



# 1994 Youth Smoking Survey

Confidential when completed

Collected under the authority of the Statistics Act, Revised Statutes of Canada, 1985, Chapter S19.

Version française disponible

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## SCHOOL SAMPLE

### INTRODUCTION

To all Students:

Thousands of people across Canada, ranging in age from 10 to 19 years, are taking part in this important survey. This survey will help us understand your thoughts and concerns about smoking so that programs can be developed to better serve the youth across this country.

There are **NO RIGHT OR WRONG ANSWERS**. This is **NOT** a test. Your participation is voluntary. **DO NOT PUT YOUR NAME ON THE QUESTIONNAIRE**. The information you give is to be completely confidential. No one, not even your parents, will ever connect the information you provide with you personally. We ask you, therefore, to be completely honest and accurate when you answer the questions.

Your help today is **VERY IMPORTANT** to us.

Thank you for your help!



**1. How old were you on September 1st 1994?**

I was   years old

**2. Are you . . .**

- 1  Female?  
2  Male?

**3. What language do you speak most often at home?**

*(Mark one only)*

- 3  English  
4  French  
5  English and French  
6  Other (*specify*)
- 

**4. Are you an Aboriginal person, that is, North American Indian, Métis, or Inuit (*Eskimo*)?**

*(Mark all that apply)*

- 1  No  
2  Yes, North American Indian (*e.g. Cree, Micmac*)  
3  Yes, Métis  
4  Yes, Inuit (*Eskimo*)

**5. How much would you like to weigh right now?**

*(Mark one only)*

- 5  Less than I weigh now  
6  Same as I weigh now  
7  More than I weigh now  
8  I don't know

6. Do you consider your general health to be . . .

- 1  Above average?
- 2  Average?
- 3  Below average?

7. In the last week, have you . . .

- |   | Yes                     | No                      |
|---|-------------------------|-------------------------|
| Smoked cigars or pipe tobacco?                          | 1 <input type="radio"/> | 2 <input type="radio"/> |
| Used chewing tobacco?                                   | 3 <input type="radio"/> | 4 <input type="radio"/> |
| Used snuff? ( <i>tobacco powder that people sniff</i> ) | 5 <input type="radio"/> | 6 <input type="radio"/> |

8. Have you ever tried . . .

- |  | Yes                     | No                      |
|--|-------------------------|-------------------------|
| Smoking cigars or pipe tobacco?                          | 1 <input type="radio"/> | 2 <input type="radio"/> |
| Using chewing tobacco?                                   | 3 <input type="radio"/> | 4 <input type="radio"/> |
| Using snuff? ( <i>tobacco powder that people sniff</i> ) | 5 <input type="radio"/> | 6 <input type="radio"/> |

**THE FOLLOWING QUESTIONS ARE ABOUT CIGARETTE SMOKING**

9a. Have you ever tried cigarette smoking, even just a few puffs?

1  Yes

2  No → 9b. Have you ever seriously thought about trying smoking?

3  Yes

4  No

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

- 5  I already smoke
- 6  Yes
- 7  No
- 8  I don't know

11. Do you think it would be difficult or easy for you to get cigarettes if you wanted to try smoking?

1  I already smoke

2  Difficult

3  Easy

4  I don't know

12. Have you ever smoked a whole cigarette?

5  Yes

6  No

13. How old were you when you smoked your first whole cigarette?  
(Mark one only)

95  I have never smoked a whole cigarette

OR

I was  years old

14. Have you smoked 100 or more cigarettes in your life?

1  Yes

2  No

3  I don't know

15. Have you ever smoked every day for at least 7 days in a row?

4  Yes

5  No

6  I don't know

16. How old were you when you first did this? (smoked every day for at least 7 days in a row)  
(Mark one only)

95  I have never done this

OR

I was  years old

OR

97  I don't know

17. On how many of the last 30 days did you smoke one or more cigarettes?  
(Mark one only)

- 1  None
- 2  1 - 5 days
- 3  6 - 10 days
- 4  11 - 20 days
- 5  21 - 29 days
- 6  30 days (everyday)

18. On those days that you smoked, how many cigarettes did you usually smoke?  
(Mark one only)

- 1  I didn't smoke in the last 30 days
- 2  5 or less cigarettes
- 3  6 - 10 cigarettes
- 4  11 - 15 cigarettes
- 5  16 - 20 cigarettes
- 6  21 - 25 cigarettes
- 7  More than 25 cigarettes

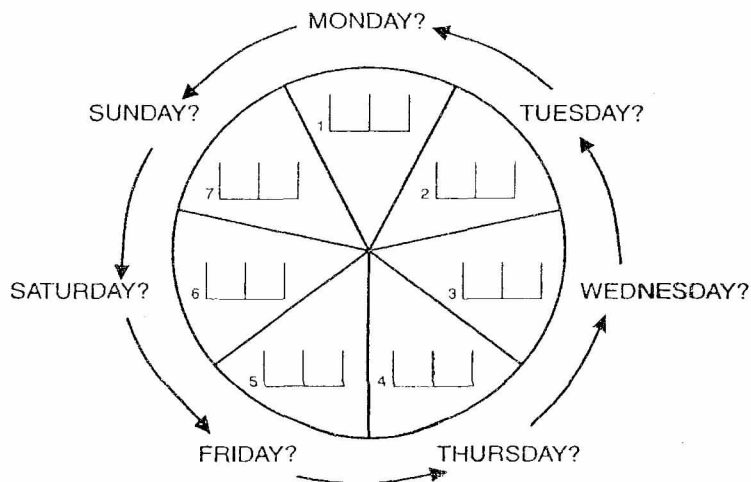
19. Thinking back over the last 7 days, starting with yesterday, how many cigarettes did you smoke on each day?

- 8  I did not smoke over the last 7 days

OR

How many cigarettes did you smoke on . . .

(Find yesterday's day on the wheel and follow the arrows for the past 7 days.)



20. Do you inhale the cigarette smoke when you smoke (that is, breathe the smoke into your lungs)?

- 1  I don't smoke
- 2  Yes
- 3  No
- 4  I don't know

21a. Do you usually smoke the same brand of cigarettes?

1  I don't smoke

2  Yes →

21b. What brand do you usually smoke?

(Mark one only)

3  No

01  Belvedere

07  Matinée

02  Benson & Hedges

08  Number 7

03  Cameo

09  Player's

04  Craven A

10  Rothman's

05  Du Maurier

11  Other (specify)

06  Export A

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22. Why do you smoke the brand of cigarettes that you do? (Mark all that apply)

- 1  I don't smoke
- 2  My friends smoke the same brand
- 3  My parents smoke the same brand
- 4  The popular kids smoke that brand
- 5  I like the taste
- 6  Those are the only ones I can get
- 7  They have less tar and nicotine
- 8  Other reason (specify) \_\_\_\_\_

23. During the past 12 months, have you switched brands?

- 1  I don't smoke
- 2  Yes
- 3  No

**24. What brand do you like best?**

*(Mark one only)*

- 01  I don't smoke
- 02  Belvedere
- 03  Benson & Hedges
- 04  Cameo
- 05  Craven A
- 06  Du Maurier
- 07  Export A
- 08  Matinée
- 09  Number 7
- 10  Player's
- 11  Rothman's
- 12  Other *(specify)*

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**25. Where do you usually get your cigarettes?**

*(Mark one only)*

- 01  I don't smoke
- 02  I buy them from a vending machine
- 03  I buy them at a small grocery/corner store
- 04  I buy them at a supermarket
- 05  I buy them at a drug store
- 06  I buy them at a gasoline station \*
- 07  I buy them at another kind of store \*
- 08  I buy them from a friend or someone else
- 09  My brother or sister gives them to me
- 10  My mother or father gives them to me
- 11  A friend or someone else gives them to me

\* *(Excluding vending machine)*

**26. What pack size do you usually buy?**

*(Mark one only)*

- 1  I don't smoke
- 2  I don't usually buy packs
- 3  5
- 4  15
- 5  20
- 6  25
- 7  30
- 8  Other sizes
- 9  I don't know

**27a. Do you sometimes buy single cigarettes?**

- 1  I don't smoke

- 2  Yes → **27b. Where do you buy them?**

*(Mark all that apply)*

- 3  No

- 1  Vending machine
- 2  Small grocery/corner store
- 3  Supermarket
- 4  Drug store
- 5  Gasoline station \*
- 6  Another kind of store \*
- 7  I buy them from a friend or someone else

*\*(Excluding vending machine)*

**28. Have you ever been asked your age when buying cigarettes in a store for yourself or for someone else?**

- 1  I have never bought cigarettes in a store
- 2  Yes
- 3  No

**29. Has anyone in a store ever refused to sell you cigarettes?**

- 4  I have never bought cigarettes in a store
- 5  Yes
- 6  No



**30. Have you ever seriously thought about quitting smoking?**

- 1  I have never smoked or have only smoked a few times
- 2  Yes
- 3  No

**31. How many times have you tried to quit smoking?**

*(Mark one only)*

94  I have never smoked or have only smoked a few times  
**OR**

95  I have never tried to quit  
**OR**

Number of times I have tried to quit smoking  
**OR**

97  I don't know

**32. How old were you when you first tried to quit smoking?**

*(Mark one only)*

94  I have never smoked or have only smoked a few times  
**OR**

95  I have never tried to quit  
**OR**

I was  years old.

**33. Have you tried to quit smoking in the last 6 months?**

- 1  In the last 6 months, I have not smoked or have only smoked a few times
- 2  Yes
- 3  No

**34. Since you started smoking, what is the longest time you have ever quit smoking?**

*(Mark one only)*

01  I have never smoked or have only smoked a few times

02  I have never tried to quit

03  1 day or less

04  2 - 7 days

05  8 - 31 days

06  1 - 3 months

07  4 - 6 months

08  7 - 12 months

09  More than 1 year

10  I don't know

**THE NEXT QUESTIONS ASK YOU ABOUT YOUR PARENTS  
AND YOUR FRIENDS**

**35a. Does your father smoke?**

1  Yes

2  No → **35b. Did he ever smoke?**

5  Yes

6  No

7  I don't know

3  I don't know

4  I don't have a father or anyone who is like a father

**36. How does your father feel about your smoking?**

*(Mark one only)*

1  I don't smoke

2  He approves

3  He doesn't care

4  He doesn't like it

5  He doesn't know that I smoke

6  I don't have a father or anyone who is like a father

**37a. Does your mother smoke?**

1  Yes

2  No → **37b. Did she ever smoke?**

5  Yes

6  No

7  I don't know

3  I don't know

4  I don't have a mother or anyone who is like a mother

**38. How does your mother feel about your smoking?**

*(Mark one only)*

- 1  I don't smoke
- 2  She approves
- 3  She doesn't care
- 4  She doesn't like it
- 5  She doesn't know that I smoke
- 6  I don't have a mother or anyone who is like a mother

**39. Excluding yourself, how many people smoke in your home every day or almost every day?**

Write in number (If none enter  0  0 )

**40. Do you ever smoke in your home?**

- 1  I don't smoke
- 2  Yes
- 3  No

**41. How many close friends do you have (that is, very good friends)?**

Write in number (If none enter  0  0 )

**42. How many of your close friends smoke?**

Write in number (If none enter  0  0 )

**43. In one year's time, do you think you will be smoking . . .**

*(Mark one only)*

- 4  Not at all?
- 5  Less than now?
- 6  The same as now?
- 7  More than now?
- 8  I don't know

## ATTITUDES AND BELIEFS

44. We are interested in knowing what you think about some of the things that have been said about cigarette smoking.

	Yes	No	I don't know
a) Do you think people have to smoke for many years before it will hurt their health?	01 <input type="radio"/>	02 <input type="radio"/>	03 <input type="radio"/>
b) Do you think there is any danger to your health from an occasional cigarette?	04 <input type="radio"/>	05 <input type="radio"/>	06 <input type="radio"/>
c) Do you think smoking can help people when they are bored?	07 <input type="radio"/>	08 <input type="radio"/>	09 <input type="radio"/>
d) Do you think smoking helps people relax?	10 <input type="radio"/>	11 <input type="radio"/>	12 <input type="radio"/>
e) Do you think quitting smoking reduces health damage even after many years of smoking?	13 <input type="radio"/>	14 <input type="radio"/>	15 <input type="radio"/>
f) Do you think smoking helps people stay slim?	16 <input type="radio"/>	17 <input type="radio"/>	18 <input type="radio"/>
g) Do you think people can become addicted to tobacco?	19 <input type="radio"/>	20 <input type="radio"/>	21 <input type="radio"/>
h) Do you think tobacco smoke can be harmful to the health of non-smokers?	22 <input type="radio"/>	23 <input type="radio"/>	24 <input type="radio"/>
i) Do you think it's nicer to date people who don't smoke?	25 <input type="radio"/>	26 <input type="radio"/>	27 <input type="radio"/>
j) Do you think smokers can quit anytime they want?	28 <input type="radio"/>	29 <input type="radio"/>	30 <input type="radio"/>
k) Do you think smoking is cool?	31 <input type="radio"/>	32 <input type="radio"/>	33 <input type="radio"/>

**45. Why do you think people your age start to smoke?**

*(Mark all that apply)*

- 01  Their friends smoke (peer pressure)
- 02  Their mother or father smokes
- 03  Their brother or sister smokes
- 04  The popular kids smoke
- 05  It's relaxing
- 06  Curiosity - just to try it
- 07  Because it's not allowed
- 08  To lose weight or stay slim
- 09  For something to do
- 10  It's cool
- 11  Other (*specify*) \_\_\_\_\_

**46. What health problems can people get if they smoke for many years?**

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**47. According to the law in your province, how old does a person have to be in order to buy cigarettes?**

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 Years old

**OR**

- 97  I don't know

48a. Have you ever seen health warning messages on cigarette packages?

1  Yes

→ 48b. In your own words, write the ones you remember.

2  No

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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49. About how often, if ever, do you find yourself looking at or reading these health warning messages?

(Mark one only)

- 1  Never
- 2  Less than once a week
- 3  About once a week
- 4  Once every 2 or 3 days
- 5  About once a day
- 6  A few times a day
- 7  More than a few times a day

50. How much do you agree or disagree with cigarette packages having health warning messages? Do you ...

(Mark one only)

- 1  Agree a lot?
- 2  Agree a little?
- 3  Neither agree nor disagree?
- 4  Disagree a little?
- 5  Disagree a lot?

51. Do you believe the health warnings that you see on cigarette packages?

- 1  Yes
- 2  No
- 3  I don't know

52a. Sporting events (such as car racing, tennis and hockey) and cultural events (such as ballet, concerts and art shows) are often sponsored by companies.

Do you know of any sporting and cultural events that are sponsored by tobacco corporations?

- 4  Yes → 52b. Please list all the sponsors and the events that you know.

- 5  No

SPONSOR

AND

EVENT

SPONSOR	AND	EVENT

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53a. Have you ever seen advertising for any sporting or cultural events sponsored by tobacco corporations?

- 6  Yes → 53b. Where?  
(Mark all that apply)

- 1  A billboard
- 2  A sign or display in a store
- 3  A sign on a bus or bus shelter
- 4  A magazine or newspaper
- 5  On television
- 6  Somewhere else (specify) \_\_\_\_\_
- 7  I don't know

- 7  No

- 8  I don't know

Go to question 55

54. The next questions are about billboards and signs for sporting and cultural events sponsored by tobacco corporations.  
(Mark if you agree or disagree with these sentences)

	Agree	Disagree	I don't know
a) These billboards and signs are a way of advertising particular sporting or cultural events.	01 <input type="radio"/>	02 <input type="radio"/>	03 <input type="radio"/>
b) These billboards and signs are a way of encouraging sports and culture in general.	04 <input type="radio"/>	05 <input type="radio"/>	06 <input type="radio"/>
c) These billboards and signs are a way of encouraging people to smoke.	07 <input type="radio"/>	08 <input type="radio"/>	09 <input type="radio"/>
d) These billboards and signs are a way of advertising particular brands of cigarettes.	10 <input type="radio"/>	11 <input type="radio"/>	12 <input type="radio"/>

## SCHOOL AND WORK ENVIRONMENT

55. How are you doing in school compared to other students your age?  
Would you say . . .

- 1  Better than average?
- 2  Average?
- 3  Below average?

56a. Is there a rule at your school about where students are allowed to smoke?

4  Yes

5  No

6  I don't know

56b. If there were a rule, how would it affect your smoking?  
(Mark one only)

- 1  I don't smoke
- 2  I wouldn't smoke at school
- 3  It wouldn't make any difference
- 4  I would cut down
- 5  I would quit
- 6  Other
- 7  I don't know



**57. What is the rule?**

*(Mark one only)*

- 1  There is no rule
- 2  Smoking is allowed only in some areas
- 3  Smoking is not allowed anywhere on school property
- 4  I don't know

**58. How does that rule affect your smoking?**

*(Mark only one)*

- 1  There is no rule
- 2  I don't smoke
- 3  I don't smoke at school
- 4  It hasn't made any difference
- 5  I have cut down
- 6  I have quit
- 7  Other

**59. Do most students obey that rule?**

*(Mark one only)*

- 1  There is no rule
- 2  Yes
- 3  No
- 4  I don't know

**60. How many of the teachers in your school smoke cigarettes?**

*(Mark one only)*

- 1  None
- 2  A few
- 3  About half
- 4  Most
- 5  I don't know

**61. Have you ever been taught in school about health problems due to smoking?**

- 6  Yes
- 7  No
- 8  I don't know

62. Do you have a job for which you get paid (for example, babysitting, cutting lawns, delivering newspapers, working in a store)?

- 1  Yes → Go to the next question  
2  No → Go to question 67

63. How many hours do you usually work per week?

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 Hours per week

64a. Does the place where you work restrict smoking?

3  Yes

4  No

5  I don't know

64b. If there were a restriction, how would it affect your smoking?  
(Mark one only)

1  I don't smoke

2  I would not smoke at work

3  It wouldn't make any difference

4  I would cut down

5  I would quit

6  Other

7  I don't know

65. What is the restriction?  
(Mark one only)

1  There is no restriction

2  Smoking is allowed only in some areas

3  Smoking is not allowed anywhere

4  I don't know

66. How does that restriction affect your smoking?  
(Mark one only)

1  I don't smoke

2  There is no restriction

3  I don't smoke at work

4  It doesn't make any difference

5  I have cut down

6  I have quit

7  Other

67. About how much money do you get each week to spend on yourself or save?  
(Include money from jobs, allowances or any other source.)

\$     .0  0 (Write in amount)

97  I don't know

### OTHER GENERAL QUESTIONS

68. To complete this question:

- Look at the drawings on the handout.
- Find the drawing which most looks like a brand package that you know.
- Write the number of the drawing in the box beside the brand name.
- Fill in any other brands that you know.

- |    |                      |                                    |
|----|----------------------|------------------------------------|
| 21 | <input type="text"/> | Belvedere                          |
| 22 | <input type="text"/> | Benson & Hedges                    |
| 23 | <input type="text"/> | Craven A                           |
| 24 | <input type="text"/> | Du Maurier                         |
| 25 | <input type="text"/> | Export A                           |
| 26 | <input type="text"/> | Matinée                            |
| 27 | <input type="text"/> | Number 7                           |
| 28 | <input type="text"/> | Player's                           |
| 29 | <input type="text"/> | Rothman's                          |
| 30 | <input type="text"/> | Other ( <i>none of the above</i> ) |

If you are not sure,  
please leave the box  
beside the brand name  
blank.

**DO NOT GUESS.**

**TURN THE PAGE**



69. From the handout which package design and colour do you find the most attractive?

*(Write in the number of the drawing)*

70. From the handout which package design and colour do you find the least attractive?

*(Write in the number of the drawing)*

**THANK YOU FOR COMPLETING THIS QUESTIONNAIRE**