

420409
B2

**Public Attitudes Toward
Tobacco Advertising Warning Labels
and Tobacco Packaging**
PHASE II
- Qualitative Research Report -

• 2 FOCUS GROUP

• 1 QUESTIONNAIRE / SONDAGE.

HC - 003-155-9701

EST-CE QUE
L'ON CODE ?

PN4092

Prepared for: Health Canada, Office of Tobacco Control
Prepared by: Environics Research Group
March, 1997

Table of Contents

1.0	OVERVIEW OF RESEARCH	1
2.0	RESEARCH METHODOLOGY	2
3.0	RESEARCH OBSERVATIONS.....	5
3.1	Warning Labels on Tobacco Advertising	5
3.2	Reaction to New Warning Labels.....	11
3.3	Toxic Constituents	15
3.4	Cigarette Package Design	16

APPENDICES

Appendix A - Screener
Appendix B - Discussion Agendas
Appendix C - Exhibits
Appendix D - Warning Labels
Appendix E - Descriptive Statements

1.0 Overview of Research

Environics Research Group Limited was commissioned by the Office of Tobacco Control to conduct 30 focus group sessions in March, 1997. Fifteen sessions addressed the topic of health warning labels on tobacco advertising, and fifteen sessions addressed the topic of cigarette package design.

2 types
of FG
These sessions represent the second phase of a two phase research project. The first phase of the project involved 30 focus group sessions, which were conducted in February, 1997. The February sessions examined the topics of health warning labels and toxic constituents in cigarettes. The results from the first phase of the research are presented under separate cover.

The objectives of the focus group sessions on health warning labels on tobacco advertising were as follows:

- 1 * to assess public reaction to, and the effectiveness of, the existing format for displaying health warning labels on cigarette print ads (i.e. bottom 10% of ad).
- 2 * to explore alternatives for making the warning labels more effective.
- 3 * to gauge public reaction to the use of an icon, or symbol, on which the warning label is displayed.
- 4 * to gauge public reaction to a specific set of icons presented during the sessions (i.e. lungs, toe-tag, death certificate, skull and cross-bones, tombstone, coffin -- see appendix)
- 5 * to measure reaction to six new warning label messages that were adopted from the first phase of the research.

The objectives of the focus group sessions on tobacco labeling were as follows:

- 6 * to measure reaction to six new warning label messages that were adopted from the first phase of the research.
- 7 * to measure public reaction to the idea of displaying more information about the toxic constituents found in cigarette smoke on cigarette packages.
- 8 * to assess the numerous alternatives for displaying warning labels, and toxic constituent information on cigarette packages.

2.0 Research Methodology

Phase II of this research project involved 30 focus group sessions: 15 on the topic of warning labels on tobacco advertising; and 15 on the topic of package design.

15 Sessions on Warning Labels on Tobacco Advertising

The 15 sessions which addressed the topic of warning labels on tobacco advertising were conducted among the following groups:

- * young people age 12 to 14
- * young people age 15 to 18
- * adults who smoke less than 10 cigarettes per day (light smokers); and
- * adults who smoke more than 10 cigarettes per day (heavy smokers).

These sessions took place in Vancouver, Calgary, Toronto, Montreal, and St. John's according to the following schedule:

March 12, 1997 - Toronto

4:30pm - young people age 12 to 14

6:15pm - adult light smokers

8:00pm - adult heavy smokers

March 17, 1997 - Calgary

6:15pm - adult light smokers

8:00pm - adult heavy smokers

March 17, 1997 - Montreal

6:00pm - adult light smokers

8:00pm - adult heavy smokers

March 19, 1997 - Calgary

4:30 - young people age 15 to 18

March 19, 1997 - St. John's

4:30 - young people age 12 to 14

6:30 - adult smokers

March 19, 1997 - Montreal

4:30pm - young people age 12 to 14

6:00pm - young people age 15 to 18

March 20, 1997 - Vancouver

4:30pm - young people age 12 to 14

6:15pm - adult light smokers

8:00pm - adult heavy smokers

15 Sessions on Cigarette Packaging

The 15 sessions which addressed the topic of cigarette package design were conducted among the following groups:

- * young people age 12 to 14
- * young people age 15 to 18
- * adults who smoke less than 10 cigarettes per day (light smokers); and
- * adults who smoke more than 10 cigarettes per day (heavy smokers).

These sessions took place in Vancouver, Calgary, Toronto, Montreal, and St. John's according to the following schedule:

March 13, 1997 - Toronto

4:30pm - young people age 15 to 18

6:15pm - adult light smokers

8:00pm - adult heavy smokers

March 17, 1997 - Calgary

4:30pm - young people age 12 to 14

March 17, 1997 - Montreal

6:00pm - adult light smokers

8:00pm - adult heavy smokers

March 18, 1997 - St. John's

4:30pm - young people age 15 to 18

6:15pm - adult light smokers

8:00pm - adult heavy smokers

March 18, 1997 - Montreal

4:30pm - young people age 12 to 14

6:00pm - young people age 15 to 18

March 19, 1997 - Calgary

6:30pm - adult smokers

March 21, 1997 - Vancouver

4:30pm - young people age 15 to 18

6:15pm - adult light smokers

8:00pm - adult heavy smokers

Equal numbers of males and females were recruited for each session. Among the adult groups, efforts were made to ensure there were participants from a wide variety of age groups (up to age 50).

The sessions held in Montreal were conducted in French. Other sessions were conducted in English.

Copies of the screening criteria and discussion agendas used in the focus group sessions are appended to this report.

3.0 Research Observations

3.1 Warning Labels on Tobacco Advertising

During the focus group sessions on tobacco advertising, participants were shown a fictitious tobacco advertisement with the warning label displayed according to proposed guidelines (i.e. bottom 10 percent of advertising - see appendix).

Focus group participants of all ages considered the current format to be completely ineffective. Principally, the message was seen to be ineffective because it could be easily overlooked.

"From here I can't even see that."

"Your eye is drawn to the faces and you don't even notice that there is something (the warning) at the bottom."

"The print is so small. You have to hold it pretty close to your face to see it."

"It just doesn't stand out from the rest of the ad."

Suggested improvements included: making the warning label a contrasting colour, making the font size of the lettering bigger, increasing the amount of space devoted to the message, and changing the position of the message (i.e. move to the top of ad).

"On that ad ... a bright red warning label would really stand out."

"You don't have to change the size of the warning. Just make the lettering bigger ... It should take up more of the (existing) space."

"If it's really going to have impact, it's got to be bigger...The same size as the ad ... If the tobacco company puts its add on this side (the right side) of a magazine, then the other side (the left side) should be left for an anti-smoking ad."

There were participants who felt any warning label would be ineffective, regardless of the placement or the size.

"It (the warning label) could take up 100% of the ad ... I'd still smoke."

"Everyone knows smoking is bad for them. All the warning labels do is tell them something they already know."

A few participants also suggested, on an unaided basis, the idea of incorporating visual images into the warning label design.

"Visual images are always effective. Especially with children."

"If you had a picture, or something. Like a diseased lung. It makes it harder to ignore."

"I would take the words (of the warning label) and put them right across the picture ... No background or anything, just right across the picture."

When presented with six alternative for displaying the warning as part of an icon or shape, responses were mixed. However, virtually all participants agreed that the icons were more eye-catching, and therefore more effective, than the current format.

Those most critical of the use of icons tended to insist that smokers will smoke regardless of warning labels and that, while a shape may be eye-catching, no shape could ever truly be effective.

Among the six icons presented, the lungs, and skull and cross-bones elicited the most positive response, followed by the tombstone and the coffin. The death certificate and toe-tag were widely rejected.

Lungs

Participants offered the following positive responses to the icon of the lungs:

"It deals with breathing, something that can affect you right now. Not something down the road (like death). Young people are only thinking about right now. You're not going to scare them by telling them they are going to die some day."

"Lungs are directly related to smoking. The other things (coffin, tombstone) -- well, anything can kill you, not just cigarettes."

Negative response included:

"I don't think everyone will get that that's lungs. Does a 10 year old know they are lungs ... It should be something kids recognize."

"I just look at that and say 'so what'. My breathing isn't affected by smoking, so lungs just don't scare me."

Participants offered the following suggestions for improving the lungs:

"They should be more realistic, show all the veins and stuff."

"You need an actual picture of lungs. Before and after. A non-smoker and a smoker."

"Make the lungs red and put black spots all over them."

Skull and Cross-bones

Positive comments included:

"Everyone knows that symbol. You see that and you know it's bad for you."

"Even really young kids recognize that."

"It works particularly well when you include the list of chemicals. Because it (the symbol) represents poison."

Negative comments included:

"It makes me think of pirates. It's a joke."

"It doesn't look realistic. It kind of looks like a cartoon."

"That symbol means poison. Drink this stuff and you die. You are not going to die just because you smoke a cigarette. I think it would make this symbol less effective on other products if you put it on cigarette ads."

Suggested improvements included:

"Make it look more like the way you see it on packages now ...less like a cartoon."

"You could use the Mr. Yuck symbol. Kids might recognize it more."

"Explain why cigarettes are toxic (by showing list of toxins) because a lot of people don't know all of those chemicals are in there."

Tombstone

Positive comments:

"It's a universal symbol. Everyone knows what that is."

"It says death...Smoke these and you will die."

Negative comments:

"A tombstone. Big deal. I just look at that and say so what."

"It is just too plain. Not realistic enough."

"I didn't even get that. I thought that was an award or something...You know, best cigarette of 1997."

Suggested improvements included:

"Make it more realistic. An actual picture of a headstone. And have the words (of the warning message) carved into the stone."

"Maybe if it said R.I.P. or if it were a different shape, more people would know what it is."

Coffin

Positive comments:

"You smoke you'll end up in this coffin."

"Everyone would recognize that as a coffin."

Negative comments

"It just looks like a shape. I wouldn't have known it was a coffin, if I didn't just see the tombstone."

"It's like Halloween. People aren't going to treat that seriously."

Suggested improvements:

"Make it more realistic so it is less like a six-sided shape."

"Just drop it. It doesn't work."

Toe Tag

Positive comments:

"It's certainly different."

"(Anti) tobacco ads are always so serious. This is a little bit humourous."

"It does take away from the ad."

Negative comments:

"It's hard to figure out what it is. At first I thought she (woman in ad) had her foot on the table."

"Children won't know what that is."

"It's just a big joke. It doesn't make you worried or anything. You just think it's stupid."

Suggested improvements:

"That's a healthy person's foot and the whole point is that this person died from smoking. The foot should be all old and disgusting."

"Forget about it."

Death Certificate

Positive comments:

"It says conclusively, smoking will kill you. This person died from smoking."

"It's more reasonable than the foot."

Negative comments:

"What is it suppose to be? ... If you didn't tell me it was a foot, I'd have no clue."

"You have to study it too closely to figure it out. If you can't see it and know the point immediately, there is no point."

"It just doesn't grab you."

Suggest improvements:

"This might work as an (anti-smoking) ad on its own. Just show a death certificate. But it has to be bigger. The whole ad."

"Make it more realistic. This is obviously somebody's attempt to make something that looks like a death certificate. But make it the way they really are. It would be more believable."

"Stay away from ideas that take a lot to figure them out."

3.2 Reaction to New Warning Labels

In the first phase of the research project, young people and francophones were given the opportunity to suggest new warning labels to appear on cigarette packages. Following this first phase, six of the most promising English labels and five promising French labels were picked to be evaluated more closely in the second phase.

The English labels picked were:

Smoking shortens your breath and decreases your energy
Smoking is a weakness, not a strength
40,000 Canadians will die this year from smoking
You smoke, you stink
Smoking makes your breath smell and your teeth yellow
Light up for a slow and painful death

The French labels picked were:

Goûte à la vie sans fumer!
365 paquets par an = 2 semaines de vacances
Pense à ton avenir et à ta tirelire
Pourquoi commencer si tu sais que tu vas arrêter
Sois "cool". Arrête!

Participants were shown actual cigarette packages with the new warning labels displayed on them. Before there was any group discussion, participants were asked to rank order the labels from best to worst. Following this, there was a discussion about the pros and cons of each label.

No clear consensus emerged about which labels were the best or the worst. However, a patterns emerged to explain why some participants preferred some labels over others. The following segments of opinion emerged.

Short and Sweet

There were a number of participants who tended to like labels that were short and to the point. They felt that the longer a message was, the less likely a person was to read it. As a result "You smoke, you stink", and "Smoking is a weakness, not a strength" tended to be the favoured messages for participants in this segment.

The “short and sweet” segment tended to be older.

“The fewer words the better. People are more likely to read short things than long things.”

“I like the snappy ones. They grab you more.”

“Short and to the point (is best), particularly with young people.”

Just the Facts

This segments tended to reject labels that seemed to be like slogans. Instead, they wanted factual information. The label that stated “40,000 Canadians will die this year from smoking” was favoured by this group.

The “just the facts” segment tended to be younger.

“Some of them are just too corny. Like they are trying to hard to come up with something catchy.”

“It takes away from it when it’s not serious.”

“I think statistics are best ... Real statistics. Like saying this is really the number of people who die of smoking. Or this is your chance of dying of smoking.”

“When you give a fact it makes it more personal. You think ... I could be that one in five person.”

Get Them Through Humour

Labels like “You smoke, you stink” and “Light up for a slow and painful death” were favoured by a segment of participants. This group felt many of the existing labels were ineffective because smokers don’t respond well to scare-tactics. They welcomed the introduction of humour because they thought young people would be more likely to read it and less likely to want to rebel against the message.

Younger people and heavy smokers tended to like humorous messages.

"The message they got (sic) now are so serious. Ooo ... you're going to die. Big deal."

"It's funny. You'd go up to someone smoking and say 'You smoke, you stink'."

"There's a little bit of irony (in Light up for a slow and painful death). They are not just saying you are an idiot because you smoke. (To that) I just say 'so what'. Don't talk down to me, you know."

"Some serious messages are good. But it's good to have a mix of funny and serious. The more messages the better, I think. Then you won't get sick of them."

Image Is What Matters

Another segment tended to like messages that addressed issues of appearance, and personal image. Among the labels examined, "Smoking shortens your breath and decreases your energy level", "Smoking makes your breath smell and your teeth yellow", and "Smoking is a weakness, not a strength" were preferred. This group argued that smokers -- particularly young smokers -- do not think about their health. They do, however, think about their personal image.

Those most likely to consider image messages to be effective include older teens and adults.

"Smoking can kill you. Teenagers don't think about that. Death is a long time off. It's better to focus on the things that affect a teenager today."

"I'm not going to drop dead because I smoke this cigarette. But I may stink and offend someone. That's what I'm thinking of, not dying."

"Girls, especially, are so worried about their appearance. So it's good to remind them smoking will hurt their appearance. Plus so many girls smoke to lose weight, it will counterbalance that."

Shock Value

One final segment can be characterized by the fact that they tend to like shocking warning labels. The more shocking the better. Among the new labels examined, the most preferred are "40,000 Canadians will die this year from smoking", and "Light up for a slow and painful death". This group also tends to like existing labels such as "Smoking can kill you". They also tend to be the group that suggests that gruesome images appear on the warning labels, such as diseased lungs.

This group is diverse in terms of age.

"The problem is, smokers don't think about the health risks associated with smoking when they smoke. You have to be more in their face."

"Not just tell people it's going to kill them. Tell them how it's going to kill them. It is going to be very slow and very painful. Anyone who knows someone with emphysema knows how awful that can be."

"Don't just say X number will die. Give a specific example. This man had four children under 18 and left them with nothing when he died. This woman has to be hooked up to a ventilator all the time. That kind of thing."

Specific Observations About French Labels

L'un des résultats des rencontres contredit les résultats observés lors du premier volet de recherche:

- * plusieurs adultes désapprouvent l'approche humoristique qu'on leur propose et préconisent une approche plus sérieuse. Plusieurs d'entre eux critiquent l'emploi du "tu" et jugent que plusieurs des énoncés proposés s'adressent davantage à des adolescents;
- * les adolescents, qui préconisaient majoritairement une approche plus sérieuse lors des précédentes rencontres de groupes, réagissent positivement à une approche qui fait appel à l'humour et qui aborde le tabagisme de façon positive.

Parmi les cinq (5) énoncés qu'on propose aux participants:

- * les adolescents indiquent une préférence pour l'énoncé "Pense à ton avenir et à ta tirelire";
- * les énoncés "Goûte à la vie sans fumer" et "365 paquets par an = 2 semaines de vacances" sont choisis par plusieurs des adolescents et des adultes;
- * l'énoncé "365 paquets par an = 2 semaines de vacances" plaît à plusieurs adultes qui déclarent qu'un tel message les ferait probablement réfléchir davantage que les énoncés actuels.

3.3 Toxic Constituents

When presented with the list of toxic constituents in cigarettes, participants offer diverse responses. Some show total surprise, and disgust. Others are blasé, saying they already know smoking is bad for them, but choose to do it anyway.

"I knew there was a lot of crap in cigarettes, but it never stopped me from smoking."

"(After seeing the list) I want to throw up."

"Why aren't these things listed now."

"Why do they let them make cigarettes with all this stuff in them."

"You're kidding me."

"The next time I open a pack, I am going to see that list in my head."

Regardless of their initial response, virtually all participants approve of the idea of including a list of toxic constituents on the cigarette package.

"You have to list everything that's in food. So it makes sense that they have to list what's in cigarettes."

"Regardless of whether this effects you, you have a right to know this information. All the government can do is give you all the information you need. Then it's up to you to decide if you are going to smoke or not."

"I would guess a person needs this information to make the right choice (about whether to smoke or not)."

"Who knows. Maybe if I knew there was arsenic in cigarettes, I wouldn't have started smoking."

"It couldn't hurt."

3.4 Cigarette Package Design

A number of cigarette packages were presented to respondents during the focus group sessions. The packages were designed to help illustrate the scope of design options available for displaying warning labels and toxic constituent information.

The package designs included the following alternatives:

- * displaying a long list of toxic constituents (15 toxins), a medium list (10 toxins), a short list (4 toxins: the 3 already on packages plus a rotated 4th option), or the list as it appears now.
- * displaying the toxic constituent information on the front or the side of the package.
- * including or not including a descriptive statement about the toxic constituents on the package.
- * displaying the health warning label on the front of the package, the side of the package, or not at all.

Below is an assessment of the pros and cons of various design elements.

Length of Toxic Constituent Information

When presented with cigarette packages with the long (15 toxins), medium (10 toxins), and short (4 toxins) lists of constituents, participants tended to favour the shorter lists. They did feel the information in the long lists was valuable, and should be communicated to the public. However, the font size necessary to display this information was considered too small.

Some also indicated that they felt the longer list was only valuable, if readers received additional information, such as what these chemicals are.

The best compromise was seen to be a list of four toxins, one of which is rotated, plus a descriptive statement pertaining to one of the toxins.

"That (the long list) is just too small. Even with my glasses on I have a hard time seeing it."

"People are used to ignoring the fine print."

"It would be better to put the long list on a poster...Display it in schools, or where cigarettes are sold."

"Now I think the long list is interesting, but only because we have discussed it and you have told me what a lot of these things are."

"If you rotate it, eventually people will see all of the toxins. Plus you are more likely to look at it if it says something you haven't read before."

Toxic Constituents on Front or Side

Generally, participants preferred that the toxins be listed on the side of the package. However, they saw merits in both approaches.

"People expect the toxins to be on the side."

"Put the slogan (health warning label) on the front, because that's what's most eye-catching."

"To me, the toxic information is better. So I want to see it on the front."

"The toxic stuff is good, but it doesn't jump out at you like the ... warnings. So put them (the toxins) on the side."

In a few of the latter groups conducted, a package was shown to participants that had both the health warning message and the list of toxins on the front of the package. The warning label was at the top, and the toxins were lists down the left side. This approach was well liked by participants. Unfortunately, the entire sample was not shown this option. Further testing on this option would be useful.

"I like the Players package. It's a good compromise."

"You can't miss either the warning or the list, so it's good."

"This is the one. Everything fits on nicely and there is still adequate room for the tobacco company."

Including Descriptive Statement With Toxins

There is almost universal agreement that a descriptive statement should accompany a list of toxins. Without such a statement, participants fear many would not know what the chemicals were and why smokers should be worried about them.

"Without the statement, it's just words (the list of toxins)."

"In a lot of ways, I think the explanations of the chemicals are more effective than the health warnings."

"Some of these labels make the thing seem even more scary than when you just read the names."

"You look at anything you buy and the list of chemicals is huge. We are used to that. Without a label telling us these are bad chemicals and not the okay ones, or we'll just say 'so what'".

The idea of rotating several descriptive statements is also widely accepted.

"You can't explain all of the chemicals on a tiny pack of cigarettes. But if you rotate it, eventually everyone will have seen them all."

Displaying Health Warnings on Front or Side

As indicated above, participants tend to prefer having health warning statements on the front of the package and toxic constituents on the side.

Appendix A

Screeners

Tobacco Packaging Research for Health Canada (PN4092)
Recruitment Specs for Toronto - Phase II
PN4092

Toronto - Wednesday, March 12, 1997

Group 1 (4:30pm - Packaging)

- boys age 13 to 14, girls age 12 to 13
- minimum of 5 smokers or potential smokers (see screener)
- minimum of 3 living with smokers

Group 2 (6:15pm - Packaging)

- half age 19 to 34, half age 35 to 50
- half male, half female
- smoke 10 or fewer cigarettes per day
- minimum of 3 living with other smokers

Group 3 (8:00pm - Packaging)

- half age 19 to 34, half age 35 to 50
- half male, half female
- smoke 11 or more cigarettes per day
- minimum of 3 living with other smokers

Toronto - Thursday, March 13, 1997

Group 1 (4:30pm - Advertising)

- age 15 to 18
- half male, half female
- minimum of 5 smokers or potential smokers (see screener)
- minimum of 3 living with smokers

Group 2 (6:15pm - Advertising)

- half age 19 to 34, half age 35 to 50
- half male, half female
- smoke 10 or fewer cigarettes per day
- minimum of 3 living with other smokers

Group 3 (8:00pm - Advertising)

- half age 19 to 34, half age 35 to 50
- half male, half female
- smoke 11 or more cigarettes per day
- minimum of 3 living with other smokers

Tobacco Packaging Research for Health Canada (PN4092)
Recruitment Specs for Vancouver - Phase II
PN4092

Vancouver - Thursday, March 20, 1997

Group 1 (4:30pm - Advertising)

- boys age 13 to 14, girls age 12 to 13
- minimum of 5 smokers or potential smokers (see screener)
- minimum of 3 living with smokers

Group 2 (6:15pm - Advertising)

- half age 19 to 34, half age 35 to 50
- half male, half female
- smoke 10 or fewer cigarettes per day
- minimum of 3 living with other smokers

Group 3 (8:00pm - Advertising)

- half age 19 to 34, half age 35 to 50
- half male, half female
- smoke 11 or more cigarettes per day
- minimum of 3 living with other smokers

Vancouver - Friday, March 21, 1997

Group 1 (4:30pm - Packaging)

- age 15 to 18
- half male, half female
- minimum of 5 smokers or potential smokers (see screener)
- minimum of 3 living with smokers

Group 2 (6:15pm - Packaging)

- half age 19 to 34, half age 35 to 50
- half male, half female
- smoke 10 or fewer cigarettes per day
- minimum of 3 living with other smokers

Group 3 (8:00pm - Packaging)

- half age 19 to 34, half age 35 to 50
- half male, half female
- smoke 11 or more cigarettes per day
- minimum of 3 living with other smokers

Tobacco Packaging Research for Health Canada (PN4092)
Recruitment Specs for Calgary - Phase II
PN4092

Calgary - Monday, March 17, 1997

Group 1 (4:30pm - Advertising)

- boys age 13 to 14, girls age 12 to 13
- minimum of 5 smokers or potential smokers (see screener)
- minimum of 3 living with smokers

Group 2 (6:15pm - Advertising)

- half age 19 to 34, half age 35 to 50
- half male, half female
- smoke 10 or fewer cigarettes per day
- minimum of 3 living with other smokers

Group 3 (8:00pm - Advertising)

- half age 19 to 34, half age 35 to 50
- half male, half female
- smoke 11 or more cigarettes per day
- minimum of 3 living with other smokers

Calgary - Tuesday, March 18, 1997 (or March 19)

Group 1 (4:30pm - Packaging)

- age 15 to 18
- half male, half female
- minimum of 5 smokers or potential smokers (see screener)
- minimum of 3 living with smokers

Group 2 (6:30pm - Packaging)

- half age 19 to 34, half age 35 to 50
- half male, half female
- half smoke 10 or fewer cigarettes per day
- half smoke 11 or more cigarettes per day
- minimum of 3 living with other smokers

Tobacco Packaging Research for Health Canada (PN4092)
Recruitment Specs for St. John's - Phase II
PN4092

St. John's - Tuesday, March 18, 1997

Group 1 (4:30pm - Packaging)

- age 15 to 18
- minimum of 5 smokers or potential smokers (see screener)
- minimum of 3 living with smokers

Group 2 (6:15pm - Packaging)

- half age 19 to 34, half age 35 to 50
- half male, half female
- smoke 10 or fewer cigarettes per day
- minimum of 3 living with other smokers

Group 3 (8:00pm - Packaging)

- half age 19 to 34, half age 35 to 50
- half male, half female
- smoke 11 or more cigarettes per day
- minimum of 3 living with other smokers

St. John's - Wednesday, March 19, 1997

Group 1 (4:30pm - Advertising)

- boys age 13 to 14, girls age 12 to 13
- half male, half female
- minimum of 5 smokers or potential smokers (see screener)
- minimum of 3 living with smokers

Group 2 (6:30pm - Advertising)

- half age 19 to 34, half age 35 to 50
- half male, half female
- half smoke 10 or fewer cigarettes per day
- half smoke 11 or more cigarettes per day
- minimum of 3 living with other smokers

Tobacco Packaging Research for Health Canada (PN4092)
Recruitment Screener - Phase II
PN4092

Good morning/afternoon/evening, my name is _____ and I am calling on behalf of _____, a public opinion research company. We are conducting a research project on issues that face (young) Canadians. I would like to ask you a series of questions about yourself, and if you meet the requirements of our project, I will invite you to attend a group discussion session on _____, with **8 to 10** other (young) people from the area. This is a research project designed to get input from the public, and it involves no selling or marketing of any kind. Are you interested in taking part? **(IF NECESSARY, MENTION \$40 INCENTIVE)**

IF YES, CONTINUE: IF NO, THANK AND TERMINATE. IF RESPONDENT ASKS TO IDENTIFY CLIENT, REPEAT THAT PROJECT IS ABOUT ISSUES FACING CANADIANS.

1. Which of the following age categories may I place you in:

12 to 14.....	1	
15 to 18.....	2	SEE RECRUITING
19 to 34.....	3	SPECS
35 to 50.....	4	

NE PAS CODER
2. Gender **(CODE ONLY: DO NOT ASK)**

Male.....	1	SEE RECRUITING
Female	2	SPECS

3. Have you participated in a focus group in the last six months?

Yes.....	1	TERMINATE
No	2	CONTINUE

4. Have you participated in a focus group session in the last year?

Yes.....	1	ASK Q.5
No	2	SKIP TO Q.6

5. IF YES ...What was the topic of that focus group session?

TERMINATE IF GROUP WAS ABOUT SMOKING, TOBACCO LABELING, TOBACCO ADVERTISEMENTS, ETC.

6. Do you smoke cigarettes?

Yes..... 1 ASK Q.7
No 2 **TERMINATE ADULTS**

7. IF YES ... On average, how many cigarettes do you smoke per day?

| | | cigarettes per day

-- SEE SPECS --

ASK OF TEENS (12 TO 18) WHO DO NOT SMOKE. OTHERS SKIP TO Q.11

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

Yes..... 1 ASK Q.9
No 2 **SKIP TO Q.11**

9. IF YES ... Have you ever seriously thought about trying smoking?

Yes..... 1
No 2

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

Yes..... 1
No 2

**IF RESPONDENT SAYS YES TO EITHER Q.8, 9 OR 10,
QUALIFIES AS POTENTIAL SMOKER**

ASK ALL

11. Do you live with anyone else who smokes?

Yes..... 1 **SEE**
No..... 2 **SPECS**

ADULTS ONLY, TEENS SKIP TO Q.13

12. Which of the following best describes your own present employment status?

Working full-time..... 1 **NO MORE THAN**
Working part-time 2 **2 STUDENTS,**
Unemployed or looking for a job 3 **AND 1**
Stay at home full-time 4 **UNEMPLOYED**
Student 5 **PERSON PER**
or Retired..... 6 **SESSION**

ASK ALL

13. During this discussion group, participants may be asked to answer questions in writing or read materials before commenting on them. Is there any reason you could not participate in these activities?

Yes..... 1
No..... 2

**Screen for reading/writing difficulties, hearing/speech
impediments, or concern about ability to communicate.**

13. I would like to invite you to attend a group discussion on _____ at _____ pm at _____. The session will last approximately two hours and refreshments will be provided. Participants will each receive a \$40 payment for taking part in our research. Could I please have your:

Name: _____

Address: _____

Home Phone: _____ Business Phone: _____

I will call you again on _____ to remind you about the session and confirm your participation. If, for any reason, you are unable to attend, please call me at _____.

Recruiter: _____ Date: _____

Note to recruiters: Tell respondent that the groups are very small and anyone who does not show or cancels at the last minute will compromise the project. Make sure they know we feel their opinions are valuable and we are serious about finding out what they have to offer.

Also: If people express concern, you can tell them the purpose of the group is NOT to encourage smoking, to test cigarettes, or to watch cigarette commercials. Neither will we try to discourage, or make them feel defensive, about their smoking behaviour.

Appendix B
Discussion Agendas

March 14, 1997

Tobacco Packaging Research (PN4092)
Ad Testing Design
Discussion Outline

Introduction

Introduction to focus group procedures
We want your opinion
Feel free to agree or disagree
You are being taped and observed
There will be a 10 minute break
You will be paid by the hostess at the end

Adults - Let's go around the table so that each of you can tell us your name and a little bit about yourself, such as where you work and if you have a family?

Teens - Let's go around the table so that each of you can tell us your name and a little bit about yourself, such as where you go to school, what grade you are in, if you are working, and about your family.

Smoking Behaviour and Attitudes (15 minutes)

INSTRUCTION

1A-DC (3) I want to begin the discussion by talking about smoking. Do you smoke? Have you considered smoking? How much do you smoke? A B C

2A-DC (3) When do you smoke? Why do you smoke? Why did you start smoking in the first place? A B C

6

6

Knowledge of Health Risks (10 minutes)

3A → C (3) ^A
What are your opinions of the health risks of smoking? Are you worried about the health risks associated with smoking? What kind of concerns do you have? _B _C

Health Canada's Role (10 minutes)

4A → E (5) _C
What role should the government play in influencing whether people smoke or not? ^A Is it important for Health Canada to try and discourage smoking? Among adults, young people or both? _B

AD ^{AB}
What things should government be doing? **PROBE FOR WARNING LABELS, BAN ADVERTISING, EDUCATION, ETC.**

(8)

(6)

Ad Testing (30 minutes)

INSTRUCTIONS I have some sample ads to show you. As you may be aware, when a tobacco company runs an ad in a magazine, on a billboard, or on a bus shelter, there must be a health warning on the ad.

Here is an example of such an ad. (Show exhibit with health warning in black strip on the bottom)

5A-od
(4) What do you think about this warning? Is it in the right place? Is it the right size?
How could it be made more effective?

6A-od
(3) What about the idea of having the warning label appear as a symbol? Instead of having a blank square that is filled in, what about having a shape with the warning in the shape? What kind of symbols or shapes would you suggest?

Here are some ideas. Show exhibits with icons in the lower right corner one at a time. For each exhibit, ask ... Is it effective? What do you like about it? What do you dislike? How would you change it to make it better?

7A-od
(4) Coffin?

8A-od
(4) Death cert.?

9A-od
(4) Toe tag?

10A-od
(4) Headstone?

(23)

(23)

11 A → Lungs?

(4)

12 A → Skull and crossbones?

(4)

13 A → After all have been discussed, ask ... Which of these are the best? Why do you say that?

(2)

Symbol Placement

14 AB (2) I have only showed you the symbol in the lower right corner. What about the idea of having the symbol in another location? **Show other options.** Where do you think the best location would be?

IF TIME ALLOWS ... Have participants rank order the warning statements.

15 AB (2) Do you think it would be a good idea to introduce new warning labels? What ideas do you have for new warning labels?

16 A → (4) **For each label ask ...** Do you think this warning is effective? Who will it influence? What is good about it? Would you change anything?

Rank order these six labels from best to worst on the handout.

(18)

Thank You

(41)

March 14, 1997

Tobacco Packaging Research (PN4092)
Package Design
Discussion Outline

Introduction

Introduction to focus group procedures
We want your opinion
Feel free to agree or disagree
You are being taped and observed
There will be a 10 minute break
You will be paid by the hostess at the end

Adults - Let's go around the table so that each of you can tell us your name and a little bit about yourself, such as where you work and if you have a family?

Teens - Let's go around the table so that each of you can tell us your name and a little bit about yourself, such as where you go to school, what grade you are in, if you are working, and about your family.

Smoking Behaviour and Attitudes (15 minutes)

INSTRUCTIONS

1A → DC (3) [I want to begin the discussion by talking about smoking.] Do you smoke? Have you considered smoking? How much do you smoke? A B C

2A → DC (3) When do you smoke? Why do you smoke? Why did you start smoking in the first place? A B C

Knowledge of Health Risks (10 minutes)

3A → C
(3) What are your opinions of the health risks of smoking? Are you worried about the health risks associated with smoking? What kind of concerns do you have?

Health Canada's Role (10 minutes)

4A → C
(3) What role should the government play in influencing whether people smoke or not? Is it important for Health Canada to try and discourage smoking? Among adults, young people or both?

500
(2) What things should government be doing? **PROBE FOR WARNING LABELS, BAN ADVERTISING, EDUCATION, ETC.**

(8)

Warning Labels (5 minutes)

6 *
A → d
(7)
Do you recall the health warning labels that are currently on cigarette packages?

- A Cigarettes cause cancer
- B Smoking during pregnancy can harm the baby
- C Smoking can kill you
- D Cigarettes cause strokes and heart disease
- E Tobacco smoke causes fatal lung disease in non-smokers
- F Cigarettes cause fatal lung disease
- G Tobacco smoke can harm your children

7ab (2)
9
Do you think it would be a good idea to introduce new warning labels? What ideas do you have for new warning labels? B

You all recognize a normal package of cigarettes. **SHOW PACK "A"**

I now want to show you some packs with new warning labels on them. **SHOW B, C, D, E, F, G**

A
For each label ask ... Do you think this warning is effective? Who will it influence? What is good about it? Would you change anything?

B C D
WARNING LABEL PACK A → 8 A → d(4) F 13 A → d(4)
B → 9 A → d(4) G 14 A → d(4)
C 10 A → d(4)
D 11 A → d(4)
E 12 A → d(4)
15 Rank order these six labels from best to worst on the handout. 7 × 4 = 28 + 9 = 37

Toxic Constituents

16 Does anyone know what is in cigarettes?

INSTRUCTIONS

Here is a list of the toxic constituents. **SHOW LIST**

39

38

PAGE 3

17AB (2) ^A What do you think of this list? ^B Do you know what all of these things are?

18. Would it be helpful is this list was accompanied by some statements that explained what these chemicals were?

- INSTRUCTIONS -

Here is a list of these statements. **SHOW LIST**

19* Rank these statements from best to worst.

19AB (2) ^A Should this information be on tobacco packages? ^B Where would you put it?

Here are some different ideas for displaying this information.

SHOW PACK H - This one give entire list (15 toxins) on front and a descriptive statement

SHOW PACK J - This one gives a shorter list (10 toxins) on the front/ no statement

SHOW PACK I - This one gives entire list on the side

SHOW PACK G - This one gives shorter list on the side

SHOW PACKS A, B, C, E, F - These give 3 chemicals already on, plus one more and a description on the side

SHOW PACK K - This one give 3 + 1 toxins on front, warning label on side.

(6)

(6)
PAGE 4

2046 ^{A B} Which format is the most effective? Why?

2110 Now incorporating the warning labels, the toxic constituent list, and the descriptive statement, which is the best package design? Why?

^{A B}

Re

Name: _____

Rank Order From Best To Worst

_____	Smoking shortens your breath and decreases your energy level	☐
_____	Smoking is a weakness, not a strength	☐
_____	40,000 Canadians will die this year from Smoking	☐
_____	You smoke, you stink	☐
_____	Smoking makes your breath smell and your teeth yellow	☐
_____	Light up for a slow and painful death	☐

Mark an X beside those that are worth
adding to the list of current warnings



Name: _____

Rank Order From Best To Worst

_____ **Arsenic poisoning can cause
stomach and intestinal problems**

_____ **Nitrosamines cause cancer. They are
the most active cancer causing agent
in tobacco smoke**

_____ **Cancer causing tar is a sticky, black
residue that contains hundreds of
chemicals**

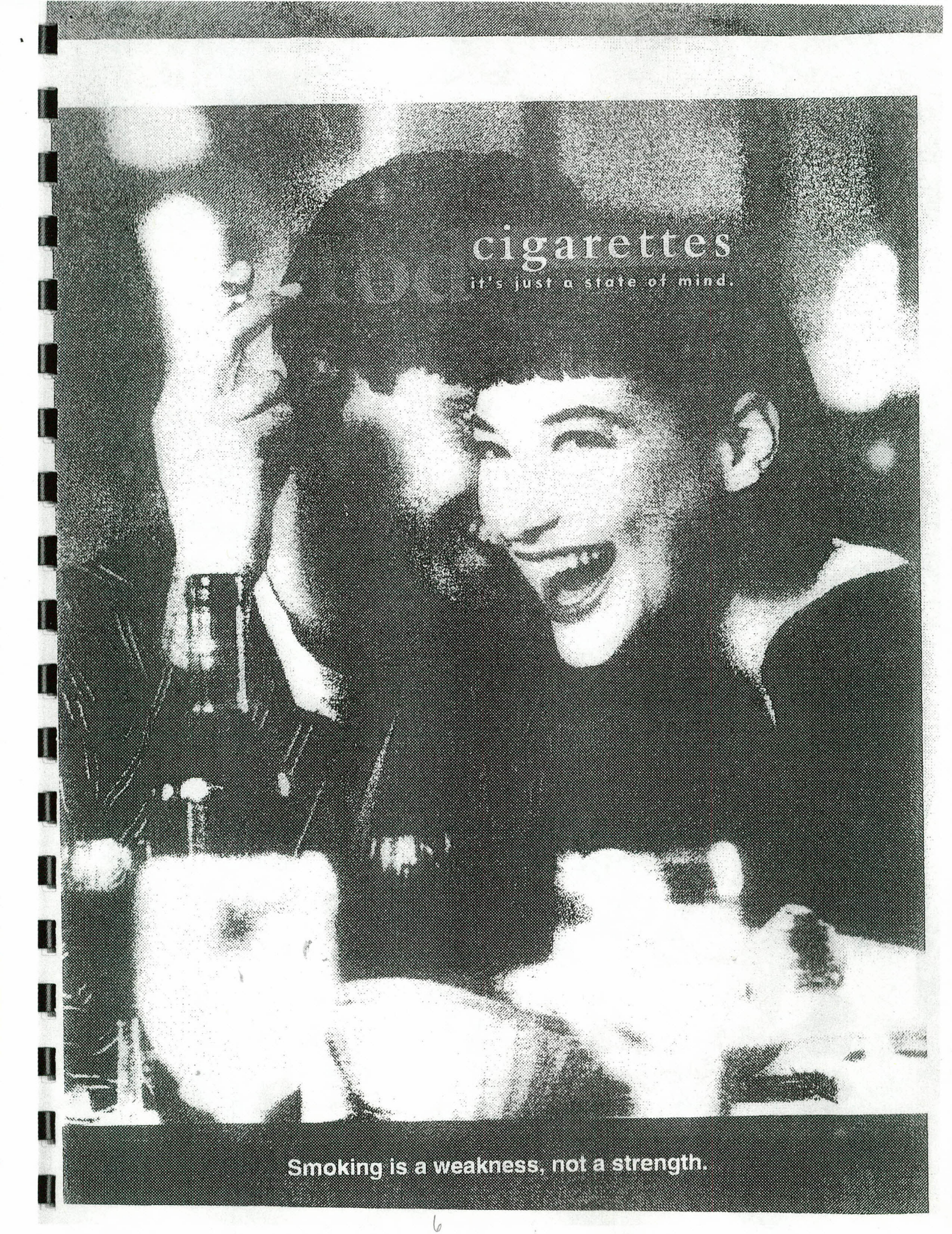
_____ **Exposure to hydrogen cyanide can
lead to headaches, dizziness, nausea,
vomiting and death**

_____ **4-Aminobiphenyl, a banned
commercial chemical causes bladder
cancer**

Appendix C

Exhibits

FG #2



cigarettes

it's just a state of mind.

Smoking is a weakness, not a strength.

6



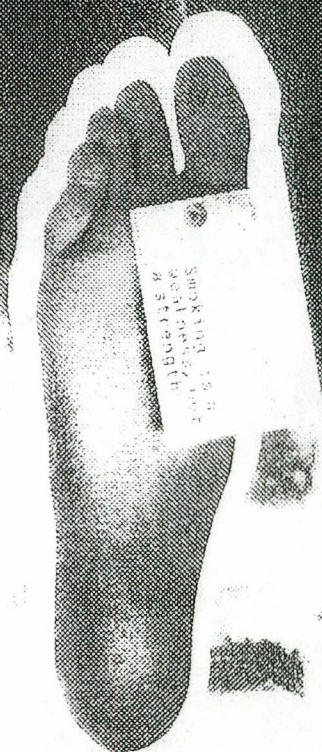
cigarettes

it's just a state of mind.

Smoking
is a
weakness
not a
strength.

cigarettes

it's just a state of mind.

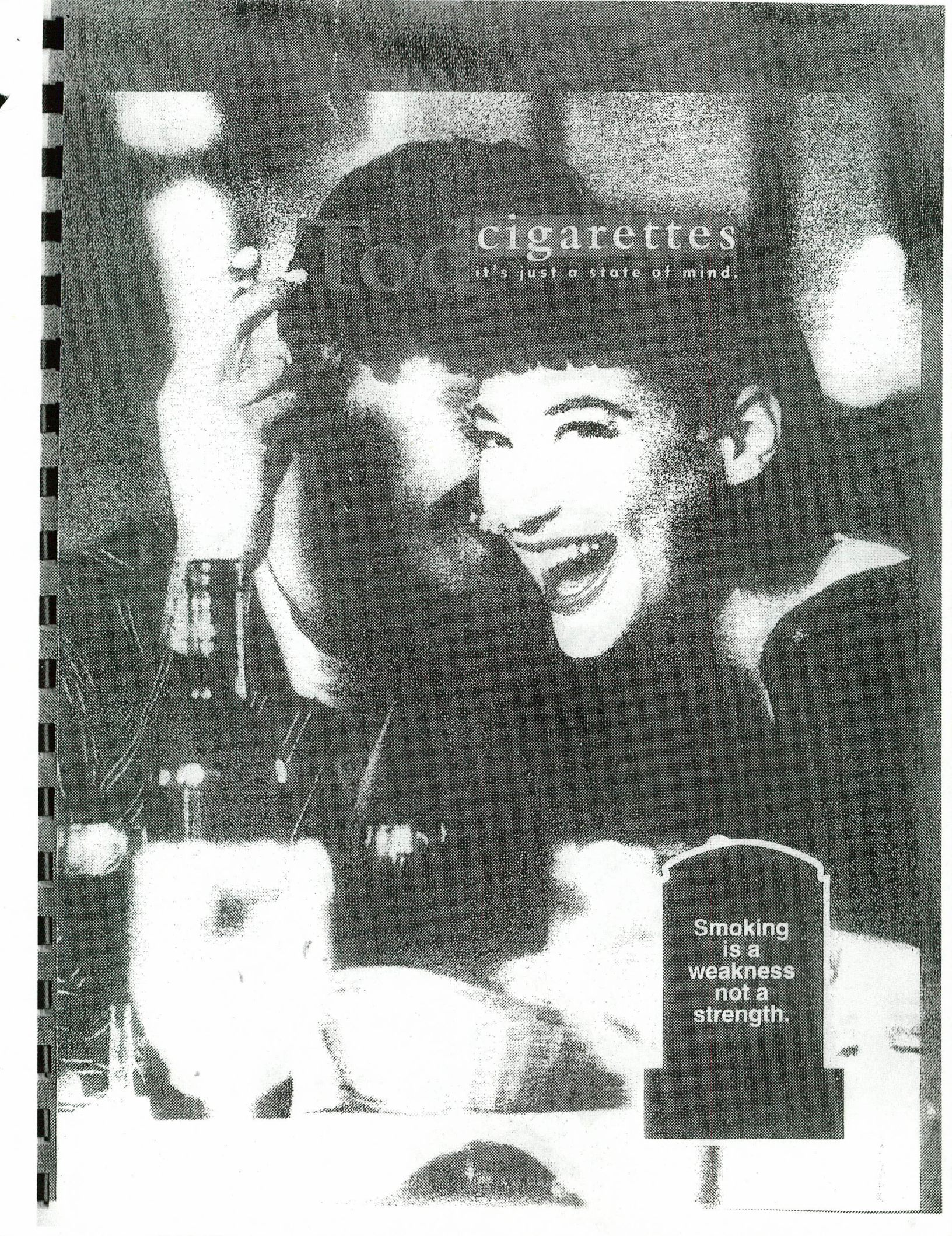




cigarettes

it's just a state of mind.

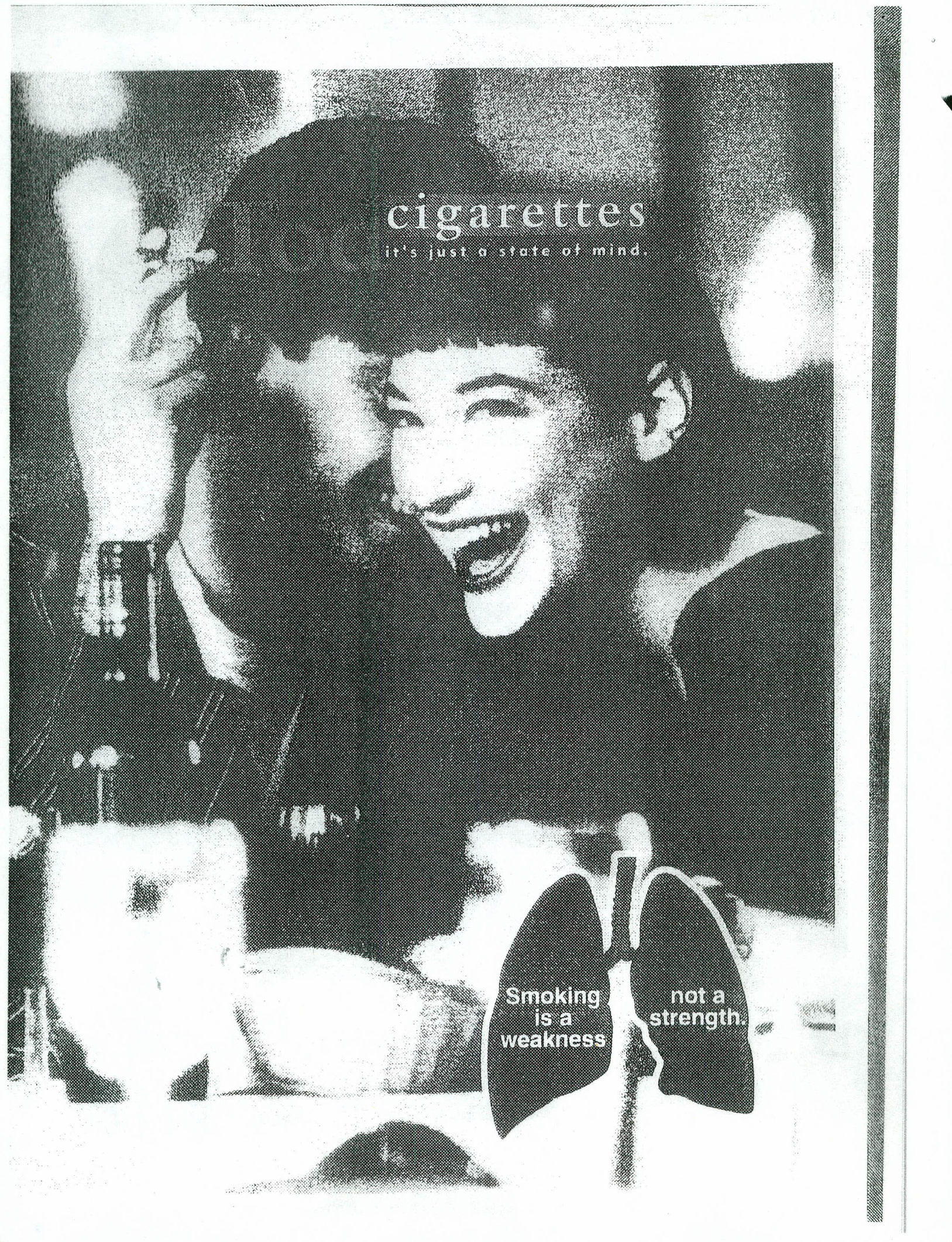
Smoking
is a
weakness
not a
strength.



cigarettes

it's just a state of mind.

Smoking
is a
weakness
not a
strength.

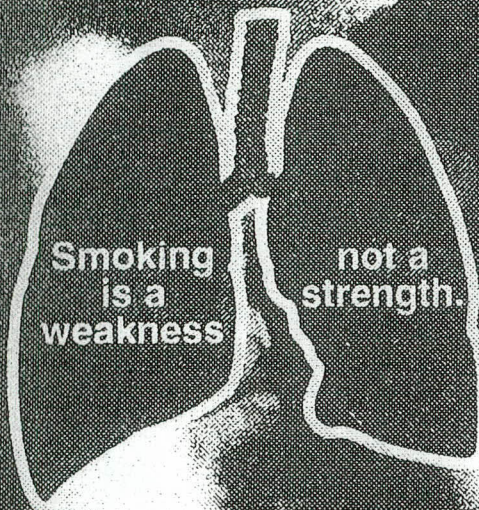


cigarettes

it's just a state of mind.

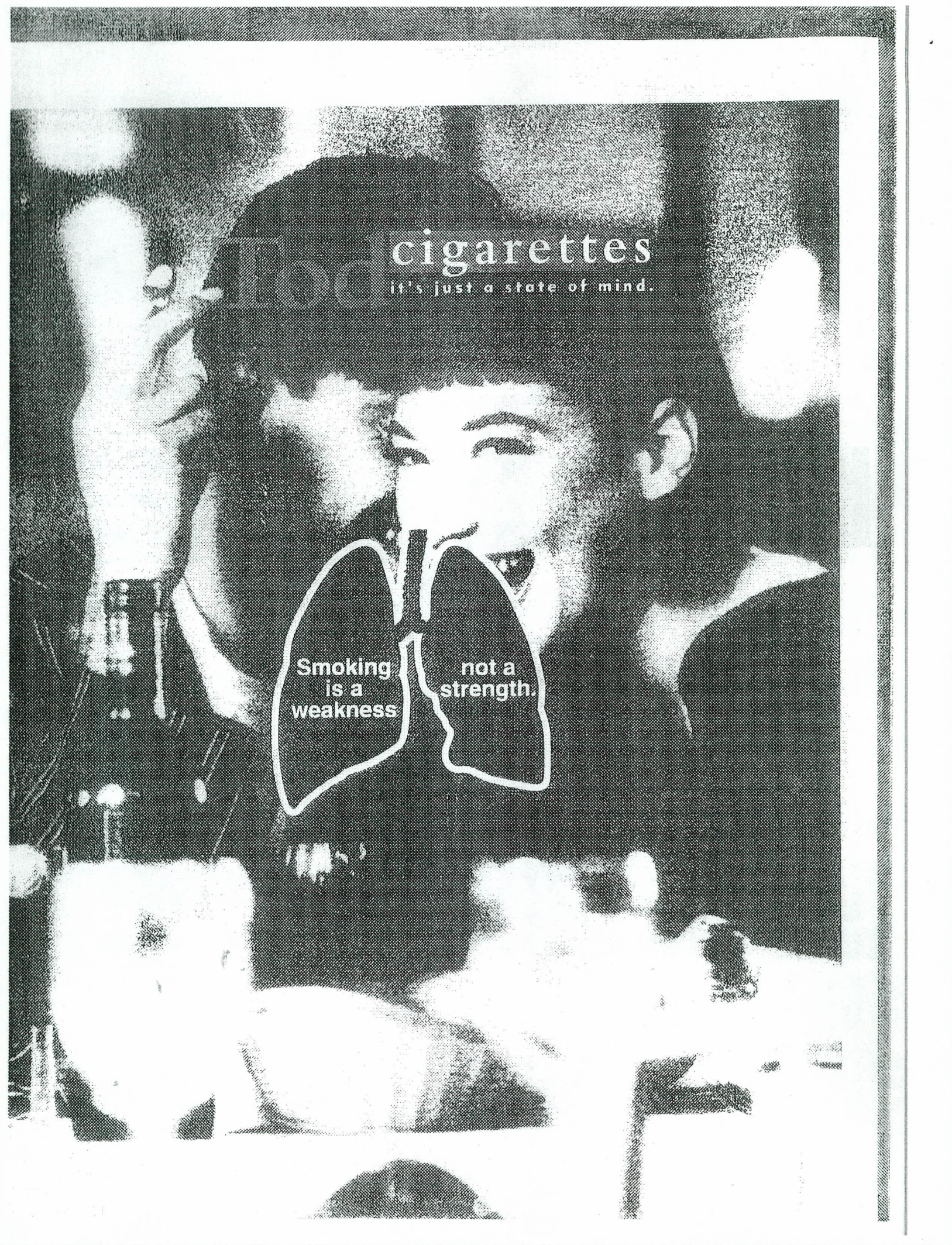
Smoking
is a
weakness

not a
strength.



cigarettes
it's just a state of mind.





cigarettes

it's just a state of mind.

Smoking
is a
weakness

not a
strength.

Smoking shortens your breath
and decreases your energy level

Matinee Slims



EXTRA MILD

Smoking makes you breath smell
and your teeth yellow

Matinee Slims



EXTRA MILD

Light up for a slow
and painful death

Matinee Slims



EXTRA MILD

40,000 Canadians will die
this year from Smoking

Matinee



EXTRA MILD

You smoke, you stink

Matinee Slims



EXTRA MILD

Smoking is a weakness,
not a strength

Matinee Slims



EXTRA MILD

Appendix D

Warning Labels

March 12, 1997

Toronto

Young people, age 12 to 14 (10 participants)

	Rank Order (1 is best, 6 is worst)					
	1	2	3	4	5	6
Smoking shortens your breath and decreases your energy level	6 (60%)	3 (30%)	0 (0%)	0 (0%)	1 (10%)	0 (0%)
Smoking is a weakness, not a strength	0 (0%)	0 (0%)	0 (0%)	1 (10%)	2 (20%)	7 (70%)
40,000 Canadians will die this year from smoking	3 (30%)	4 (40%)	0 (0%)	2 (20%)	1 (10%)	0 (0%)
You smoke, you stink	0 (0%)	1 (10%)	1 (10%)	6 (60%)	2 (20%)	0 (0%)
Smoking makes your breath smell and your teeth yellow	1 (10%)	0 (0%)	8 (80%)	0 (0%)	1 (10%)	0 (0%)
Light up for a slow and painful death	0 (0%)	2 (20%)	1 (10%)	1 (10%)	3 (30%)	3 (30%)

March 13, 1997

Toronto

Young people, age 15 to 18 (12 participants)

	Rank Order (1 is best, 6 is worst)					
	1	2	3	4	5	6
Smoking shortens your breath and decreases your energy level	7 (58%)	4 (33%)	0 (0%)	0 (0%)	1 (8%)	0 (0%)
Smoking is a weakness, not a strength	0 (0%)	0 (0%)	0 (0%)	1 (8%)	3 (25%)	8 (67%)
40,000 Canadians will die this year from smoking	3 (25%)	4 (33%)	1 (8%)	3 (25%)	1 (8%)	0 (0%)
You smoke, you stink	0 (0%)	2 (17%)	1 (8%)	7 (58%)	2 (17%)	0 (0%)
Smoking makes your breath smell and your teeth yellow	1 (8%)	0 (0%)	9 (75%)	0 (0%)	2 (17%)	0 (0%)
Light up for a slow and painful death	1 (8%)	2 (17%)	1 (8%)	1 (8%)	3 (25%)	4 (33%)

March 12, 1997

Toronto

Adult light smokers (11 participants)

	Rank Order (1 is best, 6 is worst)					
	1	2	3	4	5	6
Smoking shortens your breath and decreases your energy level	1 (9%)	3 (27%)	2 (18%)	3 (27%)	1 (9%)	1 (9%)
Smoking is a weakness, not a strength	0 (0%)	4 (36%)	3 (27%)	2 (18%)	2 (18%)	0 (0%)
40,000 Canadians will die this year from smoking	9 (82%)	0 (0%)	1 (9%)	1 (9%)	0 (0%)	0 (0%)
You smoke, you stink	0 (0%)	2 (18%)	0 (0%)	1 (9%)	1 (9%)	7 (64%)
Smoking makes your breath smell and your teeth yellow	1 (9%)	1 (9%)	3 (27%)	3 (27%)	3 (27%)	0 (0%)
Light up for a slow and painful death	0 (0%)	1 (9%)	2 (18%)	1 (9%)	4 (36%)	3 (27%)

March 13, 1997

Toronto

Adult light smokers (11 participants)

	Rank Order (1 is best, 6 is worst)					
	1	2	3	4	5	6
Smoking shortens your breath and decreases your energy level	2 (18%)	1 (9%)	1 (9%)	0 (0%)	7 (64%)	0 (0%)
Smoking is a weakness, not a strength	1 (9%)	6 (55%)	2 (18%)	0 (0%)	1 (9%)	1 (9%)
40,000 Canadians will die this year from smoking	1 (9%)	1 (9%)	3 (27%)	2 (18%)	0 (0%)	4 (36%)
You smoke, you stink	1 (9%)	3 (27%)	1 (9%)	2 (18%)	1 (9%)	3 (27%)
Smoking makes your breath smell and your teeth yellow	2 (18%)	0 (0%)	1 (9%)	3 (27%)	2 (18%)	3 (27%)
Light up for a slow and painful death	4 (36%)	0 (0%)	3 (27%)	4 (36%)	0 (0%)	0 (0%)

March 12, 1997

Toronto

Adult heavy smokers (10 participants)

	Rank Order (1 is best, 6 is worst)					
	1	2	3	4	5	6
Smoking shortens your breath and decreases your energy level	2 (20%)	4 (40%)	1 (10%)	2 (20%)	0 (0%)	1 (10%)
Smoking is a weakness, not a strength	1 (10%)	2 (20%)	4 (40%)	2 (20%)	0 (0%)	1 (10%)
40,000 Canadians will die this year from smoking	0 (0%)	0 (0%)	3 (30%)	4 (40%)	3 (30%)	0 (0%)
You smoke, you stink	0 (0%)	1 (10%)	1 (10%)	0 (0%)	2 (20%)	6 (60%)
Smoking makes your breath smell and your teeth yellow	0 (0%)	0 (0%)	0 (0%)	1 (10%)	7 (70%)	2 (20%)
Light up for a slow and painful death	8 (80%)	2 (20%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)

March 17, 1997

Calgary

Young people, age 12 to 14 (12 participants)

	Rank Order (1 is best, 6 is worst)					
	1	2	3	4	5	6
Smoking shortens your breath and decreases your energy level	0 (0%)	4 (33%)	3 (25%)	4 (33%)	1 (8%)	0 (0%)
Smoking is a weakness, not a strength	0 (0%)	1 (8%)	1 (8%)	4 (33%)	2 (17%)	4 (33%)
40,000 Canadians will die this year from smoking	6 (50%)	3 (25%)	1 (8%)	1 (8%)	1 (8%)	0 (0%)
You smoke, you stink	2 (17%)	0 (0%)	3 (25%)	0 (0%)	2 (17%)	5 (42%)
Smoking makes your breath smell and your teeth yellow	2 (17%)	1 (8%)	3 (25%)	3 (25%)	2 (17%)	1 (8%)
Light up for a slow and painful death	2 (17%)	3 (25%)	1 (8%)	0 (0%)	4 (33%)	2 (17%)

March 19, 1997

Calgary

Young people, age 15 to 18 (11 participants)

	Rank Order (1 is best, 6 is worst)					
	1	2	3	4	5	6
Smoking shortens your breath and decreases your energy level	2 (18%)	5 (45%)	0 (0%)	2 (18%)	1 (9%)	1 (9%)
Smoking is a weakness, not a strength	1 (9%)	3 (27%)	2 (18%)	1 (9%)	2 (18%)	2 (18%)
40,000 Canadians will die this year from smoking	0 (0%)	1 (9%)	4 (36%)	3 (27%)	2 (18%)	1 (9%)
You smoke, you stink	1 (9%)	1 (9%)	1 (9%)	0 (0%)	1 (9%)	7 (64%)
Smoking makes your breath smell and your teeth yellow	0 (0%)	1 (9%)	2 (18%)	4 (36%)	4 (36%)	0 (0%)
Light up for a slow and painful death	7 (64%)	0 (0%)	2 (18%)	1 (9%)	1 (9%)	0 (0%)

March 17, 1997

Calgary

Adult light smokers (8 participants)

	Rank Order (1 is best, 6 is worst)					
	1	2	3	4	5	6
Smoking shortens your breath and decreases your energy level	1 (13%)	0 (0%)	2 (25%)	1 (13%)	1 (13%)	3 (38%)
Smoking is a weakness, not a strength	1 (13%)	1 (13%)	0 (0%)	1 (13%)	2 (25%)	3 (38%)
40,000 Canadians will die this year from smoking	4 (50%)	0 (0%)	1 (13%)	0 (0%)	3 (38%)	0 (0%)
You smoke, you stink	0 (0%)	4 (50%)	1 (13%)	2 (25%)	1 (13%)	0 (0%)
Smoking makes your breath smell and your teeth yellow	2 (25%)	1 (13%)	2 (25%)	2 (25%)	1 (13%)	0 (0%)
Light up for a slow and painful death	0 (0%)	2 (25%)	2 (25%)	2 (25%)	0 (0%)	2 (25%)

March 17, 1997

Calgary

Adult heavy smokers (10 participants)

	Rank Order (1 is best, 6 is worst)					
	1	2	3	4	5	6
Smoking shortens your breath and decreases your energy level	1 (10%)	2 (20%)	2 (20%)	1 (10%)	3 (30%)	1 (10%)
Smoking is a weakness, not a strength	4 (40%)	4 (40%)	0 (0%)	0 (0%)	1 (10%)	1 (10%)
40,000 Canadians will die this year from smoking	1 (10%)	0 (0%)	3 (30%)	1 (10%)	1 (10%)	4 (40%)
You smoke, you stink	1 (10%)	2 (20%)	0 (0%)	4 (40%)	1 (10%)	2 (20%)
Smoking makes your breath smell and your teeth yellow	1 (10%)	1 (10%)	1 (10%)	1 (10%)	4 (40%)	2 (20%)
Light up for a slow and painful death	2 (20%)	1 (10%)	4 (40%)	3 (30%)	0 (0%)	0 (0%)

March 19, 1997

Calgary

Adult light and heavy smokers (11 participants)

	Rank Order (1 is best, 6 is worst)					
	1	2	3	4	5	6
Smoking shortens your breath and decreases your energy level	0 (0%)	4 (36%)	2 (18%)	3 (27%)	1 (9%)	1 (9%)
Smoking is a weakness, not a strength	6 (55%)	1 (9%)	3 (27%)	1 (9%)	0 (0%)	0 (0%)
40,000 Canadians will die this year from smoking	0 (0%)	1 (9%)	3 (27%)	1 (9%)	0 (0%)	6 (55%)
You smoke, you stink	4 (36%)	1 (9%)	1 (9%)	2 (18%)	0 (0%)	3 (27%)
Smoking makes your breath smell and your teeth yellow	1 (9%)	1 (9%)	1 (9%)	0 (0%)	8 (73%)	0 (0%)
Light up for a slow and painful death	0 (0%)	3 (27%)	1 (9%)	4 (36%)	2 (18%)	1 (9%)

March 19, 1997

St. John's

Adult light and heavy smokers (8 participants)

	Rank Order (1 is best, 6 is worst)					
	1	2	3	4	5	6
Smoking shortens your breath and decreases your energy level	2 (25%)	2 (25%)	1 (13%)	1 (13%)	2 (25%)	0 (0%)
Smoking is a weakness, not a strength	1 (13%)	1 (13%)	4 (50%)	1 (13%)	0 (0%)	1 (13%)
40,000 Canadians will die this year from smoking	2 (25%)	2 (25%)	1 (13%)	2 (25%)	0 (0%)	1 (13%)
You smoke, you stink	0 (0%)	1 (13%)	1 (13%)	1 (13%)	0 (0%)	5 (63%)
Smoking makes your breath smell and your teeth yellow	0 (0%)	1 (13%)	0 (0%)	2 (25%)	4 (50%)	1 (13%)
Light up for a slow and painful death	3 (38%)	1 (13%)	1 (13%)	1 (13%)	2 (25%)	0 (0%)

March 20, 1997

Vancouver

Young people, age 12 to 14 (9 participants)

	Rank Order (1 is best, 6 is worst)					
	1	2	3	4	5	6
Smoking shortens your breath and decreases your energy level	0 (0%)	0 (0%)	5 (56%)	1 (11%)	3 (33%)	0 (0%)
Smoking is a weakness, not a strength	0 (0%)	0 (0%)	0 (0%)	1 (11%)	2 (22%)	6 (67%)
40,000 Canadians will die this year from smoking	2 (22%)	2 (22%)	0 (0%)	4 (44%)	1 (11%)	0 (0%)
You smoke, you stink	1 (11%)	4 (44%)	0 (0%)	2 (22%)	1 (11%)	1 (11%)
Smoking makes your breath smell and your teeth yellow	1 (11%)	1 (11%)	3 (33%)	1 (11%)	1 (11%)	2 (22%)
Light up for a slow and painful death	5 (56%)	2 (22%)	1 (11%)	0 (0%)	1 (11%)	0 (0%)

March 21 1997

Vancouver

Young people, age 15 to 18 (10 participants)

	Rank Order (1 is best, 6 is worst)					
	1	2	3	4	5	6
Smoking shortens your breath and decreases your energy level	0 (0%)	2 (20%)	3 (30%)	2 (20%)	3 (30%)	0 (0%)
Smoking is a weakness, not a strength	0 (0%)	2 (20%)	2 (20%)	2 (20%)	3 (30%)	1 (10%)
40,000 Canadians will die this year from smoking	3 (30%)	2 (20%)	1 (10%)	1 (10%)	0 (0%)	3 (30%)
You smoke, you stink	2 (20%)	1 (10%)	2 (20%)	0 (0%)	2 (20%)	3 (30%)
Smoking makes your breath smell and your teeth yellow	2 (20%)	1 (10%)	0 (0%)	5 (50%)	2 (20%)	0 (0%)
Light up for a slow and painful death	3 (30%)	2 (20%)	2 (20%)	0 (0%)	0 (0%)	3 (30%)

March 20, 1997

Vancouver

Adult light smokers (9 participants)

	Rank Order (1 is best, 6 is worst)					
	1	2	3	4	5	6
Smoking shortens your breath and decreases your energy level	0 (0%)	0 (0%)	4 (44%)	1 (11%)	3 (33%)	1 (11%)
Smoking is a weakness, not a strength	0 (0%)	1 (11%)	1 (11%)	5 (56%)	2 (22%)	0 (0%)
40,000 Canadians will die this year from smoking	2 (22%)	4 (44%)	0 (0%)	2 (22%)	0 (0%)	1 (11%)
You smoke, you stink	0 (0%)	1 (11%)	3 (33%)	0 (0%)	0 (0%)	5 (56%)
Smoking makes your breath smell and your teeth yellow	1 (11%)	1 (11%)	1 (11%)	1 (11%)	4 (44%)	1 (11%)
Light up for a slow and painful death	6 (67%)	2 (22%)	0 (0%)	0 (0%)	0 (0%)	1 (11%)

March 21, 1997

Vancouver

Adult light smokers (8 participants)

	Rank Order (1 is best, 6 is worst)					
	1	2	3	4	5	6
Smoking shortens your breath and decreases your energy level	0 (0%)	1 (13%)	2 (25%)	3 (38%)	0 (0%)	2 (25%)
Smoking is a weakness, not a strength	4 (50%)	2 (25%)	1 (13%)	0 (0%)	0 (0%)	1 (13%)
40,000 Canadians will die this year from smoking	2 (25%)	3 (38%)	1 (13%)	1 (13%)	1 (13%)	0 (0%)
You smoke, you stink	0 (0%)	1 (13%)	0 (0%)	1 (13%)	4 (50%)	2 (25%)
Smoking makes your breath smell and your teeth yellow	0 (0%)	0 (0%)	0 (0%)	3 (38%)	3 (38%)	2 (25%)
Light up for a slow and painful death	2 (25%)	1 (13%)	4 (50%)	0 (0%)	0 (0%)	1 (13%)

March 20, 1997

Vancouver

Adult heavy smokers (9 participants)

	Rank Order (1 is best, 6 is worst)					
	1	2	3	4	5	6
Smoking shortens your breath and decreases your energy level	1 (11%)	1 (11%)	2 (22%)	3 (33%)	1 (11%)	1 (11%)
Smoking is a weakness, not a strength	1 (11%)	1 (11%)	3 (33%)	3 (33%)	1 (11%)	0 (0%)
40,000 Canadians will die this year from smoking	2 (22%)	3 (33%)	1 (11%)	1 (11%)	2 (22%)	0 (0%)
You smoke, you stink	0 (0%)	2 (22%)	2 (22%)	0 (0%)	4 (44%)	1 (11%)
Smoking makes your breath smell and your teeth yellow	0 (0%)	0 (0%)	0 (0%)	1 (11%)	1 (11%)	7 (78%)
Light up for a slow and painful death	5 (56%)	2 (22%)	1 (11%)	1 (11%)	0 (0%)	0 (0%)

March 21, 1997

Vancouver

Adult heavy smokers (8 participants)

	Rank Order (1 is best, 6 is worst)					
	1	2	3	4	5	6
Smoking shortens your breath and decreases your energy level	1 (13%)	0 (0%)	3 (38%)	1 (13%)	1 (13%)	2 (25%)
Smoking is a weakness, not a strength	0 (0%)	1 (13%)	3 (38%)	2 (25%)	1 (13%)	1 (13%)
40,000 Canadians will die this year from smoking	3 (38%)	3 (38%)	1 (13%)	0 (0%)	0 (0%)	1 (13%)
You smoke, you stink	2 (25%)	1 (13%)	0 (0%)	2 (25%)	2 (25%)	1 (13%)
Smoking makes your breath smell and your teeth yellow	0 (0%)	0 (0%)	0 (0%)	3 (38%)	3 (38%)	2 (25%)
Light up for a slow and painful death	2 (25%)	3 (38%)	1 (13%)	0 (0%)	1 (13%)	1 (13%)

March 18, 1997

Montreal

Young people, age 12 to 14 (10 participants)

	Rank Order (1 is best, 5 is worst)				
	1	2	3	4	5
Goûte à la vie sans fumer!	3 (30%)	2 (20%)	0 (0%)	2 (20%)	3 (30%)
365 paquets par an = 2 semaines de vacances	2 (20%)	0 (0%)	3 (30%)	2 (20%)	3 (30%)
Pense à ton avenir et à ta tirelire	4 (40%)	2 (20%)	1 (10%)	2 (20%)	1 (10%)
Pourquoi commencer si tu sais que tu vas arrêter	0 (0%)	3 (30%)	4 (40%)	3 (30%)	0 (0%)
Sois "cool". Arrête!	1 (10%)	3 (30%)	2 (20%)	1 (10%)	3 (30%)

March 18, 1997

Montreal

Young people, age 15 to 18 (11 participants)

	Rank Order (1 is best, 5 is worst)				
	1	2	3	4	5
Goûte à la vie sans fumer!	3 (27%)	1 (9%)	2 (18%)	2 (18%)	3 (27%)
365 paquets par an = 2 semaines de vacances	2 (18%)	2 (18%)	2 (18%)	2 (18%)	3 (27%)
Pense à ton avenir et à ta tirelire	4 (36%)	3 (27%)	2 (18%)	2 (18%)	0 (0%)
Pourquoi commencer si tu sais que tu vas arrêter	1 (9%)	2 (18%)	2 (18%)	4 (36%)	2 (18%)
Sois "cool". Arrête!	1 (9%)	3 (27%)	3 (27%)	1 (9%)	3 (27%)

March 17, 1997

Montreal

Adult light smoker (9 participants)

	Rank Order (1 is best, 5 is worst)				
	1	2	3	4	5
Goûte à la vie sans fumer!	3 (33%)	4 (44%)	1 (11%)	1 (11%)	0 (0%)
365 paquets par an = 2 semaines de vacances	2 (22%)	3 (33%)	1 (11%)	0 (0%)	3 (33%)
Pense à ton avenir et à ta tirelire	0 (0%)	1 (11%)	2 (22%)	3 (33%)	3 (33%)
Pourquoi commencer si tu sais que tu vas arrêter	2 (22%)	1 (11%)	2 (22%)	3 (33%)	1 (11%)
Sois "cool". Arrête!	2 (22%)	0 (0%)	2 (22%)	2 (22%)	2 (22%)

March 17, 1997

Montreal

Adult heavy smoker (9 participants)

	Rank Order (1 is best, 5 is worst)				
	1	2	3	4	5
Goûte à la vie sans fumer!	3 (33%)	1 (11%)	2 (22%)	2 (22%)	1 (11%)
365 paquets par an = 2 semaines de vacances	2 (22%)	3 (33%)	0 (0%)	1 (11%)	3 (33%)
Pense à ton avenir et à ta tirelire	0 (0%)	2 (22%)	2 (22%)	3 (33%)	2 (22%)
Pourquoi commencer si tu sais que tu vas arrêter	2 (22%)	3 (33%)	2 (22%)	2 (22%)	0 (0%)
Sois "cool". Arrête!	2 (22%)	0 (0%)	3 (33%)	1 (11%)	3 (33%)

Total Toronto (54 participants)

	Rank Order (1 is best, 6 is worst)					
	1	2	3	4	5	6
Smoking shortens your breath and decreases your energy level	18 (33%)	15 (28%)	4 (7%)	5 (9%)	10 (18%)	2 (4%)
Smoking is a weakness, not a strength	2 (4%)	12 (22%)	9 (17%)	6 (11%)	8 (15%)	17 (32%)
40,000 Canadians will die this year from smoking	16 (30%)	9 (17%)	5 (9%)	12 (22%)	5 (9%)	1 (2%)
You smoke, you stink	1 (2%)	9 (17%)	4 (7%)	16 (30%)	8 (15%)	16 (30%)
Smoking makes your breath smell and your teeth yellow	5 (9%)	1 (2%)	21 (39%)	7 (13%)	15 (28%)	5 (9%)
Light up for a slow and painful death	13 (24%)	7 (13%)	5 (9%)	7 (13%)	10 (18%)	10 (18%)

Total Calgary (52 participants)

	Rank Order (1 is best, 6 is worst)					
	1	2	3	4	5	6
Smoking shortens your breath and decreases your energy level	4 (8%)	15 (29%)	9 (17%)	11 (21%)	7 (13%)	6 (12%)
Smoking is a weakness, not a strength	12 (23%)	10 (19%)	6 (12%)	7 (13%)	7 (13%)	10 (19%)
40,000 Canadians will die this year from smoking	7 (13%)	5 (10%)	12 (23%)	6 (12%)	7 (13%)	11 (21%)
You smoke, you stink	7 (13%)	8 (15%)	6 (12%)	6 (12%)	5 (10%)	17 (33%)
Smoking makes your breath smell and your teeth yellow	11 (21%)	9 (17%)	10 (19%)	10 (19%)	7 (13%)	5 (10%)
Light up for a slow and painful death	11 (21%)	9 (17%)	10 (19%)	10 (19%)	7 (13%)	5 (10%)

Total St. John's (40 participants)

	Rank Order (1 is best, 6 is worst)					
	1	2	3	4	5	6
Smoking shortens your breath and decreases your energy level	11 (28%)	7 (18%)	8 (20%)	10 (25%)	3 (8%)	1 (3%)
Smoking is a weakness, not a strength	4 (10%)	6 (15%)	16 (40%)	10 (25%)	8 (20%)	5 (13%)
40,000 Canadians will die this year from smoking	7 (18%)	16 (40%)	5 (13%)	6 (15%)	3 (8%)	3 (8%)
You smoke, you stink	2 (5%)	2 (5%)	1 (3%)	7 (18%)	12 (30%)	15 (38%)
Smoking makes your breath smell and your teeth yellow	1 (3%)	1 (3%)	4 (10%)	8 (20%)	14 (35%)	12 (30%)
Light up for a slow and painful death	15 (38%)	8 (20%)	5 (13%)	2 (5%)	3 (8%)	7 (18%)

Total Vancouver (44 participants)

	Rank Order (1 is best, 6 is worst)					
	1	2	3	4	5	6
Smoking shortens your breath and decreases your energy level	2 (5%)	4 (9%)	17 (39%)	11 (25%)	11 (25%)	6 (14%)
Smoking is a weakness, not a strength	5 (11%)	7 (16%)	10 (23%)	13 (30%)	9 (20%)	9 (20%)
40,000 Canadians will die this year from smoking	14 (32%)	17 (39%)	4 (9%)	9 (20%)	4 (9%)	5 (11%)
You smoke, you stink	5 (11%)	10 (23%)	7 (16%)	5 (11%)	13 (30%)	13 (30%)
Smoking makes your breath smell and your teeth yellow	4 (9%)	3 (7%)	4 (9%)	14 (32%)	14 (32%)	14 (32%)
Light up for a slow and painful death	23 (52%)	12 (27%)	9 (20%)	1 (2%)	2 (5%)	6 (14%)

Total Montreal (39 participants)

	Rank Order (1 is best, 5 is worst)				
	1	2	3	4	5
Goûte à la vie sans fumer!	12 (31%)	8 (21%)	5 (13%)	7 (18%)	7 (18%)
365 paquets par an = 2 semaines de vacances	8 (21%)	8 (21%)	6 (15%)	5 (13%)	12 (31%)
Pense à ton avenir et à ta tirelire	8 (21%)	8 (21%)	7 (18%)	10 (26%)	6 (15%)
Pourquoi commencer si tu sais que tu vas arrêter	5 (13%)	9 (23%)	10 (26%)	12 (31%)	3 (8%)
Sois "cool". Arrête!	6 (15%)	6 (15%)	10 (26%)	5 (13%)	11 (28%)

Grand Total Excluding Montreal (190 participants)

	Rank Order (1 is best, 6 is worst)					
	1	2	3	4	5	6
Smoking shortens your breath and decreases your energy level	35 (18%)	41 (22%)	38 (20%)	37 (19%)	31 (16%)	15 (8%)
Smoking is a weakness, not a strength	23 (12%)	35 (18%)	40 (21%)	36 (19%)	32 (17%)	41 (22%)
40,000 Canadians will die this year from smoking	44 (23%)	47 (25%)	26 (14%)	33 (17%)	19 (10%)	18 (9%)
You smoke, you stink	15 (8%)	29 (15%)	18 (9%)	47 (25%)	38 (20%)	61 (32%)
Smoking makes your breath smell and your teeth yellow	21 (11%)	14 (7%)	39 (21%)	39 (21%)	56 (29%)	36 (19%)
Light up for a slow and painful death	62 (33%)	36 (19%)	29 (15%)	20 (11%)	22 (12%)	28 (15%)

Appendix E

Descriptive Statements

March 13, 1997

Toronto

Young people, age 15 to 18 (12 participants)

	Rank Order (1 is best, 5 is worst)				
	1	2	3	4	5
Arsenic poisoning can cause stomach and intestinal problems	1 (8%)	5 (42%)	2 (17%)	4 (33%)	0 (0%)
Nitrosamines cause cancer. They are the most active cancer causing agent in tobacco smoke	1 (8%)	0 (0%)	5 (42%)	1 (8%)	5 (42%)
Cancer causing tar is a sticky, black residue that contains hundreds of chemicals	3 (25%)	1 (8%)	2 (17%)	3 (25%)	3 (25%)
Exposure to hydrogen cyanide can lead to headaches, dizziness, nausea, vomiting and death	2 (17%)	2 (17%)	1 (8%)	3 (25%)	4 (33%)
4-Aminobiphenyl, a banned commercial chemical causes bladder cancer	5 (42%)	4 (33%)	2 (17%)	1 (8%)	0 (0%)

March 13, 1997

Toronto

Adult light smokers (11 participants)

	Rank Order (1 is best, 5 is worst)				
	1	2	3	4	5
Arsenic poisoning can cause stomach and intestinal problems	4 (36%)	2 (18%)	2 (18%)	1 (9%)	2 (18%)
Nitrosamines cause cancer. They are the most active cancer causing agent in tobacco smoke	2 (18%)	1 (9%)	3 (27%)	3 (27%)	2 (18%)
Cancer causing tar is a sticky, black residue that contains hundreds of chemicals	3 (27%)	1 (9%)	4 (36%)	1 (9%)	2 (18%)
Exposure to hydrogen cyanide can lead to headaches, dizziness, nausea, vomiting and death	1 (9%)	6 (55%)	1 (9%)	3 (27%)	0 (0%)
4-Aminobiphenyl, a banned commercial chemical causes bladder cancer	1 (9%)	1 (9%)	1 (9%)	3 (27%)	5 (45%)

March 17, 1997

Calgary

Young people, age 12 to 14 (12 participants)

	Rank Order (1 is best, 5 is worst)				
	1	2	3	4	5
Arsenic poisoning can cause stomach and intestinal problems	0 (0%)	2 (17%)	4 (33%)	3 (25%)	3 (25%)
Nitrosamines cause cancer. They are the most active cancer causing agent in tobacco smoke	2 (17%)	5 (42%)	3 (25%)	0 (0%)	2 (17%)
Cancer causing tar is a sticky, black residue that contains hundreds of chemicals	2 (17%)	2 (17%)	1 (8%)	4 (33%)	3 (25%)
Exposure to hydrogen cyanide can lead to headaches, dizziness, nausea, vomiting and death	5 (42%)	1 (8%)	3 (25%)	3 (25%)	0 (0%)
4-Aminobiphenyl, a banned commercial chemical causes bladder cancer	3 (25%)	2 (17%)	1 (8%)	2 (17%)	4 (33%)

March 18, 1997

St. John's

Young people, age 15 to 18 (8 participants)

	Rank Order (1 is best, 5 is worst)				
	1	2	3	4	5
Arsenic poisoning can cause stomach and intestinal problems	0 (0%)	0 (0%)	1 (13%)	3 (38%)	4 (50%)
Nitrosamines cause cancer. They are the most active cancer causing agent in tobacco smoke	0 (0%)	2 (25%)	3 (38%)	1 (13%)	2 (25%)
Cancer causing tar is a sticky, black residue that contains hundreds of chemicals	1 (13%)	3 (38%)	3 (38%)	1 (13%)	0 (0%)
Exposure to hydrogen cyanide can lead to headaches, dizziness, nausea, vomiting and death	6 (75%)	2 (25%)	0 (0%)	0 (0%)	0 (0%)
4-Aminobiphenyl, a banned commercial chemical causes bladder cancer	1 (13%)	1 (13%)	1 (13%)	3 (38%)	2 (25%)

March 18, 1997

St. John's

Adult light smokers (8 participants)

	Rank Order (1 is best, 5 is worst)				
	1	2	3	4	5
Arsenic poisoning can cause stomach and intestinal problems	2 (25%)	3 (38%)	1 (13%)	2 (25%)	0 (0%)
Nitrosamines cause cancer. They are the most active cancer causing agent in tobacco smoke	2 (25%)	2 (25%)	1 (13%)	2 (25%)	1 (13%)
Cancer causing tar is a sticky, black residue that contains hundreds of chemicals	1 (13%)	1 (13%)	3 (38%)	2 (25%)	1 (13%)
Exposure to hydrogen cyanide can lead to headaches, dizziness, nausea, vomiting and death	2 (25%)	1 (13%)	3 (38%)	0 (0%)	2 (25%)
4-Aminobiphenyl, a banned commercial chemical causes bladder cancer	1 (13%)	1 (13%)	0 (0%)	2 (25%)	4 (50%)

March 18, 1997

St. John's

Adult heavy smokers (8 participants)

	Rank Order (1 is best, 5 is worst)				
	1	2	3	4	5
Arsenic poisoning can cause stomach and intestinal problems	1 (13%)	3 (38%)	1 (13%)	1 (13%)	2 (25%)
Nitrosamines cause cancer. They are the most active cancer causing agent in tobacco smoke	4 (50%)	1 (13%)	2 (25%)	1 (13%)	0 (0%)
Cancer causing tar is a sticky, black residue that contains hundreds of chemicals	2 (25%)	0 (0%)	2 (25%)	1 (13%)	3 (38%)
Exposure to hydrogen cyanide can lead to headaches, dizziness, nausea, vomiting and death	1 (13%)	3 (38%)	2 (25%)	2 (25%)	0 (0%)
4-Aminobiphenyl, a banned commercial chemical causes bladder cancer	0 (0%)	1 (13%)	1 (13%)	3 (38%)	3 (38%)

March 20, 1997

Vancouver

Young people, age 12 to 14 (9 participants)

	Rank Order (1 is best, 5 is worst)				
	1	2	3	4	5
Arsenic poisoning can cause stomach and intestinal problems	0 (0%)	2 (22%)	0 (0%)	3 (33%)	4 (44%)
Nitrosamines cause cancer. They are the most active cancer causing agent in tobacco smoke	2 (22%)	1 (11%)	3 (33%)	1 (11%)	2 (22%)
Cancer causing tar is a sticky, black residue that contains hundreds of chemicals	3 (33%)	1 (11%)	0 (0%)	4 (44%)	1 (11%)
Exposure to hydrogen cyanide can lead to headaches, dizziness, nausea, vomiting and death	3 (33%)	2 (22%)	2 (22%)	1 (11%)	1 (11%)
4-Aminobiphenyl, a banned commercial chemical causes bladder cancer	1 (11%)	3 (33%)	4 (44%)	0 (0%)	1 (11%)

March 21, 1997

Vancouver

Young people, age 15 to 18 (10 participants)

	Rank Order (1 is best, 5 is worst)				
	1	2	3	4	5
Arsenic poisoning can cause stomach and intestinal problems	0 (0%)	1 (10%)	1 (10%)	4 (40%)	4 (40%)
Nitrosamines cause cancer. They are the most active cancer causing agent in tobacco smoke	3 (30%)	1 (10%)	2 (20%)	2 (20%)	2 (20%)
Cancer causing tar is a sticky, black residue that contains hundreds of chemicals	1 (10%)	3 (30%)	3 (30%)	1 (10%)	2 (20%)
Exposure to hydrogen cyanide can lead to headaches, dizziness, nausea, vomiting and death	1 (10%)	2 (20%)	3 (30%)	3 (30%)	1 (10%)
4-Aminobiphenyl, a banned commercial chemical causes bladder cancer	5 (50%)	3 (30%)	1 (10%)	0 (0%)	1 (10%)

March 20, 1997

Vancouver

Adult light smokers (9 participants)

	Rank Order (1 is best, 5 is worst)				
	1	2	3	4	5
Arsenic poisoning can cause stomach and intestinal problems	2 (22%)	0 (0%)	4 (44%)	0 (0%)	3 (33%)
Nitrosamines cause cancer. They are the most active cancer causing agent in tobacco smoke	4 (44%)	2 (22%)	1 (11%)	0 (0%)	2 (22%)
Cancer causing tar is a sticky, black residue that contains hundreds of chemicals	1 (11%)	3 (33%)	0 (0%)	4 (44%)	1 (11%)
Exposure to hydrogen cyanide can lead to headaches, dizziness, nausea, vomiting and death	2 (22%)	1 (11%)	3 (33%)	0 (0%)	3 (33%)
4-Aminobiphenyl, a banned commercial chemical causes bladder cancer	0 (0%)	3 (33%)	1 (11%)	5 (56%)	0 (0%)

March 21, 1997

Vancouver

Adult light smokers (8 participants)

	Rank Order (1 is best, 5 is worst)				
	1	2	3	4	5
Arsenic poisoning can cause stomach and intestinal problems	1 (13%)	0 (0%)	3 (38%)	2 (25%)	2 (25%)
Nitrosamines cause cancer. They are the most active cancer causing agent in tobacco smoke	4 (50%)	2 (25%)	0 (0%)	1 (13%)	1 (13%)
Cancer causing tar is a sticky, black residue that contains hundreds of chemicals	0 (0%)	3 (38%)	3 (38%)	1 (13%)	1 (13%)
Exposure to hydrogen cyanide can lead to headaches, dizziness, nausea, vomiting and death	0 (0%)	1 (13%)	0 (0%)	3 (38%)	4 (50%)
4-Aminobiphenyl, a banned commercial chemical causes bladder cancer	3 (38%)	2 (25%)	2 (25%)	1 (13%)	0 (0%)

March 20, 1997

Vancouver

Adult heavy smokers (9 participants)

	Rank Order (1 is best, 5 is worst)				
	1	2	3	4	5
Arsenic poisoning can cause stomach and intestinal problems	3 (33%)	1 (11%)	1 (11%)	1 (11%)	3 (33%)
Nitrosamines cause cancer. They are the most active cancer causing agent in tobacco smoke	3 (33%)	1 (11%)	1 (11%)	4 (44%)	0 (0%)
Cancer causing tar is a sticky, black residue that contains hundreds of chemicals	1 (11%)	1 (11%)	3 (33%)	2 (22%)	2 (22%)
Exposure to hydrogen cyanide can lead to headaches, dizziness, nausea, vomiting and death	1 (11%)	2 (22%)	3 (33%)	2 (22%)	1 (11%)
4-Aminobiphenyl, a banned commercial chemical causes bladder cancer	1 (11%)	4 (44%)	1 (11%)	0 (0%)	3 (33%)

March 21, 1997

Vancouver

Adult heavy smokers (8 participants)

	Rank Order (1 is best, 5 is worst)				
	1	2	3	4	5
Arsenic poisoning can cause stomach and intestinal problems	1 (13%)	0 (0%)	3 (38%)	3 (38%)	1 (13%)
Nitrosamines cause cancer. They are the most active cancer causing agent in tobacco smoke	3 (38%)	0 (0%)	1 (13%)	2 (25%)	2 (25%)
Cancer causing tar is a sticky, black residue that contains hundreds of chemicals	0 (0%)	4 (50%)	1 (13%)	2 (25%)	1 (13%)
Exposure to hydrogen cyanide can lead to headaches, dizziness, nausea, vomiting and death	2 (25%)	2 (25%)	1 (13%)	1 (13%)	2 (25%)
4-Aminobiphenyl, a banned commercial chemical causes bladder cancer	2 (25%)	2 (25%)	2 (25%)	0 (0%)	2 (25%)

March 18, 1997

Montreal

Young people, age 12 to 14 (10 participants)

	Rank Order (1 is best, 5 is worst)				
	1	2	3	4	5
L'exposition prolongée à l'arsenic peut causer la perte d'appétit et des problèmes d'estomac et d'intestin	3 (30%)	1 (10%)	4 (40%)	2 (20%)	0 (0%)
Les nitrosamines sont les composantes chimiques les plus cancérigènes du tabac	2 (20%)	1 (10%)	1 (10%)	2 (20%)	4 (40%)
Le goudron, qui est une substance noire et visqueuse et se compose d'une centaine de composantes chimiques, peut causer le cancer	0 (0%)	3 (30%)	2 (20%)	3 (30%)	2 (20%)
L'exposition à l'acide cyanhydrique (cyanure) peut occasionner des maux de tête, des étourdissements, des nausées, des vomissements et la mort	3 (30%)	2 (20%)	1 (10%)	3 (30%)	1 (10%)
Le 4-aminobiphényle cause le cancer de la vessie. Son utilisation commerciale est interdite	2 (20%)	3 (30%)	2 (20%)	0 (0%)	3 (30%)

March 18, 1997

Montreal

Young people, age 15 to 18 (11 participants)

	Rank Order (1 is best, 5 is worst)				
	1	2	3	4	5
L'exposition prolongée à l'arsenic peut causer la perte d'appétit et des problèmes d'estomac et d'intestin	1 (9%)	2 (18%)	5 (46%)	2 (18%)	1 (9%)
Les nitrosamines sont les composantes chimiques les plus cancérigènes du tabac	1 (9%)	1 (9%)	1 (9%)	3 (27%)	5 (46%)
Le goudron, qui est une substance noire et visqueuse et se compose d'une centaine de composantes chimiques, peut causer le cancer	5 (46%)	3 (27%)	2 (18%)	1 (9%)	0 (0%)
L'exposition à l'acide cyanhydrique (cyanure) peut occasionner des maux de tête, des étourdissements, des nausées, des vomissements et la mort	2 (18%)	2 (18%)	1 (9%)	4 (36%)	2 (18%)
Le 4-aminobiphényle cause le cancer de la vessie. Son utilisation commerciale est interdite	2 (18%)	3 (27%)	2 (18%)	1 (9%)	3 (27%)

March 17, 1997

Montreal

Adult Light smokers (9 participants)

	Rank Order (1 is best, 5 is worst)				
	1	2	3	4	5
L'exposition prolongée à l'arsenic peut causer la perte d'appétit et des problèmes d'estomac et d'intestin	1 (11%)	1 (11%)	4 (44%)	2 (22%)	1 (11%)
Les nitrosamines sont les composantes chimiques les plus cancérigènes du tabac	3 (33%)	1 (11%)	1 (11%)	1 (11%)	3 (33%)
Le goudron, qui est une substance noire et visqueuse et se compose d'une centaine de composantes chimiques, peut causer le cancer	0 (0%)	3 (33%)	2 (22%)	3 (33%)	1 (11%)
L'exposition à l'acide cyanhydrique (cyanure) peut occasionner des maux de tête, des étourdissements, des nausées, des vomissements et la mort	3 (33%)	2 (22%)	1 (11%)	2 (22%)	1 (11%)
Le 4-aminobiphényle cause le cancer de la vessie. Son utilisation commerciale est interdite	2 (22%)	2 (22%)	1 (11%)	1 (11%)	3 (33%)

March 17, 1997

Montreal

Adult Heavy smokers (9 participants)

	Rank Order (1 is best, 5 is worst)				
	1	2	3	4	5
L'exposition prolongée à l'arsenic peut causer la perte d'appétit et des problèmes d'estomac et d'intestin	1 (11%)	1 (11%)	4 (44%)	2 (22%)	1 (11%)
Les nitrosamines sont les composantes chimiques les plus cancérigènes du tabac	3 (33%)	1 (11%)	1 (11%)	1 (11%)	3 (33%)
Le goudron, qui est une substance noire et visqueuse et se compose d'une centaine de composantes chimiques, peut causer le cancer	2 (22%)	2 (22%)	2 (22%)	2 (22%)	1 (11%)
L'exposition à l'acide cyanhydrique (cyanure) peut occasionner des maux de tête, des étourdissements, des nausées, des vomissements et la mort	3 (33%)	1 (11%)	1 (11%)	3 (33%)	1 (11%)
Le 4-aminobiphényle cause le cancer de la vessie. Son utilisation commerciale est interdite	2 (22%)	2 (22%)	1 (11%)	1 (11%)	3 (33%)

Total Toronto (23 participants)

	Rank Order (1 is best, 5 is worst)				
	1	2	3	4	5
Arsenic poisoning can cause stomach and intestinal problems	5 (22%)	7 (30%)	4 (17%)	5 (22%)	2 (9%)
Nitrosamines cause cancer. They are the most active cancer causing agent in tobacco smoke	3 (13%)	1 (4%)	8 (35%)	4 (17%)	7 (30%)
Cancer causing tar is a sticky, black residue that contains hundreds of chemicals	6 (26%)	2 (9%)	6 (26%)	4 (17%)	5 (22%)
Exposure to hydrogen cyanide can lead to headaches, dizziness, nausea, vomiting and death	3 (13%)	8 (35%)	2 (9%)	6 (26%)	4 (17%)
4-Aminobiphenyl, a banned commercial chemical causes bladder cancer	6 (26%)	5 (22%)	3 (13%)	4 (17%)	5 (22%)

Total Calgary (12 participants)

	Rank Order (1 is best, 5 is worst)				
	1	2	3	4	5
Arsenic poisoning can cause stomach and intestinal problems	0 (0%)	2 (17%)	4 (33%)	3 (25%)	3 (25%)
Nitrosamines cause cancer. They are the most active cancer causing agent in tobacco smoke	2 (17%)	5 (42%)	3 (25%)	0 (0%)	2 (17%)
Cancer causing tar is a sticky, black residue that contains hundreds of chemicals	2 (17%)	2 (17%)	1 (8%)	4 (33%)	3 (25%)
Exposure to hydrogen cyanide can lead to headaches, dizziness, nausea, vomiting and death	5 (42%)	1 (8%)	3 (25%)	3 (25%)	0 (0%)
4-Aminobiphenyl, a banned commercial chemical causes bladder cancer	3 (25%)	2 (17%)	1 (8%)	2 (17%)	4 (33%)

Total St. John's (24 participants)

	Rank Order (1 is best, 5 is worst)				
	1	2	3	4	5
Arsenic poisoning can cause stomach and intestinal problems	3 (13%)	6 (35%)	3 (13%)	6 (35%)	6 (35%)
Nitrosamines cause cancer. They are the most active cancer causing agent in tobacco smoke	6 (35%)	5 (21%)	6 (35%)	4 (16%)	3 (13%)
Cancer causing tar is a sticky, black residue that contains hundreds of chemicals	4 (16%)	4 (16%)	8 (33%)	4 (16%)	4 (16%)
Exposure to hydrogen cyanide can lead to headaches, dizziness, nausea, vomiting and death	9 (38%)	6 (35%)	5 (21%)	2 (8%)	2 (8%)
4-Aminobiphenyl, a banned commercial chemical causes bladder cancer	2 (8%)	3 (13%)	2 (8%)	8 (33%)	9 (38%)

Total Vancouver (53 participants)

	Rank Order (1 is best, 5 is worst)				
	1	2	3	4	5
Arsenic poisoning can cause stomach and intestinal problems	7 (13%)	4 (8%)	12 (23%)	14 (26%)	17 (32%)
Nitrosamines cause cancer. They are the most active cancer causing agent in tobacco smoke	19 (36%)	7 (13%)	8 (15%)	10 (19%)	9 (17%)
Cancer causing tar is a sticky, black residue that contains hundreds of chemicals	6 (11%)	15 (28%)	10 (19%)	14 (26%)	8 (15%)
Exposure to hydrogen cyanide can lead to headaches, dizziness, nausea, vomiting and death	9 (17%)	10 (19%)	12 (23%)	10 (19%)	12 (23%)
4-Aminobiphenyl, a banned commercial chemical causes bladder cancer	12 (23%)	17 (32%)	11 (21%)	6 (11%)	7 (13%)

Total Montreal (39 participants)

	Rank Order (1 is best, 5 is worst)				
	1	2	3	4	5
L'exposition prolongée à l'arsenic peut causer la perte d'appétit et des problèmes d'estomac et d'intestin	6 (15%)	5 (13%)	17 (44%)	8 (21%)	3 (8%)
Les nitrosamines sont les composantes chimiques les plus cancérigènes du tabac	9 (23%)	4 (10%)	4 (10%)	7 (18%)	15 (38%)
Le goudron, qui est une substance noire et visqueuse et se compose d'une centaine de composantes chimiques, peut causer le cancer	7 (18%)	11 (28%)	8 (21%)	9 (23%)	4 (10%)
L'exposition à l'acide cyanhydrique (cyanure) peut occasionner des maux de tête, des étourdissements, des nausées, des vomissements et la mort	11 (28%)	7 (18%)	4 (10%)	12 (31%)	5 (13%)
Le 4-aminobiphényle cause le cancer de la vessie. Son utilisation commerciale est interdite	8 (21%)	10 (26%)	6 (15%)	3 (8%)	12 (31%)

Grand Total (131 participants)

	Rank Order (1 is best, 5 is worst)				
	1	2	3	4	5
Arsenic poisoning can cause stomach and intestinal problems	21 (16%)	24 (18%)	40 (31%)	36 (27%)	28 (21%)
Nitrosamines cause cancer. They are the most active cancer causing agent in tobacco smoke	39 (30%)	22 (17%)	29 (22%)	25 (19%)	36 (27%)
Cancer causing tar is a sticky, black residue that contains hundreds of chemicals	25 (19%)	34 (26%)	33 (25%)	35 (27%)	24 (18%)
Exposure to hydrogen cyanide can lead to headaches, dizziness, nausea, vomiting and death	38 (29%)	32 (24%)	26 (20%)	33 (25%)	23 (18%)
4-Aminobiphenyl, a banned commercial chemical causes bladder cancer	31 (24%)	37 (28%)	23 (18%)	23 (18%)	37 (28%)