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A 3SC Analysis of Specific Tobacco Control Measures

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Table of Contents

1.0 INTRODUCTION 3

2.0 SMOKERS 5
- 2.1 Socio-Cultural Profile 5
- 2.2 Demographic/Media Use Profile 7
- 2.3 Implications 7
  - 2.3.1 Toxic Constituent Listings 7
  - 2.3.2 Ban on Tobacco Advertising 8
  - 2.3.3 Anti-tobacco Advertising 8

3.0 SMOKER SUB-GROUPS 11
- 3.1 Socio-Cultural Profile 11
- 3.2 Demographic/Media Profile 12
- 3.3 Implications 12
  - 3.3.1 Toxic Constituent Listings 13
  - 3.3.2 Ban on Tobacco Advertising 13
  - 3.3.3 Anti-Tobacco Advertising 13

4.0 YOUNG PEOPLE AGE 15-19 15
- 4.1 Socio-Cultural Profile 15
- 4.2 Demographic/Media Use Profile 17
- 4.3 Implications 17
  - 4.3.1 Toxic Constituent Listings 17
  - 4.3.2 Ban on Tobacco Advertising 18
  - 4.3.3 Anti-tobacco Advertising 18

APPENDIX A - The 3SC Social Values Monitor
APPENDIX B - 3SC Maps
APPENDIX C - Demographic/Media Use Profile

1.0 INTRODUCTION

Background

Under the Tobacco Products Control Act, Health Canada has a mandate to provide information to consumers on tobacco products. At the present time, tobacco products contain a health warning, as well as limited information about toxic constituents in tobacco and tobacco smoke. Environics Research Group has been commissioned to conduct a research program to understand public attitudes toward, and suitable vehicles for, information on this topic. The research consists of three components:

1) Qualitative research - consisting of focus groups across Canada among smokers in general, and young smokers and potential smokers in particular;

2) Quantitative research - consisting of a nation-wide survey of a representative sample of adult Canadians, as well as an over-sample of Canadian youth;

3) Social values research consisting of an in-depth analysis of key target groups using Environics' 3SC Social Values Monitor, the most comprehensive annual survey of the social values of Canadians.

This report, which is concerned with the third component described above, uses 3SC to:

- examine the socio-cultural values of smokers (including subgroups of smokers: light and heavy, ages 15 to 19 and 20 to 29) and potential smokers (young people, age 15 to 19);

- on the basis of this examination, help to determine whether toxic constituent listings will have the desired effect of encouraging people to either quit smoking or never take up the habit.

As noted above, the main focus of this investigation is the issue of toxic constituent listings on tobacco product packaging. Nevertheless, we also discuss here the implications of our social values research in the context of other potential tobacco control measures. In this report, we look at two measures that have to do with advertising: first, the policy of banning tobacco company advertising; and second, the idea of using the principles of social marketing to develop a new anti-tobacco advertising campaign. Other initiatives such as plain packaging for tobacco products, retail controls and taxation may be analyzed using 3SC at another time, if desired.

This report is presented in three sections. They are as follows:

- Smokers
    - Socio-cultural profile
    - Demographic/media use profile
    - Implications
- Smoker Sub-Groups (Light and Heavy, Ages 15-19 and 20-29)
    - Socio-cultural profile - distinguishing features
    - Demographic/media use profile - distinguishing features
    - Implications
- Potential Smokers (Young People, age 15-19)
    - Socio-cultural profile
    - Demographic/media use profile
    - Implications

For more information about Environics' 3SC Social Values Monitor, please consult Appendix A. This appendix contains an introduction to 3SC, an explanation of how to read the 3SC "maps", which are the basic output of the 3SC methodology, and definitions of the values and trends that are tracked by 3SC.

For 3SC "maps" showing the socio-cultural profile of each group under examination, and for graphic depictions of the demographic/media profile of each group, please consult Appendix B and C, respectively.

2.0 SMOKERS

2.1 Socio-Cultural Profile

The 3SC synthesis map of smokers in Canada (see Appendix B) finds them in the lower "individualist" half of the 3SC map, more specifically, in the lower right "personal autonomy" quadrant. Individuals in this quadrant are those whose values are modern and individualistic, whose lifestyle is that of the "Me Generation" and whose motivations are oriented toward personal autonomy and fulfillment, with an emphasis on respect for individual rights and needs. (For more details about the two axes and the four quadrants that form the basis of the 3SC approach to analyzing Canadians' socio-cultural values, see Appendix A.)

However, the 3SC map for smokers also reveals strengths and weaknesses in each of the four quadrants of the map, suggesting there is more than one "type" of smoker in terms of socio-cultural values. Also, as we will see, the values of smokers differ significantly depending on their age cohort.

Here, however, are the values that distinguish smokers in general from the wider population.

Smokers in general are weak on **hyper-rationality**, suggesting that they often make decisions based on emotion rather than on reason or evidence. They are strong on **penchant for risk-taking** and weak on **risk aversion**, and will take risks, not only with some potential gain in mind, but also for the thrill of taking chances.

Smokers' proclivity toward risk-taking includes taking risks with their health. Their weakness on **effort toward health** indicates they are not prepared to take steps to protect their health (such as watching what they eat, exercising, etc). Their lifestyle is more sedentary than that of Canadians in general, an ironic observation in the light of "lifestyle" tobacco advertising that portrays smokers as active.

Smokers' disinclination to protect their health does not result in a sense of immortality, as is sometimes suggested, but rather, a sense of inadequacy and resignation. They are strong on both **awareness of mortality** and **fatalism**, as well as on **apocalyptic anxiety**. They think about death and are aware of their own vulnerability, but are fatalistic about it and feel that there is little they can do to change things - either they will die "before their time" or they won't. They also tend to believe that the world is headed for major upheavals in the near future, whether political, economic, social or ecological, and that there is little that can be done about this either. Smokers are weak on **control of destiny**, and tend to believe destiny is predetermined.

Smokers' sense of **fatalism** is accompanied by a certain nihilism, as is demonstrated by the fact that they are strong on both **anomie** and **aimlessness and lack of meaning.** They feel disconnected from what is happening in society and are more inclined than Canadians in general to have a poor self-image.

Smokers are strong on **regionalism,** and identify more closely with their province or region than with the country as a whole. Nonetheless, they are weak on **community involvement,** and tend not to get involved in local community events or pay attention to what is happening in their area. They are also weak on **multiculturalism.**

Smokers express a low level of faith in institutions. They are weak on **religiosity** and on **confidence in government** and strong on **scepticism toward business.** Interestingly, they are more inclined than Canadians in general to believe that business tends to sacrifice the public good for its own profit.

Smokers are strong on **rejection of order** and **heterarchy.** They want interpersonal relationships, and life in general, to be somewhat unstructured and informal, without a lot of unnecessary rules. They believe that it doesn't matter who performs a task, or how it is performed, so long as it is done.

Smokers are strong on **sexual permissiveness, flexible definition of family** and **pursuit of happiness to the detriment of duty.** They're quite tolerant in matters of sexuality and living arrangements, attaching a premium to the happiness of the individual. However, it is interesting to note that smokers' flexibility does not extend to young people. Smokers are weak on **equal relationship with youth.** They believe that young people do not always know what is in their best interest, and as a result, they believe that young people should not necessarily be accorded the same rights as adults.

Smokers are also strong on **need for escape,** and like to occasionally "get away from it all" and be carefree. They are strong on **sensualism,** and they enjoy having more than one of their senses - sight, hearing, taste, touch, smell - stimulated at the same time. They are weak, however, on **importance of aesthetics.**

Smokers are weak on **pursuit of novelty** and **spiritual quest,** but strong on **interest in the mysterious.** In other words, they are interested in the new and in unexplained phenomena, but they are not interested in developing or exploring personal, spiritual, questions.

Smokers are strong on **ethical consumerism,** and are prepared to avoid or boycott companies that are perceived to abuse basic human rights. They are also strong on **utilitarian consumerism;** it is more important to them that a product be useful than beautiful.

2.2 Demographic/Media Use Profile

As the chart in Appendix C shows, smokers skew toward lower incomes (26% versus 19% of Canadians) and lower education levels (32% versus 27% of Canadians). They are over-represented among blue collar workers (23% versus 16% of Canadians) and in cities with populations of between 5,000 and 100,000 (29% versus 23% of Canadians).

In general, the television and radio use of smokers closely reflects that of the general population. Smokers are somewhat more likely to regularly watch TV movies or mini-series (68% versus 61% of Canadians) and talk shows (47% versus 42% of Canadians).

2.3 Implications

The above findings suggest a number of implications for policy makers and communicators wishing to control tobacco use and, more specifically, to encourage smokers to give up the habit, and to discourage non-smokers, especially young people age 15-19, from ever beginning to smoke. (For more information, see Section 4.0.)

Here are the implications as they relate to smokers in general and the three potential tobacco control measures under discussion.

2.3.1 Toxic Constituent Listings

An analysis of the socio-cultural profile of smokers suggests that, despite smokers' approval of the policy of full disclosure of tobacco constituents on product packaging, they are not likely to be motivated to quit smoking because of the provision of information regarding the toxic constituents of tobacco. (See Environics' May 1996 quantitative research study report "Public Attitudes Toward the Listing of Toxic Ingredients on Cigarette Packages: A Survey Report".) As we have seen, smokers' decision-making tends to be influenced more by their emotions than by information they receive.

Furthermore, smokers are not particularly worried about their health (indeed, they like to take risks with their lives, including their health) and, as such, even if they were more rational in their approach to life, they would not be especially moved by information related to healthy living or cautious lifestyles.

The provision of information relating to the toxic constituents of tobacco may not be all in vain, however, if certain steps are taken.

First, we recommend that, if tobacco companies are required to list the toxic constituents of tobacco on product packaging, they should also be required to present this information in ways that meet certain standards of design and format. As we have shown, smokers in general do not put a great deal of importance on aesthetics, but their sensual side does, perhaps, make them more inclined than others to be attracted to materials that stimulate

the senses in some way. As such, to attract the attention of smokers at all, it seems clear that information targetted at them must be presented with the "highest production values".

Second, we suggest that information about toxic constituents on cigarette packaging may attract some interest and have some influence if it is bolstered by other communications efforts with tough messages that have the power to resonate with smokers. One such message that could be used as a kind of lever to boost smokers' willingness to consider the toxic constituents of tobacco is the message that toxins increase profits for tobacco companies. This message builds on smokers' inherent distrust of private sector motivations and may, in fact, influence smokers to look twice at toxic constituent listings.

2.3.2 Ban on Tobacco Advertising

An analysis of the socio-cultural profile of smokers suggests that a ban on tobacco advertising would probably not directly cause most smokers to quit, but would likely make it easier for them to quit.

Because smokers tend to be more emotional than rational, and because they put a high value on the stimulation of the senses, they are perfect targets for advertisers. Indeed, they are especially vulnerable when advertisers push the hot buttons that will "turn smokers on" and give them ammunition to justify their continuing to smoke. For example, advertising that suggests that smokers are non-conformists (e.g., "having a smoke" on the wing of an airplane) plays right into smokers' image of themselves as autonomous individuals who do not conform to society's rules about duty or social responsibility but who demand the right to do as they please.

Putting an end to tobacco company advertising should be examined because it has the potential to be an important component of a longterm tobacco control campaign.

2.3.3 Anti-tobacco Advertising

Environics' analysis of the socio-cultural values of smokers suggests that anti-tobacco advertising is probably the most powerful tool available to those who wish to encourage smokers to quit, or discourage young people from starting (see Section 4.0).

The degree to which advertising will actually "work", however, is dependent on using "values intelligence" to craft the ads properly and identify the right messages. Doing so - and achieving results - is what social marketing is all about and, we believe, something that 3SC is well-suited to assist with.

Here, then, are some 3SC-inspired points regarding the recommended form (style, tone, etc.) and content (themes, messages, etc.) of anti-tobacco advertising targetted at smokers in general.

Form

- Because smokers tend to be more emotional than rational, consider emotional, not informational, advertising.

- Because smokers are stimulated by advertising, aim for the highest production values, in order to break through the advertising "clutter" that they look at every day.

- Because smokers suffer from anomie and a sense of aimlessness in life, borrow some of the tactics that the tobacco industry uses to make smokers feel good about themselves.

- Because smokers have lower income/lower education levels, use television (the medium that is most popular and accessible for this group), over radio, print, or Internet/World Wide Web.

Content

- Because smokers are not willing to make much effort to improve their health, anti-tobacco advertising should not focus primarily on health concerns. In fact, dire warnings about the impact of tobacco on one's health will likely be tuned out by smokers, who already feel a loss of control.

- Because smokers are risk-takers, do not focus on the risks associated with tobacco use or the principles of risk-avoidance.

- Because smokers are fatalistic and less inclined than others to think they can control life, do not focus on messages about the individual being the locus of control. They won't believe it.

- Because of smokers' hedonistic view of life and enthusiasm for sensual stimulation, consider focussing on the pleasurable benefits of quitting (e.g., you will be amazed at what your taste buds will reveal, when you quit smoking; you'll find yourself getting "high" on ordinary air, when you quit smoking, etc.).

- Because smokers feel the need to escape and break free from the doldrums of life, look at ways of showing how cigarettes keep the smoker in a rut and how quitting will give the smoker a sense of freedom (perhaps by allowing the smoker to treat him/herself to a short vacation or a day off).

- Because of smokers' scepticism toward business and their cynicism about the motives of the private sector, consider messages related to the marketing strategies of tobacco companies and their levels of profitability.

- Because of smokers' inclination toward ethical consumerism, consider posing some tough questions about the ethics of the tobacco industry.

3.0 SMOKER SUB-GROUPS

3.1 Socio-Cultural Profile

Smokers in general share certain characteristics. These shared characteristics result in a group of people who are described below in the column labelled "Smokers".

The key values that distinguish sub-groups of smokers from smokers in general are also described below in the appropriate column.

Smokers (Compared to Canadians)
• More inner-directed, focussed on personal freedom • Motivated more by emotion than reason • Enjoy taking risks • Less motivated by health concerns • Fatalistic • Sceptical of government and of business • Desire to "get away from it all"

Light Smokers (Compared to Canadians)
• More outer-directed, taking their cues from society rather than from themselves • More motivated by the need to "look good" • More confident in business, advertising

Heavy Smokers (Compared to Canadians)
• Much more inner-directed, focussed on personal freedom • Less motivated by the need to "look good" • Less influenced by advertising

Smokers 15-19 (Compared to Canadians)
• More focussed on experience-seeking • More motivated by aesthetics • More influenced by advertising

Smokers 20-29 (Compared to Canadians)
• More motivated by aesthetics

3.2 Demographic/Media Profile

Smokers in general share certain demographic characteristics, which are outlined below. The demographic characteristics that distinguish the different sub-groups of smokers are also described below. For more detail, see Appendix C.

Smokers (Compared to Canadians)

- Lower income
- Lower education
- More blue collar workers
- More in small cities (5-100K)
- More likely to watch television

Light Smokers (Compared to Canadians)

- Teens and early 20s
- Lower income
- More blue collar workers
- More in British Columbia
- More likely to listen to FM radio

Heavy Smokers (Compared to Canadians)

- More in late 30s, early 40s
- Lower income
- Lower education
- More in small cities (5-100K)
- More blue collar workers

Smokers 15-19 (Compared to Canadians, Age 15-19)

- Women
- Lower education
- More in small cities (5-100K)
- Less likely to be students
- More likely to watch television

Smokers 20-29 (Compared to Canadians, Age 15-19)

- Lower income
- Lower education
- More likely to watch television
- More likely to listen to FM radio

3.3 Implications

Generally speaking, the implications for smoker sub-groups are similar to those of smokers in general. There are significant differences among the various sub-groups of smokers. These are discussed below.

3.3.1 Toxic Constituent Listings

Environics' 3SC-based assessment of whether toxic constituent listings could influence smokers in general to quit (see Section 2.2.1) indicates that this initiative will not have a large impact. However, it may be made more potent if certain steps are taken (e.g., requiring that the presentation of the package information meet certain design and format standards and developing accompanying communications programs to boost smokers' interest in taking a second look at toxic constituent listings).

Looking at the above summary of the distinguishing characteristics of smoker sub-groups, we conclude that the above assessment holds for these sub-groups, with one exception. Nothing related to toxic constituent listings is likely to be effective in making heavy smokers inclined to change their behaviour and quit smoking - not the information itself or any other communications efforts as described above. This is because heavy smokers are less motivated by information and advertising or other communications efforts.

In short, policy makers should view the listing of tobacco's toxic constituents on product packaging as a tobacco control measure for light smokers and young smokers (age 15-19, 20-29) only. Other measures would have to be implemented to communicate successfully with heavy smokers.

3.3.2 Ban on Tobacco Advertising

In Section 2.3.2, Environics suggested that a ban on tobacco advertising would be an effective tobacco control measure vis-à-vis smokers in general. The point was made that a ban might not make smokers quit, but it would certainly make it easier for them to quit.

The above analysis of the distinguishing values of smoker sub-groups suggest that a ban on tobacco advertising would be especially effective as a tobacco control measure vis-à-vis light smokers and young smokers, age 15-19.

Light smokers and young smokers, age 15-19, are more inclined than other Canadians to be stimulated by advertising and to be influenced by it, especially if the advertising recommends the use of a product that is made to seem cool and the choice of attractive, cool people.

3.3.3 Anti-Tobacco Advertising

In section 2.3.3, we suggested that anti-tobacco advertising based on the principles of social marketing is probably the most effective communications tool that could be used to discourage smokers from continuing to use tobacco.

Our analysis of the socio-cultural profile of smoker sub-groups suggests that social marketing-based advertising could have an specially powerful impact on light smokers and young smokers, age 15-19.

As we have already pointed out, advertising has real appeal for both these groups. And when the form (style, tone, etc.) and content (themes, messages, etc.) of the advertising are designed to appeal specifically to these groups, the effectiveness of the advertising is maximized.

Here are some points regarding the recommended form and content of anti-tobacco advertising aimed at light smokers and young smokers, age 15-19.

Form

- All of the recommendations for smokers in general (see section 2.3.3) apply for light smokers and young smokers, age 15-19.

- In addition, young smokers, age 15-19, may be especially influenced by advertising that is aesthetically pleasing, because aesthetics have a strong appeal for this group.

Content

- All of the recommendations for smokers in general (see Section 2.3.3) apply for light smokers and young smokers, age 15-19, with one exception:

  ⇒ Light smokers will be unmoved by messages relating to the motives or ethics of tobacco companies. This group has confidence in business and may even be "put off" by (and therefore, likely to tune out) advertising that suggests the tobacco industry is not trustworthy.

- In addition, Environics makes these recommendations vis-à-vis messaging to light smokers:

  ⇒ Because light smokers are outer-directed and interested in being socially successful, consider having their peers convey the idea that smoking is not cool.

  ⇒ Because of light smokers' preoccupation with appearances, focus on portraying the ugly aspects of smoking (e.g., nicotine stains, bad breath, weathered-looking skin, etc.).

4.0 YOUNG PEOPLE AGE 15-19

4.1 Socio-Cultural Profile

As can be seen in the 3SC synthesis map of Canadians, age 15-19 (see Appendix B), Canadian youth find themselves in the lower "individuality" half of the 3SC map, and in the lower left "experience-seeking" quadrant. This means that Canadians, age 15-19, tend to place a great deal of importance on exploring life and exploring themselves. They want to live life to the fullest, to expand their mental frontiers and constantly discover new things and make new connections. (For more details about the two axes and the four quadrants that form the basis of the 3SC approach to analyzing Canadians' socio-cultural values, see Appendix A.)

Nonetheless, the 3SC map for young people, age 15-19, also reveals strengths and weaknesses widely distributed across the map, suggesting there is more than one "type" of young Canadian in terms of socio-cultural values.

Here, however, are the values that distinguish young Canadians from the wider population.

To begin with, we find that young Canadians are strong on **vitality**, the notion that they have high energy levels. As part of this, they are strong on **pursuit of intensity and emotional experiences, pursuit of novelty** and **pursuit of originality**. They actively seek out new experiences that will make them feel like they're "really living" and, as part of this, they also actively seek out new products that they think will make them look new and different and allow them to stand out from the crowd in small, but important, ways.

Teenage Canadians are strong on **pursuit of happiness to the detriment of duty** and **need for escape**. They believe that personal pleasure should not be subsumed by responsibilities to others, and sometimes feel a need to "get away from it all". Not surprisingly, they are also strong on **flexibility of personality, flexibility of gender identity** and **sexual permissiveness**. They have an emotional, mercurial world-view, feeling sometimes more masculine, at other times more feminine, and see no problem with erotica in the mass media or sex outside of marriage.

Young people, age 15-19, are strong on **penchant for risk-taking** and weak on **risk aversion**. They like to take risks not only with possible gains in mind, but also simply for the thrill of taking risks.

Teenage Canadians are strong on **concern for appearance, need for status recognition, joy of consumption** and **ostentatious consumption.** It is important to them that their personal appearance, clothes and home all appear attractive to others, and that they win the respect of others. They enjoy shopping and the whole consumer experience as much as the items they buy.

Young people are also strong on **need for personal achievement.** They are driven to achieve personal and social success and the appearance of success.

Young Canadians are strong on **importance of aesthetics** and **advertising as stimulus**, and as such they often make purchase decisions based on what the media and advertising have identified as being cool or fashionable.

In addition, young people are strong on **importance of physical beauty.** Notably, they are weak on **effort toward health.** If they do decide to "look after themselves", it is because they want to look good, rather than to protect their health.

Young people are strong on **fatalism** and weak on **control of destiny**, feeling that whatever happens, happens, and that they have little control over events. Teenagers are also strong on **anomie** and **aimlessness and lack of meaning.** They occasionally feel out of touch with society, and lacking direction in life. Nonetheless, they are strong on **adaptability to complexity in life** and **adaptive navigation**, and weak on **aversion to complexity in life**, feeling that change and the complexity of contemporary life do not pose, for them personally, a serious challenge.

Young Canadians are strong on **importance of national superiority** and **confidence in government**, and like to show that Canada is, in many ways, superior to or distinct from other countries in the world, and that government generally does more good than harm. In fact, teenage Canadians generally have faith in secular institutions; they are strong on **confidence in business** and **confidence in advertising**, and weak on **scepticism toward business** and **discriminating consumerism.** They believe that business achieves a good balance between its own aims and the public good, and tend to trust the claims it makes for products in its advertising. They tend not to shop around or seek out product information before making purchases. Indeed, they are weak on **utilitarian consumerism;** they buy things for what they look like or what they suggest about a person, not for their utility. However, they are strong on **ethical consumerism,** and are prepared to boycott companies they believe are engaging in unethical behaviour.

In contrast to their relatively strong faith in the institutions of government and business, teenagers are weak on **religiosity** and **need for rituals, community involvement, primacy of the family** and **legacy.** They feel less attachment than Canadians in general to religious institutions or to their local community and family, being very focused on peers and peer image at this point in their lives. Not unexpectedly, they have not given much, if any, thought to issues of legacy (i.e., what they may pass on to their descendants), and they do not feel as attached as other Canadians to symbolic rituals and events that mark important times in our lives.

Canadians, age 15-19, differ from Canadians in general in that they are strong on **connectivity** and **attraction for crowds.** They enjoy the collective emotions experienced by large groups (e.g., the emotional high that comes with being at a rock concert or large sporting event).

Teenage Canadians are weak on **primacy of environmental protection,** and are unwilling to spend more to help protect the environment. They are weak on **global ecological awareness** and **belonging to the global village.** They have little sense of the interconnectedness of the environment or the world.

Canadians, age 15-19, are also weak on **time management using technology;** they believe they have little or no need to use technology to better manage their time.

4.2 Demographic/Media Use Profile

As the chart in Appendix C shows, most young people, age 15-19, are students and still in secondary school or just graduated.

Analysis of young people's media usage demonstrates that they are more inclined than Canadians in general to watch television (especially talk shows and variety shows featuring mostly music) and to listen to FM radio. They are less likely than other Canadians to listen to AM radio.

4.3 Implications

4.3.1 Toxic Constituent Listings

As we have said, toxic constituent listings are not likely to have a large impact on smokers in general (see Section 2.3.1) or sub-groups of smokers (see Section 3.3.1), but the impact may be increased if certain steps are taken.

This assessment also applies to young people, age 15-19. There is, however, one point that must be made regarding toxic constituent listings and young Canadians.

Contrary to what many may think, young people, age 15-19, are impressed by institutional authority, especially that of government and business. Thus, it is conceivable that young people would be more likely to think twice about the toxicity of tobacco if toxic constituent listings were presented as words from someone with the same or higher status as the American Surgeon-General - the Prime Minister perhaps?

4.3.2 Ban on Tobacco Advertising

In Sections 2.3.2 and 3.3.2 respectively, we noted that a ban on tobacco advertising would be an effective policy for discouraging tobacco use among smokers in general and certain smoker sub-groups (light smokers and young smokers, age 15-19).

Environics' analysis of the values of all young people, age 15-19, suggests that a ban on tobacco advertising would be a very good move indeed, to discourage young people from starting to smoke.

Young people are particularly vulnerable to advertising, especially the sort of advertising that tobacco companies engage in (i.e., advertising that uses the highest production values to portray smoking as an activity of beautiful people, brimming with vitality and energy to experience the good things in life).

4.3.3 Anti-tobacco Advertising

In sections 2.3.3 and 3.3.3, respectively, Environics concluded that smokers in general and certain smoker sub-groups (light smokers and smokers age 15-19) would be motivated to quit smoking by anti-tobacco advertising that was crafted using the principles of social marketing to "push the right buttons".

Our analysis of the values of young people in general (not just young smokers) suggests that carefully designed anti-tobacco advertising will be effective in speaking, not only to smokers, but also to potential smokers, i.e., young people, age 15-19.

Many points regarding the recommended form and content of anti-tobacco advertising aimed at young people are similar to recommendations vis-à-vis smokers in general (Section 2.3.3) and certain smoker sub-groups (Section 3.3.3). These are below, and supplemented with a few additional suggestions that apply uniquely to young people, age 15-19.

Form

- Because young people tend to be more emotional than rational, consider emotional, not informational, advertising.

- Because young people are stimulated by advertising, aim for the highest production values in order to break through the advertising "clutter" that they look at every day.

- Because young people suffer from anomie and a sense of aimlessness in life, borrow some of the tactics that the tobacco industry uses to make smokers feel good about themselves.

- Young people, age 15-19, may be especially influenced by advertising that is aesthetically pleasing, because aesthetics have a strong appeal for this group.

- Media usage patterns suggest that television and FM radio advertising would be more effective than AM radio or print. Consideration should also be given to advertising on the Internet/World Wide Web since we know from other research that young people are among the most "wired" Canadians.

Content

- Because young people are not willing to make much effort to improve their health, anti-tobacco advertising should not focus primarily on health concerns. In fact, dire warnings about the impact of tobacco on one's health will likely be tuned out by smokers, who already feel a loss of control.

- Because young people are risk-takers, do not focus on the risks associated with tobacco use or the principles of risk-avoidance.

- Because of young people's hedonistic view of life and enthusiasm for sensual stimulation, consider focussing on the pleasurable benefits of quitting (e.g., you will be amazed at what your taste buds will reveal, when you quit smoking; you'll find yourself getting "high" on ordinary air, when you quit smoking, etc.)

- Because young people feel the need to escape and break free from the doldrums of life, look at ways of showing how cigarettes keep the smoker in a rut and how quitting will give the smoker a sense of freedom (perhaps by allowing the smoker to treat him/herself to a short vacation or a day off).

- Young people especially will be unmoved by messages relating to the motives or ethics of tobacco companies. This group has confidence in business and may even be "put off" by (and therefore, are likely to tune out) advertising which suggests that the tobacco industry is not trustworthy.

- Because young people are outer-directed and interested in being socially successful, consider having their peers convey the idea that smoking is not cool.

- Because of young people's preoccupation with appearances, focus on portraying the ugly aspects of smoking (e.g., nicotine stains, bad breath, weathered-looking skin, etc.).

- Because of young people's attraction for novelty, consider communicating a message that there is nothing new or different about smoking (e.g., it's just "old hat").

- Because of young people's enthusiasm for shopping and demonstrating success through acquiring consumer products, consider focussing on and detailing the purchasing power that is lost when one has to buy cigarettes every day.

- Because of young people's confidence in their ability to deal with complexity, consider presenting non-smokers as those most able to navigate the slalom course that is "life in the 90s".

Appendix A

The 3SC Social Values Monitor

Methodology of the 3SC Survey

Introduction

The 3SC Monitor is a research program that measures socio-cultural trends among the population and their impact on markets, businesses and institutions. The study is based primarily on the results of an annual, in-home survey conducted among a representative sample of the Canadian population 15 years of age and over.

The survey questionnaire probes the behaviour and attitudes of respondents in such areas as product purchases, their perceptions of specific companies and institutions, their personality traits, values and priorities, lifestyles and personal habits, and their socio-demographic characteristics. From the results of these questions, we are able to synthesize indicators, or 'trends'. The 1995 survey used 81 socio-cultural trends to describe 3SC respondents.

Using a statistical procedure called factor analysis of correspondence (FAC), we are able to synthesize trend information and construct a 'socio-cultural map' on which we can position respondents to the 3SC survey (thus approximating the positioning of the entire population under study). This map allows us to analyze the relative position of such groups as specific population segments or market segments. From respondents' coordinates relative to the map's axes, we are able to segment the population into typologies (obtained through cluster analysis, dispersion diagrams, etc.).

The trends allow us to describe the profile of each segment or sub-group of interest to our clients and to measure the impact of socio-cultural changes among the population as a whole.

Questionnaire and Data Collection

In order to develop a profile of the Canadian population and to address our clients' specific research objectives, we conduct structured interviews, in French and English, in every province of the country. The survey questionnaire includes omnibus questions asked on behalf of 3SC subscribers, as well as questions used to measure the values, habits and characteristics of the population.

Respondents fill out a self-administered questionnaire, under the supervision of a professional CROP interviewer. Interviews for the 1995 3SC Survey were conducted between July 19 and August 25, 1995.

The approximately 200 items used to position respondents on 81 trends were grouped into several types of questions:

- scales of agreement (Do you totally agree, somewhat agree...?) to measure opinions and their intensities;
- scales of importance (Is this important to you: very, somewhat ...?) for items describing behaviour or attitudes;
- preference for one of two possible choices in briefly described situations;
- scales of proximity (Do you feel very close, fairly close...?) relative to the different types of people described in terms of their behaviour or attitudes;
- scales measuring the frequency with which certain impressions or ideas occur to respondents (Have you thought about this often, occasionally...?).

Sample Size and Statistical Validity

The 1995 3SC Survey is based on a sample size of 2,648 Canadian men and women, including 1,056 residents of Quebec. This sample is representative of the Canadian population 15 years of age and over, in all major regions, with the exclusion of individuals living in institutions (army camps, prisons, hospitals, etc.) or in the Northwest and Yukon Territories.

The sampling model used five probabilistic steps: stratification by regions and city size; and selection by localities, census division and city block. Households were selected at the block level. Strict quotas were imposed for age groups, sex, and the number of working women, in order to ensure a proportional representation of each group in the sample.

Stratifying the sample by four regions and four city sizes increases the accuracy of results for key sub-groups and residents from smaller regions.

Ten percent of each interviewer's work was verified by supervisors to ensure that interviews were conducted thoroughly, and with courtesy.

Data Processing

The 2,648 completed questionnaires were verified and coded, and the information transferred to (MS DOS compatible) diskettes for compiling.

Data for each region, city size and age group were weighted by computer according to their proportional representation among the population, so that results would be truly representative of the entire Canadian population.

The main steps involved in constructing the trends (indicators) included:

- assigning each item a score from 1 to 5;
- controlling the relevance of each item to the trends by:
  - an item-by-item sort (analysis of distribution);
  - cross-tabulations
    - between items of the same trends
    - between items of different trends:
  - factor analysis to measure the nature of the relationship between the various items used to compute the trends.

From these items, we construct the trends or indicators that measure the characteristics of respondents. (Technically, each trend is constructed from the arithmetic sum of the items comprising it.) Each indicator is then converted to an index with a value from 0 to 100. The more an individual expresses a value or motivation measured by a trend, the closer his score will be to 100 on that trend (and he will be considered strong on that trend); conversely, the weaker his expression, the closer his score will be to 0 on the trend (and he will be considered weak on that trend). On average, each trend is constructed from answers to four questions from the self-administered questionnaire. These trends are

then used as explanatory variables in our 3SC studies.

The Socio-Cultural Map

The computer-generated socio-cultural map is a graphic representation of the major trends in society and among the populations being studied. It is generated by applying a statistical technique known as factor analysis of correspondence (FAC) to the indicators (i.e., trends) which describe the respondents. For example, the current 3SC map was created from the three axes (variables) obtained through FAC (left/right, top/bottom, front/rear of the map). These can be interpreted as society's three main segmentation axes.

To create this map, the distribution of each trend was divided into four classes: people who are 'very strong', 'strong', 'weak', and 'very weak' on a trend. This information was then subjected to FAC to extract latent tendencies. (These classes correspond to quartiles representing approximately 25 percent of the population.)

The position of the trends on the map corresponds to the average position, relative to the horizontal and vertical axes, of people who are very strong on each of the trends. (Approximately 25% of the population is deemed to be very strong on each of the trends).

The axes which define the map represent a synthesis of the trends (as identified through FAC). These trends represent characteristics most able to distinguish one person from another from a socio-cultural point of view.

Analysis of the Socio-Cultural Profiles

A major part of the 3SC is the analysis of values associated with certain attitudes or the consumption of certain products. In order to do this, we identify particular individuals or consumers through their responses to the 3SC questionnaire, then establish their socio-cultural profile.

The socio-cultural profile of every segment (a consumer segment or a segment of individuals) is established by measuring its strength or weakness on each of the 3SC's socio-cultural trends, which we then illustrate on a colour-coded socio-cultural map.

The strength of a segment on the trends is expressed in relation to an average index of 100, with 100 being the equivalent of the strength of the population as a whole on a trend. Thus, if a segment is neither stronger nor weaker on a trend than the population as a whole, the segment will be assigned an index of 100 on this trend, and this trend will not appear on the map illustrating the profile of this segment. If a segment is stronger than the population as a whole on a trend, the segment will be assigned an index greater than 100, expressed as a proportion of the difference between it and the population as a whole.

If a segment is stronger than the population as a whole on a trend, the trend will be printed in orange on the map; very much stronger, in red. Likewise, if a segment is weaker than the population as a whole on a trend, the segment will be assigned an index lower than 100, and this trend will be printed in green on the map that illustrates the profile of this segment. If the segment is very much weaker on a trend, the trend will be printed in blue. The index attributed to a segment on a particular trend will always be printed, on the map, to the right of the trend in question.

The strength of a segment on a particular trend is determined by measuring the proportion of

people in this segment who belong to the group who are very strong on the trend. For each trend, we identify a group of people who are very strong on the trend, and who represent about 25 percent of the population (i.e., the quartile of people strongest on a trend). Since we know that among the whole population, this group represents 25 percent of the population, we can calculate its proportion among the segment of consumers or individuals under analysis. If this proportion is greater than the population as a whole (i.e., 25%) the segment is considered to be strong on a trend; if the proportion is less than 25 percent, the segment is considered to be weak on the trend.

The index that appears beside each trend on a socio-cultural map represents the difference between the proportion of the segment under study who are very strong on a particular trend and that of the population as a whole. For example, to determine where Quebecers are on the trend Regionalism, we measure the proportion of Quebecers who belong to the group who are very strong on this trend. If this proportion were 51 percent among Quebecers, compared to 24 percent for the entire Canadian population, then Quebecers would be 27 percent stronger on Regionalism, and therefore considered to be very strong on this trend. On the socio-cultural map illustrating the profile of Quebecers, the trend would appear in red beside an index number of 211 (51% being to 24% what 211 is to 100).

It should be noted that when the proportion of people in the general population who are very strong on a particular trend is not exactly 25 percent, the difference is normalized in relation to 25 percent so that all trends can be compared on the same basis. After calculating differences and their statistical significance, all numbers are expressed as a function of an index of 100.

Analysis of Socio-Cultural Change

We analyze change three ways, by comparing:

- the change in the average position on the map, from one year to the next;
- the distribution of the population among the different regions of the map, from one year to the next;
- the evolution of each trend, from one year to the next.

The evolution of the trends are measured by analyzing:

- the evolution in the average index for each trend, from one year to the next (the index is a value from 0 to 100);
- the progression of the population within each of the four intervals into which we divided the trends (i.e., the proportion of the population scoring, on each of the trends, from 0 to 24, 25 to 49, 50 to 74, or 75 to 100);
- the progression of the population into the category of people who we consider to be very strong on each of the trends.

In order to compare the progression in the trends from year to year, we arbitrarily chose the year 1989 as our benchmark. The 25 percent of the population strongest on each trend in 1989 was assigned a score for each trend. (This score represents a value on our gradation scale of 0 to 100.) For each year (from 1983 to 1995) and for each trend, we can then determine what proportion of the population has a score equal to or greater than the 1989 score. The difference in this proportion tells us how the trends are evolving.

As we mentioned above, when the group of people strongest on a trend does not exactly equal 25 percent of the population, the difference between the actual proportion and 25 percent is normalized in order to compare all trends on the same basis. This normalization procedure converts the data to an index of 100 after differences and their statistical significance have been calculated.

On the maps that illustrate socio-cultural change, all change is expressed in relation to an index of 100. An index of 100 represents the strength of a trend at the beginning of a period whose change we are analyzing. If a trend has progressed since this point in time, it will have an index greater than 100 (proportional to the extent of its progression, i.e., proportional to the difference in the proportion of the population who are very strong at the beginning compared Appendix 2: Socio-Cultural Mapsto the end of the period being analyzed). The same procedure holds for a trend that has regressed during a particular time period; its index will be less than 100.

Socio-Cultural Maps

How to Read the Socio-Cultural Maps

To a great extent, the 3SC analyses are based on a study of the position of the population and certain segments thereof on the socio-cultural map. This map is established by dispersing the population in such a way that each respondent in the 3SC Survey is positioned on the vertical and horizontal axes.

On the vertical axis are found:

toward the top:
- conformists who value order, authority, morality, discipline (people who 'conform' to the models decreed by society);

toward the bottom:
- individuals who tend to be more non-conformist, modern and individualistic (people who reject society's models in exchange for a greater respect for individual needs and rights);

On the horizontal axis are found:

toward the left:
- individuals who wish to affirm themselves within a communuty, improve their social position and acquire the respect of their peers;

toward the right:
- individuals who accept themselves as they are, and who are more inner directed.

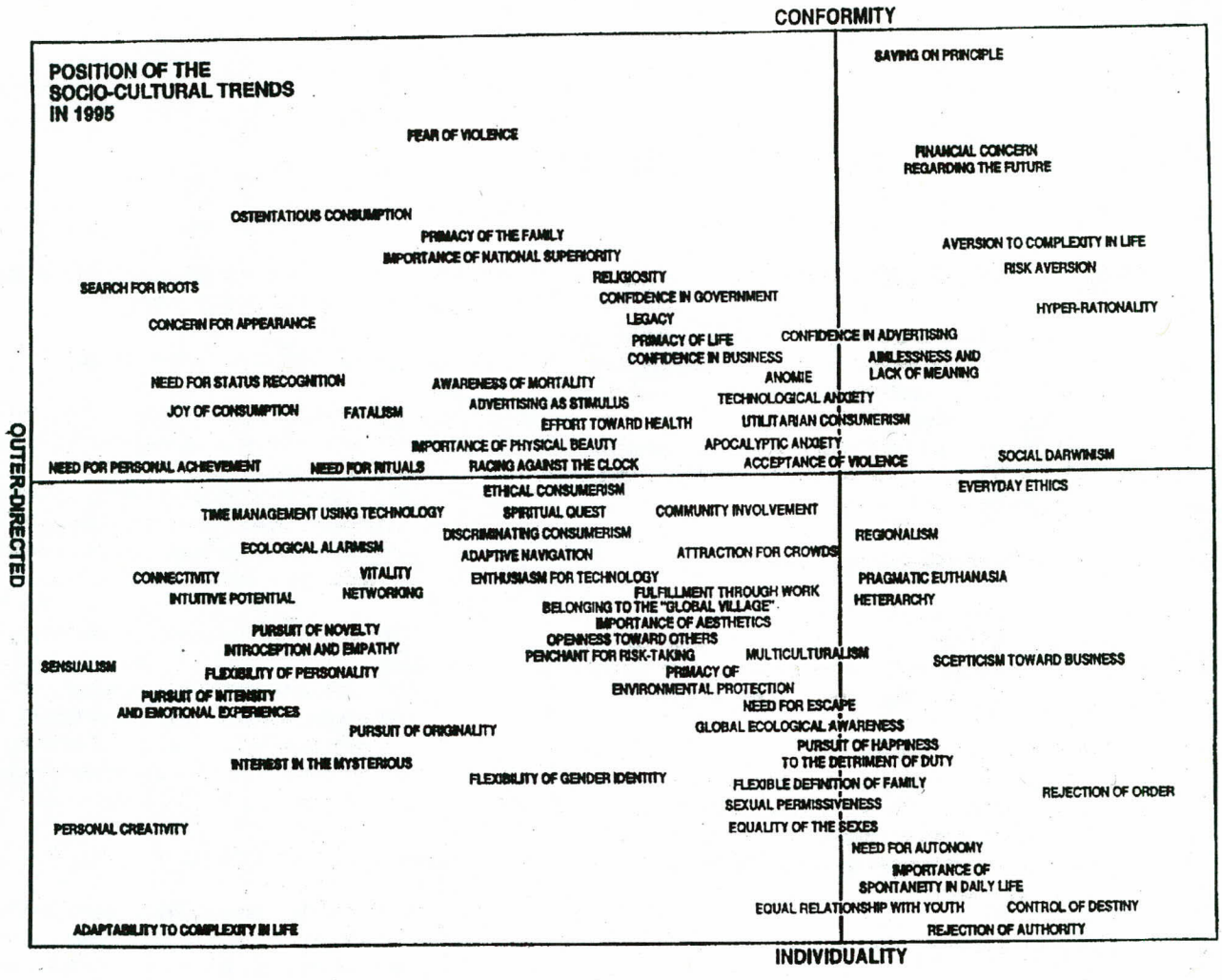
When we divide this map into quadrants, four main types of individuals emerge:

top right: **Traditional Values** (29% of Canadians)
- individuals whose principal values are fundamentally based on their need for security (material, economic, psychological, etc.), who are motivated primarily by ideology and reason (religion, etc.), and whose behaviour is dictated by pre-established moral codes rather than by their emotions;

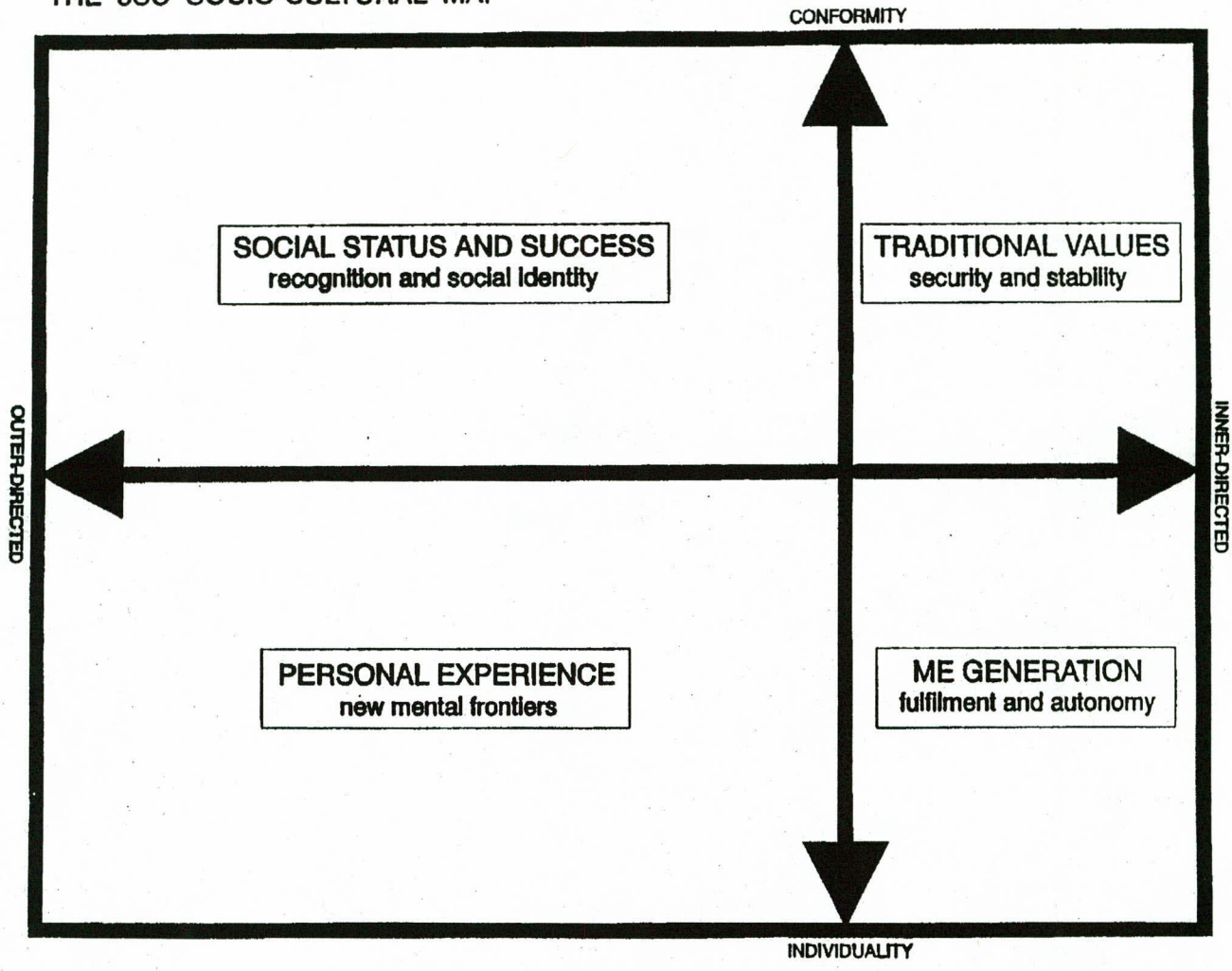
top left: **Social Status and Success** (19% of Canadians)
- individuals who are highly motivated by success, who like to flaunt their social status, or the status they dream of attaining, those who can be aptly described by the phrase 'keeping up with the Joneses';

lower right: **Personal Autonomy** (31% of Canadians)
- individuals whose values are modern and individualistic, whose lifestyle is that of the 'Me Generation' (in the form in which it has evolved today) whose values are oriented toward personal autonomy and fulfilment, with an emphasis on respect for individual rights and needs;

lower left: **Experience-seeking** (21% of Canadians)
- individuals who place a great deal of importance on exploring life and exploring themselves, who want to live life to the fullest, to expand their mental frontiers and constantly discover new things and make new connections.

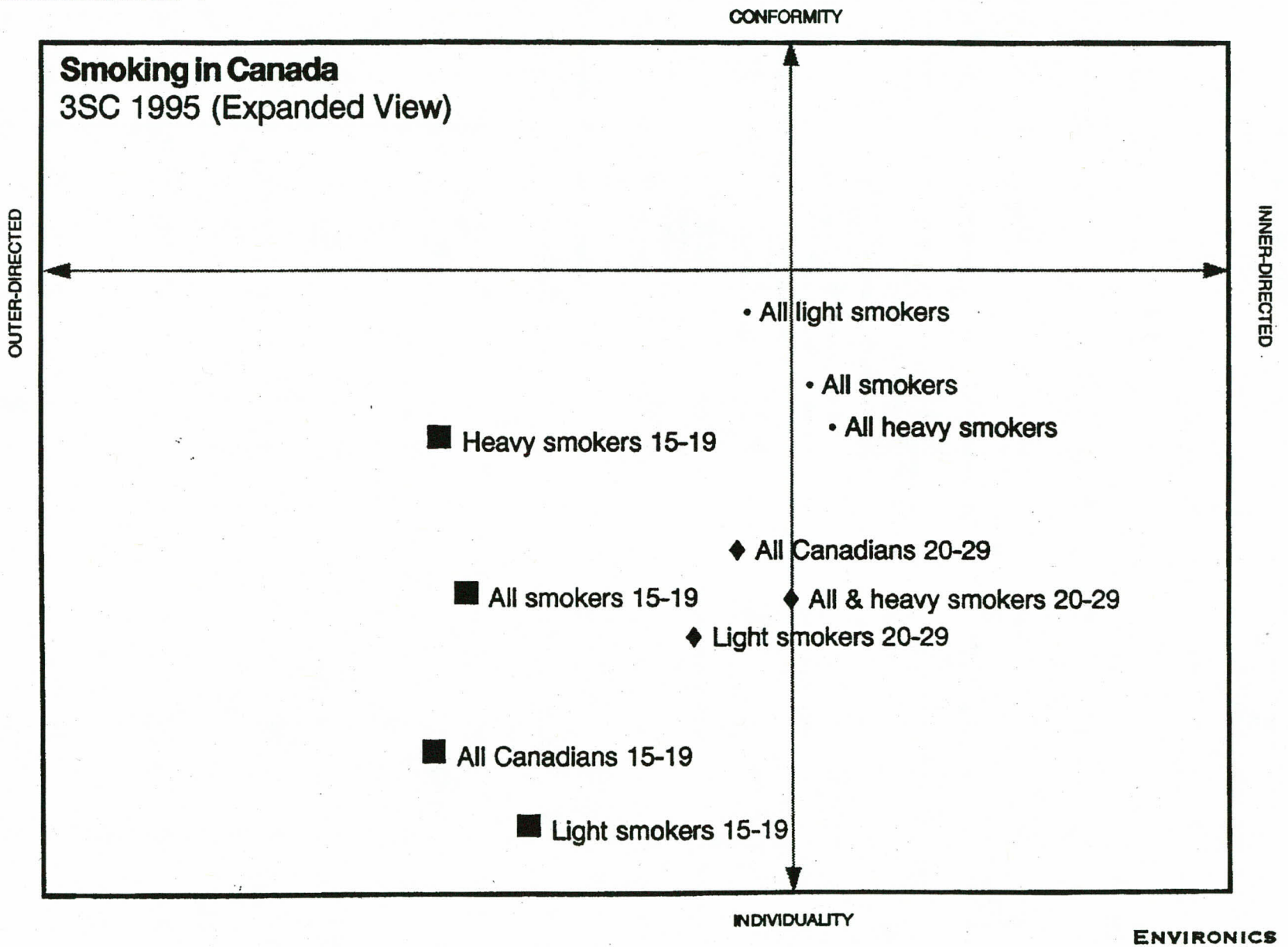

CONFORMITY
POSITION OF THE SOCIO-CULTURAL TRENDS IN 1995
SAVING ON PRINCIPLE
FEAR OF VIOLENCE
FINANCIAL CONCERN REGARDING THE FUTURE
OSTENTATIOUS CONSUMPTION
PRIMACY OF THE FAMILY
AVERSION TO COMPLEXITY IN LIFE
IMPORTANCE OF NATIONAL SUPERIORITY
RISK AVERSION
RELIGIOSITY
SEARCH FOR ROOTS
CONFIDENCE IN GOVERNMENT
HYPER-RATIONALITY
LEGACY
CONCERN FOR APPEARANCE
PRIMACY OF LIFE
CONFIDENCE IN ADVERTISING
CONFIDENCE IN BUSINESS
AIMLESSNESS AND LACK OF MEANING
NEED FOR STATUS RECOGNITION
AWARENESS OF MORTALITY
ANOMIE
TECHNOLOGICAL ANXIETY
JOY OF CONSUMPTION
FATALISM
ADVERTISING AS STIMULUS
EFFORT TOWARD HEALTH
UTILITARIAN CONSUMERISM
IMPORTANCE OF PHYSICAL BEAUTY
APOCALYPTIC ANXIETY
NEED FOR PERSONAL ACHIEVEMENT
NEED FOR RITUALS
RACING AGAINST THE CLOCK
ACCEPTANCE OF VIOLENCE
SOCIAL DARWINISM
QUTER-DIRECTED
INNER-DIRECTED
ETHICAL CONSUMERISM
EVERYDAY ETHICS
TIME MANAGEMENT USING TECHNOLOGY
SPIRITUAL QUEST
COMMUNITY INVOLVEMENT
DISCRIMINATING CONSUMERISM
REGIONALISM
ECOLOGICAL ALARMISM
ADAPTIVE NAVIGATION
ATTRACTION FOR CROWDS
CONNECTIVITY
VITALITY
ENTHUSIASM FOR TECHNOLOGY
PRAGMATIC EUTHANASIA
INTUITIVE POTENTIAL
NETWORKING
FULFILLMENT THROUGH WORK
HETERARCHY
BELONGING TO THE "GLOBAL VILLAGE"
IMPORTANCE OF AESTHETICS
PURSUIT OF NOVELTY
OPENNESS TOWARD OTHERS
INTROCEPTION AND EMPATHY
PENCHANT FOR RISK-TAKING
MULTICULTURALISM
SCEPTICISM TOWARD BUSINESS
SENSUALISM
FLEXIBILITY OF PERSONALITY
PRIMACY OF ENVIRONMENTAL PROTECTION
PURSUIT OF INTENSITY AND EMOTIONAL EXPERIENCES
NEED FOR ESCAPE
PURSUIT OF ORIGINALITY
GLOBAL ECOLOGICAL AWARENESS
PURSUIT OF HAPPINESS TO THE DETRIMENT OF DUTY
INTEREST IN THE MYSTERIOUS
FLEXIBILITY OF GENDER IDENTITY
FLEXIBLE DEFINITION OF FAMILY
REJECTION OF ORDER
SEXUAL PERMISSIVENESS
PERSONAL CREATIVITY
EQUALITY OF THE SEXES
NEED FOR AUTONOMY
IMPORTANCE OF SPONTANEITY IN DAILY LIFE
EQUAL RELATIONSHIP WITH YOUTH
CONTROL OF DESTINY
ADAPTABILITY TO COMPLEXITY IN LIFE
REJECTION OF AUTHORITY
INDIVIDUALITY

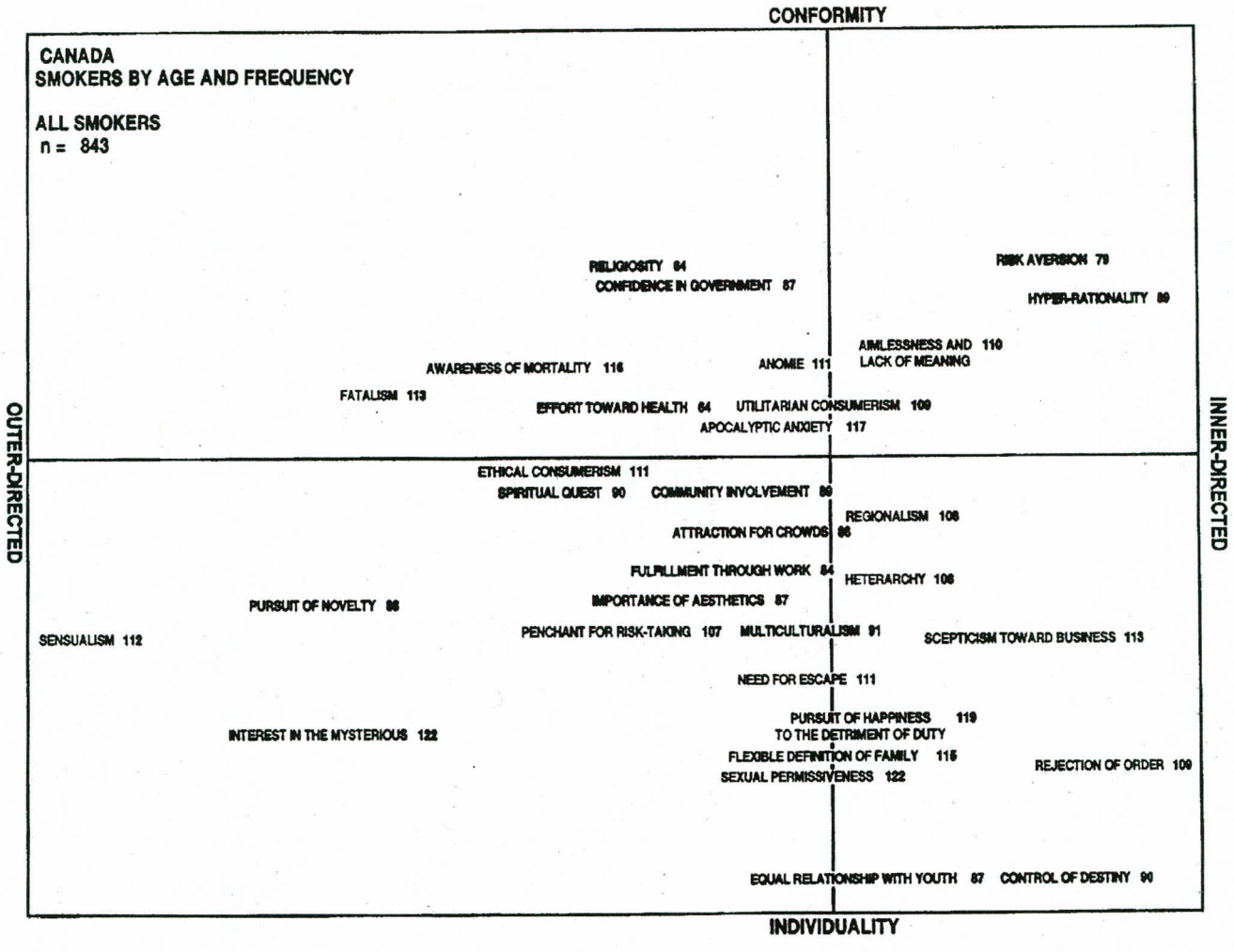
THE 3SC SOCIO-CULTURAL MAP

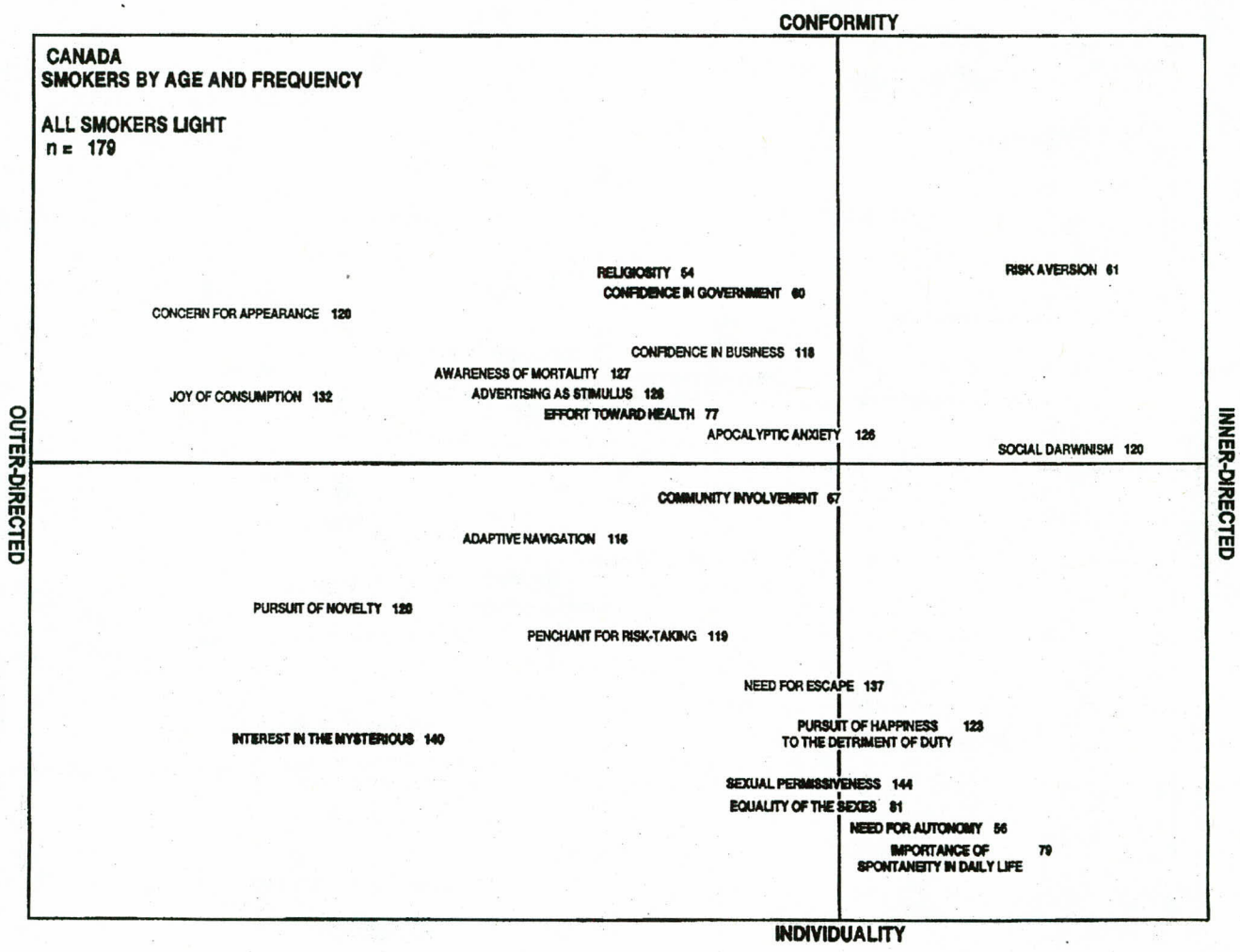


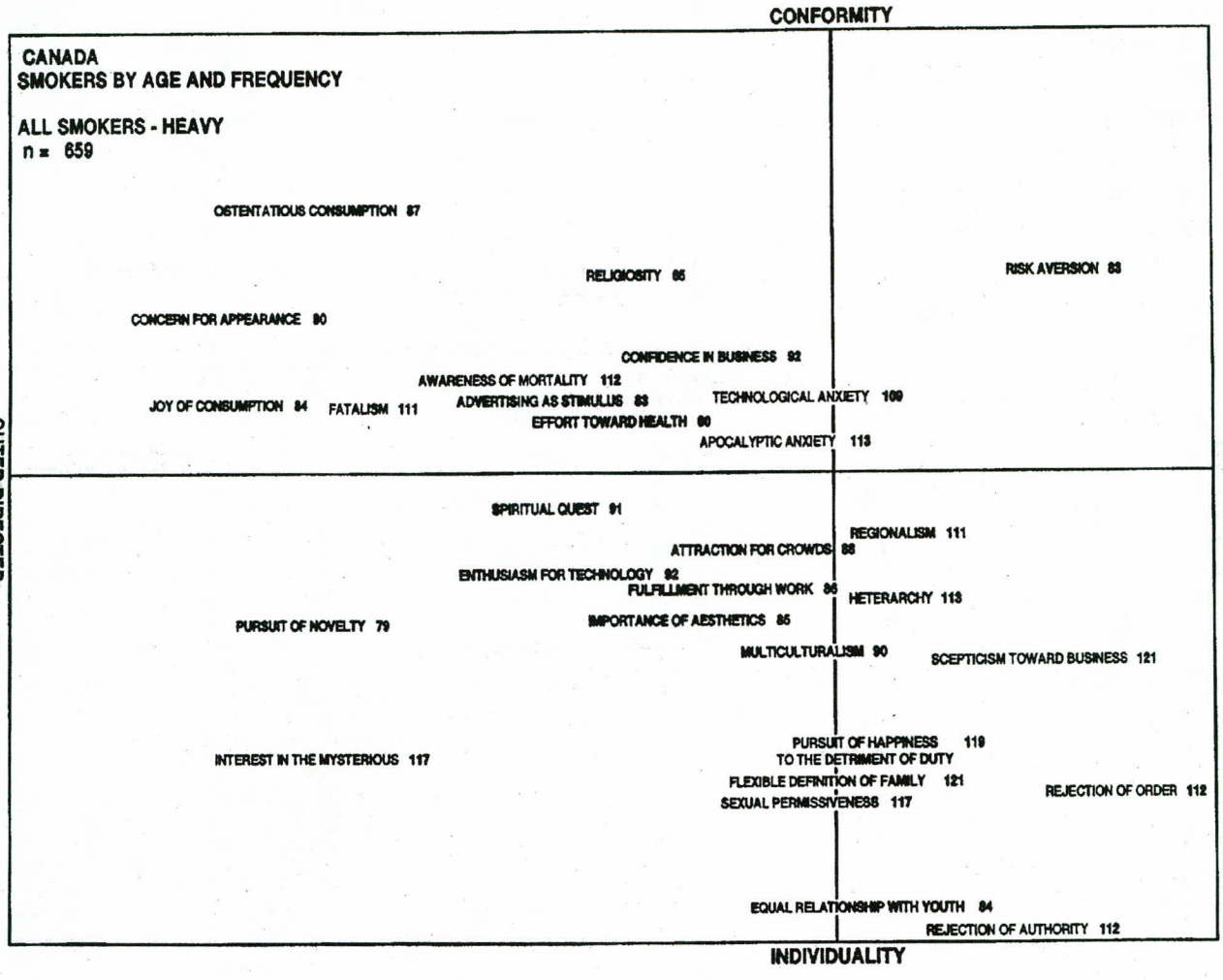
Appendix B

3SC Maps


CONFORMITY
Smoking in Canada
3SC 1995 (Expanded View)
OUTER-DIRECTED
INNER-DIRECTED
• All light smokers
• All smokers
• All heavy smokers
■ Heavy smokers 15-19
♦ All Canadians 20-29
■ All smokers 15-19
♦ All & heavy smokers 20-29
♦ Light smokers 20-29
■ All Canadians 15-19
■ Light smokers 15-19
INDIVIDUALITY
ENVIRONICS


CONFORMITY
CANADA
SMOKERS BY AGE AND FREQUENCY
ALL SMOKERS
n = 843
RELIGIOSITY 64
CONFIDENCE IN GOVERNMENT 87
RISK AVERSION 79
HYPER-RATIONALITY 89
AIMLESSNESS AND LACK OF MEANING 110
AWARENESS OF MORTALITY 116
ANOMIE 111
FATALISM 113
EFFORT TOWARD HEALTH 64
UTILITARIAN CONSUMERISM 109
APOCALYPTIC ANXIETY 117
OUTER-DIRECTED
INNER-DIRECTED
ETHICAL CONSUMERISM 111
SPIRITUAL QUEST 90
COMMUNITY INVOLVEMENT 89
REGIONALISM 108
ATTRACTION FOR CROWDS 86
FULFILLMENT THROUGH WORK 84
HETERARCHY 106
PURSUIT OF NOVELTY 86
IMPORTANCE OF AESTHETICS 87
SENSUALISM 112
PENCHANT FOR RISK-TAKING 107
MULTICULTURALISM 91
SCEPTICISM TOWARD BUSINESS 113
NEED FOR ESCAPE 111
PURSUIT OF HAPPINESS TO THE DETRIMENT OF DUTY 119
INTEREST IN THE MYSTERIOUS 122
FLEXIBLE DEFINITION OF FAMILY 115
SEXUAL PERMISSIVENESS 122
REJECTION OF ORDER 109
EQUAL RELATIONSHIP WITH YOUTH 87
CONTROL OF DESTINY 90
INDIVIDUALITY


CONFORMITY
CANADA
SMOKERS BY AGE AND FREQUENCY
ALL SMOKERS LIGHT
n = 179
RELIGIOSITY 54
CONFIDENCE IN GOVERNMENT 60
RISK AVERSION 61
CONCERN FOR APPEARANCE 120
CONFIDENCE IN BUSINESS 116
AWARENESS OF MORTALITY 127
JOY OF CONSUMPTION 132
ADVERTISING AS STIMULUS 126
EFFORT TOWARD HEALTH 77
APOCALYPTIC ANXIETY 126
SOCIAL DARWINISM 120
COMMUNITY INVOLVEMENT 67
ADAPTIVE NAVIGATION 116
PURSUIT OF NOVELTY 129
PENCHANT FOR RISK-TAKING 119
NEED FOR ESCAPE 137
PURSUIT OF HAPPINESS 123
TO THE DETRIMENT OF DUTY
INTEREST IN THE MYSTERIOUS 140
SEXUAL PERMISSIVENESS 144
EQUALITY OF THE SEXES 81
NEED FOR AUTONOMY 56
IMPORTANCE OF 79
SPONTANEITY IN DAILY LIFE
OUTER-DIRECTED
INNER-DIRECTED
INDIVIDUALITY


CONFORMITY
CANADA
SMOKERS BY AGE AND FREQUENCY
ALL SMOKERS - HEAVY
n = 659
OSTENTATIOUS CONSUMPTION 87
RELIGIOSITY 85
RISK AVERSION 83
CONCERN FOR APPEARANCE 90
CONFIDENCE IN BUSINESS 92
AWARENESS OF MORTALITY 112
JOY OF CONSUMPTION 84
FATALISM 111
ADVERTISING AS STIMULUS 83
TECHNOLOGICAL ANXIETY 109
EFFORT TOWARD HEALTH 90
APOCALYPTIC ANXIETY 113
OUTER-DIRECTED
INNER-DIRECTED
SPIRITUAL QUEST 91
REGIONALISM 111
ATTRACTION FOR CROWDS 88
ENTHUSIASM FOR TECHNOLOGY 92
FULFILLMENT THROUGH WORK 86
HETERARCHY 113
PURSUIT OF NOVELTY 79
IMPORTANCE OF AESTHETICS 85
MULTICULTURALISM 90
SCEPTICISM TOWARD BUSINESS 121
PURSUIT OF HAPPINESS 119
TO THE DETRIMENT OF DUTY
INTEREST IN THE MYSTERIOUS 117
FLEXIBLE DEFINITION OF FAMILY 121
REJECTION OF ORDER 112
SEXUAL PERMISSIVENESS 117
EQUAL RELATIONSHIP WITH YOUTH 84
REJECTION OF AUTHORITY 112
INDIVIDUALITY

CONFORMITY

CANADA
SMOKERS BY AGE AND FREQUENCY

ALL CANADIANS 20-29
n = 499

FEAR OF VIOLENCE 66

OSTENTATIOUS CONSUMPTION 139

PRIMACY OF THE FAMILY 75

AVERSION TO COMPLEXITY IN LIFE 69

RELIGIOSITY 56

RISK AVERSION 36

CONFIDENCE IN GOVERNMENT 88

CONCERN FOR APPEARANCE 117

LEGACY 69

HYPER-RATIONALITY 70

JOY OF CONSUMPTION 120

EFFORT TOWARD HEALTH 88

RACING AGAINST THE CLOCK 81

ACCEPTANCE OF VIOLENCE 132

SOCIAL DARWINISM 122

EVERYDAY ETHICS 87

TIME MANAGEMENT USING TECHNOLOGY 77

SPIRITUAL QUEST 89

COMMUNITY INVOLVEMENT 68

DISCRIMINATING CONSUMERISM 65

ADAPTIVE NAVIGATION 115

ATTRACTION FOR CROWDS 122

CONNECTIVITY 152

PRAGMATIC EUTHANASIA 74

FULFILLMENT THROUGH WORK 72

PURSUIT OF NOVELTY 132

IMPORTANCE OF AESTHETICS 121

OPENNESS TOWARD OTHERS 118

PENCHANT FOR RISK-TAKING 150

SENSUALISM 117

FLEXIBILITY OF PERSONALITY 135

SCEPTICISM TOWARD BUSINESS 125

PURSUIT OF INTENSITY AND EMOTIONAL EXPERIENCES 130

NEED FOR ESCAPE 125

PURSUIT OF ORIGINALITY 122

PURSUIT OF HAPPINESS TO THE DETRIMENT OF DUTY 146

INTEREST IN THE MYSTERIOUS 127

FLEXIBILITY OF GENDER IDENTITY 120

FLEXIBLE DEFINITION OF FAMILY 125

SEXUAL PERMISSIVENESS 148

EQUALITY OF THE SEXES 115

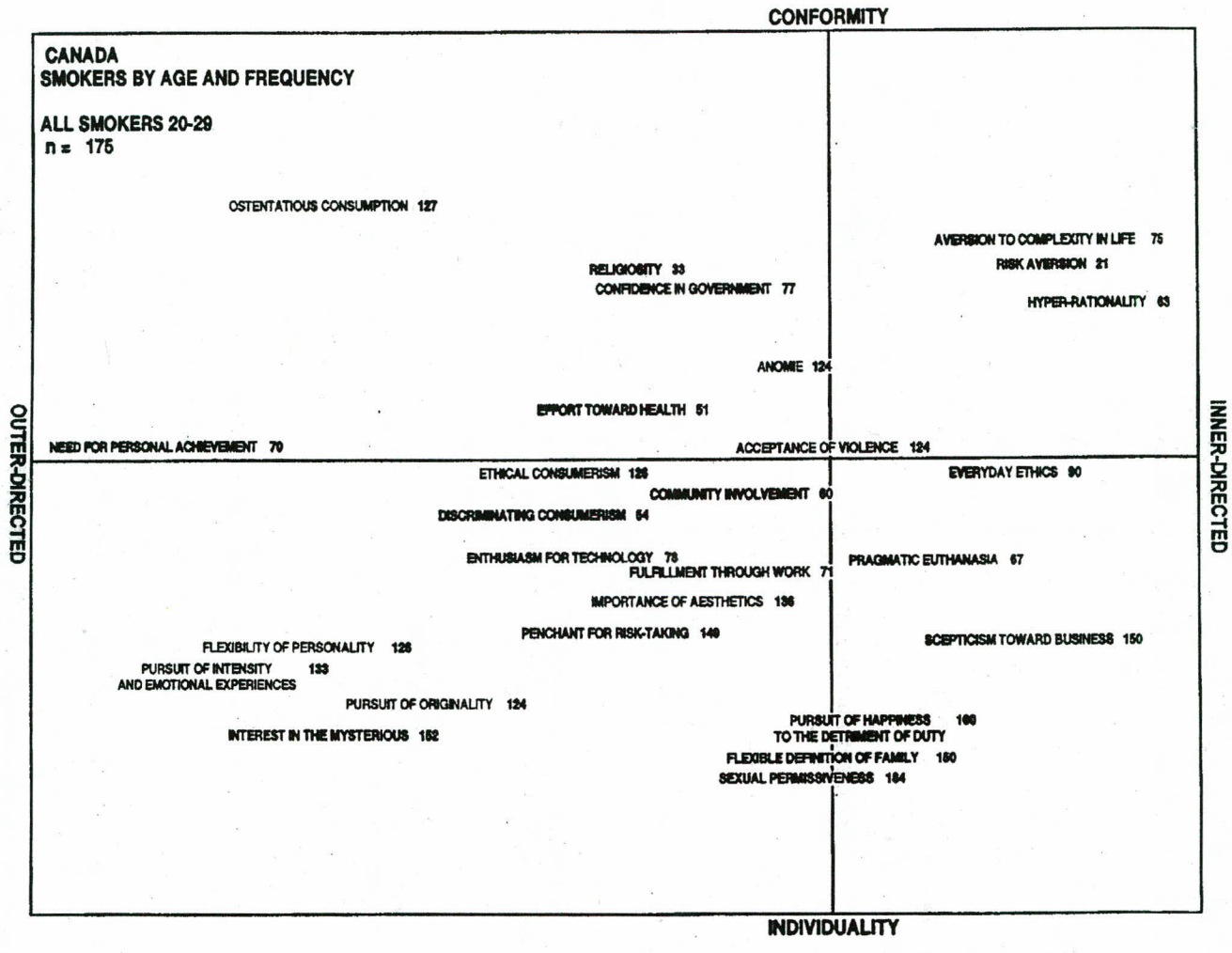
ADAPTABILITY TO COMPLEXITY IN LIFE 136

OUTER-DIRECTED

INNER-DIRECTED

INDIVIDUALITY

51


CONFORMITY
CANADA
SMOKERS BY AGE AND FREQUENCY
ALL SMOKERS 20-29
n = 175
OSTENTATIOUS CONSUMPTION 127
AVERSION TO COMPLEXITY IN LIFE 75
RISK AVERSION 21
RELIGIOSITY 33
CONFIDENCE IN GOVERNMENT 77
HYPER-RATIONALITY 63
ANOMIE 124
EFFORT TOWARD HEALTH 51
NEED FOR PERSONAL ACHIEVEMENT 70
ACCEPTANCE OF VIOLENCE 124
OUTER-DIRECTED
INNER-DIRECTED
ETHICAL CONSUMERISM 126
EVERYDAY ETHICS 90
COMMUNITY INVOLVEMENT 60
DISCRIMINATING CONSUMERISM 64
ENTHUSIASM FOR TECHNOLOGY 78
PRAGMATIC EUTHANASIA 67
FULFILLMENT THROUGH WORK 71
IMPORTANCE OF AESTHETICS 136
PENCHANT FOR RISK-TAKING 140
SCEPTICISM TOWARD BUSINESS 150
FLEXIBILITY OF PERSONALITY 126
PURSUIT OF INTENSITY AND EMOTIONAL EXPERIENCES 133
PURSUIT OF ORIGINALITY 124
PURSUIT OF HAPPINESS TO THE DETRIMENT OF DUTY 160
INTEREST IN THE MYSTERIOUS 152
FLEXIBLE DEFINITION OF FAMILY 160
SEXUAL PERMISSIVENESS 184
INDIVIDUALITY

CONFORMITY

CANADA
SMOKERS BY AGE AND FREQUENCY

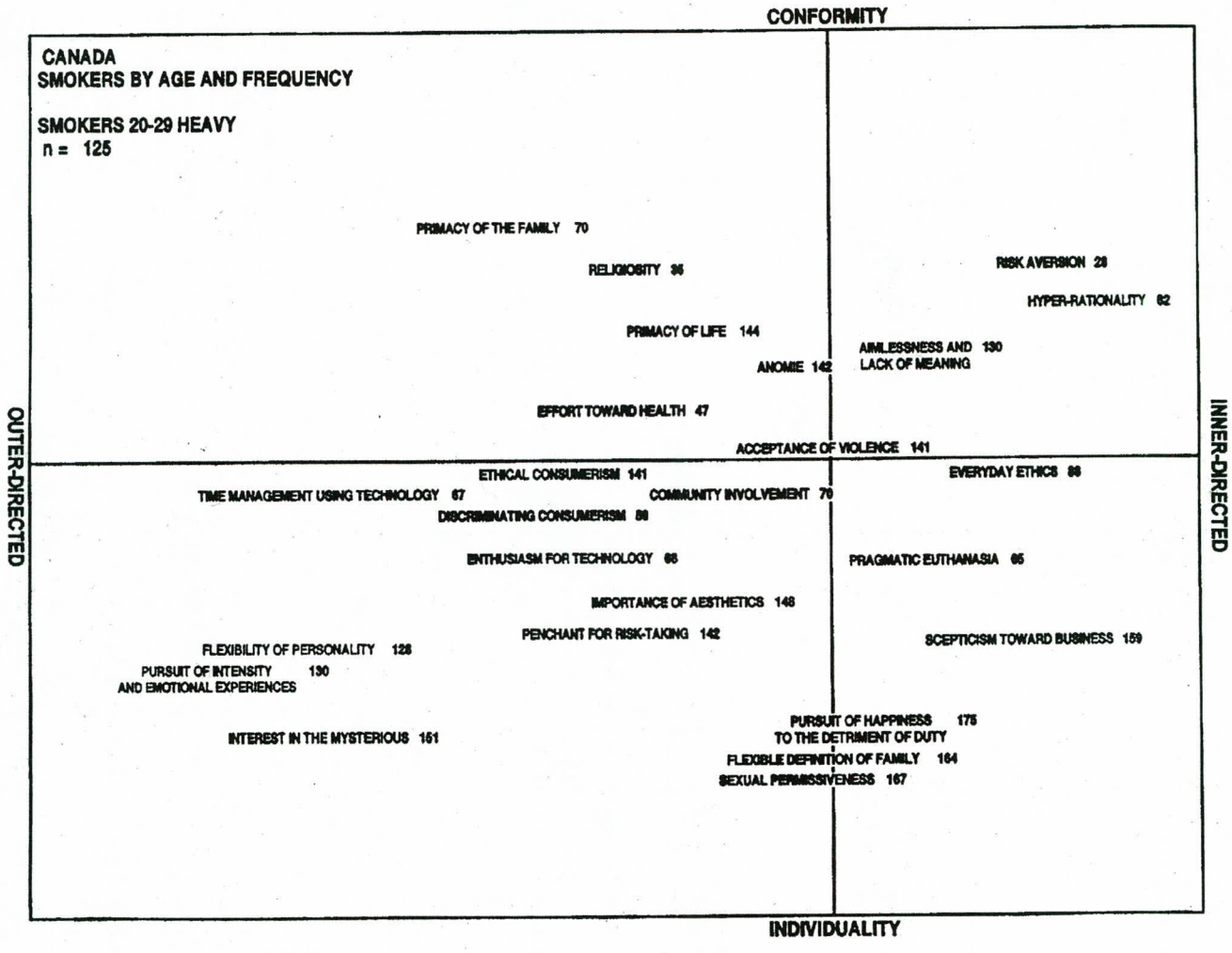
SMOKERS 20-29 - LIGHT
n = 50

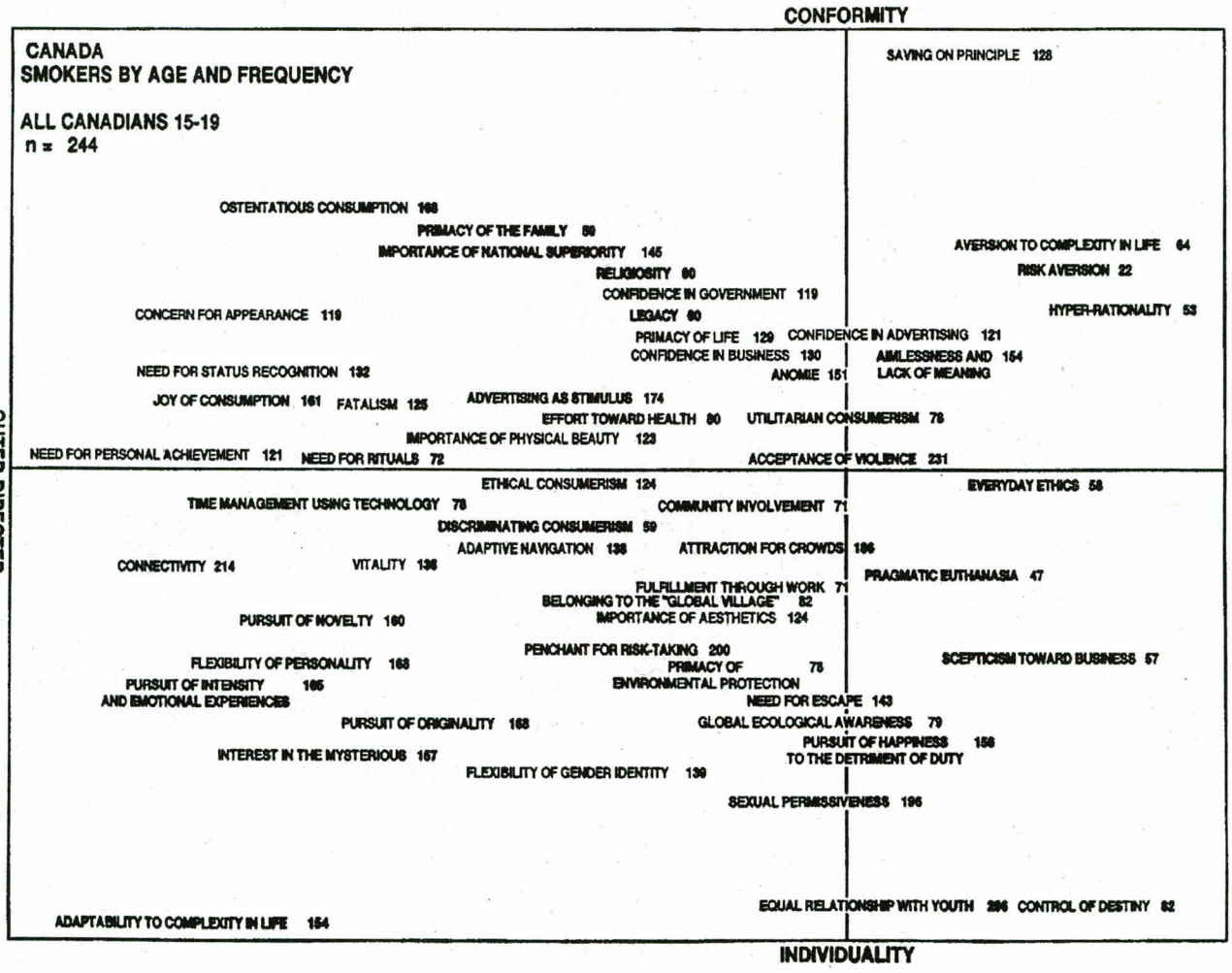
IMPORTANCE OF NATIONAL SUPERIORITY 47
RELIGIOSITY 29
AVERSION TO COMPLEXITY IN LIFE 51
RISK AVERSION 3
JOY OF CONSUMPTION 156
ADVERTISING AS STIMULUS 156
EFFORT TOWARD HEALTH 62
UTILITARIAN CONSUMERISM 155
SOCIAL DARWINISM 155
COMMUNITY INVOLVEMENT 35
DISCRIMINATING CONSUMERISM 43
ADAPTIVE NAVIGATION 131
REGIONALISM 152
PURSUIT OF NOVELTY 136
PENCHANT FOR RISK-TAKING 165
PRIMACY OF ENVIRONMENTAL PROTECTION 165
PURSUIT OF INTENSITY AND EMOTIONAL EXPERIENCES 140
PURSUIT OF ORIGINALITY 191
INTEREST IN THE MYSTERIOUS 165
SEXUAL PERMISSIVENESS 226

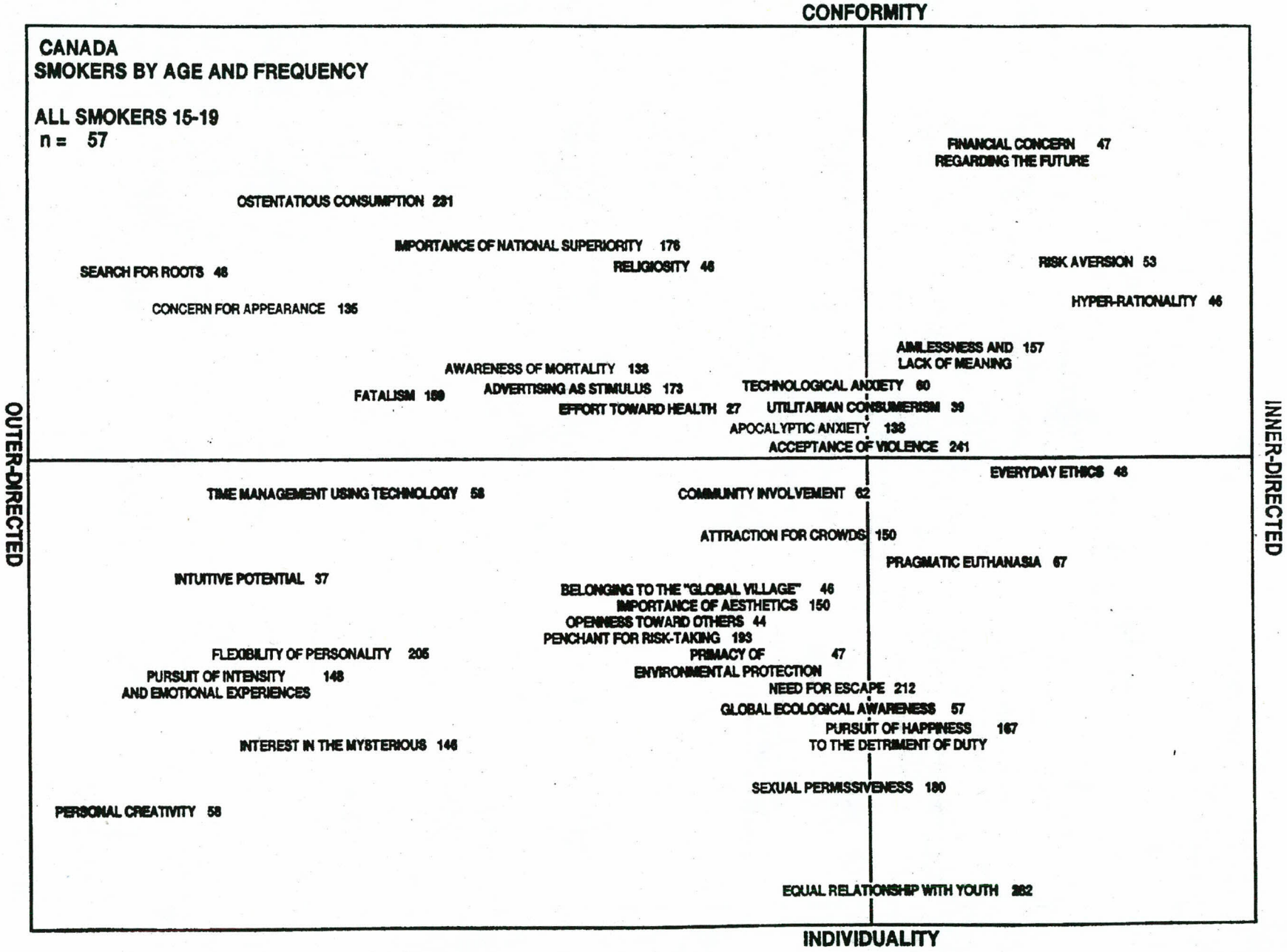
OUTER-DIRECTED

INNER-DIRECTED

INDIVIDUALITY


CONFORMITY
CANADA
SMOKERS BY AGE AND FREQUENCY
SMOKERS 20-29 HEAVY
n = 125
PRIMACY OF THE FAMILY 70
RELIGIOSITY 36
PRIMACY OF LIFE 144
ANOMIE 142
EFFORT TOWARD HEALTH 47
RISK AVERSION 28
HYPER-RATIONALITY 62
AIMLESSNESS AND LACK OF MEANING 130
ACCEPTANCE OF VIOLENCE 141
OUTER-DIRECTED
INNER-DIRECTED
ETHICAL CONSUMERISM 141
TIME MANAGEMENT USING TECHNOLOGY 67
DISCRIMINATING CONSUMERISM 88
ENTHUSIASM FOR TECHNOLOGY 66
IMPORTANCE OF AESTHETICS 148
PENCHANT FOR RISK-TAKING 142
FLEXIBILITY OF PERSONALITY 128
PURSUIT OF INTENSITY AND EMOTIONAL EXPERIENCES 130
INTEREST IN THE MYSTERIOUS 151
COMMUNITY INVOLVEMENT 70
EVERYDAY ETHICS 86
PRAGMATIC EUTHANASIA 65
SCEPTICISM TOWARD BUSINESS 159
PURSUIT OF HAPPINESS TO THE DETRIMENT OF DUTY 175
FLEXIBLE DEFINITION OF FAMILY 164
SEXUAL PERMISSIVENESS 167
INDIVIDUALITY


CONFORMITY
CANADA
SMOKERS BY AGE AND FREQUENCY
ALL CANADIANS 15-19
n = 244
SAVING ON PRINCIPLE 128
OSTENTATIOUS CONSUMPTION 168
PRIMACY OF THE FAMILY 89
IMPORTANCE OF NATIONAL SUPERIORITY 145
AVERSION TO COMPLEXITY IN LIFE 64
RELIGIOSITY 90
RISK AVERSION 22
CONFIDENCE IN GOVERNMENT 119
CONCERN FOR APPEARANCE 119
LEGACY 90
HYPER-RATIONALITY 53
PRIMACY OF LIFE 129
CONFIDENCE IN ADVERTISING 121
CONFIDENCE IN BUSINESS 130
AIMLESSNESS AND 154
LACK OF MEANING
NEED FOR STATUS RECOGNITION 132
ANOMIE 151
JOY OF CONSUMPTION 161
FATALISM 125
ADVERTISING AS STIMULUS 174
EFFORT TOWARD HEALTH 80
UTILITARIAN CONSUMERISM 78
IMPORTANCE OF PHYSICAL BEAUTY 123
NEED FOR PERSONAL ACHIEVEMENT 121
NEED FOR RITUALS 72
ACCEPTANCE OF VIOLENCE 231
OUTER-DIRECTED
INNER-DIRECTED
ETHICAL CONSUMERISM 124
EVERYDAY ETHICS 58
TIME MANAGEMENT USING TECHNOLOGY 78
COMMUNITY INVOLVEMENT 71
DISCRIMINATING CONSUMERISM 59
ADAPTIVE NAVIGATION 138
ATTRACTION FOR CROWDS 186
CONNECTIVITY 214
VITALITY 136
PRAGMATIC EUTHANASIA 47
FULFILLMENT THROUGH WORK 71
BELONGING TO THE "GLOBAL VILLAGE" 82
PURSUIT OF NOVELTY 160
IMPORTANCE OF AESTHETICS 124
PENCHANT FOR RISK-TAKING 200
FLEXIBILITY OF PERSONALITY 168
PRIMACY OF 75
SCEPTICISM TOWARD BUSINESS 57
PURSUIT OF INTENSITY 165
ENVIRONMENTAL PROTECTION
AND EMOTIONAL EXPERIENCES
NEED FOR ESCAPE 143
PURSUIT OF ORIGINALITY 168
GLOBAL ECOLOGICAL AWARENESS 79
PURSUIT OF HAPPINESS 156
INTEREST IN THE MYSTERIOUS 167
TO THE DETRIMENT OF DUTY
FLEXIBILITY OF GENDER IDENTITY 139
SEXUAL PERMISSIVENESS 196
EQUAL RELATIONSHIP WITH YOUTH 296
CONTROL OF DESTINY 82
ADAPTABILITY TO COMPLEXITY IN LIFE 154
INDIVIDUALITY


CONFORMITY
CANADA
SMOKERS BY AGE AND FREQUENCY
ALL SMOKERS 15-19
n = 57
FINANCIAL CONCERN 47
REGARDING THE FUTURE
OSTENTATIOUS CONSUMPTION 231
IMPORTANCE OF NATIONAL SUPERIORITY 176
RELIGIOSITY 46
SEARCH FOR ROOTS 46
RISK AVERSION 53
CONCERN FOR APPEARANCE 135
HYPER-RATIONALITY 46
AIMLESSNESS AND 157
LACK OF MEANING
AWARENESS OF MORTALITY 138
FATALISM 189
ADVERTISING AS STIMULUS 173
TECHNOLOGICAL ANXIETY 60
EFFORT TOWARD HEALTH 27
UTILITARIAN CONSUMERISM 39
APOCALYPTIC ANXIETY 138
ACCEPTANCE OF VIOLENCE 241
OUTER-DIRECTED
INNER-DIRECTED
EVERYDAY ETHICS 48
TIME MANAGEMENT USING TECHNOLOGY 58
COMMUNITY INVOLVEMENT 62
ATTRACTION FOR CROWDS 150
PRAGMATIC EUTHANASIA 67
INTUITIVE POTENTIAL 37
BELONGING TO THE "GLOBAL VILLAGE" 46
IMPORTANCE OF AESTHETICS 150
OPENNESS TOWARD OTHERS 44
PENCHANT FOR RISK-TAKING 193
FLEXIBILITY OF PERSONALITY 205
PRIMACY OF 47
ENVIRONMENTAL PROTECTION
PURSUIT OF INTENSITY 148
AND EMOTIONAL EXPERIENCES
NEED FOR ESCAPE 212
GLOBAL ECOLOGICAL AWARENESS 57
PURSUIT OF HAPPINESS 167
TO THE DETRIMENT OF DUTY
INTEREST IN THE MYSTERIOUS 146
SEXUAL PERMISSIVENESS 180
PERSONAL CREATIVITY 58
EQUAL RELATIONSHIP WITH YOUTH 282
INDIVIDUALITY

Appendix C

Demographic/Media Use Profiles

Demographic Profile - Smokers, Light and Heavy

	All Canadians %	Smokers (All)	Smokers (Light)	Smokers (Heavy)
SEX				
Male	48	50	50	50
Female	52	50	50	50
AGE				
15-24	18	17	28	14
25-34	23	25	27	24
35-44	22	27	24	28
45-59	20	21	13	23
60+	17	10	8	10
INCOME				
Less than 25K	19	26	25	26
25K-39.9	19	22	15	24
40K-59.9	22	22	20	22
60K+	27	20	26	18
EDUCATION				
Less than high School	27	32	30	32
High School	24	27	24	28
College/University	49	40	46	39
COMMUNITY SIZE				
1 Million+	32	28	32	26
100K to 1 million	31	31	29	32
5K to 100K	23	29	26	30
Less than 5K	13	12	14	12
OCCUPATION				
Homemaker	12	14	11	15
Student	11	7	12	6
Retired	15	11	8	11
Prof./Admin.	13	8	12	7
Tech./Semi-professional	8	9	10	9
White Collar	15	15	13	16
Blue Collar	16	23	22	23
REGION				
Atlantic	8	8	8	8
Quebec	26	27	23	28
Ontario	37	33	32	34
Prairies	16	19	20	19
B.C.	12	12	17	11

Television and Radio Use* - Smokers, Light and Heavy

Medium	All Canadians	Smokers (All)	Smokers (Light)	Smokers (Heavy)
Television	2.88	3.24	3.13	3.26
FM Radio (weekday)	1.88	2.09	2.36	2.02
FM Radio (weekend)	1.80	1.99	2.16	1.96
AM Radio (weekday)	1.04	1.02	0.77	1.10
AM Radio (weekend)	0.81	0.83	0.67	0.88

* Hours per day viewing/listening

Television Viewing Habits** - Smokers, Light and Heavy

Type of Program	All Canadians	Smokers (All)	Smokers (Light)	Smokers (Heavy)
Early evening news (5:00-7:30)	64	68	65	68
TV movies/mini-series	61	68	62	70
Situation comedies	57	59	63	59
Current events/documentary programming	52	54	53	54
Drama series	51	55	50	57
Documentaries other than current events	50	53	51	54
Sports programming	46	48	52	47
Talk shows	42	47	44	47
National/international news after 9:00 pm	40	36	40	35
Quiz and game shows	35	35	38	34
Variety shows featuring mostly music	29	28	26	28
Arts programming (operas, symphonies, ballet)	17	14	15	13

** Percentage who regularly watch

Demographic Profile - Smokers, Age 15-19

	All Canadians %	Canadians Age 15-19	Smokers Age 15-19
SEX			
Male	48	53	47
Female	52	47	53
AGE			
15-24	18	100	100
25-34	23	--	--
35-44	22	--	--
45-59	20	--	--
60+	17	--	--
INCOME			
Less than 25K	19	20	30
25K-39.9	19	12	20
40K-59.9	22	19	17
60K+	27	28	13
EDUCATION			
Less than High School	27	62	68
High School	24	23	23
College/University	49	14	7
COMMUNITY SIZE			
1 Million+	32	29	17
100K to 1 million	31	31	32
5K to 100K	23	26	40
Less than 5K	13	14	11
OCCUPATION			
Homemaker	12	3	13
Student	11	72	53
Retired	15	--	--
Prof./Admin.	13	--	1
Tech./Semi-professional	8	1	1
White Collar	15	2	3
Blue Collar	16	10	13
REGION			
Atlantic	8	10	8
Quebec	26	25	20
Ontario	37	36	37
Prairies	16	18	23
B.C.	12	11	12

Television and Radio Use* - Smokers, Age 15-19

Medium	All Canadians	Canadians Age 15-19	Smokers Age 15-19
Television	2.88	3.02	3.52
FM Radio (weekday)	1.88	2.36	2.54
FM Radio (weekend)	1.80	2.51	2.42
AM Radio (weekday)	1.04	0.53	0.51
AM Radio (weekend)	0.81	0.50	0.48

* Hours per day viewing/listening

Television Viewing Habits** - Smokers, Age 15-19

Type of Program	All Canadians	Canadians Age 15-19	Smokers Age 15-19
Early evening news (5:00-7:30)	64	38	36
TV movies/mini-series	61	61	71
Situation comedies	57	64	55
Current events/documentary programming	52	25	26
Drama series	51	42	36
Documentaries other than current events	50	24	20
Sports programming	46	48	40
Talk shows	42	57	60
National/international news after 9:00 pm	40	21	22
Quiz and game shows	35	34	33
Variety shows featuring mostly music	29	50	54
Arts programming (operas, symphonies, ballet)	17	9	7

** Percentage who regularly watch

Demographic Profile - Smokers, Age 20-29

	All Canadians %	Canadians Age 20-29	Smokers Age 20-29	Smokers Age 20-29 (Light)	Smokers Age 20-29 (Heavy)
SEX					
Male	48	49	48	45	49
Female	52	51	52	55	51
AGE					
15-24	18	46	46	51	44
25-34	23	54	54	49	56
35-44	22	--	--	--	--
45-59	20	--	--	--	--
60+	17	--	--	--	--
INCOME					
Less than 25K	19	20	28	26	29
25K-39.9	19	21	25	16	29
40K-59.9	22	19	16	17	16
60K+	27	27	20	36	14
EDUCATION					
Less than High School	27	15	23	15	26
High School	24	22	26	21	28
College/University	49	62	51	64	46
COMMUNITY SIZE					
1 Million+	32	35	29	35	26
100K to 1 million	31	35	35	39	33
5K to 100K	23	19	25	17	28
Less than 5K	13	11	12	9	13
OCCUPATION					
Homemaker	12	11	14	9	16
Student	11	16	11	10	11
Retired	15	--	--	--	--
Prof./Admin.	13	13	8	15	5
Tech./Semi-professional	8	7	10	7	11
White Collar	15	18	18	21	17
Blue Collar	16	22	26	23	27
REGION					
Atlantic	8	8	5	7	5
Quebec	26	24	22	21	23
Ontario	37	40	37	30	40
Prairies	16	16	20	20	20
B.C.	12	11	15	22	12

Television and Radio Use* - Smokers, Age 20-29

Medium	All Canadians	Canadians Age 20-29	Smokers Age 20-29	Smokers Age 20-29 (Light)	Smokers Age 20-29 (Heavy)
Television	2.88	2.87	3.15	2.85	3.27
FM Radio (weekday)	1.88	2.30	2.54	2.65	2.50
FM Radio (weekend)	1.80	1.80	2.23	2.48	2.28
AM Radio (weekday)	1.04	0.65	0.60	0.33	0.70
AM Radio (weekend)	0.81	0.44	0.39	0.33	0.41

* Hours per day viewing/listening

Television Viewing Habits** - Smokers, Age 20-29

Type of Program	All Canadians	Canadians Age 20-29	Smokers Age 20-29	Smokers Age 20-29 (Light)	Smokers Age 20-29 (Heavy)
Early evening news (5:00-7:30)	64	58	64	66	63
TV movies/mini-series	61	67	74	69	76
Situation comedies	57	75	77	78	77
Current events/documentary programming	52	45	49	52	48
Drama series	51	56	61	57	64
Documentaries other than current events	50	46	49	46	51
Sports programming	46	47	49	51	48
Talk shows	42	54	61	56	64
National/international news after 9:00 pm	40	28	26	30	25
Quiz and game shows	35	32	31	38	28
Variety shows featuring mostly music	29	35	35	34	35
Arts programming (operas, symphonies, ballet)	17	14	14	15	14

** Percentage who regularly watch

Demographic Profile - Young People, Age 15-19

	All Canadians %	Canadians Age 15-19
SEX		
Male	48	53
Female	52	47
AGE		
15-24	18	100
25-34	23	--
35-44	22	--
45-59	20	--
60+	17	--
INCOME		
Less than 25K	19	20
25K-39.9	19	12
40K-59.9	22	19
60K+	27	28
EDUCATION		
Less than High School	27	62
High School	24	23
College/University	49	14
COMMUNITY SIZE		
1 Million+	32	29
100K to 1 million	31	31
5K to 100K	23	26
Less than 5K	13	14
OCCUPATION		
Homemaker	12	3
Student	11	72
Retired	15	--
Prof./Admin.	13	--
Tech./Semi-professional	8	1
White Collar	15	2
Blue Collar	16	10
REGION		
Atlantic	8	10
Quebec	26	25
Ontario	37	36
Prairies	16	18
B.C.	12	11

Television and Radio Use* - Young People, Age 15-19

Medium	All Canadians	Canadians Age 15-19
Television	2.88	3.02
FM Radio (weekday)	1.88	2.36
FM Radio (weekend)	1.80	2.51
AM Radio (weekday)	1.04	0.53
AM Radio (weekend)	0.81	0.50

* Hours per day viewing/listening

Television Viewing Habits** - Young People, Age 15-19

Type of Program	All Canadians	Canadians Age 15-19
Early evening news (5:00-7:30)	64	38
TV movies/mini-series	61	61
Situation comedies	57	64
Current events/documentary programming	52	25
Drama series	51	42
Documentaries other than current events	50	24
Sports programming	46	48
Talk shows	42	57
National/international news after 9:00 pm	40	21
Quiz and game shows	35	34
Variety shows featuring mostly music	29	50
Arts programming (operas, symphonies, ballet)	17	9

** Percentage who regularly watch

Table of Contents

1.0 INTRODUCTION 3

2.0 SMOKERS 5
- 2.1 Socio-Cultural Profile 5
- 2.2 Demographic/Media Use Profile 7
- 2.3 Implications 7
  - 2.3.1 Toxic Constituent Listings 7
  - 2.3.2 Ban on Tobacco Advertising 8
  - 2.3.3 Anti-tobacco Advertising 8

3.0 SMOKER SUB-GROUPS 11
- 3.1 Socio-Cultural Profile 11
- 3.2 Demographic/Media Profile 12
- 3.3 Implications 12
  - 3.3.1 Toxic Constituent Listings 13
  - 3.3.2 Ban on Tobacco Advertising 13
  - 3.3.3 Anti-Tobacco Advertising 13

4.0 YOUNG PEOPLE AGE 15-19 15
- 4.1 Socio-Cultural Profile 15
- 4.2 Demographic/Media Use Profile 17
- 4.3 Implications 17
  - 4.3.1 Toxic Constituent Listings 17
  - 4.3.2 Ban on Tobacco Advertising 18
  - 4.3.3 Anti-tobacco Advertising 18

APPENDIX A - The 3SC Social Values Monitor
APPENDIX B - 3SC Maps
APPENDIX C - Demographic/Media Use Profile

1.0 INTRODUCTION

Background

Under the Tobacco Products Control Act, Health Canada has a mandate to provide information to consumers on tobacco products. At the present time, tobacco products contain a health warning, as well as limited information about toxic constituents in tobacco and tobacco smoke. Environics Research Group has been commissioned to conduct a research program to understand public attitudes toward, and suitable vehicles for, information on this topic. The research consists of three components:

1) Qualitative research - consisting of focus groups across Canada among smokers in general, and young smokers and potential smokers in particular;

2) Quantitative research - consisting of a nation-wide survey of a representative sample of adult Canadians, as well as an over-sample of Canadian youth;

3) Social values research consisting of an in-depth analysis of key target groups using Environics' 3SC Social Values Monitor, the most comprehensive annual survey of the social values of Canadians.

This report, which is concerned with the third component described above, uses 3SC to:

- examine the socio-cultural values of smokers (including subgroups of smokers: light and heavy, ages 15 to 19 and 20 to 29) and potential smokers (young people, age 15 to 19);

- on the basis of this examination, help to determine whether toxic constituent listings will have the desired effect of encouraging people to either quit smoking or never take up the habit.

As noted above, the main focus of this investigation is the issue of toxic constituent listings on tobacco product packaging. Nevertheless, we also discuss here the implications of our social values research in the context of other potential tobacco control measures. In this report, we look at two measures that have to do with advertising: first, the policy of banning tobacco company advertising; and second, the idea of using the principles of social marketing to develop a new anti-tobacco advertising campaign. Other initiatives such as plain packaging for tobacco products, retail controls and taxation may be analyzed using 3SC at another time, if desired.

This report is presented in three sections. They are as follows:

- Smokers
    - Socio-cultural profile
    - Demographic/media use profile
    - Implications
- Smoker Sub-Groups (Light and Heavy, Ages 15-19 and 20-29)
    - Socio-cultural profile - distinguishing features
    - Demographic/media use profile - distinguishing features
    - Implications
- Potential Smokers (Young People, age 15-19)
    - Socio-cultural profile
    - Demographic/media use profile
    - Implications

For more information about Environics' 3SC Social Values Monitor, please consult Appendix A. This appendix contains an introduction to 3SC, an explanation of how to read the 3SC "maps", which are the basic output of the 3SC methodology, and definitions of the values and trends that are tracked by 3SC.

For 3SC "maps" showing the socio-cultural profile of each group under examination, and for graphic depictions of the demographic/media profile of each group, please consult Appendix B and C, respectively.

2.0 SMOKERS

2.1 Socio-Cultural Profile

The 3SC synthesis map of smokers in Canada (see Appendix B) finds them in the lower "individualist" half of the 3SC map, more specifically, in the lower right "personal autonomy" quadrant. Individuals in this quadrant are those whose values are modern and individualistic, whose lifestyle is that of the "Me Generation" and whose motivations are oriented toward personal autonomy and fulfillment, with an emphasis on respect for individual rights and needs. (For more details about the two axes and the four quadrants that form the basis of the 3SC approach to analyzing Canadians' socio-cultural values, see Appendix A.)

However, the 3SC map for smokers also reveals strengths and weaknesses in each of the four quadrants of the map, suggesting there is more than one "type" of smoker in terms of socio-cultural values. Also, as we will see, the values of smokers differ significantly depending on their age cohort.

Here, however, are the values that distinguish smokers in general from the wider population.

Smokers in general are weak on **hyper-rationality**, suggesting that they often make decisions based on emotion rather than on reason or evidence. They are strong on **penchant for risk-taking** and weak on **risk aversion**, and will take risks, not only with some potential gain in mind, but also for the thrill of taking chances.

Smokers' proclivity toward risk-taking includes taking risks with their health. Their weakness on **effort toward health** indicates they are not prepared to take steps to protect their health (such as watching what they eat, exercising, etc). Their lifestyle is more sedentary than that of Canadians in general, an ironic observation in the light of "lifestyle" tobacco advertising that portrays smokers as active.

Smokers' disinclination to protect their health does not result in a sense of immortality, as is sometimes suggested, but rather, a sense of inadequacy and resignation. They are strong on both **awareness of mortality** and **fatalism**, as well as on **apocalyptic anxiety**. They think about death and are aware of their own vulnerability, but are fatalistic about it and feel that there is little they can do to change things - either they will die "before their time" or they won't. They also tend to believe that the world is headed for major upheavals in the near future, whether political, economic, social or ecological, and that there is little that can be done about this either. Smokers are weak on **control of destiny**, and tend to believe destiny is predetermined.

Smokers' sense of **fatalism** is accompanied by a certain nihilism, as is demonstrated by the fact that they are strong on both **anomie** and **aimlessness and lack of meaning**. They feel disconnected from what is happening in society and are more inclined than Canadians in general to have a poor self-image.

Smokers are strong on **regionalism**, and identify more closely with their province or region than with the country as a whole. Nonetheless, they are weak on **community involvement**, and tend not to get involved in local community events or pay attention to what is happening in their area. They are also weak on **multiculturalism**.

Smokers express a low level of faith in institutions. They are weak on **religiosity** and on **confidence in government** and strong on **scepticism toward business**. Interestingly, they are more inclined than Canadians in general to believe that business tends to sacrifice the public good for its own profit.

Smokers are strong on **rejection of order** and **heterarchy**. They want interpersonal relationships, and life in general, to be somewhat unstructured and informal, without a lot of unnecessary rules. They believe that it doesn't matter who performs a task, or how it is performed, so long as it is done.

Smokers are strong on **sexual permissiveness, flexible definition of family** and **pursuit of happiness to the detriment of duty**. They're quite tolerant in matters of sexuality and living arrangements, attaching a premium to the happiness of the individual. However, it is interesting to note that smokers' flexibility does not extend to young people. Smokers are weak on **equal relationship with youth**. They believe that young people do not always know what is in their best interest, and as a result, they believe that young people should not necessarily be accorded the same rights as adults.

Smokers are also strong on **need for escape**, and like to occasionally "get away from it all" and be carefree. They are strong on **sensualism**, and they enjoy having more than one of their senses - sight, hearing, taste, touch, smell - stimulated at the same time. They are weak, however, on **importance of aesthetics**.

Smokers are weak on **pursuit of novelty** and **spiritual quest**, but strong on **interest in the mysterious**. In other words, they are interested in the new and in unexplained phenomena, but they are not interested in developing or exploring personal, spiritual, questions.

Smokers are strong on **ethical consumerism**, and are prepared to avoid or boycott companies that are perceived to abuse basic human rights. They are also strong on **utilitarian consumerism**; it is more important to them that a product be useful than beautiful.

2.2 Demographic/Media Use Profile

As the chart in Appendix C shows, smokers skew toward lower incomes (26% versus 19% of Canadians) and lower education levels (32% versus 27% of Canadians). They are over-represented among blue collar workers (23% versus 16% of Canadians) and in cities with populations of between 5,000 and 100,000 (29% versus 23% of Canadians).

In general, the television and radio use of smokers closely reflects that of the general population. Smokers are somewhat more likely to regularly watch TV movies or mini-series (68% versus 61% of Canadians) and talk shows (47% versus 42% of Canadians).

2.3 Implications

The above findings suggest a number of implications for policy makers and communicators wishing to control tobacco use and, more specifically, to encourage smokers to give up the habit, and to discourage non-smokers, especially young people age 15-19, from ever beginning to smoke. (For more information, see Section 4.0.)

Here are the implications as they relate to smokers in general and the three potential tobacco control measures under discussion.

2.3.1 Toxic Constituent Listings

An analysis of the socio-cultural profile of smokers suggests that, despite smokers' approval of the policy of full disclosure of tobacco constituents on product packaging, they are not likely to be motivated to quit smoking because of the provision of information regarding the toxic constituents of tobacco. (See Environics' May 1996 quantitative research study report "Public Attitudes Toward the Listing of Toxic Ingredients on Cigarette Packages: A Survey Report".) As we have seen, smokers' decision-making tends to be influenced more by their emotions than by information they receive.

Furthermore, smokers are not particularly worried about their health (indeed, they like to take risks with their lives, including their health) and, as such, even if they were more rational in their approach to life, they would not be especially moved by information related to healthy living or cautious lifestyles.

The provision of information relating to the toxic constituents of tobacco may not be all in vain, however, if certain steps are taken.

First, we recommend that, if tobacco companies are required to list the toxic constituents of tobacco on product packaging, they should also be required to present this information in ways that meet certain standards of design and format. As we have shown, smokers in general do not put a great deal of importance on aesthetics, but their sensual side does, perhaps, make them more inclined than others to be attracted to materials that stimulate

the senses in some way. As such, to attract the attention of smokers at all, it seems clear that information targetted at them must be presented with the "highest production values".

Second, we suggest that information about toxic constituents on cigarette packaging may attract some interest and have some influence if it is bolstered by other communications efforts with tough messages that have the power to resonate with smokers. One such message that could be used as a kind of lever to boost smokers' willingness to consider the toxic constituents of tobacco is the message that toxins increase profits for tobacco companies. This message builds on smokers' inherent distrust of private sector motivations and may, in fact, influence smokers to look twice at toxic constituent listings.

2.3.2 Ban on Tobacco Advertising

An analysis of the socio-cultural profile of smokers suggests that a ban on tobacco advertising would probably not directly cause most smokers to quit, but would likely make it easier for them to quit.

Because smokers tend to be more emotional than rational, and because they put a high value on the stimulation of the senses, they are perfect targets for advertisers. Indeed, they are especially vulnerable when advertisers push the hot buttons that will "turn smokers on" and give them ammunition to justify their continuing to smoke. For example, advertising that suggests that smokers are non-conformists (e.g., "having a smoke" on the wing of an airplane) plays right into smokers' image of themselves as autonomous individuals who do not conform to society's rules about duty or social responsibility but who demand the right to do as they please.

Putting an end to tobacco company advertising should be examined because it has the potential to be an important component of a longterm tobacco control campaign.

2.3.3 Anti-tobacco Advertising

Environics' analysis of the socio-cultural values of smokers suggests that anti-tobacco advertising is probably the most powerful tool available to those who wish to encourage smokers to quit, or discourage young people from starting (see Section 4.0).

The degree to which advertising will actually "work", however, is dependent on using "values intelligence" to craft the ads properly and identify the right messages. Doing so - and achieving results - is what social marketing is all about and, we believe, something that 3SC is well-suited to assist with.

Here, then, are some 3SC-inspired points regarding the recommended form (style, tone, etc.) and content (themes, messages, etc.) of anti-tobacco advertising targetted at smokers in general.

Form

- Because smokers tend to be more emotional than rational, consider emotional, not informational, advertising.

- Because smokers are stimulated by advertising, aim for the highest production values, in order to break through the advertising "clutter" that they look at every day.

- Because smokers suffer from anomie and a sense of aimlessness in life, borrow some of the tactics that the tobacco industry uses to make smokers feel good about themselves.

- Because smokers have lower income/lower education levels, use television (the medium that is most popular and accessible for this group), over radio, print, or Internet/World Wide Web.

Content

- Because smokers are not willing to make much effort to improve their health, anti-tobacco advertising should not focus primarily on health concerns. In fact, dire warnings about the impact of tobacco on one's health will likely be tuned out by smokers, who already feel a loss of control.

- Because smokers are risk-takers, do not focus on the risks associated with tobacco use or the principles of risk-avoidance.

- Because smokers are fatalistic and less inclined than others to think they can control life, do not focus on messages about the individual being the locus of control. They won't believe it.

- Because of smokers' hedonistic view of life and enthusiasm for sensual stimulation, consider focussing on the pleasurable benefits of quitting (e.g., you will be amazed at what your taste buds will reveal, when you quit smoking; you'll find yourself getting "high" on ordinary air, when you quit smoking, etc.).

- Because smokers feel the need to escape and break free from the doldrums of life, look at ways of showing how cigarettes keep the smoker in a rut and how quitting will give the smoker a sense of freedom (perhaps by allowing the smoker to treat him/herself to a short vacation or a day off).

- Because of smokers' scepticism toward business and their cynicism about the motives of the private sector, consider messages related to the marketing strategies of tobacco companies and their levels of profitability.

- Because of smokers' inclination toward ethical consumerism, consider posing some tough questions about the ethics of the tobacco industry.

3.0 SMOKER SUB-GROUPS

3.1 Socio-Cultural Profile

Smokers in general share certain characteristics. These shared characteristics result in a group of people who are described below in the column labelled "Smokers".

The key values that distinguish sub-groups of smokers from smokers in general are also described below in the appropriate column.

Smokers (Compared to Canadians)
• More inner-directed, focussed on personal freedom • Motivated more by emotion than reason • Enjoy taking risks • Less motivated by health concerns • Fatalistic • Sceptical of government and of business • Desire to "get away from it all"

Light Smokers (Compared to Canadians)
• More outer-directed, taking their cues from society rather than from themselves • More motivated by the need to "look good" • More confident in business, advertising

Heavy Smokers (Compared to Canadians)
• Much more inner-directed, focussed on personal freedom • Less motivated by the need to "look good" • Less influenced by advertising

Smokers 15-19 (Compared to Canadians)
• More focussed on experience-seeking • More motivated by aesthetics • More influenced by advertising

Smokers 20-29 (Compared to Canadians)
• More motivated by aesthetics

3.2 Demographic/Media Profile

Smokers in general share certain demographic characteristics, which are outlined below. The demographic characteristics that distinguish the different sub-groups of smokers are also described below. For more detail, see Appendix C.

Smokers (Compared to Canadians)

- Lower income
- Lower education
- More blue collar workers
- More in small cities (5-100K)
- More likely to watch television

Light Smokers (Compared to Canadians)

- Teens and early 20s
- Lower income
- More blue collar workers
- More in British Columbia
- More likely to listen to FM radio

Heavy Smokers (Compared to Canadians)

- More in late 30s, early 40s
- Lower income
- Lower education
- More in small cities (5-100K)
- More blue collar workers

Smokers 15-19 (Compared to Canadians, Age 15-19)

- Women
- Lower education
- More in small cities (5-100K)
- Less likely to be students
- More likely to watch television

Smokers 20-29 (Compared to Canadians, Age 15-19)

- Lower income
- Lower education
- More likely to watch television
- More likely to listen to FM radio

3.3 Implications

Generally speaking, the implications for smoker sub-groups are similar to those of smokers in general. There are significant differences among the various sub-groups of smokers. These are discussed below.

3.3.1 Toxic Constituent Listings

Environics' 3SC-based assessment of whether toxic constituent listings could influence smokers in general to quit (see Section 2.2.1) indicates that this initiative will not have a large impact. However, it may be made more potent if certain steps are taken (e.g., requiring that the presentation of the package information meet certain design and format standards and developing accompanying communications programs to boost smokers' interest in taking a second look at toxic constituent listings).

Looking at the above summary of the distinguishing characteristics of smoker sub-groups, we conclude that the above assessment holds for these sub-groups, with one exception. Nothing related to toxic constituent listings is likely to be effective in making heavy smokers inclined to change their behaviour and quit smoking - not the information itself or any other communications efforts as described above. This is because heavy smokers are less motivated by information and advertising or other communications efforts.

In short, policy makers should view the listing of tobacco's toxic constituents on product packaging as a tobacco control measure for light smokers and young smokers (age 15-19, 20-29) only. Other measures would have to be implemented to communicate successfully with heavy smokers.

3.3.2 Ban on Tobacco Advertising

In Section 2.3.2, Environics suggested that a ban on tobacco advertising would be an effective tobacco control measure vis-à-vis smokers in general. The point was made that a ban might not make smokers quit, but it would certainly make it easier for them to quit.

The above analysis of the distinguishing values of smoker sub-groups suggest that a ban on tobacco advertising would be especially effective as a tobacco control measure vis-à-vis light smokers and young smokers, age 15-19.

Light smokers and young smokers, age 15-19, are more inclined than other Canadians to be stimulated by advertising and to be influenced by it, especially if the advertising recommends the use of a product that is made to seem cool and the choice of attractive, cool people.

3.3.3 Anti-Tobacco Advertising

In section 2.3.3, we suggested that anti-tobacco advertising based on the principles of social marketing is probably the most effective communications tool that could be used to discourage smokers from continuing to use tobacco.

Our analysis of the socio-cultural profile of smoker sub-groups suggests that social marketing-based advertising could have an specially powerful impact on light smokers and young smokers, age 15-19.

As we have already pointed out, advertising has real appeal for both these groups. And when the form (style, tone, etc.) and content (themes, messages, etc.) of the advertising are designed to appeal specifically to these groups, the effectiveness of the advertising is maximized.

Here are some points regarding the recommended form and content of anti-tobacco advertising aimed at light smokers and young smokers, age 15-19.

Form

- All of the recommendations for smokers in general (see section 2.3.3) apply for light smokers and young smokers, age 15-19.

- In addition, young smokers, age 15-19, may be especially influenced by advertising that is aesthetically pleasing, because aesthetics have a strong appeal for this group.

Content

- All of the recommendations for smokers in general (see Section 2.3.3) apply for light smokers and young smokers, age 15-19, with one exception:

  ⇒ Light smokers will be unmoved by messages relating to the motives or ethics of tobacco companies. This group has confidence in business and may even be "put off" by (and therefore, likely to tune out) advertising that suggests the tobacco industry is not trustworthy.

- In addition, Environics makes these recommendations vis-à-vis messaging to light smokers:

  ⇒ Because light smokers are outer-directed and interested in being socially successful, consider having their peers convey the idea that smoking is not cool.

  ⇒ Because of light smokers' preoccupation with appearances, focus on portraying the ugly aspects of smoking (e.g., nicotine stains, bad breath, weathered-looking skin, etc.).

4.0 YOUNG PEOPLE AGE 15-19

4.1 Socio-Cultural Profile

As can be seen in the 3SC synthesis map of Canadians, age 15-19 (see Appendix B), Canadian youth find themselves in the lower "individuality" half of the 3SC map, and in the lower left "experience-seeking" quadrant. This means that Canadians, age 15-19, tend to place a great deal of importance on exploring life and exploring themselves. They want to live life to the fullest, to expand their mental frontiers and constantly discover new things and make new connections. (For more details about the two axes and the four quadrants that form the basis of the 3SC approach to analyzing Canadians' socio-cultural values, see Appendix A.)

Nonetheless, the 3SC map for young people, age 15-19, also reveals strengths and weaknesses widely distributed across the map, suggesting there is more than one "type" of young Canadian in terms of socio-cultural values.

Here, however, are the values that distinguish young Canadians from the wider population.

To begin with, we find that young Canadians are strong on **vitality**, the notion that they have high energy levels. As part of this, they are strong on **pursuit of intensity and emotional experiences, pursuit of novelty** and **pursuit of originality**. They actively seek out new experiences that will make them feel like they're "really living" and, as part of this, they also actively seek out new products that they think will make them look new and different and allow them to stand out from the crowd in small, but important, ways.

Teenage Canadians are strong on **pursuit of happiness to the detriment of duty** and **need for escape**. They believe that personal pleasure should not be subsumed by responsibilities to others, and sometimes feel a need to "get away from it all". Not surprisingly, they are also strong on **flexibility of personality, flexibility of gender identity** and **sexual permissiveness**. They have an emotional, mercurial world-view, feeling sometimes more masculine, at other times more feminine, and see no problem with erotica in the mass media or sex outside of marriage.

Young people, age 15-19, are strong on **penchant for risk-taking** and weak on **risk aversion**. They like to take risks not only with possible gains in mind, but also simply for the thrill of taking risks.

Teenage Canadians are strong on **concern for appearance, need for status recognition, joy of consumption** and **ostentatious consumption.** It is important to them that their personal appearance, clothes and home all appear attractive to others, and that they win the respect of others. They enjoy shopping and the whole consumer experience as much as the items they buy.

Young people are also strong on **need for personal achievement.** They are driven to achieve personal and social success and the appearance of success.

Young Canadians are strong on **importance of aesthetics** and **advertising as stimulus**, and as such they often make purchase decisions based on what the media and advertising have identified as being cool or fashionable.

In addition, young people are strong on **importance of physical beauty.** Notably, they are weak on **effort toward health.** If they do decide to "look after themselves", it is because they want to look good, rather than to protect their health.

Young people are strong on **fatalism** and weak on **control of destiny**, feeling that whatever happens, happens, and that they have little control over events. Teenagers are also strong on **anomie** and **aimlessness and lack of meaning.** They occasionally feel out of touch with society, and lacking direction in life. Nonetheless, they are strong on **adaptability to complexity in life** and **adaptive navigation**, and weak on **aversion to complexity in life**, feeling that change and the complexity of contemporary life do not pose, for them personally, a serious challenge.

Young Canadians are strong on **importance of national superiority** and **confidence in government**, and like to show that Canada is, in many ways, superior to or distinct from other countries in the world, and that government generally does more good than harm. In fact, teenage Canadians generally have faith in secular institutions; they are strong on **confidence in business** and **confidence in advertising**, and weak on **scepticism toward business** and **discriminating consumerism.** They believe that business achieves a good balance between its own aims and the public good, and tend to trust the claims it makes for products in its advertising. They tend not to shop around or seek out product information before making purchases. Indeed, they are weak on **utilitarian consumerism**; they buy things for what they look like or what they suggest about a person, not for their utility. However, they are strong on **ethical consumerism**, and are prepared to boycott companies they believe are engaging in unethical behaviour.

In contrast to their relatively strong faith in the institutions of government and business, teenagers are weak on **religiosity** and **need for rituals**, **community involvement**, **primacy of the family** and **legacy.** They feel less attachment than Canadians in general to religious institutions or to their local community and family, being very focused on peers and peer image at this point in their lives. Not unexpectedly, they have not given much, if any, thought to issues of legacy (i.e., what they may pass on to their descendants), and they do not feel as attached as other Canadians to symbolic rituals and events that mark important times in our lives.

Canadians, age 15-19, differ from Canadians in general in that they are strong on **connectivity** and **attraction for crowds.** They enjoy the collective emotions experienced by large groups (e.g., the emotional high that comes with being at a rock concert or large sporting event).

Teenage Canadians are weak on **primacy of environmental protection,** and are unwilling to spend more to help protect the environment. They are weak on **global ecological awareness** and **belonging to the global village.** They have little sense of the interconnectedness of the environment or the world.

Canadians, age 15-19, are also weak on **time management using technology**; they believe they have little or no need to use technology to better manage their time.

4.2 Demographic/Media Use Profile

As the chart in Appendix C shows, most young people, age 15-19, are students and still in secondary school or just graduated.

Analysis of young people's media usage demonstrates that they are more inclined than Canadians in general to watch television (especially talk shows and variety shows featuring mostly music) and to listen to FM radio. They are less likely than other Canadians to listen to AM radio.

4.3 Implications

4.3.1 Toxic Constituent Listings

As we have said, toxic constituent listings are not likely to have a large impact on smokers in general (see Section 2.3.1) or sub-groups of smokers (see Section 3.3.1), but the impact may be increased if certain steps are taken.

This assessment also applies to young people, age 15-19. There is, however, one point that must be made regarding toxic constituent listings and young Canadians.

Contrary to what many may think, young people, age 15-19, are impressed by institutional authority, especially that of government and business. Thus, it is conceivable that young people would be more likely to think twice about the toxicity of tobacco if toxic constituent listings were presented as words from someone with the same or higher status as the American Surgeon-General - the Prime Minister perhaps?

4.3.2 Ban on Tobacco Advertising

In Sections 2.3.2 and 3.3.2 respectively, we noted that a ban on tobacco advertising would be an effective policy for discouraging tobacco use among smokers in general and certain smoker sub-groups (light smokers and young smokers, age 15-19).

Environics' analysis of the values of all young people, age 15-19, suggests that a ban on tobacco advertising would be a very good move indeed, to discourage young people from starting to smoke.

Young people are particularly vulnerable to advertising, especially the sort of advertising that tobacco companies engage in (i.e., advertising that uses the highest production values to portray smoking as an activity of beautiful people, brimming with vitality and energy to experience the good things in life).

4.3.3 Anti-tobacco Advertising

In sections 2.3.3 and 3.3.3, respectively, Environics concluded that smokers in general and certain smoker sub-groups (light smokers and smokers age 15-19) would be motivated to quit smoking by anti-tobacco advertising that was crafted using the principles of social marketing to "push the right buttons".

Our analysis of the values of young people in general (not just young smokers) suggests that carefully designed anti-tobacco advertising will be effective in speaking, not only to smokers, but also to potential smokers, i.e., young people, age 15-19.

Many points regarding the recommended form and content of anti-tobacco advertising aimed at young people are similar to recommendations vis-à-vis smokers in general (Section 2.3.3) and certain smoker sub-groups (Section 3.3.3). These are below, and supplemented with a few additional suggestions that apply uniquely to young people, age 15-19.

Form

- Because young people tend to be more emotional than rational, consider emotional, not informational, advertising.

- Because young people are stimulated by advertising, aim for the highest production values in order to break through the advertising "clutter" that they look at every day.

- Because young people suffer from anomie and a sense of aimlessness in life, borrow some of the tactics that the tobacco industry uses to make smokers feel good about themselves.

- Young people, age 15-19, may be especially influenced by advertising that is aesthetically pleasing, because aesthetics have a strong appeal for this group.

- Media usage patterns suggest that television and FM radio advertising would be more effective than AM radio or print. Consideration should also be given to advertising on the Internet/World Wide Web since we know from other research that young people are among the most "wired" Canadians.

Content

- Because young people are not willing to make much effort to improve their health, anti-tobacco advertising should not focus primarily on health concerns. In fact, dire warnings about the impact of tobacco on one's health will likely be tuned out by smokers, who already feel a loss of control.

- Because young people are risk-takers, do not focus on the risks associated with tobacco use or the principles of risk-avoidance.

- Because of young people's hedonistic view of life and enthusiasm for sensual stimulation, consider focussing on the pleasurable benefits of quitting (e.g., you will be amazed at what your taste buds will reveal, when you quit smoking; you'll find yourself getting "high" on ordinary air, when you quit smoking, etc.)

- Because young people feel the need to escape and break free from the doldrums of life, look at ways of showing how cigarettes keep the smoker in a rut and how quitting will give the smoker a sense of freedom (perhaps by allowing the smoker to treat him/herself to a short vacation or a day off).

- Young people especially will be unmoved by messages relating to the motives or ethics of tobacco companies. This group has confidence in business and may even be "put off" by (and therefore, are likely to tune out) advertising which suggests that the tobacco industry is not trustworthy.

- Because young people are outer-directed and interested in being socially successful, consider having their peers convey the idea that smoking is not cool.

- Because of young people's preoccupation with appearances, focus on portraying the ugly aspects of smoking (e.g., nicotine stains, bad breath, weathered-looking skin, etc.).

- Because of young people's attraction for novelty, consider communicating a message that there is nothing new or different about smoking (e.g., it's just "old hat").

- Because of young people's enthusiasm for shopping and demonstrating success through acquiring consumer products, consider focussing on and detailing the purchasing power that is lost when one has to buy cigarettes every day.

- Because of young people's confidence in their ability to deal with complexity, consider presenting non-smokers as those most able to navigate the slalom course that is "life in the 90s".

Appendix A

The 3SC Social Values Monitor

Methodology of the 3SC Survey

Introduction

The 3SC Monitor is a research program that measures socio-cultural trends among the population and their impact on markets, businesses and institutions. The study is based primarily on the results of an annual, in-home survey conducted among a representative sample of the Canadian population 15 years of age and over.

The survey questionnaire probes the behaviour and attitudes of respondents in such areas as product purchases, their perceptions of specific companies and institutions, their personality traits, values and priorities, lifestyles and personal habits, and their socio-demographic characteristics. From the results of these questions, we are able to synthesize indicators, or 'trends'. The 1995 survey used 81 socio-cultural trends to describe 3SC respondents.

Using a statistical procedure called factor analysis of correspondence (FAC), we are able to synthesize trend information and construct a 'socio-cultural map' on which we can position respondents to the 3SC survey (thus approximating the positioning of the entire population under study). This map allows us to analyze the relative position of such groups as specific population segments or market segments. From respondents' coordinates relative to the map's axes, we are able to segment the population into typologies (obtained through cluster analysis, dispersion diagrams, etc.).

The trends allow us to describe the profile of each segment or sub-group of interest to our clients and to measure the impact of socio-cultural changes among the population as a whole.

Questionnaire and Data Collection

In order to develop a profile of the Canadian population and to address our clients' specific research objectives, we conduct structured interviews, in French and English, in every province of the country. The survey questionnaire includes omnibus questions asked on behalf of 3SC subscribers, as well as questions used to measure the values, habits and characteristics of the population.

Respondents fill out a self-administered questionnaire, under the supervision of a professional CROP interviewer. Interviews for the 1995 3SC Survey were conducted between July 19 and August 25, 1995.

The approximately 200 items used to position respondents on 81 trends were grouped into several types of questions:

- scales of agreement (Do you totally agree, somewhat agree...?) to measure opinions and their intensities;
- scales of importance (Is this important to you: very, somewhat ...?) for items describing behaviour or attitudes;
- preference for one of two possible choices in briefly described situations;
- scales of proximity (Do you feel very close, fairly close...?) relative to the different types of people described in terms of their behaviour or attitudes;
- scales measuring the frequency with which certain impressions or ideas occur to respondents (Have you thought about this often, occasionally...?).

Sample Size and Statistical Validity

The 1995 3SC Survey is based on a sample size of 2,648 Canadian men and women, including 1,056 residents of Quebec. This sample is representative of the Canadian population 15 years of age and over, in all major regions, with the exclusion of individuals living in institutions (army camps, prisons, hospitals, etc.) or in the Northwest and Yukon Territories.

The sampling model used five probabilistic steps: stratification by regions and city size; and selection by localities, census division and city block. Households were selected at the block level. Strict quotas were imposed for age groups, sex, and the number of working women, in order to ensure a proportional representation of each group in the sample.

Stratifying the sample by four regions and four city sizes increases the accuracy of results for key sub-groups and residents from smaller regions.

Ten percent of each interviewer's work was verified by supervisors to ensure that interviews were conducted thoroughly, and with courtesy.

Data Processing

The 2,648 completed questionnaires were verified and coded, and the information transferred to (MS DOS compatible) diskettes for compiling.

Data for each region, city size and age group were weighted by computer according to their proportional representation among the population, so that results would be truly representative of the entire Canadian population.

The main steps involved in constructing the trends (indicators) included:

- assigning each item a score from 1 to 5;
- controlling the relevance of each item to the trends by:
  - an item-by-item sort (analysis of distribution);
  - cross-tabulations
    - between items of the same trends
    - between items of different trends:
  - factor analysis to measure the nature of the relationship between the various items used to compute the trends.

From these items, we construct the trends or indicators that measure the characteristics of respondents. (Technically, each trend is constructed from the arithmetic sum of the items comprising it.) Each indicator is then converted to an index with a value from 0 to 100. The more an individual expresses a value or motivation measured by a trend, the closer his score will be to 100 on that trend (and he will be considered strong on that trend); conversely, the weaker his expression, the closer his score will be to 0 on the trend (and he will be considered weak on that trend). On average, each trend is constructed from answers to four questions from the self-administered questionnaire. These trends are

then used as explanatory variables in our 3SC studies.

The Socio-Cultural Map

The computer-generated socio-cultural map is a graphic representation of the major trends in society and among the populations being studied. It is generated by applying a statistical technique known as factor analysis of correspondence (FAC) to the indicators (i.e., trends) which describe the respondents. For example, the current 3SC map was created from the three axes (variables) obtained through FAC (left/right, top/bottom, front/rear of the map). These can be interpreted as society's three main segmentation axes.

To create this map, the distribution of each trend was divided into four classes: people who are 'very strong', 'strong', 'weak', and 'very weak' on a trend. This information was then subjected to FAC to extract latent tendencies. (These classes correspond to quartiles representing approximately 25 percent of the population.)

The position of the trends on the map corresponds to the average position, relative to the horizontal and vertical axes, of people who are very strong on each of the trends. (Approximately 25% of the population is deemed to be very strong on each of the trends).

The axes which define the map represent a synthesis of the trends (as identified through FAC). These trends represent characteristics most able to distinguish one person from another from a socio-cultural point of view.

Analysis of the Socio-Cultural Profiles

A major part of the 3SC is the analysis of values associated with certain attitudes or the consumption of certain products. In order to do this, we identify particular individuals or consumers through their responses to the 3SC questionnaire, then establish their socio-cultural profile.

The socio-cultural profile of every segment (a consumer segment or a segment of individuals) is established by measuring its strength or weakness on each of the 3SC's socio-cultural trends, which we then illustrate on a colour-coded socio-cultural map.

The strength of a segment on the trends is expressed in relation to an average index of 100, with 100 being the equivalent of the strength of the population as a whole on a trend. Thus, if a segment is neither stronger nor weaker on a trend than the population as a whole, the segment will be assigned an index of 100 on this trend, and this trend will not appear on the map illustrating the profile of this segment. If a segment is stronger than the population as a whole on a trend, the segment will be assigned an index greater than 100, expressed as a proportion of the difference between it and the population as a whole.

If a segment is stronger than the population as a whole on a trend, the trend will be printed in orange on the map; very much stronger, in red. Likewise, if a segment is weaker than the population as a whole on a trend, the segment will be assigned an index lower than 100, and this trend will be printed in green on the map that illustrates the profile of this segment. If the segment is very much weaker on a trend, the trend will be printed in blue. The index attributed to a segment on a particular trend will always be printed, on the map, to the right of the trend in question.

The strength of a segment on a particular trend is determined by measuring the proportion of

people in this segment who belong to the group who are very strong on the trend. For each trend, we identify a group of people who are very strong on the trend, and who represent about 25 percent of the population (i.e., the quartile of people strongest on a trend). Since we know that among the whole population, this group represents 25 percent of the population, we can calculate its proportion among the segment of consumers or individuals under analysis. If this proportion is greater than the population as a whole (i.e., 25%) the segment is considered to be strong on a trend; if the proportion is less than 25 percent, the segment is considered to be weak on the trend.

The index that appears beside each trend on a socio-cultural map represents the difference between the proportion of the segment under study who are very strong on a particular trend and that of the population as a whole. For example, to determine where Quebecers are on the trend Regionalism, we measure the proportion of Quebecers who belong to the group who are very strong on this trend. If this proportion were 51 percent among Quebecers, compared to 24 percent for the entire Canadian population, then Quebecers would be 27 percent stronger on Regionalism, and therefore considered to be very strong on this trend. On the socio-cultural map illustrating the profile of Quebecers, the trend would appear in red beside an index number of 211 (51% being to 24% what 211 is to 100).

It should be noted that when the proportion of people in the general population who are very strong on a particular trend is not exactly 25 percent, the difference is normalized in relation to 25 percent so that all trends can be compared on the same basis. After calculating differences and their statistical significance, all numbers are expressed as a function of an index of 100.

Analysis of Socio-Cultural Change

We analyze change three ways, by comparing:

- the change in the average position on the map, from one year to the next;
- the distribution of the population among the different regions of the map, from one year to the next;
- the evolution of each trend, from one year to the next.

The evolution of the trends are measured by analyzing:

- the evolution in the average index for each trend, from one year to the next (the index is a value from 0 to 100);
- the progression of the population within each of the four intervals into which we divided the trends (i.e., the proportion of the population scoring, on each of the trends, from 0 to 24, 25 to 49, 50 to 74, or 75 to 100);
- the progression of the population into the category of people who we consider to be very strong on each of the trends.

In order to compare the progression in the trends from year to year, we arbitrarily chose the year 1989 as our benchmark. The 25 percent of the population strongest on each trend in 1989 was assigned a score for each trend. (This score represents a value on our gradation scale of 0 to 100.) For each year (from 1983 to 1995) and for each trend, we can then determine what proportion of the population has a score equal to or greater than the 1989 score. The difference in this proportion tells us how the trends are evolving.

As we mentioned above, when the group of people strongest on a trend does not exactly equal 25 percent of the population, the difference between the actual proportion and 25 percent is normalized in order to compare all trends on the same basis. This normalization procedure converts the data to an index of 100 after differences and their statistical significance have been calculated.

On the maps that illustrate socio-cultural change, all change is expressed in relation to an index of 100. An index of 100 represents the strength of a trend at the beginning of a period whose change we are analyzing. If a trend has progressed since this point in time, it will have an index greater than 100 (proportional to the extent of its progression, i.e., proportional to the difference in the proportion of the population who are very strong at the beginning compared Appendix 2: Socio-Cultural Mapsto the end of the period being analyzed). The same procedure holds for a trend that has regressed during a particular time period; its index will be less than 100.

Socio-Cultural Maps

How to Read the Socio-Cultural Maps

To a great extent, the 3SC analyses are based on a study of the position of the population and certain segments thereof on the socio-cultural map. This map is established by dispersing the population in such a way that each respondent in the 3SC Survey is positioned on the vertical and horizontal axes.

On the vertical axis are found:

toward the top:
- conformists who value order, authority, morality, discipline (people who 'conform' to the models decreed by society);

toward the bottom:
- individuals who tend to be more non-conformist, modern and individualistic (people who reject society's models in exchange for a greater respect for individual needs and rights);

On the horizontal axis are found:

toward the left:
- individuals who wish to affirm themselves within a community, improve their social position and acquire the respect of their peers;

toward the right:
- individuals who accept themselves as they are, and who are more inner directed.

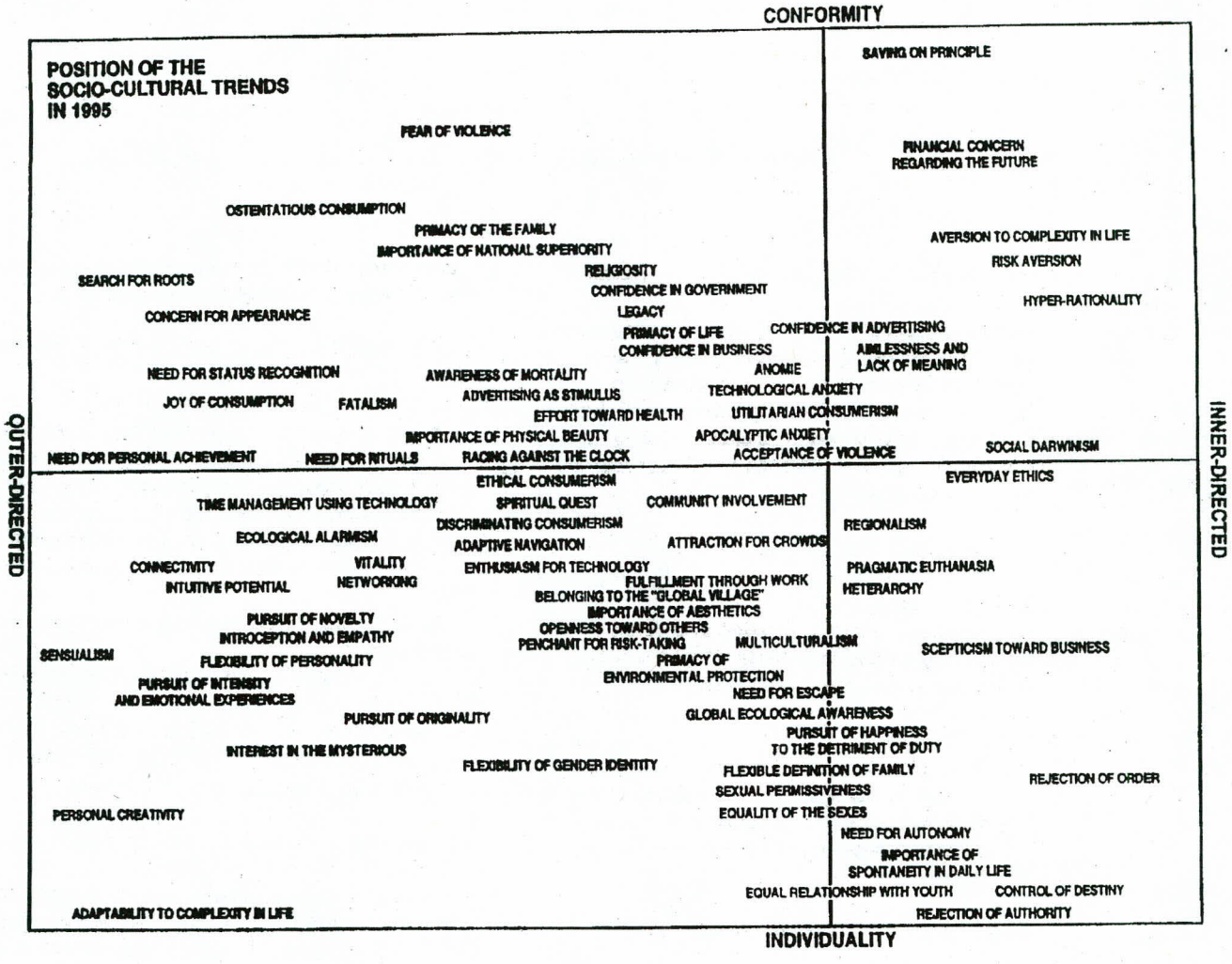
When we divide this map into quadrants, four main types of individuals emerge:

top right: **Traditional Values** (29% of Canadians)
- individuals whose principal values are fundamentally based on their need for security (material, economic, psychological, etc.), who are motivated primarily by ideology and reason (religion, etc.), and whose behaviour is dictated by pre-established moral codes rather than by their emotions;

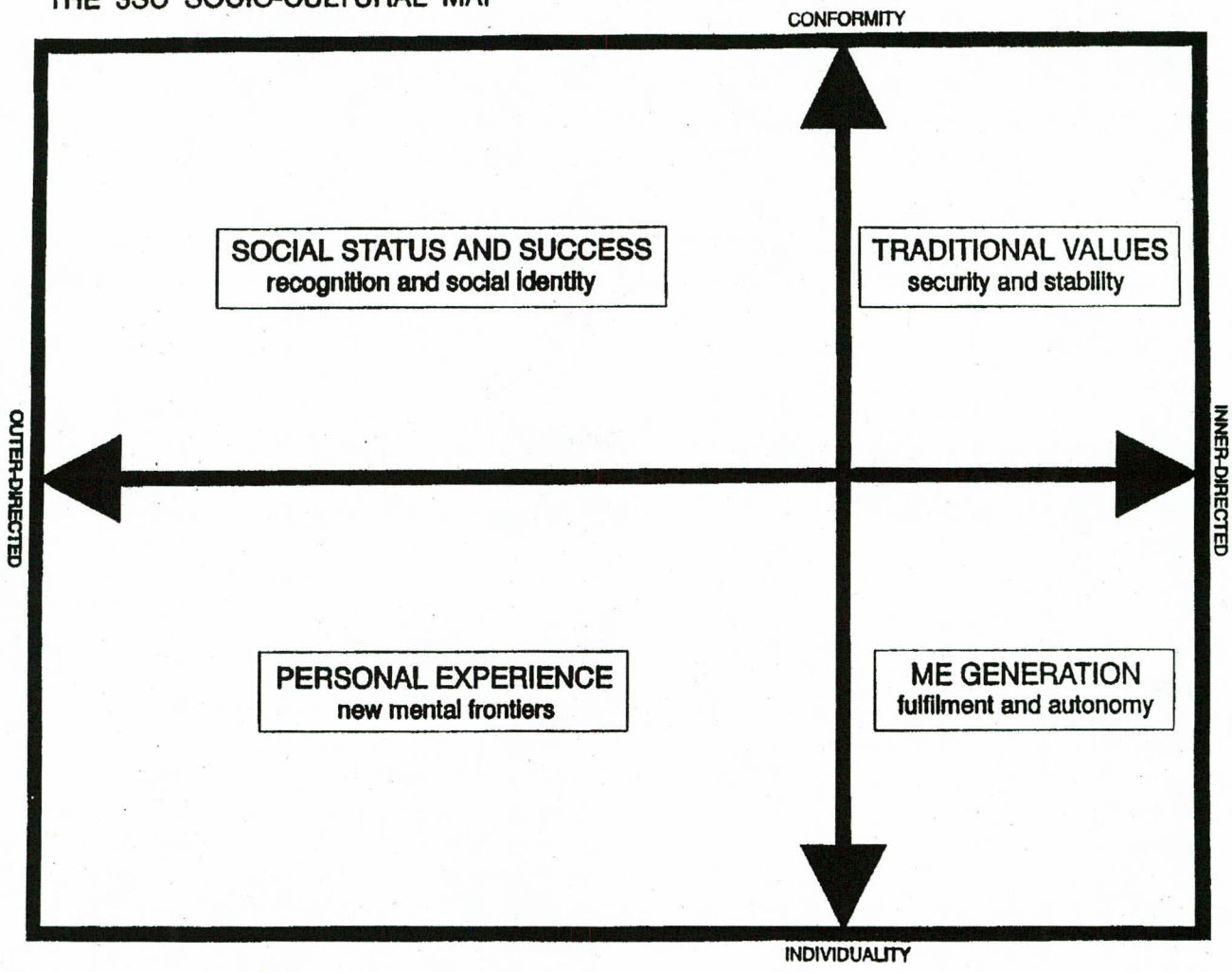
top left: **Social Status and Success** (19% of Canadians)
- individuals who are highly motivated by success, who like to flaunt their social status, or the status they dream of attaining, those who can be aptly described by the phrase 'keeping up with the Joneses';

lower right: **Personal Autonomy** (31% of Canadians)
- individuals whose values are modern and individualistic, whose lifestyle is that of the 'Me Generation' (in the form in which it has evolved today) whose values are oriented toward personal autonomy and fulfilment, with an emphasis on respect for individual rights and needs;

lower left: **Experience-seeking** (21% of Canadians)
- individuals who place a great deal of importance on exploring life and exploring themselves, who want to live life to the fullest, to expand their mental frontiers and constantly discover new things and make new connections.

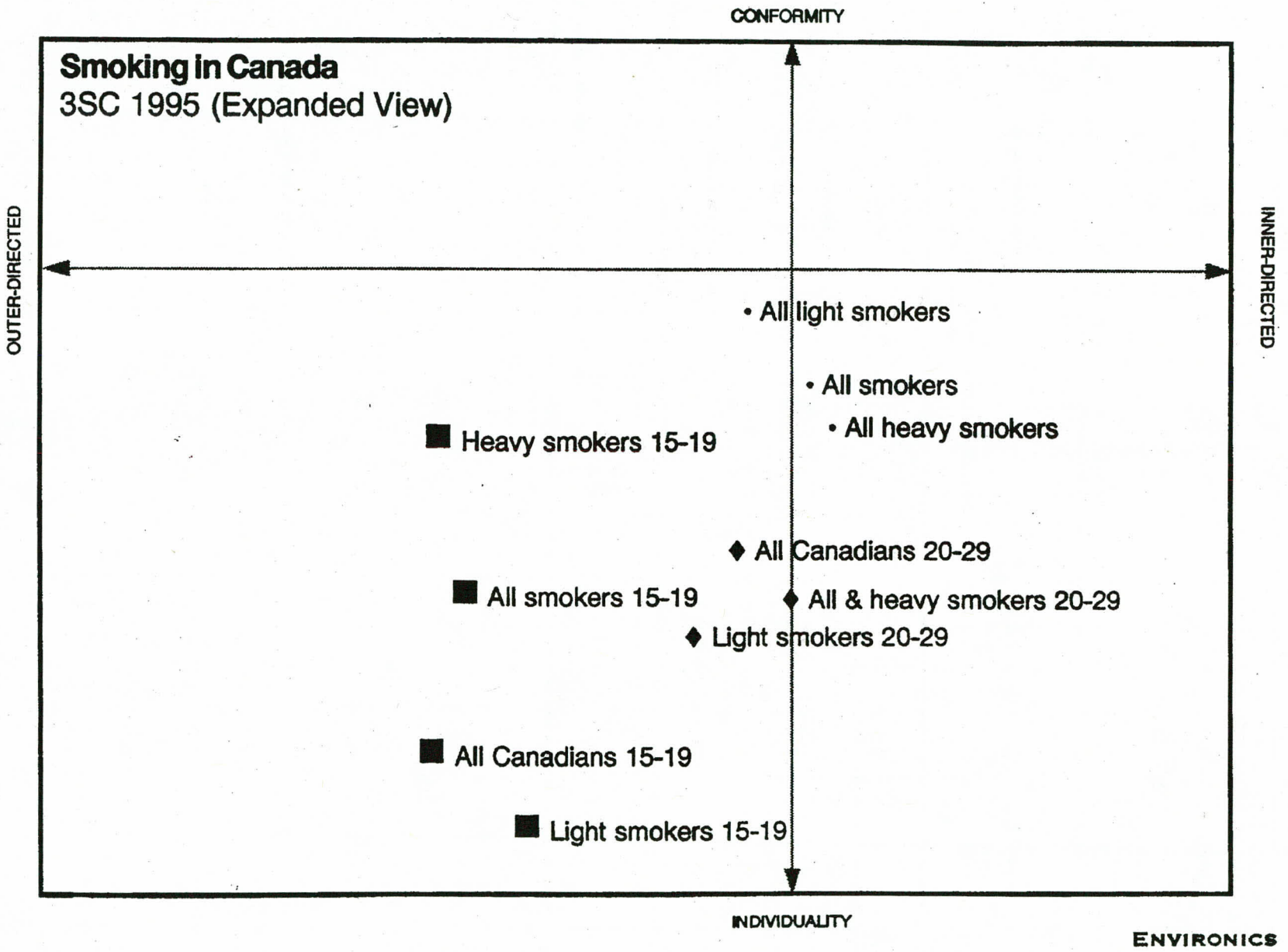

CONFORMITY
POSITION OF THE SOCIO-CULTURAL TRENDS IN 1995
SAVING ON PRINCIPLE
FEAR OF VIOLENCE
FINANCIAL CONCERN REGARDING THE FUTURE
OSTENTATIOUS CONSUMPTION
PRIMACY OF THE FAMILY
AVERSION TO COMPLEXITY IN LIFE
IMPORTANCE OF NATIONAL SUPERIORITY
RISK AVERSION
RELIGIOSITY
SEARCH FOR ROOTS
CONFIDENCE IN GOVERNMENT
HYPER-RATIONALITY
CONCERN FOR APPEARANCE
LEGACY
PRIMACY OF LIFE
CONFIDENCE IN ADVERTISING
CONFIDENCE IN BUSINESS
AIMLESSNESS AND LACK OF MEANING
NEED FOR STATUS RECOGNITION
AWARENESS OF MORTALITY
ANOMIE
JOY OF CONSUMPTION
FATALISM
ADVERTISING AS STIMULUS
TECHNOLOGICAL ANXIETY
EFFORT TOWARD HEALTH
UTILITARIAN CONSUMERISM
IMPORTANCE OF PHYSICAL BEAUTY
APOCALYPTIC ANXIETY
NEED FOR PERSONAL ACHIEVEMENT
NEED FOR RITUALS
RACING AGAINST THE CLOCK
ACCEPTANCE OF VIOLENCE
SOCIAL DARWINISM
OUTER-DIRECTED
INNER-DIRECTED
ETHICAL CONSUMERISM
EVERYDAY ETHICS
TIME MANAGEMENT USING TECHNOLOGY
SPIRITUAL QUEST
COMMUNITY INVOLVEMENT
DISCRIMINATING CONSUMERISM
REGIONALISM
ECOLOGICAL ALARMISM
ADAPTIVE NAVIGATION
ATTRACTION FOR CROWDS
CONNECTIVITY
VITALITY
ENTHUSIASM FOR TECHNOLOGY
PRAGMATIC EUTHANASIA
INTUITIVE POTENTIAL
NETWORKING
FULFILLMENT THROUGH WORK
HETERARCHY
BELONGING TO THE "GLOBAL VILLAGE"
PURSUIT OF NOVELTY
IMPORTANCE OF AESTHETICS
INTROCEPTION AND EMPATHY
OPENNESS TOWARD OTHERS
PENCHANT FOR RISK-TAKING
MULTICULTURALISM
SCEPTICISM TOWARD BUSINESS
SENSUALISM
FLEXIBILITY OF PERSONALITY
PRIMACY OF ENVIRONMENTAL PROTECTION
PURSUIT OF INTENSITY AND EMOTIONAL EXPERIENCES
NEED FOR ESCAPE
PURSUIT OF ORIGINALITY
GLOBAL ECOLOGICAL AWARENESS
PURSUIT OF HAPPINESS TO THE DETRIMENT OF DUTY
INTEREST IN THE MYSTERIOUS
FLEXIBILITY OF GENDER IDENTITY
FLEXIBLE DEFINITION OF FAMILY
REJECTION OF ORDER
SEXUAL PERMISSIVENESS
PERSONAL CREATIVITY
EQUALITY OF THE SEXES
NEED FOR AUTONOMY
IMPORTANCE OF SPONTANEITY IN DAILY LIFE
EQUAL RELATIONSHIP WITH YOUTH
CONTROL OF DESTINY
ADAPTABILITY TO COMPLEXITY IN LIFE
REJECTION OF AUTHORITY
INDIVIDUALITY

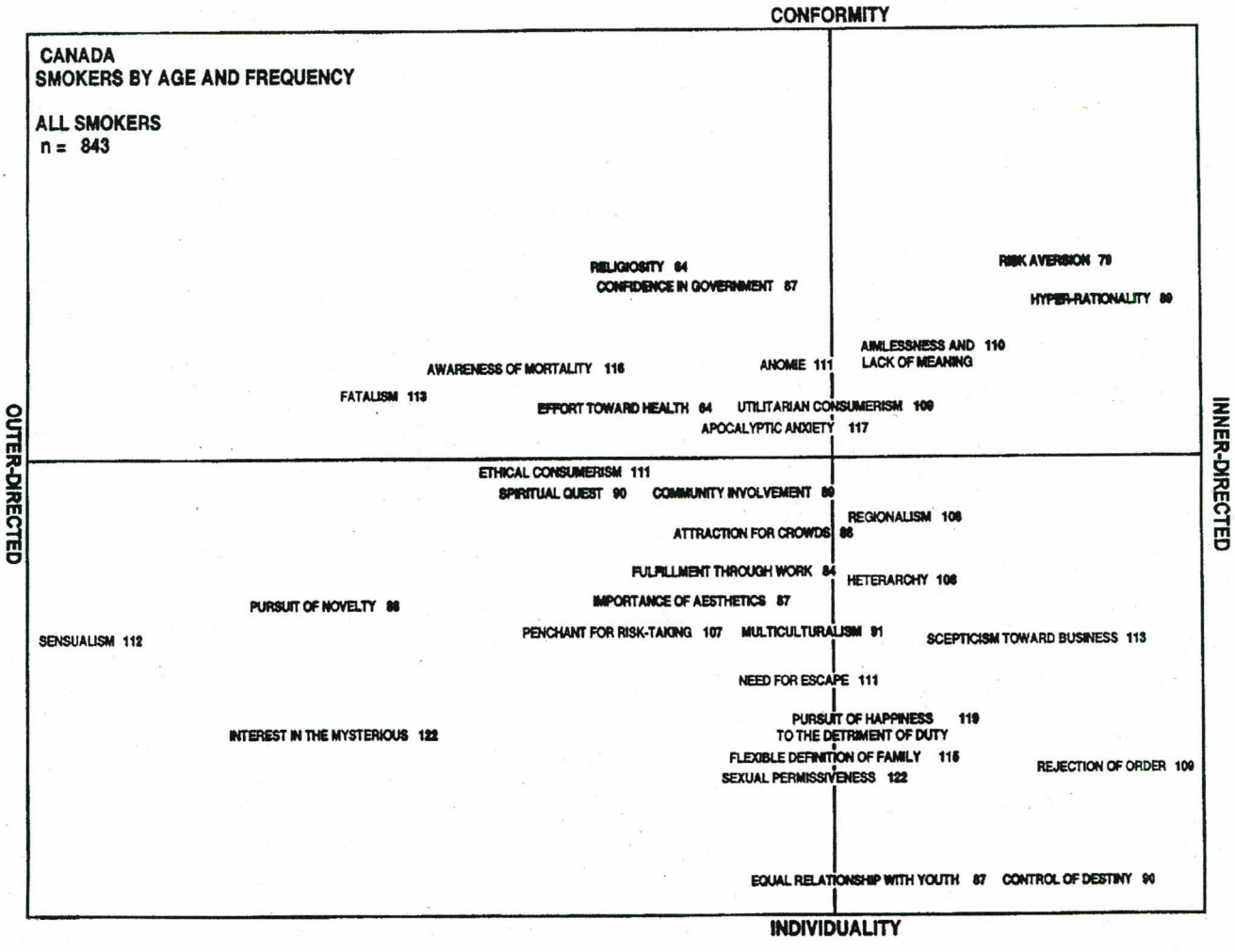
THE 3SC SOCIO-CULTURAL MAP

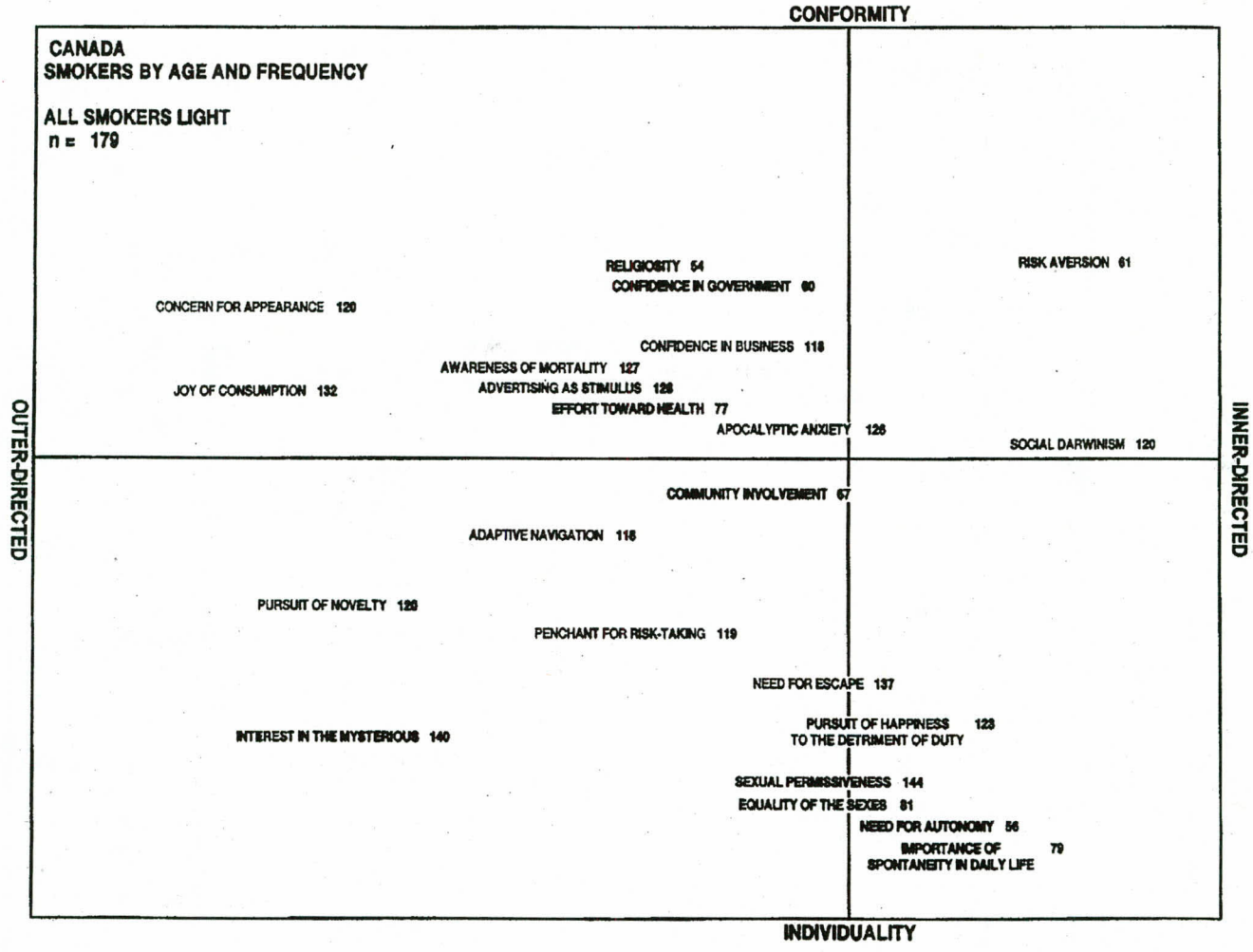


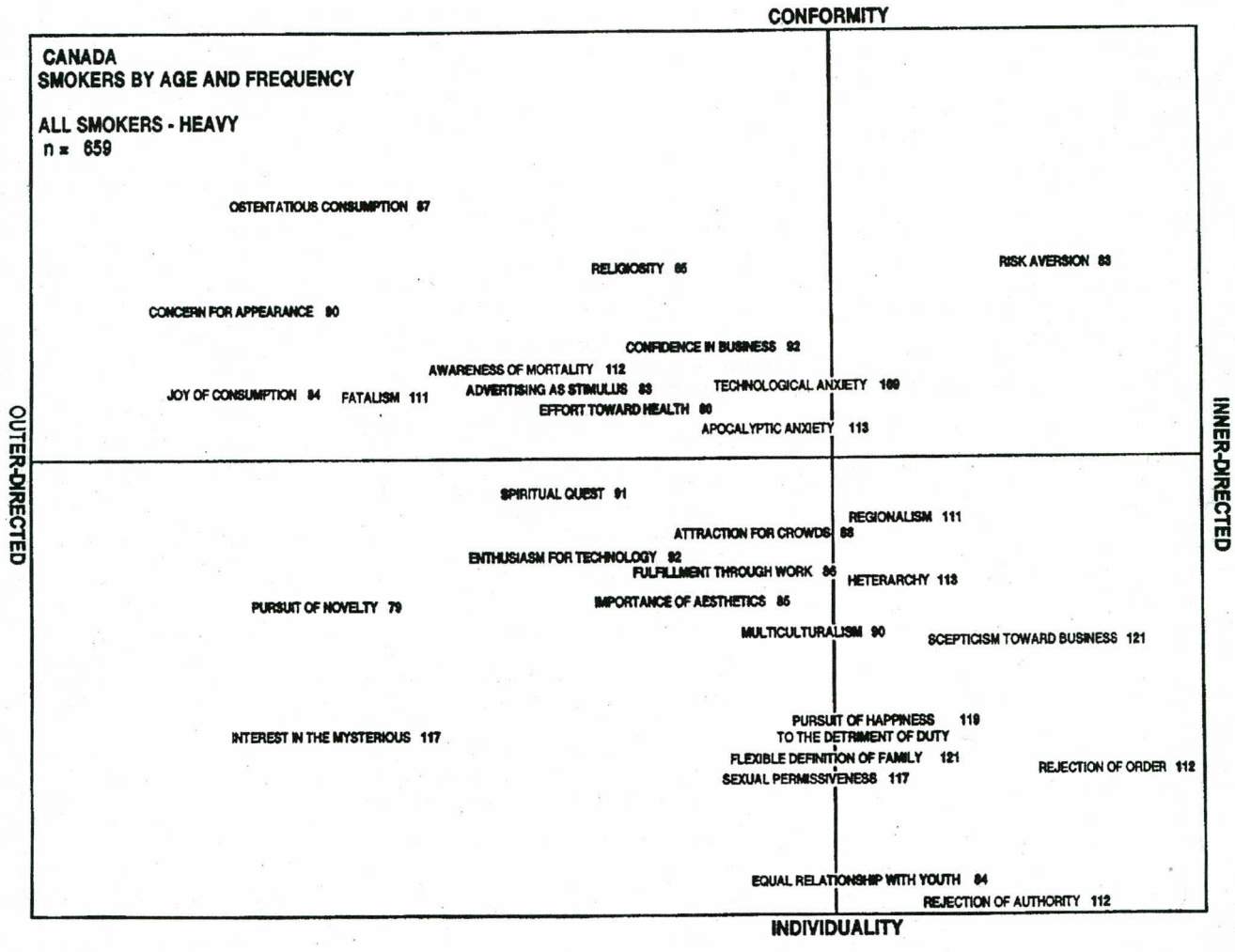
Appendix B

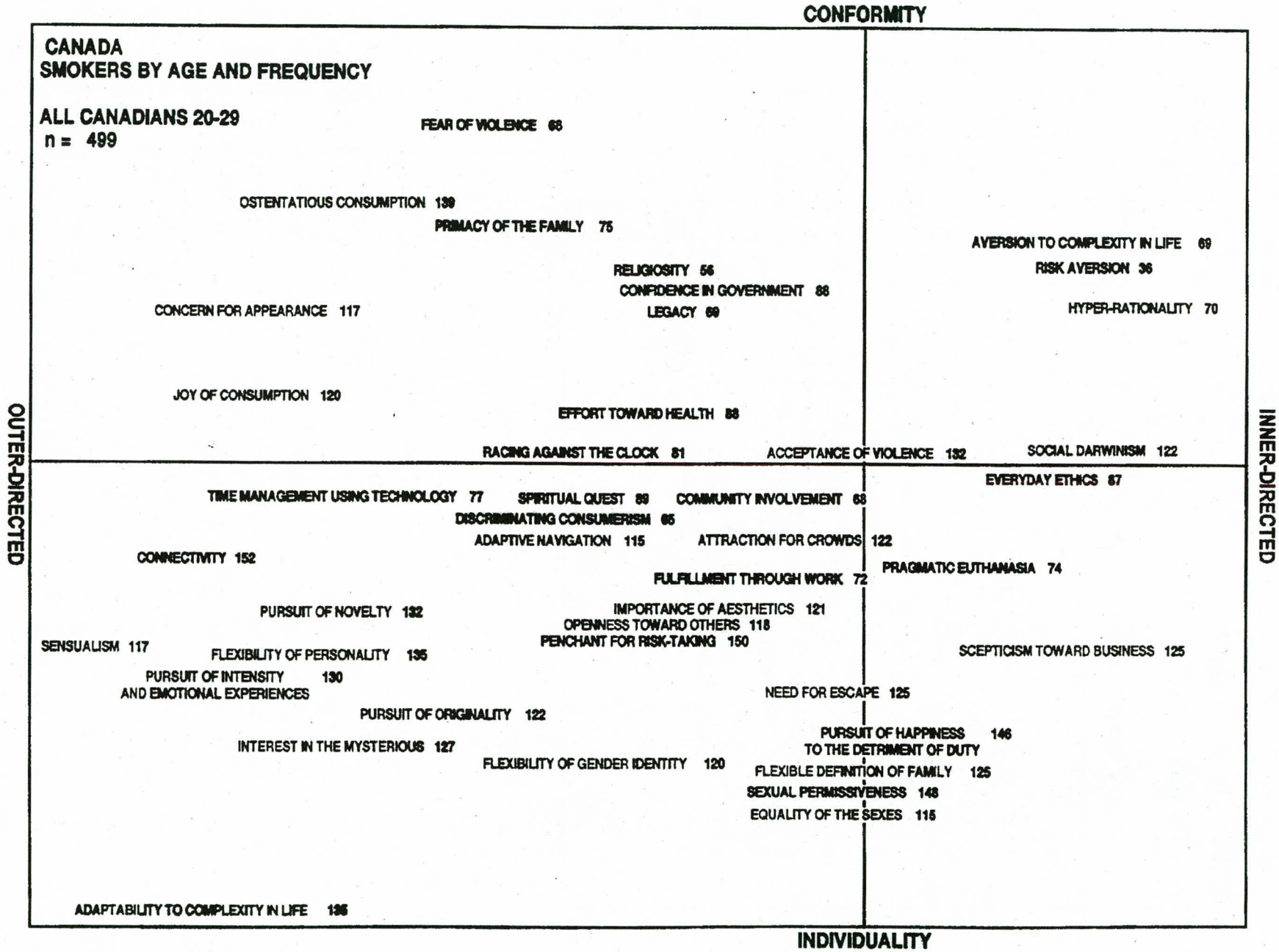
3SC Maps

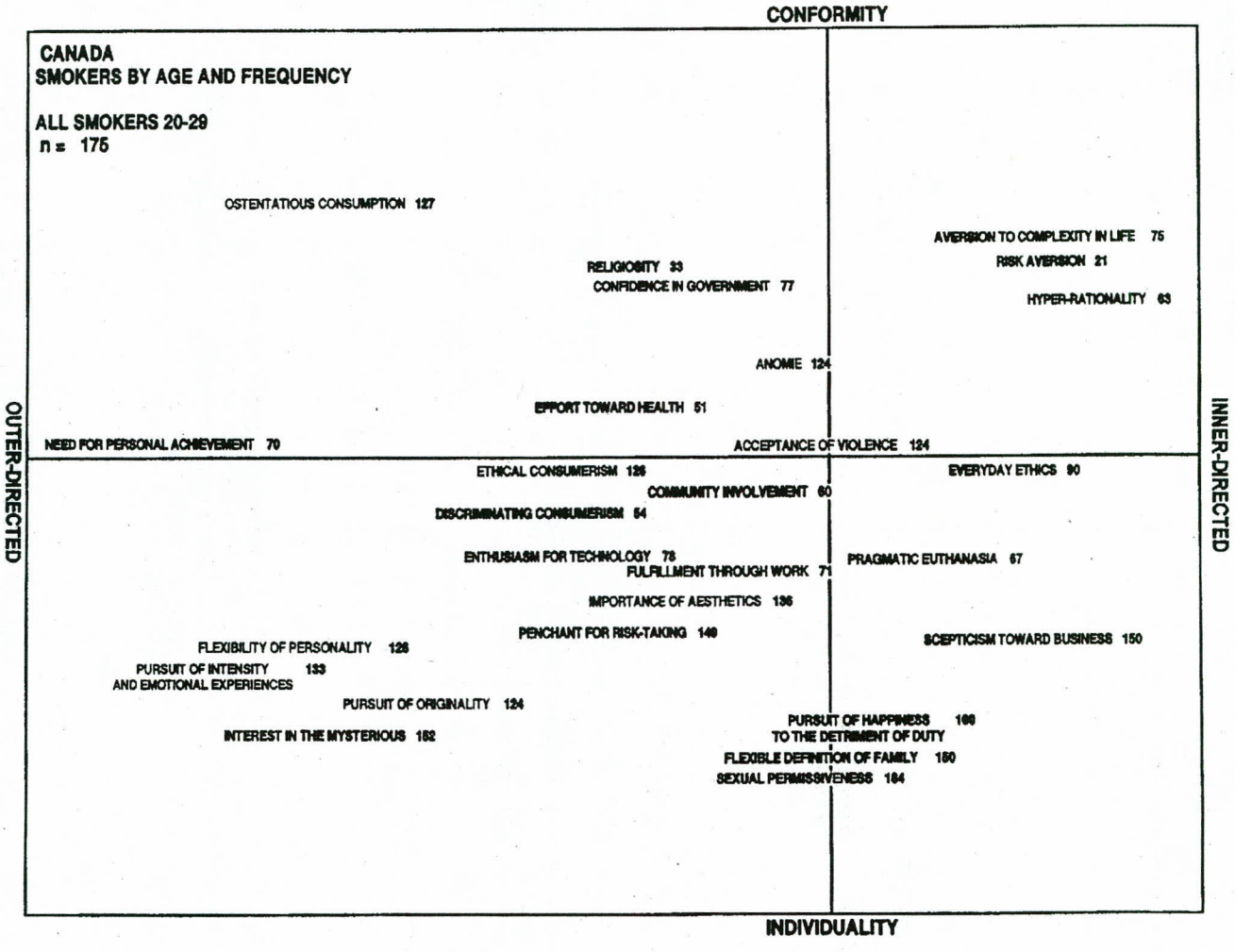

CONFORMITY
Smoking in Canada
3SC 1995 (Expanded View)
OUTER-DIRECTED
INNER-DIRECTED
• All light smokers
• All smokers
• All heavy smokers
■ Heavy smokers 15-19
♦ All Canadians 20-29
■ All smokers 15-19
♦ All & heavy smokers 20-29
♦ Light smokers 20-29
■ All Canadians 15-19
■ Light smokers 15-19
INDIVIDUALITY
ENVIRONICS

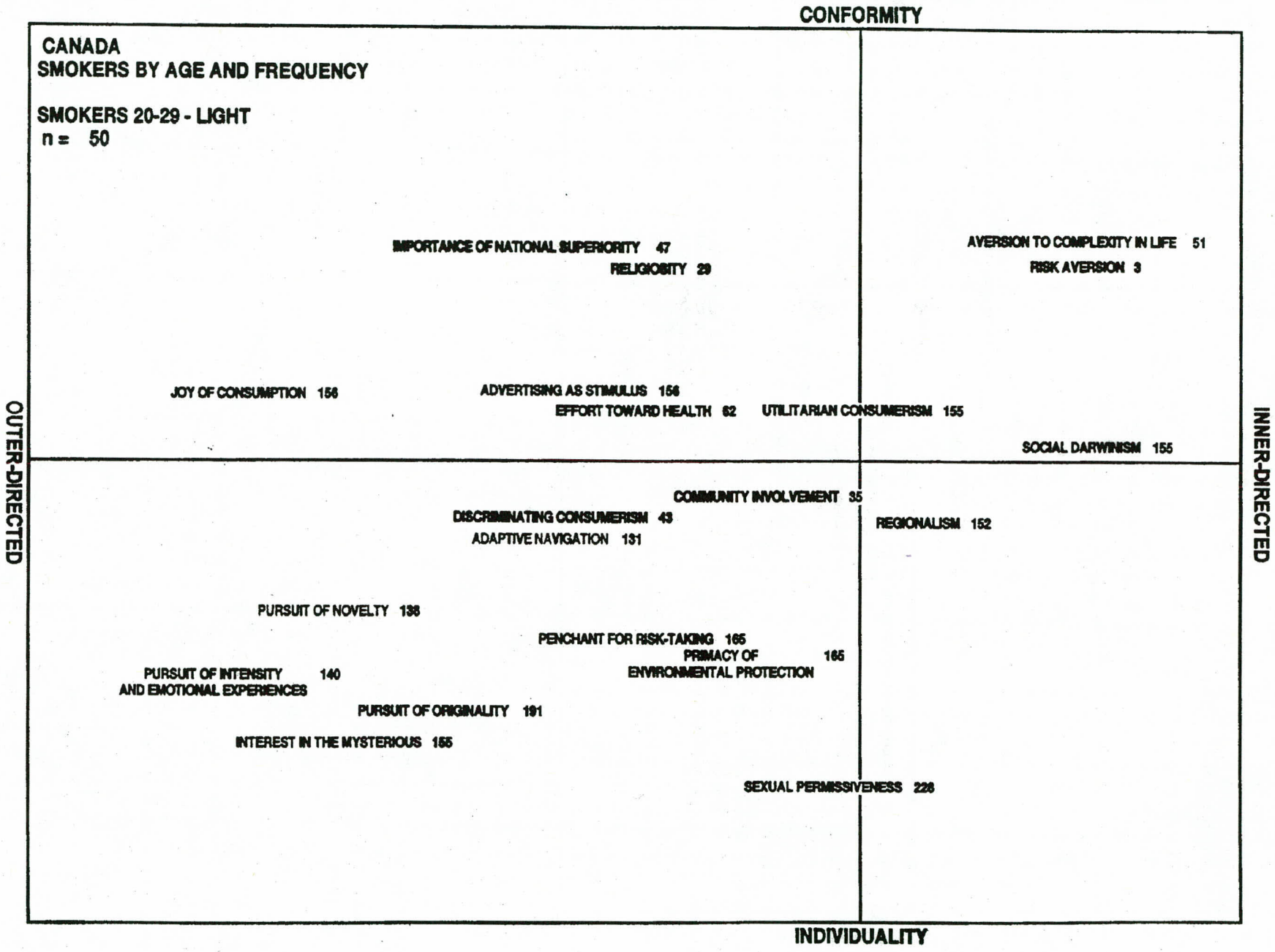

CONFORMITY
CANADA
SMOKERS BY AGE AND FREQUENCY
ALL SMOKERS
n = 843
RELIGIOSITY 64
CONFIDENCE IN GOVERNMENT 87
RISK AVERSION 79
HYPER-RATIONALITY 89
AIMLESSNESS AND LACK OF MEANING 110
AWARENESS OF MORTALITY 116
ANOMIE 111
FATALISM 113
EFFORT TOWARD HEALTH 64
UTILITARIAN CONSUMERISM 109
APOCALYPTIC ANXIETY 117
OUTER-DIRECTED
INNER-DIRECTED
ETHICAL CONSUMERISM 111
SPIRITUAL QUEST 90
COMMUNITY INVOLVEMENT 89
REGIONALISM 106
ATTRACTION FOR CROWDS 86
FULFILLMENT THROUGH WORK 84
HETERARCHY 106
PURSUIT OF NOVELTY 86
IMPORTANCE OF AESTHETICS 87
SENSUALISM 112
PENCHANT FOR RISK-TAKING 107
MULTICULTURALISM 91
SCEPTICISM TOWARD BUSINESS 113
NEED FOR ESCAPE 111
PURSUIT OF HAPPINESS TO THE DETRIMENT OF DUTY 119
INTEREST IN THE MYSTERIOUS 122
FLEXIBLE DEFINITION OF FAMILY 115
SEXUAL PERMISSIVENESS 122
REJECTION OF ORDER 109
EQUAL RELATIONSHIP WITH YOUTH 87
CONTROL OF DESTINY 90
INDIVIDUALITY

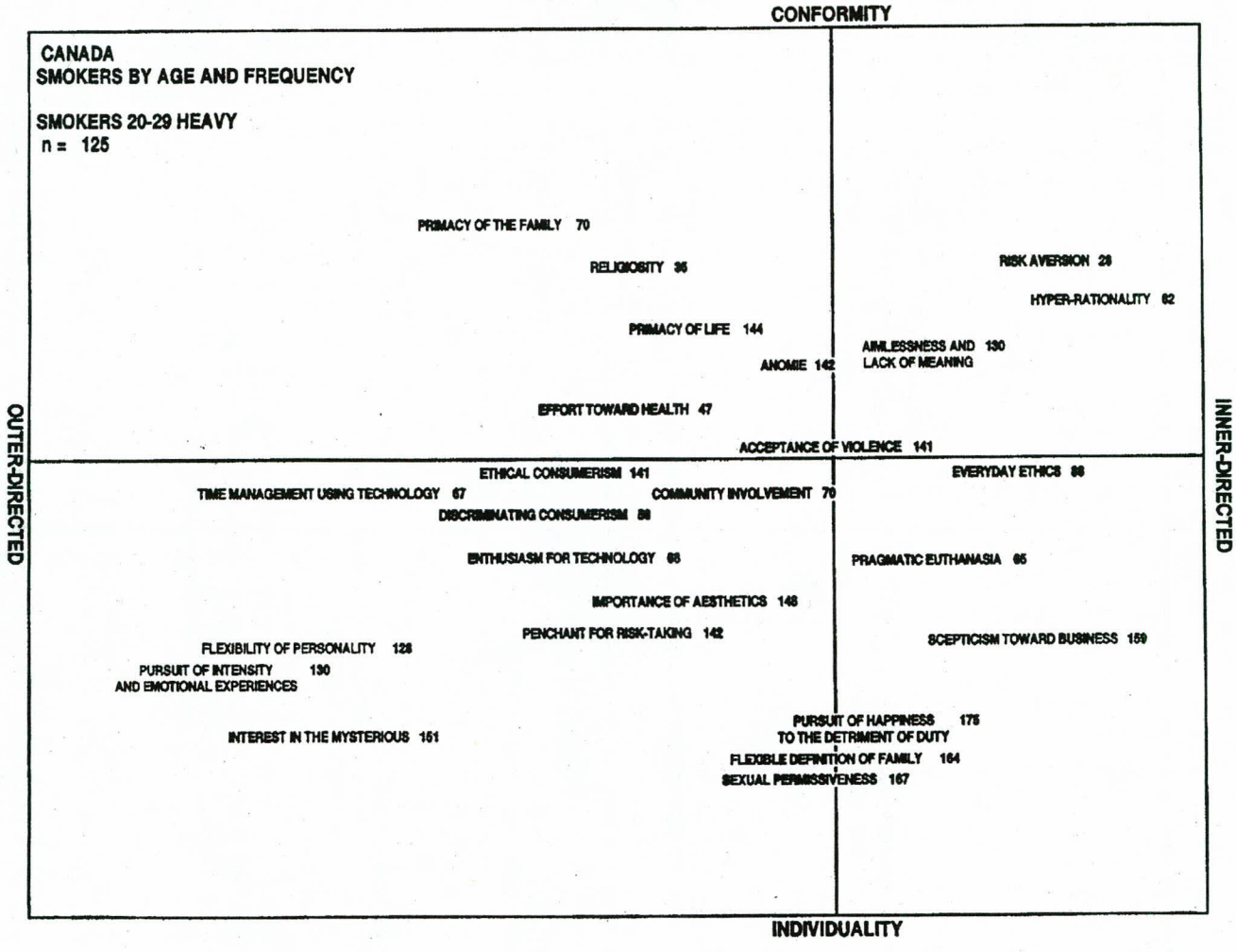

CONFORMITY
CANADA
SMOKERS BY AGE AND FREQUENCY
ALL SMOKERS LIGHT
n = 179
RELIGIOSITY 54
CONFIDENCE IN GOVERNMENT 60
RISK AVERSION 61
CONCERN FOR APPEARANCE 120
CONFIDENCE IN BUSINESS 116
AWARENESS OF MORTALITY 127
JOY OF CONSUMPTION 132
ADVERTISING AS STIMULUS 126
EFFORT TOWARD HEALTH 77
APOCALYPTIC ANXIETY 126
SOCIAL DARWINISM 120
COMMUNITY INVOLVEMENT 67
ADAPTIVE NAVIGATION 116
PURSUIT OF NOVELTY 129
PENCHANT FOR RISK-TAKING 119
NEED FOR ESCAPE 137
PURSUIT OF HAPPINESS 123
TO THE DETRIMENT OF DUTY
INTEREST IN THE MYSTERIOUS 140
SEXUAL PERMISSIVENESS 144
EQUALITY OF THE SEXES 81
NEED FOR AUTONOMY 56
IMPORTANCE OF 79
SPONTANEITY IN DAILY LIFE
OUTER-DIRECTED
INNER-DIRECTED
INDIVIDUALITY

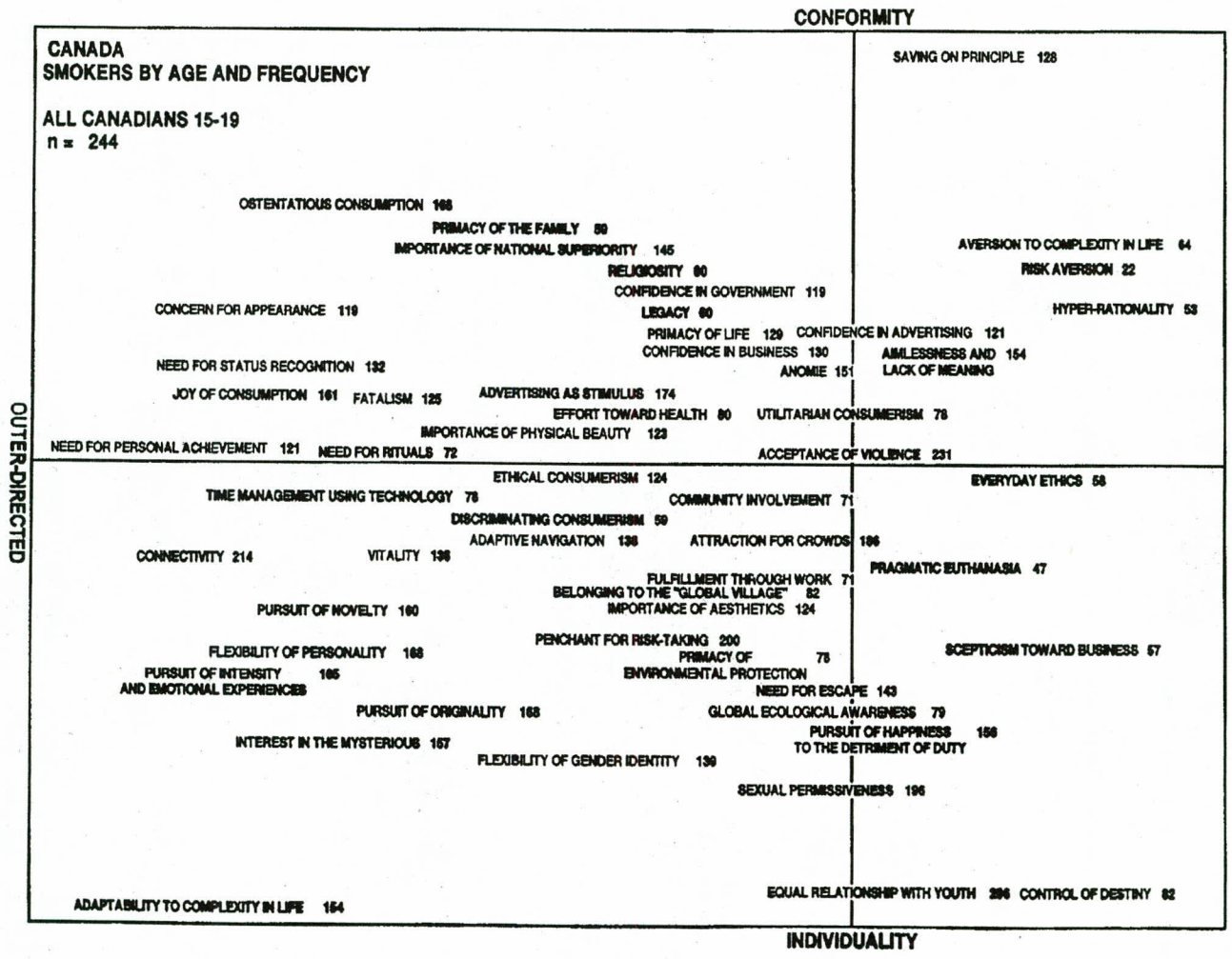

CONFORMITY
CANADA
SMOKERS BY AGE AND FREQUENCY
ALL SMOKERS - HEAVY
n = 659
OSTENTATIOUS CONSUMPTION 87
RELIGIOSITY 86
RISK AVERSION 83
CONCERN FOR APPEARANCE 90
CONFIDENCE IN BUSINESS 92
AWARENESS OF MORTALITY 112
JOY OF CONSUMPTION 84
FATALISM 111
ADVERTISING AS STIMULUS 83
TECHNOLOGICAL ANXIETY 109
EFFORT TOWARD HEALTH 90
APOCALYPTIC ANXIETY 113
OUTER-DIRECTED
INNER-DIRECTED
SPIRITUAL QUEST 91
REGIONALISM 111
ATTRACTION FOR CROWDS 88
ENTHUSIASM FOR TECHNOLOGY 92
FULFILLMENT THROUGH WORK 86
HETERARCHY 113
PURSUIT OF NOVELTY 79
IMPORTANCE OF AESTHETICS 85
MULTICULTURALISM 90
SCEPTICISM TOWARD BUSINESS 121
PURSUIT OF HAPPINESS 119
TO THE DETRIMENT OF DUTY
INTEREST IN THE MYSTERIOUS 117
FLEXIBLE DEFINITION OF FAMILY 121
REJECTION OF ORDER 112
SEXUAL PERMISSIVENESS 117
EQUAL RELATIONSHIP WITH YOUTH 84
REJECTION OF AUTHORITY 112
INDIVIDUALITY

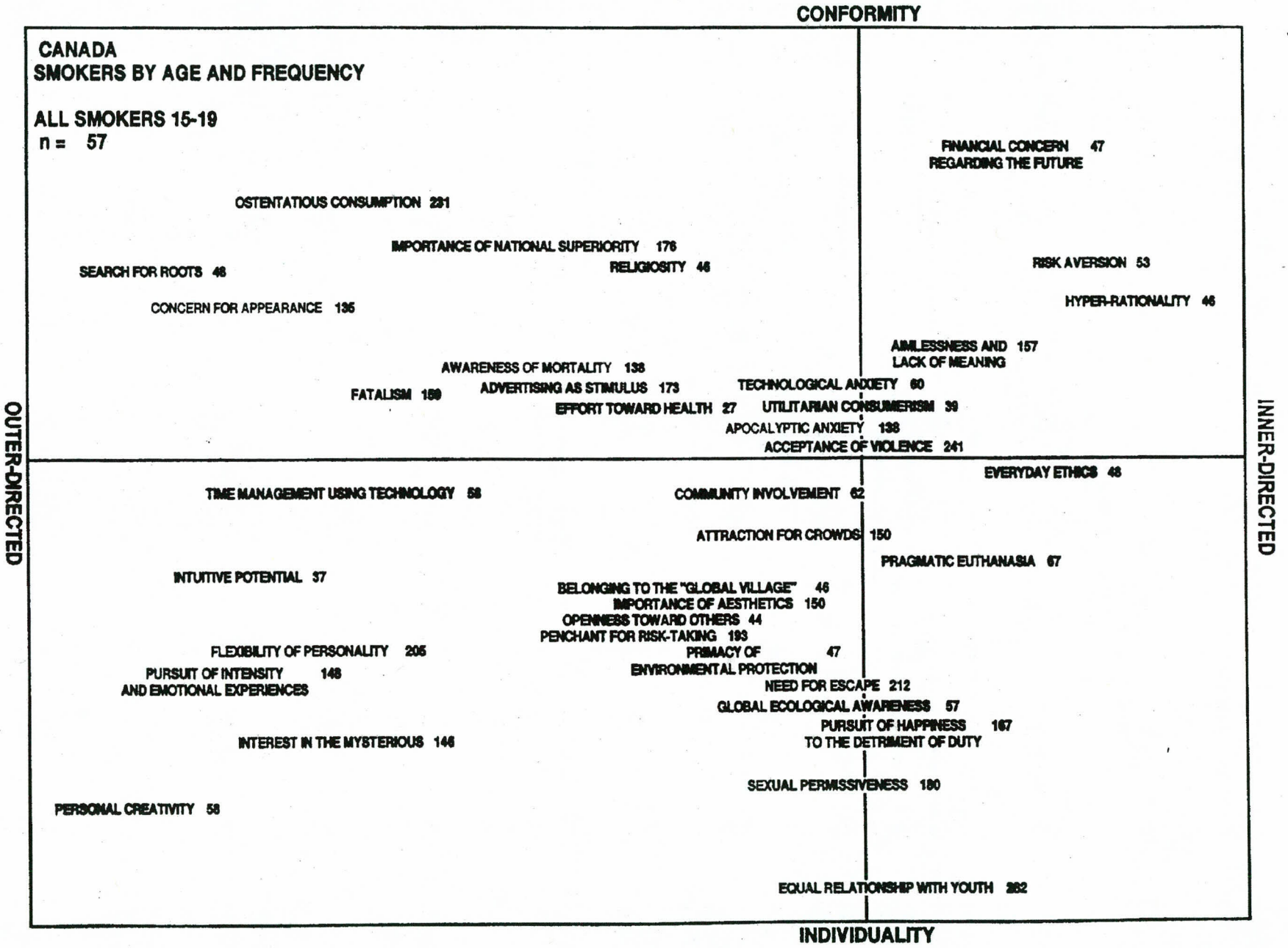

CONFORMITY
CANADA
SMOKERS BY AGE AND FREQUENCY
ALL CANADIANS 20-29
n = 499
FEAR OF VIOLENCE 68
OSTENTATIOUS CONSUMPTION 139
PRIMACY OF THE FAMILY 75
AVERSION TO COMPLEXITY IN LIFE 69
RELIGIOSITY 56
RISK AVERSION 36
CONFIDENCE IN GOVERNMENT 88
CONCERN FOR APPEARANCE 117
LEGACY 69
HYPER-RATIONALITY 70
JOY OF CONSUMPTION 120
EFFORT TOWARD HEALTH 88
RACING AGAINST THE CLOCK 81
ACCEPTANCE OF VIOLENCE 132
SOCIAL DARWINISM 122
EVERYDAY ETHICS 87
TIME MANAGEMENT USING TECHNOLOGY 77
SPIRITUAL QUEST 89
COMMUNITY INVOLVEMENT 68
DISCRIMINATING CONSUMERISM 85
ADAPTIVE NAVIGATION 115
ATTRACTION FOR CROWDS 122
CONNECTIVITY 152
PRAGMATIC EUTHANASIA 74
FULFILLMENT THROUGH WORK 72
PURSUIT OF NOVELTY 132
IMPORTANCE OF AESTHETICS 121
OPENNESS TOWARD OTHERS 118
PENCHANT FOR RISK-TAKING 150
SENSUALISM 117
FLEXIBILITY OF PERSONALITY 135
SCEPTICISM TOWARD BUSINESS 125
PURSUIT OF INTENSITY AND EMOTIONAL EXPERIENCES 130
NEED FOR ESCAPE 125
PURSUIT OF ORIGINALITY 122
PURSUIT OF HAPPINESS TO THE DETRIMENT OF DUTY 146
INTEREST IN THE MYSTERIOUS 127
FLEXIBILITY OF GENDER IDENTITY 120
FLEXIBLE DEFINITION OF FAMILY 125
SEXUAL PERMISSIVENESS 148
EQUALITY OF THE SEXES 115
ADAPTABILITY TO COMPLEXITY IN LIFE 136
OUTER-DIRECTED
INNER-DIRECTED
INDIVIDUALITY


CONFORMITY
CANADA
SMOKERS BY AGE AND FREQUENCY
ALL SMOKERS 20-29
n = 175
OSTENTATIOUS CONSUMPTION 127
AVERSION TO COMPLEXITY IN LIFE 75
RELIGIOSITY 33
RISK AVERSION 21
CONFIDENCE IN GOVERNMENT 77
HYPER-RATIONALITY 63
ANOMIE 124
EFFORT TOWARD HEALTH 51
NEED FOR PERSONAL ACHIEVEMENT 70
ACCEPTANCE OF VIOLENCE 124
OUTER-DIRECTED
INNER-DIRECTED
ETHICAL CONSUMERISM 126
EVERYDAY ETHICS 90
COMMUNITY INVOLVEMENT 60
DISCRIMINATING CONSUMERISM 54
ENTHUSIASM FOR TECHNOLOGY 78
PRAGMATIC EUTHANASIA 67
FULFILLMENT THROUGH WORK 71
IMPORTANCE OF AESTHETICS 136
PENCHANT FOR RISK-TAKING 140
SCEPTICISM TOWARD BUSINESS 150
FLEXIBILITY OF PERSONALITY 126
PURSUIT OF INTENSITY AND EMOTIONAL EXPERIENCES 133
PURSUIT OF ORIGINALITY 124
PURSUIT OF HAPPINESS TO THE DETRIMENT OF DUTY 169
INTEREST IN THE MYSTERIOUS 162
FLEXIBLE DEFINITION OF FAMILY 150
SEXUAL PERMISSIVENESS 184
INDIVIDUALITY


CONFORMITY
CANADA
SMOKERS BY AGE AND FREQUENCY
SMOKERS 20-29 - LIGHT
n = 50
IMPORTANCE OF NATIONAL SUPERIORITY 47
RELIGIOSITY 29
AVERSION TO COMPLEXITY IN LIFE 51
RISK AVERSION 3
JOY OF CONSUMPTION 156
ADVERTISING AS STIMULUS 156
EFFORT TOWARD HEALTH 62
UTILITARIAN CONSUMERISM 155
SOCIAL DARWINISM 155
COMMUNITY INVOLVEMENT 35
DISCRIMINATING CONSUMERISM 43
ADAPTIVE NAVIGATION 131
REGIONALISM 152
PURSUIT OF NOVELTY 138
PENCHANT FOR RISK-TAKING 165
PRIMACY OF ENVIRONMENTAL PROTECTION 165
PURSUIT OF INTENSITY AND EMOTIONAL EXPERIENCES 140
PURSUIT OF ORIGINALITY 191
INTEREST IN THE MYSTERIOUS 155
SEXUAL PERMISSIVENESS 226
OUTER-DIRECTED
INNER-DIRECTED
INDIVIDUALITY


CONFORMITY
CANADA
SMOKERS BY AGE AND FREQUENCY
SMOKERS 20-29 HEAVY
n = 125
PRIMACY OF THE FAMILY 70
RELIGIOSITY 36
PRIMACY OF LIFE 144
ANOMIE 142
EFFORT TOWARD HEALTH 47
RISK AVERSION 28
HYPER-RATIONALITY 62
AIMLESSNESS AND LACK OF MEANING 130
ACCEPTANCE OF VIOLENCE 141
OUTER-DIRECTED
INNER-DIRECTED
ETHICAL CONSUMERISM 141
TIME MANAGEMENT USING TECHNOLOGY 67
COMMUNITY INVOLVEMENT 70
DISCRIMINATING CONSUMERISM 88
ENTHUSIASM FOR TECHNOLOGY 66
IMPORTANCE OF AESTHETICS 148
PENCHANT FOR RISK-TAKING 142
FLEXIBILITY OF PERSONALITY 128
PURSUIT OF INTENSITY AND EMOTIONAL EXPERIENCES 130
INTEREST IN THE MYSTERIOUS 151
EVERYDAY ETHICS 86
PRAGMATIC EUTHANASIA 65
SCEPTICISM TOWARD BUSINESS 159
PURSUIT OF HAPPINESS TO THE DETRIMENT OF DUTY 175
FLEXIBLE DEFINITION OF FAMILY 164
SEXUAL PERMISSIVENESS 167
INDIVIDUALITY


CONFORMITY
CANADA
SMOKERS BY AGE AND FREQUENCY
ALL CANADIANS 15-19
n = 244
SAVING ON PRINCIPLE 128
OSTENTATIOUS CONSUMPTION 168
PRIMACY OF THE FAMILY 89
IMPORTANCE OF NATIONAL SUPERIORITY 145
AVERSION TO COMPLEXITY IN LIFE 64
RELIGIOSITY 90
RISK AVERSION 22
CONFIDENCE IN GOVERNMENT 119
CONCERN FOR APPEARANCE 119
LEGACY 90
HYPER-RATIONALITY 53
PRIMACY OF LIFE 129
CONFIDENCE IN ADVERTISING 121
CONFIDENCE IN BUSINESS 130
AIMLESSNESS AND LACK OF MEANING 154
NEED FOR STATUS RECOGNITION 132
ANOMIE 151
JOY OF CONSUMPTION 161
FATALISM 125
ADVERTISING AS STIMULUS 174
EFFORT TOWARD HEALTH 90
UTILITARIAN CONSUMERISM 78
IMPORTANCE OF PHYSICAL BEAUTY 123
NEED FOR PERSONAL ACHIEVEMENT 121
NEED FOR RITUALS 72
ACCEPTANCE OF VIOLENCE 231
OUTER-DIRECTED
INNER-DIRECTED
ETHICAL CONSUMERISM 124
EVERYDAY ETHICS 58
TIME MANAGEMENT USING TECHNOLOGY 78
COMMUNITY INVOLVEMENT 71
DISCRIMINATING CONSUMERISM 59
ADAPTIVE NAVIGATION 136
ATTRACTION FOR CROWDS 186
CONNECTIVITY 214
VITALITY 136
PRAGMATIC EUTHANASIA 47
FULFILLMENT THROUGH WORK 71
BELONGING TO THE "GLOBAL VILLAGE" 82
PURSUIT OF NOVELTY 160
IMPORTANCE OF AESTHETICS 124
PENCHANT FOR RISK-TAKING 200
FLEXIBILITY OF PERSONALITY 168
PRIMACY OF ENVIRONMENTAL PROTECTION 75
SCEPTICISM TOWARD BUSINESS 57
PURSUIT OF INTENSITY AND EMOTIONAL EXPERIENCES 185
NEED FOR ESCAPE 143
PURSUIT OF ORIGINALITY 168
GLOBAL ECOLOGICAL AWARENESS 79
PURSUIT OF HAPPINESS TO THE DETRIMENT OF DUTY 156
INTEREST IN THE MYSTERIOUS 157
FLEXIBILITY OF GENDER IDENTITY 139
SEXUAL PERMISSIVENESS 196
EQUAL RELATIONSHIP WITH YOUTH 286
CONTROL OF DESTINY 82
ADAPTABILITY TO COMPLEXITY IN LIFE 154
INDIVIDUALITY


CONFORMITY
CANADA
SMOKERS BY AGE AND FREQUENCY
ALL SMOKERS 15-19
n = 57
FINANCIAL CONCERN 47
REGARDING THE FUTURE
OSTENTATIOUS CONSUMPTION 231
IMPORTANCE OF NATIONAL SUPERIORITY 176
SEARCH FOR ROOTS 48
RELIGIOSITY 46
RISK AVERSION 53
CONCERN FOR APPEARANCE 135
HYPER-RATIONALITY 46
AIMLESSNESS AND 157
LACK OF MEANING
AWARENESS OF MORTALITY 138
FATALISM 159
ADVERTISING AS STIMULUS 173
TECHNOLOGICAL ANXIETY 60
EFFORT TOWARD HEALTH 27
UTILITARIAN CONSUMERISM 39
APOCALYPTIC ANXIETY 138
ACCEPTANCE OF VIOLENCE 241
OUTER-DIRECTED
INNER-DIRECTED
EVERYDAY ETHICS 48
TIME MANAGEMENT USING TECHNOLOGY 58
COMMUNITY INVOLVEMENT 62
ATTRACTION FOR CROWDS 150
PRAGMATIC EUTHANASIA 67
INTUITIVE POTENTIAL 37
BELONGING TO THE "GLOBAL VILLAGE" 46
IMPORTANCE OF AESTHETICS 150
OPENNESS TOWARD OTHERS 44
PENCHANT FOR RISK-TAKING 193
FLEXIBILITY OF PERSONALITY 205
PRIMACY OF 47
ENVIRONMENTAL PROTECTION
PURSUIT OF INTENSITY 148
AND EMOTIONAL EXPERIENCES
NEED FOR ESCAPE 212
GLOBAL ECOLOGICAL AWARENESS 57
PURSUIT OF HAPPINESS 167
TO THE DETRIMENT OF DUTY
INTEREST IN THE MYSTERIOUS 146
SEXUAL PERMISSIVENESS 180
PERSONAL CREATIVITY 58
EQUAL RELATIONSHIP WITH YOUTH 282
INDIVIDUALITY

Appendix C

Demographic/Media Use Profiles

Demographic Profile - Smokers, Light and Heavy

	All Canadians %	Smokers (All)	Smokers (Light)	Smokers (Heavy)
SEX				
Male	48	50	50	50
Female	52	50	50	50
AGE				
15-24	18	17	28	14
25-34	23	25	27	24
35-44	22	27	24	28
45-59	20	21	13	23
60+	17	10	8	10
INCOME				
Less than 25K	19	26	25	26
25K-39.9	19	22	15	24
40K-59.9	22	22	20	22
60K+	27	20	26	18
EDUCATION				
Less than high School	27	32	30	32
High School	24	27	24	28
College/University	49	40	46	39
COMMUNITY SIZE				
1 Million+	32	28	32	26
100K to 1 million	31	31	29	32
5K to 100K	23	29	26	30
Less than 5K	13	12	14	12
OCCUPATION				
Homemaker	12	14	11	15
Student	11	7	12	6
Retired	15	11	8	11
Prof./Admin.	13	8	12	7
Tech./Semi-professional	8	9	10	9
White Collar	15	15	13	16
Blue Collar	16	23	22	23
REGION				
Atlantic	8	8	8	8
Quebec	26	27	23	28
Ontario	37	33	32	34
Prairies	16	19	20	19
B.C.	12	12	17	11

Television and Radio Use* - Smokers, Light and Heavy

Medium	All Canadians	Smokers (All)	Smokers (Light)	Smokers (Heavy)
Television	2.88	3.24	3.13	3.26
FM Radio (weekday)	1.88	2.09	2.36	2.02
FM Radio (weekend)	1.80	1.99	2.16	1.96
AM Radio (weekday)	1.04	1.02	0.77	1.10
AM Radio (weekend)	0.81	0.83	0.67	0.88

* Hours per day viewing/listening

Television Viewing Habits** - Smokers, Light and Heavy

Type of Program	All Canadians	Smokers (All)	Smokers (Light)	Smokers (Heavy)
Early evening news (5:00-7:30)	64	68	65	68
TV movies/mini-series	61	68	62	70
Situation comedies	57	59	63	59
Current events/documentary programming	52	54	53	54
Drama series	51	55	50	57
Documentaries other than current events	50	53	51	54
Sports programming	46	48	52	47
Talk shows	42	47	44	47
National/international news after 9:00 pm	40	36	40	35
Quiz and game shows	35	35	38	34
Variety shows featuring mostly music	29	28	26	28
Arts programming (operas, symphonies, ballet)	17	14	15	13

** Percentage who regularly watch

Demographic Profile - Smokers, Age 15-19

	All Canadians %	Canadians Age 15-19	Smokers Age 15-19
SEX			
Male	48	53	47
Female	52	47	53
AGE			
15-24	18	100	100
25-34	23	--	--
35-44	22	--	--
45-59	20	--	--
60+	17	--	--
INCOME			
Less than 25K	19	20	30
25K-39.9	19	12	20
40K-59.9	22	19	17
60K+	27	28	13
EDUCATION			
Less than High School	27	62	68
High School	24	23	23
College/University	49	14	7
COMMUNITY SIZE			
1 Million+	32	29	17
100K to 1 million	31	31	32
5K to 100K	23	26	40
Less than 5K	13	14	11
OCCUPATION			
Homemaker	12	3	13
Student	11	72	53
Retired	15	--	--
Prof./Admin.	13	--	1
Tech./Semi-professional	8	1	1
White Collar	15	2	3
Blue Collar	16	10	13
REGION			
Atlantic	8	10	8
Quebec	26	25	20
Ontario	37	36	37
Prairies	16	18	23
B.C.	12	11	12

Television and Radio Use* - Smokers, Age 15-19

Medium	All Canadians	Canadians Age 15-19	Smokers Age 15-19
Television	2.88	3.02	3.52
FM Radio (weekday)	1.88	2.36	2.54
FM Radio (weekend)	1.80	2.51	2.42
AM Radio (weekday)	1.04	0.53	0.51
AM Radio (weekend)	0.81	0.50	0.48

* Hours per day viewing/listening

Television Viewing Habits** - Smokers, Age 15-19

Type of Program	All Canadians	Canadians Age 15-19	Smokers Age 15-19
Early evening news (5:00-7:30)	64	38	36
TV movies/mini-series	61	61	71
Situation comedies	57	64	55
Current events/documentary programming	52	25	26
Drama series	51	42	36
Documentaries other than current events	50	24	20
Sports programming	46	48	40
Talk shows	42	57	60
National/international news after 9:00 pm	40	21	22
Quiz and game shows	35	34	33
Variety shows featuring mostly music	29	50	54
Arts programming (operas, symphonies, ballet)	17	9	7

** Percentage who regularly watch

Demographic Profile - Smokers, Age 20-29

	All Canadians %	Canadians Age 20-29	Smokers Age 20-29	Smokers Age 20-29 (Light)	Smokers Age 20-29 (Heavy)
SEX					
Male	48	49	48	45	49
Female	52	51	52	55	51
AGE					
15-24	18	46	46	51	44
25-34	23	54	54	49	56
35-44	22	--	--	--	--
45-59	20	--	--	--	--
60+	17	--	--	--	--
INCOME					
Less than 25K	19	20	28	26	29
25K-39.9	19	21	25	16	29
40K-59.9	22	19	16	17	16
60K+	27	27	20	36	14
EDUCATION					
Less than High School	27	15	23	15	26
High School	24	22	26	21	28
College/University	49	62	51	64	46
COMMUNITY SIZE					
1 Million+	32	35	29	35	26
100K to 1 million	31	35	35	39	33
5K to 100K	23	19	25	17	28
Less than 5K	13	11	12	9	13
OCCUPATION					
Homemaker	12	11	14	9	16
Student	11	16	11	10	11
Retired	15	--	--	--	--
Prof./Admin.	13	13	8	15	5
Tech./Semi-professional	8	7	10	7	11
White Collar	15	18	18	21	17
Blue Collar	16	22	26	23	27
REGION					
Atlantic	8	8	5	7	5
Quebec	26	24	22	21	23
Ontario	37	40	37	30	40
Prairies	16	16	20	20	20
B.C.	12	11	15	22	12

Television and Radio Use* - Smokers, Age 20-29

Medium	All Canadians	Canadians Age 20-29	Smokers Age 20-29	Smokers Age 20-29 (Light)	Smokers Age 20-29 (Heavy)
Television	2.88	2.87	3.15	2.85	3.27
FM Radio (weekday)	1.88	2.30	2.54	2.65	2.50
FM Radio (weekend)	1.80	1.80	2.23	2.48	2.28
AM Radio (weekday)	1.04	0.65	0.60	0.33	0.70
AM Radio (weekend)	0.81	0.44	0.39	0.33	0.41

* Hours per day viewing/listening

Television Viewing Habits** - Smokers, Age 20-29

Type of Program	All Canadians	Canadians Age 20-29	Smokers Age 20-29	Smokers Age 20-29 (Light)	Smokers Age 20-29 (Heavy)
Early evening news (5:00-7:30)	64	58	64	66	63
TV movies/mini-series	61	67	74	69	76
Situation comedies	57	75	77	78	77
Current events/documentary programming	52	45	49	52	48
Drama series	51	56	61	57	64
Documentaries other than current events	50	46	49	46	51
Sports programming	46	47	49	51	48
Talk shows	42	54	61	56	64
National/international news after 9:00 pm	40	28	26	30	25
Quiz and game shows	35	32	31	38	28
Variety shows featuring mostly music	29	35	35	34	35
Arts programming (operas, symphonies, ballet)	17	14	14	15	14

** Percentage who regularly watch

Demographic Profile - Young People, Age 15-19

	All Canadians %	Canadians Age 15-19
SEX		
Male	48	53
Female	52	47
AGE		
15-24	18	100
25-34	23	--
35-44	22	--
45-59	20	--
60+	17	--
INCOME		
Less than 25K	19	20
25K-39.9	19	12
40K-59.9	22	19
60K+	27	28
EDUCATION		
Less than High School	27	62
High School	24	23
College/University	49	14
COMMUNITY SIZE		
1 Million+	32	29
100K to 1 million	31	31
5K to 100K	23	26
Less than 5K	13	14
OCCUPATION		
Homemaker	12	3
Student	11	72
Retired	15	--
Prof./Admin.	13	--
Tech./Semi-professional	8	1
White Collar	15	2
Blue Collar	16	10
REGION		
Atlantic	8	10
Quebec	26	25
Ontario	37	36
Prairies	16	18
B.C.	12	11

Television and Radio Use* - Young People, Age 15-19

Medium	All Canadians	Canadians Age 15-19
Television	2.88	3.02
FM Radio (weekday)	1.88	2.36
FM Radio (weekend)	1.80	2.51
AM Radio (weekday)	1.04	0.53
AM Radio (weekend)	0.81	0.50

* Hours per day viewing/listening

Television Viewing Habits** - Young People, Age 15-19

Type of Program	All Canadians	Canadians Age 15-19
Early evening news (5:00-7:30)	64	38
TV movies/mini-series	61	61
Situation comedies	57	64
Current events/documentary programming	52	25
Drama series	51	42
Documentaries other than current events	50	24
Sports programming	46	48
Talk shows	42	57
National/international news after 9:00 pm	40	21
Quiz and game shows	35	34
Variety shows featuring mostly music	29	50
Arts programming (operas, symphonies, ballet)	17	9

** Percentage who regularly watch

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A 3SC Analysis of Specific Tobacco Control Measures

Prepared for: Health Canada

Prepared by: Environics Research Group Limited

June 1996

Table of Contents

1.0 INTRODUCTION 3

2.0 SMOKERS 5
- 2.1 Socio-Cultural Profile 5
- 2.2 Demographic/Media Use Profile 7
- 2.3 Implications 7
  - 2.3.1 Toxic Constituent Listings 7
  - 2.3.2 Ban on Tobacco Advertising 8
  - 2.3.3 Anti-tobacco Advertising 8

3.0 SMOKER SUB-GROUPS 11
- 3.1 Socio-Cultural Profile 11
- 3.2 Demographic/Media Profile 12
- 3.3 Implications 12
  - 3.3.1 Toxic Constituent Listings 13
  - 3.3.2 Ban on Tobacco Advertising 13
  - 3.3.3 Anti-Tobacco Advertising 13

4.0 YOUNG PEOPLE AGE 15-19 15
- 4.1 Socio-Cultural Profile 15
- 4.2 Demographic/Media Use Profile 17
- 4.3 Implications 17
  - 4.3.1 Toxic Constituent Listings 17
  - 4.3.2 Ban on Tobacco Advertising 18
  - 4.3.3 Anti-tobacco Advertising 18

APPENDIX A - The 3SC Social Values Monitor
APPENDIX B - 3SC Maps
APPENDIX C - Demographic/Media Use Profile

1.0 INTRODUCTION

Background

Under the Tobacco Products Control Act, Health Canada has a mandate to provide information to consumers on tobacco products. At the present time, tobacco products contain a health warning, as well as limited information about toxic constituents in tobacco and tobacco smoke. Environics Research Group has been commissioned to conduct a research program to understand public attitudes toward, and suitable vehicles for, information on this topic. The research consists of three components:

1) Qualitative research - consisting of focus groups across Canada among smokers in general, and young smokers and potential smokers in particular;

2) Quantitative research - consisting of a nation-wide survey of a representative sample of adult Canadians, as well as an over-sample of Canadian youth;

3) Social values research consisting of an in-depth analysis of key target groups using Environics' 3SC Social Values Monitor, the most comprehensive annual survey of the social values of Canadians.

This report, which is concerned with the third component described above, uses 3SC to:

- examine the socio-cultural values of smokers (including subgroups of smokers: light and heavy, ages 15 to 19 and 20 to 29) and potential smokers (young people, age 15 to 19);

- on the basis of this examination, help to determine whether toxic constituent listings will have the desired effect of encouraging people to either quit smoking or never take up the habit.

As noted above, the main focus of this investigation is the issue of toxic constituent listings on tobacco product packaging. Nevertheless, we also discuss here the implications of our social values research in the context of other potential tobacco control measures. In this report, we look at two measures that have to do with advertising: first, the policy of banning tobacco company advertising; and second, the idea of using the principles of social marketing to develop a new anti-tobacco advertising campaign. Other initiatives such as plain packaging for tobacco products, retail controls and taxation may be analyzed using 3SC at another time, if desired.

This report is presented in three sections. They are as follows:

- Smokers
    - Socio-cultural profile
    - Demographic/media use profile
    - Implications
- Smoker Sub-Groups (Light and Heavy, Ages 15-19 and 20-29)
    - Socio-cultural profile - distinguishing features
    - Demographic/media use profile - distinguishing features
    - Implications
- Potential Smokers (Young People, age 15-19)
    - Socio-cultural profile
    - Demographic/media use profile
    - Implications

For more information about Environics' 3SC Social Values Monitor, please consult Appendix A. This appendix contains an introduction to 3SC, an explanation of how to read the 3SC "maps", which are the basic output of the 3SC methodology, and definitions of the values and trends that are tracked by 3SC.

For 3SC "maps" showing the socio-cultural profile of each group under examination, and for graphic depictions of the demographic/media profile of each group, please consult Appendix B and C, respectively.

2.0 SMOKERS

2.1 Socio-Cultural Profile

The 3SC synthesis map of smokers in Canada (see Appendix B) finds them in the lower "individualist" half of the 3SC map, more specifically, in the lower right "personal autonomy" quadrant. Individuals in this quadrant are those whose values are modern and individualistic, whose lifestyle is that of the "Me Generation" and whose motivations are oriented toward personal autonomy and fulfillment, with an emphasis on respect for individual rights and needs. (For more details about the two axes and the four quadrants that form the basis of the 3SC approach to analyzing Canadians' socio-cultural values, see Appendix A.)

However, the 3SC map for smokers also reveals strengths and weaknesses in each of the four quadrants of the map, suggesting there is more than one "type" of smoker in terms of socio-cultural values. Also, as we will see, the values of smokers differ significantly depending on their age cohort.

Here, however, are the values that distinguish smokers in general from the wider population.

Smokers in general are weak on **hyper-rationality**, suggesting that they often make decisions based on emotion rather than on reason or evidence. They are strong on **penchant for risk-taking** and weak on **risk aversion**, and will take risks, not only with some potential gain in mind, but also for the thrill of taking chances.

Smokers' proclivity toward risk-taking includes taking risks with their health. Their weakness on **effort toward health** indicates they are not prepared to take steps to protect their health (such as watching what they eat, exercising, etc). Their lifestyle is more sedentary than that of Canadians in general, an ironic observation in the light of "lifestyle" tobacco advertising that portrays smokers as active.

Smokers' disinclination to protect their health does not result in a sense of immortality, as is sometimes suggested, but rather, a sense of inadequacy and resignation. They are strong on both **awareness of mortality** and **fatalism**, as well as on **apocalyptic anxiety**. They think about death and are aware of their own vulnerability, but are fatalistic about it and feel that there is little they can do to change things - either they will die "before their time" or they won't. They also tend to believe that the world is headed for major upheavals in the near future, whether political, economic, social or ecological, and that there is little that can be done about this either. Smokers are weak on **control of destiny**, and tend to believe destiny is predetermined.

Smokers' sense of **fatalism** is accompanied by a certain nihilism, as is demonstrated by the fact that they are strong on both **anomie** and **aimlessness and lack of meaning.** They feel disconnected from what is happening in society and are more inclined than Canadians in general to have a poor self-image.

Smokers are strong on **regionalism**, and identify more closely with their province or region than with the country as a whole. Nonetheless, they are weak on **community involvement,** and tend not to get involved in local community events or pay attention to what is happening in their area. They are also weak on **multiculturalism.**

Smokers express a low level of faith in institutions. They are weak on **religiosity** and on **confidence in government** and strong on **scepticism toward business.** Interestingly, they are more inclined than Canadians in general to believe that business tends to sacrifice the public good for its own profit.

Smokers are strong on **rejection of order** and **heterarchy.** They want interpersonal relationships, and life in general, to be somewhat unstructured and informal, without a lot of unnecessary rules. They believe that it doesn't matter who performs a task, or how it is performed, so long as it is done.

Smokers are strong on **sexual permissiveness, flexible definition of family** and **pursuit of happiness to the detriment of duty.** They're quite tolerant in matters of sexuality and living arrangements, attaching a premium to the happiness of the individual. However, it is interesting to note that smokers' flexibility does not extend to young people. Smokers are weak on **equal relationship with youth.** They believe that young people do not always know what is in their best interest, and as a result, they believe that young people should not necessarily be accorded the same rights as adults.

Smokers are also strong on **need for escape**, and like to occasionally "get away from it all" and be carefree. They are strong on **sensualism**, and they enjoy having more than one of their senses - sight, hearing, taste, touch, smell - stimulated at the same time. They are weak, however, on **importance of aesthetics.**

Smokers are weak on **pursuit of novelty** and **spiritual quest**, but strong on **interest in the mysterious.** In other words, they are interested in the new and in unexplained phenomena, but they are not interested in developing or exploring personal, spiritual, questions.

Smokers are strong on **ethical consumerism**, and are prepared to avoid or boycott companies that are perceived to abuse basic human rights. They are also strong on **utilitarian consumerism**; it is more important to them that a product be useful than beautiful.

2.2 Demographic/Media Use Profile

As the chart in Appendix C shows, smokers skew toward lower incomes (26% versus 19% of Canadians) and lower education levels (32% versus 27% of Canadians). They are over-represented among blue collar workers (23% versus 16% of Canadians) and in cities with populations of between 5,000 and 100,000 (29% versus 23% of Canadians).

In general, the television and radio use of smokers closely reflects that of the general population. Smokers are somewhat more likely to regularly watch TV movies or mini-series (68% versus 61% of Canadians) and talk shows (47% versus 42% of Canadians).

2.3 Implications

The above findings suggest a number of implications for policy makers and communicators wishing to control tobacco use and, more specifically, to encourage smokers to give up the habit, and to discourage non-smokers, especially young people age 15-19, from ever beginning to smoke. (For more information, see Section 4.0.)

Here are the implications as they relate to smokers in general and the three potential tobacco control measures under discussion.

2.3.1 Toxic Constituent Listings

An analysis of the socio-cultural profile of smokers suggests that, despite smokers' approval of the policy of full disclosure of tobacco constituents on product packaging, they are not likely to be motivated to quit smoking because of the provision of information regarding the toxic constituents of tobacco. (See Environics' May 1996 quantitative research study report "Public Attitudes Toward the Listing of Toxic Ingredients on Cigarette Packages: A Survey Report".) As we have seen, smokers' decision-making tends to be influenced more by their emotions than by information they receive.

Furthermore, smokers are not particularly worried about their health (indeed, they like to take risks with their lives, including their health) and, as such, even if they were more rational in their approach to life, they would not be especially moved by information related to healthy living or cautious lifestyles.

The provision of information relating to the toxic constituents of tobacco may not be all in vain, however, if certain steps are taken.

First, we recommend that, if tobacco companies are required to list the toxic constituents of tobacco on product packaging, they should also be required to present this information in ways that meet certain standards of design and format. As we have shown, smokers in general do not put a great deal of importance on aesthetics, but their sensual side does, perhaps, make them more inclined than others to be attracted to materials that stimulate

the senses in some way. As such, to attract the attention of smokers at all, it seems clear that information targetted at them must be presented with the "highest production values".

Second, we suggest that information about toxic constituents on cigarette packaging may attract some interest and have some influence if it is bolstered by other communications efforts with tough messages that have the power to resonate with smokers. One such message that could be used as a kind of lever to boost smokers' willingness to consider the toxic constituents of tobacco is the message that toxins increase profits for tobacco companies. This message builds on smokers' inherent distrust of private sector motivations and may, in fact, influence smokers to look twice at toxic constituent listings.

2.3.2 Ban on Tobacco Advertising

An analysis of the socio-cultural profile of smokers suggests that a ban on tobacco advertising would probably not directly cause most smokers to quit, but would likely make it easier for them to quit.

Because smokers tend to be more emotional than rational, and because they put a high value on the stimulation of the senses, they are perfect targets for advertisers. Indeed, they are especially vulnerable when advertisers push the hot buttons that will "turn smokers on" and give them ammunition to justify their continuing to smoke. For example, advertising that suggests that smokers are non-conformists (e.g., "having a smoke" on the wing of an airplane) plays right into smokers' image of themselves as autonomous individuals who do not conform to society's rules about duty or social responsibility but who demand the right to do as they please.

Putting an end to tobacco company advertising should be examined because it has the potential to be an important component of a longterm tobacco control campaign.

2.3.3 Anti-tobacco Advertising

Environics' analysis of the socio-cultural values of smokers suggests that anti-tobacco advertising is probably the most powerful tool available to those who wish to encourage smokers to quit, or discourage young people from starting (see Section 4.0).

The degree to which advertising will actually "work", however, is dependent on using "values intelligence" to craft the ads properly and identify the right messages. Doing so - and achieving results - is what social marketing is all about and, we believe, something that 3SC is well-suited to assist with.

Here, then, are some 3SC-inspired points regarding the recommended form (style, tone, etc.) and content (themes, messages, etc.) of anti-tobacco advertising targetted at smokers in general.

Form

- Because smokers tend to be more emotional than rational, consider emotional, not informational, advertising.

- Because smokers are stimulated by advertising, aim for the highest production values, in order to break through the advertising "clutter" that they look at every day.

- Because smokers suffer from anomie and a sense of aimlessness in life, borrow some of the tactics that the tobacco industry uses to make smokers feel good about themselves.

- Because smokers have lower income/lower education levels, use television (the medium that is most popular and accessible for this group), over radio, print, or Internet/World Wide Web.

Content

- Because smokers are not willing to make much effort to improve their health, anti-tobacco advertising should not focus primarily on health concerns. In fact, dire warnings about the impact of tobacco on one's health will likely be tuned out by smokers, who already feel a loss of control.

- Because smokers are risk-takers, do not focus on the risks associated with tobacco use or the principles of risk-avoidance.

- Because smokers are fatalistic and less inclined than others to think they can control life, do not focus on messages about the individual being the locus of control. They won't believe it.

- Because of smokers' hedonistic view of life and enthusiasm for sensual stimulation, consider focussing on the pleasurable benefits of quitting (e.g., you will be amazed at what your taste buds will reveal, when you quit smoking; you'll find yourself getting "high" on ordinary air, when you quit smoking, etc.).

- Because smokers feel the need to escape and break free from the doldrums of life, look at ways of showing how cigarettes keep the smoker in a rut and how quitting will give the smoker a sense of freedom (perhaps by allowing the smoker to treat him/herself to a short vacation or a day off).

- Because of smokers' scepticism toward business and their cynicism about the motives of the private sector, consider messages related to the marketing strategies of tobacco companies and their levels of profitability.

- Because of smokers' inclination toward ethical consumerism, consider posing some tough questions about the ethics of the tobacco industry.

3.0 SMOKER SUB-GROUPS

3.1 Socio-Cultural Profile

Smokers in general share certain characteristics. These shared characteristics result in a group of people who are described below in the column labelled "Smokers".

The key values that distinguish sub-groups of smokers from smokers in general are also described below in the appropriate column.

Smokers (Compared to Canadians)
• More inner-directed, focussed on personal freedom • Motivated more by emotion than reason • Enjoy taking risks • Less motivated by health concerns • Fatalistic • Sceptical of government and of business • Desire to "get away from it all"

Light Smokers (Compared to Canadians)
• More outer-directed, taking their cues from society rather than from themselves • More motivated by the need to "look good" • More confident in business, advertising

Heavy Smokers (Compared to Canadians)
• Much more inner-directed, focussed on personal freedom • Less motivated by the need to "look good" • Less influenced by advertising

Smokers 15-19 (Compared to Canadians)
• More focussed on experience-seeking • More motivated by aesthetics • More influenced by advertising

Smokers 20-29 (Compared to Canadians)
• More motivated by aesthetics

3.2 Demographic/Media Profile

Smokers in general share certain demographic characteristics, which are outlined below. The demographic characteristics that distinguish the different sub-groups of smokers are also described below. For more detail, see Appendix C.

Smokers (Compared to Canadians)

- Lower income
- Lower education
- More blue collar workers
- More in small cities (5-100K)
- More likely to watch television

Light Smokers (Compared to Canadians)

- Teens and early 20s
- Lower income
- More blue collar workers
- More in British Columbia
- More likely to listen to FM radio

Heavy Smokers (Compared to Canadians)

- More in late 30s, early 40s
- Lower income
- Lower education
- More in small cities (5-100K)
- More blue collar workers

Smokers 15-19 (Compared to Canadians, Age 15-19)

- Women
- Lower education
- More in small cities (5-100K)
- Less likely to be students
- More likely to watch television

Smokers 20-29 (Compared to Canadians, Age 15-19)

- Lower income
- Lower education
- More likely to watch television
- More likely to listen to FM radio

3.3 Implications

Generally speaking, the implications for smoker sub-groups are similar to those of smokers in general. There are significant differences among the various sub-groups of smokers. These are discussed below.

3.3.1 Toxic Constituent Listings

Environics' 3SC-based assessment of whether toxic constituent listings could influence smokers in general to quit (see Section 2.2.1) indicates that this initiative will not have a large impact. However, it may be made more potent if certain steps are taken (e.g., requiring that the presentation of the package information meet certain design and format standards and developing accompanying communications programs to boost smokers' interest in taking a second look at toxic constituent listings).

Looking at the above summary of the distinguishing characteristics of smoker sub-groups, we conclude that the above assessment holds for these sub-groups, with one exception. Nothing related to toxic constituent listings is likely to be effective in making heavy smokers inclined to change their behaviour and quit smoking - not the information itself or any other communications efforts as described above. This is because heavy smokers are less motivated by information and advertising or other communications efforts.

In short, policy makers should view the listing of tobacco's toxic constituents on product packaging as a tobacco control measure for light smokers and young smokers (age 15-19, 20-29) only. Other measures would have to be implemented to communicate successfully with heavy smokers.

3.3.2 Ban on Tobacco Advertising

In Section 2.3.2, Environics suggested that a ban on tobacco advertising would be an effective tobacco control measure vis-à-vis smokers in general. The point was made that a ban might not make smokers quit, but it would certainly make it easier for them to quit.

The above analysis of the distinguishing values of smoker sub-groups suggest that a ban on tobacco advertising would be especially effective as a tobacco control measure vis-à-vis light smokers and young smokers, age 15-19.

Light smokers and young smokers, age 15-19, are more inclined than other Canadians to be stimulated by advertising and to be influenced by it, especially if the advertising recommends the use of a product that is made to seem cool and the choice of attractive, cool people.

3.3.3 Anti-Tobacco Advertising

In section 2.3.3, we suggested that anti-tobacco advertising based on the principles of social marketing is probably the most effective communications tool that could be used to discourage smokers from continuing to use tobacco.

Our analysis of the socio-cultural profile of smoker sub-groups suggests that social marketing-based advertising could have an specially powerful impact on light smokers and young smokers, age 15-19.

As we have already pointed out, advertising has real appeal for both these groups. And when the form (style, tone, etc.) and content (themes, messages, etc.) of the advertising are designed to appeal specifically to these groups, the effectiveness of the advertising is maximized.

Here are some points regarding the recommended form and content of anti-tobacco advertising aimed at light smokers and young smokers, age 15-19.

Form

- All of the recommendations for smokers in general (see section 2.3.3) apply for light smokers and young smokers, age 15-19.

- In addition, young smokers, age 15-19, may be especially influenced by advertising that is aesthetically pleasing, because aesthetics have a strong appeal for this group.

Content

- All of the recommendations for smokers in general (see Section 2.3.3) apply for light smokers and young smokers, age 15-19, with one exception:

  ⇒ Light smokers will be unmoved by messages relating to the motives or ethics of tobacco companies. This group has confidence in business and may even be "put off" by (and therefore, likely to tune out) advertising that suggests the tobacco industry is not trustworthy.

- In addition, Environics makes these recommendations vis-à-vis messaging to light smokers:

  ⇒ Because light smokers are outer-directed and interested in being socially successful, consider having their peers convey the idea that smoking is not cool.

  ⇒ Because of light smokers' preoccupation with appearances, focus on portraying the ugly aspects of smoking (e.g., nicotine stains, bad breath, weathered-looking skin, etc.).

4.0 YOUNG PEOPLE AGE 15-19

4.1 Socio-Cultural Profile

As can be seen in the 3SC synthesis map of Canadians, age 15-19 (see Appendix B), Canadian youth find themselves in the lower "individuality" half of the 3SC map, and in the lower left "experience-seeking" quadrant. This means that Canadians, age 15-19, tend to place a great deal of importance on exploring life and exploring themselves. They want to live life to the fullest, to expand their mental frontiers and constantly discover new things and make new connections. (For more details about the two axes and the four quadrants that form the basis of the 3SC approach to analyzing Canadians' socio-cultural values, see Appendix A.)

Nonetheless, the 3SC map for young people, age 15-19, also reveals strengths and weaknesses widely distributed across the map, suggesting there is more than one "type" of young Canadian in terms of socio-cultural values.

Here, however, are the values that distinguish young Canadians from the wider population.

To begin with, we find that young Canadians are strong on **vitality**, the notion that they have high energy levels. As part of this, they are strong on **pursuit of intensity and emotional experiences, pursuit of novelty** and **pursuit of originality**. They actively seek out new experiences that will make them feel like they're "really living" and, as part of this, they also actively seek out new products that they think will make them look new and different and allow them to stand out from the crowd in small, but important, ways.

Teenage Canadians are strong on **pursuit of happiness to the detriment of duty** and **need for escape**. They believe that personal pleasure should not be subsumed by responsibilities to others, and sometimes feel a need to "get away from it all". Not surprisingly, they are also strong on **flexibility of personality, flexibility of gender identity** and **sexual permissiveness**. They have an emotional, mercurial world-view, feeling sometimes more masculine, at other times more feminine, and see no problem with erotica in the mass media or sex outside of marriage.

Young people, age 15-19, are strong on **penchant for risk-taking** and weak on **risk aversion**. They like to take risks not only with possible gains in mind, but also simply for the thrill of taking risks.

Teenage Canadians are strong on **concern for appearance, need for status recognition, joy of consumption** and **ostentatious consumption.** It is important to them that their personal appearance, clothes and home all appear attractive to others, and that they win the respect of others. They enjoy shopping and the whole consumer experience as much as the items they buy.

Young people are also strong on **need for personal achievement.** They are driven to achieve personal and social success and the appearance of success.

Young Canadians are strong on **importance of aesthetics** and **advertising as stimulus**, and as such they often make purchase decisions based on what the media and advertising have identified as being cool or fashionable.

In addition, young people are strong on **importance of physical beauty.** Notably, they are weak on **effort toward health.** If they do decide to "look after themselves", it is because they want to look good, rather than to protect their health.

Young people are strong on **fatalism** and weak on **control of destiny**, feeling that whatever happens, happens, and that they have little control over events. Teenagers are also strong on **anomie** and **aimlessness and lack of meaning.** They occasionally feel out of touch with society, and lacking direction in life. Nonetheless, they are strong on **adaptability to complexity in life** and **adaptive navigation**, and weak on **aversion to complexity in life**, feeling that change and the complexity of contemporary life do not pose, for them personally, a serious challenge.

Young Canadians are strong on **importance of national superiority** and **confidence in government**, and like to show that Canada is, in many ways, superior to or distinct from other countries in the world, and that government generally does more good than harm. In fact, teenage Canadians generally have faith in secular institutions; they are strong on **confidence in business** and **confidence in advertising**, and weak on **scepticism toward business** and **discriminating consumerism.** They believe that business achieves a good balance between its own aims and the public good, and tend to trust the claims it makes for products in its advertising. They tend not to shop around or seek out product information before making purchases. Indeed, they are weak on **utilitarian consumerism;** they buy things for what they look like or what they suggest about a person, not for their utility. However, they are strong on **ethical consumerism,** and are prepared to boycott companies they believe are engaging in unethical behaviour.

In contrast to their relatively strong faith in the institutions of government and business, teenagers are weak on **religiosity** and **need for rituals**, **community involvement**, **primacy of the family** and **legacy**. They feel less attachment than Canadians in general to religious institutions or to their local community and family, being very focused on peers and peer image at this point in their lives. Not unexpectedly, they have not given much, if any, thought to issues of legacy (i.e., what they may pass on to their descendants), and they do not feel as attached as other Canadians to symbolic rituals and events that mark important times in our lives.

Canadians, age 15-19, differ from Canadians in general in that they are strong on **connectivity** and **attraction for crowds.** They enjoy the collective emotions experienced by large groups (e.g., the emotional high that comes with being at a rock concert or large sporting event).

Teenage Canadians are weak on **primacy of environmental protection,** and are unwilling to spend more to help protect the environment. They are weak on **global ecological awareness** and **belonging to the global village.** They have little sense of the interconnectedness of the environment or the world.

Canadians, age 15-19, are also weak on **time management using technology**; they believe they have little or no need to use technology to better manage their time.

4.2 Demographic/Media Use Profile

As the chart in Appendix C shows, most young people, age 15-19, are students and still in secondary school or just graduated.

Analysis of young people's media usage demonstrates that they are more inclined than Canadians in general to watch television (especially talk shows and variety shows featuring mostly music) and to listen to FM radio. They are less likely than other Canadians to listen to AM radio.

4.3 Implications

4.3.1 Toxic Constituent Listings

As we have said, toxic constituent listings are not likely to have a large impact on smokers in general (see Section 2.3.1) or sub-groups of smokers (see Section 3.3.1), but the impact may be increased if certain steps are taken.

This assessment also applies to young people, age 15-19. There is, however, one point that must be made regarding toxic constituent listings and young Canadians.

Contrary to what many may think, young people, age 15-19, are impressed by institutional authority, especially that of government and business. Thus, it is conceivable that young people would be more likely to think twice about the toxicity of tobacco if toxic constituent listings were presented as words from someone with the same or higher status as the American Surgeon-General - the Prime Minister perhaps?

4.3.2 Ban on Tobacco Advertising

In Sections 2.3.2 and 3.3.2 respectively, we noted that a ban on tobacco advertising would be an effective policy for discouraging tobacco use among smokers in general and certain smoker sub-groups (light smokers and young smokers, age 15-19).

Environics' analysis of the values of all young people, age 15-19, suggests that a ban on tobacco advertising would be a very good move indeed, to discourage young people from starting to smoke.

Young people are particularly vulnerable to advertising, especially the sort of advertising that tobacco companies engage in (i.e., advertising that uses the highest production values to portray smoking as an activity of beautiful people, brimming with vitality and energy to experience the good things in life).

4.3.3 Anti-tobacco Advertising

In sections 2.3.3 and 3.3.3, respectively, Environics concluded that smokers in general and certain smoker sub-groups (light smokers and smokers age 15-19) would be motivated to quit smoking by anti-tobacco advertising that was crafted using the principles of social marketing to "push the right buttons".

Our analysis of the values of young people in general (not just young smokers) suggests that carefully designed anti-tobacco advertising will be effective in speaking, not only to smokers, but also to potential smokers, i.e., young people, age 15-19.

Many points regarding the recommended form and content of anti-tobacco advertising aimed at young people are similar to recommendations vis-à-vis smokers in general (Section 2.3.3) and certain smoker sub-groups (Section 3.3.3). These are below, and supplemented with a few additional suggestions that apply uniquely to young people, age 15-19.

Form

- Because young people tend to be more emotional than rational, consider emotional, not informational, advertising.

- Because young people are stimulated by advertising, aim for the highest production values in order to break through the advertising "clutter" that they look at every day.

- Because young people suffer from anomie and a sense of aimlessness in life, borrow some of the tactics that the tobacco industry uses to make smokers feel good about themselves.

- Young people, age 15-19, may be especially influenced by advertising that is aesthetically pleasing, because aesthetics have a strong appeal for this group.

- Media usage patterns suggest that television and FM radio advertising would be more effective than AM radio or print. Consideration should also be given to advertising on the Internet/World Wide Web since we know from other research that young people are among the most "wired" Canadians.

Content

- Because young people are not willing to make much effort to improve their health, anti-tobacco advertising should not focus primarily on health concerns. In fact, dire warnings about the impact of tobacco on one's health will likely be tuned out by smokers, who already feel a loss of control.

- Because young people are risk-takers, do not focus on the risks associated with tobacco use or the principles of risk-avoidance.

- Because of young people's hedonistic view of life and enthusiasm for sensual stimulation, consider focussing on the pleasurable benefits of quitting (e.g., you will be amazed at what your taste buds will reveal, when you quit smoking; you'll find yourself getting "high" on ordinary air, when you quit smoking, etc.)

- Because young people feel the need to escape and break free from the doldrums of life, look at ways of showing how cigarettes keep the smoker in a rut and how quitting will give the smoker a sense of freedom (perhaps by allowing the smoker to treat him/herself to a short vacation or a day off).

- Young people especially will be unmoved by messages relating to the motives or ethics of tobacco companies. This group has confidence in business and may even be "put off" by (and therefore, are likely to tune out) advertising which suggests that the tobacco industry is not trustworthy.

- Because young people are outer-directed and interested in being socially successful, consider having their peers convey the idea that smoking is not cool.

- Because of young people's preoccupation with appearances, focus on portraying the ugly aspects of smoking (e.g., nicotine stains, bad breath, weathered-looking skin, etc.).

- Because of young people's attraction for novelty, consider communicating a message that there is nothing new or different about smoking (e.g., it's just "old hat").

- Because of young people's enthusiasm for shopping and demonstrating success through acquiring consumer products, consider focussing on and detailing the purchasing power that is lost when one has to buy cigarettes every day.

- Because of young people's confidence in their ability to deal with complexity, consider presenting non-smokers as those most able to navigate the slalom course that is "life in the 90s".

Appendix A

The 3SC Social Values Monitor

Methodology of the 3SC Survey

Introduction

The 3SC Monitor is a research program that measures socio-cultural trends among the population and their impact on markets, businesses and institutions. The study is based primarily on the results of an annual, in-home survey conducted among a representative sample of the Canadian population 15 years of age and over.

The survey questionnaire probes the behaviour and attitudes of respondents in such areas as product purchases, their perceptions of specific companies and institutions, their personality traits, values and priorities, lifestyles and personal habits, and their socio-demographic characteristics. From the results of these questions, we are able to synthesize indicators, or 'trends'. The 1995 survey used 81 socio-cultural trends to describe 3SC respondents.

Using a statistical procedure called factor analysis of correspondence (FAC), we are able to synthesize trend information and construct a 'socio-cultural map' on which we can position respondents to the 3SC survey (thus approximating the positioning of the entire population under study). This map allows us to analyze the relative position of such groups as specific population segments or market segments. From respondents' coordinates relative to the map's axes, we are able to segment the population into typologies (obtained through cluster analysis, dispersion diagrams, etc.).

The trends allow us to describe the profile of each segment or sub-group of interest to our clients and to measure the impact of socio-cultural changes among the population as a whole.

Questionnaire and Data Collection

In order to develop a profile of the Canadian population and to address our clients' specific research objectives, we conduct structured interviews, in French and English, in every province of the country. The survey questionnaire includes omnibus questions asked on behalf of 3SC subscribers, as well as questions used to measure the values, habits and characteristics of the population.

Respondents fill out a self-administered questionnaire, under the supervision of a professional CROP interviewer. Interviews for the 1995 3SC Survey were conducted between July 19 and August 25, 1995.

The approximately 200 items used to position respondents on 81 trends were grouped into several types of questions:

- scales of agreement (Do you totally agree, somewhat agree...?) to measure opinions and their intensities;
- scales of importance (Is this important to you: very, somewhat ...?) for items describing behaviour or attitudes;
- preference for one of two possible choices in briefly described situations;
- scales of proximity (Do you feel very close, fairly close...?) relative to the different types of people described in terms of their behaviour or attitudes;
- scales measuring the frequency with which certain impressions or ideas occur to respondents (Have you thought about this often, occasionally...?).

Sample Size and Statistical Validity

The 1995 3SC Survey is based on a sample size of 2,648 Canadian men and women, including 1,056 residents of Quebec. This sample is representative of the Canadian population 15 years of age and over, in all major regions, with the exclusion of individuals living in institutions (army camps, prisons, hospitals, etc.) or in the Northwest and Yukon Territories.

The sampling model used five probabilistic steps: stratification by regions and city size; and selection by localities, census division and city block. Households were selected at the block level. Strict quotas were imposed for age groups, sex, and the number of working women, in order to ensure a proportional representation of each group in the sample.

Stratifying the sample by four regions and four city sizes increases the accuracy of results for key sub-groups and residents from smaller regions.

Ten percent of each interviewer's work was verified by supervisors to ensure that interviews were conducted thoroughly, and with courtesy.

Data Processing

The 2,648 completed questionnaires were verified and coded, and the information transferred to (MS DOS compatible) diskettes for compiling.

Data for each region, city size and age group were weighted by computer according to their proportional representation among the population, so that results would be truly representative of the entire Canadian population.

The main steps involved in constructing the trends (indicators) included:

- assigning each item a score from 1 to 5;
- controlling the relevance of each item to the trends by:
  - an item-by-item sort (analysis of distribution);
  - cross-tabulations
    - between items of the same trends
    - between items of different trends:
  - factor analysis to measure the nature of the relationship between the various items used to compute the trends.

From these items, we construct the trends or indicators that measure the characteristics of respondents. (Technically, each trend is constructed from the arithmetic sum of the items comprising it.) Each indicator is then converted to an index with a value from 0 to 100. The more an individual expresses a value or motivation measured by a trend, the closer his score will be to 100 on that trend (and he will be considered strong on that trend); conversely, the weaker his expression, the closer his score will be to 0 on the trend (and he will be considered weak on that trend). On average, each trend is constructed from answers to four questions from the self-administered questionnaire. These trends are

then used as explanatory variables in our 3SC studies.

The Socio-Cultural Map

The computer-generated socio-cultural map is a graphic representation of the major trends in society and among the populations being studied. It is generated by applying a statistical technique known as factor analysis of correspondence (FAC) to the indicators (i.e., trends) which describe the respondents. For example, the current 3SC map was created from the three axes (variables) obtained through FAC (left/right, top/bottom, front/rear of the map). These can be interpreted as society's three main segmentation axes.

To create this map, the distribution of each trend was divided into four classes: people who are 'very strong', 'strong', 'weak', and 'very weak' on a trend. This information was then subjected to FAC to extract latent tendencies. (These classes correspond to quartiles representing approximately 25 percent of the population.)

The position of the trends on the map corresponds to the average position, relative to the horizontal and vertical axes, of people who are very strong on each of the trends. (Approximately 25% of the population is deemed to be very strong on each of the trends).

The axes which define the map represent a synthesis of the trends (as identified through FAC). These trends represent characteristics most able to distinguish one person from another from a socio-cultural point of view.

Analysis of the Socio-Cultural Profiles

A major part of the 3SC is the analysis of values associated with certain attitudes or the consumption of certain products. In order to do this, we identify particular individuals or consumers through their responses to the 3SC questionnaire, then establish their socio-cultural profile.

The socio-cultural profile of every segment (a consumer segment or a segment of individuals) is established by measuring its strength or weakness on each of the 3SC's socio-cultural trends, which we then illustrate on a colour-coded socio-cultural map.

The strength of a segment on the trends is expressed in relation to an average index of 100, with 100 being the equivalent of the strength of the population as a whole on a trend. Thus, if a segment is neither stronger nor weaker on a trend than the population as a whole, the segment will be assigned an index of 100 on this trend, and this trend will not appear on the map illustrating the profile of this segment. If a segment is stronger than the population as a whole on a trend, the segment will be assigned an index greater than 100, expressed as a proportion of the difference between it and the population as a whole.

If a segment is stronger than the population as a whole on a trend, the trend will be printed in orange on the map; very much stronger, in red. Likewise, if a segment is weaker than the population as a whole on a trend, the segment will be assigned an index lower than 100, and this trend will be printed in green on the map that illustrates the profile of this segment. If the segment is very much weaker on a trend, the trend will be printed in blue. The index attributed to a segment on a particular trend will always be printed, on the map, to the right of the trend in question.

The strength of a segment on a particular trend is determined by measuring the proportion of

people in this segment who belong to the group who are very strong on the trend. For each trend, we identify a group of people who are very strong on the trend, and who represent about 25 percent of the population (i.e., the quartile of people strongest on a trend). Since we know that among the whole population, this group represents 25 percent of the population, we can calculate its proportion among the segment of consumers or individuals under analysis. If this proportion is greater than the population as a whole (i.e., 25%) the segment is considered to be strong on a trend; if the proportion is less than 25 percent, the segment is considered to be weak on the trend.

The index that appears beside each trend on a socio-cultural map represents the difference between the proportion of the segment under study who are very strong on a particular trend and that of the population as a whole. For example, to determine where Quebecers are on the trend Regionalism, we measure the proportion of Quebecers who belong to the group who are very strong on this trend. If this proportion were 51 percent among Quebecers, compared to 24 percent for the entire Canadian population, then Quebecers would be 27 percent stronger on Regionalism, and therefore considered to be very strong on this trend. On the socio-cultural map illustrating the profile of Quebecers, the trend would appear in red beside an index number of 211 (51% being to 24% what 211 is to 100).

It should be noted that when the proportion of people in the general population who are very strong on a particular trend is not exactly 25 percent, the difference is normalized in relation to 25 percent so that all trends can be compared on the same basis. After calculating differences and their statistical significance, all numbers are expressed as a function of an index of 100.

Analysis of Socio-Cultural Change

We analyze change three ways, by comparing:

- the change in the average position on the map, from one year to the next;
- the distribution of the population among the different regions of the map, from one year to the next;
- the evolution of each trend, from one year to the next.

The evolution of the trends are measured by analyzing:

- the evolution in the average index for each trend, from one year to the next (the index is a value from 0 to 100);
- the progression of the population within each of the four intervals into which we divided the trends (i.e., the proportion of the population scoring, on each of the trends, from 0 to 24, 25 to 49, 50 to 74, or 75 to 100);
- the progression of the population into the category of people who we consider to be very strong on each of the trends.

In order to compare the progression in the trends from year to year, we arbitrarily chose the year 1989 as our benchmark. The 25 percent of the population strongest on each trend in 1989 was assigned a score for each trend. (This score represents a value on our gradation scale of 0 to 100.) For each year (from 1983 to 1995) and for each trend, we can then determine what proportion of the population has a score equal to or greater than the 1989 score. The difference in this proportion tells us how the trends are evolving.

As we mentioned above, when the group of people strongest on a trend does not exactly equal 25 percent of the population, the difference between the actual proportion and 25 percent is normalized in order to compare all trends on the same basis. This normalization procedure converts the data to an index of 100 after differences and their statistical significance have been calculated.

On the maps that illustrate socio-cultural change, all change is expressed in relation to an index of 100. An index of 100 represents the strength of a trend at the beginning of a period whose change we are analyzing. If a trend has progressed since this point in time, it will have an index greater than 100 (proportional to the extent of its progression, i.e., proportional to the difference in the proportion of the population who are very strong at the beginning compared Appendix 2: Socio-Cultural Mapsto the end of the period being analyzed). The same procedure holds for a trend that has regressed during a particular time period; its index will be less than 100.

Socio-Cultural Maps

How to Read the Socio-Cultural Maps

To a great extent, the 3SC analyses are based on a study of the position of the population and certain segments thereof on the socio-cultural map. This map is established by dispersing the population in such a way that each respondent in the 3SC Survey is positioned on the vertical and horizontal axes.

On the vertical axis are found:

toward the top:
- conformists who value order, authority, morality, discipline (people who 'conform' to the models decreed by society);

toward the bottom:
- individuals who tend to be more non-conformist, modern and individualistic (people who reject society's models in exchange for a greater respect for individual needs and rights);

On the horizontal axis are found:

toward the left:
- individuals who wish to affirm themselves within a community, improve their social position and acquire the respect of their peers;

toward the right:
- individuals who accept themselves as they are, and who are more inner directed.

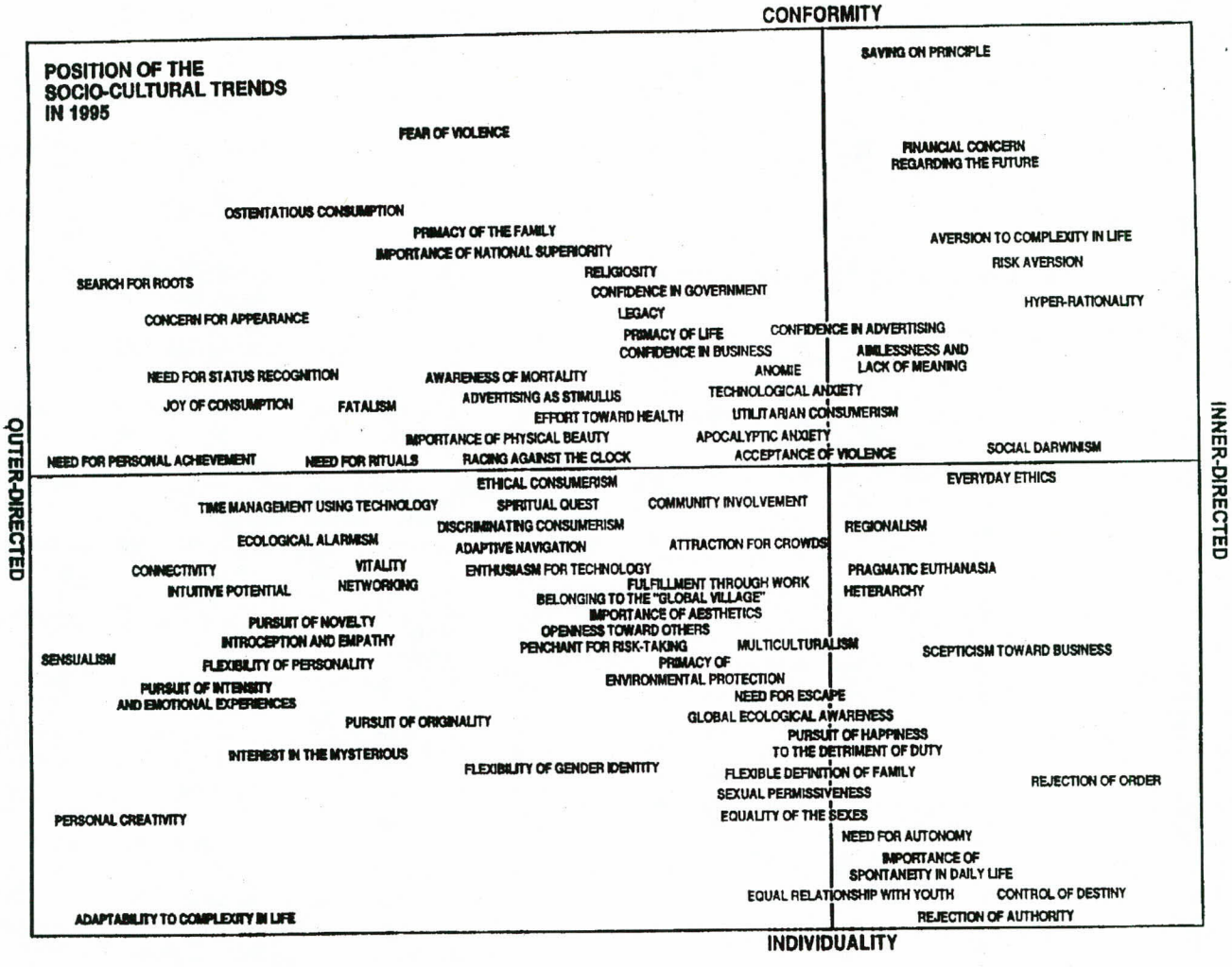
When we divide this map into quadrants, four main types of individuals emerge:

top right: **Traditional Values** (29% of Canadians)
- individuals whose principal values are fundamentally based on their need for security (material, economic, psychological, etc.), who are motivated primarily by ideology and reason (religion, etc.), and whose behaviour is dictated by pre-established moral codes rather than by their emotions;

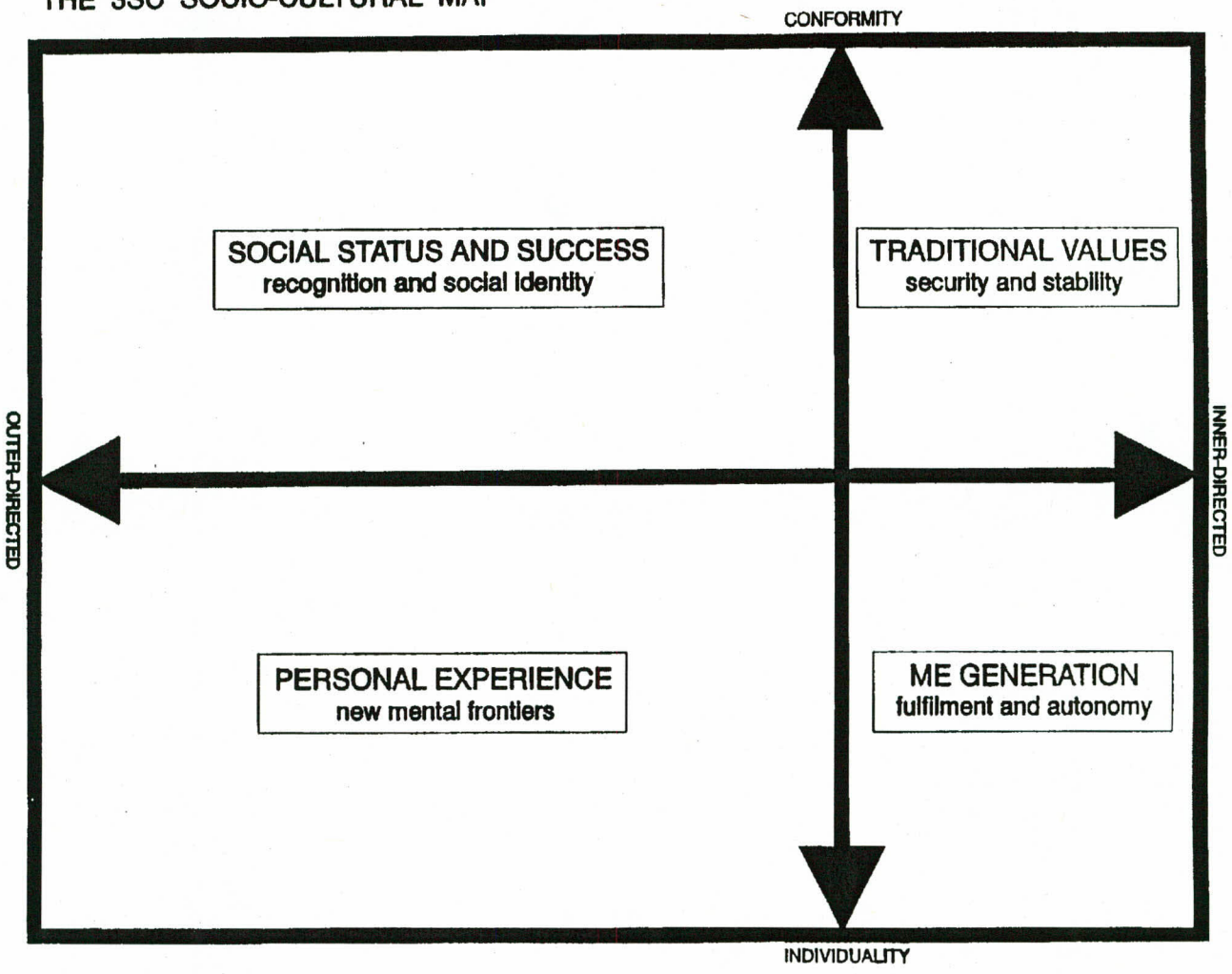
top left: **Social Status and Success** (19% of Canadians)
- individuals who are highly motivated by success, who like to flaunt their social status, or the status they dream of attaining, those who can be aptly described by the phrase 'keeping up with the Joneses';

lower right: **Personal Autonomy** (31% of Canadians)
- individuals whose values are modern and individualistic, whose lifestyle is that of the 'Me Generation' (in the form in which it has evolved today) whose values are oriented toward personal autonomy and fulfilment, with an emphasis on respect for individual rights and needs;

lower left: **Experience-seeking** (21% of Canadians)
- individuals who place a great deal of importance on exploring life and exploring themselves, who want to live life to the fullest, to expand their mental frontiers and constantly discover new things and make new connections.

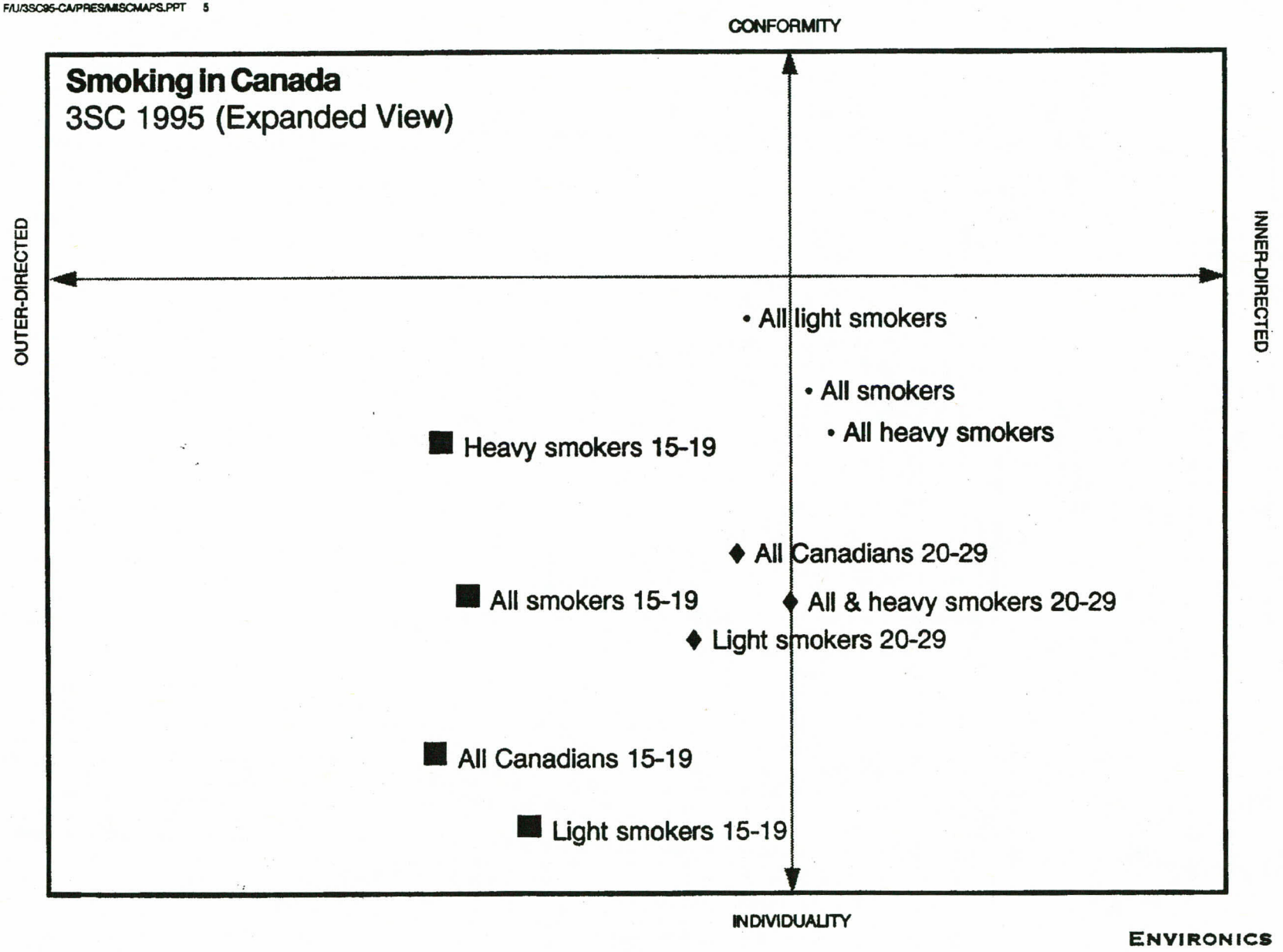

CONFORMITY
POSITION OF THE SOCIO-CULTURAL TRENDS IN 1995
SAVING ON PRINCIPLE
FEAR OF VIOLENCE
FINANCIAL CONCERN REGARDING THE FUTURE
OSTENTATIOUS CONSUMPTION
PRIMACY OF THE FAMILY
AVERSION TO COMPLEXITY IN LIFE
IMPORTANCE OF NATIONAL SUPERIORITY
RISK AVERSION
RELIGIOSITY
SEARCH FOR ROOTS
CONFIDENCE IN GOVERNMENT
HYPER-RATIONALITY
LEGACY
CONCERN FOR APPEARANCE
PRIMACY OF LIFE
CONFIDENCE IN ADVERTISING
CONFIDENCE IN BUSINESS
AIMLESSNESS AND LACK OF MEANING
NEED FOR STATUS RECOGNITION
AWARENESS OF MORTALITY
ANOMIE
TECHNOLOGICAL ANXIETY
JOY OF CONSUMPTION
FATALISM
ADVERTISING AS STIMULUS
EFFORT TOWARD HEALTH
UTILITARIAN CONSUMERISM
IMPORTANCE OF PHYSICAL BEAUTY
APOCALYPTIC ANXIETY
NEED FOR PERSONAL ACHIEVEMENT
NEED FOR RITUALS
RACING AGAINST THE CLOCK
ACCEPTANCE OF VIOLENCE
SOCIAL DARWINISM
OUTER-DIRECTED
INNER-DIRECTED
ETHICAL CONSUMERISM
EVERYDAY ETHICS
TIME MANAGEMENT USING TECHNOLOGY
SPIRITUAL QUEST
COMMUNITY INVOLVEMENT
DISCRIMINATING CONSUMERISM
REGIONALISM
ECOLOGICAL ALARMISM
ADAPTIVE NAVIGATION
ATTRACTION FOR CROWDS
CONNECTIVITY
VITALITY
ENTHUSIASM FOR TECHNOLOGY
PRAGMATIC EUTHANASIA
INTUITIVE POTENTIAL
NETWORKING
FULFILLMENT THROUGH WORK
HETERARCHY
BELONGING TO THE "GLOBAL VILLAGE"
IMPORTANCE OF AESTHETICS
PURSUIT OF NOVELTY
OPENNESS TOWARD OTHERS
INTROCEPTION AND EMPATHY
PENCHANT FOR RISK-TAKING
MULTICULTURALISM
SCEPTICISM TOWARD BUSINESS
SENSUALISM
FLEXIBILITY OF PERSONALITY
PRIMACY OF ENVIRONMENTAL PROTECTION
PURSUIT OF INTENSITY AND EMOTIONAL EXPERIENCES
NEED FOR ESCAPE
PURSUIT OF ORIGINALITY
GLOBAL ECOLOGICAL AWARENESS
PURSUIT OF HAPPINESS TO THE DETRIMENT OF DUTY
INTEREST IN THE MYSTERIOUS
FLEXIBILITY OF GENDER IDENTITY
FLEXIBLE DEFINITION OF FAMILY
REJECTION OF ORDER
SEXUAL PERMISSIVENESS
PERSONAL CREATIVITY
EQUALITY OF THE SEXES
NEED FOR AUTONOMY
IMPORTANCE OF SPONTANEITY IN DAILY LIFE
EQUAL RELATIONSHIP WITH YOUTH
CONTROL OF DESTINY
ADAPTABILITY TO COMPLEXITY IN LIFE
REJECTION OF AUTHORITY
INDIVIDUALITY

THE 3SC SOCIO-CULTURAL MAP

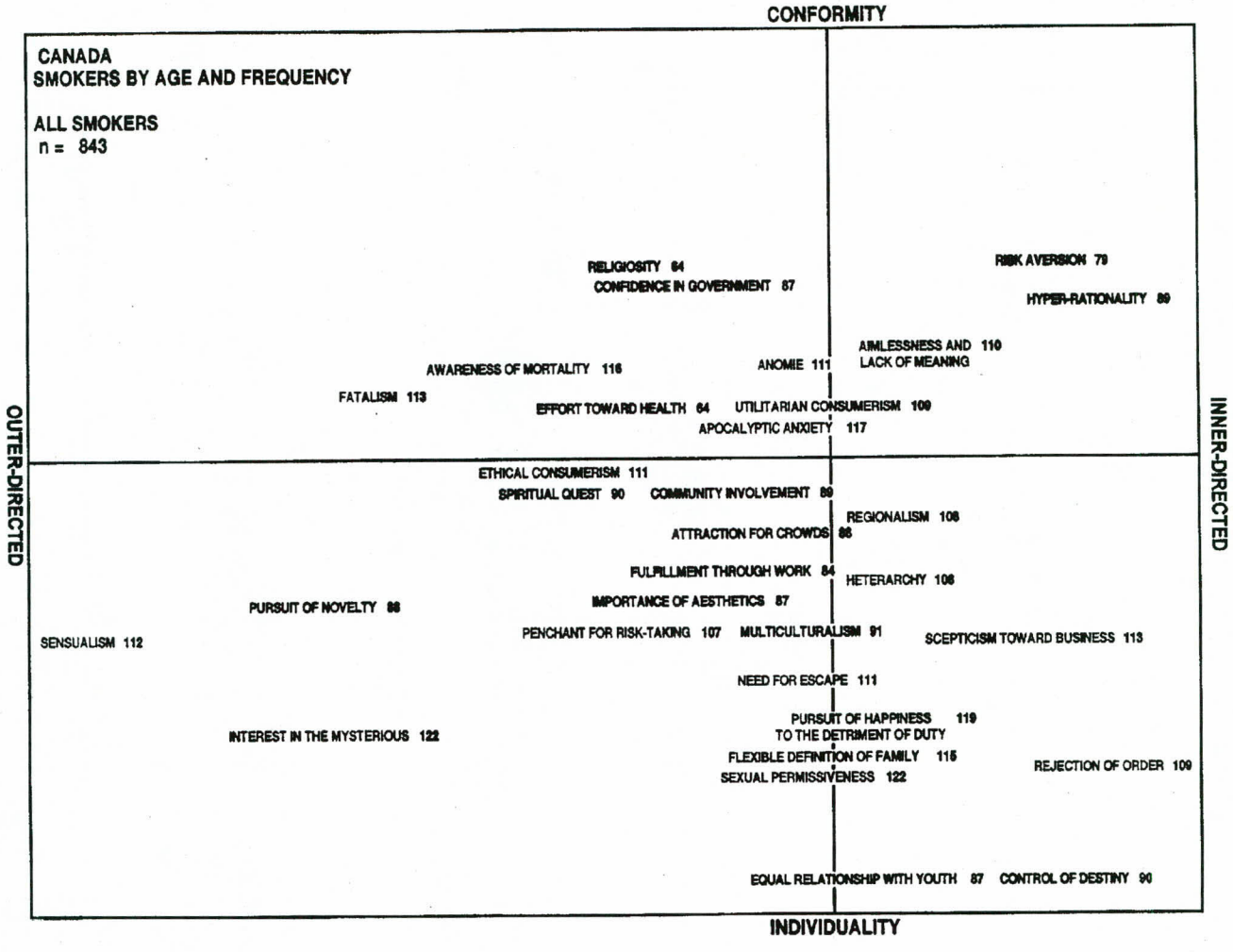


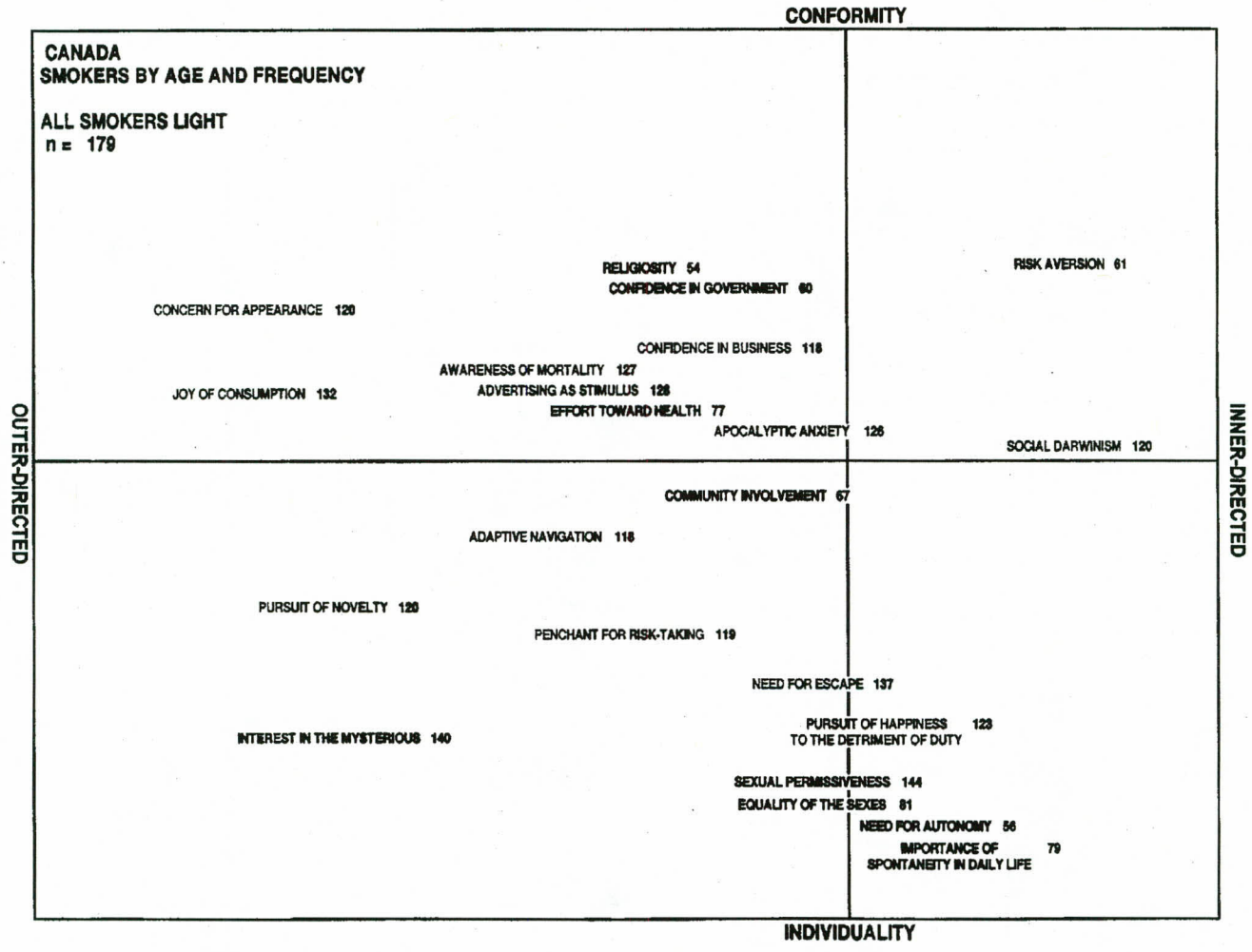
Appendix B

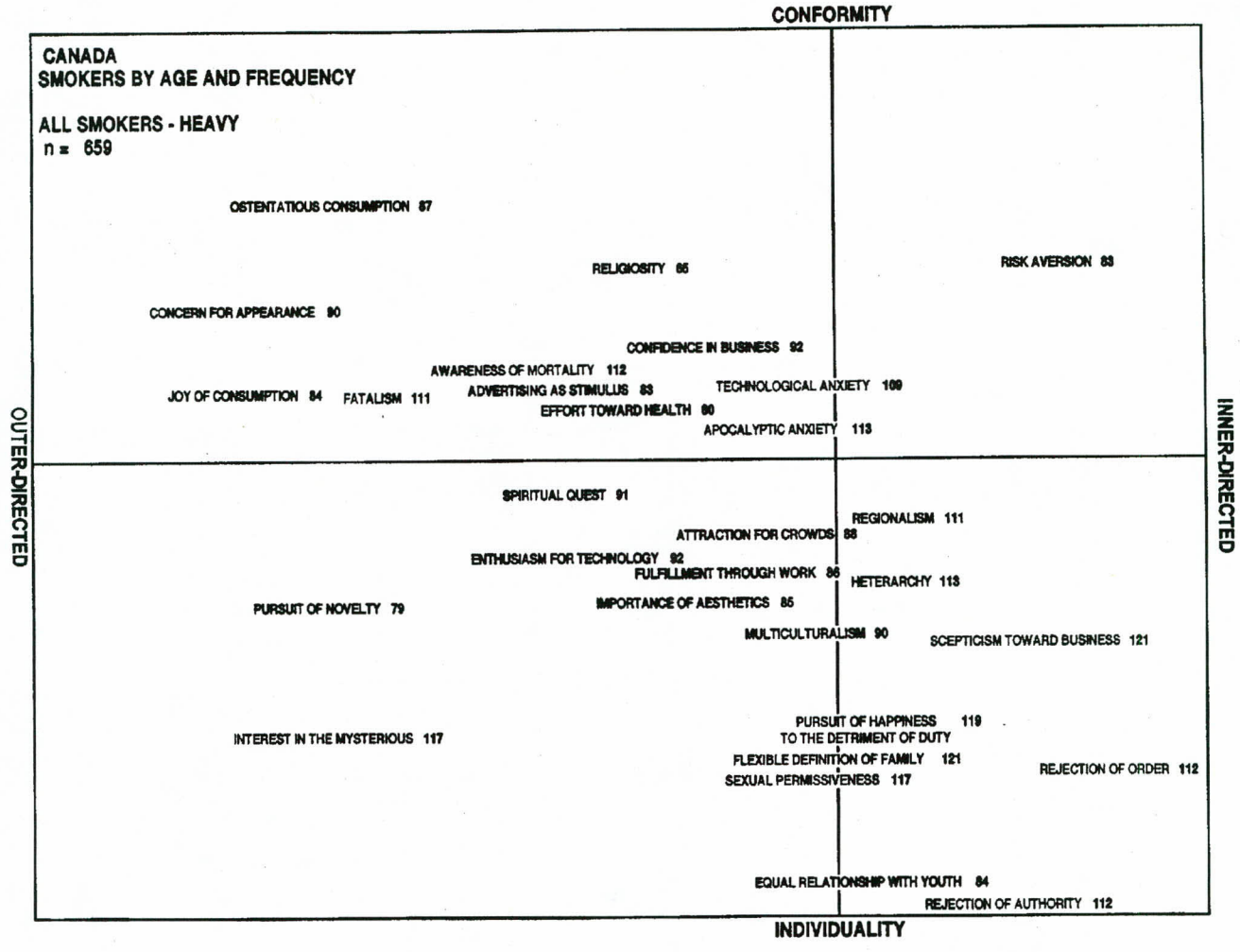
3SC Maps

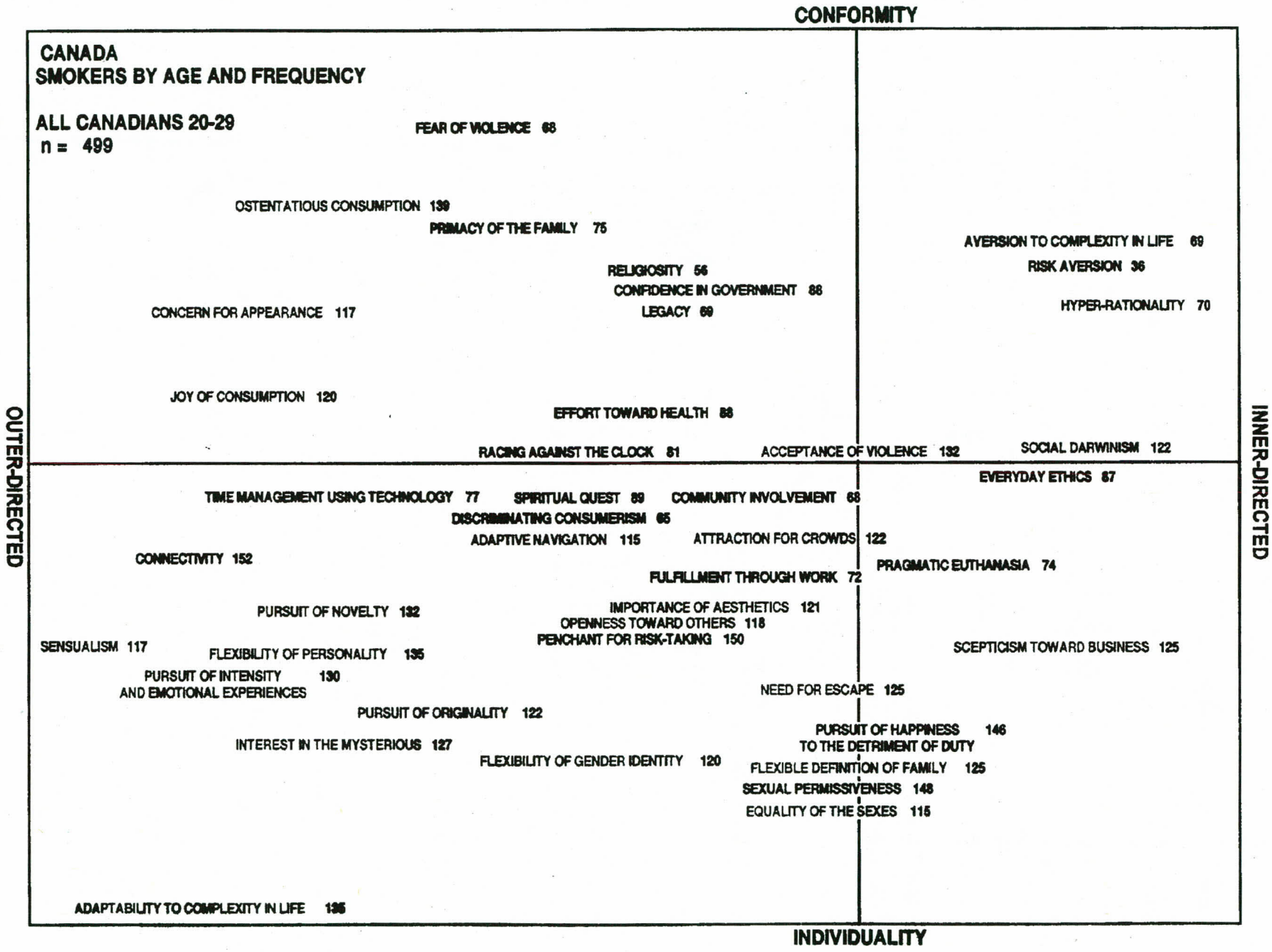

CONFORMITY
Smoking in Canada
3SC 1995 (Expanded View)
OUTER-DIRECTED
INNER-DIRECTED
• All light smokers
• All smokers
• All heavy smokers
Heavy smokers 15-19
All Canadians 20-29
All smokers 15-19
All & heavy smokers 20-29
Light smokers 20-29
All Canadians 15-19
Light smokers 15-19
INDIVIDUALITY

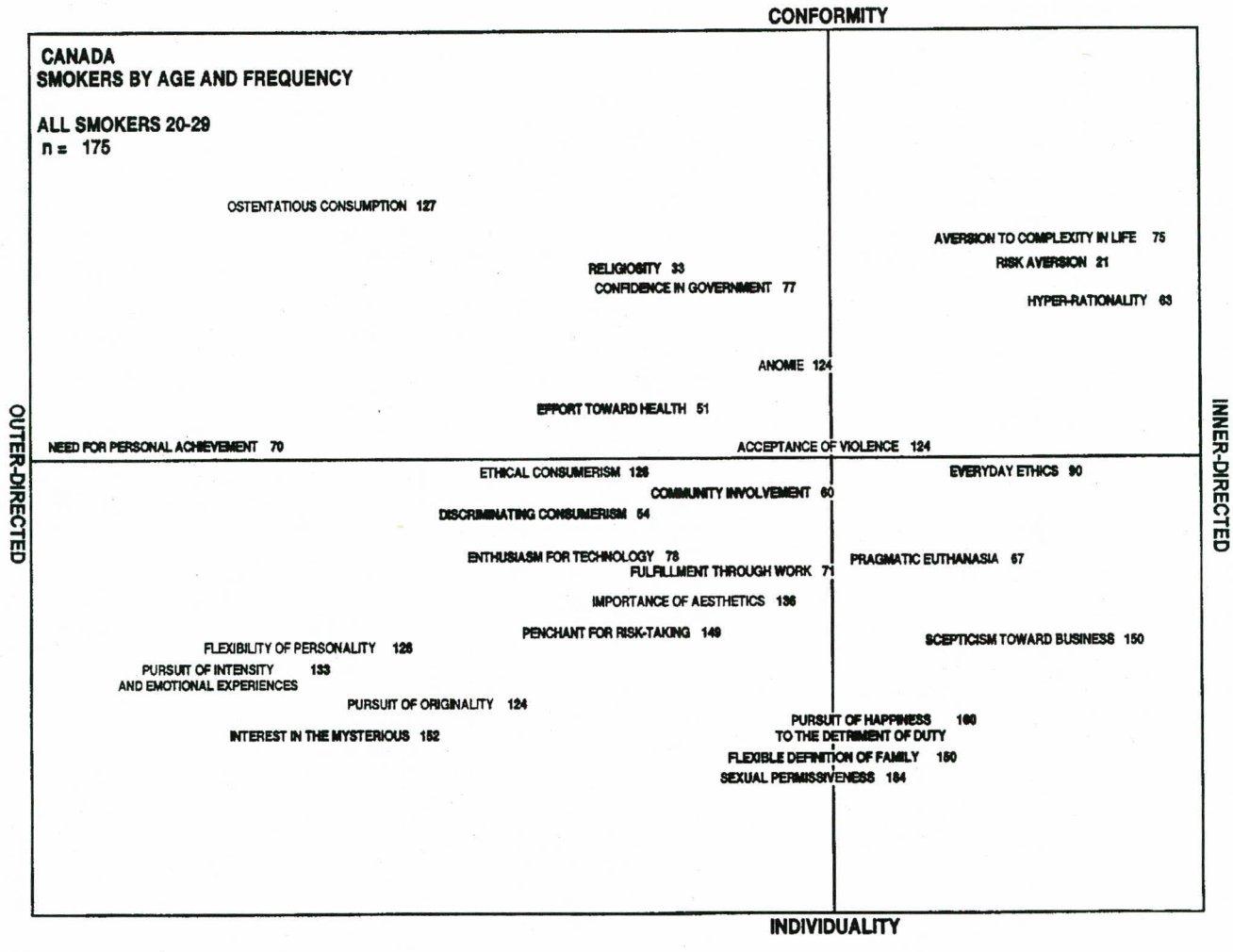
ENVIRONICS

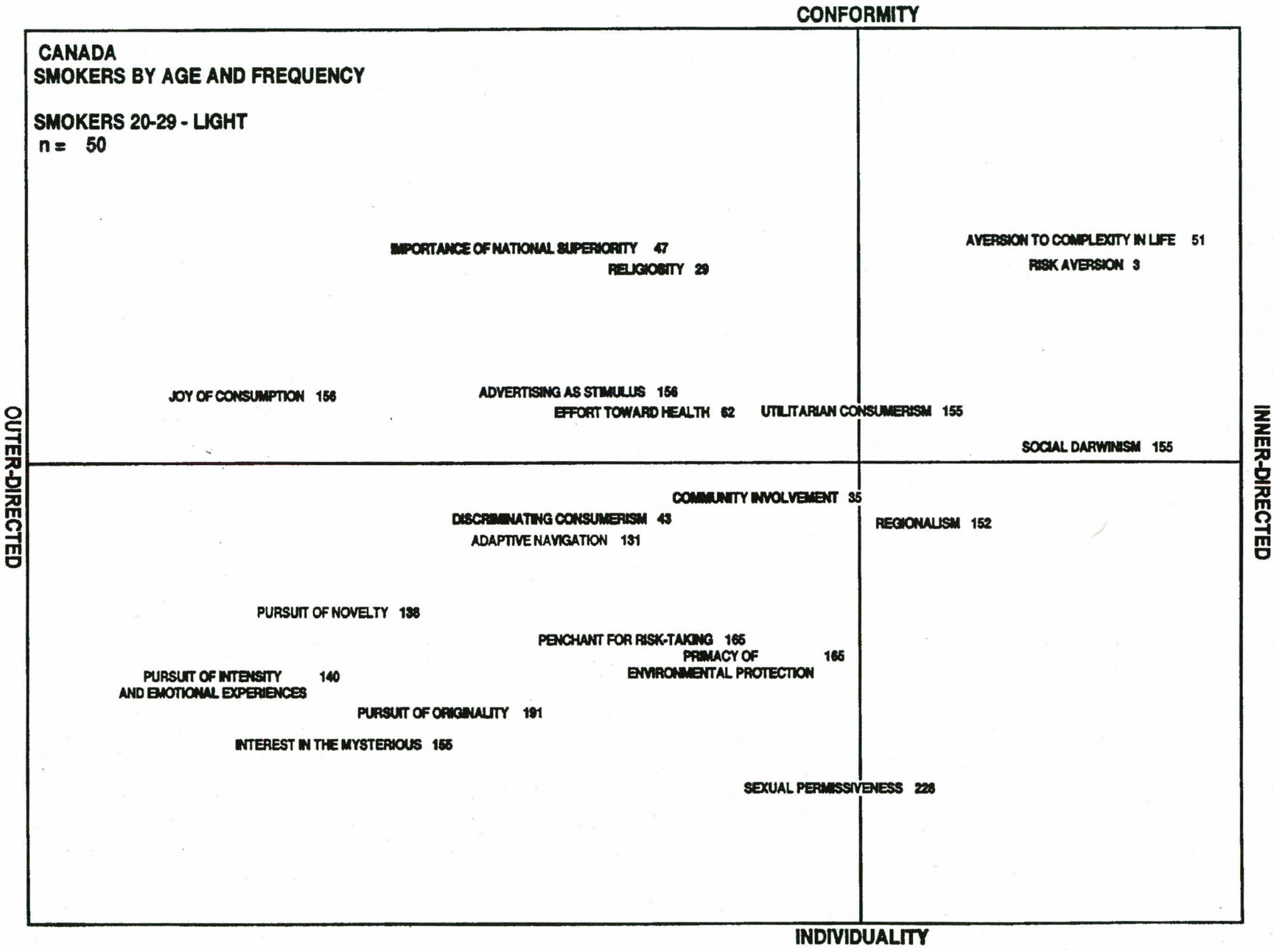

CONFORMITY
CANADA
SMOKERS BY AGE AND FREQUENCY
ALL SMOKERS
n = 843
RELIGIOSITY 84
CONFIDENCE IN GOVERNMENT 87
RISK AVERSION 79
HYPER-RATIONALITY 89
AIMLESSNESS AND LACK OF MEANING 110
AWARENESS OF MORTALITY 116
ANOMIE 111
FATALISM 113
EFFORT TOWARD HEALTH 64
UTILITARIAN CONSUMERISM 109
APOCALYPTIC ANXIETY 117
OUTER-DIRECTED
INNER-DIRECTED
ETHICAL CONSUMERISM 111
SPIRITUAL QUEST 90
COMMUNITY INVOLVEMENT 89
REGIONALISM 108
ATTRACTION FOR CROWDS 86
FULFILLMENT THROUGH WORK 84
HETERARCHY 106
PURSUIT OF NOVELTY 88
IMPORTANCE OF AESTHETICS 87
SENSUALISM 112
PENCHANT FOR RISK-TAKING 107
MULTICULTURALISM 91
SCEPTICISM TOWARD BUSINESS 113
NEED FOR ESCAPE 111
PURSUIT OF HAPPINESS TO THE DETRIMENT OF DUTY 119
INTEREST IN THE MYSTERIOUS 122
FLEXIBLE DEFINITION OF FAMILY 115
SEXUAL PERMISSIVENESS 122
REJECTION OF ORDER 109
EQUAL RELATIONSHIP WITH YOUTH 87
CONTROL OF DESTINY 90
INDIVIDUALITY

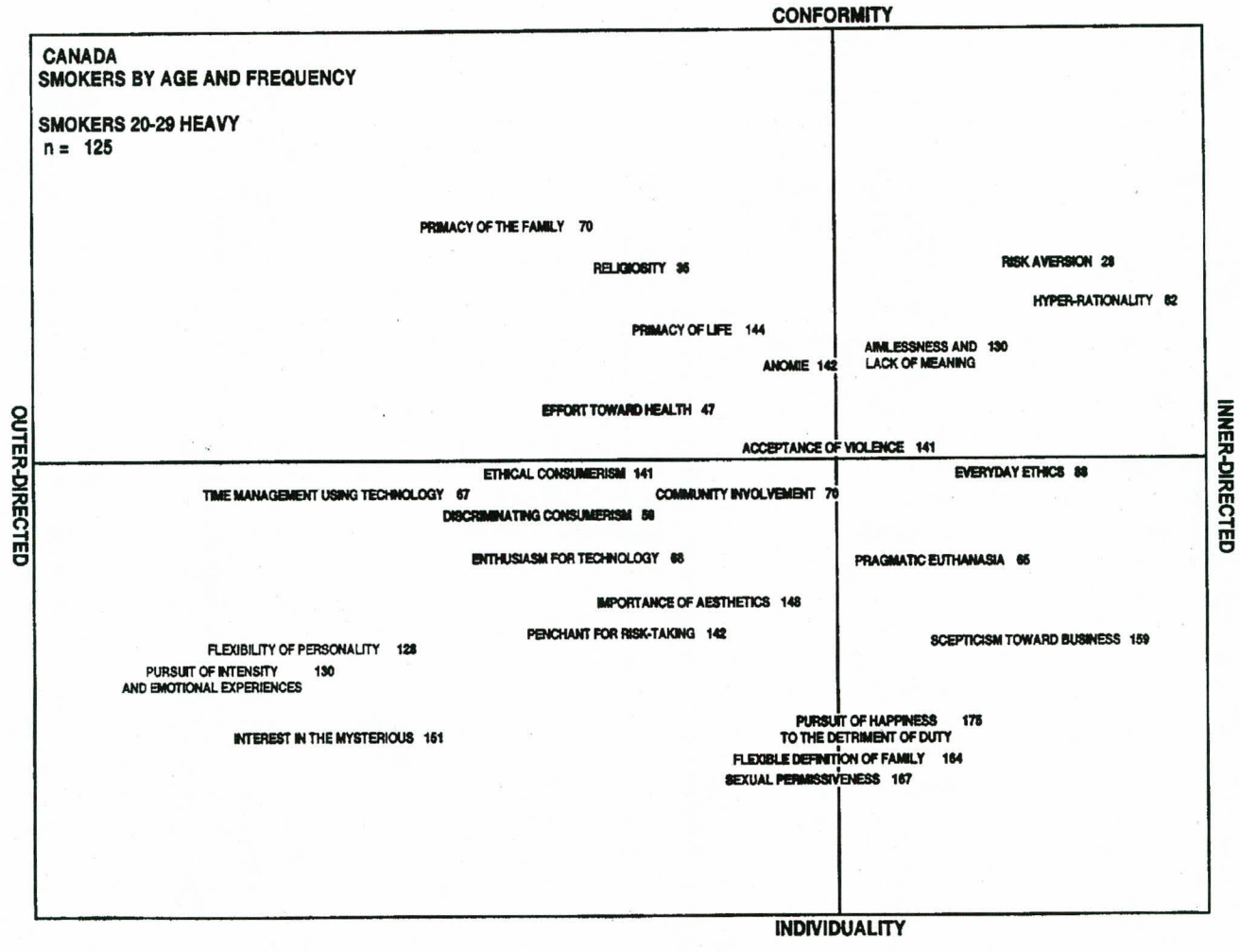

CONFORMITY
CANADA
SMOKERS BY AGE AND FREQUENCY
ALL SMOKERS LIGHT
n = 179
RELIGIOSITY 54
CONFIDENCE IN GOVERNMENT 60
RISK AVERSION 61
CONCERN FOR APPEARANCE 120
CONFIDENCE IN BUSINESS 118
AWARENESS OF MORTALITY 127
JOY OF CONSUMPTION 132
ADVERTISING AS STIMULUS 126
EFFORT TOWARD HEALTH 77
APOCALYPTIC ANXIETY 126
SOCIAL DARWINISM 120
OUTER-DIRECTED
INNER-DIRECTED
COMMUNITY INVOLVEMENT 67
ADAPTIVE NAVIGATION 116
PURSUIT OF NOVELTY 120
PENCHANT FOR RISK-TAKING 119
NEED FOR ESCAPE 137
PURSUIT OF HAPPINESS 123
TO THE DETRIMENT OF DUTY
INTEREST IN THE MYSTERIOUS 140
SEXUAL PERMISSIVENESS 144
EQUALITY OF THE SEXES 81
NEED FOR AUTONOMY 56
IMPORTANCE OF 79
SPONTANEITY IN DAILY LIFE
INDIVIDUALITY

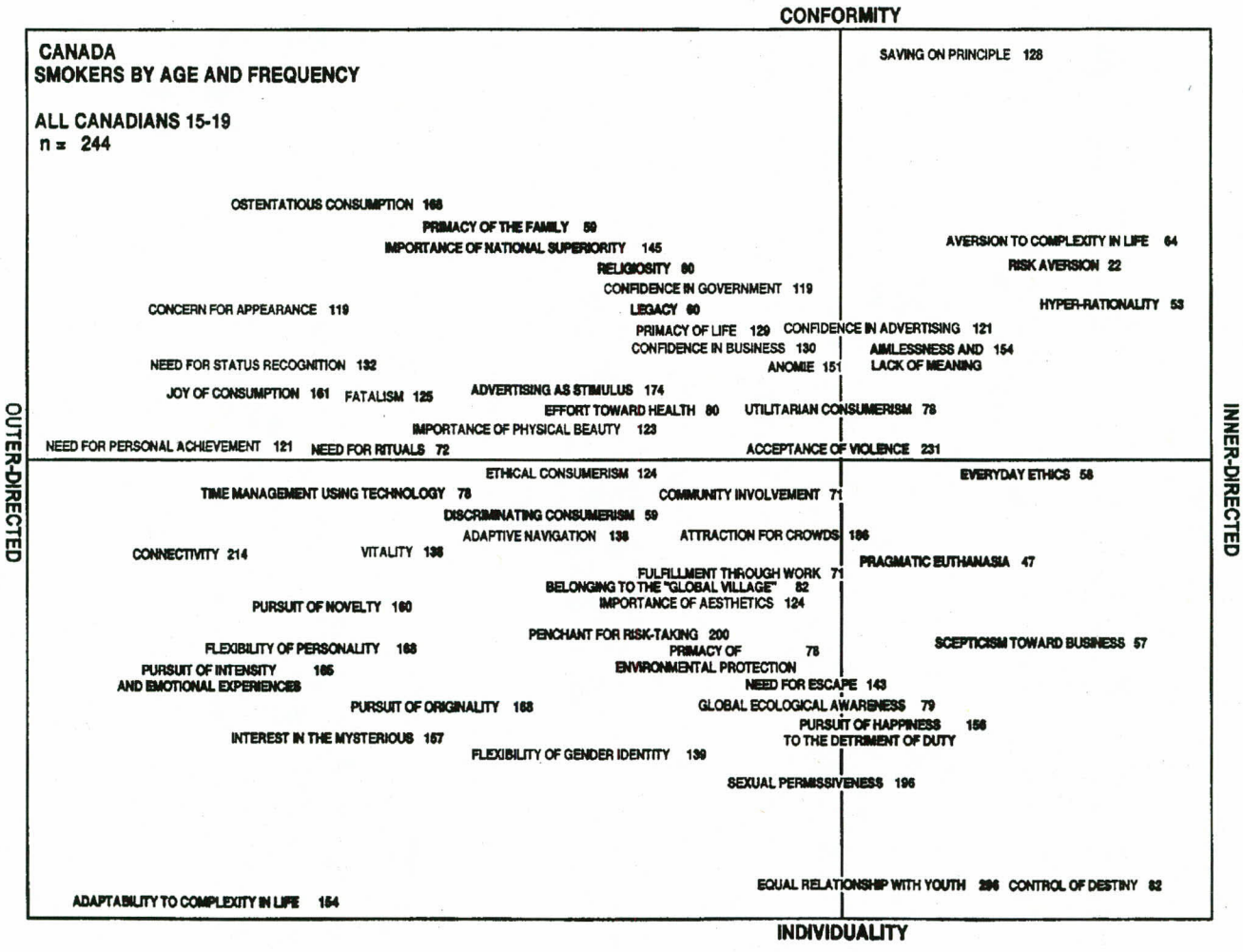

CONFORMITY
CANADA
SMOKERS BY AGE AND FREQUENCY
ALL SMOKERS - HEAVY
n = 659
OSTENTATIOUS CONSUMPTION 87
RELIGIOSITY 85
RISK AVERSION 83
CONCERN FOR APPEARANCE 90
CONFIDENCE IN BUSINESS 92
AWARENESS OF MORTALITY 112
JOY OF CONSUMPTION 84
FATALISM 111
ADVERTISING AS STIMULUS 83
TECHNOLOGICAL ANXIETY 109
EFFORT TOWARD HEALTH 90
APOCALYPTIC ANXIETY 113
OUTER-DIRECTED
INNER-DIRECTED
SPIRITUAL QUEST 91
REGIONALISM 111
ATTRACTION FOR CROWDS 88
ENTHUSIASM FOR TECHNOLOGY 92
FULFILLMENT THROUGH WORK 86
HETERARCHY 113
PURSUIT OF NOVELTY 79
IMPORTANCE OF AESTHETICS 85
MULTICULTURALISM 90
SCEPTICISM TOWARD BUSINESS 121
PURSUIT OF HAPPINESS 119
TO THE DETRIMENT OF DUTY
INTEREST IN THE MYSTERIOUS 117
FLEXIBLE DEFINITION OF FAMILY 121
REJECTION OF ORDER 112
SEXUAL PERMISSIVENESS 117
EQUAL RELATIONSHIP WITH YOUTH 84
REJECTION OF AUTHORITY 112
INDIVIDUALITY

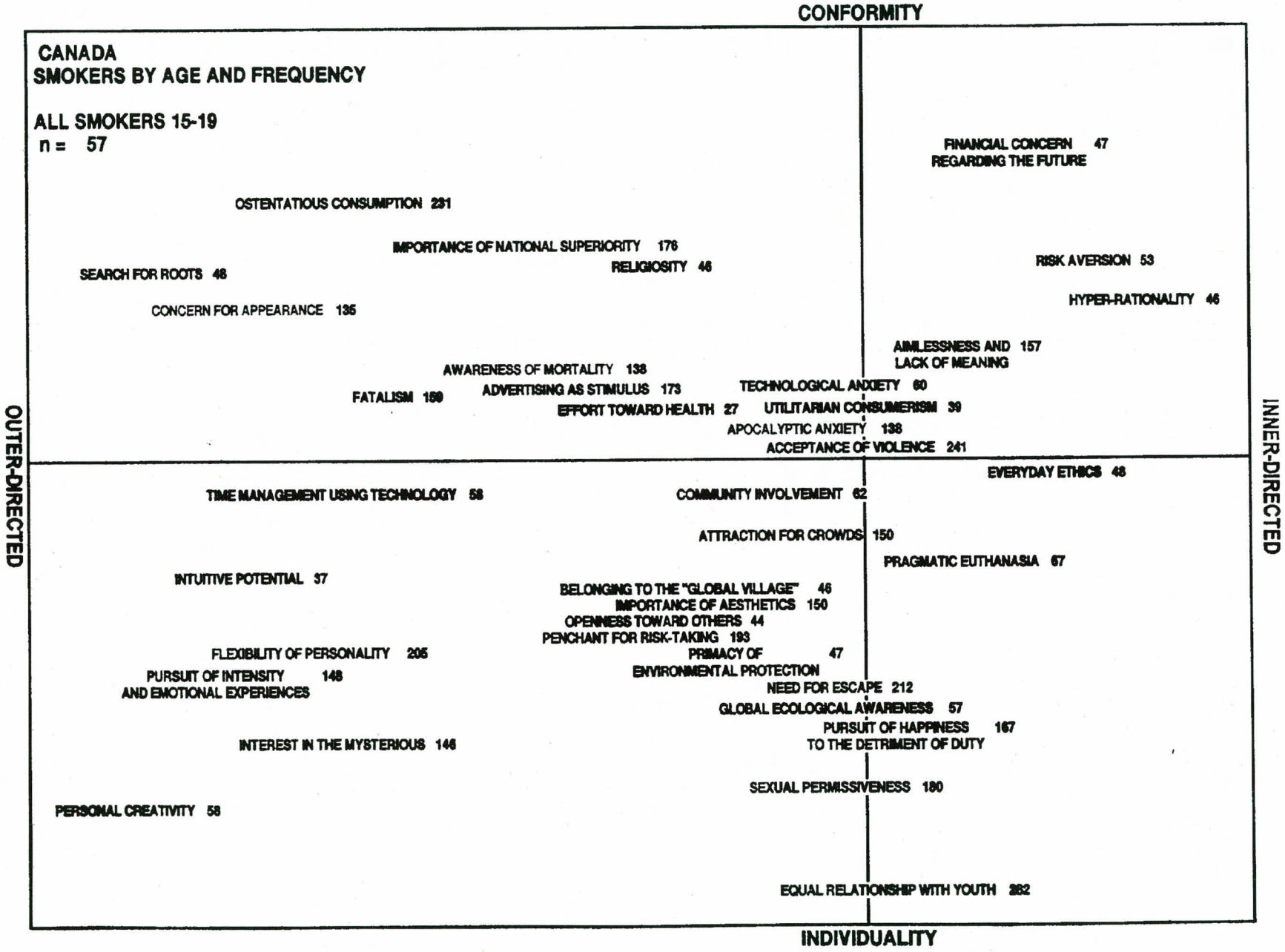

CONFORMITY
CANADA
SMOKERS BY AGE AND FREQUENCY
ALL CANADIANS 20-29
n = 499
FEAR OF VIOLENCE 68
OSTENTATIOUS CONSUMPTION 139
PRIMACY OF THE FAMILY 75
AVERSION TO COMPLEXITY IN LIFE 69
RISK AVERSION 36
RELIGIOSITY 56
CONFIDENCE IN GOVERNMENT 88
HYPER-RATIONALITY 70
CONCERN FOR APPEARANCE 117
LEGACY 69
JOY OF CONSUMPTION 120
EFFORT TOWARD HEALTH 88
RACING AGAINST THE CLOCK 81
ACCEPTANCE OF VIOLENCE 132
SOCIAL DARWINISM 122
EVERYDAY ETHICS 87
TIME MANAGEMENT USING TECHNOLOGY 77
SPIRITUAL QUEST 89
COMMUNITY INVOLVEMENT 68
DISCRIMINATING CONSUMERISM 65
ADAPTIVE NAVIGATION 115
ATTRACTION FOR CROWDS 122
CONNECTIVITY 152
PRAGMATIC EUTHANASIA 74
FULFILLMENT THROUGH WORK 72
PURSUIT OF NOVELTY 132
IMPORTANCE OF AESTHETICS 121
OPENNESS TOWARD OTHERS 118
PENCHANT FOR RISK-TAKING 150
SENSUALISM 117
FLEXIBILITY OF PERSONALITY 135
SCEPTICISM TOWARD BUSINESS 125
PURSUIT OF INTENSITY AND EMOTIONAL EXPERIENCES 130
NEED FOR ESCAPE 125
PURSUIT OF ORIGINALITY 122
PURSUIT OF HAPPINESS TO THE DETRIMENT OF DUTY 146
INTEREST IN THE MYSTERIOUS 127
FLEXIBILITY OF GENDER IDENTITY 120
FLEXIBLE DEFINITION OF FAMILY 125
SEXUAL PERMISSIVENESS 148
EQUALITY OF THE SEXES 115
ADAPTABILITY TO COMPLEXITY IN LIFE 135
OUTER-DIRECTED
INNER-DIRECTED
INDIVIDUALITY


CONFORMITY
CANADA
SMOKERS BY AGE AND FREQUENCY
ALL SMOKERS 20-29
n = 175
OSTENTATIOUS CONSUMPTION 127
AVERSION TO COMPLEXITY IN LIFE 75
RELIGIOSITY 33
RISK AVERSION 21
CONFIDENCE IN GOVERNMENT 77
HYPER-RATIONALITY 63
ANOMIE 124
EFFORT TOWARD HEALTH 51
NEED FOR PERSONAL ACHIEVEMENT 70
ACCEPTANCE OF VIOLENCE 124
OUTER-DIRECTED
INNER-DIRECTED
ETHICAL CONSUMERISM 128
EVERYDAY ETHICS 90
COMMUNITY INVOLVEMENT 60
DISCRIMINATING CONSUMERISM 54
ENTHUSIASM FOR TECHNOLOGY 78
PRAGMATIC EUTHANASIA 67
FULFILLMENT THROUGH WORK 71
IMPORTANCE OF AESTHETICS 136
PENCHANT FOR RISK-TAKING 149
SCEPTICISM TOWARD BUSINESS 150
FLEXIBILITY OF PERSONALITY 126
PURSUIT OF INTENSITY AND EMOTIONAL EXPERIENCES 133
PURSUIT OF ORIGINALITY 124
PURSUIT OF HAPPINESS TO THE DETRIMENT OF DUTY 160
INTEREST IN THE MYSTERIOUS 152
FLEXIBLE DEFINITION OF FAMILY 150
SEXUAL PERMISSIVENESS 184
INDIVIDUALITY


CONFORMITY
CANADA
SMOKERS BY AGE AND FREQUENCY
SMOKERS 20-29 - LIGHT
n = 50
IMPORTANCE OF NATIONAL SUPERIORITY 47
RELIGIOSITY 29
AVERSION TO COMPLEXITY IN LIFE 51
RISK AVERSION 3
JOY OF CONSUMPTION 156
ADVERTISING AS STIMULUS 156
EFFORT TOWARD HEALTH 62
UTILITARIAN CONSUMERISM 155
SOCIAL DARWINISM 155
COMMUNITY INVOLVEMENT 35
DISCRIMINATING CONSUMERISM 43
ADAPTIVE NAVIGATION 131
REGIONALISM 152
PURSUIT OF NOVELTY 138
PENCHANT FOR RISK-TAKING 165
PRIMACY OF ENVIRONMENTAL PROTECTION 165
PURSUIT OF INTENSITY AND EMOTIONAL EXPERIENCES 140
PURSUIT OF ORIGINALITY 191
INTEREST IN THE MYSTERIOUS 155
SEXUAL PERMISSIVENESS 228
OUTER-DIRECTED
INNER-DIRECTED
INDIVIDUALITY


CONFORMITY
CANADA
SMOKERS BY AGE AND FREQUENCY
SMOKERS 20-29 HEAVY
n = 125
PRIMACY OF THE FAMILY 70
RELIGIOSITY 36
PRIMACY OF LIFE 144
ANOMIE 142
EFFORT TOWARD HEALTH 47
RISK AVERSION 28
HYPER-RATIONALITY 82
AIMLESSNESS AND LACK OF MEANING 130
ACCEPTANCE OF VIOLENCE 141
ETHICAL CONSUMERISM 141
TIME MANAGEMENT USING TECHNOLOGY 67
DISCRIMINATING CONSUMERISM 59
ENTHUSIASM FOR TECHNOLOGY 66
IMPORTANCE OF AESTHETICS 148
PENCHANT FOR RISK-TAKING 142
FLEXIBILITY OF PERSONALITY 128
PURSUIT OF INTENSITY AND EMOTIONAL EXPERIENCES 130
INTEREST IN THE MYSTERIOUS 151
COMMUNITY INVOLVEMENT 70
EVERYDAY ETHICS 88
PRAGMATIC EUTHANASIA 65
SCEPTICISM TOWARD BUSINESS 159
PURSUIT OF HAPPINESS TO THE DETRIMENT OF DUTY 175
FLEXIBLE DEFINITION OF FAMILY 164
SEXUAL PERMISSIVENESS 167
OUTER-DIRECTED
INNER-DIRECTED
INDIVIDUALITY


CONFORMITY
CANADA
SMOKERS BY AGE AND FREQUENCY
ALL CANADIANS 15-19
n = 244
SAVING ON PRINCIPLE 128
OSTENTATIOUS CONSUMPTION 168
PRIMACY OF THE FAMILY 59
IMPORTANCE OF NATIONAL SUPERIORITY 145
AVERSION TO COMPLEXITY IN LIFE 64
RELIGIOSITY 60
RISK AVERSION 22
CONFIDENCE IN GOVERNMENT 119
CONCERN FOR APPEARANCE 119
LEGACY 60
HYPER-RATIONALITY 53
PRIMACY OF LIFE 129
CONFIDENCE IN ADVERTISING 121
CONFIDENCE IN BUSINESS 130
AIMLESSNESS AND LACK OF MEANING 154
NEED FOR STATUS RECOGNITION 132
ANOMIE 151
JOY OF CONSUMPTION 161
FATALISM 125
ADVERTISING AS STIMULUS 174
EFFORT TOWARD HEALTH 80
UTILITARIAN CONSUMERISM 78
IMPORTANCE OF PHYSICAL BEAUTY 123
NEED FOR PERSONAL ACHIEVEMENT 121
NEED FOR RITUALS 72
ACCEPTANCE OF VIOLENCE 231
OUTER-DIRECTED
INNER-DIRECTED
ETHICAL CONSUMERISM 124
EVERYDAY ETHICS 58
TIME MANAGEMENT USING TECHNOLOGY 78
COMMUNITY INVOLVEMENT 71
DISCRIMINATING CONSUMERISM 59
ADAPTIVE NAVIGATION 138
ATTRACTION FOR CROWDS 186
CONNECTIVITY 214
VITALITY 136
PRAGMATIC EUTHANASIA 47
FULFILLMENT THROUGH WORK 71
BELONGING TO THE "GLOBAL VILLAGE" 82
PURSUIT OF NOVELTY 160
IMPORTANCE OF AESTHETICS 124
PENCHANT FOR RISK-TAKING 200
FLEXIBILITY OF PERSONALITY 168
PRIMACY OF ENVIRONMENTAL PROTECTION 78
SCEPTICISM TOWARD BUSINESS 57
PURSUIT OF INTENSITY AND EMOTIONAL EXPERIENCES 165
NEED FOR ESCAPE 143
PURSUIT OF ORIGINALITY 168
GLOBAL ECOLOGICAL AWARENESS 79
PURSUIT OF HAPPINESS TO THE DETRIMENT OF DUTY 156
INTEREST IN THE MYSTERIOUS 157
FLEXIBILITY OF GENDER IDENTITY 139
SEXUAL PERMISSIVENESS 196
EQUAL RELATIONSHIP WITH YOUTH 296
CONTROL OF DESTINY 82
ADAPTABILITY TO COMPLEXITY IN LIFE 154
INDIVIDUALITY


CONFORMITY
CANADA
SMOKERS BY AGE AND FREQUENCY
ALL SMOKERS 15-19
n = 57
FINANCIAL CONCERN 47
REGARDING THE FUTURE
OSTENTATIOUS CONSUMPTION 231
IMPORTANCE OF NATIONAL SUPERIORITY 176
RELIGIOSITY 46
SEARCH FOR ROOTS 48
RISK AVERSION 53
HYPER-RATIONALITY 46
CONCERN FOR APPEARANCE 135
AIMLESSNESS AND 157
LACK OF MEANING
AWARENESS OF MORTALITY 138
FATALISM 159
ADVERTISING AS STIMULUS 173
TECHNOLOGICAL ANXIETY 60
EFFORT TOWARD HEALTH 27
UTILITARIAN CONSUMERISM 39
APOCALYPTIC ANXIETY 138
ACCEPTANCE OF VIOLENCE 241
OUTER-DIRECTED
INNER-DIRECTED
EVERYDAY ETHICS 48
TIME MANAGEMENT USING TECHNOLOGY 58
COMMUNITY INVOLVEMENT 62
ATTRACTION FOR CROWDS 150
PRAGMATIC EUTHANASIA 67
INTUITIVE POTENTIAL 37
BELONGING TO THE "GLOBAL VILLAGE" 46
IMPORTANCE OF AESTHETICS 150
OPENNESS TOWARD OTHERS 44
PENCHANT FOR RISK-TAKING 193
FLEXIBILITY OF PERSONALITY 205
PRIMACY OF 47
ENVIRONMENTAL PROTECTION
PURSUIT OF INTENSITY 148
AND EMOTIONAL EXPERIENCES
NEED FOR ESCAPE 212
GLOBAL ECOLOGICAL AWARENESS 57
PURSUIT OF HAPPINESS 167
TO THE DETRIMENT OF DUTY
INTEREST IN THE MYSTERIOUS 146
SEXUAL PERMISSIVENESS 180
PERSONAL CREATIVITY 58
EQUAL RELATIONSHIP WITH YOUTH 262
INDIVIDUALITY

Appendix C

Demographic/Media Use Profiles

Demographic Profile - Smokers, Light and Heavy

	All Canadians %	Smokers (All)	Smokers (Light)	Smokers (Heavy)
SEX				
Male	48	50	50	50
Female	52	50	50	50
AGE				
15-24	18	17	28	14
25-34	23	25	27	24
35-44	22	27	24	28
45-59	20	21	13	23
60+	17	10	8	10
INCOME				
Less than 25K	19	26	25	26
25K-39.9	19	22	15	24
40K-59.9	22	22	20	22
60K+	27	20	26	18
EDUCATION				
Less than high School	27	32	30	32
High School	24	27	24	28
College/University	49	40	46	39
COMMUNITY SIZE				
1 Million+	32	28	32	26
100K to 1 million	31	31	29	32
5K to 100K	23	29	26	30
Less than 5K	13	12	14	12
OCCUPATION				
Homemaker	12	14	11	15
Student	11	7	12	6
Retired	15	11	8	11
Prof./Admin.	13	8	12	7
Tech./Semi-professional	8	9	10	9
White Collar	15	15	13	16
Blue Collar	16	23	22	23
REGION				
Atlantic	8	8	8	8
Quebec	26	27	23	28
Ontario	37	33	32	34
Prairies	16	19	20	19
B.C.	12	12	17	11

Television and Radio Use* - Smokers, Light and Heavy

Medium	All Canadians	Smokers (All)	Smokers (Light)	Smokers (Heavy)
Television	2.88	3.24	3.13	3.26
FM Radio (weekday)	1.88	2.09	2.36	2.02
FM Radio (weekend)	1.80	1.99	2.16	1.96
AM Radio (weekday)	1.04	1.02	0.77	1.10
AM Radio (weekend)	0.81	0.83	0.67	0.88

* Hours per day viewing/listening

Television Viewing Habits** - Smokers, Light and Heavy

Type of Program	All Canadians	Smokers (All)	Smokers (Light)	Smokers (Heavy)
Early evening news (5:00-7:30)	64	68	65	68
TV movies/mini-series	61	68	62	70
Situation comedies	57	59	63	59
Current events/documentary programming	52	54	53	54
Drama series	51	55	50	57
Documentaries other than current events	50	53	51	54
Sports programming	46	48	52	47
Talk shows	42	47	44	47
National/international news after 9:00 pm	40	36	40	35
Quiz and game shows	35	35	38	34
Variety shows featuring mostly music	29	28	26	28
Arts programming (operas, symphonies, ballet)	17	14	15	13

** Percentage who regularly watch

Demographic Profile - Smokers, Age 15-19

	All Canadians %	Canadians Age 15-19	Smokers Age 15-19
SEX			
Male	48	53	47
Female	52	47	53
AGE			
15-24	18	100	100
25-34	23	--	--
35-44	22	--	--
45-59	20	--	--
60+	17	--	--
INCOME			
Less than 25K	19	20	30
25K-39.9	19	12	20
40K-59.9	22	19	17
60K+	27	28	13
EDUCATION			
Less than High School	27	62	68
High School	24	23	23
College/University	49	14	7
COMMUNITY SIZE			
1 Million+	32	29	17
100K to 1 million	31	31	32
5K to 100K	23	26	40
Less than 5K	13	14	11
OCCUPATION			
Homemaker	12	3	13
Student	11	72	53
Retired	15	--	--
Prof./Admin.	13	--	1
Tech./Semi-professional	8	1	1
White Collar	15	2	3
Blue Collar	16	10	13
REGION			
Atlantic	8	10	8
Quebec	26	25	20
Ontario	37	36	37
Prairies	16	18	23
B.C.	12	11	12

Television and Radio Use* - Smokers, Age 15-19

Medium	All Canadians	Canadians Age 15-19	Smokers Age 15-19
Television	2.88	3.02	3.52
FM Radio (weekday)	1.88	2.36	2.54
FM Radio (weekend)	1.80	2.51	2.42
AM Radio (weekday)	1.04	0.53	0.51
AM Radio (weekend)	0.81	0.50	0.48

* Hours per day viewing/listening

Television Viewing Habits** - Smokers, Age 15-19

Type of Program	All Canadians	Canadians Age 15-19	Smokers Age 15-19
Early evening news (5:00-7:30)	64	38	36
TV movies/mini-series	61	61	71
Situation comedies	57	64	55
Current events/documentary programming	52	25	26
Drama series	51	42	36
Documentaries other than current events	50	24	20
Sports programming	46	48	40
Talk shows	42	57	60
National/international news after 9:00 pm	40	21	22
Quiz and game shows	35	34	33
Variety shows featuring mostly music	29	50	54
Arts programming (operas, symphonies, ballet)	17	9	7

** Percentage who regularly watch

Demographic Profile - Smokers, Age 20-29

	All Canadians %	Canadians Age 20-29	Smokers Age 20-29	Smokers Age 20-29 (Light)	Smokers Age 20-29 (Heavy)
SEX					
Male	48	49	48	45	49
Female	52	51	52	55	51
AGE					
15-24	18	46	46	51	44
25-34	23	54	54	49	56
35-44	22	--	--	--	--
45-59	20	--	--	--	--
60+	17	--	--	--	--
INCOME					
Less than 25K	19	20	28	26	29
25K-39.9	19	21	25	16	29
40K-59.9	22	19	16	17	16
60K+	27	27	20	36	14
EDUCATION					
Less than High School	27	15	23	15	26
High School	24	22	26	21	28
College/University	49	62	51	64	46
COMMUNITY SIZE					
1 Million+	32	35	29	35	26
100K to 1 million	31	35	35	39	33
5K to 100K	23	19	25	17	28
Less than 5K	13	11	12	9	13
OCCUPATION					
Homemaker	12	11	14	9	16
Student	11	16	11	10	11
Retired	15	--	--	--	--
Prof./Admin.	13	13	8	15	5
Tech./Semi-professional	8	7	10	7	11
White Collar	15	18	18	21	17
Blue Collar	16	22	26	23	27
REGION					
Atlantic	8	8	5	7	5
Quebec	26	24	22	21	23
Ontario	37	40	37	30	40
Prairies	16	16	20	20	20
B.C.	12	11	15	22	12

Television and Radio Use* - Smokers, Age 20-29

Medium	All Canadians	Canadians Age 20-29	Smokers Age 20-29	Smokers Age 20-29 (Light)	Smokers Age 20-29 (Heavy)
Television	2.88	2.87	3.15	2.85	3.27
FM Radio (weekday)	1.88	2.30	2.54	2.65	2.50
FM Radio (weekend)	1.80	1.80	2.23	2.48	2.28
AM Radio (weekday)	1.04	0.65	0.60	0.33	0.70
AM Radio (weekend)	0.81	0.44	0.39	0.33	0.41

* Hours per day viewing/listening

Television Viewing Habits** - Smokers, Age 20-29

Type of Program	All Canadians	Canadians Age 20-29	Smokers Age 20-29	Smokers Age 20-29 (Light)	Smokers Age 20-29 (Heavy)
Early evening news (5:00-7:30)	64	58	64	66	63
TV movies/mini-series	61	67	74	69	76
Situation comedies	57	75	77	78	77
Current events/documentary programming	52	45	49	52	48
Drama series	51	56	61	57	64
Documentaries other than current events	50	46	49	46	51
Sports programming	46	47	49	51	48
Talk shows	42	54	61	56	64
National/international news after 9:00 pm	40	28	26	30	25
Quiz and game shows	35	32	31	38	28
Variety shows featuring mostly music	29	35	35	34	35
Arts programming (operas, symphonies, ballet)	17	14	14	15	14

** Percentage who regularly watch

Demographic Profile - Young People, Age 15-19

	All Canadians %	Canadians Age 15-19
SEX		
Male	48	53
Female	52	47
AGE		
15-24	18	100
25-34	23	--
35-44	22	--
45-59	20	--
60+	17	--
INCOME		
Less than 25K	19	20
25K-39.9	19	12
40K-59.9	22	19
60K+	27	28
EDUCATION		
Less than High School	27	62
High School	24	23
College/University	49	14
COMMUNITY SIZE		
1 Million+	32	29
100K to 1 million	31	31
5K to 100K	23	26
Less than 5K	13	14
OCCUPATION		
Homemaker	12	3
Student	11	72
Retired	15	--
Prof./Admin.	13	--
Tech./Semi-professional	8	1
White Collar	15	2
Blue Collar	16	10
REGION		
Atlantic	8	10
Quebec	26	25
Ontario	37	36
Prairies	16	18
B.C.	12	11

Television and Radio Use* - Young People, Age 15-19

Medium	All Canadians	Canadians Age 15-19
Television	2.88	3.02
FM Radio (weekday)	1.88	2.36
FM Radio (weekend)	1.80	2.51
AM Radio (weekday)	1.04	0.53
AM Radio (weekend)	0.81	0.50

* Hours per day viewing/listening

Television Viewing Habits** - Young People, Age 15-19

Type of Program	All Canadians	Canadians Age 15-19
Early evening news (5:00-7:30)	64	38
TV movies/mini-series	61	61
Situation comedies	57	64
Current events/documentary programming	52	25
Drama series	51	42
Documentaries other than current events	50	24
Sports programming	46	48
Talk shows	42	57
National/international news after 9:00 pm	40	21
Quiz and game shows	35	34
Variety shows featuring mostly music	29	50
Arts programming (operas, symphonies, ballet)	17	9

** Percentage who regularly watch

Table of Contents

1.0 INTRODUCTION 3

2.0 SMOKERS 5
- 2.1 Socio-Cultural Profile 5
- 2.2 Demographic/Media Use Profile 7
- 2.3 Implications 7
  - 2.3.1 Toxic Constituent Listings 7
  - 2.3.2 Ban on Tobacco Advertising 8
  - 2.3.3 Anti-tobacco Advertising 8

3.0 SMOKER SUB-GROUPS 11
- 3.1 Socio-Cultural Profile 11
- 3.2 Demographic/Media Profile 12
- 3.3 Implications 12
  - 3.3.1 Toxic Constituent Listings 13
  - 3.3.2 Ban on Tobacco Advertising 13
  - 3.3.3 Anti-Tobacco Advertising 13

4.0 YOUNG PEOPLE AGE 15-19 15
- 4.1 Socio-Cultural Profile 15
- 4.2 Demographic/Media Use Profile 17
- 4.3 Implications 17
  - 4.3.1 Toxic Constituent Listings 17
  - 4.3.2 Ban on Tobacco Advertising 18
  - 4.3.3 Anti-tobacco Advertising 18

APPENDIX A - The 3SC Social Values Monitor
APPENDIX B - 3SC Maps
APPENDIX C - Demographic/Media Use Profile

1.0 INTRODUCTION

Background

Under the Tobacco Products Control Act, Health Canada has a mandate to provide information to consumers on tobacco products. At the present time, tobacco products contain a health warning, as well as limited information about toxic constituents in tobacco and tobacco smoke. Environics Research Group has been commissioned to conduct a research program to understand public attitudes toward, and suitable vehicles for, information on this topic. The research consists of three components:

1) Qualitative research - consisting of focus groups across Canada among smokers in general, and young smokers and potential smokers in particular;

2) Quantitative research - consisting of a nation-wide survey of a representative sample of adult Canadians, as well as an over-sample of Canadian youth;

3) Social values research consisting of an in-depth analysis of key target groups using Environics' 3SC Social Values Monitor, the most comprehensive annual survey of the social values of Canadians.

This report, which is concerned with the third component described above, uses 3SC to:

- examine the socio-cultural values of smokers (including subgroups of smokers: light and heavy, ages 15 to 19 and 20 to 29) and potential smokers (young people, age 15 to 19);

- on the basis of this examination, help to determine whether toxic constituent listings will have the desired effect of encouraging people to either quit smoking or never take up the habit.

As noted above, the main focus of this investigation is the issue of toxic constituent listings on tobacco product packaging. Nevertheless, we also discuss here the implications of our social values research in the context of other potential tobacco control measures. In this report, we look at two measures that have to do with advertising: first, the policy of banning tobacco company advertising; and second, the idea of using the principles of social marketing to develop a new anti-tobacco advertising campaign. Other initiatives such as plain packaging for tobacco products, retail controls and taxation may be analyzed using 3SC at another time, if desired.

This report is presented in three sections. They are as follows:

- Smokers
    - Socio-cultural profile
    - Demographic/media use profile
    - Implications
- Smoker Sub-Groups (Light and Heavy, Ages 15-19 and 20-29)
    - Socio-cultural profile - distinguishing features
    - Demographic/media use profile - distinguishing features
    - Implications
- Potential Smokers (Young People, age 15-19)
    - Socio-cultural profile
    - Demographic/media use profile
    - Implications

For more information about Environics' 3SC Social Values Monitor, please consult Appendix A. This appendix contains an introduction to 3SC, an explanation of how to read the 3SC "maps", which are the basic output of the 3SC methodology, and definitions of the values and trends that are tracked by 3SC.

For 3SC "maps" showing the socio-cultural profile of each group under examination, and for graphic depictions of the demographic/media profile of each group, please consult Appendix B and C, respectively.

2.0 SMOKERS

2.1 Socio-Cultural Profile

The 3SC synthesis map of smokers in Canada (see Appendix B) finds them in the lower "individualist" half of the 3SC map, more specifically, in the lower right "personal autonomy" quadrant. Individuals in this quadrant are those whose values are modern and individualistic, whose lifestyle is that of the "Me Generation" and whose motivations are oriented toward personal autonomy and fulfillment, with an emphasis on respect for individual rights and needs. (For more details about the two axes and the four quadrants that form the basis of the 3SC approach to analyzing Canadians' socio-cultural values, see Appendix A.)

However, the 3SC map for smokers also reveals strengths and weaknesses in each of the four quadrants of the map, suggesting there is more than one "type" of smoker in terms of socio-cultural values. Also, as we will see, the values of smokers differ significantly depending on their age cohort.

Here, however, are the values that distinguish smokers in general from the wider population.

Smokers in general are weak on **hyper-rationality**, suggesting that they often make decisions based on emotion rather than on reason or evidence. They are strong on **penchant for risk-taking** and weak on **risk aversion**, and will take risks, not only with some potential gain in mind, but also for the thrill of taking chances.

Smokers' proclivity toward risk-taking includes taking risks with their health. Their weakness on **effort toward health** indicates they are not prepared to take steps to protect their health (such as watching what they eat, exercising, etc). Their lifestyle is more sedentary than that of Canadians in general, an ironic observation in the light of "lifestyle" tobacco advertising that portrays smokers as active.

Smokers' disinclination to protect their health does not result in a sense of immortality, as is sometimes suggested, but rather, a sense of inadequacy and resignation. They are strong on both **awareness of mortality** and **fatalism**, as well as on **apocalyptic anxiety**. They think about death and are aware of their own vulnerability, but are fatalistic about it and feel that there is little they can do to change things - either they will die "before their time" or they won't. They also tend to believe that the world is headed for major upheavals in the near future, whether political, economic, social or ecological, and that there is little that can be done about this either. Smokers are weak on **control of destiny**, and tend to believe destiny is predetermined.

Smokers' sense of **fatalism** is accompanied by a certain nihilism, as is demonstrated by the fact that they are strong on both **anomie** and **aimlessness and lack of meaning.** They feel disconnected from what is happening in society and are more inclined than Canadians in general to have a poor self-image.

Smokers are strong on **regionalism**, and identify more closely with their province or region than with the country as a whole. Nonetheless, they are weak on **community involvement,** and tend not to get involved in local community events or pay attention to what is happening in their area. They are also weak on **multiculturalism.**

Smokers express a low level of faith in institutions. They are weak on **religiosity** and on **confidence in government** and strong on **scepticism toward business.** Interestingly, they are more inclined than Canadians in general to believe that business tends to sacrifice the public good for its own profit.

Smokers are strong on **rejection of order** and **heterarchy.** They want interpersonal relationships, and life in general, to be somewhat unstructured and informal, without a lot of unnecessary rules. They believe that it doesn't matter who performs a task, or how it is performed, so long as it is done.

Smokers are strong on **sexual permissiveness, flexible definition of family** and **pursuit of happiness to the detriment of duty.** They're quite tolerant in matters of sexuality and living arrangements, attaching a premium to the happiness of the individual. However, it is interesting to note that smokers' flexibility does not extend to young people. Smokers are weak on **equal relationship with youth.** They believe that young people do not always know what is in their best interest, and as a result, they believe that young people should not necessarily be accorded the same rights as adults.

Smokers are also strong on **need for escape**, and like to occasionally "get away from it all" and be carefree. They are strong on **sensualism**, and they enjoy having more than one of their senses - sight, hearing, taste, touch, smell - stimulated at the same time. They are weak, however, on **importance of aesthetics.**

Smokers are weak on **pursuit of novelty** and **spiritual quest**, but strong on **interest in the mysterious.** In other words, they are interested in the new and in unexplained phenomena, but they are not interested in developing or exploring personal, spiritual, questions.

Smokers are strong on **ethical consumerism**, and are prepared to avoid or boycott companies that are perceived to abuse basic human rights. They are also strong on **utilitarian consumerism**; it is more important to them that a product be useful than beautiful.

2.2 Demographic/Media Use Profile

As the chart in Appendix C shows, smokers skew toward lower incomes (26% versus 19% of Canadians) and lower education levels (32% versus 27% of Canadians). They are over-represented among blue collar workers (23% versus 16% of Canadians) and in cities with populations of between 5,000 and 100,000 (29% versus 23% of Canadians).

In general, the television and radio use of smokers closely reflects that of the general population. Smokers are somewhat more likely to regularly watch TV movies or mini-series (68% versus 61% of Canadians) and talk shows (47% versus 42% of Canadians).

2.3 Implications

The above findings suggest a number of implications for policy makers and communicators wishing to control tobacco use and, more specifically, to encourage smokers to give up the habit, and to discourage non-smokers, especially young people age 15-19, from ever beginning to smoke. (For more information, see Section 4.0.)

Here are the implications as they relate to smokers in general and the three potential tobacco control measures under discussion.

2.3.1 Toxic Constituent Listings

An analysis of the socio-cultural profile of smokers suggests that, despite smokers' approval of the policy of full disclosure of tobacco constituents on product packaging, they are not likely to be motivated to quit smoking because of the provision of information regarding the toxic constituents of tobacco. (See Environics' May 1996 quantitative research study report "Public Attitudes Toward the Listing of Toxic Ingredients on Cigarette Packages: A Survey Report".) As we have seen, smokers' decision-making tends to be influenced more by their emotions than by information they receive.

Furthermore, smokers are not particularly worried about their health (indeed, they like to take risks with their lives, including their health) and, as such, even if they were more rational in their approach to life, they would not be especially moved by information related to healthy living or cautious lifestyles.

The provision of information relating to the toxic constituents of tobacco may not be all in vain, however, if certain steps are taken.

First, we recommend that, if tobacco companies are required to list the toxic constituents of tobacco on product packaging, they should also be required to present this information in ways that meet certain standards of design and format. As we have shown, smokers in general do not put a great deal of importance on aesthetics, but their sensual side does, perhaps, make them more inclined than others to be attracted to materials that stimulate

the senses in some way. As such, to attract the attention of smokers at all, it seems clear that information targetted at them must be presented with the "highest production values".

Second, we suggest that information about toxic constituents on cigarette packaging may attract some interest and have some influence if it is bolstered by other communications efforts with tough messages that have the power to resonate with smokers. One such message that could be used as a kind of lever to boost smokers' willingness to consider the toxic constituents of tobacco is the message that toxins increase profits for tobacco companies. This message builds on smokers' inherent distrust of private sector motivations and may, in fact, influence smokers to look twice at toxic constituent listings.

2.3.2 Ban on Tobacco Advertising

An analysis of the socio-cultural profile of smokers suggests that a ban on tobacco advertising would probably not directly cause most smokers to quit, but would likely make it easier for them to quit.

Because smokers tend to be more emotional than rational, and because they put a high value on the stimulation of the senses, they are perfect targets for advertisers. Indeed, they are especially vulnerable when advertisers push the hot buttons that will "turn smokers on" and give them ammunition to justify their continuing to smoke. For example, advertising that suggests that smokers are non-conformists (e.g., "having a smoke" on the wing of an airplane) plays right into smokers' image of themselves as autonomous individuals who do not conform to society's rules about duty or social responsibility but who demand the right to do as they please.

Putting an end to tobacco company advertising should be examined because it has the potential to be an important component of a longterm tobacco control campaign.

2.3.3 Anti-tobacco Advertising

Environics' analysis of the socio-cultural values of smokers suggests that anti-tobacco advertising is probably the most powerful tool available to those who wish to encourage smokers to quit, or discourage young people from starting (see Section 4.0).

The degree to which advertising will actually "work", however, is dependent on using "values intelligence" to craft the ads properly and identify the right messages. Doing so - and achieving results - is what social marketing is all about and, we believe, something that 3SC is well-suited to assist with.

Here, then, are some 3SC-inspired points regarding the recommended form (style, tone, etc.) and content (themes, messages, etc.) of anti-tobacco advertising targetted at smokers in general.

Form

- Because smokers tend to be more emotional than rational, consider emotional, not informational, advertising.

- Because smokers are stimulated by advertising, aim for the highest production values, in order to break through the advertising "clutter" that they look at every day.

- Because smokers suffer from anomie and a sense of aimlessness in life, borrow some of the tactics that the tobacco industry uses to make smokers feel good about themselves.

- Because smokers have lower income/lower education levels, use television (the medium that is most popular and accessible for this group), over radio, print, or Internet/World Wide Web.

Content

- Because smokers are not willing to make much effort to improve their health, anti-tobacco advertising should not focus primarily on health concerns. In fact, dire warnings about the impact of tobacco on one's health will likely be tuned out by smokers, who already feel a loss of control.

- Because smokers are risk-takers, do not focus on the risks associated with tobacco use or the principles of risk-avoidance.

- Because smokers are fatalistic and less inclined than others to think they can control life, do not focus on messages about the individual being the locus of control. They won't believe it.

- Because of smokers' hedonistic view of life and enthusiasm for sensual stimulation, consider focussing on the pleasurable benefits of quitting (e.g., you will be amazed at what your taste buds will reveal, when you quit smoking; you'll find yourself getting "high" on ordinary air, when you quit smoking, etc.).

- Because smokers feel the need to escape and break free from the doldrums of life, look at ways of showing how cigarettes keep the smoker in a rut and how quitting will give the smoker a sense of freedom (perhaps by allowing the smoker to treat him/herself to a short vacation or a day off).

- Because of smokers' scepticism toward business and their cynicism about the motives of the private sector, consider messages related to the marketing strategies of tobacco companies and their levels of profitability.

- Because of smokers' inclination toward ethical consumerism, consider posing some tough questions about the ethics of the tobacco industry.

3.0 SMOKER SUB-GROUPS

3.1 Socio-Cultural Profile

Smokers in general share certain characteristics. These shared characteristics result in a group of people who are described below in the column labelled "Smokers".

The key values that distinguish sub-groups of smokers from smokers in general are also described below in the appropriate column.

Smokers (Compared to Canadians)
• More inner-directed, focussed on personal freedom • Motivated more by emotion than reason • Enjoy taking risks • Less motivated by health concerns • Fatalistic • Sceptical of government and of business • Desire to "get away from it all"

Light Smokers (Compared to Canadians)
• More outer-directed, taking their cues from society rather than from themselves • More motivated by the need to "look good" • More confident in business, advertising

Heavy Smokers (Compared to Canadians)
• Much more inner-directed, focussed on personal freedom • Less motivated by the need to "look good" • Less influenced by advertising

Smokers 15-19 (Compared to Canadians)
• More focussed on experience-seeking • More motivated by aesthetics • More influenced by advertising

Smokers 20-29 (Compared to Canadians)
• More motivated by aesthetics

3.2 Demographic/Media Profile

Smokers in general share certain demographic characteristics, which are outlined below. The demographic characteristics that distinguish the different sub-groups of smokers are also described below. For more detail, see Appendix C.

Smokers (Compared to Canadians)

- Lower income
- Lower education
- More blue collar workers
- More in small cities (5-100K)
- More likely to watch television

Light Smokers (Compared to Canadians)

- Teens and early 20s
- Lower income
- More blue collar workers
- More in British Columbia
- More likely to listen to FM radio

Heavy Smokers (Compared to Canadians)

- More in late 30s, early 40s
- Lower income
- Lower education
- More in small cities (5-100K)
- More blue collar workers

Smokers 15-19 (Compared to Canadians, Age 15-19)

- Women
- Lower education
- More in small cities (5-100K)
- Less likely to be students
- More likely to watch television

Smokers 20-29 (Compared to Canadians, Age 15-19)

- Lower income
- Lower education
- More likely to watch television
- More likely to listen to FM radio

3.3 Implications

Generally speaking, the implications for smoker sub-groups are similar to those of smokers in general. There are significant differences among the various sub-groups of smokers. These are discussed below.

3.3.1 Toxic Constituent Listings

Environics' 3SC-based assessment of whether toxic constituent listings could influence smokers in general to quit (see Section 2.2.1) indicates that this initiative will not have a large impact. However, it may be made more potent if certain steps are taken (e.g., requiring that the presentation of the package information meet certain design and format standards and developing accompanying communications programs to boost smokers' interest in taking a second look at toxic constituent listings).

Looking at the above summary of the distinguishing characteristics of smoker sub-groups, we conclude that the above assessment holds for these sub-groups, with one exception. Nothing related to toxic constituent listings is likely to be effective in making heavy smokers inclined to change their behaviour and quit smoking - not the information itself or any other communications efforts as described above. This is because heavy smokers are less motivated by information and advertising or other communications efforts.

In short, policy makers should view the listing of tobacco's toxic constituents on product packaging as a tobacco control measure for light smokers and young smokers (age 15-19, 20-29) only. Other measures would have to be implemented to communicate successfully with heavy smokers.

3.3.2 Ban on Tobacco Advertising

In Section 2.3.2, Environics suggested that a ban on tobacco advertising would be an effective tobacco control measure vis-à-vis smokers in general. The point was made that a ban might not make smokers quit, but it would certainly make it easier for them to quit.

The above analysis of the distinguishing values of smoker sub-groups suggest that a ban on tobacco advertising would be especially effective as a tobacco control measure vis-à-vis light smokers and young smokers, age 15-19.

Light smokers and young smokers, age 15-19, are more inclined than other Canadians to be stimulated by advertising and to be influenced by it, especially if the advertising recommends the use of a product that is made to seem cool and the choice of attractive, cool people.

3.3.3 Anti-Tobacco Advertising

In section 2.3.3, we suggested that anti-tobacco advertising based on the principles of social marketing is probably the most effective communications tool that could be used to discourage smokers from continuing to use tobacco.

Our analysis of the socio-cultural profile of smoker sub-groups suggests that social marketing-based advertising could have an specially powerful impact on light smokers and young smokers, age 15-19.

As we have already pointed out, advertising has real appeal for both these groups. And when the form (style, tone, etc.) and content (themes, messages, etc.) of the advertising are designed to appeal specifically to these groups, the effectiveness of the advertising is maximized.

Here are some points regarding the recommended form and content of anti-tobacco advertising aimed at light smokers and young smokers, age 15-19.

Form

- All of the recommendations for smokers in general (see section 2.3.3) apply for light smokers and young smokers, age 15-19.

- In addition, young smokers, age 15-19, may be especially influenced by advertising that is aesthetically pleasing, because aesthetics have a strong appeal for this group.

Content

- All of the recommendations for smokers in general (see Section 2.3.3) apply for light smokers and young smokers, age 15-19, with one exception:

  ⇒ Light smokers will be unmoved by messages relating to the motives or ethics of tobacco companies. This group has confidence in business and may even be "put off" by (and therefore, likely to tune out) advertising that suggests the tobacco industry is not trustworthy.

- In addition, Environics makes these recommendations vis-à-vis messaging to light smokers:

  ⇒ Because light smokers are outer-directed and interested in being socially successful, consider having their peers convey the idea that smoking is not cool.

  ⇒ Because of light smokers' preoccupation with appearances, focus on portraying the ugly aspects of smoking (e.g., nicotine stains, bad breath, weathered-looking skin, etc.).

4.0 YOUNG PEOPLE AGE 15-19

4.1 Socio-Cultural Profile

As can be seen in the 3SC synthesis map of Canadians, age 15-19 (see Appendix B), Canadian youth find themselves in the lower "individuality" half of the 3SC map, and in the lower left "experience-seeking" quadrant. This means that Canadians, age 15-19, tend to place a great deal of importance on exploring life and exploring themselves. They want to live life to the fullest, to expand their mental frontiers and constantly discover new things and make new connections. (For more details about the two axes and the four quadrants that form the basis of the 3SC approach to analyzing Canadians' socio-cultural values, see Appendix A.)

Nonetheless, the 3SC map for young people, age 15-19, also reveals strengths and weaknesses widely distributed across the map, suggesting there is more than one "type" of young Canadian in terms of socio-cultural values.

Here, however, are the values that distinguish young Canadians from the wider population.

To begin with, we find that young Canadians are strong on **vitality**, the notion that they have high energy levels. As part of this, they are strong on **pursuit of intensity and emotional experiences, pursuit of novelty** and **pursuit of originality**. They actively seek out new experiences that will make them feel like they're "really living" and, as part of this, they also actively seek out new products that they think will make them look new and different and allow them to stand out from the crowd in small, but important, ways.

Teenage Canadians are strong on **pursuit of happiness to the detriment of duty** and **need for escape**. They believe that personal pleasure should not be subsumed by responsibilities to others, and sometimes feel a need to "get away from it all". Not surprisingly, they are also strong on **flexibility of personality, flexibility of gender identity** and **sexual permissiveness**. They have an emotional, mercurial world-view, feeling sometimes more masculine, at other times more feminine, and see no problem with erotica in the mass media or sex outside of marriage.

Young people, age 15-19, are strong on **penchant for risk-taking** and weak on **risk aversion**. They like to take risks not only with possible gains in mind, but also simply for the thrill of taking risks.

Teenage Canadians are strong on **concern for appearance, need for status recognition, joy of consumption** and **ostentatious consumption.** It is important to them that their personal appearance, clothes and home all appear attractive to others, and that they win the respect of others. They enjoy shopping and the whole consumer experience as much as the items they buy.

Young people are also strong on **need for personal achievement.** They are driven to achieve personal and social success and the appearance of success.

Young Canadians are strong on **importance of aesthetics** and **advertising as stimulus**, and as such they often make purchase decisions based on what the media and advertising have identified as being cool or fashionable.

In addition, young people are strong on **importance of physical beauty.** Notably, they are weak on **effort toward health.** If they do decide to "look after themselves", it is because they want to look good, rather than to protect their health.

Young people are strong on **fatalism** and weak on **control of destiny**, feeling that whatever happens, happens, and that they have little control over events. Teenagers are also strong on **anomie** and **aimlessness and lack of meaning.** They occasionally feel out of touch with society, and lacking direction in life. Nonetheless, they are strong on **adaptability to complexity in life** and **adaptive navigation**, and weak on **aversion to complexity in life**, feeling that change and the complexity of contemporary life do not pose, for them personally, a serious challenge.

Young Canadians are strong on **importance of national superiority** and **confidence in government**, and like to show that Canada is, in many ways, superior to or distinct from other countries in the world, and that government generally does more good than harm. In fact, teenage Canadians generally have faith in secular institutions; they are strong on **confidence in business** and **confidence in advertising**, and weak on **scepticism toward business** and **discriminating consumerism.** They believe that business achieves a good balance between its own aims and the public good, and tend to trust the claims it makes for products in its advertising. They tend not to shop around or seek out product information before making purchases. Indeed, they are weak on **utilitarian consumerism;** they buy things for what they look like or what they suggest about a person, not for their utility. However, they are strong on **ethical consumerism,** and are prepared to boycott companies they believe are engaging in unethical behaviour.

In contrast to their relatively strong faith in the institutions of government and business, teenagers are weak on **religiosity** and **need for rituals, community involvement, primacy of the family** and **legacy.** They feel less attachment than Canadians in general to religious institutions or to their local community and family, being very focused on peers and peer image at this point in their lives. Not unexpectedly, they have not given much, if any, thought to issues of legacy (i.e., what they may pass on to their descendants), and they do not feel as attached as other Canadians to symbolic rituals and events that mark important times in our lives.

Canadians, age 15-19, differ from Canadians in general in that they are strong on **connectivity** and **attraction for crowds.** They enjoy the collective emotions experienced by large groups (e.g., the emotional high that comes with being at a rock concert or large sporting event).

Teenage Canadians are weak on **primacy of environmental protection,** and are unwilling to spend more to help protect the environment. They are weak on **global ecological awareness** and **belonging to the global village.** They have little sense of the interconnectedness of the environment or the world.

Canadians, age 15-19, are also weak on **time management using technology**; they believe they have little or no need to use technology to better manage their time.

4.2 Demographic/Media Use Profile

As the chart in Appendix C shows, most young people, age 15-19, are students and still in secondary school or just graduated.

Analysis of young people's media usage demonstrates that they are more inclined than Canadians in general to watch television (especially talk shows and variety shows featuring mostly music) and to listen to FM radio. They are less likely than other Canadians to listen to AM radio.

4.3 Implications

4.3.1 Toxic Constituent Listings

As we have said, toxic constituent listings are not likely to have a large impact on smokers in general (see Section 2.3.1) or sub-groups of smokers (see Section 3.3.1), but the impact may be increased if certain steps are taken.

This assessment also applies to young people, age 15-19. There is, however, one point that must be made regarding toxic constituent listings and young Canadians.

Contrary to what many may think, young people, age 15-19, are impressed by institutional authority, especially that of government and business. Thus, it is conceivable that young people would be more likely to think twice about the toxicity of tobacco if toxic constituent listings were presented as words from someone with the same or higher status as the American Surgeon-General - the Prime Minister perhaps?

4.3.2 Ban on Tobacco Advertising

In Sections 2.3.2 and 3.3.2 respectively, we noted that a ban on tobacco advertising would be an effective policy for discouraging tobacco use among smokers in general and certain smoker sub-groups (light smokers and young smokers, age 15-19).

Environics' analysis of the values of all young people, age 15-19, suggests that a ban on tobacco advertising would be a very good move indeed, to discourage young people from starting to smoke.

Young people are particularly vulnerable to advertising, especially the sort of advertising that tobacco companies engage in (i.e., advertising that uses the highest production values to portray smoking as an activity of beautiful people, brimming with vitality and energy to experience the good things in life).

4.3.3 Anti-tobacco Advertising

In sections 2.3.3 and 3.3.3, respectively, Environics concluded that smokers in general and certain smoker sub-groups (light smokers and smokers age 15-19) would be motivated to quit smoking by anti-tobacco advertising that was crafted using the principles of social marketing to "push the right buttons".

Our analysis of the values of young people in general (not just young smokers) suggests that carefully designed anti-tobacco advertising will be effective in speaking, not only to smokers, but also to potential smokers, i.e., young people, age 15-19.

Many points regarding the recommended form and content of anti-tobacco advertising aimed at young people are similar to recommendations vis-à-vis smokers in general (Section 2.3.3) and certain smoker sub-groups (Section 3.3.3). These are below, and supplemented with a few additional suggestions that apply uniquely to young people, age 15-19.

Form

- Because young people tend to be more emotional than rational, consider emotional, not informational, advertising.

- Because young people are stimulated by advertising, aim for the highest production values in order to break through the advertising "clutter" that they look at every day.

- Because young people suffer from anomie and a sense of aimlessness in life, borrow some of the tactics that the tobacco industry uses to make smokers feel good about themselves.

- Young people, age 15-19, may be especially influenced by advertising that is aesthetically pleasing, because aesthetics have a strong appeal for this group.

- Media usage patterns suggest that television and FM radio advertising would be more effective than AM radio or print. Consideration should also be given to advertising on the Internet/World Wide Web since we know from other research that young people are among the most "wired" Canadians.

Content

- Because young people are not willing to make much effort to improve their health, anti-tobacco advertising should not focus primarily on health concerns. In fact, dire warnings about the impact of tobacco on one's health will likely be tuned out by smokers, who already feel a loss of control.

- Because young people are risk-takers, do not focus on the risks associated with tobacco use or the principles of risk-avoidance.

- Because of young people's hedonistic view of life and enthusiasm for sensual stimulation, consider focussing on the pleasurable benefits of quitting (e.g., you will be amazed at what your taste buds will reveal, when you quit smoking; you'll find yourself getting "high" on ordinary air, when you quit smoking, etc.)

- Because young people feel the need to escape and break free from the doldrums of life, look at ways of showing how cigarettes keep the smoker in a rut and how quitting will give the smoker a sense of freedom (perhaps by allowing the smoker to treat him/herself to a short vacation or a day off).

- Young people especially will be unmoved by messages relating to the motives or ethics of tobacco companies. This group has confidence in business and may even be "put off" by (and therefore, are likely to tune out) advertising which suggests that the tobacco industry is not trustworthy.

- Because young people are outer-directed and interested in being socially successful, consider having their peers convey the idea that smoking is not cool.

- Because of young people's preoccupation with appearances, focus on portraying the ugly aspects of smoking (e.g., nicotine stains, bad breath, weathered-looking skin, etc.).

- Because of young people's attraction for novelty, consider communicating a message that there is nothing new or different about smoking (e.g., it's just "old hat").

- Because of young people's enthusiasm for shopping and demonstrating success through acquiring consumer products, consider focussing on and detailing the purchasing power that is lost when one has to buy cigarettes every day.

- Because of young people's confidence in their ability to deal with complexity, consider presenting non-smokers as those most able to navigate the slalom course that is "life in the 90s".

Appendix A

The 3SC Social Values Monitor

Methodology of the 3SC Survey

Introduction

The 3SC Monitor is a research program that measures socio-cultural trends among the population and their impact on markets, businesses and institutions. The study is based primarily on the results of an annual, in-home survey conducted among a representative sample of the Canadian population 15 years of age and over.

The survey questionnaire probes the behaviour and attitudes of respondents in such areas as product purchases, their perceptions of specific companies and institutions, their personality traits, values and priorities, lifestyles and personal habits, and their socio-demographic characteristics. From the results of these questions, we are able to synthesize indicators, or 'trends'. The 1995 survey used 81 socio-cultural trends to describe 3SC respondents.

Using a statistical procedure called factor analysis of correspondence (FAC), we are able to synthesize trend information and construct a 'socio-cultural map' on which we can position respondents to the 3SC survey (thus approximating the positioning of the entire population under study). This map allows us to analyze the relative position of such groups as specific population segments or market segments. From respondents' coordinates relative to the map's axes, we are able to segment the population into typologies (obtained through cluster analysis, dispersion diagrams, etc.).

The trends allow us to describe the profile of each segment or sub-group of interest to our clients and to measure the impact of socio-cultural changes among the population as a whole.

Questionnaire and Data Collection

In order to develop a profile of the Canadian population and to address our clients' specific research objectives, we conduct structured interviews, in French and English, in every province of the country. The survey questionnaire includes omnibus questions asked on behalf of 3SC subscribers, as well as questions used to measure the values, habits and characteristics of the population.

Respondents fill out a self-administered questionnaire, under the supervision of a professional CROP interviewer. Interviews for the 1995 3SC Survey were conducted between July 19 and August 25, 1995.

The approximately 200 items used to position respondents on 81 trends were grouped into several types of questions:

- scales of agreement (Do you totally agree, somewhat agree...?) to measure opinions and their intensities;
- scales of importance (Is this important to you: very, somewhat ...?) for items describing behaviour or attitudes;
- preference for one of two possible choices in briefly described situations;
- scales of proximity (Do you feel very close, fairly close...?) relative to the different types of people described in terms of their behaviour or attitudes;
- scales measuring the frequency with which certain impressions or ideas occur to respondents (Have you thought about this often, occasionally...?).

Sample Size and Statistical Validity

The 1995 3SC Survey is based on a sample size of 2,648 Canadian men and women, including 1,056 residents of Quebec. This sample is representative of the Canadian population 15 years of age and over, in all major regions, with the exclusion of individuals living in institutions (army camps, prisons, hospitals, etc.) or in the Northwest and Yukon Territories.

The sampling model used five probabilistic steps: stratification by regions and city size; and selection by localities, census division and city block. Households were selected at the block level. Strict quotas were imposed for age groups, sex, and the number of working women, in order to ensure a proportional representation of each group in the sample.

Stratifying the sample by four regions and four city sizes increases the accuracy of results for key sub-groups and residents from smaller regions.

Ten percent of each interviewer's work was verified by supervisors to ensure that interviews were conducted thoroughly, and with courtesy.

Data Processing

The 2,648 completed questionnaires were verified and coded, and the information transferred to (MS DOS compatible) diskettes for compiling.

Data for each region, city size and age group were weighted by computer according to their proportional representation among the population, so that results would be truly representative of the entire Canadian population.

The main steps involved in constructing the trends (indicators) included:

- assigning each item a score from 1 to 5;
- controlling the relevance of each item to the trends by:
  - an item-by-item sort (analysis of distribution);
  - cross-tabulations
    - between items of the same trends
    - between items of different trends;
  - factor analysis to measure the nature of the relationship between the various items used to compute the trends.

From these items, we construct the trends or indicators that measure the characteristics of respondents. (Technically, each trend is constructed from the arithmetic sum of the items comprising it.) Each indicator is then converted to an index with a value from 0 to 100. The more an individual expresses a value or motivation measured by a trend, the closer his score will be to 100 on that trend (and he will be considered strong on that trend); conversely, the weaker his expression, the closer his score will be to 0 on the trend (and he will be considered weak on that trend). On average, each trend is constructed from answers to four questions from the self-administered questionnaire. These trends are

then used as explanatory variables in our 3SC studies.

The Socio-Cultural Map

The computer-generated socio-cultural map is a graphic representation of the major trends in society and among the populations being studied. It is generated by applying a statistical technique known as factor analysis of correspondence (FAC) to the indicators (i.e., trends) which describe the respondents. For example, the current 3SC map was created from the three axes (variables) obtained through FAC (left/right, top/bottom, front/rear of the map). These can be interpreted as society's three main segmentation axes.

To create this map, the distribution of each trend was divided into four classes: people who are 'very strong', 'strong', 'weak', and 'very weak' on a trend. This information was then subjected to FAC to extract latent tendencies. (These classes correspond to quartiles representing approximately 25 percent of the population.)

The position of the trends on the map corresponds to the average position, relative to the horizontal and vertical axes, of people who are very strong on each of the trends. (Approximately 25% of the population is deemed to be very strong on each of the trends).

The axes which define the map represent a synthesis of the trends (as identified through FAC). These trends represent characteristics most able to distinguish one person from another from a socio-cultural point of view.

Analysis of the Socio-Cultural Profiles

A major part of the 3SC is the analysis of values associated with certain attitudes or the consumption of certain products. In order to do this, we identify particular individuals or consumers through their responses to the 3SC questionnaire, then establish their socio-cultural profile.

The socio-cultural profile of every segment (a consumer segment or a segment of individuals) is established by measuring its strength or weakness on each of the 3SC's socio-cultural trends, which we then illustrate on a colour-coded socio-cultural map.

The strength of a segment on the trends is expressed in relation to an average index of 100, with 100 being the equivalent of the strength of the population as a whole on a trend. Thus, if a segment is neither stronger nor weaker on a trend than the population as a whole, the segment will be assigned an index of 100 on this trend, and this trend will not appear on the map illustrating the profile of this segment. If a segment is stronger than the population as a whole on a trend, the segment will be assigned an index greater than 100, expressed as a proportion of the difference between it and the population as a whole.

If a segment is stronger than the population as a whole on a trend, the trend will be printed in orange on the map; very much stronger, in red. Likewise, if a segment is weaker than the population as a whole on a trend, the segment will be assigned an index lower than 100, and this trend will be printed in green on the map that illustrates the profile of this segment. If the segment is very much weaker on a trend, the trend will be printed in blue. The index attributed to a segment on a particular trend will always be printed, on the map, to the right of the trend in question.

The strength of a segment on a particular trend is determined by measuring the proportion of

people in this segment who belong to the group who are very strong on the trend. For each trend, we identify a group of people who are very strong on the trend, and who represent about 25 percent of the population (i.e., the quartile of people strongest on a trend). Since we know that among the whole population, this group represents 25 percent of the population, we can calculate its proportion among the segment of consumers or individuals under analysis. If this proportion is greater than the population as a whole (i.e., 25%) the segment is considered to be strong on a trend; if the proportion is less than 25 percent, the segment is considered to be weak on the trend.

The index that appears beside each trend on a socio-cultural map represents the difference between the proportion of the segment under study who are very strong on a particular trend and that of the population as a whole. For example, to determine where Quebecers are on the trend Regionalism, we measure the proportion of Quebecers who belong to the group who are very strong on this trend. If this proportion were 51 percent among Quebecers, compared to 24 percent for the entire Canadian population, then Quebecers would be 27 percent stronger on Regionalism, and therefore considered to be very strong on this trend. On the socio-cultural map illustrating the profile of Quebecers, the trend would appear in red beside an index number of 211 (51% being to 24% what 211 is to 100).

It should be noted that when the proportion of people in the general population who are very strong on a particular trend is not exactly 25 percent, the difference is normalized in relation to 25 percent so that all trends can be compared on the same basis. After calculating differences and their statistical significance, all numbers are expressed as a function of an index of 100.

Analysis of Socio-Cultural Change

We analyze change three ways, by comparing:

- the change in the average position on the map, from one year to the next;
- the distribution of the population among the different regions of the map, from one year to the next;
- the evolution of each trend, from one year to the next.

The evolution of the trends are measured by analyzing:

- the evolution in the average index for each trend, from one year to the next (the index is a value from 0 to 100);
- the progression of the population within each of the four intervals into which we divided the trends (i.e., the proportion of the population scoring, on each of the trends, from 0 to 24, 25 to 49, 50 to 74, or 75 to 100);
- the progression of the population into the category of people who we consider to be very strong on each of the trends.

In order to compare the progression in the trends from year to year, we arbitrarily chose the year 1989 as our benchmark. The 25 percent of the population strongest on each trend in 1989 was assigned a score for each trend. (This score represents a value on our gradation scale of 0 to 100.) For each year (from 1983 to 1995) and for each trend, we can then determine what proportion of the population has a score equal to or greater than the 1989 score. The difference in this proportion tells us how the trends are evolving.

As we mentioned above, when the group of people strongest on a trend does not exactly equal 25 percent of the population, the difference between the actual proportion and 25 percent is normalized in order to compare all trends on the same basis. This normalization procedure converts the data to an index of 100 after differences and their statistical significance have been calculated.

On the maps that illustrate socio-cultural change, all change is expressed in relation to an index of 100. An index of 100 represents the strength of a trend at the beginning of a period whose change we are analyzing. If a trend has progressed since this point in time, it will have an index greater than 100 (proportional to the extent of its progression, i.e., proportional to the difference in the proportion of the population who are very strong at the beginning compared Appendix 2: Socio-Cultural Mapsto the end of the period being analyzed). The same procedure holds for a trend that has regressed during a particular time period; its index will be less than 100.

Socio-Cultural Maps

How to Read the Socio-Cultural Maps

To a great extent, the 3SC analyses are based on a study of the position of the population and certain segments thereof on the socio-cultural map. This map is established by dispersing the population in such a way that each respondent in the 3SC Survey is positioned on the vertical and horizontal axes.

On the vertical axis are found:

toward the top:
- conformists who value order, authority, morality, discipline (people who 'conform' to the models decreed by society);

toward the bottom:
- individuals who tend to be more non-conformist, modern and individualistic (people who reject society's models in exchange for a greater respect for individual needs and rights);

On the horizontal axis are found:

toward the left:
- individuals who wish to affirm themselves within a community, improve their social position and acquire the respect of their peers;

toward the right:
- individuals who accept themselves as they are, and who are more inner directed.

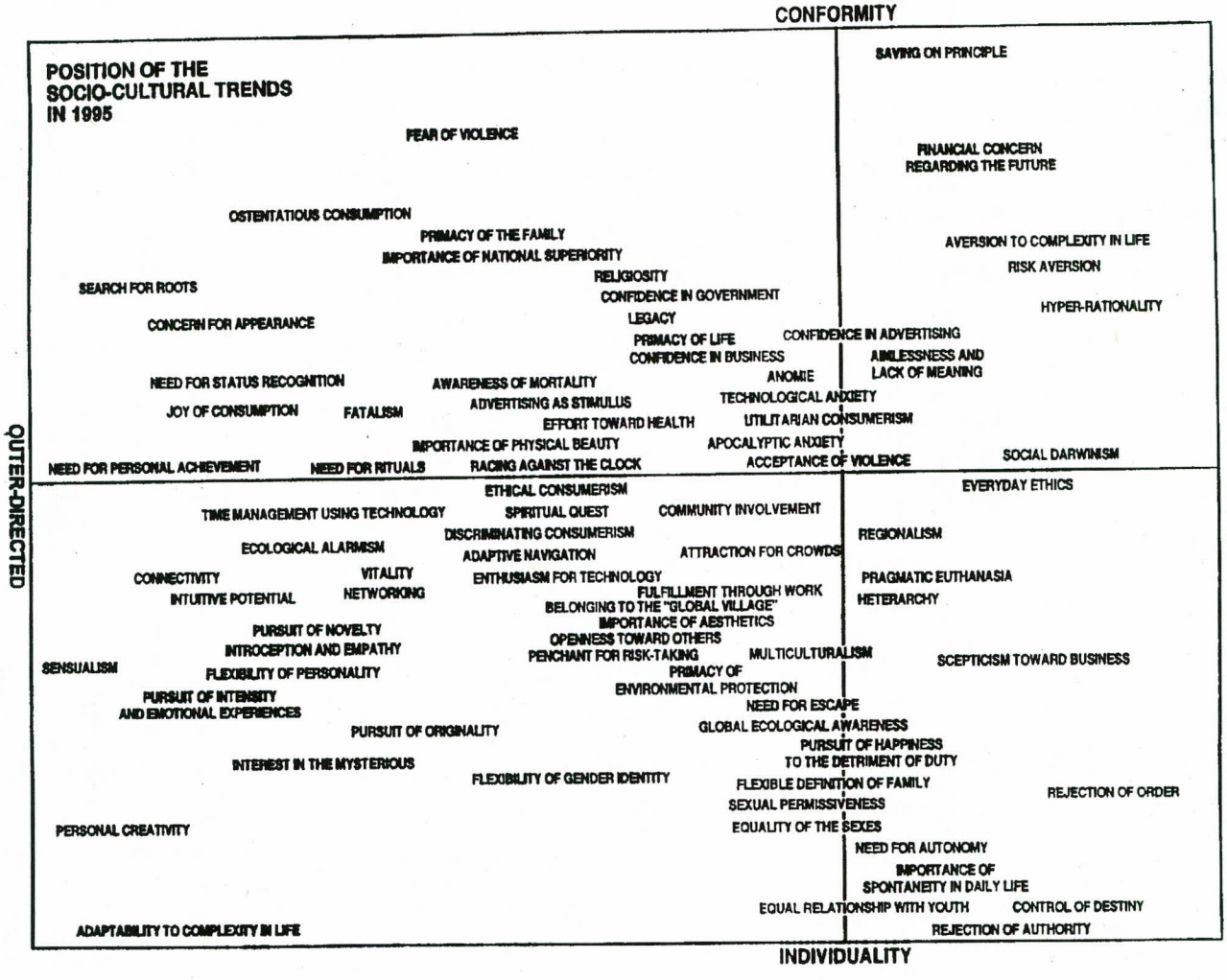
When we divide this map into quadrants, four main types of individuals emerge:

top right: **Traditional Values** (29% of Canadians)
- individuals whose principal values are fundamentally based on their need for security (material, economic, psychological, etc.), who are motivated primarily by ideology and reason (religion, etc.), and whose behaviour is dictated by pre-established moral codes rather than by their emotions;

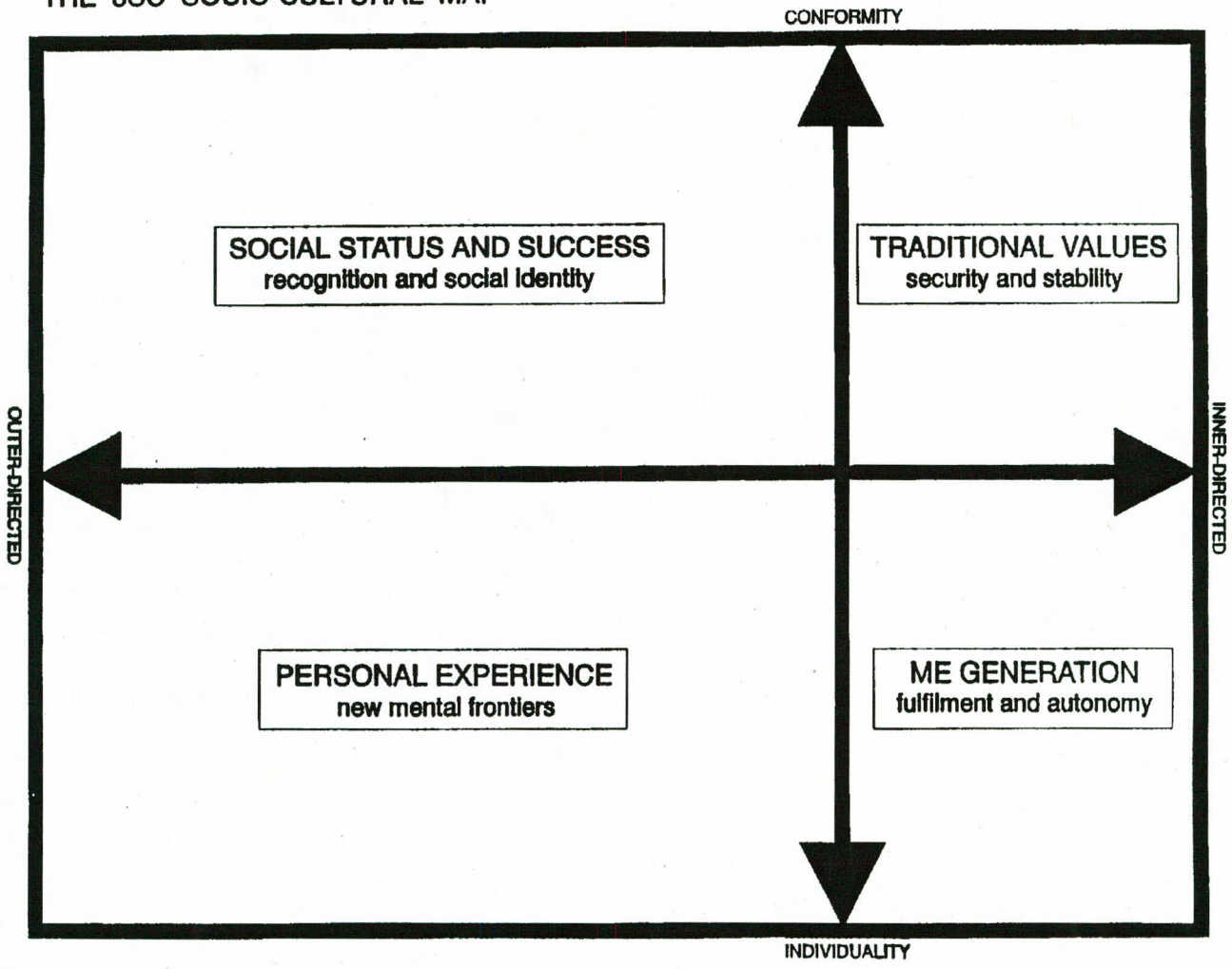
top left: **Social Status and Success** (19% of Canadians)
- individuals who are highly motivated by success, who like to flaunt their social status, or the status they dream of attaining, those who can be aptly described by the phrase 'keeping up with the Joneses';

lower right: **Personal Autonomy** (31% of Canadians)
- individuals whose values are modern and individualistic, whose lifestyle is that of the 'Me Generation' (in the form in which it has evolved today) whose values are oriented toward personal autonomy and fulfilment, with an emphasis on respect for individual rights and needs;

lower left: **Experience-seeking** (21% of Canadians)
- individuals who place a great deal of importance on exploring life and exploring themselves, who want to live life to the fullest, to expand their mental frontiers and constantly discover new things and make new connections.

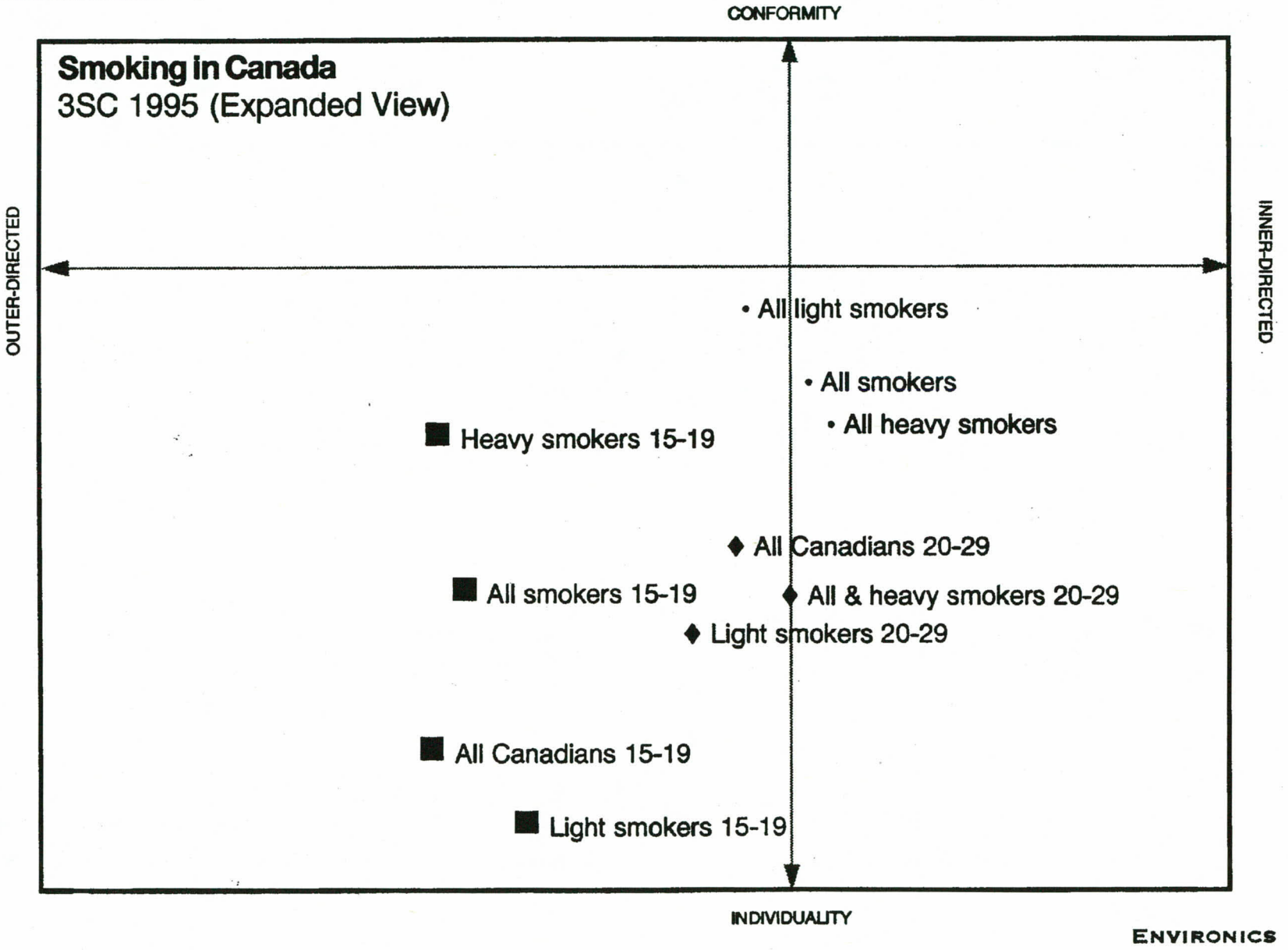

CONFORMITY
POSITION OF THE SOCIO-CULTURAL TRENDS IN 1995
SAVING ON PRINCIPLE
FEAR OF VIOLENCE
FINANCIAL CONCERN REGARDING THE FUTURE
OSTENTATIOUS CONSUMPTION
PRIMACY OF THE FAMILY
AVERSION TO COMPLEXITY IN LIFE
IMPORTANCE OF NATIONAL SUPERIORITY
RISK AVERSION
RELIGIOSITY
SEARCH FOR ROOTS
CONFIDENCE IN GOVERNMENT
HYPER-RATIONALITY
LEGACY
CONCERN FOR APPEARANCE
PRIMACY OF LIFE
CONFIDENCE IN ADVERTISING
CONFIDENCE IN BUSINESS
AIMLESSNESS AND LACK OF MEANING
NEED FOR STATUS RECOGNITION
AWARENESS OF MORTALITY
ANOMIE
TECHNOLOGICAL ANXIETY
JOY OF CONSUMPTION
FATALISM
ADVERTISING AS STIMULUS
EFFORT TOWARD HEALTH
UTILITARIAN CONSUMERISM
IMPORTANCE OF PHYSICAL BEAUTY
APOCALYPTIC ANXIETY
NEED FOR PERSONAL ACHIEVEMENT
NEED FOR RITUALS
RACING AGAINST THE CLOCK
ACCEPTANCE OF VIOLENCE
SOCIAL DARWINISM
OUTER-DIRECTED
INNER-DIRECTED
ETHICAL CONSUMERISM
EVERYDAY ETHICS
TIME MANAGEMENT USING TECHNOLOGY
SPIRITUAL QUEST
COMMUNITY INVOLVEMENT
DISCRIMINATING CONSUMERISM
REGIONALISM
ECOLOGICAL ALARMISM
ADAPTIVE NAVIGATION
ATTRACTION FOR CROWDS
CONNECTIVITY
VITALITY
ENTHUSIASM FOR TECHNOLOGY
PRAGMATIC EUTHANASIA
INTUITIVE POTENTIAL
NETWORKING
FULFILLMENT THROUGH WORK
HETERARCHY
BELONGING TO THE "GLOBAL VILLAGE"
IMPORTANCE OF AESTHETICS
PURSUIT OF NOVELTY
OPENNESS TOWARD OTHERS
INTROCEPTION AND EMPATHY
PENCHANT FOR RISK-TAKING
MULTICULTURALISM
SCEPTICISM TOWARD BUSINESS
SENSUALISM
FLEXIBILITY OF PERSONALITY
PRIMACY OF ENVIRONMENTAL PROTECTION
PURSUIT OF INTENSITY AND EMOTIONAL EXPERIENCES
NEED FOR ESCAPE
PURSUIT OF ORIGINALITY
GLOBAL ECOLOGICAL AWARENESS
PURSUIT OF HAPPINESS TO THE DETRIMENT OF DUTY
INTEREST IN THE MYSTERIOUS
FLEXIBILITY OF GENDER IDENTITY
FLEXIBLE DEFINITION OF FAMILY
REJECTION OF ORDER
SEXUAL PERMISSIVENESS
PERSONAL CREATIVITY
EQUALITY OF THE SEXES
NEED FOR AUTONOMY
IMPORTANCE OF SPONTANEITY IN DAILY LIFE
EQUAL RELATIONSHIP WITH YOUTH
CONTROL OF DESTINY
ADAPTABILITY TO COMPLEXITY IN LIFE
REJECTION OF AUTHORITY
INDIVIDUALITY

THE SSC SOCIO-CULTURAL MAP

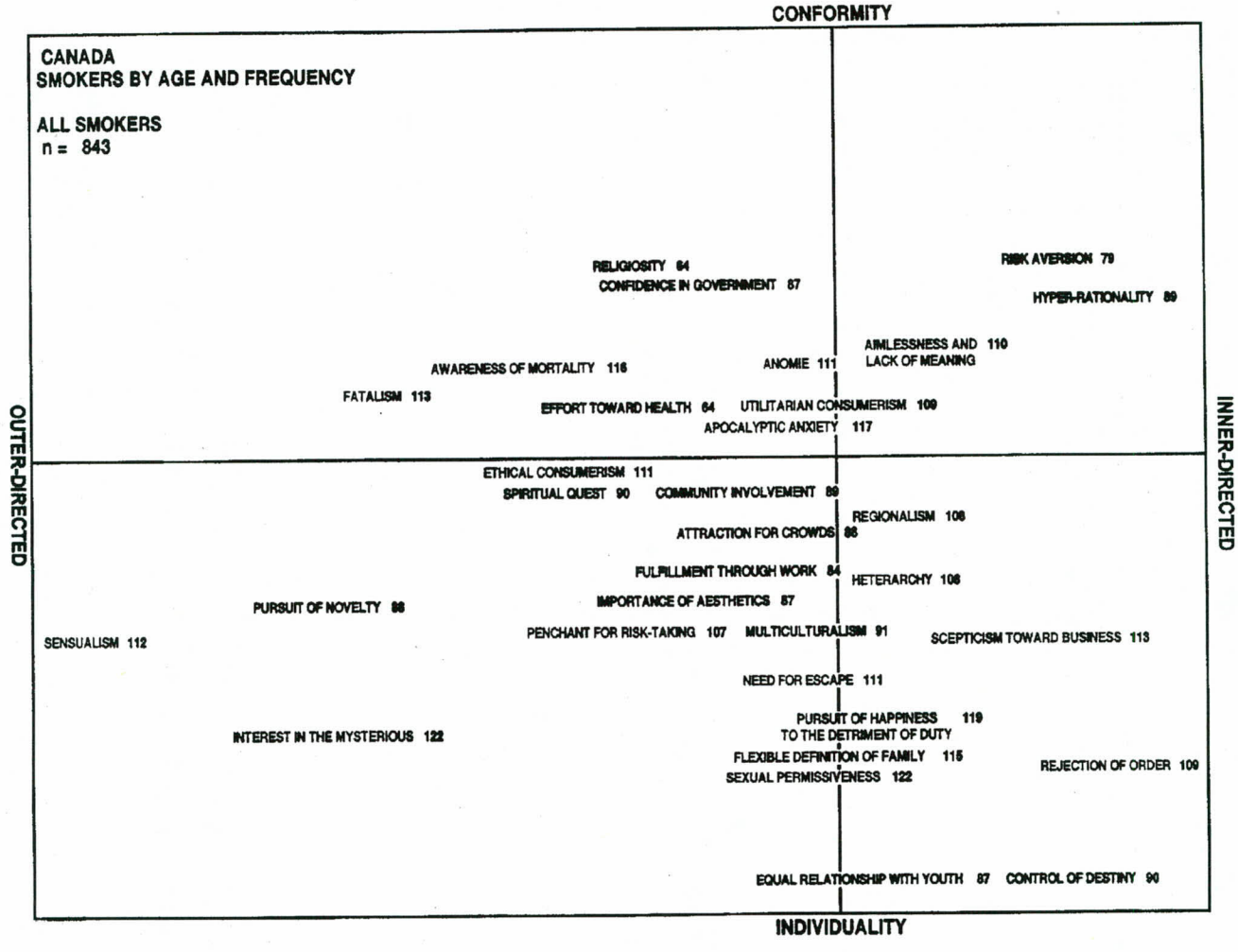


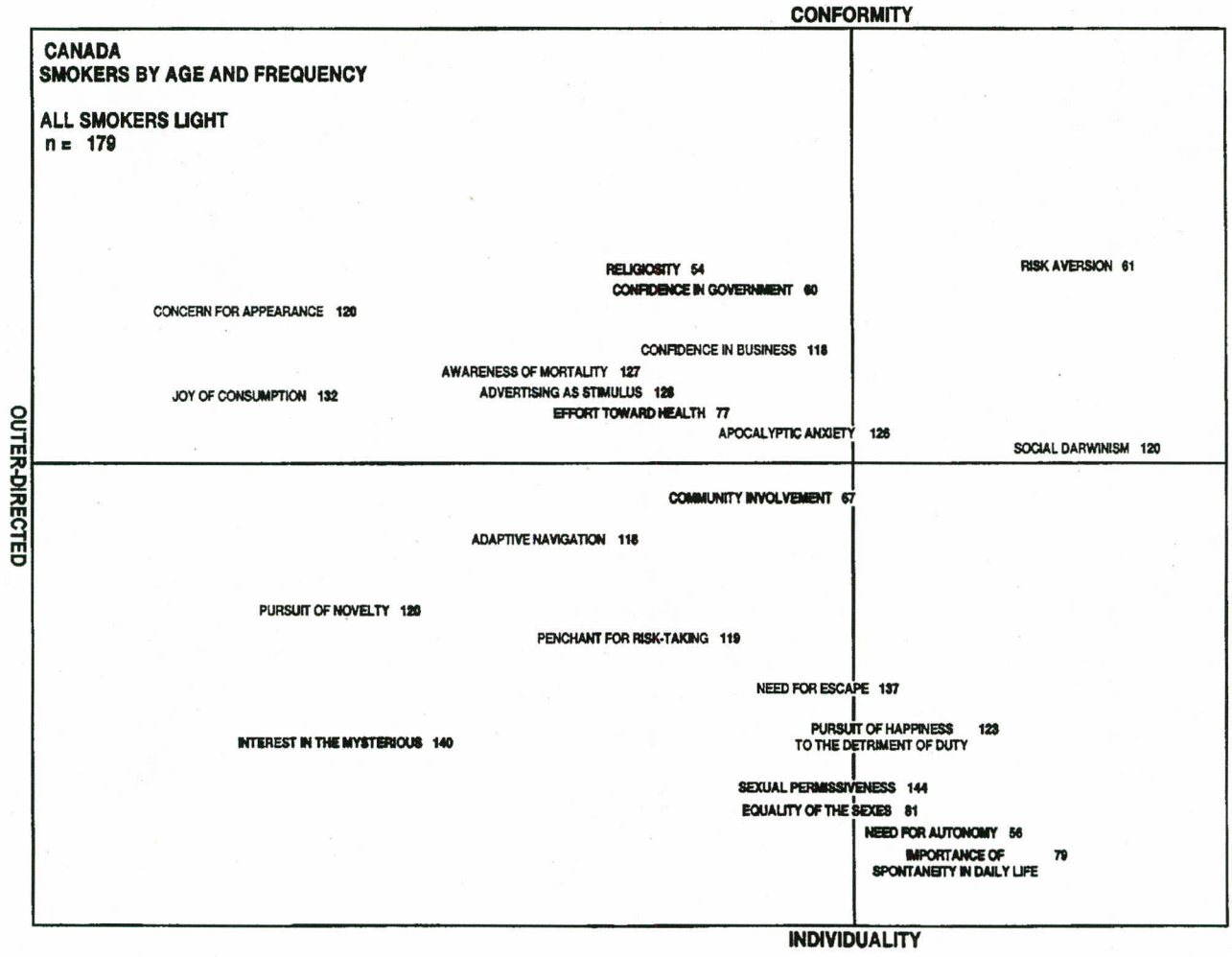
Appendix B

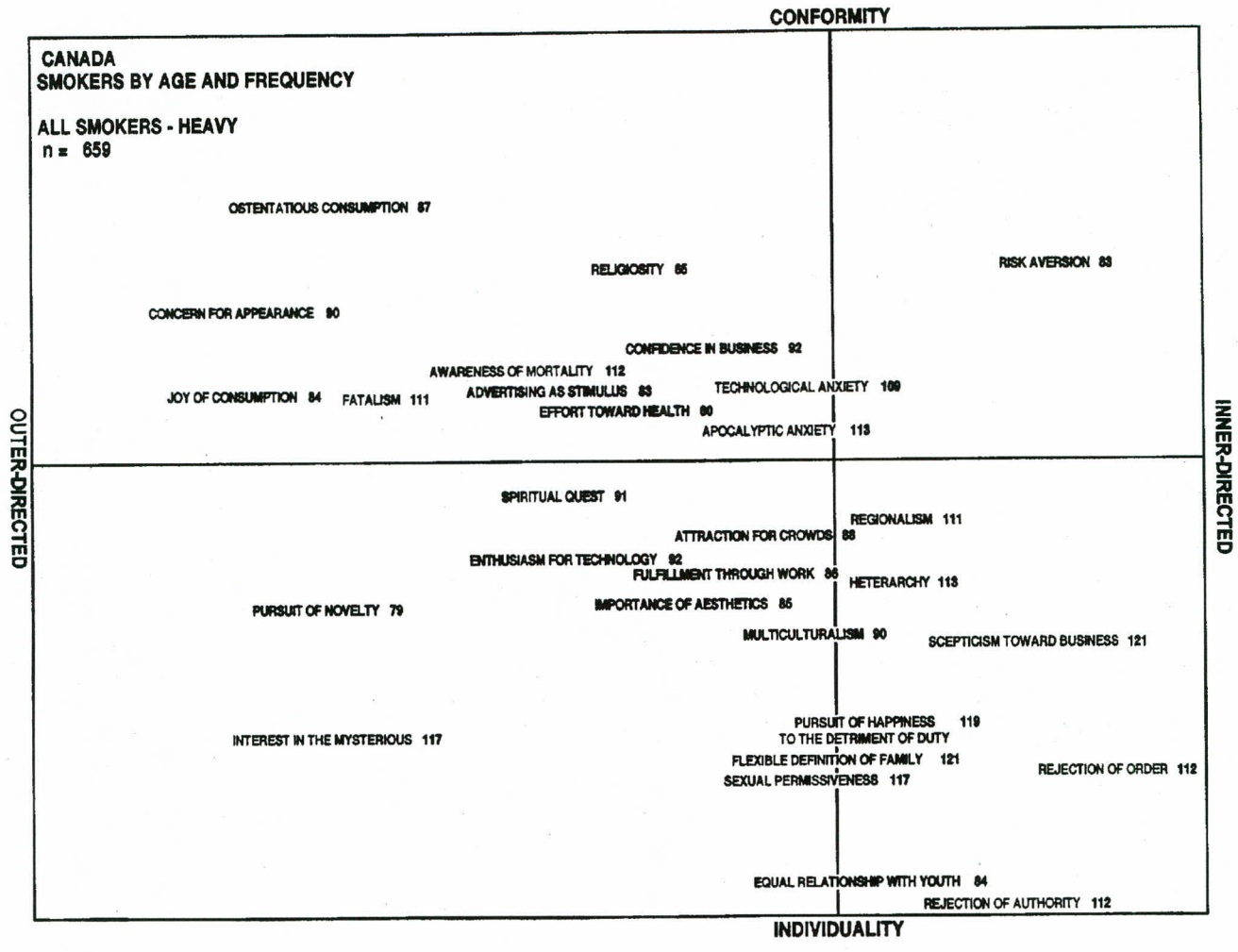
3SC Maps

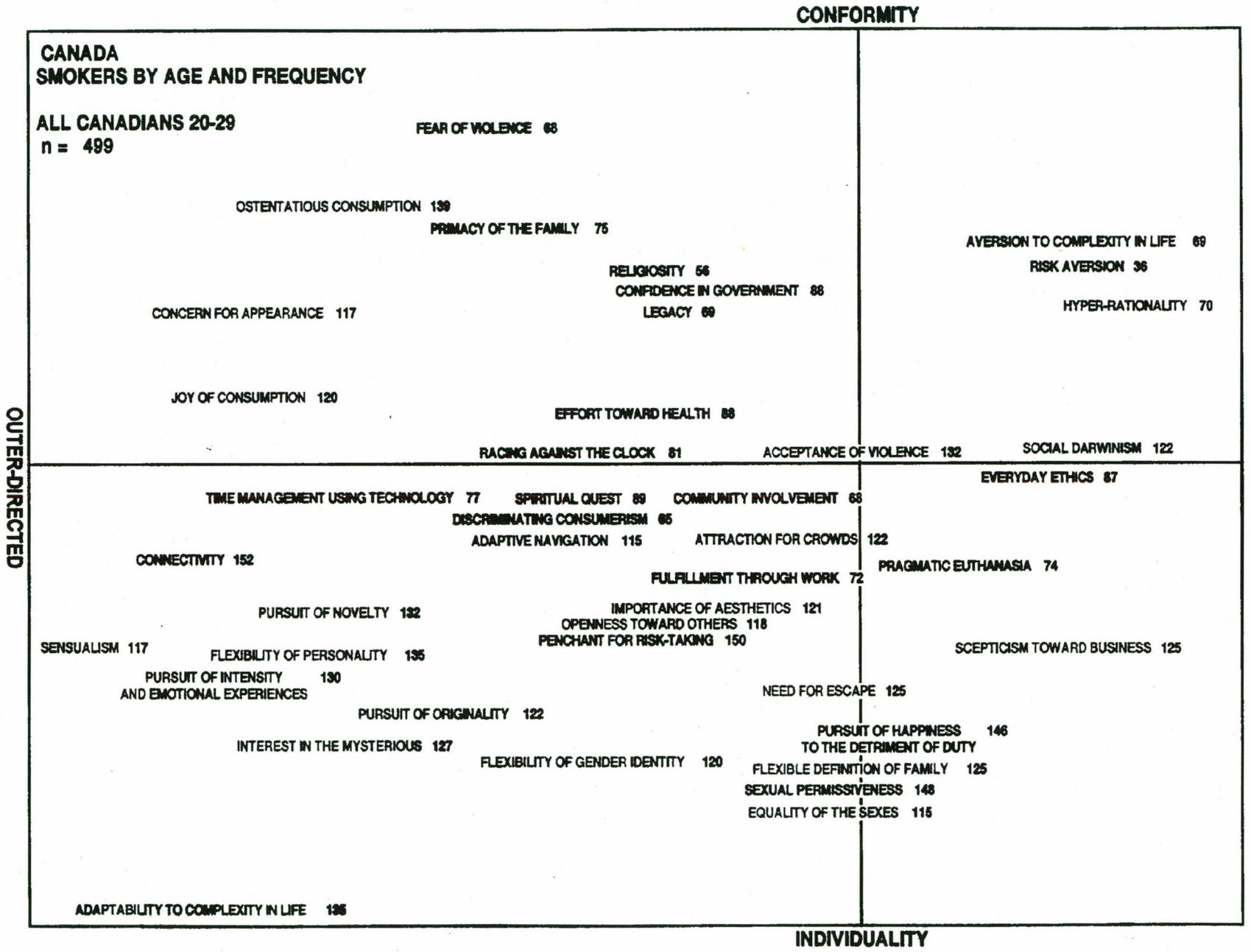

CONFORMITY
Smoking in Canada
3SC 1995 (Expanded View)
OUTER-DIRECTED
INNER-DIRECTED
• All light smokers
• All smokers
• All heavy smokers
Heavy smokers 15-19
All Canadians 20-29
All smokers 15-19
All & heavy smokers 20-29
Light smokers 20-29
All Canadians 15-19
Light smokers 15-19
INDIVIDUALITY

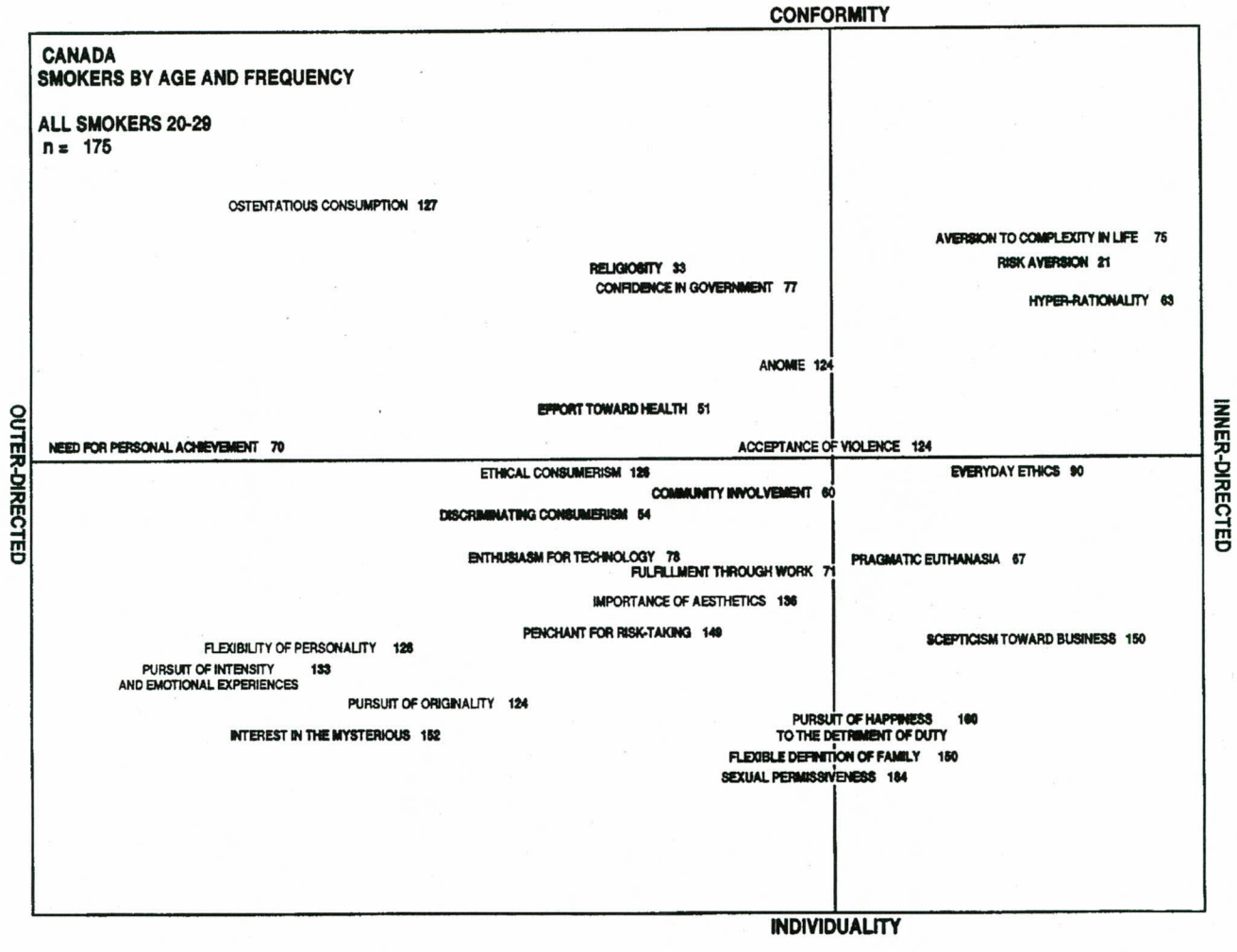
ENVIRONICS

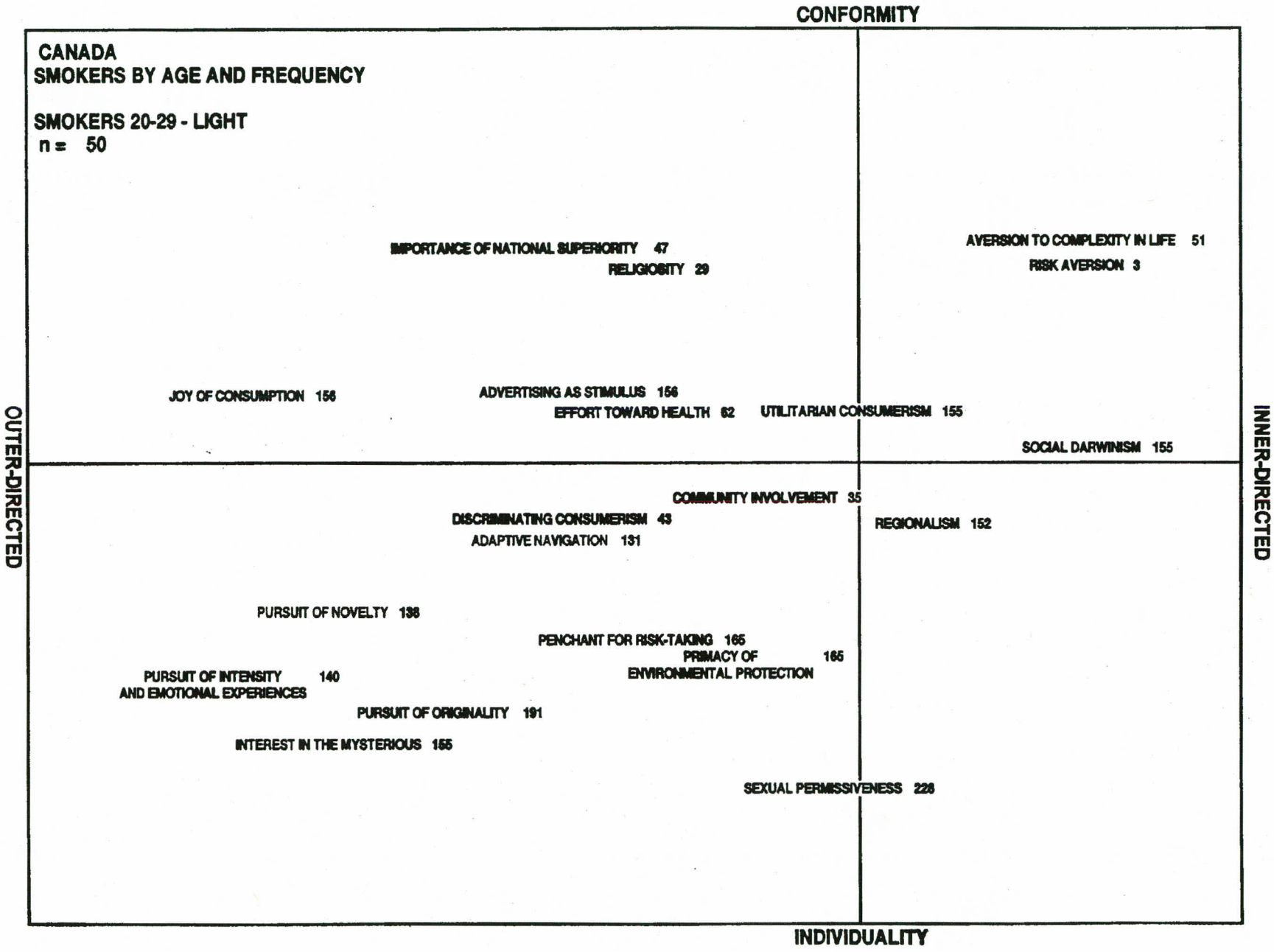

CONFORMITY
CANADA
SMOKERS BY AGE AND FREQUENCY
ALL SMOKERS
n = 843
RELIGIOSITY 84
CONFIDENCE IN GOVERNMENT 87
RISK AVERSION 79
HYPER-RATIONALITY 89
AIMLESSNESS AND LACK OF MEANING 110
AWARENESS OF MORTALITY 116
ANOMIE 111
FATALISM 113
EFFORT TOWARD HEALTH 64
UTILITARIAN CONSUMERISM 109
APOCALYPTIC ANXIETY 117
OUTER-DIRECTED
INNER-DIRECTED
ETHICAL CONSUMERISM 111
SPIRITUAL QUEST 90
COMMUNITY INVOLVEMENT 89
REGIONALISM 108
ATTRACTION FOR CROWDS 86
FULFILLMENT THROUGH WORK 84
HETERARCHY 106
PURSUIT OF NOVELTY 88
IMPORTANCE OF AESTHETICS 87
SENSUALISM 112
PENCHANT FOR RISK-TAKING 107
MULTICULTURALISM 91
SCEPTICISM TOWARD BUSINESS 113
NEED FOR ESCAPE 111
PURSUIT OF HAPPINESS TO THE DETRIMENT OF DUTY 119
INTEREST IN THE MYSTERIOUS 122
FLEXIBLE DEFINITION OF FAMILY 115
SEXUAL PERMISSIVENESS 122
REJECTION OF ORDER 109
EQUAL RELATIONSHIP WITH YOUTH 87
CONTROL OF DESTINY 90
INDIVIDUALITY

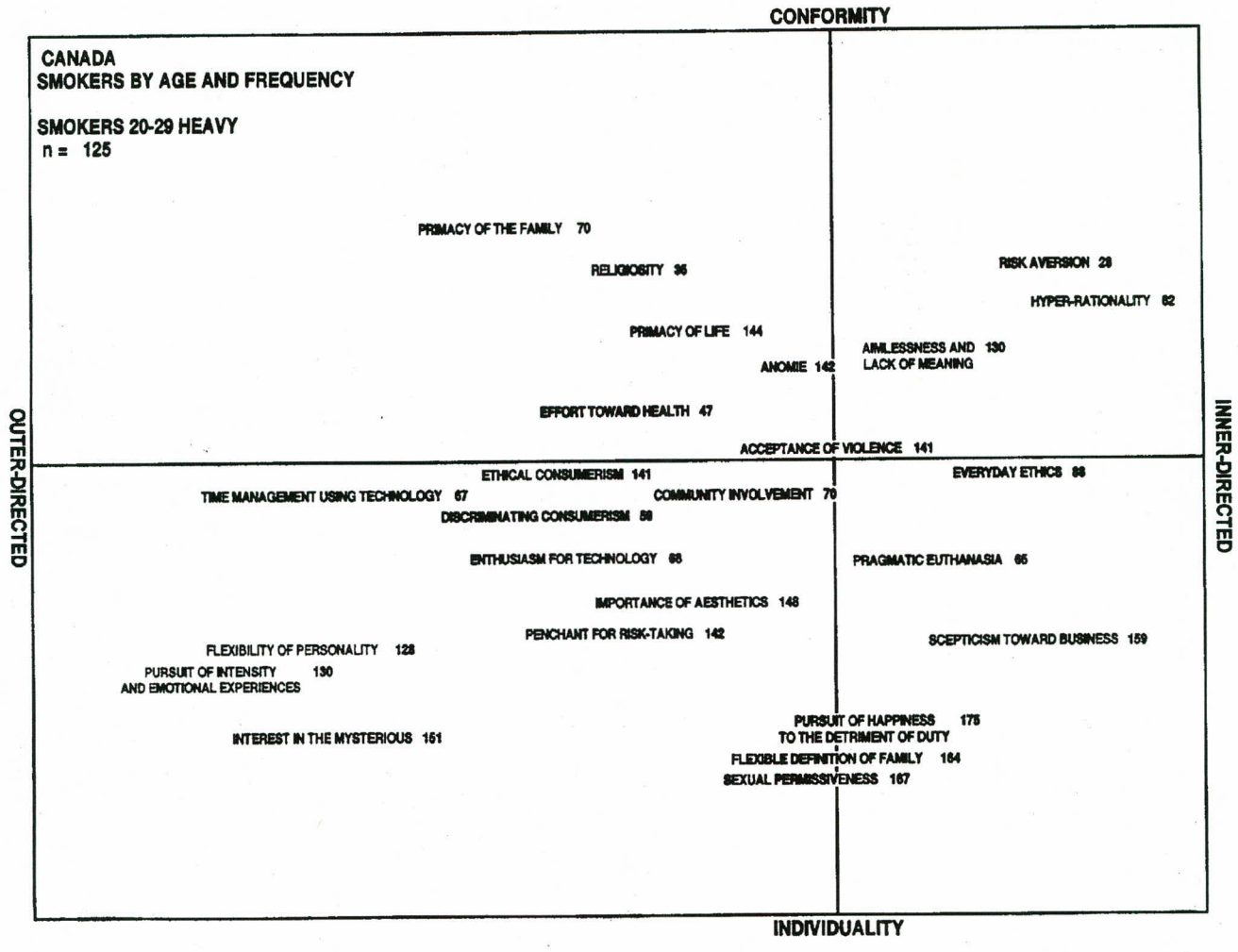

CONFORMITY
CANADA
SMOKERS BY AGE AND FREQUENCY
ALL SMOKERS LIGHT
n = 179
RELIGIOSITY 54
CONFIDENCE IN GOVERNMENT 60
RISK AVERSION 61
CONCERN FOR APPEARANCE 120
CONFIDENCE IN BUSINESS 116
AWARENESS OF MORTALITY 127
JOY OF CONSUMPTION 132
ADVERTISING AS STIMULUS 126
EFFORT TOWARD HEALTH 77
APOCALYPTIC ANXIETY 126
SOCIAL DARWINISM 120
OUTER-DIRECTED
INNER-DIRECTED
COMMUNITY INVOLVEMENT 67
ADAPTIVE NAVIGATION 116
PURSUIT OF NOVELTY 120
PENCHANT FOR RISK-TAKING 119
NEED FOR ESCAPE 137
PURSUIT OF HAPPINESS 123
TO THE DETRIMENT OF DUTY
INTEREST IN THE MYSTERIOUS 140
SEXUAL PERMISSIVENESS 144
EQUALITY OF THE SEXES 81
NEED FOR AUTONOMY 56
IMPORTANCE OF 79
SPONTANEITY IN DAILY LIFE
INDIVIDUALITY

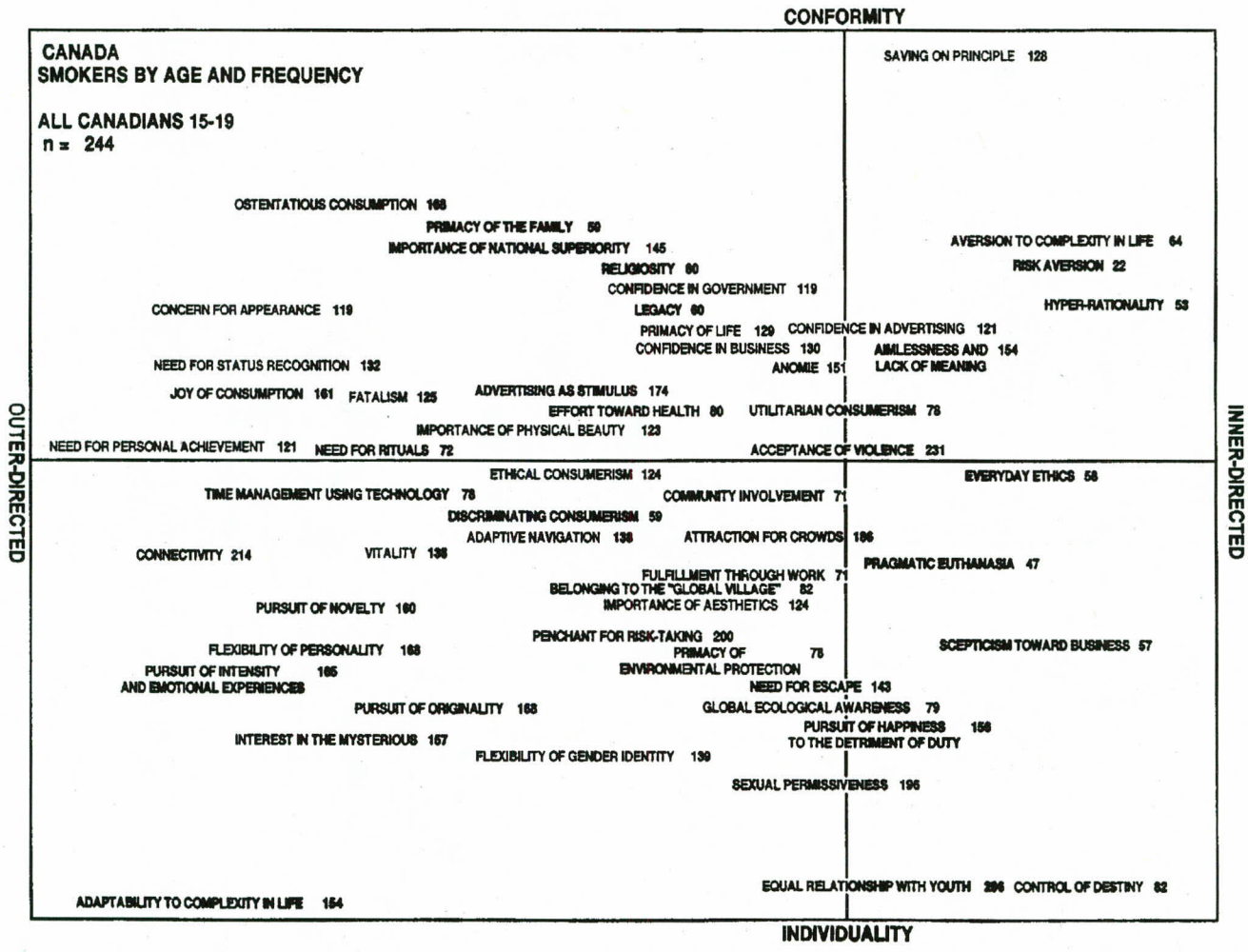

CONFORMITY
CANADA
SMOKERS BY AGE AND FREQUENCY
ALL SMOKERS - HEAVY
n = 659
OSTENTATIOUS CONSUMPTION 87
RELIGIOSITY 85
RISK AVERSION 83
CONCERN FOR APPEARANCE 90
CONFIDENCE IN BUSINESS 92
AWARENESS OF MORTALITY 112
JOY OF CONSUMPTION 84
FATALISM 111
ADVERTISING AS STIMULUS 83
TECHNOLOGICAL ANXIETY 109
EFFORT TOWARD HEALTH 90
APOCALYPTIC ANXIETY 113
OUTER-DIRECTED
INNER-DIRECTED
SPIRITUAL QUEST 91
REGIONALISM 111
ATTRACTION FOR CROWDS 88
ENTHUSIASM FOR TECHNOLOGY 92
FULFILLMENT THROUGH WORK 86
HETERARCHY 113
PURSUIT OF NOVELTY 79
IMPORTANCE OF AESTHETICS 85
MULTICULTURALISM 90
SCEPTICISM TOWARD BUSINESS 121
PURSUIT OF HAPPINESS 119
TO THE DETRIMENT OF DUTY
INTEREST IN THE MYSTERIOUS 117
FLEXIBLE DEFINITION OF FAMILY 121
REJECTION OF ORDER 112
SEXUAL PERMISSIVENESS 117
EQUAL RELATIONSHIP WITH YOUTH 84
REJECTION OF AUTHORITY 112
INDIVIDUALITY

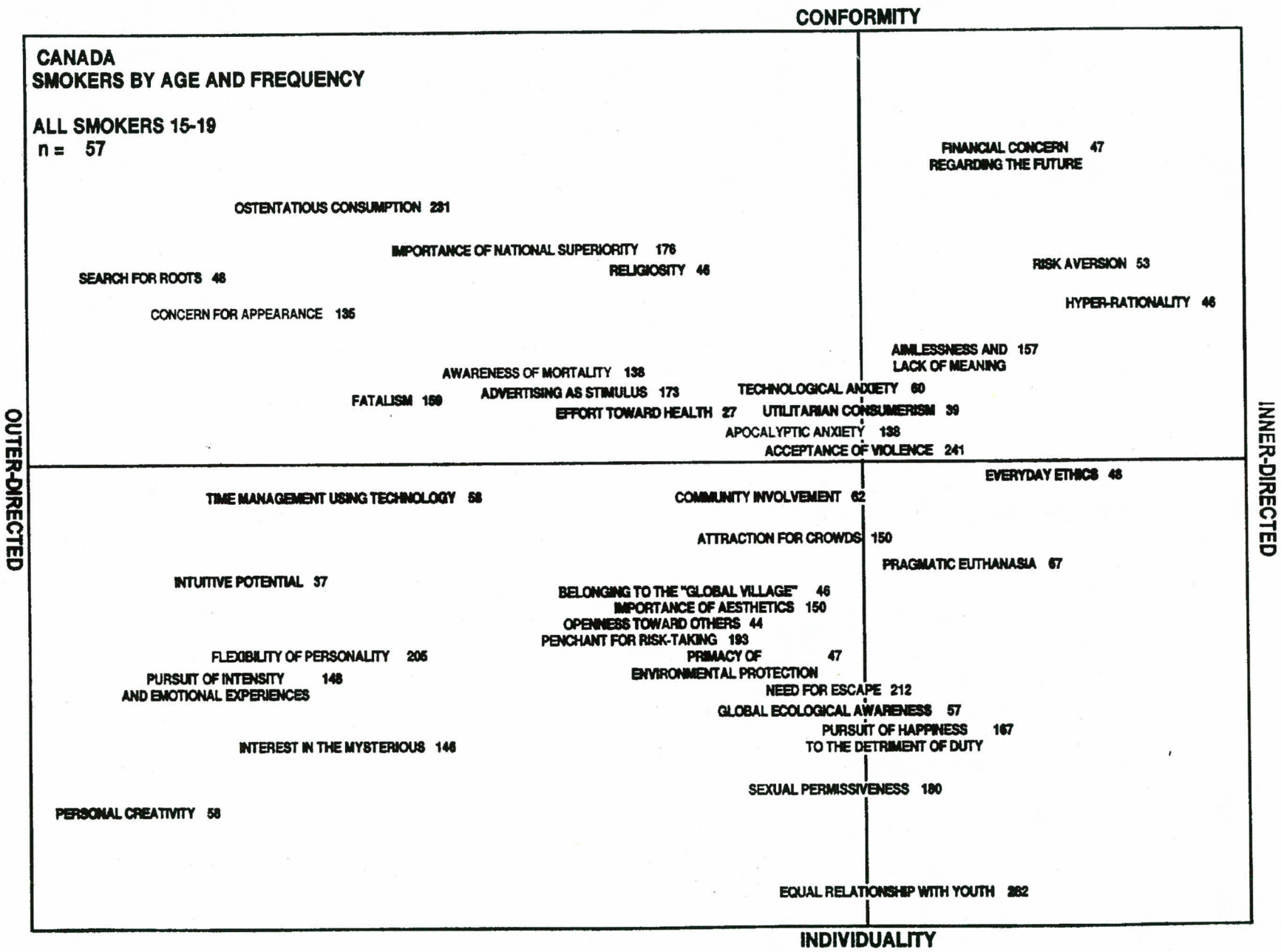

CONFORMITY
CANADA
SMOKERS BY AGE AND FREQUENCY
ALL CANADIANS 20-29
n = 499
FEAR OF VIOLENCE 68
OSTENTATIOUS CONSUMPTION 139
PRIMACY OF THE FAMILY 75
AVERSION TO COMPLEXITY IN LIFE 69
RISK AVERSION 36
RELIGIOSITY 56
CONFIDENCE IN GOVERNMENT 88
HYPER-RATIONALITY 70
CONCERN FOR APPEARANCE 117
LEGACY 69
JOY OF CONSUMPTION 120
EFFORT TOWARD HEALTH 88
RACING AGAINST THE CLOCK 81
ACCEPTANCE OF VIOLENCE 132
SOCIAL DARWINISM 122
EVERYDAY ETHICS 87
TIME MANAGEMENT USING TECHNOLOGY 77
SPIRITUAL QUEST 89
COMMUNITY INVOLVEMENT 68
DISCRIMINATING CONSUMERISM 65
ADAPTIVE NAVIGATION 115
ATTRACTION FOR CROWDS 122
CONNECTIVITY 152
PRAGMATIC EUTHANASIA 74
FULFILLMENT THROUGH WORK 72
PURSUIT OF NOVELTY 132
IMPORTANCE OF AESTHETICS 121
OPENNESS TOWARD OTHERS 118
PENCHANT FOR RISK-TAKING 150
SENSUALISM 117
FLEXIBILITY OF PERSONALITY 135
SCEPTICISM TOWARD BUSINESS 125
PURSUIT OF INTENSITY AND EMOTIONAL EXPERIENCES 130
NEED FOR ESCAPE 125
PURSUIT OF ORIGINALITY 122
PURSUIT OF HAPPINESS TO THE DETRIMENT OF DUTY 146
INTEREST IN THE MYSTERIOUS 127
FLEXIBILITY OF GENDER IDENTITY 120
FLEXIBLE DEFINITION OF FAMILY 125
SEXUAL PERMISSIVENESS 148
EQUALITY OF THE SEXES 115
ADAPTABILITY TO COMPLEXITY IN LIFE 136
OUTER-DIRECTED
INNER-DIRECTED
INDIVIDUALITY


CONFORMITY
CANADA
SMOKERS BY AGE AND FREQUENCY
ALL SMOKERS 20-29
n = 175
OSTENTATIOUS CONSUMPTION 127
AVERSION TO COMPLEXITY IN LIFE 75
RISK AVERSION 21
RELIGIOSITY 33
CONFIDENCE IN GOVERNMENT 77
HYPER-RATIONALITY 63
ANOMIE 124
EFFORT TOWARD HEALTH 51
NEED FOR PERSONAL ACHIEVEMENT 70
ACCEPTANCE OF VIOLENCE 124
OUTER-DIRECTED
INNER-DIRECTED
ETHICAL CONSUMERISM 126
EVERYDAY ETHICS 90
COMMUNITY INVOLVEMENT 60
DISCRIMINATING CONSUMERISM 54
ENTHUSIASM FOR TECHNOLOGY 78
PRAGMATIC EUTHANASIA 67
FULFILLMENT THROUGH WORK 71
IMPORTANCE OF AESTHETICS 136
PENCHANT FOR RISK-TAKING 149
SCEPTICISM TOWARD BUSINESS 150
FLEXIBILITY OF PERSONALITY 126
PURSUIT OF INTENSITY AND EMOTIONAL EXPERIENCES 133
PURSUIT OF ORIGINALITY 124
PURSUIT OF HAPPINESS TO THE DETRIMENT OF DUTY 160
INTEREST IN THE MYSTERIOUS 152
FLEXIBLE DEFINITION OF FAMILY 150
SEXUAL PERMISSIVENESS 184
INDIVIDUALITY


CONFORMITY
CANADA
SMOKERS BY AGE AND FREQUENCY
SMOKERS 20-29 - LIGHT
n = 50
IMPORTANCE OF NATIONAL SUPERIORITY 47
RELIGIOSITY 29
AVERSION TO COMPLEXITY IN LIFE 51
RISK AVERSION 3
JOY OF CONSUMPTION 156
ADVERTISING AS STIMULUS 156
EFFORT TOWARD HEALTH 62
UTILITARIAN CONSUMERISM 155
SOCIAL DARWINISM 155
OUTER-DIRECTED
INNER-DIRECTED
COMMUNITY INVOLVEMENT 35
DISCRIMINATING CONSUMERISM 43
ADAPTIVE NAVIGATION 131
REGIONALISM 152
PURSUIT OF NOVELTY 138
PENCHANT FOR RISK-TAKING 165
PRIMACY OF ENVIRONMENTAL PROTECTION 165
PURSUIT OF INTENSITY AND EMOTIONAL EXPERIENCES 140
PURSUIT OF ORIGINALITY 191
INTEREST IN THE MYSTERIOUS 155
SEXUAL PERMISSIVENESS 228
INDIVIDUALITY


CONFORMITY
CANADA
SMOKERS BY AGE AND FREQUENCY
SMOKERS 20-29 HEAVY
n = 125
PRIMACY OF THE FAMILY 70
RELIGIOSITY 36
PRIMACY OF LIFE 144
ANOMIE 142
EFFORT TOWARD HEALTH 47
RISK AVERSION 28
HYPER-RATIONALITY 82
AIMLESSNESS AND LACK OF MEANING 130
ACCEPTANCE OF VIOLENCE 141
OUTER-DIRECTED
INNER-DIRECTED
ETHICAL CONSUMERISM 141
TIME MANAGEMENT USING TECHNOLOGY 67
DISCRIMINATING CONSUMERISM 59
COMMUNITY INVOLVEMENT 70
EVERYDAY ETHICS 88
ENTHUSIASM FOR TECHNOLOGY 66
PRAGMATIC EUTHANASIA 65
IMPORTANCE OF AESTHETICS 148
PENCHANT FOR RISK-TAKING 142
FLEXIBILITY OF PERSONALITY 128
PURSUIT OF INTENSITY AND EMOTIONAL EXPERIENCES 130
SCEPTICISM TOWARD BUSINESS 159
INTEREST IN THE MYSTERIOUS 151
PURSUIT OF HAPPINESS TO THE DETRIMENT OF DUTY 175
FLEXIBLE DEFINITION OF FAMILY 164
SEXUAL PERMISSIVENESS 167
INDIVIDUALITY


CONFORMITY
CANADA
SMOKERS BY AGE AND FREQUENCY
ALL CANADIANS 15-19
n = 244
SAVING ON PRINCIPLE 128
OSTENTATIOUS CONSUMPTION 168
PRIMACY OF THE FAMILY 50
IMPORTANCE OF NATIONAL SUPERIORITY 145
AVERSION TO COMPLEXITY IN LIFE 64
RELIGIOSITY 60
RISK AVERSION 22
CONFIDENCE IN GOVERNMENT 119
CONCERN FOR APPEARANCE 119
LEGACY 60
HYPER-RATIONALITY 53
PRIMACY OF LIFE 129
CONFIDENCE IN ADVERTISING 121
CONFIDENCE IN BUSINESS 130
AIMLESSNESS AND LACK OF MEANING 154
NEED FOR STATUS RECOGNITION 132
ANOMIE 151
JOY OF CONSUMPTION 161
FATALISM 125
ADVERTISING AS STIMULUS 174
EFFORT TOWARD HEALTH 80
UTILITARIAN CONSUMERISM 78
IMPORTANCE OF PHYSICAL BEAUTY 123
NEED FOR PERSONAL ACHIEVEMENT 121
NEED FOR RITUALS 72
ACCEPTANCE OF VIOLENCE 231
OUTER-DIRECTED
INNER-DIRECTED
ETHICAL CONSUMERISM 124
EVERYDAY ETHICS 58
TIME MANAGEMENT USING TECHNOLOGY 78
COMMUNITY INVOLVEMENT 71
DISCRIMINATING CONSUMERISM 59
ADAPTIVE NAVIGATION 138
ATTRACTION FOR CROWDS 186
CONNECTIVITY 214
VITALITY 136
PRAGMATIC EUTHANASIA 47
FULFILLMENT THROUGH WORK 71
BELONGING TO THE "GLOBAL VILLAGE" 82
PURSUIT OF NOVELTY 160
IMPORTANCE OF AESTHETICS 124
PENCHANT FOR RISK-TAKING 200
FLEXIBILITY OF PERSONALITY 168
PRIMACY OF ENVIRONMENTAL PROTECTION 78
SCEPTICISM TOWARD BUSINESS 57
PURSUIT OF INTENSITY AND EMOTIONAL EXPERIENCES 165
NEED FOR ESCAPE 143
PURSUIT OF ORIGINALITY 168
GLOBAL ECOLOGICAL AWARENESS 79
PURSUIT OF HAPPINESS TO THE DETRIMENT OF DUTY 156
INTEREST IN THE MYSTERIOUS 157
FLEXIBILITY OF GENDER IDENTITY 139
SEXUAL PERMISSIVENESS 196
EQUAL RELATIONSHIP WITH YOUTH 286
CONTROL OF DESTINY 82
ADAPTABILITY TO COMPLEXITY IN LIFE 154
INDIVIDUALITY


CONFORMITY
CANADA
SMOKERS BY AGE AND FREQUENCY
ALL SMOKERS 15-19
n = 57
FINANCIAL CONCERN 47
REGARDING THE FUTURE
OSTENTATIOUS CONSUMPTION 281
IMPORTANCE OF NATIONAL SUPERIORITY 176
RELIGIOSITY 46
SEARCH FOR ROOTS 46
RISK AVERSION 53
HYPER-RATIONALITY 46
CONCERN FOR APPEARANCE 135
AIMLESSNESS AND 157
LACK OF MEANING
AWARENESS OF MORTALITY 138
FATALISM 159
ADVERTISING AS STIMULUS 173
TECHNOLOGICAL ANXIETY 60
EFFORT TOWARD HEALTH 27
UTILITARIAN CONSUMERISM 39
APOCALYPTIC ANXIETY 138
ACCEPTANCE OF VIOLENCE 241
OUTER-DIRECTED
INNER-DIRECTED
EVERYDAY ETHICS 48
TIME MANAGEMENT USING TECHNOLOGY 58
COMMUNITY INVOLVEMENT 62
ATTRACTION FOR CROWDS 150
PRAGMATIC EUTHANASIA 67
INTUITIVE POTENTIAL 37
BELONGING TO THE "GLOBAL VILLAGE" 46
IMPORTANCE OF AESTHETICS 150
OPENNESS TOWARD OTHERS 44
PENCHANT FOR RISK-TAKING 193
FLEXIBILITY OF PERSONALITY 205
PRIMACY OF 47
ENVIRONMENTAL PROTECTION
PURSUIT OF INTENSITY 148
AND EMOTIONAL EXPERIENCES
NEED FOR ESCAPE 212
GLOBAL ECOLOGICAL AWARENESS 57
PURSUIT OF HAPPINESS 167
TO THE DETRIMENT OF DUTY
INTEREST IN THE MYSTERIOUS 146
SEXUAL PERMISSIVENESS 180
PERSONAL CREATIVITY 58
EQUAL RELATIONSHIP WITH YOUTH 262
INDIVIDUALITY

Appendix C

Demographic/Media Use Profiles

Demographic Profile - Smokers, Light and Heavy

	All Canadians %	Smokers (All)	Smokers (Light)	Smokers (Heavy)
SEX				
Male	48	50	50	50
Female	52	50	50	50
AGE				
15-24	18	17	28	14
25-34	23	25	27	24
35-44	22	27	24	28
45-59	20	21	13	23
60+	17	10	8	10
INCOME				
Less than 25K	19	26	25	26
25K-39.9	19	22	15	24
40K-59.9	22	22	20	22
60K+	27	20	26	18
EDUCATION				
Less than high School	27	32	30	32
High School	24	27	24	28
College/University	49	40	46	39
COMMUNITY SIZE				
1 Million+	32	28	32	26
100K to 1 million	31	31	29	32
5K to 100K	23	29	26	30
Less than 5K	13	12	14	12
OCCUPATION				
Homemaker	12	14	11	15
Student	11	7	12	6
Retired	15	11	8	11
Prof./Admin.	13	8	12	7
Tech./Semi-professional	8	9	10	9
White Collar	15	15	13	16
Blue Collar	16	23	22	23
REGION				
Atlantic	8	8	8	8
Quebec	26	27	23	28
Ontario	37	33	32	34
Prairies	16	19	20	19
B.C.	12	12	17	11

Television and Radio Use* - Smokers, Light and Heavy

Medium	All Canadians	Smokers (All)	Smokers (Light)	Smokers (Heavy)
Television	2.88	3.24	3.13	3.26
FM Radio (weekday)	1.88	2.09	2.36	2.02
FM Radio (weekend)	1.80	1.99	2.16	1.96
AM Radio (weekday)	1.04	1.02	0.77	1.10
AM Radio (weekend)	0.81	0.83	0.67	0.88

* Hours per day viewing/listening

Television Viewing Habits** - Smokers, Light and Heavy

Type of Program	All Canadians	Smokers (All)	Smokers (Light)	Smokers (Heavy)
Early evening news (5:00-7:30)	64	68	65	68
TV movies/mini-series	61	68	62	70
Situation comedies	57	59	63	59
Current events/documentary programming	52	54	53	54
Drama series	51	55	50	57
Documentaries other than current events	50	53	51	54
Sports programming	46	48	52	47
Talk shows	42	47	44	47
National/international news after 9:00 pm	40	36	40	35
Quiz and game shows	35	35	38	34
Variety shows featuring mostly music	29	28	26	28
Arts programming (operas, symphonies, ballet)	17	14	15	13

** Percentage who regularly watch

Demographic Profile - Smokers, Age 15-19

	All Canadians %	Canadians Age 15-19	Smokers Age 15-19
SEX			
Male	48	53	47
Female	52	47	53
AGE			
15-24	18	100	100
25-34	23	--	--
35-44	22	--	--
45-59	20	--	--
60+	17	--	--
INCOME			
Less than 25K	19	20	30
25K-39.9	19	12	20
40K-59.9	22	19	17
60K+	27	28	13
EDUCATION			
Less than High School	27	62	68
High School	24	23	23
College/University	49	14	7
COMMUNITY SIZE			
1 Million+	32	29	17
100K to 1 million	31	31	32
5K to 100K	23	26	40
Less than 5K	13	14	11
OCCUPATION			
Homemaker	12	3	13
Student	11	72	53
Retired	15	--	--
Prof./Admin.	13	--	1
Tech./Semi-professional	8	1	1
White Collar	15	2	3
Blue Collar	16	10	13
REGION			
Atlantic	8	10	8
Quebec	26	25	20
Ontario	37	36	37
Prairies	16	18	23
B.C.	12	11	12

Television and Radio Use* - Smokers, Age 15-19

Medium	All Canadians	Canadians Age 15-19	Smokers Age 15-19
Television	2.88	3.02	3.52
FM Radio (weekday)	1.88	2.36	2.54
FM Radio (weekend)	1.80	2.51	2.42
AM Radio (weekday)	1.04	0.53	0.51
AM Radio (weekend)	0.81	0.50	0.48

* Hours per day viewing/listening

Television Viewing Habits** - Smokers, Age 15-19

Type of Program	All Canadians	Canadians Age 15-19	Smokers Age 15-19
Early evening news (5:00-7:30)	64	38	36
TV movies/mini-series	61	61	71
Situation comedies	57	64	55
Current events/documentary programming	52	25	26
Drama series	51	42	36
Documentaries other than current events	50	24	20
Sports programming	46	48	40
Talk shows	42	57	60
National/international news after 9:00 pm	40	21	22
Quiz and game shows	35	34	33
Variety shows featuring mostly music	29	50	54
Arts programming (operas, symphonies, ballet)	17	9	7

** Percentage who regularly watch

Demographic Profile - Smokers, Age 20-29

	All Canadians %	Canadians Age 20-29	Smokers Age 20-29	Smokers Age 20-29 (Light)	Smokers Age 20-29 (Heavy)
SEX					
Male	48	49	48	45	49
Female	52	51	52	55	51
AGE					
15-24	18	46	46	51	44
25-34	23	54	54	49	56
35-44	22	--	--	--	--
45-59	20	--	--	--	--
60+	17	--	--	--	--
INCOME					
Less than 25K	19	20	28	26	29
25K-39.9	19	21	25	16	29
40K-59.9	22	19	16	17	16
60K+	27	27	20	36	14
EDUCATION					
Less than High School	27	15	23	15	26
High School	24	22	26	21	28
College/University	49	62	51	64	46
COMMUNITY SIZE					
1 Million+	32	35	29	35	26
100K to 1 million	31	35	35	39	33
5K to 100K	23	19	25	17	28
Less than 5K	13	11	12	9	13
OCCUPATION					
Homemaker	12	11	14	9	16
Student	11	16	11	10	11
Retired	15	--	--	--	--
Prof./Admin.	13	13	8	15	5
Tech./Semi-professional	8	7	10	7	11
White Collar	15	18	18	21	17
Blue Collar	16	22	26	23	27
REGION					
Atlantic	8	8	5	7	5
Quebec	26	24	22	21	23
Ontario	37	40	37	30	40
Prairies	16	16	20	20	20
B.C.	12	11	15	22	12

Television and Radio Use* - Smokers, Age 20-29

Medium	All Canadians	Canadians Age 20-29	Smokers Age 20-29	Smokers Age 20-29 (Light)	Smokers Age 20-29 (Heavy)
Television	2.88	2.87	3.15	2.85	3.27
FM Radio (weekday)	1.88	2.30	2.54	2.65	2.50
FM Radio (weekend)	1.80	1.80	2.23	2.48	2.28
AM Radio (weekday)	1.04	0.65	0.60	0.33	0.70
AM Radio (weekend)	0.81	0.44	0.39	0.33	0.41

* Hours per day viewing/listening

Television Viewing Habits** - Smokers, Age 20-29

Type of Program	All Canadians	Canadians Age 20-29	Smokers Age 20-29	Smokers Age 20-29 (Light)	Smokers Age 20-29 (Heavy)
Early evening news (5:00-7:30)	64	58	64	66	63
TV movies/mini-series	61	67	74	69	76
Situation comedies	57	75	77	78	77
Current events/documentary programming	52	45	49	52	48
Drama series	51	56	61	57	64
Documentaries other than current events	50	46	49	46	51
Sports programming	46	47	49	51	48
Talk shows	42	54	61	56	64
National/international news after 9:00 pm	40	28	26	30	25
Quiz and game shows	35	32	31	38	28
Variety shows featuring mostly music	29	35	35	34	35
Arts programming (operas, symphonies, ballet)	17	14	14	15	14

** Percentage who regularly watch

Demographic Profile - Young People, Age 15-19

	All Canadians %	Canadians Age 15-19
SEX		
Male	48	53
Female	52	47
AGE		
15-24	18	100
25-34	23	--
35-44	22	--
45-59	20	--
60+	17	--
INCOME		
Less than 25K	19	20
25K-39.9	19	12
40K-59.9	22	19
60K+	27	28
EDUCATION		
Less than High School	27	62
High School	24	23
College/University	49	14
COMMUNITY SIZE		
1 Million+	32	29
100K to 1 million	31	31
5K to 100K	23	26
Less than 5K	13	14
OCCUPATION		
Homemaker	12	3
Student	11	72
Retired	15	--
Prof./Admin.	13	--
Tech./Semi-professional	8	1
White Collar	15	2
Blue Collar	16	10
REGION		
Atlantic	8	10
Quebec	26	25
Ontario	37	36
Prairies	16	18
B.C.	12	11

Television and Radio Use* - Young People, Age 15-19

Medium	All Canadians	Canadians Age 15-19
Television	2.88	3.02
FM Radio (weekday)	1.88	2.36
FM Radio (weekend)	1.80	2.51
AM Radio (weekday)	1.04	0.53
AM Radio (weekend)	0.81	0.50

* Hours per day viewing/listening

Television Viewing Habits** - Young People, Age 15-19

Type of Program	All Canadians	Canadians Age 15-19
Early evening news (5:00-7:30)	64	38
TV movies/mini-series	61	61
Situation comedies	57	64
Current events/documentary programming	52	25
Drama series	51	42
Documentaries other than current events	50	24
Sports programming	46	48
Talk shows	42	57
National/international news after 9:00 pm	40	21
Quiz and game shows	35	34
Variety shows featuring mostly music	29	50
Arts programming (operas, symphonies, ballet)	17	9

** Percentage who regularly watch