



ANDEMAR RESEARCH INC.

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**CIGARETTE PACKAGING STUDY
THE EVALUATION OF NEW HEALTH
WARNING MESSAGES**

March, 1996

**Prepared for: Health Canada
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A) Background

For the past several years Health Canada has undertaken a variety of initiatives to inform Canadians of the hazards related to tobacco use. One of these initiatives is the prominent placement of large, bold health warning messages on cigarette packaging.

Although it is recognized that simple messages on packages may not drive high levels of short term reduction in consumption, it is believed that a long term commitment to increasing public awareness of the hazards of smoking and second hand tobacco smoke will result in gradual declines in consumption.

The Tobacco Products Control Regulations were changed in September, 1994 to require 8 new larger and bolder health warning messages. At that time, the messages were moved from the bottom 20% to the top 25% of the package and were printed in contrasting black and white print. As of September, 1995, when sections of the Tobacco Products Control Act were struck down, guidelines for tobacco advertising and health warning messages became non-existent. Therefore, placement, colour and size of the health warning became open for debate.

Research was commissioned by Health Canada, therefore, to 1) to determine the potential impact of health warning messages based on various placements, colours and sizes of them, and 2) to evaluate the eight messages. #1 #2

B) Research objectives

Specifically, the objectives of this research were to:

1. Determine the optimal positioning, colour, and size of message. #3
2. Determine the impact of the messages in terms of memorability (recall), readership frequency, clarity, opinion, relevance, motivation and wear-out. #4
3. Evaluate smokers' comprehension of the various terms and text for interpretation and clarity. #5
4. Provide direction for further message development in terms of strength, focus, and content. #6

C) Method

Data were collected by personal, door-to-door interviews. In total, 2000 interviews were conducted among current smokers, between February 7 and March 9, 1996.

The sample was a nationally representative sample, of Canadians 15 years of age or older, proportionate to the smoking population. Using Statistics Canada 1991 Census data, a probability sample was pulled balancing population density within province.

Within the probability sample, in each population density strata, every household with a telephone had an equal chance of being selected. Once the households were selected, start points were identified where clusters of five households were to be interviewed using a nth pattern to determine the households to be interviewed in a block. One call-back was attempted at each household.

D) Notes on reading the data

At the analysis stage, to ensure accurate representation, data were weighted by gender within age within sex within province to smoker population proportions as provided by Health Canada. Below is an outline of the unweighted and weighted data:

	<u>Unweighted</u>	<u>Weighted</u>
PROVINCES		
Atlantic	187	179
Quebec	564	551
Ontario	683	700
Prairies	340	342
British Columbia	226	226
AGE		
15 - 19 years	177	127
20 - 24 years	209	242
25 - 44 years	979	998
45 - 64 years	493	490
65 years +	142	142
GENDER		
Male	1023	1019
Female	977	980
Total sample	2000	1999

D) Notes on reading the data (cont'd)



indicates a significantly higher percentage than the total sample, measured at the 95% confidence level.



Indicates a significantly lower percentage than the total sample, measured at the 95% confidence level;



indicates a significant difference between two sub-cells (e.g., 15-19 year olds vs. 65 years+), measured at the 95% confidence level.

SUMMARY AND CONCLUSIONS

Information sources (pages 22-24)

- A sizeable proportion of smokers mention cigarette packaging as a source of information about the hazards of smoking. Four in ten smokers volunteer "cigarette packaging" when asked where they had recently seen or heard information regarding these hazards. This places cigarette packaging only second to television (60%) as a source of information.
- A higher proportion of teens (49%, 15 to 19 year olds) than the general smoking population cite cigarette packaging as a source of information. In addition, a higher proportion of English speaking smokers (43%) than French smokers (31%) cite this source. French smokers are more likely to indicate TV as an information source.

Awareness and frequency of reading messages (pages 25-26)

- Not surprisingly, virtually all smokers have seen cigarette package health warnings (99%). On average, these messages are read 1.7 times per day.
- The average frequency of reading these messages is slightly lower in French speaking smokers at 1.4 times per day. There are no differences among age groups in the frequency with which these messages are read.

Agree of influence of messages (pages 27-30)

Cigarette packaging health messages have contributed a great deal towards impacting the short-term objective of raising public awareness of the health hazards of smoking. Of those smokers who agree that they have become more conscious of the risks of smoking, 70% agree that the messages on cigarette packages have contributed "a little/a lot compared to other things" in becoming more aware of the risks associated with smoking. (This translates to 53% of the total smoking population).

Regarding the longer term goal of decreasing tobacco consumption, cigarette pack messages have also made inroads. Of those smokers who expressed an increased interest in wanting to quit smoking, the majority (60%) agree that the cigarette pack messages have contributed "a little/a lot compared to other things" in this desire. (36% of the total smoking population).

Furthermore, about half of smokers who have made an attempt to quit recently or are smoking less than they used to cite, cigarette pack messages as contributing to these behaviours (51% and 49%, respectively). (19% and 20%, respectively of the total smoking population).

Health concerns (pages 31-35)

- Lung disease, cancer, and tobacco addiction are the most common health concerns to smokers. On an unprompted basis, nearly half of smokers (45%) mention lung disease and four in ten mention cancer (40%) and addiction to tobacco (40%). Teens are particularly concerned with cancer (51%).
- When asked on a prompted basis, these three concerns continue to dominate the list; lung disease at 48%, cancer at 47%, and addiction to tobacco at 47% ("concerned a lot"). Interestingly, however, the concern regarding the effect that smoking has on babies of pregnant smokers, tops the list when asked on an aided basis (57%) suggesting that although this concern is not top of mind for most, given that it may not be specifically relevant to them, it is still quite a concern, generally.
- Heart disease is mentioned as a concern by only 12% unaided and 32% on an aided basis. Similarly stroke is mentioned as a concern by 3% unaided and 25% aided suggesting that messages directed at these health problems may not have the same degree of impact presently as those directed at lung and cancer problems. Smokers do not appear to have as readily made the link from smoking to heart disease and stroke as they have to lung and cancer problems.
- Top of mind, French-speaking smokers have a tendency to volunteer fewer health concerns than the general smoking population (1.1 vs. 1.3 average number of concerns) as do older smokers (45 years + 1.1 vs. 1.3 average number of concerns, on average).
- When asked about specific health concerns, again, a smaller proportion of French-speaking smokers is concerned with individual health problems than found for smokers, in general. This is true even for the number one concerns of lung disease and cancer. However, addiction to tobacco is mentioned as frequently by French-speaking smokers as smokers, in general. Therefore, linking "addiction" to actual health problems in the messages communicated could potentially move French-speaking smokers further along the continuum of acceptance of smoking as a health issue.

Recall of current messages (pages 36-40)

When asked to recall messages on an unprompted basis, over 9 in 10 smokers (95%) are able to play back at least one message. Almost 6 in 10 can play back at least three messages (57%). English-speaking smokers can recall more messages than French-speaking smokers. Similarly young smokers can also recall more messages than older smokers.

There is a direct relationship between messages remembered and health concerns of smokers. When asked what health messages are remembered from cigarette packages, both the "Cigarettes cause cancer" message and the "Smoking during pregnancy can harm the baby message" have higher top of mind, unaided recall than "Cigarettes cause strokes and heart disease". Although not communicated in the exact wording of the messages on cigarette packages, 29% of smokers play back the "pregnancy" message and 20% play back the "cancer" message. Only 5% play back the "stroke and heart disease" message.

Given the high percentage of smokers who say they have become more conscious of the risks of smoking through cigarette package messages, coupled with the higher top of mind recall of messages related to #1 health concerns, it can be suggested that the messages themselves are reminding and driving the importance of specific health concerns to smokers.

Although French-speaking smokers tend to recall fewer health warning messages in general, their recall of the "cancer" and "pregnancy" messages is also highest compared to other messages.

General opinion of health warning messages (pages 41-43)

Although one might suspect that smokers do not want to continue seeing the negative consequences of smoking on their cigarette packages, their responses to several statements regarding their opinion of health messages on cigarette packs does not support this view. In fact, when asked how much they agreed or disagreed with the statement "it is important information for smokers to be reminded of", about three-quarters (72%) of smokers agreed with this statement.

In addition, about half (53%) agreed that "the messages are worth reading again, even after seeing them several times."

No differences were found in the above opinions based on language or age.

"Smoking during pregnancy can harm the baby" message (pages 44-47)

- Although the "smoking during pregnancy" message has been communicated for several years, and does not communicate new information (12% agree that it "tells you something you didn't know before") smokers believe that it is important information to be reminded of (76%).
- Although older smokers (45+) also believe that this message is worth repeating, there is a significantly lower percentage who believe this compared to smokers in general. This most likely relates to them being past child bearing years.
- When asked what the message means, the majority of smokers referred to being "harmful for the baby" (23%). Other messages, however, included "causes low birth weight" (9%) and "causes deformities/birth defects" (6%).
- About one-quarter of smokers (25%) also took the message a step further to simply mean "do not smoke when you're pregnant".
- A higher percentage of smokers, however, found this message to be untrue (21%) compared to the average of all eight messages (13%).

"Smoking can kill you" message (pages 48-51)

- As found for the "smoking during pregnancy" message, smokers believe that the "smoking can kill you" message is important to be reminded of (63%), even though it is not new information (11%).
- In keeping with health concern findings, smokers play back that this message relates to cancer (13%) and to a lesser extent heart and stroke (7%) which in turn leads to death.

"Cigarettes cause strokes and heart disease" message (pages 52-55)

- Although smokers rate this message similarly to other messages regarding its truth (10% agree that the statement is false vs. 13% on average for all eight messages), a higher percentage find the message "has no meaning" for them (30% vs. 25% average). This perhaps suggests that smokers may believe that they first must have a propensity towards heart disease or stroke for smoking to actually impact heart disease and stroke.
- A significantly higher percentage of French-speaking smokers, than smokers in general, learned something new from this message (21% vs. 14%). In addition, when asked what the message means to them a higher proportion of French-speaking smokers played back specific heart and/or stroke comments (e.g., block/hardens arteries) rather than general health effect comments compared to smokers, in general. This suggests that French-speaking smokers may have recently been exposed to other information regarding how smoking can affect the circulatory system.

"Cigarettes cause cancer" message (pages 56-59)

Reinforcing smokers' major concern with cancer is the high proportion of smokers who play back that the "cigarettes cause cancer" message "is true" (23%). This is particularly evident in English Canada (26% vs. 14% in French Canada).

"Cigarettes cause fatal lung disease" message (pages 60-63)

Similar to the findings for the message "Cigarettes cause cancer", a high proportion of smokers play back that the "Cigarettes cause fatal lung disease" message is true (26%), again reinforcing their concern over this health issue. Play back of this message is again skewed to English Canada (29% vs. 19% for French Canada).

"Tobacco smoke causes fatal lung disease in non-smokers" message (pages 64-67)

Although this message scores highest for its newsworthiness (18% vs. 13% average), it also scores highest for being "hard to understand" (18% vs. 7% average) and scores higher than average (13%) for being false (16%).

There is no evidence from the unaided play back of this message that smokers do not understand the message. Therefore the higher than average rating on "hard to understand" coupled with the higher than average rating on it being false most likely relate to its relative "newness" as a message. As found in past research for Health Canada, newer messages are found to be more controversial with smokers than older messages, and therefore, rated more harshly.

"Tobacco smoke can harm your children" message (pages 68-71)

A particularly high percentage of French-speaking smokers agree with the importance of being reminded of this statement.

In addition, a higher percentage of French-speaking smokers play back specific comments relating to "harm to children" (35% vs. 24% for smokers, in general) rather than more general "health-related effects".

"Cigarettes are addictive" message (pages 72-75)

- More than any of the other messages, smokers' initial reaction to what this message means to them is that "its true" (61%). In addition, it scores lower than average for being false (8% vs. 13% average).
- However, the message scores higher than average for having "no meaning to you" (30% vs. 25% average) suggesting that although smokers believe the message it may not have the same impact as a message that carries a specific health-related consequence.

Summary of opinion of messages (pages 76-77)

- Although the majority of the health messages have been on cigarette packages for a number of years, smokers believe that the information is still important to be reminded of. Furthermore, there is no sign of wear-out of these messages as evidenced by at least one in two smokers (range from 47% to 57%) believing that the message is worth reading again, even after seeing it several times.

Health Canada as sponsor of messages (pages 78-81)

- Just over half of smokers (55%) are aware that the health warning messages on cigarette packs are from Health Canada (18% mention Health Canada specifically; 13% Health and Welfare Canada; and 26% some other government health mention).
- Only about one in ten smokers (11%) believe that tobacco manufacturers are responsible for the health warning messages.
- For those who were unaware that Health Canada was the sponsor of the message, becoming aware of this positively impacted the importance and believability of the messages, generally. About one-third of smokers felt that the messages were "a little more/much more" important (31%) and believable (31%) compared to one in ten (7%) feeling that Health Canada's sponsorship detracted from the message.

Visual appeal of message (pages 82-86)

Two-thirds of smokers chose either Design D (37%; see Appendix for designs) or Design B (27%) as the best design to increase the importance and believability of the health warning messages. In both these designs, smokers feel that the combination of the sponsorship of Health Canada and the message itself catch their attention due to the big, bold letters used for both.

Between these two designs, however, Design D stands out as a winner due to Health Canada being written in capital letters, and therefore, standing out the most.

The word "advises" does not appear to have a big influence on smokers' choices of design. Only 2% chose Design D because it did not use the word "Advise". Furthermore, Design B actually uses the word "Advises".

Reasons for a design being perceived as the "worst" are consistent with "perceived best findings". That is, in messages A and C Health Canada does not stand out to the same degree as found for messages B and D.

CONCLUSIONS

1. The location and colour of health messages does influence smokers ability to remember them. The message is more likely to be remembered when shown on the top of the package, and when presented in Black and White.
2. Messages located on the top of the package, occupying 35% of the space and in contrasting black and white type were clearly indicated as 'most likely to be read by smokers'.
3. Cigarette packaging is considered an important resource for information about health risks associated with smoking. It is a particularly important resource for teens. Virtually all smokers have seen the messages and they are read an average 1.7 times per day.
4. Current health messages have effectively been internalized by smokers. 9 in 10 can recall at least one unaided, and over half can recall at least 3. Recall levels are higher among teen smokers. In addition, cigarette package health warnings have had a sizable influence on smokers understanding of risks associated with smoking and their general attitudes and behaviour.
5. Smokers want to be reminded of the health risks associated with smoking. Current messages are addressing this need and show no signs of wearing out. However, messages referring to lung disease and cancer appear to be more impactful and relevant than those associated with heart disease and stroke.
6. Cigarette package warnings could benefit from being more closely associated with Health Canada. Although many smokers are already aware that the messages are sponsored by Health Canada, those who are not aware react positively to this information.
7. To communicate Health Canada's sponsorship, the lettering should be large, bold, and clear, reflecting the same size as the message itself. Smokers react more positively to the Health Canada designs that stand out rather than those that retreat into the background.

DETAILED FINDINGS

Method of analysis

For the purposes of determining the implications of different locations, colours and sizes of the health warning messages on the front of the package, 12 different combinations of designs were prepared, using 3 brands and 2 different messages. Variables included were:

- Location on package - top, bottom
- Colour of message - black and white, brand's own colours
- Size of message - 20% of package, 27% of package, 35% of package
- Brands - duMaurier, Export A, Craven A
- Messages - 'Smokers die younger', 'Your smoking can harm others'

Series of 12 package designs were prepared to permit analysis of any/all possible combinations of variables.

Respondents were first shown one package design (for 3 seconds), then asked to recall what was shown and written on the package?". Each respondent was exposed to two packages sequentially. The brand and message was always varied between first and second exposures, with equal rotation versions used so as not to bias brand and message variables.

Next, respondents were asked to rank order the 12 package designs (from 1-12), based on the ways you think the messages are most likely to be read by smokers...". Analysis explores simple frequency distributions of ranking (1st, 2nd or 3rd), plus a joint analysis of more 'important' variables.

Message recall

On average, smokers were most likely to recall the brand name of the cigarettes, with 75% able to play back the specific brand name, unaided. This did not vary significantly with package design shown. One third (33%), on average were able to play back other product related information, mainly "25 cigarettes/filtered cigarettes". Export A packages were less likely to stimulate recall of this information, as were packages presenting the health warning messages in black and white. Those presenting the health information in the packages' colours were more likely to obtain recall of filtered cigarettes.

Unaided recall of the specific health warning message was high, at 71% on average, plus 12% who referenced but did not specifically describe the message. In total, then, 83%, on average recalled the presence of a message.

Recall of the specific message did vary significantly by package design shown. In particular, messages at the top of the package (72%) were significantly more likely to be recalled than those at the bottom (66%). Also, messages shown in black and white (74%) were significantly more likely to be recalled than those shown in the packages own colours (68%).

Size of message did not influence recall of the health warning messages, nor did brand of cigarette.

Ranking of package designs

Both frequency distribution analysis of 1,2,3 rankings out of 12, and conjoint analysis clearly indicate the most effective design is being in "black and white", using "35% of the package" and "top of the package". In combination, this design was ranked 1,2,3 by 68% of respondents.

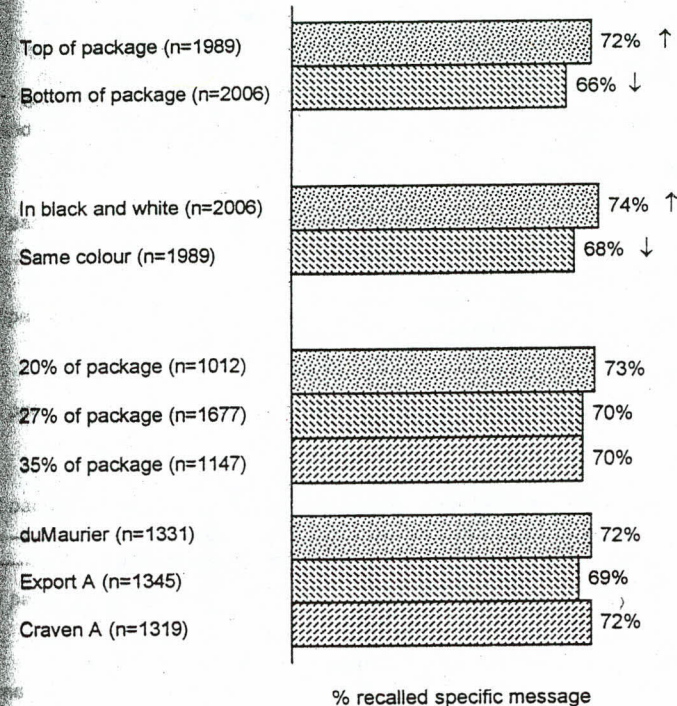
Least well ranked (with lowest conjoint utility scores) was "same colour", followed by "20% of the package", then "bottom of the package".

Most smokers felt the "black and white" type vs. "same colour" was the most important variable, while size "35%" was also key. Location "top" was relatively less of an influencer. Respondents were equally likely to trade-off location (to bottom) and size (to 27%) as a second choice. Each design obtained just under half (48%,47%) 1,2,3 rankings.

Results did not vary significantly by age of respondent or language spoken.

UNAIDED PLAYBACK OF HEALTH WARNING MESSAGE - Based on 3 second exposure -

Package variables shown



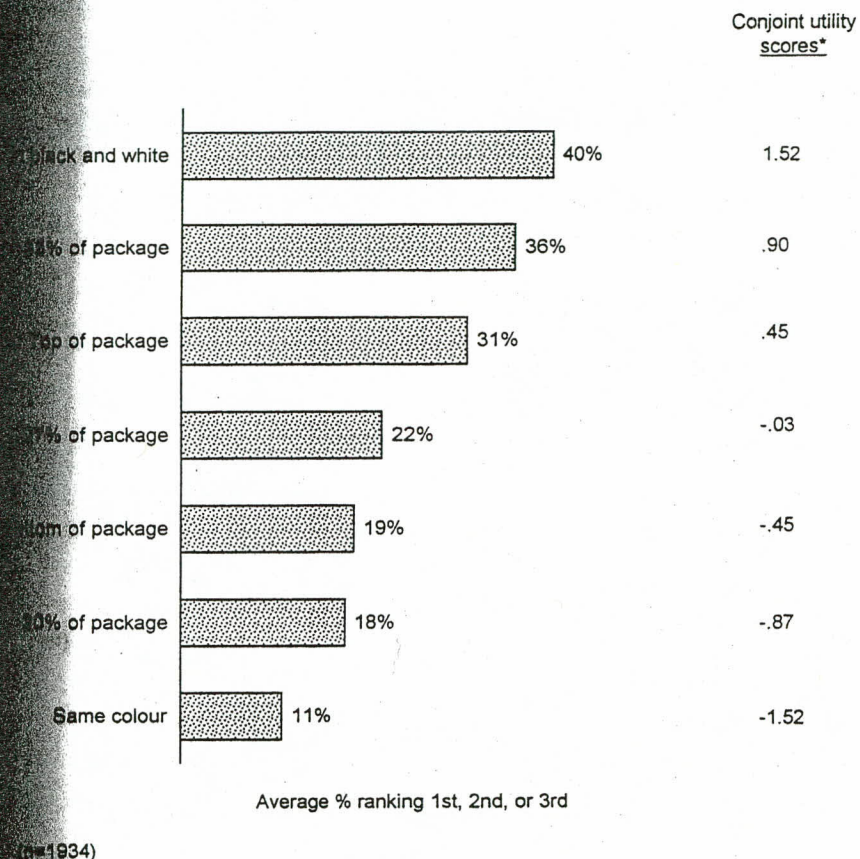
Each respondent was shown and recalled from 2 packages sequentially

UNAIDED PLAYBACK OF PACKAGE CONTENT

- Based on a 3 second exposure -

RANKING OF PACKAGE DESIGN VARIABLES FOR HEALTH WARNING MESSAGE

Package variable shown		Brand name	25/filtered cigarettes	Specific health message	Referent to health message (unspecified)
Top of package (n=1989)	%	85	33	72	12
Bottom of package (n=2006)	%	87	33	66	13
In black & white (n=2006)	%	85	30	74	13
Some colour (n=1989)	%	87	36	68	11
20% of package (n=1012)	%	84	34	73	13
27% of package (n=1677)	%	87	34	70	12
35% of package (n=1147)	%	86	32	70	12
duMaurier (n=1331)	%	86	35	72	14
Export A (n=1345)	%	86	30	69	11
Craven A (n=1319)	%	85	35	72	12
Overall Average of 12 packages	%	86	33	71	12



1a/b I am quickly going to show you a package of cigarettes. Please tell me as best as you can, exactly what was shown and written on the package ...What else, if anything, can you remember that was shown or written on the package?

Based on conjoint analysis of 12 variables, scores indicate relative importance of variables.

RANKING OF PACKAGE DESIGN VARIABLES FOR HEALTH WARNING MESSAGES

- % Ranking* 1st, 2nd, or 3rd -

	- Language -			- Age -		
	Total %	English %	French %	15-19 %	20-44 %	45+ %
<i>In Black & white</i>						
top, 35%	68	69	67	68	69	65
top, 27%	48	49	45	46	49	47
bottom, 35%	47	46	49	48	47	45
top, 20%	36	37	30	32	34	38
bottom, 27%	25	26	22	22	25	26
bottom, 20%	14	15	16	12	14	17
<i>In same colour</i>						
top, 35%	17	15	18	22	16	16
bottom, 35%	12	11	19	13	13	12
top, 20%	11	11	11	12	11	12
bottom, 20%	9	10	9	12	9	8
top, 27%	8	8	8	8	8	9
bottom, 27%	7	6	9	7	7	6
Base:	(1934)	(1405)	(529)	(123)	(1216)	(595)

INFORMATION SOURCES AND
INFLUENCE OF MESSAGES

Information sources (pages 22-24)

A sizeable proportion of smokers mention cigarette packaging as a source of information about the hazards of smoking. Four in ten smokers volunteer "cigarette packaging" when asked where they had recently seen or heard information regarding these hazards. This places cigarette packaging only second to television (30%) as a source of information.

A higher proportion of teens (49%, 15 to 19 year olds) than the general smoking population cite cigarette packaging as a source of information. In addition, a higher proportion of English speaking smokers (43%) than French smokers (31%) cite this source. French smokers are more likely to indicate TV as an information source.

WHERE HEALTH WARNING INFORMATION IS
SEEN OR HEARD

(Base: Total sample)

	- Language -			- Age -		
	Total %	English %	French %	15-19 %	20-44 %	45+ %
TV/RADIO/MAGAZINE (NET)	81	78 →	88	74	82	81
TV	60	57 →	70	52	59	66
Newspapers	20	22	13	10	18	24
Magazine	13	16	5	11	14	12
Radio	12	14	8	10	11	16
Billboard	6	6	5	11	5	5
News	5	6	2	5	6	3
Cigarette Packaging	40	43 ←	31	(49)	43	32
PAMPHLETS/POSTERS/PUBLIC OFFICES (NET)	28	32	18	(42)	28	26
Doctor / Doctor's office	11	13	5	9	11	11
School / university	4	5	2	22	4	1
Pamphlets	4	4	2	5	4	3
Work / at office	3	3	2	2	3	2
Base:	(1999)	(1455)	(544)	(127)	(1240)	(632)

Q4. Thinking generally about information which talks about the hazards of smoking, where have you seen or heard any of this kind of information recently?...Anywhere else?

Awareness and frequency of reading messages (pages 25-26)

Not surprisingly, virtually all smokers have seen cigarette package health warnings (99%). On average, these messages are read 1.7 times per day.

The average frequency of reading these messages is slightly lower in French speaking smokers at 1.4 times per day. There are no differences among age groups in the frequency with which these messages are read.

**AWARENESS AND FREQUENCY OF READING
CIGARETTE PACK HEALTH WARNING MESSAGES**

(Base: Total sample)

	- Language -			- Age -		
	Total %	English %	French %	15-19 %	20-44 %	45-64 %
Yes, seen health warning messages on cigarette packs	99	99	97	99	99	99
Look at/read health warning messages...						
Several times a day	22	25	15	15	22	21
A few times a day	13	13	14	20	13	11
About once a day	17	18	13	20	17	11
Once every 2 or 3 days	9	9	10	13	11	6
About once a week	10	9	12	9	10	10
Less often than once a week	14	14	15	13	15	11
Never	15	13	21	10	13	21
Average frequency (per day)	1.7	1.9	1.4	1.6	1.7	1.4
No, have not seen health warning messages on cigarette packs	1	1	3	1	1	2
Base:	(1999)	(1455)	(544)	(127)	(1240)	(632)

Q5a. Before today, had you ever seen health warning messages on cigarette packages?
Q5b. About how often, if ever, do you find yourself looking at or reading these health warning messages?

Role of influence of messages (pages 27-30)

Cigarette packaging health messages have contributed a great deal towards impacting the short-term objective of raising public awareness of the health hazards of smoking. Of those smokers who agree that they have become more conscious of the risks of smoking, 70% agree that the messages on cigarette packages have contributed "a little/a lot compared to other things" in becoming more aware of the risks associated with smoking. (This translates to 53% of the total smoking population).

Regarding the longer term goal of decreasing tobacco consumption, cigarette pack messages have also made inroads. Of those smokers who expressed an increased interest in wanting to quit smoking, the majority (60%) agree that the cigarette pack messages have contributed "a little/a lot compared to other things" in this desire. (53% of the total smoking population).

Furthermore, about half of smokers who have made an attempt to quit recently or are smoking less than they used to cite, cigarette pack messages as contributing to these behaviours (51% and 49%, respectively). (19% and 20%, respectively of the total smoking population).

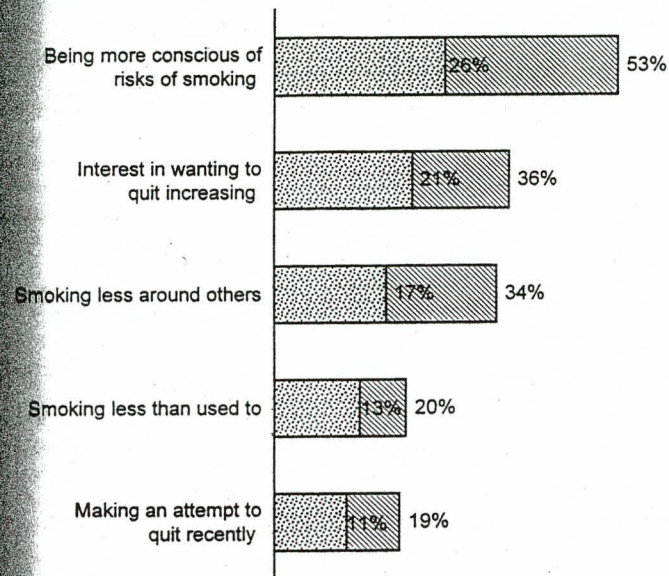
SMOKING ATTITUDES AND BEHAVIOUR

(Base: Ever read messages on cigarette packages)

DEGREE OF INFLUENCE THAT CIGARETTE PACK HEALTH WARNINGS HAVE HAD RELATIVE TO OTHER VEHICLES IN CHANGING SMOKING ATTITUDES/BEHAVIOUR

(Base: Total sample)

	- Language -			- Age -		
	Total %	English %	French %	15 - 19 %	20 - 44 %	45+ %
% Agree a lot / a little*						
More conscious of the risks of smoking	75	76	71	71	76	73
Interest in wanting to quit has increased	59	63	48	54	61	57
Smoking less around others	59	60	55	32	59	66
Smoking less than used to	41	44	32	38	38	46
Have made an attempt to quit recently	38	41	28	48	37	38
Base:	(1678)	(1258)	(419)	(114)	(1073)	(491)



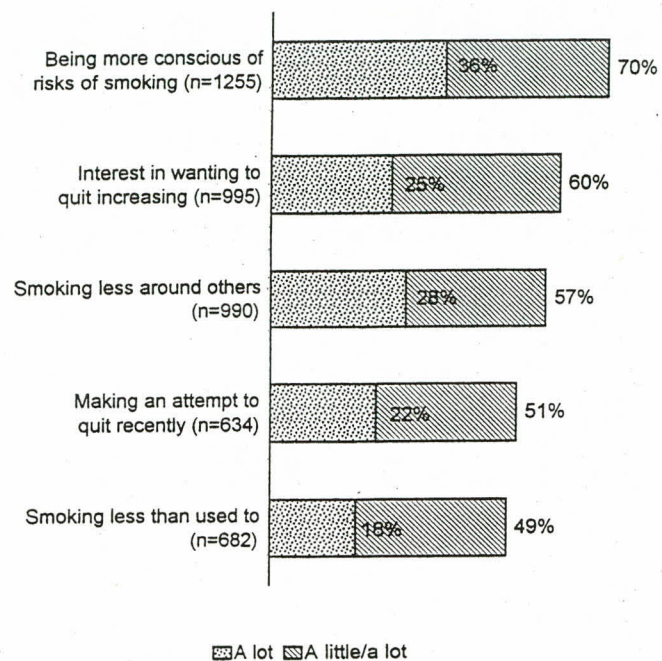
■ A lot ■ A little/a lot

Q7a. Thinking generally about smoking and the amount you smoke, how much do you agree or disagree that...?
Based on a 5 point scale

Q7b. And thinking generally about the messages you have seen on cigarette packages how much do you think these messages have contributed compared to other things in...?

DEGREE OF INFLUENCE THAT CIGARETTE
PACK HEALTH WARNINGS HAVE HAD RELATIVE TO OTHER
VEHICLES IN CHANGING SMOKING ATTITUDES/BEHAVIOUR

(Base: Those who agree with statement)



HEALTH CONCERNS

Q.7a.
Q.7b.

Thinking generally about smoking and the amount that you smoke, how much do you agree or disagree that...?
And thinking generally about the messages you have seen on cigarette packages how much do you think these messages
have contributed compared to other things in...?

with concerns (pages 31-35)

Lung disease, cancer, and tobacco addiction are the most common health concerns of smokers. On an unprompted basis, nearly half of smokers (45%) mention lung disease and four in ten mention cancer (40%) and addiction to tobacco (40%). French smokers are particularly concerned with cancer (51%).

When asked on a prompted basis, these three concerns continue to dominate the list: lung disease at 48%, cancer at 47%, and addiction to tobacco at 47% ("concerned a lot"). Interestingly, however, the concern regarding the effect that smoking has on babies of pregnant smokers, tops the list when asked on an aided basis (57%) suggesting that although this concern is not top of mind for most, given that it may not be specifically relevant to them, it is still quite a concern, generally.

Heart disease is mentioned as a concern by only 12% unaided and 32% on an aided basis. Similarly stroke is mentioned as a concern by 3% unaided and 25% aided suggesting that messages directed at these health problems may not have the same degree of impact presently as those directed at lung and cancer problems. Smokers do not appear to have as readily made the link from smoking to heart disease and stroke as they have to lung and cancer problems.

Top of mind, French-speaking smokers have a tendency to volunteer fewer health concerns than the general smoking population (1.1 vs. 1.3 average number of concerns) as do older smokers (45 years + 1.1 vs. 1.3 average number of concerns, on average).

When asked about specific health concerns, again, a smaller proportion of French-speaking smokers is concerned with individual health problems than found for smokers, in general. This is true even for the number one concerns of lung disease and cancer. However, addiction to tobacco is mentioned as frequently by French-speaking smokers as smokers, in general. Therefore, linking "addiction" to actual health problems in the messages communicated could potentially move French-speaking smokers further along the continuum of acceptance of smoking as a health issue.

HEALTH CONCERNS

(Base: Total sample)

	- Total -	
	Unaided %	Aided* %
Lung disease	45	48
Cancer	40	47
Addiction to tobacco	40	47
Heart disease	12	32
The effect on non-smokers	12	31
A shorter life	7	25
Stroke	3	25
The effect on babies for pregnant smokers	1	57
Base:	(1999)	(1999)

Q3a. As a cigarette smoker, what concerns, if any, do you have about the effects of smoking on your health? ...What do you worry about, if anything?
 Q3b. For each health issue I read please tell me if it concerns you a lot, a little or not at all.
 Based on % concerned a lot

UNAIDED HEALTH CONCERNS

(Base: Total sample)

	- Language -			- Age -		
	Total %	English %	French %	15-19 %	20-44 %	45+ %
	45	46	41	48	45	43
	40	41	38	51	45	29
	12	12	11	7	11	14
non-smokers	12	13	9	7	15	7
	7	9	3	14	8	4
tobacco	5	5	4	5	5	4
	3	4	1	1	3	4
babies for pregnant	1	1	1	1	2	1
of concerns	1.3	1.3	1.1	1.3	1.3	1.1
	(1999)	(1455)	(544)	(127)	(1240)	(632)

As a cigarette smoker, what concerns, if any, do you have about the effects of smoking on your health? ...What do you worry about, if anything?

AIDED HEALTH CONCERNS

(Base: Total sample)

	- Language -			- Age -		
	Total %	English %	French %	15-19 %	20-44 %	
The effect on babies for pregnant smokers	57	59	51	68	60	41
Lung disease	48	52	39	50	52	22
Cancer	47	51	37	51	32	31
Addiction to tobacco	47	46	49	33	48	47
Heart disease	32	36	22	28	33	30
The effect on non-smokers	31	35	21	23	34	28
Stroke	25	29	12	21	24	28
A shorter life	25	30	12	25	27	28
Average # of concerns	3.1	3.4	2.4	3.0	3.1	2.8
Base:	(1999)	(1455)	(544)	(127)	(1240)	(600)

RECALL OF CURRENT MESSAGES

Q3b. For each health issue I read please tell me if it concerns you a lot, a little or not at all.
Based on % concerned a lot

Recall of current messages (pages 36-40)

When asked to recall messages on an unprompted basis, over 9 in 10 smokers (95%) are able to play back at least one message. Almost 6 in 10 can play back at least three messages (57%). English-speaking smokers can recall more messages than French-speaking smokers. Similarly young smokers can also recall more messages than older smokers.

There is a direct relationship between messages remembered and health concerns of smokers. When asked what health messages are remembered from cigarette packages, both the "Cigarettes cause cancer" message and the "Smoking during pregnancy can harm the baby message" have higher top of mind, unaided recall than "Cigarettes cause strokes and heart disease". Although not communicated in the exact wording of the messages on cigarette packages, 29% of smokers play back the "pregnancy" message and 20% play back the "cancer" message. Only 5% play back the "stroke and heart disease" message.

- Given the high percentage of smokers who say they have become more conscious of the risks of smoking through cigarette package messages, coupled with the higher top of mind recall of messages related to #1 health concerns, it can be suggested that the messages themselves are reminding and driving the importance of specific health concerns to smokers.
- Although French-speaking smokers tend to recall fewer health warning messages in general, their recall of the "cancer" and "pregnancy" messages is also highest compared to other messages.

NUMBER OF MESSAGES RECALLED - UNAIDED

(Base: Ever read messages on cigarette packages)

	- Language -			- Age -		
	Total %	English %	French %	15 - 19 %	20 - 44 %	45+ %
# of messages						
None	5	3	12	1	4	9
One	14	11	23	7	11	21
Two	25	22	31	18	23	29
At least three (net)	57	64	34	74	61	42
Three	31	34	23	38	33	25
Four	19	22	9	23	21	12
Five	6	7	1	11	6	4
Six	1	1	*	11	6	4
Seven	*	-	*	-	*	-
All eight messages	-	-	-	-	-	-
Base:	(1678)	(1258)	(419)	(114)	(1073)	(491)

* Less than 1/4 of 1%

UNAIDED RECALL OF CURRENT HEALTH WARNING MESSAGES - FIRST MENTION

(Base: Ever read messages on cigarette packages)

	- Language -			- Age -		
	Total %	English %	French %	15-19 %	20-44 %	45+ %
Messages recalled						
SMOKING DURING PREGNANCY CAN HARM THE BABY (NET)	29	30	26	33	34	18
Smoking during pregnancy can harm the baby	9	12	2	16	11	4
SMOKING CAN KILL / SHORTEN YOUR LIFE (NET)	22	23	20	38	21	21
Smoking can kill you	13	15	10	27	13	11
SMOKING / CIGARETTES CAUSE CANCER (NET)	20	19	22	13	18	25
Cigarettes cause cancer	11	11	12	8	11	13
SMOKING CAN HARM CHILDREN / OTHERS (NET)	7	7	6	8	8	6
Smoking can harm your children	2	2	2	1	2	2
Smoking can harm others	1	1	*	2	1	1
Smoking causes lung disease in non-smokers	*	*	-	-	*	-
CIGARETTES CAUSE STROKE / HEART DISEASE (NET)	5	5	4	1	5	6
Smoking causes heart disease	3	3	2	1	3	2
CIGARETTES FATAL / LUNG DISEASE (NET)	3	3	4	2	4	3
Smoking causes fatal lung disease	*	*	*	*	*	*
CIGARETTES / SMOKING IS ADDICTIVE	2	2	3	1	2	2
	(1678)	(1258)	(419)	(114)	(1073)	(491)

Q8. What are the health warning messages you can remember seeing on cigarette packages?

—UNAIDED RECALL OF CURRENT HEALTH WARNING MESSAGES—

TOTAL MENTIONS

(Base: Ever read messages on cigarette packages)

Messages recalled	- Language -			- Age -		
	Total %	English %	French %	15-19 %	20-44 %	45-64 %
SMOKING / CIGARETTES CAUSE CANCER (NET)	43	45	35	44	45	39
Cigarettes cause cancer	21	23	14	21	21	20
HARM BABY / PREGNANCY (NET)	43	45	37	48	42	40
Smoking during pregnancy can harm the baby	13	16	6	25	14	10
CAN HARM CHILDREN / OTHERS (NET)	31	33	24	33	32	29
Smoking can harm your children	5	6	3	8	5	7
SMOKING CAN KILL / SHORTEN YOUR LIFE (NET)	35	39	23	43	39	29
Smoking can kill you	19	22	10	24	22	17
CIGARETTES CAUSE STROKE / HEART DISEASE (NET)	33	37	19	40	34	28
Smoking causes heart disease	19	22	10	26	20	16
Smoking causes heart attack / strokes	9	12	1	10	9	10
CAUSES FATAL / LUNG DISEASE (NET)	25	25	22	35	27	19
Smoking causes fatal lung disease	2	2	1	4	2	2
CIGARETTES / SMOKING IS ADDICTIVE (NET)	10	10	7	13	11	6
Base:	(1678)	(1258)	(419)	(114)	(1073)	(489)

OPINION, IMPACT, AND MEANING
OF CURRENT MESSAGES

Q8. What are the health warning messages you can remember seeing on cigarette packages?

General opinion of health warning messages (pages 41-43)

- Although one might suspect that smokers do not want to continue seeing the negative consequences of smoking on their cigarette packages, their responses to several statements regarding their opinion of health messages on cigarette packs does not support this view. In fact, when asked how much they agreed or disagreed with the statement "it is important information for smokers to be reminded of", about three-quarters (72%) of smokers agreed with this statement.
- In addition, about half (53%) agreed that "the messages are worth reading again, even after seeing them several times."
- No differences were found in the above opinions based on language or age.

—AIDED GENERAL OPINION OF HEALTH WARNING MESSAGES —

(Base: Those who have read health warning messages)

	- Language -			- Age -		
	Total %	English %	French %	15-19 %	20-44 %	45+ %
<i>% Agree a lot/a little*</i>						
It is important information for smokers to be reminded of	72	71	76	71	73	71
The messages are worth reading again, even after seeing them several times	53	52	56	47	53	54
3 messages are hard to understand	4	3	5	3	3	6
The messages are false	15	16	15	12	14	19
The messages have no meaning to you	28	28	28	30	26	32
Base:	(1678)	(1258)	(419)	(114)	(1073)	(49)

SMOKING DURING PREGNANCY
CAN HARM THE BABY

Q6. Thinking generally about the kinds of messages you have seen on cigarette packages, how much do you agree or disagree that...?
Based on a 5 point scale

"Smoking during pregnancy can harm the baby" message (pages 44-47)

- Although the "smoking during pregnancy" message has been communicated for several years, and does not communicate new information (12% agree that it "tells you something you didn't know before") smokers believe that it is important information to be reminded of (76%).

- Although older smokers (45+) also believe that this message is worth repeating, there is a significantly lower percentage who believe this compared to smokers in general. This most likely relates to them being past child bearing years.

When asked what the message means, the majority of smokers referred to being "harmful for the baby" (23%). Other messages, however, included "causes low birth weight" (9%) and "causes deformities/birth defects" (6%).

About one-quarter of smokers (25%) also took the message a step further to simply mean "do not smoke when you're pregnant".

A higher percentage of smokers, however, found this message to be untrue (21%) compared to the average of all eight messages (13%).

AIDED OPINION OF HEALTH WARNING MESSAGES

- Smoking during pregnancy can harm the baby -

(Base: Those who have read health warning messages)

	Average*		- Language -		- Age -		
	Total %	Total %	English %	French %	15-19 %	20-44 %	
% Agree a lot/a little**							
It is important information for smokers to be reminded of	66	76	75	78	77	79	68
The message is worth reading again, even after seeing it several times	50	57	58	53	65	58	51
Tells you something you didn't know before	13	12	12	14	11	12	11
The message is hard to understand	7	5	6	5	6	5	6
The message is false	13	21	23	17	13	19	27
The message has no meaning to you	25	23	25	18	14	20	30
Base:	(1678)	(1009)	(727)	(281)	(57)	(623)	(321)

Q6. Thinking generally about the kinds of messages you have seen on cigarette packages, how much do you agree or disagree that...?
 * Average based on 8 current messages
 ** Based on a 5 point scale

PERCEIVED MEANING OF 'SMOKING DURING PREGNANCY CAN HARM THE BABY' MESSAGE

(Base: Total sample)

	- Language -			- Age -		
	Total %	English %	French %	15-19 %	20-44 %	45+ %
Perceived meaning						
HEAVY EFFECTS ON BABY (NET)	56	48	75	57	59	49
Harmful for the baby	23	19	34	25	24	21
Low birth weight	9	9	9	7	10	7
Harm to the baby	7	7	8	8	8	6
Birth deformities / birth defects	6	5	7	8	6	4
Breathing / respiratory problems	3	2	5	3	3	2
DISCOURAGING / MOTIVATING (NET)	35	40	22	40	36	32
Discouraging (NET)	25	29	13	33	26	20
Should not smoke if pregnant	20	24	11	27	22	16
Should not smoke around pregnant	12	13	10	9	12	14
Should not smoke	3	3	1	3	3	2
Should not smoke	1	1	*	3	1	1
DISCOURAGING / UNMOTIVATING (NET)	11	12	9	7	9	15
Worry me	4	4	2	3	4	4
May not be true	4	3	5	2	3	6
Things can play a role	2	2	2	2	2	3
	1	1	1	1	1	1
	(1999)	(1455)	(544)	(127)	(1240)	(632)

Q9a. Please tell me what each of these messages mean to you?

SMOKING CAN KILL YOU

"Smoking can kill you" message (pages 48-51)

- As found for the "smoking during pregnancy" message, smokers believe that the "smoking can kill you" message is important to be reminded of (63%), even though it is not new information (11%).
- In keeping with health concern findings, smokers play back that this message relates to cancer (13%) and to a lesser extent heart and stroke (7%) which in turn leads to death.

_____ AIDED OPINION OF HEALTH WARNING MESSAGES _____

- Smoking can kill you -

(Base: Those who have read health warning messages)

_____ PERCEIVED MEANING OF 'SMOKING CAN KILL YOU' MESSAGE _____

(Base: Total sample)

	Average* Total %	- Language -		- Age -				- Language -			- Age -		
		Total %	English %	French %	15-19 %	20-44 %	45+ %	Total %	English %	French %	15-19 %	20-44 %	45+ %
% Agree a lot/a little**													
It is important information for smokers to be reminded of	66	63	64	61	68	66	57	50	47	59	53	53	44
The message is worth reading again, even after seeing it several times	50	47	48	45	50	48	46	17	18	17	20	19	13
Tells you something you didn't know before	13	11	9	15	13	10	12	7	7	7	11	8	5
The message is hard to understand	7	5	5	5	3	4	7	6	5	8	4	5	7
The message is false	13	12	10	15	11	11	13	5	3	9	6	5	4
The message has no meaning to you	25	25	24	26	21	24	28	13	11	17	13	13	13
Base:	(1678)	(1009)	(727)	(281)	(57)	(623)	(329)	7	6	9	7	7	6
								4	3	4	2	4	4
								7	7	6	6	6	8
								3	4	3	3	4	5
								29	30	28	25	27	35
								14	14	11	8	13	15
								7	6	11	5	5	10
								5	5	5	7	5	5
								2	2	1	2	2	2
								20	24	10	17	20	21
								7	9	2	7	7	6
								14	16	8	10	13	15
								3	4	2	4	3	3
								2	3	*	3	2	2
								(1999)	(1455)	(544)	(127)	(1240)	(632)

Q6. Thinking generally about the kinds of messages you have seen on cigarette packages, how much do you agree or disagree that...?
 * Average based on 8 current messages
 ** Based on a 5 point scale

Q9b. Please tell me what each of these messages mean to you?

**CIGARETTES CAUSE STROKES
AND HEART DISEASE**

"Cigarettes cause strokes and heart disease" message (pages 52-55)

- Although smokers rate this message similarly to other messages regarding its truth (10% agree that the statement is false vs. 13% on average for all eight messages), a higher percentage find the message "has no meaning" for them (30% vs. 25% average). This perhaps suggests that smokers may believe that they first must have a propensity towards heart disease or stroke for smoking to actually impact heart disease and stroke.
- A significantly higher percentage of French-speaking smokers, than smokers in general, learned something new from this message (21% vs. 14%). In addition, when asked what the message means to them a higher proportion of French-speaking smokers played back specific heart and/or stroke comments (e.g., block/hardens arteries) rather than general health effect comments compared to smokers, in general. This suggests that French-speaking smokers may have recently been exposed to other information regarding how smoking can affect the circulatory system.

_____ AIDED OPINION OF HEALTH WARNING MESSAGES _____

- Cigarettes cause strokes and heart disease -

(Base: Those who have read health warning messages)

	Average* Total %	- Language -			- Age -		
		Total %	English %	French %	15-19 %	20-44 %	45+ %
% Agree a lot/a little**							
It is important information for smokers to be reminded of	66	61	63	64	61	61	60
The message is worth reading again, even after seeing it several times	50	49	50	46	51	51	45
Tells you something you didn't know before	13	14	11	21	25	15	10
The message is hard to understand	7	5	5	5	6	5	6
The message is false	13	10	9	11	8	9	12
The message has no meaning to you	25	30	31	28	24	27	36
Base:	(1678)	(1009)	(727)	(281)	(57)	(623)	(328)

Q6. Thinking generally about the kinds of messages you have seen on cigarette packages, how much do you agree or disagree that...?
 * Average based on 8 current messages
 ** Based on a 5 point scale

_____ PERCEIVED MEANING OF 'CIGARETTES CAUSE STROKES AND HEART DISEASE' MESSAGE _____

(Base: Total sample)

	- Language -			- Age -		
	Total %	English %	French %	15-19 %	20-44 %	45+ %
Perceived meaning						
HEALTH EFFECTS (NET)	39	34	55	51	41	33
HART / STROKE (NET)	28	22	45	32	31	22
cks / hardens arteries	7	4	12	4	7	8
uses heart disease	7	4	12	10	7	4
for your health	6	6	6	9	5	7
d for heart	5	2	13	5	6	3
uses stroke	4	4	1	3	4	3
uses heart attacks	3	3	4	4	3	3
BELIEVABLE / UNMOTIVATING (NET)						
er things are just as harmful	7	8	7	3	7	9
alse / don't believe it	7	6	7	2	7	8
or may not be true	7	7	7	5	6	9
asn't worry me	4	4	3	2	4	5
proof	1	1	2	-	1	2
BELIEVABLE / MOTIVATING (NET)						
ue / I agree	20	22	14	14	19	22
TIVATING (NET)	8	10	4	4	8	10
orries me	4	4	3	2	4	5
should quit smoking	5	4	1	2	3	4
Base:	(1999)	(1455)	(544)	(127)	(1240)	(632)

Q9c. Please tell me what each of these messages mean to you?

CIGARETTES CAUSE CANCER

"Cigarettes cause cancer" message (pages 56-59)

- Reinforcing smokers' major concern with cancer is the high proportion of smokers who play back that the "cigarettes cause cancer" message "is true" (23%). This is particularly evident in English Canada (26% vs. 14% in French Canada).

_____ AIDED OPINION OF HEALTH WARNING MESSAGES _____

- Cigarettes cause Cancer -

(Base: Those who have read health warning messages)

	Average*		- Language -		- Age -		
	Total %	Total %	English %	French %	15-19 %	20-44 %	45+ %
% Agree a lot/a little**							
It is important information for smokers to be reminded of	66	62	62	62	59	63	60
The message is worth reading again, even after seeing it several times	50	53	55	47	55	55	48
Tells you something you didn't know before	13	12	10	15	16	12	10
The message is hard to understand	7	6	6	6	5	4	9
The message is false	13	9	8	11	9	8	11
The message has no meaning to you	25	25	24	26	27	21	30
Base:	(1678)	(1009)	(727)	(281)	(57)	(623)	(329)

Q6. Thinking generally about the kinds of messages you have seen on cigarette packages, how much do you agree or disagree that...?
 * Average based on 8 current messages
 ** Based on a 5 point scale

_____ PERCEIVED MEANING OF 'CIGARETTES CAUSE CANCER' MESSAGE _____

(Base: Total sample)

	- Language -			- Age -		
	Total %	English %	French %	15-19 %	20-44 %	45 + %
Perceived meaning						
HEALTH EFFECTS (NET)	40	36	53	55	43	33
Cancer mentions	32	27	45	42	34	26
Causes cancer	11	9	16	12	12	9
May cause cancer	10	10	11	14	11	8
Causes lung cancer	7	5	14	11	8	6
Can kill you	5	6	4	8	6	3
Bad for your health	3	3	3	4	3	3
BELIEVABLE/MOTIVATING (NET)	33	38	20	25	34	32
Motivation (net)	11	13	6	11	12	9
It's true/I agree	23	26	14	14	23	24
It worries me	7	8	5	9	8	5
You should quit	4	5	1	4	3	5
UNBELIEVABLE/UNMOTIVATING (NET)	29	27	35	22	27	36
Other things can cause cancer as well	14	13	15	8	13	15
It's false/I don't agree	6	6	9	2	5	10
May or may not be true	6	5	8	3	4	9
Doesn't worry me	3	3	3	4	3	3
There's no proof	2	2	2	-	1	3
Base:	(1999)	(1455)	(544)	(127)	(1240)	(632)

Q9d. Please tell me what each of these messages mean to you?

*CIGARETTES CAUSE FATAL
LUNG DISEASE*

"Cigarettes cause fatal lung disease" message (pages 60-63)

- Similar to the findings for the message "Cigarettes cause cancer", a high proportion of smokers play back that the "Cigarettes cause fatal lung disease" message is true (26%), again reinforcing their concern over this health issue. Play back of this message is again skewed to English Canada (29% vs. 19% for French Canada).

AIDED OPINION OF HEALTH WARNING MESSAGES

- Cigarettes cause fatal lung disease -

(Base: Those who have read health warning messages)

	Average*	- Language -				- Age -		
	Total %	Total %	English %	French %	15-19 %	20-44 %	45+ %	
% Agree a lot/a little**								
It is important information for smokers to be reminded of	66	68	68	66	71	67	68	
The message is worth reading again, even after seeing it several times	50	47	49	42	36	46	52	
Tells you something you didn't know before	13	14	14	17	20	12	17	
The message is hard to understand	7	6	6	7	6	5	10	
The message is false	13	11	11	11	6	9	15	
The message has no meaning to you	25	20	19	24	21	17	27	
Base:	(1678)	(990)	(727)	(263)	(69)	(617)	(303)	

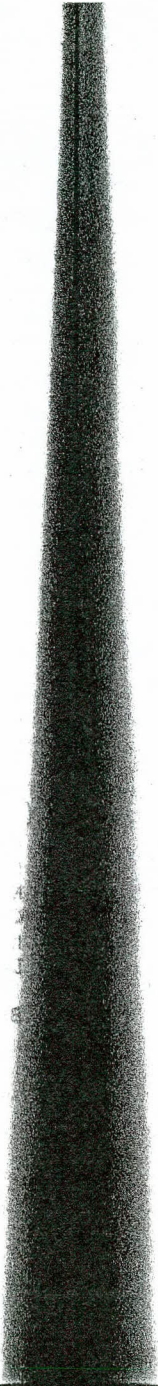
Q6. Thinking generally about the kinds of messages you have seen on cigarette packages, how much do you agree or disagree that...?
 * Average based on 8 current messages
 ** Based on a 5 point scale

PERCEIVED MEANING OF 'CIGARETTES CAUSE FATAL LUNG DISEASE' MESSAGE

(Base: Total sample)

	- Language -			- Age -		
	Total %	English %	French %	15-19 %	20-44 %	45+ %
Perceived meaning						
HEALTH EFFECTS (NET)	39	33	55	45	43	30
Lung disease/cancer (net)	31	25	48	36	35	23
Smoking damages your lungs	12	9	20	17	14	7
Smoking causes lung cancer	6	3	12	8	5	6
Smoking may/does cause fatal lung disease	4	5	4	5	5	4
Smoking leads to shortness of breath	3	2	5	2	4	2
It can kill you	5	4	5	11	5	4
BELIEVABLE/MOTIVATING (NET)	34	39	22	23	35	35
It's true/I agree	26	29	19	17	27	28
Motivating (net)	9	11	2	7	9	8
It worries me	5	5	2	4	5	4
You should quit smoking	4	5	1	3	4	3
Don't smoke	1	1	-	1	1	1
UNBELIEVABLE/UNMOTIVATING (NET)	24	23	27	19	21	32
May or may not be true	7	7	8	3	6	11
Other things can play a role	6	6	7	3	6	9
It's false/I don't believe it	5	4	6	3	3	8
Doesn't worry me	3	3	2	7	3	3
Base:	(1999)	(1455)	(544)	(127)	(1240)	(632)

Q9f. Please tell me what each of these messages mean to you?



**TOBACCO SMOKE CAUSES FATAL LUNG
DISEASE IN NON-SMOKERS**

***"Tobacco smoke causes fatal lung disease in non-smokers' message
(pages 64-67)***

- Although this message scores highest for its newsworthiness (18% vs. 13% average), it also scores highest for being "hard to understand" (18% vs. 7% average) and scores higher than average (13%) for being false (16%).
- There is no evidence from the unaided play back of this message that smokers do not understand the message. Therefore the higher than average rating on "hard to understand" coupled with the higher than average rating on it being false most likely relate to its relative "newness" as a message. As found in past research for Health Canada, newer messages are found to be more controversial with smokers than older messages, and therefore, rated more harshly.

AIDED OPINION OF HEALTH WARNING MESSAGES

- Tobacco smoke causes fatal lung disease in non-smokers -

(Base: Those who have read health warning messages)

PERCEIVED MEANING OF 'TOBACCO SMOKE CAUSES FATAL LUNG DISEASE IN NON-SMOKERS' MESSAGE

(Base: Total sample)

	Average*	- Language -			- Age -		
	Total %	Total %	English %	French %	15-19 %	20-44 %	45+ %
% Agree a lot/a little**							
It is important information for smokers to be reminded of	66	61	61	62	68	62	58
The message is worth reading again, even after seeing it several times	50	45	46	43	32	44	49
Tells you something you didn't know before	13	18	18	19	21	18	19
The message is hard to understand	7	18	20	14	12	16	24
The message is false	13	16	17	13	17	14	20
The message has no meaning to you	25	23	21	29	27	18	33
Base:	(1678)	(990)	(727)	(263)	(69)	(617)	(303)

Perceived meaning

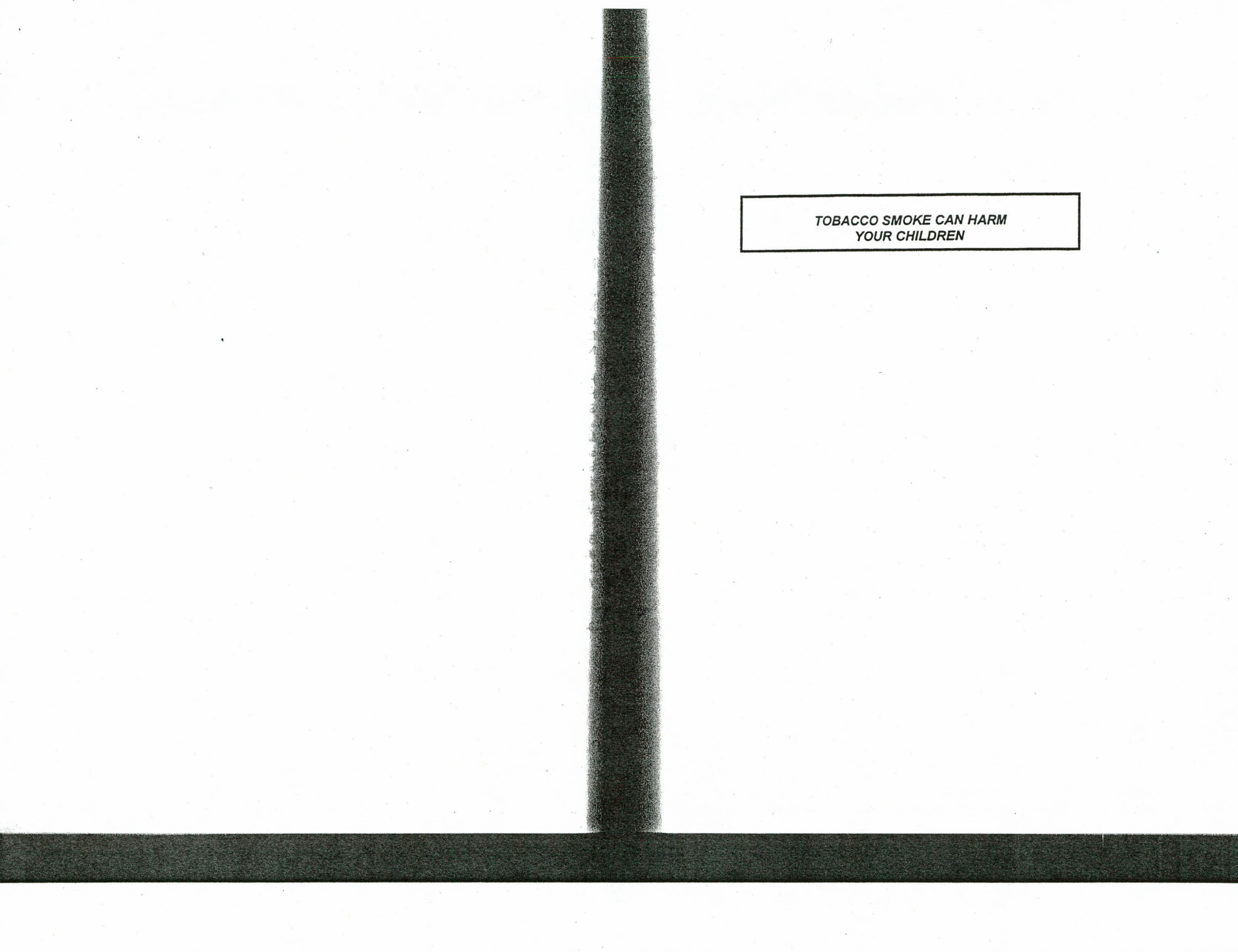
UNBELIEVABLE/UNMOTIVATING (NET)
 It's false/I don't agree
 May or may not be true
 Other things can cause lung disease
 Doesn't bother/worry me
 No proof

HEALTH EFFECTS (NET)
 Health effects on non-smokers (net)
 Second hand smoke/hard on non-smokers
 Non-smokers breathe in as much as smoker
 Second hand smoke is more dangerous than just smoking
 Fatal lung disease (net)
 Might cause lung disease

	- Language -			- Age -		
	Total %	English %	French %	15-19 %	20-44 %	45+ %
UNBELIEVABLE/UNMOTIVATING (NET)	38	39	35	26	35	47
It's false/I don't agree	16	15	17	8	14	21
May or may not be true	9	9	7	4	8	11
Other things can cause lung disease	5	5	4	4	4	6
Doesn't bother/worry me	4	4	2	8	3	4
No proof	3	3	1	1	2	4
HEALTH EFFECTS (NET)	35	29	50	47	38	26
Health effects on non-smokers (net)	28	23	43	41	31	20
Second hand smoke/hard on non-smokers	19	17	24	27	21	13
Non-smokers breathe in as much as smoker	4	2	11	4	4	4
Second hand smoke is more dangerous than just smoking	3	2	6	7	3	2
Fatal lung disease (net)	7	6	10	8	8	5
Might cause lung disease	3	2	3	3	3	2
BELIEVABILITY/MOTIVATION (NET)	18	20	14	13	19	17
It's true/I agree	15	16	12	9	15	16
It worries me	3	4	1	4	4	1
You should quit smoking	1	1	*	1	1	*
Base:	(1999)	(1455)	(544)	(127)	(1240)	(632)

Q6. Thinking generally about the kinds of messages you have seen on cigarette packages, how much do you agree or disagree that...?
 * Average based on 8 current messages
 ** Based on a 5 point scale

Q9e. Please tell me what each of these messages mean to you?
 * Less than 1/2 of 1%



*TOBACCO SMOKE CAN HARM
YOUR CHILDREN*

"Tobacco smoke can harm your children" message (pages 68-71)

- A particularly high percentage of French-speaking smokers agree with the importance of being reminded of this statement.
- In addition, a higher percentage of French-speaking smokers play back specific comments relating to "harm to children" (35% vs. 24% for smokers, in general) rather than more general "health-related effects".

AIDED OPINION OF HEALTH WARNING MESSAGES

- Tobacco smoke can harm your children -

(Base: Those who have read health warning messages)

	Average*	- Language -				- Age -		
	Total %	Total %	English %	French %	15-19 %	20-44 %	45+ %	
% Agree a lot/a little**								
It is important information for smokers to be reminded of	66	75	73	81	75	77	70	
The message is worth reading again, even after seeing it several times	50	53	55	49	44	53	55	
Tells you something you didn't know before	13	14	13	16	15	12	17	
The message is hard to understand	7	7	7	8	5	5	11	
The message is false	13	19	21	16	11	18	24	
The message has no meaning to you	25	21	20	23	24	18	26	
Base:	(1678)	(990)	(727)	(263)	(69)	(617)	(303)	

Q6. Thinking generally about the kinds of messages you have seen on cigarette packages, how much do you agree or disagree that...?

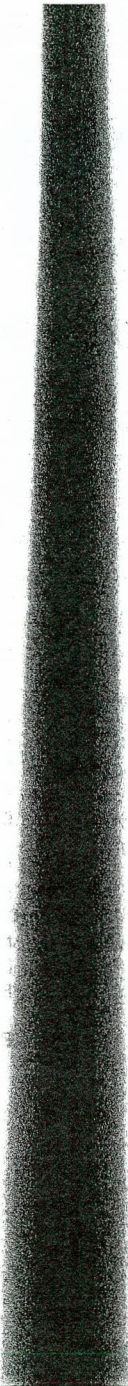
* Average based on 8 current messages
 ** Based on a 5 point scale

PERCEIVED MEANING OF 'TOBACCO SMOKE CAN HARM YOUR CHILDREN' MESSAGE

(Base: Total sample)

	- Language -			- Age -		
	Total %	English %	French %	15-19 %	20-44 %	45+ %
Perceived meaning						
HEALTH EFFECTS (NET)	39	33	55	49	41	32
Harm to children (net)	24	20	(35)	33	25	19
Second hand smoke can harm (your) children	18	16	25	23	19	15
Makes kids sick/health problems	3	2	6	4	3	2
Second hand smoke is harmful	8	7	10	6	9	7
Leads to asthma	4	4	5	3	4	4
Causes lung problems/disease	4	4	4	12	4	3
Leads to breathing problems	3	3	5	6	3	3
BELIEVABLE/MOTIVATING (NET)	28	29	25	18	29	27
It's true/I agree	24	24	24	12	25	25
Motivation (net)	4	5	1	6	5	2
It worries me	4	5	1	5	5	1
Don't smoke	*	1	*	1	*	1
UNBELIEVABLE/UNMOTIVATING (NET)	19	20	16	14	15	28
It's false/I don't believe it	7	7	7	3	5	13
May or may not be true	4	4	2	2	3	5
Doesn't worry me	2	2	1	3	2	3
Bad influence on kids (net)	5	6	2	1	5	5
Base:	(1999)	(1455)	(544)	(127)	(1240)	(632)

Q9g. Please tell me what each of these messages mean to you?
 * Less than 1/4 of 1%



CIGARETTES ARE ADDICTIVE

"Cigarettes are addictive" message (pages 72-75)

- More than any of the other messages, smokers' initial reaction to what this message means to them is that "its true" (61%). In addition, it scores lower than average for being false (8% vs. 13% average).
- However, the message scores higher than average for having "no meaning to you" (30% vs. 25% average) suggesting that although smokers believe the message it may not have the same impact as a message that carries a specific health-related consequence.

_____ AIDED OPINION OF HEALTH WARNING MESSAGES _____

- Cigarettes are addictive -

(Base: Those who have read health warning messages)

	Average*		- Language -		- Age -		
	Total %	Total %	English %	French %	15-19 %	20-44 %	45+ %
% Agree a lot/a little**							
It is important information for smokers to be reminded of	66	65	63	71	58	64	68
The message is worth reading again, even after seeing it several times	50	47	46	48	35	45	52
Tells you something you didn't know before	13	11	10	13	11	8	17
The message is hard to understand	7	6	6	6	4	4	11
The message is false	13	8	7	9	10	6	11
The message has no meaning to you	25	30	29	30	29	28	33
Base:	(1678)	(990)	(727)	(263)	(69)	(617)	(303)

Q6. Thinking generally about the kinds of messages you have seen on cigarette packages, how much do you agree or disagree that...?

* Average based on 8 current messages
 ** Based on a 5 point scale

_____ PERCEIVED MEANING OF 'CIGARETTES ARE ADDICTIVE' MESSAGE _____

(Base: Total sample)

	- Language -			- Age -		
	Total %	English %	French %	15-19 %	20-44 %	45+ %
Perceived meaning						
BELIEVABLE/MOTIVATING (NET)	63	67	53	53	62	67
I agree/it's true	61	64	51	49	59	65
MOTIVATION (NET)	4	4	2	6	4	3
Don't start smoking	2	3	1	3	2	1
You should quit smoking	1	1	1	1	1	1
It worries me	1	1	1	2	1	*
Hard to quit/need willpower	27	25	33	27	27	26
CIGARETTES/ADDICTIVE/DRUG (NET)	20	17	27	19	21	17
Nicotine is addictive	6	6	4	6	6	4
Cigarettes are as addictive as drugs	4	3	6	2	4	5
Smoking makes you dependent on cigarettes	4	3	8	2	4	4
Easy to get hooked/addicted	3	3	4	8	4	2
UNBELIEVABLE/UNMOTIVATING (NET)	6	7	6	8	6	7
It's false/don't believe it	2	2	2	3	2	2
May or may not be true	2	2	2	1	1	3
Other things can cause addiction	2	2	1	2	1	2
Base:	(1999)	(1455)	(544)	(127)	(1240)	(632)

Q9h. Please tell me what each of these messages mean to you?
 * Less than 1/2 of 1%

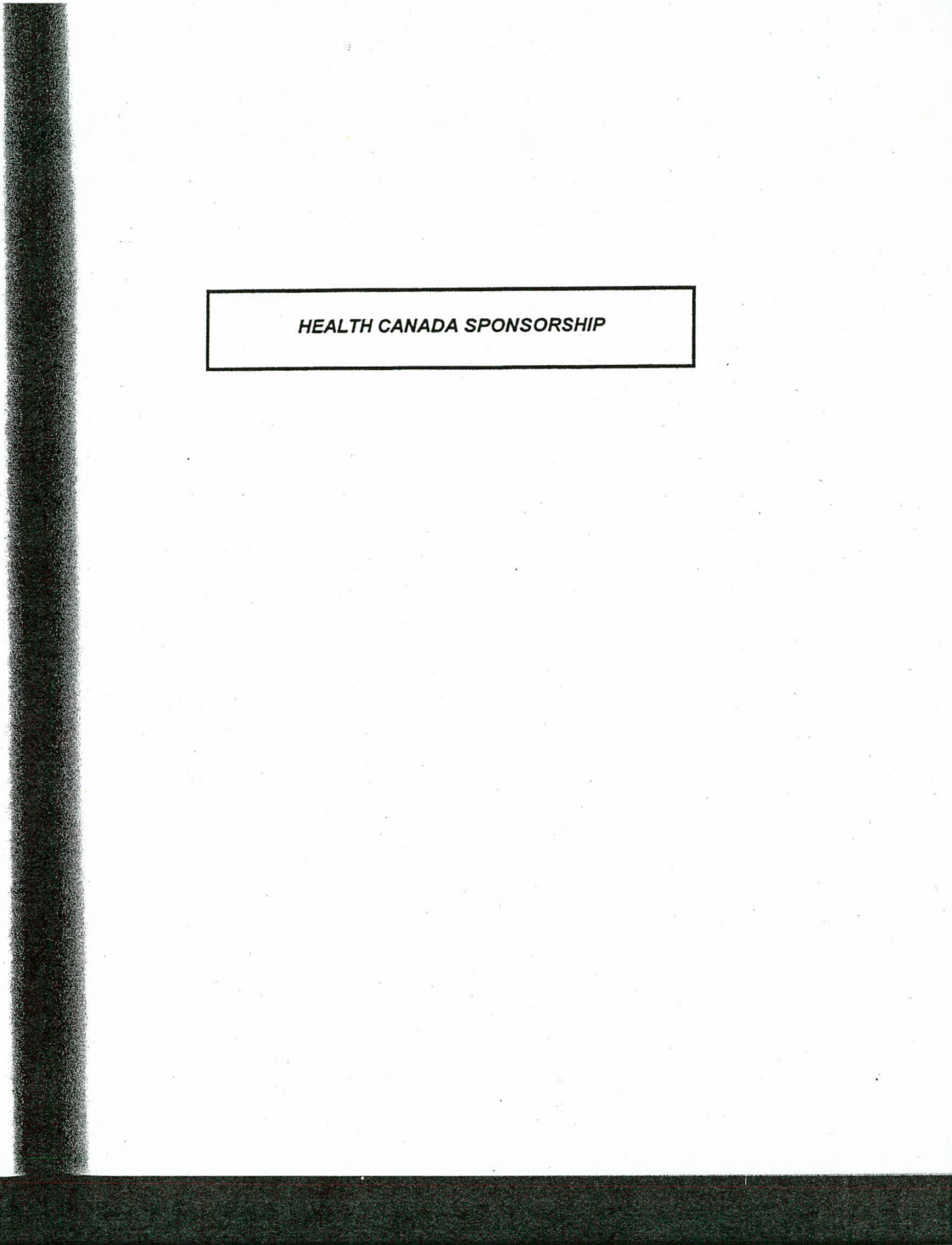
Summary of opinion of messages (pages 76-77)

- Although the majority of the health messages have been on cigarette packages for a number of years, smokers believe that the information is still important to be reminded of. Furthermore, there is no sign of wear-out of these messages as evidenced by at least one in two smokers (range from 47% to 57%) believing that the message is worth reading again, even after seeing it several times.

SUMMARY COMPARISON OF THE OPINION
OF HEALTH WARNING MESSAGES

(Base: Those who have read health warning messages)

	Avg. of 8 mess- ages %	Preg- nancy/ harm baby %	Can kill you %	Strokes/ heart disease %	Cause cancer %	Fatal lung/ non- smokers %	Cause fatal lung disease %	Harm child- ren %	Addic- tive %
It is important information for smokers to be reminded of	66	76	63	61	62	61	68	75	65
The message is worth reading again, even after seeing several times	50	57	47	49	53	45	47	53	47
Tells you something you didn't know before	13	12	11	14	12	18	14	14	11
The message is hard to understand	7	5	5	5	6	18	6	7	6
The message is false	13	21	12	10	9	16	11	19	8
The message has no meaning to you	25	23	25	30	25	23	20	21	30



HEALTH CANADA SPONSORSHIP

Health Canada as sponsor of messages (pages 78-81)

- Just over half of smokers (55%) are aware that the health warning messages on cigarette packs are from Health Canada (18% mention Health Canada specifically; 13% Health and Welfare Canada; and 26% some other government health mention).
- Only about one in ten smokers (11%) believe that tobacco manufacturers are responsible for the health warning messages.
- For those who were unaware that Health Canada was the sponsor of the message, becoming aware of this positively impacted the importance and believability of the messages, generally. About one-third of smokers felt that the messages were "a little more/much more" important (31%) and believable (31%) compared to one in ten (7%) feeling that Health Canada's sponsorship detracted from the message.

**AWARENESS OF HEALTH CANADA AS SPONSOR
OF HEALTH WARNING MESSAGES**

(Base: Total sample)

	- Language -			- Age -		
	Total %	English %	French %	15 - 19 %	20 - 44 %	45+ %
<i>Volunteered responses</i>						
NET GOVERNMENT (Misc.)	79	79	78	74	80	78
Government	30	30	27	30	28	32
Federal government	25	25	25	18	24	28
NET HEALTH CANADA/MINISTER	55	55	55	46	56	54
Health Canada	18	17	21	17	19	16
Health department	13	17	3	17	12	15
Health minister	13	7	28	13	12	15
Health and Welfare Canada	13	15	7	2	15	11
Cigarette/tobacco companies	11	12	10	12	11	12
NET HEALTH/MEDICAL ASSOCIATIONS/ PROFESSIONALS	7	7	8	8	7	8
Doctors	3	2	5	2	2	4
Lung Association	1	1	*	1	1	1
NET ANTI-SMOKERS/CONSUMERS	1	1	1	2	1	2
Base:	(1999)	(1455)	(544)	(127)	(1240)	(632)

Q11a. Who do you think sponsors or is responsible for putting these health warning messages on cigarette packages?

**DEGREE OF INCREASED IMPORTANCE AND
BELIEVABILITY OF MESSAGES KNOWING THAT
HEALTH CANADA IS SPONSOR**

(Base: Those unaware that Health Canada is responsible for warnings)

	Important %	Believable %
Much more	13	11
A little more	18	20
The same	59	59
A little less	3	3
A lot less	4	4
Don't know	3	3
Base: (907)		

Q11b/c. These messages are provided by Health Canada. Compared to how (important/believable) you thought these messages were before, now knowing that they are from Health Canada, how (important/believable) do you think the messages are?

Visual appeal of message (pages 82-86)

- Two-thirds of smokers chose either Design D (37%; see Appendix for designs) or Design B (27%) as the best design to increase the importance and believability of the health warning messages. In both these designs, smokers feel that the combination of the sponsorship of Health Canada and the message itself catch their attention due to the big, bold letters used for both.
- Between these two designs, however, Design D stands out as a winner due to Health Canada being written in capital letters, and therefore, standing out the most.
- The word "advises" does not appear to have a big influence on smokers' choices of design. Only 2% chose Design D because it did not use the word "Advise". Furthermore, Design B actually uses the word "Advises".
- Reasons for a design being perceived as the "worst" are consistent with "perceived best findings". That is, in messages A and C Health Canada does not stand out to the same degree as found for messages B and D.

**PERCEIVED BEST DESIGN FOR HEALTH
CANADA LOGO AND MESSAGE**

(Base: Those aware that Health Canada is responsible for warnings, or that the warning are much/a little more important/believable coming from Health Canada)

	- Language -			- Age -		
	Total %	English %	French %	15 - 19 %	20 - 44 %	45+ %
Design "D"	37	31	52	41	34	41
Design "B"	27	31	16	21	30	22
Design "A"	12	14	8	7	12	14
Design "C"	12	14	6	17	12	12
Base:	(1436)	(1041)	(395)	(86)	(902)	(449)

Q12a. Here are four possible ways Health Canada could be identified as the sponsor of these messages. All the messages are the same, but just thinking of the way the messages look, which one of the four do you think is most likely to increase your opinion of the importance and believability of these messages?

REASONS FOR PERCEIVED BEST DESIGN

(Base: Those who chose design as being the best)

	Ranked 1 D %	Ranked 2 B %	Ranked 3 A %	Ranked 4 C %
<i>(Volunteered responses)</i>				
NET STANDS OUT / BOLD / BIG LETTERS	91	64	47	54
Stands out / catches attention	30	22	19	12
Big letters	20	24	12	7
Bold/dark letters	13	13	5	3
NET HEALTH CANADA STANDS OUT / BOLD / BIG LETTERS	56	19	3	9
"Health Canada" written in big letters/print	36	9	*	2
Words "Health Canada" stand out	21	5	3	7
"Health Canada" written in bold	9	3	1	1
NET SAYS "ADVISES"	2	30	33	4
Says "Health Canada advises"	*	18	13	1
Use of word "advise"	*	7	9	-
NET EASY TO READ/UNDERSTAND	12	14	12	15
NET MESSAGE STRONG / STANDS OUT	7	4	18	35
NET DOESN'T SAY "ADVISES"	2	*	-	4
Base:	(527)	(381)	(176)	(171)

Q13a. Why did you choose design () as best?
* Less than 1/2 of 1%

PERCEIVED WORST DESIGN FOR HEALTH CANADA LOGO AND MESSAGE

(Base: Those aware that Health Canada is responsible for warnings, or that the warning are much/a little more important/believable coming from Health Canada)

	- Language -			- Age -		
	Total %	English %	French %	15 - 19 %	20 - 44 %	45+ %
Design "C"	34	39	22	29	35	34
Design "A"	24	19	37	24	23	26
Design "D"	18	20	13	16	18	20
Design "B"	10	10	11	16	12	7
Base:	(1436)	(1041)	(395)	(86)	(902)	(449)

Q12b. Which one of the four messages do you think is least likely to increase your opinion of the messages?

REASONS FOR PERCEIVED WORST DESIGN

(Base: Those who chose any one design as being the worst)

APPENDIX

Ranked 1	Ranked 2	Ranked 3	Ranked 4
C	A	D	B
%	%	%	%

(Volunteered responses)

NET DOESN'T STAND OUT / TOO SMALL	86	72	17	44
Doesn't catch attention	27	33	7	29
Letters too small	13	24	2	2
NET HEALTH CANADA DOESN'T STAND OUT / TOO SMALL	58	29	1	5
Health Canada written too small/small print	53	26	1	2
Health Canada doesn't stand out	7	3	1	4
NET MESSAGE DOESN'T STAND OUT	3	2	42	15
Health Canada too big/don't notice message	-	-	36	5
NET SAY "ADVISES"	2	20	-	16
Printing is all the same size	-	-	-	47
Health Canada stands out	*	*	21	1
Stands out/big bold letters	*	*	30	1
Base:	(489)	(343)	(264)	(150)

Q13b. Why did you choose design () as worst?
 * Less than 1/2 of 1%

SAMPLE PROFILE

(Base: Total sample)

<i>Category of respondents</i>	<i>%</i>
Age	
15 - 19 years	6
20 - 44 years	62
45+ years	32
Gender	
Male	51
Female	49
Employment	
Work full time	41
Work part time	14
Unemployed	14
Retired	11
Student	9
Housewife	12
Children in Household	
Households with children	54
0-5 years	24
6-11 years	25
12-17 years	25
No children / refused	46
Income	
Less than \$35,000	46
\$35,000 - \$50,000	21
\$50,000 - \$75,000	16
More than \$75,000	6
Refused	9

Base: (1999)

Metho

88

F. And, in which of the following age groups are you? **READ LIST**

- | | |
|---------------------|---|
| 15 to 19 years | 1 |
| 20 to 24 years | 2 |
| 25 to 44 years | 3 |
| 45 to 64 years | 4 |
| or 65 years or over | 5 |

G. **RECORD SEX OF RESPONDENT**

- | | |
|--------|---|
| Male | 1 |
| Female | 2 |

RESPONDENT REFUSED INTERVIEW ANY TIME AFTER Q.1a (MAIN QUESTIONNAIRE)

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40
41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60

MAIN QUESTIONNAIRE

- 1a. I am going to quickly show you a package of cigarettes. **SHOW PACKAGE 3 FOR 3 SECONDS EXACTLY.** Please tell me as best as you can, exactly what was shown and written on the package. **PROBE:** what else, if anything, can you remember that was shown or written on the package?

- 1b. Now I am going to quickly show you another picture of a package of cigarettes. **SHOW PACKAGE 5 FOR 3 SECONDS EXACTLY.** Please tell me as best as you can exactly what was shown and written on the package. **PROBE:** What else, if anything, can you remember that was shown or written on the package?

2. There are a number of different ways the health warning messages on these cigarette packages could be shown. They could be placed at the top or bottom of the package they could be shown in black and white, or in the colours of the brand's package, and they could take up different amounts of space on the package. To help me understand how you think the messages are more likely to be read by smokers, I would like you to make some choices. **GIVE RESPONDENT SHEET A**

You'll notice on this sheet that there are 12 ways that health warning messages could be shown on cigarettes packages. Thinking about the ways you think the messages are most likely to be read by smokers, and using the numbers "1" to "12" put a number "1" beside your first choice, a number "2" beside your second choice, and so on up to your twelfth choice.

See Sheet A to code Q2

③

TAKE BACK SHEET A

3a. As a cigarette smoker, what concerns, if any, do you have about the effects of smoking on your health? *PROBE: What do you worry about, if anything?*

3b. For each health issue I read please tell me if it concerns you a lot, a little or not at all. **READ LIST**

	A lot	A little	Not at all
3c Heart disease	1	1	N
3d A shorter life	2	2	N
3e The effect on non-smokers	3	3	N
3f Cancer	4	4	N
3g Stroke	5	5	N
3h Lung disease	6	6	N
3i Addiction to tobacco	7	7	N
3j The effect on babies for pregnant smokers	8	8	N

4. Thinking generally about information which talks about the hazards of smoking, where have you seen or heard any of this kind of information recently? *PROBE: Anywhere else?*

5a. Before today, had you ever seen health warning messages on cigarette packages?

Yes 1
No 2 --> **SKIP TO Q.9**

5b. About how often, if ever, do you find yourself looking at or reading these health warning messages? **READ LIST**

Several times a day 1
A few times a day 2
About once a day 3
Once every two or three days 4
About once a week 5
Less often than once a week 6
or Never 7 --> **SKIP TO Q.9**

HAND CARD 1 TO RESPONDENT

6. Thinking generally about the kinds of messages you have seen on cigarette packages, how much do you agree or disagree that...? **READ LIST**

	Disagree a lot	Disagree a little	Neither agree nor disagree	Agree a little	Agree a lot
6a The messages are false	1	2	3	4	5
6b It is important information for smokers to be reminded of	1	2	3	4	5
6c The messages have no meaning to you	1	2	3	4	5
6d The messages are worth reading again, even after seeing them several times	1	2	3	4	5
6e They are hard to understand	1	2	3	4	5

7a. Thinking generally about smoking and the amount that you smoke, how much do you agree or disagree that...? **READ LIST**

	Disagree a lot	Disagree a little	Neither agree nor disagree	Agree a little	Agree a lot
7a You smoke less than you used to	1	2	3	4	5
7b You smoke less around others	1	2	3	4	5
7c Your interest in wanting to quit has increased	1	2	3	4	5
7d You have made an attempt to quit recently	1	2	3	4	5
7e You are more conscious of the risks of smoking	1	2	3	4	5

TAKE BACK CARD 1

FOR EACH CODE 4 OR 5 CIRCLED IN Q.7a ASK SAME STATEMENT IN Q.7b. OTHERWISE SKIP TO Q.8.

HAND CARD 2 TO RESPONDENT

7b. And thinking generally about the messages you have seen on cigarette packages, how much do you think these messages have contributed compared to other things in...? **READ LIST**

	Not at all	Not a lot	Equally to other things	A little	A lot
7b You smoking less than you used to	1	2	3	4	5
7b You smoking less around others	1	2	3	4	5
7b Your interest in wanting to quit having increased	1	2	3	4	5
7b You having made an attempt to quit recently	1	2	3	4	5
7b Your being more conscious of the risks of smoking	1	2	3	4	5

TAKE BACK CARD 2

8. What are the health warning messages you can remember seeing on cigarette packages?

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

9. Please tell me what each of these messages mean to you? Let's start with...? **READ LIST**

a) Smoking during pregnancy can harm the baby

b) Smoking can kill you

c) Cigarettes cause strokes and heart disease

d) Cigarettes cause cancer

e) Tobacco smoke causes fatal lung disease in non-smokers

f) Cigarettes cause fatal lung disease

g) Tobacco smoke can harm your children

h) Cigarettes are addictive

10. On the following pages are a series of statements that you may or may not agree with. Please read the questions, then answer by circling one number for each statement. For example, if you "agree a lot" with a statement, you would circle the number "5" as on this card.

activity

HAND CARD 3 TO RESPONDENT

Please continue until you come to an instruction which says **STOP**.

TURN OVER PAGE AND ASK RESPONDENT TO BEGIN

9

7

8

9

10a. How much do you agree or disagree with each of the following statements about the message 'Smoking during pregnancy can harm the baby'? **CIRCLE ONE NUMBER FOR EACH.**

	Disagree a lot	Disagree a little	Neither agree nor disagree	Agree a little	Agree a lot
10a The message is false	1	2	3	4	5
10b It is important information for smokers to be reminded of	1	2	3	4	5
10c The message has no meaning to you	1	2	3	4	5
10d The message is worth reading again, even after seeing it several times	1	2	3	4	5
10e It is hard to understand	1	2	3	4	5
10f The message tells you something you didn't know before	1	2	3	4	5

10b. How much do you agree or disagree with each of the following statements about the message 'Smoking can kill you'? **CIRCLE ONE NUMBER FOR EACH.**

	Disagree a lot	Disagree a little	Neither agree nor disagree	Agree a little	Agree a lot
10g It is important information for smokers to be reminded of	1	2	3	4	5
10h The message has no meaning to you	1	2	3	4	5
10i The message is worth reading again, even after seeing it several times	1	2	3	4	5
10j It is hard to understand	1	2	3	4	5
10k The message tells you something you didn't know before	1	2	3	4	5
10l The message is false	1	2	3	4	5

10c. How much do you agree or disagree with each of the following statements about the message 'Cigarettes cause strokes and heart disease'? **CIRCLE ONE NUMBER FOR EACH.**

	Disagree a lot	Disagree a little	Neither agree nor disagree	Agree a little	Agree a lot
10m The message has no meaning to you	1	2	3	4	5
10n The message is worth reading again, even after seeing it several times	1	2	3	4	5
10o It is hard to understand	1	2	3	4	5
10p The message tells you something you didn't know before	1	2	3	4	5
10q The message is false	1	2	3	4	5
10r It is important information for smokers to be reminded of	1	2	3	4	5

10d. How much do you agree or disagree with each of the following statements about the message 'Cigarettes cause cancer'? **CIRCLE ONE NUMBER FOR EACH.**

	Disagree a lot	Disagree a little	Neither agree nor disagree	Agree a little	Agree a lot
10s The message is worth reading again, even after seeing it several times	1	2	3	4	5
10t It is hard to understand	1	2	3	4	5
10u The message tells you something you didn't know before	1	2	3	4	5
10v The message is false	1	2	3	4	5
10w It is important information for smokers to be reminded of	1	2	3	4	5
10x The message has no meaning to you	1	2	3	4	5

STOP! PLEASE LET YOUR INTERVIEWER KNOW YOU ARE FINISHED AND DO NOT LOOK FORWARD OR BACKWARD THROUGH THE PAGES

CHECK THAT RESPONDENT HAS FILLED IN EACH QUESTION CORRECTLY,
ONE CIRCLE FOR EACH STATEMENT, AND HAS NOT MISSED ANY BEFORE
CONTINUING

TAKE BACK CARD 3

- 11a. Who do you think sponsors or is responsible for putting these health warning messages on cigarette packages? IF 'GOVERNMENT' PROBE: Which particular level of government and or government department or agency?

IF HEALTH CANADA MENTIONED AT Q.11a SKIP TO Q.12a.

- 11b. These messages are provided by Health Canada. Compared to how important you thought these messages were before, now knowing that they are from Health Canada, how important do you think the messages are to Canadians? READ LIST

Much more important
A little more important
The same
A little less important
A lot less important

5
4
3
2
1

- 11c. And compared to before, now knowing that the messages are from Health Canada, how believable do you think the messages are? READ LIST

Much more believable
A little more believable
The same
A little less believable
A lot less believable

5
4
3
2
1

IF CODE 4 OR 5 CIRCLED SOMEWHERE IN Q.11b OR Q.11c ASK Q.12a.
OTHERWISE SKIP TO Q.14.

SHOW CARD 4

- 12a. Here are four possible ways Health Canada could be identified as the sponsor of these messages. All the messages are the same, but just thinking of the way the messages look, which *one* of the four do you think is most likely to increase your opinion of the importance and believability of these messages?

A	1
B	2
C	3
D	4

- 12b. Which *one* of the four ways do you think is least likely to increase your opinion of the messages?

A	1
B	2
C	3
D	4

- 13a. Why did you choose (LETTER CHOSEN IN Q.12a) as best?

- 13b. Why did you choose (LETTER CHOSEN AT Q.12b) as worst?

TAKE BACK CARD 4

Any finally, so that we may classify your answers into groups.

14. What is your exact age?

_____ Yrs.

15. And on average, about how many cigarettes do you smoke each day? **WRITE IN NUMBER - IF ANSWERS IN PACKAGES, PROBE FOR # OF CIGARETTES.**

_____ Cigarettes (Don't accept range)

16a. Do you work outside of the home...?

Full-time, 35 hrs or more 1
Part-time 2
or, Are you retired 3 --> **SKIP TO Q.16e**
A student 4
A housewife 5 **SKIP TO Q.16d**
or, Unemployed 6

16b. Do you consider yourself to be the principal wage earner in your household?

Yes 1
No 2 --> **SKIP TO Q.16d**

16c. What is your occupation, that is what type of work do you do? **WRITE IN**

_____ --> **SKIP TO Q.17a**

16d. What is the occupation of the principal wage earner in your household, that is what type of work does he or she do? **WRITE IN**

_____ --> **SKIP TO Q.17a**

16e. What was your occupation, that is what type of work did you do before you retired? **WRITE IN**

17a. Including yourself and any babies, how many persons are there living in your household?

_____ --> **IF 'ONE' SKIP TO Q.18**

17b. How many children, if any, are there living in your household between the ages of...? **READ LIST**

0 - 5 years _____
6 - 11 years _____
12 - 17 years _____

18. Last year was the total income of your household before taxes under \$50,000 or \$50,000 or more?

Under \$50,000 --> 1 **ASK:** Was it under \$35,000 or \$35,000 or more?
Under \$35,000 or 1
Over \$35,000 2
Refused further 3

or Over \$50,000 --> 2 **ASK:** Was it under \$75,000 or \$75,000 or more?
Under \$75,000 or 4
Over \$75,000 5
Refused further 6

Refused/don't know 7

Socio demo

19. And finally, just to confirm to my supervisor that I have completed this interview, can you give me your name and telephone number?

NAME: _____

TELEPHONE #: _____

THANK RESPONDENT KINDLY AND TERMINATE

20. **INTERVIEWERS:**

Time interview ended: _____ am/pm

Total length of interview: _____ minutes

21. **IMPORTANT: ENTER DATES BELOW**

Month:
January 1
February 2
March 3
April 4
May 5 Day:
June 6
July 7
August 8
September 9
October 10
November 11
December 12
Year 1 9 9 6

22. "I hereby certify that this interview was conducted according to the questionnaire and instructions for this study and that the answers recorded are as given to me by this respondent."

"I also realize that a proportion of my work will be checked back with the respondent for verification, and that any falsification on my part will result in immediate termination of employment. As part of the process of reviewing my work I understand a computer tabulated review will be conducted based on my personal identification number (last 3 digits of Social Insurance Number)."

INTERVIEWER'S NAME (PLEASE PRINT) (INTERVIEWERS SIGNATURE)

LAST 3 DIGITS OF INTERVIEWER'S SOCIAL INSURANCE #

"I have validated this questionnaire and understand that any falsification on my part will result in immediate termination of employment."

VALIDATED BY: _____ DATE: _____

"Thank you for your professional help"

16

FIN

13

Fin quest

14

SHEET A

LOCATION ON PACKAGE	COLOUR OF MESSAGE	SIZE OF MESSAGE ON PACKAGE	WRITE IN CHOICE FROM "1" TO "12"
Top	Black and White	20%	
Top	Same colour as brand name	20%	
Top	Black and White	27%	
Bottom	Same colour as brand name	35%	
Bottom	Black and White	20%	
Bottom	Same colour as brand name	27%	
Top	Same colour as brand name	27%	
Top	Same colour as brand name	35%	
Bottom	Black and White	27%	
Bottom	Same colour as brand name	20%	
Top	Black and white	35%	
Bottom	Black and white	35%	

PROV.	VILLE	RÉPONDANT(E)					

Version : 2
Date d'impression : February '96

ÉTUDE SUR L'EMBALLAGE DES CIGARETTES

IMPORTANT ! SI C'EST LA PREMIÈRE FOIS QUE VOUS CONTACTEZ LA RÉSIDENCE POUR CETTE ÉTUDE, VOUS DEVEZ ENERCLEUR UN CHIFFRE DANS LA CASE «AA», EN COMMENÇANT À «1», PEU IMPORTE LE RÉSULTAT DU CONTACT. SI VOUS RECONTACTEZ, N'ENERCLEUR RIEN DANS LA CASE «AA».

AA. NOUVELLE RÉSIDENCE QUE L'ON CONTACTE POUR LA PREMIÈRE FOIS

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40
41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60

IMPORTANT ! ENERCLEUR UN CHIFFRE, EN COMMENÇANT À «1», DANS L'UNE DES CASES CI-DESSOUS APRÈS CHAQUE CONTACT, JUSQU'À CE QUE VOUS AYEZ RÉALISÉ UNE INTERVIEW À L'AIDE DE CE QUESTIONNAIRE.

BB. PAS DE RÉPONSE

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40
41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60

CC. LANGUE

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40
41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60

Heure au début de l'interview : _____

Bonjour/bonsoir. Je m'appelle _____ et je travaille pour une société d'études de marché, Recherches Cantrak, qui fait régulièrement des sondages auprès du public canadien. Nous ne vendons aucun produit ni service. Aujourd'hui, nous faisons une étude pour le compte de Santé Canada. Nous interrogeons des adolescents et des adultes au sujet de l'emballage des cigarettes.

REFUS INITIAL

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40
41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60

Mitho 2 (89)

- A. Dans votre foyer, combien y a-t-il de personnes âgées de 15 ans ou plus qui fument au moins une cigarette par jour, s'il y a lieu ? **NE LISEZ PAS.**

Aucune 1 --> **REMERCEZ ET METTEZ FIN À L'INTERVIEW. INSCRIVEZ-LE DANS LA CASE CI-DESSOUS.**

Une 2 --> **POSEZ Q.B**

Plus d'une 3 --> **PASSEZ À Q.C**

- A. **PERSONNE DANS CE FOYER N'EST ADMISSIBLE EN TANT QUE FUMEUR**

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40
41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60
61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80
81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100

- B. Puis-je parler à la personne de votre foyer qui fume au moins une cigarette par jour ? **PRÉSENTEZ-VOUS DE NOUVEAU, AU BESOIN. SI LA PERSONNE N'EST PAS DISPONIBLE, CONVENEZ D'UN MOMENT POUR LA RAPPELER. PASSEZ À Q.D.**

- C. Puis-je parler à la personne de votre foyer qui fume au moins une cigarette par jour et qui sera la prochaine à fêter son anniversaire ? **PRÉSENTEZ-VOUS DE NOUVEAU, AU BESOIN. SI LA PERSONNE N'EST PAS DISPONIBLE, CONVENEZ D'UN MOMENT POUR LA RAPPELER.**

LA PERSONNE ADMISSIBLE NE PEUT RÉPONDRE EN RAISON DE LA LANGUE OU D'UNE MALADIE

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
---	---	---	---	---	---	---	---	---	----	----	----	----	----	----	----	----	----	----	----

- D. Est-ce que vous-même ou quelqu'un de votre foyer travaillez pour... ? **LISEZ LA LISTE.**

Non Oui

Une société d'études de marché

1 2

Une agence de publicité

1 2

Un secteur du gouvernement fédéral

1 2

**SI UN «OUI»,
METTEZ FIN À
L'INTERVIEW**

N'EST PAS ADMISSIBLE EN RAISON DE L'EMPLOI

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
---	---	---	---	---	---	---	---	---	----	----	----	----	----	----	----	----	----	----	----

- E. En moyenne, combien de cigarettes fumez-vous par jour ? **LISEZ LA LISTE.**

1 à 5 1

6 à 10 2

11 à 25 3

ou Plus de 25 cigarettes 4

VÉRIFIEZ LES QUOTAS

- F. Et dans laquelle des catégories d'âge suivantes vous situez-vous ? **LISEZ LA LISTE.**

15 à 19 ans 1

20 à 24 ans 2

25 à 44 ans 3

45 à 64 ans 4

ou 65 ans ou plus 5

- G. **INSCRIVEZ LE SEXE DU(DE LA) RÉPONDANT(E).**

Homme 1

Femme 2

**LE(LA) RÉPONDANT(E) A REFUSÉ DE POURSUIVRE L'INTERVIEW APRÈS Q.1a
(QUESTIONNAIRE PRINCIPAL)**

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40
41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60

QUESTIONNAIRE PRINCIPAL

- 1a. Je vais vous montrer rapidement un paquet de cigarettes. **MONTREZ LE PAQUET** B **PENDANT EXACTEMENT TROIS SECONDES.** Veuillez me dire, du mieux que vous le pouvez, ce qu'on voyait et ce qui était écrit, au juste, sur le paquet. **SONDEZ:** qu'avez-vous vu d'autre ou qu'y avait-il d'autre d'écrit sur le paquet, s'il y a lieu ?

- 1b. Maintenant, je vais vous montrer rapidement une autre illustration d'un paquet de cigarettes. **MONTREZ LE PAQUET** S **PENDANT EXACTEMENT TROIS SECONDES.** Veuillez me dire, du mieux que vous le pouvez, ce qu'on voyait et ce qui était écrit, au juste, sur le paquet. **SONDEZ :** qu'avez-vous vu d'autre ou qu'y avait-il d'autre d'écrit sur le paquet, s'il y a lieu ?

2. Les mises en garde contre les effets nocifs du tabac sur la santé pourraient se présenter de nombreuses façons sur ces paquets de cigarettes. Elles pourraient être placées au haut ou au bas du paquet, elles pourraient être imprimées en noir et blanc ou dans les couleurs de la marque du paquet et elles pourraient occuper plus ou moins d'espace sur le paquet. Afin de m'aider à comprendre dans quelle mesure vous pensez que les mises en garde sont davantage susceptibles d'être lues par les fumeurs, j'aimerais que vous classiez quelques choix. (REMETTEZ AU(À LA) RÉPONDANT(E) LA FEUILLE A.)

Il y a, sur cette feuille, douze façons de présenter les mises en garde sur les paquets de cigarettes. Veuillez indiquer, à l'aide des chiffres de «1» à «12», quelles sont les façons de présenter les mises en garde qui, d'après vous, vont rendre les fumeurs davantage susceptibles de lire ces mises en garde. Inscrivez le chiffre «1» vis-à-vis votre premier choix, le chiffre «2» vis-à-vis votre deuxième choix, et ainsi de suite jusqu'à votre douzième choix.

REPRENEZ LA CARTE A.

- 3a. En tant que fumeur(euse) de cigarettes, quelles sont vos craintes, s'il y a lieu, face aux effets de la cigarette sur votre santé ? **SONDEZ :** Qu'est-ce qui vous inquiète, s'il y a lieu ?

- 3b. Pour chaque problème de santé que je vais vous lire, veuillez me dire s'il vous inquiète beaucoup, un peu ou pas du tout. **LISEZ LA LISTE.**

	Beaucoup	Un peu	Pas du tout
Les maladies du coeur	1	1	N
Une vie abrégée	2	2	N
L'effet sur les non-fumeurs	3	3	N
Le cancer	4	4	N
Les accidents cérébrovasculaires	5	5	N
Les maladies pulmonaires	6	6	N
La dépendance au tabac	7	7	N
L'effet sur le bébé des fumeuses enceintes	8	8	N

4. Si vous pensez de façon générale aux renseignements sur les dangers de la cigarette, où avez-vous vu ou entendu dernièrement ce genre de renseignements ? **SONDEZ :** ...Ailleurs ?

- 5a. Avant aujourd'hui, aviez-vous déjà vu sur les paquets de cigarettes des mises en garde contre les effets nocifs du tabac sur la santé ?

Oui 1
Non 2 --> **PASSEZ À Q.9**

- 5b. À quelle fréquence environ, s'il y a lieu, regardez-vous ou lisez-vous ces mises en garde contre les effets nocifs du tabac sur la santé ? **LISEZ LA LISTE.**

Plusieurs fois par jour 1
Quelques fois par jour 2
Environ une fois par jour 3
Une fois tous les 2 ou 3 jours 4
Environ une fois par semaine 5
Moins d'une fois par semaine 6
ou Jamais 7 --> **PASSEZ À Q.9**

REMETTEZ AU(À LA) RÉPONDANT(E) LA CARTE 1

6. Si vous pensez de manière générale aux types de mises en garde que vous avez vues sur les paquets de cigarettes, dans quelle mesure êtes-vous d'accord ou en désaccord pour dire que... ? LISEZ LA LISTE.

	Fortement en désaccord	Un peu en désaccord	Ni d'accord ni en désaccord	Un peu d'accord	Fortement d'accord
Les mises en garde sont fausses	1	2	3	4	5
Ce sont des renseignements importants à rappeler aux fumeurs	1	2	3	4	5
Les mises en garde ne veulent rien dire pour vous	1	2	3	4	5
Ça vaut la peine de relire les mises en garde, même après les avoir vues plusieurs fois	1	2	3	4	5
Elles sont difficiles à comprendre	1	2	3	4	5

- 7a. Si vous pensez de manière générale au tabagisme et à la quantité de cigarettes que vous fumez, dans quelle mesure êtes-vous d'accord ou en désaccord pour dire que... ? LISEZ LA LISTE.

	Fortement en désaccord	Un peu en désaccord	Ni d'accord ni en désaccord	Un peu d'accord	Fortement d'accord
Vous fumez moins qu'avant	1	2	3	4	5
Vous fumez moins en présence d'autres personnes	1	2	3	4	5
Votre désir de cesser de fumer s'est accru	1	2	3	4	5
Vous avez essayé de cesser de fumer dernièrement	1	2	3	4	5
Vous êtes davantage conscient(e) des risques liés au tabagisme	1	2	3	4	5

REPRENEZ LA CARTE 1

VÉRIFIEZ À Q.7a QUELS SONT LES ÉNONCÉS POUR LESQUELS LES CODES 4 OU 5 SONT ENCELRÉS. INTERROGEZ LE(LA) RÉPONDANT(E) AU SUJET DE CES MÊMES ÉNONCÉS À Q.7b. SINON, PASSEZ À Q.8.

REMETTEZ AU(À LA) RÉPONDANT(E) LA CARTE 2

- 7b. Et si vous pensez de manière générale aux mises en garde que vous avez vues sur les paquets de cigarettes, selon vous, dans quelle mesure ces mises en garde ont-elles contribué, comparativement à autre chose,... ? LISEZ LA LISTE.

	Pas du tout	Pas beaucoup	Autant qu'autre chose	Un peu	Beaucoup
À ce que vous fumiez moins qu'avant	1	2	3	4	5
À ce que vous fumiez moins en présence d'autres personnes	1	2	3	4	5
À accroître votre désir de cesser de fumer	1	2	3	4	5
À votre tentative pour essayer de cesser de fumer dernièrement	1	2	3	4	5
À vous rendre davantage conscient(e) des risques liés au tabagisme	1	2	3	4	5

REPRENEZ LA CARTE 2

8. Quelles sont les mises en garde contre les effets nocifs du tabac sur la santé que vous vous rappelez avoir vues sur les paquets de cigarettes ?

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

9. Veuillez me dire ce que chacune de ces mises en garde signifie pour vous. Commençons par... LISEZ LA LISTE.

a) L'usage du tabac durant la grossesse peut être dommageable pour le bébé

b) Le tabagisme peut vous tuer

c) La cigarette cause des accidents cérébrovasculaires et des maladies du cœur

d) La cigarette cause le cancer

e) La fumée du tabac cause des maladies pulmonaires mortelles chez les non-fumeurs

f) La cigarette cause des maladies pulmonaires mortelles

g) La fumée du tabac peut être dommageable pour vos enfants

h) La cigarette crée une dépendance

10. Sur les pages suivantes se trouvent une série d'énoncés avec lesquels vous pouvez être d'accord ou non. Veuillez lire les questions, puis répondre en encerculant un chiffre pour chaque énoncé. Par exemple, si vous êtes «fortement d'accord» avec un énoncé, vous encerclez le chiffre «5», comme sur cette carte.

REMETTEZ AU(À LA) RÉPONDANT(E) LA CARTE 3.

Veuillez continuer jusqu'à ce que vous arriviez à l'instruction **ARRÊTEZ**.

VEUILLEZ TOURNER LA PAGE ET DEMANDER
AU(À LA) RÉPONDANT(E) DE COMMENCER.

V.J.E.

- 10a. Dans quelle mesure êtes-vous d'accord ou en désaccord avec chacun des énoncés suivants portant sur la mise en garde «L'usage du tabac durant la grossesse peut être dommageable pour le bébé»? **ENCERCLEZ UN CHIFFRE POUR CHACUN.**

	Fortement en désaccord	Un peu en désaccord	Ni d'accord ni en désaccord	Un peu d'accord	Fortement d'accord
La mise en garde est fausse	1	2	3	4	5
C'est un renseignement important à rappeler aux fumeurs	1	2	3	4	5
La mise en garde ne veut rien dire pour vous	1	2	3	4	5
Ça vaut la peine de relire la mise en garde, même après l'avoir vue plusieurs fois	1	2	3	4	5
Elle est difficile à comprendre	1	2	3	4	5
La mise en garde vous apprend quelque chose que vous ne saviez pas	1	2	3	4	5

- 10b. Dans quelle mesure êtes-vous d'accord ou en désaccord avec chacun des énoncés suivants portant sur la mise en garde «Le tabagisme peut vous tuer»? **ENCERCLEZ UN CHIFFRE POUR CHACUN.**

	Fortement en désaccord	Un peu en désaccord	Ni d'accord ni en désaccord	Un peu d'accord	Fortement d'accord
C'est un renseignement important à rappeler aux fumeurs	1	2	3	4	5
La mise en garde ne veut rien dire pour vous	1	2	3	4	5
Ça vaut la peine de relire la mise en garde, même après l'avoir vue plusieurs fois	1	2	3	4	5
Elle est difficile à comprendre	1	2	3	4	5
La mise en garde vous apprend quelque chose que vous ne saviez pas	1	2	3	4	5
La mise en garde est fausse	1	2	3	4	5

10c. Dans quelle mesure êtes-vous d'accord ou en désaccord avec chacun des énoncés suivants portant sur la mise en garde «La cigarette cause des accidents cérébrovasculaires et des maladies du cœur»? **ENCERCLEZ UN CHIFFRE POUR CHACUN.**

	Fortement en désaccord	Un peu en désaccord	Ni d'accord ni en désaccord	Un peu d'accord	Fortement d'accord
La mise en garde ne veut rien dire pour vous	1	2	3	4	5
Ça vaut la peine de relire la mise en garde, même après l'avoir vue plusieurs fois	1	2	3	4	5
Elle est difficile à comprendre	1	2	3	4	5
La mise en garde vous apprend quelque chose que vous ne saviez pas	1	2	3	4	5
La mise en garde est fausse	1	2	3	4	5
C'est un renseignement important à rappeler aux fumeurs	1	2	3	4	5

10d. Dans quelle mesure êtes-vous d'accord ou en désaccord avec chacun des énoncés suivants portant sur la mise en garde «La cigarette cause le cancer»? **ENCERCLEZ UN CHIFFRE POUR CHACUN.**

	Fortement en désaccord	Un peu en désaccord	Ni d'accord ni en désaccord	Un peu d'accord	Fortement d'accord
Ça vaut la peine de relire la mise en garde, même après l'avoir vue plusieurs fois	1	2	3	4	5
Elle est difficile à comprendre	1	2	3	4	5
La mise en garde vous apprend quelque chose que vous ne saviez pas	1	2	3	4	5
La mise en garde est fausse	1	2	3	4	5
C'est un renseignement important à rappeler aux fumeurs	1	2	3	4	5
La mise en garde ne veut rien dire pour vous	1	2	3	4	5

ARRÊTEZ : FAITES SAVOIR À L'INTERVIEWEUR QUE VOUS AVEZ TERMINÉ ET NE REGARDEZ NI LES PAGÈS SUIVANTES, NI LES PRÉCÉDENTES.

AVANT DE POURSUIVRE, ASSUREZ-VOUS QUE LE(LA) RÉPONDANT(E) A RÉPONDU CORRECTEMENT À CHAQUE QUESTION (C.-À-D. QU'IL OU ELLE A ENCERCLE UN CODE POUR CHAQUE ÉNONCÉ) ET N'EN A SAUTÉ AUCUNE.

REPRENEZ LA CARTE 3

11a. D'après vous, qui commandite ces mises en garde contre les effets nocifs du tabac sur la santé ou qui est responsable de leur apparition sur les paquets de cigarettes? **SI L'ON RÉPOND «LE GOUVERNEMENT», SONDEZ :** Quel palier de gouvernement et/ou quel ministère?

SI L'ON A MENTIONNÉ SANTÉ CANADA À Q.11a, PASSEZ À Q.12a.

11b. Les mises en garde sont produites par Santé Canada. Maintenant que vous savez cela, dans quelle mesure trouvez-vous que ces mises en garde sont importantes pour les Canadiens et Canadiennes, comparativement à ce que vous en pensiez auparavant? **LISEZ LA LISTE.**

Bien plus importantes	5
Un peu plus importantes	4
Aussi importantes	3
Un peu moins importantes	2
Bien moins importantes	1

11c. Et maintenant que vous savez que ces mises en garde sont produites par Santé Canada, dans quelle mesure trouvez-vous que ces mises en garde sont crédibles, comparativement à ce que vous en pensiez auparavant? **LISEZ LA LISTE.**

Bien plus crédibles	5
Un peu plus crédibles	4
Aussi crédibles	3
Un peu moins crédibles	2
Bien moins crédibles	1

SI L'UN DES CODES 4 OU 5 EST ENCERCLE À Q.11b OU Q.11c, POSEZ Q.12a. SINON, PASSEZ À Q.14.

MONTREZ LA CARTE 4

- 12a. Voici quatre façons possibles d'identifier Santé Canada comme étant le commanditaire de ces mises en garde. Il s'agit toujours de la même mise en garde mais, si vous considérez les différentes façons dont elle est présentée, laquelle de ces quatre façons, à votre avis, est la plus susceptible de rehausser votre opinion en ce qui concerne l'importance et la crédibilité de ces mises en garde ?

A	1
B	2
C	3
D	4

- 12b. À votre avis, laquelle de ces quatre façons est la moins susceptible de rehausser votre opinion de ces mises en garde ?

A	1
B	2
C	3
D	4

- 13a. Pourquoi avez-vous choisi (LETTRE CHOISIE À Q.12a) comme étant la meilleure ?

- 13b. Pourquoi avez-vous choisi (LETTRE CHOISIE À Q.12b) comme étant la pire ?

REPRENEZ LA CARTE 4

Et pour terminer, j'aurais quelques questions à vous poser qui nous permettront de regrouper vos réponses.

14. Quel est votre âge exact ?

_____ ans

15. Et, en moyenne, environ combien de cigarettes fumez-vous par jour ? **INSCRIVEZ LE NOMBRE - SI L'ON RÉPOND EN NOMBRE DE PAQUETS, SONDEZ POUR CONNAÎTRE LE NOMBRE DE CIGARETTES.**

_____ cigarettes **N'ACCEPTEZ QUE LE NOMBRE EXACT.**

- 16a. Travaillez-vous à l'extérieur du foyer... ?

	à plein temps, 35 heures ou plus	1	
	à temps partiel	2	
ou êtes-vous...	à la retraite	3	--> PASSEZ À Q.16e
	aux études	4	
(POSEZ AUX FEMMES SEULEMENT)	femme au foyer	5	PASSEZ À Q.16d
ou	Sans emploi	6	

- 16b. Vous considérez-vous comme étant le principal soutien de famille dans votre foyer ?

Oui	1	
Non	2	--> PASSEZ À Q.16d

- 16c. Quelle est votre occupation, c'est-à-dire quel genre de travail faites-vous ? **INSCRIVEZ.**

_____ --> PASSEZ À Q.17a

- 16d. Quelle est l'occupation du principal soutien de famille dans votre foyer, c'est-à-dire quel genre de travail fait-il ou fait-elle ? **INSCRIVEZ.**

_____ --> PASSEZ À Q.17a

- 16e. Quelle était votre occupation, c'est-à-dire quel genre de travail faisiez-vous avant de prendre votre retraite ? **INSCRIVEZ.**

- 17a. Y compris vous-même et les bébés, s'il y en a, combien de personnes habitent dans votre foyer ?

_____ --> SI «UNE», PASSEZ À Q.18

- 17b. Dans votre foyer, combien y a-t-il d'enfants âgés de... ? **LISEZ LA LISTE.**

0 à 5 ans	_____
6 à 11 ans	_____
12 à 17 ans	_____

18. L'an dernier, le revenu total de votre foyer, avant impôts, a-t-il été de moins de 50 000 \$ ou de 50 000 \$ ou plus ?

Moins de 50 000 \$ --> 1

DEMANDEZ : Était-il de moins de 35 000 \$ ou de 35 000 \$ ou plus ?	
Moins de 35 000 \$ ou	1
35 000 \$ ou plus	2
Refus	3

ou 50 000 \$ ou plus --> 2

DEMANDEZ : Était-il de moins de 75 000 \$ ou de 75 000 \$ ou plus ?	
Moins de 75 000 \$ ou	4
75 000 \$ ou plus	5
Refus	6

Refus/ne sait pas

7

19. Et enfin, simplement pour confirmer à mon superviseur que j'ai bien terminé cette interview, pourriez-vous me donner votre nom et votre numéro de téléphone ?

NOM : _____

NUMÉRO DE TÉLÉPHONE : _____

REMERCEZ LE(LA) RÉPONDANT(E) AVEC GENTILLESSE
ET METTEZ FIN À L'INTERVIEW.

20. INTERVIEWEURS :

Heure à la fin de l'interview : _____

Durée totale de l'interview : _____ minutes

21. IMPORTANT : INSCRIVEZ LA DATE CI-DESSOUS.

Mois :
janvier 1
février 2
mars 3
avril 4
mai 5
juin 6
juillet 7
août 8
septembre 9
octobre 10
novembre 11
décembre 12

Jour

Année

22. «J'atteste, par la présente, que cette interview a été faite conformément au questionnaire et aux directives reçues pour cette étude et que les réponses sont identiques à celles qui m'ont été données par le(la) répondant(e).»

«Je reconnais aussi qu'une partie de mon travail sera vérifiée auprès du(de la) répondant(e) pour en assurer l'exactitude et que toute falsification de ma part entraînera immédiatement mon congédiement. Il est entendu qu'on jugera aussi de la qualité de mon travail en procédant à une évaluation informatisée fondée sur mon numéro d'identification personnel (les trois derniers chiffres de mon numéro d'assurance sociale).»

NOM DE L'INTERVIEWEUR
(EN LETTRES MOULÉES)

SIGNATURE DE L'INTERVIEWEUR

TROIS DERNIERS CHIFFRES DU N° D'ASS. SOC. DE L'INTERVIEWEUR

«J'ai validé ce questionnaire et je comprends que toute falsification de ma part entraînera immédiatement mon congédiement.»

VALIDÉ PAR : _____ DATE : _____

« Nous vous remercions de votre aide professionnelle. »

14

FEUILLE A

ENDROIT OÙ SE TROUVE LA MISE EN GARDE SUR LE PAQUET	COULEUR DE LA MISE EN GARDE	ESPACE QU'OCCUPE LA MISE EN GARDE SUR LE PAQUET	INSCRIVEZ VOS CHOIX, DE -1- À -12-
au haut	noir et blanc	20 %	
au haut	même couleur que la marque	20 %	
au haut	noir et blanc	27 %	
au bas	même couleur que la marque	35 %	
au bas	noir et blanc	20 %	
au bas	même couleur que la marque	27 %	
au haut	même couleur que la marque	27 %	
au haut	même couleur que la marque	35 %	
au bas	noir et blanc	27 %	
au bas	même couleur que la marque	20 %	
au haut	noir et blanc	35 %	
au bas	noir et blanc	35 %	

15

90



EXPORT "A"

25 CIGARETTES *Full Flavour*

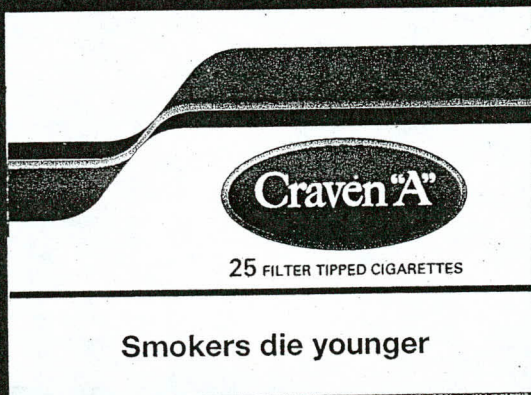
Smokers die younger

Smokers die younger



EXPORT "A"

25 CIGARETTES *Full Flavour*



Smokers die younger

Craven "A"

25 FILTER TIPPED CIGARETTES



du MAURIER

25 VIRGINIA CIGARETTES

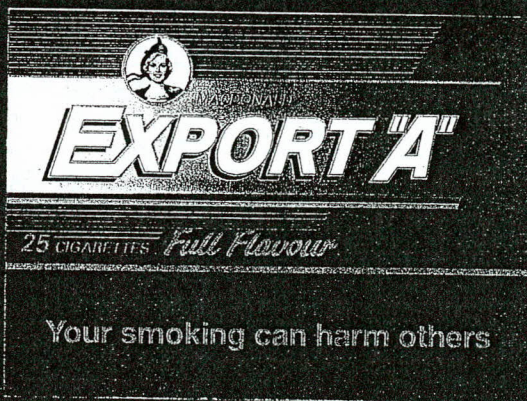
Smokers die younger

Smokers die younger



du MAURIER

25 VIRGINIA CIGARETTES



Your smoking can harm others



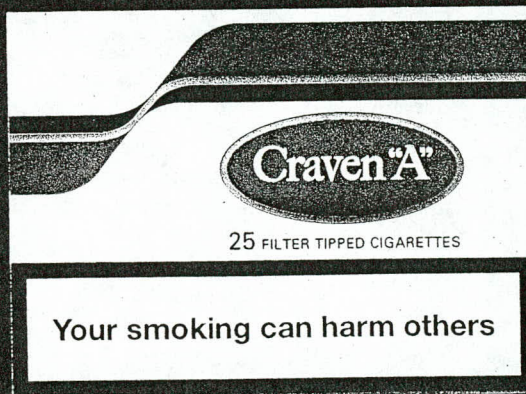
EXPORT "A"

25 CIGARETTES *Full Flavour*

Your smoking can harm others



25 FILTER TIPPED CIGARETTES





du MAURIER

25 VIRGINIA CIGARETTES

Your smoking can harm others

Your smoking can harm others



du MAURIER

25 VIRGINIA CIGARETTES