



ENVIRONICS
RESEARCH GROUP

**TOXICS INFORMATION ON
CIGARETTE PACKAGING:
RESULTS OF A SURVEY OF SMOKERS**

FINAL REPORT

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1.0 INTRODUCTION

In March 2003, Environics Research Group Ltd. was retained by Health Canada to conduct a survey on awareness and understanding of toxic emissions information on tobacco packaging.

Since 2001, new and more extensive toxic emissions information has been present on tobacco packaging and new research is now required to examine in more detail the effectiveness of this initiative.

The primary objectives of this research were to examine:

- Awareness of whether there is toxic emissions information on tobacco packages
- Understanding of the toxic emissions information, including the range and metric information
- Knowledge of the health effects of listed substances on tobacco packages
- Awareness of whether these substances are normally found or are added ingredients
- Credibility of sources of information about substances in cigarettes
- Helpfulness of changes to toxic information on tobacco packages

In February, Environics also conducted qualitative research on this same topic, consisting of four focus groups with smokers (two each in Toronto and Montreal). This focus group research was helpful in provid-

ing background and understanding of how smokers were using the substances information. References to the findings from the qualitative research will be added where they add further insight into the quantitative results.

The quantitative survey is based on a sample size of 802 Canadian smokers aged 18 and over. It was conducted between March 24 and 31, 2003.

A survey based on a sample of 802 has a margin of error of approximately +/- 3.5 percentage points, 19 times in 20. The margins are wider for regional, demographic and attitudinal subsamples.

Of the 802 adult smokers surveyed, 87 percent are everyday smokers, and 13 percent smoke occasionally.

When it comes to potential quitters, six in ten adult smokers surveyed (63%) report they are now seriously thinking of quitting smoking.

Among adult smokers who are seriously thinking about quitting smoking, four in ten (38%) say they will try to quit within the next 30 days. Fifty percent say they will try to quit within the next six months. Nine percent say they will not try within the next six months, and four percent do not know when they will try to quit.

2.0 AWARENESS OF SUBSTANCE INFORMATION

A Awareness of Chemicals or Substances in Cigarettes

When asked, top-of-mind, what, if any, chemicals or substances they can name that are in cigarettes or cigarette smoke (without looking at anything), 64 percent of adult smokers mention nicotine. A majority (53%) also mention tar. One-quarter (25%) cite carbon monoxide. Smaller numbers mention hydrogen cyanide (13%), benzene (8%), formaldehyde (8%), carbon dioxide (7%) and arsenic (6%). Eleven percent mention some other substance. Two percent say there are no chemicals or substances in cigarettes or cigarette smoke, and ten percent offer no opinion.

Female smokers are more likely than male smokers to mention tar. Younger adult smokers, particularly those aged 18 to 24, are also more likely than others to cite tar. Smokers aged 35 to 54 are more likely to mention nicotine. Younger and better educated smokers are more likely to mention carbon monoxide.

Everyday smokers are almost twice as likely as occasional smokers to cite carbon monoxide and hydrogen cyanide.

Only six percent of adult smokers correctly believe that there are a total number of about 4,000 chemicals or substances found in cigarettes or cigarette smoke. Eight in ten (80%) pick a number lower than 4,000. Five percent choose a number higher than 4,000. Nine percent offer no opinion.

There is little variation among demographic and regional groups in response to this question.

Awareness of Chemicals or Substances in Cigarettes

March 2003

Nicotine	64
Tar	53
Carbon monoxide	25
Hydrogen cyanide	13
Benzene	8
Formaldehyde	8
Carbon dioxide	7
Arsenic	6
Other	11
None	2
dk/na	10

Q.3

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

Total Number of Chemicals or Substances in Cigarettes

March 2003

Three	3
Six	13
15	34
500	22
1,000	8
4,000	6
5,000	5
dk/na	9

Q.4

Which of the following do you think is closest to the total number of chemicals or substances that are found in cigarettes or cigarette smoke? Is the total number closest to ...?

B Awareness of Chemicals or Substances Currently Listed on Cigarette Packages

When asked, top-of-mind, if there are any chemicals or substances currently listed on cigarette packages in Canada (without looking at a cigarette package), eight in ten (83%) say yes. Ten percent say no and seven percent offer no opinion.

Younger adult smokers are more likely than others to be aware that there are chemicals or substances currently listed on cigarette packages in Canada. Everyday smokers are also more likely to be aware of this.

When asked if they can name any chemicals or substances that are currently listed on cigarette packages in Canada (without looking at a cigarette package), the largest proportions of adult smokers mention nicotine (50%) and tar (48%). Twenty percent cite carbon monoxide. Smaller numbers mention hydrogen cyanide (9%), benzene (6%) and formaldehyde (6%). Seven percent mention other substances. Nine percent say there are no chemicals or toxic substances currently listed on cigarette packages, and 25 percent offer no opinion.

The qualitative research found that, when participants were asked in a written exercise what they could remember about the ingredients or substances in cigarettes that is on the cigarette pack, nicotine and tar were the most frequently mentioned ingredients.

Chemicals or Substances Are Listed on Cigarette Packages

March 2003

Yes	83
No	10
dk/na	7

Q.5

Without looking at a cigarette package, as far as you know, are any chemicals or substances currently listed on cigarette packages in Canada?

Chemicals or Substances Listed on Cigarette Packages

March 2003

Nicotine	50
Tar	48
Carbon monoxide	20
Hydrogen cyanide	9
Benzene	6
Formaldehyde	6
Other	7
None	9
dk/na	25

Q.6

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

Female smokers are more likely than male smokers to mention tar. Younger adult smokers aged 18 to 34 are more likely than others to cite carbon monoxide and hydrogen cyanide. Smokers aged 25 to 54 are more likely than their younger and older counterparts to mention nicotine. Smokers in the youngest (aged 18 to 24) and oldest (55 and older) age groups are less likely to offer an opinion. Those aged 55 and older are more likely than others to say there are no chemicals or substances currently listed on cigarette packages. Better educated smokers are more likely to mention nicotine and tar.

Everyday smokers are more likely than occasional smokers to mention nicotine, tar and carbon monoxide. Occasional smokers are less likely to offer an opinion.

In another question, smokers were informed that six chemicals and substances are listed on the side of cigarette packages in Canada. They are tar, nicotine, carbon monoxide, formaldehyde, benzene and hydrogen cyanide. When asked if these six are the only chemicals and substances in cigarettes or cigarette smoke or are there others that are not listed, only 12 percent say these are the only substances present. A large majority of 80 percent say there are other chemicals and substances that are not listed. Eight percent offer no opinion.

Less educated and less affluent smokers, and those residing in Quebec are more likely than others to say that these six chemicals and substances are the only chemicals present in cigarettes or cigarette smoke. However, even among these groups, large majorities are aware that there are other chemicals and substances that are not listed on cigarette packages.

Are Chemicals or Substances Listed on Cigarette Packages Only Ones Present in Cigarettes or Cigarette Smoke?

March 2003

Only chemicals	12
Others not listed	80
dk/na	8

Q.7

In fact, six chemicals and substances are listed on the side of cigarette packages in Canada. They are tar, nicotine, carbon monoxide, formaldehyde, benzene and hydrogen cyanide. From what you know, are these six the only chemicals and substances in cigarettes or cigarette smoke, or are there others that are not listed?

When asked why they thought these six chemicals and substances were picked, four in ten adult smokers (40%) say that these were chosen to be listed on Canadian cigarette packages mainly because they are the substances with the largest amounts in cigarettes. Three in ten (31%) believe that these six were chosen because they are the most harmful substances in cigarettes. Two in ten (19%) offer some other reason. Five percent believe that these six were chosen because they are in the largest quantity and the most harmful. Five percent offer no opinion.

Among the 19 percent who say there is another reason for having only six chemicals listed on cigarette packages, the largest proportion say these six are listed because they are required by government (25%). Smaller numbers mention most easily recognizable (14%), public information/warning (8%), scare tactics/to scare people (8%), least harmful/sound least harmful (7%) and chosen by tobacco company (5%). Interestingly, although they did not choose this response in the previous question, ten percent say they were chosen because they are the most harmful/sound most harmful. Eleven percent mention some other reason and 18 percent offer no opinion.

Female smokers are more likely than male smokers to say these six were chosen because they are the substances with the largest amounts in cigarettes. Male smokers are more likely to mention some other reason. Smokers aged 55 and older are more likely than others to say these six were chosen because they are the most harmful substances in cigarettes.

Reason Six Chemicals or Substances Chosen to be Listed on Cigarette Packages March 2003

Theses are substances with largest amounts in cigarettes	40
Theses are most harmful substances in cigarettes	31
Other reason	19
Combination of reason one and reason two	5
dk/na	5

Q.8a

And do you think these six were chosen to be listed on the Canadian packages mainly because ...?

Other Reason Six Chemicals or Substances Chosen to be Listed on Cigarette Packages March 2003

Required by government	25
Most easily recognizable	14
Most harmful/sound most harmful	10
Public information/warning	8
Scare tactics/to scare people	8
Least harmful/sound least harmful	7
Chosen by tobacco company	5
Other	11
dk/na	18

Q.8b

Why do you think these six are listed?

Subsample: Respondents who say there is another reason for having six chemicals listed on cigarette packages

3.0 UNDERSTANDING AND USE OF SUBSTANCE INFORMATION

A. Reads per Day

Three percent of adult smokers report that they look at or read information about chemicals and substances on the side of cigarette packages several times a day and another four percent do this about once a day. One-half (49%) look at or read information about chemicals and substances less frequently, including 32 percent who say they do this less than once a week. Four in ten (43%) say they never look at or read information about chemicals and substances.

Older and more affluent smokers are more likely to say they never read information about chemicals and substances on the side of cigarette packages.

Those who are not seriously thinking about quitting are more likely than potential quitters to say they never read information about chemicals and substances on the side of cigarette packages.

Frequency of Reading or Looking at List of Chemicals or Substances on Cigarette Packages March 2003

Several times a day	3
About once a day	4
Once every two or three days	4
About once a week	13
Less than once a week	32
Never	43

Q.9

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 ...?

B. Understanding of Dosage Numbers on Cigarette Packages

When asked an open-ended question about the meaning of the range of numbers reported beside each chemical on the side of the cigarette pack, there is little awareness that these numbers refer to the fact that some smokers will take in larger amounts of a chemical than others. The largest proportion say this range of numbers refers to the amount of each chemical per cigarette (21%). Smaller proportions say this range refers to the amount of each chemical in general (10%), the average range of each chemical per cigarette (9%), and the average range of each chemical in general (8%). Seventeen percent mention something else. Thirty-five percent offer no opinion.

The qualitative research found, as well, that most participants had little idea what the range of numbers beside each chemical meant. Some participants believed that the numbers possibly provided an indication of the strength of the cigarette. However, there was confusion as to whether the dosage was per cigarette or per pack. There were also questions as to the accuracy of the large range of measurements. This ultimately led to the conclusion that the numbers did not really mean anything.

In the survey, female smokers are more likely than male smokers to think this range of numbers refers to the amount of each chemical per cigarette. Smokers aged 35 to 44 are also more likely to mention this. Older, less educated and less affluent smokers are less likely to offer an opinion.

When asked to choose among three definitions of what the range of numbers might mean, similar proportions say that all cigarettes in that pack will have the same amount of a chemical but those in another pack of the same brand may have more or less (34%), and that some cigarettes in that pack may have larger amounts of a chemical and others in the pack may have less (33%). A much smaller number (17%) correctly choose the definition that says that some smokers may take in larger amounts of a chemical and other smokers may take in less. Five percent choose some combination of these meanings, and six percent choose something else or say that none of these meanings correctly defines the range of numbers. Five percent offer no opinion.

What Range of Numbers Beside Each Chemical on Side of Cigarette Packages Means March 2003

Amount per cigarette	21
Amount (general/unspecified)	10
Average range per cigarette	9
Average range (general/unspecified)	8
Other	17
Nothing	1
dk/na	35

Q.10

A range of numbers is reported beside each chemical on the side of the cigarette pack. For example, a pack may say "Tar 13 to 31 mg." What does this range mean?

What Range of Numbers Listed for a Chemical on Side of Cigarette Packages Means March 2003

All cigarettes in that pack will have the same amount of a chemical but those in another pack of the same brand may have more or less	34
Some cigarettes in that pack may have larger amounts of a chemical and others in the pack may have less	33
Some smokers may take in larger amounts of a chemical and other smokers may take in less	17
Combination	5
Other/none of the above	6
dk/na	5

Q.12

Do you think the range of numbers listed for a chemical on the pack means ...?

When asked which number in the range – the higher or the lower number – they pay more attention to, a majority (54%) say the higher number. Thirteen percent pay more attention to the lower number. Twenty-eight percent say neither and two percent say both. Three percent offer no opinion.

In nearly all demographic and regional groups, majorities or pluralities report paying more attention to the higher number, but female smokers are more likely than male smokers to mention this. Younger smokers are also more likely than their older counterparts to pay more attention to the higher number. However, a plurality of smokers aged 55 and older say they do not pay attention to either the higher or lower number.

Potential quitters are more likely than others to report paying more attention to the higher number, while those who are not seriously thinking about quitting are more likely than potential quitters to say they do not pay attention to either number.

Among those who pay more attention to the higher number, the largest proportion report doing this because they believe it is the most meaningful, harmful, worst or important (40%). Smaller numbers say that there is more of that chemical in a cigarette (21%), the higher number is more accurate, relevant or truthful (10%), the higher number raises their concern (7%), the higher number attracts attention, stands out more or is more eye-catching (7%), that they use the higher number as a comparison (5%), and that the higher number is there to convince people to stop or is used as a scare tactic (5%). Eight percent mention some other reason and 12 percent offer no opinion.

Number in Range Pay More Attention to March 2003

Higher number	54
Lower number	13
Neither	28
Both	2
dk/na	3

Q.11a

Which number in this range – the higher number, or the lower number, do you pay more attention to?

Reasons for Paying More Attention to Higher, Lower or Neither Number March 2003

	HIGHER	LOWER	NEITHER
Worst – most meaningful/ harmful/important	40	2	4
More of that chemical in cigarette	21	–	2
Higher is more accurate/ relevant/truthful	10	1	–
Higher number raises my concern	7	–	1
Attracts attention/stands out more/eye-catching	7	1	*
Use it to compare/comparison	5	–	1
It's to convince us to stop/ scare tactic	5	6	2
Low is less dangerous	–	36	*
Smoke light cigarettes/prefer light cigarettes	–	15	*
Easier to accept/less guilt	–	7	–
First that is noticed	–	4	–
Do not pay attention to numbers	–	–	61
Looks for preferred brand	–	–	8
Longtime smoker/will not stop	–	–	6
Other single mention	8	10	8
Nothing	–	–	1
dk/na	12	20	11

* Less than one percent

Q.11b

Why do you say that?

Subsample: Each column in this table corresponds to the subsamples of those who said they pay attention to the higher number, the lower number or neither

Among those who pay attention to the lower number, the largest proportion report doing this because they believe that the low number is less dangerous (36%). Smaller numbers say their reason is they smoke light cigarettes or prefer light cigarettes (15%), the lower number is easier to accept or elicits less guilt (7%), and that the lower number is there to convince people to stop or is used as a scare tactic (6%). Eighteen percent mention some other reason and 20 percent offer no opinion.

Among those who do not pay attention to either the higher or lower number, the largest proportion say that they just don't pay attention to the numbers (61%). Smaller numbers say they concentrate on looking for their preferred brands (8%), and that they are a long time smoker or will not stop smoking (6%). Eighteen percent of this group mention some other reason and 11 percent offer no opinion.

c. Use of Dosage Numbers on Cigarette Packages

In this section, adult smokers were asked how they use the dosage numbers that go with the chemicals that are listed on the side of a cigarette package.

Despite the fact that there is confusion as to what the dosage numbers mean, the survey shows that the numbers are being used and talked about in different ways by smokers.

When asked about the extent to which they have used these numbers in various ways, one-third of adult smokers (33%) say they have frequently (8%) or sometimes (25%) talked about or compared these amounts with another smoker. Twenty-three percent say rarely and 44 percent have never done this.

One-quarter (24%) say they have frequently (8%) or sometimes (16%) used these amounts to inform them about the possible health hazards of their brand or another brand. Sixteen percent say rarely and 59 percent have never done this.

A similar proportion (24%) also say they have frequently (7%) or sometimes (17%) used these amounts to help them look for another brand that may be less harmful. Twelve percent say rarely and 64 percent have never done this.

Two in ten (22%) say they have frequently (6%) or sometimes (16%) used these amounts to look for or try another brand that is close to their brand. Fifteen percent say rarely and 63 percent have never done this.

A similar number (20%) say they have frequently (7%) or sometimes (13%) used these amounts as a step to quit smoking. Eleven percent say rarely and 68 percent have never done this.

Uses of Numbers Listed for Chemicals on Side of Cigarette Packages

March 2003

Talked about/compared amounts with another smoker	
Frequently	8
Sometimes	25
Rarely	23
Never	44
Used amounts to inform about health hazards of own/other brand	
Frequently	8
Sometimes	16
Rarely	16
Never	59
Used amounts to look for brand that may be less harmful	
Frequently	7
Sometimes	17
Rarely	12
Never	64
Used amounts to look for/try another brand close to own	
Frequently	6
Sometimes	16
Rarely	15
Never	63
Used amounts as step to quit smoking	
Frequently	7
Sometimes	13
Rarely	11
Never	68

Q.13

Now, still thinking about the numbers that go with the chemicals that are listed on the side of a cigarette package, have you frequently, sometimes, rarely, or never done each of the following ...?

The focus group research found, as well, that many smokers had used the substance information in a variety of ways. Some older participants had switched to a lighter cigarette because of the dosage information. Some had looked at the dosage information and given it some thought, but had not made tangible changes to their smoking habits. More than any other reason, participants have used the dosage information as a way to gauge and compare the strength of various cigarettes for mainly interest purposes.

Female smokers are more likely than male smokers to say they have at least sometimes used these dosage numbers for all these activities. Smokers aged 55 and older and those residing in Quebec are more likely than others to say they have never used these dosage numbers in any of these ways.

Those who are not seriously thinking about quitting are more likely than others to say they have never used these dosage numbers in any of these ways. Everyday smokers are more likely than others to say they have never used these dosage numbers in most of these ways.

When asked specifically, a majority of adult smokers (53%) say they would or maybe would use the information about the amounts of chemicals listed on the cigarette packs to help them find a less harmful brand, if they were to look for a safer cigarette. Four in ten (41%) say they would not. Two percent say they are not interested in a less harmful cigarette, and four percent say there is no such thing as a less harmful brand of cigarettes.

Female smokers are more likely than male smokers to say they would, or maybe would, use this dosage information to help them find a less harmful brand of cigarettes. Younger smokers are also more likely to say they would do this.

Occasional smokers and potential quitters are more likely than others to say they would use this dosage information to help them find a less harmful brand of cigarettes.

Would Use Numbers Listed for Chemicals to Find Less Harmful Brand March 2003

Yes would/maybe would	53
No, would not	41
Not interested in less harmful cigarette	2
None less harmful	4

Q.14

If you were to look for a safer or less harmful cigarette, do you think you would or would not use the information about the amounts of chemicals listed on the cigarette packs to help you find a less harmful brand?

4.0 KNOWLEDGE OF HEALTH EFFECTS OF LISTED SUBSTANCES

In this section, adult smokers were asked about the health effects of specific chemicals that are listed on cigarette packs.

When asked, top-of-mind, about the specific health effects caused by tar, the most common response is cancer (specific type or general) (41%). Three in ten (27%) cite respiratory/breathing problems. Smaller numbers mention emphysema (16%), heart attack/heart disease (15%), lung diseases/problems/poisoning (12%), and mouth, teeth or gum diseases/problems (6%). Thirty percent mention some other health effect that can be caused by tar. Three percent say tar does not cause any health effects. Twenty-two percent say they cannot name any specific health effect caused by tar.

The focus group data found that younger participants were more likely than older participants to know what tar is. Younger participants described tar as a substance that blackens the lungs.

Top-of-mind, adult smokers are most likely to mention respiratory/breathing problems (28%) as a health effect caused by carbon monoxide. Smaller numbers cite cancer (specific type or general) (17%), death/premature death (12%), heart attack/heart disease (8%), emphysema (8%), asthma (6%), brain diseases/problems/poisoning (5%) and lung diseases/problems/poisoning (5%). Twenty-two percent mention some other health effect that can be caused by carbon monoxide. Three percent say carbon monoxide does not cause any health effects. Twenty-six percent say they cannot name any specific health effect caused by carbon monoxide.

The qualitative research found that awareness of carbon monoxide was high among all participants. Linking carbon monoxide closely with the exhaust emissions from cars, most participants recognized that carbon monoxide can kill you. The common understanding of carbon monoxide's effects was that it shuts down the respiratory system through the impediment of oxygen transportation in blood cells.

When asked, top-of-mind, more than six in ten adult smokers (64%) cannot name any specific health effect caused by formaldehyde. Another five percent say formaldehyde does not cause any health effects. Cancer (specific type or general) (14%) is the most common response offered by those mentioning a specific effect, followed by respiratory/breathing problems (9%). Twenty-six percent mention some other health effect that can be caused by formaldehyde.

The qualitative research found that, although some participants had never heard of formaldehyde, younger participants in general expressed more awareness of formaldehyde than did their older counterparts. Most older participants did not know what formaldehyde was or how it affected health.

Top-of-mind, seven in ten adult smokers (71%) cannot name any specific health effect caused by benzene. Another five percent say benzene does not cause any health effects. Cancer (specific type or general) (12%) is the most common response offered by those mentioning a specific effect, followed by respiratory/breathing problems (6%). Sixteen percent mention some other health effect that can be caused by benzene.

The focus group research indicated that most participants had never heard of benzene, and opinion on what it is and its effect on health was varied. Only a couple of younger participants said that benzene can destroy the respiratory system. Some older participants recognized benzene as "extremely toxic."

When asked, top-of-mind, adult smokers are most likely to mention addiction (38%) as a health effect caused by nicotine. Smaller numbers cite cancer (specific type or general) (23%), respiratory/breathing problems (11%) and heart attack/heart disease (11%). Thirty-six percent mention some other health effect that can be caused by nicotine. Three percent say nicotine does not cause any health effects. Twenty percent say they cannot name any specific health effect caused by nicotine.

Specific Health Effects of Chemicals in Cigarettes

March 2003

	TAR	CARBON MONOXIDE	FORMALDEHYDE	BENZENE	NICOTINE	HYDROGEN CYANIDE
Cancer (specific type or general)	41	17	14	12	23	12
Respiratory problems/breathing problems	27	28	9	6	11	8
Emphysema	16	8	2	2	4	2
Heart attack/heart disease	15	8	4	3	11	5
Lung diseases/problems/poisoning	12	5	1	1	3	2
Mouth/teeth/gum diseases/problems	6	*	—	*	4	*
Athsma	4	6	2	1	3	2
Death/premature death	2	12	3	1	1	9
Addiction	2	1	1	1	38	1
Brain diseases/problems/poisoning	1	5	1	1	1	1
Poisoning (general)	*	1	2	*	*	5
Other	21	20	10	6	20	8
None/no diseases	3	3	5	5	3	4
dk/na	22	26	64	71	20	59

* Less than one percent

Q.15

Here are questions about some of the chemicals that are listed on the cigarette packs. What specific health effects, if any, can you name that can be caused by tar?

Q.16

What specific health effects, if any, can you name that can be caused by carbon monoxide?

Q.17

What specific health effects, if any, can you name that can be caused by formaldehyde?

Q.18

What specific health effects, if any, can you name that can be caused by benzene?

Q.19

What specific health effects, if any, can you name that can be caused by nicotine?

Q.20

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

The qualitative research found that the majority of participants expressed awareness of nicotine. Younger and older participants alike perceived it as the addictive ingredient in cigarettes. The health effects of nicotine mentioned were that it raises blood pressure and causes headaches.

Top-of-mind, six in ten adult smokers (59%) cannot name any specific health effect caused by hydrogen cyanide. Another four percent say hydrogen cyanide does not cause any health effects. Cancer (specific type or general) (12%) is the most common response offered by those mentioning a specific effect, followed by death/premature death (9%), respiratory/breathing problems (8%), heart attack/heart disease (5%) and poisoning in general (5%). Sixteen percent mention some other health effect that can be caused by hydrogen cyanide.

As well, the focus group research found that about half of participants, particularly older participants, had never heard of hydrogen cyanide. Those who were aware of it characterized it as a poison and commonly associated it with rat poison. Although acknowledged as “scary,” younger participants felt that a “small dose probably doesn’t hurt.”

In the survey, smokers with less than a high school education are more likely than average to be unable to name any specific health effect caused by most of these chemicals. As well, smokers in the youngest (aged 18 to 24) and oldest (aged 55 and older) age groups are more likely than others to be unable to name specific health effects caused by tar and carbon monoxide.

Occasional smokers are more likely than others to be unable to name specific health effects caused by carbon monoxide.

5.0 SUBSTANCES IN CIGARETTES – NORMALLY FOUND OR ADDED INGREDIENT

In this section, adult smokers were asked if the six listed substances are normally found in tobacco or tobacco smoke or are added to the tobacco when cigarettes are manufactured.

Six in ten adult smokers (59%) say that nicotine is a normally found substance in tobacco or tobacco smoke. One-third (33%) think it is added in the manufacturing process. Four percent say both and five percent offer no opinion.

More than five in ten (55%) say that carbon monoxide is a normally found substance in tobacco or tobacco smoke. One-third (34%) think it is an added ingredient. Two percent say both and ten percent offer no opinion.

Five in ten (50%) say that tar is a normally found substance in tobacco or tobacco smoke. Four in ten (40%)

think it is an added ingredient. Two percent say both and nine percent offer no opinion.

Only one-quarter (24%) believe that hydrogen cyanide is a normally found substance in tobacco or tobacco smoke. About six in ten (57%) think it is added in the manufacturing process. Two percent say both and 17 percent offer no opinion.

Just two in ten (18%) believe that benzene is a normally found substance in tobacco or tobacco smoke. Six in ten (62%) think it is an added ingredient. One percent say both and 19 percent offer no opinion.

As well, only two in ten (18%) say that formaldehyde is a normally found substance in tobacco or tobacco smoke. Two-thirds (65%) think it is added in the manufacturing process. One percent say both and 16 percent offer no opinion.

Chemicals in Cigarettes: Normally Found or Added? March 2003

	TAR	CARBON MONOXIDE	FORMALDEHYDE	BENZENE	NICOTINE	HYDROGEN CYANIDE
Is normally found	50	55	18	18	59	24
Is added	40	34	65	62	33	57
Both	2	2	1	1	4	2
dk/na	9	10	16	19	5	17

Q.21

And do you think each of the following is normally found in tobacco or tobacco smoke, or is it added to the tobacco when cigarettes are manufactured? How about ...?

Male smokers are more likely than female smokers to say that most of these substances are normally found in tobacco or tobacco smoke. Female smokers are more likely than male smokers to think most of these substances are added to tobacco in the manufacturing process. Smokers aged 35 to 44 are more likely than others to be aware that tar, nicotine and carbon monoxide are normally found in tobacco or tobacco smoke. Younger smokers, particularly those aged 18 to 24, are more inclined to think that tar and nicotine are added ingredients. Less educated smokers and those residing in Quebec are more likely than others to think that tar and carbon monoxide are added ingredients. Quebec smokers are more likely than average to be aware that benzene and hydrogen cyanide are normally found in tobacco or tobacco smoke. Better educated smokers

are more likely than others to think that formaldehyde and benzene are added to tobacco in the manufacturing process. Less educated smokers are more likely to offer no opinion about these two substances.

Everyday smokers are more likely than others to be aware that tar and hydrogen cyanide are normally found in tobacco or tobacco smoke. Occasional smokers are more likely to be aware that benzene is normally found in tobacco or tobacco smoke, but are more likely to think that tar and carbon monoxide are added ingredients. Those who are not seriously thinking about quitting are more likely to be aware that nicotine is normally found in tobacco or tobacco smoke. Potential quitters are more likely to think it is added to tobacco in the manufacturing process.

In this section, smokers were asked about the credibility of specific sources of information about the chemicals and substances in cigarettes and cigarette smoke.

An overwhelming number of nine in ten adult smokers (91%) think the Canadian Cancer Society is very (61%) or somewhat (30%) trustworthy as a source of information about the chemicals and substances in cigarettes and cigarette smoke. Only seven percent think it is not very (4%) or not at all (3%) trustworthy in this area.

A huge majority of more than eight in ten (84%) think Health Canada is very (48%) or somewhat (36%) trustworthy as a source of information about the chemicals and substances in cigarettes and cigarette smoke. Only 14 percent think it is not very (7%) or not at all (7%) trustworthy in this area.

Just three in ten adult smokers (28%) think the tobacco companies are very (5%) or somewhat (23%) trustworthy as a source of information about the chemicals and substances in cigarettes and cigarette smoke. A large majority (71%) think they are not very (31%) or not at all (40%) trustworthy in this area.

Large majorities of adult smokers in all regional and demographic groups think that the Canadian Cancer Society and Health Canada are at least somewhat trustworthy as sources of information about the chemicals and substances in cigarettes and cigarette smoke. Female smokers are more likely than male smokers to think the Canadian Cancer Society is very trustworthy as a source of information in this area. Smokers aged 18 to 24 are more likely than others to say Health Canada is very trustworthy when it comes to this issue. The best educated and most affluent smokers are more likely than others to think that both the Canadian Cancer Society and Health Canada are very trustworthy in this area. Quebec smokers are less likely to rate these two sources as very trustworthy.

Potential quitters, particularly those who intend to quit within the next 30 days, are more likely than others to think both the Canadian Cancer Society and Health Canada are very trustworthy sources of information about the chemicals and substances in cigarettes and

Credibility of Sources

March 2003

CANADIAN CANCER SOCIETY	
Very trustworthy	61
Somewhat trustworthy	30
Not very trustworthy	4
Not at all trustworthy	3
HEALTH CANADA	
Very trustworthy	48
Somewhat trustworthy	36
Not very trustworthy	7
Not at all trustworthy	7
TOBACCO COMPANIES	
Very trustworthy	5
Somewhat trustworthy	23
Not very trustworthy	31
Not at all trustworthy	40

Q.22

In your opinion, are each of the following sources of information about the chemicals and substances in cigarettes and cigarette smoke very, somewhat, not very or not at all trustworthy ...?

cigarette smoke. Occasional smokers are more likely than others to say that Health Canada is very trustworthy in this area.

Large majorities of adult smokers in all regional and demographic groups think that the tobacco companies are not very or not at all trustworthy as a source of information about the chemicals and substances in cigarettes and cigarette smoke. Male smokers are more likely than female smokers to say that the tobacco companies are not at all trustworthy in this area. The youngest (aged 18 to 24) and the oldest (aged 55 and older) smokers, and the best educated and most affluent smokers are more likely than others to rate the tobacco companies as not at all trustworthy in this area. Quebec smokers are also more likely than others to feel this way.

Potential quitters, particularly those who intend to quit within the next 30 days, are more likely than others to rate the tobacco companies as not at all trustworthy as a source of information.

7.0 SPECIFIC CHANGES TO SUBSTANCE INFORMATION

In this section, adult smokers were asked about specific changes to make the chemical and substance information that is now required on cigarette packages more useful to smokers.

Four in ten (42%) smokers say that explaining what the harmful effects are of the chemicals found in cigarettes would be very helpful. Three in ten each say the same about using the front of the cigarette packages to provide more information about the chemicals and ingredients (31%), and about providing an explanation about what the range of numbers on the pack means (29%). More than two in ten (23%) say that providing only one number, not a range of numbers, for each chemical on the pack would be very helpful. One in ten (10%) say making the words and amounts in larger print on the pack than they are now would be very helpful.

The qualitative research also found that, when asked to assess eight different ingredient information scenarios, smokers preferred descriptions that provided information about the health effects of listed substances.

In the survey, female smokers are more likely than male smokers to say most of these changes would be very helpful, while male smokers are more likely than female smokers to say most of these changes would be not at all helpful. Less educated smokers are more likely than others to say most of these changes would be very helpful.

Occasional smokers and potential quitters are more likely than others to say all of these changes would be very helpful. Everyday smokers and those who are not seriously thinking about quitting are more likely to think all of these changes would be not at all helpful.

Specific Changes to Substance Information Very helpful – March 2003

Explaining harmful effects of chemicals	42
Using front of pack for information about chemicals/ingredients	31
Providing explanation about what range of numbers means	29
Providing only one number per chemical	23
Making words/amounts larger print	10

Q.23

Health Canada is thinking about ways to make the chemical and substance information that is now required on cigarette packages, more helpful and useful to smokers. Would each of the following be very, somewhat, not very or not at all helpful for you ...?

SURVEY METHODS

The results of the survey are based on questions asked to 802 adult smokers 18 years of age and older, living within the ten provinces of Canada. The survey was conducted by telephone from March 24 to 31, 2003.

SAMPLE FRAME

The sampling methods were designed to complete approximately 800 interviews with smokers in the ten provinces, proportionate to the incidence of smokers in each province relative to the incidence of smokers in the population of Canada. Using population and smoking incidence data, the relative proportions of smokers in the populations of each province were derived and used as the basis of the sampling frame.

	NUMBER OF SMOKERS	% OF TOTAL	N
Newfoundland/			
Labrador	113,080	2.09	21
Prince Edward Island	28,396	0.52	5
Nova Scotia	190,159	3.51	35
New Brunswick	153,580	2.83	29
Quebec	1,452,020	26.83	268
Ontario	2,878,927	34.71	347
Manitoba	233,140	4.31	43
Saskatchewan	200,271	3.70	37
Alberta	604,949	11.17	112
British Columbia	557,300	10.29	103
Canada	5,411,822	100.00	1,000

The actual sample, by province, is as follows.

	% of Total	Weighted N	Unweighted N	Margin of Error
Newfoundland/				
Labrador	2.1	17	17	23.8
Prince Edward Island	0.5	4	4	49.0
Nova Scotia	3.5	28	25	19.6
New Brunswick	2.9	23	23	20.4
Quebec	26.8	215	214	6.7
Ontario	34.7	278	280	5.9
Manitoba	4.4	35	37	16.1
Saskatchewan	3.7	30	30	17.9
Alberta	11.2	90	83	10.8
British Columbia	10.3	83	89	10.4
Total	100.0	802	802	3.5

SAMPLE SELECTION

Enviro-nics uses a RDD (random digit dialling) sample selection technique. Telephone numbers are selected from the most recently published telephone directories, thus ensuring that only valid telephone exchanges are used. These numbers act as “seeds” or elements from which the sample is randomly generated. The numbers in the sample elements are selected in such a way that they are representative of the geographic area(s) under study. This sample selection technique ensures both unlisted numbers and numbers listed after the directory publication are included in the sample.

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

A total of 16,653 telephone numbers were drawn. Households contacted were initially screened for the presence of a smoker aged 18 years or older in the household. Where more than one adult smoker was part of a household, respondents were screened for random selection using the “most recent birthday” method. The use of this technique produces results that are as valid and effective as enumerating all qualified persons within a household and selecting one randomly.

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

In the data analysis, the results of the survey were weighted to reflect the actual proportion of over- and under-sampled segments in the population: in this case, weighting was by age, gender and by the regional incidence of smokers, based on the most recent CTUMS data available from Statistics Canada.

TELEPHONE INTERVIEWING

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

COMPLETION RESULTS

A total of 802 interviews were completed. The margin of error for a sample of 802 is +/- 3.5 percentage points, 19 times in 20. The margins are wider for regional and demographic subsamples.

The following table presents the detailed completion results for this survey of 802 interviews.

Dialled Sample	16,653
Household not eligible	515
Non-residential/not in service	4,741
Language barrier	360
Subtotal	5,616
New Base (16,653-5,616)	11,037
No answer/line busy/ respondent not available	6,716
Refusals	3,465
Mid-interview refusals	54
Subtotal	10,235
Net Completions (11,037-10,235)	802

QUESTIONNAIRES



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

March 24, 2003

**Toxics Labelling
PN5304
Questionnaire - Draft 3**

INTRODUCTION

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 or soliciting anything. Your participation is important if the results of the survey are to be accurate and your answers will be kept strictly confidential.

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

A. First, to see if your household qualifies, does anyone in your household age 18 or over smoke cigarettes?

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

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**

C. Is there more than one person in your household age 18 or over who smokes cigarettes?

- 1 - Yes, more than one **ASK D**
- 2 - Only one **CONTINUE TO MAIN QUESTIONNAIRE
OR SCHEDULE CALL-BACK.**

D. May I please speak to the smoker with the most recent birthday?

**CONTINUE TO MAIN QUESTIONNAIRE
OR SCHEDULE CALL-BACK**

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

- 1 - Male
- 2 - Female

F. Language of survey

- 1 - English
- 2 - French

MAIN QUESTIONNAIRE

SMOKING BEHAVIOUR

ASK ALL

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

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

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

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

IF YES TO Q.2(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

AWARENESS OF INGREDIENT INFO

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

DO NOT READ. CODE ALL THAT APPLY. PROBE UNTIL COMPLETED.

- 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**)

99 - DK/NA

4. Which of the following do you think is closest to the total number of chemicals or substances that are found in cigarettes or cigarette smoke? Is the total number closest to ... **READ**

- 01 - Three
- 02 - Six
- 03 - Fifteen
- 04 - 500
- 05 - 1,000
- 06 - 4,000, or
- 07 - 5,000?
- 99 - DK/NA

5. Without looking at a cigarette package, as far as you know, are any chemicals or substances currently listed on cigarette packages in Canada?

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

6. Without looking at a cigarette package, can you name any chemicals or substances that are currently listed on cigarette packages 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)

99 - DK/NA

7. In fact, six chemicals and substances are listed on the side of cigarette packages in Canada. They are tar, nicotine, carbon monoxide, formaldehyde, benzene and hydrogen cyanide.

From what you know, are these six the only chemicals and substances in cigarettes or cigarette smoke, or are there others that are not listed?

01 - Only chemicals
02 - Others not listed
99 - DK/NA

8. a) And do you think these six were chosen to be listed on the Canadian packages mainly because ...
READ

01 - these are the most harmful substances in cigarettes
02 - these are the substances with the largest amounts in cigarettes, or
03 - is there some other reason? **ASK b**

VOLUNTEERED

04 - Combination 1 and 2
99 - DK/NA

- b) Why do you think these six are listed?
DO NOT READ. MORE THAN ONE ANSWER POSSIBLE.

01 - Only ones in cigarettes
02 - Small amount of space on pack
03 - Required by government
04 - Chosen by tobacco company
05 - Other (**SPECIFY**) _____
06 - DK/NA

USE OF INGREDIENT INFORMATION

9. 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

If you want to look at a pack of cigarettes now, that's OK.

10. A range of numbers is reported beside each chemical on the side of the cigarette pack. For example, a pack may say "Tar 13 to 31 mg." What does this range mean? **ANSWER MUST BE AT LEAST FIVE WORDS.**

02 - Nothing
99 - DK/NA

11. a) Which number in this range - the higher number, or the lower number, do you pay more attention to?

01 - Higher **ASK b**
02 - Lower **ASK b**
VOLUNTEERED
03 - Neither **ASK b**
04 - Both **ASK b**
99 - DK/NA

b) Why do you say that?

99 - DK/NA

12. Do you think the range of numbers listed for a chemical on the pack means ... **READ AND ROTATE**

01 - that some smokers may take in larger amounts of a chemical and other smokers may take in less
02 - that some cigarettes in that pack may have larger amounts of a chemical and others in the pack may have less, or
03 - that all the cigarettes in that pack will have the same amount of a chemical but those in another pack of the same brand may have more or less

VOLUNTEERED
04 - Combination
05 - Other/none of the above
06 - DK/NA

13. Now, still thinking about the numbers that go with the chemicals that are listed on the side of a cigarette package, have you frequently, sometimes, rarely, or never done each of the following:

READ

a) talked about or compared these amounts with another smoker?

- 01 - Frequently
- 02 - Sometimes
- 03 - Rarely
- 04 - Never
- 99 - DK/NA

b) used these amounts to look for or try another brand that is close to your brand?

c) used these amounts to inform you about the possible health hazards of your brand or another brand?

d) used these amounts to help you look for another brand that may be less harmful?

e) used these amounts as a step to quit smoking?

14. If you were to look for a safer or less harmful cigarette, do you think you would or would not use the information about the amounts of chemicals listed on the cigarette packs to help you find a less harmful brand?

- 01 - Yes, would/maybe would
- 02 - No, would not

VOLUNTEERED

- 03 - Not interested in less harmful cigarette
- 04 - None less harmful
- 99 - DK/NA

HEALTH EFFECTS

15. Here are questions about some of the chemicals that are listed on the cigarette packs. What specific health effects, if any, can you name that can be caused by tar?

DO NOT READ - CODE ALL THAT APPLY

- 01 - Addiction
- 02 - Allergies
- 03 - Asthma
- 04 - Cancer (specific type or cancer in general)
- 05 - Death/Premature death
- 06 - Dizziness/Nausea
- 07 - Emphysema
- 08 - Headaches
- 09 - Heart attack/Heart disease
- 10 - High blood pressure
- 11 - Impotence
- 12 - Irritations - eye/nose/throat
- 13 - Respiratory problems/breathing problems
- 14 - Stroke
- 15 - None/no diseases
- 16 - Other (**SPECIFY**) _____
- 99 - DK/NA

16. What specific health effects, if any, can you name that can be caused by carbon monoxide?
DO NOT READ - CODE ALL THAT APPLY

- 01 - Addiction
- 02 - Allergies
- 03 - Asthma
- 04 - Cancer (specific type or cancer in general)
- 05 - Death/Premature death
- 06 - Dizziness/Nausea
- 07 - Emphysema
- 08 - Headaches
- 09 - Heart attack/Heart disease
- 10 - High blood pressure
- 11 - Impotence
- 12 - Irritations - eye/nose/throat
- 13 - Respiratory problems/breathing problems
- 14 - Stroke
- 15 - None/no diseases
- 16 - Other (**SPECIFY**) _____
- 99 - DK/NA

17. What specific health effects, if any, can you name that can be caused by formaldehyde?
DO NOT READ - CODE ALL THAT APPLY

- 01 - Addiction
- 02 - Allergies
- 03 - Asthma
- 04 - Cancer (specific type or cancer in general)
- 05 - Death/Premature death
- 06 - Dizziness/Nausea
- 07 - Emphysema
- 08 - Headaches
- 09 - Heart attack/Heart disease
- 10 - High blood pressure
- 11 - Impotence
- 12 - Irritations - eye/nose/throat
- 13 - Respiratory problems/breathing problems
- 14 - Stroke
- 15 - None/no diseases
- 16 - Other (**SPECIFY**) _____
- 99 - DK/NA

18. What specific health effects, if any, can you name that can be caused by benzene?
DO NOT READ - CODE ALL THAT APPLY

- 01 - Addiction
- 02 - Allergies
- 03 - Asthma
- 04 - Cancer (specific type or cancer in general)
- 05 - Death/Premature death
- 06 - Dizziness/Nausea

- 07 - Emphysema
- 08 - Headaches
- 09 - Heart attack/Heart disease
- 10 - High blood pressure
- 11 - Impotence
- 12 - Irritations - eye/nose/throat
- 13 - Respiratory problems/breathing problems
- 14 - Stroke
- 15 - None/no diseases
- 16 - Other (**SPECIFY**) _____
- 99 - DK/NA

19. What specific health effects, if any, can you name that can be caused by nicotine?
DO NOT READ - CODE ALL THAT APPLY

- 01 - Addiction
- 02 - Allergies
- 03 - Asthma
- 04 - Cancer (specific type or cancer in general)
- 05 - Death/Premature death
- 06 - Dizziness/Nausea
- 07 - Emphysema
- 08 - Headaches
- 09 - Heart attack/Heart disease
- 10 - High blood pressure
- 11 - Impotence
- 12 - Irritations - eye/nose/throat
- 13 - Respiratory problems/breathing problems
- 14 - Stroke
- 15 - None/no diseases
- 16 - Other (**SPECIFY**) _____
- 99 - DK/NA

20. What specific health effects, if any, can you name that can be caused by hydrogen cyanide?
DO NOT READ - CODE ALL THAT APPLY

- 01 - Addiction
- 02 - Allergies
- 03 - Asthma
- 04 - Cancer (specific type or cancer in general)
- 05 - Death/Premature death
- 06 - Dizziness/Nausea
- 07 - Emphysema
- 08 - Headaches
- 09 - Heart attack/Heart disease
- 10 - High blood pressure
- 11 - Impotence
- 12 - Irritations - eye/nose/throat
- 13 - Respiratory problems/breathing problems
- 14 - Stroke
- 15 - None/no diseases
- 16 - Other (**SPECIFY**) _____

99 - DK/NA

21. a) And do you think each of the following is normally found in tobacco or tobacco smoke, or is it added to the tobacco when cigarettes are manufactured? How about tar?

01 - Is normally found

02 - Is added

VOLUNTEERED

03 - Both

99 - DK/NA

- b) How about nicotine?
- c) How about carbon monoxide?
- d) How about formaldehyde?
- e) How about benzene?
- f) How about hydrogen cyanide?

CHANGES IN INGREDIENT INFORMATION

22. In your opinion, are each of the following sources of information about the chemicals and substances in cigarettes and cigarette smoke very, somewhat, not very or not at all trustworthy?

- a) Health Canada

01 - Very

02 - Somewhat

03 - Not very

04 - Not at all

99 - DK/NA

- b) The Canadian Cancer Society
- c) The tobacco companies

23. Health Canada is thinking about ways to make the chemical and substance information that is now required on cigarette packages, more helpful and useful to smokers. Would each of the following be very, somewhat, not very or not at all helpful for you? **READ**

- a) making the words and amounts in larger print on the pack than they are now

01 - Very

02 - Somewhat

03 - Not very

04 - Not at all

99 - DK/NA

- b) providing an explanation about what the range of numbers on the pack means
- c) providing only one number, not a range of numbers, for each chemical on the pack
- d) explaining what the harmful health effects are of the chemicals found in cigarettes

- e) using the front of the cigarette packages to provide more information about the chemicals and ingredients

DEMOGRAPHICS

ASK ALL

24. 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

25. 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

26. 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

27. Are you...

READ

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

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

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

29. Into which of the following categories would you put the total annual income, before taxes and deductions, for 2002, 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

END SCRIPT

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.



March 24, 2003

**Étiquetage des produits toxiques
PN5304
Questionnaire - Version 3**

INTRODUCTION

Bonjour, je m'appelle _____ et je travaille pour Environics Research Group Ltd. Nous menons un sondage pour le compte du gouvernement du Canada sur des sujets importants. 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 demeureront confidentielles.

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

- A. Premièrement, pour voir si votre foyer se qualifie, est-ce qu'il y a un membre de votre foyer qui a 18 ans ou plus et qui fume la cigarette?

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

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

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

- C. 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 D**
2 - Une seulement **POURSUIVRE LE QUESTIONNAIRE
PRINCIPAL OU ORGANISER LE RAPPEL**

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

**POURSUIVRE LE QUESTIONNAIRE PRINCIPAL OU ORGANISER
LE RAPPEL**

E. (LIRE SEULEMENT SI NÉCESSAIRE) Êtes-vous un homme ou une femme?

- 1 - Homme
- 2 - Femme

F. Langue de l'entrevue

- 1 - Anglais
- 2 - Français

QUESTIONNAIRE PRINCIPAL

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

- 1 - Tous les jours **FUMEUR – PASSER À Q.2**
- 2 - À l'occasion (pas tous les jours) **FUMEUR – PASSER À Q.2**
- 3 - Jamais **REMERCIER ET TERMINER**
- 4 - NSP/PR **REMERCIER ET TERMINER**

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

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

SI OUI À Q.2(a), DEMANDER :

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

3. Sans regarder quoi que ce soit, quel est ou quels sont les produits chimiques ou les substances, 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.
SONDER JUSQU'À ÉPUISEMENT DES MENTIONS.**

- 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

4. D'après vous, lequel des nombres suivants se rapproche le plus du nombre total de produits chimiques ou de substances qu'on trouve dans les cigarettes ou dans la fumée de cigarette? Est-ce que le nombre total se rapproche le plus de ... **LIRE**

- 01 - Trois
- 02 - Six
- 03 - Quinze
- 04 - 500
- 05 - 1 000
- 06 - 4 000 ou
- 07 - 5 000?
- 99 - NSP/PR

5. Sans regarder un paquet de cigarettes, et pour autant que vous le sachiez, est-ce qu'il y a des produits chimiques ou des substances qui figurent actuellement sur les paquets de cigarettes au Canada?

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

6. Disons que vous n'avez pas un paquet de cigarettes sous les yeux. Est-ce que vous pourriez nommer les produits chimiques ou les substances qui figurent 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

7. En fait, six produits chimiques et substances figurent sur le côté des paquets de cigarettes au Canada. Ce sont le goudron, la nicotine, le monoxyde de carbone, le formaldéhyde, le benzène et l'acide cyanhydrique.

Pour autant que vous le sachiez, est-ce que ces six produits chimiques et substances sont les seuls qui sont présents dans les cigarettes ou la fumée de cigarette, ou est-ce qu'il y en a d'autres qui ne figurent pas dans cette liste?

- 01 - Les seuls produits chimiques
- 02 - D'autres ne figurent pas sur la liste
- 99 - NSP/PR

8. a) Et est-ce que vous pensez que ces six substances ont été choisies pour figurer sur les paquets canadiens principalement... **LIRE**

- 01 - parce que ce sont les substances les plus dangereuses contenues dans les cigarettes
 - 02 - parce que ce sont les substances qu'on trouve en plus grande quantité dans les cigarettes, ou
 - 03 - pour une autre raison? **DEMANDER b**
- NON SUGGÉRÉ**
- 04 - Combinaison de 1 et 2
 - 99 - NSP/PR

- b) Pourquoi pensez-vous que ces six substances figurent sur la liste?
NE PAS LIRE. PLUS D'UNE RÉPONSE POSSIBLE

- 01 - Les seules qui sont contenues dans les cigarettes
- 02 - Espace restreint disponible sur le paquet
- 03 - Exigence du gouvernement
- 04 - Choies par la compagnie de tabac
- 05 - Autre (**PRÉCISER**) _____
- 06 - NSP/PR

UTILISATION DES INFORMATIONS SUR LES INGRÉDIENTS

9. Dans l'ensemble, à quelle fréquence regardez-vous ou lisez-vous les informations au sujet des produits chimiques et des substances qui figurent sur le côté des paquets de cigarettes? 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, ou
- 6 - Jamais
- 7 - NSP/PR

Si vous voulez maintenant regarder un paquet de cigarettes, vous pouvez le faire.

10. Divers nombres figurent à côté de chaque produit chimique sur le côté d'un paquet de cigarettes. Par exemple, on peut lire sur un paquet «Goudron 13-31 mg». Qu'est-ce que cette échelle veut dire? **LA RÉPONSE DOIT COMPTER AU MOINS CINQ MOTS.**

02 - Rien
99 - NSP/PR

11. a) À quel nombre de cette échelle, c'est-à-dire le nombre le plus élevé ou le nombre le plus faible, accordez-vous le plus d'attention?

01 - Le plus élevé **DEMANDER b**
02 - Le plus faible **DEMANDER b**
NON SUGGÉRÉ
03 - Ni l'un ni l'autre **DEMANDER b**
04 - Les deux **DEMANDER b**
99 - NSP/PR

- b) Pourquoi?

99 - NSP/PR

12. Est-ce que vous pensez que l'échelle de nombres donnée pour un produit chimique sur le paquet veut dire ... **LIRE EN ROTATION**

01 - que certains fumeurs peuvent inhaler de plus grandes quantités d'un produit chimique et que d'autres fumeurs peuvent en inhaler moins
02 - que certaines cigarettes de ce paquet peuvent contenir de plus grandes quantités d'un produit chimique et que d'autres dans le paquet peuvent en contenir moins, ou
03 - que toutes les cigarettes de ce paquet contiendront la même quantité d'un produit chimique mais que celles d'un autre paquet peuvent en contenir davantage ou moins

NON SUGGÉRÉ

04 - Plus d'une de ces réponses
05 - Autre/ aucune de ces réponses
06 - NSP/PR

13. Maintenant, si on pense toujours aux nombres à côté des produits chimiques qui figurent sur le côté d'un paquet de cigarettes, est-ce que vous avez fait fréquemment, parfois, rarement ou jamais chacune des choses suivantes?

LIRE

- a) parlé de ces nombres à un autre fumeur ou les avoir comparés avec un autre fumeur?

01 - Fréquemment
02 - Parfois
03 - Rarement
04 - Jamais
99 - NSP/PR

- b) utilisé ces nombres pour chercher ou essayer une autre marque qui se rapproche de la vôtre?
- c) utilisé ces nombres afin de vous renseigner sur les dangers possibles pour la santé de votre marque ou d'une autre marque?
- d) utilisé ces nombres pour vous aider à chercher une autre marque qui pourrait être moins dangereuse?
- e) utilisé ces nombres comme une étape pour cesser de fumer?

14. Si vous cherchiez une cigarette plus sécuritaire ou moins dangereuse, pensez-vous que vous utiliseriez ou non les informations au sujet des quantités de produits chimiques qui figurent sur les paquets de cigarettes pour vous aider à trouver une marque moins dangereuse?

01 - Oui, utiliserait/utiliserait peut-être
02 - Non, n'utiliserait pas

NON SUGGÉRÉ

03 - Pas intéressé à une cigarette moins dangereuse
04 - Aucune n'est moins dangereuse
99 - NSP/PR

EFFETS SUR LA SANTÉ

15. Voici des questions au sujet de certains produits chimiques qui figurent sur les paquets de cigarettes. Quels sont les effets spécifiques sur la santé, s'il y a lieu, que vous pouvez nommer et qui peuvent être causés par le goudron?

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

01 - Dépendance
02 - Allergies
03 - Asthme
04 - Cancer (type spécifique ou cancer en général)
05 - Mort/Mort prématurée
06 - Étourdissements/Nausées
07 - Emphysème
08 - Maux de tête
09 - Crises cardiaques/maladies cardiaques
10 - Hypertension (haute tension)
11 - Impuissance/dysfonction sexuelle
12 - Irritations - yeux/nez/gorge

- 13 - Problèmes respiratoires/difficulté à respirer
 - 14 - Attaque d'apoplexie/accidents cérébrovasculaires/ACV
 - 15 – Aucun/no diseases
 - 16 - Autre (**PRÉCISER**)
-

99 - NSP/PR

16. Quels sont les effets spécifiques sur la santé, s'il y a lieu, que vous pouvez nommer et qui peuvent être causés par le monoxyde de carbone?

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

- 01 - Dépendance
 - 02 - Allergies
 - 03 - Asthme
 - 04 - Cancer (type spécifique ou cancer en général)
 - 05 - Mort/Mort prématurée
 - 06 - Étourdissements/Nausées
 - 07 - Emphysème
 - 08 - Maux de tête
 - 09 - Crises cardiaques/maladies cardiaques
 - 10 - Hypertension (haute tension)
 - 11 - Impuissance/dysfonction sexuelle
 - 12 - Irritations - yeux/nez/gorge
 - 13 - Problèmes respiratoires/difficulté à respirer
 - 14 - Attaque d'apoplexie/accidents cérébrovasculaires/ACV
 - 15 – Aucun/no diseases
 - 16 - Autre (**PRÉCISER**)
-

99 - NSP/PR

17. Quels sont les effets spécifiques sur la santé, s'il y a lieu, que vous pouvez nommer et qui peuvent être causés par le formaldéhyde?

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

- 01 - Dépendance
- 02 - Allergies
- 03 - Asthme
- 04 - Cancer (type spécifique ou cancer en général)
- 05 - Mort/Mort prématurée
- 06 - Étourdissements/Nausées
- 07 - Emphysème
- 08 - Maux de tête
- 09 - Crises cardiaques/maladies cardiaques
- 10 - Hypertension (haute tension)
- 11 - Impuissance/dysfonction sexuelle
- 12 - Irritations - yeux/nez/gorge
- 13 - Problèmes respiratoires/difficulté à respirer
- 14 - Attaque d'apoplexie/accidents cérébrovasculaires/ACV
- 15 – Aucun/no diseases

16 - Autre (**PRÉCISER**)

99 - NSP/PR

18. Quels sont les effets spécifiques sur la santé, s'il y a lieu, que vous pouvez nommer et qui peuvent être causés par le benzène?

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

01 - Dépendance
02 - Allergies
03 - Asthme
04 - Cancer (type spécifique ou cancer en général)
05 - Mort/Mort prématurée
06 - Étourdissements/Nausées
07 - Emphysème
08 - Maux de tête
09 - Crises cardiaques/maladies cardiaques
10 - Hypertension (haute tension)
11 - Impuissance/dysfonction sexuelle
12 - Irritations - yeux/nez/gorge
13 - Problèmes respiratoires/difficulté à respirer
14 - Attaque d'apoplexie/accidents cérébrovasculaires/ACV
15 - Aucun/no diseases
16 - Autre (**PRÉCISER**)

99 - NSP/PR

19. Quels sont les effets spécifiques sur la santé, s'il y a lieu, que vous pouvez nommer et qui peuvent être causés par la nicotine?

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

01 - Dépendance
02 - Allergies
03 - Asthme
04 - Cancer (type spécifique ou cancer en général)
05 - Mort/Mort prématurée
06 - Étourdissements/Nausées
07 - Emphysème
08 - Maux de tête
09 - Crises cardiaques/maladies cardiaques
10 - Hypertension (haute tension)
11 - Impuissance/dysfonction sexuelle
12 - Irritations - yeux/nez/gorge
13 - Problèmes respiratoires/difficulté à respirer
14 - Attaque d'apoplexie/accidents cérébrovasculaires/ACV
15 - Aucun/no diseases
16 - Autre (**PRÉCISER**)

99 - NSP/PR

20. Quels sont les effets spécifiques sur la santé, s'il y a lieu, que vous pouvez nommer et qui peuvent être causés par l'acide cyanhydrique?

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

- 01 - Dépendance
- 02 - Allergies
- 03 - Asthme
- 04 - Cancer (type spécifique ou cancer en général)
- 05 - Mort/Mort prématurée
- 06 - Étourdissements/Nausées
- 07 - Emphysème
- 08 - Maux de tête
- 09 - Crises cardiaques/maladies cardiaques
- 10 - Hypertension (haute tension)
- 11 - Impuissance/dysfonction sexuelle
- 12 - Irritations - yeux/nez/gorge
- 13 - Problèmes respiratoires/difficulté à respirer
- 14 - Attaque d'apoplexie/accidents cérébrovasculaires/ACV
- 15 - Aucun/no diseases
- 16 - Autre (**PRÉCISER**)

99 - NSP/PR

21. a) Et est-ce que vous pensez que chacune des substances suivantes est normalement présente dans le tabac ou dans la fumée du tabac, ou si elle est ajoutée au tabac au moment où les cigarettes sont fabriquées? Comme première substance, le goudron.

- 01 - Est normalement présente
- 02 - Est ajoutée
- NON SUGGÉRÉ**
- 03 - Les deux
- 99 - NSP/PR

- b) La nicotine?
- c) Le monoxyde de carbone?
- d) Le formaldéhyde?
- e) Le benzène?
- f) L'acide cyanhydrique?

CHANGEMENTS DANS LES INFORMATIONS SUR LES INGRÉDIENTS

22. D'après vous, est-ce que chacune des sources d'informations suivantes au sujet des produits chimiques et des substances contenus dans les cigarettes et la fumée de cigarette est très, assez, pas très ou pas du tout digne de confiance?

- a) Santé Canada

01 - Très

- 02 - Assez
- 03 - Pas très
- 04 - Pas du tout
- 99 - NSP/PR

- b) La Société canadienne du cancer
- c) Les compagnies de tabac

23. Santé Canada réfléchit à des façons de rendre plus utiles pour les fumeurs les informations au sujet des produits chimiques et des substances qui doivent maintenant figurer sur les paquets de cigarettes. Est-ce que chacune des façons suivantes serait très, assez, pas très ou pas du tout utile dans votre cas? **LIRE**

- a) imprimer les mots et les nombres sur le paquet en caractères plus gros qu'actuellement

- 01 - Très
- 02 - Assez
- 03 - Pas très
- 04 - Pas du tout
- 99 - NSP/PR

- b) expliquer la signification de l'échelle de nombres qui figure sur le paquet
- c) indiquer un seul nombre, et pas une échelle de nombres, pour chaque produit chimique figurant sur le paquet
- d) expliquer les effets dangereux que les produits chimiques contenus dans les cigarettes ont pour la santé
- e) utiliser le devant des paquets de cigarettes pour donner plus d'informations au sujet des produits chimiques et des ingrédients

DONNÉES DÉMOGRAPHIQUES

DEMANDER À TOUS

24. 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

25. 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

26. 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

27. Est-ce que vous êtes...?

LIRE

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

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

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

29. Laquelle des catégories suivantes correspond le mieux au revenu total de tous les membres de votre foyer et de vous-même, avant impôt, en 2002? 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

FIN

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

Voilà, l'entrevue est terminée. Je vous remercie beaucoup.