



275294

100 0501

B2

**Canadian Opinion on the Size of
Health Warning Messages:
A Validation Survey
PN4630**

**Prepared for: Health Canada
Bureau of Tobacco Control
Contract # H4133-000003/001/CB**

Prepared by: Environics Research Group Limited

Final Report

May 5, 2000

1020 001
58

TABLE OF CONTENTS

1.0	INTRODUCTION AND SUMMARY.....	3
2.0	THE HEALTH IMPACT OF SMOKING	4
3.0	FREQUENCY OF LOOKING AT OR READING HEALTH WARNING MESSAGES ON TOBACCO PRODUCTS.....	4
4.0	AWARENESS OF HEALTH WARNING MESSAGES ON CIGARETTE PACKAGES.....	5
5.0	SUPPORT FOR HEALTH WARNING MESSAGES ON TOBACCO PRODUCTS.....	5
6.0	VISUAL DIFFERENCES AMONG CIGARETTE BRANDS.....	6
7.0	EFFECTIVENESS OF INCREASING THE SIZE OF HEALTH WARNINGS.....	6
8.0	RECALL OF LARGER-SIZED HEALTH WARNING MESSAGES AND BRAND RECALL	6
9.0	EFFECTIVENESS OF DIFFERENT SIZED HEALTH WARNING MESSAGES	7

APPENDICES

SURVEY METHODS

TOP-LINE FINDINGS SUMMARY FOR 1999 AND 2000

ENGLISH AND FRENCH QUESTIONNAIRES AND SHOW CARDS

1.0 Introduction and Summary

Environics Research Group Limited was commissioned by Health Canada to conduct a national survey of the Canadian public, aged 18 years and older, on issues related to the size and recognition of health warning labels on tobacco packaging. The main purpose of the survey was to validate aspects of a survey conducted by Environics in August 1999 on this topic, using two new health warning messages that Health Canada has chosen which differ slightly from those tested in 1999.

The new survey was conducted in-home between March 24 and April 14, 2000. It is based on a national sample of 528 adult Canadians. A sample of this size has a margin of error of plus or minus 4.3 percentage points, 19 times in 20.

The 1999 survey was based on a national sample of 2,018 adult Canadians, and was conducted in-home between July 2 and August 2, 1999. A sample of this size has a margin of error of plus or minus 2.2 percentage points, 19 times in 20.

This report summarizes the key findings of the new survey and compares them to the findings from 1999.

Appended to the report are the description of the survey methods, top-line findings of the 2000 and 1999 surveys, English and French questionnaires, and show cards (pictures of packages) presented to respondents. The pictures shown to respondents were shown in colour, and are copied in the report in black and white. The statistical tables are presented under separate cover.

Among the key findings and conclusions of the 2000 survey are:

- The 2000 survey results strongly confirm and support the findings of the 1999 survey with regard to the recall and impact of the new health warning messages that were presented to respondents.
- A very large majority of Canadians (82%) in the 2000 survey think that tobacco use is a major health problem in Canada.
- Overall, two-thirds of Canadians (67%) in the 2000 survey say they look at or read health warning messages on tobacco products.
- An overwhelming majority of 90 percent of Canadians in the 2000 survey say they have seen health warning messages on cigarette packages themselves.
- A very large majority of Canadians (88%) in the 2000 survey support placing health warning messages on tobacco products.
- Colour is the most prominent way that cigarette brands differ visually.

- A majority of Canadians continue to think that increasing the size of health warning messages would be effective in terms of informing about the health effects of tobacco and encouraging the reduction of tobacco use.
- When shown two cigarette packages with a 50 percent health warning message on the top and two different brands on the bottom, very large majorities of respondents recall the images as well as the brands shown.
- When shown two cigarette packages with different-sized health messages, a large majority of respondents think that the cigarette package with a new health warning label and 50 percent coverage of the package would be more effective than the status quo health warning label covering 25 percent of the package, in informing Canadians about the health effects of tobacco and in encouraging Canadians to reduce their tobacco use. Brand recall on both packages is high.

2.0 The Health Impact of Smoking

A very large majority of Canadians (82%) in the 2000 survey think that tobacco use is a major health problem in Canada. Another 15 percent think it is a minor health problem. Only three percent think it is not a health problem at all.

The new survey findings are virtually identical to those of the 1999 survey, in which 80 percent of the public expressed the view that tobacco use is a major health problem.

A majority of Canadians in 2000 in all demographic groups, including smokers and non-smokers, believes that tobacco use is a major health problem.

3.0 Frequency of Looking at or Reading Health Warning Messages on Tobacco Products

Overall, two-thirds of Canadians (67%) in the 2000 survey say they look at or read health warning messages on tobacco products. This includes 41 percent who say they do this at least once a week. Nineteen percent say they look at or read messages several times a day (11%) or about once a day (8%). Another 26 percent do this less than once a week. One-third (34%) say they never look at or read health warning messages on tobacco products.

In 1999, 58 percent of Canadians said they looked at or read health warning messages on tobacco products, and 40 percent said they never did.

Canadians outside Quebec in the 2000 survey are more likely than Quebecers to say they look at health warning messages at least once a day. A larger proportion of Quebecers than those outside Quebec say they never read health warning labels. Highly educated Canadians are more likely than those with less education, to say that they look at or read health warning labels.

4.0 Awareness of Health Warning Messages on Cigarette Packages

An overwhelming majority of 90 percent of Canadians in the 2000 survey say they have seen health warning messages on cigarette packages themselves. Only nine percent say they have not and one percent do not answer.

When asked what specific messages they remember seeing on cigarette packages in Canada, the largest proportion mentions "smoking during pregnancy can harm your baby" (48%). Large numbers also mention "cigarettes cause cancer" (36%), "smoking can kill you" (32%) and "cigarettes cause fatal lung disease" (27%). Smaller proportions mention "Surgeon-general warns that smoking is dangerous to your health" (15%), "cigarettes cause strokes and heart disease" (13%), "cigarettes cause fatal lung diseases in non-smokers" (9%), "tobacco smoke can harm your children" (7%) and "cigarettes are addictive" (5%). Four percent mention other messages and 11 percent are unable to remember any health messages on cigarette packages. Four percent offer no answer.

In 1999, 85 percent of Canadians said they had seen health warning messages and 13 percent had not. When it comes to specific messages, recall levels were similar in 1999 to the current survey findings.

Younger Canadians in the 2000 survey are more likely than older age groups to recall specific health messages on cigarette packages, especially "smoking during pregnancy can harm your baby", "smoking can kill you" and "cigarettes cause cancer". Those with higher education are more likely than those with lower levels of education to remember specific health messages.

5.0 Support for Health Warning Messages on Tobacco Products

A very large majority of Canadians (88%) in the 2000 survey support placing health warning messages on tobacco products. The intensity of this support is found in the fact that 63 percent strongly support this and 25 percent somewhat support this. Only eight percent oppose this idea, including five percent who somewhat oppose this and three percent who are strongly opposed. Four percent have no opinion.

Public support for placing health warning labels on tobacco products in 2000 is virtually identical to that found in 1999, when 87 percent overall supported this idea, with 65 percent strongly supporting this initiative and 22 percent somewhat supporting it.

Canadians outside Quebec are more likely than Quebecers to strongly support placing health warning messages on tobacco products. Better educated Canadians and those who do not smoke are also more likely than others to strongly support this idea. But, even among those who smoke every day, there is large majority support, overall, for health warning labels on tobacco products.

6.0 Visual Differences Among Cigarette Brands

Respondents were asked about cigarette packages and how cigarette brands differ to them visually. In the 2000 survey, the main difference mentioned is the colour (54%). Smaller proportions mention brand name (15%), size (11%), logo (6%), different health warning messages (2%) and packaging type (2%). Twelve percent don't notice any differences (12%) and 22 percent say they never look at cigarette packages. Twenty-two percent offer no answer.

The findings regarding visual identification in 2000 are comparable to those found in the 1999 survey, when 46 percent mentioned colour, followed by 22 percent who mentioned brand name, 10 percent who mentioned size, and smaller numbers who mentioned other characteristics.

Younger Canadians and those with higher levels of education are more likely than others to notice visual differences in the packaging of cigarette brands. Canadians over 60 are less likely to mention colour.

7.0 Effectiveness of Increasing the Size of Health Warnings

A majority of Canadians continue to think that increasing the size of health warning messages would be effective in terms of informing about the health effects of tobacco and encouraging the reduction of tobacco use.

Almost six in ten Canadians (59%) in the 2000 survey think that increasing the size of the health warnings on cigarette packages would be much more effective (11%), somewhat more effective (26%) or a little bit more effective (22%) in informing Canadians about the health effects of tobacco. Four in ten (38%) think that increasing label size would be no more effective in doing this.

A similar proportion (56%) in 2000 think that increasing the size of health warnings would be much more effective (10%), somewhat more effective (22%) or a little more effective (24%) in encouraging Canadians to reduce their tobacco use. Four in ten (40%) think this would be no more effective in this regard.

In the 1999 survey, 63 percent expressed the view that increasing the size of health warnings on cigarette packages would be more effective in informing Canadians about the health effects of tobacco, and 60 percent felt that increasing the warnings would be more effective in encouraging Canadians to reduce their tobacco use.

8.0 Recall of Larger-Sized Health Warning Messages and Brand Recall

Survey respondents in the 2000 survey were shown a picture of two cigarette packages, each with the same health warning message covering 50 percent of the top of the package (diseased teeth and gums), and each with a different brand identification (Player's, Export "A") on the lower half of the package. After 15 seconds the picture was removed and respondents were asked to recall what they had seen, as well as what brands were on the packages.

Recall of the messages and graphics in 2000 is high. The largest proportion of respondents say they recall ugly/rotten/diseased mouth/teeth/gums (89%). Other mentions include brand name/colours (31%), a warning message in general (13%), cancer in general (12%), mouth/gum/throat cancer (12%) and smoking hazardous/cause disease (5%) and that the picture is compelling, that they ignored the words (4%). Three percent recall other things, and only one percent recall nothing.

The graphic tested in the 1999 survey included the same picture and the same brands as the 2000 survey, but with the word "cancer" instead of "diseases", and with 60 percent coverage of the warning label. Still, the results are comparable. There is higher recall of the picture (ugly, rotten, diseased gums, etc.) in the 2000 survey (89%) than in the 1999 survey (72%) and less mention of the mouth cancer messages in the 2000 survey (12%) than in the 1999 survey (48%). This latter finding is clearly the result of the removal of the word cancer in the title and its replacement by the word disease.

Recall of brands is extremely high in 2000. When asked what specific brands they were shown, almost eight in ten respondents recall Player's (77%) and Export "A" (76%). Five percent mention du Maurier and three percent mention another brand. Twelve percent offer no opinion.

Recall of brands in the 2000 survey is slightly higher than in 1999, when 73 percent recalled Player's and 69 percent recalled Export "A".

9.0 Effectiveness of Different Sized Health Warning Messages

Respondents in the 2000 survey were shown pictures of two packages of cigarettes, one with the status quo health warning message covering 25 percent of the top of the package (Package A) and one with a new message covering 50 percent of the package (Package B). Package A had du Maurier labelling on the bottom and Package B had Export "A" labelling. Respondents were asked which of the two packages was more effective in informing about the health effects of tobacco and encouraging reduction of tobacco use. After the pictures were removed, respondents were asked about brand recall.

A significant majority of Canadians (68%) in the 2000 survey think package B (with a new health warning message covering 50 percent of the package) would be more effective in informing Canadians about the health effects of tobacco. Only 15 percent think package A (with a status quo health warning message covering 25 percent of the package) would be more effective. Nine percent say the two versions would be equally effective and seven percent think neither of the two versions is more effective in informing Canadians about the health effects of tobacco. Two percent have no opinion.

Similarly, a significant majority (69%) in the 2000 survey think package B (with a new health warning message covering 50 percent of the package) would be more effective in encouraging Canadians to reduce their tobacco use. Only 12 percent think package A (with a status quo health warning message covering 25 percent of the package) would be more effective. Nine percent say the two versions would be equally effective and nine percent think neither of the two versions would be more effective in encouraging Canadians to reduce their tobacco use. Two percent have no opinion.

On brand recall, 83 percent of respondents in the 2000 survey recall du Maurier and 75 percent recall Export "A". Ten percent believe they have seen Player's and nine percent cannot recall a brand.

The results of the 2000 survey confirm and validate those found in the 1999 survey. In 1999, Package A was identical to the 2000 survey Package A, and Package B included a different warning message about lung cancer, a different lung picture, and 60 percent coverage of the package by the health warning instead of the current 50 percent.

Respondents in 1999 chose Package B by a margin of 67 percent to 15 percent for Package A, as being more effective in informing about the health effects of tobacco. They also chose Package B by a margin of 67 percent to 12 percent for Package A, as being more effective in encouraging reduction of tobacco use. These 1999 figures are virtually identical to those in the 2000 survey.

As well, 80 percent of respondents in 1999 recalled du Maurier and 72 percent recalled Export "A". Eight percent believed they saw Player's and 11 percent could not recall a brand. These 1999 figures are very similar to those found in the 2000 survey.

Survey Methods

The results of this survey are derived from 528 interviews carried out in the homes of the respondents between March 24 and April 14, 2000.

Questionnaire

The questionnaire included a replication of a series of questions administered in the 1999 survey, along with selected demographics.

Data Collection and Quality Control

The questionnaires were distributed, through regional supervisors, to approximately 36 experienced interviewers across the country. The supervisors were also responsible for training the interviewers and for briefing them on the specific instructions accompanying each survey.

Each interviewer also received a map of his or her allocated area. On the map, the pre-selected block or blocks in which he or she must carry out his or her interviews are indicated. Starting with a pre-selected address, the interviewer must complete the number of interviews that he or she has been allocated, according to the age and sex quotas indicated on his or her route map. Only one respondent is interviewed per household. The questioning is carried out in the language chosen by the respondent.

In order to check the quality of work completed and the accuracy of the indicated responses, ten percent of each interviewer's respondents are re-contacted. In questionable cases, or when high standards have not been respected, the questionnaires are rejected.

Sample

The sample is drawn in such a way that it represents the Canadian population aged 18 or over with the exception of those Canadians living in the Yukon or Northwest Territories or in institutions (armed forces barracks, hospitals, prisons).

The sampling model relies on stratification of the population by 10 regions (Atlantic, Montreal CMA, the rest of Quebec, Toronto CMA, the rest of Ontario, Manitoba, Saskatchewan, Alberta, Vancouver CMA, and the rest of British Columbia) and by four community sizes (1,000,000 inhabitants or more, 100,000 to 1,000,000 inhabitants, 5,000 to 100,000 inhabitants, and under 5,000 inhabitants).

The sample also relies on a gender quota, and age quota and a working women quota.

Approximately 60 sampling points were used.

The number of cases in each region may not necessarily reflect its actual weight. The samples for some regions have been augmented in order to attain a sufficient number of cases for analysis. The results are then weighted during data processing to give each sampling stratum its proper weight.

Data Processing

Following the data collection operations, all questionnaires are edited and prepared for computer processing. Call-backs are carried out in cases where data collected are not sufficiently specific. Responses to open-ended questions are analysed and coded. Following this preparation step, the data are entered into the computer and weighted according to the actual population of each of the regions.

Margin of Error

The margin of error for a stratified probability sample of this size is estimated to be plus or minus 4.3 percentage points, 19 times in 20. The margin of error increases in the case of a modified probability sample, such as the one used for this survey, and also for results pertaining to regional or socio-demographic sub-groups of the total sample.

Top-Line Findings Summary for 1999 and 2000

1. At the present time, do you smoke cigarettes every day, occasionally, or not at all?

	1999	2000	
Every day.....	31	28	GO TO Q. 2
Occasionally (less than every day).....	4	3	GO TO Q. 2
Not at all	65	68	SKIP TO Q.4
DK/NA	*	*	

ASK ALL WHO SMOKE EVERY DAY OR OCCASIONALLY IN Q.1

2. How long have you been a cigarette smoker? Has it been...? READ

	1999	2000
Less than 1 year	2	1
1-5 years.....	10	12
More than 5 years.....	87	87
DK/NA	1	1

3. What brand of cigarettes do you usually smoke? DO NOT READ...CODE ONE BRAND ONLY...INT. NOTE: PROBE FOR WHETHER RESPONDENT SMOKES REGULAR, LIGHT, EXTRA LIGHT ETC.... WITHIN THEIR BRAND...DO NOT PROBE or RECORD WHETHER IT IS KINGSIZE OR REGULAR-SIZE - THIS DOES NOT INTEREST US.

	1999	2000
Benson & Hedges (Regular).....	1	1
Benson & Hedges Deluxe Ultra Light	2	2
Benson & Hedges Deluxe Ultra Light Menthol	1	-
Craven "A" (Regular).....	1	2
Craven Menthol.....	1	1
DuMaurier (Regular)	12	10
DuMaurier Light	7	5
DuMaurier Extra Light.....	4	7
DuMaurier Ultra Light.....	3	4
Export "A" (Regular).....	4	5
Export "A" Light.....	2	1
Export "A" Medium.....	4	3
Matinee Extra Mild	4	4
Player's (Regular)	7	8
Player's Extra Light.....	5	2
Player's Light	17	20
Rothmans (Regular)	2	3
Rothmans Special Mild.....	1	1
Other (SPECIFY).....	23	20
DK/NA.....	1	2

ASK ALL WHO DO NOT SMOKE AT ALL IN Q.1

4. Have you ever smoked cigarettes daily?

	1999	2000
Yes	33	45
No.....	66	55
DK/NA	1	*

ASK ALL

5. In general, do you think that tobacco use is a major health problem, a minor health problem or not a health problem at all in Canada?

	1999	2000
Major health problem.....	80	82
Minor health problem.....	17	15
Not a health problem at all.....	2	3
DK/NA	1	1

6. About how often, do you find yourself looking at, or reading any health-warning messages on tobacco products? Would it be...? **READ**

	1999	2000
Several times a day	13	11
About once a day	10	8
Once every two or three days.....	6	7
About once a week	9	15
Less than once a week.....	20	26
Never.....	40	34
DK/NA	2	-

7. Have you ever seen any health warning messages on cigarette packages themselves?

	1999	2000
Yes	85	90
No.....	13	9
DK/NA	2	1

8. What specific health messages can you remember ever seeing on cigarette packages in Canada? **DO NOT READ...PROBE FOR MULTIPLE RESPONSES...CODE ALL THAT APPLY**

	1999	2000
SMOKING DURING PREGNANCY CAN HARM YOUR BABY.....	43	48
CIGARETTES CAUSE CANCER.....	37	36
SMOKING CAN KILL YOU.....	41	32
CIGARETTES CAUSE FATAL LUNG DISEASE.....	21	27
SURGEON-GENERAL WARNS THAT SMOKING IS DANGEROUS TO YOUR HEALTH.....	14	15
CIGARETTES CAUSE STROKES AND HEART DISEASE.....	13	13
TOBACCO SMOKE CAUSES FATAL LUNG DISEASE IN NON-SMOKERS	12	9
TOBACCO SMOKE CAN HARM YOUR CHILDREN	9	7
CIGARETTES ARE ADDICTIVE.....	8	5
OTHER (SPECIFY).....	3	4
NONE	12	11
DK/NA.....	6	4

9. In general, do you strongly support, somewhat support, somewhat oppose or strongly oppose the placing of health warning messages on tobacco products?

	1999	2000
Strongly support	65	63
Somewhat support	22	25
Somewhat oppose.....	4	5
Strongly oppose.....	4	3
DK/NA	5	4

10. Thinking of the cigarette packages you see for sale in stores, how do cigarette brands differ to you visually?
DO NOT READ ... PROBE FOR MULTIPLE MENTIONS... CODE ALL THAT APPLY

	1999	2000
Colour	46	54
Brand name	22	15
Size	10	11
Logo	7	6
Different health warning message	3	2
Packaging type	6	2
Other (SPECIFY)	2	4
Can't tell the difference	12	12
Never look at them	21	22
DK/NA	6	22

11. If the size of the health warnings on cigarette packages were increased, how much more effective would it be in each of the following ways? Would it be much more effective, somewhat more effective, a little more effective, or no more effective at all? READ AND ROTATE

	Much More effective	Somewhat more effective	A little bit more effective	No more effective	DK/ NA
	99 00	99 00	99 00	99 00	99 00
a () informing Canadians about the health effects of tobacco..a.	17 11	29 26	17 22	29 38	8 3
b () encouraging Canadians to reduce their tobacco use..... b.	16 10	27 22	17 24	31 40	9 4

12. I am going to quickly show you a picture of some cigarette packages. SHOW CARD "A" (2 packs, same new message, 50% Block, 2 different brands) FOR 15 SECONDS EXACTLY, THEN HIDE. Please tell me as best as you can, exactly what was shown and written on the package. PROBE: what else, if anything, can you remember that was shown or written on the package? WRITE ALL MENTIONS

	1999*	2000
Ugly/rotten/diseased mouth/teeth/gums	72	89
Brand name/colours	20	31
Warning message	31	13
Cancer - general/other cancers	12	12
Mouth/gum/throat cancer	48	12
Smoking hazardous/causes disease	-	5
Picture is compelling, ignored words	10	4
OTHER (SPECIFY)	4	3
DK/NA	2	1

13. What brands were the cigarette packs on the card I just showed you? DO NOT PROMPT...CODE ALL THAT APPLY

	1999	2000
Player's	73	77
Export "A"	69	76
DuMaurier	7	5
Rothman's	1	*
Other (SPECIFY)	2	3
DK/NA	13	12

* Card A in 1999 differed slightly from that used in 2000. See text for description.

14. a) Now I am going to quickly show you two pictures of a package of cigarettes. **SHOW CARD "B" (PACKAGE A-25% COVERAGE WITH OLD MESSAGE AND PACKAGE B 50% COVERAGE WITH NEW MESSAGE) FOR 15 SECONDS EXACTLY.*** Please tell me as best as you can, which of packages A or B do you think would be more effective in each of the following ways?

	Package "A"		Package "B"		BOTH EQUALLY		NEITHER		DK/ NA	
	99	00	99	00	99	00	99	00	99	00
a () informing Canadians about the health effects of tobacco..... a.	15	15	67	68	10	9	5	7	3	2
b () encouraging Canadians to reduce their tobacco use b.	12	12	67	69	10	9	8	9	3	2

NOW HIDE CARD "B"

15. What were the cigarette brands you have just seen on the card I just showed you? **DO NOT PROMPT...CODE ALL THAT APPLY**

	1999	2000
DuMaurier.....	80	83
Export "A".....	72	75
Player's.....	8	10
Rothman's.....	1	*
Other (SPECIFY).....	1	1
DK/NA.....	11	9

DEMOGRAPHICS

16. What is the **highest level** of education that you have reached?

Some elementary	1
Completed elementary.....	2
Some high school	3
Completed high school	4
Community college/vocational/trade school/commercial/CEGEP	5
Some university	6
Completed university	7
Post-graduate university/professional school	8
DK/NA.....	?

17. In what year were you born?

9 - DK/NA

18. GENDER

Male.....	1
Female.....	2

THANK AND TERMINATE

* Card B in 1999 differed slightly from that used in 2000. See text for description.

PN4630

1. At the present time, do you smoke cigarettes every day, occasionally, or not at all?

Every day	1	GO TO Q. 2
Occasionally (less than every day)	2	GO TO Q. 2
Not at all	3	SKIP TO Q.4
DK/NA	4	

ASK ALL WHO SMOKE EVERY DAY OR OCCASIONALLY IN Q.1

2. How long have you been a cigarette smoker? Has it been...? **READ**

Less than 1 year	1
1-5 years	2
More than 5 years	3
DK/NA	4

3. What brand of cigarettes do you usually smoke? **DO NOT READ...CODE ONE BRAND ONLY...INT. NOTE: PROBE FOR WHETHER RESPONDENT SMOKES REGULAR, LIGHT, EXTRA LIGHT ETC.... WITHIN THEIR BRAND...DO NOT PROBE or RECORD WHETHER IT IS KINGSIZE OR REGULAR-SIZE – THIS DOES NOT INTEREST US.**

Benson & Hedges (Regular)	01
Benson & Hedges Deluxe Ultra Light	02
Benson & Hedges Deluxe Ultra Light Menthol	03
Craven "A" (Regular)	04
Craven Menthol	05
DuMaurier (Regular)	06
DuMaurier Light	07
DuMaurier Extra Light	08
DuMaurier Ultra Light	09
Export "A" (Regular)	10
Export "A" Light	11
Export "A" Medium	12
Matinee Extra Mild	13
Player's (Regular)	14
Player's Extra Light	15
Player's Light	16
Rothmans (Regular)	17
Rothmans Special Mild	18
Other (SPECIFY)	19
DK/NA	20

ASK ALL WHO DO NOT SMOKE AT ALL IN Q.1

4. Have you ever smoked cigarettes daily?

Yes	1
No	2
DK/NA	3

ASK ALL

5. In general, do you think that tobacco use is a major health problem, a minor health problem or not a health problem at all in Canada?

Major health problem 1
 Minor health problem 2
 Not a health problem at all 3
 DK/NA 4

6. About how often, do you find yourself looking at, or reading any health-warning messages on tobacco products? Would it be...?
READ

Several times a day 1
 About once a day 2
 Once every two or three days 3
 About once a week 4
 Less than once a week 5
 Never 6
 DK/NA 7

7. Have you ever seen any health warning messages on cigarette packages themselves?

Yes 1
 No 2
 DK/NA 3

8. What specific health messages can you remember ever seeing on cigarette packages in Canada? **DO NOT READ...PROBE FOR MULTIPLE RESPONSES...CODE ALL THAT APPLY**

SMOKING CAN KILL YOU 01
 CIGARETTES CAUSE FATAL LUNG DISEASE 02
 SMOKING DURING PREGNANCY CAN HARM YOUR BABY 03
 CIGARETTES ARE ADDICTIVE 04
 TOBACCO SMOKE CAUSES FATAL LUNG DISEASE IN NON-SMOKERS 05
 CIGARETTES CAUSE CANCER 06
 CIGARETTES CAUSE STROKES AND HEART DISEASE 07
 TOBACCO SMOKE CAN HARM YOUR CHILDREN 08
 SURGEON-GENERAL WARNS THAT SMOKING IS DANGEROUS TO YOUR HEALTH 09
 OTHER (SPECIFY) 10
 NONE 11
 DK/NA 12

9. In general, do you strongly support, somewhat support, somewhat oppose or strongly oppose the placing of health warning messages on tobacco products?

Strongly support 1
 Somewhat support 2
 Somewhat oppose 3
 Strongly oppose 4
 DK/NA 5

10. Thinking of the cigarette packages you see for sale in stores, how do cigarette brands differ to you visually?
DO NOT READ ... PROBE FOR MULTIPLE MENTIONS... CODE ALL THAT APPLY

Brand name..... 01
 Size..... 02
 Colour 03
 Logo 04
 Different health warning message..... 05
 Packaging type..... 06
 Other (SPECIFY) 07
 Can't tell the difference 08
 Never look at them 09
 DK/NA 10

11. If the size of the health warnings on cigarette packages were increased, how much more effective would it be in each of the following ways? Would it be much more effective, somewhat more effective, a little more effective, or no more effective at all?
READ AND ROTATE

	Much More effective	Somewhat more effective	A little bit more effective	No more effective	DK/ NA
() informing Canadians about the health effects of tobacco..a.	1	2	3	4	5
() encouraging Canadians to reduce their tobacco useb.	1	2	3	4	5

12. I am going to quickly show you a picture of some cigarette packages. **SHOW CARD "A"** (2 packs, same new message, 50% Block, 2 different brands) **FOR 15 SECONDS EXACTLY, THEN HIDE.** Please tell me as best as you can, exactly what was shown and written on the package. **PROBE:** what else, if anything, can you remember that was shown or written on the package?
WRITE ALL MENTIONS

13. What brands were the cigarette packs on the card I just showed you? **DO NOT PROMPT...CODE ALL THAT APPLY**

Player's..... 1
 DuMaurier..... 2
 Rothman's 3
 Export "A" 4
 Other (SPECIFY) 5
 DK/NA 6

14. a) Now I am going to quickly show you two pictures of a package of cigarettes. **SHOW CARD "B"** (PACKAGE A-25% COVERAGE WITH OLD MESSAGE AND PACKAGE B 50% COVERAGE WITH NEW MESSAGE) **FOR 15 SECONDS EXACTLY.** Please tell me as best as you can, which of packages A or B do you think would be more effective in each of the following ways?

	Package "A"	Package "B"	BOTH EQUALLY	NEITHER	DK/ NA
() informing Canadians about the health effects of tobacco..a.	1	2	3	4	5
() encouraging Canadians to reduce their tobacco useb.	1	2	3	4	5

NOW HIDE CARD "B"

15. What were the cigarette brands you have just seen on the card I just showed you? **DO NOT PROMPT...CODE ALL THAT APPLY**

Player's.....	1
DuMaurier.....	2
Rothman's.....	3
Export "A".....	4
Other (SPECIFY).....	5
DK/NA	6

DEMOGRAPHICS

16. What is the **highest level** of education that you have reached?

Some elementary.....	1
Completed elementary.....	2
Some high school	3
Completed high school	4
Community college/vocational/trade school/commercial/CEGEP	5
Some university.....	6
Completed university	7
Post-graduate university/professional school.....	8
DK/NA	?

17. In what year were you born?

9 - DK/NA

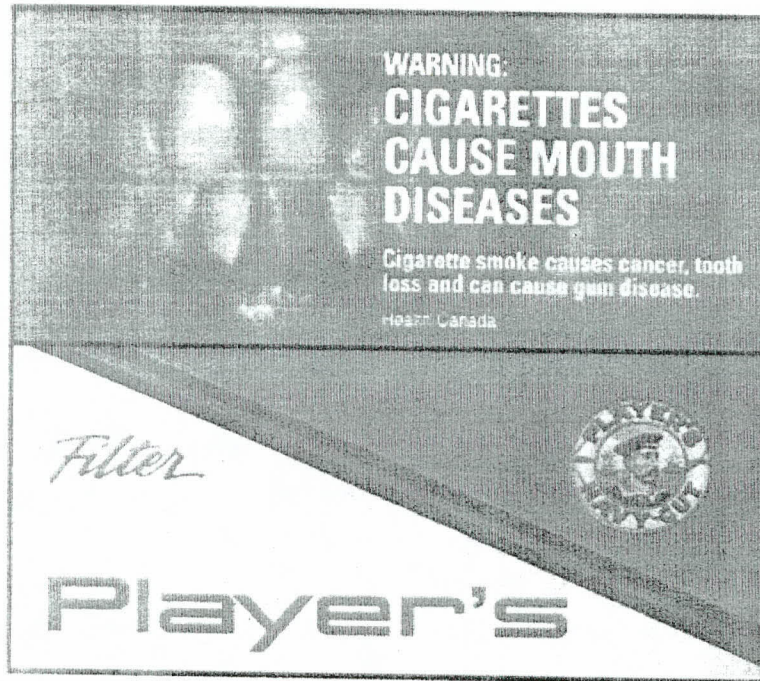
18. GENDER

Male.....	1
Female	2

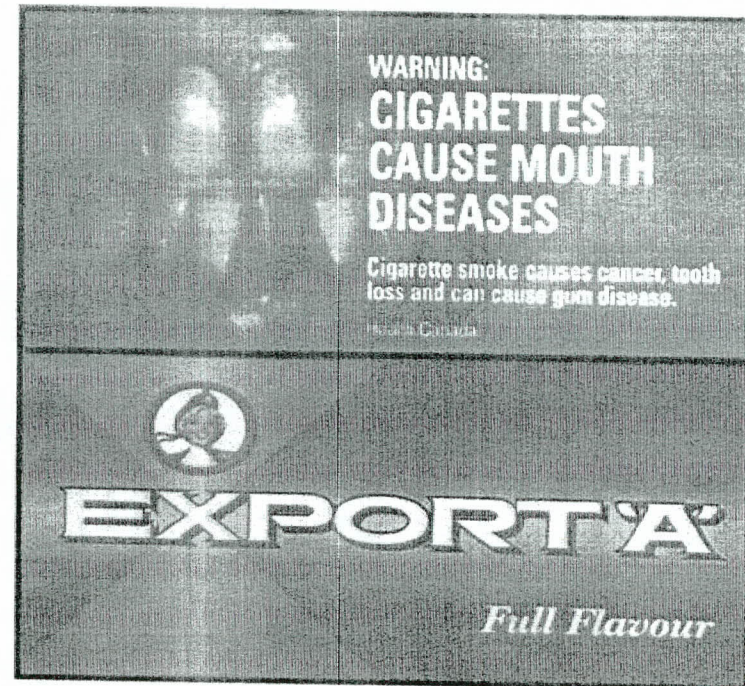
THANK AND TERMINATE

CARD A

A

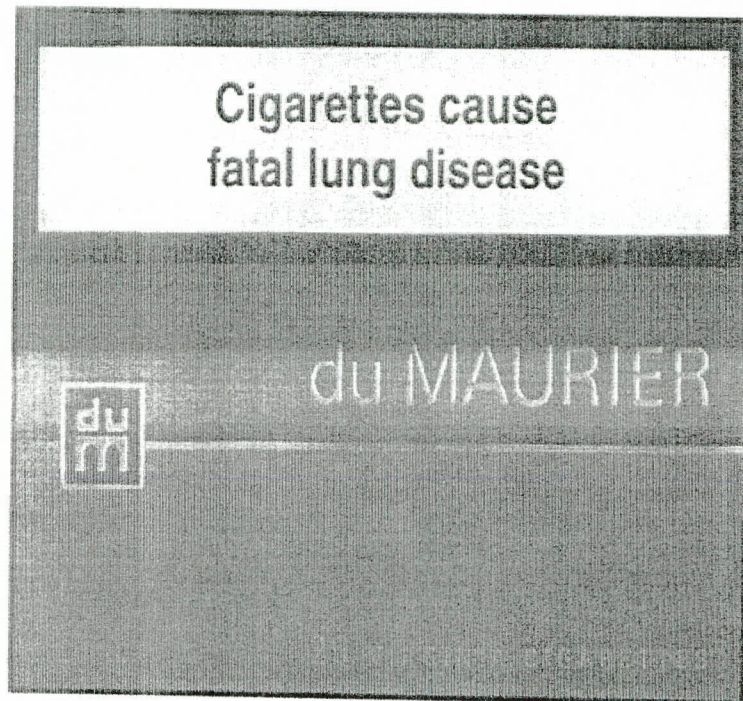


B

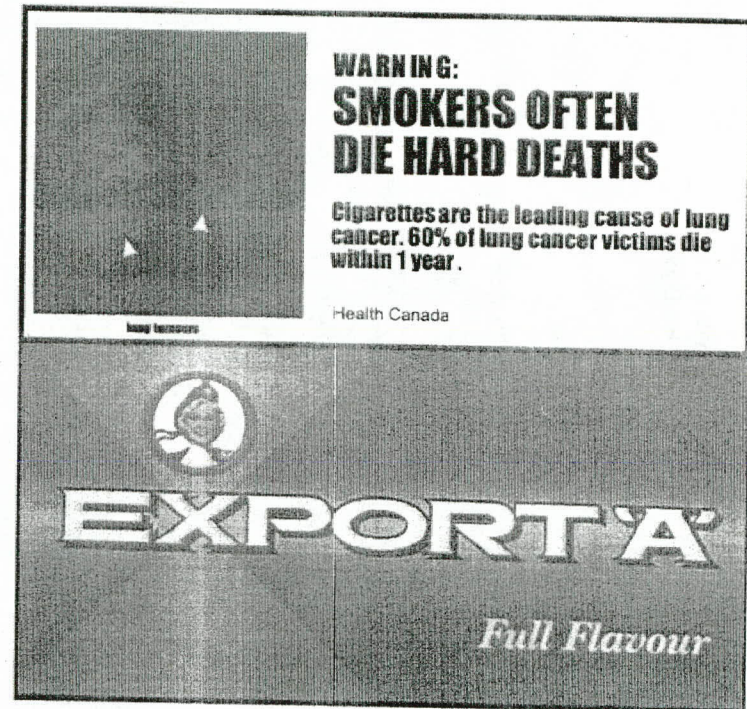


CARD B

A



B



**French Questionnaire
PN4630**

1. À l'heure actuelle, est-ce que vous fumez des cigarettes tous les jours, à l'occasion ou pas du tout?

Tous les jours.....	1	PASSER À Q.2
À l'occasion (moins souvent que tous les jours)	2	PASSER À Q.2
Pas du tout	3	PASSER À Q.4
NSP/PR	4	

DEMANDER À TOUS CEUX QUI FUMENT TOUS LES JOURS OU À L'OCCASION À Q.1

2. Depuis combien de temps fumez-vous la cigarette? Est-ce que ça fait... **LIRE**

Moins de 1 an	1
De 1 à 5 ans.....	2
Plus de 5 ans	3
NSP/PR	4

3. Quelle marque de cigarettes fumez-vous habituellement?

NE PAS LIRE - CODER UNE MARQUE SEULEMENT. NOTE À L'INTERVIEWEUR : SONDER POUR SAVOIR SI LE RÉPONDANT FUME DES CIGARETTES RÉGULIÈRES, LÉGÈRES, EXTRA-LÉGÈRES, ETC. DE LEUR MARQUE. NE PAS SONDER ni INSCRIRE SI CE SONT DES CIGARETTES DE FORMAT RÉGULIER OU KING SIZE - CELA NE NOUS INTÉRESSE PAS.

Benson & Hedges (régulières)	01
Benson & Hedges Deluxe ultra-légères	02
Benson & Hedges Deluxe ultra-légères menthol	03
Craven «A» (régulières).....	04
Craven menthol.....	05
DuMaurier (régulières)	06
DuMaurier légères.....	07
DuMaurier extra-légères	08
DuMaurier ultra-légères	09
Export «A» (régulières)	10
Export «A» légères.....	11
Export «A» médium	12
Matinée extra-douces	13
Player's (régulières)	14
Player's extra-légères	15
Player's légères.....	16
Rothmans (régulières)	17
Rothmans spéciales douces.....	18
Autre (PRÉCISER)	19
NSP/PR	20

DEMANDER À TOUS CEUX QUI NE FUMENT PAS DU TOUT À Q.1

4. Est-ce que vous avez déjà fumé la cigarette quotidiennement?

Oui.....	1
Non	2
NSP/PR	3

DEMANDER À TOUS

5. En général, est-ce que vous pensez que la consommation de tabac est un problème de santé grave, mineur ou que ce n'est pas un problème de santé, au Canada?

Problème de santé grave..... 1
 Problème de santé mineur..... 2
 Pas un problème de santé..... 3
 NSP/PR..... 4

6. Environ à quelle fréquence jetez-vous un coup d'oeil sur les avertissements concernant la santé qui figurent sur les produits du tabac ou lisez-vous ces avertissements? Est-ce que ce serait... **LIRE**

Plusieurs fois par jour 1
 Environ une fois par jour..... 2
 Une fois tous les 2 ou 3 jours 3
 Environ une fois par semaine 4
 Moins d'une fois par semaine 5
 Jamais..... 6
 NSP/PR..... 7

7. Est-ce que vous avez déjà vu des avertissements sur la santé imprimés sur les paquets de cigarettes?

Oui..... 1
 Non..... 2
 NSP/PR..... 3

8. Quels sont les messages spécifiques au sujet de la santé que vous vous souvenez d'avoir vu?

NE PAS LIRE - SONDER POUR OBTENIR DES RÉPONSES MULTIPLES - CODER TOUTES LES MENTIONS QUI S'APPLIQUENT

FUMER PEUT VOUS TUER..... 01
 LA CIGARETTE CAUSE DES MALADIES PULMONAIRES MORTELLES..... 02
 FUMER PENDANT LA GROSSESSE PEUT NUIRE À VOTRE BÉBÉ..... 03
 LA CIGARETTE CRÉE UNE DÉPENDANCE..... 04
 LA FUMÉE DU TABAC CAUSE CHEZ LES NON-FUMEURS DES MALADIES PULMONAIRES
 MORTELLES 05
 LA CIGARETTE CAUSE LE CANCER..... 06
 LA CIGARETTE CAUSE DES MALADIES DU COEUR..... 07
 LA FUMÉE DU TABAC PEUT NUIRE À VOS ENFANTS 08
 SURGEON-GENERAL WARNS THAT SMOKING IS DANGEROUS TO YOUR HEALTH (sur des
 Cigarettes americains) 09
 AUTRE (PRÉCISER)..... 10
 AUCUN..... 11
 NSP/PR..... 12

9. Dans l'ensemble, est-ce que vous êtes fortement favorable, plutôt favorable, plutôt opposé ou fortement opposé à ce qu'on inscrive sur les produits du tabac des avertissements concernant la santé?

Fortement favorable..... 1
 Plutôt favorable 2
 Plutôt opposé 3
 Fortement opposé..... 4
 NSP/PR..... 5

10. Si on pense aux paquets de cigarettes que vous avez vus dans des magasins, quelles sont les différences entre les marques de cigarettes pour vous, au plan visuel? **NE PAS LIRE... SONDER POUR OBTENIR DES MENTIONS MULTIPLES... CODER TOUTES LES MENTIONS QUI S'APPLIQUENT**

Le nom de la marque.....	01
La dimension.....	02
La couleur	03
Le logo.....	04
Les différents avertissements concernant la santé.....	05
Le type d'emballage.....	06
Autre (PRÉCISER).....	07
Ne voit pas de différence	08
N'y a jamais jeté un coup d'il.....	09
NSP/PR.....	10

11. Si la dimension des avertissements concernant la santé sur les paquets de cigarettes était plus grande, dans quelle mesure est-ce que ces avertissements seraient plus efficaces relativement à chacun des domaines suivants, d'après vous? Est-ce qu'ils seraient beaucoup plus efficaces, un peu plus efficaces, pas beaucoup plus efficaces ou pas plus efficaces?
LIRE EN ROTATION

	Beaucoup Plus <u>efficaces</u>	Un peu plus <u>efficaces</u>	Pas beaucoup plus <u>efficaces</u>	Pas du tout plus <u>efficaces</u>	NSP <u>/PR</u>
() Pour informer les Canadiens des effets du tabac sur la santéa.	1	2	3	4	5
() Pour encourager les Canadiens à diminuer leur consommation de tabac.....b.	1	2	3	4	5

12. Je vais vous montrer rapidement une illustration de quelques paquets de cigarettes. **PRÉSENTER LA CARTE «A» (2 paquets, même nouveau message, espace de 50 %, 2 marques différentes) PENDANT 15 SECONDES EXACTEMENT, PUIS CACHER LA CARTE.** Veuillez me dire, pour autant que vous vous en souveniez, ce qui était exactement illustré et écrit sur le paquet. **SONDER : s'il y a lieu, est-ce qu'il y a autre chose dont vous vous souvenez qui était illustré ou écrit sur le paquet? INSCRIRE TOUTES LES MENTIONS**

13. Quelles étaient les marques de cigarettes figurant sur la carte que je viens de vous montrer?
NE PAS SUGGÉRER - CODER TOUTES LES MENTIONS QUI S'APPLIQUENT

Player's.....	1
Du Maurier.....	2
Rothman's	3
Export «A».....	4
Autre (PRÉCISER).....	5
NSP/PR.....	6

14. Je vais maintenant vous montrer rapidement deux illustrations d'un paquet de cigarettes. **PRÉSENTER LA CARTE «B»**
(PAQUET A - ESPACE DE 25 % DE L'ANCIEN MESSAGE - PAQUET B - ESPACE DE 50 % DU NOUVEAU MESSAGE)
PENDANT 15 SECONDES EXACTEMENT. Veuillez me dire, pour autant que vous le sachiez, lequel des paquets A ou B serait le plus efficace dans chacun des aspects suivants?

	Paquet «A»	Paquet «B»	LES DEUX ÉGALEMENT	NI L'UN NI L'AUTRE	NSP/ PR
() Informer les Canadiens au sujet des effets du tabac sur la santéa.	1	2	3	4	5
() Encourager les Canadiens à réduire leur consommation de tabac.....b.	1	2	3	4	5

MAINTENANT, CACHER LA CARTE «B»

15. Quelles sont les marques de cigarettes que vous avez vues sur la carte que je viens de vous montrer?
NE PAS SUGGÉRER - CODER TOUTES LES MENTIONS QUI S'APPLIQUENT

Player's.....	1
Du Maurier.....	2
Rothman's.....	3
Export «A».....	4
Autre (PRÉCISER).....	5
NSP/PR.....	6

DÉMOGRAPHIQUE

16. Quel est votre niveau de scolarité?

Une partie du cours primaire	1
Le cours primaire au complet	2
Une partie du cours secondaire.....	3
Le cours secondaire au complet.....	4
Cégep général ou professionnel/collège commercial/institution spécialisée	5
Une partie du cours universitaire.....	6
Le cours universitaire au complet.....	7
Des études universitaires supérieures/des études dans une école professionnelle.....	8
NSP/PR.....	9

17. Quel est votre année de naissance?

DK/NA 9

18. NOTER LE SEXE DE LA PERSONNE...**NE PAS DEMANDER**

Masculin	1
Féminin.....	2

REMERCIER ET TERMINER L'ENTREVUE

CARTE A

A

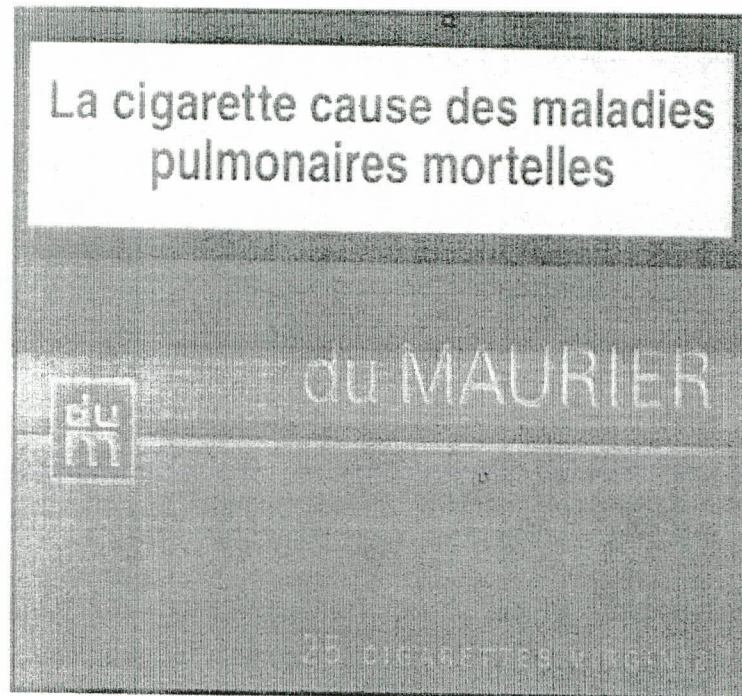


B



CARTE B

A



B

