

APPENDIX "C"

THE GALLUP POLL AND ITS FINDINGS ON
AWARENESS OF TOBACCO ADDICTION
AMONG YOUNG CANADIANS

The following is a summary of information from a survey entitled Young People in Canada, carried out for Health and Welfare Canada in February 1984 by the Canadian Gallup Poll Ltd. This survey includes data from polls numbered 482-1, 482-2, 482-3 and 702. A copy of the relevant facts from this survey can be obtained through the offices of the Non-Smokers' Rights Association, Suite 201, 455 Spadina Avenue, Toronto. Further information on this survey can be obtained from the Bureau of Tobacco Control and Biometrics, Laboratory Centre for Disease Control, Health Protection Branch, Health and Welfare Canada, Ottawa K1A 0L2.

Question #7 on the tobacco section of this study was an open-ended question worded as follows:

7. In your opinion, what are some of the effects of smoking cigarettes -
 - (a) What comes to mind first?
 - (b) And what other effects can you think of?

This test of unaided perception of the effects of smoking cigarettes showed that of 2,225 12- 29-year-olds tested, only 4.5% mentioned such attributes as "addiction", "habit formation" or "getting hooked". This figure, when compared for differences between the sexes, showed 5.2% awareness among 1,123 males and 3.8% awareness among 1,102 females.

A later close-ended 'recognition' type question in the same survey asked "What do you think are some of the effects, if any, of using tobacco?" The subjects were presented with a list of 12 possible effects and were told to "take your time and circle as many as you think are appropriate". One of the 12 listed possible effects was a statement that using tobacco "is habit-forming".

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Of the total of 2,225 young people, 86.7% agreed that habit formation was an effect of using tobacco. This figure was 83.9% for 12-14-year-olds and 85.8% for all subjects under 17 years of age.

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