



Canadian Tobacco Use Monitoring Survey

Smokers' Beliefs About 'Light' Cigarettes

Health Canada commissions a semi-annual survey of 10,000 Canadians to measure smoking rates and public understanding of tobacco issues (the CTUMS or Canadian Tobacco Use Monitoring Survey).

The survey conducted in the second half of 1999 included three questions on smokers' attitudes towards light and mild cigarettes. Smokers were first asked what strength of cigarette they smoked and then were asked:

"Do you think that light/mild cigarettes are less harmful to smokers than regular cigarettes?"

"Do you think that light/mild cigarettes are less addictive, about the same or more addictive than regular cigarettes?"

The results show that most Canadian smokers understand that there is no health advantage to smoking light cigarettes, and that most understand that all types of cigarettes are equally addictive. However, the survey also showed that a very large number of Canadians were under the impression that switching to light cigarettes could be beneficial, and that those under that impression were most likely to be smoking lighter cigarettes.

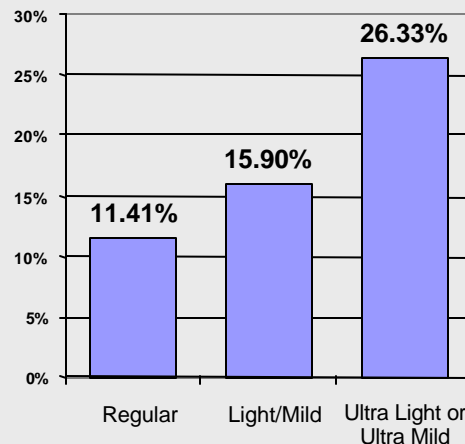
- **1.5 million smokers do not believe that 'light' cigarettes are as harmful as regular cigarettes.**

- 1,039,992 smokers said yes to the question "Do you think that light/mild cigarettes are less harmful" (16.65 % of all smokers)
- 445,530 smokers said they didn't know when asked the question "Do you think that light/mild cigarettes are less harmful" (7.13% of all smokers)

- **Those who believe 'light' cigarettes are less harmful are more likely to smoke them.**

- Smokers of ultra-light and ultra-mild cigarettes are more than twice as likely to think that light cigarettes are less harmful than those who smoke regular cigarettes (26% versus 11%)
- Smokers of ultra-light and ultra-mild cigarettes are 65% more likely to think that light cigarettes are less harmful than those who smoke light cigarettes (26% vs. 16%)
- Smokers of light and mild cigarettes are 40% more likely to think that light cigarettes are less harmful than those who smoke regular cigarettes (16% vs. 11%)

Percentage of smokers who believe that 'light' cigarettes are less harmful by type of cigarette smoked

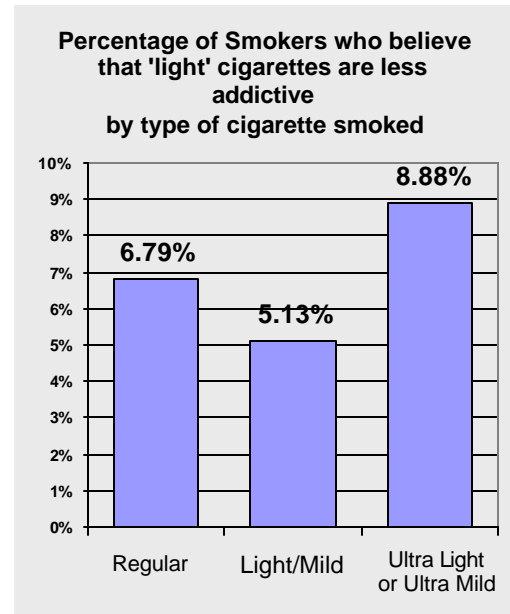


- **800,000 smokers do not believe that 'light' cigarettes are as addictive as regular cigarettes**

- 409,614 smokers said they believed light cigarettes were less addictive (6.56 % of all smokers)
- 399,219 smokers said they didn't know whether light cigarettes were less addictive (6.39% of all smokers)

- **Those who believe 'light' cigarettes are less addictive are not necessarily more likely to smoke them.**

- Smokers of ultra-light and ultra-mild cigarettes are 30% more likely to think that light cigarettes are less addictive than those who smoke regular cigarettes (9% vs. 7%)
- Smokers of ultra-light and ultra-mild cigarettes are 73% more likely to think that light cigarettes are less addictive than those who smoke light cigarettes (9% vs. 5%)
- Smokers of light cigarettes are 32% less likely to think that light cigarettes are less addictive than those who smoke regular cigarettes.



Tabulated Data from CTUMS Wave 2 - Questions 99A, B and C.

Do you think that light/mild cigarettes are less harmful to smokers than regular cigarettes?

	Yes	(%)	No	(%)	Don't Know	(%)	Refused	(%)	Total
Ultra or Extra light	234,459	23.2%	708,219	70.0%	61,343	6.1%	7,237	0.7%	1,011,258
Lights	332,934	14.8%	1,781,887	79.4%	127,453	5.7%	1,118	0.0%	2,243,392
Ultra or extra mild	134,172	34.5%	239,571	61.6%	15,172	3.9%			388,915
Mild	86,739	21.9%	256,044	64.8%	52,602	13.3%			395,385
Regular	251,688	11.4%	1,758,790	79.7%	188,960	8.6%	7,286	0.3%	2,206,724
Smokers Total	1,039,992	16.7%	4,744,511	76.0%	445,530	7.1%	15,641	0.3%	6,245,674

Do you think that light/mild cigarettes are less addictive, about the same or more addictive than regular cigarettes?

	Less Addictive	(%)	About the Same	(%)	More Addictive	(%)	Don't Know	(%)	Refused	(%)	Total
Ultra or extra light	90,761	9.0%	779,046	77.0%	58,260	5.8%	81,197	8.0%	1994	0.2%	1011258
Lights	89,163	4.0%	1,931,347	86.1%	124,207	5.5%	97,557	4.3%	1118	0.0%	2243392
Ultra or extra mild	33,624	8.6%	288,861	74.3%	28,160	7.2%	38,028	9.8%	241	0.1%	388914
Mild	46,150	11.7%	303,827	76.8%	11,484	2.9%	33,924	8.6%		0.0%	395385
Regular	149,916	6.8%	1,537,267	69.7%	363,353	16.5%	148,513	6.7%	7675	0.3%	2206724
Smokers Total	409,614	6.6%	4,840,348	77.5%	585,464	9.4%	399,219	6.4%	11,028	0.2%	6,245,673