses. Ten percent of each interviewer's work was unobtrusively monitored for quality control in accordance with the standards set out by the Marketing Research and Intelligence Association (MRIA). The average length of time required to complete an interview was 14 minutes.

Up to eight callbacks were made to reach each household selected in the sample, and such calls were made at different times of the day and days of the week, to maximize the chances of catching someone at home.

All surveys were conducted in respondents' official language of choice. This survey was registered with the MRIA's registration system, which permits the public to verify a survey call, inform themselves about the industry and/or register a complaint.

Completion results

The effective response rate for the survey is 26 percent. This is calculated as the number of responding participants (completed interviews, disqualifications and over-quota participants – 20,373), divided by unresolved numbers (busy, no answer – 34,183) plus non-responding households or individuals (refusals, language barrier, missed callbacks – 25,397) plus responding participants (20,373) $[R/(U+IS+R)]$. The following table presents the final disposition of all numbers dialled.

Completion results

Total sample dialled	94,359
UNRESOLVED NUMBERS (U)	34,183
Busy	850
No answer	18,841
Voicemail	14,492
RESOLVED NUMBERS (Total minus Unresolved)	60,176
OUT OF SCOPE (Invalid/non-eligible)	14,406
Non-residential	555
Not-in-service	12,617
Fax/modem	1,234
IN SCOPE NON-RESPONDING (IS)	25,397
Refusals – household	17,601
Refusals – respondent	2,757
Language barrier	1,080
Callback missed/respondent not available	3,866
Break-offs (interview not completed)	93
IN SCOPE RESPONDING (R)	20,373
Disqualified	18,858
Quota filled	10
Completed	1,505
RESPONSE RATE [R / (U + IS + R)]	26%

Sample profile

The table below presents a profile of the final weighted sample by province/territory and demographic characteristics.

	%
<i>REGION</i>	
Atlantic Canada	8
Quebec	25
Ontario	35
Manitoba	4
Saskatchewan	4
Alberta	12
British Columbia	12
Territories	*
<i>GENDER</i>	
Men	58
Women	42
<i>AGE</i>	
18-24	14
25-34	22
35-44	21
45-54	22
55-64	14
65 or older	7
<i>EDUCATION</i>	
Elementary or some high school	12
Completed high school diploma	26
Some/completed college	39
Some/completed university	21
<i>EMPLOYMENT STATUS</i>	
Employed full-time	58
Employed part-time	8
Unemployed/looking for a job	7
Staying at home full-time	6
Student	4
Retired	12
Other	4
<i>HOUSEHOLD INCOME</i>	
Under \$20,000	11
\$20,000 to \$39,999	17
\$40,000 to \$59,999	17
\$60,000 to \$79,999	13
\$80,000 or more	27
Don't know/declined	14

* Less than 1%



Questionnaire

Health Canada
2012 Baseline Evaluation of Canadian Graphic Health Warning Messages
FINAL Questionnaire

Introduction

Hello, my name is _____ and I am calling from the Environics Research Group, a public opinion research company. We are conducting a brief study for the Government of Canada on issues affecting Canadians. Please be advised that we are not selling nor soliciting anything. Your participation is important if the results of the survey are to be accurate and your answers will be kept strictly confidential. This survey is registered with the National Survey Registration System.

CONFIRM WHETHER RESPONDENT WOULD LIKE TO BE INTERVIEWED IN ENGLISH OR FRENCH

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

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

01 - Yes ASK B
02 - No THANK AND TERMINATE

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

01 - Yes, more than one ASK C
02 - One only ASK TO SPEAK TO THAT PERSON; SKIP TO D

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

01 - Yes RE-INTRODUCE THEN CONTINUE TO MAIN QUESTIONNAIRE
02 - Not Available SCHEDULE CALL-BACK
03 - Refused THANK AND TERMINATE

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

01 - Yes THANK AND TERMINATE
02 - No CONTINUE TO MAIN QUESTIONNAIRE

[IF ASKED: The survey should take about 20 minutes to complete]

[IF ASKED: The registration system has been created by the Canadian survey research industry to allow the public to verify that a survey is legitimate, get information about the survey industry or register a complaint. The registration system's toll-free telephone number is 1-888-602-6742, extension 8728].

IF PERSON SELECTED IS NOT AVAILABLE, ARRANGE FOR CALL-BACK
IF PERSON SELECTED IS NOT AVAILABLE OVER INTERVIEW PERIOD, ASK FOR ELIGIBLE PERSON WITH NEXT MOST RECENT BIRTHDAY

A. Smoking Behaviour

1. At the present time, do you smoke cigarettes (manufactured or roll your own) every day or occasionally?

01 - Every day
02 - Occasionally (less than every day)
VOLUNTEERED
99 - DK/NA

2. DELETED

NEW

- 2a. At what age did you smoke your first cigarette?

years

99 - DK/NA

IF SMOKE EVERY DAY (Q1=CODE 01), ASK:

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

cigarettes per day

99 - DK/NA

IF SMOKE OCCASIONALLY (Q1=CODE 02), ASK:

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

cigarettes per day

99 - DK/NA

NEW

- 4a. How soon after you wake up do you smoke your first cigarette?
DO NOT READ UNLESS NECESSARY TO CLARIFY

01 - Within 5 minutes
02 - 6 to 30 minutes
03 - 31 to 60 minutes
04 - More than 60 minutes
VOLUNTEERED
99 - DK/NA

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

- 01 - Craven "A" King Size
- 02 - Craven Menthol King Size
- 03 - DuMaurier King Size
- 04 - DuMaurier Regular Size
- 05 - DuMaurier Light King Size/Distinct King Size
- 06 - DuMaurier Light Regular Size/Distinct Regular Size
- 07 - DuMaurier Extra Light King Size/Premiere King Size
- 08 - DuMaurier Extra Light Regular Size/Premiere Regular Size
- 09 - DuMaurier Ultra Light King Size/Prestige King Size
- 10 - DuMaurier Ultra Light Regular Size/Prestige Regular Size
- 11 - DuMaurier Special King Size
- 12 - DuMaurier Special 100
- 13 - Export "A" Regular Size
- 14 - Export "A" Medium Regular Size
- 15 - Export "A" Light Regular Size/Smooth Regular Size
- 16 - Matinee Extra Mild King Size/Mellow King Size
- 17 - Matinee Extra Mild Regular Size/Mellow Regular Size
- 18 - Matinee Slims King Size
- 19 - Players Light Regular Size /Rich Flavour Regular Size
- 20 - Players Light King Size/Rich Flavour King Size
- 21 - Players Regular Size
- 22 - Players Extra Light King Size/Smooth Flavour King Size
- 23 - Players Extra Light Regular Size/Smooth Flavour Regular Size
- 24 - Rothmans King Size
- 25 - Rothmans Special Mild King Size/Special King Size
- 26 - Generic Chinese brand
- 27 - Generic First Nations/Aboriginal/Reserve brand
- 28 - No regular brand
- 98 - Other (SPECIFY)_____
- 99 - DK/NA

5.b) DELETED

B. Quit Attempts

6. Have you ever tried to quit smoking?

- 01 - Yes
- 02 - No GO TO Q.8
- 99 - DK/NA GO TO Q.8

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

- 01 - Once
 - 02 - Twice
 - 03 - Three times
 - 04 - More than three times
 - 05 - Not in the past year
- VOLUNTEERED
- 99 - DK/NA

NEW

7a. How long did you remain smoke-free during your most recent quit attempt?
RECORD ESTIMATE BUT NOT RANGE

- years
- months
- weeks
- days

NEW

7b. Thinking of your most recent quit attempt, what methods did you use?
PROBE: Are there any others?
DO NOT READ - CODE ALL THAT APPLY

- 01 - Nicotine gum
- 02 - Nicotine patch
- 03 - Zyban/champix/varenicline
- 04 - Clinic or group program
- 05 - Acupuncture
- 06 - Self-help program/support group
- 07 - Hypnosis
- 08 - More exercise/get physically fit
- 09 - Will power/cold turkey/just stop
- 10 - Cut back gradually
- 11 - Avoid other smokers/smoking situations
- 12 - Chew gum/candy/food
- xx - Used 1-866/1-800 number/quitline/website
- xx - Counselling
- 98 - Other (SPECIFY _____)
- 99 - DK/NA

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

- 01 - Yes
- 02 - No GO TO Q.9
- 99 - DK/NA GO TO Q.9
- 97 - REFUSED GO TO Q.9

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

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

- 01 - Within the next 30 days,
- 02 - Within the next 6 months, or
- 03 - Not within the next 6 months
- VOLUNTEERED
- 99 - DK/NA

c) DELETED

C. Health Effects

ASK ALL

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

01 - Major
02 - Minor
03 - Not a problem
99 - DK/NA

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

DO NOT READ. CODE ALL THAT APPLY. [PROBE UNTIL FINISHED.]

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

11. Thinking generally about information which talks about the health effects of smoking cigarettes, where have you seen or heard any of this kind of information recently? Anywhere else?
DO NOT READ. CODE ALL THAT APPLY. [PROBE: Anywhere else?]

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

12. DELETED

13. DELETED

D. Health Warning Messages

14. DELETED

REVISED WORDING

15. Have you seen, read or heard anything about the health warning messages on cigarette packages in Canada?

- 01 - Yes
- 02 - Maybe
- 03 - No
- 99 - DK/NA

16. DELETED

17. DELETED

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

- 01 - Several times a day ASK 18b
- 02 - About once a day
- 03 - Once every two or three days
- 04 - About once a week
- 05 - Less than once a week
- 06 - Never
- VOLUNTEERED
- 07 - There are none on my pack
- 99 - DK/NA

IF CODE 1 IN Q.18a), ASK:

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

--	--

 times per day

99 - DK/NA

19. DELETED

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

- 97 - None
- 99 - DK/NA

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

97 - None
99 - DK/NA

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

- a) The messages are accurate
- b) The messages provide you with important information about the health effects of smoking cigarettes
- c) The messages make smoking seem less attractive

01 - Strongly agree
02 - Somewhat agree
03 - Somewhat disagree
04 - Strongly disagree
99 - DK/NA

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

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

01 - Very effective
02 - Somewhat effective
03 - Not very effective
04 - Not at all effective
99 - DK/NA

24. DELETED

D. Health Information Messages (HIM)

25. Without looking at a cigarette package, can you recall or describe anything you saw or read on the inside of a cigarette package? Anything else?
DO NOT READ. CODE ALL THAT APPLY.

- 01 - Tips to stop smoking
- 02 - Health warnings in general
- 03 - 1-800 number/quit smoking line/Health Canada
- 04 - Deaths/statistics/small town analogy
- 05 - A calendar
- 06 - Text with yellow highlighting
- 07 - Tar, nicotine, carbon monoxide levels, cigarette ingredients
- 08 - Information in general
- 09 - Website address
- 10 - Lung cancer/disease
- 11 - Calendar is gone
- 12 - Cancer/diseases in general
- 13 - Not seen sliding part of a cigarette pack
- 98 - Other (SPECIFY _____)
- 97 - Nothing
- 99 - DK/NA

26. DELETED

27. DELETED

28. DELETED

29. DELETED

30. DELETED

31. DELETED

32. DELETED

33. DELETED

34. DELETED

35. DELETED

36. DELETED

E. Demographics

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

37. In what year were you born?

_____ Year born
9999 - REFUSE/NA

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

DO NOT READ

- 01 - Elementary school or less (no schooling to grade 7)
- 02 - Some high school (grades 8 - 11)
- 03 - Completed high school (grades 12 or 13 or OAC)
- 04 - Some community college, vocational or trade school (or some CEGEP)
- 05 - Completed community college, vocational or trade school (or completed CEGEP)
- 06 - Some university (no degree)
- 07 - Completed university (Bachelor's degree)
- 08 - Post graduate university (Master's, Ph.D., completed or not)
- 99 - DK/NA

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

READ

- 01 - Employed full-time (30 hours/week or more)
- 02 - Employed part-time
- 03 - Unemployed or looking for a job
- 04 - Staying at home full-time (home-maker, social assistance)
- 05 - Student
- 06 - Retired
- VOLUNTEERED
- 98 - OTHER
- 99 - DK/NA

IF Q39=CODE 01 OR 02, ASK Q.39a-b.

39a. What is your current occupation?

RECORD VERBATIM

39b. What are your most important activities or duties at work?

RECORD VERBATIM

40. Are you...

READ

- 01 - Married or living as a couple
- 02 - Single
- 03 - Widowed
- 04 - Separated
- 05 - Divorced
- VOLUNTEERED
- 99 - DK/NA

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

- 01 - Yes
- 02 - No
- 99 - DK/NA

42. Into which of the following categories would you put the total annual income, before taxes and deductions, for 2011, of all members of your household, including yourself? Is it...

READ

- 01 - Less than \$20,000
- 02 - \$20,000 to \$39,999
- 03 - \$40,000 to \$59,999
- 04 - \$60,000 to \$79,999
- 05 - \$80,000 to \$99,999
- 06 - \$100,000 and over
- VOLUNTEERED
- 99 - Refuse/DK/NA

43. DELETED

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

- 01 - Yes/maybe
- 02 - No

45. (IF YES/MAYBE AT Q.44) What would be the best number to reach you at in the future?

Phone number: _____

This completes the survey. In case my supervisor would like to verify that I conducted this interview, may I please have your first name?

First Name: _____

On behalf of Health Canada, thank you very much for your participation.

RECORD:

46. Gender

- 01 Male
- 02 Female

47. Province/Territory

- 01 - British Columbia
- 02 - Alberta
- 03 - Saskatchewan
- 04 - Manitoba
- 05 - Ontario
- 06 - Quebec
- 07 - Newfoundland and Labrador
- 08 - Nova Scotia
- 09 - New Brunswick
- 10 - Prince Edward Island
- 11 - Yukon
- 12 - Northwest Territories
- 13 - Nunavut

48. Community Size

- 01 - 1 million plus
- 02 - 100,000 to 1 million
- 03 - 25,000 to 100,000
- 04 - 10,000 to 25,000
- 05 - 5,000 to 10,000
- 06 - Less than 5,000

Santé Canada
Évaluation de référence 2012 des mises en garde illustrées au Canada
Questionnaire FINAL

Introduction

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

CONFIRMER SI LE/LA RÉPONDANT(E) PRÉFÈRE ÊTRE INTERVIEWÉ(E) EN FRANÇAIS OU EN ANGLAIS

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

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

01 - Oui POSER B
02 - Non REMERCIER ET TERMINER

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

01 - Oui, plus d'une POSER C
02 - Une seulement DEMANDER LA PERSONNE ÉLIGIBLE; PASSER À LA QUESTION D

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

01 - Oui SE PRÉSENTER À NOUVEAU ET POURSUIVRE LE QUESTIONNAIRE PRINCIPAL
02 - Pas disponible PLANIFIER UN MOMENT POUR RAPPELER
03 - Refus REMERCIER ET TERMINER

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

01 - Oui REMERCIER ET TERMINER
02 - Non POURSUIVRE LE QUESTIONNAIRE PRINCIPAL

SI ON VOUS LE DEMANDE : Il faudra environ 20 minutes pour compléter le sondage.

SI ON VOUS LE DEMANDE : Le système d'inscription a été mis sur pied par l'industrie canadienne de recherche par sondages, afin de permettre au public de vérifier la légitimité d'un sondage, d'obtenir plus de renseignements au sujet de l'industrie des sondages ou de déposer une plainte. Le numéro sans frais du système d'enregistrement est le suivant : 1-888-602-6742, extension 8728.

SI LA PERSONNE CHOISIE N'EST PAS DISPONIBLE, DEMANDEZ QUAND VOUS POUVEZ LA RAPPELER.
SI LA PERSONNE CHOISIE N'EST PAS DISPONIBLE DURANT LA PÉRIODE D'ENTREVUE, DEMANDER DE PARLER À LA PROCHAINE PERSONNE ADMISSIBLE DONT L'ANNIVERSAIRE A EU LIEU LE PLUS RÉCEMMENT.

A. Comportement lié au tabagisme

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

01 - Tous les jours
02 - À l'occasion (pas tous les jours)
NON SUGGÉRÉ
99 - NSP/PR

2. DELETED

NOUVEAU

- 2a. À quel âge avez-vous fumé votre première cigarette?

ans

99 - NSP/PR

SI FUME TOUS LES JOURS (Q1=CODE 01), DEMANDER :

3. En moyenne, combien de cigarettes fumez-vous chaque jour?
SONDER POUR OBTENIR UN NOMBRE PRÉCIS. SI LE RÉPONDANT RÉPOND UN PAQUET PAR JOUR, SONDER POUR SAVOIR COMBIEN IL Y A DE CIGARETTES DANS LE PAQUET.

cigarettes par jour

99 - NSP/PR

SI FUME À L'OCCASION (Q1=CODE 02), DEMANDER :

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

cigarettes par jour

99 - NSP/PR

NOUVEAU

- 4a. Combien de temps après votre réveil fumez-vous votre première cigarette?
NE PAS LIRE À MOINS QU'IL SOIT NÉCESSAIRE DE CLARIFIER.

01 - Moins de 5 minutes
02 - De 6 à 30 minutes
03 - De 31 à 60 minutes
04 - Plus de 60 minutes
NON SUGGÉRÉ
99 - NSP/PR

5. a) Quelle est la marque de cigarettes que vous fumez, généralement?
NE PAS LIRE - CODER UNE MARQUE SEULEMENT.. NOTE À L'INTERVIEWEUR : SONDER
POUR SAVOIR SI LE RÉPONDANT FUME DES CIGARETTES RÉGULIÈRES, LÉGÈRES, EXTRA
LÉGÈRES, ETC., ET GRAND FORMAT OU RÉGULIER POUR CETTE MARQUE.

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

5.b) DELETED

B. Tentatives d'arrêter

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

- 01 - Oui
- 02 - Non PASSER À Q.8
- 99 - NSP/PR PASSER À Q.8

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

- 01 - Une fois
- 02 - Deux fois
- 03 - Trois fois
- 04 - Plus de trois fois
- 05 - Pas pendant la dernière année
- NON SUGGÉRÉ
- 99 - NSP/PR

NOUVEAU

7a. Lors de votre plus récente tentative d'arrêter, combien de temps avez-vous passé sans fumer?
INDIQUER UNE ESTIMATION MAIS PAS DE FOURCHETTE

- ans
- mois
- semaines
- jours

NOUVEAU

7b. Pensez à votre plus récente tentative d'arrêter; quelles méthodes avez-vous utilisées?
SONDER: Est-ce qu'il y en a d'autres?
NE PAS LIRE - CODER TOUTES LES MENTIONS QUI S'APPLIQUENT

- 01 - Gomme à mâcher contenant de la nicotine
- 02 - Timbre transdermique de nicotine (patch)
- 03 - Zyban/Champix/varénicline
- 04 - Programme en clinique ou en groupe
- 05 - Acupuncture
- 06 - Programme autonome/groupe de soutien
- 07 - Hypnose
- 08 - Faire plus d'exercice/se tenir en forme
- 09 - Volonté/d'un coup sec/cesser tout simplement
- 10 - Arrêt graduel
- 11 - Éviter d'être en présence de fumeurs/d'être dans des endroits où il y a des fumeurs
- 12 - Mâcher de la gomme/des bonbons/manger
- xx - Numéro 1-866/1-800/ligne d'aide aux fumeurs/site Web
- xx - Consultation
- 98 - Autre (PRÉCISER) _____
- 99 - NSP/PR

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

- 01 - Oui
- 02 - Non PASSER À Q.9
- 99 - NSP/PR PASSER À Q.9
- 97 - Refus PASSER À Q.9

SI OUI À Q.8(a), DEMANDER:

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

- 01 - D'ici les 30 prochains jours,
- 02 - D'ici les 6 prochains mois, ou
- 03 - Pas d'ici les 6 prochains mois
- NON SUGGÉRÉ
- 99 - NSP/PR

c) DELETED

C. Effets sur la santé

DEMANDER À TOUS

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

01 - Grave
02 - Mineur
03 - Pas un problème
99 - NSP/PR

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

[SONDER JUSQU'À CE QUE LE RÉPONDANT N'AIT PLUS DE RÉPONSE À DONNER.]

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

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

11. Dans l'ensemble, si on pense aux informations à propos des effets de la cigarette sur la santé, où avez-vous vu ou lu récemment ce genre d'informations? Y a-t'il d'autres sources? [SONDER: Autres sources?]

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

01 - Télévision

02 - Journaux

03 - Magazines

04 - Radio

05 - Panneaux-réclames

06 - Nouvelles/reportages

07 - Paquets de cigarettes

08 - Autres produits du tabac

09 - Médecin/bureau du médecin

10 - École/Université

11 - Lieu de travail

12 - Bouche à oreille/famille/amis

13 - Internet/site web

xx - Facebook/médias sociaux

98 - Autre (PRÉCISER) _____

97 - Nulle part

99 - NSP/PR

12. DELETED

13. DELETED

D. Mises en garde

14. DELETED

FORMULATION RÉVISÉE

15. Est-ce que vous avez vu, lu ou entendu quelque chose au sujet des mises en garde qui figurent sur les paquets de cigarettes au Canada?

- 01 - Oui
- 02 - Peut-être
- 03 - Non
- 99 - NSP/PR

16. DELETED

17. DELETED

18. a) Dans l'ensemble, environ combien de fois regardez-vous ou lisez-vous une mise en garde figurant sur des paquets de cigarettes? (Note à l'intervieweur : Il s'agit de n'importe quelle mise en garde figurant sur des paquets de cigarettes, qu'ils soient anciens ou nouveaux.) Est-ce que ce serait...?
LIRE

- 01 - Plusieurs fois par jour POSER 18b
- 02 - Environ une fois par jour
- 03 - Tous les deux ou trois jours
- 04 - Environ une fois par semaine
- 05 - Moins d'une fois par semaine
- 06 - Jamais
- NON SUGGÉRÉ
- 07 - Il n'y en a pas sur mon paquet
- 99 - NSP/PR

SI PLUSIEURS FOIS PAR JOUR (CODE 1) À Q.18a, DEMANDER :

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

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fois par jour

99 - NSP/PR

19. DELETED

20. Sans regarder un paquet de cigarettes et si on pense aux mises en garde sur les paquets de cigarettes, quels sont les mises en garde dont vous vous souvenez précisément?
[SONDER: Est-ce qu'il y en a d'autres?]

97 - Aucune
99 - NSP/PR

21. Sans regarder un paquet de cigarettes et si on pense aux mises en garde sur les paquets de cigarettes, quels sont les images, les illustrations ou les dessins dont vous vous souvenez?
[SONDER: Est-ce qu'il y en a d'autres?]

97 - Aucune

99 - NSP/PR

22. Si on pense en général aux mises en garde sur les paquets de cigarettes au Canada, est-ce que vous êtes fortement d'accord, plutôt d'accord, plutôt en désaccord ou fortement en désaccord avec chacun des énoncés suivants?

LIRE EN ROTATION

- a) Les mises en garde sont exactes
- b) Les mises en garde vous donnent des informations importantes sur les effets que la cigarette a sur la santé
- c) Les mises en garde rendent la cigarette moins attrayante

01 - Fortement d'accord

02 - Plutôt d'accord

03 - Plutôt en désaccord

04 - Fortement en désaccord

99 - NSP/PR

23. Si on pense aux mises en garde sur les paquets de cigarettes, est-ce que ces messages ont été très efficaces, assez efficaces, pas très efficaces ou pas du tout efficaces dans chacun des domaines suivants?

LIRE EN ROTATION

- a) Vous amener à moins fumer
- b) Vous amener à fumer moins en présence des autres
- c) Vous donner davantage le désir d'arrêter de fumer
- d) Vous amener à essayer de cesser de fumer
- e) Vous informer sur les effets de la cigarette sur la santé

01 - Très efficaces

02 - Assez efficaces

03 - Pas très efficaces

04 - Pas du tout efficaces

99 - NSP/PR

24. DELETED

I. Messages d'information sur la santé

25. Sans regarder un paquet de cigarettes, est-ce que vous pouvez vous rappeler ou décrire quelque chose que vous avez vu ou lu à l'intérieur d'un paquet de cigarettes? Est-ce qu'il y a autre chose? NE PAS LIRE. CODER TOUTES LES MENTIONS QUI S'APPLIQUENT.

01 - Trucs pour arrêter de fumer

02 - Mises en garde pour la santé en général

03 - Numéro 1-800 /numéro téléphonique pour arrêter de fumer/Santé Canada

04 - Morts/statistiques/analogie à une petite ville

05 - Un calendrier

06 - Texte surligné en jaune

07 - Taux de goudron, de nicotine, de monoxyde de carbone, ingrédients contenus dans les cigarettes

08 - Informations en général

09 - Adresse d'un site Web

10 - Cancer du poumon/maladie pulmonaire

11 - Il n'y a plus de calendrier

12 - Cancer/maladies en général

13 - N'a pas vu le tiroir d'un paquet de cigarettes

98 - Autre (PRÉCISER) _____

97 - Rien

99 - NSP/PR

26. DELETED

27. DELETED

28. DELETED

29. DELETED

30. DELETED

31. DELETED

32. DELETED

33. DELETED

34. DELETED

35. DELETED

36. DELETED

J. Données démographiques

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

37. En quelle année êtes-vous né?

_____ année
9999 - NSP/PR

38. Quel est le niveau de scolarité le plus élevé que vous avez atteint?
NE PAS LIRE

- 01 - Cours primaire ou moins
- 02 - Une partie du cours secondaire
- 03 - Cours secondaire complété
- 04 - Une partie du cours collégial, du cours professionnel ou du cours technique (ou une partie du cégep)
- 05 - Cours collégial, professionnel ou technique complété (ou le cégep)
- 06 - Une partie du cours universitaire (sans diplôme)
- 07 - Un baccalauréat
- 08 - Des études supérieures (maîtrise ou doctorat, terminé ou non)
- 99 - NSP/PR

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

- 01 - Au travail à temps plein (30 heures par semaine ou plus)
- 02 - Au travail à temps partiel
- 03 - Sans emploi ou à la recherche d'un emploi
- 04 - Au foyer à temps plein (au foyer, aide sociale)
- 05 - Aux études
- 06 - À la retraite
- NON SUGGÉRÉ
- 98 - Autre
- 99 - NSP/PR

SI Q39=CODE 01 OU 02, POSER Q.39a-b

39a. Quel est votre emploi actuel?
INSCRIRE MOT POUR MOT.

39b. Quelles sont vos activités ou vos tâches les plus importantes au travail?
INSCRIRE MOT POUR MOT.

40. Est-ce que vous êtes...?
LIRE

- 01 - Marié ou vivant en couple
- 02 - Célibataire
- 03 - Veuf/veuve
- 04 - Séparé
- 05 - Divorcé
- NON SUGGÉRÉ
- 99 - NSP/PR

41. Y a-t'il des enfants de moins de 18 ans dans votre foyer?

- 01 - Oui
- 02 - Non
- 99 - NSP/PR

42. Laquelle des catégories suivantes correspond le mieux au revenu total de tous les membres de votre foyer et de vous-même, avant impôt, en 2011? Est-ce que c'est...?

LIRE

- 01 - Moins de 20 000 \$
- 02 - De 20 000 \$ à 39 999 \$
- 03 - De 40 000 \$ à 59 999 \$
- 04 - De 60 000 \$ à 79 999 \$
- 05 - De 80 000\$ à 99 999 \$
- 06 - 100 000 \$ et plus
- NON SUGGÉRÉ
- 99 - Refus/NSP/PR

43. DELETED

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

- 01 - Oui/peut-être
- 02 - Non

45. (SI OUI/PEUT-ÊTRE À Q.44) Quel serait le meilleur numéro pour vous joindre à l'avenir?

Numéro de téléphone: _____

Ceci complète le sondage. Au cas où mon superviseur voudrait vérifier que cette entrevue a bien eu lieu, est-ce que vous pourriez me donner votre prénom?

Prénom : _____

Au nom de Santé Canda, je vous remercie de votre participation

INSCRIRE (NE PAS DEMANDER)

46. SEXE

- 01 - Homme
- 02 - Femme

47. Province/Territoire

- 01 - Colombie-Britannique
- 02 - Alberta
- 03 - Saskatchewan
- 04 - Manitoba
- 05 - Ontario
- 06 - Québec

- 07 - Terre-Neuve-et-Labrador
- 08 - Nouvelle-Écosse
- 09 - Nouveau-Brunswick
- 10 - Ile-du-Prince-Édouard
- 11 - Yukon
- 12 -Territoires du Nord-Ouest
- 13 - Nunavut

48. Taille de la communauté

- 01 – Plus de 1 million
- 02 – De 100 000 à 1 million
- 03 – De 25 000 à 100 000
- 04 – De 10 000 à 25 000
- 05 – De 5000 à 10 000
- 06 – Moins de 5000