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EFFECT OF "LIGHT" AND "MILD" LABELS ON PERCEIVED STRENGTH AND BRAND IMAGE OF CIGARETTES

Prepared for
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1. EXECUTIVE SUMMARY

1.1 DESCRIPTION OF THIS STUDY

Introduction

- The purpose of this study was to increase our understanding of smokers' confusion regarding "light" and "mild" labelling on cigarette packages. For this purpose, we measured the influence of the labels "light" or "extra light" (L/XL) and "mild" or "extra mild" (M/XM) on smokers' perceptions of a cigarette's characteristics, regardless of its actual properties.

- This study differs from existing opinion surveys on this issue in the following ways:

  1. This study applies an experimental approach in which the respondents are exposed to differing stimuli to which their reactions are then measured according to a precise protocol. The study's findings are thus inferred by analysis of reactions to stimuli, and not by analysis of opinions expressed directly by the respondents.

  2. This study looks at a broader range of labels connoting lightness, by considering the labels "mild" and "extra mild" (M/XM) as well as the labels "light" and "extra light" (L/XL).

  3. This study applies a set of complete perceptual scales and variables, most of which are those used by the tobacco industry, on a common, standardized basis, to conduct product and positioning tests for "low yield" brands.

  4. This studies focuses solely on smokers of L/XL and M/XM cigarettes, plus smokers of "regular" cigarettes who are seriously thinking about quitting smoking (RSQ smokers, for short)—in other words, the categories of smokers who are most likely to be affected by the confusion arising from this labelling.

Measurement Criteria

- The effects of the "light" and "mild" labels were measured using the following criteria:

  1. Sensory attributes, dealing with flavour, sensation, and consumption (what you have to do to take a puff of smoke into your mouth);
  2. Attributes related to brand personality;
  3. Attributes related to the social image of smokers.

- Note that these attributes—mainly the sensory ones, but the ones related to brand personality and social image as well—let us assess the effects of the labels on the perceived strength of the cigarettes. The sensory attributes are the ones that the tobacco industry uses in product testing. Thus they have proven their usefulness and are especially appropriate for assessing so-called low- or ultra-low-yield cigarettes.

Target Groups

- This study targeted three groups of smokers:

  1) People who usually smoke "light" or "mild" (L/M)cigarettes;
  2) People who usually smoke "extra light" or "extra mild" (XL/XM) cigarettes;
  3) People who usually smoke "regular" cigarettes and are seriously thinking about quitting smoking (RSQ smokers).

Sample

- In total, we completed N = 609 interviews from January 4 through 13, 2002, divided equally among six shopping malls in the main regions of Canada.

- The interviews took an average of 20 minutes each.

Experimental Design

- Each respondent was exposed, in a specified order of rotation, to cigarette packages with and without their particular "light" or "mild" labelling (light, extra light, mild, or extra mild, depending on the brand). The packages that did not have this labelling were otherwise strictly identical to those that did. The only change in the stimuli was the absence of this labelling, and nothing else.

- Each respondent was exposed to two out of a set of four popular brands. The "control" packages were the ones actually sold in the marketplace (that is, with the labelling), and the "test" packages were exactly the same, but without the labelling. The respondents were exposed to the packages in a specified order of rotation of "control" packages versus "test" packages.

Statistical Tests

- We conducted two types of statistical tests on the differences observed between the test packages and the control packages for the four brands:

  - univariate T-tests for paired observations, with a 95% confidence level and $P < 0.01$ and $P < 0.05$.

  - multivariate MANOVA tests (Pillais, Hotellings, Wilks and Roys), with a 95% confidence level and $P < 0.01$ and $P < 0.05$.

1.2 SUMMARY OF RESULTS

- The univariate and multivariate statistical tests performed on the variance created solely by the presence of the "light" and "mild" labels indicate:

  1. **A very significant influence on the sensory profile of the cigarette.** A cigarette that is labelled as "light" or "mild" is perceived as "less strong", for all brands and all target groups.

     → People who smoke regular cigarettes and are seriously thinking about quitting are more easily influenced than people who usually smoke "light" or "mild" cigarettes.

     → The perception of taste pleasantness, however, is not significantly influenced by the "light" or "mild" label.

  2. **A significant influence on brand personality, varying from one brand to another.** A cigarette labelled as "light" or "mild" projects a more desirable brand image.

     → The effects vary a great deal from one brand to another. The size of the effects depends on the basic personality of each brand.

     → The perception of the package design's attractiveness, however, is not influenced by the label.

  3. **A very significant influence on the social image of the smoker, for all brands and all target groups.**

     → The effects vary somewhat from one brand to another. The size of the effects depends on the basic image of people who smoke each particular brand.

- When respondents were asked to compare "light" and "mild" cigarettes with "regular" cigarettes, the properties attributed to "light" and "mild" cigarettes were significantly different, especially in terms of levels of nicotine, amounts of chemicals and additives, amount of taste, and harm to health caused by the cigarettes. The respondents' subjective perceptions indicate that they believe that light/mild cigarettes are actually lighter than regular cigarettes.

  Physiological dependence (addictiveness) is the property for which respondents perceive the least difference between the two types of cigarettes (difference not significant among XL/XM smokers).

- Thus, both objectively (as measured by this experimental design) and subjectively (as measured by responses to direct questions), the labels suggesting that a cigarette is light or mild are credible and effectively influence smokers' perceptions.

Moreover, the respondents clearly stated that they believed what the light/mild labels suggested: less than one respondent in five was not at all convinced that these cigarettes are lighter or milder than regular ones.

- The respondents ascribe a great deal of importance to the presence of the labels, even more than to the information on the various toxic substances that appears on the sides of the packages.

- In the respondents' eyes, these labels are so credible that a majority (nearly 6 out of 10) say they would be annoyed if these labels were withdrawn from the packages.

- The following tables summarize the results of the univariate T-tests on the differences between the test and control packages for each of the criteria and four levels of analysis.

- The multivariate (MANOVA) F-tests on the attribute sets (perceptual profiles) are all highly significant for the first three levels of analysis shown in the following table. For the fourth level of analysis, see the univariate T-tests.

SENSORY PROFILE

Summary of T-test Results on Differences Between Test and Control Packages, for Four Levels of Analysis

Sensory profile attributes	1. All 4 brands and 3 target groups combined	2. All 4 brands combined for each target group	3. Each brand for all 3 target groups combined	4. Each brand for each target group
1. Draw effort/pull	SIG	SIG	SIG	NS★
2. Mouthful of smoke	SIG	SIG	SIG	NS★
3. Initial satisfaction	SIG	SIG	SIG	SIG
4. Irritation	SIG	SIG	SIG	SIG
5. Aftertaste amount	SIG	SIG	SIG	NS★
6. Throat catch	SIG	SIG	SIG	SIG
7. Taste pleasantness	NS	NS	NS	NS★
8. Mouth drying	SIG	SIG	SIG	NS★
9. Smell amount	SIG	SIG	SIG	NS★
10. Nicotine delivery	SIG	SIG	SIG	SIG
11. Tar delivery	SIG	SIG	SIG	NS★
12. Additives content	SIG	SIG	SIG	NS★
13. Addictiveness	SIG	SIG	SIG	NS★
14. Toxicity	SIG	SIG	SIG	NS★
15. Side-stream smoke amount	SIG	SIG	SIG	SIG
16. Favourability	NS	NS★	NS	NS★

SIG = T-test significant at P < 0.05 (for all brands).
NS = T-test not significant at P < 0.05 (for all brands).
NS★ = Not significant at P < 0.05 for some brands.

BRAND PERSONALITY PROFILE

Summary of T-test Results on Differences Between Test and Control Packages, for Four Levels of Analysis

Brand personality attributes	1. All 4 brands and 3 target groups combined	2. All 4 brands combined for each target group	3. Each brand for all 3 target groups combined	4. Each brand for each target group
1. Feminine – Masculine	SIG	SIG	SIG	NS★
2. Smoke a lot – Smoke a little	SIG	SIG	NS★	NS★
3. Health negligent – Health conscious	SIG	SIG	SIG	NS★
4. Younger – Older	SIG	SIG	SIG	NS★
5. Image conscious – Sloppy	SIG	SIG	SIG	NS★
6. Old fashioned – Modern	SIG	SIG	NS★	NS★
7. Sporty – Home-loving	SIG	NS★	NS★	NS★
8. Higher status – Lower status	NS	NS	NS	NS★
9. Leader – Follower	NS	NS	NS	NS
10. Straight – Cool	NS	NS	NS	NS
11. Overall package design is not attractive – Overall package design is attractive	NS	NS	NS	NS★

SIG = *T-test significant at P < 0.05* ***NS*** = *T-test not significant at P < 0.05*
NS★ = *Not significant for some brands.*

SOCIAL IMAGE PROFILE

Summary of T-test Results on Differences Between Test and Control Packages, for Four Levels of Analysis

Social image attributes	1. All 4 brands and 3 target groups combined	2. All 4 brands combined for each target group	3. Each brand for all 3 target groups combined	4. Each brand for each target group
1. Male biker [Not at all – Very much]	SIG	SIG	SIG	SIG
2. Male farmer [Not at all – Very much]	SIG	SIG	SIG	SIG
3. Elegant woman [Not at all – Very much]	SIG	SIG	SIG	NS★
4. Sporty woman [Not at all – Very much]	SIG	SIG	SIG	NS★
5. Teenage boy [Not at all – Very much]	SIG	NS	NS★	NS★
6. Businessman [Not at all – Very much]	NS	NS	NS★	NS★

SIG = *T-test significant at P < 0.05* ***NS*** = *T-test not significant at P < 0.05*
NS★ = *Not significant at P < 0.05 for some brands.*

ALL 3 PERCEPTUAL PROFILES

SUMMARY OF MULTIVARIATE F-TESTS ON DIFFERENCES BETWEEN TEST AND CONTROL PACKAGES, FOR THREE LEVELS OF ANALYSIS

Attribute sets	1. All 4 brands and 3 target groups combined	2. All 4 brands combined for each target group	3. Each brand for all 3 target groups combined
• Sensory profile	SIG	SIG	SIG
• Brand personality profile	SIG	SIG	SIG
• Social image profile	SIG	SIG	SIG

SIG *= Pillais, Hotellings, Wilks and Roys tests significant at F < .001*

2. BACKGROUND

- "Light" and "extra light" (L/XL) cigarettes were introduced in the 1960s in response to the numerous epidemiological studies in the 1950s that demonstrated a link between lung cancer and smoking.

- In recent decades, other industries have also begun to market product lines labelled as "light"—for example, "light" foods and "light beer". The labels on these products follow regulated standards, and their meaning is well defined, which ensures consumers that a food labelled "light" generally represents a healthier choice. In this context, it became natural for consumers to think that the extension of "light" labelling to tobacco products offered them the same guarantees. But unfortunately, it does not.

- As the tobacco industry itself admits, the label "light" is used for product positioning and does not necessarily have any objective connection with the information on toxic substances that is printed on cigarette packages. Though it is well documented that the tar and nicotine content of a "light" cigarette as measured by laboratory instruments does not correspond to the content to which consumers are ultimately exposed, many surveys have also shown that many smokers are not aware of this difference and remain confused about the actual content of so-called "light" cigarettes. Thus it has been found that many smokers thought that light and extra-light cigarettes delivered less tar and nicotine, and that in general they were less harmful and helped people to quit smoking.[1]

- The purpose of the present study was to increase our understanding of smokers' confusion regarding "light" and "mild" labelling on cigarette packages. For this purpose, we measured the influence of the labels "light" or "extra light" (L/XL) and "mild" or "extra mild" (M/XM) on smokers' perceptions of a cigarette's characteristics, regardless of its actual properties.

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1 *"Beliefs about 'Light' and 'Ultra Light' Cigarettes and Efforts to Change those Beliefs: An Overview of Early Efforts and Published Research", Lynn T. Kozlowski, Janine L. Pillitteri, Tobacco Control 2001; "Smokers' Beliefs about 'Light' and 'Ultra Light' Cigarettes", Paul Shiffman, Janine L. Pillitteri, Steven L. Burton, Jeffrey M. Rohay, Joe G. Gitchell, Tobacco Control 2001; "Do 'Light' Cigarettes Undermine Cessation? ",John R. Hughes, Tobacco Control 2001.*

Note: Original articles can be found at www.tobacco-control.com, December 2001, Volume 10, Supplement 1, Debunking myths around "light" cigarettes and implications for "reduced risk" products.

- This study differs from existing opinion surveys on this question in the following ways:

1. This study applies an experimental approach in which the respondents are exposed to differing stimuli to which their reactions are then measured according to a precise protocol. The study's findings are thus inferred by analysis of reactions to stimuli, and not by analysis of opinions expressed directly by the respondents.

2. This study looks at a broader range of labels connoting lightness, by considering the labels "mild" and "extra mild" (M/XM) as well as the labels "light" and "extra light" (L/XL).

3. This study applies a set of complete perceptual scales and variables most of which are those used by the tobacco industry, on a common, standardized basis, to conduct product and positioning tests for "low yield" brands.

4. This study focuses solely on smokers of L/XL and M/XM cigarettes, plus smokers of "regular" cigarettes who are seriously thinking about quitting smoking (RSQ smokers, for short)—in other words, the categories of smokers who are most likely to be affected by the confusion arising from this labelling.

3. OBJECTIVES

- The central hypothesis of this study is that the mere association of a brand with a light/mild label has a significant influence on the perceived properties of the brand and the product, independently of their objective properties. If this impact is significant, then it constitutes an objective measurement of smokers' confusion.

- More specifically, the criteria used to measure the influence of the light/mild label were as follows:

1) **Perceptions regarding the sensory experience of the product**

In the past few years, the tobacco industry has developed a common measuring tool for conducting standardized product tests.[1] This tool uses a set of attributes that smokers may detect physiologically when testing tobacco products. It has the virtue of being complete, highly discriminating, and, most importantly, well understood by smokers.

Essentially, these attributes are used to measure a product's sensory profile, meaning the performance of a cigarette when it is smoked. These attributes, according to the tobacco industry, are especially appropriate for evaluating "low- or ultra-low-delivery" cigarettes. There are about fifteen of these attributes, and they cover the following three major aspects of the sensory experience of the product:

1. Flavour (taste, after-taste, and smell);
2. Sensation (impact and irritation);
3. Consumption (what you have to do to take a puff of smoke into your mouth).

All of these attributes are measured on a 5-point scale, on which 1 is the lowest score and 5 is the highest.

2) **Perceptions regarding the personality of the brand**

This is a battery of about ten attributes, most of which are used by the tobacco industry in brand-positioning studies. These attributes are measured on a 9-point semantic-differential scale.

3) **Perceptions regarding the social image of the smoker**

Health Canada has conducted several studies on cigarette packaging since 1995 using a social-image test involving six photographs of characters representing different social stereotypes ("businessman", "biker", etc.) The degrees to which respondents associate each of these images with the subject being studied are measured on a 9-point scale, where 1 means "not at all" and 9 means "a lot".

[1] *Oracle Method I and II, BAT Method II.*

- In addition to these three main types of perceptual measurements, this study also included a set of questions about the respondents' beliefs about the differences between so-called regular and so-called light cigarettes. These same questions were also asked in an opinion survey conducted simultaneously with but independently of the present study. They were used to validate our sample and could potentially be used to analyze the possible relationships between degrees of belief concerning the differences between light and regular cigarettes and the influence of the labels.

4. METHODOLOGY

4.1 Target Groups

- This study targeted three groups of smokers:

  1) People who usually smoke "light" or "mild" (L/M)cigarettes;
  2) People who usually smoke "extra light" or "extra mild" (XL/XM) cigarettes;
  3) People who usually smoke "regular" cigarettes and are seriously thinking about quitting smoking (the RSQ group, for short).

- According to data from the Canadian Tobacco Use Monitoring Survey (CTUMS), as well as other surveys, the estimated proportions of these three target groups among smokers and among the population age 15 and older is as follows:

TARGET GROUP	% of Smokers	% of Population
• L/M	41	9
• XL/XM	23	5
• RSQ	15	3
TOTAL	**79**	**17**

- To be considered part of one of these target groups, the respondents had to:

  1) Smoke cigarettes every day. (Prospective respondents who identified "additive-free" or "natural tobacco" cigarettes as their usual brands were excluded from the study.)

  2) Usually smoke a regular, light/mild, or extra light/extra mild brand (which would determine the group to which they were assigned).

  3) For the RSQ group, be seriously thinking about quitting smoking.

  4) Be at least 15 years old.

- To be considered part of the L/M target group or the XL/XM target group, a respondent had to identify as his or her usual brand the regular-size or king-size version of a brand clearly identified as L/M or XL/XM on its package.

- To be considered part of the RSQ group, a respondent had to identify as his or her usual brand a brand whose name did not include any "light" or "mild" labelling. (Smokers of Export A "Medium" could be assigned to this group.)

- Appendix 1 includes the questionnaire that was administered before the interview in order to select the respondents.

- A study conducted for the tobacco industry[1] had shown the influence of certain characteristics of consumers on their evaluation of products, and in particular of the perceived strength of a cigarette. The conclusions of this study implied that in selecting and weighting samples, particular attention should be paid to the following characteristics:
  1) Motivation to quit smoking;
  2) Switching from a regular usual brand to a light usual brand, or vice versa.

- Paying attention to motivation to quit smoking is all the more important because an analysis of some fifty epidemiological studies indicates that the marketing of light/mild cigarettes may harm public health by trivializing the risks of smoking, thus encouraging people to start using cigarettes or discouraging them from quitting.[2]

- This is why one of the three groups targeted in this study consists of smokers of regular cigarettes who were seriously thinking about quitting.

- Also, the smokers of light/mild cigarettes who were included in the sample were asked about the type of cigarettes that they had usually smoked before they switched to a light/mild brand, how long they had been smoking a light/mild brand, and their motivation to quit smoking. This information was used to weight the samples more precisely to increase their comparability and validity.

4.2 Interview Method

- All of the data were collected in face-to-face interviews that lasted about 20 minutes each. The structured questionnaire was administered according to a precise experimental plan designed to balance out the many different rotations used to reduce bias due to order of evaluation.

- All of the interviews were conducted during the period January 4 to 13, 2002.

- Each respondent received $5 at the end of the interview.

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1 *Interdependence of Consumer Characteristics, Sensory Assessments and Smoking Behaviour. BAT, 1985.*

2 *"Health Impact of "Reduced Yield" Cigarettes: A Critical Assessment of the Epidemiological Evidence", Michael J. Thun, David M. Burns. Tobacco Control 2001, Volume 10 (Supplement I).*

4.3 Sampling

- Sampling was done by quotas (equal distribution between the genders and among the shopping malls).

- It should be stressed that the interviews conducted in shopping malls constituted a sample of convenience that should not be confused with a purely random sample. This sampling method is considered appropriate when it is applied rigorously and especially when, as in the present study, the objective is to compare rather than to extrapolate.

- In total, we conducted N = 609 interviews, distributed equally among six shopping malls located as follows:

  - **Quebec:** Montreal and suburbs (2 malls)
  - **Ontario:** Toronto (1 mall)
  - **Atlantic Canada:** Halifax (1 mall)
  - **Prairie Provinces:** Calgary (1 mall)
  - **British Columbia:** Vancouver (1 mall)

- All of the respondents for the interviews conducted in Quebec were Francophone.

- The only quota used in the sampling was to obtain equal numbers of males and females.

4.4 Sample Size

- The size of each target group also was distributed equally among the six shopping malls. The following table presents the distribution of completed interviews by target group and region.

	TOTAL	TARGET GROUP OF SMOKERS		
		L/M	XL/XM	RSQ
• Atlantic Canada	**100**	33	32	35
• Quebec	**204**	64	67	73
• Ontario	**105**	31	38	36
• Prairie Provinces	**103**	39	33	31
• British Columbia	**97**	32	30	35
TOTAL	**609**	**199**	**200**	**210**

- It is important to note that the size of each target group is equivalent to what the tobacco industry generally uses in its image and product tests and has not been made exaggeratedly high in order to make minimal differences significant. With samples of this size, the differences must be substantial to be significant.

4.5 Experimental Design

- Each respondent was exposed, in a specified order of rotation, to cigarette packages with and without their corresponding light/mild labelling (light, extra light, mild, or extra mild, depending on the brand). The packages that had no light/mild labelling were otherwise strictly identical to those that did. The only change in the stimuli was the absence of the light/mild labelling, and nothing else.

- Each respondent was exposed to two out of a set of four popular brands. The "control" packages were the ones actually sold in the marketplace (that is, with the labelling), and the "test" packages were exactly the same, but without the labelling. The respondents were exposed to the packages in a specified order of rotation of "control" packages versus "test" packages.

- Between the two brands to which a respondent was exposed, there was always one L or M and one XL or XM, and one regular size and one king size. The brands were rotated in such a way that the total sample was also evenly distributed among the four brands.

- No respondent ever evaluated a brand that was his or her usual brand.

Brands used (as labelled on control packages)

1. DuMaurier Light/Légère
2. Matinée Extra Mild/Extra Douce
3. Player's Extra Light/Extra Légère
4. Export "A" Mild/Douce

Complete three-dimensional prototypes of the test and control packages were produced by a professional printer. The following table shows the interviews completed according to the specified experimental design.

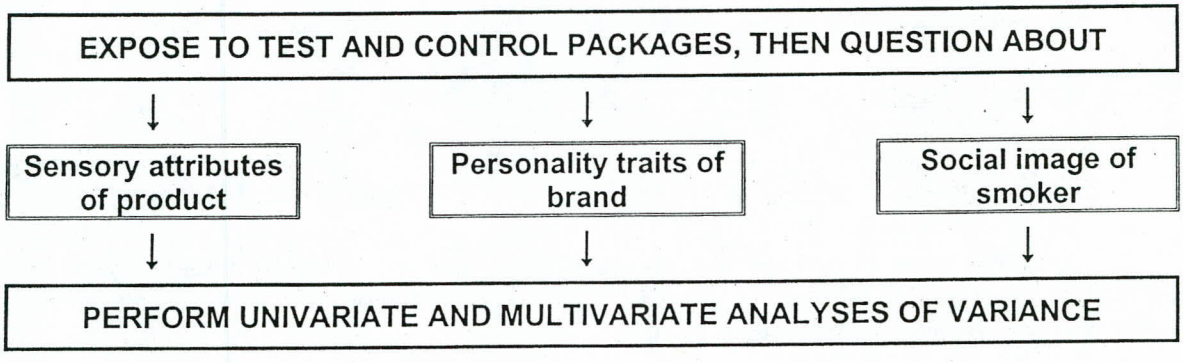
Questionnaire		Sequence		100%	N
A	a1	1.*	Pc → Ec	25	75
		2.*	Pt → Et		
	a2	1.	Pt → Et	25	74
		2.	Pc → Ec		
	b1	1.	Ec → Pc	25	72
		2.	Et → Pt		
	b2	1.	Et → Pt	25	75
		2.	Ec → Pc		
B	a1	1.	Dc → Mc	25	77
		2.	Dt → Mt		
	a2	1.	Dt → Mt	25	82
		2.	Dc → Mc		
	b1	1.	Mc → Dc	25	77
		2.	Mt → Dt		
	b2	1.	Mt → Dt	25	77
		2.	Mc → Dc		

Legend: *P = Player's* *E = Export "A"* *D = DuMaurier* *M = Matinée*
c = control (with label) *t = test (without label)*

* ***Read:*** *1. Player's Extra Light followed by Export "A" Mild, then 2. Player's (without Light label) followed by Export "A" (without Mild label).*

4.6 Questionnaire

- The questionnaire was developed in French and English by Createc. It took an average of 20 minutes to administer.
- To minimize bias due to the order of exposure to the stimuli, we designed the experiment to use several different interview sequences that exposed the respondents to the different brands and the control and test versions of the packaging (with and without light/mild labelling) in different orders.
- In all cases, the respondents were asked for their impressions about the cigarettes' sensory attributes before being asked for their perceptions of the brands and the people who smoke them.
- The questionnaire was pre-tested with 10 Anglophones and 10 Francophones.
- The following diagram illustrates the process that we followed to gather and analyze our data to test the general hypothesis of this study.



4.7 Interview Tools

Packages

- Complete 3D prototypes of the control and test packages for the four brands. Photos of these prototypes appear in Appendix 2.

Photos of characters representing social stereotypes

- To measure the social image of smokers, we used the same photos of characters representing social stereotypes that were used in a 1995 Health Canada study. These photos appear in Appendix 3. They depict:
  - → a teenage boy about 16 years old;
  - → a dynamic, sporty, sexy woman, about 23 years old, on a motorcycle;
  - → a heavy-set male biker, about 35 years old, with a beard and bare arms with a tattoo;

→ a businessman about 50 years old, in a suit;

→ an elegant, attractive woman, about 35 years old;

→ a male farmer or fisherman, about 60 years old, wearing overalls and a baseball hat.

4.8 Field Procedures

- There were about twenty interviewers. All of them attended a briefing session and a simulated interview.
- The interviews were also distributed across six shopping malls and spread out over a maximum continuous period of 10 days.
- A supervisor was always present at each interview site and checked 100% of each interviewer's work.
- During the week after the field interviews were completed, a follow-up validation was also done on 10% of all the interviews, by telephone. In each telephone call, a few socio-demographic questions were verified.

4.9 Coding and Data-Entry Procedures

- No special coding was required, because all of the questions were closed-ended.
- The data-entry procedure consisted of the following steps:
  - review the questionnaires quickly to detect any obvious inconsistencies;
  - program the questionnaire into a data-entry software module;
  - enter the data;
  - perform logical validation of all responses.

4.10 Statistical Analysis

- Weightings were applied for the distribution of men and women, the rotations in the exposure to the stimuli, the shopping malls, age, homogeneity of subgroups according to respondents' smoking habits, type of cigarettes smoked, time since switching from a regular brand to a L/M/XL/XM brand, and whether the respondents were seriously thinking about quitting smoking.
- Once weighted for each of the target groups, the data were initially output in the form of banner tables.

- Two types of statistical tests were performed on the observed differences between the responses for the test packages and the control packages:
  - univariate T-tests for paired observations, with a 95% confidence level and $P < 0.01$ and $P < 0.05$.
  - multivariate MANOVA tests (Pillais, Hotellings, Wilks and Roys), with a 95% confidence level and $P < 0.01$ and $P < 0.05$.

MANOVA

- Multivariate analysis of variance (MANOVA) is a very flexible analytical method that can be applied to a variety of experimental designs, including the present one. The particular MANOVA model used for this study of the effects of light/mild labels is known as a "doubly multivariate repeated measures design", where:
  - the dependent variables are the responses on the scales measuring:
    - → the perceived strength of the cigarette (the 16 attributes in the sensory profile);
    - → the personality traits of the brands (11 attributes);
    - → the social images of the smokers (6 attributes).
  - the presence or absence of the label is the only within-subjects factor;
  - because this within-subjects factor has two modalities, it was not necessary to specify a type of contrast;
  - the target groups (3), genders (2), and languages (2) were the between-subjects factors.
- The model is multivariate in two senses: first, because the same scale (for example, for a particular sensory attribute) is evaluated by the same respondent twice (for the test and control packages); and second, because each respondent evaluates several scales in the same set (for example, the 16 attributes in the sensory profile) on a single occasion (example: control packages).
- In total, 24 MANOVA analyses were performed:
  - one analysis for the combined effects for all brands and all respondents, for each of the three sets of criteria (sensory, brand personality, social image);
  - one analysis for each of the four brands for each of the three sets of criteria;
  - one analysis for each of the three sets of criteria for each of the three target groups.
- The within-subjects effects did not show sufficient symmetry (sphericity and homogeneity) to allow the use of multivariate F-tests. Thus, for examining the effects on each criterion (such as draw effort), the univariate T-tests are more accurate than the multivariate F-tests. We therefore did not take the latter into account.

5. DETAILED RESULTS

5.1 COMPARABILITY OF SAMPLES AFTER WEIGHTING

- The following table presents some key elements in the structure of the samples obtained after weighting. It shows that each of the rotations of the questionnaire and each site where the tests took place has a statistically equal weight, for the three target groups combined and within each target group individually.

  This table also shows that the proportion of respondents who are seriously thinking about quitting smoking is the same (63%) for both pairs of brands tested, in both the L/M smokers group and the XL/XM smokers group.

  The same is true for the proportion of people age 18-24, the proportion of men and women, and the proportion of people who have switched from a regular cigarette to a light/mild cigarette less than one year ago.

- Also, within each of the target groups, the profile of the respondents is statistically identical, regardless of what pair of brands they evaluated.

Table 1 STRUCTURE OF WEIGHTED SAMPLES

	TOTAL		L/M SMOKERS		XL/XM SMOKERS		RSQ SMOKERS	
	Pair 1 (298)	Pair 2 (313)	Pair 1 (95)	Pair 2 (105)	Pair 1 (97)	Pair 2 (102)	Pair 1 (106)	Pair 2 (106)
• Seriously thinking about quitting smoking	75	75	63	62	63	63	100	100
• Switched from a regular cigarette to a light or mild cigarette less than one year ago	11	10	13	13	21	17	0	0
• Aged 18 to 24	25	27	44	44	36	37	17	14
• Male	50	50	50	50	50	50	50	50
• Halifax	17	16	19	15	17	17	17	17
• Quebec City	16	18	14	19	16	17	17	17
• Trois-Rivières	17	17	16	18	18	16	17	17
• Toronto	18	15	18	15	20	14	17	17
• Calgary	16	18	17	17	13	21	17	16
• Vancouver	16	17	16	17	16	17	16	17
Rotation of brands tested (sequence)*								
• $B_1C/B_2C/B_1T/B_2T$	25	25	25	25	25	25	25	25
• $B_1T/B_2T/B_1C/B_2C$	25	25	25	25	25	25	25	25
• $B_2C/B_1C/B_2T/B_1T$	25	25	25	25	25	25	25	25
• $B_2T/B_1T/B_2C/B_1C$	25	25	25	25	25	25	25	25

* *B = Brand, C = Control, T = Test, $_1$ = first brand in pair of brands tested, $_2$ = second brand in pair of brands tested. See section 4.5, "Experimental Design".*

***Pair 1** = Player's and Export "A"*
***Pair 2** = DuMaurier and Matinée*

Note: ***L/M Smokers** = Smokers of a Light or Mild brand*
***XL/XM Smokers** = Smokers of an Extra Light or Extra Mild brand*
***RSQ Smokers** = Smokers of a regular brand of cigarettes who are seriously thinking about quitting smoking*

5.2 CHARACTERISTICS OF TARGET GROUPS IN SAMPLE

- **Table 2** presents the **demographic characteristics** of the three target groups in the total sample.
  - As can be seen, the L/M and XL/XM groups show few differences and are statistically identical regarding age, gender, educational attainment, employment status, marital status, and income.
  - The RSQ group is significantly older.
- Table **3** presents the **smoking habits** of these three groups.
  - The RSQ group smokes significantly more cigarettes per day and has been smoking for longer than the two other groups.
  - Few smokers in the RSQ group (only 14%) had an L/M or XL/XM cigarette as a secondary brand.
  - Note that from 8% to 10% of the respondents, depending on the target group, intend to switch their usual brand and, in the vast majority of cases (nearly 7 times out of 10), those who intend to switch think they will switch to a light brand.
  - The L/M and XL/XM groups display statistically identical behaviour in terms of number of cigarettes smoked daily, incidence of a secondary brand, and experience with cigarettes.
  - Bear in mind that none of the respondents ever evaluated a brand that was his or her usual brand.

Table 2 DEMOGRAPHIC CHARACTERISTICS OF THE THREE TARGET GROUPS IN THE SAMPLE

	SMOKERS		
	L/M (199) %	XL/XM (200) %	RSQ (210) %
Age			
• 15 to 17 years	12	9	5
• 18 to 24 years	32	28	23
• 25 to 34 years	20	20	15
• 35 to 44 years	18	12	21
• 45 to 54 years	12	20	17
• 55 years and over	5	11	20
Gender			
• Male	50	50	50
• Female	50	50	50
Educational Attainment			
• High school or less	59	59	56
• College (some or completed)	28	24	32
• > College	13	16	11
• Don't know/No answer/Other	0	0	0
Employment Status			
• Full-time	41	48	39
• Part-time	18	18	19
• Student	17	9	10
• Unemployed	22	25	30
• Don't know/No answer	2	0	2
Marital status			
• Married or living as a couple	36	40	45
• Single	52	42	39
• Other	11	17	15
• Don't know/No answer	1	1	1
Family Income			
• < $40,000	51	49	58
• $40,000 to $79,999	22	24	22
• $80,000 and over	10	9	8
• Don't know/No answer	17	18	12

*Note : **L/M** = Smokers of a Light or Mild brand.*
***XL/XM** = Smokers of an Extra Light or Extra Mild brand.*
***RSQ** = Smokers of a brand of regular cigarettes who are seriously thinking about quitting smoking.*

Table 3 SMOKING HABITS OF THE THREE TARGET GROUPS IN THE SAMPLE

	SMOKERS		
	L/M (199) %	XL/XM (200) %	RSQ (210) %
Seriously thinking about quitting smoking			
• Yes	62	63	100
Quit smoking for at least 24 hours during the past year			
• Once	16	23	25
• Twice or more	35	36	42
• No	45	35	31
• Don't know/No answer	4	6	1
Usual daily number of cigarettes			
• 5 or less	10	11	8
• 6-10	21	19	16
• 11-15	24	29	22
• 16-20	21	15	17
• 21-25	18	22	25
• More than 25	6	5	13
• Don't know/No answer	0	0	0
Usual brand of cigarettes			
• Belvedere (Regular)	0	0	4
• Belvedere Extra Mild	0	7	0
• Benson & Hedges (Regular)	0	0	5
• Benson & Hedges Deluxe Ultra Light	0	8	0
• Benson & Hedges Deluxe Ultra Light Menthol	0	3	0
• Craven "A" (Regular)	0	0	3
• Craven "A" Light	6	0	0
• Craven "A" Menthol	0	0	3
• DuMaurier (Regular)	0	0	35
• DuMaurier Light	35	0	0
• DuMaurier Extra Light	0	22	0
• DuMaurier Ultra Light	0	9	0
• DuMaurier Special	0	0	1
• DuMaurier Special 100	0	0	0
• Export 'A' (Regular)	0	0	9
• Export 'A' Medium	0	0	11
• Export 'A' Mild	4	0	0
• Export 'A' Light	9	0	0
• Export 'A' Ultra Light	0	15	0
• Matinée (Regular)	0	0	2
• Matinée Extra Mild	0	5	0
• Matinée Slims	0	0	1
• Player's (Regular/Filter)	0	0	21
• Player's Light	46	0	0
• Player's Extra Light	0	28	0
• Rothmans (Regular)	0	0	6

	SMOKERS		
	L/M (199) %	XL/XM (200) %	RSQ (210) %
• Rothmans Special Mild	0	4	0
• Other	0	0	0
• No regular brand	0	0	0
• Don't know/No answer	0	0	0
Label of usual brand			
• Light	96	0	0
• Mild	4	0	0
• Extra Mild	0	16	0
• Extra/Ultra Light	0	84	0
• Regular/Medium	0	0	100
• Other	0	0	0
• Don't know/No answer	0	0	0
Secondary brand of cigarettes			
• Belvedere (Regular)	0	1	2
• Belvedere Extra Mild	2	3	0
• Benson & Hedges (Regular)	1	0	2
• Benson & Hedges Deluxe Ultra Light	1	1	1
• Benson & Hedges Deluxe Ultra Light Menthol	0	1	0
• Craven "A" (Regular)	0	0	0
• Craven "A" Light	0	1	0
• Craven "A" Menthol	0	1	1
• DuMaurier (Regular)	6	4	8
• DuMaurier Light	6	6	2
• DuMaurier Extra Light	2	4	0
• DuMaurier Ultra Light	0	1	0
• DuMaurier Special	0	1	0
• DuMaurier Special 100	0	0	0
• Export 'A' (Regular)	3	3	8
• Export 'A' Medium	7	0	2
• Export 'A' Mild	2	2	1
• Export 'A' Light	5	2	1
• Export 'A' Ultra Light	0	2	0
• Matinée (Regular)	0	1	1
• Matinée Extra Mild	0	2	0
• Matinée Slims	0	0	0
• Player's (Regular/Filter)	4	3	6
• Player's Light	6	14	8
• Player's Extra Light	2	2	1
• Rothmans (Regular)	1	1	1
• Rothmans Special Mild	0	1	0
• Other	13	11	16
• No secondary brand	37	34	36
• Don't know/No answer	0	0	1

	SMOKERS		
	L/M (199) %	XL/XM (200) %	RSQ (210) %
Label of secondary brand			
• Light	17	24	11
• Mild	2	2	1
• Extra Mild	3	6	0
• Extra/Ultra Light	6	9	2
• Regular/Medium	22	15	32
• Other	13	11	16
• No secondary brand	37	34	36
• Don't know/No answer	0	0	1
How long a cigarette smoker			
• Less than one year	3	2	0
• 1-5 years	28	23	16
• More than 5 years	69	75	83
• Don't know/No answer	0	0	0
Consider usual brand to be:			
• Regular	5	3	89
• Light	86	9	4
• Mild	8	6	2
• Ultra Light	0	27	0
• Extra Light	0	43	0
• Ultra Mild	0	2	1
• Extra Mild	0	9	0
• Other	1	1	2
• Don't know/No answer	0	0	1
Switched from a regular brand to a light brand [1]			
• Less than one year	14	20	5
• 1-5 years	22	26	28
• More than 5 years ago	24	20	28
• Always smoked L/M	37	24	39
• Don't know/No answer	3	11	0
Intend to switch usual brand			
• Yes	8	10	11
Future usual brand [2]			
• Regular	31	12	19
• Light	16	17	55
• Mild	29	15	0
• Ultra Light	0	6	0
• Extra Light	24	26	10
• Ultra Mild	0	20	0
• Extra Mild	0	5	4
• Other	0	0	8
• Don't know/No answer	0	0	4

1 *Smokers who consider their regular brand to be a L/M or XL/XM.*

2 *Smokers who intend to change their usual brand.*

5.3 LABEL EFFECTS ON BRAND SENSORY PROFILE

To determine the sensory profile of each brand, we measured sixteen attributes that the tobacco industry itself uses to determine the sensory profile of products and brands in its product testing. We used the same 5-point scale that the industry uses for this purpose.

By comparing the sensory profile obtained for the control packages (those with "light" or "mild" labels) with the profile obtained for the test packages (those without such labels), we obtained an objective measurement of the influence of these labels on the sensory perception of the product. We made these comparisons in several different ways[1] and applied both univariate and multivariate tests (T-tests and MANOVA, respectively).

Label effects for all brands combined

- **Table 4** (at the end of this section) shows the mean scores that the respondents gave the control and test packages on each sensory attribute. These scores are shown for each brand separately and all brands combined, and for each target group separately and all target groups combined. **Table 5** summarizes the results of all the univariate tests performed on these scores.

- Even on casual inspection, the differences in the scores obtained by the test (unlabelled) packages and by the control (labelled) packages for almost all of the sensory attributes clearly indicate that the mere presence of the label systematically influences perceptions, for all target groups combined and within each target group. A cigarette that is labelled as light/mild is perceived as actually being weaker.

- The univariate tests (T-tests) on the differences between the test and control package scores for all brands and all respondents combined indicate that these differences are highly significant for almost all of the attributes measured.

  1. On this combined basis, only the following 2 of the 16 sensory attributes are not significantly influenced by the labels:
     → perceived taste pleasantness
     → favourability toward the brand

     This result suggests that perceived pleasantness of the taste of a cigarette and the attractiveness of a particular brand might be more conditioned by the general impression of the family to which this brand belongs and hence would be less affected by the labels.

     All of the other sensory effects proved highly significant. They indicate that the mere presence of a light/mild label on a brand's packaging makes the cigarette in this packaging "weaker" in the eyes of the consumers interviewed.

[1] *All brands combined for all respondents combined, all brands combined for each target group, each brand for all respondents, and each brand for each target group.*

2. Among the 14 attributes whose scores are significantly influenced by the labels, the largest effects are found for those attributes that clearly reflect the perceived strength of the cigarette (irritation, throat catch, nicotine delivery, etc). These effects are substantial; they represent a shift of at least half a point on a 5-point scale.

- The significant effects observed for all brands combined among all target groups combined are also confirmed within <u>each</u> of the three target groups considered separately.

  - For certain attributes (mouthful of smoke, initial satisfaction, draw effort), the labels create even more confusion among smokers of regular cigarettes than among smokers of light/mild cigarettes.

  - While the criterion of favourability toward the brand is not significant for all users combined, it does differentiate smokers of L/M or XL/XM cigarettes from RSQ smokers: the effect of the label on favourability is not significant among L/M or XL/XM smokers, but for RSQ smokers, attitudes toward the brand are significantly more favourable when the label is absent.

    → That a light/mild label should make RSQ smokers less favourable toward a cigarette is unsurprising. By definition, all of these people smoke a regular brand that has no light/mild label and are seriously thinking about quitting smoking, not about changing brands or reducing their cigarette consumption.

  - For the attribute of perceived taste pleasantness, the combined effect for all the brands is not significant in any of the three target groups.

- The following table summarizes the differences between the control and test packages for all brands combined, both for all respondents combined and for each target group separately. (For details, see **Table 4**).

Combined Effects for All Brands, by Target Group
- 5-point scale -

Mean differences between scores for test and control packages	Total (609)	L/M Smokers (199)	XL/XM Smokers (200)	RSQ Smokers (210)
• Irritation	-0.58★	-0.56★	-0.56★	-0.62★
• Throat catch	-0.57★	-0.57★	-0.49★	-0.63★
• Nicotine delivery	-0.54★	-0.56★	-0.47★	-0.57★
• Mouthful of smoke	-0.54★	-0.50★	-0.34★	-0.78★
• Aftertaste amount	-0.52★	-0.58★	-0.47★	-0.52★
• Initial satisfaction	-0.50★	-0.47★	-0.36★	-0.65★
• Tar delivery	-0.47★	-0.46★	-0.41★	-0.55★
• Smell amount	-0.39★	-0.37★	-0.31★	-0.49★
• Mouth drying	-0.33★	-0.37★	-0.32★	-0.30★
• Additives content	-0.32★	-0.29★	-0.30★	-0.36★
• Draw effort	0.34★	0.26★	0.23★	0.51★
• Side-stream smoke	-0.32★	-0.33★	-0.29★	-0.33★
• Addictiveness	-0.29★	-0.30★	-0.26★	-0.32★
• Toxicity	-0.27★	-0.29★	-0.24★	-0.30★
• Favourability	-0.04	-0.03	0.12	-0.20★★
• Taste Pleasantness	0.03	-0.01	0.10	-0.02

★ *T-test significant at P < 0.01*
★★ *T-test significant at P < 0.05*

Label effects for individual brands

- The effects observed previously in the combined results for all four brands, for all respondents and for each target group indicate that the mere presence of a label suggesting that a cigarette is light/mild significantly influences the perceived strength of this cigarette, both among smokers of light/mild or extra light/extra mild cigarettes and among smokers of regular cigarettes who are thinking about quitting.

- By examining the individual results for each of the brands tested, we verified the extent to which this effect was systematic, regardless of brand. First we examined the effects for the individual brands for all respondents combined. These effects proved highly significant for each of the four brands tested, for all of the criteria where the effects were significant for the four brands combined.

  - For each brand, the label therefore has a significant influence on all the respondents combined. However, the perceived strength of Player's cigarettes tends to be significantly the most influenced and the perceived strength of Matinée cigarettes the least influenced by the presence of the label.

  - **These results indicate that the mere presence of the label significantly influences the perceived strength of each of the four cigarette brands tested, and that this effect varies in intensity according to brand.** This variation in the intensity of the label effect could be due to the graphic design of the packaging (whether it is more or less appropriate for a light cigarette) but mostly to the perceived strength of the family to which a particular brand belongs.

- For the two criteria for which the label effects were not significant for all brands combined, these effects remained not significant for each brand individually.

■ The following table summarizes the differences observed in the label effect for each brand, for all respondents combined (for details, see **Table 4**).

Label Effects for Individual Brands, for All Respondents Combined
- 5-point scale -

Mean differences between scores for test and control packages:	For all 4 brands combined (609)	For individual brands			
		Player's (287)	Export 'A' (297)	Matinée (322)	DuMaurier (312)
• Irritation	-0.58★	-0.81★	-0.62★	-0.41★	-0.55★
• Throat catch	-0.57★	-0.77★	-0.66★	-0.39★	-0.52★
• Mouthful of smoke	-0.54★	-0.79★	-0.60★	-0.38★	-0.46★
• Nicotine delivery	-0.54★	-0.78★	-0.54★	-0.45★	-0.49★
• Aftertaste amount	-0.52★	-0.66★	-0.66★	-0.34★	-0.50★
• Initial satisfaction	-0.50★	-0.68★	-0.50★	-0.44★	-0.42★
• Tar delivery	-0.47★	-0.71★	-0.48★	-0.32★	-0.48★
• Smell amount	-0.39★	-0.58★	-0.41★	-0.32★	-0.31★
• Mouth drying	-0.33★	-0.54★	-0.33★	-0.18★★	-0.34★
• Additives content	-0.32★	-0.39★	-0.43★	-0.23★	-0.31★
• Draw effort	0.34★	0.42★	0.20★★	0.36★	0.38★
• Side-stream smoke	-0.32★	-0.41★	-0.33★	-0.31★	-0.30★
• Addictiveness	-0.29★	-0.34★	-0.34★	-0.26★	-0.28★
• Toxicity	-0.27★	-0.36★	-0.29★	-0.22★	-0.28★
• Favourability	-0.04	0.04	0.05	-0.08	-0.14
• Taste pleasantness	0.03	0.02	0.12	-0.08	-0.04

★ *T-test significant at P < 0.01*
★★ *T-test significant at P < 0.05*

■ Next, we attempted to determine to what extent the effects for individual brands would recur in <u>each</u> of the target groups. The T-tests indicate as follows.

1. Of the 14 sensory attributes with significant label effects for each brand for all respondents combined, the following 5 still display significant label effects for each brand in each target group:

   → initial satisfaction;
   → irritation;
   → throat catch;
   → nicotine delivered;
   → amount of side-stream smoke.

   Thus, the mere presence of the label influences several major attributes of the perceived strength of the cigarette for each of the four brands tested, within each of the three target groups.

2. On the following nine sensory attributes, the label effects were significant for every brand when all respondents were combined. But when the target groups were considered separately, though the effects on these attributes were still significant for at least one brand within at least one target group, they were also not significant for at least one brand within at least one target group:

   → draw effort;
   → mouthful of smoke;
   → aftertaste amount;
   → mouth drying;
   → smell amount;
   → tar delivery;
   → additives content;
   → addictiveness;
   → toxicity.

3. For the following two attributes, while the individual brand effects were not significant for all respondents combined, they were significant for one or two brands among one or more target groups:
   → perceived taste pleasantness;
   → favourability toward brand.

4. In their perceptions of several attributes, RSQ smokers tended to be the most influenced by the labels on each brand individually, just as they were when we looked at the label effects for all brands combined.

   This finding strengthens the general hypothesis that the mere presence of the label influences the perceived strength of the cigarette,

   → **more heavily when the smoker's usual brand is a regular cigarette and the smoker is thinking about quitting smoking;**

   → **to varying degrees depending on the brand being labelled.**

The following table summarizes the results of the univariate tests on the effects for all brands combined and for the individual brands, for all respondents combined and for each target group (the detailed scores and differences are presented in Table 4).

Summary of T-Test Results on the Differences Between Test and Control Packages, for Four Levels of Analysis

Sensory profile attribute	1. All 4 brands and 3 target groups combined	2. All 4 brands combined for each target group	3. Each brand for all 3 target groups combined	4. Each brand for each target group
1. Draw effort/pull	SIG	SIG	SIG	NS★
2. Mouthful of smoke	SIG	SIG	SIG	NS★
3. Initial satisfaction	SIG	SIG	SIG	SIG
4. Irritation	SIG	SIG	SIG	SIG
5. Aftertaste amount	SIG	SIG	SIG	NS★
6. Throat catch/hit	SIG	SIG	SIG	SIG
7. Taste pleasantness	NS	NS	NS	NS★
8. Mouth drying	SIG	SIG	SIG	NS★
9. Smell amount	SIG	SIG	SIG	NS★
10. Nicotine delivery	SIG	SIG	SIG	SIG
11. Tar delivery	SIG	SIG	SIG	NS★
12. Additives content	SIG	SIG	SIG	NS★
13. Addictiveness	SIG	SIG	SIG	NS★
14. Toxicity	SIG	SIG	SIG	NS★
15. Side-stream smoke amount	SIG	SIG	SIG	SIG
16. Favourability	NS	NS★	NS	NS★

SIG = *T-Test significant at P < 0.05 (for all brands).*
NS = *T-Test not significant at P < 0.05 (for all brands).*
NS★ = *Not significant at P < 0.05 for some brands.*

Multivariate Analysis of the Label Effect

- Our first set of multivariate tests, based on all respondents combined, examined the relationship between the four brands combined and each of the sensory attributes. These tests confirmed that the mere presence of the label has a very significant effect on the entire sensory profile.

  - The Label x Language and Label x Gender interaction effects are not significant: the label effect on the perceived strength of the cigarette is thus relatively uniform and does not vary significantly with the respondents' language or gender.

  - The Label x Target Group interaction is not significant, which indicates that the overall effect can be considered uniform from one target group of smokers to another, though RSQ smokers are more sensitive to certain attributes than the light/mild and extra light/extra mild smokers.

- Our second set of multivariate tests examined the combined effects of the brands within each of the three target groups. These tests confirmed that the effect of the label on the entire sensory profile is significant in each of the target groups.

- Lastly, our third set of multivariate tests examined the individual effects for each of the four brands for all respondents combined. These tests confirmed that the presence of the label on any of the brands tested significantly influences its overall sensory profile.

- The following pages present the main results from our multivariate analyses of variance (SPSS MANOVA). As can be seen, all of the multivariate F-tests are significant ($P < 0.01$). The MANOVA univariate F-tests are presented for comparison. Since the conditions of sphericity are not satisfied, this indicates that the T-tests are more accurate when we are examining the effects on each of the criteria (see **Tables 4 and 5**).

Conclusions concerning sensory profile

- The univariate and multivariate statistical tests performed on the variance created by the label indicate that the mere presence of the label significantly and substantially influences the perceived strength of the cigarette, for each of the brands tested and each of the target groups. Specifically, cigarettes labelled as "light" or "mild" are perceived as:
  - less irritating;
  - causing less "throat catch";
  - delivering less nicotine;
  - producing less side-stream smoke;
  - having less of an aftertaste;
  - providing less initial satisfaction;
  - delivering less tar.

- The results also indicate that:

  - the intensity of the label effect varies from brand to brand;

  - some brands and not others show significant label effects on several other criteria, in particular toxicity, addictiveness, and draw effort;

  - the overall effect of the label is uniform from one target group to another and regardless of language or gender. However, on several attributes, people who currently smoke regular cigarettes and are thinking about quitting smoking ("RSQ smokers") are more readily influenced than smokers who currently smoke light/mild cigarettes;

  - among the sensory criteria, perceived taste pleasantness and favourability toward the brand are not sensitive to the presence of the label (except favourability, among RSQ smokers).

Effect on sensory profile - All brands and all target groups

*** * ANALYSIS OF VARIANCE -- DESIGN 1 * ***

EFFECT .. LABEL
Multivariate Tests of Significance (S = 1, M = 7 , N = 286)

Test Name	Value	Approx.	F Hypoth. DF	Error DF	Sig. of F
Pillais	.33079	17.73337	16.00	574.00	.000
Hotellings	.49431	17.73337	16.00	574.00	.000
Wilks	.66921	17.73337	16.00	574.00	.000
Roys	.33079				

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Univariate F-tests with (1,589) D. F.

Variable	Hypoth. SS	Error SS	Hypoth. MS	Error MS	F	Sig. of F
T2	31.01807	451.48427	31.01807	.76653	40.46573	.000
T4	76.84914	354.15748	76.84914	.60129	127.80796	.000
T6	71.59025	331.55501	71.59025	.56291	127.17847	.000
T8	97.81131	402.27738	97.81131	.68298	143.21178	.000
T10	72.83303	360.53357	72.83303	.61211	118.98658	.000
T12	84.69225	345.65857	84.69225	.58686	144.31506	.000
T14	.06948	299.10226	.06948	.50781	.13682	.712
T16	32.78769	311.89620	32.78769	.52954	61.91787	.000
T18	39.38447	284.36652	39.38447	.48280	81.57588	.000
T20	80.69798	349.05652	80.69798	.59263	136.17024	.000
T22	59.85458	278.07224	59.85458	.47211	126.78126	.000
T24	24.73569	293.74271	24.73569	.49871	49.59892	.000
T26	20.65121	263.45996	20.65121	.44730	46.16854	.000
T28	19.05929	211.69413	19.05929	.35941	53.02896	.000
T30	24.50567	205.17664	24.50567	.34835	70.34835	.000
T32	.30637	343.78722	.30637	.58368	.52490	.469

Effect on sensory profile - All brands and all target groups

*** * ANALYSIS OF VARIANCE -- DESIGN 1 * ***

EFFECT .. GROUP BY LABEL
Multivariate Tests of Significance (S = 2, M = 6 1/2, N = 286)

Test Name	Value	Approx.	F Hypoth. DF	Error DF	Sig. of F
Pillais	.06423	1.19247	32.00	1150.00	.214
Hotellings	.06718	1.20290	32.00	1146.00	.204
Wilks	.93643	1.19769	32.00	1148.00	.209
Roys	.05133				

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Univariate F-tests with (2,589) D. F.

Variable	Hypoth. SS	Error SS	Hypoth. MS	Error MS	F	Sig. of F
T2	3.10847	451.48427	1.55423	.76653	2.02763	.133
T4	8.90799	354.15748	4.45400	.60129	7.40745	.001
T6	3.35841	331.55501	1.67921	.56291	2.98307	.051
T8	01633	402.27738	.00816	.68298	01195	.988
T10	.92589	360.53357	.46294	.61211	.75631	.470
T12	.68651	345.65857	.34325	.58686	.58490	.557
T14	.89187	299.10226	.44594	.50781	.87815	.416
T16	.25371	311.89620	.12686	.52954	.23956	.787
T18	1.25712	284.36652	.62856	.48280	1.30192	.273
T20	1.38934	349.05652	.69467	.59263	1.17219	.310
T22	.95282	278.07224	.47641	.47211	1.00911	.365
T24	.28169	293.74271	.14085	.49871	.28242	.754
T26	.63232	263.45996	.31616	.44730	.70682	.494
T28	.52503	211.69413	.26252	.35941	.73041	.482
T30	.19392	205.17664	.09696	.34835	.27834	.757
T32	5.12669	343.78722	2.56334	.58368	4.39170	.013

Effect on sensory profile - Player's and all target groups

*** * ANALYSIS OF VARIANCE -- DESIGN 1 * ***

EFFECT .. LABEL
Multivariate Tests of Significance (S = 1, M = 7 , N = 132 1/2)

Test Name	Value	Approx.	F Hypoth. DF	Error DF	Sig. of F
Pillais	.38155	10.29538	16.00	267.00	.000
Hotellings	.61695	10.29538	16.00	267.00	.000
Wilks	.61845	10.29538	16.00	267.00	.000
Roys	.38155				

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Univariate F-tests with (1,282) D. F.

Variable	Hypoth. SS	Error SS	Hypoth. MS	Error MS	F	Sig. of F
T2	17.24521	453.18781	17.24521	1.60705	10.73098	.001
T4	75.39440	292.50714	75.39440	1.03726	72.68616	.000
T6	60.35212	282.81961	60.35212	1.00291	60.17722	.000
T8	98.45416	310.32219	98.45416	1.10043	89.46854	.000
T10	59.37516	277.80231	59.37516	.98511	60.27234	.000
T12	77.11928	288.38796	77.11928	1.02265	75.41104	.000
T14	1.08483	254.97001	1.08483	.90415	1.19983	.274
T16	40.34385	229.54997	40.34385	.81401	49.56205	.000
T18	46.05936	236.48903	46.05936	.83861	54.92323	.000
T20	73.01706	269.19120	73.01706	.95458	76.49140	.000
T22	57.26619	230.54486	57.26619	.81753	70.04739	.000
T24	18.00319	206.41223	18.00319	.73196	24.59592	.000
T26	12.32158	206.59175	12.32158	.73259	16.81909	.000
T28	15.70627	144.80076	15.70627	.51348	30.58802	.000
T30	19.01427	155.86169	19.01427	.55270	34.40245	.000
T32	.65511	300.06954	.65511	1.06408	.61566	.433

Effect on sensory profile - Export and all target groups

*** * ANALYSIS OF VARIANCE -- DESIGN 1 * ***

EFFECT .. LABEL
Multivariate Tests of Significance (S = 1, M = 7 , N = 138)

Test Name	Value	Approx.	F Hypoth. DF	Error DF	Sig. of F
Pillais	.28410	6.89517	16.00	278.00	.000
Hotellings	.39684	6.89517	16.00	278.00	.000
Wilks	.71590	6.89517	16.00	278.00	.000
Roys	.28410				

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Univariate F-tests with (1,293) D. F.

Variable	Hypoth. SS	Error SS	Hypoth. MS	Error MS	F	Sig. of F
T2	6.31663	268.29100	6.31663	.91567	6.89838	.009
T4	42.55302	286.15117	42.55302	.97663	43.57150	.000
T6	41.72968	259.70418	41.72968	.88636	47.07971	.000
T8	45.48218	339.04591	45.48218	1.15715	39.30523	.000
T10	40.49911	284.35884	40.49911	.97051	41.72980	.000
T12	54.65555	264.72149	54.65555	.90349	60.49405	.000
T14	.70959	253.86481	.70959	.86643	.81898	.366
T16	13.18822	270.08082	13.18822	.92178	14.30738	.000
T18	20.23008	220.38898	20.23008	.75218	26.89523	.000
T20	31.77392	241.92958	31.77392	.82570	38.48127	.000
T22	26.77254	190.99564	26.77254	.65186	41.07086	.000
T24	18.50140	197.11800	18.50140	.67276	27.50083	.000
T26	10.19580	214.93790	10.19580	.73358	13.89875	.000
T28	9.45318	171.06308	9.45318	.58383	16.19158	.000
T30	9.74095	170.87760	9.74095	.58320	16.70260	.000
T32	.46031	322.47624	.46031	1.10060	.41824	.518

Effect on sensory profile - Matinee and all target groups

*** * ANALYSIS OF VARIANCE -- DESIGN 1 * ***

EFFECT .. LABEL
Multivariate Tests of Significance (S = 1, M = 7 , N = 141 1/2)

Test Name	Value	Approx.	F Hypoth. DF	Error DF	Sig. of F
Pillais	.18283	3.98528	16.00	285.00	.000
Hotellings	.22373	3.98528	16.00	285.00	.000
Wilks	.81717	3.98528	16.00	285.00	.000
Roys	.18283				

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Univariate F-tests with (1,300) D. F.

Variable	Hypoth. SS	Error SS	Hypoth. MS	Error MS	F	Sig. of F
T2	22.24687	341.28113	22.24687	1.13760	19.55590	.000
T4	18.72441	326.43441	18.72441	1.08811	17.20812	.000
T6	20.92352	306.04019	20.92352	1.02013	20.51056	.000
T8	23.47067	307.84482	23.47067	1.02615	22.87257	.000
T10	19.69217	290.43842	19.69217	.96813	20.34046	.000
T12	12.19531	289.28712	12.19531	.96429	12.64693	.000
T14	1.10216	249.17478	1.10216	.83058	1.32697	.250
T16	4.07642	257.47738	4.07642	.85826	4.74965	.030
T18	12.29662	240.35847	12.29662	.80119	15.34785	.000
T20	29.47414	309.74783	29.47414	1.03249	28.54658	.000
T22	12.59850	245.54423	12.59850	.81848	15.39254	.000
T24	6.39510	231.02200	6.39510	.77007	8.30453	.004
T26	7.66944	226.70023	7.66944	.75567	10.14923	.002
T28	7.41171	197.27525	7.41171	.65758	11.27111	.001
T30	11.44583	184.34428	11.44583	.61448	18.62683	.000
T32	1.72750	261.88220	1.72750	.87294	1.97894	.161

Effect on sensory profile - DuMaurier and all target groups

*** * ANALYSIS OF VARIANCE -- DESIGN 1 * ***

EFFECT .. LABEL
Multivariate Tests of Significance (S = 1, M = 7 , N = 135 1/2)

Test Name	Value	Approx.	F Hypoth. DF	Error DF	Sig. of F
Pillais	.31403	7.81119	16.00	273.00	.000
Hotellings	.45780	7.81119	16.00	273.00	.000
Wilks	.68597	7.81119	16.00	273.00	.000
Roys	.31403				

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Univariate F-tests with (1,288) D. F.

Variable	Hypoth. SS	Error SS	Hypoth. MS	Error MS	F	Sig. of F
T2	18.99038	308.22999	18.99038	1.07024	17.74399	.000
T4	28.86358	220.06820	28.86358	.76413	37.77335	.000
T6	25.18319	254.81726	25.18319	.88478	28.46259	.000
T8	40.76792	289.63119	40.76792	1.00566	40.53831	.000
T10	30.88711	255.53549	30.88711	.88728	34.81117	.000
T12	38.29826	225.44292	38.29826	.78279	48.92546	.000
T14	.11871	248.12510	.11871	.86155	.13778	.711
T16	16.71282	235.15854	16.71282	.81652	20.46829	.000
T18	10.18738	210.75066	10.18738	.73177	13.92150	.000
T20	33.00302	230.93590	33.00302	.80186	41.15804	.000
T22	30.96748	156.33562	30.96748	.54283	57.04800	.000
T24	9.23002	214.81700	9.23002	.74589	12.37447	.001
T26	10.01307	184.98505	10.01307	.64231	15.58918	.000
T28	8.09166	147.62368	8.09166	.51258	15.78608	.000
T30	9.26082	139.44687	9.26082	.48419	19.12641	.000
T32	2.74361	276.29280	2.74361	.95935	2.85986	.092

Effect on sensory profile - All brands within group - L/M SMOKERS
*** * ANALYSIS OF VARIANCE -- DESIGN 1 * ***

EFFECT .. LABEL
Multivariate Tests of Significance (S = 1, M = 7 , N = 90 1/2)

Test Name	Value	Approx.	F Hypoth. DF	Error DF	Sig. of F
Pillais	.35717	6.35478	16.00	183.00	.000
Hotellings	.55561	6.35478	16.00	183.00	.000
Wilks	.64283	6.35478	16.00	183.00	.000
Roys	.35717				

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Univariate F-tests with (1,198) D. F.

Variable	Hypoth. SS	Error SS	Hypoth. MS	Error MS	F	Sig. of F
T2	6.44082	151.92999	6.44082	.76732	8.39388	.004
T4	22.32669	121.51375	22.32669	.61371	36.38012	.000
T6	22.66647	108.93873	22.66647	.55020	41.19711	.000
T8	33.68057	120.03328	33.68057	.60623	55.55754	.000
T10	31.81072	112.05745	31.81072	.56595	56.20797	.000
T12	31.24097	108.35874	31.24097	.54727	57.08550	.000
T14	.01534	98.39589	.01534	.49695	.03087	.861
T16	13.23239	84.51455	13.23239	.42684	31.00073	.000
T18	14.08765	82.67416	14.08765	.41755	33.73914	.000
T20	34.46420	123.87416	34.46420	.62563	55.08745	.000
T22	20.16863	94.23133	20.16863	.47592	42.37857	.000
T24	8.06116	80.14597	8.06116	.40478	19.91504	.000
T26	8.42936	76.33724	8.42936	.38554	21.86368	.000
T28	8.51344	61.75986	8.51344	.31192	27.29378	.000
T30	9.36624	61.19163	9.36624	.30905	30.30669	.000
T32	.26682	99.41943	.26682	.50212	.53138	.467

Effect on sensory profile - All brands within group - XL/XM SMOKERS

*** * ANALYSIS OF VARIANCE -- DESIGN 1 * ***

EFFECT .. LABEL
Multivariate Tests of Significance (S = 1, M = 7 , N = 90)

Test Name	Value	Approx.	F Hypoth. DF	Error DF	Sig. of F
Pillais	.31460	5.22111	16.00	182.00	.000
Hotellings	.45900	5.22111	16.00	182.00	.000
Wilks	.68540	5.22111	16.00	182.00	.000
Roys	.31460				

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Univariate F-tests with (1,197) D. F.

Variable	Hypoth. SS	Error SS	Hypoth. MS	Error MS	F	Sig. of F
T2	6.04074	129.20610	6.04074	.65587	9.21029	.003
T4	9.87605	110.63762	9.87605	.56161	17.58518	.000
T6	13.39440	92.65463	13.39440	.47033	28.47884	.000
T8	32.77364	134.79295	32.77364	.68423	47.89870	.000
T10	18.25381	131.42268	18.25381	.66712	27.36209	.000
T12	21.54616	104.26040	21.54616	.52924	40.71147	.000
T14	.83536	108.21647	.83536	.54932	1.52070	.219
T16	11.30769	118.26767	11.30769	.60034	18.83537	.000
T18	7.70492	104.34624	7.70492	.52968	14.54647	.000
T20	18.10494	102.99906	18.10494	.52284	34.62821	.000
T22	14.20105	81.97218	14.20105	.41610	34.12874	.000
T24	6.33129	115.38850	6.33129	.58573	10.80926	.001
T26	3.90829	97.27386	3.90829	.49378	7.91511	.005
T28	3.76786	67.20898	3.76786	.34116	11.04420	.001
T30	6.24623	72.49150	6.24623	.36798	16.97450	.000
T32	1.88195	129.20156	1.88195	.65585	2.86950	.092

Effect on sensory profile - All brands within group - RSQ SMOKERS

*** * ANALYSIS OF VARIANCE -- DESIGN 1 * ***

EFFECT .. LABEL
Multivariate Tests of Significance (S = 1, M = 7 , N = 88 1/2)

Test Name	Value	Approx.	F Hypoth. DF	Error DF	Sig. of F
Pillais	.40400	7.58360	16.00	179.00	.000
Hotellings	.67786	7.58360	16.00	179.00	.000
Wilks	.59600	7.58360	16.00	179.00	.000
Roys	.40400				

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Univariate F-tests with (1,194) D. F.

Variable	Hypoth. SS	Error SS	Hypoth. MS	Error MS	F	Sig. of F
T2	21.59075	170.34818	21.59075	.87808	24.58850	.000
T4	53.44808	122.00611	53.44808	.62890	84.98695	.000
T6	38.82923	129.96165	38.82923	.66991	57.96226	.000
T8	31.38252	147.45115	31.38252	.76006	41.28967	.000
T10	23.72322	117.05344	23.72322	.60337	39.31798	.000
T12	32.58546	133.03942	32.58546	.68577	47.51659	.000
T14	.11095	92.48990	.11095	.47675	.23272	.630
T16	8.52011	109.11398	8.52011	.56244	15.14839	.000
T18	18.83126	97.34612	18.83126	.50178	37.52861	.000
T20	29.53442	122.18329	29.53442	.62981	46.89411	.000
T22	26.41386	101.86873	26.41386	.52510	50.30287	.000
T24	10.61511	98.20823	10.61511	.50623	20.96903	.000
T26	8.94351	89.84886	8.94351	.46314	19.31067	.000
T28	7.30680	82.72528	7.30680	.42642	17.13527	.000
T30	9.08781	71.49352	9.08781	.36852	24.66007	.000
T32	3.28087	115.16623	3.28087	.59364	5.52669	.020

Table 4 LABEL EFFECTS ON SENSORY PROFILE OF CIGARETTES

P1. I would like to have your impressions on what you think may happen when you smoke the brand of cigarettes contained in this package. Take the time to look at it. Then I would like you to fill out this part of the survey on your own. Here are the questions and a pencil. I will wait right here for you to finish this part, then we can go on with a few more interview questions. If you have any questions as you are going along, please ask me about them. First, read the description of what may happen when you smoke this brand of cigarettes. Then check the box that best represents your impression about what would happen. (Explain scale 1 to 5/Let respondent manipulate package/Leave package in view/Self-complete)

	TOTAL	L/M Smokers	XL/XM Smokers	RSQ Smokers
1. DRAW EFFORT/PULL [Easy – Hard]				
All brands	**(N = 609)**	**(N = 199)**	**(N = 200)**	**(N = 210)**
• Control	2.88	2.80	2.77	3.06
• Test	2.54	2.54	2.54	2.55
• Difference	0.34★	0.26★	0.23★	0.51★
Player's	**(N = 287)**	**(N = 94)**	**(N = 92)**	**(N = 101)**
• Control	2.86	2.74	2.75	3.09
• Test	2.44	2.43	2.50	2.41
• Difference	0.42★	0.31	0.25	0.68★
Export 'A'	**(N = 297)**	**(N = 97)**	**(N = 97)**	**(N = 103)**
• Control	2.66	2.61	2.56	2.83
• Test	2.46	2.49	2.39	2.50
• Difference	0.20★★	0.12	0.17	0.33★★
Matinée	**(N = 322)**	**(N = 105)**	**(N = 108)**	**(N = 109)**
• Control	3.36	3.43	3.20	3.45
• Test	3.00	2.95	3.04	3.01
• Difference	0.36★	0.48★	0.16	0.44★
DuMaurier	**(N = 312)**	**(N = 102)**	**(N = 103)**	**(N = 107)**
• Control	2.62	2.48	2.53	2.85
• Test	2.24	2.22	2.21	2.31
• Difference	0.38★	0.26	0.32★★	0.54★
2. MOUTHFUL OF SMOKE [Low – High]				
All brands	**(N = 609)**	**(N = 199)**	**(N = 200)**	**(N = 210)**
• Control	2.77	2.80	2.96	2.56
• Test	3.31	3.30	3.30	3.34
• Difference	-0.54★	-0.50★	-0.34★	-0.78★
Player's	**(N = 287)**	**(N = 94)**	**(N = 92)**	**(N = 101)**
• Control	2.71	2.73	3.01	2.39
• Test	3.50	3.35	3.54	3.60
• Difference	-0.79★	-0.62★	-0.53★	-1.21★
Export 'A'	**(N = 297)**	**(N = 97)**	**(N = 97)**	**(N = 103)**
• Control	2.99	2.98	3.14	2.86
• Test	3.59	3.70	3.49	3.56
• Difference	-0.60★	-0.72★	-0.35★★	-0.70★
Matinée	**(N = 322)**	**(N = 105)**	**(N = 108)**	**(N = 109)**
• Control	2.45	2.39	2.63	2.34
• Test	2.83	2.81	2.75	2.93
• Difference	-0.38★	-0.42★	-0.12	-0.59★

★ *T-Test significant at P < 0.01* ★★ *T-Test significant at P < 0.05*

	TOTAL	L/M Smokers	XL/XM Smokers	RSQ Smokers
DuMaurier	(N = 312)	(N = 102)	(N = 103)	(N = 107)
• Control	2.93	3.05	3.08	2.67
• Test	3.39	3.35	3.46	3.37
• Difference	-0.46★	-0.30★★	-0.38★	-0.70★
3. INITIAL SATISFACTION [Low – High]				
All brands	(N = 609)	(N = 199)	(N = 200)	(N = 210)
• Control	2.71	2.75	2.85	2.54
• Test	3.21	3.22	3.21	3.19
• Difference	-0.50★	-0.47★	-0.36★	-0.65★
Player's	(N = 287)	(N = 94)	(N = 92)	(N = 101)
• Control	2.73	2.70	2.94	2.54
• Test	3.41	3.37	3.39	3.47
• Difference	-0.68★	-0.67★	-0.45★	-0.93★
Export 'A'	(N = 297)	(N = 97)	(N = 97)	(N = 103)
• Control	2.92	2.96	3.00	2.81
• Test	3.42	3.40	3.41	3.44
• Difference	-0.50★	-0.44★	-0.41★	-0.63★
Matinée	(N = 322)	(N = 105)	(N = 108)	(N = 109)
• Control	2.23	2.23	2.38	2.09
• Test	2.67	2.63	2.66	2.71
• Difference	-0.44★	-0.40★	-0.28★★	-0.62★
DuMaurier	(N = 312)	(N = 102)	(N = 103)	(N = 107)
• Control	2.96	3.09	3.09	2.72
• Test	3.38	3.49	3.45	3.22
• Difference	-0.42★	-0.40★	-0.36★	-0.50★
4. IRRITATION [Low – High]				
All brands	(N = 609)	(N = 199)	(N = 200)	(N = 210)
• Control	2.62	2.64	2.76	2.45
• Test	3.20	3.20	3.32	3.07
• Difference	-0.58★	-0.56★	-0.56★	-0.62★
Player's	(N = 287)	(N = 94)	(N = 92)	(N = 101)
• Control	2.65	2.67	2.78	2.50
• Test	3.46	3.49	3.79	3.10
• Difference	-0.81★	-0.82★	-1.01★	-0.60★
Export 'A'	(N = 297)	(N = 97)	(N = 97)	(N = 103)
• Control	2.88	2.83	3.05	2.76
• Test	3.50	3.49	3.63	3.36
• Difference	-0.62★	-0.66★	-0.58★	-0.60★
Matinée	(N = 322)	(N = 105)	(N = 108)	(N = 109)
• Control	2.28	2.29	2.43	2.13
• Test	2.69	2.65	2.75	2.68
• Difference	-0.41★	-0.36★★	-0.32★★	-0.55★
DuMaurier	(N = 312)	(N = 102)	(N = 103)	(N = 107)
• Control	2.65	2.70	2.81	2.45
• Test	3.20	3.25	3.15	3.20
• Difference	-0.55★	-0.55★	-0.34★★	-0.75★
5. AFTERTASTE AMOUNT [Low – High]				
All brands	(N = 609)	(N = 199)	(N = 200)	(N = 210)
• Control	2.85	2.83	2.91	2.80
• Test	3.37	3.41	3.38	3.32
• Difference	-0.52★	-0.58★	-0.47★	-0.52★

★ *T-Test significant at P < 0.01* ★★ *T-Test significant at P < 0.05*

	TOTAL	L/M Smokers	XL/XM Smokers	RSQ Smokers
Player's	(N = 287)	(N = 94)	(N = 92)	(N = 101)
• Control	2.88	2.79	2.98	2.86
• Test	3.54	3.56	3.68	3.39
• Difference	-0.66★	-0.77★	-0.70★	-0.53★
Export 'A'	(N = 297)	(N = 97)	(N = 97)	(N = 103)
• Control	3.03	2.90	3.16	3.04
• Test	3.69	3.73	3.61	3.73
• Difference	-0.66★	-0.83★	-0.45★	-0.69★
Matinée	(N = 322)	(N = 105)	(N = 108)	(N = 109)
• Control	2.61	2.62	2.67	2.54
• Test	2.95	3.01	2.91	2.94
• Difference	-0.34★	-0.39★	-0.24	-0.40★
DuMaurier	(N = 312)	(N = 102)	(N = 103)	(N = 107)
• Control	2.86	2.97	2.83	2.78
• Test	3.36	3.41	3.35	3.32
• Difference	-0.50★	-0.44★	-0.52★	-0.54★
6. THROAT CATCH/HIT [Low – High]				
All brands	(N = 609)	(N = 199)	(N = 200)	(N = 210)
• Control	2.77	2.82	2.88	2.62
• Test	3.34	3.39	3.37	3.25
• Difference	-0.57★	-0.57★	-0.49★	-0.63★
Player's	(N = 287)	(N = 94)	(N = 92)	(N = 101)
• Control	2.76	2.75	2.87	2.64
• Test	3.53	3.56	3.72	3.30
• Difference	-0.77★	-0.81★	-0.85★	-0.66★
Export 'A'	(N = 297)	(N = 97)	(N = 97)	(N = 103)
• Control	3.02	2.97	3.16	2.94
• Test	3.68	3.80	3.72	3.52
• Difference	-0.66★	-0.83★	-0.56★	-0.58★
Matinée	(N = 322)	(N = 105)	(N = 108)	(N = 109)
• Control	2.45	2.49	2.54	2.33
• Test	2.84	2.80	2.79	2.92
• Difference	-0.39★	-0.31★★	-0.25★★	-0.59★
DuMaurier	(N = 312)	(N = 102)	(N = 103)	(N = 107)
• Control	2.84	2.97	2.95	2.61
• Test	3.36	3.48	3.28	3.33
• Difference	-0.52★	-0.51★	-0.33★	-0.72★
7. TASTE PLEASANTNESS [Unpleasant – Pleasant]				
All brands	(N = 609)	(N = 199)	(N = 200)	(N = 210)
• Control	2.88	2.85	2.94	2.84
• Test	2.85	2.86	2.84	2.86
• Difference	0.03	-0.01	0.10	-0.02
Player's	(N = 287)	(N = 94)	(N = 92)	(N = 101)
• Control	2.91	2.73	3.09	2.92
• Test	2.89	3.04	2.67	2.95
• Difference	0.02	-0.31	0.42★	-0.03
Export 'A'	(N = 297)	(N = 97)	(N = 97)	(N = 103)
• Control	2.97	3.08	2.89	2.94
• Test	2.85	2.98	2.74	2.83
• Difference	0.12	0.10	0.15	0.11

★ *T-Test significant at P < 0.01* ★★ *T-Test significant at P < 0.05*

	TOTAL	L/M Smokers	XL/XM Smokers	RSQ Smokers
Matinée	(N = 322)	(N = 105)	(N = 108)	(N = 109)
• Control	2.65	2.55	2.85	2.55
• Test	2.73	2.62	2.91	2.66
• Difference	-0.08	-0.07	-0.06	-0.11
DuMaurier	(N = 312)	(N = 102)	(N = 103)	(N = 107)
• Control	2.96	2.99	2.96	2.94
• Test	3.00	2.85	3.02	3.11
• Difference	-0.04	0.14	-0.06	-0.17
8. MOUTH DRYING [Low – High]				
All brands	(N = 609)	(N = 199)	(N = 200)	(N = 210)
• Control	2.82	2.85	2.84	2.76
• Test	3.15	3.22	3.16	3.06
• Difference	-0.33★	-0.37★	-0.32★	-0.30★
Player's	(N = 287)	(N = 94)	(N = 92)	(N = 101)
• Control	2.81	2.81	2.82	2.80
• Test	3.35	3.26	3.56	3.25
• Difference	-0.54★	-0.45★	-0.74★	-0.45★
Export 'A'	(N = 297)	(N = 97)	(N = 97)	(N = 103)
• Control	3.00	2.97	3.14	2.90
• Test	3.33	3.43	3.39	3.16
• Difference	-0.33★	-0.46★	-0.25	-0.26
Matinée	(N = 322)	(N = 105)	(N = 108)	(N = 109)
• Control	2.67	2.81	2.62	2.58
• Test	2.85	2.88	2.79	2.89
• Difference	-0.18★★	-0.07	-0.17	-0.31★★
DuMaurier	(N = 312)	(N = 102)	(N = 103)	(N = 107)
• Control	2.77	2.76	2.76	2.79
• Test	3.11	3.38	2.94	3.02
• Difference	-0.34★	-0.62★	-0.18	-0.23
9. SMELL AMOUNT [Low- High]				
All brands	(N = 609)	(N = 199)	(N = 200)	(N = 210)
• Control	3.20	3.28	3.22	3.11
• Test	3.59	3.65	3.53	3.60
• Difference	-0.39★	-0.37★	-0.31★	-0.49★
Player's	(N = 287)	(N = 94)	(N = 92)	(N = 101)
• Control	3.20	3.28	3.09	3.23
• Test	3.78	3.74	3.79	3.81
• Difference	-0.58★	-0.46★	-0.70★	-0.58★
Export 'A'	(N = 297)	(N = 97)	(N = 97)	(N = 103)
• Control	3.34	3.34	3.39	3.29
• Test	3.75	3.85	3.64	3.75
• Difference	-0.41★	-0.51★	-0.25	-0.46★
Matinée	(N = 322)	(N = 105)	(N = 108)	(N = 109)
• Control	2.93	3.07	2.96	2.78
• Test	3.25	3.31	3.11	3.33
• Difference	-0.32★	-0.24	-0.15	-0.55★
DuMaurier	(N = 312)	(N = 102)	(N = 103)	(N = 107)
• Control	3.33	3.38	3.46	3.16
• Test	3.64	3.72	3.59	3.61
• Difference	-0.31★	-0.34★	-0.13	-0.45★

★ *T-Test significant at P < 0.01* ★★ *T-Test significant at P < 0.05*

	TOTAL	L/M Smokers	XL/XM Smokers	RSQ Smokers
10. NICOTINE DELIVERY [Low – High]				
All brands	(N = 609)	(N = 199)	(N = 200)	(N = 210)
• Control	3.21	3.23	3.30	3.11
• Test	3.75	3.79	3.77	3.68
• Difference	-0.54★	-0.56★	-0.47★	-0.57★
Player's	(N = 287)	(N = 94)	(N = 92)	(N = 101)
• Control	3.19	3.09	3.36	3.12
• Test	3.97	4.00	3.97	3.93
• Difference	-0.78★	-0.91★	-0.61★	-0.81★
Export 'A'	(N = 297)	(N = 97)	(N = 97)	(N = 103)
• Control	3.50	3.46	3.54	3.50
• Test	4.04	4.10	4.09	3.93
• Difference	-0.54★	-0.64★	-0.55★	-0.43★
Matinée	(N = 322)	(N = 105)	(N = 108)	(N = 109)
• Control	2.76	2.79	2.86	2.62
• Test	3.21	3.17	3.25	3.21
• Difference	-0.45★	-0.38★	-0.39★	-0.59★
DuMaurier	(N = 312)	(N = 102)	(N = 103)	(N = 107)
• Control	3.38	3.46	3.45	3.23
• Test	3.87	4.04	3.80	3.77
• Difference	-0.49★	-0.58★	-0.35★★	-0.54★
11. TAR DELIVERY [Low – High]				
All brands	(N = 609)	(N = 199)	(N = 200)	(N = 210)
• Control	3.38	3.44	3.46	3.23
• Test	3.85	3.90	3.87	3.78
• Difference	-0.47★	-0.46★	-0.41★	-0.55★
Player's	(N = 287)	(N = 94)	(N = 92)	(N = 101)
• Control	3.33	3.28	3.47	3.25
• Test	4.04	4.11	4.02	3.98
• Difference	-0.71★	-0.83★	-0.55★	-0.73★
Export 'A'	(N = 297)	(N = 97)	(N = 97)	(N = 103)
• Control	3.58	3.63	3.52	3.58
• Test	4.06	4.06	4.10	4.03
• Difference	-0.48★	-0.43★	-0.58★	-0.45★
Matinée	(N = 322)	(N = 105)	(N = 108)	(N = 109)
• Control	3.06	3.12	3.21	2.84
• Test	3.38	3.39	3.41	3.33
• Difference	-0.32★	-0.27★★	-0.20	-0.49★
DuMaurier	(N = 312)	(N = 102)	(N = 103)	(N = 107)
• Control	3.52	3.65	3.63	3.28
• Test	4.00	4.13	3.96	3.90
• Difference	-0.48★	-0.48★	-0.33★	-0.62★
12. ADDITIVES CONTENT [Low – High]				
All brands	(N = 609)	(N = 199)	(N = 200)	(N = 210)
• Control	3.47	3.53	3.52	3.35
• Test	3.79	3.82	3.82	3.71
• Difference	-0.32★	-0.29★	-0.30★	-0.36★
Player's	(N = 287)	(N = 94)	(N = 92)	(N = 101)
• Control	3.47	3.44	3.63	3.34
• Test	3.86	3.85	3.94	3.78
• Difference	-0.39★	-0.41★	-0.31★★	-0.44★

★ *T-Test significant at P < 0.01*

★★ *T-Test significant at P < 0.05*

	TOTAL	L/M Smokers	XL/XM Smokers	RSQ Smokers
Export 'A'	(N = 297)	(N = 97)	(N = 97)	(N = 103)
• Control	3.52	3.50	3.59	3.48
• Test	3.95	3.99	4.01	3.85
• Difference	-0.43★	-0.49★	-0.42★	-0.37★
Matinée	(N = 322)	(N = 105)	(N = 108)	(N = 109)
• Control	3.27	3.40	3.31	3.12
• Test	3.50	3.52	3.50	3.49
• Difference	-0.23★	-0.12	-0.19	-0.37★
DuMaurier	(N = 312)	(N = 102)	(N = 103)	(N = 107)
• Control	3.59	3.71	3.58	3.48
• Test	3.90	4.00	3.86	3.84
• Difference	-0.31★	-0.29★★	-0.28★★	-0.36★
13. ADDICTIVENESS [Low – High]				
All brands	(N = 609)	(N = 199)	(N = 200)	(N = 210)
• Control	3.74	3.71	3.76	3.74
• Test	4.03	4.01	4.02	4.06
• Difference	-0.29★	-0.30★	-0.26★	-0.32★
Player's	(N = 287)	(N = 94)	(N = 92)	(N = 101)
• Control	3.75	3.58	3.85	3.84
• Test	4.09	4.09	4.10	4.10
• Difference	-0.34★	-0.51★	-0.25	-0.26
Export 'A'	(N = 297)	(N = 97)	(N = 97)	(N = 103)
• Control	3.76	3.73	3.74	3.81
• Test	4.10	4.13	4.03	4.13
• Difference	-0.34★	-0.40★	-0.29★★	-0.32★★
Matinée	(N = 322)	(N = 105)	(N = 108)	(N = 109)
• Control	3.55	3.52	3.62	3.50
• Test	3.81	3.69	3.85	3.88
• Difference	-0.26★	-0.17	-0.23	-0.38★
DuMaurier	(N = 312)	(N = 102)	(N = 103)	(N = 107)
• Control	3.87	3.96	3.84	3.82
• Test	4.15	4.21	4.12	4.13
• Difference	-0.28★	-0.25★★	-0.28★★	-0.31★★
14. TOXICITY [Low – High]				
All brands	(N = 609)	(N = 199)	(N = 200)	(N = 210)
• Control	3.82	3.86	3.79	3.80
• Test	4.09	4.15	4.03	4.10
• Difference	-0.27★	-0.29★	-0.24★	-0.30★
Player's	(N = 287)	(N = 94)	(N = 92)	(N = 101)
• Control	3.80	3.75	3.89	3.76
• Test	4.16	4.27	4.06	4.15
• Difference	-0.36★	-0.52★	-0.17	-0.39★
Export 'A'	(N = 297)	(N = 97)	(N = 97)	(N = 103)
• Control	3.86	3.94	3.81	3.83
• Test	4.15	4.27	4.05	4.12
• Difference	-0.29★	-0.33★★	-0.24★★	-0.29★
Matinée	(N = 322)	(N = 105)	(N = 108)	(N = 109)
• Control	3.67	3.72	3.59	3.69
• Test	3.89	3.84	3.92	3.91
• Difference	-0.22★	-0.12	-0.33★	-0.22

★ *T-Test significant at P < 0.01* ★★ *T-Test significant at P < 0.05*

	TOTAL	L/M Smokers	XL/XM Smokers	RSQ Smokers
DuMaurier	**(N = 312)**	**(N = 102)**	**(N = 103)**	**(N = 107)**
• Control	3.92	3.98	3.87	3.91
• Test	4.20	4.29	4.09	4.22
• Difference	-0.28★	-0.31★	-0.22★★	-0.31★
15. SIDE-STREAM SMOKE AMOUNT [Low – High]				
All brands	**(N = 609)**	**(N = 199)**	**(N = 200)**	**(N = 210)**
• Control	3.46	3.53	3.41	3.44
• Test	3.78	3.86	3.70	3.77
• Difference	-0.32★	-0.33★	-0.29★	-0.33★
Player's	**(N = 287)**	**(N = 94)**	**(N = 92)**	**(N = 101)**
• Control	3.44	3.45	3.35	3.51
• Test	3.85	4.02	3.67	3.86
• Difference	-0.41★	-0.57★	-0.32★	-0.35★
Export 'A'	**(N = 297)**	**(N = 97)**	**(N = 97)**	**(N = 103)**
• Control	3.57	3.59	3.55	3.57
• Test	3.90	3.98	3.79	3.94
• Difference	-0.33★	-0.39★	-0.24★★	-0.37★
Matinée	**(N = 322)**	**(N = 105)**	**(N = 108)**	**(N = 109)**
• Control	3.29	3.33	3.25	3.30
• Test	3.60	3.63	3.55	3.62
• Difference	-0.31★	-0.30★	-0.30★	-0.32★
DuMaurier	**(N = 312)**	**(N = 102)**	**(N = 103)**	**(N = 107)**
• Control	3.54	3.69	3.49	3.45
• Test	3.84	3.89	3.82	3.83
• Difference	-0.30★	-0.20★★	-0.33★	-0.38★
16. FAVOURABILITY [Very unfavourable – Very favourable]				
All brands	**(N = 609)**	**(N = 199)**	**(N = 200)**	**(N = 210)**
• Control	2.39	2.42	2.51	2.24
• Test	2.43	2.45	2.39	2.44
• Difference	-0.04	-0.03	0.12	-0.20★★
Player's	**(N = 287)**	**(N = 94)**	**(N = 92)**	**(N = 101)**
• Control	2.50	2.54	2.68	2.29
• Test	2.46	2.51	2.38	2.48
• Difference	0.04	0.03	0.30	-0.19
Export 'A'	**(N = 297)**	**(N = 97)**	**(N = 97)**	**(N = 103)**
• Control	2.39	2.42	2.50	2.26
• Test	2.34	2.48	2.27	2.27
• Difference	0.05	-0.06	0.23	-0.01
Matinée	**(N = 322)**	**(N = 105)**	**(N = 108)**	**(N = 109)**
• Control	2.10	2.09	2.23	1.98
• Test	2.18	2.07	2.25	2.23
• Difference	-0.08	0.02	-0.02	-0.25
DuMaurier	**(N = 312)**	**(N = 102)**	**(N = 103)**	**(N = 107)**
• Control	2.60	2.63	2.74	2.44
• Test	2.74	2.75	2.68	2.78
• Difference	-0.14	-0.12	0.06	-0.34★★

NOTE: "Control" packages are the existing packages with their labels (M, L, XM, XL). "Test" packages are identical to the existing packages but without their labels.
All results shown for "control" and "test" packages are mean scores obtained on a 5-point scale, where 1 is the leftmost term and 5 is the rightmost.
Difference between means is positive when labels reinforce the rightmost term and negative when they reinforce the leftmost.
★ *T-Test significant at P < 0.01* ★★ *T-Test significant at P < 0.05*

Table 5

SUMMARY OF LABEL EFFECTS ON SENSORY PROFILE OF CIGARETTES
(All brands tested)

	TOTAL (609)				L/M SMOKERS (199)				XL/XM SMOKERS (200)				RSQ SMOKERS (210)			
	Cont.	Test	Diff.	T-Test	Cont.	Test	Diff.	T-Test	Cont.	Test	Diff.	T-Test	Cont.	Test	Diff.	T-Test
1. Draw Effort/Pull [Easy – Hard]	2.88	2.54	0.34	SIG	2.80	2.54	0.26	SIG	2.77	2.54	0.23	SIG	3.06	2.55	0.51	SIG
2. Mouthful Of Smoke [Low – High]	2.77	3.31	-0.54	SIG	2.80	3.30	-0.50	SIG	2.96	3.30	-0.34	SIG	2.56	3.34	-0.78	SIG
3. Initial Satisfaction [Low – High]	2.71	3.21	-0.50	SIG	2.75	3.22	-0.47	SIG	2.85	3.21	-0.36	SIG	2.54	3.19	-0.65	SIG
4. Irritation [Low – High]	2.62	3.20	-0.58	SIG	2.64	3.20	-0.56	SIG	2.76	3.32	-0.56	SIG	2.45	3.07	-0.62	SIG
5. Aftertaste Amount [Low – High]	2.85	3.37	-0.52	SIG	2.83	3.41	-0.58	SIG	2.91	3.38	-0.47	SIG	2.80	3.32	-0.52	SIG
6. Throat Catch/Hit [Low – High]	2.77	3.34	-0.57	SIG	2.82	3.39	-0.57	SIG	2.88	3.37	-0.49	SIG	2.62	3.25	-0.63	SIG
7. Taste Pleasantness [Unpleasant – Pleasant]	2.88	2.85	0.03	NS	2.85	2.86	-0.01	NS	2.94	2.84	0.10	NS	2.84	2.86	-0.02	NS
8. Mouth Drying [Low – High]	2.82	3.15	-0.33	SIG	2.85	3.22	-0.37	SIG	2.84	3.16	-0.32	SIG	2.76	3.06	-0.30	SIG
9. Smell Amount [Low – High]	3.20	3.59	-0.39	SIG	3.28	3.65	-0.37	SIG	3.22	3.53	-0.31	SIG	3.11	3.60	-0.49	SIG
10. Nicotine Delivery [Low – High]	3.21	3.75	-0.54	SIG	3.23	3.79	-0.56	SIG	3.30	3.77	-0.47	SIG	3.11	3.68	-0.57	SIG
11. Tar Delivery [Low – High]	3.38	3.85	-0.47	SIG	3.44	3.90	-0.46	SIG	3.46	3.87	-0.41	SIG	3.23	3.78	-0.55	SIG
12. Additives Content [Low – High]	3.47	3.79	-0.32	SIG	3.53	3.82	-0.29	SIG	3.52	3.82	-0.30	SIG	3.35	3.71	-0.36	SIG
13. Addictiveness [Low – High]	3.74	4.03	-0.29	SIG	3.71	4.01	-0.30	SIG	3.76	4.02	-0.26	SIG	3.74	4.06	-0.32	SIG
14. Toxicity [Low – High]	3.82	4.09	-0.27	SIG	3.86	4.15	-0.29	SIG	3.79	4.03	-0.24	SIG	3.80	4.10	-0.30	SIG
15. Side-stream Smoke Amount [Low – High]	3.46	3.78	-0.32	SIG	3.53	3.86	-0.33	SIG	3.41	3.70	-0.29	SIG	3.44	3.77	-0.33	SIG
16. Favourability [Very Unfavourable – Very Favourable]	2.39	2.43	-0.04	NS	2.42	2.45	-0.03	NS	2.51	2.39	0.12	NS	2.24	2.44	-0.20	SIG

NOTE: "Control" packages are the existing packages with their labels (M, L, XM, XL). "Test" packages are identical to the existing packages but without their labels.

All results shown for "control" and "test" packages are mean scores obtained on a 5-point scale, where 1 is the leftmost term and 5 is the rightmost.

Difference between means is positive when labels reinforce the rightmost term and negative when they reinforce the leftmost.

***SIG** = significant difference in a univariate T-test* ***NS** = not significant at $P < 0.05$.*

5.4 LABEL EFFECTS ON BRAND PERSONALITY

Eleven attributes generally used to position brands and products were used to determine the personality profiles of the brands. These attributes are measured on a 9-point semantic differential scale, with two contrasting descriptors (for example, younger versus older) at either end.

By comparing the personality profiles obtained for the brands using the control packages (those that had the "light" or "mild label") with the profiles obtained using the test packages (those without these labels), we obtained an objective measurement of the influence of the labels on the brands' perceived personalities.

Just as we did for our analyses of the label effect on the cigarettes' sensory profile, we made these comparisons in several different ways[1] and applied both univariate and multivariate tests (T-tests and MANOVA, respectively).

Label effects for all brands combined

- **Table 6** (at the end of this section) shows the mean scores that the respondents gave the control and test packages on each of the eleven brand-personality attribute scales. These scores are shown for each of the brands separately and all of the brands combined, for each target group separately and for all the respondents combined. **Table 7** summarizes the results of all the univariate tests performed on these scores.

- The univariate tests (T-tests) on the differences between the test and control packages for all brands and all respondents combined indicate that:

  1. Respondents' perceptions of the following 4 of the 11 brand-personality attributes are not significantly influenced by the label:

     1) attractiveness of package design
     2) straight / cool
     3) leader / follower
     4) higher status / lower status

     The label effects on all of the other brand-personality attributes are significant. They indicate that the mere presence of a light/mild label on the packaging makes the brands (and the people who smoke them) more socially desirable in the eyes of others (and in their own eyes).

[1] *All brands combined for all respondents combined, all brands combined for each target group, each brand for all respondents, and each brand for each target group.*

2. Of the 7 personality attributes that were significantly influenced by the labels, the largest effects were for those attributes projecting the image of a "more desirable" person. In order, these were:

   → less masculine (without being effeminate);
   → tendency to smoke less;
   → more health-conscious;
   → younger;
   → more image-conscious;
   → more modern;
   → sportier.

   These effects are substantial; they represent a shift of at least half a point on a 9-point scale.

- More specifically, when we look at the combined effects for the four brands in each of the three target groups, we find that:

  1. for the four personality attributes for which the label effects were non-significant for all respondents combined, these effects remain non-significant when each target group is considered separately;

  2. among the seven attributes that had significant effects for all respondents combined, six have significant effects in each of the target groups. The seventh attribute (sporty / home-loving) has a significant effect for the RSQ group but not for the two other groups (smokers whose usual brand is a "light" or "mild" cigarette).

     → **We can therefore conclude that the label has a significant effect on the perceived personalities of the brands, regardless of the target group.**

- The following table summarizes the differences between the control and test packages for all brands combined, both for all respondents combined and for each target group separately. (For details, see **Table 6**).

Label Effects for All Brands Combined, by Target Group
- 9-point scale -

Mean differences between scores for test and control packages:	Total (609)	L/M Smokers (199)	XL/XM Smokers (200)	RSQ Smokers (210)
1. Feminine – Masculine	-0.82★	-0.58★	-0.88★	-1.00★
2. Smoke a lot – Smoke a little	0.73★	0.78★	0.59★	0.82★
3. Health negligent – Health conscious	0.60★	0.47★	0.58★	0.73★
4. Younger – Older	-0.55★	-0.41★★	-0.47★	-0.76★
5. Image conscious – Sloppy	-0.50★	-0.43★	-0.51★	-0.53★
6. Old fashioned – Modern	0.46★	0.37★★	0.52★	0.49★
7. Sporty – Home-loving	-0.29★	-0.14	-0.20	-0.54★
8. Higher status – Lower status	-0.12	-0.17	-0.16	-0.05
9. Leader – Follower	0.07	0.17	-0.07	0.12
10. Straight – Cool	0.02	-0.02	0.05	0.03
11. Overall package design is not attractive – Overall package design is attractive	-0.02	0.10	-0.13	-0.02

★ *T-Test significant at P < 0.01*
★★ *T-Test significant at P < 0.05*

Label effects for individual brands

- The effects observed previously in the combined results for all four brands, for all respondents and for each target group indicate that the mere presence of a "light" or "mild" label on the package projects a more attractive image of the brand and the people who smoke it, among each of the three target groups.

- To test the extent to which this enhancement of brand personality applies systematically to each of the four brands, we examined the effects for each brand individually, first for all respondents combined, and then within each of the target groups.

- The results for the individual brands for all respondents combined indicate that:

  1. the label effects for brand-personality attributes vary much more from brand to brand than the label effects for sensory attributes. This greater variability among brands on the personality criteria probably arises from personality differences that are intrinsic to each brand.

     → The size of the label's effects on a brand's image thus depends on the brand's basic personality.

Thus we see that the effects on brand personality that are caused by the label are smaller in the case of Matinée Extra Mild. This result suggests that the image of the Matinée family is "lighter" to begin with than the images of the Player's and Export 'A' families in particular.

2. three attributes that showed significant label effects when the brands were combined (old fashioned/modern, sporty/home-loving, and smoke a lot/smoke a little) no longer show such effects for certain brands taken individually;

3. the four attributes that did not show significant effects when the brands were combined also show no such effects when each brand is considered separately;

4. four of the five most significant effects observed when all brands were combined remain significant for each of the brands individually.

→ **These effects clearly indicate that the mere presence of the label enhances the perceived personality of each of the brands tested.**

- The following table summarizes the differences observed in the label effect for each brand, for all respondents combined (for details, see **Table 6**).

Label Effects for Individual Brands, for All Respondents Combined
- 9-point scale -

Mean differences between scores for test and control packages:	For all 4 brands combined (609)	For individual brands			
		Player's (287)	Export 'A' (297)	Matinée (322)	DuMaurier (312)
1. Feminine – Masculine	-0.82★	-1.47★	-0.77★	-0.52★	-0.62★
2. Smoke a lot – Smoke a little	0.73★	1.07★	1.00★	0.24	0.68★
3. Health negligent – Health conscious	0.60★	0.72★	0.74★	0.39★	0.59★
4. Younger – Older	-0.55★	-0.63★	-0.71★	-0.45★	-0.42★
5. Image conscious – Sloppy	-0.50★	-0.55★	-0.44★	-0.35★	-0.62★
6. Old fashioned – Modern	0.46★	0.75★	0.75★	0.23	0.09
7. Sporty – Home-loving	-0.29★	-0.38★★	-0.14	-0.37★★	-0.34★★
8. Higher status – Lower status	-0.12	-0.22	-0.15	-0.13	0.04
9. Leader – Follower	0.07	-0.13	0.15	0.03	0.16
10. Straight – Cool	0.02	-0.07	0.21	0.10	-0.12
11. Overall package design is not attractive – Overall package design is attractive	-0.02	-0.16	0.15	-0.11	0.01

★ *T-Test significant at P < 0.01*
★★ *T-Test significant at P < 0.05*

- Lastly, we examined the individual effects for each brand in each of the target groups. The T-tests indicate that:

  1. None of the individual brand effects that was significant for all respondents combined remains significant for every target group. Within each target group, 9 of the 11 effects for the individual brands are entirely significant only for certain brands, and not significant for others. For two attributes (leaders/followers and straight/cool), the label effects are always non-significant, regardless of the level of analysis (all respondents or individual target groups).

  2. These results confirm what emerged previously from the analysis of all respondents combined: the label does have an effect on the brands' perceived personalities, but the size of this effect varies a great deal from brand to brand. In comparison, the label effect on the perceived strength of the cigarette is far more uniform from one brand to the next. **The effect of the label on brand personality could therefore be described as specific, while the effect on perceived product strength could be described as generic.**

- The following table summarizes the results of the univariate tests on the label effects for all brands combined and each brand individually, for all respondents combined and for each target group (the detailed scores and differences are presented in **Table 6**).

Summary of T-Test Results on the Differences Between Test and Control Packages, for Four Levels of Analysis

Brand-personality attributes	1. All 4 brands and 3 target groups combined	2. All 4 brands combined for each target group	3. Each brand for all 3 target groups combined	4. Each brand for each target group
1. Feminine – Masculine	SIG	SIG	SIG	NS★
2. Smoke a lot – Smoke a little	SIG	SIG	NS★	NS★
3. Health negligent – Health conscious	SIG	SIG	SIG	NS★
4. Younger – Older	SIG	SIG	SIG	NS★
5. Image conscious – Sloppy	SIG	SIG	SIG	NS★
6. Old fashioned – Modern	SIG	SIG	NS★	NS★
7. Sporty – Home-loving	SIG	NS★	NS★	NS★
8. Higher status – Lower status	NS	NS	NS	NS★
9. Leader – Follower	NS	NS	NS	NS
10. Straight – Cool	NS	NS	NS	NS
11. Overall package design is not attractive – Overall package design is attractive	NS	NS	NS	NS★

SIG = T-Test significant at P < 0.05
NS = T-Test not significant at P < 0.05
NS★ = Not significant for some brands.

Multivariate Analysis of the Label Effect

- Our first set of multivariate tests, based on all respondents combined, examined the relationship between the four brands combined and the entire set of brand personality attributes. These tests confirm that the mere presence of the label significantly enhances the overall personality of the brand and the people who smoke it.
  - The Label x Gender interaction effect is not significant, but the Label x Language interaction effect is significant. This interaction effect according to language is related to the variability in the label effect according to brand. The results indicate that the basic personalities differ from brand to brand and that each brand has a different basic personality according to language (Quebec Francophones vs other regions' Anglophones).
  - There is no Label x Target Group interaction effect for all brands combined.
- Our second set of multivariate tests examined the combined effects of the brands within each of the three target groups. These tests showed that the label effect on the overall personality profile is significant in each of the target groups.
- Lastly, we performed a third set of multivariate tests to examine the effects for each of the four brands individually, for all respondents combined. These tests confirmed that the presence of the label on any of the brands tested significantly enhances that brand's personality profile.
  - It is important to note that the univariate T-tests—on the label effect for each personality attribute for each brand in each target group—showed that the label effects vary greatly from one brand to another depending on the target group. Many of the attributes show no significant label effects when the level of analysis is one particular brand and one particular target group. Thus, our aggregating the results for the brands and the target groups masked this variability and prevented us from recognizing that the effect depends on the brand and the target group in question.

Conclusions regarding brand personality profile

- The univariate and multivariate statistical tests performed on the variance created by the label indicate that the mere presence of the label can significantly influence the brands' perceived personalities, depending on the brand and on the target group. When the effects are significant, they are always in the direction of a more desirable image of people who smoke the brand:
  - smokes less;
  - more health-conscious;
  - more image-conscious;
  - younger;
  - less masculine;
  - more modern.

- The results also indicate that:

  ☛ the intensity of the label effect varies with the respondent's language (French versus English);

  ☛ the perceived attractiveness of the package design and certain personality attributes (straight/cool, leader/follower, higher status/lower status) are not influenced by the label.

- The high variability in the label effect according to brand and target group appears to be due to differences in the basic personality of each brand.

- The following pages present the main results from our multivariate analyses of variance (SPSS MANOVA). The univariate F-tests are presented for information only, because the conditions of sphericity were not adequately satisfied. In this case, the T-tests provide more accurate results for the effects of the brands on each of the criteria (see **Tables 6 and 7**).

Effect on brand personality - All brands and all target groups

*** * ANALYSIS OF VARIANCE -- DESIGN 1 * ***

EFFECT .. LABEL
Multivariate Tests of Significance (S = 1, M = 4 1/2, N = 280 1/2)

Test Name	Value	Approx.	F Hypoth. DF	Error DF	Sig. of F
Pillais	.21601	14.10234	11.00	563.00	.000
Hotellings	.27553	14.10234	11.00	563.00	.000
Wilks	.78399	14.10234	11.00	563.00	.000
Roys	.21601				

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Univariate F-tests with (1,573) D. F.

Variable	Hypoth. SS	Error SS	Hypoth. MS	Error MS	F	Sig. of F
T2	25.62309	1187.78953	25.62309	2.07293	12.36080	.000
T4	31.17385	1183.	31.17385	2.06497	15.09649	.000
T6	92.23205	1055.21072	92.23205	1.84155	50.08380	.000
T8	45.30751	1109.84752	45.30751	1.93691	23.39169	.000
T10	58.42797	811.54744	58.42797	1.41631	41.25357	.000
T12	.13813	612.16658	.13813	1.06835	.12929	.719
T14	.97683	680.12324	.97683	1.18695	.82297	.365
T16	3.29785	610.72525	3.29785	1.06584	3.09414	.079
T18	154.59732	1241.77967	154.59732	2.16715	71.33654	.000
T20	150.36831	1062.51601	150.36831	1.85430	81.09152	.000
T22	.28754	578.47712	.28754	1.00956	.28482	.594

Effect on brand personality - All brands and all target groups

*** * ANALYSIS OF VARIANCE -- DESIGN 1 * ***

EFFECT .. GROUP BY LABEL
Multivariate Tests of Significance (S = 2, M = 4 , N = 280 1/2)

Test Name	Value	Approx.	F Hypoth. DF	Error DF	Sig. of F
Pillais	.04269	1.11816	22.00	1128.00	.319
Hotellings	.04363	1.11465	22.00	1124.00	.323
Wilks	.95776	1.11641	22.00	1126.00	.321
Roys	.02423				

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Univariate F-tests with (2,573) D. F.

Variable	Hypoth. SS	Error SS	Hypoth. MS	Error MS	F	Sig. of F
T2	7.04926	1187.78953	3.52463	2.07293	1.70031	.184
T4	1.66986	1183.22959	.83493	2.06497	.40433	.668
T6	3.92584	1055.21072	1.96292	1.84155	1.06590	.345
T8	4.30950	1109.84752	2.15475	1.93691	1.11247	.329
T10	.65562	811.54744	.32781	1.41631	.23145	.793
T12	1.44195	612.16658	.72097	1.06835	.67485	.510
T14	2.82846	680.12324	1.41423	1.18695	1.19148	.305
T16	2.78443	610.72525	1.39222	1.06584	1.30622	.272
T18	5.74670	1241.77967	2.87335	2.16715	1.32586	.266
T20	6.25263	1062.51601	3.12632	1.85430	1.68598	.186
T22	2.24781	578.47712	1.12391	1.00956	1.11326	.329

Effect on brand personality - Player's and all target groups

*** * ANALYSIS OF VARIANCE -- DESIGN 1 * ***

EFFECT .. LABEL
Multivariate Tests of Significance (S = 1, M = 4 1/2, N = 132 1/2)

Test Name	Value	Approx.	F Hypoth. DF	Error DF	Sig. of F
Pillais	.26110	8.57691	11.00	267.00	.000
Hotellings	.35336	8.57691	11.00	267.00	.000
Wilks	.73890	8.57691	11.00	267.00	.000
Roys	.26110				

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Univariate F-tests with (1,277) D. F.

Variable	Hypoth. SS	Error SS	Hypoth. MS	Error MS	F	Sig. of F
T2	20.80648	1010.85230	20.80648	3.64929	5.70152	.018
T4	45.29392	918.42909	45.29392	3.31563	13.66073	.000
T6	63.72465	899.45259	63.72465	3.24712	19.62497	.000
T8	26.17044	1132.37588	26.17044	4.08800	6.40177	.012
T10	33.72014	697.09245	33.72014	2.51658	13.39920	.000
T12	2.06529	633.45255	2.06529	2.28683	.90312	.343
T14	3.51679	595.86788	3.51679	2.15115	1.63484	.202
T16	8.24306	552.35639	8.24306	1.99407	4.13379	.043
T18	159.50416	1075.38065	159.50416	3.88224	41.08559	.000
T20	229.94461	1064.36023	229.94461	3.84246	59.84314	.000
T22	4.50532	524.75809	4.50532	1.89443	2.37819	.124

Effect on brand personality - Export and all target groups

*** * ANALYSIS OF VARIANCE -- DESIGN 1 * ***

EFFECT .. LABEL
Multivariate Tests of Significance (S = 1, M = 4 1/2, N = 136 1/2)

Test Name	Value	Approx.	F Hypoth. DF	Error DF	Sig. of F
Pillais	.19058	5.88630	11.00	275.00	.000
Hotellings	.23545	5.88630	11.00	275.00	.000
Wilks	.80942	5.88630	11.00	275.00	.000
Roys	.19058				

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Univariate F-tests with (1,285) D. F.

Variable	Hypoth. SS	Error SS	Hypoth. MS	Error MS	F	Sig. of F
T2	6.16050	840.88313	6.16050	2.95047	2.08797	.150
T4	65.17335	1036.61139	65.17335	3.63723	17.91839	.000
T6	67.72578	838.57804	67.72578	2.94238	23.01735	.000
T8	37.82677	841.91131	37.82677	2.95407	12.80495	.000
T10	27.84713	665.74170	27.84713	2.33594	11.92119	.001
T12	3.35904	519.34886	3.35904	1.82228	1.84332	.176
T14	4.35958	562.91780	4.35958	1.97515	2.20721	.138
T16	3.07838	462.71586	3.07838	1.62356	1.89606	.170
T18	155.89577	1055.05403	155.89577	3.70194	42.11187	.000
T20	61.80630	860.77207	61.80630	3.02025	20.46395	.000
T22	7.62213	493.45000	7.62213	1.73140	4.40228	.037

Effect on brand personality - Matinee and all target groups

*** * ANALYSIS OF VARIANCE -- DESIGN 1 * ***

EFFECT .. LABEL
Multivariate Tests of Significance (S = 1, M = 4 1/2, N = 142)

Test Name	Value	Approx.	F Hypoth. DF	Error DF	Sig. of F
Pillais	.08423	2.39136	11.00	286.00	.008
Hotellings	.09198	2.39136	11.00	286.00	.008
Wilks	.91577	2.39136	11.00	286.00	.008
Roys	.08423				

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Univariate F-tests with (1,296) D. F.

Variable	Hypoth. SS	Error SS	Hypoth. MS	Error MS	F	Sig. of F
T2	16.83030	934.04258	16.83030	3.15555	5.33356	.022
T4	3.49461	1037.02969	3.49461	3.50348	.99747	.319
T6	14.65677	820.07266	14.65677	2.77052	5.29027	.022
T8	13.50927	873.57743	13.50927	2.95128	4.57744	.033
T10	13.01459	700.19663	13.01459	2.36553	5.50177	.020
T12	1.37446	678.32711	1.37446	2.29165	.59977	.439
T14	.08174	684.14295	.08174	2.31129	.03537	.851
T16	1.99935	602.15659	1.99935	2.03431	.98282	.322
T18	5.87606	1056.84226	5.87606	3.57041	1.64577	.201
T20	21.59821	641.69896	21.59821	2.16790	9.96273	.002
T22	6.26354	593.55167	6.26354	2.00524	3.12358	.078

Effect on brand personality - DuMaurier and all target groups

*** * ANALYSIS OF VARIANCE -- DESIGN 1 * ***

EFFECT .. LABEL
Multivariate Tests of Significance (S = 1, M = 4 1/2, N = 136 1/2)

Test Name	Value	Approx.	F Hypoth. DF	Error DF	Sig. of F
Pillais	.19694	6.13089	11.00	275.00	.000
Hotellings	.24524	6.13089	11.00	275.00	.000
Wilks	.80306	6.13089	11.00	275.00	.000
Roys	.19694				

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Univariate F-tests with (1,285) D. F.

Variable	Hypoth. SS	Error SS	Hypoth. MS	Error MS	F	Sig. of F
T2	18.03718	835.89598	18.03718	2.93297	6.14980	.014
T4	.00533	746.03598	.00533	2.61767	.00204	.964
T6	47.58793	750.09882	47.58793	2.63193	18.08103	.000
T8	13.62326	786.32642	13.62326	2.75904	4.93768	.027
T10	49.37506	639.89110	49.37506	2.24523	21.99107	.000
T12	.67006	457.01450	.67006	1.60356	.41786	.519
T14	5.67058	597.24439	5.67058	2.09559	2.70595	.101
T16	.29460	556.03255	.29460	1.95099	.15100	.698
T18	54.65879	872.53340	54.65879	3.06152	17.85348	.000
T20	42.73737	666.01779	42.73737	2.33690	18.28802	.000
T22	.00280	522.19968	.00280	1.83228	.00153	.969

Effect on brand personality - All brands within group - L/M SMOKERS

*** * ANALYSIS OF VARIANCE -- DESIGN 1 * ***

EFFECT .. LABEL
Multivariate Tests of Significance (S = 1, M = 4 1/2, N = 89)

Test Name	Value	Approx.	F Hypoth. DF	Error DF	Sig. of F
Pillais	.21007	4.35175	11.00	180.00	.000
Hotellings	.26594	4.35175	11.00	180.00	.000
Wilks	.78993	4.35175	11.00	180.00	.000
Roys	.21007				

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Univariate F-tests with (1,190) D. F.

Variable	Hypoth. SS	Error SS	Hypoth. MS	Error MS	F	Sig. of F
T2	3.92540	387.37893	3.92540	2.03884	1.92531	.167
T4	4.90333	410.14406	4.90333	2.15865	2.27148	.133
T6	16.66857	346.05387	16.66857	1.82134	9.15183	.003
T8	5.09302	373.85305	5.09302	1.96765	2.58838	.109
T10	14.70913	247.45925	14.70913	1.30242	11.29371	.001
T12	.28455	176.37891	.28455	.92831	.30653	.580
T14	1.93409	213.66931	1.93409	1.12458	1.71984	.191
T16	4.02518	179.60099	4.02518	.94527	4.25824	.040
T18	61.08934	400.95467	61.08934	2.11029	28.94835	.000
T20	25.46157	337.60776	25.46157	1.77688	14.32934	.000
T22	.15373	178.56981	.15373	.93984	.16357	.686

Effect on brand personality - All brands within group - XL/XM SMOKERS

*** * ANALYSIS OF VARIANCE -- DESIGN 1 * ***

EFFECT .. LABEL
Multivariate Tests of Significance (S = 1, M = 4 1/2, N = 89)

Test Name	Value	Approx.	F Hypoth. DF	Error DF	Sig. of F
Pillais	.25086	5.47954	11.00	180.00	.000
Hotellings	.33486	5.47954	11.00	180.00	.000
Wilks	.74914	5.47954	11.00	180.00	.000
Roys	.25086				

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Univariate F-tests with (1,190) D. F.

Variable	Hypoth. SS	Error SS	Hypoth. MS	Error MS	F	Sig. of F
T2	2.88860	321.58120	2.88860	1.69253	1.70668	.193
T4	15.79843	304.47259	15.79843	1.60249	9.85869	.002
T6	32.14196	362.44995	32.14196	1.90763	16.84914	.000
T8	18.45563	369.31034	18.45563	1.94374	9.49491	.002
T10	19.50986	258.19881	19.50986	1.35894	14.35666	.000
T12	1.28982	213.42670	1.28982	1.12330	1.14824	.285
T14	.62945	219.24914	.62945	1.15394	.54548	.461
T16	1.96686	230.18298	1.96686	1.21149	1.62350	.204
T18	27.39831	438.05146	27.39831	2.30553	11.88371	.001
T20	66.17972	325.80803	66.17972	1.71478	38.59373	.000
T22	2.32756	192.77011	2.32756	1.01458	2.29412	.132

Effect on brand personality - All brands within group - RSQ SMOKERS

*** * ANALYSIS OF VARIANCE -- DESIGN 1 * ***

EFFECT .. LABEL
Multivariate Tests of Significance (S = 1, M = 4 1/2, N = 90 1/2)

Test Name	Value	Approx.	F Hypoth. DF	Error DF	Sig. of F
Pillais	.29268	6.88388	11.00	183.00	.000
Hotellings	.41378	6.88388	11.00	183.00	.000
Wilks	.70732	6.88388	11.00	183.00	.000
Roys	.29268				

- - - - - - - - - -

Univariate F-tests with (1,193) D. F.

Variable	Hypoth. SS	Error SS	Hypoth. MS	Error MS	F	Sig. of F
T2	25.98298	478.82940	25.98298	2.48098	10.47286	.001
T4	12.09789	468.61293	12.09789	2.42805	4.98256	.027
T6	47.39128	346.70690	47.39128	1.79641	26.38112	.000
T8	26.07236	366.68413	26.07236	1.89992	13.72289	.000
T10	24.88420	305.88939	24.88420	1.58492	15.70061	.000
T12	.00132	222.36096	.00132	1.15213	.00114	.973
T14	1.26056	247.20479	1.26056	1.28085	.98415	.322
T16	.07169	200.94129	.07169	1.04115	.06885	.793
T18	72.22222	402.77354	72.22222	2.08691	34.60726	.000
T20	64.87800	399.10022	64.87800	2.06788	31.37421	.000
T22	.04501	207.13720	.04501	1.07325	.04193	.838

Table 6 LABEL EFFECTS ON BRAND PERSONALITY

P2. I would like you to fill out the next part of the survey on your own. If you have any questions as you are going along, please ask me about them. Below is a statement about people like you who smoke cigarettes. Complete the sentence to describe your own impressions of people who would smoke the cigarettes contained in this package as their usual brand by circling a number between 1 and 9 on each of the scales listed after the statement. [Let respondent manipulate package/Leave package in view/self-complete]

In general, people who would smoke this brand of cigarettes are…

	TOTAL	L/M Smokers	XL/XM Smokers	RSQ Smokers
1. Sporty – Home-loving				
All brands	**(N = 609)**	**(N = 199)**	**(N = 200)**	**(N = 210)**
• Control	5.09	5.14	5.23	4.91
• Test	5.38	5.28	5.43	5.45
• Difference	-0.29★	-0.14	-0.20	-0.54★
Player's	**(N = 287)**	**(N = 94)**	**(N = 92)**	**(N = 101)**
• Control	4.68	4.68	4.73	4.63
• Test	5.06	4.91	5.00	5.26
• Difference	-0.38★★	-0.23	-0.27	-0.63★★
Export 'A'	**(N = 297)**	**(N = 97)**	**(N = 97)**	**(N = 103)**
• Control	5.11	4.97	5.16	5.20
• Test	5.25	5.02	5.26	5.47
• Difference	-0.14	-0.05	-0.10	-0.27
Matinée	**(N = 322)**	**(N = 105)**	**(N = 108)**	**(N = 109)**
• Control	5.63	5.74	5.80	5.36
• Test	6.00	6.19	5.94	5.88
• Difference	-0.37★★	-0.45	-0.14	-0.52
DuMaurier	**(N = 312)**	**(N = 102)**	**(N = 103)**	**(N = 107)**
• Control	4.92	5.16	5.18	4.43
• Test	5.26	5.12	5.48	5.17
• Difference	-0.34★★	0.04	-0.30	-0.74★
2. Old fashioned – Modern				
All brands	**(N = 609)**	**(N = 199)**	**(N = 200)**	**(N = 210)**
• Control	5.13	5.11	5.08	5.19
• Test	4.67	4.74	4.56	4.70
• Difference	0.46★	0.37★★	0.52★	0.49★
Player's	**(N = 287)**	**(N = 94)**	**(N = 92)**	**(N = 101)**
• Control	5.50	5.47	5.66	5.37
• Test	4.75	4.69	4.82	4.74
• Difference	0.75★	0.78★	0.84★	0.63★★
Export 'A'	**(N = 297)**	**(N = 97)**	**(N = 97)**	**(N = 103)**
• Control	5.11	5.42	4.78	5.13
• Test	4.36	4.68	4.01	4.37
• Difference	0.75★	0.74★★	0.77★	0.76★
Matinée	**(N = 322)**	**(N = 105)**	**(N = 108)**	**(N = 109)**
• Control	4.57	4.22	4.66	4.81
• Test	4.34	4.23	4.38	4.41
• Difference	0.23	-0.01	0.28	0.40

★ *T-Test significant at P < 0.01* ★★ *T-Test significant at P < 0.05*

	TOTAL	L/M Smokers	XL/XM Smokers	RSQ Smokers
DuMaurier	(N = 312)	(N = 102)	(N = 103)	(N = 107)
• Control	5.37	5.34	5.28	5.49
• Test	5.28	5.35	5.19	5.29
• Difference	0.09	-0.01	0.09	0.20
3. Health negligent – Health conscious				
All brands	(N = 609)	(N = 199)	(N = 200)	(N = 210)
• Control	4.76	4.72	4.65	4.91
• Test	4.16	4.25	4.07	4.18
• Difference	0.60★	0.47★	0.58★	0.73★
Player's	(N = 287)	(N = 94)	(N = 92)	(N = 101)
• Control	4.75	5.06	4.56	4.62
• Test	4.03	4.24	3.89	3.95
• Difference	0.72★	0.82★	0.67★	0.67★★
Export 'A'	(N = 297)	(N = 97)	(N = 97)	(N = 103)
• Control	4.54	4.45	4.48	4.70
• Test	3.80	3.86	3.60	3.95
• Difference	0.74★	0.59★★	0.88★	0.75★
Matinée	(N = 322)	(N = 105)	(N = 108)	(N = 109)
• Control	5.20	5.17	4.94	5.49
• Test	4.81	4.91	4.80	4.74
• Difference	0.39★	0.26	0.14	0.75★
DuMaurier	(N = 312)	(N = 102)	(N = 103)	(N = 107)
• Control	4.58	4.29	4.62	4.81
• Test	3.99	3.98	3.94	4.04
• Difference	0.59★	0.31	0.68★	0.77★
4. Younger – Older				
All brands	(N = 609)	(N = 199)	(N = 200)	(N = 210)
• Control	5.19	5.31	5.29	4.97
• Test	5.74	5.72	5.76	5.73
• Difference	-0.55★	-0.41★★	-0.47★	-0.76★
Player's	(N = 287)	(N = 94)	(N = 92)	(N = 101)
• Control	4.91	5.19	4.79	4.73
• Test	5.54	5.66	5.78	5.18
• Difference	-0.63★	-0.47	-0.99★	-0.45
Export 'A'	(N = 297)	(N = 97)	(N = 97)	(N = 103)
• Control	5.16	5.02	5.42	5.05
• Test	5.87	5.84	5.88	5.88
• Difference	-0.71★	-0.82★	-0.46	-0.83★
Matinée	(N = 322)	(N = 105)	(N = 108)	(N = 109)
• Control	6.08	6.39	6.06	5.81
• Test	6.53	6.62	6.37	6.59
• Difference	-0.45★	-0.23	-0.31	-0.78★
DuMaurier	(N = 312)	(N = 102)	(N = 103)	(N = 107)
• Control	4.64	4.85	4.82	4.26
• Test	5.06	4.79	5.16	5.23
• Difference	-0.42★	0.06	-0.34	-0.97★
5. Image conscious – Sloppy				
All brands	(N = 609)	(N = 199)	(N = 200)	(N = 210)
• Control	4.58	4.42	4.79	4.55
• Test	5.08	4.85	5.30	5.08
• Difference	-0.50★	-0.43★	-0.51★	-0.53★

★ *T-Test significant at P < 0.01* ★★ *T-Test significant at P < 0.05*

	TOTAL	L/M Smokers	XL/XM Smokers	RSQ Smokers
Player's	**(N = 287)**	**(N = 94)**	**(N = 92)**	**(N = 101)**
• Control	4.55	4.46	4.71	4.48
• Test	5.10	4.93	5.34	5.05
• Difference	-0.55★	-0.47★★	-0.63★	-0.57★★
Export 'A'	**(N = 297)**	**(N = 97)**	**(N = 97)**	**(N = 103)**
• Control	4.82	4.53	5.11	4.81
• Test	5.26	5.01	5.64	5.14
• Difference	-0.44★	-0.48★★	-0.53★	-0.33
Matinée	**(N = 322)**	**(N = 105)**	**(N = 108)**	**(N = 109)**
• Control	4.53	4.43	4.74	4.40
• Test	4.88	4.54	4.97	5.11
• Difference	-0.35★	-0.11	-0.23	-0.71★
DuMaurier	**(N = 312)**	**(N = 102)**	**(N = 103)**	**(N = 107)**
• Control	4.45	4.24	4.59	4.51
• Test	5.07	4.93	5.26	5.01
• Difference	-0.62★	-0.69★	-0.67★	-0.50★★
6. Straight – Cool				
All brands	**(N = 609)**	**(N = 199)**	**(N = 200)**	**(N = 210)**
• Control	4.88	4.84	4.88	4.93
• Test	4.86	4.86	4.83	4.90
• Difference	0.02	-0.02	0.05	0.03
Player's	**(N = 287)**	**(N = 94)**	**(N = 92)**	**(N = 101)**
• Control	5.10	5.09	5.16	5.06
• Test	5.17	4.98	5.36	5.18
• Difference	-0.07	0.11	-0.20	-0.12
Export 'A'	**(N = 297)**	**(N = 97)**	**(N = 97)**	**(N = 103)**
• Control	4.94	4.91	4.75	5.16
• Test	4.73	4.79	4.48	4.92
• Difference	0.21	0.12	0.27	0.24
Matinée	**(N = 322)**	**(N = 105)**	**(N = 108)**	**(N = 109)**
• Control	4.54	4.56	4.60	4.45
• Test	4.44	4.60	4.39	4.35
• Difference	0.10	-0.04	0.21	0.10
DuMaurier	**(N = 312)**	**(N = 102)**	**(N = 103)**	**(N = 107)**
• Control	5.04	5.00	5.03	5.09
• Test	5.16	5.08	5.23	5.16
• Difference	-0.12	-0.08	-0.20	-0.07
7. Leader – Follower				
All brands	**(N = 609)**	**(N = 199)**	**(N = 200)**	**(N = 210)**
• Control	5.19	5.11	5.32	5.16
• Test	5.12	4.94	5.39	5.04
• Difference	0.07	0.17	-0.07	0.12
Player's	**(N = 287)**	**(N = 94)**	**(N = 92)**	**(N = 101)**
• Control	5.00	4.96	5.03	5.00
• Test	5.13	4.87	5.38	5.16
• Difference	-0.13	0.09	-0.35	-0.16
Export 'A'	**(N = 297)**	**(N = 97)**	**(N = 97)**	**(N = 103)**
• Control	5.23	5.11	5.37	5.21
• Test	5.08	5.02	5.23	4.99
• Difference	0.15	0.09	0.14	0.22

★ *T-Test significant at P < 0.01* ★★ *T-Test significant at P < 0.05*

	TOTAL	L/M Smokers	XL/XM Smokers	RSQ Smokers
Matinée	(N = 322)	(N = 105)	(N = 108)	(N = 109)
• Control	5.35	5.29	5.46	5.30
• Test	5.32	5.01	5.77	5.18
• Difference	0.03	0.28	-0.31	0.12
DuMaurier	(N = 312)	(N = 102)	(N = 103)	(N = 107)
• Control	5.18	5.04	5.39	5.13
• Test	5.02	5.02	5.21	4.84
• Difference	0.16	0.02	0.18	0.29
8. **Higher status – Lower status**				
All brands	(N = 609)	(N = 199)	(N = 200)	(N = 210)
• Control	4.86	4.79	4.95	4.83
• Test	4.98	4.96	5.11	4.88
• Difference	-0.12	-0.17	-0.16	-0.05
Player's	(N = 287)	(N = 94)	(N = 92)	(N = 101)
• Control	4.80	4.95	4.76	4.69
• Test	5.02	5.07	5.00	4.99
• Difference	-0.22	-0.12	-0.24	-0.30
Export 'A'	(N = 297)	(N = 97)	(N = 97)	(N = 103)
• Control	5.02	4.84	5.13	5.09
• Test	5.17	5.27	5.32	4.93
• Difference	-0.15	-0.43★★	-0.19	0.16
Matinée	(N = 322)	(N = 105)	(N = 108)	(N = 109)
• Control	4.71	4.51	4.94	4.68
• Test	4.84	4.72	5.01	4.77
• Difference	-0.13	-0.21	-0.07	-0.09
DuMaurier	(N = 312)	(N = 102)	(N = 103)	(N = 107)
• Control	4.94	4.86	5.11	4.86
• Test	4.90	4.77	5.11	4.83
• Difference	0.04	0.09	0.00	0.03
9. **Smoke a lot – Smoke a little**				
All brands	(N = 609)	(N = 199)	(N = 200)	(N = 210)
• Control	5.03	4.97	4.93	5.20
• Test	4.30	4.19	4.34	4.38
• Difference	0.73★	0.78★	0.59★	0.82★
Player's	(N = 287)	(N = 94)	(N = 92)	(N = 101)
• Control	5.12	5.40	4.79	5.15
• Test	4.05	3.87	4.19	4.11
• Difference	1.07★	1.53★	0.60	1.04★
Export 'A'	(N = 297)	(N = 97)	(N = 97)	(N = 103)
• Control	4.86	4.76	4.72	5.13
• Test	3.86	3.87	3.70	4.01
• Difference	1.00★	0.89★	1.02★	1.12★
Matinée	(N = 322)	(N = 105)	(N = 108)	(N = 109)
• Control	5.52	5.41	5.49	5.67
• Test	5.28	5.16	5.31	5.35
• Difference	0.24	0.25	0.18	0.32
DuMaurier	(N = 312)	(N = 102)	(N = 103)	(N = 107)
• Control	4.69	4.54	4.67	4.85
• Test	4.01	3.88	4.14	3.99
• Difference	0.68★	0.66★★	0.53★★	0.86★

★ *T-Test significant at P < 0.01* ★★ *T-Test significant at P < 0.05*

	TOTAL	L/M Smokers	XL/XM Smokers	RSQ Smokers
10. Feminine – Masculine				
All brands	**(N = 609)**	**(N = 199)**	**(N = 200)**	**(N = 210)**
• Control	4.32	4.54	4.29	4.13
• Test	5.14	5.12	5.17	5.13
• Difference	-0.82★	-0.58★	-0.88★	-1.00★
Player's	**(N = 287)**	**(N = 94)**	**(N = 92)**	**(N = 101)**
• Control	4.36	4.43	4.36	4.27
• Test	5.83	5.83	6.06	5.60
• Difference	-1.47★	-1.40★	-1.70★	-1.33★
Export 'A'	**(N = 297)**	**(N = 97)**	**(N = 97)**	**(N = 103)**
• Control	5.08	5.14	5.10	5.00
• Test	5.85	5.88	5.64	6.02
• Difference	-0.77★	-0.74★★	-0.54★★	-1.02★
Matinée	**(N = 322)**	**(N = 105)**	**(N = 108)**	**(N = 109)**
• Control	3.41	3.66	3.36	3.22
• Test	3.93	3.76	3.87	4.15
• Difference	-0.52★	-0.10	-0.51★★	-0.93★
DuMaurier	**(N = 312)**	**(N = 102)**	**(N = 103)**	**(N = 107)**
• Control	4.51	4.82	4.38	4.35
• Test	5.13	5.16	5.28	4.96
• Difference	-0.62★	-0.34	-0.90★	-0.61★
11. Overall package design is not attractive – Overall package design is attractive				
All brands	**(N = 609)**	**(N = 199)**	**(N = 200)**	**(N = 210)**
• Control	4.04	4.08	4.10	3.94
• Test	4.06	3.98	4.23	3.96
• Difference	-0.02	0.10	-0.13	-0.02
Player's	**(N = 287)**	**(N = 94)**	**(N = 92)**	**(N = 101)**
• Control	3.86	4.13	3.84	3.58
• Test	4.02	3.97	4.27	3.84
• Difference	-0.16	0.16	-0.43★★	-0.26
Export 'A'	**(N = 297)**	**(N = 97)**	**(N = 97)**	**(N = 103)**
• Control	3.95	4.23	3.77	3.85
• Test	3.80	4.01	3.89	3.50
• Difference	0.15	0.22	-0.12	0.35
Matinée	**(N = 322)**	**(N = 105)**	**(N = 108)**	**(N = 109)**
• Control	4.05	4.03	4.17	3.94
• Test	4.16	4.00	4.08	4.40
• Difference	-0.11	0.03	0.09	-0.46★★
DuMaurier	**(N = 312)**	**(N = 102)**	**(N = 103)**	**(N = 107)**
• Control	4.33	3.91	4.61	4.45
• Test	4.32	4.10	4.68	4.16
• Difference	0.01	-0.19	-0.07	0.29

NOTE: "Control" packages are the existing packages with their labels (M, L, XM, XL). "Test" packages are identical to the existing packages but without their labels.

All results shown for "control" and "test" packages are mean scores obtained on a 9-point scale, where 1 is the leftmost term and 9 is the rightmost.

Difference between means is positive when labels reinforce the rightmost term and negative when they reinforce the leftmost.

★ *T-Test significant at P < 0.01* ★★ *T-Test significant at P < 0.05*

Table 7

SUMMARY OF LABEL EFFECTS ON BRAND PERSONALITY
(All brands tested)

	TOTAL (609)				L/M SMOKERS (199)				XL/XM SMOKERS (200)				RSQ SMOKERS (210)			
	Cont.	Test	Diff.	T-Test	Cont.	Test	Diff.	T-Test	Cont.	Test	Diff.	T-Test	Cont.	Test	Diff.	T-Test
1. Sporty – Home-loving	5.09	5.38	-0.29	SIG	5.14	5.28	-0.14	NS	5.23	5.43	-0.20	NS	4.91	5.45	-0.54	SIG
2. Old fashioned – Modern	5.13	4.67	0.46	SIG	5.11	4.74	0.37	SIG	5.08	4.56	0.52	SIG	5.19	4.70	0.49	SIG
3. Health negligent – Health conscious	4.76	4.16	0.60	SIG	4.72	4.25	0.47	SIG	4.65	4.07	0.58	SIG	4.91	4.18	0.73	SIG
4. Younger – Older	5.19	5.74	-0.55	SIG	5.31	5.72	-0.41	SIG	5.29	5.76	-0.47	SIG	4.97	5.73	-0.76	SIG
5. Image conscious – Sloppy	4.58	5.08	-0.50	SIG	4.42	4.85	-0.43	SIG	4.79	5.30	-0.51	SIG	4.55	5.08	-0.53	SIG
6. Straight – Cool	4.88	4.86	0.02	NS	4.84	4.86	-0.02	NS	4.88	4.83	0.05	NS	4.93	4.90	0.03	NS
7. Leader – Follower	5.19	5.12	0.07	NS	5.11	4.94	0.17	NS	5.32	5.39	-0.07	NS	5.16	5.04	0.12	NS
8. Higher status – Lower status	4.86	4.98	-0.12	NS	4.79	4.96	-0.17	NS	4.95	5.11	-0.16	NS	4.83	4.88	-0.05	NS
9. Smoke a lot – Smoke a little	5.03	4.30	0.73	SIG	4.97	4.19	0.78	SIG	4.93	4.34	0.59	SIG	5.20	4.38	0.82	SIG
10. Feminine – Masculine	4.32	5.14	-0.82	SIG	4.54	5.12	-0.58	SIG	4.29	5.17	-0.88	SIG	4.13	5.13	-1.00	SIG
11. Overall package design is not attractive – Overall package design is attractive	4.04	4.06	-0.02	NS	4.08	3.98	0.10	NS	4.10	4.23	-0.13	NS	3.94	3.96	-0.02	NS

NOTE: "Control" packages are the existing packages with their labels (M, L, XM, XL). "Test" packages are identical to the existing packages but without their labels.

All results shown for "control" and "test" packages are mean scores obtained on a 9-point scale, where 1 is the leftmost term and 9 is the rightmost.

Difference between means is positive when labels reinforce the rightmost term and negative when they reinforce the leftmost.

***SIG** = significant difference in a univariate T-test* ***NS** = not significant at $P < 0.05$.*

5.5 LABEL EFFECTS ON SMOKERS' SOCIAL IMAGE

Six photos, each depicting a character representing a social stereotype, were shown to the respondents in rotation, together with different test and control packages of cigarettes. (The photos are reproduced in Appendix 3.) For each of these photos, the respondents were asked to indicate, on a 9-point scale, the extent to which they thought the package they were being shown could be the favourite brand of the character in the photo (1 = not at all, 9 = very much).

By comparing the scores for the test and control packages, we obtained an objective measurement of the effect of the light/mild labels on the social image of smokers of the brands concerned.

We examined the differences between the test and control packages in several different ways (for all respondents, for each target group, for all brands, and for each brand), and tested their significance with both univariate and multivariate tests (T-tests and MANOVA, respectively).

Label effects for all brands combined

- **Table 8** (at the end of this section) shows the mean scores that the respondents gave the control and test packages for each of the six characters. These scores are shown for all brands combined and each brand separately, and for all respondents combined and for each target group. **Table 9** summarizes the results of all the univariate tests performed.

- A casual inspection shows that for four of the six characters, the differences between the scores for the test and control packages are large, while for the two other characters, they are small. The large differences for the four characters are consistent from one target group to the next, indicating that the effect of the label on the social image of smokers is fairly uniform from one group to another.

- A first set of univariate T-tests was conducted on the differences for each character, for all brands and all respondents combined. These tests showed that the differences for four of the characters were very significant, while the difference for one of the characters (the businessman) was not significant. The significant effects of a light/mild label on the perceived likelihood that a brand could be a character's favourite brand can be summarized as follows:
  - much less likely, for the biker;
  - much less likely, for the farmer;
  - much more likely, for the elegant woman in her 30s;
  - much more likely, for the sporty woman in her 20s;
  - slightly more likely, for the teenage boy.

☛ These effects confirm the observed overall effect of a light/mild label on brand personality profiles, where the presence of the label could make the brand less masculine (without making it effeminate) and, overall, more desirable.

- When the effects for the four brands combined are tested within each of the three target groups, we find:

  1. that the effects for two of the characters are not significant for any of the target groups:

     → businessman;
     → teenage boy.

  2. that the very significant effects observed for all respondents combined are of comparable size and remain highly significant within the individual target groups.

     → **We can therefore conclude that the label has a significant effect on the social image of the smoker, in every target group.**

     → The MANOVA analyses do not show any Label x Target Group interaction effect, which suggests that the overall effect of the brands is uniform from one group to another.

- The following table summarizes the differences between the control and test packages for all brands combined, both for all respondents combined and for each target group separately. (For details, see **Table 8**).

Labels Effects for All Brands Combined, by Target Group
- 9-point scale -

Mean differences between scores for test and control packages	Total (609)	L/M Smokers (199)	XL/XM Smokers (200)	RSQ Smokers (210)
1. Biker [Not at all – Very much]	-2.14★	-1.80★	-2.14★	-2.46★
2. Farmer [Not at all – Very much]	-1.70★	-1.58★	-1.64★	-1.89★
3. Elegant woman [Not at all – Very much]	1.40★	1.19★	1.51★	1.49★
4. Sporty woman [Not at all – Very much]	1.05★	0.99★	1.09★	1.06★
5. Teenage boy [Not at all – Very much]	0.22★★	0.23	0.15	0.29
6. Businessman [Not at all – Very much]	-0.09	-0.17	0.21	-0.30

★ *T-Test significant at P < 0.01*
★★ *T-Test significant at P < 0.05*

Label effects for individual brands

- The effects observed previously, for the four tested brands combined, indicate that the mere presence of a light/mild label on the package projects a significantly more attractive social image of the people who smoke these brands, within each of the three target groups.

- We wanted to test whether this effect observed when the brands were combined was still significant when we looked at each brand individually. The following table summarizes the differences observed for the individual brands for all respondents combined. As this table shows:

  1. as was the case for brand personality attributes, the effects of the label on smoker's social image vary with the brand. In comparison, the label effects on the perceived strength of the cigarette were far more uniform from one brand to another.

     → The size of the label effect thus depends on the basic social image that a brand conveys. Thus the effects for Player's and Export 'A' are larger than those for Matinée in particular, but for DuMaurier as well.

     → Because of the variation in the label effect from brand to brand, the two social images that were not significantly influenced by the label when the four brands were combined do show significant effects for certain brands considered individually.

  2. the four social images that showed significant effects when the four brands were combined continue to show significant, substantial effects for the brands taken individually (scores shift at least half a point, and in some cases nearly 3 points, on a 9-point scale).

     → **These effects clearly indicate that the mere presence of the label enhances the social image of the smoker of each of the brands tested, and that the intensity of these effects varies from one brand to another.**

Label Effects for Individual Brands, for All Respondents Combined
- 9-point scale -

Mean differences between scores for test and control packages:	For all 4 brands combined (609)	For individual brands			
		Player's (287)	Export 'A' (297)	Matinée (322)	DuMaurier (312)
1. Biker [Not at all – Very much]	-2.14★	-2.87★	-2.72★	-1.14★	-2.00★
2. Farmer [Not at all – Very much]	-1.70★	-2.40★	-2.00★	-1.20★	-1.36★
3. Elegant woman [Not at all – Very much]	1.40★	2.18★	1.56★	0.70★	1.32★
4. Sporty woman [Not at all – Very much]	1.05★	1.31★	1.37★	0.65★	0.96★
5. Teenage boy [Not at all – Very much]	0.22★★	0.11	0.45★★	0.20	0.14
6. Businessman [Not at all – Very much]	-0.09	-0.38★★	0.12	-0.14	0.03

★ *T-Test significant at P < 0.01*
★★ *T-Test significant at P < 0.05*

- Lastly, we tested the effects for the individual brands in <u>each</u> of the target groups. The T-tests indicate that:

  1. two of the social images remain very significantly influenced for every brand and every target group: a light/mild label makes respondents think it less likely that the brand could be the favourite brand of:
     → the biker;
     → the farmer.

  2. The effects for the four other social images vary too much with the brand and the target group for any general trend to be identified.

  3. These results confirm that, like the label effects on brand personality, the label effects on smoker's image vary with the brand. Thus, we find that the effect on the perceived strength of the cigarette is more uniform and especially generalized (among brands and target groups), whereas this is not the case for the attributes associated with brand image (brand personality + smoker's image). The effect on the perceived strength of the product is thus the most generalized principal effect caused by the presence of the label.

- The following table summarizes the results of the univariate tests on the effects of the brands, combined and individually, for all target groups combined and for each target group separately (details of the scores and the differences are presented in **Table 8**).

Summary of T-Test Results on the Differences Between Test and Control Packages, for Four Levels of Analysis

Social image attributes	1. All 4 brands and 3 target groups combined	2. All 4 brands combined for each target group	3. Each brand for all 3 target groups combined	4. Each brand for each target group
1. Biker [Not at all – Very much]	SIG	SIG	SIG	SIG
2. Farmer [Not at all – Very much]	SIG	SIG	SIG	SIG
3. Elegant woman [Not at all – Very much]	SIG	SIG	SIG	NS★
4. Sporty woman [Not at all – Very much]	SIG	SIG	SIG	NS★
5. Teenage boy [Not at all – Very much]	SIG	NS	NS★	NS★
6. Businessman [Not at all – Very much]	NS	NS	NS★	NS★

SIG = *T-Test significant at P < 0.05*
NS = *T-Test not significant at P < 0.05*
NS★ = *Not significant at P < 0.05 for some brands.*

Multivariate Analysis of the Label Effect

- Our first set of multivariate tests, based on all respondents combined, looked at the relationship between the four brands combined and all of the social images. These tests confirm that the mere presence of the label significantly enhances the entire social image of a brand's smokers.
  - The Label x Gender interaction effect is not significant.
  - The Label x Language interaction effect is significant. This was also true for the effects of label on brand image. This interaction may arise from the differences in basic image from one brand to another and one language group to the other.
  - The Label x Target Group interaction effect is not significant for all brands combined.
- Our second set of multivariate tests examined the combined effects for the brands within each of the three target groups. These tests confirmed that in each group, the effect of the label on social image was significant.
- Lastly, our third set of multivariate tests examined the effects for each of the four brands individually, for all respondents combined. All of these effects were found to be highly significant. These tests thus confirm that the mere presence of the label on any of the brands tested enhances the social image of smokers of this brand.

- It is important to note that the univariate T-tests on the effects for the individual brands within each target group showed that the label effect varies so much from one brand to another within each group that only two individual effects (for the biker and the farmer) are significant in all of the groups. These univariate tests confirm the general conclusion as to the significant effect on social image but show that the size of the effect on a brand varies with the target group and may not be significant.

Conclusions regarding social image

- The univariate and multivariate analyses of the variance created by the label indicate that the mere presence of the label significantly and substantially influences the social image of smokers of each of the four brands tested, in each of the three target groups. Specifically, labelling cigarettes as "light" or "mild" causes respondents to perceive them as less likely to be the favourite brands of:

  - the biker character;
  - the farmer character.

- The results also indicate that:

  - the intensity of the label effect varies with brand;
  - the intensity of the label effect varies with language;
  - responses concerning the businessman, elegant woman, sporty woman, and teenage boy characters are sometimes influenced by the label, depending on the target group and the brand concerned.

- The following pages present the main results from our multivariate analyses of variance (SPSS MANOVA). The univariate F-tests are presented for information only, because the conditions of sphericity were not sufficiently satisfied. In this case, the T-tests are more accurate when one examines the effects for the brands for each of the social-image criteria (see **Tables 8 and 9**).

Effect on social image - All brands and all target groups

*** * ANALYSIS OF VARIANCE -- DESIGN 1 * ***

EFFECT .. LABEL
Multivariate Tests of Significance (S = 1, M = 2 , N = 290 1/2)

Test Name	Value	Approx.	F Hypoth. DF	Error DF	Sig. of F
Pillais	.32904	47.65165	6.00	583.00	.000
Hotellings	.49041	47.65165	6.00	583.00	.000
Wilks	.67096	47.65165	6.00	583.00	.000
Roys	.32904				

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Univariate F-tests with (1,588) D. F.

Variable	Hypoth. SS	Error SS	Hypoth. MS	Error MS	F	Sig. of F
T2	4.10417	1584.26476	4.10417	2.69433	1.52326	.218
T4	.92734	1555.22322	.92734	2.64494	.35061	.554
T6	208.16773	1978.02873	208.16773	3.36399	61.88112	.000
T8	1107.55970	2551.89744	1107.55970	4.33996	255.20034	.000
T10	450.30165	1834.69335	450.30165	3.12023	144.31696	.000
T12	742.19269	2235.10573	742.19269	3,80120	195.25220	.000

Effect on social image - All brands and all target groups

*** * ANALYSIS OF VARIANCE -- DESIGN 1 * ***

EFFECT .. GROUP BY LABEL
Multivariate Tests of Significance (S = 2, M = 1 1/2, N = 290 1/2)

Test Name	Value	Approx.	F Hypoth. DF	Error DF	Sig. of F
Pillais	.01922	.94441	12.00	1168.00	.501
Hotellings	.01943	.94222	12.00	1164.00	.503
Wilks	.98086	.94332	12.00	1166.00	.502
Roys	.01285				

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Univariate F-tests with (2,588) D. F.

Variable	Hypoth. SS	Error SS	Hypoth. MS	Error MS	F	Sig. of F
T2	16.34172	1584.26476	8.17086	2.69433	3.03262	.049
T4	.60805	1555.22322	.30403	2.64494	.11495	.891
T6	2.10395	1978.02873	1.05198	3.36399	.31272	.732
T8	17.11327	2551.89744	8.55664	4.33996	1.97159	.140
T10	6.37720	1834.69335	3.18860	3.12023	1.02191	.361
T12	5.57106	2235.10573	2.78553	3.80120	.73280	.481

Effect on social image - Player's and all target groups

*** * ANALYSIS OF VARIANCE -- DESIGN 1 * ***

EFFECT .. LABEL
Multivariate Tests of Significance (S = 1, M = 2 , N = 136)

Test Name	Value	Approx.	F Hypoth. DF	Error DF	Sig. of F
Pillais	.39584	29.92094	6.00	274.00	.000
Hotellings	.65520	29.92094	6.00	274.00	.000
Wilks	.60416	29.92094	6.00	274.00	.000
Roys	.39584				

Univariate F-tests with (1,279) D. F.

Variable	Hypoth. SS	Error SS	Hypoth. MS	Error MS	F	Sig. of F
T2	16.84346	1183.26487	16.84346	4.24109	3.97149	.047
T4	.03934	1442.21259	.03934	5.16922	.00761	.931
T6	154.73941	1649.06534	154.73941	5.91063	26.17986	.000
T8	990.47029	1893.70404	990.47029	6.78747	145.92629	.000
T10	546.04007	1416.99951	546.04007	5.07885	107.51251	.000
T12	704.06935	1877.59518	704.06935	6.72973	104.62071	.000

Effect on social image - Export and all target groups

*** * ANALYSIS OF VARIANCE -- DESIGN 1 * ***

EFFECT .. LABEL
Multivariate Tests of Significance (S = 1, M = 2 , N = 142)

Test Name	Value	Approx.	F Hypoth. DF	Error DF	Sig. of F
Pillais	.36065	26.88824	6.00	286.00	.000
Hotellings	.56409	26.88824	6.00	286.00	.000
Wilks	.63935	26.88824	6.00	286.00	.000
Roys	.36065				

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Univariate F-tests with (1,291) D. F.

Variable	Hypoth. SS	Error SS	Hypoth. MS	Error MS	F	Sig. of F
T2	3.81670	1167.43687	3.81670	4.01181	.95137	.330
T4	4.59714	1376.34924	4.59714	4.72972	.97197	.325
T6	175.72537	1540.61110	175.72537	5.29420	33.19208	.000
T8	950.26674	1863.14868	950.26674	6.40257	148.41951	.000
T10	297.82426	1417.56808	297.82426	4.87137	61.13771	.000
T12	473.18790	1637.97983	473.18790	5.62880	84.06555	.000

Effect on social image - Matinee and all target groups

*** * ANALYSIS OF VARIANCE -- DESIGN 1 * ***

EFFECT .. LABEL
Multivariate Tests of Significance (S = 1, M = 2 , N = 146)

Test Name	Value	Approx.	F Hypoth. DF	Error DF	Sig. of F
Pillais	.12605	7.06728	6.00	294.00	.000
Hotellings	.14423	7.06728	6.00	294.00	.000
Wilks	.87395	7.06728	6.00	294.00	.000
Roys	.12605				

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Univariate F-tests with (1,299) D. F.

Variable	Hypoth. SS	Error SS	Hypoth. MS	Error MS	F	Sig. of F
T2	4.99454	1128.34971	4.99454	3.77374	1.32350	.251
T4	2.39256	876.79377	2.39256	2.93242	.81590	.367
T6	21.41728	1069.06987	21.41728	3.57548	5.99004	.015
T8	115.98530	1622.90719	115.98530	5.42778	21.36882	.000
T10	34.11834	1026.59394	34.11834	3.43342	9.93712	.002
T12	196.37477	1547.06479	196.37477	5.17413	37.95320	.000

Effect on social image - DuMaurier and all target groups

*** * ANALYSIS OF VARIANCE -- DESIGN 1 * ***

EFFECT .. LABEL
Multivariate Tests of Significance (S = 1, M = 2 , N = 142)

Test Name	Value	Approx.	F Hypoth. DF	Error DF	Sig. of F
Pillais	.25915	16.67357	6.00	286.00	.000
Hotellings	.34980	16.67357	6.00	286.00	.000
Wilks	.74085	16.67357	6.00	286.00	.000
Roys	.25915				

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Univariate F-tests with (1,291) D. F.

Variable	Hypoth. SS	Error SS	Hypoth. MS	Error MS	F	Sig. of F
T2	.82818	1335.00290	.82818	4.58764	.18052	.671
T4	.27995	1137.51118	.27995	3.90897	.07162	.789
T6	99.31110	1408.12890	99.31110	4.83893	20.52335	.000
T8	464.59954	1646.00776	464.59954	5.65638	82.13720	.000
T10	194.33576	1320.67606	194.33576	4.53841	42.82027	.000
T12	216.36655	1273.36273	216.36655	4.37582	49.44598	.000

Effect on social image - All brands within group - L/M SMOKERS

*** * ANALYSIS OF VARIANCE -- DESIGN 1 * ***

EFFECT .. LABEL
Multivariate Tests of Significance (S = 1, M = 2 , N = 96)

Test Name	Value	Approx.	F Hypoth. DF	Error DF	Sig. of F
Pillais	.27501	12.26468	6.00	194.00	.000
Hotellings	.37932	12.26468	6.00	194.00	.000
Wilks	.72499	12.26468	6.00	194.00	.000
Roys	.27501				

Univariate F-tests with (1,199) D. F.

Variable	Hypoth. SS	Error SS	Hypoth. MS	Error MS	F	Sig. of F
T2	2.23205	586.96919	2.23205	2.94959	.75673	.385
T4	.00637	430.59705	.00637	2.16380	.00294	.957
T6	51.88486	615.36742	51.88486	3.09230	16.77874	.000
T8	274.92931	831.84198	274.92931	4.18011	65.77082	.000
T10	104.64488	558.79900	104.64488	2.80804	37.26623	.000
T12	225.22317	914.49981	225.22317	4.59548	49.00975	.000

Effect on social image - All brands within group - XL/XM SMOKERS

*** * ANALYSIS OF VARIANCE -- DESIGN 1 * ***

EFFECT .. LABEL
Multivariate Tests of Significance (S = 1, M = 2 , N = 95 1/2)

Test Name	Value	Approx.	F Hypoth. DF	Error DF	Sig. of F
Pillais	.34888	17.23572	6.00	193.00	.000
Hotellings	.53583	17.23572	6.00	193.00	.000
Wilks	.65112	17.23572	6.00	193.00	.000
Roys	.34888				

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Univariate F-tests with (1,198) D. F.

Variable	Hypoth. SS	Error SS	Hypoth. MS	Error MS	F	Sig. of F
T2	3.39633	471.32044	3.39633	2.38041	1.42679	.234
T4	.77756	494.98911	.77756	2.49994	.31103	.578
T6	83.75813	665.57931	83.75813	3.36151	24.91680	.000
T8	354.52119	847.72536	354.52119	4.28144	82.80417	.000
T10	177.15861	647.51205	177.15861	3.27026	54.17259	.000
T12	213.64828	547.42971	213.64828	2.76480	77.27450	.000

Effect on social image - All brands within group - RSQ SMOKERS

*** * ANALYSIS OF VARIANCE -- DESIGN 1 * ***

EFFECT .. LABEL
Multivariate Tests of Significance (S = 1, M = 2 , N = 92)

Test Name	Value	Approx.	F Hypoth. DF	Error DF	Sig. of F
Pillais	.38056	19.04544	6.00	186.00	.000
Hotellings	.61437	19.04544	6.00	186.00	.000
Wilks	.61944	19.04544	6.00	186.00	.000
Roys	.38056				

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Univariate F-tests with (1,191) D. F.

Variable	Hypoth. SS	Error SS	Hypoth. MS	Error MS	F	Sig. of F
T2	14.71785	525.97512	14.71785	2.75380	5.34457	.022
T4	.74416	629.63705	.74416	3.29653	.22574	.635
T6	74.50058	697.08200	74.50058	3.64964	20.41311	.000
T8	493.09384	872.33010	493.09384	4.56717	107.96477	.000
T10	174.37176	628.38230	174.37176	3.28996	53.00119	.000
T12	307.90079	773.17621	307.90079	4.04804	76.06164	.000

Table 8 LABEL EFFECTS ON SMOKERS' SOCIAL IMAGE

*P3. Now I would like to show you pictures of people who currently smoke and the package of cigarettes you just saw. Please take a careful look at them. For each picture I show you, I will ask you to what extent do you think this brand of cigarettes could be his or her favorite brand. We will use a scale from 1 to 9, 1 meaning "not at all" and 9 "very much". (**Write in number 1-9/Leave package in view. Rotate pictures as checked**)*

	TOTAL	L/M Smokers	XL/XM Smokers	RSQ Smokers
1. **Businessman [Not at all – Very much]**				
All brands	(N = 609)	(N = 199)	(N = 200)	(N = 210)
• Control	4.99	5.16	5.07	4.74
• Test	5.08	5.33	4.86	5.04
• Difference	-0.09	-0.17	0.21	-0.30
Player's	(N = 287)	(N = 94)	(N = 92)	(N = 101)
• Control	5.11	5.18	5.09	5.05
• Test	5.49	5.71	5.04	5.71
• Difference	-0.38★★	-0.53	0.05	-0.66★★
Export 'A'	(N = 297)	(N = 97)	(N = 97)	(N = 103)
• Control	4.98	5.05	5.20	4.69
• Test	4.86	4.92	4.80	4.85
• Difference	0.12	0.13	0.40	-0.16
Matinée	(N = 322)	(N = 105)	(N = 108)	(N = 109)
• Control	4.74	5.09	4.68	4.46
• Test	4.88	5.29	4.70	4.65
• Difference	-0.14	-0.20	-0.02	-0.19
DuMaurier	(N = 312)	(N = 102)	(N = 103)	(N = 107)
• Control	5.22	5.35	5.33	4.98
• Test	5.19	5.40	4.99	5.19
• Difference	0.03	-0.05	0.34	-0.21
2. **Teenage boy [Not at all – Very much]**				
All brands	(N = 609)	(N = 199)	(N = 200)	(N = 210)
• Control	4.22	4.17	4.38	4.11
• Test	4.00	3.94	4.23	3.82
• Difference	0.22★★	0.23	0.15	0.29
Player's	(N = 287)	(N = 94)	(N = 92)	(N = 101)
• Control	4.64	4.30	5.15	4.50
• Test	4.53	4.38	4.68	4.54
• Difference	0.11	-0.08	0.47	-0.04
Export 'A'	(N = 297)	(N = 97)	(N = 97)	(N = 103)
• Control	4.33	4.52	4.33	4.13
• Test	3.88	3.93	4.30	3.38
• Difference	0.45★★	0.59	0.03	0.75★★
Matinée	(N = 322)	(N = 105)	(N = 108)	(N = 109)
• Control	3.11	2.77	3.35	3.18
• Test	2.91	2.47	3.27	2.96
• Difference	0.20	0.30	0.08	0.22
DuMaurier	(N = 312)	(N = 102)	(N = 103)	(N = 107)
• Control	4.90	5.15	4.76	4.81
• Test	4.76	4.98	4.74	4.58
• Difference	0.14	0.17	0.02	0.23

★ *T-Test significant at P < 0.01* ★★ *T-Test significant at P < 0.05*

	TOTAL	L/M Smokers	XL/XM Smokers	RSQ Smokers
3. Sporty woman [Not at all – Very much]				
All brands	(N = 609)	(N = 199)	(N = 200)	(N = 210)
• Control	5.25	5.28	5.37	5.10
• Test	4.20	4.29	4.28	4.04
• Difference	1.05★	0.99★	1.09★	1.06★
Player's	(N = 287)	(N = 94)	(N = 92)	(N = 101)
• Control	5.42	5.28	5.62	5.36
• Test	4.11	4.15	3.98	4.20
• Difference	1.31★	1.13★	1.64★	1.16★
Export 'A'	(N = 297)	(N = 97)	(N = 97)	(N = 103)
• Control	4.83	4.67	5.16	4.67
• Test	3.46	3.52	3.59	3.26
• Difference	1.37★	1.15★	1.57★	1.41★
Matinée	(N = 322)	(N = 105)	(N = 108)	(N = 109)
• Control	5.05	5.18	5.16	4.81
• Test	4.40	4.25	4.85	4.07
• Difference	0.65★	0.93★	0.31	0.74★
DuMaurier	(N = 312)	(N = 102)	(N = 103)	(N = 107)
• Control	5.82	6.08	5.57	5.83
• Test	4.86	5.26	4.64	4.69
• Difference	0.96★	0.82★	0.93★	1.14★
4. Male biker [Not at all – Very much]				
All brands	(N = 609)	(N = 199)	(N = 200)	(N = 210)
• Control	3.59	3.73	3.82	3.24
• Test	5.73	5.53	5.96	5.70
• Difference	-2.14★	-1.80★	-2.14★	-2.46★
Player's	(N = 287)	(N = 94)	(N = 92)	(N = 101)
• Control	3.78	3.60	4.20	3.54
• Test	6.65	6.37	6.92	6.67
• Difference	-2.87★	-2.77★	-2.72★	-3.13★
Export 'A'	(N = 297)	(N = 97)	(N = 97)	(N = 103)
• Control	4.12	4.11	4.56	3.69
• Test	6.84	6.52	6.98	7.04
• Difference	-2.72★	-2.41★	-2.42★	-3.35★
Matinée	(N = 322)	(N = 105)	(N = 108)	(N = 109)
• Control	2.48	2.56	2.56	2.33
• Test	3.62	3.21	3.90	3.73
• Difference	-1.14★	-0.65★★	-1.34★	-1.40★
DuMaurier	(N = 312)	(N = 102)	(N = 103)	(N = 107)
• Control	4.06	4.49	4.01	3.69
• Test	6.06	6.17	6.18	5.84
• Difference	-2.00★	-1.68★	-2.17★	-2.15★
5. Elegant woman [Not at all – Very much]				
All brands	(N = 609)	(N = 199)	(N = 200)	(N = 210)
• Control	5.77	5.79	5.78	5.74
• Test	4.37	4.60	4.27	4.25
• Difference	1.40★	1.19★	1.51★	1.49★
Player's	(N = 287)	(N = 94)	(N = 92)	(N = 101)
• Control	5.97	6.08	5.95	5.89
• Test	3.79	3.88	3.88	3.60
• Difference	2.18★	2.20★	2.07★	2.29★

★ *T-Test significant at P < 0.01* ★★ *T-Test significant at P < 0.05*

	TOTAL	L/M Smokers	XL/XM Smokers	RSQ Smokers
Export 'A'	**(N = 297)**	**(N = 97)**	**(N = 97)**	**(N = 103)**
• Control	5.01	4.89	5.22	4.92
• Test	3.45	3.59	3.73	3.02
• Difference	1.56★	1.30★	1.49★	1.90★
Matinée	**(N = 322)**	**(N = 105)**	**(N = 108)**	**(N = 109)**
• Control	6.32	6.42	6.27	6.26
• Test	5.62	5.97	5.19	5.69
• Difference	0.70★	0.45	1.08★	0.57★★
DuMaurier	**(N = 312)**	**(N = 102)**	**(N = 103)**	**(N = 107)**
• Control	5.92	5.89	5.65	6.20
• Test	4.60	4.90	4.22	4.69
• Difference	1.32★	0.99★	1.43★	1.51★
6. Male farmer [Not at all – Very much]				
All brands	**(N = 609)**	**(N = 199)**	**(N = 200)**	**(N = 210)**
• Control	4.02	4.06	4.36	3.63
• Test	5.72	5.64	6.00	5.52
• Difference	-1.70★	-1.58★	-1.64★	-1.89★
Player's	**(N = 287)**	**(N = 94)**	**(N = 92)**	**(N = 101)**
• Control	4.01	3.81	4.44	3.78
• Test	6.41	6.27	6.63	6.34
• Difference	-2.40★	-2.46★	-2.19★	-2.56★
Export 'A'	**(N = 297)**	**(N = 97)**	**(N = 97)**	**(N = 103)**
• Control	4.67	4.37	5.33	4.30
• Test	6.67	6.35	6.89	6.80
• Difference	-2.00★	-1.98★	-1.56★	-2.50★
Matinée	**(N = 322)**	**(N = 105)**	**(N = 108)**	**(N = 109)**
• Control	3.21	3.28	3.25	3.11
• Test	4.41	4.41	4.53	4.29
• Difference	-1.20★	-1.13★	-1.28★	-1.18★
DuMaurier	**(N = 312)**	**(N = 102)**	**(N = 103)**	**(N = 107)**
• Control	4.28	4.62	4.48	3.76
• Test	5.64	5.68	6.05	5.21
• Difference	-1.36★	-1.06★	-1.57★	-1.45★

NOTE: "Control" packages are the existing packages with their labels (M, L, XM, XL). "Test" packages are identical to the existing packages but without their labels.

All results shown for "control" and "test" packages are mean scores obtained on a 9-point scale, where 1 is the leftmost term and 9 is the rightmost.

Difference between means is positive when labels reinforce the rightmost term and negative when they reinforce the leftmost.

★ *T-Test significant at P < 0.01* ★★ *T-Test significant at P < 0.05*

Table 9

SUMMARY OF LABEL EFFECTS ON SMOKERS' SOCIAL IMAGE
(All brands tested)

	TOTAL (609)				L/M SMOKERS (199)				XL/XM SMOKERS (200)				RSQ SMOKERS (210)			
	Cont.	Test	Diff.	T-Test	Cont.	Test	Diff.	T-Test	Cont.	Test	Diff.	T-Test	Cont.	Test	Diff.	T-Test
1. Businessman [Not at all – Very much]	4.99	5.08	-0.09	NS	5.16	5.33	-0.17	NS	5.07	4.86	0.21	NS	4.74	5.04	-0.30	NS
2. Teenage boy [Not at all – Very much]	4.22	4.00	0.22	SIG	4.17	3.94	0.23	NS	4.38	4.23	0.15	NS	4.11	3.82	0.29	NS
3. Sporty woman [Not at all – Very much]	5.25	4.20	1.05	SIG	5.28	4.29	0.99	SIG	5.37	4.28	1.09	SIG	5.10	4.04	1.06	SIG
4. Male biker [Not at all – Very much]	3.59	5.73	-2.14	SIG	3.73	5.53	-1.80	SIG	3.82	5.96	-2.14	SIG	3.24	5.70	-2.46	SIG
5. Elegant woman [Not at all – Very much]	5.77	4.37	1.40	SIG	5.79	4.60	1.19	SIG	5.78	4.27	1.51	SIG	5.74	4.25	1.49	SIG
6. Male farmer [Not at all – Very much]	4.02	5.72	-1.70	SIG	4.06	5.64	-1.58	SIG	4.36	6.00	-1.64	SIG	3.63	5.52	-1.89	SIG

NOTE: "Control" packages are the existing packages with their labels (M, L, XM, XL). "Test" packages are identical to the existing packages but without their labels.

All results shown for "control" and "test" packages are mean scores obtained on a 9-point scale, where 1 is the leftmost term and 9 is the rightmost.

Difference between means is positive when labels reinforce the rightmost term and negative when they reinforce the leftmost.

***SIG** = significant difference to a T-Test (univariate).* ***NS** = not significant at $P < 0.05$.*

5.6 PERCEIVED DIFFERENCES BETWEEN LIGHT AND REGULAR CIGARETTES

*L1. Think about the possible differences between cigarettes labelled as light and cigarettes labelled as regular. First, with regard to (**READ AND ROTATE**) do you think that light cigarettes compared to regular cigarettes are (have)...? **(Read and rotate [✓])***

- The purpose of this question was to determine the beliefs that consumers have about light cigarettes with respect to five characteristics.

- For two of these characteristics, a very high, significant contrast was observed between regular and light cigarettes. A majority of the respondents believe that light cigarettes (see **Table 10**):

  1. contain less nicotine (55%, compared with 7% who believe they contain more);
  2. have less taste or flavour (64%, compared with 11% who believe they have more).

  All of the target groups share these beliefs to a highly significant extent.

- Of the three other characteristics used in this comparison, the differentiation between the two kinds of cigarettes was not so sharp, but still favoured the light cigarettes.

  1. The respondents in each of the target groups made a significant distinction between lights and regulars with regard to amounts of chemicals and additives and harm to health.

  2. The respondents in the two target groups of light-cigarette smokers made a significant distinction regarding the physiological dependence caused by smoking light and regular cigarettes, but the smokers in the RSQ group did not.

Table 10 PERCEIVED DIFFERENCES BETWEEN REGULAR AND LIGHT CIGARETTES

*L1. Think about the possible differences between cigarettes labelled as light and cigarettes labelled as regular. First, with regard to **(READ AND ROTATE)** do you think that light cigarettes compared to regular cigarettes are (have)...? **(Read and rotate [✓])***

	TOTAL (609) %	SMOKERS			TESTED BRANDS	
		L/M (199) %	XL/XM (200) %	RSQ (210) %	Player's/ Export 'A' (296) %	Matinée/ DuMaurier (313) %
Levels of nicotine						
• Higher	7	9	3	6	8	6
• Lower	55	52	59	52	54	55
• Difference	**-48★**	**-43★**	**-56★**	**-46★**	**-46★**	**-49★**
• Don't know/ No answer	3	1	4	3	2	3
Amounts of chemicals and additives						
• Higher	14	13	13	16	16	13
• Lower	35	32	36	38	32	39
• Difference	**-21★**	**-19★**	**-23★**	**-22★**	**-16★**	**-26★**
• Don't know/ No answer	2	1	4	1	2	2
Physiological dependence caused by smoking						
• Higher	7	7	6	7	9	5
• Lower	16	20	19	10	16	18
• Difference	**-9★**	**-13★**	**-13★**	**-3**	**-7★**	**-13★**
• Don't know/ No answer	2	0	2	3	1	2
Harm to health caused by smoking						
• Higher	9	11	8	9	10	8
• Lower	21	22	21	17	19	21
• Difference	**-12★**	**-11★**	**-13★**	**-8★**	**-9★**	**-13★**
• Don't know/ No answer	2	2	2	1	1	2
Amount of taste or flavour of the cigarette						
• Higher	11	14	12	8	11	11
• Lower	64	55	64	71	65	61
• Difference	**-53★**	**-41★**	**-52★**	**-63★**	**-54★**	**-50★**
• Don't know/ No answer	1	1	2	1	1	1

★ = *Z-Test higher vs. lower proportions significant at P < 0.01.*

5.7 IMPORTANCE ASCRIBED TO PRESENCE OF LABEL ON PACKAGES

*The purpose of this section of the questionnaire was to determine how important the labels are to smokers (see **Table 11**).*

- The results indicate that the labels are important to smokers and that withdrawing these labels might annoy many smokers.

1. In their choice of cigarettes, the percentage of respondents who considered the labels important was greater than the percentage who considered the information about substance levels, on the sides of the packages, important (63%, compared with 49%).

   → This pattern was found in all target groups.

2. A majority of the respondents (52%) were somewhat convinced that cigarettes labelled as light or extra light are actually lighter or "milder" than regular cigarettes. Only 16% were not at all convinced, a minority in all the target groups.

   → A clear majority of smokers of light cigarettes are convinced that they are different.

   → The views of RSQ smokers are quite divided. Many of them (54%) doubt that light cigarettes are different, but only 20% are not at all convinced.

3. A majority of respondents (58%) would be annoyed if the labels were completely withdrawn from the packages, which suggests that the labels have a "real" meaning to consumers. Only 27% would not be annoyed at all.

   → A majority in all of the target groups would be annoyed by the withdrawal of the labels.

   → These results indicate that if the labels were withdrawn at some time in future, this move might create some misunderstanding, and the reason for it would have to be explained.

Table 11 IMPORTANCE ASCRIBED TO L/M AND XL/XM LABELS ON CIGARETTE PACKAGES

		TOTAL (609) %	SMOKERS			TESTED BRANDS	
			L/M (199) %	XL/XM (200) %	RSQ (210) %	Player's/ Export 'A' (296) %	Matinée/ DuMaurier (313) %
L2.	**In the choice of cigarette brands that meet your needs, how important to you is the information about tar, nicotine and other substance levels that is found on the side panels of cigarette packages? Would you say...? (Read)**						
•	Very important	24	21	23	27	24	24
•	Somewhat important	25	27	28	21	28	23
L3.	**In the choice of cigarette brands that meet your needs, how important it is to you that the label Light, Mild, Extra Mild, Extra Light, Ultra Light or Regular be written close to the brand name? Would you say...? (Read)**						
•	Very important	31	30	30	33	31	31
•	Somewhat important	32	34	33	30	32	32
L4.	**To what extent are you convinced that cigarettes labelled as Light or Extra Light are "lighter" or "milder" than regular cigarettes? Would you say...? (Read)**						
•	Very convinced	17	17	20	15	17	17
•	Somewhat convinced	35	39	37	28	35	35
•	Not very convinced	29	27	27	34	28	31
•	Not convinced at all	16	16	13	20	18	14
•	Don't know/ No answer	3	1	4	3	2	3
L5.	**To what extent would you be annoyed if any label saying "Light", "Mild", "Extra Mild" "Extra Light", "Ultra Light" or "Regular" was withdrawn from all current packages labelled that way? Would you say...? (Read)**						
•	Very annoyed	32	35	33	28	30	35
•	Somewhat annoyed	26	23	30	25	26	26
•	Not very annoyed	14	15	15	14	14	15
•	Not annoyed at all	27	27	22	32	30	23
•	Don't know/ No answer	1	0	1	1	1	1

5.8 RECALL OF "LIGHT AND MILD" ADVERTISING CAMPAIGN

The purpose of these questions was to measure the survey respondents' recall of Health Canada's advertising campaign about "light" and "mild" cigarettes and to determine whether exposure to this campaign might have changed their views regarding such cigarettes (see ***Table 12****).*

- The results indicate that a very high number of the respondents had been exposed to Health Canada's advertising campaign regarding "light" and "mild" cigarettes. This high exposure reinforces the conclusions of this study concerning the profound confusion between milds and lights with regard to their respective "strength" because despite a high exposure to information designed to correct this confusion, the respondents continue to attribute objective characteristics to light cigarettes that they do not actually have.

  1. A large majority (72%) said that they had seen the <u>televised</u> L&M campaign.

     → The percentage with aided recall of the TV ad was uniform among the target groups.

  2. Half of the respondents (50%) said that they had seen the <u>print</u> L&M campaign in the newspapers, and 54% recognized the visual image from the print ad when it was shown to them (a hand squeezing tar out of a bunch of cigarettes).

     → The percentage of respondents who had been exposed to this campaign was slightly higher among the two groups of smokers of light cigarettes than among the RSQ smokers.

  3. The perceived effectiveness of this campaign on the respondents' general opinions about light and mild cigarettes seems to be very low, if not negligible.

     → About 1 out of 10 respondents who had seen the print campaign said that his or her opinion about light cigarettes had become more negative as a result of seeing this ad.

     → This relatively weak perceived effect confirms that beliefs regarding light cigarettes are deep-rooted and that, consequently, the confusion about them is so profound that it is hard to dispel through advertising alone.

Table 12 RECALL OF "LIGHT AND MILD" ADVERTISING CAMPAIGN

	TOTAL (609) %	SMOKERS			TESTED BRANDS	
		L/M (199) %	XL/XM (200) %	RSQ (210) %	Player's/ Export 'A' (296) %	Matinée/ DuMaurier (313) %
General awareness of anti-tobacco advertising						
R.1 Do you recall seeing or hearing any anti-tobacco advertisements or any ads about not smoking over the past few months? Please take into account anything you may have seen on television or billboards, heard on the radio, or seen in a newspaper or magazine.						
• Yes	83	81	85	84	82	85
Aided recall of L & M TV ad						
R2. Do you recall seeing a television ad over the past few months showing containers of different poisons with labels like "formaldehyde light" and "ammonia light" and a message that said light and mild cigarettes were deceptive and deadly?						
• Yes	72	71	74	70	70	74
Aided recall of L & M print ad						
R3. Do you recall seeing a newspaper ad over the past few months showing a hand squeezing several cigarettes with dark coloured liquid dripping from the cigarettes into a glass?						
• Yes	50	52	52	46	53	48
Recognition of the L & M print ad visual						
R4. Do you recall having seen this image before in a newspaper or magazine ad?						
• Yes	54	55	60	47	57	51
Perceived efficiency of the L & M print ad						
R5. As a result of seeing this ad in a newspaper or magazine, has your opinion about light and mild cigarettes become more positive, more negative or has it remained the same?						
Base: aided recall	**(327)**	**(108)**	**(119)**	**(100)**	**(166)**	**(161)**
• More positive	4	5	4	5	3	6
• More negative	16	14	16	18	17	16
• Difference	-12	-9	-12	-13	-14	-10

APPENDIX 1

QUESTIONNAIRE

CREATEC+
recherche - marketing

206 avenue des Pins Est
Montréal (Québec) H2W 1P1
Tél.: **(514) 844-1127**
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SCREENER

Project: 574-039
December, 2001
FINAL

INTERVIEW	RESPONDENT (for verification only)
Date: _____	
Start: _____ [ ] a.m. [ ] p.m.	Tel.: (____) _____
Finish: _____ [ ] a.m. [ ] p.m.	Name: _____
INTERVIEWER:	

Hi, we are doing a study on cigarette smoking on behalf of the Government of Canada. This survey involves people aged **15 or more, smokers**. If you smoke cigarettes, we would like you to participate. While your participation is voluntary, your answers will be kept confidential. If you fit into one of the categories we need to include in the study and if you complete the interview, we would offer you $5 in cash as a way of thanking you for your help.

If respondent accepts, proceed with screening. If refuses, record as refusal before screening and proceed your recruiting.

S.1 At the present time, do you smoke cigarettes (manufactured or roll your own) everyday, occasionally (less than everyday) or not at all?

• Everyday	( )1	**SMOKER,**	• Not at all ..... ( )1 **THANK AND**
• Occasionally	( )2	**CONTINUE**	• DK/NA..... ( )2 **TERMINATE**

S.2 SMOKE EVERYDAY: On average, how many cigarettes do you smoke per day?

SMOKE OCCASIONALLY: On the days you smoke, about how many cigarettes do you smoke?

(Probe for precise number. If respondent says one pack a day, probe for number of cigarettes in a pack)

_____ **cigarettes per day**

S.3 What brand of cigarettes do you usually smoke? (**Do not read. Code one brand only. Probe for whether respondent smokes regular type of cigarettes, light, medium, mild, extra mild, extra light, ultra light, special mild, special, etc. within their brand. Do not probe if king size or regular size**)

GROUP			
3	•	Belvedere (Regular)	( )01
2	•	Belvedere Extra Mild	( )02
3	•	Benson & Hedges (Regular)	( )03
2	•	Benson & Hedges Deluxe Ultra Light	( )04
2	•	Benson & Hedges Deluxe Ultra Light Menthol	( )05
3	•	Craven "A" (Regular)	( )06
1	•	Craven "A" Light	( )07
3	•	Craven "A" Menthol	( )08
3	•	DuMaurier (Regular)	( )09
1	•	**DuMaurier Light**	( )10
2	•	DuMaurier Extra Light	( )11
2	•	DuMaurier Ultra Light	( )12
3	•	DuMaurier Special	( )13
3	•	DuMaurier Special 100	( )14
3	•	Export "A" (Regular)	( )15
3	•	Export "A" Medium	( )16
1	•	**Export "A" Mild**	( )17
1	•	Export "A" Light	( )18
2	•	Export "A" Ultra Light	( )19
3	•	Matinee (Regular)	( )20
2	•	**Matinee Extra Mild**	( )21
3	•	Matinee Slims	( )22
3	•	Player's (Regular / Filter)	( )23
1	•	Player's Light	( )24
2	•	**Player's Extra Light**	( )25
3	•	Rothmans (Regular)	( )26
2	•	Rothmans Special Mild	( )27
	•	Other (**specify**) _____	( )90
	•	No regular brand	( )98 **TERMINATE**
	•	Dk/Na	( )99

INTERVIEWER: CHECK YOUR QUOTAS

☐ GROUP 1
• LIGHT
• MILD

☐ GROUP 2
• EXTRA LIGHT
• ULTRA LIGHT
• EXTRA MILD

☐ GROUP 3
• REGULAR
• MEDIUM

S.4 Are you now seriously thinking of quitting smoking?

• Yes	( )1	**CONTINUE**
• No	( )2	**IF RESPONDENT BELONGS TO GROUP 3 (REGULAR / MEDIUM), TERMINATE / GROUP 1 & 2 CONTINUE**
• Dk/Na	( )9	

ALL GROUP 3 RESPONDENTS SHOULD SERIOUSLY THINK TO QUIT

S.5 When do you think you will try to quit? (**READ**)

- Within the next 30 days ( )1
- Within the next 6 months or ( )2
- Not within the next 6 months ( )3
- Dk/Na ( )9

S.6 In the past year, how many times have you stopped smoking for at least 24 hours because you were trying to quit smoking? **(READ)**

- Once ..... ( )1
- Twice..... ( )2
- Three times ..... ( )3
- More than three times..... ( )4
- Not in past year..... ( )5
- Dk/Na..... ( )9

S.7 Do you (or does anyone in your household) work for an advertising or market research firm, or a tobacco company?

- Yes..... ( )1 **THANK AND TERMINATE**
- No ..... ( )2 **CONTINUE**

S.8 What is your age? **(If respondent is reluctant to give exact age, say: Instead of giving your exact age, I will read a range of ages for you to choose from. Please stop me when I read the range in which your age falls.)**

- 15-17 years old..... ( )1
- 18-19 years old..... ( )2
- 20-24 years old..... ( )3
- 25-34 years old..... ( )4
- 35-44 years old..... ( )5
- 45-54 years old ..... ( )6
- 55-64 years old ..... ( )7
- 65-74 years old ..... ( )8
- 75 years old or over ..... ( )9
- Less than 15 years old..... ( )10 **CONCLUDE**

INTERVIEWER: Record gender of respondent

- Male..... ( )1
- Female..... ( )2

PROCEED WITH INTERVIEW. We would like to interview you as part of our study – this involves an interview right here in the mall – the interview could take about 20 minutes. We will be interviewing a large number of people across Canada and will be only reporting about what you say as part of a larger group. We would offer you $5 as a way of thanking you for your help. Will you participate in our study?

- Yes..... ( )1 **PROCEED WITH INTERVIEW**
- No ..... ( )2 **THANK, RECORD REFUSAL**

INTERVIEWER:

If respondent is not alone: We would like frank answers and opinions. Therefore we need to interview him/her without another person assisting, since different person may have different views.

QUESTIONNAIRE [1A]

1.	PLAYER'S EXTRA LIGHT → EXPORT "A" MILD
2.	PLAYER'S → EXPORT "A"

SMOKING HABITS

We are now ready to begin the actual interview. We'd first like to talk with you about your smoking habits.

H.1 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 ..... ( )9

H.2 Do you consider your main cigarette brand **(SEE S.3)** to be a...? **(Read)**

- Regular ..... ( )1 **SKIP TO H.4**
- Light ..... ( )2
- Mild ..... ( )3
- Ultra Light ..... ( )4
- Extra Light ..... ( )5
- Ultra Mild ..... ( )6
- Extra Mild ..... ( )7
- Other **(do not read)** ..... ( )8 **SKIP TO H.4**
- Dk/Na ..... ( )9

H.3 How long ago did you most recently switch from smoking regular to mild or light (or extra or ultra mild/light) cigarettes? Was it...? **(Read)**

- Less than 1 year ago ..... ( )1
- 1-5 years ago ..... ( )2
- More than 5 years ago ..... ( )3
- Or have you always smoked light or mild cigarettes ..... ( )4
- Dk/Na ..... ( )9

H.4 Do you intend to switch to a different type of cigarettes over the next few months?

- Yes ..... ( )1
- No ..... ( )2 **SKIP TO H.6**
- Dk/Na ..... ( )9

H.5 Which of the following types of cigarettes do you think you will switch to? A... **(READ)**

- Regular ..... ( )1
- Light ..... ( )2
- Mild ..... ( )3
- Ultra Light ..... ( )4
- Extra Light ..... ( )5
- Ultra Mild ..... ( )6
- Extra Mild ..... ( )7
- Other **(do not read)** ..... ( )8
- Dk/Na ..... ( )9

H.6 Is there another brand of cigarette you usually smoke when you can't get your usual brand **(S.3)**?

- Yes ..... ( )1
- No ..... ( )2 **SKIP TO NEXT SECTION**
- Dk/Na ..... ( )9

H.7 What is your second preferred cigarette brand that you smoke when you can't get your usual regular brand? **(Do not read. Code one brand only. Probe for whether respondent smokes regular type of cigarettes, light, mild, extra light, etc. within their brand. Do not probe if king size or regular size)**

- Belvedere (Regular) ..... ( )01
- Belvedere Extra Mild ..... ( )02
- Benson & Hedges (Regular) ..... ( )03
- Benson & Hedges Deluxe Ultra Light ..... ( )04
- Benson & Hedges Deluxe Ultra Light Menthol ..... ( )05
- Craven "A" (Regular) ..... ( )06
- Craven "A" Light ..... ( )07
- Craven "A" Menthol ..... ( )08
- DuMaurier (Regular) ..... ( )09
- DuMaurier Light ..... ( )10
- DuMaurier Extra Light ..... ( )11
- DuMaurier Ultra Light ..... ( )12
- DuMaurier Special ..... ( )13
- DuMaurier Special 100 ..... ( )14
- Export "A" (Regular) ..... ( )15
- Export "A" Medium ..... ( )16
- Export "A" Mild ..... ( )17
- Export "A" Light ..... ( )18
- Export "A" Ultra Light ..... ( )19
- Matinée (Regular) ..... ( )20
- Matinée Extra Mild ..... ( )21
- Matinée Slims ..... ( )22
- Player's (Regular / Filter) ..... ( )23
- Player's Light ..... ( )24
- Player's Extra Light ..... ( )25
- Rothmans (Regular) ..... ( )26
- Rothmans Special Mild ..... ( )27
- Other **(specify)** _____ ( )90
- No second brand ..... ( )98
- Dk/Na ..... ( )99

P. PLAYER'S EXTRA LIGHT

Interviewer: PLAYER'S EXTRA LIGHT should not be the usual brand (See S.3).

If PLAYER'S EXTRA LIGHT is the usual brand, check here ☐ and switch to MATINÉE EXTRA MILD.

I will show you the (another if not the first time) package of a cigarette brand you may already know. (**Interviewer: show test package / make sure package matches brand to test)** Take the time to look at it but please do not open it.

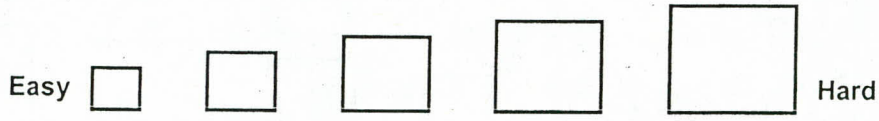
Interviewer: Let the respondent free to examine the package. Wait 30 seconds before proceeding with the interview.

P1. I would like to have your **impressions** on what you think may happen when you smoke the brand of cigarettes contained in this package. Take the time to look at it. Then I would like you to fill out this part of the survey on your own. Here are the questions and a pencil. I will wait right here for you to finish this part, then we can go on with a few more interview questions. If you have any questions as you are going along, please ask me about them.

First, read the description of what may happen when you smoke this brand of cigarettes. Then check the box that best represents your impression about what would happen. (**Explain scale 1 to 5 / Let respondent manipulate package / Leave package in view / Self-complete)**

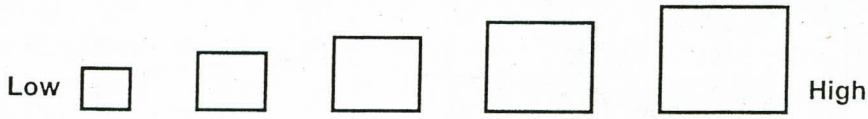
P1.1 **DRAW EFFORT / PULL (Easy – Hard)**

The amount of effort necessary (drawing or sucking on this brand of cigarettes) to get a satisfaction puff of smoke into the mouth.



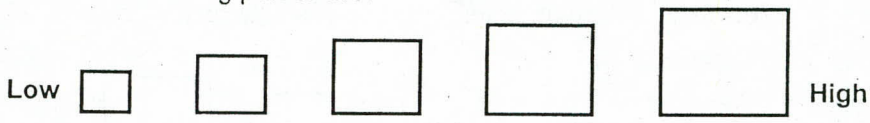
P1.2 **MOUTHFUL OF SMOKE (Low – High)**

The impression on the amount of smoke filling the mouth on normal puff taking.



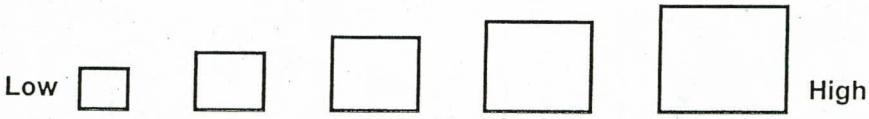
P1.3 **INITIAL SATISFACTION (Low – High)**

The extent to which this brand of cigarettes is capable of delivering satisfactory puffs of smoke, even in the starting puff or two.



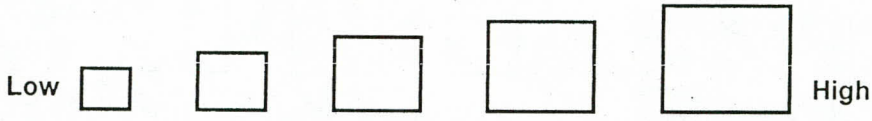
P1.4 **IRRITATION (Low – High)**

The lingering sensation of temperature hotness, tingling, prickling, felt in the mouth upper throat. A physical sensation lasting over several seconds.



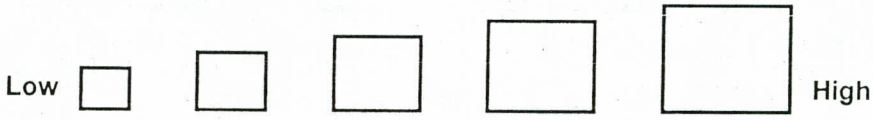
P1.5 **AFTERTASTE AMOUNT (Low – High)**

The amount of lingering flavour that this brand of cigarettes leaves in the mouth immediately after having finished it (irrespective of whether you think the character of the flavour is good or bad).



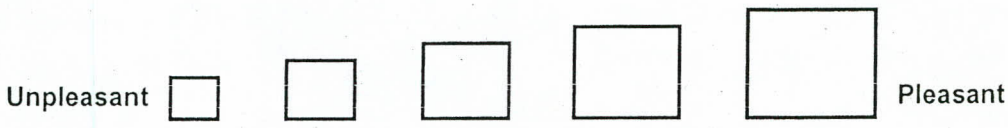
P1.6 **THROAT CATCH / HIT (Low – High)**

The short, sharp momentary "kick" or "hit" sensation felt in the lower throat / upper chest region specifically as the smoke goes down. It is noticed immediately as the smoke contacts the throat and last a second or less.



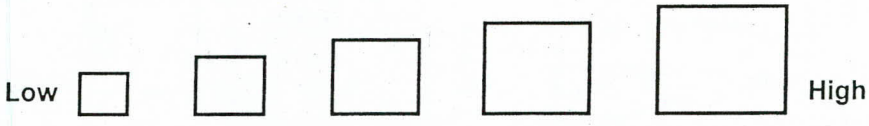
P1.7 TASTE PLEASANTNESS (Unpleasant – Pleasant)

The degree of pleasantness or unpleasantness of the flavour that is present during smoking.



P1.8 MOUTH DRYING (Low – High)

How much does smoking this brand of cigarettes leave the mouth feeling dried out.



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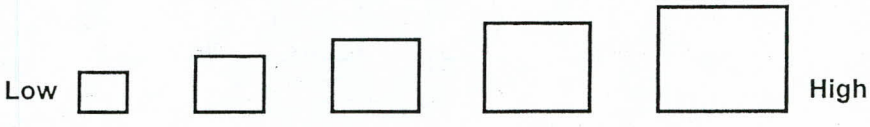
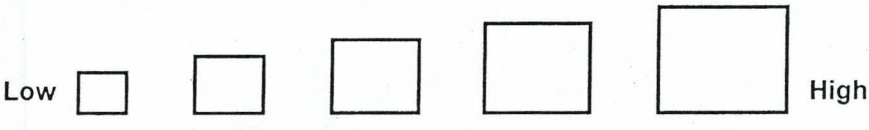
The amount of odour that the smoke of this brand of cigarettes leaves around you (irrespective of whether you think the character of the odour is good or bad).



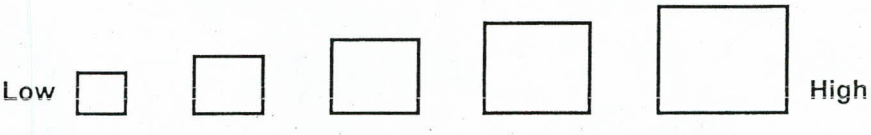
P1.10 NICOTINE DELIVERY (Low – High)

How much does smoking this brand of cigarettes deliver nicotine into your body.



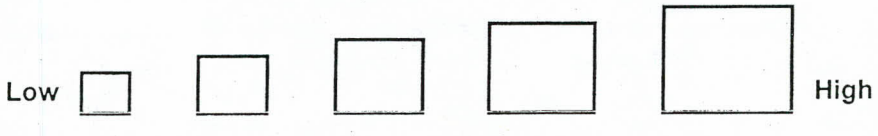
P1.11 TAR DELIVERY (Low – High)

How much does smoking this brand of cigarettes leave tar on your lungs.



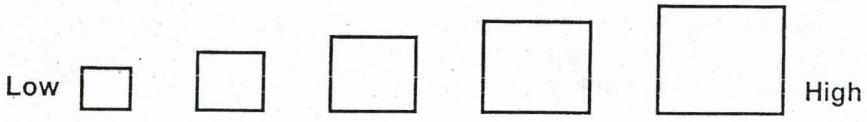
P1.12 ADDITIVES CONTENT (Low – High)

The amount of various chemicals or additives manufacturers add to this brand of cigarettes to make it more appealing.



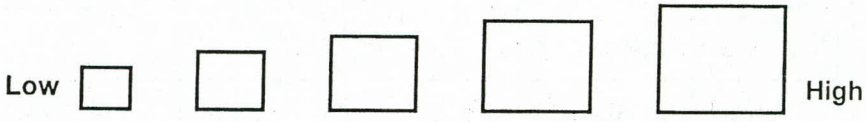
P1.13 ADDICTION (Low – High)

How much does smoking this brand of cigarettes regularly create physiological dependence beyond voluntary control.



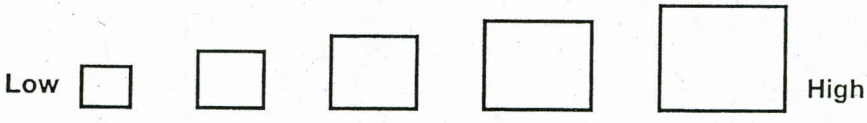
P1.14 TOXICITY (Low – High)

How much does smoking this brand of cigarettes regularly cause harmful health effects.



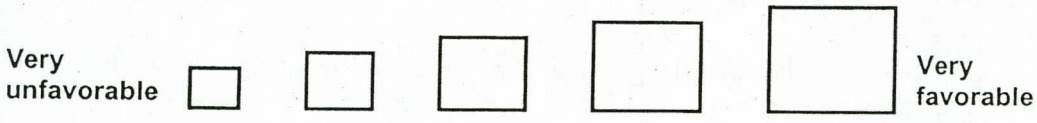
P1.15 SIDE STREAM SMOKE AMOUNT (Low – High)

The amount of smoke coming from the burning of this brand of cigarettes and inhaled by non-smokers alike.



P1.16 FAVORABILITY (Very unfavorable – Very favorable)

How favorable are you to use this brand of cigarettes on a regular basis.



RESPONDENT: RETURN QUESTIONNAIRE TO INTERVIEWER.

INTERVIEWER: CHECK FOR COMPLETENESS

P2. I would like you to fill out the next part of the survey on your own. If you have any questions as you are going along, please ask me about them. Below is a statement about people like you who smoke cigarettes. Complete the sentence to describe your own **impressions** of people who would smoke the cigarettes contained in this package as their usual brand by circling a number between 1 and 9 on each of the scales listed after the statement. **(Let respondent manipulate package / Leave package in view / self-complete)**

In general, people who would smoke this brand of cigarettes are...

P2.1	**Sporty**	1	2	3	4	5	6	7	8	9	**Home-loving**
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RESPONDENT: RETURN QUESTIONNAIRE TO INTERVIEWER

INTERVIEWER: CHECK FOR COMPLETENESS

P3. Now I would like to show you pictures of people who currently smoke and the package of cigarettes you just saw. Please take a careful look at them. For each picture I show you, I will ask you to what extent do you think this brand of cigarettes could be his or her favorite brand. We will use a scale from 1 to 9, 1 meaning "not at all" and 9 "very much". **(Write in number 1-9 / Leave package in view. Rotate pictures as checked)**

❑ 1. Business man	❑ 2. Teenage boy	❑ 3. Girl on bike	❑ 4. Biker man	❑ 5. Young woman	❑ 6. Farmer man

E. EXPORT A MILD

Interviewer: EXPORT A MILD should not be the usual brand (See S.3).

If EXPORT A MILD is the usual brand, check here ☐ and switch to DuMAURIER LIGHT.

I will show you the (another if not the first time) package of a cigarette brand you may already know. **(Interviewer: show test package / make sure package matches brand to test)** Take the time to look at it but please do not open it.

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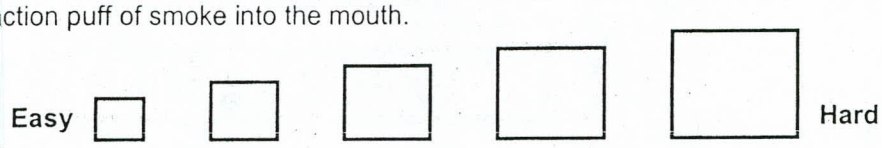
The amount of effort necessary (drawing or sucking on this brand of cigarettes) to get a satisfaction puff of smoke into the mouth.



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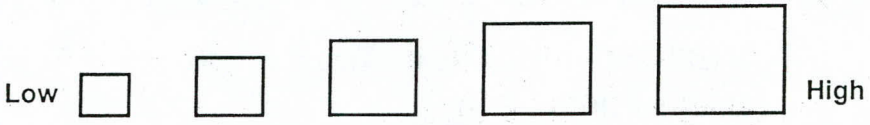
The impression on the amount of smoke filling the mouth on normal puff taking.



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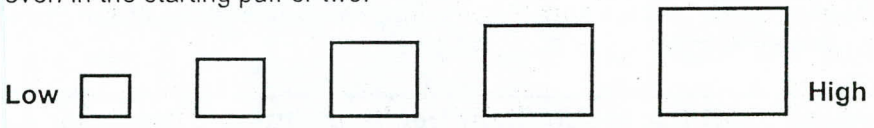

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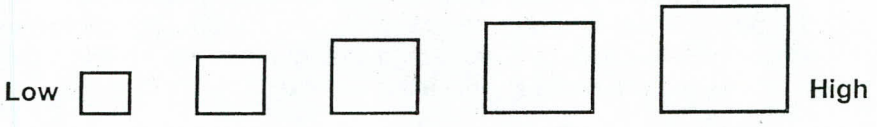

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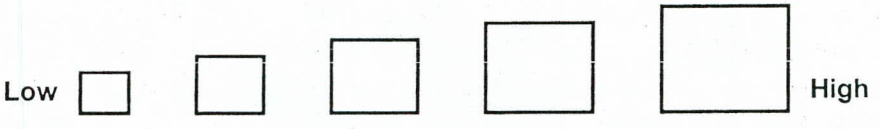

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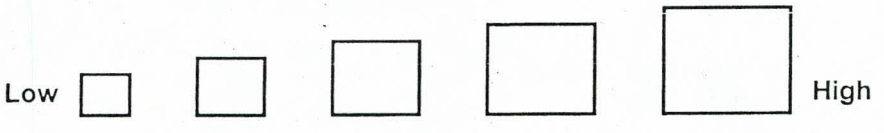

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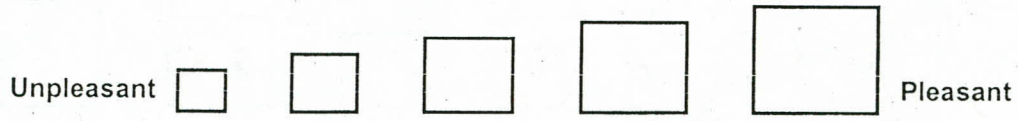

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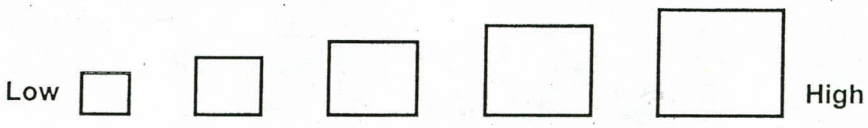

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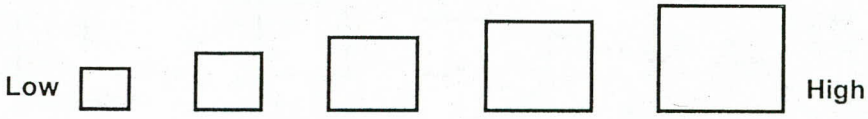

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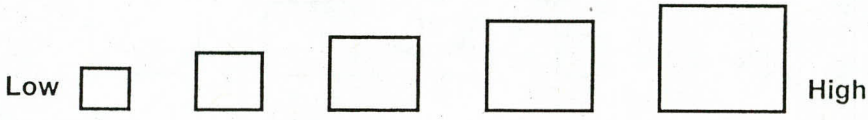
How much does smoking this brand of cigarettes deliver nicotine into your body.



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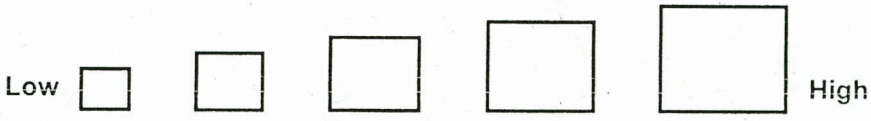

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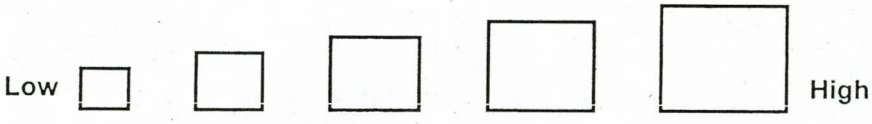

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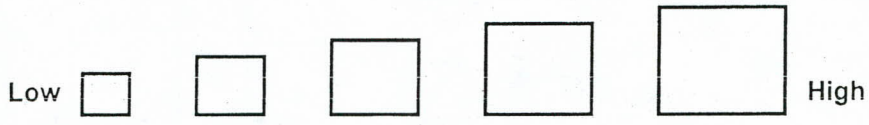

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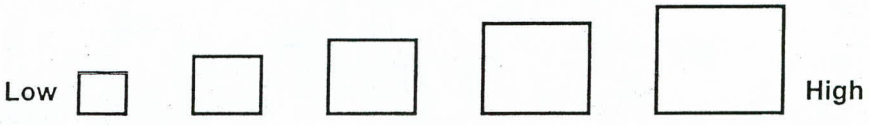

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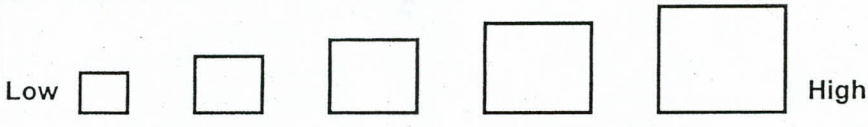

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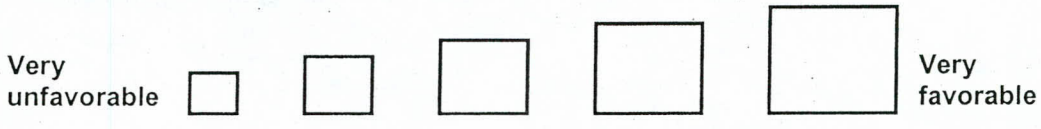

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INTERVIEWER: CHECK FOR COMPLETENESS

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P★ PLAYER'S

Interviewer: PLAYER'S EXTRA LIGHT should not be the usual brand (see S.3).

If PLAYER'S EXTRA LIGHT is the usual brand (S.3), check here ☐ and switch to MATINÉE .

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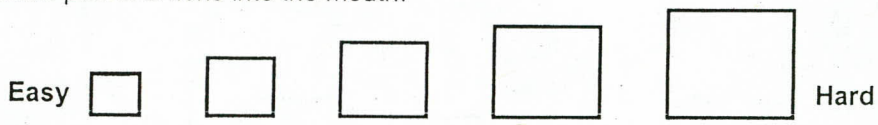

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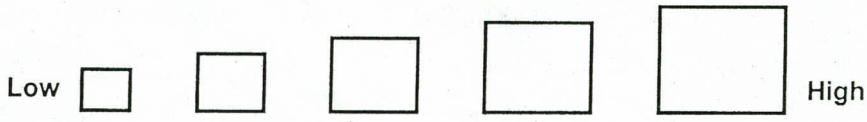
The impression on the amount of smoke filling the mouth on normal puff taking.



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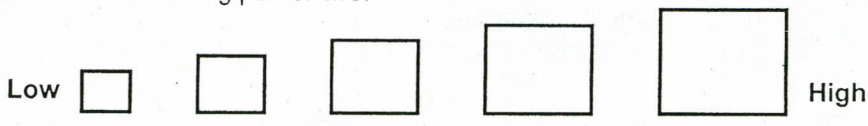
The extent to which this brand of cigarettes is capable of delivering satisfactory puffs of smoke, even in the starting puff or two.



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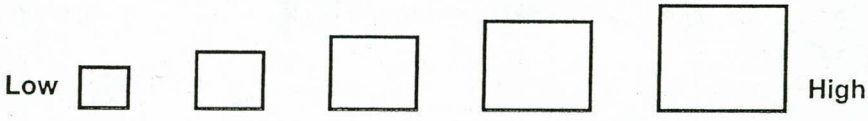
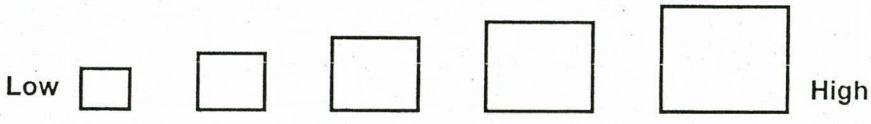
The lingering sensation of temperature hotness, tingling, prickling, felt in the mouth upper throat. A physical sensation lasting over several seconds.



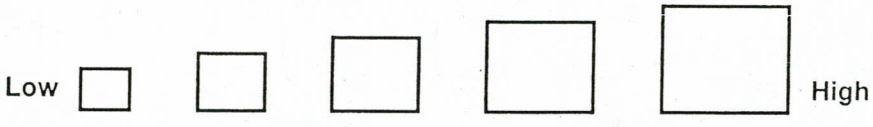
P*1.5 AFTERTASTE AMOUNT (Low – High)

The amount of lingering flavour that this brand of cigarettes leaves in the mouth immediately after having finished it (irrespective of whether you think the character of the flavour is good or bad).



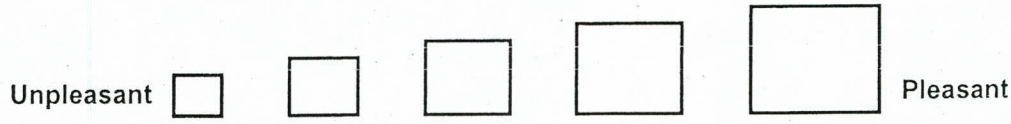
P*1.6 THROAT CATCH / HIT (Low – High)

The short, sharp momentary "kick" or "hit" sensation felt in the lower throat / upper chest region specifically as the smoke goes down. It is noticed immediately as the smoke contacts the throat and last a second or less.



P*1.7 TASTE PLEASANTNESS (Unpleasant – Pleasant)

The degree of pleasantness or unpleasantness of the flavour that is present during smoking.



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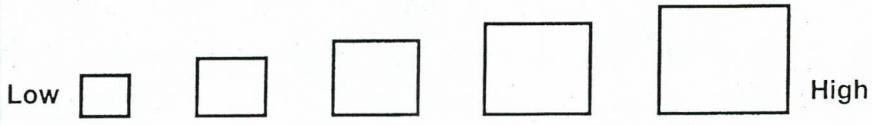
How much does smoking this brand of cigarettes leave the mouth feeling dried out.



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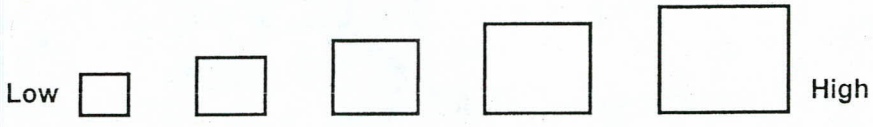
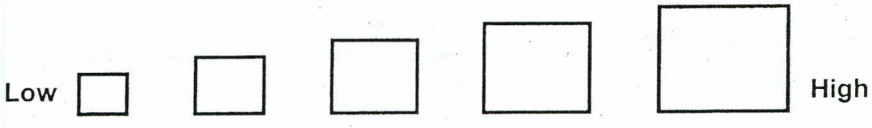
The amount of odour that the smoke of this brand of cigarettes leaves around you (irrespective of whether you think the character of the odour is good or bad).



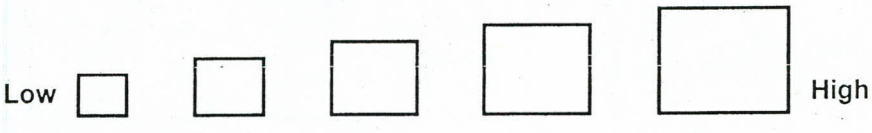
P*1.10 NICOTINE DELIVERY (Low – High)

How much does smoking this brand of cigarettes deliver nicotine into your body.



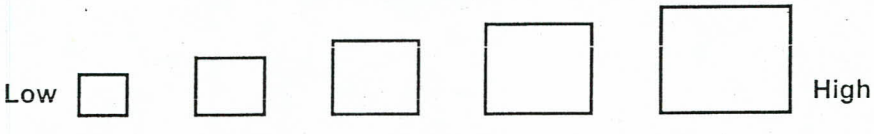
P*1.11 TAR DELIVERY (Low – High)

How much does smoking this brand of cigarettes leave tar on your lungs.



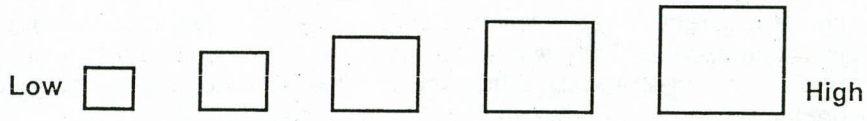
P*1.12 ADDITIVES CONTENT (Low – High)

The amount of various chemicals or additives manufacturers add to this brand of cigarettes to make it more appealing.



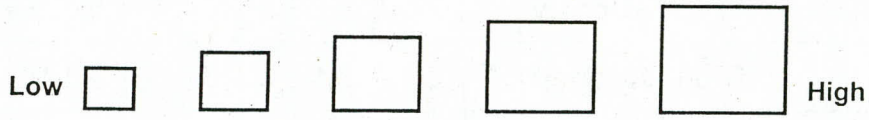
P*1.13 ADDICTION (Low – High)

How much does smoking this brand of cigarettes regularly create physiological dependence beyond voluntary control.



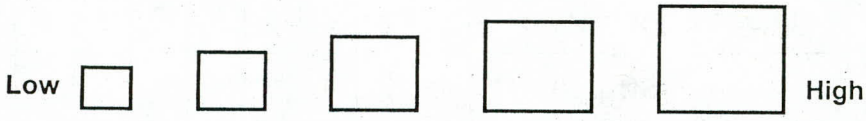
P*1.14 TOXICITY (Low – High)

How much does smoking this brand of cigarettes regularly cause harmful health effects.



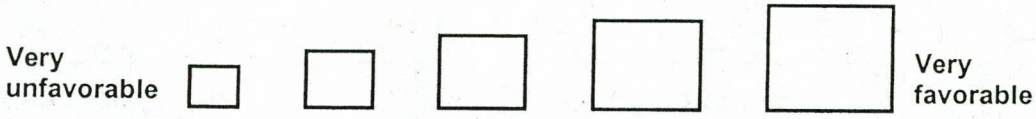
P*1.15 SIDE STREAM SMOKE AMOUNT (Low – High)

The amount of smoke coming from the burning of this brand of cigarettes and inhaled by non-smokers alike.



P*1.16 FAVORABILITY (Very unfavorable – Very favorable)

How favorable are you to use this brand of cigarettes on a regular basis.



RESPONDENT: RETURN QUESTIONNAIRE TO INTERVIEWER.

INTERVIEWER: CHECK FOR COMPLETENESS

P*2. I would like you to fill out the next part of the survey on your own. If you have any questions as you are going along, please ask me about them. Below is a statement about people like you who smoke cigarettes. Complete the sentence to describe your own **impressions** of people who would smoke the cigarettes contained in this package as their usual brand by circling a number between 1 and 9 on each of the scales listed after the statement. (**Let respondent manipulate package / Leave package in view / self-complete)**

In general, people who would smoke this brand of cigarettes are...

P*2.1	**Sporty**	1	2	3	4	5	6	7	8	9	**Home-loving**
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P*3. Now I would like to show you pictures of people who currently smoke and the package of cigarettes you just saw. Please take a careful look at them. For each picture I show you, I will ask you to what extent do you think this brand of cigarettes could be his or her favorite brand. We will use a scale from 1 to 9, 1 meaning "not at all" and 9 "very much". (**Write in number 1-9 / Leave package in view. Rotate pictures as checked**)

❑ 1. Business man	❑ 2. Teenage boy	❑ 3. Girl on bike	❑ 4. Biker man	❑ 5. Young woman	❑ 6. Farmer man

E★ EXPORT A

Interviewer: EXPORT A MILD should not be the usual brand (see S.3).

If EXPORT A MILD is the usual brand (S.3), check here ☐ and switch to DuMAURIER.

I will show you the (another if not the first time) package of a cigarette brand you may already know. (**Interviewer: show test package / make sure package matches brand to test**) Take the time to look at it but please do not open it.

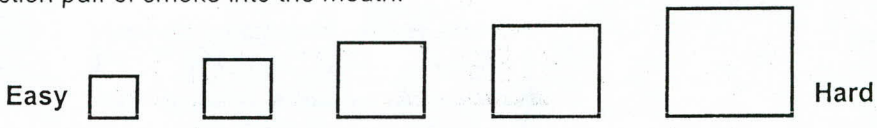
Interviewer: Let the respondent free to examine the package. Wait 30 seconds before proceeding with the interview.

E*.1 I would like to have your **impressions** on what you think may happen when you smoke the brand of cigarettes contained in this package. Take the time to look at it. Then I would like you to fill out this part of the survey on your own. Here are the questions and a pencil. I will wait right here for you to finish this part, then we can go on with a few more interview questions. If you have any questions as you are going along, please ask me about them.

First, read the description of what may happen when you smoke this brand of cigarettes. Then check the box that best represents your impression about what would happen. (**Explain scale 1 to 5 / Let respondent manipulate package / Leave package in view / Self-complete)**

E*1.1 DRAW EFFORT / PULL (Easy – Hard)

The amount of effort necessary (drawing or sucking on this brand of cigarettes) to get a satisfaction puff of smoke into the mouth.



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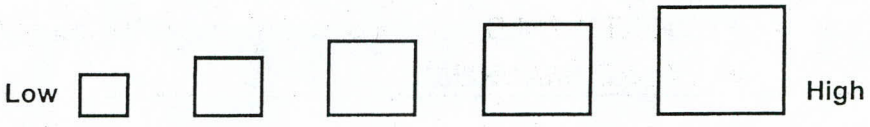

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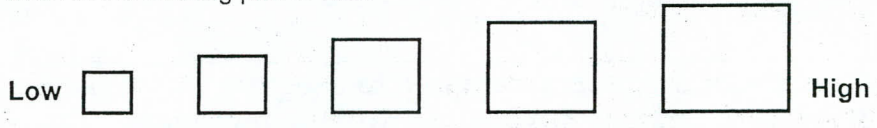

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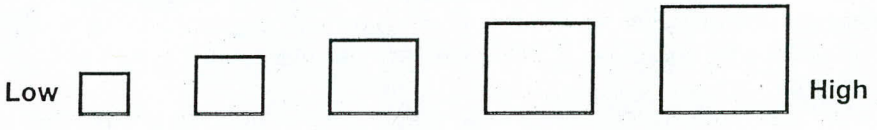

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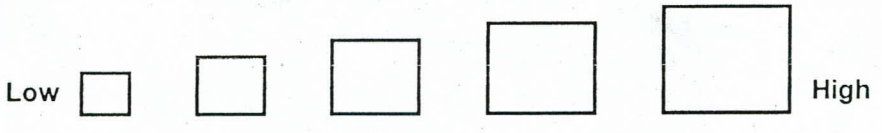

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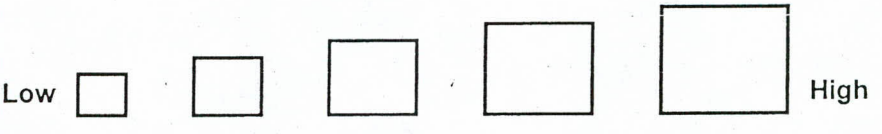

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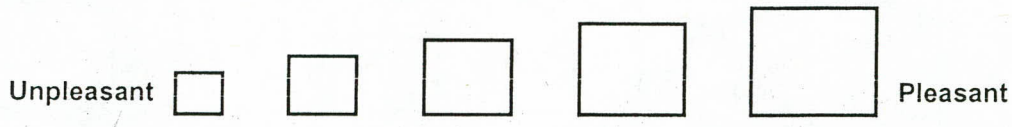

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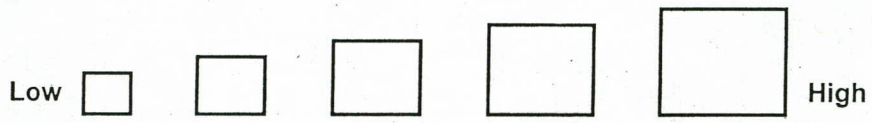

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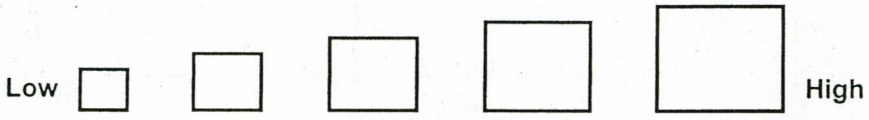

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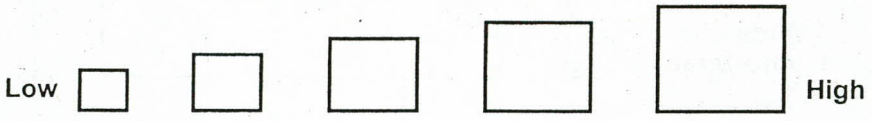
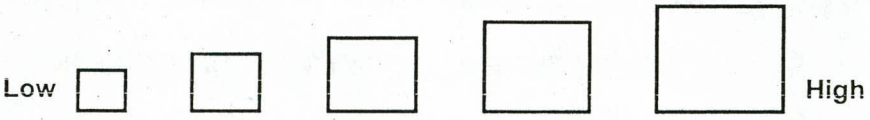


E*1.11 **TAR DELIVERY (Low – High)**

How much does smoking this brand of cigarettes leave tar on your lungs.



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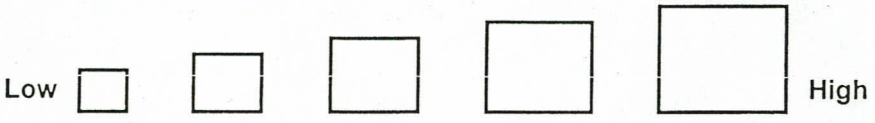

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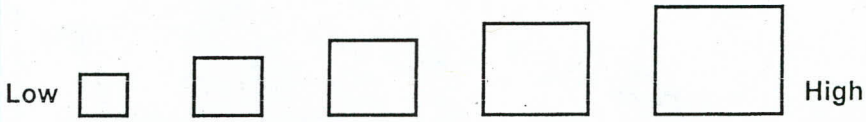

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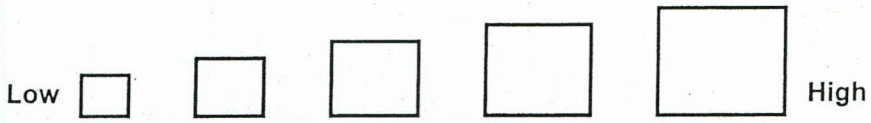

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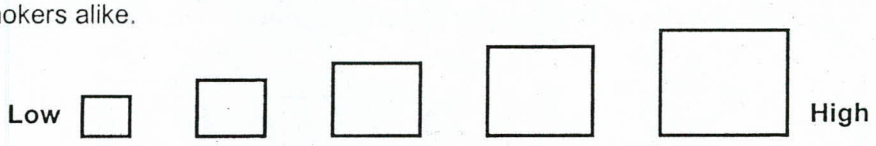

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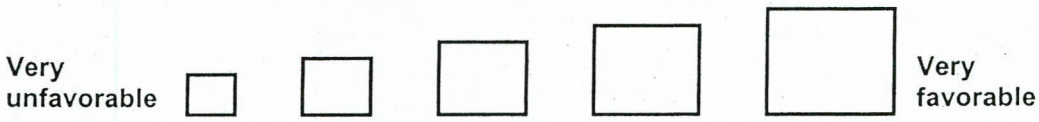

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❑ 1. Business man	❑ 2. Teenage boy	❑ 3. Girl on bike	❑ 4. Biker man	❑ 5. Young woman	❑ 6. Farmer man

IMPORTANCE OF LABELLING

L.1 Think about the possible differences between cigarettes labelled as light and cigarettes labelled as regular. First, with regard to **(READ AND ROTATE)** do you think that light cigarettes compared to regular cigarettes are (have)...? **(Read and rotate [✓])**

[ ]A **Levels of nicotine...**

- Much higher (light) ..... ( )1
- Somewhat higher ..... ( )2
- The same ..... ( )3
- Somewhat lower or ..... ( )4
- Much lower levels of nicotine? ..... ( )5
- Dk/Na ..... ( )9

[ ]B **Amounts of chemicals and additives...**

- Much higher (light) ..... ( )1
- Somewhat higher ..... ( )2
- The same ..... ( )3
- Somewhat lower or ..... ( )4
- Much lower amounts of chemicals and additives? ..... ( )5
- Dk/Na ..... ( )9

[ ]C **Physiological dependence caused by smoking...**

- Much less addictive (light) ..... ( )1
- Somewhat less addictive ..... ( )2
- Just as addictive ..... ( )3
- Somewhat more addictive or ..... ( )4
- Much more addictive? ..... ( )5
- Dk/Na ..... ( )9

[ ]D **Harm to health caused by smoking...**

- Much more (light) ..... ( )1
- Somewhat more ..... ( )2
- The same ..... ( )3
- Somewhat less or ..... ( )4
- Much less? ..... ( )5
- Dk/Na ..... ( )9

[ ]E **Amount of taste or flavour of the cigarette...**

- Much more (light) ..... ( )1
- Somewhat more ..... ( )2
- The same ..... ( )3
- Somewhat less or ..... ( )4
- Much less flavour or taste? ..... ( )5
- Dk/Na ..... ( )9

L.2 In the choice of cigarette brands that meet your needs, how important to you is the information about tar, nicotine and other substance levels that is found on the side panels of cigarette packages? Would you say...? **(Read)**

- Very important ..... ( )1
- Somewhat important..... ( )2
- Not very important ..... ( )3
- Not important at all..... ( )4
- Dk/Na ..... ( )9

L.3 In the choice of cigarette brands that meet your needs, how important it is to you that the label Light, Mild, Extra Mild, Extra Light, Ultra Light or Regular be written close to the brand name? Would you say...? **(Read)**

- Very important ..... ( )1
- Somewhat important..... ( )2
- Not very important ..... ( )3
- Not important at all..... ( )4
- Dk/Na ..... ( )9

L.4 To what extent are you convinced that cigarettes labelled as Light or Extra Light are "lighter" or "milder" than regular cigarettes? Would you say...? **(Read)**

- Very convinced ..... ( )1
- Somewhat convinced..... ( )2
- Not very convinced ..... ( )3
- Not convinced at all ..... ( )4
- Dk/Na ..... ( )9

L.5 To what extent would you be annoyed if any label saying "Light", "Mild", "Extra Mild" "Extra Light", "Ultra Light" or "Regular" was withdrawn from all current packages labelled that way? Would you say...? **(Read)**

- Very annoyed..... ( )1
- Somewhat annoyed..... ( )2
- Not very annoyed..... ( )3
- Not annoyed at all..... ( )4
- Dk/Na ..... ( )9

AD RECALL

R1. Do you recall seeing or hearing any anti-tobacco advertisements or any ads about not smoking over the past few months? Please take into account anything you may have seen on television or billboards, heard on the radio, or seen in a newspaper or magazine.

- Yes..... ( )1
- No ..... ( )2
- Dk/Na..... ( )9

R2. Do you recall seeing a television ad over the past few months showing containers of different poisons with labels like "formaldehyde light" and "ammonia light" and a message that said light and mild cigarettes were deceptive and deadly?

- Yes..... ( )1
- No ..... ( )2
- Dk/Na..... ( )9

R3. Do you recall seeing a newspaper ad over the past few months showing a hand squeezing several cigarettes with dark coloured liquid dripping from the cigarettes into a glass?

- Yes..... ( )1
- No ..... ( )2
- Dk/Na..... ( )9

INTERVIEWER: SHOW THE VISUAL OF THE HAND SQUEEZING THE CIGARETTES AND ASK

R4. Do you recall having seen this image before in a newspaper or magazine ad?

- Yes..... ( )1
- No ..... ( )2
- Dk/Na..... ( )9

SKIP TO CLASSIFICATION

R5. As a result of seeing this ad in a newspaper or magazine, has your opinion about light and mild cigarettes become more positive, more negative or has it remained the same?

- More positive ..... ( )1
- More negative..... ( )2
- Remained the same... ( )3
- Dk/Na..... ( )9

SKIP TO CLASSIFICATION

R6. In what way did your opinion about mild and light cigarettes change? **(PROBE FOR AT LEAST 5 WORDS)**

_____

_____

_____

CLASSIFICATION

We now have just a few more questions to ask, which will help us classify your responses for statistical purposes only.

C.1 What is the highest level of education you have reached? (**DO NOT READ**)

- Elementary school or less (no schooling to grade 7) ( )1
- Some high school (grades 8 - 11) ( )2
- Completed high school (grades 12 or 13 or OAC) ( )3
- Some community college, vocational or trade school (or some CEGEP) ( )4
- Completed community college, vocational or trade school (or complete CEGEP). ( )5
- Some university (no degree) ( )6
- Completed university (Bachelor's degree) ( )7
- Post graduate university (Master's, Ph.D., completed or not) ( )8
- DK/NA ( )9

C.2 Which of the following best describes your employment status? Are you... (**READ**)

- Employed full-time (30 hours/week or more) ( )1
- Employed part-time ( )2
- Unemployed or looking for a job ( )3
- Staying at home full-time (home-maker, social assistance) ( )4
- Student ( )5
- Retired ( )6
- OTHER ( )8
- DK/NA ( )9

C.3 Are you... (**READ**)

- Married or living as a couple ( )1
- Single ( )2
- Widowed ( )3
- Separated ( )4
- Divorced ( )5
- DK/NA ( )9

C.4 Into which of the following categories would you put the total annual income, before taxes and deductions, for 2001, of all members of your household, including yourself? Is it... (**READ**)

- Less than $10,000 ( )1
- $10,000 to $19,999 ( )2
- $20,000 to $39,999 ( )3
- $40,000 to $59,999 ( )4
- $60,000 to $79,999 ( )5
- $80,000 to $99,999 ( )6
- $100,000 to $119,999 ( )7
- $120,000 and over ( )8
- Refuse/DK/NA ( )9

THANK YOU VERY MUCH FOR YOUR PARTICIPATION.
THAT COMPLETES THE INTERVIEW.

CRÉATEC+
recherche - marketing
206 avenue des Pins Est
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*Tél.: **(514) 844-1127***
Fax : (514) 288-3194
Courriel : info@createc.ca

SÉLECTION

Projet : 574-039
Décembre 2001
FINAL

ENTREVUE	RÉPONDANT (pour vérification seulement)
Date : _____	Tel. : (____) _____
Début : _____ [ ] a.m. [ ] p.m.	Nom : _____
Fin : _____ [ ] a.m. [ ] p.m.	
INTERVIEWEUR :	

Bonjour / Bonsoir. Nous effectuons une étude sur la cigarette pour le compte du gouvernement du Canada. L'étude vise les **fumeurs âgés d'au moins 15 ans**. Nous aimerions que vous y participiez – la participation est volontaire mais toutes vos réponses resteront entièrement confidentielles. Si vous correspondez à des groupes que nous recherchons et que vous complétez l'entrevue, vous recevrez 5 $ en argent, en guise de remerciement.

Si le répondant accepte, continuez avec la sélection. Si refuse, inscrire comme refus avant la sélection et passez à un(e) autre candidat(e).

S.1 À l'heure actuelle, est-ce que vous fumez la cigarette (toutes faites ou roulées) tous les jours, à l'occasion ou jamais?

• Tous les jours	( )1	**FUMEUR,**	• Jamais	( )1	**REMERCIER ET**
• À l'occasion (pas tous les jours).	( )2	**CONTINUER**	• NSP/NRP.....	( )2	**TERMINER**

S.2 <u>SI FUME TOUS LES JOURS, DEMANDER</u> : En moyenne, combien de cigarettes fumez-vous chaque jour?

<u>SI FUME À L'OCCASION, DEMANDER</u> : Les journées où vous fumez, environ combien de cigarettes fumez-vous?
(Sonder pour obtenir un nombre précis. Si le répondant répond un paquet par jour, sonder pour savoir combien il y a de cigarettes dans le paquet.)

_____ **cigarettes par jour**

S.3 Quelle marque de cigarettes fumez-vous habituellement? (**Ne pas lire. Cochez une seule marque. Sonder si la marque que le répondant fume est une sorte de cigarettes régulière, légère, medium, douce, extra douce, extra légère, ultra légère, spéciale douce, spéciale, etc. Ne pas demander si King size ou format régulier.**)

GROUPE			
3	•	Belvedere (Régulier)	( )01
2	•	Belvedere Extra Douce	( )02
3	•	Benson & Hedges (Régulier)	( )03
2	•	Benson & Hedges Deluxe Ultra Légère	( )04
2	•	Benson & Hedges Deluxe Ultra Légère Menthol	( )05
3	•	Craven "A" (Régulier)	( )06
1	•	Craven "A" Légère	( )07
3	•	Craven "A" Menthol	( )08
3	•	DuMaurier (Régulier)	( )09
1	•	**DuMaurier Légère**	( )10
2	•	DuMaurier Extra Légère	( )11
2	•	DuMaurier Ultra Légère	( )12
3	•	DuMaurier Spécial	( )13
3	•	DuMaurier Spécial 100	( )14
3	•	Export "A" (Régulier)	( )15
3	•	Export "A" Medium	( )16
1	•	**Export "A" Douce**	( )17
1	•	Export "A" Légère	( )18
2	•	Export "A" Ultra Légère	( )19
3	•	Matinée (Régulier)	( )20
2	•	**Matinée Extra Douce**	( )21
3	•	Matinée Slims	( )22
3	•	Player's (Régulier / Filtre)	( )23
1	•	Player's Légère	( )24
2	•	**Player's Extra Légère**	( )25
3	•	Rothmans (Régulier)	( )26
2	•	Rothmans Spécial Douce	( )27
	•	Autre (**Préciser**) _____	( )90
	•	Pas de marque régulière	( )98 **TERMINER**
	•	Nsp/Nrp	( )99

INTERVIEWEUR : VÉRIFIER VOS QUOTAS

☐ GROUPE 1
• LÉGÈRE
• DOUCE

☐ GROUPE 2
• EXTRA LÉGÈRE
• ULTRA LÉGÈRE
• EXTRA DOUCE

☐ GROUPE 3
• RÉGULIER
• MEDIUM

S.4 En ce moment, est-ce que vous envisagez sérieusement d'arrêter de fumer?

• Oui	( )1	**CONTINUER**
• Non	( )2	**SI LE RÉPONDANT APPARTIENT AU GROUPE 3 (RÉGULIÈRE / MEDIUM),**
• Nsp/Nrp	( )9	**TERMINER / GROUPE 1 ET 2, CONTINUER**

TOUS LES RÉPONDANTS DU GROUPE 3 DOIVENT PENSER SÉRIEUSEMENT À CESSER DE FUMER

S.5 À quel moment envisagez-vous d'essayer de cesser de fumer? (**LIRE**)

- D'ici les 30 prochains jours ( )1
- D'ici les 6 prochains mois ou ( )2
- Pas d'ici les 6 prochains mois ( )3
- Nsp/Nrp ( )9

S.6 Au cours de la dernière année, combien de fois avez-vous arrêter de fumer pendant au moins 24 heures parce que vous essayiez de cesser de fumer? (**LIRE**)

- Une fois ..... ( )1
- Deux fois ..... ( )2
- Trois fois ..... ( )3
- Plus de trois fois ..... ( )4
- Pas pendant la dernière année ..... ( )5
- Nsp/Nrp ..... ( )9

S.7 Est-ce que vous (ou un membre de votre foyer) travaille pour une firme de publicité ou d'études de marché, ou un fabricant de tabac?

- Oui ..... ( )1 **REMERCIER ET TERMINER**
- Non ..... ( )2 **CONTINUER**

S.8 Quel est votre âge? (**Si le répondant hésite à donner son âge précis, dites : Au lieu de me donner votre âge exact, je vais vous lire des groupes d'âges et lorsque le vôtre tombera dans une catégorie, vous m'arrêterez.**)

- 15-17 ans ..... ( )1
- 18-19 ans ..... ( )2
- 20-24 ans ..... ( )3
- 25-34 ans ..... ( )4
- 35-44 ans ..... ( )5
- 45-54 ans ..... ( )6
- 55-64 ans ..... ( )7
- 65-74 ans ..... ( )8
- 75 ans ou plus ..... ( )9
- Moins de 15 ans ..... ( )10 **TERMINER**

INTERVIEWEUR : Enregistrer le sexe du répondant

- Masculin ..... ( )1
- Féminin ..... ( )2

INITIER L'ENTREVUE. Nous aimerions vous interviewer dans le cadre de notre sondage – ici même – dans le centre commercial. L'entrevue durera environ 20 minutes. Nous interrogerons un grand nombre de personnes à travers le Canada et les réponses seront toutes regroupées ensemble. Nous vous offrons 5 $ en argent comptant en guise de remerciement. Acceptez-vous de participer à notre sondage?

- Oui ..... ( )1 **ENTREVUE**
- Non ..... ( )2 **MERCI. INSCRIVEZ REFUS**

INTERVIEWEUR :

Si le répondant est accompagné : nous aimerions que les réponses à cette étude soient franches. C'est pourquoi l'entrevue se déroulera sans que personne n'écoute, car les opinions peuvent être différentes.

QUESTIONNAIRE [1A]

1.	PLAYER'S EXTRA LÉGÈRE → EXPORT A DOUCE
2.	PLAYER'S → EXPORT A

HABITUDES DE CONSOMMATION

Nous sommes maintenant prêts à commencer l'entrevue proprement dite. J'aimerais tout d'abord aborder vos habitudes reliées à la cigarette.

H.1 Depuis combien de temps fumez-vous? Est-ce depuis…? **(Lire)**

- Moins d'un an ..... ( )1
- 1-5 ans ..... ( )2
- Plus de 5 ans ..... ( )3
- Nsp/Nrp ..... ( )9

H.2 Considérez-vous que votre principale marque de cigarettes **(VOIR S.3)** est une cigarette de type…? **(Lire)**

- Régulière ..... ( )1 **SAUTER À H.4**
- Légère ..... ( )2
- Douce ..... ( )3
- Ultra Légère ..... ( )4
- Extra Légère ..... ( )5
- Ultra Douce ..... ( )6
- Extra Douce ..... ( )7
- Autre **(ne pas lire)** ..... ( )8
- Nsp/Nrp ..... ( )9

SAUTER À H.4

H.3 À quand remonte la dernière fois où vous avez délaissé des cigarettes régulières pour fumer des cigarettes douces ou légères (ou extra ou ultra douces/légères)? Était-ce il y a…? **(Lire)**

- Moins d'un an ..... ( )1
- 1-5 ans ..... ( )2
- Plus de 5 ans ..... ( )3
- Ou vous avez toujours fumé des cigarettes légères ou douces. ( )4
- Nsp/Nrp ..... ( )9

H.4 Avez-vous l'intention de changer pour un type de cigarette différent au cours des prochains mois?

- Oui ..... ( )1
- Non ..... ( )2
- Nsp/Nrp ..... ( )9

SAUTER À H.6

H.5 Pour quel type de cigarette pensez-vous que vous allez changer? Pour une... **(LIRE)**

- Régulière ..... ( )1
- Légère..... ( )2
- Douce..... ( )3
- Ultra Légère ..... ( )4
- Extra Légère ..... ( )5
- Ultra Douce..... ( )6
- Extra Douce ..... ( )7
- Autre (**ne pas lire**)..... ( )8
- Nsp/Nrp..... ( )9

H.6 Y a-t-il une autre marque de cigarettes que vous fumez habituellement lorsque vous ne pouvez vous procurer votre marque préférée **(S.3)**?

- Oui ..... ( )1
- Non ..... ( )2
- Nsp/Nrp..... ( )9

SAUTER À LA PROCHAINE SECTION

H.7 Quelle est votre seconde marque de cigarettes préférée que vous fumez lorsque vous ne pouvez vous procurer votre marque habituelle régulière? (**Ne pas lire. Cochez une seule marque. Sonder si la marque que le répondant fume est une sorte de cigarettes régulière, légère, medium, douce, extra douce, etc. Ne pas demander si King size ou format régulier.**)

- Belvedere (Régulier)..... ( )01
- Belvedere Extra Douce..... ( )02
- Benson & Hedges (Régulier)..... ( )03
- Benson & Hedges Deluxe Ultra Légère..... ( )04
- Benson & Hedges Deluxe Ultra Légère Menthol..... ( )05
- Craven "A" (Régulier)..... ( )06
- Craven "A" Légère ..... ( )07
- Craven "A" Menthol..... ( )08
- DuMaurier (Régulier) ..... ( )09
- DuMaurier Légère..... ( )10
- DuMaurier Extra Légère ..... ( )11
- DuMaurier Ultra Légère ..... ( )12
- DuMaurier Spécial ..... ( )13
- DuMaurier Spécial 100 ..... ( )14
- Export "A" (Régulier)..... ( )15
- Export "A" Medium..... ( )16
- Export "A" Douce ..... ( )17
- Export "A" Légère ..... ( )18
- Export "A" Ultra Légère..... ( )19
- Matinée (Régulier) ..... ( )20
- Matinée Extra Douce ..... ( )21
- Matinée Slims ..... ( )22
- Player's (Régulier / Filtre)..... ( )23
- Player's Légère..... ( )24
- Player's Extra Légère ..... ( )25
- Rothmans (Régulier)..... ( )26
- Rothmans Spécial Douce ..... ( )27
- Autre (Préciser) _____ ( )90
- Pas de marque secondaire..... ( )98
- Nsp/Nrp..... ( )99

P. PLAYER'S EXTRA LÉGÈRE

Intervieweur : PLAYER'S EXTRA LÉGÈRE ne doit pas être la marque habituelle (voir S.3).

Si PLAYER'S EXTRA LÉGÈRE est la marque habituelle, cochez ici ☐ et changez pour MATINÉE EXTRA DOUCE.

Je vais vous montrer un paquet (un autre si ce n'est pas la première fois) d'une marque de cigarettes que vous pourriez déjà connaître **(Intervieweur : montrez le paquet test / assurez-vous que le paquet correspond à la marque à tester)** Prenez le temps de le regarder mais s.v.p. ne l'ouvrez pas.

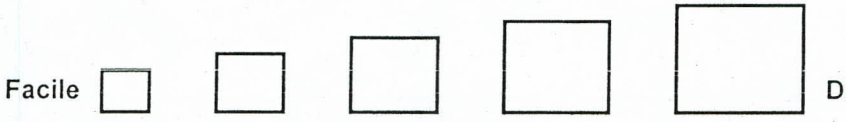
Intervieweur : Laissez le répondant libre d'examiner le paquet. Attendez 30 secondes avant de poursuivre l'entrevue.

P1. J'aimerais avoir vos **impressions** sur ce que vous pensez qu'il pourrait arriver lorsque vous fumez cette marque de cigarettes contenues dans ce paquet. Prenez le temps de le regarder. Ensuite, j'aimerais que vous remplissiez cette partie du sondage vous-même Voici le questionnaire et un crayon. J'attendrai ici que vous finissiez cette partie, puis nous continuerons avec quelques questions supplémentaires. Si vous avez des questions à me poser, n'hésitez pas à le faire.

Tout d'abord, vous lisez la description de ce qui pourrait arriver si vous fumez cette marque de cigarettes. Ensuite, vous cochez la case qui correspond le plus à votre impression de ce qui pourrait arriver. **(Expliquer l'échelle de 1 à 5 / Laissez le répondant manipuler le paquet / Laissez le paquet à la vue / Auto-administration)**

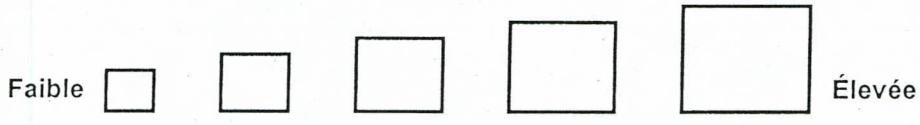
P1.1 EFFORT POUR ASPIRER / TIRER (Facile – Difficile)

Le degré d'effort nécessaire, pour aspirer ou tirer sur une cigarette de cette marque, afin d'amener une bouffée de fumée satisfaisante dans la bouche.



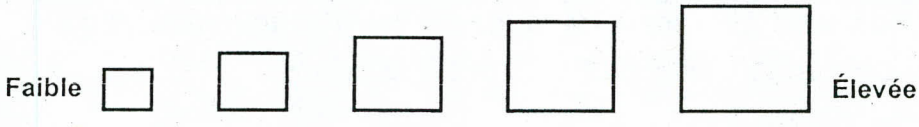
P1.2 VOLUME D'UNE BOUFFÉE (Faible – Élevée)

L'impression sur la quantité de fumée qui remplit la bouche lors d'une bouffée prise normalement.



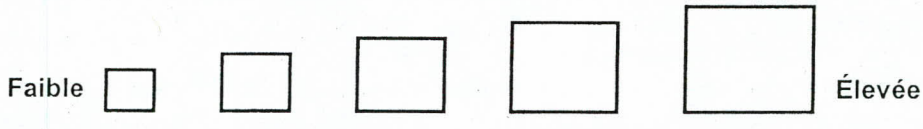
P1.3 SATISFACTION INITIALE (Faible – Élevée)

Dans quelle mesure cette marque de cigarettes est capable de fournir des bouffées de fumée satisfaisantes, y compris lors de la première ou seconde bouffée.



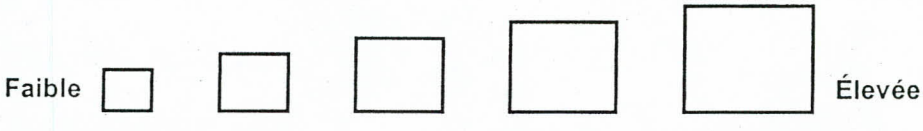
P1.4 IRRITATION (Faible – Élevée)

La sensation de chaleur brûlante, picotement, piqûre, qui reste et qui est ressentie dans la bouche et le haut de la gorge. Une sensation physique qui dure plusieurs secondes.



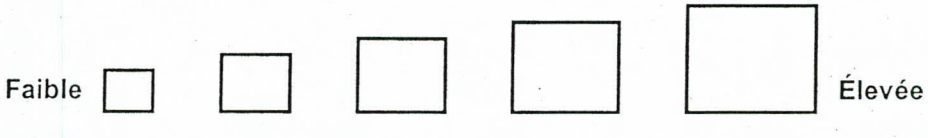
P1.5 QUANTITÉ D'ARRIÈRE-GOÛT (Faible – Élevée)

La quantité de saveur restante que cette marque de cigarettes laisse dans la bouche immédiatement après l'avoir terminée (indépendamment de votre opinion si la saveur est agréable ou désagréable).



P1.6 IMPACT SUR LA GORGE (Faible – Élevée)

La sensation rapide, de courte durée et frappante ressentie dans le bas de la gorge et le haut de la poitrine lorsque la fumée est avalée. On la ressent immédiatement dès que la fumée entre en contact avec la gorge et dure une seconde ou moins.



P1.7 GOÛT DÉSAGRÉABLE OU AGRÉABLE

Dans quelle mesure la saveur goûtée pendant qu'on fume est agréable ou désagréable.

Désagréable ☐ ☐ ☐ ☐ ☐ Agréable

P1.8 ASSÈCHEMENT DE LA BOUCHE (Faible – Élevé)

Dans quelle mesure fumer cette marque de cigarettes laisse une sensation de bouche sèche.

Faible ☐ ☐ ☐ ☐ ☐ Élevé

P1.9 QUANTITÉ D'ODEUR (Faible- Élevée)

La quantité d'odeur que la fumée de cette marque de cigarettes dégage autour de vous, indépendamment si vous trouvez que cette odeur est agréable ou désagréable.

Faible ☐ ☐ ☐ ☐ ☐ Élevée

P1.10 NICOTINE FOURNIE (Faible – Élevée)

Combien de nicotine est fournie à votre corps, en fumant cette marque de cigarettes

Faible ☐ ☐ ☐ ☐ ☐ Élevée

P1.11 GOUDRON FOURNI (Faible – Élevé)

Combien de goudron est déposé dans vos poumons, en fumant cette marque de cigarettes.

Faible ☐ ☐ ☐ ☐ ☐ Élevé

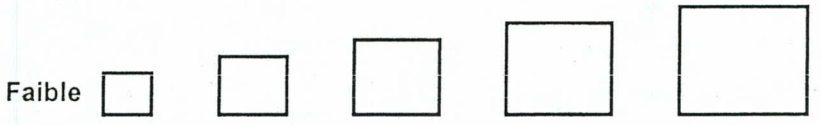
P1.12 CONTENU EN ADDITIFS (Faible – Élevé)

La quantité de divers additifs ou substances chimiques que les fabricants ajoutent à cette marque de cigarettes pour la rendre plus attrayante.

Faible ☐ ☐ ☐ ☐ ☐ Élevé

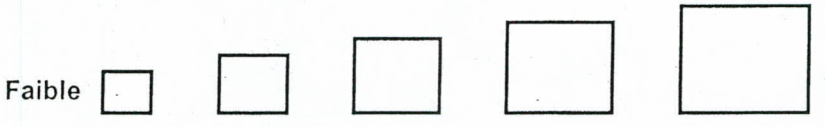
P1.13 **DÉPENDANCE (Faible – Élevée)**

Dans quelle mesure fumer régulièrement cette marque de cigarettes crée une dépendance physiologique en dehors du contrôle de la volonté.



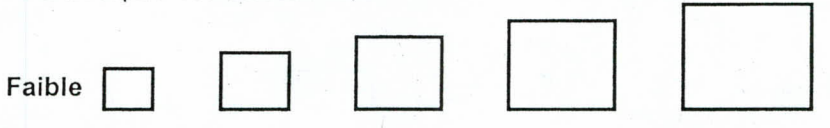
P1.14 **TOXICITÉ (Faible – Élevée)**

Dans quelle mesure fumer régulièrement cette marque de cigarettes cause des dommages à la santé.



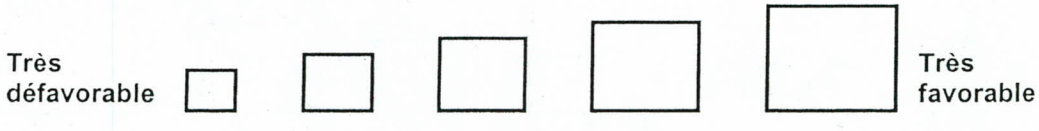
P1.15 **QUANTITÉ DE FUMÉE SECONDAIRE (Faible – Élevée)**

La quantité de fumée dégagée par cette marque de cigarettes en se consumant et que se retrouvent à respirer les non-fumeurs.



P1.16 **FAVORABILITÉ (Très défavorable – Très favorable)**

Jusqu'à quel point êtes-vous favorable à adopter sur une base régulière cette marque de cigarettes.



RÉPONDANT : RETOURNEZ LE QUESTIONNAIRE À L'INTERVIEWEUR.

INTERVIEWEUR : VÉRIFIER SI COMPLET.

P2. J'aimerais que vous remplissiez vous-même la prochaine partie du questionnaire. Si vous avez des questions à me poser, n'hésitez pas à le faire. Voici des énoncés concernant des gens comme vous qui fument des cigarettes. Complétez la phrase afin de décrire vos propres **impressions** des personnes qui adoptent comme leur marque principale les cigarettes contenues dans ce paquet, en encerclant un nombre de 1 à 9 sur chacun des items qui suivent l'énoncé. **(Laissez le répondant manipuler le paquet / Laissez le paquet à la vue / auto-administration)**

En général, les gens qui fument cette marque de cigarettes sont...

P2.1	**Sportifs**	1	2	3	4	5	6	7	8	9	**Casaniers**
P2.2	**Vieux jeu**	1	2	3	4	5	6	7	8	9	**Modernes**
P2.3	**Négligent leur santé**	1	2	3	4	5	6	7	8	9	**Conscients de leur santé**
P2.4	**Jeunes**	1	2	3	4	5	6	7	8	9	**Âgés**
P2.5	**Conscients de leur image**	1	2	3	4	5	6	7	8	9	**Peu soigneux**
P2.6	**Straight**	1	2	3	4	5	6	7	8	9	**Cool**
P2.7	**Meneurs**	1	2	3	4	5	6	7	8	9	**Suiveurs**
P2.8	**D'un statut plus élevé**	1	2	3	4	5	6	7	8	9	**D'un statut plus bas**
P2.9	**Gros fumeurs**	1	2	3	4	5	6	7	8	9	**Fument peu**
P2.10	**Féminins**	1	2	3	4	5	6	7	8	9	**Masculins**
P2.11	**Le design d'ensemble du paquet n'est pas attrayant**	1	2	3	4	5	6	7	8	9	**Le design d'ensemble du paquet est attrayant**

RÉPONDANT : RETOURNEZ LE QUESTIONNAIRE À L'INTERVIEWEUR.

INTERVIEWEUR : VÉRIFIER SI COMPLET.

P3. Je vais vous montrer des photos de personnes qui fument présentement et le paquet de cigarettes que vous venez juste de voir. Regardez-les attentivement. Pour chaque photo que je vais vous montrer, dites-moi dans quelle mesure vous pensez que ça pourrait être leur marque préférée. Nous utiliserons une échelle de 1 à 9, 1 voulant dire « pas du tout » et 9 « beaucoup ». **(Inscrire un nombre 1-9 / Laissez le paquet à la vue. Commencer la rotation avec la photo cochée)**

❑ 1. Homme d'affaires	❑ 2. Garçon ado	❑ 3. Fille bike	❑ 4. Motard	❑ 5. Jeune femme	❑ 6. Homme fermier

E. EXPORT A DOUCE

Intervieweur : EXPORT A DOUCE ne doit pas être la marque habituelle (voir S.3).

Si EXPORT A DOUCE est la marque habituelle, cochez ici ☐ et changez pour DuMAURIER LÉGÈRE.

Je vais vous montrer un paquet (un autre si ce n'est pas la première fois) d'une marque de cigarettes que vous pourriez déjà connaître (**Intervieweur : montrez le paquet test / assurez-vous que le paquet correspond à la marque à tester)** Prenez le temps de le regarder mais s.v.p. ne l'ouvrez pas.

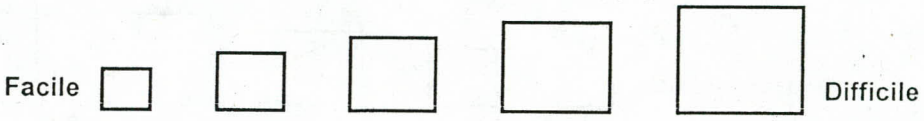
Intervieweur : Laissez le répondant libre d'examiner le paquet. Attendez 30 secondes avant de poursuivre l'entrevue.

E1. I J'aimerais avoir vos **impressions** sur ce que vous pensez qu'il pourrait arriver lorsque vous fumez cette marque de cigarettes contenues dans ce paquet. Prenez le temps de le regarder. Ensuite, j'aimerais que vous remplissiez cette partie du sondage vous-même Voici le questionnaire et un crayon. J'attendrai ici que vous finissiez cette partie, puis nous continuerons avec quelques questions supplémentaires. Si vous avez des questions à me poser, n'hésitez pas à le faire.

Tout d'abord, vous lisez la description de ce qui pourrait arriver si vous fumez cette marque de cigarettes. Ensuite, vous cochez la case qui correspond le plus à votre impression de ce qui pourrait arriver. (**Expliquer l'échelle de 1 à 5 / Laissez le répondant manipuler le paquet / Laissez le paquet à la vue / Auto-administration)**

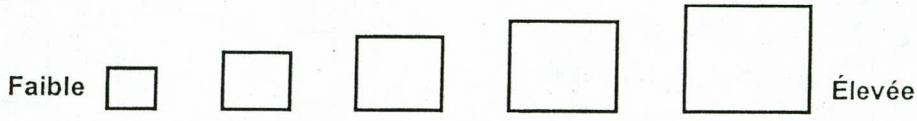
E1.1 EFFORT POUR ASPIRER / TIRER (Facile - Difficile)

Le degré d'effort nécessaire, pour aspirer ou tirer sur une cigarette de cette marque, afin d'amener une bouffée de fumée satisfaisante dans la bouche.



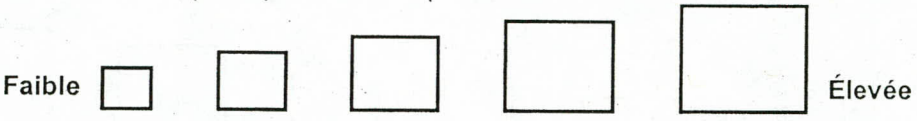
E1.2 VOLUME D'UNE BOUFFÉE (Faible - Élevée)

L'impression sur la quantité de fumée qui remplit la bouche lors d'une bouffée prise normalement.



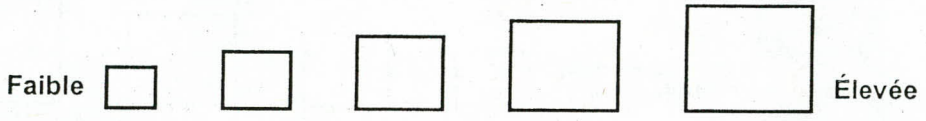
E1.3 SATISFACTION INITIALE (Faible – Élevée)

Dans quelle mesure cette marque de cigarettes est capable de fournir des bouffées de fumée satisfaisantes, y compris lors de la première ou seconde bouffée.



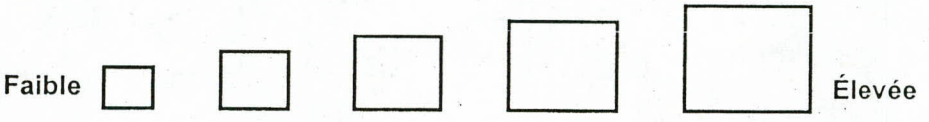
E1.4 IRRITATION (Faible – Élevée)

La sensation de chaleur brûlante, picotement, piqûre, qui reste et qui est ressentie dans la bouche et le haut de la gorge. Une sensation physique qui dure plusieurs secondes.



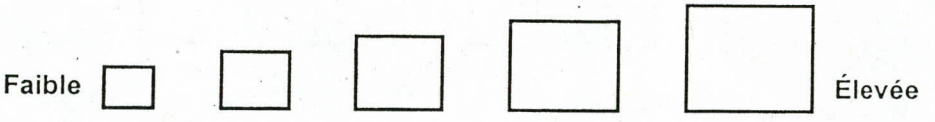
E1.5 QUANTITÉ D'ARRIÈRE-GOÛT (Faible – Élevée)

La quantité de saveur restante que cette marque de cigarettes laisse dans la bouche immédiatement après l'avoir terminée (indépendamment de votre opinion si la saveur est agréable ou désagréable).



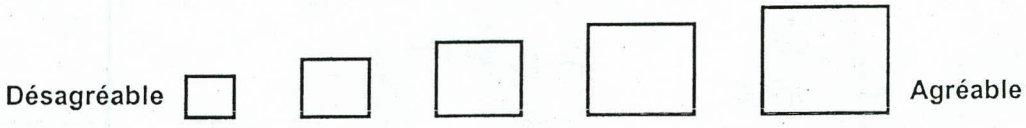
E1.6 IMPACT SUR LA GORGE (Faible – Élevée)

La sensation rapide, de courte durée et frappante ressentie dans le bas de la gorge et le haut de la poitrine lorsque la fumée est avalée. On la ressent immédiatement dès que la fumée entre en contact avec la gorge et dure une seconde ou moins.



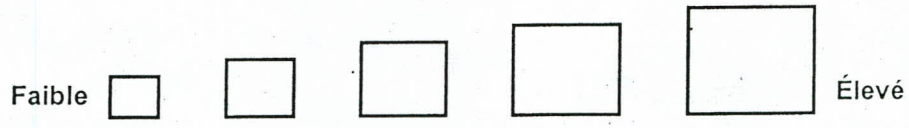
E1.7 GOÛT DÉSAGRÉABLE OU AGRÉABLE

Dans quelle mesure la saveur goûtée pendant qu'on fume est agréable ou désagréable.



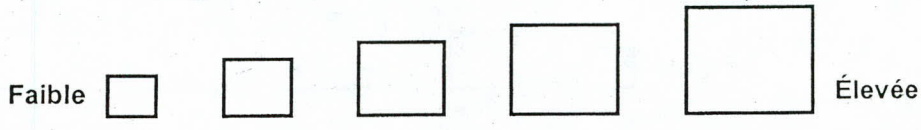
E1.8 ASSÈCHEMENT DE LA BOUCHE (Faible – Élevé)

Dans quelle mesure fumer cette marque de cigarettes laisse une sensation de bouche sèche.



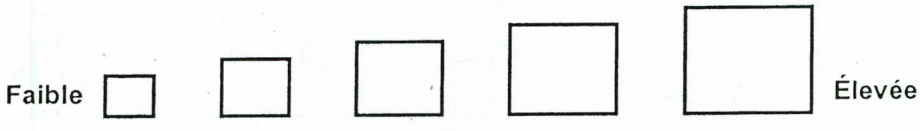
E1.9 QUANTITÉ D'ODEUR (Faible- Élevée)

La quantité d'odeur que la fumée de cette marque de cigarettes dégage autour de vous, indépendamment si vous trouvez que cette odeur est agréable ou désagréable.



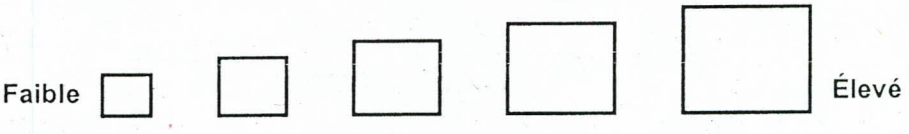
E1.10 NICOTINE FOURNIE (Faible – Élevée)

Combien de nicotine est fournie à votre corps, en fumant cette marque de cigarettes



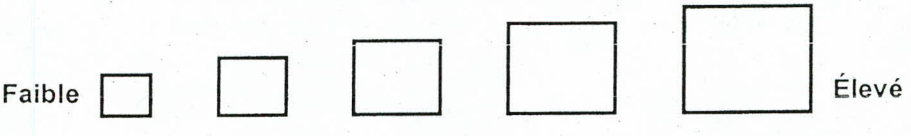
E1.11 GOUDRON FOURNI (Faible – Élevé)

Combien de goudron est déposé dans vos poumons, en fumant cette marque de cigarettes.



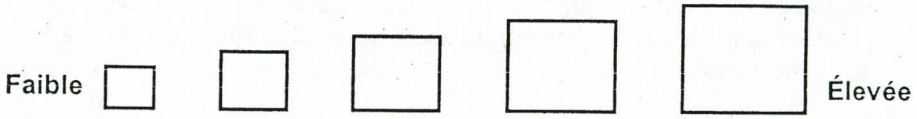
E1.12 CONTENU EN ADDITIFS (Faible – Élevé)

La quantité de divers additifs ou substances chimiques que les fabricants ajoutent à cette marque de cigarettes pour la rendre plus attrayante.



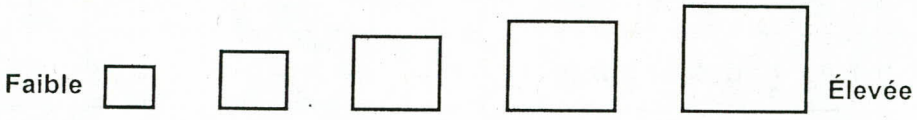
E1.13 DÉPENDANCE (Faible – Élevée)

Dans quelle mesure fumer régulièrement cette marque de cigarettes crée une dépendance physiologique en dehors du contrôle de la volonté.



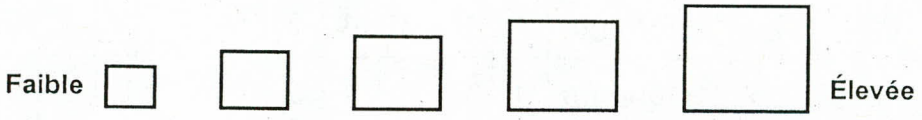
E1.14 TOXICITÉ (Faible – Élevée)

Dans quelle mesure fumer régulièrement cette marque de cigarettes cause des dommages à la santé.



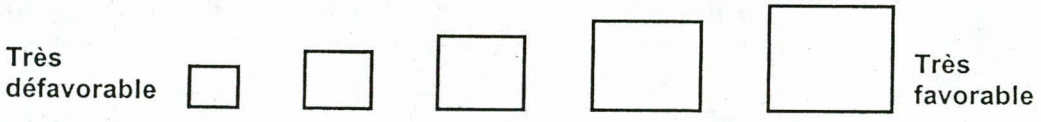
E1.15 QUANTITÉ DE FUMÉE SECONDAIRE (Faible – Élevée)

La quantité de fumée dégagée par cette marque de cigarettes en se consumant et que se retrouvent à respirer les non-fumeurs.



E1.16 FAVORABILITÉ (Très défavorable – Très favorable)

Jusqu'à quel point êtes-vous favorable à adopter sur une base régulière cette marque de cigarettes.



RÉPONDANT : RETOURNEZ LE QUESTIONNAIRE À L'INTERVIEWEUR.

INTERVIEWEUR : VÉRIFIER SI COMPLET.

E2. J'aimerais que vous remplissiez vous-même la prochaine partie du questionnaire. Si vous avez des questions à me poser, n'hésitez pas à le faire. Voici des énoncés concernant des gens comme vous qui fument des cigarettes. Complétez la phrase afin de décrire vos propres **impressions** des personnes qui adoptent comme leur marque principale les cigarettes contenues dans ce paquet, en encerclant un nombre de 1 à 9 sur chacun des items qui suivent l'énoncé. **(Laissez le répondant manipuler le paquet / Laissez le paquet à la vue / auto-administration)**

En général, les gens qui fument cette marque de cigarettes sont...

E2.1	**Sportifs**	1	2	3	4	5	6	7	8	9	**Casaniers**
E2.2	**Vieux jeu**	1	2	3	4	5	6	7	8	9	**Modernes**
E2.3	**Négligent leur santé**	1	2	3	4	5	6	7	8	9	**Conscients de leur santé**
E2.4	**Jeunes**	1	2	3	4	5	6	7	8	9	**Âgés**
E2.5	**Conscients de leur image**	1	2	3	4	5	6	7	8	9	**Peu soigneux**
E2.6	**Straight**	1	2	3	4	5	6	7	8	9	**Cool**
E2.7	**Meneurs**	1	2	3	4	5	6	7	8	9	**Suiveurs**
E2.8	**D'un statut plus élevé**	1	2	3	4	5	6	7	8	9	**D'un statut plus bas**
E2.9	**Gros fumeurs**	1	2	3	4	5	6	7	8	9	**Fument peu**
E2.10	**Féminins**	1	2	3	4	5	6	7	8	9	**Masculins**
E2.11	**Le design d'ensemble du paquet n'est pas attrayant**	1	2	3	4	5	6	7	8	9	**Le design d'ensemble du paquet est attrayant**

RÉPONDANT : RETOURNEZ LE QUESTIONNAIRE À L'INTERVIEWEUR.

INTERVIEWEUR : VÉRIFIER SI COMPLET.

E3. Je vais vous montrer des photos de personnes qui fument présentement et le paquet de cigarettes que vous venez juste de voir. Regardez-les attentivement. Pour chaque photo que je vais vous montrer, dites-moi dans quelle mesure vous pensez que ça pourrait être leur marque préférée. Nous utiliserons une échelle de 1 à 9, 1 voulant dire « pas du tout » et 9 « beaucoup ». **(Inscrire un nombre 1-9 / Laissez le paquet à la vue. Commencer la rotation avec la photo cochée)**

❑ 1. Homme d'affaires	❑ 2. Garçon ado	❑ 3. Fille bike	❑ 4. Motard	❑ 5. Jeune femme	❑ 6. Homme fermier

P★ PLAYER'S

Intervieweur : PLAYER'S EXTRA LÉGÈRE ne doit pas être la marque habituelle (voir S.3).

Si PLAYER'S EXTRA LÉGÈRE est la marque habituelle (S.3), cochez ici ☐ et changez pour MATINÉE .

Je vais vous montrer un paquet (un autre si ce n'est pas la première fois) d'une marque de cigarettes que vous pourriez déjà connaître (**Intervieweur : montrez le paquet test / assurez-vous que le paquet correspond à la marque à tester)** Prenez le temps de le regarder mais s.v.p. ne l'ouvrez pas.

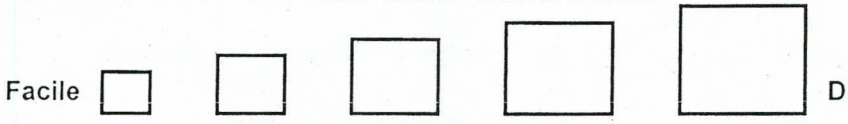
Intervieweur : Laissez le répondant libre d'examiner le paquet. Attendez 30 secondes avant de poursuivre l'entrevue.

P*1. J'aimerais avoir vos **impressions** sur ce que vous pensez qu'il pourrait arriver lorsque vous fumez cette marque de cigarettes contenues dans ce paquet. Prenez le temps de le regarder. Ensuite, j'aimerais que vous remplissiez cette partie du sondage vous-même Voici le questionnaire et un crayon. J'attendrai ici que vous finissiez cette partie, puis nous continuerons avec quelques questions supplémentaires. Si vous avez des questions à me poser, n'hésitez pas à le faire.

Tout d'abord, vous lisez la description de ce qui pourrait arriver si vous fumez cette marque de cigarettes. Ensuite, vous cochez la case qui correspond le plus à votre impression de ce qui pourrait arriver. (**Expliquer l'échelle de 1 à 5 / Laissez le répondant manipuler le paquet / Laissez le paquet à la vue / Auto-administration)**

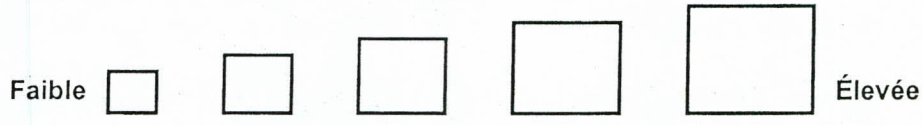
P*1.1 EFFORT POUR ASPIRER / TIRER (Facile - Difficile)

Le degré d'effort nécessaire, pour aspirer ou tirer sur une cigarette de cette marque, afin d'amener une bouffée de fumée satisfaisante dans la bouche.



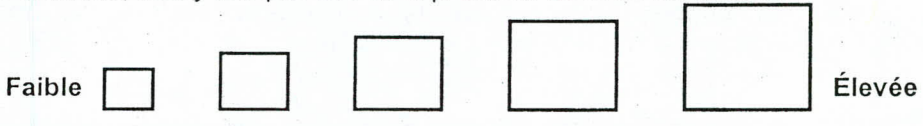
P*1.2 VOLUME D'UNE BOUFFÉE (Faible - Élevée)

L'impression sur la quantité de fumée qui remplit la bouche lors d'une bouffée prise normalement.



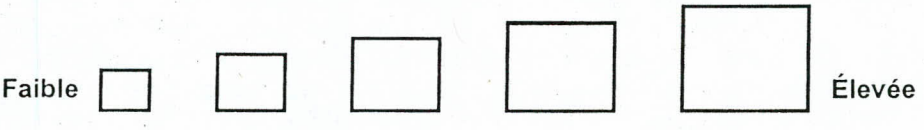
P*1.3 SATISFACTION INITIALE (Faible – Élevée)

Dans quelle mesure cette marque de cigarettes est capable de fournir des bouffées de fumée satisfaisantes, y compris lors de la première ou seconde bouffée.



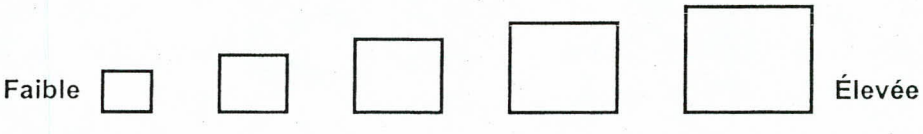
P*1.4 IRRITATION (Faible – Élevée)

La sensation de chaleur brûlante, picotement, piqûre, qui reste et qui est ressentie dans la bouche et le haut de la gorge. Une sensation physique qui dure plusieurs secondes.



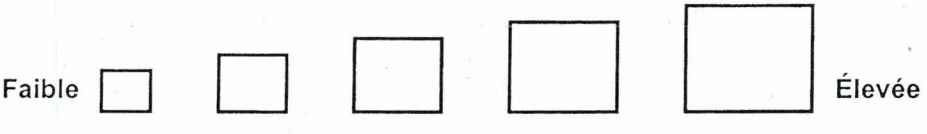
P*1.5 QUANTITÉ D'ARRIÈRE-GOÛT (Faible – Élevée)

La quantité de saveur restante que cette marque de cigarettes laisse dans la bouche immédiatement après l'avoir terminée (indépendamment de votre opinion si la saveur est agréable ou désagréable).



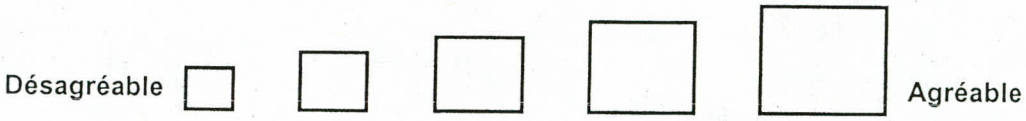
P*1.6 IMPACT SUR LA GORGE (Faible – Élevée)

La sensation rapide, de courte durée et frappante ressentie dans le bas de la gorge et le haut de la poitrine lorsque la fumée est avalée. On la ressent immédiatement dès que la fumée entre en contact avec la gorge et dure une seconde ou moins.



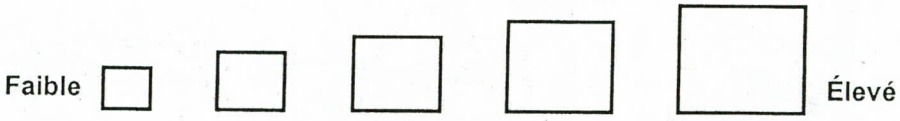
P*1.7 GOÛT DÉSAGRÉABLE OU AGRÉABLE

Dans quelle mesure la saveur goûtée pendant qu'on fume est agréable ou désagréable.



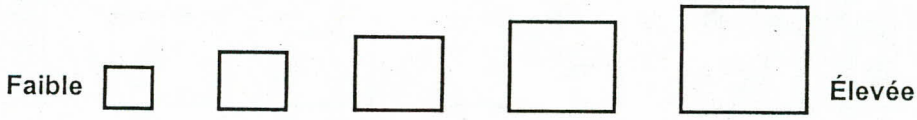
P*1.8 ASSÈCHEMENT DE LA BOUCHE (Faible – Élevé)

Dans quelle mesure fumer cette marque de cigarettes laisse une sensation de bouche sèche.



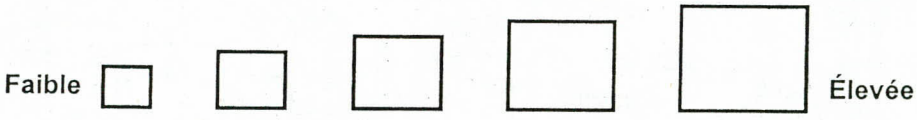
P*1.9 QUANTITÉ D'ODEUR (Faible- Élevée)

La quantité d'odeur que la fumée de cette marque de cigarettes dégage autour de vous, indépendamment si vous trouvez que cette odeur est agréable ou désagréable.



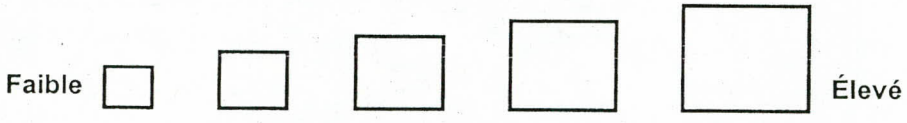
P*1.10 NICOTINE FOURNIE (Faible – Élevée)

Combien de nicotine est fournie à votre corps, en fumant cette marque de cigarettes



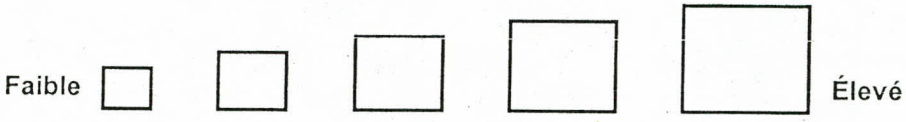
P*1.11 GOUDRON FOURNI (Faible – Élevé)

Combien de goudron est déposé dans vos poumons, en fumant cette marque de cigarettes.



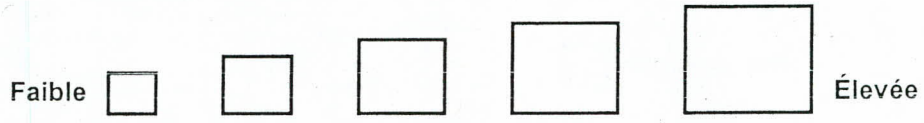
P*1.12 CONTENU EN ADDITIFS (Faible – Élevé)

La quantité de divers additifs ou substances chimiques que les fabricants ajoutent à cette marque de cigarettes pour la rendre plus attrayante.



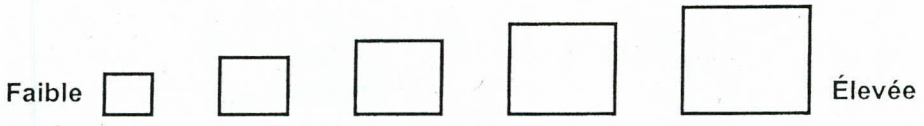
P*1.13 DÉPENDANCE (Faible – Élevée)

Dans quelle mesure fumer régulièrement cette marque de cigarettes crée une dépendance physiologique en dehors du contrôle de la volonté.



P*1.14 TOXICITÉ (Faible – Élevée)

Dans quelle mesure fumer régulièrement cette marque de cigarettes cause des dommages à la santé.

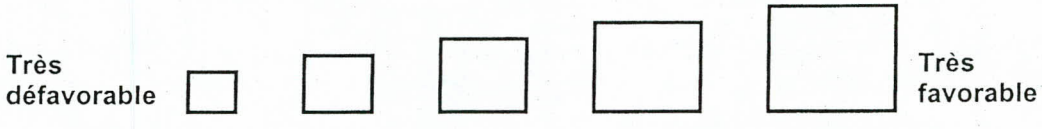


P*1.15 QUANTITÉ DE FUMÉE SECONDAIRE (Faible – Élevée)

La quantité de fumée dégagée par cette marque de cigarettes en se consumant et que se retrouvent à respirer les non-fumeurs.

P*1.16 FAVORABILITÉ (Très défavorable – Très favorable)

Jusqu'à quel point êtes-vous favorable à adopter sur une base régulière cette marque de cigarettes.



RÉPONDANT : RETOURNEZ LE QUESTIONNAIRE À L'INTERVIEWEUR.

INTERVIEWEUR : VÉRIFIER SI COMPLET.

P*2. J'aimerais que vous remplissiez vous-même la prochaine partie du questionnaire. Si vous avez des questions à me poser, n'hésitez pas à le faire. Voici des énoncés concernant des gens comme vous qui fument des cigarettes. Complétez la phrase afin de décrire vos propres **impressions** des personnes qui adoptent comme leur marque principale les cigarettes contenues dans ce paquet, en encerclant un nombre de 1 à 9 sur chacun des items qui suivent l'énoncé. **(Laissez le répondant manipuler le paquet / Laissez le paquet à la vue / auto-administration)**

En général, les gens qui fument cette marque de cigarettes sont...

P*2.1	**Sportifs**	1	2	3	4	5	6	7	8	9	**Casaniers**
P*2.2	**Vieux jeu**	1	2	3	4	5	6	7	8	9	**Modernes**
P*2.3	**Négligent leur santé**	1	2	3	4	5	6	7	8	9	**Conscients de leur santé**
P*2.4	**Jeunes**	1	2	3	4	5	6	7	8	9	**Âgés**
P*2.5	**Conscients de leur image**	1	2	3	4	5	6	7	8	9	**Peu soigneux**
P*2.6	**Straight**	1	2	3	4	5	6	7	8	9	**Cool**
P*2.7	**Meneurs**	1	2	3	4	5	6	7	8	9	**Suiveurs**
P*2.8	**D'un statut plus élevé**	1	2	3	4	5	6	7	8	9	**D'un statut plus bas**
P*2.9	**Gros fumeurs**	1	2	3	4	5	6	7	8	9	**Fument peu**
P*2.10	**Féminins**	1	2	3	4	5	6	7	8	9	**Masculins**
P*2.11	**Le design d'ensemble du paquet n'est pas attrayant**	1	2	3	4	5	6	7	8	9	**Le design d'ensemble du paquet est attrayant**

RÉPONDANT : RETOURNEZ LE QUESTIONNAIRE À L'INTERVIEWEUR.

INTERVIEWEUR : VÉRIFIER SI COMPLET.

P*3. Je vais vous montrer des photos de personnes qui fument présentement et le paquet de cigarettes que vous venez juste de voir. Regardez-les attentivement. Pour chaque photo que je vais vous montrer, dites-moi dans quelle mesure vous pensez que ça pourrait être leur marque préférée. Nous utiliserons une échelle de 1 à 9, 1 voulant dire « pas du tout » et 9 « beaucoup ». **(Inscrire un nombre 1-9 / Laissez le paquet à la vue. Commencer la rotation avec la photo cochée)**

❑ 1. Homme d'affaires	❑ 2. Garçon ado	❑ 3. Fille bike	❑ 4. Motard	❑ 5. Jeune femme	❑ 6. Homme fermier

E★ EXPORT A

Intervieweur : EXPORT A DOUCE ne doit pas être la marque habituelle (voir S.3).

Si EXPORT A DOUCE est la marque habituelle (S.3), cochez ici ☐ et changez pour DuMAURIER.

Je vais vous montrer un paquet (un autre si ce n'est pas la première fois) d'une marque de cigarettes que vous pourriez déjà connaître **(Intervieweur : montrez le paquet test / assurez-vous que le paquet correspond à la marque à tester)** Prenez le temps de le regarder mais s.v.p. ne l'ouvrez pas.

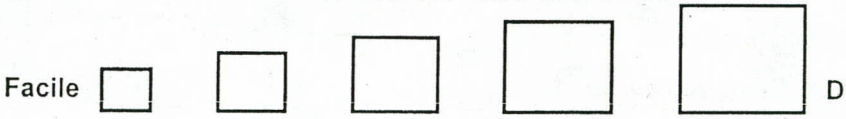
Intervieweur : Laissez le répondant libre d'examiner le paquet. Attendez 30 secondes avant de poursuivre l'entrevue.

E*.1 J'aimerais avoir vos **impressions** sur ce que vous pensez qu'il pourrait arriver lorsque vous fumez cette marque de cigarettes contenues dans ce paquet. Prenez le temps de le regarder. Ensuite, j'aimerais que vous remplissiez cette partie du sondage vous-même Voici le questionnaire et un crayon. J'attendrai ici que vous finissiez cette partie, puis nous continuerons avec quelques questions supplémentaires. Si vous avez des questions à me poser, n'hésitez pas à le faire.

Tout d'abord, vous lisez la description de ce qui pourrait arriver si vous fumez cette marque de cigarettes. Ensuite, vous cochez la case qui correspond le plus à votre impression de ce qui pourrait arriver. **(Expliquer l'échelle de 1 à 5 / Laissez le répondant manipuler le paquet / Laissez le paquet à la vue / Auto-administration)**

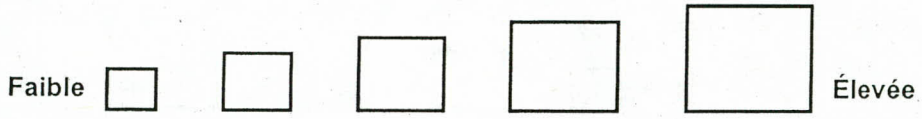
E*1.1 EFFORT POUR ASPIRER / TIRER (Facile - Difficile)

Le degré d'effort nécessaire, pour aspirer ou tirer sur une cigarette de cette marque, afin d'amener une bouffée de fumée satisfaisante dans la bouche.



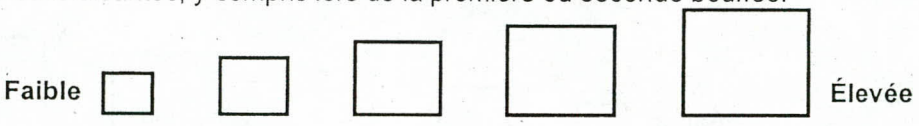
E*1.2 VOLUME D'UNE BOUFFÉE (Faible - Élevée)

L'impression sur la quantité de fumée qui remplit la bouche lors d'une bouffée prise normalement.



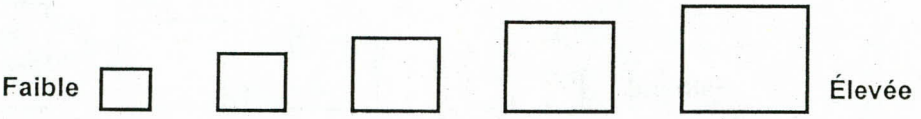
E*1.3 SATISFACTION INITIALE (Faible – Élevée)

Dans quelle mesure cette marque de cigarettes est capable de fournir des bouffées de fumée satisfaisantes, y compris lors de la première ou seconde bouffée.



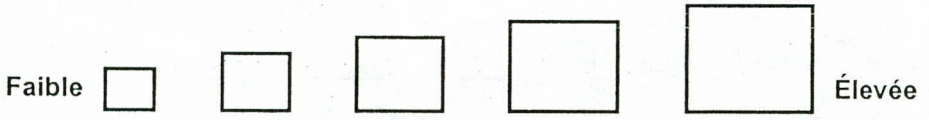
E*1.4 IRRITATION (Faible – Élevée)

La sensation de chaleur brûlante, picotement, piqûre, qui reste et qui est ressentie dans la bouche et le haut de la gorge. Une sensation physique qui dure plusieurs secondes.



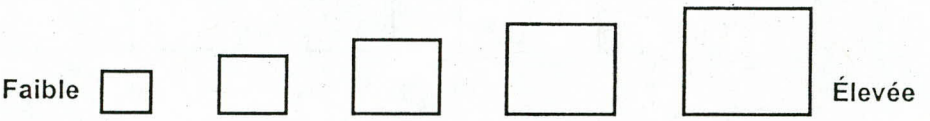
E*1.5 QUANTITÉ D'ARRIÈRE-GOÛT (Faible – Élevée)

La quantité de saveur restante que cette marque de cigarettes laisse dans la bouche immédiatement après l'avoir terminée (indépendamment de votre opinion si la saveur est agréable ou désagréable).



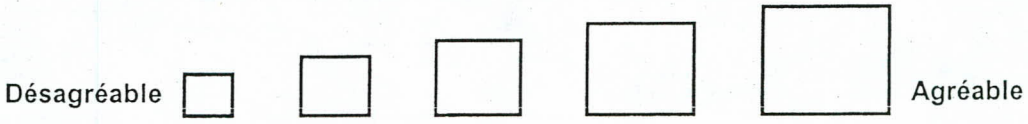
E*1.6 IMPACT SUR LA GORGE (Faible – Élevée)

La sensation rapide, de courte durée et frappante ressentie dans le bas de la gorge et le haut de la poitrine lorsque la fumée est avalée. On la ressent immédiatement dès que la fumée entre en contact avec la gorge et dure une seconde ou moins.



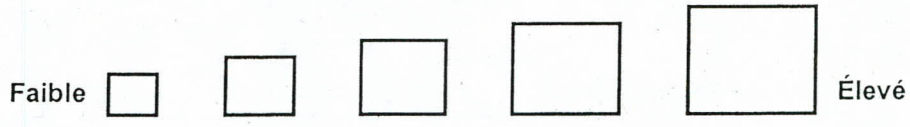
E*1.7 GOÛT DÉSAGRÉABLE OU AGRÉABLE

Dans quelle mesure la saveur goûtée pendant qu'on fume est agréable ou désagréable.



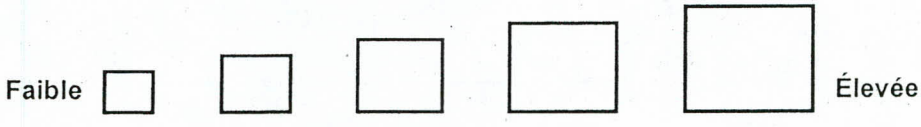
E*1.8 ASSÈCHEMENT DE LA BOUCHE (Faible – Élevé)

Dans quelle mesure fumer cette marque de cigarettes laisse une sensation de bouche sèche.



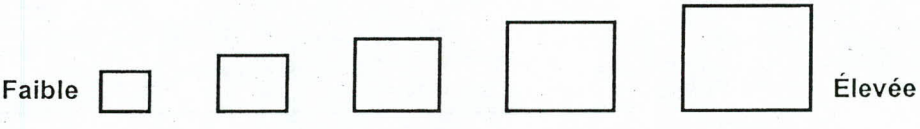
E*1.9 QUANTITÉ D'ODEUR (Faible- Élevée)

La quantité d'odeur que la fumée de cette marque de cigarettes dégage autour de vous, indépendamment si vous trouvez que cette odeur est agréable ou désagréable.



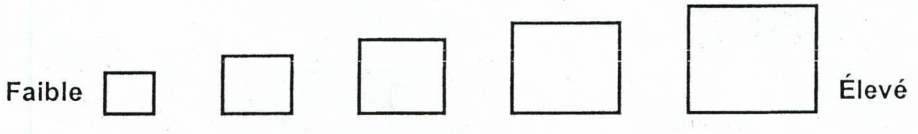
E*1.10 NICOTINE FOURNIE (Faible – Élevée)

Combien de nicotine est fournie à votre corps, en fumant cette marque de cigarettes



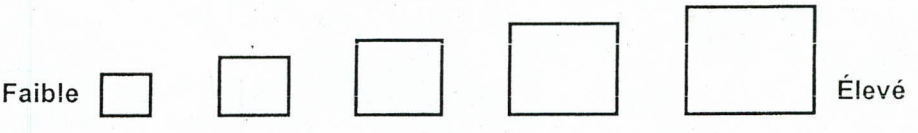
E*1.11 GOUDRON FOURNI (Faible – Élevé)

Combien de goudron est déposé dans vos poumons, en fumant cette marque de cigarettes.



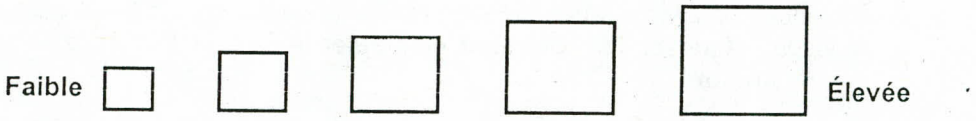
E*1.12 CONTENU EN ADDITIFS (Faible – Élevé)

La quantité de divers additifs ou substances chimiques que les fabricants ajoutent à cette marque de cigarettes pour la rendre plus attrayante.



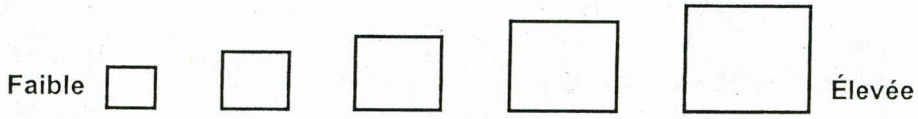
E*1.13 DÉPENDANCE (Faible – Élevée)

Dans quelle mesure fumer régulièrement cette marque de cigarettes crée une dépendance physiologique en dehors du contrôle de la volonté.



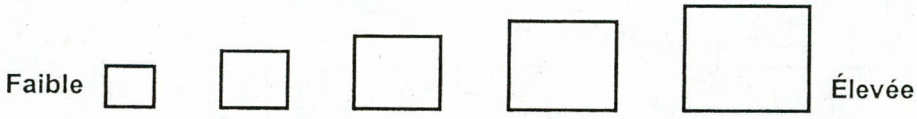
E*1.14 TOXICITÉ (Faible – Élevée)

Dans quelle mesure fumer régulièrement cette marque de cigarettes cause des dommages à la santé.



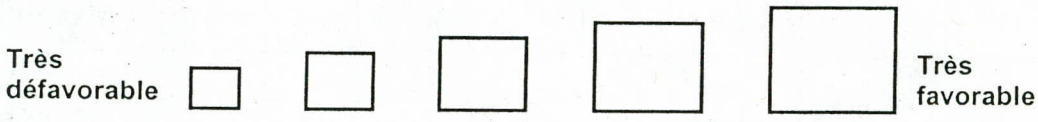
E*1.15 QUANTITÉ DE FUMÉE SECONDAIRE (Faible – Élevée)

La quantité de fumée dégagée par cette marque de cigarettes en se consumant et que se retrouvent à respirer les non-fumeurs.



E*1.16 FAVORABILITÉ (Très défavorable – Très favorable)

Jusqu'à quel point êtes-vous favorable à adopter sur une base régulière cette marque de cigarettes.



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En général, les gens qui fument cette marque de cigarettes sont...

E*2.1	**Sportifs**	1	2	3	4	5	6	7	8	9	**Casaniers**
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E*2.3	**Négligent leur santé**	1	2	3	4	5	6	7	8	9	**Conscients de leur santé**
E*2.4	**Jeunes**	1	2	3	4	5	6	7	8	9	**Âgés**
E*2.5	**Conscients de leur image**	1	2	3	4	5	6	7	8	9	**Peu soigneux**
E*2.6	**Straight**	1	2	3	4	5	6	7	8	9	**Cool**
E*2.7	**Meneurs**	1	2	3	4	5	6	7	8	9	**Suiveurs**
E*2.8	**D'un statut plus élevé**	1	2	3	4	5	6	7	8	9	**D'un statut plus bas**
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E*2.10	**Féminins**	1	2	3	4	5	6	7	8	9	**Masculins**
E*2.11	**Le design d'ensemble du paquet n'est pas attrayant**	1	2	3	4	5	6	7	8	9	**Le design d'ensemble du paquet est attrayant**

RÉPONDANT : RETOURNEZ LE QUESTIONNAIRE À L'INTERVIEWEUR.

INTERVIEWEUR : VÉRIFIER SI COMPLET.

E*.3 Je vais vous montrer des photos de personnes qui fument présentement et le paquet de cigarettes que vous venez juste de voir. Regardez-les attentivement. Pour chaque photo que je vais vous montrer, dites-moi dans quelle mesure vous pensez que ça pourrait être leur marque préférée. Nous utiliserons une échelle de 1 à 9, 1 voulant dire « pas du tout » et 9 « beaucoup ». **(Inscrire un nombre 1-9 / Laissez le paquet à la vue. Commencer la rotation avec la photo cochée)**

❑ 1. Homme d'affaires	❑ 2. Garçon ado	❑ 3. Fille bike	❑ 4. Motard	❑ 5. Jeune femme	❑ 6. Homme fermier

IMPORTANCE DE L'ÉTIQUETAGE

L.1 Pensez aux différences possibles entre les cigarettes étiquetées comme légères et les cigarettes étiquetées comme régulières. Tout d'abord, en ce qui a trait (**LIRE EN ROTATION**), pensez-vous que les cigarettes légères, comparées aux régulières, sont (ont)...? **(Lire en rotation [✔])**

[ ]A **Niveau de nicotine...**

- Beaucoup plus élevé (légères) ..... ( )1
- Un peu plus élevé ..... ( )2
- Le même ..... ( )3
- Un peu moins élevé ou ..... ( )4
- Beaucoup moins élevé? ..... ( )5
- Nsp/Nrp ..... ( )9

[ ]B **Quantité d'additifs et de substances chimiques...**

- Beaucoup plus élevée (légères) ..... ( )1
- Un peu plus élevée ..... ( )2
- La même ..... ( )3
- Un peu moins élevée ou ..... ( )4
- Beaucoup moins élevée? ..... ( )5
- Nsp/Nrp ..... ( )9

[ ]C **Dépendance physiologique causée par le tabac...**

- Beaucoup moins de dépendance (légères) ..... ( )1
- Un peu moins de dépendance ..... ( )2
- Autant de dépendance ..... ( )3
- Un peu plus de dépendance ou ..... ( )4
- Beaucoup plus de dépendance? ..... ( )5
- Nsp/Nrp ..... ( )9

[ ]D **Dommages à la santé causés par le tabac...**

- Beaucoup plus (légères) ..... ( )1
- Un peu plus ..... ( )2
- Autant ..... ( )3
- Un peu moins ou ..... ( )4
- Beaucoup moins? ..... ( )5
- Nsp/Nrp ..... ( )9

[ ]E **Quantité de goût ou de saveur de la cigarette...**

- Beaucoup plus (légères) ..... ( )1
- Un peu plus ..... ( )2
- Autant ..... ( )3
- Un peu moins ou ..... ( )4
- Beaucoup moins? ..... ( )5
- Nsp/Nrp ..... ( )9

L.2 Dans votre choix de marques de cigarettes qui conviennent à vos besoins, quelle importance accordez-vous aux renseignements sur la quantité de goudron, de nicotine et autres substances qu'on retrouve sur les côtés des paquets de cigarettes? Diriez-vous ...? **(Lire)**

- Très important..... ( )1
- Plutôt important..... ( )2
- Pas très important..... ( )3
- Pas du tout important..... ( )4
- Nsp/Nrp..... ( )9

L.3 Dans votre choix de cigarettes qui conviennent à vos besoins, quelle importance accordez-vous à l'étiquette Légère, Douce, Extra Douce, Extra Légère, Ultra Légère ou Régulière qui figure proche du nom de la marque? Diriez-vous ...? **(Lire)**

- Très important..... ( )1
- Plutôt important..... ( )2
- Pas très important..... ( )3
- Pas du tout important..... ( )4
- Nsp/Nrp..... ( )9

L.4 Jusqu'à quel point êtes-vous convaincu que les cigarettes étiquetées comme Légère ou Extra Légère sont plus « légères » ou plus « douces » que les cigarettes régulières? Diriez-vous...? **(Lire)**

- Très convaincu ..... ( )1
- Assez convaincu..... ( )2
- Pas très convaincu ..... ( )3
- Pas du tout convaincu ..... ( )4
- Nsp/Nrp..... ( )9

L.5 Jusqu'à quel point seriez-vous contrarié si toute mention « Légère », « Douce », « Extra Douce », « Extra Légère », « Ultra Légère » ou « Régulière » était enlevée des paquets étiquetés présentement de cette façon? Diriez-vous...? **(Lire)**

- Très contrarié..... ( )1
- Assez contrarié..... ( )2
- Pas très contrarié..... ( )3
- Pas du tout contrarié..... ( )4
- Nsp/Nrp..... ( )9

RAPPEL PUBLICITAIRE

R1. Vous souvenez-vous avoir vu ou entendu des publicités contre le tabac ou des annonces contre l'usage du tabac au cours des derniers mois? Veuillez prendre en compte tout ce que vous auriez pu voir à la télévision ou sur des panneaux extérieurs, entendu à la radio ou vu dans des journaux ou des magazines.

- Oui ..... ( )1
- Non ..... ( )2
- Nsp/Nrp..... ( )9

R2. Vous souvenez-vous avoir vu à la télévision, au cours des derniers mois, une annonce montrant des contenants de divers poisons avec des étiquettes du genre « formaldehyde légère » et « ammoniaque léger » et un message qui disait que les cigarettes douces et légères sont trompeuses et dangereuses?

- Oui ..... ( )1
- Non ..... ( )2
- Nsp/Nrp..... ( )9

R3. Vous souvenez-vous, au cours des derniers mois, avoir vu une annonce dans un journal qui montrait une main écrasant plusieurs cigarettes avec un liquide de couleur noire qui dégoulinait des cigarettes dans un verre?

- Oui ..... ( )1
- Non ..... ( )2
- Nsp/Nrp..... ( )9

INTERVIEWEUR : MONTREZ L'IMAGE DE LA MAIN QUI ÉCRASE DES CIGARETTES ET DEMANDER

R4. Vous souvenez-vous avoir déjà vu cette image dans une annonce d'un journal ou d'un magazine?

- Oui ..... ( )1
- Non ..... ( )2
- Nsp/Nrp..... ( )9

PASSEZ À CLASSIFICATION

R5. À la suite de cette annonce dans les journaux ou les magazines, est-ce que votre opinion sur les cigarettes légères et douces est devenue plus positive, plus négative ou n'a pas changé?

- Plus positive..... ( )1
- Plus négative ..... ( )2
- N'a pas changé..... ( )3
- Nsp/Nrp..... ( )9

PASSEZ À CLASSIFICATION

R6. Dans quel sens votre opinion sur les cigarettes douces et légères a-t-elle changé? **(SONDER POUR AU MOINS 5 MOTS)**

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_____

_____

CLASSIFICATION

Il ne me reste plus que quelques questions pour nous aider à classer vos réponses et compléter nos statistiques.

C.1 Quel est le niveau de scolarité le plus élevé que vous avez atteint? (**NE PAS LIRE**)

- Cours primaire ou moins ..... ( )1
- Une partie du cours secondaire ..... ( )2
- Le cours secondaire ..... ( )3
- Une partie du cours collégial, du cours professionnel ou du cours technique (ou une partie du cégep) ..... ( )4
- Le cours collégial, professionnel ou technique (ou le cégep) ..... ( )5
- Une partie du cours universitaire (sans diplôme) ..... ( )6
- Un baccalauréat ..... ( )7
- Des études supérieures (maîtrise ou doctorat, terminé ou non) ..... ( )8
- NSP/NRP ..... ( )9

C.2 Laquelle des catégories suivantes décrit le mieux votre statut d'emploi? Est-ce que vous êtes...? (**LIRE**)

- Au travail à temps plein (30 heures par semaine ou plus) ..... ( )1
- Au travail à temps partiel ..... ( )2
- Sans emploi ou à la recherche d'un emploi ..... ( )3
- Au foyer à temps plein (au foyer, aide sociale) ..... ( )4
- Aux études ..... ( )5
- À la retraite ..... ( )6
- AUTRE ..... ( )8
- NSP/NRP ..... ( )9

C.3 Est-ce que vous êtes...? (**LIRE**)

- Marié ou vivant en couple ..... ( )1
- Célibataire ..... ( )2
- Veuf / veuve ..... ( )3
- Séparé ..... ( )4
- Divorcé ..... ( )5
- NSP/NRP ..... ( )9

C.4 Parmi les catégories de revenus suivantes, laquelle décrit le mieux le revenu total pour l'an 2001 de tous les membres de votre foyer, en vous incluant, avant taxes et déductions? Est-ce...? (**LIRE**)

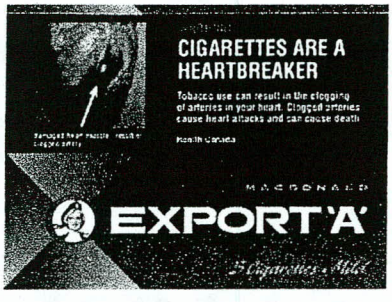
- Moins de 10 000 $ ..... ( )1
- 10 000 $ à 19 999 $ ..... ( )2
- 20 000 $ à 39 999 $ ..... ( )3
- 40 000 $ à 59 999 $ ..... ( )4
- 60 000 $ à 79 999 $ ..... ( )5
- 80 000 $ à 99 999 $ ..... ( )6
- 100 000 $ à 119 999 $ ..... ( )7
- 120 000 $ et plus ..... ( )8
- Refus/NSP/NRP ..... ( )9

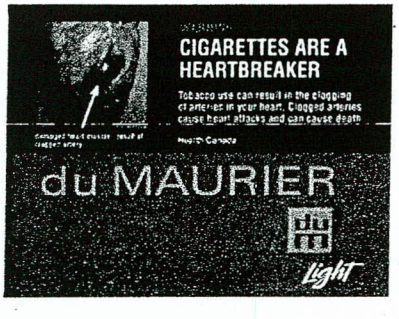
MERCI BEAUCOUP D'AVOIR PARTICIPÉ, C'EST TERMINÉ. MERCI

APPENDIX 2

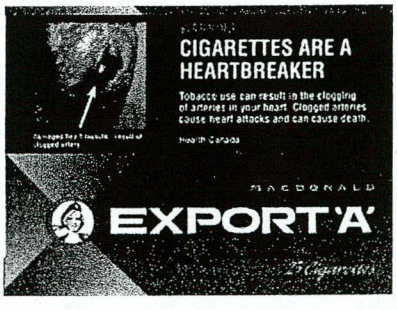
PHOTOS OF PROTOTYPE TEST AND CONTROL PACKAGES FOR FOUR BRANDS TESTED

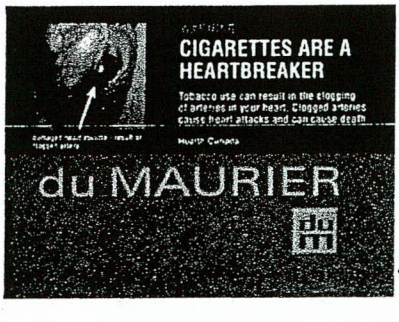
« Control » packages





« Test » packages





Paquets « contrôle »

Paquets « test »

APPENDIX 3

PHOTOS OF CHARACTERS REPRESENTING SOCIAL STEREOTYPES