



WAVE 13 SURVEYS

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

SURVEY OF ADULTS AND ADULT SMOKERS

FINAL REPORT

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Methodology

Questionnaires

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

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

One goal of these surveys, conducted in November and December 2007, was to conduct the sampling and questionnaire design in such a manner as to allow comparison with 12 previous waves of surveys conducted by Environics: baseline surveys, which were conducted in November and December 2000 prior to the introduction of new health warning messages into the marketplace; surveys conducted in March and April 2001, a few months after new health warning messages were first introduced into the marketplace; surveys conducted in July 2001, after new labels had appeared on all brands; and tracking surveys conducted in November and December 2001, July 2002, December 2002, July and August 2003, December 2003, November-December 2004, July-August 2005, February-March 2006 and November-December 2006.

The general population survey, which included adult smokers and non-smokers, is based on a sample size of 620 Canadians. An additional oversample of 880 smokers was conducted to achieve a final sample size of 1,000 adult smokers. The general population survey was conducted between November 19 and November 27, 2007, and the smokers oversample survey between November 28 and December 8, 2007. Respondents for both surveys were aged 18 years and over.

A survey based on a sample of 620 has a margin of error of approximately plus or minus 3.9 percentage points, 19 times in 20. The corresponding margin for a sample of 1,000 is plus or minus 3.1 percentage points, 19 times in 20.

This report summarizes the findings of the research for the adult general population and adult smokers. In the tables included in this report, we present results for the general population (GP), smokers (S), non-smokers (NS) and the subset of smokers who are potential quitters (PQ – defined as smokers who are seriously thinking of quitting smoking). The sample sizes of these groups are:

	N	Margin of Error (MOE)
General population:	620	± 3.9
Smokers:	1,000	± 3.1
Non-smokers:	500	± 4.4
Potential quitters:	606	± 4.0

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

Among the findings of the survey are:

- Among adult smokers, seven in ten (72%) say cigarette smoking is a major health problem and two in ten (21%) say it is a minor problem.

- When asked top-of-mind what specific human health effects or diseases can be caused by smoking cigarettes, the largest number of adult smokers mention lung cancer (49%), followed by cancer in general (36%), emphysema (30%), heart attack/disease/angina (27%), lung disease (19%), oral cancer, including throat cancer (9%), asthma (9%), respiratory problems/difficulty breathing/shortness of breath (9%) and stroke (7%).
- When asked where they have recently seen or heard information that talks about the health effects of smoking cigarettes, six in ten adult smokers mention television (59%) and more than four in ten mention cigarette packages (43%) as sources of information about the health effects of smoking cigarettes.
- Among adult smokers, majorities strongly agree that lung cancer (85%), throat cancer (72%), emphysema (69%), heart disease (68%), mouth cancer (67%), gum or mouth diseases (65%), asthma (64%), chronic bronchitis (64%), stroke (54%), premature death (54%), and smaller babies or reduced growth of babies during pregnancy (52%) can be caused by smoking cigarettes.
- Majorities of adult smokers strongly agree that asthma attacks (58%) and bronchitis in children (50%) can be caused by second-hand smoke; more than four in ten each strongly agree that chest infections in children (47%) and lung cancer in non-smokers (46%) can be caused by second-hand smoke.
- When asked, top-of-mind, more than one-half of adult smokers (56%) cannot name any health effects that can be caused by hydrogen cyanide, and 16 percent say there are no health effects.
- Adult smokers (99%) express virtually unanimous recall of seeing health warning messages on cigarette packages, and 93 percent have seen the health warning messages on their main brand of cigarettes.

- Among adult smokers, 22 percent say they look at or read health warning messages several times a day, and 14 percent say once a day. A total of 41 percent look at them less frequently, including 18 percent who say they do this less than once a week. Twenty-two percent say they never look at them.
- Almost nine in ten (86%) adult smokers agree that the health warning messages are accurate, 84 percent agree that they provide important information about health effects, and 65 percent agree that they make smoking seem less attractive.
- Three-quarters (74%) of adult smokers say that the health warning messages have been effective in informing them about health effects of smoking, almost six in ten adult smokers say they have been effective in getting them to smoke less around others than they used to (57%) and one-half say that the messages have increased their desire to quit smoking (52%).
- When asked, top-of-mind, what specific health warning messages they can remember seeing on cigarette packages in Canada (without looking at a cigarette package), adult smokers are somewhat more likely than adults in general to recall specific health warning messages. Among adult smokers, the largest proportions mention impotence (25%), causes lung cancer (22%), heart disease/attacks (15%), harmful during pregnancies, harmful to fetus or low birth weight (14%), harm to others/children (14%), lung disease (13%) and mouth/gum disease (13%).
- When asked, top-of-mind, what pictures, images or graphics they can remember seeing on health warning messages on cigarette packages in Canada (without looking at a cigarette package), adult smokers are more likely than Canadians in general to offer an answer. They are also more likely than adults in general to recall many of these specific images or graphics, including lungs or diseased lungs (31%), pregnant women with cigarettes (28%), bad, rotten or big teeth (27%), heart or diseased heart (19%), mouth or diseased mouth (15%), children/kids/babies (11%), cigarette/curved cigarette (10%), brain or diseased brain (9%), pictures of kids watching (8%), respirators/people on breathing machines (7%), impotence (7%), gums or diseased gums (6%), limp, broken or burning cigarettes (6%), patient in bed/hospital bed (5%) and lung pictures (5%).
- When asked top-of-mind what, if any, chemicals or toxic substances they can name that are in cigarettes or cigarette smoke, 57 percent of adult smokers mention nicotine, 51 percent mention tar and 22 percent mention carbon monoxide. Smaller proportions mention formaldehyde (13%), hydrogen cyanide (11%), carbon dioxide (10%), benzene (8%), arsenic (6%) and poison/rat poison/strychnine/cyanide (5%). Ten percent mention other toxic substances, and six percent say there are no toxic substances.
- When asked what chemicals or substances in cigarettes, in tobacco or in smoking, if any, cause or can cause disease or harm to health, the largest proportions of adult smokers mention nicotine (33%), tar (32%) and carbon monoxide (12%). Smaller proportions mention formaldehyde (8%), hydrogen cyanide (6%) and carbon dioxide (5%). Twenty-four percent say that all the chemicals cause harm, 16 percent mention other specific substances, seven percent say none cause diseases, and 21 percent offer no opinion.
- Over seven in ten adult smokers (73%) say that chemicals are added to tobacco during manufacture.

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

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2.0 SMOKING STATUS

A. Smoking Behaviour and Brands

From the survey, fewer than two in ten Canadian adults (15%) smoke cigarettes every day and four percent smoke occasionally. Among smokers, 87 percent smoke every day and 13 percent smoke occasionally.

Five in ten Canadian adults (49%) report having smoked at least 100 cigarettes in their life. Almost all adult smokers (98%) say the same. Just under four in ten non-smokers (37%) also report having smoked at least 100 cigarettes in their life.

Among adult smokers who smoke every day, four in ten (38%) report smoking more than 15 cigarettes per day, which includes six percent who say they smoke more than 25 cigarettes per day. Four in ten (42%) say they smoke between 10 and 15 cigarettes per day; and two in ten (20%) report smoking fewer than 10 cigarettes per day.

Among adult smokers who smoke every day, women and those under 35 years old are more likely than average to report smoking 15 or fewer cigarettes per day.

Cigarette Consumption Per Day Everyday Smokers

	NOV-DEC 2000	MAR-APR 2001	JULY 2001	NOV-DEC 2001	JULY 2002	NOV-DEC 2002	JULY-AUG 2003	DEC 2003	NOV-DEC 2004	JULY-AUG 2005	FEB-MAR 2006	NOV-DEC 2006	NOV-DEC 2007
Less than 10 cigarettes per day	13	12	12	13	13	15	11	15	16	15	18	17	20
10 to 15 cigarettes per day	36	39	35	38	37	38	36	36	36	35	38	42	42
16 to 20 cigarettes per day	20	21	21	20	20	20	23	19	21	22	20	18	18
21 to 25 cigarettes per day	23	21	23	20	21	20	23	20	20	20	19	18	14
26 or more cigarettes per day	8	6	7	8	9	8	7	9	6	7	5	5	6

Q.3

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

Subsample: Smoke every day

Cigarette Consumption

	NOV-DEC 2000				MAR-APR 2001				JULY 2001				NOV-DEC 2001				JULY 2002				NOV-DEC 2002				JULY-AUG 2003				DEC 2003				NOV-DEC 2004				JULY-AUG 2005				FEB-MAR 2006				NOV-DEC 2006				NOV-DEC 2007			
	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ				
Every day	25	89	-	88	23	88	-	87	25	87	-	85	20	89	-	88	22	84	-	82	18	84	-	82	16	86	-	85	20	87	-	87	16	88	-	88	19	86	-	85	18	89	-	88	17	88	-	87	15	87	-	85
Occasionally (less than every day)	5	11	-	12	5	12	-	13	6	13	-	15	5	11	-	12	6	16	-	18	6	16	-	18	7	14	-	15	5	13	-	13	5	12	-	12	6	14	-	15	4	11	-	12	3	12	-	13	4	13	-	15
Not at all	70	-100	-	-	71	-100	-	-	69	-100	-	-	76	-100	-	-	72	-100	-	-	76	-100	-	-	77	-100	-	-	75	-100	-	-	79	-100	-	-	75	-100	-	-	79	-100	-	-	81	-100	-	-	81	-100	-	-

Q.1

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

Among adult smokers who smoke occasionally, three-quarters (77%) report smoking fewer than 10 cigarettes per day. Seventeen percent smoke between 10 and 15 cigarettes per day, and four percent smoke more than 15 cigarettes per day.

Among adult smokers, Peter Jackson (9%), Player's Light Regular Size (6%), Canadian Classic (6%), DuMaurier King Size (5%), DuMaurier Regular Size (4%), Export "A" Regular Size (4%), McDonald's (4%), No 7 (4%) and Player's Regular Size (4%) are most often mentioned as their regular brand of cigarettes. Forty-five percent mention some other brand.

When adult smokers are asked if they smoke any other brands of cigarettes, seven in ten (71%) say they do not smoke any other brand.

Cigarette Consumption Per Day Occasional Smokers

	NOV-DEC 2000	MAR-APR 2001	JULY 2001	NOV-DEC 2001	JULY 2002	NOV-DEC 2002	JULY-AUG 2003	DEC 2003	NOV-DEC 2004	JULY-AUG 2005	FEB-MAR 2006	NOV-DEC 2006	NOV-DEC 2007
Less than 10 cigarettes per day	74	75	66	64	69	76	75	81	81	77	69	73	77
10 to 15 cigarettes per day	21	18	21	23	23	17	17	13	16	16	22	20	17
16 or more cigarettes per day	4	4	11	11	6	7	4	5	1	5	6	7	4

Q.4

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

Subsample: Smoke occasionally

B. Quit Attempts and Potential Quitters

Eight in ten adult smokers (82%) report having tried to quit smoking. Two in ten (18%) say they have not tried to quit smoking.

A comparison with the baseline survey suggests that there has been a modest upward trend since 2000 in the proportion of adult smokers who have tried to quit smoking.

Among adult smokers who have tried to quit smoking, six in ten (58%) say they have stopped smoking for at least 24 hours one or more times in the past year, in an attempt to quit smoking; this includes 19 percent who have tried once, 17 percent who have tried twice, eight percent who have tried three times and 14 percent who have tried more than three times. Four in ten (41%) say they have not attempted to quit smoking in the past year.

Among adult smokers who have tried to quit smoking, those aged 35 or older (47%), those who smoke every day (43%), those who smoke 10 or more cigarettes per day (46%) and those who are not potential quitters (62%) are more likely than others to say they have not attempted to quit smoking in the past year.

The results of the current survey indicate that there have been no significant changes since the November-December 2000 baseline survey in the proportion who have stopped smoking for at least 24 hours at least once in the past year.

Quit Attempts Smokers

	NOV-DEC 2000	MAR-APR 2001	JULY 2001	NOV-DEC 2001	JULY 2002	NOV-DEC 2002	JULY-AUG 2003	DEC 2003	NOV-DEC 2004	JULY-AUG 2005	FEB-MAR 2006	NOV-DEC 2006	NOV-DEC 2007
Yes	77	79	78	77	79	78	80	80	80	82	81	81	82
No	23	21	22	23	21	22	20	20	20	18	19	19	18

Q.6

Have you ever tried to quit smoking?

Subsample: Smokers

Number of Times Tried to Quit Smoking Smokers

	NOV-DEC 2000	MAR-APR 2001	JULY 2001	NOV-DEC 2001	JULY 2002	NOV-DEC 2002	JULY-AUG 2003	DEC 2003	NOV-DEC 2004	JULY-AUG 2005	FEB-MAR 2006	NOV-DEC 2006	NOV-DEC 2007
Once	20	22	21	19	24	19	24	23	21	20	21	19	19
Twice	14	15	12	16	16	19	15	17	17	13	18	15	17
Three times	10	8	9	8	9	10	11	9	10	9	8	10	8
More than three times	16	14	14	16	18	18	17	19	17	19	16	17	14
Not in the past year	40	41	42	40	33	33	33	33	35	38	36	38	41
dk/na	1	1	2	*	1	1	*	*	1	1	1	1	*

* Less than one percent

Q.7

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

Subsample: Smokers who have tried to quit smoking

When it comes to potential quitters, six in ten adult smokers (60%) report they are now seriously thinking of quitting smoking. Not surprisingly, this number is lower among those who have never tried to quit smoking, or who have not tried to quit in the past year. It is also lower among women, those who smoke more than 25 cigarettes per day, and smokers aged 18 to 24 years.

The current survey finds a slight increase since the November-December 2000 baseline survey in the proportion of smokers who report that they are seriously thinking of quitting.

Among adult smokers who are seriously thinking about quitting smoking, four in ten (40%) say they will try to quit within the next 30 days. One-half (48%) say they will try to quit within the next six months. Eight percent say they will not try within the next six months.

The number suggesting they will try to quit within the next 30 days has tended to follow a seasonal pattern: higher in the December surveys, and lower in surveys conducted at other times of the year. The results of the current survey, which was in field during the months of November and December, have broken this pattern; however, this was also true in the November-December 2004 survey.

Potential Quitters Smokers

	NOV-DEC 2000	MAR-APR 2001	JULY 2001	NOV-DEC 2001	JULY 2002	NOV-DEC 2002	JULY-AUG 2003	DEC 2003	NOV-DEC 2004	JULY-AUG 2005	FEB-MAR 2006	NOV-DEC 2006	NOV-DEC 2007
Yes	56	58	54	61	64	62	61	63	62	59	61	59	60
No	43	41	45	38	35	37	38	37	37	40	38	40	39

Q.8a

Are you now seriously thinking of quitting smoking?

Subsample: Smokers

Potential Quitters Smokers

	NOV-DEC 2000	MAR-APR 2001	JULY 2001	NOV-DEC 2001	JULY 2002	NOV-DEC 2002	JULY-AUG 2003	DEC 2003	NOV-DEC 2004	JULY-AUG 2005	FEB-MAR 2006	NOV-DEC 2006	NOV-DEC 2007
Within the next 30 days	38	33	34	43	39	46	35	50	38	35	37	49	40
Within the next 6 months	45	48	49	44	48	41	48	40	49	50	50	38	48
Not within the next 6 months	9	10	11	9	8	10	12	6	10	10	8	10	8
dk/na	7	9	5	4	5	3	6	4	4	5	5	3	4

Q.8b

When do you think you will try to quit?

Subsample: Smokers who are seriously thinking of quitting smoking

Among adult smokers who are seriously thinking about quitting smoking, the largest proportion say they would use will power to go “cold turkey” (46%) to try to quit. One-quarter would use the nicotine patch (26%). Smaller proportions would use nicotine gum (10%), Zyban (6%) or prescription drugs in general (6%). Twenty-seven percent mention other ways or methods, and seven percent do not know what methods they would use.

Ways to Quit Smokers

	NOV-DEC 2000	MAR-APR 2001	JULY 2001	NOV-DEC 2001	JULY 2002	NOV-DEC 2002	JULY-AUG 2003	DEC 2003	NOV-DEC 2004	JULY-AUG 2005	FEB-MAR 2006	NOV-DEC 2006	NOV-DEC 2007
Will power/cold turkey/just stop	47	50	48	45	50	47	45	48	51	53	49	47	46
Nicotine patch	23	25	21	31	31	37	36	37	34	31	33	30	26
Nicotine gum	5	6	4	8	10	9	9	9	8	8	9	12	10
Prescription drugs	*	–	2	1	2	2	2	1	*	1	2	1	6
Zyban	19	16	12	12	10	12	8	10	7	9	6	6	6
Chew gum/candy/food	1	3	2	3	5	4	5	3	3	3	5	4	4
Cut back gradually	5	6	7	5	4	3	5	4	4	4	4	3	4
Hypnosis	2	2	2	1	2	1	1	1	3	3	3	2	3
More exercise/get physically fit	1	2	2	3	2	2	2	3	1	2	2	3	2
Seek doctor/professional advice	2	1	1	1	1	1	1	2	1	1	1	*	2
Distract yourself	*	1	2	1	1	1	1	2	–	1	2	1	2
Self-help program	1	2	1	2	2	1	1	1	1	1	2	2	1
Laser treatment	–	–	–	–	–	–	–	*	–	–	3	1	1
Acupuncture	1	1	1	1	1	1	1	1	1	1	2	1	1
Clinic/group program	2	*	–	1	*	1	1	*	*	*	*	1	1
Avoid other smokers/smoking situations	*	1	1	1	1	2	1	1	1	1	1	1	1
Nicotine/Nicorette inhaler	–	–	–	–	–	–	–	–	2	1	1	*	1
Drink fluids	*	*	1	*	1	*	2	1	1	1	1	*	1
Read books/articles on how to quit	–	–	–	–	–	–	–	–	–	–	–	–	1
Herbal remedies	–	–	–	–	–	–	–	–	–	–	*	–	–
Mouthwash/spray	*	–	1	–	–	–	–	–	–	*	–	–	–
Other	3	2	3	2	2	1	4	4	7	6	5	3	2
None/nothing	*	1	*	1	1	*	*	–	*	*	*	*	*
dk/na	5	2	6	6	6	5	7	5	6	5	6	5	7

* Less than one percent

Q.8c

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

Subsample: Smokers who are seriously thinking of quitting smoking

3.0 HEALTH EFFECTS OF SMOKING

A. General and Top-of-mind Effects

Almost nine in ten Canadians (87%) think that cigarette smoking is a major health problem in Canada, and one in ten (10%) think it is a minor problem. Only one percent think it is not a health problem. Among adult smokers, seven in ten (72%) say it is a major health problem and two in ten (21%) say it is a minor problem. Only four percent think it is not a health problem.

The number of Canadian adults and adult smokers who say that smoking is a major health problem has remained high and relatively stable since November-December 2000.

Among adult smokers, the view that cigarette smoking is a major health problem in Canada is lower among older smokers. It is slightly higher among female smokers (75%), occasional smokers (79%), potential quitters (79%) and those who smoke fewer than 16 cigarettes per day (75%).

When asked, top-of-mind, what specific human health effects or diseases can be caused by smoking cigarettes, Canadian adults are most likely to mention lung cancer (49%), followed by cancer in general (39%), emphysema (26%), heart attack/disease/angina (25%), lung disease (23%), asthma (11%), respiratory problems/difficulty breathing/shortness of breath (11%), oral cancer, including throat cancer (8%) and bronchitis (5%). Thirty percent mention a variety of other human health effects or diseases.

Among adult smokers, the largest number mention lung cancer (49%), followed by cancer in general (36%), emphysema (30%), heart attack/disease/angina (27%), lung disease (19%), oral cancer, including throat cancer (9%), asthma (9%), respiratory problems/difficulty breathing/shortness of breath (9%) and stroke (7%). Thirty-four percent of smokers mention other effects or diseases.

The results of the current survey show decreases since the November-December 2006 survey among the general population in top-of-mind mentions of lung cancer, heart attack/disease/angina and oral cancer, and an increase in the proportion who mention lung disease. The current survey also shows an increase since November-December 2006 in the proportion of adult smokers who mention cancer in general.

In comparison with the baseline survey, there have been increases among the general population in the numbers who mention cancer in general and lung disease, and a decline in the number who mention lung cancer. The numbers of adult smokers mentioning cancer in general and emphysema are higher in the current survey than in the baseline survey.

Smoking as a Health Problem

	NOV-DEC 2000				MAR-APR 2001				JULY 2001				NOV-DEC 2001				JULY 2002				NOV-DEC 2002				JULY-AUG 2003				DEC 2003				NOV-DEC 2004				JULY-AUG 2005				FEB-MAR 2006				NOV-DEC 2006				NOV-DEC 2007			
	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ				
Major	87	72	91	81	85	70	91	78	84	68	88	78	83	69	88	77	85	69	90	77	86	72	89	81	87	69	91	76	85	72	89	80	87	73	90	82	86	70	91	80	84	71	88	81	87	72	90	80	87	72	90	79
Minor	10	21	7	15	12	23	7	17	12	23	10	15	12	23	9	18	12	24	7	18	11	22	8	16	10	22	8	18	12	22	9	16	10	20	7	14	11	23	7	16	13	23	9	15	11	20	8	15	10	21	8	16
Not a problem	2	5	1	2	2	4	1	2	3	6	2	3	3	5	2	3	2	5	1	3	3	4	2	2	2	7	1	4	2	4	1	3	2	4	1	2	2	5	1	2	2	4	1	2	1	5	1	3	1	4	1	3
dk/na	1	2	1	1	1	3	1	2	2	4	1	4	2	3	1	2	1	2	1	1	1	2	1	2	1	3	1	2	1	1	1	1	1	2	1	2	2	2	2	2	2	2	2	2	1	2	1	2	1	3	1	2

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

Health Effects of Smoking – Top-of-mind

Continued

	NOV-DEC 2000				MAR-APR 2001				JULY 2001				NOV-DEC 2001				JULY 2002				NOV-DEC 2002				JULY-AUG 2003				DEC 2003				NOV-DEC 2004				JULY-AUG 2005				FEB-MAR 2006				NOV-DEC 2006				NOV-DEC 2007							
	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ				
Impotence/sexual dysfunction	*	*	*	*	2	3	1	3	1	2	1	2	2	2	1	2	1	2	1	2	1	3	1	2	1	2	1	2	1	2	1	2	1	2	1	3	1	2	1	2	1	2	*	3	1	2	1	2	1	2	1	2				
General poor health	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	1	-				
Preterm birth/premature birth	1	1	1	1	1	1	1	*	2	1	2	1	2	1	3	1	1	*	1	*	1	1	1	1	1	1	1	*	1	1	1	1	*	*	*	1	1	*	1	*	1	1	1	1	1	*	1	*	*	1	*	*				
Dizziness/nausea	-	*	-	*	-	*	-	-	-	*	-	1	1	1	1	1	-	*	-	*	-	*	-	*	-	*	-	*	*	-	*	-	*	-	*	-	*	-	*	-	*	*	*	-	*	*	-	*	*	*	*	*				
Liver damage/disease	*	*	*	-	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	1	*	*	*	1	*	1	*	*	*	*	*	1	*	1	*	1	*	1	*	1	1	*	*	*	*	*	*	*	*	*				
Stomach problems	*	*	*	-	*	*	*	*	1	1	1	1	*	1	1	1	*	1	1	1	1	2	1	2	*	*	*	1	*	*	*	*	*	*	*	1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	*				
Kidney disease/problems	*	-	*	-	-	*	-	-	*	*	*	*	-	-	-	-	*	*	*	*	*	*	*	*	*	*	*	1	*	*	*	*	*	*	1	*	*	*	1	*	*	*	*	*	*	*	*	*	*	*	*	*				
Second-hand smoke	2	1	2	1	1	1	1	1	2	1	2	1	2	1	2	1	4	1	5	1	2	2	2	1	2	1	2	1	4	2	4	1	1	1	2	1	2	1	2	1	2	2	3	2	1	2	2	1	*	1	*	1				
Eating/nutrition issues	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	1	-	*	*	-	*	*	*	*	*	-	-	-	-	-	-	-	-	*	-	*	-				
Yellow teeth/fingers/effect on appearance	2	1	2	1	*	1	1	1	3	2	3	2	2	2	2	2	1	1	1	1	2	2	3	2	1	1	1	1	2	2	2	2	2	1	2	2	2	1	2	2	2	1	2	1	2	2	2	1	2	2	2	1	*	1	-	2
Diabetes	1	*	1	*	1	*	1	*	*	*	*	1	1	*	1	*	1	*	1	1	1	1	1	1	*	*	*	*	1	*	1	*	1	*	1	*	1	*	1	*	1	1	1	1	*	1	*	1	*	*	*	1				
Eye disease/problems	*	*	1	-	*	*	*	-	-	-	-	-	1	*	1	1	*	*	1	1	1	*	1	*	*	*	*	*	*	*	*	*	*	*	*	*	1	*	1	*	1	*	1	*	*	-	*	-	*	*	-	*				
Brain damage/disease	*	*	*	*	*	*	-	-	1	1	1	4	1	2	1	2	*	1	*	1	2	1	1	1	1	1	1	1	1	1	1	1	1	1	*	1	*	1	*	1	1	1	1	1	*	1	*	1	*	1	-	1				
TB/tuberculosis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	*	1	*				
Stress/tension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	*	1	*				
Air pollution/environmental damage	1	1	1	1	*	*	*	*	1	*	1	*	1	1	*	1	1	*	1	*	2	*	2	*	1	1	1	1	*	*	*	-	1	1	1	1	1	*	1	*	1	*	1	*	1	*	1	*	*	*	*	*	*	*	*	*
Immune system problems	1	*	1	-	-	-	-	-	*	*	*	*	1	*	1	*	1	*	1	*	1	*	1	1	*	*	1	*	-	*	-	*	*	*	*	*	1	*	1	-	2	*	2	*	*	-	1	-	-	*	-	1				
Coughing	*	1	*	1	*	*	*	1	1	1	1	2	2	2	1	2	1	1	*	1	1	1	1	1	1	1	1	*	1	*	1	*	1	1	1	1	1	1	1	*	*	*	*	*	*	1	*	*	1	*	1	*				
Cancer – other	*	1	*	1	1	2	2	3	2	1	1	2	2	1	2	1	2	2	2	3	1	1	2	1	1	1	1	1	2	1	3	1	2	1	2	2	3	2	3	2	2	2	2	2	2	1	2	1	-	*	-	*				
Hardening of the arteries	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	1	1	1	1	1	*	*	*	1	*	1	*	*	*	*	*	-	*	-	-	1	-	1				
High blood pressure	1	1	2	1	3	1	4	2	2	2	2	2	4	3	3	3	3	1	3	2	3	2	4	3	3	2	2	3	2	2	2	2	4	2	4	3	3	2	4	3	4	1	4	2	1	2	1	3	-	-	-	-				
Osteoporosis/problems with bones	*	*	-	*	*	-	*	-	-	-	-	-	*	*	*	-	-	*	-	*	*	*	1	*	*	*	*	-	*	-	*	-	*	-	*	-	-	-	-	-	*	*	*	*	*	*	-	*	-	-	-	-				
Arthritis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-								
Multiple Sclerosis	-	-	-	-	-	*	-	*	*	*	*	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	-	*	-	*	-	*	*	*	*	*	-	*	-	*	*	*	*	*	-	-	-	-				
Miscarriages/still births	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	*	-	-	-	-	-	-	*	-	*	-	-	-	-	-	-	-	-	-								
Fire accidents/burns	-	-	-	-	-	-	-	-	*	*	*	*	-	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	-	-	-	*	*	*	*	-	*	-	*								
Other	1	2	2	2	2	3	3	4	2	2	2	4	3	1	4	1	1	2	2	1	2	2	1	2	4	4	4	6	5	4	5	4	5	4	5	6	4	4	4	5	3	4	2	5	4	4	3	4	1	3	1	4				
None	2	4	*	2	2	5	1	3	2	4	2	2	*	2	*	1	2	3	1	2	1	2	*	1	1	3	1	2	1	2	1	2	1	3	*	1	2	4	1	2	1	3	*	2	1	3	1	2	1	3	1	2				
dk/na	1	2	1	1	1	2	1	1	1	4	1	3	1	2	1	2	1	3	1	3	1	3	1	2	2	2	2	1	2	3	1	3	1	3	1	3	1	3	1	1	1	3	1	2	2	2	2	2	2	1	2	1				

* Less than one percent

Q.10

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

B. Sources of Information about Health Effects

When asked, top-of-mind, where they have recently seen or heard information that talks about the health effects of smoking cigarettes, six in ten Canadian adults (60%) mention television and three in ten mention newspapers (30%). Fewer mention cigarette packages (21%), magazines (17%), radio (13%), word-of-mouth/family/friends (9%), the Internet (7%), doctor/doctor's office (6%) and billboards (5%). Twenty-two percent mention other sources of information, one percent say everywhere and eight percent say nowhere.

Among adult smokers, six in ten mention television (59%) and more than four in ten mention cigarette packages (43%). Fewer mention newspapers (19%), radio (13%), doctor/doctor's office (11%), magazines (10%), word-of-mouth/family/friends (8%), the Internet (7%) and billboards (5%). Twenty-four percent mention other sources, one percent say everywhere and five percent say nowhere.

The number of Canadian adults, and particularly adult smokers, who mention, top-of-mind, seeing health information on cigarette packages increased significantly between November-December 2000 and March-April 2001, and then remained essentially unchanged through July 2002. These numbers declined seven points among the general population and 10 points among adult smokers in the November-December 2002 survey, and then remained essentially unchanged in the July-August 2003 survey. These numbers declined again, by five points among the general population and eight points among adult smokers in the December 2003 survey. The November-December 2004 survey found no significant change in the proportion of the general population mentioning cigarette packages, but an increase of four points among adult smokers. The July-August 2005 survey found increases of five points each among the general population and adult smokers. In February-March 2006, the numbers declined among both the general population (down

8 points) and smokers (down 9 points). Further declines occurred in November-December 2006 among both the general population (down 5 points) and among smokers (down 6 points).

The current survey finds increases since November-December 2006 among the general population (up 5 points) and among smokers (up 6 points) in the numbers who mention, top-of-mind, seeing health warning information on cigarette packages; among the general population, this is similar to the level found in the baseline survey, and among smokers this is 10 points higher than that found in the baseline survey.

Smokers aged 18 to 34 (58%), daily smokers who smoke fewer than 10 cigarettes per day (51%) and those who have never tried to quit smoking (56%) are more likely than smokers in general to mention seeing this information on cigarette packages.

Sources of Information About Health Effects

	NOV-DEC 2000	MAR-APR 2001	JULY 2001	NOV-DEC 2001	JULY 2002	NOV-DEC 2002	JULY-AUG 2003	DEC 2003	NOV-DEC 2004	JULY-AUG 2005	FEB-MAR 2006	NOV-DEC 2006	NOV-DEC 2007
	GP S NS PQ	GP S NS PQ	GP S NS PQ	GP S NS PQ	GP S NS PQ	GP S NS PQ	GP S NS PQ	GP S NS PQ	GP S NS PQ	GP S NS PQ	GP S NS PQ	GP S NS PQ	GP S NS PQ
Television	62 65 61 67	66 60 68 62	64 55 67 54	68 64 67 66	62 61 63 61	69 68 69 70	65 65 64 66	70 73 70 73	63 66 61 68	67 64 67 65	72 69 72 69	63 62 61 64	60 59 60 61
Newspapers	25 21 27 21	30 22 34 21	27 21 30 22	34 21 35 21	31 24 33 24	33 24 34 24	28 21 29 24	30 22 32 22	30 20 31 21	36 21 41 20	32 23 32 24	29 18 30 20	30 19 29 20
Cigarette packages	20 33 14 32	32 57 21 59	33 57 22 57	34 60 25 59	34 58 26 57	27 48 21 48	28 51 20 50	23 43 17 44	24 47 18 47	29 52 21 51	21 43 15 43	16 37 14 36	21 43 18 41
Magazines	18 13 20 12	19 12 22 13	15 10 16 11	20 13 21 14	18 14 21 14	17 13 18 13	18 13 19 13	16 12 17 13	23 14 25 15	19 13 21 12	18 14 19 15	14 10 15 11	17 10 18 12
Radio	11 9 12 10	13 10 13 11	11 10 13 10	15 12 14 12	13 13 13 14	13 13 13 14	12 11 13 13	15 14 16 15	14 15 14 16	18 12 18 11	16 13 16 14	11 13 10 14	13 13 14 15
Word-of-mouth/family/friends	3 4 3 4	8 8 8 10	9 9 10 10	11 8 11 10	9 8 9 9	13 9 13 11	10 8 11 8	11 9 12 10	10 10 10 12	10 9 10 11	11 9 13 11	7 6 8 7	9 8 8 8
Internet/website	1 1 * 1	2 2 1 2	2 2 2 2	3 2 2 3	1 2 2 2	2 4 2 4	3 2 3 3	3 3 3 3	4 3 4 4	5 4 5 5	6 6 6 6	6 5 6 6	7 7 7 10
Doctor/doctor's office	9 8 8 10	8 8 6 8	7 7 8 8	6 8 6 10	5 8 4 9	8 8 7 10	7 7 7 9	6 7 6 8	8 9 7 10	6 9 6 10	7 6 7 7	6 7 6 8	6 11 6 11
Billboards	5 5 5 5	6 5 5 6	5 4 5 4	4 6 4 6	6 5 5 5	5 7 5 9	5 5 5 6	5 7 4 7	6 7 6 8	6 6 6 6	5 5 5 6	4 4 4 4	5 5 5 7
School/university	3 3 3 4	2 2 2 2	2 2 3 2	4 3 3 3	2 2 2 1	4 2 5 2	2 1 2 1	3 4 3 3	2 3 3 4	3 2 3 3	4 2 4 2	4 3 5 3	4 4 4 4
News	4 4 4 3	3 3 2 3	7 6 6 6	3 3 3 3	5 3 5 3	2 3 2 4	5 3 5 3	3 2 4 2	5 4 5 4	5 3 5 3	5 3 5 3	4 2 4 2	3 4 4 3
Other tobacco product packages	1 2 1 1	1 1 1 1	1 1 1 1	1 2 1 2	* 1 * 1	1 2 1 2	* 2 * 3	* 2 - 2	1 1 1 1	* 2 * 2	1 2 * 2	3 3 3 2	3 3 2 3
Hospitals/medical clinics	- * - -	1 * * 1	1 * 1 *	1 2 1 2	1 1 2 1	2 2 2 2	2 2 2 2	2 2 2 2	2 1 2 2	2 1 3 1	2 1 2 2	1 1 1 2	3 2 3 2
Workplace	2 2 3 3	2 1 2 2	3 1 3 2	4 3 3 4	3 2 3 2	2 3 2 4	5 2 5 2	4 3 3 4	3 3 3 4	3 2 3 3	2 1 2 2	5 2 6 3	2 3 3 4
Pamphlets/brochures/flyers	1 1 1 1	2 1 2 1	1 1 1 1	1 1 1 1	1 2 2 2	2 3 3 3	1 1 2 1	2 2 2 2	* 1 * 1	1 * 1 *	2 1 1 2	2 2 2 2	1 1 1 1
Bus/public transportation	* * * *	* * - -	1 - 1 -	2 1 1 1	1 1 1 1	3 2 3 3	1 2 1 2	2 2 2 2	2 2 2 2	1 1 1 1	1 1 1 1	2 1 2 2	1 * 1 *
Books/scientific journals	1 1 1 1	1 * 1 1	2 1 2 1	1 * 1 *	1 1 1 1	2 1 3 1	* * * *	2 1 2 1	1 1 1 1	1 1 1 1	1 * 1 *	2 * 2 1	1 1 1 1
Advertising/media in general	1 1 1 *	1 * 1 *	1 1 1 1	1 1 1 1	* 1 * 1	1 2 * 2	2 1 2 2	2 1 2 1	* 1 - 1	1 1 1 1	1 1 1 *	1 1 1 1	1 2 1 1
Personal knowledge/experience	- - - -	- - - -	- - - -	- - - -	- - - -	- - - -	- - - -	- - - -	- - - -	- - - -	- - - -	* 1 * 1	1 1 1 1
Pharmacy	- - - -	- - - -	- - - -	- - - -	- - - -	- - - -	- - - -	- - - -	- - - -	- - - -	- - - -	- * - 1	1 * 1 *
Public areas and buildings	1 2 1 2	1 1 1 2	2 2 2 2	2 4 1 4	4 3 4 3	5 3 5 4	1 1 1 1	* * * *	1 1 1 2	* * * -	1 * 1 1	- * - -	1 1 1 1
Health associations/agencies	1 * 1 *	1 * 2 1	1 1 1 1	1 1 1 *	1 1 1 1	1 * 1 1	1 * 1 *	2 * 2 1	* * * *	* * * *	1 * 1 *	2 1 2 1	* 1 * 1
Posters	1 * 1 1	* - * -	1 * 2 1	1 1 * 1	1 1 1 1	2 1 3 2	1 1 1 1	1 * 1 *	1 1 * 1	1 * 1 *	1 1 1 1	2 * 2 1	- 1 - 2
Stores	- - - -	- - - -	- - - -	- - - -	- - - -	- - - -	- - - -	1 1 1 1	* 1 * 2	2 1 2 1	1 2 1 3	2 1 1 1	- * - *
Other	1 1 1 *	* 1 1 1	1 1 1 1	* 1 1 1	1 1 1 1	* 1 * 1	5 5 5 4	4 5 4 5	3 3 2 4	4 3 5 4	2 3 1 4	2 3 2 3	* * * 1
Everywhere	- - - -	- - - -	- - - -	- - - -	- - - -	- - - -	- - - -	- 1 - 1	- - - -	- - - -	- - - -	- * - 1	1 1 1 1
Nowhere	9 7 10 5	6 3 7 4	5 5 6 5	4 3 5 3	8 4 9 4	5 4 6 3	8 5 10 4	6 5 6 4	7 6 8 5	5 5 6 4	7 4 8 4	12 7 13 6	8 5 8 4
dk/na	2 1 2 1	2 1 2 1	2 1 2 1	2 1 3 1	1 1 2 2	1 1 2 1	1 1 1 1	1 1 1 1	2 1 3 1	2 1 2 1	2 2 2 1	3 2 3 1	3 2 4 1

*Less than one percent

Q.11

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

c. Specific Health Effects Caused by Smoking

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

Over nine in ten Canadian adults strongly agree that lung cancer (93%) can be caused by smoking cigarettes. Large majorities also strongly agree that smoking can cause throat cancer (84%), mouth cancer (80%), heart disease (75%), asthma (74%), emphysema (73%), chronic bronchitis (72%), gum or mouth diseases (71%), and premature death (71%). Smaller majorities strongly agree that smoking can cause smaller babies or reduced growth of babies during pregnancy (60%), stroke (59%), and wrinkles and premature aging (57%).

Fewer than half of Canadian adults strongly agree that smoking can cause premature birth or preterm birth (44%), blood clots (34%), miscarriages (26%), impotence in men (26%), stomach ulcers (24%), infertility (21%), bladder cancer (21%), gangrene (14%), acne (7%), Alzheimer's Disease (7%), Multiple Sclerosis (5%), hepatitis (5%) and arthritis (4%).

Among adult smokers, majorities strongly agree that lung cancer (85%), throat cancer (72%), emphysema (69%), heart disease (68%), mouth cancer (67%), gum or mouth diseases (65%), asthma (64%), chronic bronchitis (64%), stroke (54%), premature death (54%), and smaller babies or reduced growth of babies during pregnancy (52%) can be caused by smoking cigarettes.

Fewer than half of adult smokers strongly agree that wrinkles and premature aging (47%), premature birth or preterm birth (38%), blood clots (37%), impotence in men (31%), miscarriages (23%), infertility (21%), stomach ulcers (20%), bladder cancer (15%), gangrene (9%), Multiple Sclerosis (7%), arthritis (7%), hepatitis (5%), Alzheimer's Disease (5%) and acne (4%) can be caused by smoking.

The results of the current survey suggest that there have been slight increases since the November-December 2006 survey in the proportions of Canadian adults who strongly agree that mouth cancer, asthma, gum and mouth diseases, premature death and stroke can be caused by smoking cigarettes. There have been slight decreases in the proportions who think that miscarriages and stomach ulcers can be caused by smoking cigarettes. Comparison with the baseline survey suggests that there have been decreases since 2000 in the numbers of Canadian adults who strongly agree that smaller babies, stomach ulcers, arthritis, Multiple Sclerosis, acne and Alzheimer's Disease can be caused by smoking, and slight increases in the numbers who strongly agree that gum or mouth diseases, mouth cancer, premature death, stroke and impotence can be caused by smoking cigarettes.

Among adult smokers, the current results suggest that there have been increases since the November-December 2006 survey in the numbers who strongly agree that gum or mouth diseases, smaller babies, impotence and chronic bronchitis can be caused by smoking. Comparison with the baseline survey suggests that there have

been increases since 2000 in the numbers who strongly agree that emphysema, chronic bronchitis, gum or mouth diseases, smaller babies, wrinkles and premature aging, bladder cancer, stroke, infertility, mouth cancer, miscarriages, premature birth, premature death, impotence and blood clots can be caused by smoking.

Younger adult smokers are more likely than smokers in general to strongly agree that smoking can cause most of these health effects and diseases; older smokers (55 and older) are less likely to strongly agree that smoking can cause almost all of these health effects. Female smokers are more likely than male smokers to strongly agree that smoking can cause emphysema (78% vs. 63%), asthma (68% vs. 61%), chronic bronchitis (72% vs. 59%), wrinkles and premature aging (58% vs. 38%), mouth cancer (72% vs. 63%), impotence (35% vs. 27%), miscarriages (26% vs. 21%), gum or mouth diseases (68% vs. 63%), throat cancer (75% vs. 69%), smaller babies (56% vs. 50%) and premature birth (46% vs. 32%). Male smokers are more likely to strongly agree that smoking can cause Multiple Sclerosis (9% vs. 4%).

Among smokers, potential quitters are more likely than non-potential quitters ("hard-core" smokers) to strongly agree that smoking can cause most of these human health effects and diseases. Occasional smokers are more likely than everyday smokers to strongly agree that smoking can cause impotence (41% vs. 29%), wrinkles and premature aging (58% vs. 45%), miscarriages (35% vs. 21%), mouth cancer (79% vs. 65%), smaller babies (68% vs. 50%), and gum or mouth diseases (77% vs. 63%).

Specific Health Effects Caused by Smoking

	NOV-DEC 2000				MAR-APR 2001				JULY 2001				NOV-DEC 2001				JULY 2002				NOV-DEC 2002				JULY-AUG 2003				DEC 2003				NOV-DEC 2004				JULY-AUG 2005				FEB-MAR 2006				NOV-DEC 2006				NOV-DEC 2007			
	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ
Lung cancer																																																				
Strongly agree	94	82	96	88	92	81	94	87	91	78	95	84	90	80	93	86	90	81	93	86	92	82	95	88	89	81	92	85	92	83	95	88	87	76	91	83	92	80	95	88	89	78	91	82	93	82	95	85	93	85	95	88
Somewhat agree	5	12	3	9	6	13	4	10	6	16	3	12	8	13	6	10	8	13	6	10	7	14	5	11	9	13	7	10	6	12	5	9	11	18	8	14	6	14	4	9	9	17	7	15	5	13	4	12	5	12	4	9
Somewhat disagree	*	2	*	2	1	2	1	1	1	2	1	1	1	3	1	2	1	2	*	2	1	1	1	1	1	3	1	3	*	2	-	1	*	2	*	1	1	3	1	2	1	2	1	1	1	3	1	2	*	2	-	1
Strongly disagree	1	3	*	1	1	2	1	2	1	3	1	1	1	3	*	2	1	2	*	1	*	2	*	*	*	3	*	2	1	2	1	1	1	2	*	1	*	3	-	1	*	2	*	1	*	2	*	1	1	1	1	1
dk/na	*	*	*	*	1	1	1	*	*	2	-	1	*	1	-	1	*	1	*	*	*	1	-	*	1	1	*	1	*	1	*	1	1	1	*	*	*	*	*	*	*	1	1	1	*	*	1	*	*	1	*	*
Throat cancer																																																				
Strongly agree	85	71	87	79	82	68	84	74	80	67	84	74	80	70	84	75	78	67	83	72	81	72	83	77	80	69	83	73	79	71	83	77	75	68	78	74	82	69	84	77	80	68	83	74	82	72	85	78	84	72	88	79
Somewhat agree	11	22	10	17	14	23	11	19	13	23	12	18	17	22	14	19	18	25	14	21	14	22	13	19	16	23	13	20	16	22	14	19	22	25	19	21	14	22	13	19	16	27	13	22	14	22	12	19	13	21	10	17
Somewhat disagree	1	2	*	1	1	4	2	3	1	4	1	2	2	3	1	3	2	3	1	5	2	2	1	1	2	3	2	3	2	3	1	2	2	3	2	2	2	4	1	2	2	3	1	2	2	3	1	2	1	3	*	2
Strongly disagree	1	3	1	2	1	3	1	2	3	3	2	1	1	3	*	1	1	3	1	3	1	3	*	1	1	4	1	3	2	3	1	2	1	2	1	1	1	3	*	2	1	2	1	1	1	2	1	1	1	2	*	1
dk/na	2	1	2	1	2	3	2	1	2	3	2	5	1	2	*	2	2	3	1	3	2	2	2	1	1	1	1	1	1	1	1	1	1	2	1	1	1	1	1	1	2	1	2	1	2	1	2	*	1	2	1	1
Mouth cancer																																																				
Strongly agree	73	60	78	68	73	56	77	62	72	58	76	66	72	62	77	67	73	61	78	68	76	63	78	69	73	62	76	65	73	61	77	66	71	61	74	68	75	63	76	69	75	61	79	65	76	64	78	69	80	67	83	76
Somewhat agree	16	25	13	21	18	26	16	25	19	26	16	23	20	24	19	22	19	24	17	22	16	24	15	22	20	26	18	26	19	26	16	24	22	27	22	24	18	25	19	22	19	29	15	27	18	25	16	24	14	23	12	18
Somewhat disagree	3	6	2	3	3	8	2	5	4	7	3	5	4	6	2	4	3	6	2	5	4	4	3	3	3	5	3	4	3	4	2	4	2	5	2	4	2	5	2	3	3	5	2	4	3	5	2	4	2	5	2	3
Strongly disagree	3	5	3	3	3	5	2	5	3	6	2	3	2	5	1	4	2	5	1	3	1	5	1	3	2	5	1	4	3	5	2	4	2	4	1	2	2	5	1	3	1	3	1	2	1	4	2	2	1	3	*	2
dk/na	5	4	5	4	3	4	3	2	3	4	3	3	2	4	2	3	3	4	2	3	3	3	3	3	2	2	2	2	2	2	2	2	3	3	3	2	2	2	3	2	3	3	3	2	2	2	2	1	2	2	3	1
Heart disease																																																				
Strongly agree	76	65	78	73	73	64	75	71	70	63	70	72	75	67	76	75	73	65	76	72	73	67	74	74	72	66	72	73	74	67	77	73	68	62	70	70	70	64	72	72	73	64	75	70	72	67	73	74	75	68	76	76
Somewhat agree	18	24	17	20	19	26	18	23	22	23	22	19	19	22	18	19	21	26	19	21	20	25	20	21	21	23	21	20	18	25	16	21	24	28	22	24	24	23	25	20	20	27	19	25	22	25	21	22	19	23	18	18
Somewhat disagree	3	5	2	4	3	3	2	2	3	5	3	3	2	5	2	3	4	5	3	4	4	3	4	2	3	5	4	3	3	3	3	3	4	5	3	4	3	7	2	5	3	3	2	2	4	4	3	2	3	5	2	3
Strongly disagree	2	5	1	2	2	5	2	3	3	6	2	3	2	4	1	2	1	3	1	2	2	4	1	2	2	5	2	3	3	4	3	2	1	3	1	2	1	4	*	1	2	4	1	3	2	4	1	1	2	3	2	2
dk/na	1	1	1	1	3	2	4	1	3	3	3	3	2	2	2	1	1	1	1	1	2	2	1	1	2	2	1	1	2	1	2	1	3	2	3	1	1	1	1	1	3	1	3	1	2	1	2	*	2	1	2	1

* Less than one percent

Q.12

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

Specific Health Effects Caused by Smoking

	NOV-DEC 2000				MAR-APR 2001				JULY 2001				NOV-DEC 2001				JULY 2002				NOV-DEC 2002				JULY-AUG 2003				DEC 2003				NOV-DEC 2004				JULY-AUG 2005				FEB-MAR 2006				NOV-DEC 2006				NOV-DEC 2007			
	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ
Smaller babies/reduced growth of babies during pregnancy																																																				
Strongly agree	65	48	70	55	62	41	67	43	56	44	60	51	59	44	64	47	57	43	63	47	62	47	66	51	60	45	65	47	56	45	62	51	57	45	61	51	57	43	61	47	61	45	66	50	58	46	61	49	60	52	61	55
Somewhat agree	18	23	16	21	20	27	17	27	24	25	24	25	24	28	23	28	25	26	24	25	22	26	22	27	23	25	21	27	25	25	23	24	26	29	24	29	28	29	28	31	23	28	21	25	27	30	26	31	24	24	25	22
Somewhat disagree	5	9	4	9	5	10	4	11	5	10	4	7	6	11	4	11	6	10	3	9	6	9	6	9	5	10	3	9	6	11	5	9	5	9	5	8	5	10	3	9	5	9	4	9	5	9	5	8	5	9	4	10
Strongly disagree	6	12	4	9	6	13	4	11	6	13	3	9	4	11	1	8	6	12	4	10	5	12	3	9	5	13	4	9	6	12	4	10	3	9	2	7	6	10	4	8	4	11	2	9	3	11	2	7	4	9	3	7
dk/na	7	8	6	7	8	9	8	8	8	9	9	7	7	7	7	6	6	9	6	9	5	6	4	4	7	7	7	7	7	7	6	7	8	9	8	6	4	6	5	5	6	7	6	7	7	5	7	5	7	6	7	6
Stroke																																																				
Strongly agree	52	42	56	48	49	42	53	48	46	44	46	53	46	45	46	49	52	48	53	54	52	47	53	54	56	51	55	56	56	54	57	60	53	52	55	58	54	52	56	59	55	52	58	58	55	54	57	60	59	54	60	59
Somewhat agree	25	26	24	26	23	26	22	24	26	23	27	21	27	23	28	24	25	27	25	25	27	30	26	28	27	29	27	28	29	27	28	27	31	31	29	31	31	30	30	28	31	30	29	27	31	31	30	28	25	30	24	29
Somewhat disagree	7	9	6	7	8	9	7	7	9	9	9	8	7	9	7	8	8	8	8	7	8	8	9	7	6	9	6	7	7	8	7	5	9	7	9	4	6	9	5	7	7	10	7	8	6	7	5	6	6	8	6	4
Strongly disagree	6	11	4	8	7	10	5	9	7	10	5	6	7	10	5	7	6	8	5	5	5	9	5	6	4	7	4	5	6	8	5	5	3	6	2	4	3	6	2	3	2	5	1	4	3	6	3	4	4	5	4	5
dk/na	10	12	9	11	13	13	13	11	13	14	13	12	13	13	14	12	9	10	9	8	7	6	7	5	6	4	8	3	3	3	3	3	4	4	5	3	7	3	8	3	4	4	4	3	5	2	5	1	6	3	7	3
Wrinkles and premature aging																																																				
Strongly agree	56	43	60	51	52	36	57	42	47	35	50	42	51	38	54	42	48	35	53	40	51	40	54	47	48	37	50	41	50	40	55	45	48	40	50	46	53	39	56	44	54	38	56	43	57	45	60	50	57	47	60	53
Somewhat agree	19	23	19	21	21	27	21	27	24	26	24	24	24	26	24	27	26	28	24	27	24	26	24	26	25	26	25	27	24	26	22	26	31	30	29	30	27	29	26	30	24	31	25	32	24	27	22	29	24	27	24	26
Somewhat disagree	10	13	9	12	9	13	7	12	10	13	8	12	11	13	11	11	11	16	8	16	12	14	10	11	9	14	8	13	11	14	10	11	10	13	9	10	9	14	7	13	9	13	9	10	8	12	8	10	8	11	7	8
Strongly disagree	10	15	8	11	11	17	8	13	11	19	9	15	8	17	5	13	9	15	8	12	7	16	7	11	10	18	8	14	10	15	9	13	6	12	6	9	6	13	5	8	7	14	5	10	5	13	4	8	5	12	4	9
dk/na	5	6	4	6	7	7	7	6	8	6	8	7	7	6	6	7	7	5	8	5	6	5	6	4	8	5	9	5	4	5	4	5	5	6	6	5	5	5	6	5	5	5	6	5	6	4	6	3	5	4	6	3
Premature birth or preterm birth																																																				
Strongly agree	46	32	50	36	42	29	46	32	40	31	44	35	43	33	46	38	44	31	50	34	46	35	48	39	43	33	46	37	43	35	48	41	44	33	46	37	44	34	46	38	45	32	49	37	45	36	49	40	44	38	47	44
Somewhat agree	26	29	27	29	32	28	30	30	30	30	28	30	30	31	31	31	28	30	26	31	27	29	27	30	27	27	27	29	30	27	30	27	32	31	30	32	32	29	32	30	29	30	28	30	28	31	29	32	31	29	32	29
Somewhat disagree	9	12	8	11	10	15	8	15	10	14	9	14	10	13	8	13	11	15	8	14	10	14	9	12	10	14	9	13	10	15	9	11	10	15	10	14	10	14	9	14	10	16	9	14	11	12	9	11	8	13	7	13
Strongly disagree	8	12	6	9	6	14	3	12	7	14	5	10	5	13	4	10	5	12	3	9	7	14	5	11	7	15	4	10	6	13	4	11	4	10	3	7	5	13	2	9	6	12	4	10	5	13	2	9	5	10	4	7
dk/na	11	14	9	14	12	13	12	12	13	11	14	11	11	10	12	9	13	11	14	12	11	9	10	8	13	12	13	11	10	10	9	10	10	11	11	10	9	10	10	9	11	10	11	9	11	8	11	8	12	10	11	8

Q.12

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

Specific Health Effects Caused by Smoking

	NOV-DEC 2000				MAR-APR 2001				JULY 2001				NOV-DEC 2001				JULY 2002				NOV-DEC 2002				JULY-AUG 2003				DEC 2003				NOV-DEC 2004				JULY-AUG 2005				FEB-MAR 2006				NOV-DEC 2006				NOV-DEC 2007			
	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ
Blood clots																																																				
Strongly agree	36	26	37	31	29	26	31	31	29	26	30	31	28	30	28	32	28	28	29	32	31	30	29	36	33	32	31	37	32	32	33	38	31	30	32	35	32	33	32	37	34	32	35	38	36	36	38	40	34	37	34	43
Somewhat agree	27	29	26	28	32	29	33	29	30	30	32	31	38	31	38	33	31	32	31	31	33	32	35	32	29	27	32	27	33	32	33	32	28	34	38	36	34	33	35	35	34	36	33	36	32	32	33	35	32	31	32	30
Somewhat disagree	14	18	14	19	12	15	10	14	15	14	13	11	13	15	14	13	18	16	14	14	13	15	12	14	11	14	12	12	13	13	13	11	12	14	12	13	13	14	11	11	12	15	11	11	12	14	11	11	14	14	13	11
Strongly disagree	8	13	7	10	8	13	7	11	8	14	6	11	6	12	4	9	8	11	7	8	8	12	8	8	9	13	9	9	8	13	6	9	5	9	4	5	7	10	6	8	6	9	5	7	7	10	7	7	6	9	5	7
dk/na	16	13	16	12	19	17	20	16	18	16	18	16	14	13	16	12	16	13	18	14	14	11	15	11	17	14	16	15	13	10	14	10	14	12	15	11	15	10	16	9	15	8	17	8	13	8	13	7	15	10	16	10
Miscarriages																																																				
Strongly agree	29	17	34	20	24	17	25	19	26	18	28	21	27	20	30	21	29	19	33	21	25	21	25	24	29	21	30	24	27	21	31	24	29	20	31	23	28	22	30	25	29	21	30	24	30	22	31	25	26	23	27	26
Somewhat agree	31	27	32	28	35	29	36	30	30	26	33	29	33	29	34	31	32	29	33	29	34	27	37	27	31	25	33	29	32	27	33	29	34	29	36	31	33	29	33	30	31	31	32	33	34	30	36	31	34	28	36	29
Somewhat disagree	14	19	12	19	13	19	11	20	15	19	13	17	16	17	16	19	16	21	13	20	18	19	16	20	11	17	10	16	16	21	13	17	16	20	14	19	15	19	13	19	14	19	13	15	16	21	14	21	18	19	16	18
Strongly disagree	10	19	8	15	10	19	8	18	10	19	7	13	8	18	5	15	8	16	6	13	8	19	6	15	11	21	8	16	10	18	9	14	7	14	6	10	11	17	8	14	9	17	6	14	7	17	5	12	7	16	5	12
dk/na	15	18	14	18	18	16	20	13	19	18	19	20	15	16	15	14	15	15	16	16	15	14	15	13	19	15	20	15	15	13	14	15	14	17	14	16	14	13	15	12	17	13	19	14	14	10	15	10	15	14	16	16
Impotence in men																																																				
Strongly agree	20	14	23	18	21	16	22	17	21	19	21	23	19	22	19	24	20	19	22	22	20	23	21	28	23	22	22	25	21	23	22	27	21	22	22	26	23	25	22	28	26	24	27	26	26	27	26	29	26	31	24	35
Somewhat agree	28	23	30	25	29	26	30	29	26	25	27	27	33	29	33	31	33	29	33	29	33	31	32	31	26	27	28	29	32	30	33	31	32	32	29	35	32	31	32	32	31	33	30	36	32	31	34	37	30	31	30	32
Somewhat disagree	18	19	17	19	14	18	12	16	15	17	17	16	17	17	19	15	19	18	18	18	17	15	16	14	15	16	15	17	17	16	17	15	19	18	20	18	18	17	17	18	15	16	15	15	15	16	13	15	17	14	18	13
Strongly disagree	15	26	12	20	15	23	10	19	15	23	10	17	11	18	8	15	11	22	8	17	11	19	11	16	12	21	11	16	12	19	9	14	9	15	8	9	9	16	7	13	10	17	7	13	8	18	6	14	8	15	6	11
dk/na	19	18	19	18	22	17	26	18	23	17	25	18	20	14	22	14	17	13	19	13	18	12	20	11	23	15	25	13	17	13	19	13	19	13	21	12	19	11	22	10	18	11	21	10	18	8	20	6	20	9	22	8
Stomach ulcers																																																				
Strongly agree	31	20	34	25	25	16	28	19	23	17	24	22	21	17	22	19	25	18	27	21	25	20	26	24	24	16	25	19	27	20	29	24	21	16	23	20	24	18	26	20	26	17	28	20	29	23	31	25	24	20	25	24
Somewhat agree	27	29	27	30	30	28	32	30	33	29	34	31	38	30	41	32	31	30	32	30	31	29	32	30	31	32	30	33	30	28	31	30	35	30	36	34	35	33	34	37	34	30	34	35	29	28	30	29	36	31	38	31
Somewhat disagree	16	21	15	19	17	21	15	19	20	20	20	18	19	22	18	20	19	24	19	23	19	21	19	21	19	21	19	20	21	22	20	19	19	24	19	22	18	22	17	21	17	27	16	24	22	23	19	24	18	23	17	22
Strongly disagree	12	21	9	17	14	21	9	19	13	21	10	17	12	21	8	17	12	19	10	15	13	21	11	17	13	21	11	16	12	20	8	17	10	19	6	14	12	19	9	16	11	18	8	15	8	20	6	16	8	16	7	12
dk/na	14	10	15	9	14	14	16	13	12	13	12	12	11	10	12	12	12	10	12	10	12	9	12	8	14	10	15	11	11	10	12	11	14	11	15	10	12	8	14	7	12	8	14	7	12	5	14	6	13	9	14	11

Q.12

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

Specific Health Effects Caused by Smoking

	NOV-DEC 2000	MAR-APR 2001	JULY 2001	NOV-DEC 2001	JULY 2002	NOV-DEC 2002	JULY-AUG 2003	DEC 2003	NOV-DEC 2004	JULY-AUG 2005	FEB-MAR 2006	NOV-DEC 2006	NOV-DEC 2007
	GP S NS PQ	GP S NS PQ	GP S NS PQ	GP S NS PQ	GP S NS PQ	GP S NS PQ	GP S NS PQ	GP S NS PQ	GP S NS PQ	GP S NS PQ	GP S NS PQ	GP S NS PQ	GP S NS PQ
Infertility													
Strongly agree	19 12 22 16	16 13 16 15	16 14 17 18	16 15 17 17	18 14 21 16	17 17 17 21	20 16 21 16	20 18 22 22	20 15 22 18	17 18 18 22	20 18 21 20	20 21 20 24	21 21 20 25
Somewhat agree	28 22 29 23	30 22 34 23	29 24 31 27	33 28 34 32	30 25 32 26	30 27 32 29	26 27 27 29	30 27 32 29	33 30 32 33	35 26 36 26	36 29 34 33	34 30 36 35	30 32 31 33
Somewhat disagree	18 24 17 24	18 22 15 21	20 22 19 21	20 19 21 18	23 24 20 24	21 22 20 21	17 21 15 21	20 20 19 17	20 23 21 23	19 25 19 26	18 22 18 20	20 21 19 19	20 17 20 15
Strongly disagree	16 27 11 22	14 24 10 21	13 21 10 15	13 24 9 20	11 22 8 18	14 22 12 19	15 22 13 19	15 23 12 19	9 16 8 13	12 19 10 15	11 20 8 16	11 19 9 13	10 18 7 15
dk/na	20 15 21 16	23 19 26 20	22 19 23 19	19 14 19 14	18 15 19 16	18 12 19 11	21 15 23 15	15 13 16 13	17 15 17 13	16 12 18 11	17 11 18 11	15 9 17 8	20 12 22 12
Bladder cancer													
Strongly agree	20 11 23 13	15 11 17 11	13 12 13 16	18 13 18 13	14 11 17 12	15 13 15 16	14 12 15 14	17 13 19 15	16 11 17 14	17 14 19 15	19 12 21 16	20 15 22 16	21 15 22 17
Somewhat agree	21 19 21 22	22 22 22 24	28 19 32 21	23 20 25 22	23 21 24 22	23 23 23 24	24 22 24 23	23 22 23 24	23 22 25 26	25 24 25 27	27 26 26 28	27 24 27 27	25 22 26 25
Somewhat disagree	23 26 22 24	22 22 21 21	22 25 22 25	27 25 28 27	26 26 25 28	27 25 27 23	23 24 23 24	25 25 25 24	28 27 27 27	25 27 24 26	23 26 24 24	23 28 22 28	21 25 19 23
Strongly disagree	15 26 12 22	16 25 13 21	14 23 11 18	14 24 10 20	15 25 12 20	15 23 14 20	16 25 14 20	16 24 13 21	11 20 9 16	13 21 12 17	12 20 8 17	11 21 9 18	13 23 10 18
dk/na	21 19 21 19	24 21 28 23	23 20 22 20	18 18 18 19	22 18 23 20	20 15 21 16	23 17 24 19	19 15 20 16	22 19 22 17	19 15 20 15	19 15 21 16	19 12 21 11	21 16 23 17
Gangrene													
Strongly agree	13 6 15 7	9 5 11 7	8 4 9 5	8 8 9 9	7 5 7 6	9 6 9 7	8 5 8 6	10 7 12 9	8 5 9 6	8 8 8 8	11 6 12 8	13 8 13 10	14 9 15 9
Somewhat agree	16 12 17 12	16 11 18 13	15 11 17 13	19 12 21 13	13 11 14 12	18 13 20 13	18 11 19 12	14 12 15 13	19 12 20 12	18 14 19 17	21 14 23 14	16 13 17 14	16 14 17 15
Somewhat disagree	22 23 21 23	19 21 19 21	20 23 21 24	24 21 26 20	24 24 24 24	25 22 26 22	20 23 19 22	23 24 23 24	26 26 27 29	23 25 23 27	23 26 23 24	24 24 24 25	21 22 20 18
Strongly disagree	26 41 23 38	29 38 23 34	28 41 24 35	28 40 24 39	30 41 27 37	26 43 22 41	26 40 25 37	31 39 27 34	25 36 21 31	30 37 26 33	23 36 20 35	23 39 19 34	23 38 20 37
dk/na	23 19 24 21	27 24 29 26	28 22 28 23	20 19 21 19	25 20 28 21	23 17 23 17	28 21 30 23	22 18 24 20	23 22 24 22	21 15 24 15	21 19 22 19	24 16 26 16	25 18 27 20
Alzheimer's Disease													
Strongly agree	11 5 12 6	5 3 7 4	4 3 5 4	6 3 6 3	4 3 5 3	5 5 5 6	6 5 6 5	5 6 6 5	5 2 6 3	4 5 5 5	7 4 8 5	7 7 6 8	7 5 7 7
Somewhat agree	15 10 15 12	14 11 16 14	14 12 14 16	17 15 17 17	15 12 16 14	16 11 18 12	13 11 14 12	16 12 18 13	18 16 19 18	20 12 21 16	22 12 23 14	22 13 22 14	19 16 21 19
Somewhat disagree	26 25 25 26	21 23 22 24	28 23 31 25	27 23 30 24	26 27 26 29	32 28 31 29	25 26 25 28	28 26 28 26	28 28 28 29	31 32 30 32	26 34 26 34	28 31 28 34	25 27 25 25
Strongly disagree	27 43 25 38	32 40 26 38	29 41 24 33	28 40 25 37	28 38 24 34	26 41 24 37	27 40 25 34	29 40 25 35	21 34 18 30	25 37 21 32	25 34 22 31	22 38 19 33	23 36 20 31
dk/na	22 16 23 17	27 22 29 21	26 21 26 22	21 18 22 19	27 19 29 21	21 16 23 16	29 19 30 21	21 17 23 19	28 19 29 20	20 14 23 15	20 16 20 16	22 11 25 12	27 16 27 18

Q.12

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

Specific Health Effects Caused by Smoking

	NOV-DEC 2000				MAR-APR 2001				JULY 2001				NOV-DEC 2001				JULY 2002				NOV-DEC 2002				JULY-AUG 2003				DEC 2003				NOV-DEC 2004				JULY-AUG 2005				FEB-MAR 2006				NOV-DEC 2006				NOV-DEC 2007			
	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ
Acne																																																				
Strongly agree	11	5	11	6	6	4	7	6	6	4	7	5	5	4	5	4	6	4	6	4	5	5	4	6	5	5	6	6	6	7	6	8	5	4	5	6	6	4	7	5	8	4	9	4	7	7	8	8	7	4	7	5
Somewhat agree	12	10	14	12	18	13	19	14	15	11	16	12	15	12	17	14	14	10	16	12	16	11	19	12	15	10	15	11	15	12	18	13	19	14	20	16	14	13	15	16	17	12	19	15	20	14	21	17	18	15	20	17
Somewhat disagree	26	26	25	27	21	23	23	23	25	22	28	23	29	24	30	24	29	26	29	26	31	27	30	27	24	23	25	24	28	27	27	25	30	29	31	32	29	29	28	31	30	30	30	30	29	29	29	31	28	29	28	30
Strongly disagree	33	46	30	41	33	43	27	40	32	46	27	41	31	45	27	41	30	45	26	41	30	46	29	42	31	47	27	42	33	42	28	38	26	38	22	30	32	42	28	36	26	42	21	38	24	41	20	36	26	36	24	32
dk/na	18	13	20	14	22	17	25	18	22	18	22	19	19	15	21	17	21	15	24	17	17	12	18	13	24	16	27	17	18	13	20	15	20	15	22	15	18	11	22	12	19	12	21	13	20	10	22	8	20	15	20	16
Multiple Sclerosis																																																				
Strongly agree	10	5	11	5	6	4	7	5	4	3	5	4	5	4	5	5	5	4	5	4	5	5	5	6	6	6	5	6	6	5	6	5	5	3	6	4	5	5	5	6	5	4	6	5	8	6	8	6	5	7	6	9
Somewhat agree	12	11	10	13	12	11	12	11	14	11	16	11	16	12	17	12	16	13	16	15	15	14	15	16	11	10	12	11	14	13	16	14	14	13	14	15	16	13	16	15	15	13	16	15	18	14	18	16	17	13	18	15
Somewhat disagree	27	24	28	24	19	22	18	22	25	24	26	24	26	22	28	22	23	24	23	24	27	23	28	23	22	24	21	26	26	25	26	26	29	28	30	27	26	26	26	27	29	29	29	30	27	28	26	28	28	24	28	22
Strongly disagree	24	37	23	33	31	35	27	33	25	34	22	31	29	38	25	37	27	35	25	31	25	36	24	33	28	36	26	32	28	35	25	30	21	31	18	30	26	35	22	33	23	31	19	28	21	33	20	30	21	36	18	32
dk/na	27	24	28	25	32	28	36	29	31	27	32	30	24	24	25	25	29	24	32	26	27	22	28	22	34	25	36	26	26	22	26	24	31	24	32	24	28	20	31	19	27	23	30	22	26	19	27	21	29	20	31	22
Hepatitis																																																				
Strongly agree	8	5	9	6	6	4	7	4	5	3	5	4	5	3	5	3	5	4	5	5	4	4	4	4	6	4	6	3	6	5	6	6	5	4	5	3	5	3	5	3	6	3	6	3	6	5	6	6	5	5	4	7
Somewhat agree	14	9	15	10	12	10	13	10	12	10	12	11	14	9	16	10	11	8	13	8	14	10	14	12	10	9	11	11	13	10	15	10	14	11	14	11	15	12	16	15	13	11	14	12	17	10	19	11	13	11	13	11
Somewhat disagree	20	23	20	22	21	22	20	22	24	24	25	26	24	25	26	24	26	25	25	27	26	24	26	24	25	23	23	24	28	26	28	28	27	26	29	28	25	24	25	22	26	27	27	28	28	27	28	29	26	23	27	24
Strongly disagree	34	44	31	44	35	41	30	41	34	41	32	35	34	44	28	44	34	44	31	41	35	48	33	47	33	47	31	43	35	44	31	39	32	42	30	39	35	46	30	46	34	44	31	43	30	46	28	43	34	47	32	42
dk/na	24	19	24	19	26	23	29	23	25	22	26	24	23	19	25	19	24	18	26	18	21	14	22	13	27	18	29	19	19	15	20	16	22	17	22	18	20	14	23	14	20	16	22	15	19	11	19	11	22	13	23	15
Arthritis																																																				
Strongly agree	9	5	10	6	5	4	6	6	5	4	5	5	5	4	5	4	5	4	4	5	6	5	7	6	4	5	5	5	6	5	7	7	5	4	6	5	4	4	4	4	7	5	7	5	7	6	7	6	4	7	4	8
Somewhat agree	15	9	16	11	17	13	18	13	15	11	16	12	18	13	20	15	15	11	17	12	17	14	17	16	16	12	17	13	15	14	16	15	17	14	19	16	17	14	19	17	19	13	21	16	20	14	21	18	20	14	21	16
Somewhat disagree	27	29	25	29	26	24	28	25	27	27	28	30	29	27	30	27	31	30	31	30	30	29	30	29	27	27	25	30	31	27	32	27	33	32	32	34	32	30	31	31	32	33	33	34	31	31	30	33	31	25	30	25
Strongly disagree	31	44	29	40	32	42	26	40	31	42	28	34	29	42	25	41	30	40	26	37	30	41	28	39	30	43	29	38	30	41	26	36	25	35	22	30	30	40	26	36	24	37	20	32	25	40	22	34	25	40	23	35
dk/na	17	12	20	14	20	17	22	16	22	16	23	19	19	14	20	14	19	15	22	16	17	11	19	10	22	13	24	14	18	13	19	15	20	15	20	15	17	11	20	12	18	13	19	13	18	9	20	10	21	14	22	16

Q.12

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

D. Specific Health Effects Caused by Second-hand Smoke

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

Majorities of Canadian adults strongly agree that second-hand smoke can cause asthma attacks in children (67%), lung cancer in non-smokers (63%), and bronchitis (61%) and chest infections in children (56%). Fewer than half strongly agree that second-hand smoke can cause heart disease in non-smoking adults (36%), strokes in non-smoking adults (28%), SIDS (Sudden Infant Death Syndrome) or crib death (20%), and ear infections in children (17%). Few strongly agree that second-hand smoke can cause Alzheimer's Disease (6%), Multiple Sclerosis (5%) and arthritis (4%) in non-smoking adults.

Majorities of adult smokers strongly agree that asthma attacks (58%) and bronchitis in children (50%) can be caused by second-hand smoke; more than four in ten each strongly agree that chest infections in children (47%) and lung cancer in non-smokers (46%) can be caused by second-hand smoke. One-third or fewer say the

same about heart disease in non-smoking adults (33%), strokes in non-smoking adults (22%), ear infections in children (17%), SIDS (16%), and Multiple Sclerosis (5%), arthritis (4%) and Alzheimer's Disease (3%) in non-smoking adults.

The results of the current survey indicate that there has been a decrease since November-December 2006 in the number of adult Canadians who strongly agree that heart disease in non-smoking adults can be caused by second-hand smoke. Comparison with the November-December 2000 baseline survey suggests that there have been declines in the proportions of Canadian adults who strongly agree that ear infections in children, and arthritis and heart disease in non-smoking adults, can be caused by second-hand smoke; however, there has been an increase in the number who strongly agree that lung cancer in non-smokers can be caused by second-hand smoke.

Among adult smokers, the current results suggest that there has been an increase since the November-December 2006 survey in the number who strongly agree that second-hand smoke can cause asthma attacks in children. Comparison with the November-December 2000 baseline survey suggests that there have been

increases in the proportions of adult smokers who strongly agree that strokes and heart disease in non-smoking adults, lung cancer in non-smokers, and asthma attacks and bronchitis in children can be caused by second-hand smoke.

Female smokers are more likely than other smokers to strongly agree that second-hand smoke can cause asthma attacks (64%), chest infections (53%), bronchitis (55%) and SIDS (21%) in children, and lung cancer in non-smokers (50%), as are younger adult smokers. Younger adult smokers (aged 18 to 34) are also more likely to strongly agree that second-hand smoke can cause strokes and heart disease in non-smoking adults. Older smokers (55 or older) are less likely to strongly agree that second-hand smoke can cause most of these health effects and conditions, such as asthma attacks, chest infections and bronchitis in children, and heart disease and lung cancer in non-smokers.

Potential quitters are more likely than "hard-core" smokers to strongly agree that second-hand smoke causes most of these health effects and diseases in non-smokers. Occasional smokers are more likely to strongly agree that second-hand smoke can cause chest infections (60%) and asthma attacks (70%) in children.

Note: When referring to "younger" and "older" adult smokers throughout the report, we are referring to general age ranges as opposed to one specific age group.

Specific Health Effects Caused by Second-hand Smoke

	NOV-DEC 2000				MAR-APR 2001				JULY 2001				NOV-DEC 2001				JULY 2002				NOV-DEC 2002				JULY-AUG 2003				DEC 2003				NOV-DEC 2004				JULY-AUG 2005				FEB-MAR 2006				NOV-DEC 2006				NOV-DEC 2007							
	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ				
Asthma attacks in children																																																								
Strongly agree	67	52	71	52	65	51	70	55	58	47	63	54	62	52	65	58	58	48	62	54	66	55	68	59	61	49	65	53	64	52	68	57	60	49	64	55	59	50	62	56	64	50	67	54	65	52	68	56	67	58	70	61				
Somewhat agree	22	31	21	30	23	29	21	28	26	32	24	30	28	29	26	28	29	33	26	30	24	29	23	27	26	32	25	32	26	30	23	27	29	34	26	33	31	32	31	30	26	34	24	32	23	30	21	31	25	28	23	27				
Somewhat disagree	3	6	3	6	5	10	4	9	5	7	4	7	5	8	5	6	5	7	4	7	5	6	5	6	5	7	4	5	5	7	4	6	7	7	5	5	5	8	3	7	5	7	4	7	6	7	4	5	3	6	3	5				
Strongly disagree	4	8	3	9	5	8	3	6	6	10	4	5	4	8	2	5	5	8	4	6	3	7	2	6	4	10	3	8	3	9	3	7	2	7	2	5	4	7	2	5	3	7	1	5	4	10	3	7	2	6	1	5				
dk/na	3	3	2	3	3	3	3	2	5	4	6	4	2	3	3	3	3	3	4	2	2	3	2	2	4	2	3	2	2	2	2	2	3	3	3	1	2	3	2	2	3	2	3	2	3	1	3	1	3	2	2	2				
Lung cancer in non-smokers																																																								
Strongly agree	59	38	64	43	56	34	62	38	51	35	59	41	52	34	58	38	51	32	59	37	64	46	68	52	59	39	63	42	63	46	69	52	57	40	62	46	60	42	65	49	59	40	66	46	64	44	70	49	63	46	68	49				
Somewhat agree	26	34	26	32	29	33	27	34	31	32	29	34	33	36	32	37	32	37	29	38	25	32	24	30	29	35	28	35	26	32	23	30	33	37	30	36	28	34	27	34	28	37	25	35	23	32	23	31	27	32	24	30				
Somewhat disagree	6	10	4	11	6	15	5	13	9	12	7	10	7	14	6	12	8	14	5	11	6	10	5	10	5	12	3	11	6	9	5	7	6	12	5	10	6	13	4	10	5	11	4	11	6	12	3	12	5	11	4	12				
Strongly disagree	7	15	4	11	6	13	3	12	8	17	4	10	6	13	3	11	6	13	3	11	4	10	3	7	4	12	4	9	5	11	3	9	3	10	2	6	4	10	3	7	5	10	3	7	4	11	3	6	3	8	2	6				
dk/na	3	3	1	3	2	4	3	4	2	4	1	4	2	3	2	3	3	3	3	3	1	2	1	1	2	2	2	2	1	2	1	2	1	2	1	2	1	1	1	*	2	2	3	1	2	2	1	2	2	3	2	3				
Bronchitis in children																																																								
Strongly agree	60	45	64	50	58	42	60	49	52	39	56	47	54	46	58	52	52	41	58	47	56	45	58	49	56	44	59	47	54	46	57	51	55	40	59	46	58	44	61	51	57	44	59	51	60	48	63	52	61	50	64	55				
Somewhat agree	26	31	25	32	29	34	29	32	31	33	30	32	32	33	31	32	34	37	29	36	30	35	29	34	31	34	30	34	31	34	30	31	31	38	28	37	29	35	29	34	30	39	29	36	28	32	27	32	28	31	27	30				
Somewhat disagree	5	9	4	7	5	9	4	7	6	9	5	8	6	8	7	6	5	10	5	8	7	8	7	7	5	9	4	7	7	9	6	7	7	9	7	7	6	10	5	8	6	8	6	7	6	9	4	8	4	9	3	7				
Strongly disagree	5	10	4	7	5	10	3	9	7	13	4	7	4	8	1	6	4	9	4	7	5	9	5	7	3	9	3	7	5	9	4	8	4	8	4	5	4	7	3	5	4	7	3	4	4	9	3	6	3	6	2	5				
dk/na	4	5	3	5	3	5	4	4	4	6	4	6	4	4	3	3	4	4	5	3	2	4	2	3	4	4	4	5	3	2	3	2	3	4	3	4	3	3	3	2	3	3	3	2	3	2	3	1	4	4	4	3				
Chest infections in children																																																								
Strongly agree	57	42	60	48	53	40	57	44	49	38	51	45	47	42	51	48	50	37	56	42	54	44	57	50	52	43	55	47	53	44	55	48	52	41	55	48	52	42	55	50	52	41	55	47	53	46	57	52	56	47	58	50				
Somewhat agree	27	35	26	33	31	34	30	31	31	32	32	33	35	34	36	34	34	37	30	36	32	35	30	34	34	35	33	35	31	34	31	33	35	37	33	35	34	35	33	33	34	39	33	38	35	33	33	31	32	33	32	33				
Somewhat disagree	6	8	5	6	5	10	4	10	7	10	6	8	7	9	6	8	6	12	5	10	6	9	5	8	6	9	4	6	9	10	8	8	7	11	6	9	8	10	7	8	6	8	5	6	5	9	4	9	6	9	6	7				
Strongly disagree	6	11	5	9	6	10	4	8	8	13	5	7	6	10	3	6	5	9	4	7	4	9	4	5	4	11	4	8	5	9	3	8	3	8	3	5	3	9	2	6	5	9	3	6	4	10	3	6	2	7	2	6				
dk/na	5	4	4	4	4	6	5	6	5	6	6	7	4	5	3	4	4	5	4	5	4	4	4	4	4	4	4	4	4	3	4	3	3	3	3	3	3	4	4	2	3	4	3	3	4	3	4	3	3	3	3	2	3	3	3	4

* Less than one percent

Q.13

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

Specific Health Effects Caused by Second-hand Smoke

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

Q.13

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

Specific Health Effects Caused by Second-hand Smoke

	NOV-DEC 2000				MAR-APR 2001				JULY 2001				NOV-DEC 2001				JULY 2002				NOV-DEC 2002				JULY-AUG 2003				DEC 2003				NOV-DEC 2004				JULY-AUG 2005				FEB-MAR 2006				NOV-DEC 2006				NOV-DEC 2007			
	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ
Alzheimer's Disease in non-smoking adults																																																				
Strongly agree	9	4	11	4	4	3	5	3	3	2	4	3	5	3	5	3	4	3	4	3	5	4	5	6	5	4	5	4	5	4	4	5	5	3	6	3	3	4	4	4	7	4	8	5	5	5	5	7	6	3	6	4
Somewhat agree	10	8	10	10	12	8	13	9	9	8	10	11	11	8	12	10	11	8	12	9	13	8	14	9	12	8	13	9	14	10	16	12	16	11	17	12	17	12	18	13	16	11	17	13	19	13	21	15	14	10	16	12
Somewhat disagree	26	23	26	25	23	20	25	21	27	24	29	24	28	25	30	26	28	26	29	28	30	24	31	25	27	23	25	25	30	26	31	25	32	30	31	32	29	28	30	28	29	30	30	31	30	29	30	29	28	26	29	26
Strongly disagree	36	52	33	47	37	51	29	47	35	49	29	43	37	49	32	47	35	48	30	44	34	50	30	46	32	51	30	46	34	46	29	43	27	41	24	37	33	44	29	43	30	42	27	39	27	43	23	39	29	47	26	43
dk/na	19	13	20	14	24	18	27	20	25	17	28	19	19	14	21	14	22	15	25	16	18	13	20	13	24	14	27	16	18	13	19	15	21	15	22	16	17	11	19	12	18	12	19	13	18	10	20	10	23	13	23	15
Multiple Sclerosis in non-smoking adults																																																				
Strongly agree	8	4	10	5	3	3	3	3	4	2	4	3	4	3	5	3	4	3	4	3	3	3	3	3	5	3	5	3	4	5	4	6	4	3	5	3	3	4	4	5	6	4	7	4	5	5	5	6	5	5	5	7
Somewhat agree	9	7	10	8	10	8	10	9	11	9	11	11	10	9	11	9	13	10	14	11	14	9	15	11	10	10	11	11	14	11	15	11	14	12	16	14	16	12	16	13	13	10	15	11	17	11	18	13	15	10	16	11
Somewhat disagree	28	23	29	25	22	20	24	18	25	24	26	24	31	25	33	26	28	25	28	26	28	24	30	26	27	24	25	25	28	25	30	25	32	28	32	27	29	27	30	26	28	30	27	31	29	29	30	32	26	26	26	26
Strongly disagree	33	48	31	43	37	47	30	44	34	46	29	40	34	45	28	42	31	44	28	41	32	47	29	43	31	45	29	41	32	42	28	40	25	38	22	36	31	43	26	41	29	40	25	37	26	41	22	35	26	43	23	40
dk/na	21	18	21	18	28	22	32	25	26	19	28	22	21	18	23	19	23	18	27	20	23	17	23	17	27	19	30	20	21	17	23	18	25	19	25	19	21	15	24	15	23	16	26	17	24	14	25	15	27	15	29	17
Arthritis in non-smoking adults																																																				
Strongly agree	8	5	10	5	4	3	4	4	5	3	5	4	3	2	4	2	3	2	3	3	4	4	4	5	6	3	7	4	4	4	3	4	5	2	6	2	5	3	6	3	6	4	6	5	6	5	6	6	4	4	4	6
Somewhat agree	10	6	11	8	9	7	10	7	9	6	10	8	12	8	12	10	13	9	13	10	11	9	11	11	12	8	12	9	11	9	13	10	14	10	15	11	14	12	14	13	14	9	16	12	15	10	16	12	16	11	17	11
Somewhat disagree	27	25	28	27	27	22	29	23	29	24	30	28	32	25	36	25	29	26	30	28	32	27	33	28	26	25	25	25	32	26	33	26	33	30	36	32	32	27	35	28	31	29	31	30	33	30	35	32	27	27	27	27
Strongly disagree	38	54	34	49	38	52	30	48	37	52	31	42	37	53	31	51	37	51	31	48	37	50	35	46	35	53	32	49	36	48	32	44	27	42	23	39	35	50	28	47	32	45	27	43	28	47	23	43	32	47	30	44
dk/na	16	10	18	11	22	16	26	18	20	14	23	17	16	12	18	13	19	12	23	12	16	10	18	11	21	11	23	13	17	13	19	15	20	16	20	16	15	8	17	9	17	12	19	12	18	7	20	8	21	11	23	12

Q.13

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

E. Health Effects Caused by Hydrogen Cyanide

When asked, top-of-mind, two-thirds of Canadian adults (65%) say they cannot name any specific health effects or diseases that can be caused by hydrogen cyanide. Another six percent say hydrogen cyanide does not cause any health effects or diseases. Death (10%) is the most common response offered by those mentioning a specific effect, followed by cancer in general (7%). Thirty-three percent mention some other health effect or disease that can be caused by hydrogen cyanide.

More than one-half of adult smokers (56%) cannot name any health effects that can be caused by hydrogen cyanide, and 16 percent say there are no health effects. Smaller proportions mention death (8%), cancer in general (6%) and lung disease/cancer (5%). Twenty-seven percent mention other effects.

The results of the current survey find that the number of Canadian adults who now say hydrogen cyanide does not cause any health effects or diseases has decreased by five points since November-December 2006, and is a total of 25 points lower than that found in the baseline survey. The number of Canadian adults who cannot name any specific health effects or diseases that can be caused by hydrogen cyanide is three points higher than that found in the November-December 2006 survey, and is a total of 22 points higher than that found in the baseline survey.

As well, the results of the current survey find that the number of adult smokers who now say hydrogen cyanide does not cause any health effects or diseases is down four points from the number found in November-December 2006, and is a total of 11 points lower than

that found in the baseline survey. The number of adult smokers who cannot name any specific health effects or diseases that can be caused by hydrogen cyanide is up three points from that found in November-December 2006, and is essentially unchanged from that found in the baseline survey.

Smokers under the age of 55 (54%) and potential quitters are less likely than others to say that they cannot name any specific health effects or conditions caused by hydrogen cyanide. Those who have never tried to quit (23%) are more likely than others to say that hydrogen cyanide does not cause any health effects or diseases; smokers under 45 years of age are somewhat more likely than smokers aged 45 and older to say the same.

Health Effects Caused by Hydrogen Cyanide

	NOV-DEC 2000				MAR-APR 2001				JULY 2001				NOV-DEC 2001				JULY 2002				NOV-DEC 2002				JULY-AUG 2003				DEC 2003				NOV-DEC 2004				JULY-AUG 2005				FEB-MAR 2006				NOV-DEC 2006				NOV-DEC 2007							
	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ				
Death	12	9	14	10	12	8	13	9	10	7	11	9	10	8	10	10	8	6	9	8	9	7	10	6	8	7	8	7	10	8	9	8	10	8	11	8	8	8	8	10	8	9	9	11	7	8	7	10	10	8	11	10				
Cancer – general	2	2	3	2	3	2	4	2	4	2	4	3	5	2	5	3	5	4	5	5	6	5	6	5	7	4	8	4	7	6	7	7	6	5	6	5	5	6	5	8	7	6	7	8	6	5	6	6	7	6	7	7				
Lung disease/cancer	2	1	2	2	4	3	4	4	4	4	4	5	4	3	4	4	4	4	4	4	7	8	7	9	5	7	5	8	4	5	4	6	3	5	3	6	6	9	6	10	4	6	4	7	5	5	5	7	4	5	4	6				
Respiratory problems/loss of breath	1	1	1	1	3	2	3	2	4	4	3	5	2	3	2	3	4	5	4	7	4	4	4	4	5	5	5	4	4	5	4	6	4	4	4	4	3	3	3	4	4	2	5	3	3	2	2	3	4	3	3	3				
Heart disease/attack	2	1	1	1	2	2	2	3	2	2	2	3	3	2	3	3	3	3	3	3	4	5	4	5	3	4	3	4	3	5	2	6	3	4	3	5	4	5	3	5	3	5	2	5	3	4	4	5	4	3	4	4				
Brain damage/memory loss/stroke	2	1	2	1	1	1	1	1	2	2	2	2	2	3	2	3	1	1	2	2	3	2	3	3	2	3	2	5	2	3	3	4	3	4	3	4	2	3	2	3	2	5	2	5	1	2	1	3	3	2	3	3				
Damage to cells/artries/blood	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	2	1	1	1	2	3	2	2	3	1	2	1	3	2	2	2	2	2	1	2	2	1	2	1	2	2	2	2	2	1	1	2	1	2	2	2	2				
Poisoning	3	2	2	2	2	2	1	2	1	2	1	2	1	1	1	1	2	1	2	1	2	1	2	2	1	1	1	1	3	1	3	1	2	1	2	1	2	1	2	1	1	1	1	1	1	1	1	1	2	1	2	1				
Lung damage	*	*	*	*	-	-	-	-	-	-	-	-	2	2	2	2	1	1	1	1	1	1	2	1	*	1	*	1	1	1	1	1	2	1	2	2	1	1	2	*	1	1	1	1	1	1	1	1	2	1	2	1				
Headache	3	1	3	1	1	1	1	1	2	1	2	1	1	2	1	2	2	2	2	2	2	3	2	3	2	1	3	1	1	2	*	2	1	2	1	2	1	1	1	1	1	2	1	2	1	2	1	2	1	2	*	2				
Dizziness	1	*	1	*	*	*	1	*	1	1	1	1	1	1	1	1	2	1	1	1	2	2	1	2	1	2	*	2	1	1	1	1	1	1	*	1	*	1	*	1	1	1	1	2	1	1	1	1	1	2	1	1				
Stomach aches	1	1	1	*	1	*	1	*	1	*	1	1	1	1	1	1	1	1	2	1	1	*	1	*	1	1	1	1	1	1	1	1	1	1	1	1	*	1	*	2	1	1	1	1	1	1	2	*	1	1	1	1				
Emphysema	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	1	*	1	1	2	2	2	1	2	1	3				
Damage to nervous system	1	*	1	*	*	-	*	*	-	-	-	-	*	*	1	*	1	1	1	1	1	1	1	1	1	1	1	1	-	*	-	*	1	*	1	*	-	-	-	-	1	*	1	*	1	1	*	1	*	-	*	-	1	*	*	-
Weakness	1	*	1	*	*	*	*	*	*	-	*	-	1	1	1	1	1	*	1	*	1	1	*	*	*	*	*	-	-	1	-	*	-	1	-	1	*	*	*	-	*	*	-	*	*	1	*	1	1	1	1	1				
Mouth cancer/disease	*	-	*	-	*	*	*	*	-	*	-	*	1	*	1	*	1	*	1	1	1	1	*	2	1	1	1	1	1	1	1	1	*	*	1	*	*	1	*	1	1	1	1	1	*	*	*	*	1	2	1	2				
Burning in body/organs	-	-	-	-	*	-	*	-	1	*	1	-	-	-	-	-	*	-	*	-	*	*	1	1	*	1	*	1	1	*	1	*	1	*	1	-	*	*	*	*	-	*	-	-	*	-	*	-	1	*	1	1				
Throat cancer	*	*	1	1	1	*	1	-	*	1	*	1	*	*	1	*	1	*	1	1	1	1	1	1	1	1	1	1	1	1	1	1	*	*	1	*	*	1	*	*	1	*	1	*	1	*	1	*	*	*	-	*				
Liver cancer/disease	*	*	*	*	*	-	*	-	*	*	*	-	-	*	-	*	-	*	-	*	*	*	1	*	1	*	1	*	1	1	1	1	*	1	-	1	*	*	*	*	1	1	1	1	1	*	1	*	*	*	*	*				
Vertigo	*	-	*	-	*	*	*	*	1	*	1	*	1	1	*	1	1	*	*	1	*	1	*	1	1	1	1	1	*	1	*	1	*	1	*	1	*	*	*	*	*	*	*	*	1	*	1	*	*	1	*	1				
Addiction	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	1	-	*	*	1	*	1	*	2	*	1	*	1	1	1	1	1	1	*	1	1	*				
Nausea	1	1	1	*	*	*	*	*	1	1	*	*	1	1	*	1	1	1	1	1	*	1	*	1	1	1	*	1	*	*	*	*	1	1	1	1	*	1	-	1	*	1	*	1	*	1	1	1	*	1	*	1				
Pregnancy/complications	*	*	*	*	*	-	*	-	1	*	1	*	1	*	1	*	-	-	-	-	*	*	1	*	*	1	1	*	*	*	*	-	*	*	*	*	*	*	*	*	-	*	-	*	*	*	1	*	-	-	-	-				
Other	1	2	1	2	1	1	1	1	1	2	1	2	2	1	3	1	3	2	3	2	2	1	2	1	1	1	1	1	3	4	3	5	4	7	4	8	4	2	4	2	4	5	4	6	3	2	3	1	2	2	2	2				
None	31	27	28	25	26	31	24	31	13	11	11	10	17	16	15	15	8	6	6	7	5	9	4	8	7	9	7	8	5	5	5	5	3	5	3	4	9	10	9	10	4	4	5	3	11	20	11	20	6	16	6	17				
dk/na	43	54	42	53	49	50	49	49	62	67	63	64	57	62	58	60	66	61	67	59	64	61	64	61	64	62	65	63	64	66	65	64	69	69	68	67	65	61	65	59	66	64	67	61	62	53	62	49	65	56	65	52				

* Less than one percent

Q.36

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

A. Recall and Reads per Day

An overwhelming majority of Canadians (91%) say they have seen health warning messages on cigarette packages. Adult smokers (99%) express virtually unanimous recall.

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

Seven in ten Canadian adults (70%) say they have seen, read or heard about the health warning messages that began appearing on cigarette packages in Canada at the beginning of 2001, and another six percent say they may have. Two in ten (21%) say they have not. Ninety-two percent of adult smokers say they have seen them, and two percent say they may have. Only six percent of smokers say they have not seen them.

It should be noted that, in the November-December 2002 survey and all subsequent surveys, when asked about “health warning messages that are now on cigarette packages in Canada” in this question, respondents were provided with the additional explanatory

phrase “that is, the new messages that began appearing on cigarette packages at the beginning of 2001” in order to clarify the meaning of the question.

Comparison with the baseline survey shows that awareness of the health warning messages that began appearing on cigarette packages at the beginning of 2001 remains considerably higher in the current survey than that found in November-December 2000 (up 34 points among adult Canadians and 47 points among adult smokers), when respondents were asked about “health warning messages that might appear on cigarette packages in the near future.”

Recall of Health Warning Messages on Cigarette Packages

	NOV-DEC 2000				MAR-APR 2001				JULY 2001				NOV-DEC 2001				JULY 2002				NOV-DEC 2002				JULY-AUG 2003				DEC 2003				NOV-DEC 2004				JULY-AUG 2005				FEB-MAR 2006				NOV-DEC 2006				NOV-DEC 2007			
	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ				
Yes	90	98	86	99	88	98	84	98	87	99	82	99	89	100	86	100	90	100	86	100	92	99	89	100	90	99	88	99	92	99	89	99	92	100	90	100	90	99	87	99	90	99	87	99	90	99	88	99	91	99	89	100
No	10	2	14	1	11	2	15	2	12	1	17	1	11	*	14	*	10	*	14	*	8	*	10	*	8	1	11	1	8	1	10	1	8	*	10	*	10	1	13	1	9	1	12	1	9	1	11	1	8	1	10	*

* Less than one percent

Q.14

Have you ever seen health warning messages on cigarette packages?

Awareness of Current Health Warning Messages on Cigarette Packages

	NOV-DEC 2000				MAR-APR 2001				JULY 2001				NOV-DEC 2001				JULY 2002				NOV-DEC 2002				JULY-AUG 2003				DEC 2003				NOV-DEC 2004				JULY-AUG 2005				FEB-MAR 2006				NOV-DEC 2006				NOV-DEC 2007							
	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ
Yes	36	45	30	46	74	87	69	89	71	82	66	85	67	84	63	85	64	80	58	81	69	88	63	91	69	89	69	90	75	89	70	91	70	85	66	86	75	90	69	91	71	88	66	88	67	89	64	90	70	92	66	95				
Maybe	4	3	5	3	4	2	5	2	6	3	7	3	5	2	5	2	3	2	3	2	6	2	7	2	6	2	8	2	4	3	5	2	6	3	7	3	5	3	6	2	6	2	6	2	9	3	10	2	6	2	7	1				
No	60	52	65	51	21	10	26	8	22	13	26	11	28	13	31	12	31	17	36	17	23	9	28	6	22	8	26	8	20	7	23	7	22	11	25	10	18	7	22	6	23	10	26	9	22	7	24	6	21	6	24	3				

Q.15

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

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

Note: Slightly different question wording as of November-December 2002

Three-quarters of Canadian adults (75%) say they have seen these health warning messages on cigarette packages themselves; one-quarter (24%) have not.

Adult smokers are more likely than Canadian adults in general to say they have seen these health warning messages on cigarette packages themselves; 97 percent say they have seen them, and three percent say they have not.

The number of adult Canadians who have seen these warning messages on cigarette packages is essentially unchanged from that found in November-December 2006, and is 16 points higher than in March-April 2001. The number of adult smokers who say they have seen these warning messages on cigarette packages is similar to that found in November-December 2006, and is 11 points higher than that found in March-April 2001.

Among adult smokers, 93 percent say they have seen these health warning messages on their main brand of cigarettes; just six percent have not.

The current survey finds no significant change since November-December 2006 in the number of adult smokers who have seen these health warning messages on their main brand. However, this number is a total of 33 points higher than that found in March-April 2001.

Seven percent of Canadian adults report that they look at or read health warning messages on cigarette packages several times a day, and eight percent do this about once a day. One-half (a total of 50%) look at or read these health warning messages less frequently, including 33 percent who say they do this less than once a week. One-third (34%) say they never look at or read these health warning messages.

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

	MAR-APR 2001	JULY 2001	NOV-DEC 2001	JULY 2002	NOV-DEC 2002	JULY-AUG 2003	DEC 2003	NOV-DEC 2004	JULY-AUG 2005	FEB-MAR 2006	NOV-DEC 2006	NOV-DEC 2007
Yes	60	71	87	85	96	94	94	93	94	91	92	93
No	38	27	12	14	4	6	5	5	5	7	7	6
dk/na	2	2	1	1	*	1	1	1	1	1	1	1

* Less than one percent

Q.17

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

Subsample: Smokers

Note: Slightly different question wording as of November-December 2002

Have Seen Current Health Warning Messages on Cigarette Packages

	MAR-APR 2001				JULY 2001				NOV-DEC 2001				JULY 2002				NOV-DEC 2002				JULY-AUG 2003				DEC 2003				NOV-DEC 2004				JULY-AUG 2005				FEB-MAR 2006				NOV-DEC 2006				NOV-DEC 2007			
	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ				
Yes	59	86	48	88	59	87	49	89	60	90	51	91	63	86	54	87	75	96	68	97	75	95	70	96	78	96	73	97	77	96	72	97	77	97	71	98	75	95	69	96	72	96	66	96	75	97	70	97
No	40	13	51	11	38	12	49	10	39	9	47	9	36	13	45	13	25	3	31	2	23	4	29	3	21	3	26	3	21	3	26	2	22	2	28	2	25	4	30	3	27	4	32	3	24	3	28	2
dk/na	1	1	1	*	2	2	2	2	1	1	1	1	1	1	1	1	1	1	1	1	2	1	2	1	1	*	1	*	2	1	2	*	1	*	1	*	1	1	1	1	1	1	1	1	2	1	2	*

* Less than one percent

Q.16

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

Note: Slightly different question wording as of November-December 2002

Among adult smokers, 22 percent say they look at or read health warning messages several times a day, and 14 percent say once a day. A total of 41 percent look at them less frequently, including 18 percent who say they do this less than once a week. Twenty-two percent say they never look at them.

There has been no significant change since November-December 2006 in the number of adult smokers who say they look at or read health warning messages on cigarette packages several times a day. However, the number of adult smokers who say they look at or read health warning messages on cigarette packages several times a day in the current survey is a total of 14 points lower than that found in the baseline survey, and the number who say they never look at the messages is eight points higher.

When asked, top-of-mind, what the health warning messages now appearing on cigarette packages in Canada look like (without looking at a cigarette package), the largest proportion of Canadian adults say they have pictures (32%), or more information than

before or more specific information about the health effects of smoking (18%). Smaller numbers mention pictures/diseases of mouth/teeth (9%), gross or disgusting images (9%), and tougher, stronger messages (5%). Sixty-four percent mention some other aspect, and 20 percent offer no answer.

Adult smokers are more likely than adults in general to mention that the health warning messages on cigarette packages have pictures or information about health effects. A total of 49 percent of adult smokers mention pictures, and 29 percent mention more information about health effects. Smaller numbers mention gross graphics (9%), pictures/diseases of mouth/teeth (9%), children/kids/babies (6%), tougher, stronger messages (5%), writing in general (5%) and pictures of pregnant women (5%). Fifty-four percent mention something else and six percent offer no answer.

It should be noted that, in surveys prior to November-December 2002, respondents were asked about “new health warning messages” in this and other questions dealing directly with the awareness,

content or effect on behaviour of these messages. As of the November-December 2002 survey, this wording was altered to refer to “health warning messages that are now on cigarette packages in Canada” in all of these questions.

While there has been little change since November-December 2006 in the proportions of adult smokers who mention pictures in general or any of the more specific messages, the proportion of adult Canadians mentioning pictures has declined and there have been marginal increases in the mentions of specific images. The proportion of adult smokers mentioning information about health effects is up six points from November-December 2006. For both adult Canadians and adult smokers, the numbers mentioning pictures are still lower than those found in March-April 2001 (by 16 points among Canadians in general and 11 points among adult smokers), while the numbers mentioning such messages or images as heart/heart disease, lung cancer/diseases, pictures of lungs, pictures of pregnant women, impotence/drooped cigarette and pictures/diseases of mouth/teeth remain somewhat higher than in March-April 2001.

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

	NOV-DEC 2000				MAR-APR 2001				JULY 2001				NOV-DEC 2001				JULY 2002				NOV-DEC 2002				JULY-AUG 2003				DEC 2003				NOV-DEC 2004				JULY-AUG 2005				FEB-MAR 2006				NOV-DEC 2006				NOV-DEC 2007			
	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ				
Several times a day	15	36	6	38	12	29	5	31	11	27	5	31	9	29	4	32	11	28	5	31	9	29	4	33	10	25	4	28	10	26	4	31	7	25	2	28	9	28	3	30	7	18	3	19	5	24	1	26	7	22	3	24
About once a day	10	15	7	15	9	17	6	19	9	18	5	20	8	15	5	16	8	16	6	16	9	17	5	17	7	16	6	18	8	16	5	18	7	16	5	16	6	15	4	15	7	17	3	19	6	15	5	16	8	14	6	14
Once every two or three days	6	9	6	8	8	10	7	11	6	8	6	9	9	9	8	11	7	9	7	10	7	9	6	10	6	8	6	9	5	8	4	8	5	8	4	10	6	8	4	7	5	10	5	11	4	10	3	12	5	10	5	13
About once a week	13	12	14	11	14	13	14	13	17	14	18	13	13	13	12	12	15	14	15	13	15	14	16	15	14	16	13	18	15	16	15	15	16	14	17	15	14	12	14	13	12	15	11	16	15	14	14	12	12	13	12	13
Less than once a week	31	14	38	15	30	13	36	10	29	14	33	13	30	16	33	15	26	13	32	13	33	16	38	13	33	17	37	14	35	15	41	14	32	17	37	16	35	17	42	18	35	19	39	17	32	17	36	16	33	18	36	17
Never	24	14	28	13	27	16	32	15	28	18	33	14	32	17	37	14	31	19	34	16	27	15	31	11	28	17	32	13	27	18	31	15	31	19	33	15	30	20	33	16	34	19	39	17	36	19	39	17	34	22	37	19
dk/na	2	1	2	1	* 1	1	1	1	* 1	* 1	* 1	1	* * * *	* 1	1	1	1	* * * *	2	* 3	*	* * * *	1	* 1	-	1	* 1	*	* 1	* 1	1	1	1	1	1	* * * *																

Q.18a
Overall, about how often do you find yourself looking at, or reading any health warning messages on cigarette packages? Would it be ...?

Appearance of Current Health Warning Messages on Cigarette Packages

	MAR-APR 2001				JULY 2001				NOV-DEC 2001				JULY 2002				NOV-DEC 2002				JULY-AUG 2003				DEC 2003				NOV-DEC 2004				JULY-AUG 2005				FEB-MAR 2006				NOV-DEC 2006				NOV-DEC 2007							
	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ				
Pictures	48	60	40	60	44	55	39	55	41	53	36	54	38	46	35	47	31	44	28	45	37	42	33	43	27	34	27	34	27	34	24	34	29	42	24	42	28	39	28	42	40	48	36	48	32	49	31	51				
More info/specific info about health effects of smoking	24	23	22	24	28	31	25	32	23	27	21	29	16	21	15	22	24	30	23	30	20	25	18	27	13	20	13	20	12	20	12	22	22	22	20	24	19	21	18	22	16	23	15	20	18	29	17	30				
Mouth/teeth (pictures/disease)	-	-	-	-	1	*	1	-	7	8	5	8	8	9	7	8	11	11	10	11	7	9	7	9	10	12	10	12	12	12	12	13	11	10	11	10	9	11	9	11	7	7	7	7	9	9	7	10				
Graphics are gross/disgusting/horrible	4	9	3	12	6	8	5	9	8	12	8	13	9	13	8	14	14	17	14	17	10	11	11	12	14	19	12	20	9	14	8	15	13	13	13	14	9	12	8	12	6	8	5	7	9	9	8	9				
Tougher, stronger messages	6	5	6	6	7	8	7	9	7	9	6	10	7	6	6	5	8	10	8	9	6	6	6	6	4	4	4	5	4	4	4	5	4	4	4	5	4	7	4	7	6	6	6	7	4	6	4	7	5	5	6	5
Warnings/symbols in general	3	2	3	2	2	1	2	1	8	7	8	7	6	6	6	6	6	3	7	4	4	4	4	4	5	5	5	5	5	7	5	7	4	5	3	4	7	6	5	7	5	6	5	5	4	4	4	4				
Pictures of lungs	-	-	-	-	*	-	*	-	6	7	6	7	6	8	5	8	11	11	11	12	10	10	9	10	2	2	2	2	6	7	6	8	4	6	3	5	4	5	4	5	4	3	4	3	4	4	5	2				
Black and white (text/background)	*	-	*	-	2	3	2	2	4	4	3	5	4	6	3	6	6	3	6	3	2	3	2	2	3	2	4	3	3	3	4	3	5	4	5	5	4	4	4	4	3	2	4	1	4	3	5	3				
Pictures of pregnant women/pregnancy	-	-	-	-	*	*	-	*	3	5	3	4	4	5	4	5	6	8	5	8	3	8	2	7	5	8	4	8	5	7	4	7	4	6	3	5	4	6	3	6	3	4	2	5	4	5	4	4				
Children/babies/kids	-	-	-	-	*	-	*	-	2	4	1	4	2	3	2	3	2	5	2	5	2	4	1	5	3	6	3	6	3	4	3	5	2	5	2	5	2	5	2	5	3	5	1	5	4	6	2	5				
Colour/coloured	8	11	7	12	4	5	2	4	5	5	4	5	3	3	3	4	2	3	2	3	5	4	5	3	4	5	3	6	2	4	2	3	2	2	2	1	3	2	3	2	3	2	4	2	4	4	4	4				
Large lettering/font/bold/block print	3	1	4	1	3	2	2	3	3	2	3	2	3	2	4	2	4	2	5	2	3	2	3	2	4	3	4	3	3	2	3	2	3	2	4	2	3	1	4	1	2	2	2	2	4	2	4	2				
Covers more of the package/50% of the package	5	5	4	5	6	7	5	7	8	8	5	7	5	8	4	9	5	7	4	8	4	5	3	5	4	4	3	3	3	6	3	6	2	4	2	4	3	4	2	4	1	3	1	2	4	4	3	3				
Lung cancer/diseases	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	2	1	2	9	11	9	11	4	4	5	4	7	6	7	7	4	7	4	6	4	4	3	5	3	4	3	4				
Impotence/drooped cigarette	-	-	-	-	-	-	-	-	2	4	1	3	3	4	2	5	3	7	1	7	3	5	1	5	3	6	2	6	4	6	3	6	3	5	3	5	2	7	1	7	3	4	1	5	3	4	2	5				
Heart/heart disease	-	-	-	-	*	-	*	-	2	3	1	3	2	4	1	4	3	5	2	5	2	5	2	6	4	8	2	9	2	6	1	7	3	4	2	5	2	5	1	4	3	4	1	4	3	4	2	3				
Info about how to quit	2	4	1	4	2	3	1	3	2	4	1	5	2	3	2	3	4	5	3	6	4	5	3	6	3	3	2	3	2	3	2	4	3	5	3	6	2	2	2	1	2	4	1	4	3	4	2	4				
Body parts/organs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-				
Writing/text – in general	*	5	*	4	3	5	2	5	3	3	2	4	3	2	4	2	5	4	3	4	4	5	3	5	7	7	7	7	6	6	5	5	3	5	2	5	5	5	4	5	2	2	2	3	2	5	2	5				
Dangerous/bad for health	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	*	*	*	4	4	5	4	4	2	3	2	1	1	2	1	1	3	1	3	2	3	2	3	2	2	2	2				
Disease	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	1	1	1	3	2	4	2	1	2	1	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1			
Death	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	1	1	1	2	2	2	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1			
Cancer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	1	*	*	3	2	3	3	2	1	2	*	3	1	4	1	1	1	1	1	1	1	1	1	1	1	1	1				
Brain damage	-	-	-	-	-	-	-	-	1	1	*	1	1	2	*	3	1	2	1	2	*	2	*	2	1	1	1	2	*	2	-	2	*	1	*	1	1	3	-	3	1	1	1	*	1	1	1	1	1			
Info on back of the slide portion	2	2	1	2	1	3	*	3	2	3	1	4	2	2	1	2	1	1	1	2	*	1	*	1	1	1	1	*	*	1	*	1	1	1	1	*	*	1	1	1	1	1	1	1	1	1	1	1	1			
Front portion of the pack	-	-	-	-	-	-	-	-	*	*	*	-	-	-	-	-	-	*	-	*	1	1	1	1	*	*	*	-	*	*	*	*	-	*	-	*	-	-	-	-	-	-	-	-	-	-	-	-	-			

* Less than one percent

Continued ...

Q.19

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

Note: Slightly different question wording as of November-December 2002

Appearance of Current Health Warning Messages on Cigarette Packages

Continued

	MAR-APR 2001				JULY 2001				NOV-DEC 2001				JULY 2002				NOV-DEC 2002				JULY-AUG 2003				DEC 2003				NOV-DEC 2004				JULY-AUG 2005				FEB-MAR 2006				NOV-DEC 2006				NOV-DEC 2007							
	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ				
Location on cigarette package	1	-	2	-	-	-	-	-	-	-	-	-	* 1	* 1			1	2	1	2	* 1	-	*		2	1	2	1	1	2	* 2		2	2	1	2	2	1	2	1	* 1	* 1			1	* 1	* 1	*				
Person with breathing machine	-	-	-	-	-	-	-	-	-	1	-	*	* 2	-	2		1	3	-	3	1	2	-	2	1	3	*	2	1	2	1	2	1	1	1	2	* 2	-	1		-	1	-	*	1	1	1	1				
More chemicals/ingredients listed	*	*	*	-	* 1	-	1		1	2	*	2	1	1	1	1	1	2	*	2	1	1	1	1	1	2	1	2	1	*	1	1	-	1	-	1	* *	*	*		1	1	1	1	1	2	1	2				
Statistics/charts	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	1	1	1
Skull and bones/skeleton	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	1	-				
Stop/quit smoking	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	1	2	1	2	1	* 1	* 1			1	2	1	2	* 1	* 1			* 1	* 1			* 1	* 1		
Pictures of smoking in front of kids	-	-	-	-	-	-	-	-	* 1	-	1		* 1	* 1			1	3	1	3	1	1	1	2	2	1	1	1	-	*	-	*	* 1	-	*		* 2	-	1		* *	*	*	*	* 1	-	1		* *	*	*	*
Cigarettes in ashtray	-	-	-	-	-	-	-	-	* 1	-	1		* 1	* 1			1	1	*	1	* 1	-	1		* 1	-	1		* 1	* 1			-	1	-	*	* 1	* 1			* *	*	*	*	* *	*	*	*				
Informative/effective	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	1	1	1	1	1	2	1	2	1	-	*	-	*	* 1	* *			* 1	* *			* 1	* *		
Small writing/not too clear/could be bigger	-	-	-	-	-	*	-	-	* 1	* 1			1	*	*	*	1	*	1	*	1	*	1	*	1	*	1	*	1	*	1	*	1	-	1	-	1	*	1	*	1	*	1	*	* *	*	*	*				
Box/rectangle	1	1	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	2	1	2	1	3	1	2	1	2	1	-	*	-	-	2	1	2	1	2	1	2	1	1	*	1	*	* *	*	*	-	* *	*	*	-
Not informative/effective/graphic enough	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	1	1	1	* *	*	*	*	1	1	1	1	* *	*	*	*	* *	*	*	*	* *	*	*	*	* *	*	*	*
Surgeon General's warnings	-	-	-	-	-	-	-	-	1	*	1	*	* 1	* *			1	1	1	1	-	*	-	*	1	1	1	1	* *	*	*	*	* *	1	-		* -	* -			-	-	-	-	-	-	-	-	* *	*	*	*
Don't start smoking	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	-	*	-	1	*	1	*	-	-	-	-	-	*	-	-	* -	* -			-	*	-	*	-	*	-	*	* -	* -		
Woman/man/people (general)	-	-	-	-	*	-	-	-	* 1	* *			* 1	-	1		1	*	1	*	* *	-	*		* *	*	*	*	* *	*	*	*	* 1	* 1			* 1	* 1			-	*	-	*	* *	*	*	*				
Insert	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	*	-	*	-	-	* *	-	*		* *	-	*		-	1	-	1	* *	-	*					
Advertising	-	-	-	-	* *	-	*		* *	* *			* *	* *			-	*	-	-	* *	* 1			-	-	-	-	-	*	-	*	-	*	-	*	-	1	-	*	* -	* -			-	*	-	-				
It's ridiculous/joke/stupid	1	1	*	2	2	2	1	2	* 1	1	1		* 2	* 2			1	2	1	2	* *	* *			* 1	-	*		-	1	-	*	1	1	* 1		* 1	-	*		* 1	* *			-	*	-	*				
Coloured font	*	-	-	-	-	-	-	-	-	-	-	-	* *	* *			* 1	1	1		1	1	2	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-				
Colouring of package	-	-	-	-	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-				
Other	4	6	4	6	1	3	1	2	2	4	3	4	2	3	1	3	2	2	2	1	9	10	8	10	8	11	5	12	7	13	6	14	9	7	9	9	4	8	3	8	11	4	13	4	1	2	1	2				
None/nothing	*	2	*	1	1	1	1	1	-	*	-	*	1	1	1	1	1	1	*	1	-	*	-	*	* 1	-	1		* *	-	*		-	-	-	-	-	-	-	-	* 1	* 1			-	*	-	*				
dk/na	24	8	30	8	27	12	34	11	26	9	31	7	27	10	35	8	18	6	22	5	21	8	26	7	19	6	23	5	21	7	25	5	20	6	24	5	23	7	27	6	20	9	24	7	20	6	23	5				

* Less than one percent

Q.19

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

Note: Slightly different question wording as of November-December 2002

Among adult smokers, younger adult smokers and potential quitters are somewhat more likely to mention more information and pictures in general.

When asked, top-of-mind, what specific health warning messages they can remember seeing on cigarette packages in Canada (without looking at a cigarette package), the largest proportions of Canadian adults recall the messages: causes lung cancer (19%), and harmful during pregnancies, harmful to fetus or low birth weight (17%). Smaller numbers recall messages such as impotence (9%), cancer in general (9%), lung disease (9%), death/premature death (9%), harmful to others/to children (9%), mouth/gum diseases (8%), heart disease/attacks (7%) and dangerous/bad for health (7%). Thirty-three percent mention some other health warning message. A total of one-third say none (22%) or offer no opinion (10%).

Adult smokers are somewhat more likely than adults in general to recall specific health warning messages. Among adult smokers, the

largest proportions mention impotence (25%), causes lung cancer (22%), heart disease/attacks (15%), harmful during pregnancies, harmful to fetus or low birth weight (14%), harm to others/children (14%), lung disease (13%) and mouth/gum disease (13%). Smaller numbers mention cancer in general (9%), death/premature death (8%), stroke (6%), tooth decay (5%), kids imitating parents (5%), second-hand smoke is harmful/dangerous (5%) and dangerous/bad for health (5%). Thirty-three percent mention other messages, and a total of one in ten say none (10%) or offer no opinion (2%).

Among the general population, the results of the current survey show no significant changes since November-December 2006 in the numbers who mention any of these health warning messages. Comparison with the results of the March-April 2001 survey, when this question was first asked, suggests that there has been a slight increase in the number who mention the message causes lung cancer, and a decrease in the number who mention death or premature death.

Among adult smokers, the current survey finds a slight increase since November-December 2006 in the proportion who mention causes lung cancer and a slight decrease in the proportion who mention harmful during pregnancies. Comparison with the results of the March-April 2001 survey suggests that there have been slight increases in the numbers of adult smokers who mention the messages: tooth decay, impotence, causes lung cancer, mouth/gum disease and kids imitating parents; there have been decreases in the numbers who mention death/premature death and harmful during pregnancies.

Among adult smokers, those under 45 years of age are more likely than other smokers to mention impotence; older smokers (55 and older) are somewhat more likely to mention lung disease. Female smokers are slightly more likely than male smokers to recall the messages harmful to others (20% vs. 10%) and harmful during pregnancy (16% vs. 12%); male smokers are slightly more likely to mention cancer in general (11% vs. 7%), lung disease (15% vs. 11%), and mouth/gum disease (15% vs. 11%).

Recall of Specific Health Warning Messages on Cigarette Packages

	MAR-APR 2001				JULY 2001				NOV-DEC 2001				JULY 2002				NOV-DEC 2002				JULY-AUG 2003				DEC 2003				NOV-DEC 2004				JULY-AUG 2005				FEB-MAR 2006				NOV-DEC 2006				NOV-DEC 2007			
	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ
Causes lung cancer	13	16	13	17	16	16	13	18	12	16	11	18	16	18	15	18	19	21	18	22	18	19	16	19	20	24	19	25	18	21	18	23	21	23	18	25	19	22	19	22	18	18	18	18	19	22	19	22
Harmful during pregnancies/harmful to fetus/low birth rate	16	19	14	18	18	18	17	18	16	17	16	19	19	23	20	25	18	16	19	17	17	17	17	16	15	17	15	17	16	16	15	16	21	18	21	18	20	15	22	14	18	18	19	19	17	14	18	15
Impotence	11	16	8	15	9	15	5	17	11	20	8	19	12	24	8	24	12	23	8	23	8	20	6	20	12	20	8	20	12	24	9	25	15	27	9	27	12	24	9	25	10	23	7	23	9	25	6	25
Cancer – in general	9	9	10	9	10	8	11	7	9	7	9	6	11	9	13	10	11	8	11	9	10	8	11	9	12	8	12	9	13	8	13	7	10	7	12	7	11	9	12	9	10	8	11	9	9	9	10	10
Lung disease	7	12	6	13	7	11	6	10	6	11	4	13	6	8	6	8	10	12	8	14	9	9	9	12	10	9	10	9	6	10	5	11	6	11	5	10	7	8	7	9	9	12	8	13	9	13	8	15
Death/premature death	14	15	15	17	11	15	9	15	12	13	12	13	10	13	10	16	12	11	11	12	5	4	5	5	10	6	10	6	8	8	8	9	5	6	5	6	4	8	4	9	8	7	8	8	9	8	9	8
Harmful to others/to children	7	17	4	17	11	17	6	18	11	22	6	21	10	18	8	18	12	20	9	20	4	12	2	12	9	16	8	16	6	18	4	18	9	17	6	15	5	15	3	15	6	12	5	13	9	14	9	14
Mouth/gum disease	6	9	5	8	6	8	6	8	3	9	3	9	10	11	9	12	9	12	8	13	8	10	6	10	7	12	7	11	7	10	6	11	8	12	6	13	9	11	7	12	7	10	6	11	8	13	8	14
Heart disease/attacks	8	13	4	13	9	15	6	17	8	16	6	17	8	15	6	15	10	18	7	19	11	14	8	15	10	17	7	19	11	17	7	17	10	14	7	14	12	17	11	19	8	17	6	16	7	15	6	18
Dangerous/bad for health	7	4	7	3	7	3	9	4	7	3	9	3	8	4	9	4	9	3	10	3	8	3	10	3	8	4	10	4	8	3	9	3	10	3	13	3	9	4	10	5	8	3	9	3	7	5	7	5
Mouth cancer	2	3	2	3	2	1	2	2	3	3	3	3	4	3	5	3	5	4	4	4	3	2	4	3	3	3	3	4	3	5	3	4	3	4	3	6	3	2	4	2	5	3	5	2	4	4	4	3
Second-hand smoke is harmful/dangerous	*	*	*	*	*	-	*	-	2	5	2	6	3	7	2	8	5	8	3	8	4	7	3	7	5	6	4	7	4	5	3	5	4	8	2	8	4	7	4	7	1	5	*	6	4	5	4	5
Stroke	2	5	*	6	3	7	2	9	2	5	2	6	4	6	2	7	3	8	3	9	4	10	2	11	4	8	3	8	3	8	2	10	4	8	1	10	4	7	2	8	2	8	1	9	4	6	4	7
Tooth decay/rotting/loss	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	3	4	3	4	7	3	7	3	5	2	5
Warnings/health warnings/stop smoking	-	*	-	*	1	1	2	1	4	5	3	5	*	3	*	3	3	2	2	2	3	1	4	1	3	1	3	2	3	2	3	2	3	1	4	1	3	3	3	3	2	1	2	2	2	2	2	2
Premature birth/preterm birth	1	2	1	1	2	1	2	2	3	2	3	2	1	1	2	1	4	3	5	4	5	3	5	3	3	3	3	3	1	2	1	3	2	3	2	3	3	3	1	3	2	2	2	2	2	3	2	3
Disease – in general	2	1	2	1	*	1	*	*	*	1	-	1	1	*	1	*	1	1	1	2	1	1	1	1	1	2	1	2	1	1	1	*	2	1	2	1	1	1	2	1	2	1	3	1	2	2	2	1
Throat problems/disease	*	1	*	1	*	*	*	-	*	*	-	*	*	*	*	*	2	1	1	2	1	*	*	*	1	1	*	1	1	*	1	*	*	1	*	1	-	*	-	*	-	-	-	-	2	1	1	1
Respiratory/breathing problems	1	2	*	2	1	1	*	1	2	3	1	4	1	4	1	3	3	4	2	4	1	2	1	3	1	3	1	2	1	2	1	2	2	3	2	2	1	3	1	3	2	2	2	2	2	2	1	3
Yellow teeth/gums/fingers	*	1	*	1	3	3	3	4	4	8	2	7	1	5	1	4	4	6	2	5	3	4	2	4	4	5	3	6	3	5	2	5	2	5	2	6	2	1	1	1	2	1	2	1	1	2	1	3
Kids imitating parents	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	2	*	2	1	3	*	4	2	4	1	5	2	5	1	5	1	4	*	3	2	6	*	7	1	5	1	5
Statistics/charts	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	3	*	3	2	5	1	5	1	3	1	3	1	5	-	5	1	4	*	4	1	3	-	4	1	2	1	1
Brain damage/disease	1	2	*	3	*	1	*	1	1	1	-	1	*	2	*	2	1	2	*	1	*	2	-	2	*	1	*	1	*	1	-	1	*	2	*	2	1	2	1	2	*	1	1	1	1	2	1	2
Graphics of cigarette package	1	1	*	1	*	2	-	3	*	*	*	-	5	3	3	3	*	*	*	*	1	1	1	1	*	*	*	-	-	-	-	-	1	2	1	2	*	1	-	1	*	*	*	*	1	1	1	1
Man attached to respirator	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	1	-	1	1	1	1	1
Emphysema	*	1	*	2	1	2	1	2	1	2	1	2	2	2	1	2	2	3	2	3	2	2	2	3	2	3	1	4	3	2	3	2	2	4	2	4	2	3	2	3	1	2	1	3	1	4	1	4

* Less than one percent

Continued ...

Q.20

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

Note: Slightly different question wording as of November-December 2002

Recall of Specific Health Warning Messages on Cigarette Packages

Continued

	MAR-APR 2001				JULY 2001				NOV-DEC 2001				JULY 2002				NOV-DEC 2002				JULY-AUG 2003				DEC 2003				NOV-DEC 2004				JULY-AUG 2005				FEB-MAR 2006				NOV-DEC 2006				NOV-DEC 2007			
	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ
Addiction	2	2	2	2	1	2	*	2	1	2	1	2	1	2	1	1	*	2	*	1	1	2	1	2	1	2	*	2	*	1	-	2	1	2	1	2	1	2	*	3	1	1	1	1	*	1	-	1
Chemicals/toxins	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	1	*	1	-	2
Don't start/how to quit	1	1	*	1	*	*	*	*	-	-	-	-	*	*	-	1	1	2	*	2	-	*	-	1	1	1	1	1	*	1	-	1	*	*	*	*	*	*	-	*	-	*	-	*	*	*	*	*
Pregnant woman	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	4	-	4
Must be 18/19 to smoke	-	-	-	-	*	-	*	-	-	-	-	-	-	-	-	-	*	-	*	-	-	*	-	-	-	*	-	-	*	-	*	-	*	-	*	-	-	-	-	-	-	-	-	-	*	-	*	-
Cancer – other	-	-	-	-	-	1	-	1	2	1	2	1	*	2	*	2	-	*	-	*	1	1	1	1	1	1	1	1	3	2	3	1	1	2	1	3	1	2	1	2	1	1	1	1	-	*	-	*
Other	1	2	1	2	1	2	*	2	2	3	2	3	1	3	-	2	1	2	1	2	7	7	6	7	2	5	2	5	3	11	3	12	8	6	7	6	3	4	3	4	4	4	4	5	1	1	1	1
None	28	20	32	20	25	18	28	16	26	14	30	14	22	14	24	11	19	10	23	8	21	19	24	17	21	12	23	11	24	12	26	11	18	11	21	9	21	11	23	12	21	14	24	12	22	10	24	8
dk/na	8	3	10	3	11	4	15	4	10	3	12	2	12	5	14	4	7	4	8	3	9	3	9	4	7	5	8	4	10	3	11	3	10	3	13	2	12	4	14	4	9	3	11	2	10	2	11	3

* Less than one percent

Q.20

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

Note: Slightly different question wording as of November-December 2002

When asked, top-of-mind, what pictures, images or graphics they can remember seeing on health warning messages on cigarette packages in Canada (without looking at a cigarette package), the largest proportions of Canadian adults recall lungs or diseased lungs (26%), followed by bad, rotten or big teeth (19%), pregnant women with cigarettes (15%), and mouth or diseased mouth (13%). Smaller proportions recall images such as heart or diseased heart (8%), gums and diseased gums (7%), and children/kids/babies (5%). Forty-three percent recall some other image or graphic. A total of three in ten say none (21%) or offer no opinion (10%).

Adult smokers are more likely than Canadians in general to offer an answer. They are also more likely than adults in general to recall many of these specific images or graphics, including lungs or diseased lungs (31%), pregnant women with cigarettes (28%), bad, rotten or big teeth (27%), heart or diseased heart (19%), mouth or diseased mouth (15%), children/kids/babies (11%), cigarette/curved cigarette (10%), brain or diseased brain (9%), pictures of kids watching (8%), respirators/people on breathing machines (7%),

impotence (7%), limp, broken or burning cigarettes (6%), gums or diseased gums (6%), patient in bed/hospital bed (5%) and lung pictures (5%). Twenty-nine percent recall some other image or graphic. A total of fewer than one in ten say none (6%) or offer no opinion (1%).

Among the general population, the results of the current survey suggest no significant changes since November-December 2006 in the numbers who mention any of these pictures, images or graphics. Comparison with the results of the March-April 2001 survey suggests that there have been increases in the numbers who recall pregnant women/with cigarettes, mouth or diseased mouth, and bad/rotten/big teeth; and a decreases in the numbers who recall children/kids/babies and limp/broken/burning cigarettes.

Among adult smokers, there have been increases since November-December 2006 in the numbers who mention mouth or diseased mouth, pregnant women with cigarettes and cigarette/curved

cigarette. Comparison with the results of the March-April 2001 survey suggests that there have been increases in the numbers of adult smokers who recall pregnant women with cigarettes, bad/rotten/big teeth, heart or diseased heart, mouth or diseased mouth, lung pictures, respirators/people on breathing machines and pictures of kids watching; and decreases in the numbers who recall children/kids/babies and limp, broken, burning cigarettes.

Younger adult smokers (aged 18 to 24) are more likely than other smokers to mention lungs or diseased lungs, bad, broken or big teeth, cigarette/curved cigarette and impotence. Female smokers are more likely than male smokers to mention pregnant women with cigarettes (32% vs. 26%), children/kids/babies (13% vs. 9%), and bad, rotten, or big teeth (30% vs. 25%); male smokers are more likely to mention heart disease or diseased heart (22% vs. 15%), cigarette/curved cigarette (12% vs. 8%), and brain or diseased brain (12% vs. 6%).

Recall of Specific Pictures, Images or Graphics on Cigarette Packages

	MAR-APR 2001				JULY 2001				NOV-DEC 2001				JULY 2002				NOV-DEC 2002				JULY-AUG 2003				DEC 2003				NOV-DEC 2004				JULY-AUG 2005				FEB-MAR 2006				NOV-DEC 2006				NOV-DEC 2007						
	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ			
Lung disease/lungs	25	33	21	34	25	32	23	35	23	34	21	36	24	28	23	28	28	33	27	35	26	33	25	35	32	32	31	32	27	32	23	34	19	30	19	29	28	33	27	32	28	28	26	29	26	31	25	19			
Bad/rotten/big teeth	14	21	10	22	16	24	13	24	20	32	14	34	17	26	13	26	21	28	19	26	16	23	14	24	18	25	17	26	20	32	16	32	20	29	18	30	21	28	18	28	18	27	16	29	19	27	17	27			
Pregnant women/with cigarettes	6	12	3	12	9	16	6	16	10	22	8	21	15	27	11	27	14	23	12	22	14	25	12	25	16	27	12	25	15	25	13	26	15	27	10	28	17	23	14	23	15	24	13	23	15	28	12	30			
Mouth/diseased mouth	8	8	9	9	8	11	8	12	11	11	11	11	10	12	9	12	10	11	9	13	9	12	9	11	11	14	11	16	9	12	8	13	14	14	13	14	12	12	12	12	11	9	11	10	13	15	12	12			
Heart/diseased heart	8	13	4	13	8	15	4	17	10	21	6	23	9	19	6	20	7	19	4	21	6	17	4	20	10	20	6	20	7	18	5	19	10	19	6	20	7	21	4	22	8	18	5	18	8	19	6	22			
Gums/diseased gums	4	8	3	8	7	7	6	8	4	8	4	8	9	8	9	9	8	8	9	8	7	8	8	9	11	8	11	7	7	8	7	8	7	8	7	8	8	9	8	9	7	6	7	6	7	6	7	7			
Children/kids/babies	11	18	7	17	9	18	7	20	4	13	2	14	6	16	3	18	7	18	5	18	7	13	3	14	7	16	4	15	4	14	3	14	6	15	4	15	9	18	6	20	5	10	2	12	5	11	4	11			
Cigarette/curved cigarette	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	3	*	3	3	6	2	6	4	6	3	7	2	6	1	6	6	8	4	7	1	2	*	1	4	10	4	10			
Limp/broken/burning cigarettes	9	16	7	14	8	15	4	14	9	15	7	14	8	18	6	17	7	15	5	14	6	11	4	11	6	8	5	8	5	10	4	10	8	11	5	12	3	9	2	10	6	14	5	14	4	6	4	7			
Lung cancer	3	3	3	3	2	2	1	3	2	4	2	4	3	4	2	4	4	6	4	6	4	5	4	6	4	5	3	6	5	5	5	6	4	4	4	4	4	3	4	4	4	4	4	5	3	4	3	5			
Impotence	3	5	2	5	3	4	2	4	3	6	2	7	2	4	1	4	3	4	2	4	4	5	3	4	4	6	2	7	3	5	3	5	3	5	2	4	4	5	3	5	4	7	3	6	3	7	2	5			
Pictures of kids watching	-	-	-	-	-	-	-	-	2	3	2	3	1	3	1	3	1	2	*	2	2	4	1	4	*	2	-	2	*	1	-	2	2	4	1	4	3	2	1	4	3	6	2	6	3	8	1	10			
Lung pictures	-	-	-	-	-	-	-	-	3	2	2	2	2	2	2	2	3	2	3	2	2	1	2	1	2	3	2	4	1	2	1	2	7	6	5	7	2	1	2	1	2	1	2	1	3	5	2	4			
Brain/diseased brain	4	9	3	10	4	9	2	9	3	10	1	10	3	10	1	11	4	9	3	9	2	9	1	9	2	7	2	7	2	7	1	7	3	8	1	8	3	9	1	10	2	6	1	5	3	9	3	9			
Mouth cancer	3	2	4	3	3	1	3	2	3	1	3	2	3	2	3	2	4	3	4	3	4	2	4	2	3	2	3	2	2	2	3	3	3	1	4	1	2	2	2	2	3	2	3	1	3	1	4	1			
Baby/premature baby	*	1	*	*	-	-	-	-	2	6	2	5	4	4	3	4	1	2	1	1	2	3	1	3	*	1	*	1	3	3	2	4	4	5	2	6	1	4	1	5	3	3	3	3	2	2	3	2			
Respirators/people on breathing machines	2	3	1	3	2	4	*	4	2	5	*	4	2	7	*	8	3	7	1	8	2	6	1	6	2	5	1	6	2	7	1	7	2	7	1	9	2	6	1	7	2	7	1	7	2	7	1	7			
Throat/throat diseases	*	1	*	1	1	1	1	1	1	1	2	2	1	1	2	1	2	2	2	1	2	1	2	1	2	1	1	1	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1		
Skull and bones	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Warnings/symbols	2	1	2	1	1	1	1	*	2	*	3	-	3	1	4	1	4	1	4	1	1	*	1	*	2	*	3	-	2	*	2	*	1	*	1	-	3	1	3	1	2	1	3	1	1	1	1	1	1		
Gross/disgusting	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Parents/mom/dad/smoking	2	3	1	3	1	2	*	2	*	2	1	2	1	5	*	4	3	6	2	8	2	3	1	4	1	3	*	4	*	3	-	4	*	3	*	3	2	4	1	5	*	3	1	3	1	3	1	3	1	3	
Fetus/embryo	1	*	1	-	-	*	-	-	1	*	1	*	1	*	1	1	*	*	*	*	*	1	*	1	*	1	*	1	1	*	*	*	*	*	1	-	1	-	*	*	*	*	*	*	*	*	*	1	*	1	*
Cancer/tumor – in general	1	1	1	2	1	*	1	*	*	1	*	1	*	*	*	1	1	1	1	1	1	1	1	1	*	1	1	2	*	*	*	1	2	1	2	1	1	*	1	*	*	*	*	*	*	*	1	1	1	1	
Patient in bed/hospital bed	1	2	*	1	1	1	*	1	1	2	*	3	*	2	-	2	1	4	-	5	1	1	-	1	1	3	-	3	1	3	1	3	1	3	*	4	1	4	*	4	-	-	-	-	1	5	1	4			
Deteriorating/diseased body parts	1	1	1	1	1	1	1	1	1	1	1	1	*	1	1	2	2	1	2	1	1	1	1	*	*	1	1	*	1	*	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	

* Less than one percent

Continued ...

Q.21

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

Note: Slightly different question wording as of November-December 2002

Recall of Specific Pictures, Images or Graphics on Cigarette Packages

Continued

	MAR-APR 2001				JULY 2001				NOV-DEC 2001				JULY 2002				NOV-DEC 2002				JULY-AUG 2003				DEC 2003				NOV-DEC 2004				JULY-AUG 2005				FEB-MAR 2006				NOV-DEC 2006				NOV-DEC 2007			
	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ
Death/dead body	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	*	1	1
Stroke	1	1	*	1	1	2	*	2	1	1	1	2	1	2	*	3	1	2	*	3	*	1	-	2	1	2	*	2	*	1	*	1	1	2	*	2	1	2	1	2	1	1	1	2	*	1	*	*
Dirty/full ashtray	3	5	1	5	1	5	1	5	2	5	1	6	1	5	*	4	2	5	1	5	2	6	*	5	2	5	1	4	1	5	*	5	1	4	-	3	1	3	*	3	3	4	2	5	*	4	-	3
People sick/coughing/choking	*	*	-	-	1	1	1	1	1	1	-	1	1	2	*	1	1	2	1	2	1	2	*	2	1	2	*	2	1	2	*	2	2	3	1	3	1	3	*	2	1	1	1	2	*	2	*	2
Graphics of cigarette package	2	1	2	1	1	1	1	1	-	*	-	*	2	*	2	*	3	1	4	1	1	*	1	*	*	*	*	*	*	-	*	-	1	*	1	-	-	*	-	-	1	*	1	*	*	1	*	*
Colours/shades of package/writing	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	*	1	1	-	*	-	-	1	-	1	-	1	*	1	*	*	*	-	*	1	*	1	-	*	*	*	-
Adult/woman/man (general)	-	*	-	*	-	*	-	*	1	2	1	2	*	1	-	1	1	1	1	1	*	1	*	1	1	1	*	*	*	1	*	1	*	2	*	1	1	2	1	1	*	*	-	*	*	1	1	2
Arteries/clogged arteries/clot	*	1	-	1	*	*	-	1	1	*	1	*	-	*	-	*	*	1	*	1	*	1	*	1	*	1	*	1	*	1	*	1	*	*	*	-	1	1	1	1	-	1	-	1	*	1	*	1
Other cancer	2	1	1	2	1	*	1	-	*	*	1	*	1	1	1	*	*	-	*	-	1	1	1	1	1	*	1	1	2	1	2	1	2	1	1	1	*	1	*	1	-	-	-	-	*	-	*	-
Bar charts/graphs/statistics	*	*	*	*	*	1	*	1	1	2	*	2	1	2	1	3	1	3	*	3	1	2	*	2	1	3	1	3	1	3	1	3	1	3	-	3	1	2	*	3	-	2	-	2	-	1	-	1
Other	1	2	*	1	1	1	1	1	2	4	2	3	2	2	2	2	1	1	1	1	4	4	3	3	6	5	6	6	7	12	5	12	8	4	8	3	3	3	3	3	2	2	1	1	1	1	1	1
None	31	16	38	14	27	17	31	14	26	7	31	7	24	9	29	9	21	6	26	5	27	10	31	9	22	8	26	7	25	6	29	4	18	7	22	5	20	6	24	6	23	13	26	13	21	6	25	5
dk/na	7	3	9	3	13	3	18	3	10	2	13	1	9	3	12	2	9	3	12	3	9	2	11	2	6	2	8	2	9	1	11	1	12	2	15	1	10	3	12	2	10	2	12	2	10	1	12	2

* Less than one percent

Q.21

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

Note: Slightly different question wording as of November-December 2002

B. Impact of Current Messages

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

Among adult smokers, one-third (35%) say that the health warning messages now appearing on cigarette packages have been very effective in informing them about the health effects of cigarette smoking, and a similar proportion (32%) say that these messages have been very effective in getting them to smoke less around others than they used to. Two in ten (19%) say they have been very effective in increasing their desire to quit smoking. Fewer than two in ten each say that these messages have been very effective in getting them to try to quit smoking (14%) and in getting them to smoke less (13%).

Combining the numbers who say very effective and somewhat effective, we find that three-quarters (74%) of adult smokers say that these messages have been effective in informing about health effects. Almost six in ten adult smokers say they have been effective in getting them to smoke less around others than they used to (57%) and one-half say that the messages have increased their desire to quit smoking (52%). Fewer than one half each say that these messages have been effective in getting them to try to quit smoking (43%) and in getting them to smoke less (40%).

There have been no significant changes since November-December 2006 in the numbers of adult smokers who say that the health warning messages now appearing on cigarette packages have been very effective on any of these dimensions. The numbers who say the current messages have been very effective in informing them about the health effects of smoking and getting them to smoke less around others than they used to are higher today than when these questions were first asked in March-April 2001.

Female smokers (40%) and smokers under 45 years of age are more likely than male smokers (30%) and smokers aged 45 and older to say the health messages have been very effective in informing them about the health effects of smoking.

Among adult smokers, potential quitters are more likely than others to say that the health warning messages now appearing on cigarette packages have been very effective in achieving all these outcomes. Occasional smokers are more likely than everyday smokers to say the messages have been very effective in informing them about the health effects of smoking (47% vs. 33%). Those who have tried to quit are more likely to say that the health warning messages have been very effective in increasing their desire to quit smoking (20% vs. 12%) and in getting them to try to quit (15% vs. 8%).

Impact of Current Messages Smokers

	MAR-APR 2001		JULY 2001		NOV-DEC 2001		JULY 2002		NOV-DEC 2002		JULY-AUG 2003		DEC 2003		NOV-DEC 2004		JULY-AUG 2005		FEB-MAR 2006		NOV-DEC 2006		NOV-DEC 2007	
	S	PQ	S	PQ	S	PQ	S	PQ	S	PQ	S	PQ	S	PQ	S	PQ	S	PQ	S	PQ	S	PQ	S	PQ
Informing you about the health effects of cigarette smoking																								
Very effective	26	30	32	41	36	42	36	41	39	44	35	37	38	42	34	40	34	39	35	38	37	42	35	39
Somewhat effective	28	29	32	32	33	34	32	32	35	36	38	41	35	35	39	39	35	37	36	37	36	38	39	38
Not very effective	12	13	11	9	8	7	10	10	9	8	8	7	9	9	9	8	11	10	12	11	11	10	11	9
Not at all effective	31	26	22	16	21	17	20	17	15	12	18	14	18	14	17	12	18	13	16	15	15	9	15	12
dk/na	3	2	3	2	1	1	1	1	1	*	1	1	*	*	1	*	1	1	1	*	1	1	1	1
Getting you to smoke less around others than you used to																								
Very effective	19	23	20	27	23	28	25	30	27	32	30	35	27	31	29	35	28	33	29	34	32	38	32	37
Somewhat effective	22	25	24	25	28	28	26	26	29	32	27	29	28	29	26	27	27	28	26	24	28	28	25	25
Not very effective	16	19	13	13	15	15	16	18	15	13	14	13	15	15	15	15	15	14	14	15	13	13	14	12
Not at all effective	40	31	40	32	34	28	32	27	28	23	27	22	28	25	28	23	29	24	30	25	26	20	27	23
dk/na	3	2	3	3	1	2	1	*	1	*	1	1	1	1	1	1	1	1	2	1	1	1	2	2
Increasing your desire to quit smoking																								
Very effective	16	24	19	31	22	31	21	29	22	31	23	32	19	28	20	29	19	27	20	28	19	26	19	27
Somewhat effective	26	33	26	29	27	30	29	32	31	34	30	35	31	34	31	36	29	34	30	34	30	34	33	39
Not very effective	14	13	13	9	13	11	15	13	16	13	15	10	17	14	19	16	17	14	19	14	20	17	16	12
Not at all effective	41	28	39	28	38	26	33	26	30	21	32	22	32	23	29	20	34	24	30	23	30	22	31	22
dk/na	2	2	3	3	*	*	1	1	*	*	1	*	*	*	1	*	*	1	*	1	1	1	1	*

* Less than one percent

Continued

Q.23

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

Subsample: Smokers and potential quitters

Note: Slightly different question wording as of November-December 2002

Impact of Current Messages
Smokers
Continued

	MAR-APR 2001		JULY 2001		NOV-DEC 2001		JULY 2002		NOV-DEC 2002		JULY-AUG 2003		DEC 2003		NOV-DEC 2004		JULY-AUG 2005		FEB-MAR 2006		NOV-DEC 2006		NOV-DEC 2007	
	S	PQ	S	PQ	S	PQ	S	PQ	S	PQ	S	PQ	S	PQ	S	PQ	S	PQ	S	PQ	S	PQ	S	PQ
Getting you to try to quit smoking																								
Very effective	14	21	14	22	16	23	17	23	18	25	16	23	17	25	15	21	14	21	16	22	15	21	14	20
Somewhat effective	22	28	24	32	27	34	28	33	29	35	31	38	29	33	31	37	27	34	27	32	30	33	29	36
Not very effective	16	16	17	14	16	15	17	15	18	16	17	15	19	17	21	17	22	20	23	18	21	20	20	15
Not at all effective	46	34	43	30	41	29	37	28	34	24	35	24	35	25	33	24	36	25	34	28	34	26	37	28
dk/na	2	2	2	2	*	*	1	*	*	*	*	*	*	*	1	*	—	—	*	*	*	*	1	1
Getting you to smoke less																								
Very effective	13	18	12	19	14	19	13	17	16	21	16	19	14	18	15	21	14	19	15	18	13	16	13	18
Somewhat effective	21	25	24	29	23	28	25	29	27	28	27	32	25	27	27	30	25	30	26	29	26	28	27	31
Not very effective	17	16	16	15	17	18	22	21	22	21	19	19	21	21	23	22	23	22	22	20	26	27	20	20
Not at all effective	48	40	45	34	44	35	39	33	35	28	38	29	40	33	35	27	38	28	36	32	35	29	39	31
dk/na	2	2	2	2	1	1	1	*	1	*	1	1	*	*	*	*	*	*	*	*	*	1	1	1

* Less than one percent

Q.23

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

Subsample: Smokers and potential quitters

Note: Slightly different question wording as of November-December 2002

c. Assessment of Current Messages

The samples of Canadian adults and smokers were asked to assess the health warning messages on three dimensions.

About two-thirds of Canadian adults each strongly agree that the health warning messages now appearing on cigarette packages provide them with important information about the health effects of smoking cigarettes (68%) and are accurate (64%). Five in ten (52%) strongly agree that these messages make smoking seem less attractive.

Combining the strongly and somewhat agree numbers, 87 percent of Canadian adults agree that they provide important information about health effects, 86 percent agree that the messages are accurate, and 76 percent agree that they make smoking seem less attractive.

Adult smokers are less likely than Canadians as a whole to strongly agree on these dimensions. Among adult smokers, 59 percent strongly agree that the messages provide them with important information about the health effects of smoking, 57 percent strongly agree that they are accurate, and 39 percent strongly agree that these messages make smoking seem less attractive.

Combining the strongly and somewhat agree numbers, 86 percent of adult smokers agree that the messages are accurate, 84 percent agree that they provide important information about health effects, and 65 percent agree that they make smoking seem less attractive.

Among the general population, current survey results show an increase since November-December 2006 in the number who strongly agree that the current messages provide important information about the health effects of smoking. Comparison with the results found in March-April 2001, when two of these questions were first asked, finds increases in the numbers of Canadian adults who strongly agree that the current messages are accurate and informative. Comparison with the results found in November-December 2001, when the third question was first asked, finds an increase in the number of Canadian adults who strongly agree that the messages make smoking seem less attractive.

Among adult smokers, the current results are essentially unchanged from those found in November-December 2006. Comparison with the results found in March-April 2001 finds increases in the

numbers of adult smokers who strongly agree that the current messages are accurate and informative; comparison with the results found in November-December 2001 finds no significant change in the number of adult smokers who strongly agree that the messages make smoking seem less attractive.

Female smokers are more likely than male smokers to think these messages are accurate (62% vs. 53%) and informative (62% vs. 57%). Smokers under 45 years of age are more likely than older smokers to strongly agree that the messages are informative. Those aged 55 or older are less likely to strongly agree that the messages are accurate (45%) and informative (46%).

Potential quitters are more likely than “hard-core” smokers to strongly agree with all three of these assessments of the current health warning messages. Occasional smokers are more likely than everyday smokers to strongly agree that the messages are accurate (73% vs. 54%) and informative (66% vs. 58%), and those who have tried to quit are somewhat more likely to strongly agree that the health warning messages make smoking seem less attractive (42%).

Assessment of Current Messages

	MAR-APR 2001				JULY 2001				NOV-DEC 2001				JULY 2002				NOV-DEC 2002				JULY-AUG 2003				DEC 2003				NOV-DEC 2004				JULY-AUG 2005				FEB-MAR 2006				NOV-DEC 2006				NOV-DEC 2007			
	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ
The messages provide you with important information about the health effects of smoking cigarettes																																																
Strongly agree	59	51	60	56	58	51	59	59	56	53	57	59	62	54	64	59	63	53	66	59	59	55	60	59	59	58	61	62	59	54	60	61	57	51	57	58	61	53	62	57	63	56	64	61	68	59	68	64
Somewhat agree	23	27	21	26	23	27	22	25	24	28	22	27	21	26	19	24	22	30	20	30	24	27	22	26	26	25	25	24	26	28	25	26	26	30	26	28	24	30	23	29	23	29	22	27	19	25	19	23
Somewhat disagree	4	8	3	7	5	7	4	8	5	6	4	5	4	8	3	7	4	7	3	5	4	7	3	6	5	8	3	7	4	7	3	6	6	8	4	7	6	9	5	7	4	7	3	6	4	7	3	6
Strongly disagree	4	11	3	9	6	12	3	7	5	10	4	8	5	11	3	8	5	9	3	6	4	10	3	8	4	9	3	7	4	9	4	6	5	9	5	6	4	8	3	7	3	7	3	5	3	8	2	6
dk/na	10	3	13	3	9	3	12	2	11	2	13	1	9	2	11	2	6	1	7	*	9	1	11	2	6	1	8	*	7	2	8	*	6	1	8	*	5	1	7	*	7	1	9	1	6	1	8	1
The messages are accurate																																																
Strongly agree	59	49	62	56	58	47	61	57	58	54	60	59	61	50	63	57	64	55	66	61	62	49	63	55	63	57	65	61	59	51	62	59	59	51	61	58	61	51	63	58	65	57	67	63	64	57	65	64
Somewhat agree	21	29	17	28	21	30	18	26	22	28	21	26	21	30	19	28	19	27	17	26	21	31	19	29	22	27	20	24	24	32	22	29	25	33	23	32	23	32	22	30	20	29	17	26	22	29	20	27
Somewhat disagree	4	9	2	6	4	8	3	7	4	8	2	7	4	7	2	6	5	8	4	7	3	9	2	7	5	7	5	7	3	8	2	6	4	8	2	6	5	8	3	5	3	7	2	5	3	8	2	4
Strongly disagree	3	6	3	4	5	9	3	6	3	6	2	3	4	8	3	5	3	7	1	4	3	7	3	5	3	6	2	4	3	7	3	3	3	6	3	3	3	5	2	4	3	5	3	3	2	3	1	2
dk/na	13	7	16	7	13	6	16	5	13	5	15	4	11	5	13	4	10	3	12	2	11	3	13	3	7	3	8	3	11	4	12	2	9	2	11	1	9	4	10	3	9	2	10	2	10	3	12	3
The messages make smoking seem less attractive																																																
Strongly agree	-	-	-	-	-	-	-	-	42	40	43	48	46	39	48	46	47	40	49	47	48	40	46	47	50	44	51	50	44	39	47	46	49	38	51	46	51	40	54	45	49	39	51	45	52	39	55	45
Somewhat agree	-	-	-	-	-	-	-	-	25	21	26	21	21	23	21	21	25	23	24	22	22	21	23	21	24	21	25	20	27	25	28	25	24	24	25	25	25	25	25	25	23	23	23	21	24	26	23	24
Somewhat disagree	-	-	-	-	-	-	-	-	9	15	10	13	12	14	11	12	11	12	10	10	13	14	12	12	10	14	10	13	11	16	9	14	11	15	9	13	9	17	9	15	9	17	7	17	9	13	9	13
Strongly disagree	-	-	-	-	-	-	-	-	14	22	10	17	13	23	9	20	11	24	8	20	10	23	9	19	11	20	7	15	11	20	8	16	12	21	9	16	9	18	6	14	12	19	10	16	9	20	6	16
dk/na	-	-	-	-	-	-	-	-	9	2	11	2	8	2	11	2	6	1	8	12	7	1	9	2	5	1	7	1	7	1	8	*	5	1	7	1	6	1	7	1	7	1	9	1	6	1	7	1

* Less than one percent

Q.22

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

Note: Slightly different question wording as of November-December 2002

D. Avoidance of Messages

When asked about specific behaviours in the last month intended to avoid looking at or thinking about the health warning labels, 15 percent of adult smokers say that they have done so by keeping the pack out of sight, 12 percent say they have done this by transferring cigarettes to another container, eight percent say they have done this by avoiding buying packs with particular health warning messages, and six percent say they have done this by placing a case or cover over their package.

These results suggest a decline in the proportion who have avoided buying packs with particular health warning messages since July-August 2003, when the question was first asked.

Younger adult smokers (aged 18 to 24), those who have tried to quit and potential quitters are more likely than other smokers to have kept the pack out of sight.

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

	JULY-AUG 2003			DEC 2003			NOV-DEC 2004			JULY-AUG 2005			FEB-MAR 2006			NOV-DEC 2006			NOV-DEC 2007																						
	Yes	No	DK/NA	Yes	No	DK/NA	Yes	No	DK/NA	Yes	No	DK/NA	Yes	No	DK/NA	Yes	No	DK/NA	Yes	No	DK/NA																				
	S	PQ	S PQ	S	PQ	S PQ	S	PQ	S PQ	S	PQ	S PQ	S	PQ	S PQ	S	PQ	S PQ	S	PQ	S PQ																				
By keeping the pack out of sight	13	16	86 84	*	*		13	15	86 85	*	*		14	16	86 84	1	*		13	16	87 83	*	*		13	16	86 84	1	1	14	16	86 84	*	-		15	17	84 82	1	1	
By transferring cigarettes to another container	11	11	89 89	*	*		11	11	89 89	*	*		11	12	89 88	*	*		9	9	91 91	*	*		11	13	88 87	*	*		12	12	87 88	*	*		12	12	87 88	*	*
By avoiding buying packs with particular health warning messages on them	13	13	87 87	*	*		10	12	89 88	*	1		11	11	88 88	1	1		11	13	89 87	*	-		9	10	91 90	1	*		12	13	88 86	*	*		8	8	91 91	1	1
By placing a cover or case over your package	9	8	91 92	*	*		8	8	92 91	*	*		8	8	91 91	1	1		7	7	93 92	*	*		9	11	91 89	*	*		6	7	93 92	*	*		6	7	93 92	*	*

* Less than one percent

Q.24

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

Subsample: Smokers

A. Recall and Reads per Day of Slide

When asked, top-of-mind, if they can recall or describe anything they saw or read on the back of the slide portion of a cigarette package (without looking at a cigarette package), a total of eight in ten Canadian adults offer no opinion (45%) or say they have not seen the slide portion (33%). Five percent mention health warnings in general. Fifteen percent mention other items.

Adult smokers are more likely than Canadian adults in general to provide an answer to this question, although more than one-half offer no opinion (22%) or say they have not seen the slide portion (31%). Twelve percent say that there are tips to stop smoking on the

back of the slide, 10 percent mention a 1 800 number/quit smoking line, nine percent mention health warnings in general, and seven percent mention a calendar. Sixteen percent mention other items.

Among the general population, the results of the current survey indicate an increase since November-December 2006 in the proportion who offer no opinion and a decrease in the proportion who have not seen the slide portion; the current results are similar to those found in the November-December 2002 survey, when this question was first asked.

Among adult smokers, the current results indicate no significant changes since November-December 2006. Comparison with the November-December 2002 survey indicate a slight increase in the number of smokers who have not seen the slide portion and a slight decrease in the number who offer no response.

Younger adult smokers (aged 18 to 34) are more likely than others to recall tips to stop smoking and a calendar. Male smokers are also somewhat more likely than female smokers (9% vs. 4%) to recall a calendar.

Awareness of Message on Back of Slide

	NOV-DEC 2002				JULY-AUG 2003				DEC 2003				NOV-DEC 2004				JULY-AUG 2005				FEB-MAR 2006				NOV-DEC 2006				NOV-DEC 2007				
	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	
Health warnings in general	5	7	5	8	7	11	6	12	6	10	5	10	5	8	4	8	5	9	3	10	6	8	6	9	5	9	4	10	5	9	5	9	
A calendar	5	5	5	4	4	5	4	5	4	5	4	5	4	5	4	5	4	9	4	9	5	7	4	6	3	8	3	10	3	7	4	7	
Tips to stop smoking	5	15	2	17	4	12	1	13	4	11	2	12	3	12	1	12	4	12	1	15	5	11	2	12	3	11	2	12	2	12	1	12	
1 800 number/quit smoking line	3	8	1	9	2	11	1	13	3	9	2	10	3	9	2	10	3	10	1	11	2	9	1	10	2	10	1	11	2	10	1	11	
Deaths/statistics/small town analogy	2	3	2	4	1	3	1	2	3	4	2	3	1	2	-	3	1	2	1	2	1	3	1	3	1	3	1	3	2	3	3	3	
Tar/nicotine/carbon monoxide levels/cigarette ingredients	2	4	1	4	2	3	2	3	1	3	1	3	2	2	1	3	1	5	1	6	2	5	2	5	1	3	1	4	1	3	1	3	
Lung cancer/disease	2	2	2	3	2	2	2	2	2	2	2	3	1	2	1	2	1	2	1	2	1	*	1	*	2	2	2	2	1	1	1	1	
Information in general	1	2	1	2	1	3	*	4	1	1	1	1	2	2	1	3	*	3	*	2	1	3	*	3	1	4	1	3	1	2	1	2	
Cancer/diseases in general	1	1	2	1	2	1	2	1	1	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	*	1	1	1	1	1	1	1	
Text with yellow highlighting	1	3	*	4	1	2	1	2	1	3	*	3	*	3	*	3	*	3	1	4	*	2	*	2	*	2	*	2	1	2	2	2	
Pictures	*	1	1	1	1	1	1	1	*	*	*	*	*	*	*	*	*	1	*	*	1	*	1	*	*	1	1	1	*	*	*	*	
Calendar is gone	2	3	1	3	2	3	2	3	1	4	1	4	3	3	3	4	1	2	*	2	1	3	*	3	1	2	1	2	*	2	-	2	
Heart disease/problems	-	1	-	1	-	*	-	-	*	*	-	1	*	*	*	*	-	*	-	*	*	-	*	-	-	-	-	-	-	*	*	-	-
Addiction warnings	*	*	-	*	-	*	-	-	*	*	-	*	-	*	-	-	*	*	-	*	1	-	1	-	*	-	*	*	*	*	*	*	
Website address	*	1	-	2	*	1	*	2	1	2	1	2	1	2	*	2	1	1	-	2	1	2	-	2	-	1	-	2	*	1	*	2	
Brain cancer/diseases	-	*	-	*	-	-	-	-	*	*	-	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	-	*	-	
Mouth diseases (gums/teeth/etc.)	*	*	1	1	1	*	1	*	*	*	*	*	-	*	-	-	*	*	*	*	*	*	*	-	*	1	*	1	-	-	-	-	-
Strategies/the "four D's"	-	*	-	*	-	*	-	*	*	-	*	-	-	*	-	-	-	-	-	-	-	-	-	-	*	*	-	-	-	-	-	-	
Impotence	*	*	-	*	-	-	-	-	-	*	-	*	*	*	-	-	*	*	-	*	*	-	*	-	*	*	*	-	-	-	-	-	-
Stroke	-	-	-	-	*	*	-	*	*	*	-	*	*	*	-	-	*	-	*	*	-	-	-	-	*	*	-	*	-	-	-	-	-
Questions and answers	-	*	-	*	-	*	-	*	*	*	*	*	-	*	-	*	-	*	-	*	-	*	-	*	-	-	-	-	-	-	-	-	-
Manufacturer's information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	-	*	
Other	2	2	2	2	2	3	2	3	2	2	2	3	2	3	2	3	3	3	3	4	1	2	2	2	1	*	*	*	1	1	1	1	
Not seen sliding part of cigarette pack	34	27	36	23	37	21	43	19	36	19	41	18	39	23	42	21	43	23	50	20	38	19	43	18	42	31	43	30	33	31	34	31	
None/nothing	*	1	*	2	6	4	6	4	1	1	*	1	-	-	-	-	-	-	-	-	7	2	6	2	2	2	2	2	4	7	4	8	
dk/na	42	29	44	29	33	29	34	29	41	37	42	36	42	36	43	37	37	34	37	34	32	38	34	38	38	24	42	23	45	22	46	21	

* Less than one percent

Q.25
Without looking at a cigarette package, can you recall or describe anything you saw or read on the back of the sliding part of a cigarette package? Anything else?

Three percent of adult smokers report that they look at or read the information on the slide several times a day, and three percent do this about once a day. One-third (a total of 33%) look at or read the information on the slide less frequently, including 24 percent who say they do this less than once a week. Six in ten (61%) say they never look at or read the information on the slide.

These results are similar to those found in the July-August 2003 survey, when this question was first asked.

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

	JULY-AUG 2003		DEC 2003		NOV-DEC 2004		JULY-AUG 2005		FEB-MAR 2006		NOV-DEC 2006		NOV-DEC 2007	
	S	PQ	S	PQ	S	PQ	S	PQ	S	PQ	S	PQ	S	PQ
Several times a day	3	4	3	3	2	2	4	6	2	2	2	2	3	4
About once a day	3	4	4	5	3	4	4	4	3	3	5	5	3	3
Once every two or three days	3	4	3	3	3	3	3	4	2	3	4	4	3	3
About once a week	9	10	9	9	9	9	7	8	8	11	7	8	6	7
Less than once a week	23	25	20	22	22	23	19	20	21	21	24	25	24	24
Never	58	53	61	58	60	58	61	57	62	58	58	55	61	58
dk/na	*	*	1	*	2	1	1	1	1	1	1	*	1	1

* Less than one percent

Q.26

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

Would it be ...?

Subsample: Smokers

B. Assessment of Information on Slide

Three in ten adult smokers (31%) strongly agree that the information they have seen on the back of the slide is accurate, and two in ten (19%) strongly agree that the information is useful to them. Combining the strongly and somewhat agree numbers, 53 percent of smokers agree the information is accurate, and 41 percent say it is useful to them.

The results of the current survey suggest that there have been decreases since November-December 2006 in the numbers of adult smokers who strongly agree on both dimensions; further, the current results show decreases in the proportions who strongly agree on both dimensions since November-December 2002, when this question was first asked.

Younger adult smokers (aged 18 to 24), occasional smokers and potential quitters are more likely to strongly agree that the information is accurate. Potential quitters are also more likely to strongly agree that the information is useful to them.

Messages on Back of Slide

Smokers

	NOV-DEC 2002		JULY-AUG 2003		DEC 2003		NOV-DEC 2004		JULY-AUG 2005		FEB-MAR 2006		NOV-DEC 2006		NOV-DEC 2007	
	S	PQ	S	PQ	S	PQ	S	PQ	S	PQ	S	PQ	S	PQ	S	PQ
The information is accurate																
Strongly agree	36	42	30	34	35	37	28	33	32	37	32	36	35	39	31	35
Somewhat agree	22	20	22	22	24	23	22	21	26	28	25	27	27	26	22	21
Somewhat disagree	4	4	6	6	4	4	5	4	5	4	6	4	7	6	4	3
Strongly disagree	6	4	8	5	7	5	7	6	8	6	8	7	10	8	9	7
dk/na	32	30	35	34	31	30	38	36	29	25	29	27	21	20	34	34
The information is useful to you																
Strongly agree	24	31	21	25	23	25	18	22	21	24	21	25	23	27	19	22
Somewhat agree	23	22	22	25	23	24	21	22	25	27	24	25	25	28	22	21
Somewhat disagree	9	9	11	10	12	11	11	10	11	11	12	11	14	13	9	9
Strongly disagree	18	15	20	16	22	19	21	19	23	19	23	21	22	17	23	21
dk/na	25	24	26	25	21	21	28	27	31	19	21	18	15	14	26	27

Q.27

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

Subsample: Smokers

c. The Insert

One percent of adult smokers report that they look at or read the information on the insert several times a day, and two percent do this about once a day. One-quarter (a total of 24%) look at or read the information on the insert less frequently, including 17 percent who say they do this less than once a week. Seven in ten (70%) say they never look at or read the information on the insert.

The current results are similar to those found in July-August 2003, when this question was first asked.

Male smokers, younger adult smokers aged 18 to 24 and potential quitters are more likely than their counterparts to say that they look at or read the information on the insert at least occasionally.

Fifty-eight percent of adult smokers throw out the insert when they open the pack, and a further 11 percent throw out the insert when they are finished with the pack. Only one percent keep the insert, and five percent say they do something else with it. Twenty-three percent say they do not have inserts in their packs of cigarettes.

The current results suggest an increase since the July-August 2003 survey in the number of adult smokers who throw out the insert when they open a pack of cigarettes; there has been a decline in the number who say they don't have packs with inserts.

Young adult smokers aged 18 to 24 are somewhat more likely to throw out the insert when they are finished with the pack (18%). Female smokers (26%) and everyday smokers (24%) are more likely to say they do not have inserts in their packs.

Look at or Read Information on Cigarette Pack Insert

Smokers

	JULY-AUG 2003		DEC 2003		NOV-DEC 2004		JULY-AUG 2005		FEB-MAR 2006		NOV-DEC 2006		NOV-DEC 2007	
	S	PQ	S	PQ	S	PQ	S	PQ	S	PQ	S	PQ	S	PQ
Several times a day	2	2	1	1	1	1	2	3	2	2	2	2	1	1
About once a day	2	3	3	3	2	2	3	3	3	3	2	3	2	3
Once every two or three days	3	3	2	2	2	2	2	2	3	3	2	2	2	2
About once a week	6	7	6	6	7	8	5	6	6	6	6	8	5	7
Less than once a week	14	16	14	16	14	15	15	18	16	16	19	21	17	17
Never	72	68	72	70	73	70	71	67	70	69	67	65	70	67
dk/na	2	2	2	2	1	2	1	1	1	1	2	1	2	3

Q.28

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

Subsample: Smokers

What Done with Cigarette Pack Insert

Smokers

	JULY-AUG 2003		DEC 2003		NOV-DEC 2004		JULY-AUG 2005		FEB-MAR 2006		NOV-DEC 2006		NOV-DEC 2007	
	S	PQ	S	PQ	S	PQ	S	PQ	S	PQ	S	PQ	S	PQ
Throw out when open pack	43	44	49	49	52	49	55	53	55	55	60	59	58	58
Throw out with pack when done	14	14	15	15	15	16	16	18	14	16	15	16	11	11
Keep	1	2	2	2	1	1	2	2	1	1	2	2	1	1
Something else	5	5	5	4	5	6	5	5	7	6	5	6	5	4
Don't have packs with inserts	35	33	28	28	26	27	21	20	21	20	17	17	23	23
dk/na	2	2	2	2	2	1	1	2	2	2	1	1	2	2

Q.29

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

Subsample: Smokers

A. Awareness of Toxic Substances

When Canadian adults are asked top-of-mind what, if any, chemicals or toxic substances they can name that are in cigarettes or cigarette smoke, 56 percent mention nicotine and 41 percent mention tar. Smaller proportions mention carbon monoxide (10%), formaldehyde (8%), arsenic (7%) and hydrogen cyanide (5%). Twenty-two percent mention other toxic substances. Five percent say there are no chemicals or toxic substances in cigarettes or cigarette smoke, and 17 percent offer no opinion.

Adult smokers are more likely than Canadian adults in general to mention carbon monoxide, formaldehyde and hydrogen cyanide. Overall, 57 percent of adult smokers mention nicotine, 51 percent

mention tar and 22 percent mention carbon monoxide. Smaller proportions mention formaldehyde (13%), hydrogen cyanide (11%), carbon dioxide (10%), benzene (8%), arsenic (6%) and poison/rat poison/strychnine/cyanide (5%). Ten percent mention other toxic substances. Six percent say there are no toxic substances, and nine percent offer no opinion.

Among the general population, the results of the current survey show no significant changes since November-December 2006. There have been increases – though not always significant – since the baseline survey in the numbers of Canadian adults who mention specific chemicals such as formaldehyde and hydrogen cyanide, and declines in the numbers who mention nicotine, tar and carbon monoxide.

Among adult smokers, the results of the current survey are similar to those found in November-December 2006. The current survey finds that the numbers of adult smokers who mention nicotine and tar have declined from the baseline survey; however, there have been significant increases since the baseline survey in the numbers of adult smokers who mention formaldehyde and hydrogen cyanide, and a smaller increase in the number mentioning benzene.

Male smokers are slightly more likely than female smokers to mention hydrogen cyanide (13% vs. 9%), carbon dioxide (12% vs. 8%) and benzene (11% vs. 4%). Younger adult smokers aged 18 to 24 are more likely to mention carbon monoxide (29%), and those aged 25 to 34 are more likely to mention formaldehyde (20%).

Awareness of Toxic Substances in Cigarettes

Continued

	NOV-DEC 2000				MAR-APR 2001				JULY 2001				NOV-DEC 2001				JULY 2002				NOV-DEC 2002				JULY-AUG 2003				DEC 2003				NOV-DEC 2004				JULY-AUG 2005				FEB-MAR 2006				NOV-DEC 2006				NOV-DEC 2007			
	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ
Household cleaners	*	*	-	*	*	*	*	-	*	1	-	*	*	1	*	*	*	-	*	-	*	*	*	*	-	*	-	*	-	1	-	*	*	-	*	-	*	*	*	*	*	*	-	-	-	-	-	-	*	-	*	-
Acid	*	*	*	*	*	*	*	1	*	*	*	-	*	1	*	*	*	*	*	*	1	1	1	1	*	*	*	*	-	-	-	-	1	1	*	1	*	*	*	*	*	*	*	*	-	*	-	*	*	*	*	*
Battery acid/toxic/juice	-	-	-	-	-	-	-	-	*	*	*	*	*	*	*	*	-	*	-	*	-	-	-	-	*	*	*	-	*	*	*	*	-	*	-	-	*	*	*	-	-	*	-	1	-	*	-	-	*	-	*	-
Saltpetre	*	*	*	*	*	*	*	*	1	*	*	1	*	*	*	*	*	*	1	*	-	-	-	-	1	*	*	*	-	*	-	*	-	*	-	-	*	*	*	*	-	*	-	*	-	-	-	-	*	*	*	*
Phenols	*	*	*	-	*	*	*	*	-	*	-	*	*	*	-	*	1	*	*	*	*	-	*	-	*	*	*	-	-	*	-	-	*	-	*	-	-	-	-	-	-	-	-	-	-	-	-	-	*	*	*	*
Nitrosamines	1	*	1	*	*	*	-	*	-	*	-	*	1	*	*	*	-	*	-	*	*	*	*	*	1	*	1	*	*	*	*	*	-	*	-	*	*	*	*	-	-	-	-	-	1	*	*	*	*	-	*	-
Carbon	*	1	-	1	1	2	1	1	1	1	1	1	1	1	1	1	1	1	1	2	1	2	1	1	*	*	*	*	1	1	1	1	*	*	*	*	*	1	*	1	*	1	*	1	1	1	1	1	*	1	*	1
4-Aminobiphenyl	1	*	1	*	-	*	-	*	-	*	-	-	*	*	*	*	1	*	1	*	*	1	*	1	*	1	-	1	*	*	*	*	*	*	*	-	*	-	*	-	*	1	-	1	*	1	*	1	*	*	*	1
Cadmium	*	*	*	*	*	*	*	*	-	*	-	*	1	*	1	*	1	*	1	*	1	*	1	1	*	*	-	-	*	-	*	-	*	*	-	*	-	-	-	-	-	*	-	*	-	*	-	*	-	*	-	*
Paint thinner/remover	*	*	*	*	*	*	*	*	-	*	-	*	*	*	*	*	1	*	1	*	1	*	2	1	*	-	1	-	*	*	*	*	-	*	-	*	*	*	*	*	1	-	1	-	-	-	-	-	-	*	-	*
Oil	-	-	-	-	-	-	-	-	-	-	-	-	*	*	-	*	1	*	*	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	-	*	-	*	*	*	*	-	*	-	-	-	-	-	-
Nail polish remover	*	-	*	-	-	*	-	*	*	*	1	-	-	*	-	*	1	*	1	*	1	*	1	*	-	*	-	-	*	*	-	*	*	*	*	*	-	*	-	*	*	*	1	*	-	1	-	*	-	-	-	-
Ash	-	-	-	-	*	*	*	*	*	-	*	-	1	-	1	-	-	*	-	-	*	*	*	*	-	*	-	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	-	*
Fibreglass	*	1	-	1	*	1	*	1	1	*	1	1	*	*	*	1	*	*	*	*	*	*	*	*	*	1	*	1	*	*	*	-	*	*	-	-	*	*	*	*	*	1	*	1	*	*	1	*	-	*	-	*
Other	1	1	1	2	1	1	1	1	2	2	2	2	1	1	1	*	2	2	2	2	2	2	1	2	2	4	2	5	4	4	5	4	5	5	6	7	5	4	6	5	4	4	4	5	4	4	4	4	1	2	1	2
None/nothing	5	3	6	2	5	6	5	6	4	2	4	3	3	3	3	3	2	2	2	2	2	4	2	3	5	2	5	2	2	2	2	1	3	1	3	1	5	3	5	3	2	2	2	1	5	7	6	6	5	6	5	5
dk/na	8	6	10	5	11	8	13	9	13	10	15	9	11	9	11	9	11	10	13	8	15	10	16	8	14	8	15	9	14	9	16	8	16	13	16	13	15	10	16	10	14	12	16	11	18	8	20	6	17	9	18	7

* Less than one percent

Q.30

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

When asked what chemicals or substances in cigarettes, in tobacco or in smoking, if any, cause or can cause disease or harm to health, the largest proportions of Canadians in general mention nicotine (40%) and tar (27%), followed by carbon monoxide (5%). Fifteen percent say that all the chemicals cause harm, 24 percent mention other specific substances, three percent say none cause diseases and 32 percent offer no opinion.

Among adult smokers, the largest proportions mention nicotine (33%), tar (32%) and carbon monoxide (12%). Smaller proportions mention formaldehyde (8%), hydrogen cyanide (6%) and carbon dioxide (5%). Twenty-four percent say that all the chemicals cause harm, 16 percent mention other specific substances, seven percent say none cause diseases, and 21 percent offer no opinion.

Among Canadian adults, the results of the current survey find that, since the November-December 2006 survey, there has been an increase in the number saying that all the chemicals cause disease or harm to health. There have been decreases since July 2002, when this question was first asked, in the numbers who mention tar and carbon monoxide.

Among smokers, there has been a slight increase in the number saying that all chemicals cause harm since November-December 2006. As well, there have been declines since the July 2002 baseline survey in the proportions who mention nicotine, tar and carbon monoxide.

Male smokers are more likely than female smokers to mention nicotine (36% vs. 28%), tar (33% vs. 29%) and carbon monoxide (14% vs. 10%); female smokers are more likely to say all the chemicals cause harm (29% vs. 21%). Young smokers aged 18 to 24 are less likely to mention tar (18%) and nicotine (15%), and more likely to mention carbon monoxide (17%) and to say all chemicals cause harm (30%). Smokers aged 25 to 34 are more likely to mention carbon monoxide (14%), formaldehyde (13%), hydrogen cyanide (10%), benzene (7%) and arsenic (6%), and to say that all chemicals cause harm (29%).

Those who have tried to quit and potential quitters are more likely to mention nicotine (35% and 36%, respectively) and tar (33% and 34%, respectively), and to say that all chemicals cause harm (26% and 27%, respectively).

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

	JULY 2002				NOV-DEC 2002				JULY-AUG 2003				DEC 2003				NOV-DEC 2004				JULY-AUG 2005				FEB-MAR 2006				NOV-DEC 2006				NOV-DEC 2007					
	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ		
Nicotine	43	40	45	41	42	43	41	43	44	40	45	41	43	40	46	40	43	38	43	41	44	36	45	36	35	33	37	34	42	34	41	35	40	33	41	36		
Tar	36	39	33	40	35	40	32	42	33	37	35	38	35	38	32	38	35	37	33	38	35	36	32	37	30	30	30	33	27	35	26	33	27	32	26	34		
Carbon monoxide	9	18	5	18	8	18	5	19	9	15	6	16	7	14	4	14	9	16	7	17	9	18	5	18	7	14	4	16	6	15	4	14	5	12	3	12		
Formaldehyde	3	5	2	5	3	5	2	6	3	4	2	5	4	6	2	5	3	6	2	7	4	5	3	6	3	6	2	7	3	6	3	7	4	8	3	9		
Arsenic	6	4	6	4	6	3	6	3	5	3	5	4	5	3	5	4	3	2	3	3	3	2	4	2	6	2	7	2	4	3	4	3	3	2	3	3		
Carbon dioxide	2	2	2	3	2	3	2	3	3	2	3	3	2	3	2	2	1	3	1	3	2	4	2	4	2	2	2	2	2	3	2	3	3	5	3	6		
Hydrogen cyanide	3	7	2	7	5	8	3	9	3	6	3	7	2	7	2	7	3	8	2	9	2	6	1	7	4	7	3	8	3	6	2	7	3	6	1	7		
The smoke itself	2	1	3	1	1	2	2	1	2	1	2	1	2	2	2	2	1	1	1	*	3	*	4	*	3	1	3	1	2	2	2	2	2	1	1	1		
Benzene	4	5	3	6	3	4	2	4	2	4	2	4	3	4	2	3	2	4	2	4	3	4	2	5	2	3	1	3	2	4	2	4	2	4	2	4		
Tobacco	1	1	1	1	1	*	1	*	1	1	1	1	1	1	1	1	1	*	2	*	1	*	2	*	2	*	2	*	2	1	2	1	2	1	3	1		
Poison/rat poison/strychnine/cyanide	2	3	2	4	1	2	1	2	1	2	1	2	2	3	2	3	1	1	1	2	2	2	2	1	1	1	1	1	1	1	1	1	1	1	1	2		
Type of fuel/gasoline/kerosene/jet fuel/rocket fuel	*	-	*	-	*	*	1	*	-	-	-	-	*	-	*	-	*	*	*	*	-	-	-	-	*	-	*	-	-	*	-	-	-	1	*	1	1	
Lead	*	-	1	-	1	*	1	*	*	*	*	*	*	-	*	-	*	*	*	*	*	*	*	*	*	*	-	*	*	*	*	*	*	*	1	1	*	*
Ammonia	1	1	1	2	1	1	1	2	2	1	1	2	1	1	1	1	1	1	1	1	1	1	1	1	2	1	2	1	*	1	1	1	1	2	1	1		
Carcinogens	-	*	-	*	2	*	3	*	1	*	*	*	1	*	1	*	1	*	2	*	*	*	*	*	1	*	1	*	1	1	1	1	1	*	*	*	*	
Chemicals/gases/toxins – in general	1	1	1	*	*	1	1	1	1	*	1	*	*	1	*	*	*	1	*	*	*	*	*	*	1	*	*	*	1	1	1	1	*	-	*	-		
4-Aminobiphenyl	*	*	*	*	-	1	-	1	*	*	*	*	*	1	*	1	*	*	*	-	*	*	*	*	*	1	*	1	1	1	1	*	1	*	*	1	*	
Benzo[a]pyrene	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	*	1	*	*	*	*	*	*	*	*	1	1	1	1	1	1	1	1	1	1	
Pesticides	1	*	1	1	*	*	*	-	*	*	*	*	*	*	*	*	*	1	*	*	*	1	*	*	*	*	-	*	-	*	*	*	1	*	*	*	*	
Carbon	*	1	*	*	*	1	*	*	*	*	*	*	*	*	*	*	1	*	1	*	*	*	*	*	*	*	-	*	-	*	*	1	*	*	-	*	-	
Nitrogen oxides (nitrogen dioxide/nitric oxide)	-	-	-	-	*	*	*	*	*	*	-	1	-	*	-	*	1	1	*	1	*	*	*	*	*	*	-	*	-	*	-	*	*	*	*	1	*	
Sulphur/sulphate	*	-	*	-	*	-	*	-	-	*	-	-	-	*	-	*	-	-	-	-	-	*	*	*	*	*	*	*	*	-	-	-	-	*	*	*	*	
Household cleaners	*	*	*	-	*	*	-	*	-	-	-	-	-	*	-	*	-	-	-	-	-	*	*	*	*	-	-	-	-	-	-	-	-	*	*	-	*	
Dioxins	*	-	*	-	*	*	*	*	*	*	*	1	*	*	*	*	*	1	*	*	*	*	*	*	*	*	*	*	*	*	-	*	-	*	1	*	1	*

* Less than one percent

Continued ...

Q.34

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

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

Continued

	JULY 2002				NOV-DEC 2002				JULY-AUG 2003				DEC 2003				NOV-DEC 2004				JULY-AUG 2005				FEB-MAR 2006				NOV-DEC 2006				NOV-DEC 2007			
	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ
Saltpetre	*	-	*	-	-	*	-	*	-	*	-	-	-	-	-	-	*	-	*	-	-	-	-	-	-	-	-	-	-	*	-	-	-	-	-	-
Phenols	*	-	1	-	*	-	*	-	*	*	*	*	-	*	-	*	*	*	*	*	-	-	-	-	-	-	-	-	*	*	-	*	-	*	-	*
Oil	-	-	-	-	-	-	-	-	-	-	-	-	*	*	*	*	-	-	-	-	-	-	-	-	-	-	-	-	*	-	*	-	-	-	-	-
Acid	*	-	*	-	-	*	-	*	-	*	-	*	-	-	-	-	1	*	*	*	*	*	1	*	-	*	-	*	*	-	*	-	-	-	-	-
Fibreglass	-	*	-	*	*	*	*	*	-	*	-	*	-	*	-	*	-	-	-	-	-	-	-	-	-	*	-	*	-	*	-	*	-	*	-	-
Cadmium	*	-	*	-	*	*	*	*	-	-	-	-	*	-	*	-	*	*	-	*	-	*	-	-	*	*	*	-	-	*	-	*	-	*	-	*
Nail polish remover	*	*	*	*	*	*	*	*	-	-	-	-	-	-	-	-	*	-	*	-	-	-	-	-	*	*	*	*	-	*	-	-	-	-	-	-
Paint thinner/remover	-	-	-	-	*	*	*	*	*	-	*	-	*	-	*	-	*	*	*	*	-	*	-	*	*	-	*	-	-	-	-	-	-	-	-	-
Battery acid/toxic juice	-	-	-	-	-	-	-	-	-	-	-	-	*	*	*	*	*	*	1	*	-	-	-	-	-	*	-	*	-	*	-	-	-	-	-	-
Nitrosamines	*	-	*	-	*	*	-	1	*	*	*	*	*	-	*	-	*	*	*	-	*	*	*	-	-	-	-	-	-	*	-	*	-	*	-	*
Ash	-	-	-	-	-	-	-	-	-	*	-	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	-	*
All the chemicals cause harm	16	24	14	25	14	21	13	23	15	23	12	26	15	20	11	21	15	22	12	26	12	25	9	29	18	27	15	29	8	19	8	22	15	24	11	27
Other	1	1	2	1	*	1	*	*	2	1	2	1	3	2	4	2	3	3	3	2	1	2	2	2	2	2	2	2	2	1	2	1	1	1	1	1
None	-	-	-	-	1	3	2	2	4	4	4	3	1	2	1	2	1	2	2	1	3	4	3	3	2	3	1	3	5	8	5	7	3	7	3	5
dk/na	27	20	30	18	29	20	31	18	26	20	28	19	29	24	30	23	28	26	29	23	28	22	30	19	31	25	33	22	35	18	37	17	32	21	32	19

* Less than one percent

Q.34

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

Seven in ten adult Canadians (69%) think that chemicals are added to tobacco when cigarettes are being manufactured. One in ten (9%) say that chemicals are not added and two in ten (21%) offer no response.

More than seven in ten adult smokers (73%) say that chemicals are added to tobacco. Thirteen percent say that chemicals are not added, and 13 percent offer no response.

Among the population in general, there has been no significant change since November-December 2006 in the number who think that chemicals are added to tobacco; the current results are similar to those found in July 2002, when this question was first asked.

Among adult smokers, there has been no significant change since November-December 2006 in the number who think that chemicals are added to tobacco; however, the current results indicate a slight

increase since July 2002, when this question was first asked, in the number who think chemicals are added to tobacco.

Smokers aged 18 to 44 (76%) and those who have tried to quit (75%) are more likely than others to say that chemicals are added to tobacco.

Chemicals Added to Cigarettes During Manufacture

	JULY 2002				NOV-DEC 2002				JULY-AUG 2003				DEC 2003				NOV-DEC 2004				JULY-AUG 2005				FEB-MAR 2006				NOV-DEC 2006				NOV-DEC 2007			
	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ	GP	S	NS	PQ
Yes	69	68	68	71	67	72	65	73	67	70	65	72	67	70	66	73	69	71	67	73	72	71	71	73	68	76	66	80	71	72	72	75	69	73	68	75
No	11	14	10	14	10	11	9	11	11	12	10	10	12	13	11	11	9	12	9	11	8	13	7	12	14	11	14	9	12	16	11	15	9	13	9	11
dk/na	20	18	22	16	23	16	26	16	22	18	25	18	21	16	23	16	22	18	24	16	20	17	22	14	18	13	20	11	17	12	17	11	21	13	23	13

Q.35

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

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

One percent of adult smokers report that they look at or read the information about chemicals and toxic substances on the side of cigarette packages several times a day, and two percent do this about once a day. More than four in ten (a total of 44%) look at or read the information on the side of cigarette packages less frequently, including 34 percent who say they do this less than once a week. One-half (52%) say they never look at or read the information on the side of cigarette packages.

In comparison to the July-August 2003 survey, when this question was first asked, there has been a slight decline in the proportion who say they look at the information less than once a week, and a slight increase in the proportion who never look at the information.

Male smokers and younger smokers aged 18 to 34 are slightly more likely than their counterparts to say they read the information about chemicals and toxic substances on the side of cigarette packages at least occasionally.

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

	JULY-AUG 2003		DEC 2003		NOV-DEC 2004		JULY-AUG 2005		FEB-MAR 2006		NOV-DEC 2006		NOV-DEC 2007	
	S	PQ	S	PQ	S	PQ	S	PQ	S	PQ	S	PQ	S	PQ
Several times a day	2	2	1	1	1	1	2	2	1	2	2	3	1	1
About once a day	2	3	2	2	2	2	2	2	1	2	2	3	2	3
Once every two or three days	2	2	2	2	2	2	3	3	2	2	2	2	1	2
About once a week	9	11	8	10	7	9	7	8	8	8	9	10	9	8
Less than once a week	39	43	35	38	36	38	31	34	32	32	34	36	34	35
Never	45	39	51	47	51	47	54	51	54	52	51	46	52	51
dk/na	*	*	*	*	*	—	*	*	*	*	*	—	1	1

* Less than one percent

Q.32

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

Subsample: Smokers

When asked if they can name any chemicals or toxic substances that are currently listed on a cigarette package (without looking at a cigarette package), the largest proportions of Canadians mention nicotine (27%), tar (23%) and carbon monoxide (5%). Fourteen percent mention some other toxic substance, 12 percent say there are no chemicals or toxic substances currently listed on cigarette packages, and 51 percent offer no opinion.

Adult smokers are more likely than Canadian adults in general to mention nicotine (44%), tar (40%) and carbon monoxide (17%). They are also more likely to mention other toxic substances, such as formaldehyde (10%), hydrogen cyanide (9%), benzene (6%) and carbon dioxide (6%). Six percent mention other toxic substances. Twenty-one percent say there are no substances listed on cigarette packages. Smokers are more likely than adults in general to offer an opinion (only 18% offer no response).

Among adult Canadians, there has been a decrease since the November-December 2006 survey in the number who say there are no chemicals listed, and an increase in the number who mention tar. Since the 2000 baseline survey, there have been decreases in the proportion who say there are no chemicals or toxic substances listed on cigarette packages (down 13 points), and in the proportions who mention nicotine (down 15 points) and tar (down 10 points). In the same period, there has been an increase in the number who do not offer an opinion (up 27 points).

Among adult smokers, the results of the current survey are similar to those found in November-December 2006. Since the 2000 baseline survey, there have been decreases in the proportions who

mention nicotine (down 12 points) and tar (down 14 points). In the same period, there have been increases in the numbers who mention formaldehyde (up 10 points), hydrogen cyanide (up 9 points) and benzene (up 6 points). There has also been an increase in the number who say there are no toxic substances listed (up 5 points).

Female smokers (13%) are somewhat more likely than male smokers (8%) to mention formaldehyde; male smokers are somewhat more likely to mention tar (42% vs. 37%) and benzene (8% vs. 3%). Smokers under 45 years of age tend to be somewhat more likely to mention chemicals or substances, such as carbon monoxide and formaldehyde.

About one-third of adult smokers say that the information about chemicals and toxic substances now on the side of cigarette packages has contributed to encouraging them to try to quit smoking (33%). Three in ten each say this information has contributed to getting them to smoke less (31%) and to increasing their desire to quit smoking (29%). Fewer than two in ten (15%) say the information has contributed to getting them to switch to a different brand or product.

There is little change in these findings from that found in November-December 2006; however, there have been declines since November-December 2002, when the question was first asked, in the numbers who say the information has contributed to getting them to smoke less, and to getting them to switch to a different brand or product.

Male smokers are more likely than female smokers to say that the information about chemicals and toxic substances on the side of

the packages has contributed to encouraging them to quit smoking (37% vs. 28%) and increasing their desire to quit smoking (33% vs. 24%). Younger adult smokers (aged 18 to 24) and those who have tried to quit are more likely to say the information has contributed to encouraging them to try to quit (39% and 36%, respectively), increasing their desire to quit (36% and 32%, respectively) and getting them to smoke less (39% and 32%, respectively), as are the potential quitters. Occasional smokers are more likely to say the information has contributed to getting them to smoke less (43%).

Impact of Information about Chemicals and Toxic Substances Smokers

	NOV-DEC 2002			JULY-AUG 2003			DEC 2003			NOV-DEC 2004			JULY-AUG 2005			FEB-MAR 2006			NOV-DEC 2006			NOV-DEC 2007										
	Yes	No	DK/NA	Yes	No	DK/NA	Yes	No	DK/NA	Yes	No	DK/NA	Yes	No	DK/NA	Yes	No	DK/NA	Yes	No	DK/NA	Yes	No	DK/NA								
	S	PQ	S PQ	S	PQ	S PQ	S	PQ	S PQ	S	PQ	S PQ	S	PQ	S PQ	S	PQ	S PQ	S	PQ	S PQ	S	PQ	S PQ								
Encouraged you to try to quit smoking	36	46	63 54	* *	33	44	65 54	2 1	37	48	62 51	1 1	36	46	63 53	1 1	35	46	65 53	1 1	34	43	64 55	2 2	36	48	63 51	1 1	33	43	65 56	2 1
Got you to smoke less	34	39	65 61	1 *	32	38	67 60	2 2	31	36	68 63	1 1	31	37	68 62	1 1	28	36	71 63	1 1	29	33	69 65	2 2	29	35	70 64	1 1	31	35	68 63	2 1
Increased your desire to quit smoking	32	41	67 59	1 *	31	42	67 57	2 1	32	42	67 57	1 1	32	43	67 55	1 1	30	42	70 58	1 *	32	43	67 55	2 2	30	42	68 57	1 2	29	38	69 61	1 1
Got you to switch to a different brand or product	19	21	80 79	* -	16	18	82 81	1 1	17	19	82 80	1 1	20	22	79 77	1 1	19	22	81 78	1 *	16	18	82 80	2 2	18	22	81 77	1 1	15	15	84 83	1 2

* Less than one percent

Q.33

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

Subsample: Smokers

A. Survey of General Population: Methodology

The results of the survey are based on questions asked to 620 adults 18 years of age and older, living within the 10 provinces of Canada. The survey was conducted by telephone from November 19 to November 27, 2007.

SAMPLE SELECTION

The sampling method was designed to complete approximately 600 interviews within households randomly selected across Canada. It is drawn in such a way that it represents the Canadian population with the exception of those Canadians living in the Yukon, Northwest Territories or Nunavut. The actual sample is distributed as follows.

	WEIGHTED N	UNWEIGHTED N	MARGIN OF ERROR
Atlantic Region	51	54	13.3
Quebec	156	163	7.7
Ontario	232	219	6.6
Manitoba/Saskatchewan	44	41	15.3
Alberta	56	64	12.2
British Columbia	81	79	11.0
Total	620	620	3.9

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

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

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

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

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

TELEPHONE INTERVIEWING

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

COMPLETION RESULTS

A total of 620 interviews were completed. The margin of error for a sample of 620 is ± 3.9 percentage points, 19 times in 20. The margins are wider for regional and demographic subsamples.

The effective response rate for the survey is 11 percent.¹ This is calculated as the number of responding participants (completed interviews, disqualifications and over-quota participants) (795), divided by unresolved numbers (e.g. busy, no answer) (2,961) plus non-responding households or individuals (e.g. refusals, language barrier, missed callbacks) (3,358) plus responding participants (795) $[R/(U+IS+R)]$. The disposition of all contacts is presented in the following table.

COMPLETION RESULTS

Total sample dialled	8,633
UNRESOLVED NUMBERS (U)	2,961
Busy	80
No answer	984
Answering machine	1,897
RESOLVED NUMBERS (Total minus Unresolved)	5,672
OUT OF SCOPE (Invalid/non-eligible)	1,519
Non-residential	77
Not-in-service	1,317
Fax/modem	125
IN SCOPE NON-RESPONDING (IS)	3,358
Refusals – household	1,769
Refusals – respondent	581
Language barrier	201
Callback missed/respondent not available	766
Break-offs (interview not completed)	41
IN SCOPE RESPONDING (R)	795
Disqualified	51
Quota filled	124
Completed	620
RESPONSE RATE $[R / (U + IS + R)]$	11%

B. Survey of Adult Smokers: Methodology

The results of the survey are based on questions asked to 1,000 adult smokers 18 years of age and older living within the 10 provinces of Canada. Of this total, 880 interviews were conducted with smokers only, between November 28 and December 8, 2007. A further 120 interviews were conducted with smokers as part of a general population survey, conducted from November 19 to November 27, 2007. All interviews were conducted by telephone.

The margin of error for a sample of 1,000 is ± 3.1 percentage points, 19 times in 20. The margins are wider for regional and demographic subsamples.

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

SAMPLE FRAME

The sampling methods were designed to complete approximately 1,000 interviews with smokers in the 10 provinces, proportionate to the incidence of smokers in each province relative to the incidence of smokers in the population of Canada. These interviews were drawn from two different surveys, the general population survey and an oversample survey of smokers. Using smoking incidence data, the relative proportions of smokers in the populations of each province were derived and used as the basis of the sampling frame (Source: CTUMS data 2006).

	PERCENTAGE OF TOTAL	N
Newfoundland	1.89	19
Prince Edward Island	0.43	4
Nova Scotia	3.43	34
New Brunswick	2.85	28
Quebec	25.67	257
Ontario	34.66	347
Manitoba	3.81	38
Saskatchewan	3.76	38
Alberta	11.60	116
British Columbia	11.90	119
Canada	100.00	1,000

The actual sample, by province, is distributed as follows.

	WEIGHTED N	UNWEIGHTED N	MARGIN OF ERROR
Newfoundland	19	20	21.9
Prince Edward Island	4	4	49.0
Nova Scotia	34	34	16.8
New Brunswick	28	28	18.5
Quebec	257	254	6.1
Ontario	347	349	5.2
Manitoba	38	38	15.9
Saskatchewan	38	38	15.9
Alberta	116	116	9.1
British Columbia	119	119	9.0

SURVEY METHODS

The following sections discuss survey methods for the oversample survey of 880 interviews conducted among smokers. For a discussion of the methods for the general population survey, from which 120 interviews with smokers were drawn, please see Section A, Survey of General Population: Methodology.

SAMPLE SELECTION: OVERSAMPLE

EnviroNics uses a sampling method in which sample is generated using the RDD (random digit dialling) technique. Samples are generated using a database of active phone ranges. These ranges are made up of a series of contiguous blocks of 100 contiguous phone numbers and are revised three to four times per year after a thorough analysis of the most recent edition of an electronic phonebook. Each number generated is put through an appropriate series of validation procedures before it is retained as part of a sample. Each number generated is looked up in a recent electronic phonebook database to retrieve geographic location, business indicator and “do not call” status. The postal code for listed numbers is verified for accuracy and compared

against a list of valid codes for the sample stratum. Non-listed numbers are assigned a “most probable” postal code based on the data available for all listed numbers in the phone exchange. This sample selection technique ensures both unlisted numbers and numbers listed after the directory publication are included in the sample.

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

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

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

TELEPHONE INTERVIEWING: OVERSAMPLE

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

A total of 880 interviews were completed. The margin of error for a sample of 880 is ± 3.3 percentage points, 19 times in 20. The margins are wider for regional and demographic subsamples.

The effective response rate for the survey is 34 percent.² This is calculated as the number of responding participants (completed interviews, disqualifications and over-quota participants) (12,561), divided by unresolved numbers (e.g. busy, no answer) (10,446) plus non-responding households or individuals (e.g. refusals, language barrier, missed call-backs) (13,454) plus responding participants (12,561) [R/(U+IS+R)]. The disposition of all contacts is presented in the following table.

COMPLETION RESULTS

Total sample dialled	45,296
UNRESOLVED NUMBERS (U)	10,446
Busy	329
No answer	4,165
Answering machine	5,952
RESOLVED NUMBERS	
(Total minus Unresolved)	34,850
OUT OF SCOPE (Invalid/non-eligible)	8,835
Non-residential	477
Not-in-service	7,540
Fax/modem	818
IN SCOPE NON-RESPONDING (IS)	13,454
Refusals – household	7,538
Refusals – respondent	3,061
Language barrier	1,073
Callback missed/respondent not available	1,692
Break-offs (interview not completed)	90
IN SCOPE RESPONDING (R)	12,561
Disqualified	11,218
Quota filled	463
Completed	880
RESPONSE RATE [R / (U + IS + R)]	34%

² 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).

QUESTIONNAIRES



November 6, 2007

**Survey of Adult Smokers and Non-Smokers – Wave 13
PN6216
Questionnaire - Draft 2**

INTRODUCTION

Hello, my name is _____ of Environics Research Group Ltd. We are conducting a study for the Government of Canada on issues important to Canadians. Please be assured that we are not selling or soliciting anything. Your answers will be kept strictly confidential and your participation is important if the results of the survey are to be accurate. 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. May I please speak to the person in your household who is 18 years of age or older, and has had the most recent birthday.

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

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

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

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

- 1 - Male
- 2 - Female

D. Language of survey

- 1 - English
- 2 - French

INTRODUCTION FOR ADULT SMOKERS SURVEY

Hello, my name is _____ of Environics Research Group Ltd. We are conducting a brief study for the Government of Canada on issues affecting Canadians. Please be advised that we are not selling nor soliciting anything. Your participation is important if the results of the survey are to be accurate and your answers will be kept strictly confidential. 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. Does anyone in your household age 18 or older smoke cigarettes (manufactured or roll your own)?

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

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

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

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

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

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

MAIN QUESTIONNAIRE

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

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

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

1 - Yes
2 - No
3 - DK/NA

NON- SMOKERS GO TO Q.9

IF SMOKE EVERY DAY, ASK:

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

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

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

2 - DK/NA

IF SMOKE OCCASIONALLY, ASK:

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

cigarettes per day

2 - DK/NA

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

- 5a)
- 01 - Craven "A" King Size
 - 02 - Craven Menthol King Size
 - 03 - DuMaurier King Size
 - 04 - DuMaurier Regular Size
 - 05 - DuMaurier Light King Size/Distinct King Size
 - 06 - DuMaurier Light Regular Size/Distinct Regular Size
 - 07 - DuMaurier Extra Light King Size/Premiere King Size
 - 08 - DuMaurier Extra Light Regular Size/Premiere Regular Size
 - 09 - DuMaurier Ultra Light King Size/Prestige King Size
 - 10 - DuMaurier Ultra Light Regular Size/Prestige Regular Size
 - 11 - DuMaurier Special King Size
 - 12 - DuMaurier Special 100
 - 13 - Export "A" Regular Size
 - 14 - Export "A" Medium Regular Size
 - 15 - Export "A" Light Regular Size/Smooth Regular Size
 - 16 - Matinee Extra Mild King Size/Mellow King Size
 - 17 - Matinee Extra Mild Regular Size/Mellow Regular Size
 - 18 - Matinee Slims King Size
 - 19 - Players Light Regular Size /Rich Flavour Regular Size
 - 20 - Players Light King Size/Rich Flavour King Size
 - 21 - Players Regular Size
 - 22 - Players Extra Light King Size/Smooth Flavour King Size
 - 23 - Players Extra Light Regular Size/Smooth Flavour Regular Size
 - 24 - Rothmans King Size
 - 25 - Rothmans Special Mild King Size/Special King Size
 - 26 - Generic Chinese brand
 - 27 - Generic First Nations/Aboriginal/Reserve brand
 - 28 - No regular brand
 - 29 - Other (SPECIFY)_____
 - 30 - DK/NA

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

- 5b) 01 - Craven "A" King Size
02 - Craven Menthol King Size
03 - DuMaurier King Size
04 - DuMaurier Regular Size
05 - DuMaurier Light King Size/Distinct King Size
06 - DuMaurier Light Regular Size/Distinct Regular Size
07 - DuMaurier Extra Light King Size/Premiere King Size
08 - DuMaurier Extra Light Regular Size/Premiere Regular Size
09 - DuMaurier Ultra Light King Size/Prestige King Size
10 - DuMaurier Ultra Light Regular Size/Prestige Regular Size
11 - DuMaurier Special King Size
12 - DuMaurier Special 100
13 - Export "A" Regular Size
14 - Export "A" Medium Regular Size
15 - Export "A" Light Regular Size/Smooth Regular Size
16 - Matinee Extra Mild King Size/Mellow King Size
17 - Matinee Extra Mild Regular Size/Mellow Regular Size
18 - Matinee Slims King Size
19 - Players Light Regular Size/Rich Flavour Regular Size
20 - Players Light King Size/Rich Flavour King Size
21 - Players Regular Size
22 - Players Extra Light King Size/Smooth Flavour King Size
23 - Players Extra Light Regular Size/Smooth Flavour Regular Size
24 - Rothmans King Size
25 - Rothmans Special Mild King Size/Special King Size
26 - Generic Chinese brand
27 - Generic First Nations/Aboriginal/Reserve brand
28 - No regular brand
29 - Other (SPECIFY)_____
- 30 - DK/NA

6. Have you ever tried to quit smoking?

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

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

READ

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

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

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

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

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

READ

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

IF YES IN Q.8(a) ASK :

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

DO NOT READ - CODE ALL THAT APPLY

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

- 14 - DK/NA

HEALTH EFFECTS

ASK ALL

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

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

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

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

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

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

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

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

READ AND ROTATE

- a) Lung cancer

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

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

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

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

READ AND ROTATE

a) Asthma attacks in children

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

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

HEALTH WARNING MESSAGES

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

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

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

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

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

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

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

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

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**

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

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

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

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

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

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

- 10 - DK/NA

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

- 2 - None
- 3 - DK/NA

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

- 2 - None
- 3 - DK/NA

ASK ALL

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

READ AND ROTATE

a) The messages are accurate

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

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

c) The messages make smoking seem less attractive

ASK SMOKERS ONLY

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

- a) Getting you to smoke less
 - 1 - Very effective
 - 2 - Somewhat effective
 - 3 - Not very effective
 - 4 - Not at all effective
 - 5 - DK/NA
- b) Getting you to smoke less around others than you used to
- c) Increasing your desire to quit smoking
- d) Getting you to try to quit smoking
- e) Informing you about the health effects of cigarette smoking

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

- a) By placing a cover or a case over your package?
 - 1 - Yes
 - 2 - No
 - 3 - DK/NA
- b) By transferring cigarettes to another container?
- c) By avoiding buying packs with particular health warning messages on them?
- d) By keeping the pack out of sight?

SLIDE

ASK ALL

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

DO NOT READ. CODE ALL THAT APPLY.

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

ASK SMOKERS

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

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

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

a) The information is accurate

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

b) The information is useful to you

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

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

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

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

VOLUNTEERED

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

TOXIC SUBSTANCES

ASK ALL

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

DO NOT READ. CODE ALL THAT APPLY.

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

21 - DK/NA

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

DO NOT READ. CODE ALL THAT APPLY.

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

10 - DK/NA

ASK SMOKERS

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

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

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

a) increased your desire to quit smoking?

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

b) encouraged you to try to quit smoking?

c) got you to smoke less?

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

ASK ALL

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

DO NOT READ. CODE ALL THAT APPLY.

- 01 - 4-Aminobiphenyl
- 02 - Ammonia
- 03 - Arsenic
- 04 - Benzene
- 05 - Benzo[a]pyrene
- 06 - Cadmium
- 07 - Carbon dioxide
- 08 - Carbon monoxide
- 09 - Dioxins
- 10 - Formaldehyde
- 11 - Hydrogen cyanide
- 12 - Lead
- 13 - Nicotine
- 14 - Nitrogen oxides (nitrogen dioxide, nitric oxide)
- 15 - Nitrosamines
- 16 - Pesticides
- 17 - Phenols
- 18 - Tar
- 19 - All the chemicals cause harm
- 20 - The smoke itself

21 - None/no chemicals

22 - Other (**SPECIFY**)

23 - DK/NA

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

1 - Yes, chemicals are added

2 - No, chemicals are not added

3 - DK/NA

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

DO NOT READ - CODE ALL THAT APPLY

01 - Headache

02 - Dizziness

03 - Weakness

04 - Nausea

05 - Vertigo

06 - Stomach aches

07 - Death

08 - None/no diseases

09 - Other (**SPECIFY**) _____

10 - DK/NA

DEMOGRAPHICS

ASK ALL

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

1 - SPECIFY _____

2 - DK/NA

38. 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

39. 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

40. Are you...

READ

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

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

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

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

READ

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

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

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

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

- 1 - Yes/maybe
- 2 - No

IF YES/MAYBE, RECORD NAME AND NUMBER.

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

_____.

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

- 1 - Yes
- 2 - No

If incorrect, please input correct phone number: _____.

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

- 1 - Yes
- 2 - No

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



Nov 16, 2007

**Survey of Adult Smokers and Non-Smokers – Wave 13
PN 6216
Questionnaire français - Draft 2**

INTRODUCTION

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

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

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

#01 Oui

#02 Non disponible**ORGANISER LE RAPPEL**

#03 Refus**REMERCIER ET TERMINER**

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

1 - Oui **REMERCIER ET TERMINER**

2 - Non **POURSUIVRE LE QUESTIONNAIRE PRINCIPAL**

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

1 - Homme

2 - Femme

D. Langue du sondage

1 - Anglais

2 - Français

INTRODUCTION POUR LE SONDAGE SUR LES ADULTES FUMEURS

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

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

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

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

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

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

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

ORGANISER LE RAPPEL

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

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

QUESTIONNAIRE PRINCIPAL

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

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

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

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

POUR LES NON-FUMEURS, PASSER À Q.9

SI FUME TOUS LES JOURS, DEMANDER :

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

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

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

2 - NSP/PR

SI FUME À L'OCCASION, DEMANDER :

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

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

2 - NSP/PR

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

- 5a) 01 - Craven "A" grand format
 02 - Craven menthol grand format
 03 - DuMaurier grand format
 04 - DuMaurier régulier
 05 - DuMaurier légères grand format / Distincte King Size
 06 - DuMaurier légères régulier/ Distincte Format Régulier
 07 - DuMaurier extra légères grand format / Première King Size
 08 - DuMaurier extra légères régulier / Première Format Régulier
 09 - DuMaurier ultra légères grand format / Prestige King Size
 10 - DuMaurier ultra légères régulier / Prestige Format Régulier
 11 - DuMaurier spéciales grand format
 12 - DuMaurier Special 100
 13 - Export "A" régulier
 14 - Export "A" moyennes régulier
 15 - Export "A" légères régulier / Veloutée Format Régulier
 16 - Matinée extra douces grand format/Douce King Size
 17 - Matinée extra douces régulier / Douce Format Régulier
 18 - Matinée minces grand format
 19 - Players légères régulières / Saveur Riche Format Régulier
 20 - Players légères grand format/ Saveur Riche King Size
 21 - Players régulier
 22 - Players extra légères grand format / Saveur Veloutée King Size
 23 - Players extra légères régulier /Saveur Veloutée Format Régulier
 24 - Rothmans grand format
 25 - Rothmans spéciales douces grand format / Spéciale King Size
 26 - Marque générique de cigarettes chinoises
 27 - Marque générique de cigarettes des Premières nations/Autochtones/réserve
 28 - Aucune marque régulière
 29 - Autre (**PRÉCISER**) _____
 30 - NSP/PR

- 5b) 01 - Craven "A" grand format
 02 - Craven menthol grand format
 03 - DuMaurier grand format
 04 - DuMaurier régulier
 05 - DuMaurier légères grand format / Distincte King Size
 06 - DuMaurier légères régulier/ Distincte Format Régulier

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

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

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

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

LIRE

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

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

- 1 - Oui
- 2 - Non **PASSER À Q.9**

- 3 - NSP/PR **PASSER À Q.9**
- 4 - Refus **PASSER À Q.9**

SI OUI À Q.8(a), DEMANDER Ý:

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

LIRE

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

SI OUI À Q.8(a) DEMANDER Ý:

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

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

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

EFFETS SUR LA SANTÉ

DEMANDER À TOUS

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

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

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

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

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

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

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

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

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

LIRE EN ROTATION.

a) Cancer du poumon

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

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

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

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

LIRE EN ROTATION

- a) Crises d'asthme chez les enfants

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

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

MESSAGES D'INFORMATION SUR LA SANTÉ

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

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

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

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

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

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

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

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

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

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

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

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

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

19. Si vous ne regardez pas en ce moment un paquet de cigarettes, à quoi est-ce que les messages d'avertissement sur la santé qui figurent maintenant sur les paquets de cigarettes au Canada vous font penser?

NE PAS LIRE. CODER TOUTES LES MENTIONS QUI S'APPLIQUENT. POUR LES MENTIONS D'IMAGES SPÉCIFIQUES, CODER DANS «AUTRE».

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

20. Si vous ne regardez pas en ce moment un paquet de cigarettes et si on pense aux messages sur la santé qui figurent maintenant sur les paquets de cigarettes, quels sont les messages dont vous vous souvenez précisément?

[**SONDER**: Est-ce qu'il y en a d'autres?]

- 2 - Aucune
- 3 - NSP/PR

21. Si vous ne regardez pas en ce moment un paquet de cigarettes et si on pense aux messages sur la santé qui figurent maintenant sur les paquets de cigarettes, quels sont les images, les illustrations ou les dessins dont vous vous souvenez précisément?

[**SONDER**: Est-ce qu'il y en a d'autres?]

- 2 - Aucune
- 3 - NSP/PR

DEMANDER À TOUS

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

LIRE EN ROTATION

a) Les messages sont exacts

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

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

c) Les messages rendent la cigarette moins attrayante

DEMANDER AUX FUMEURS SEULEMENT

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

LIRE EN ROTATION

a) Vous amener à moins fumer

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

b) Vous amener à fumer moins en présence des autres

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

d) Vous amener à essayer de cesser de fumer

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

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

LIRE EN ROTATION

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

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

b) En transférant vos cigarettes dans un autre contenant ?

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

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

DIAPOSITIVE

DEMANDER À TOUS

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

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

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

DEMANDER AUX FUMEURS

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

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

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

a) Les informations sont exactes

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

b) Les informations vous sont utiles

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

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

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

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

NON SUGGÉRÉ

- 05 – n'a pas de paquets comprenant un encart
- 99 – NSP/PR

SUBSTANCES TOXIQUES

DEMANDER À TOUS

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

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

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

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

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

- 01 - Dioxyde de carbone
- 02 - Monoxyde de carbone
- 03 - Goudron
- 04 - Nicotine
- 05 - Formaldéhyde
- 06 - Benzène
- 07 - Cyanure d'hydrogène/acide cyanhydrique
- 08 - Aucun/pas de produits chimiques ou de substances toxiques
- 09 - Autre (**PRÉCISER**) _____
- 10 - NSP/PR

DEMANDER AUX FUMEURS

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

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

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

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

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

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

c) vous ont amené à fumer moins?

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

DEMANDER À TOUS

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

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

- 01 - 4-Aminobiphényl
- 02 - Ammoniac
- 03 - Arsenic
- 04 - Benzène
- 05 - Benzo[a]pyrène
- 06 - Cadmium
- 07 - Dioxyde de carbone
- 08 - Monoxyde de carbone
- 09 - Dioxines
- 10 - Formaldéhyde
- 11 - Cyanure d'hydrogène/acide cyanhydrique
- 12 - Plomb
- 13 - Nicotine
- 14 - Oxydes d'azote (dioxyde d'azote, oxyde nitrique)
- 15 - Nitrosamines

- 16 - Pesticides
- 17 - Phénols
- 18 - Goudron
- 19 - Tous les produits chimiques sont dangereux
- 20 - La fumée elle-même
- 21 - Aucun/aucune produit chimique
- 22 - Autre (**PRÉCISER**)

23 - NSP/PR

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

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

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

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

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

DONNÉES DÉMOGRAPHIQUES

DEMANDER À TOUS

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

- 1 - PRÉCISER _____
- 2 - NSP/PR

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

NE PAS LIRE

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

39. 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

40. Est-ce que vous êtes...?

LIRE

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

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

- 1 - Oui
- 2 - Non
- 3 - 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 2007? Est-ce que c'est...?

LIRE

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

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

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

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

- 1 - Oui/peut-être
- 2 - Non

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

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

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

_____.

- 1 - Oui
- 2 - Non

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

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

- 1 - Oui

2 - Non

Merci beaucoup.
(Code de Santé Canada)