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ID CODE : 103 02 01 /B2

Final Report

Canadian Opinion on the Removal of L & M Labels from Cigarette Packages: A Qualitative Study with Smokers

Prepared for
HEALTH CANADA
Tobacco Control Programme
POR 02-93 H4097-02-5028

February, 2003

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I. EXECUTIVE SUMMARY

1. Background and Methodology

Background Context

- A recent quantitative study for the Health Canada Tobacco Control Programme, on the impact of removing Light & Mild labels from cigarette packages, revealed that:

  → most respondents believed L & M cigarettes were lighter or milder than regulars, especially L & M smokers, and only a minority believed there was no difference;

  → most would be upset if L & M labels were removed from cigarette packages, including those unsure that L & M indicated a difference;

  → in their cigarette selection process, more respondents used L & M labels than information on toxic substances on the package side.

- Findings led to the hypothesis that consumers would not understand L & M label removal, and would interpret this in an undesirable way.

- Thus, the Tobacco Control Programme wanted to explore this issue further, and assess the reactions of regular and L & M smokers to the removal of L & M labels. A 2-phase research plan (qualitative and quantitative) was chosen.

Purpose of the Qualitative Study

- To identify key factors relevant to communications planning, and to explore communications issues related to feelings, attitudes, and reactions to removal of L & M labels.

Methodology

- ***Number and type of sessions***: 8 focus groups were conducted from February 3-6 in 2 Canadian cities (Toronto and Montreal) with L & M and regular smokers, half of whom seriously intended to quit within the next year. All were queried along the lines of the appended discussion guide.

- ***Qualitative research*** -- works best when used as an exploratory learning tool to help understand the range and depth of reactions towards the topic under discussion at a certain point in time. However, findings are **not** quantifiable, and may or may not be representative of the population at large. It is left to the reader's judgement to evaluate the hypotheses generated from such research.

- ***The report*** -- written in respondents' own language, presents input from all 8 groups together, with any differences pointed out where relevant. For convenience, the report refers to:

  → the 4 French-speaking groups as francophones
  → the 4 English-speaking groups as anglophones
  → light or regular smokers with no intention to quit -- light or regular smokers
  → light or regular smokers with an intention to quit – light or regular intenders

2. Overview of Findings

Comparison with Previous Quantitative

- Findings from this qualitative study validate most of the results from the previous quantitative research – in 3 main ways:

  1) The majority believed L & M cigarettes were different than regular, and were lighter and milder.

     – While this study agreed they were different, a main finding revealed that the main perceived difference related more to taste and flavour than to harmfulness.

     – However, some respondents were confused about the harmfulness of L & M cigarettes, and some believed they contained less nicotine and tar.

  2) Most would be upset if L & M labels were removed from cigarette packs, including those who saw no difference.

     – Results in this study support this finding, but mainly because L & M was seen more as part of the brand name, it's removal meant either L & M brand removal from the marketplace or difficulty identifying their L & M or regular brand.

3) L & M labels were considered more important than information on toxic substance -- findings in this study agreed, mainly because:

- L & M labels indicated a flavour or taste preference and were part of the brand identity and selection process;
- information on toxic substances were difficult to compare across brands and to understand;
- L & M labels are used by some who intend to quit as an initial step in their quitting strategy.

General Overview

- Overall, health concerns did not appear to be the main reason to choose L & M brands -- reasons for choosing L & M were basically sensory -- taste and throat feel.
- Some in all groups had tried to quit smoking with varying degrees of success, only to return to what they believed was an addiction.
- The 4 main reasons why intenders of L & M and regular brands considered quitting smoking – cost, health, social unacceptability and inconvenience.
- Participants tended to view L & M or regular labels as descriptions of cigarette strength or flavour, and more as a brand identifier or part of the brand name rather than as distinctive package elements.
- Overall, the cigarette label "light" had about a dozen different interpretations to the smokers in this study – mainly referring to harmfulness, taste, and addictive aspects.
  - → (1) less tar and nicotine than regular (perceived by some in all groups, debated by regular smokers in both locations)
  - → (2) less harmful than regular (debated by regular smokers in both locations)
  - → (3) as harmful as regular (spontaneously mentioned by 3 francophone groups)
  - → (4) lighter taste (not as strong); (5) better for your throat (smoother, less harsh); (6) less tobacco taste
  - → (7) less immoral; (8) less addictive; (9) more addictive (you smoke more); (10) feel less guilty, (11) false sense of security
  - → (12) use different filter and paper
- Most anglophone and francophone respondents agreed that
  - → the meaning of L & M labels differed across brands;
  - → L & M brands differed mainly according to strength and taste;
  - → there are no norms or standards for L & M classification.

- Information on toxic substances on the side of cigarette packs evoked mixed reaction in all groups and some debate over importance – it was

  → not important because the range of numbers lacked meaning and made it difficult to compare brands, and because addiction made the figures irrelevant;

  → moderately important because it could discourage non smokers from starting, help smokers quit, and it provides ingredient information;

  → considered very important by some who intended to quit.

- Most respondents in both locations considered the L & M label more important than information on toxic substances for 3 main reasons:

  1) it helped in the cigarette brand/flavour selection process;

  2) it helped in the stop-smoking process;

  3) it helped some who smoked L & M feel better about smoking and their dependence.

  → To many in all 8 groups, the L & M label on cigarette packs bore little or no relation to information on toxins because they perceived a similar amount of chemicals in both regular and L & M cigarettes.

  → However, some in all groups felt that L & M meant "marginally" fewer toxic substances – the group dynamic seemed to influence some to shift position and minimize the toxic differences in L & M cigarettes.

  → Some in various groups believed that the amount of inhaled chemicals was lower with L & M because of the different filter and paper used.

- There was general consensus across all groups that light cigarettes differed from regular mainly because of the taste, and that the physiological dependence and harmfulness was the same.

- Awareness of the L & M health issue tended to be higher among L & M smokers and intenders than those who smoked regular brands.

  → Many L & M respondents in both locations had heard on TV news that tobacco companies had lied and that L & M were as harmful as regular cigarettes -- many agreed the L & M label was misleading.

- Most participants did not spontaneously recall an advertising campaign saying L & M cigarettes were as harmful as regular.

  → However, when probed, a majority in both Montreal L & M groups remembered a TV ad campaign, while no one in Toronto did – suggesting that the ad campaign may have had more impact in Montreal than in Toronto.

- Most participants in both locations agreed that light cigarettes are as harmful as regular -- however, equal harm meant either that smoking will kill you sooner or later, even with light cigarettes or that there were the same amount of toxic substances.

- Some who smoked regular in both locations felt lights could be more harmful because of the tendency to smoke more cigarettes – a theory which may have helped them justify staying with their regular brand.

Emotional Reactions Towards Removal

- When it came to L & M label removal, emotional reactions consistently outweighed the rational justifications across all groups.

- In both locations, there were about 8 major emotional reactions (mostly negative) towards the idea of L & M removal (presented negative first).

1) All smokers will have less choice of brands -- some people in most groups worried that label removal meant product removal (reflecting their perception of the L & M label as part of the brand identification).

2) A range of negative feelings and intensities -- upset, duped, tricked, annoyed, deceived, bitter, resentful, shocked, disappointed, angry (at themselves, the government, tobacco companies), frustrated by government interference, skepticism and mistrust.

3) Confusion over brand identification -- removal will be confusing, unsettling because smokers of L & M and regular won't know how to recognize their preferred flavour.

4) Neutral feelings, won't care because tobacco companies will make sure people recognize their brand.

5) Positive feelings – glad, pleased – HC has to tell the truth.

6) People might consider quitting.

7) Nothing will change – won't stop anyone from smoking.

8) Disinterest or apathy -- don't care.

- Participants in both locations consistently expressed the same overriding concern about the possible removal of the L & M label from cigarette packages, related to:

  → the impact on brand availability or selection – which generated feelings of annoyance, shock, upset, worry, and anger among both L & M and regular consumers.

- Smokers and intenders would undoubtedly have an easier time accepting and understanding L & M label removal if it was clear that their brand won't be removed and will remain on the shelves.

Rational Arguments For and Against L & M Removal

- There were consistent findings in both locations, and across the different smoker types – participants identified more rational arguments opposing removal than supporting it -- in fact, most participants disapproved of L & M removal, citing 6 main arguments against it, and only 3 in favour of it.

  → **6 main arguments against L & M removal**

  – (1) loss of brands in the marketplace; (2) loss of brand identification in the marketplace; (3) against the democratic process; (4) dishonest and hypocritical because cigarettes are still legal; (5) people will still smoke; and (6) the cost will probably go up.

  → **3 main arguments in favour of removal**

  – (1) L & M is misleading and deceptive and now it's time for the truth; (2) might encourage people to quit or not start smoking; and (3) it's in the government's best interests to keep us healthy.

Attitudes Towards Health and Tobacco Companies

- Attitudes towards the government and tobacco companies tended to be more negative than positive.

- For most, the feeling that **Health Canada** was going too far outweighed the legitimacy of the decision to remove the L & M label – there were 5 major negative reactions involving HC:

  1) HC is hypocritical because it knows the risks and still collects taxes

  2) HC blames tobacco companies, banning advertising while cigarettes still legal

  3) feelings of anger, stress at HC, who keeps telling smokers what to do, to a point of "harassment", while plenty of other pollutants out there

  4) HC or government has worse problems to deal with

  5) nothing will change – "we'll still smoke"

- In most groups, there was also some limited support or sympathy for HC.

  → (1) smoking driving up health care costs, cancer costs; (2) okay for HC to try to keep us healthy; (3) HC has statistics on second-hand smoke and death; and (4) HC powerless against multi-billion dollar tobacco companies.

- In contrast, support for the **tobacco companies** was generally mixed:

  → On the positive side, tobacco companies obey the law, give smokers a choice, pay enough in tax.

  → On the negative side, tobacco companies lied about the cancer-causing effects of smoking, produce a product that kills people, have no right to do false advertising, are also hypocrites, are indifferent to smokers' health and only want profits.

Communications

- When queried, people weren't really clear as to how they should be informed.

  → Most would probably pay attention to any announcement in order to find and identify their brand, rather than to learn or understand the justifications for L & M removal, which would probably be viewed as part of the continuing harassment of smokers.

  → Most respondents indicated that tobacco companies should carry the main communication responsibility, while some thought it should be up to convenience stores and others looked to the government.

3. Implications for Communications

- The majority of participants said they were expecting L & M labels to be removed, francophones more than anglophones, would not be surprised – they are all too aware of the different steps Health Canada has already taken to discourage people from smoking -- however, some said they would be both surprised and shocked, because such a decision would be going too far.

1) How would consumers interpret the removal of L & M labels, and describe their feelings

- Many consumers would interpret the removal of L & M labels in several important ways -- as

  → removal of L & M brands from the marketplace, thus seriously reducing the selection of brands;

  → removal of flavour identification, seriously impacting concerns about brand selection by regular and L & M smokers and those intending to quit;

  → loss of freedom;

  → continuing harassment by HC in their seemingly ongoing efforts to eventually ban smoking altogether;

  → the right and ethical thing to do, since it is misleading information.

- Feelings would largely be negative and hostile to HC and the government (ranging from anger and frustration, shock and cynicism) with some limited appreciation of HC's responsibilities with regard to the nation's health and health care costs.

2) What would the impact of L & M label removal be on the way smokers select their brand, on the value of the information left on the package, and on their intention to stop smoking

- The impact of L & M label removal was seen as making it impossible or extremely difficult for consumers to select their brand.

  → However, some felt certain that the tobacco companies would indeed find a way to identify their brand, as Players was already doing with Players Silver.

- The information left on the package would probably have the same or similar value as it does now, at least to current smokers.

  → Many participants had checked out this information long ago, and rarely referred to it.

  → The range of chemicals currently listed makes it difficult to discern any meaningful differences in toxic content.

  → However, there is a possibility that L & M smokers who turned to L & M as a step on the way towards quitting might refer to the toxic substance information when seeking to decrease their nicotine consumption.

- The impact of L & M removal on consumers' intention to stop smoking would likely be minimal, at least among long-term L & M smokers, because

  → Participants already knew the health risks – many had tried to quit and failed – some had given up trying.

  → While some had believed L & M were less harmful or not as toxic, they had still been unable to succeed at quitting.

  → However, in both locations there was some initial resistance by L & M smokers and intenders to the idea that L & M were as harmful as regular -- some changed their minds during the group sessions, probably because of the group influence.

    – L & M intenders already wanted to quit.

    – Like others, L & M smokers said they would smoke anyway, or find something else.

3) *Could the removal of the L & M label be credibly justified by stating that cigarettes marked L & M are just as harmful as regular cigarettes?*

- Yes -- the idea that the L & M label is misleading and deceptive was the key logical argument for removal, so it is a credible justification.

  → For example, in Montreal, most already tended to believe that L & M were equally harmful – they had seen the ad campaign and found the arguments credible – yet it did not seem to have an impact on their smoking habits.

  → Even so -- L & M removal might be an important evolution – moving equal harm from a mere tendency to a certainty.

- Even so, emotional responses tended to outweigh rational justifications among participants in this study.

- We feel that the added justification that L & M label removal might prevent young people from starting smoking – while not believable to many – seemed to have the potential to emotionally satisfy some.

  → They may or may not benefit themselves, but the idea that others could be spared from the addiction resonated in a positive way.

4) *What explanations or arguments would effectively justify removal?*

- Cigarettes labelled L & M are as harmful as regular cigarettes.
- Importance of truth in labelling – the L & M label is deceptive, harmful and misleading.
- Important for youth, and those who haven't started smoking, to encourage them not to start.

5) *What message would removal with no explanation send?*

- No explanation would probably result in

  → absolute confusion, anger, frustration – primarily at the government, because of their continuing harassment of smokers;

  → the wrong idea – that L & M brands were no longer available, and only regular cigarettes were available.

6) *To what extent do smokers believe L & M labels are misleading?*

- Currently, the misleading aspect of the L & M label is neither top of mind nor a big concern because

  → L & M labels tend to be seen as flavour identifiers by most, and in that context they are not misleading at all – most agree the L & M flavour is lighter, weaker in terms of tobacco taste, and has more air;

  → many participants (especially francophones) were in fact aware L & M cigarettes were as harmful as regulars, but had not really thought about this as misleading because all cigarettes are harmful to health (you might die one month later if you smoke L & M).

- However, even when the misleading aspect of the L & M label was cited as a primary reason to support L & M label removal – it did not seem particularly relevant to the majority in this study, including those who intended to quit.

- Therefore, the extent to which people believe that the L & M label is misleading is relevant only as part of the argument for its removal – but given a choice, most would not want the L & M label removed, misleading or not.

7) *What are the implications of communicating to consumers that the L & M labels will be removed?*

- Most smokers in this study felt powerless to do anything – they are stuck with offensive pictures and sayings on packages (which they tend to ignore).

- Most said they would find a way somehow to identify their brand of L & M or regular cigarettes – in other words – the smokers would continue to smoke, and the intenders would try to quit again as planned (or hoped).

- To avoid confusion and negative reaction, it will be important to emphasize that only the L & M labels will be removed, and that L & M cigarettes will still remain on the market.

  → It will also be helpful to explain that the L & M labels will be removed because they are misleading and deceptive, since L & M cigarettes are as harmful as regular cigarettes.

II. INTRODUCTION

1. ABOUT THIS REPORT

- In this report, input from all 8 groups are presented together.
- Any differences among respondents across the various demographic classifications—whether by language, region, or age, or by cigarette type or their intention to quit -- are pointed out where relevant.
- Note that for convenience, and in accordance with usual participant descriptions, the report refers to:

  → the 4 French-speaking groups as francophones
  → the 4 English-speaking groups as anglophones.

- In addition, for convenience, the different types of smoker are referred to as follows:

  → those with no intention to quit -- light or regular smokers
  → those with an intention to quit -- light or regular intenders.

- The report begins with an executive summary, which briefly outlines the main findings, and ends with some implications for communications.
- The report continues with the detailed findings, which presents respondents views on the removal of L & M labels and on the various topics discussed.
- Throughout the report, we use respondents' own language wherever possible, to let them speak in their own words.
- However, for easier reading, we have not used quotation marks, except for special emphasis, or to explain or clarify some perspectives.

2. BACKGROUND AND OBJECTIVES

2.1 BACKGROUND CONTEXT

- A recent quantitative study conducted for the Health Canada Tobacco Control Programme on the impact of removing L & M labels from cigarette packages revealed that:

  → a majority of respondents were convinced that mentioning light & mild made a real difference, namely that cigarettes marked this way were lighter or milder than regular cigarettes;

  → only a minority believed there was no difference;

  → the belief in a difference was especially present among L & M cigarette smokers

    – a majority of respondents would be upset if L & M labels were removed from cigarette packages, including those who did not strongly believe that the labels indicated a difference.

  → in their cigarette selection process, many more respondents thought L & M labels were more important than information describing toxic substances on the side of cigarette packages.

- Overall, the findings led to the hypothesis that an eventual removal of L & M labels would not be understood by consumers, and would be interpreted in an undesirable way.

- The Tobacco Control Programme wanted to explore this issue further, and to assess how regular and L & M smokers would react if L & M labels were removed from cigarette packages.

- A 2-phase research plan was recommended:

  → Phase 1 – a qualitative study, would examine the feelings uncovered in the earlier quantitative effort, would explore and identify the underlying beliefs, and would provide guidance on what consumers would need to know to change their feelings and attitudes.

  → The qualitative phase would provide a general framework to guide eventual communication about removing L & M labels, along with input into the phase 2 of the research plan, a quantitative study.

2.2 PURPOSE OF THE QUALITATIVE STUDY

- The purpose of this qualitative phase was to identify key factors relevant to communications planning, and to explore in-depth the following seven objectives:

  1) How would consumers

     - interpret the removal of L & M labels
     - describe their feelings

  2) What would the impact of L & M label removal be on

     - the way smokers select their brand
     - the value of the information left on the package
     - their intention to stop smoking

  3) Could the removal of L & M labels be credibly justified by stating that cigarettes marked light/mild are just as harmful as regular cigarettes?

  4) What explanations or arguments would effectively justify removal?

  5) What message would removal with no explanation send?

  6) To what extent do smokers believe L & M labels are misleading?

  7) What are the implications for communicating to consumers that the L & M labels will be removed?

3. METHODOLOGY

3.1 QUALITATIVE APPROACH

- Given the nature of the research objectives, the conventional focus group discussion method was used – with most sessions comprised of 8-10 participants.

- We believe that when conducting exploratory research, qualitative works best when used as a learning tool to help understand the range and depth of reaction to the issues at a given moment in time. Such an in-depth review of complex factors, opinions and rationales, including their emotional and psychological basis, is not possible with a quantitative survey.

- However, while the findings do provide unique insights into the perceptions and attitudes surrounding the various issues, and snapshot-in-time impressions, these are **not** quantifiable, and may or may not be representative of the population at large. It is left to the reader's judgement to evaluate the hypotheses generated from such research.

3.2 TARGET AUDIENCE

- The target groups were comprised of Canadian cigarette smokers who smoked regular, light, mild or extra light cigarettes on a daily basis – including those who had a serious intention to quit smoking within the next 12 months, and those who had no such intention.

3.3 NUMBER AND TYPE OF SESSIONS

- From February 3-6, 2003, 8 focus groups were conducted in 2 Canadian centres with a total of 68 participants aged from 16-60.

  → 4 anglophone groups in Toronto
  → 4 francophone groups in Montreal.

- In each location there was one group of

  → L & M smokers with no intention to quit (referred to as L & M or light "smokers");

  → L & M smokers with an intention to quit (referred to as L & M or light "intenders");

  → regular smokers with no intention to quit (referred to as regular "smokers");

  → regular smokers with an intention to quit (referred to as regular "intenders").

- Each session lasted from 1-2 hours, and was audio-taped.

3.4 PARTICIPANT SELECTION CRITERIA

- All participants were recruited randomly by Createc+ according to the following criteria

  → about half were male, half female;

  → age ranged from 16-60;

  → diverse range of incomes, education, ethnicity;

  → all smoked regular, mild, light or extra light cigarettes on a daily basis

    – no one was an exclusive smoker of a brand without additives or of natural tobacco;

  → half were either currently trying or seriously intending to quit smoking within the next 12 months;

  → all had at least a high school education, and no one had a post-graduate degree;

→ no one had been in a focus group over the past 2 years, and no one had ever participated in a qualitative session on a topic related to smoking or quitting smoking;

→ some standard employment categories were excluded – no one or members of their family worked for: any PR or advertising agency, any level of government, any market research or marketing firm, radio, TV or other media, any company or organization in the health sector, pharmaceutical or tobacco industry.

3.5 Participant Incentive

- As is standard practice, each respondent received $50 incentive payment to thank them for their participation

3.6 Discussion Guide

- Participants in all 8 groups were queried along the lines of the client-approved discussion guides in English and French (see appendix 1).

3.7 Moderating and Analysis

- **Mr. Grégoire Gollin** acted as the project manager, responsible for client relations, the design of the work methodology, supervision of the final report as well as overall coordination.
- **Ms. Natalie Gold** moderated the 4 anglophone groups in Toronto, prepared the detailed analysis incorporating results from all 8 groups and wrote the final report.
- **Ms. Louise Saint-Pierre** moderated the 4 francophone groups in Montreal and prepared the detailed analysis for these groups.

III. DETAILED FINDINGS

1. BRAND CHOICE

1. SWITCHING BRANDS

- Overall, health concerns did not appear to be the primary reason to choose L & M brands.
- Reasons for switching brands were basically sensory (taste and throat feel).
  - → Light smokers switched to light/mild
    - Primarily for the taste.
      - *"Je voulais quelque chose qui goûte plus léger."* (To get something tasting lighter.)
    - The effect or feel on their throat.
- Some in both locations switched to L & M as a first step on the way towards quitting.
  - → There was also some feeling that L & M were somewhat less harmful and less addictive, and had a bit less tar and nicotine – a feeling which created some controversy within various groups.
- All types of smokers in this study were sometimes influenced to switch to a particular brand by friends or family members.

TABLE: REASONS FOR SWITCHING CIGARETTE BRANDS

LIGHT/MILD SMOKERS SWITCH TO LIGHT/MILD		REGULAR SMOKERS SWITCH GENERALLY	
Smokers	**Intenders**	**Smokers**	**Intenders**
• To get something tasting lighter • Raunchy throat • Like the taste of this brand • Lower tar and nicotine • Friends • Payback for friends who smoked other brands • Own brand not available, tried something different	• Less addiction, less harmful • Less toxic -- less tar, nicotine • Less taste, smoother taste • Regular are too strong • Was told Players Light caused more cancer • Friend's brand, wife's brand	• Wanted something stronger • Kid myself, tried something lighter • To menthol	• Friend switched me • Stronger • Someone gave me a pack

2. THE INTENTION TO QUIT

- Some participants in all groups had tried to quit at different times in the past, had succeeded for various periods and then returned to smoking.
- Virtually all participants believed smoking was an addiction.
- There were 4 main reasons why intenders of light/mild and regular brands considered quitting smoking – cost, health, social unacceptability and inconvenience:
- Cost
  - → Some tried to quit 2 years ago with price hike.
- Health
  - → Some scared by TV reports.
  - → Health of child
    - One regular smoker had an asthmatic child, stopped for 3 ½ years, but moved to bigger house where he could smoke.
- Socially unacceptable, is anti-social.
- Inconvenience
  - → Can't smoke at kids' home.
  - → have to go outside when visit daughter's house, so didn't smoke
- People who had quit for a time and then returned to smoking mentioned 4 main reasons why they resumed the habit:
  1) They ate more, gained weight.
  2) The influence of friends and co-workers who smoked.
     - One man said being around the smoke "gave me headaches", and he returned to smoking, even though he had noticed a positive health difference over the 6 months he hadn't smoked.
  3) They got too irritable.
  4) To help cope with major stress and frustration.
- Note that since quitting was not the focus of this study, the issue was only touched on briefly, and not probed in depth.

2. RELEVANCE OF L & M LABELS

1. CIGARETTE PACKAGE COMPONENTS

- People in this study did not appear to emphasize L & M/regular labels, cigarette strength or flavour when initially describing cigarette package components – as if labels such as "light" or "regular" were part of the brand name or identity.

  → Therefore L & M labels tended to be perceived more as a brand identifier rather than as a distinctive package element.

- The main elements on cigarette packs described by francophones and anglophones (in order of frequency of mention) placed L & M/regular labels and strength closer to the bottom of the list than the top:

  → Warnings from Health Canada, health advisory, death sign
  - Caution re pregnancy

  → Disgusting pictures
  → Tar and nicotine content, chemical content, toxic components
  → Logos, labels, graphics
  → Brand name
  → Light or regular, strength
  → Colour
  → Little sentences, deadly calendars on back
  → Code bar

- Some regular smokers in Montreal added:

  → information on how to stop smoking with phone number.

2. THE MEANING OF LIGHT

- Overall, the cigarette label light had about a dozen different and sometimes contradictory interpretations to the smokers in this study.

  → Less tar and nicotine than regular
  → Less harmful than regular
  → As harmful as regular
  → Lighter taste (not as strong)
  → Better for your throat (smoother, less harsh)
  → Less tobacco taste
  → Less immoral
  → Less addictive,
  → More addictive (you smoke more)
  → Feel less guilty
  → False sense of security
  → Use different filter and paper

- Note that there was a perception in all groups that L & M meant less tar and nicotine than regular cigarettes

  → including the entire anglophone L & M smokers group (although some felt the difference was marginal);

  → some L & M intenders in both locations;

  → this was hotly debated by regular smokers (with no intention to quit) in both locations.

- There was also a perception in all groups that L & M was less harmful than regulars – this was also strongly debated by regular smokers (with no intention to quit) in both locations.

- However, the notion that L & M cigarettes were as harmful as regular cigarettes was spontaneously mentioned by francophones in 3 groups (both L & M and the regular smokers) -- the only anglophones who felt this way were in the regular intender group.

  → *"C'est aussi dommageable et mauvais que les marques régulières. C'est le même tabac, donc c'est les mêmes conséquences sur la santé."* (As harmful or bad as regular brand: same consequences, same tobacco.)

- Equal harm created controversy in various groups and some who thought it was less harmful in both locations changed their minds during the discussions.

- Most English and French participants thought L & M meant a lighter taste, and was better, smoother or less harsh on your throat, including many who felt regular and L & M were equally harmful – there was no controversy here.

- In most groups, there was also some feeling that L & M cigarettes were more addictive, because you need to smoke more to get the same buzz.

  → Only a few considered them less addictive.

    – *"Je fume moins de cigarettes parce qu'il faut tirer plus fort."* (We'll smoke fewer cigarettes because we'll get tired of the effort.)

3. THE MEANING OF L & M ACROSS BRANDS

- Most anglophone and francophone respondents agreed that the meaning of L & M differed across brands.

- Participants generally agreed that L & M brands differed mainly according to strength and taste.

  → Comparative strengths differ across brands.

    – Mild in one is like regular of another brand.

- L & M means less nicotine and tar than regular, less throat irritation.

→ There's a taste difference across brands

- because of the different tobacco
- taste is how manufacturers differentiate their product
- not the same taste from one brand to another.

- Most agreed there are no norms or standards for L & M classification.

→ A Du Maurier Light is lighter than Players Light.
→ Players Light is stronger than Dunhill Regular.

- Some anglophones talked about the differences between light and mild:

→ Light and mild have many variations -- they both mean lighter taste, but each brand's light tastes different

- Light is stronger, flavourful, more toxic;
- Mild is air, not worth the effort, less harsh on lungs.

4. TOXIC SUBSTANCE INFORMATION

- Information on toxic substances on the side of cigarette packages evoked mixed reaction in all groups and some debate over importance.

- Those who felt it was <u>not important</u> said

→ the range of numbers lacked meaning and made it difficult to compare brands

- doesn't influence me – doesn't define what substances are -- .8 vs. .6, how different is that?

→ smokers don't look at it anymore -- just bar conversation

→ some in most groups said they were addicted, so they didn't care

- I read it, but still can't stop the habit.

- I don't care, but it should be listed for others.

- Those who intended to quit felt it was <u>very important</u>.

→ A few light intenders read the nicotine level when switching brands -- it made a difference.

→ Some regular intenders said knowing the health risks was a strong motivator to quit.

- Those who thought toxic substance information was moderately important thought it would

  → help discourage non smokers from starting;

  → help smokers quit:

  - *"Quand vous avez l'intention d'arrêter, c'est important".* (If you intend to stop it is important.)

  → simply provide ingredient information

  - Just like ingredients on food packages.
  - Some regular smokers in both locations wanted the whole list of ingredients.
    - *"Moi, j'aimerais ça qu'on mette la liste complète de tout ce que ça contient une cigarette".* (I would like to have the whole list of ingredients.)
    - Half of the ingredients aren't listed.
  - Some light intenders mentioned cyanide was included.

5. IMPORTANCE OF L & M LABELS ON THE PACKS

- Unlike the information on toxic substances, most participants thought the L & M labels were quite important.

  → In fact, as mentioned earlier, people tended to see them as part of the brand identifier.

- In fact, there were 3 main reasons why most respondents in both locations considered L & M labels more important than information on toxic substances – both on their own choices and those of other cigarette consumers:

  1) It helped in the cigarette selection process.

  - Helps choose my brand.
    - *"C'est plus important que la liste des substances toxiques pour choisir la marque. De toute façon, les informations sur la nicotine et le goudron sont devenues trop vagues."* (It's more important than toxic substances in choosing the brand – no one looks at substance information because it is too vague.)
  - Huge difference from regular cigarettes
    - so regular and light aren't confused.

- Important information for taste preference
  - *"Ça nous renseigne sur le goût de la cigarette".* (Helps to know about the taste.)
  - Regular too strong for some.
- Guarantee of what I'm smoking.
  - Some light smokers said they needed to know what they "inhale".

2) It helped in the stop-smoking process.
   - Some regular intenders said it helped people "wean off nicotine" in their quitting process.
     - It's a step – without it, it's hard to quit.

3) It helped some who smoked L & M feel better about smoking and their dependence.

- Some L & M smokers and intenders in Toronto said they didn't know the difference between cigarettes labelled light and those labelled mild, while others thought mild had "no taste" or was equal to "air".

- To a majority of respondents in both locations, the words light/mild on cigarette packages had little or no relation to the information on toxins.

→ In fact, many anglophone and francophone respondents in all 8 groups agreed that there was a similar amount of chemicals in both regular and light cigarettes.
   - *"Il n'y a pas de relation. Les cigarettes légères ont les mêmes proportions de substances toxiques que les régulières."* (No relation. L & M have the same proportion of toxic substances as regular.)
   - Some had reached this conclusion after comparing the ingredients on the packages.

→ However, there were people in all groups who felt that L & M meant fewer toxic substances – but during the discussion they qualified this by saying the chemicals were "marginally" reduced.
   - There is some evidence to suggest that the group dynamic played a part here, and that some respondents shifted their position somewhat to minimize the toxic differences in L & M cigarettes.
   - There were some in various groups who believed that the amount of inhaled chemicals was lower with L & M cigarettes because of the different filter and paper used.

→ There was, however, general consensus across all groups that light cigarettes differed from regulars mainly because of the taste.

- Regular tastes stronger, has more of a tobacco flavour.
- Light just tastes "better" or "lighter".

6. L & M vs. Regular Cigarettes: A Comparison of 4 Aspects

- The table below provides an overview of how respondents perceived the similarities and differences between 4 aspects of regular and L & M cigarettes: the amount of toxic substances, the physiological dependence caused by smoking, the harm to health from smoking and the amount of flavour of cigarettes.

- Findings on this issue were consistent among anglophones and francophones in all but one category – the amount of toxic substances.

→ Most francophones felt that the amounts of toxic substances in L & M and regular were the same.

- *"Il n'y a aucune différence."* (No difference at all.)

→ However, some anglophone intenders thought L & M cigarettes had less tar and nicotine.

→ As mentioned earlier, in both locations, there was a shift of opinion by some respondents during the discussions regarding the harmfulness and toxicity level of L & M cigarettes – moving from less toxic to the same or a similar toxicity, or moving to "marginally" less toxic.

- *"J'ai changé d'idée depuis mais quand j'ai choisi cette marque; je pensais vraiment que c'était moins dommageable".* (I've changed my mind since but when I chose my brand, I thought it was less harmful.)

- In 2 of the remaining 3 categories – physiological dependence and harmfulness

→ Most agreed the physiological dependence was the same.

- However, some L & M respondents (smokers and intenders) in both locations thought it was worse with L & M, because you smoke more.

→ Most agreed the harmfulness was the same or similar.

- Some had shifted to this position during the discussion.

- There were people in most groups who thought L & M were more harmful either because you smoke more or because the processing made it more toxic.

  - *"Le tabac est le même; même que le processus par lequel on rend les cigarettes légères pourrait être encore plus toxique".* (The tobacco is the same but the light processing makes it more toxic.)

- In all groups, the amount of flavour emerged as the main difference between L & M and regular cigarettes.

  → This was the consensus in all 8 groups, although flavour or taste was described in slightly different terms.

  - L & M has a lighter taste I.e. better flavour (L & M respondents).
  - Regular has more flavour, stronger or harsher flavour, more tobacco flavour (across respondent categories).

TABLE: COMPARISON BETWEEN L & M VS. REGULAR CIGARETTES

LIGHT-MILD SMOKERS AND INTENDERS	REGULAR SMOKERS AND INTENDERS
Amount of toxic substances	
Anglophones • Some think less tar and nicotine in L & M • Fewer chemicals affecting taste and throat • Light less toxic, regular more toxic **Francophones**: • Most think no difference at all • Cigarettes similar for toxic substances • Tobacco is the same but the process of making it light makes it more toxic	**Anglophones + francophones** • Many say no difference • 1 mg less nicotine but really no difference • Tar is same in both • A slight difference with all brands, but overall is as harmful as regular
Physiological dependence caused by smoking	
Anglophones + francophones • Regular and L & M are same, no difference • Light smokers have the same difficulties quitting as regular smokers • You need to smoke more with L & M, so you are more dependent • Over the years, L & M creates a worse habit	**Anglophones + francophones** • Most say no difference • Don't get enough [of a tobacco hit] with lights
Harm to health from smoking	
Anglophones + francophones • Most say regular and L & M are same • Difference is minimal • Some L & M intenders say more harmful	**Anglophones + francophones** • Most say no difference • Some say smoke more with lights so more harmful • 1 mg less adds up with each cigarette
Amount of flavour of cigarette	

LIGHT-MILD SMOKERS AND INTENDERS	REGULAR SMOKERS AND INTENDERS
Anglophones + francophones • Most say regular tastes stronger, harsher, but not different • Many agree light has better flavour • Many agree regular have more flavour • With L & M, filter is perforated so you draw more air and get lighter taste (one says put scotch tape on filter to get stronger taste)	**Anglophones + francophones** • Most agree regular has more flavour • Most agree L & M tastes lighter • Tobacco taste differs according to brands • Regular uses more "perfume" in tobacco

3. CREDIBILITY OF L & M LABELS

1. AWARENESS OF L & M HEALTH ISSUE

- Awareness of the L & M health issue tended to be higher among L & M smokers and intenders than those who smoked regular cigarettes.

- Many L & M smokers and intenders in both locations had heard on TV news that tobacco companies lied when claiming L & M were less harmful and that there was no difference between the two.

  → Many agreed the L & M label was misleading.

  → A few L & M intenders in Toronto heard that light cigarettes also have a substance that causes addiction, just like regular.

- Most who smoked regular brands in both locations including some intenders recalled no specific news from TV.

  → Some regular intenders in Toronto had heard L & M and regular cigarettes were equally harmful, but not sure whether on TV or in the newspaper.

  → Several francophones heard about the idea of removing the labels from cigarette packages.

  → One francophone remembered a movie with Al Pacino on the subject.

2. ADVERTISING RECALL OF L & M CAMPAIGN

- Most participants did not spontaneously recall an advertising campaign saying L & M cigarettes were as harmful as regular cigarettes.

- However, the majority of both L & M groups in Montreal remembered a TV ad campaign "light poison does not exist" when mentioned by a participant and agreed.

  → *"It's true, no matter what you smoke there are bad effects anyway. No poison can be light."*

- Among the regular francophone groups, some had only a vague memory of the TV ad campaign and could not understand the intended message.

- No one in the 4 Toronto groups recalled any TV ad campaign about the harmfulness of L & M cigarettes.

- Ad campaign awareness in Montreal may explain why francophones in this study tended to view L & M cigarettes as harmful as regular, while anglophones lacked this tendency.

3. PERCEPTIONS OF HARMFULNESS

- There was a general consensus among most participants in both locations that light cigarettes are as harmful as regular.

- However, equal harm generally meant.

  → Smoking will kill you sooner or later, even with light cigarettes.

  - Lights aren't less harmful – I'll get cancer as much, almost the same risk.
  - Once nicotine builds up in your body, it makes no difference.
  - 2 lights equals 1 regular cigarette, to get the strength of the nicotine – you smoke more.
  - Same tobacco -- a herb is a herb.

  → Same amount of toxic substances.

- Some L & M participants in both locations had initially believed L & M were less harmful, but changed their opinion, either within the groups or beforehand.

  → *"I've changed my mind since, but when I chose my brand, I thought it was less harmful."*

- However, even after discussion, there were still some who smoked L & M cigarettes in both locations who thought L & Ms were <u>slightly less harmful</u>.

  → You intake less nicotine and tar per cigarette.

  - Easier on lungs.
  - There is more air going through.

  → A few thought mild cigarettes were marginally less harmful.

- Some who smoked regular in both locations felt lights could be more harmful because light smokers tend to smoke more cigarettes.

  → This possibly helped them justify staying with their regular brand.

4. L & M LABELS REMOVAL

- As part of a projective exercise, participants were presented with 2 different cartoon drawings (see appendix 2) and asked to interpret the situations.

  → TV announcement scenario about L & M removal from cigarette packs.
  → Courtroom scenario, showing Health Canada vs. tobacco companies.

1. REACTION TO PROJECTIVE TESTS

The TV Announcement Test

- Some consistency in response across groups and locations.
- Emotional reactions (mostly negative) far outweighed the rational justifications (mostly positive) for label removal.
- Some respondents in most groups worried that label removal meant product removal.

  → As mentioned earlier, people tended to perceive L & M labels as part of the brand identifier.

- There were about 8 major reactions in both locations towards the idea of removal – some positive, some negative (presented in order of importance).

  1) All smokers will have less choice of brands.

     - All cigarettes will be regular strength.
       - Cigarette packs will be less expensive to print.
     - Won't know which brand to choose.
       - Hard to find my brand.
       - *"Je serais perdu ne sachant pas quelle marque acheter!"* (I'll be lost not knowing which brand buy!)
       - Will stock up on current brand

  2) People might consider quitting.

     - *"Ça pourrait être bon pour ne pas inciter les gens à fumer".* (Good for discouraging people from smoking.)

3) A range of negative feelings and intensities:

- Upset, duped, tricked, annoyed, deceived, bitter, resentful, shocked, disappointed.
  - *"Je serais fâché".* (Will be shocked)
- Angry at themselves, angry at the government, angry at tobacco companies, frustrated at more government interference.
- Skeptical – we never know the truth.

4) Removal will be confusing, unsettling.

- People might smoke regular by mistake.

5) Nothing will change – won't stop anyone from smoking.

- *"C'est un faux débat. Ça ne va rien changer du tout."* (It is a false debate. It will not change anything.)

6) Neutral feelings, won't care because

- Tobacco companies will make sure people recognize their brand.
  - *"Les compagnies de tabac vont trouver un autre moyen pour identifier les cigarettes légères."* (Tobacco companies will do something else to identify L & M cigarettes.)
- people will want more information

7) Positive feelings – glad, pleased.

- They have to tell the truth.
  - *"Meilleure information pour les gens qui voudraient arrêter de fumer".* (Better information for people who want to stop smoking.)
- Good for our children.

8) Disinterest or apathy -- don't care.

- Attitudes towards the government tended to be more negative than positive.

→ Just another anti-smoking ploy.

→ Annoyed at the money spent on ad campaign by the government.

- *"C'est une perte d'argent, l'argent de nos taxes".* (Waste of money, money from our taxes)

→ Government should prohibit sale of tobacco.

→ Smokers cost to healthcare equals cost of campaign.

- Attitude towards tobacco companies also tended to be negative.
  - → Anger at fraud, rip-off, robbery.
  - → Not respected, used ploys to get me addicted.
  - → Are forced to be more upfront.
  - → They add addictive material.

TABLE: TV ANNOUNCEMENT OF L & M REMOVAL

LIGHT-MILD SMOKERS		REGULAR SMOKERS	
No intention to quit	**Intention to quit**	**No intention to quit**	**Intention to quit**
If smokers	**If smokers**	**If smokers**	**If smokers**
• Less choice • Less complicated to buy cigarettes because fewer brands • Need to try all brands now • Think about quitting with loss of usual brand • Frustrated to lose usual brand • Duped us again, not a good feeling, annoyed • Naïve if thought lights were less harmful – will be bitter, resentful • "l'arnaque du siècle" – fraud, rip-off, robbery • Angry at themselves for being so stupid • Won't discourage smokers • Will want more information	• Protests, "they can't do that!" • How will he know his own brand? • Decide to stock up • "might as well quit" • Shocked, think people will smoke regular by mistake, cause more harm • It will be confusing • "déstabilisée" (disorienting) • Man is frustrated, not the gov't again! • Don't care – figure tobacco co's will make sure people recognize brand • How much money will the gov't spend on this -- nothing will change • He knows that we never know the truth (skeptical)	• All cigarettes will be regular strength now • Man upset, what's he going to be paying for • I will have a bad reaction because it will be difficult to find my own brand (feel disappointment) • Cigarette packs will be less expensive to print (because no light or mild) • Woman looks at husband, implies time to quit • It's about time, they have to tell the truth • Won't change anything	• If light smokers, they might think about quitting • Light smokers will feel deceived • Tobacco companies have deceived us • Angry, l & m smoking friends have been deceived by tobacco companies • Good for our children • Pleased because it wasn't true • Zap – change the channel (apathetic)

LIGHT-MILD SMOKERS		REGULAR SMOKERS	
No intention to quit	**Intention to quit**	**No intention to quit**	**Intention to quit**
General • Just another anti-smoking ploy • Cigarette co's will have to "fess up" now – can't hide behind light label • Large cigarette co's not respected, used lots of ploys to get me addicted when younger • Co's won't do this unless forced	**If non-smokers** • Not their concern, they don't care	**General** • Cigarettes cause disease, smokers cost to healthcare equals cost of these ads	**General** • Gov't is forcing tobacco co's to be more upfront about cigarettes – convince us they cause cancer • Gov't should prohibit sale of tobacco • A few heard that cigarette co's add addictive material • Roll your own less harmful because tobacco is purer, less addictive
If non-smokers • Don't care • Jump for joy, are so judgmental		**If non-smokers** • Don't care • Too much money spent on this (advertising)	**If non-smokers** (no perception of non-smokers)

The Courtroom Dispute Test

- Similar to the TV announcement scenario, response to the courtroom "battle" was fairly consistent in both locations and among the all smoker types.
- For most, the feeling that HC was going too far outweighed the legitimacy of the decision to remove the L & M label.
- Most reaction involving **Health Canada** had a negative emotional tone, with 5 major themes emerging:

  1) HC is hypocritical

     – Bending to public pressure, especially by non-smokers.

     – Is really trying to ban smoking.

     – Knows the health risks of smoking

       - Cancer
       - Second-hand smoke causes asthma.

     – BUT collects taxes on cigarette money.

2) HC blames tobacco companies.

- Bans cigarette advertising.
- BUT keeps cigarettes legal.
- BUT no similar restrictions on alcohol.
  - They should put these labels on liquor.
  - alcohol equally harmful to health, along with obesity

3) Feelings of anger, stress at HC.

- HC keeps "butting in" -- keeps trying to tell us what to do.
- Tells us where we can smoke.
  - If cigarettes legal, government must let us smoke somewhere.
- Blames everything on cigarettes.
  - Not okay to force tobacco companies to put gross messages on packs.
- Adults should be allowed to smoke – stress causes more illness.

4) HC or government has worse problems to deal with

- health care a mess;
- other things more harmful than smoking
  - pollution, acid rain, exhaust fumes.

5) Nothing will change.

- We'll still smoke.
- Money will still go to HC.

- There was also some limited support or sympathy for **Health Canada** in most groups.

→ Smoking driving up health care costs, cancer costs, from the effects of nicotine.

→ Okay for HC to try to keep us healthy.

→ HC has statistics on second-hand smoke and death.

→ HC feels powerless to get rid of multi-billion dollar tobacco companies.

→ Tell us what else is in cigarettes – what additives.

→ "They're all non-smokers at Health Canada."

- In contrast, support for the **tobacco companies** was generally mixed, with slightly more positive support than criticism:

  → On the positive side, tobacco companies

  - Obey the law.
    - As long as it's legal, have a right to advertise and identify their products the way they want.
    - Justified in complaints about no advertising, while they sponsor cultural events.
  - Give smokers a choice.
  - Pay enough in tax.
  - Only claimed L & M tastes good and are "cooler".
  - Say HC labels makes it hard to read brand name.
  - Say people can live to 90 with smoking.

  → On the negative side, tobacco companies

  - Lied, said smoking didn't cause cancer, when it did.
  - Are hassled by HC because their product kills people.
  - Have no right to do false advertising.
  - Are also hypocrites.
  - Indifferent to health of smokers, want only money, their profits.

TABLE: COURTROOM DISPUTE: HC VS TOBACCO COMPANIES

LIGHT-MILD SMOKERS		REGULAR SMOKERS	
No intention to quit	**Intention to quit**	**No intention to quit**	**Intention to quit**
Health Canada	**Health Canada**	**Health Canada**	**Health Canada**
• Claims equal toxins • Gov't now bending to public pressure – very hypocritical • Gets $4 in tax per pack • We should sue gov't for making money off cigs and leaving them on the market when they know the dangers • Stopped cig ads, so knew it was wrong, but still making money • Blames tobacco co's for making cigs, yet nicotine legal, but no such limits on alcohol producers • HC has more problems than tobacco co's, health care a mess • Smoking driving up health care costs, cancer care from nicotine	• Argues bad effects of cigs, cancer • L & M misleads kids, less harmful • Non-smokers want to stop cigs, second- hand smoke, causes asthma • Smokers pissed off with HC butting in • HC blames health care costs on cigs • Makes tax $ on cigs • Trying to take product name away • Hassles tobacco co's for making cigs sound less harmful • Feels discouraged, powerless to get rid of multi-billion $ tobacco co's • No smokers at HC	• Says l & m harmful • Is under public pressure to have anti-smoking laws, but still makes money on cigs • Gets cigarette taxes • Wants tobacco co's out of business, but they get money out of cigarette taxes • Tells us where we can smoke • Blames everything on cigs • Blames tobacco co's for health care costs • Adults should be allowed to smoke, stress causes more illness • They can raise price to $15/pack, we'll still smoke	• Has to prove it is false advertising • HC really trying to ban smoking • Trying to tell us what to do – don't like that • If selling cigs, gov't must let us smoke somewhere • They should put these labels on liquor • Okay for HC to try to keep us healthy – not okay to force tobacco co's to put gross messages on packs

LIGHT-MILD SMOKERS		REGULAR SMOKERS	
No intention to quit	**Intention to quit**	**No intention to quit**	**Intention to quit**
Tobacco co's • Have a right to advertise products • Pay enough in tax • Say labels provide variety of tastes • It's a smokers choice, we'll keep the law • Co's only claimed lights taste good and are cooler • Us co's lied – said smoking didn't cause cancer when it did	**Tobacco co's** • Cigs not as harmful • People live till 90 with smoking • Lcbo caters to drinkers, HC should cater to smokers • Have to please HC • Always hassled by HC, their product kills people • Want their profits	**Tobacco co's** • Says l/m not harmful • Tobacco guy is dumbfounded at HC statistics on second-hand smoke and death	**Tobacco co's** • Have no right to do false advertising • Indifferent to health of smokers, want only money • As long as its legal, should be able to advertise • Say a legal product and we can identify it as we want • Say with labelling from HC, you can't read brand name • Justified in complaints about no advertising, while they sponsor cultural events
Both/neither • HC and tobacco co's both hypocrites – alcohol kills more, gov't doesn't handle pollutants well • In us, obesity seen as biggest killer – other things more dangerous • Cigs around for ages, health scare recent	**Both/neither** • Both must work together • To avoid bootlegging, keep cigs legal • Won't change reality, smokers will smoke, the $ will go to HC • Exhaust fumes, acid rain just as bad • Who's asking what Canadians want?		**Both/neither** • Age-old battle (gov't vs. Tobacco co's) • What's in cigs, the additives? • Tell us the type of paper, filters used (fibreglass, cotton) not just the tobacco • What chemicals are used in menthol cigs?

2. PERSONAL REACTION IF L & M LABELS REMOVED

- Participants in both locations consistently expressed one main concern about the possible removal of the L & M labels from cigarette packages, related to:

  → The impact on brand availability or selection – which generated feelings of annoyance, shock, upset, worry, anger among both L & M and regular consumers.

    - What brand would L & M consumers buy?
    - Will my brand be removed from the marketplace?
    - Will I have to change my brand?
    - Regular and L & M consumers don't want trial and error trying to find their brand.
      - Costly to risk wrong buy.
      - L & M consumers worry might buy regular by mistake.
    - Need to find another way to identify L & M.
      - L & M describes flavour too – need new words.

- Some expressed optimism

  → Tobacco companies will do something else to identify L & M.

    - They should do it themselves, and not waste taxpayer money.

  → It won't change anything.

    - People will get used to it.
    - I'll find my brand anyway.

  → HC won't remove it – they would lose too much money.

  → Maybe light smokers will quit smoking.

- People who currently smoke would undoubtedly have an easier time accepting and understanding L & M labels removal if it was clear that their brand won't be removed and will remain on the shelves

- The following table provides a quick overview of responses

TABLE: PERSONAL REACTION TO REMOVAL OF L & M LABELS

LIGHT-MILD SMOKERS		REGULAR SMOKERS	
No intention to quit	**Intention to quit**	**No intention to quit**	**Intention to quit**
Concerns • Lost about what brand to buy – annoyed • Shocked • Will have to change my brand • Don't want trial and error to find my brand, would just be more money for tobacco co's **Optimism** • Tobacco co's will tell us in another way, like colours, pictures **Neutral feelings** • Wouldn't concern me • It's written in law what they can put on the package	**Concerns** • Would be upset -- need something else to tell me its light/mild • Wouldn't like it, might buy regular – too strong • Too costly to risk wrong buy **Optimism** • Won't change anything • I'll find my brand anyway • Will get used to it • HC won't remove it – lose too much money **Neutral feelings** • Don't care, call it by a colour, like Players silver • Wouldn't care, just poke holes in filter • Wouldn't care	**Optimism** • Won't change anything • Tobacco co's will do something else to identify l & m cigarettes. • Tobacco co's should remove l & m themselves, and not waste taxpayers' money **Neutral feelings** • Removal would make no difference • Why is it such a big issue now?	**Concerns** • Need to describe product some other way, can't just buy blind • Some light cigarette smokers will be angry when they learn the tobacco co's lied all this time • L & M describes flavour too – need new words • Hard to find a light if store's out of my brand • Should show less nicotine in light cigarettes • HC just pressured by anti-tobacco lobby **Optimism** • Won't change anything -- light cigarettes will remain on the market • Maybe light cigarette smokers will quit smoking

3. Perceived Pros and Cons of L & M Label Removal

- There were consistent findings in both locations and across the different smoker types – participants identified more arguments opposing removal than supporting it.

  → In fact, most participants tended to disapprove of L & M removal.

- Participants cited **3 main arguments in favour of removal.**

  L & M is misleading and deceptive and now it's time for the truth, encourage people to quit or not start smoking, and it's in the government's best interests to keep us healthy:

  1) L & M misleading, deceptive – now it's time to tell the truth.
     - No clear definition of light or mild.
     - Light cigarettes are harmful.
     - *"Parce qu'il y a encore beaucoup de gens qui pensent que c'est moins dommageable".* (Because a lot or people think it is less harmful)
     - A cigarette is a cigarette – no healthy cigarettes.
     - Proper labelling is the right thing to do.
       - All are bad, all cause cancer.
     - Stop false advertising.
  2) Encourage people to quit or not start smoking.
     - Encourage people to think about effects of smoking.
     - Cigarettes will be less appealing to the young.
  3) In the government's interests to keep us healthy.
     - Gives us confidence in Health Canada *("they can force powerful tobacco companies to come to heel")*.
     - Help control health care costs re cancer.

- Participants identified **6 main arguments against removal**, including: loss of brand identification in the marketplace, loss of brands in the marketplace, against the democratic process, dishonest and hypocritical because cigarettes are still legal, people will still smoke and the cost will probably go up.

1) Loss of brand identification in marketplace

   - People won't recognize their brand.
   - Won't know what they're smoking.
   - Won't know what flavour they're buying.
     - Young people might buy regular by mistake.
   - Won't know what to smoke if they're trying to taper off.
   - People will be confused.
   - What will they do to replace these labels?

2) Loss of brands in marketplace

   - Smokers will lose choice of brand.
   - L & M cigarettes could disappear.
   - Companies could only have one brand each.

3) Against democratic process

   - Takes away our freedom.
     - *"Ça brime notre liberté de choisir".* (We lose our freedom of choice)
   - Against freedom of information rights.
   - We have a right to know what we're buying.
   - Tobacco companies have the right to identify their products.
   - Smokers have no rights anymore.
     - *"C'est la guerre contre les fumeurs".* (There is a war against smokers)

4) Dishonest, hypocritical, because cigarettes still legal

- *"C'est malhonnête car le produit, lui, va rester sur le marché".* (It is dishonest because light cigarettes will remain on the market.)
- Government is trying to "cover their ass," convince some to quit, but still making money.
- Government really wants to ban cigarettes, a legal substance, and is just harassing smokers.
- Just appeasing non-smokers.
- Looks good during election campaign.

5) Nothing will change, people will still smoke.

- No one will quit because of this – they'll find something else to smoke instead.
- *"Ça ne changerait rien au niveau de la consommation".* (Will not change anything about consumption)

6) Will probably raise the cost of cigarettes to compensate for the inconvenience.

- The following table provides an overview of the arguments pro and con.

TABLE: ARGUMENTS FOR AND AGAINST L & M REMOVAL

LIGHT-MILD SMOKERS		REGULAR SMOKERS	
No intention to quit	**Intention to quit**	**No intention to quit**	**Intention to quit**
Arguments in favour of removing L & M labels			
• Misleading • Honesty with consumers • No clear definition of light or mild • The right thing to do, cigarettes should be properly labelled • There's no difference: a cigarette is a cigarette • Encourage people not to start or to stop smoking • Encourage people to think about the effects of smoking • It's the gov't's interest to keep us healthy	• Misleading to a new generation of youth • Telling the truth • Encourage people not to start or to stop smoking • Encourage people to think about the effects of smoking	• Misleading • Give everyone the truth • Stop false advertising • Both types harmful • Cigarettes will be less appealing to the young • Might encourage some light smokers to think	• Misleading • Re-establishes the truth that lights are harmful • Deceptive • Stop notion of healthy cigarettes • All cigs are bad, cause cancer • Some people might quit smoking • Will stop people from trying l & m • Gives us confidence in HC that they can force powerful tobacco co's to come to heel

LIGHT-MILD SMOKERS		REGULAR SMOKERS	
No intention to quit	**Intention to quit**	**No intention to quit**	**Intention to quit**
• Better information for those who want to quit • To control health care for cancer			
Arguments against removing L & M labels			
• People won't know the difference, won't recognize their brand • People have a right to know what they smoke • People have a right to choose • Takes away our freedom • Tobacco co's have right to name their product • Gov't just trying to cover their ass, get some to quit, but still make money • Gov't really wants to ban cigarettes • Just appeasing non-smokers • Changing packages will increase the price of the pack again • Won't accomplish anything • Smokers will smoke anyway, they list ingredients, we still smoke • People will find something else to smoke instead	• Smokers losing choice of cigarette brands • Harder to find lighter, less toxic brands • Youth may pick a stronger brand, since they won't know the difference • Against freedom of information rights • We have a right to know what we are buying • Smokers have no rights anymore • Might jeopardize tobacco co's (jobs) • Law won't get anyone to quit • Won't change anything • Smokers will still smoke	• Companies could only have one brand each • More costly for companies to come up with new packages, and cost will be passed on to us • Will probably raise price of cigarettes to compensate for the inconvenience • Waste of our tax money • Won't change anything • Smokers will still smoke	• People won't know what flavour they're buying • Will confuse people at first • People won't know what to smoke if they want to taper off • Against democratic process • Dishonest, because light cigs will remain on the market • Tobacco co's have the right to identify their product • Just looks good during election campaign • Like prohibition, people want what they are told isn't good for them • Won't change anything

4. PREFERRED COMMUNICATION METHODS ON L & M REMOVAL

- Participants were asked how they would like to be informed about any decision to remove the L & M label from cigarette packages.

- Overall, people weren't really clear how they should be informed – in fact, there was still some confusion about how L & M removal would effect the number of brands on the market, as illustrated by the following remark by one woman.

  → *"If they argue light and regular are the same, then there should be only one type of cigarette manufactured."*

- Most respondents in this study would probably pay attention to any announcement in order to learn clues on how to find and identify their favourite brands, rather than to learn or understand the justifications for L & M removal, which is likely to be ultimately seen as

  → continuing harassment of smokers.

- Most respondents indicated that tobacco companies should carry the main communication responsibility, while some thought it should be up to convenience stores and others looked to the government. Tobacco companies should:

  → handle their own brands, and distinguish L & M by colour code or signs, number code, notes on flavour, different package shapes or a conversion chart showing old and new labels.

  → They should use media ads, or have a TV campaign to "tell us that mild means nothing".

    - Need an ad campaign by the tobacco companies to tell us the colour or number code, that their advertising the same taste, new package.

    - If every brand has its own colour codes, it will be too confusing.

      - Colour codes are the same as putting L & M on packages.

    - Association of Tobacco Companies should have standard colours or signs for light.

    - Packages would have to have information on the old and new labels, or a conversion chart, or else it'll take weeks to find our brand.

  → It's up to sales reps to tell stores and the public how to differentiate.

- Convenience stores should:

  → have a conversion chart, with the former name and new name;

  → display signs for 2 weeks, until we get used to it;

  → person at the store should be able to tell me.

- Government

  → Even if it's a negative message, the government should inform us by announcements on TV, and tell us how to differentiate.

    – It defeats the government's purpose to tell us how to find L & M.

    – PM should make a speech.

- Some also felt that both the government and the tobacco companies needed to advertise.

  → The government's message should be that L & M are the same.

  → The tobacco company should look after new packaging.

5. EXPECTED DECISION ON REMOVAL ISSUE

- The majority of participants said they were expecting L & M labels to be removed -- francophones more than anglophones.

- Most would not be surprised at all – they are all too aware of the different steps Health Canada has already taken to discourage people from smoking – and feel that the last thing will be making tobacco an illegal substance.

  → Not surprising at all, there's a war against smokers.

  → We were expecting it, sooner or later.

- Some said they would be both surprised and shocked, because such a decision would be going too far.

6. MESSAGES FOR HEALTH CANADA

- The following table sums up people's closing thoughts, which felt mostly into the disapproval category, with many concerns about ranged from approval to disapproval.

TABLE: PARTICIPANTS' CONCLUDING COMMENTS

LIGHT-MILD SMOKERS		REGULAR SMOKERS	
No intention to quit	**Intention to quit**	**No intention to quit**	**Intention to quit**
Approval • Tell the truth • "Santé Canada fait bien; ils doivent informer la population". (Health Canada is doing great, they have to inform the population) • They have to do it, it's ethical, against lies, we like the truth to be told **Disapproval** • Take a cut of tobacco profits for health care • Leave it alone, let us smoke • "Au lieu de faire ça, le gouvernement serait bien mieux d'informer les non fumeurs." (go inform the non-smokers instead)	**Disapproval** • Don't change it • If you change it, make no more changes in future, no more threats • Why just stop at labels, why not outlaw it • It's my body, my life, so leave me alone – I work for my money • Stop smoking, gain weight, they'll both kill you • Tobacco companies will do something different to avoid losing customers • Waste of money, just to do the TV advertising, invest the money instead	**Disapproval** • Just go ahead and get it over with • Almost all say waste of money • How can they spend this when they are closing hospitals • Health Canada only wants to project a good image in the media. • Health Canada is hypocritical -- if cigarettes are harmful, remove all tobacco from the market • Health Canada does not have a good and a clear intention with this law (not sincere) • It will only buy peace for the next two years	**Approval** • I applaud them **Disapproval** • Replace light/mild with some other label • Have universal clear code – strong package colours to signify strong cigarettes • Tell us which are stronger • Establish more "quit smoking" clinics instead

APPENDIX 1

DISCUSSION GUIDE

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Project: 574-044
February, 2003

DISCUSSION GUIDE
* L & M Descriptors *

1. INTRODUCTION (5 minutes)

***Project Purpose**: to explore attitudes towards **the idea of removing current L & M descriptors on cigarette packages** -- and to identify key factors relevant to communications planning.*

This initial stage of the discussion is to establish a level of confidence and a rapport between the moderator and participants. Respondents are informed of the objective of the discussion and what is expected of them.

GUIDELINES

- Word of welcome and introduction of moderator
- Objectives of the research: *"To gather your opinions, impressions and suggestions as consumers, on **some aspects related to cigarette packaging**. I would like your feedback on what you think and also what you feel. There are no right or wrong answers. All opinions are acceptable."*
- Confidentiality: *"All your answers will remain confidential. Your name will not be included in the report or mentioned to anyone and your opinions will be combined with those of other participants and will help us understand consumers' views on some aspects of current cigarette packaging."*
- Role of moderator / client observing discussion / recording
- Neutrality and independence of moderator (*does not work for the government, advertiser, cigarette manufacturer or packaging firm*).
- Role of participants

- Duration: about 2 hours
- Are there any questions?

GO-AROUND

- Given name
- Brief description of current job
- Choice of some personal information –who lives at your home?
    - Married/single, number of children, ages of all children

2. SMOKING HABITS (10 minutes)

Go around

1. What is your **regular brand** of cigarettes?
2. Have you **always** smoked this brand?
    - What was your **previous** regular brand?
    - Why did you **switch** to another brand? What brand did you choose, and why? (Probe respondents who switched from a **regular to a light** brand)
3. **(No intention to quit groups) LD1, R1:** Wednesday Feb 3 (5:30, 7:30)
   Are you thinking about quitting smoking?
4. **(Intention to quit groups) LD2, R2:** Tuesday Feb 4 (5:30, 7:30)
   Have you ever tried to quit smoking? When was the last time?

3. RELEVANCE OF LIGHT DESCRIPTOR (20 minutes)

1. Could you **describe the main elements** found on cigarette packages? Any others?
2. **Questionnaire**
    - **Ask respondents** to complete the set of sentences in writing – on a form to be collected, then probe (go-around) all at once for each respondent.
3. What do you think the term "Light" means on some brands of cigarettes?

4. How important is _____ for consumers / for you:

   → information on **toxic substances** on the side panel?
   → The words **"Light" or "Mild"** on the packages?

   - How would you describe the influence of this information on consumers?

   → On your own choices?

   - What is **more important** for you:

   → information on toxic substances on the side panel
   → or the words Light or Mild? Why?

5. Is there a relation between information on toxic substances and the words Light and Mild?

6. How **different** are Light cigarettes from those without the word "Light" on the package?

7. How are these 2 types of cigarettes **similar**? How are they different? (Probe)

   - amount of toxic substances,
   - physiological dependence caused by smoking
   - harm to health caused by smoking
   - amount of flavour of the cigarette

8. Do the words Light and Mild mean the **same thing for all brands**?

   - Do they reflect norms, standards?

4. CREDIBILITY OF LIGHT DESCRIPTOR (10 minutes)

1. Can you recall any **news, media coverage** or past **advertising** about Light and Mild cigarettes? What do you recall?

2. Do you recall any advertising saying that Light and Mild cigarettes are as **harmful as regular** cigarettes?

   - What do you think of this statement?

3. How much do you agree that cigarettes labelled "Light" are <u>less harmful</u> to health than regular cigarettes? Why/Why not?

5. REMOVAL OF LIGHT DESCRIPTORS (35 minutes)

Note to Moderator:

This projective test's sole purpose is to facilitate the expressions of views, feelings surrounding the idea of removing any Light & Mild descriptors from the packaging of cigarettes. The results are derived from the similarity of interpretations across groups rather than through individual expression.

Guidelines: *I am going to show you a series of drawings, like cartoons. These drawings illustrate a situation. I want you to use your imagination to describe what is happening, to give life, words, reactions and emotions to the images. Please keep your reactions to yourself before we discuss them – we will take a few moments to look them over and then we'll talk about them.*

1) Show the drawing.
2) Position the story. All stories are related to L & M removal.
3) Probe and encourage group interpretations.
4) Go further into specific information relation to the objectives.
5) Wait 30 seconds before starting discussion.

FOR EACH STORY (5 minutes), ASK:

→ Interpretation of the situation: What is happening?
→ What is being said?
→ What do the characters feel? What are they thinking?

1

A man and a woman (couple) around age 40 watching TV (large screen). On the screen, we can see a pack of cigarettes and read the headline: Light and Mild soon to be removed from cigarette packs. A balloon above the head of both characters.

2

In court, a judge in the background, Health Canada on one side and the tobacco industry on the other. We can see piles of documents on the tables. A balloon above the head of the judge, HC representative and industry representative.

1. Personally, how would you react if the words **Light and Mild were removed** from the cigarette packages (**LD1, LD2:** you currently buy) / (**R1, R2:** that are sold)? (Probe feelings)

2. Why would a law oblige cigarette manufacturers to remove Light and Mild from cigarette packaging? What would the **arguments be** . . . (use flip-chart)

- **in favour** of removing these words?
- **against** removing these words?

3. Do you have any **concerns or questions** about the removal of Light and Mild from cigarette packaging? (probe well)

4. If Light & Mild were to be removed from cigarette packages, how would you **like to be informed**? What would you want to be told? What would you want to know?

5. Would removing the words Light and Mild be...

   - a **total surprise** for you?
   - or were you **expecting it** to happen sooner or later?

6. Would you **approve or disapprove** of a decision by the GoC to ask cigarette manufacturers to remove the words Light & Mild from cigarette packaging? Why/Why not?

   - **What would you say to Health Canada** if you were asked for your opinion?

6. END OF DISCUSSION (5 minutes)

1. Do you have any suggestions to make, or comments you would like to add?

THANK AND CONCLUDE

QUESTIONNAIRE 1

A) The best thing about cigarettes labelled "Light" is:

_____

B) The most annoying thing about cigarettes labelled "Light" is:

_____

C) I would convince people who smoke regular cigarettes to switch to cigarettes labelled "Light" by saying...

_____

D) I would discourage people who smoke regular cigarettes to switch to cigarettes labelled "Light" by saying...

_____

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Projet : 574-044
Février 2003

GUIDE DE DISCUSSION
* Mentions L & D *

1. INTRODUCTION (5 minutes)

***Objectif de l'étude**: explorer les attitudes envers **l'idée d'éliminer les mentions actuelles L & D des emballages de cigarettes** -- et pour identifier les facteurs pertinents pour la communication.*

Cette première partie de l'entretien consiste à détendre l'atmosphère et créer un climat de confiance entre l'animateur et les participants. C'est à ce moment que l'animateur informe les participants sur les objectifs de la discussion et précise ses attentes à leur égard.

CONSIGNES

- Bienvenue et introduction de l'animateur
- Objectifs de l'étude*: « Obtenir vos opinions, impressions et suggestions en tant que consommateurs sur **divers aspects reliés à l'emballage des cigarettes**. J'aimerais avoir vos réactions sur ce que vous pensez et également sur ce que vous ressentez. Il n'y a pas de bonnes ou de mauvaises réponses. C'est une question d'opinion. Toutes les opinions sont acceptables. »*
- Confidentialité: « *Toutes vos réponses demeurent confidentielles. Votre nom ne sera transmis à personne et vos points de vue seront combinés avec ceux des autres participants afin de nous aider à comprendre les points de vue des consommateurs sur divers aspects de l'emballage actuel des cigarettes. »*
- Rôle de l'animateur / observation / enregistrement
- Neutralité et indépendance de l'animateur (ne travaille pas pour le gouvernement, un annonceur, un fabricant de cigarettes ou une firme d'emballage).
- Rôle des participants

- Durée : environ 2 heures
- Des questions?

TOUR DE TABLE

- Prénom
- Brève description de l'emploi actuel
- Choix d'informations personnelles – qui vit chez vous?
  - Mariée/célibataire, nombre d'enfants, âge de tous les enfants

2. HABITUDES DE CONSOMMATION (10 minutes)

Tour de table

1. Quelle est votre **marque régulière** de cigarettes?

2. Avez-vous **toujours** fumé cette marque?

   - Quelle était votre marque régulière **antérieure**?

   - Pourquoi avez-vous **changé** pour une autre marque? Quelle marque avez-vous choisie et pourquoi? (Sonder plus en profondeur les répondants qui ont passé d'une marque **régulière à légère**)

3. **(Groupes qui n'ont pas l'intention de cesser) LD1, R1 :**
   Mercredi 5 février (17h30 et 19h30) Avez-vous l'intention de cesser de fumer?

4. **(Groupes qui ont l'intention de cesser) LD2, R2 :**
   Jeudi 6 février (17h30 et 19h30) Avez-vous déjà tenté de cesser de fumer? À quand remonte la dernière fois?

3. PERTINENCE DE LA MENTION LÉGÈRE (20 minutes)

1. Pourriez-vous **décrire les principaux éléments** qu'on retrouve sur l'emballage des cigarettes (les paquets de cigarettes)? Y en a-t-il d'autres?

2. **Questionnaire**

   - **Demander aux répondants** de compléter la série de phrases en écrivant – sur une feuille à être ramassée, ensuite sonder (faire un tour de table) sur l'ensemble des réponses de chaque répondant.

3. Que pensez-vous que l'on veut dire par la mention « Légère » sur certaines marques de cigarettes?

4. Quelle importance les consommateurs accordent-ils / accordez-vous :

   → à l'information sur les **substances toxiques** apparaissant sur le côté du paquet?
   → aux mentions **« Légère » ou « Douce »** sur les emballages?

   - Comment décririez-vous l'influence de ces informations sur les consommateurs?

   → Sur vos propres choix?

   - Qu'est-ce qui est le **plus important** pour vous :

   → l'information sur les substances toxiques sur le côté du paquet
   → ou les mentions Légère ou Douce? Pourquoi?

5. Y a-t-il une relation entre l'information sur les substances toxiques et les mentions Légère et Douce?

6. Quelle est la **différence** entre les cigarettes légères et celles qui n'ont pas la mention Légère sur l'emballage?

7. Comment ces 2 sortes de cigarettes sont-elles **semblables**? Comment sont-elles différentes? (Sonder)

   - quantité de substances toxiques
   - dépendance physiologique causée par le tabagisme
   - dommage à la santé causé par le tabagisme
   - quantité de saveur de la cigarette

8. Est-ce que les mentions Légère ou Douce signifient **la même chose pour toutes les marques**?

   - Y a-t-il des normes dans ce domaine?

4. CRÉDIBILITÉ DE LA MENTION LÉGÈRE (10 minutes)

1. Vous souvenez-vous de **nouvelles de l'actualité, d'une couverture médiatique** ou de **publicités** sur les cigarettes Légères et Douces? De quoi vous souvenez-vous?

2. Vous souvenez-vous d'une publicité qui disait que les cigarettes Légères et Douces sont aussi **nocives que les** cigarettes **régulières**?

   - Que pensez-vous de cet énoncé?

3. Jusqu'à quel point êtes-vous en accord avec le fait que les cigarettes étiquetées comme « Légères » sont <u>moins nocives</u> que les cigarettes régulières? Pourquoi / pourquoi pas?

5. SUPPRESSION DE LA MENTION LÉGÈRE (35 minutes)

Note à l'animateur *:*

Le seul but de ce test projectif est de faciliter les expressions des points de vue, les sentiments entourant l'idée d'enlever les mentions Légère et Douce de l'emballage des cigarettes. Les résultats proviennent de la similitude des interprétations à travers les groupes plutôt que par l'expression individuelle.

Directives *: Je vais vous montrer une série de dessins, comme une bande dessinée. Ces dessins illustrent une situation. Je vais vous demander de vous servir de votre imagination pour décrire ce qui se passe, pour donner vie, des mots, des réactions et des émotions aux images. Veuillez garder vos réactions pour vous-même avant qu'on en discute – nous allons prendre quelque moment pour les regarder puis ensuite, nous en discuterons.*

1) *Montrer le dessin.*
2) *Situer l'histoire. Toutes les histoires sont reliées à la suppressions de L & D.*
3) *Sonder et encourager les interprétations du groupe.*
4) *Approfondir les points reliés aux objectifs de l'étude.*
5) *Attendre 30 secondes avant de commencer la discussion.*

POUR CHAQUE HISTOIRE (5 minutes), DEMANDER :

→ Interprétation de la situation : Que se produit-il?
→ Qu'est-ce qui se dit?
→ Que ressentent les personnages? À quoi pensent-ils?

1

Un homme et une femme (couple) autour de la quarantaine regardant la télévision (sur grand écran). À l'écran, on peut voir un paquet de cigarettes et lire le titre : les mentions Légère et Douce disparaîtront des paquets de cigarettes bientôt. Une bulle au-dessus de chacun des deux personnages.

2

En cour, un juge en arrière-plan, Santé Canada d'un côté et l'industrie du tabac de l'autre. On peut voir des piles de documents sur les tables. Une bulle au-dessus du juge, d'un représentant de Santé Canada et du représentant de l'industrie.

1. Personnellement, comment réagiriez-vous si les mentions **Légère et Douce étaient enlevées** de l'emballage des cigarettes que (**LD1, LD2 :** vous achetez actuellement) / (**R1, R2 :** qu'on retrouve sur le marché)? (Sonder le côté émotif)

2. Pourquoi une loi obligerait les fabricants d'enlever les mentions Légère et Douce de l'emballage des paquets de cigarettes? Quels **seraient les arguments**... (utiliser le flip-chart)

   - **en faveur** de la suppression de ces mentions?
   - **contre** la suppression de ces mentions?

3. Avez-vous des **inquiétudes ou des questions** à propos de la suppression des mentions Légère et Douce de l'emballage des cigarettes? (Bien sonder)

4. Si les mentions Légère et Douce étaient enlevées des paquets de cigarettes, comment **aimeriez-vous être informé**? Qu'aimeriez-vous qu'on vous dise? Qu'aimeriez-vous savoir?

5. Est-ce que la suppression des mentions Légère et Douce serait ...

   - une **surprise complète** pour vous?
   - ou vous vous **attendiez** que ça arrive tôt ou tard?

6. **Approuveriez-vous ou désapprouveriez-vous** la décision du GdC de demander aux fabricants d'enlever les mentions L & D de l'emballage? Pourquoi / pourquoi pas?

   - **Que diriez-vous à Santé Canada** si on vous demandait votre opinion?

6. FIN DE LA DISCUSSION (5 minutes)

1. Avez-vous des suggestions à formuler ou des commentaires que vous aimeriez ajouter?

REMERCIER ET TERMINER

QUESTIONNAIRE 1

A) La meilleure chose à propos des cigarettes étiquetées comme « Légère », c'est :

_____

B) La chose que je trouve la plus irritante à propos des cigarettes étiquetées comme « Légère », c'est:

_____

C) Je convaincrais les fumeurs de cigarettes régulières de changer pour des cigarettes étiquetées comme « Légère » en leur disant...

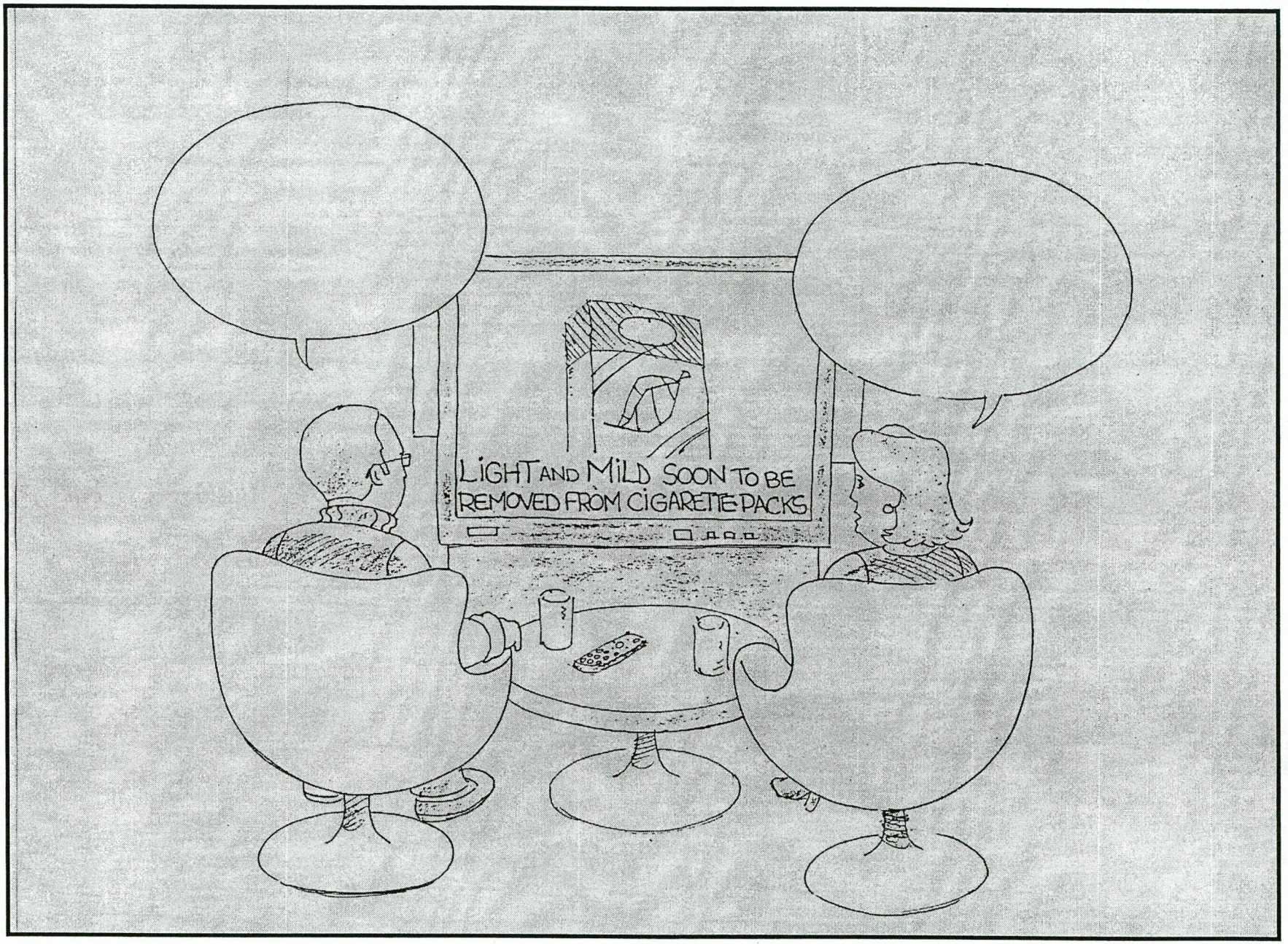
_____

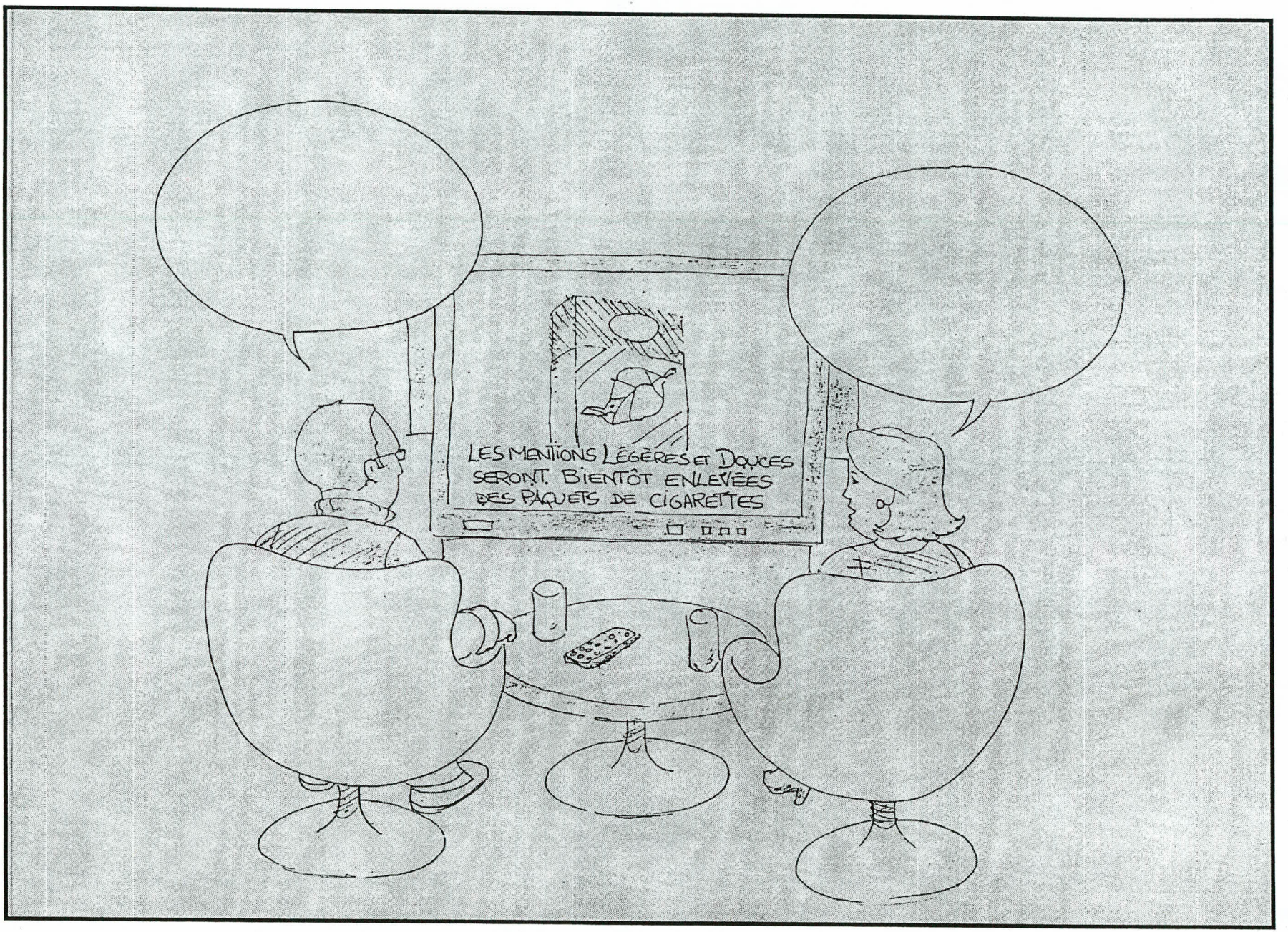
D) Je découragerais les fumeurs de cigarettes régulières de changer pour des cigarettes étiquetées comme « Légère » en leur disant...

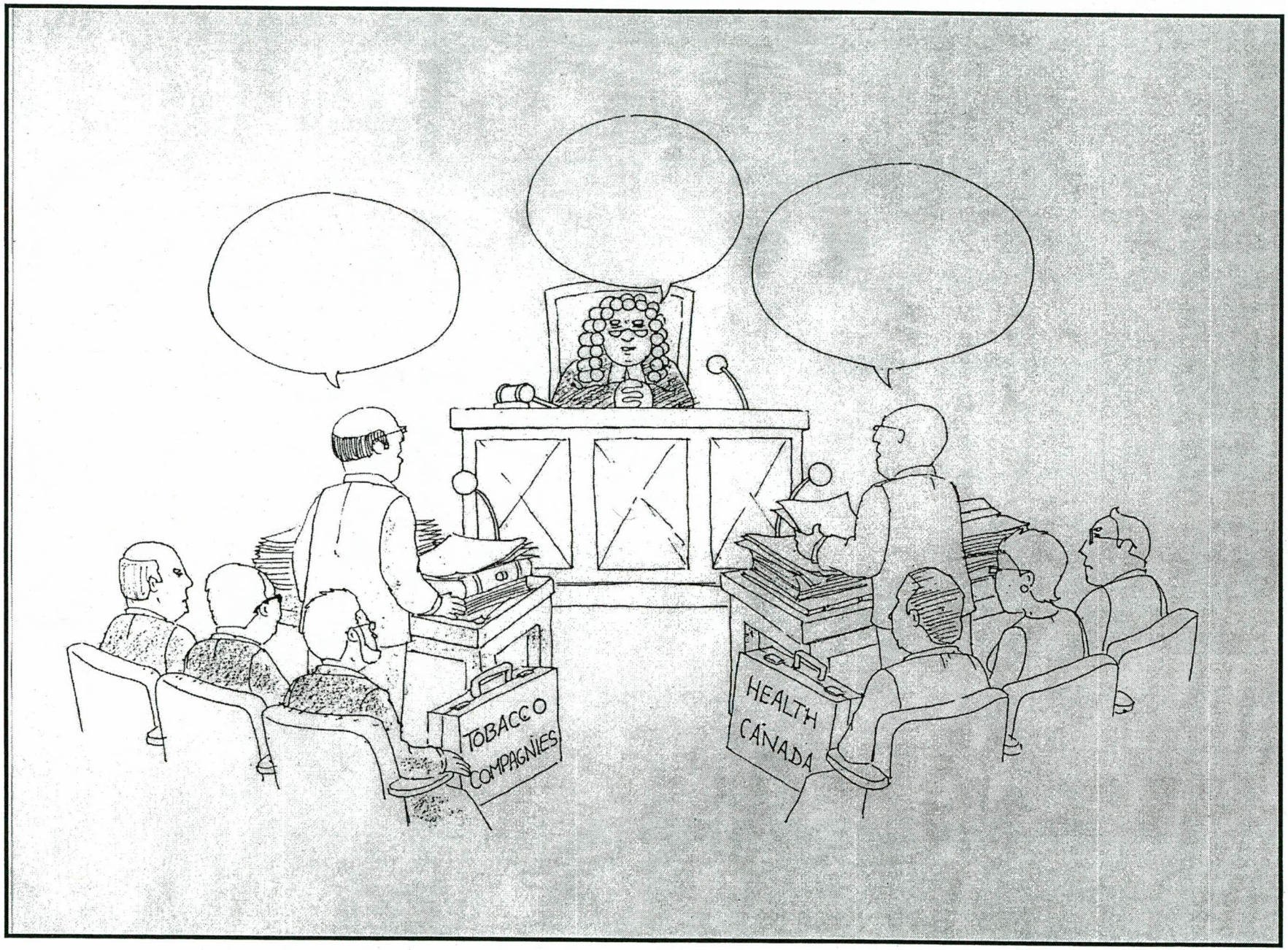
_____

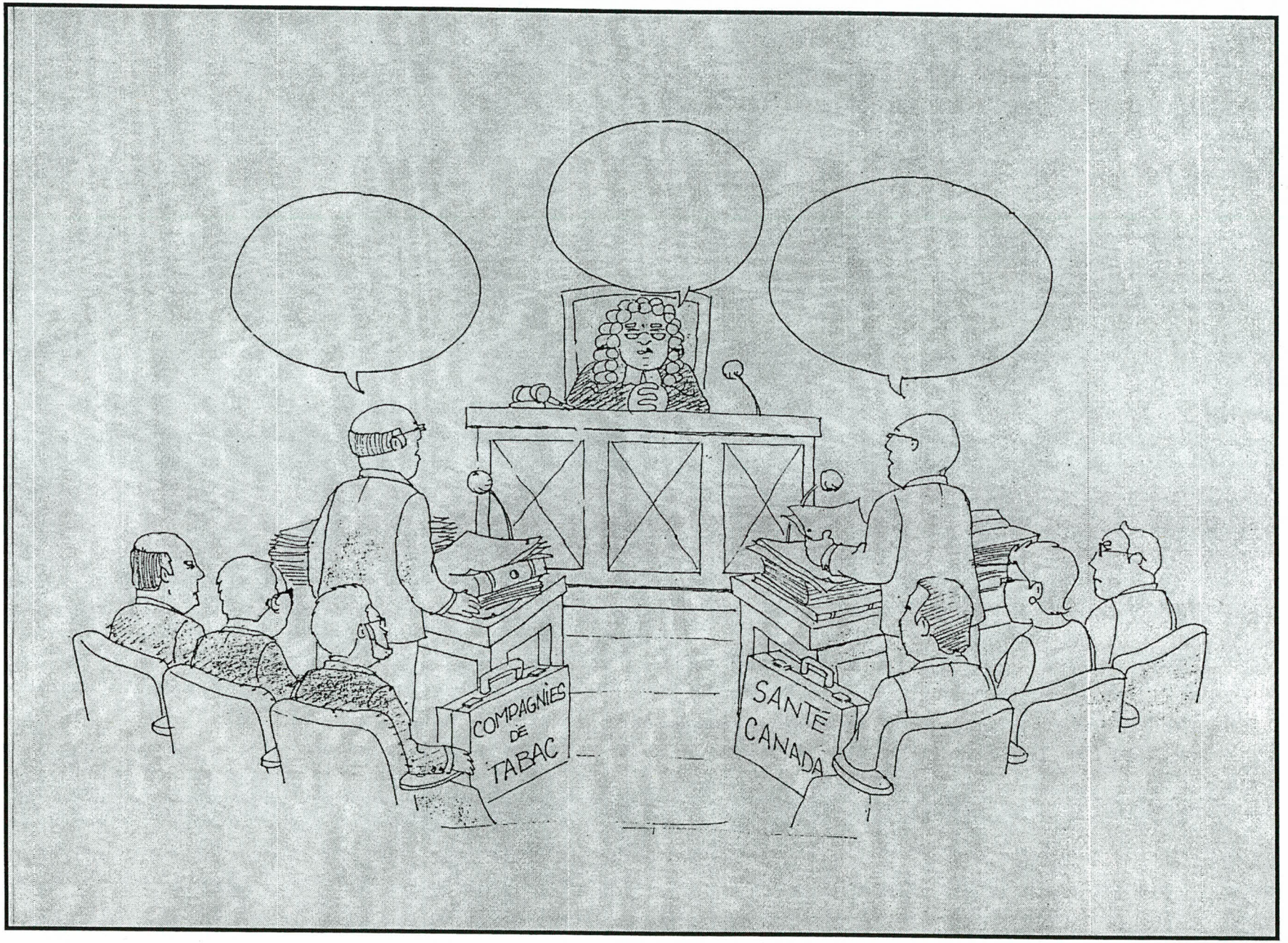
APPENDIX 2

TWO CARTOON DRAWINGS


LIGHT AND MILD SOON TO BE
REMOVED FROM CIGARETTE PACKS


LES MENTIONS LÉGÈRES ET DOUCES
SERONT BIENTÔT ENLEVÉES
DES PAQUETS DE CIGARETTES


TOBACCO COMPAGNIES
HEALTH CANADA


COMPAGNIES DE TABAC
SANTÉ CANADA

278158

ID CODE: 103 02 01 /B2

Final Report

Canadian Opinion on the Removal of L & M Labels from Cigarette Packages: A Qualitative Study with Smokers

Prepared for
HEALTH CANADA
Tobacco Control Programme
POR 02-93 H4097-02-5028

February, 2003

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APPENDIX 1 - DISCUSSION GUIDE

APPENDIX 2 - TWO CARTOON DRAWINGS

I. EXECUTIVE SUMMARY

1. Background and Methodology

Background Context

- A recent quantitative study for the Health Canada Tobacco Control Programme, on the impact of removing Light & Mild labels from cigarette packages, revealed that:
  - → most respondents believed L & M cigarettes were lighter or milder than regulars, especially L & M smokers, and only a minority believed there was no difference;
  - → most would be upset if L & M labels were removed from cigarette packages, including those unsure that L & M indicated a difference;
  - → in their cigarette selection process, more respondents used L & M labels than information on toxic substances on the package side.
- Findings led to the hypothesis that consumers would not understand L & M label removal, and would interpret this in an undesirable way.
- Thus, the Tobacco Control Programme wanted to explore this issue further, and assess the reactions of regular and L & M smokers to the removal of L & M labels. A 2-phase research plan (qualitative and quantitative) was chosen.

Purpose of the Qualitative Study

- To identify key factors relevant to communications planning, and to explore communications issues related to feelings, attitudes, and reactions to removal of L & M labels.

Methodology

- ***Number and type of sessions***: 8 focus groups were conducted from February 3-6 in 2 Canadian cities (Toronto and Montreal) with L & M and regular smokers, half of whom seriously intended to quit within the next year. All were queried along the lines of the appended discussion guide.

- ***Qualitative research*** -- works best when used as an exploratory learning tool to help understand the range and depth of reactions towards the topic under discussion at a certain point in time. However, findings are **not** quantifiable, and may or may not be representative of the population at large. It is left to the reader's judgement to evaluate the hypotheses generated from such research.

- ***The report*** -- written in respondents' own language, presents input from all 8 groups together, with any differences pointed out where relevant. For convenience, the report refers to:

  → the 4 French-speaking groups as francophones
  → the 4 English-speaking groups as anglophones
  → light or regular smokers with no intention to quit -- light or regular smokers
  → light or regular smokers with an intention to quit – light or regular intenders

2. Overview of Findings

Comparison with Previous Quantitative

- Findings from this qualitative study validate most of the results from the previous quantitative research – in 3 main ways:

  1) The majority believed L & M cigarettes were different than regular, and were lighter and milder.

     – While this study agreed they were different, a main finding revealed that the main perceived difference related more to taste and flavour than to harmfulness.

     – However, some respondents were confused about the harmfulness of L & M cigarettes, and some believed they contained less nicotine and tar.

  2) Most would be upset if L & M labels were removed from cigarette packs, including those who saw no difference.

     – Results in this study support this finding, but mainly because L & M was seen more as part of the brand name, it's removal meant either L & M brand removal from the marketplace or difficulty identifying their L & M or regular brand.

3) L & M labels were considered more important than information on toxic substance -- findings in this study agreed, mainly because:

- L & M labels indicated a flavour or taste preference and were part of the brand identity and selection process;
- information on toxic substances were difficult to compare across brands and to understand;
- L & M labels are used by some who intend to quit as an initial step in their quitting strategy.

General Overview

- Overall, health concerns did not appear to be the main reason to choose L & M brands -- reasons for choosing L & M were basically sensory -- taste and throat feel.
- Some in all groups had tried to quit smoking with varying degrees of success, only to return to what they believed was an addiction.
- The 4 main reasons why intenders of L & M and regular brands considered quitting smoking – cost, health, social unacceptability and inconvenience.
- Participants tended to view L & M or regular labels as descriptions of cigarette strength or flavour, and more as a brand identifier or part of the brand name rather than as distinctive package elements.
- Overall, the cigarette label "light" had about a dozen different interpretations to the smokers in this study – mainly referring to harmfulness, taste, and addictive aspects.
  - → (1) less tar and nicotine than regular (perceived by some in all groups, debated by regular smokers in both locations)
  - → (2) less harmful than regular (debated by regular smokers in both locations)
  - → (3) as harmful as regular (spontaneously mentioned by 3 francophone groups)
  - → (4) lighter taste (not as strong); (5) better for your throat (smoother, less harsh); (6) less tobacco taste
  - → (7) less immoral; (8) less addictive; (9) more addictive (you smoke more); (10) feel less guilty, (11) false sense of security
  - → (12) use different filter and paper
- Most anglophone and francophone respondents agreed that
  - → the meaning of L & M labels differed across brands;
  - → L & M brands differed mainly according to strength and taste;
  - → there are no norms or standards for L & M classification.

- Information on toxic substances on the side of cigarette packs evoked mixed reaction in all groups and some debate over importance – it was

  → not important because the range of numbers lacked meaning and made it difficult to compare brands, and because addiction made the figures irrelevant;

  → moderately important because it could discourage non smokers from starting, help smokers quit, and it provides ingredient information;

  → considered very important by some who intended to quit.

- Most respondents in both locations considered the L & M label more important than information on toxic substances for 3 main reasons:

  1) it helped in the cigarette brand/flavour selection process;

  2) it helped in the stop-smoking process;

  3) it helped some who smoked L & M feel better about smoking and their dependence.

  → To many in all 8 groups, the L & M label on cigarette packs bore little or no relation to information on toxins because they perceived a similar amount of chemicals in both regular and L & M cigarettes.

  → However, some in all groups felt that L & M meant "marginally" fewer toxic substances – the group dynamic seemed to influence some to shift position and minimize the toxic differences in L & M cigarettes.

  → Some in various groups believed that the amount of inhaled chemicals was lower with L & M because of the different filter and paper used.

- There was general consensus across all groups that light cigarettes differed from regular mainly because of the taste, and that the physiological dependence and harmfulness was the same.

- Awareness of the L & M health issue tended to be higher among L & M smokers and intenders than those who smoked regular brands.

  → Many L & M respondents in both locations had heard on TV news that tobacco companies had lied and that L & M were as harmful as regular cigarettes -- many agreed the L & M label was misleading.

- Most participants did not spontaneously recall an advertising campaign saying L & M cigarettes were as harmful as regular.

  → However, when probed, a majority in both Montreal L & M groups remembered a TV ad campaign, while no one in Toronto did – suggesting that the ad campaign may have had more impact in Montreal than in Toronto.

- Most participants in both locations agreed that light cigarettes are as harmful as regular -- however, equal harm meant either that smoking will kill you sooner or later, even with light cigarettes or that there were the same amount of toxic substances.

- Some who smoked regular in both locations felt lights could be more harmful because of the tendency to smoke more cigarettes – a theory which may have helped them justify staying with their regular brand.

Emotional Reactions Towards Removal

- When it came to L & M label removal, emotional reactions consistently outweighed the rational justifications across all groups.

- In both locations, there were about 8 major emotional reactions (mostly negative) towards the idea of L & M removal (presented negative first).

1) All smokers will have less choice of brands -- some people in most groups worried that label removal meant product removal (reflecting their perception of the L & M label as part of the brand identification).

2) A range of negative feelings and intensities -- upset, duped, tricked, annoyed, deceived, bitter, resentful, shocked, disappointed, angry (at themselves, the government, tobacco companies), frustrated by government interference, skepticism and mistrust.

3) Confusion over brand identification -- removal will be confusing, unsettling because smokers of L & M and regular won't know how to recognize their preferred flavour.

4) Neutral feelings, won't care because tobacco companies will make sure people recognize their brand.

5) Positive feelings – glad, pleased – HC has to tell the truth.

6) People might consider quitting.

7) Nothing will change – won't stop anyone from smoking.

8) Disinterest or apathy -- don't care.

- Participants in both locations consistently expressed the same overriding concern about the possible removal of the L & M label from cigarette packages, related to:

  → the impact on brand availability or selection – which generated feelings of annoyance, shock, upset, worry, and anger among both L & M and regular consumers.

- Smokers and intenders would undoubtedly have an easier time accepting and understanding L & M label removal if it was clear that their brand won't be removed and will remain on the shelves.

Rational Arguments For and Against L & M Removal

- There were consistent findings in both locations, and across the different smoker types – participants identified more rational arguments opposing removal than supporting it -- in fact, most participants disapproved of L & M removal, citing 6 main arguments against it, and only 3 in favour of it.

  → **6 main arguments against L & M removal**

  – (1) loss of brands in the marketplace; (2) loss of brand identification in the marketplace; (3) against the democratic process; (4) dishonest and hypocritical because cigarettes are still legal; (5) people will still smoke; and (6) the cost will probably go up.

  → **3 main arguments in favour of removal**

  – (1) L & M is misleading and deceptive and now it's time for the truth; (2) might encourage people to quit or not start smoking; and (3) it's in the government's best interests to keep us healthy.

Attitudes Towards Health and Tobacco Companies

- Attitudes towards the government and tobacco companies tended to be more negative than positive.

- For most, the feeling that **Health Canada** was going too far outweighed the legitimacy of the decision to remove the L & M label – there were 5 major negative reactions involving HC:

  1) HC is hypocritical because it knows the risks and still collects taxes

  2) HC blames tobacco companies, banning advertising while cigarettes still legal

  3) feelings of anger, stress at HC, who keeps telling smokers what to do, to a point of "harassment", while plenty of other pollutants out there

  4) HC or government has worse problems to deal with

  5) nothing will change – "we'll still smoke"

- In most groups, there was also some limited support or sympathy for HC.

  → (1) smoking driving up health care costs, cancer costs; (2) okay for HC to try to keep us healthy; (3) HC has statistics on second-hand smoke and death; and (4) HC powerless against multi-billion dollar tobacco companies.

- In contrast, support for the **tobacco companies** was generally mixed:

  → On the positive side, tobacco companies obey the law, give smokers a choice, pay enough in tax.

  → On the negative side, tobacco companies lied about the cancer-causing effects of smoking, produce a product that kills people, have no right to do false advertising, are also hypocrites, are indifferent to smokers' health and only want profits.

Communications

- When queried, people weren't really clear as to how they should be informed.

  → Most would probably pay attention to any announcement in order to find and identify their brand, rather than to learn or understand the justifications for L & M removal, which would probably be viewed as part of the continuing harassment of smokers.

  → Most respondents indicated that tobacco companies should carry the main communication responsibility, while some thought it should be up to convenience stores and others looked to the government.

3. Implications for Communications

- The majority of participants said they were expecting L & M labels to be removed, francophones more than anglophones, would not be surprised – they are all too aware of the different steps Health Canada has already taken to discourage people from smoking -- however, some said they would be both surprised and shocked, because such a decision would be going too far.

1) How would consumers interpret the removal of L & M labels, and describe their feelings

- Many consumers would interpret the removal of L & M labels in several important ways -- as

  → removal of L & M brands from the marketplace, thus seriously reducing the selection of brands;

  → removal of flavour identification, seriously impacting concerns about brand selection by regular and L & M smokers and those intending to quit;

  → loss of freedom;

  → continuing harassment by HC in their seemingly ongoing efforts to eventually ban smoking altogether;

  → the right and ethical thing to do, since it is misleading information.

- Feelings would largely be negative and hostile to HC and the government (ranging from anger and frustration, shock and cynicism) with some limited appreciation of HC's responsibilities with regard to the nation's health and health care costs.

2) What would the impact of L & M label removal be on the way smokers select their brand, on the value of the information left on the package, and on their intention to stop smoking

- The impact of L & M label removal was seen as making it impossible or extremely difficult for consumers to select their brand.

  → However, some felt certain that the tobacco companies would indeed find a way to identify their brand, as Players was already doing with Players Silver.

- The information left on the package would probably have the same or similar value as it does now, at least to current smokers.

  → Many participants had checked out this information long ago, and rarely referred to it.

  → The range of chemicals currently listed makes it difficult to discern any meaningful differences in toxic content.

  → However, there is a possibility that L & M smokers who turned to L & M as a step on the way towards quitting might refer to the toxic substance information when seeking to decrease their nicotine consumption.

- The impact of L & M removal on consumers' intention to stop smoking would likely be minimal, at least among long-term L & M smokers, because

  → Participants already knew the health risks – many had tried to quit and failed – some had given up trying.

  → While some had believed L & M were less harmful or not as toxic, they had still been unable to succeed at quitting.

  → However, in both locations there was some initial resistance by L & M smokers and intenders to the idea that L & M were as harmful as regular -- some changed their minds during the group sessions, probably because of the group influence.

    – L & M intenders already wanted to quit.

    – Like others, L & M smokers said they would smoke anyway, or find something else.

3) *Could the removal of the L & M label be credibly justified by stating that cigarettes marked L & M are just as harmful as regular cigarettes?*

- Yes -- the idea that the L & M label is misleading and deceptive was the key logical argument for removal, so it is a credible justification.

  → For example, in Montreal, most already tended to believe that L & M were equally harmful – they had seen the ad campaign and found the arguments credible – yet it did not seem to have an impact on their smoking habits.

  → Even so -- L & M removal might be an important evolution – moving equal harm from a mere tendency to a certainty.

- Even so, emotional responses tended to outweigh rational justifications among participants in this study.

- We feel that the added justification that L & M label removal might prevent young people from starting smoking – while not believable to many – seemed to have the potential to emotionally satisfy some.

  → They may or may not benefit themselves, but the idea that others could be spared from the addiction resonated in a positive way.

4) *What explanations or arguments would effectively justify removal?*

- Cigarettes labelled L & M are as harmful as regular cigarettes.
- Importance of truth in labelling – the L & M label is deceptive, harmful and misleading.
- Important for youth, and those who haven't started smoking, to encourage them not to start.

5) *What message would removal with no explanation send?*

- No explanation would probably result in

  → absolute confusion, anger, frustration – primarily at the government, because of their continuing harassment of smokers;

  → the wrong idea – that L & M brands were no longer available, and only regular cigarettes were available.

6) *To what extent do smokers believe L & M labels are misleading?*

- Currently, the misleading aspect of the L & M label is neither top of mind nor a big concern because

  → L & M labels tend to be seen as flavour identifiers by most, and in that context they are not misleading at all – most agree the L & M flavour is lighter, weaker in terms of tobacco taste, and has more air;

  → many participants (especially francophones) were in fact aware L & M cigarettes were as harmful as regulars, but had not really thought about this as misleading because all cigarettes are harmful to health (you might die one month later if you smoke L & M).

- However, even when the misleading aspect of the L & M label was cited as a primary reason to support L & M label removal – it did not seem particularly relevant to the majority in this study, including those who intended to quit.

- Therefore, the extent to which people believe that the L & M label is misleading is relevant only as part of the argument for its removal – but given a choice, most would not want the L & M label removed, misleading or not.

7) *What are the implications of communicating to consumers that the L & M labels will be removed?*

- Most smokers in this study felt powerless to do anything – they are stuck with offensive pictures and sayings on packages (which they tend to ignore).

- Most said they would find a way somehow to identify their brand of L & M or regular cigarettes – in other words – the smokers would continue to smoke, and the intenders would try to quit again as planned (or hoped).

- To avoid confusion and negative reaction, it will be important to emphasize that only the L & M labels will be removed, and that L & M cigarettes will still remain on the market.

  → It will also be helpful to explain that the L & M labels will be removed because they are misleading and deceptive, since L & M cigarettes are as harmful as regular cigarettes.

II. INTRODUCTION

1. ABOUT THIS REPORT

- In this report, input from all 8 groups are presented together.
- Any differences among respondents across the various demographic classifications—whether by language, region, or age, or by cigarette type or their intention to quit -- are pointed out where relevant.
- Note that for convenience, and in accordance with usual participant descriptions, the report refers to:

  → the 4 French-speaking groups as francophones
  → the 4 English-speaking groups as anglophones.

- In addition, for convenience, the different types of smoker are referred to as follows:

  → those with no intention to quit -- light or regular smokers
  → those with an intention to quit -- light or regular intenders.

- The report begins with an executive summary, which briefly outlines the main findings, and ends with some implications for communications.
- The report continues with the detailed findings, which presents respondents views on the removal of L & M labels and on the various topics discussed.
- Throughout the report, we use respondents' own language wherever possible, to let them speak in their own words.
- However, for easier reading, we have not used quotation marks, except for special emphasis, or to explain or clarify some perspectives.

2. BACKGROUND AND OBJECTIVES

2.1 BACKGROUND CONTEXT

- A recent quantitative study conducted for the Health Canada Tobacco Control Programme on the impact of removing L & M labels from cigarette packages revealed that:

  → a majority of respondents were convinced that mentioning light & mild made a real difference, namely that cigarettes marked this way were lighter or milder than regular cigarettes;

  → only a minority believed there was no difference;

  → the belief in a difference was especially present among L & M cigarette smokers

    - a majority of respondents would be upset if L & M labels were removed from cigarette packages, including those who did not strongly believe that the labels indicated a difference.

  → in their cigarette selection process, many more respondents thought L & M labels were more important than information describing toxic substances on the side of cigarette packages.

- Overall, the findings led to the hypothesis that an eventual removal of L & M labels would not be understood by consumers, and would be interpreted in an undesirable way.

- The Tobacco Control Programme wanted to explore this issue further, and to assess how regular and L & M smokers would react if L & M labels were removed from cigarette packages.

- A 2-phase research plan was recommended:

  → Phase 1 – a qualitative study, would examine the feelings uncovered in the earlier quantitative effort, would explore and identify the underlying beliefs, and would provide guidance on what consumers would need to know to change their feelings and attitudes.

  → The qualitative phase would provide a general framework to guide eventual communication about removing L & M labels, along with input into the phase 2 of the research plan, a quantitative study.

2.2 PURPOSE OF THE QUALITATIVE STUDY

- The purpose of this qualitative phase was to identify key factors relevant to communications planning, and to explore in-depth the following seven objectives:

  1) How would consumers

     - interpret the removal of L & M labels
     - describe their feelings

  2) What would the impact of L & M label removal be on

     - the way smokers select their brand
     - the value of the information left on the package
     - their intention to stop smoking

  3) Could the removal of L & M labels be credibly justified by stating that cigarettes marked light/mild are just as harmful as regular cigarettes?

  4) What explanations or arguments would effectively justify removal?

  5) What message would removal with no explanation send?

  6) To what extent do smokers believe L & M labels are misleading?

  7) What are the implications for communicating to consumers that the L & M labels will be removed?

3. METHODOLOGY

3.1 QUALITATIVE APPROACH

- Given the nature of the research objectives, the conventional focus group discussion method was used – with most sessions comprised of 8-10 participants.

- We believe that when conducting exploratory research, qualitative works best when used as a learning tool to help understand the range and depth of reaction to the issues at a given moment in time. Such an in-depth review of complex factors, opinions and rationales, including their emotional and psychological basis, is not possible with a quantitative survey.

- However, while the findings do provide unique insights into the perceptions and attitudes surrounding the various issues, and snapshot-in-time impressions, these are **not** quantifiable, and may or may not be representative of the population at large. It is left to the reader's judgement to evaluate the hypotheses generated from such research.

3.2 TARGET AUDIENCE

- The target groups were comprised of Canadian cigarette smokers who smoked regular, light, mild or extra light cigarettes on a daily basis – including those who had a serious intention to quit smoking within the next 12 months, and those who had no such intention.

3.3 NUMBER AND TYPE OF SESSIONS

- From February 3-6, 2003, 8 focus groups were conducted in 2 Canadian centres with a total of 68 participants aged from 16-60.

  → 4 anglophone groups in Toronto
  → 4 francophone groups in Montreal.

- In each location there was one group of

  → L & M smokers with no intention to quit (referred to as L & M or light "smokers");

  → L & M smokers with an intention to quit (referred to as L & M or light "intenders");

  → regular smokers with no intention to quit (referred to as regular "smokers");

  → regular smokers with an intention to quit (referred to as regular "intenders").

- Each session lasted from 1-2 hours, and was audio-taped.

3.4 PARTICIPANT SELECTION CRITERIA

- All participants were recruited randomly by Createc+ according to the following criteria

  → about half were male, half female;

  → age ranged from 16-60;

  → diverse range of incomes, education, ethnicity;

  → all smoked regular, mild, light or extra light cigarettes on a daily basis

    – no one was an exclusive smoker of a brand without additives or of natural tobacco;

  → half were either currently trying or seriously intending to quit smoking within the next 12 months;

  → all had at least a high school education, and no one had a post-graduate degree;

- → no one had been in a focus group over the past 2 years, and no one had ever participated in a qualitative session on a topic related to smoking or quitting smoking;

- → some standard employment categories were excluded – no one or members of their family worked for: any PR or advertising agency, any level of government, any market research or marketing firm, radio, TV or other media, any company or organization in the health sector, pharmaceutical or tobacco industry.

3.5 Participant Incentive

- As is standard practice, each respondent received $50 incentive payment to thank them for their participation

3.6 Discussion Guide

- Participants in all 8 groups were queried along the lines of the client-approved discussion guides in English and French (see appendix 1).

3.7 Moderating and Analysis

- **Mr. Grégoire Gollin** acted as the project manager, responsible for client relations, the design of the work methodology, supervision of the final report as well as overall coordination.

- **Ms. Natalie Gold** moderated the 4 anglophone groups in Toronto, prepared the detailed analysis incorporating results from all 8 groups and wrote the final report.

- **Ms. Louise Saint-Pierre** moderated the 4 francophone groups in Montreal and prepared the detailed analysis for these groups.

III. DETAILED FINDINGS

1. BRAND CHOICE

1. SWITCHING BRANDS

- Overall, health concerns did not appear to be the primary reason to choose L & M brands.
- Reasons for switching brands were basically sensory (taste and throat feel).
  - → Light smokers switched to light/mild
    - Primarily for the taste.
      - *"Je voulais quelque chose qui goûte plus léger."* (To get something tasting lighter.)
    - The effect or feel on their throat.
- Some in both locations switched to L & M as a first step on the way towards quitting.
  - → There was also some feeling that L & M were somewhat less harmful and less addictive, and had a bit less tar and nicotine – a feeling which created some controversy within various groups.
- All types of smokers in this study were sometimes influenced to switch to a particular brand by friends or family members.

TABLE: REASONS FOR SWITCHING CIGARETTE BRANDS

LIGHT/MILD SMOKERS SWITCH TO LIGHT/MILD		REGULAR SMOKERS SWITCH GENERALLY	
Smokers	**Intenders**	**Smokers**	**Intenders**
• To get something tasting lighter • Raunchy throat • Like the taste of this brand • Lower tar and nicotine • Friends • Payback for friends who smoked other brands • Own brand not available, tried something different	• Less addiction, less harmful • Less toxic -- less tar, nicotine • Less taste, smoother taste • Regular are too strong • Was told Players Light caused more cancer • Friend's brand, wife's brand	• Wanted something stronger • Kid myself, tried something lighter • To menthol	• Friend switched me • Stronger • Someone gave me a pack

2. THE INTENTION TO QUIT

- Some participants in all groups had tried to quit at different times in the past, had succeeded for various periods and then returned to smoking.
- Virtually all participants believed smoking was an addiction.
- There were 4 main reasons why intenders of light/mild and regular brands considered quitting smoking – cost, health, social unacceptability and inconvenience:
- Cost
  - → Some tried to quit 2 years ago with price hike.
- Health
  - → Some scared by TV reports.
  - → Health of child
    - One regular smoker had an asthmatic child, stopped for 3 ½ years, but moved to bigger house where he could smoke.
- Socially unacceptable, is anti-social.
- Inconvenience
  - → Can't smoke at kids' home.
  - → have to go outside when visit daughter's house, so didn't smoke
- People who had quit for a time and then returned to smoking mentioned 4 main reasons why they resumed the habit:
  1) They ate more, gained weight.
  2) The influence of friends and co-workers who smoked.
     - One man said being around the smoke "gave me headaches", and he returned to smoking, even though he had noticed a positive health difference over the 6 months he hadn't smoked.
  3) They got too irritable.
  4) To help cope with major stress and frustration.
- Note that since quitting was not the focus of this study, the issue was only touched on briefly, and not probed in depth.

2. RELEVANCE OF L & M LABELS

1. CIGARETTE PACKAGE COMPONENTS

- People in this study did not appear to emphasize L & M/regular labels, cigarette strength or flavour when initially describing cigarette package components – as if labels such as "light" or "regular" were part of the brand name or identity.

  → Therefore L & M labels tended to be perceived more as a brand identifier rather than as a distinctive package element.

- The main elements on cigarette packs described by francophones and anglophones (in order of frequency of mention) placed L & M/regular labels and strength closer to the bottom of the list than the top:

  → Warnings from Health Canada, health advisory, death sign
  → Caution re pregnancy
  → Disgusting pictures
  → Tar and nicotine content, chemical content, toxic components
  → Logos, labels, graphics
  → Brand name
  → Light or regular, strength
  → Colour
  → Little sentences, deadly calendars on back
  → Code bar

- Some regular smokers in Montreal added:

  → information on how to stop smoking with phone number.

2. THE MEANING OF LIGHT

- Overall, the cigarette label light had about a dozen different and sometimes contradictory interpretations to the smokers in this study.

  → Less tar and nicotine than regular
  → Less harmful than regular
  → As harmful as regular
  → Lighter taste (not as strong)
  → Better for your throat (smoother, less harsh)
  → Less tobacco taste
  → Less immoral
  → Less addictive,
  → More addictive (you smoke more)
  → Feel less guilty
  → False sense of security
  → Use different filter and paper

- Note that there was a perception in all groups that L & M meant less tar and nicotine than regular cigarettes

  → including the entire anglophone L & M smokers group (although some felt the difference was marginal);

  → some L & M intenders in both locations;

  → this was hotly debated by regular smokers (with no intention to quit) in both locations.

- There was also a perception in all groups that L & M was less harmful than regulars – this was also strongly debated by regular smokers (with no intention to quit) in both locations.

- However, the notion that L & M cigarettes were as harmful as regular cigarettes was spontaneously mentioned by francophones in 3 groups (both L & M and the regular smokers) -- the only anglophones who felt this way were in the regular intender group.

  → *"C'est aussi dommageable et mauvais que les marques régulières. C'est le même tabac, donc c'est les mêmes conséquences sur la santé."* (As harmful or bad as regular brand: same consequences, same tobacco.)

- Equal harm created controversy in various groups and some who thought it was less harmful in both locations changed their minds during the discussions.

- Most English and French participants thought L & M meant a lighter taste, and was better, smoother or less harsh on your throat, including many who felt regular and L & M were equally harmful – there was no controversy here.

- In most groups, there was also some feeling that L & M cigarettes were more addictive, because you need to smoke more to get the same buzz.

  → Only a few considered them less addictive.

    – *"Je fume moins de cigarettes parce qu'il faut tirer plus fort."* (We'll smoke fewer cigarettes because we'll get tired of the effort.)

3. The Meaning of L & M Across Brands

- Most anglophone and francophone respondents agreed that the meaning of L & M differed across brands.

- Participants generally agreed that L & M brands differed mainly according to strength and taste.

  → Comparative strengths differ across brands.

    – Mild in one is like regular of another brand.

- L & M means less nicotine and tar than regular, less throat irritation.

→ There's a taste difference across brands

- because of the different tobacco
- taste is how manufacturers differentiate their product
- not the same taste from one brand to another.

- Most agreed there are no norms or standards for L & M classification.

→ A Du Maurier Light is lighter than Players Light.
→ Players Light is stronger than Dunhill Regular.

- Some anglophones talked about the differences between light and mild:

→ Light and mild have many variations -- they both mean lighter taste, but each brand's light tastes different

- Light is stronger, flavourful, more toxic;
- Mild is air, not worth the effort, less harsh on lungs.

4. TOXIC SUBSTANCE INFORMATION

- Information on toxic substances on the side of cigarette packages evoked mixed reaction in all groups and some debate over importance.

- Those who felt it was <u>not important</u> said

→ the range of numbers lacked meaning and made it difficult to compare brands

- doesn't influence me – doesn't define what substances are -- .8 vs. .6, how different is that?

→ smokers don't look at it anymore -- just bar conversation

→ some in most groups said they were addicted, so they didn't care

- I read it, but still can't stop the habit.

- I don't care, but it should be listed for others.

- Those who intended to quit felt it was <u>very important</u>.

→ A few light intenders read the nicotine level when switching brands -- it made a difference.

→ Some regular intenders said knowing the health risks was a strong motivator to quit.

- Those who thought toxic substance information was moderately important thought it would

  → help discourage non smokers from starting;

  → help smokers quit:

    - *"Quand vous avez l'intention d'arrêter, c'est important".* (If you intend to stop it is important.)

  → simply provide ingredient information

    - Just like ingredients on food packages.

    - Some regular smokers in both locations wanted the whole list of ingredients.

      - *"Moi, j'aimerais ça qu'on mette la liste complète de tout ce que ça contient une cigarette".* (I would like to have the whole list of ingredients.)

      - Half of the ingredients aren't listed.

    - Some light intenders mentioned cyanide was included.

5. IMPORTANCE OF L & M LABELS ON THE PACKS

- Unlike the information on toxic substances, most participants thought the L & M labels were quite important.

  → In fact, as mentioned earlier, people tended to see them as part of the brand identifier.

- In fact, there were 3 main reasons why most respondents in both locations considered L & M labels more important than information on toxic substances – both on their own choices and those of other cigarette consumers:

  1) It helped in the cigarette selection process.

    - Helps choose my brand.

      - *"C'est plus important que la liste des substances toxiques pour choisir la marque. De toute façon, les informations sur la nicotine et le goudron sont devenues trop vagues."* (It's more important than toxic substances in choosing the brand – no one looks at substance information because it is too vague.)

    - Huge difference from regular cigarettes

      - so regular and light aren't confused.

- Important information for taste preference
  - *"Ça nous renseigne sur le goût de la cigarette".* (Helps to know about the taste.)
  - Regular too strong for some.
- Guarantee of what I'm smoking.
  - Some light smokers said they needed to know what they "inhale".

2) It helped in the stop-smoking process.

- Some regular intenders said it helped people "wean off nicotine" in their quitting process.
  - It's a step – without it, it's hard to quit.

3) It helped some who smoked L & M feel better about smoking and their dependence.

- Some L & M smokers and intenders in Toronto said they didn't know the difference between cigarettes labelled light and those labelled mild, while others thought mild had "no taste" or was equal to "air".
- To a majority of respondents in both locations, the words light/mild on cigarette packages had little or no relation to the information on toxins.

→ In fact, many anglophone and francophone respondents in all 8 groups agreed that there was a similar amount of chemicals in both regular and light cigarettes.

- *"Il n'y a pas de relation. Les cigarettes légères ont les mêmes proportions de substances toxiques que les régulières."* (No relation. L & M have the same proportion of toxic substances as regular.)
- Some had reached this conclusion after comparing the ingredients on the packages.

→ However, there were people in all groups who felt that L & M meant fewer toxic substances – but during the discussion they qualified this by saying the chemicals were "marginally" reduced.

- There is some evidence to suggest that the group dynamic played a part here, and that some respondents shifted their position somewhat to minimize the toxic differences in L & M cigarettes.
- There were some in various groups who believed that the amount of inhaled chemicals was lower with L & M cigarettes because of the different filter and paper used.

→ There was, however, general consensus across all groups that light cigarettes differed from regulars mainly because of the taste.

- Regular tastes stronger, has more of a tobacco flavour.
- Light just tastes "better" or "lighter".

6. L & M vs. Regular Cigarettes: A Comparison of 4 Aspects

- The table below provides an overview of how respondents perceived the similarities and differences between 4 aspects of regular and L & M cigarettes: the amount of toxic substances, the physiological dependence caused by smoking, the harm to health from smoking and the amount of flavour of cigarettes.

- Findings on this issue were consistent among anglophones and francophones in all but one category – the amount of toxic substances.

→ Most francophones felt that the amounts of toxic substances in L & M and regular were the same.

- *"Il n'y a aucune différence."* (No difference at all.)

→ However, some anglophone intenders thought L & M cigarettes had less tar and nicotine.

→ As mentioned earlier, in both locations, there was a shift of opinion by some respondents during the discussions regarding the harmfulness and toxicity level of L & M cigarettes – moving from less toxic to the same or a similar toxicity, or moving to "marginally" less toxic.

- *"J'ai changé d'idée depuis mais quand j'ai choisi cette marque; je pensais vraiment que c'était moins dommageable".* (I've changed my mind since but when I chose my brand, I thought it was less harmful.)

- In 2 of the remaining 3 categories – physiological dependence and harmfulness

→ Most agreed the physiological dependence was the same.

- However, some L & M respondents (smokers and intenders) in both locations thought it was worse with L & M, because you smoke more.

→ Most agreed the harmfulness was the same or similar.

- Some had shifted to this position during the discussion.

- There were people in most groups who thought L & M were more harmful either because you smoke more or because the processing made it more toxic.

  - *"Le tabac est le même; même que le processus par lequel on rend les cigarettes légères pourrait être encore plus toxique".* (The tobacco is the same but the light processing makes it more toxic.)

- In all groups, the amount of flavour emerged as the main difference between L & M and regular cigarettes.

  → This was the consensus in all 8 groups, although flavour or taste was described in slightly different terms.

  - L & M has a lighter taste I.e. better flavour (L & M respondents).
  - Regular has more flavour, stronger or harsher flavour, more tobacco flavour (across respondent categories).

TABLE: COMPARISON BETWEEN L & M VS. REGULAR CIGARETTES

LIGHT-MILD SMOKERS AND INTENDERS	REGULAR SMOKERS AND INTENDERS
Amount of toxic substances	
Anglophones • Some think less tar and nicotine in L & M • Fewer chemicals affecting taste and throat • Light less toxic, regular more toxic **Francophones**: • Most think no difference at all • Cigarettes similar for toxic substances • Tobacco is the same but the process of making it light makes it more toxic	**Anglophones + francophones** • Many say no difference • 1 mg less nicotine but really no difference • Tar is same in both • A slight difference with all brands, but overall is as harmful as regular
Physiological dependence caused by smoking	
Anglophones + francophones • Regular and L & M are same, no difference • Light smokers have the same difficulties quitting as regular smokers • You need to smoke more with L & M, so you are more dependent • Over the years, L & M creates a worse habit	**Anglophones + francophones** • Most say no difference • Don't get enough [of a tobacco hit] with lights
Harm to health from smoking	
Anglophones + francophones • Most say regular and L & M are same • Difference is minimal • Some L & M intenders say more harmful	**Anglophones + francophones** • Most say no difference • Some say smoke more with lights so more harmful • 1 mg less adds up with each cigarette
Amount of flavour of cigarette	

LIGHT-MILD SMOKERS AND INTENDERS	REGULAR SMOKERS AND INTENDERS
Anglophones + francophones • Most say regular tastes stronger, harsher, but not different • Many agree light has better flavour • Many agree regular have more flavour • With L & M, filter is perforated so you draw more air and get lighter taste (one says put scotch tape on filter to get stronger taste)	**Anglophones + francophones** • Most agree regular has more flavour • Most agree L & M tastes lighter • Tobacco taste differs according to brands • Regular uses more "perfume" in tobacco

3. CREDIBILITY OF L & M LABELS

1. AWARENESS OF L & M HEALTH ISSUE

- Awareness of the L & M health issue tended to be higher among L & M smokers and intenders than those who smoked regular cigarettes.

- Many L & M smokers and intenders in both locations had heard on TV news that tobacco companies lied when claiming L & M were less harmful and that there was no difference between the two.

  → Many agreed the L & M label was misleading.

  → A few L & M intenders in Toronto heard that light cigarettes also have a substance that causes addiction, just like regular.

- Most who smoked regular brands in both locations including some intenders recalled no specific news from TV.

  → Some regular intenders in Toronto had heard L & M and regular cigarettes were equally harmful, but not sure whether on TV or in the newspaper.

  → Several francophones heard about the idea of removing the labels from cigarette packages.

  → One francophone remembered a movie with Al Pacino on the subject.

2. ADVERTISING RECALL OF L & M CAMPAIGN

- Most participants did not spontaneously recall an advertising campaign saying L & M cigarettes were as harmful as regular cigarettes.

- However, the majority of both L & M groups in Montreal remembered a TV ad campaign "light poison does not exist" when mentioned by a participant and agreed.

  → *"It's true, no matter what you smoke there are bad effects anyway. No poison can be light."*

- Among the regular francophone groups, some had only a vague memory of the TV ad campaign and could not understand the intended message.

- No one in the 4 Toronto groups recalled any TV ad campaign about the harmfulness of L & M cigarettes.

- Ad campaign awareness in Montreal may explain why francophones in this study tended to view L & M cigarettes as harmful as regular, while anglophones lacked this tendency.

3. PERCEPTIONS OF HARMFULNESS

- There was a general consensus among most participants in both locations that light cigarettes are as harmful as regular.

- However, equal harm generally meant.

  → Smoking will kill you sooner or later, even with light cigarettes.

  - Lights aren't less harmful – I'll get cancer as much, almost the same risk.
  - Once nicotine builds up in your body, it makes no difference.
  - 2 lights equals 1 regular cigarette, to get the strength of the nicotine – you smoke more.
  - Same tobacco -- a herb is a herb.

  → Same amount of toxic substances.

- Some L & M participants in both locations had initially believed L & M were less harmful, but changed their opinion, either within the groups or beforehand.

  → *"I've changed my mind since, but when I chose my brand, I thought it was less harmful."*

- However, even after discussion, there were still some who smoked L & M cigarettes in both locations who thought L & Ms were slightly less harmful.

  → You intake less nicotine and tar per cigarette.

  - Easier on lungs.
  - There is more air going through.

  → A few thought mild cigarettes were marginally less harmful.

- Some who smoked regular in both locations felt lights could be more harmful because light smokers tend to smoke more cigarettes.

  → This possibly helped them justify staying with their regular brand.

4. L & M LABELS REMOVAL

- As part of a projective exercise, participants were presented with 2 different cartoon drawings (see appendix 2) and asked to interpret the situations.

  → TV announcement scenario about L & M removal from cigarette packs.
  → Courtroom scenario, showing Health Canada vs. tobacco companies.

1. REACTION TO PROJECTIVE TESTS

The TV Announcement Test

- Some consistency in response across groups and locations.
- Emotional reactions (mostly negative) far outweighed the rational justifications (mostly positive) for label removal.
- Some respondents in most groups worried that label removal meant product removal.

  → As mentioned earlier, people tended to perceive L & M labels as part of the brand identifier.

- There were about 8 major reactions in both locations towards the idea of removal – some positive, some negative (presented in order of importance).

  1) All smokers will have less choice of brands.

     - All cigarettes will be regular strength.
       - Cigarette packs will be less expensive to print.
     - Won't know which brand to choose.
       - Hard to find my brand.
       - *"Je serais perdu ne sachant pas quelle marque acheter!"* (I'll be lost not knowing which brand buy!)
       - Will stock up on current brand

  2) People might consider quitting.

     - *"Ça pourrait être bon pour ne pas inciter les gens à fumer".* (Good for discouraging people from smoking.)

3) A range of negative feelings and intensities:

- Upset, duped, tricked, annoyed, deceived, bitter, resentful, shocked, disappointed.
  - *"Je serais fâché".* (Will be shocked)
- Angry at themselves, angry at the government, angry at tobacco companies, frustrated at more government interference.
- Skeptical – we never know the truth.

4) Removal will be confusing, unsettling.

- People might smoke regular by mistake.

5) Nothing will change – won't stop anyone from smoking.

- *"C'est un faux débat. Ça ne va rien changer du tout."* (It is a false debate. It will not change anything.)

6) Neutral feelings, won't care because

- Tobacco companies will make sure people recognize their brand.
  - *"Les compagnies de tabac vont trouver un autre moyen pour identifier les cigarettes légères."* (Tobacco companies will do something else to identify L & M cigarettes.)
- people will want more information

7) Positive feelings – glad, pleased.

- They have to tell the truth.
  - *"Meilleure information pour les gens qui voudraient arrêter de fumer".* (Better information for people who want to stop smoking.)
- Good for our children.

8) Disinterest or apathy -- don't care.

- Attitudes towards the government tended to be more negative than positive.

→ Just another anti-smoking ploy.

→ Annoyed at the money spent on ad campaign by the government.

- *"C'est une perte d'argent, l'argent de nos taxes".* (Waste of money, money from our taxes)

→ Government should prohibit sale of tobacco.

→ Smokers cost to healthcare equals cost of campaign.

- Attitude towards tobacco companies also tended to be negative.
  - → Anger at fraud, rip-off, robbery.
  - → Not respected, used ploys to get me addicted.
  - → Are forced to be more upfront.
  - → They add addictive material.

TABLE: TV ANNOUNCEMENT OF L & M REMOVAL

LIGHT-MILD SMOKERS		REGULAR SMOKERS	
No intention to quit	**Intention to quit**	**No intention to quit**	**Intention to quit**
If smokers	**If smokers**	**If smokers**	**If smokers**
• Less choice • Less complicated to buy cigarettes because fewer brands • Need to try all brands now • Think about quitting with loss of usual brand • Frustrated to lose usual brand • Duped us again, not a good feeling, annoyed • Naïve if thought lights were less harmful – will be bitter, resentful • "l'arnaque du siècle" – fraud, rip-off, robbery • Angry at themselves for being so stupid • Won't discourage smokers • Will want more information	• Protests, "they can't do that!" • How will he know his own brand? • Decide to stock up • "might as well quit" • Shocked, think people will smoke regular by mistake, cause more harm • It will be confusing • "déstabilisée" (disorienting) • Man is frustrated, not the gov't again! • Don't care – figure tobacco co's will make sure people recognize brand • How much money will the gov't spend on this -- nothing will change • He knows that we never know the truth (skeptical)	• All cigarettes will be regular strength now • Man upset, what's he going to be paying for • I will have a bad reaction because it will be difficult to find my own brand (feel disappointment) • Cigarette packs will be less expensive to print (because no light or mild) • Woman looks at husband, implies time to quit • It's about time, they have to tell the truth • Won't change anything	• If light smokers, they might think about quitting • Light smokers will feel deceived • Tobacco companies have deceived us • Angry, l & m smoking friends have been deceived by tobacco companies • Good for our children • Pleased because it wasn't true • Zap – change the channel (apathetic)

LIGHT-MILD SMOKERS		REGULAR SMOKERS	
No intention to quit	**Intention to quit**	**No intention to quit**	**Intention to quit**
General • Just another anti-smoking ploy • Cigarette co's will have to "fess up" now – can't hide behind light label • Large cigarette co's not respected, used lots of ploys to get me addicted when younger • Co's won't do this unless forced	**If non-smokers** • Not their concern, they don't care	**General** • Cigarettes cause disease, smokers cost to healthcare equals cost of these ads	**General** • Gov't is forcing tobacco co's to be more upfront about cigarettes – convince us they cause cancer • Gov't should prohibit sale of tobacco • A few heard that cigarette co's add addictive material • Roll your own less harmful because tobacco is purer, less addictive
If non-smokers • Don't care • Jump for joy, are so judgmental		**If non-smokers** • Don't care • Too much money spent on this (advertising)	**If non-smokers** (no perception of non-smokers)

The Courtroom Dispute Test

- Similar to the TV announcement scenario, response to the courtroom "battle" was fairly consistent in both locations and among the all smoker types.
- For most, the feeling that HC was going too far outweighed the legitimacy of the decision to remove the L & M label.
- Most reaction involving **Health Canada** had a negative emotional tone, with 5 major themes emerging:

  1) HC is hypocritical

     - Bending to public pressure, especially by non-smokers.
     - Is really trying to ban smoking.
     - Knows the health risks of smoking
       - Cancer
       - Second-hand smoke causes asthma.
     - BUT collects taxes on cigarette money.

2) HC blames tobacco companies.

- Bans cigarette advertising.
- BUT keeps cigarettes legal.
- BUT no similar restrictions on alcohol.
  - They should put these labels on liquor.
  - alcohol equally harmful to health, along with obesity

3) Feelings of anger, stress at HC.

- HC keeps "butting in" -- keeps trying to tell us what to do.
- Tells us where we can smoke.
  - If cigarettes legal, government must let us smoke somewhere.
- Blames everything on cigarettes.
  - Not okay to force tobacco companies to put gross messages on packs.
- Adults should be allowed to smoke – stress causes more illness.

4) HC or government has worse problems to deal with

- health care a mess;
- other things more harmful than smoking
  - pollution, acid rain, exhaust fumes.

5) Nothing will change.

- We'll still smoke.
- Money will still go to HC.

- There was also some limited support or sympathy for **Health Canada** in most groups.

→ Smoking driving up health care costs, cancer costs, from the effects of nicotine.

→ Okay for HC to try to keep us healthy.

→ HC has statistics on second-hand smoke and death.

→ HC feels powerless to get rid of multi-billion dollar tobacco companies.

→ Tell us what else is in cigarettes – what additives.

→ "They're all non-smokers at Health Canada."

- In contrast, support for the **tobacco companies** was generally mixed, with slightly more positive support than criticism:

  → On the positive side, tobacco companies

  - Obey the law.
    - As long as it's legal, have a right to advertise and identify their products the way they want.
    - Justified in complaints about no advertising, while they sponsor cultural events.
  - Give smokers a choice.
  - Pay enough in tax.
  - Only claimed L & M tastes good and are "cooler".
  - Say HC labels makes it hard to read brand name.
  - Say people can live to 90 with smoking.

  → On the negative side, tobacco companies

  - Lied, said smoking didn't cause cancer, when it did.
  - Are hassled by HC because their product kills people.
  - Have no right to do false advertising.
  - Are also hypocrites.
  - Indifferent to health of smokers, want only money, their profits.

TABLE: COURTROOM DISPUTE: HC VS TOBACCO COMPANIES

LIGHT-MILD SMOKERS		REGULAR SMOKERS	
No intention to quit	**Intention to quit**	**No intention to quit**	**Intention to quit**
Health Canada	**Health Canada**	**Health Canada**	**Health Canada**
• Claims equal toxins • Gov't now bending to public pressure – very hypocritical • Gets $4 in tax per pack • We should sue gov't for making money off cigs and leaving them on the market when they know the dangers • Stopped cig ads, so knew it was wrong, but still making money • Blames tobacco co's for making cigs, yet nicotine legal, but no such limits on alcohol producers • HC has more problems than tobacco co's, health care a mess • Smoking driving up health care costs, cancer care from nicotine	• Argues bad effects of cigs, cancer • L & M misleads kids, less harmful • Non-smokers want to stop cigs, second- hand smoke, causes asthma • Smokers pissed off with HC butting in • HC blames health care costs on cigs • Makes tax $ on cigs • Trying to take product name away • Hassles tobacco co's for making cigs sound less harmful • Feels discouraged, powerless to get rid of multi-billion $ tobacco co's • No smokers at HC	• Says l & m harmful • Is under public pressure to have anti-smoking laws, but still makes money on cigs • Gets cigarette taxes • Wants tobacco co's out of business, but they get money out of cigarette taxes • Tells us where we can smoke • Blames everything on cigs • Blames tobacco co's for health care costs • Adults should be allowed to smoke, stress causes more illness • They can raise price to $15/pack, we'll still smoke	• Has to prove it is false advertising • HC really trying to ban smoking • Trying to tell us what to do – don't like that • If selling cigs, gov't must let us smoke somewhere • They should put these labels on liquor • Okay for HC to try to keep us healthy – not okay to force tobacco co's to put gross messages on packs

LIGHT-MILD SMOKERS		REGULAR SMOKERS	
No intention to quit	**Intention to quit**	**No intention to quit**	**Intention to quit**
Tobacco co's • Have a right to advertise products • Pay enough in tax • Say labels provide variety of tastes • It's a smokers choice, we'll keep the law • Co's only claimed lights taste good and are cooler • Us co's lied – said smoking didn't cause cancer when it did	**Tobacco co's** • Cigs not as harmful • People live till 90 with smoking • Lcbo caters to drinkers, HC should cater to smokers • Have to please HC • Always hassled by HC, their product kills people • Want their profits	**Tobacco co's** • Says l/m not harmful • Tobacco guy is dumbfounded at HC statistics on second-hand smoke and death	**Tobacco co's** • Have no right to do false advertising • Indifferent to health of smokers, want only money • As long as its legal, should be able to advertise • Say a legal product and we can identify it as we want • Say with labelling from HC, you can't read brand name • Justified in complaints about no advertising, while they sponsor cultural events
Both/neither • HC and tobacco co's both hypocrites – alcohol kills more, gov't doesn't handle pollutants well • In us, obesity seen as biggest killer – other things more dangerous • Cigs around for ages, health scare recent	**Both/neither** • Both must work together • To avoid bootlegging, keep cigs legal • Won't change reality, smokers will smoke, the $ will go to HC • Exhaust fumes, acid rain just as bad • Who's asking what Canadians want?		**Both/neither** • Age-old battle (gov't vs. Tobacco co's) • What's in cigs, the additives? • Tell us the type of paper, filters used (fibreglass, cotton) not just the tobacco • What chemicals are used in menthol cigs?

2. PERSONAL REACTION IF L & M LABELS REMOVED

- Participants in both locations consistently expressed one main concern about the possible removal of the L & M labels from cigarette packages, related to:

  → The impact on brand availability or selection – which generated feelings of annoyance, shock, upset, worry, anger among both L & M and regular consumers.

    - What brand would L & M consumers buy?
    - Will my brand be removed from the marketplace?
    - Will I have to change my brand?
    - Regular and L & M consumers don't want trial and error trying to find their brand.
      - Costly to risk wrong buy.
      - L & M consumers worry might buy regular by mistake.
    - Need to find another way to identify L & M.
      - L & M describes flavour too – need new words.

- Some expressed optimism

  → Tobacco companies will do something else to identify L & M.

    - They should do it themselves, and not waste taxpayer money.

  → It won't change anything.

    - People will get used to it.
    - I'll find my brand anyway.

  → HC won't remove it – they would lose too much money.

  → Maybe light smokers will quit smoking.

- People who currently smoke would undoubtedly have an easier time accepting and understanding L & M labels removal if it was clear that their brand won't be removed and will remain on the shelves

- The following table provides a quick overview of responses

TABLE: PERSONAL REACTION TO REMOVAL OF L & M LABELS

LIGHT-MILD SMOKERS		REGULAR SMOKERS	
No intention to quit	**Intention to quit**	**No intention to quit**	**Intention to quit**
Concerns • Lost about what brand to buy – annoyed • Shocked • Will have to change my brand • Don't want trial and error to find my brand, would just be more money for tobacco co's **Optimism** • Tobacco co's will tell us in another way, like colours, pictures **Neutral feelings** • Wouldn't concern me • It's written in law what they can put on the package	**Concerns** • Would be upset -- need something else to tell me its light/mild • Wouldn't like it, might buy regular – too strong • Too costly to risk wrong buy **Optimism** • Won't change anything • I'll find my brand anyway • Will get used to it • HC won't remove it – lose too much money **Neutral feelings** • Don't care, call it by a colour, like Players silver • Wouldn't care, just poke holes in filter • Wouldn't care	**Optimism** • Won't change anything • Tobacco co's will do something else to identify l & m cigarettes. • Tobacco co's should remove l & m themselves, and not waste taxpayers' money **Neutral feelings** • Removal would make no difference • Why is it such a big issue now?	**Concerns** • Need to describe product some other way, can't just buy blind • Some light cigarette smokers will be angry when they learn the tobacco co's lied all this time • L & M describes flavour too – need new words • Hard to find a light if store's out of my brand • Should show less nicotine in light cigarettes • HC just pressured by anti-tobacco lobby **Optimism** • Won't change anything -- light cigarettes will remain on the market • Maybe light cigarette smokers will quit smoking

3. Perceived Pros and Cons of L & M Label Removal

- There were consistent findings in both locations and across the different smoker types – participants identified more arguments opposing removal than supporting it.

  → In fact, most participants tended to disapprove of L & M removal.

- Participants cited **3 main arguments in favour of removal.**

  L & M is misleading and deceptive and now it's time for the truth, encourage people to quit or not start smoking, and it's in the government's best interests to keep us healthy:

  1) L & M misleading, deceptive – now it's time to tell the truth.
     - No clear definition of light or mild.
     - Light cigarettes are harmful.
     - *"Parce qu'il y a encore beaucoup de gens qui pensent que c'est moins dommageable".* (Because a lot or people think it is less harmful)
     - A cigarette is a cigarette – no healthy cigarettes.
     - Proper labelling is the right thing to do.
       - All are bad, all cause cancer.
     - Stop false advertising.
  2) Encourage people to quit or not start smoking.
     - Encourage people to think about effects of smoking.
     - Cigarettes will be less appealing to the young.
  3) In the government's interests to keep us healthy.
     - Gives us confidence in Health Canada *("they can force powerful tobacco companies to come to heel")*.
     - Help control health care costs re cancer.

- Participants identified **6 main arguments against removal**, including: loss of brand identification in the marketplace, loss of brands in the marketplace, against the democratic process, dishonest and hypocritical because cigarettes are still legal, people will still smoke and the cost will probably go up.

1) Loss of brand identification in marketplace

   - People won't recognize their brand.
   - Won't know what they're smoking.
   - Won't know what flavour they're buying.
     - Young people might buy regular by mistake.
   - Won't know what to smoke if they're trying to taper off.
   - People will be confused.
   - What will they do to replace these labels?

2) Loss of brands in marketplace

   - Smokers will lose choice of brand.
   - L & M cigarettes could disappear.
   - Companies could only have one brand each.

3) Against democratic process

   - Takes away our freedom.
     - *"Ça brime notre liberté de choisir".* (We lose our freedom of choice)
   - Against freedom of information rights.
   - We have a right to know what we're buying.
   - Tobacco companies have the right to identify their products.
   - Smokers have no rights anymore.
     - *"C'est la guerre contre les fumeurs".* (There is a war against smokers)

4) Dishonest, hypocritical, because cigarettes still legal

   - *"C'est malhonnête car le produit, lui, va rester sur le marché".* (It is dishonest because light cigarettes will remain on the market.)
   - Government is trying to "cover their ass," convince some to quit, but still making money.
   - Government really wants to ban cigarettes, a legal substance, and is just harassing smokers.
   - Just appeasing non-smokers.
   - Looks good during election campaign.

5) Nothing will change, people will still smoke.

   - No one will quit because of this – they'll find something else to smoke instead.
   - *"Ça ne changerait rien au niveau de la consommation".* (Will not change anything about consumption)

6) Will probably raise the cost of cigarettes to compensate for the inconvenience.

- The following table provides an overview of the arguments pro and con.

TABLE: ARGUMENTS FOR AND AGAINST L & M REMOVAL

LIGHT-MILD SMOKERS		REGULAR SMOKERS	
No intention to quit	**Intention to quit**	**No intention to quit**	**Intention to quit**
Arguments in favour of removing L & M labels			
• Misleading • Honesty with consumers • No clear definition of light or mild • The right thing to do, cigarettes should be properly labelled • There's no difference: a cigarette is a cigarette • Encourage people not to start or to stop smoking • Encourage people to think about the effects of smoking • It's the gov't's interest to keep us healthy	• Misleading to a new generation of youth • Telling the truth • Encourage people not to start or to stop smoking • Encourage people to think about the effects of smoking	• Misleading • Give everyone the truth • Stop false advertising • Both types harmful • Cigarettes will be less appealing to the young • Might encourage some light smokers to think	• Misleading • Re-establishes the truth that lights are harmful • Deceptive • Stop notion of healthy cigarettes • All cigs are bad, cause cancer • Some people might quit smoking • Will stop people from trying l & m • Gives us confidence in HC that they can force powerful tobacco co's to come to heel

LIGHT-MILD SMOKERS		REGULAR SMOKERS	
No intention to quit	**Intention to quit**	**No intention to quit**	**Intention to quit**
• Better information for those who want to quit • To control health care for cancer			
Arguments against removing L & M labels			
• People won't know the difference, won't recognize their brand • People have a right to know what they smoke • People have a right to choose • Takes away our freedom • Tobacco co's have right to name their product • Gov't just trying to cover their ass, get some to quit, but still make money • Gov't really wants to ban cigarettes • Just appeasing non-smokers • Changing packages will increase the price of the pack again • Won't accomplish anything • Smokers will smoke anyway, they list ingredients, we still smoke • People will find something else to smoke instead	• Smokers losing choice of cigarette brands • Harder to find lighter, less toxic brands • Youth may pick a stronger brand, since they won't know the difference • Against freedom of information rights • We have a right to know what we are buying • Smokers have no rights anymore • Might jeopardize tobacco co's (jobs) • Law won't get anyone to quit • Won't change anything • Smokers will still smoke	• Companies could only have one brand each • More costly for companies to come up with new packages, and cost will be passed on to us • Will probably raise price of cigarettes to compensate for the inconvenience • Waste of our tax money • Won't change anything • Smokers will still smoke	• People won't know what flavour they're buying • Will confuse people at first • People won't know what to smoke if they want to taper off • Against democratic process • Dishonest, because light cigs will remain on the market • Tobacco co's have the right to identify their product • Just looks good during election campaign • Like prohibition, people want what they are told isn't good for them • Won't change anything

4. PREFERRED COMMUNICATION METHODS ON L & M REMOVAL

- Participants were asked how they would like to be informed about any decision to remove the L & M label from cigarette packages.

- Overall, people weren't really clear how they should be informed – in fact, there was still some confusion about how L & M removal would effect the number of brands on the market, as illustrated by the following remark by one woman.

  → *"If they argue light and regular are the same, then there should be only one type of cigarette manufactured."*

- Most respondents in this study would probably pay attention to any announcement in order to learn clues on how to find and identify their favourite brands, rather than to learn or understand the justifications for L & M removal, which is likely to be ultimately seen as

  → continuing harassment of smokers.

- Most respondents indicated that tobacco companies should carry the main communication responsibility, while some thought it should be up to convenience stores and others looked to the government. Tobacco companies should:

  → handle their own brands, and distinguish L & M by colour code or signs, number code, notes on flavour, different package shapes or a conversion chart showing old and new labels.

  → They should use media ads, or have a TV campaign to "tell us that mild means nothing".

    - Need an ad campaign by the tobacco companies to tell us the colour or number code, that their advertising the same taste, new package.

    - If every brand has its own colour codes, it will be too confusing.

      - Colour codes are the same as putting L & M on packages.

    - Association of Tobacco Companies should have standard colours or signs for light.

    - Packages would have to have information on the old and new labels, or a conversion chart, or else it'll take weeks to find our brand.

  → It's up to sales reps to tell stores and the public how to differentiate.

- Convenience stores should:

  → have a conversion chart, with the former name and new name;

  → display signs for 2 weeks, until we get used to it;

  → person at the store should be able to tell me.

- Government

  → Even if it's a negative message, the government should inform us by announcements on TV, and tell us how to differentiate.

    - It defeats the government's purpose to tell us how to find L & M.

    - PM should make a speech.

- Some also felt that both the government and the tobacco companies needed to advertise.

  → The government's message should be that L & M are the same.

  → The tobacco company should look after new packaging.

5. Expected Decision on Removal Issue

- The majority of participants said they were expecting L & M labels to be removed -- francophones more than anglophones.

- Most would not be surprised at all – they are all too aware of the different steps Health Canada has already taken to discourage people from smoking – and feel that the last thing will be making tobacco an illegal substance.

  → Not surprising at all, there's a war against smokers.

  → We were expecting it, sooner or later.

- Some said they would be both surprised and shocked, because such a decision would be going too far.

6. MESSAGES FOR HEALTH CANADA

- The following table sums up people's closing thoughts, which felt mostly into the disapproval category, with many concerns about ranged from approval to disapproval.

TABLE: PARTICIPANTS' CONCLUDING COMMENTS

LIGHT-MILD SMOKERS		REGULAR SMOKERS	
No intention to quit	**Intention to quit**	**No intention to quit**	**Intention to quit**
Approval • Tell the truth • "Santé Canada fait bien; ils doivent informer la population". (Health Canada is doing great, they have to inform the population) • They have to do it, it's ethical, against lies, we like the truth to be told **Disapproval** • Take a cut of tobacco profits for health care • Leave it alone, let us smoke • "Au lieu de faire ça, le gouvernement serait bien mieux d'informer les non fumeurs." (go inform the non-smokers instead)	**Disapproval** • Don't change it • If you change it, make no more changes in future, no more threats • Why just stop at labels, why not outlaw it • It's my body, my life, so leave me alone – I work for my money • Stop smoking, gain weight, they'll both kill you • Tobacco companies will do something different to avoid losing customers • Waste of money, just to do the TV advertising, invest the money instead	**Disapproval** • Just go ahead and get it over with • Almost all say waste of money • How can they spend this when they are closing hospitals • Health Canada only wants to project a good image in the media. • Health Canada is hypocritical -- if cigarettes are harmful, remove all tobacco from the market • Health Canada does not have a good and a clear intention with this law (not sincere) • It will only buy peace for the next two years	**Approval** • I applaud them **Disapproval** • Replace light/mild with some other label • Have universal clear code – strong package colours to signify strong cigarettes • Tell us which are stronger • Establish more "quit smoking" clinics instead

APPENDIX 1

DISCUSSION GUIDE

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Project: 574-044
February, 2003

DISCUSSION GUIDE
* L & M Descriptors *

1. INTRODUCTION (5 minutes)

***Project Purpose**: to explore attitudes towards **the idea of removing current L & M descriptors on cigarette packages** -- and to identify key factors relevant to communications planning.*

This initial stage of the discussion is to establish a level of confidence and a rapport between the moderator and participants. Respondents are informed of the objective of the discussion and what is expected of them.

GUIDELINES

- Word of welcome and introduction of moderator
- Objectives of the research: *"To gather your opinions, impressions and suggestions as consumers, on **some aspects related to cigarette packaging**. I would like your feedback on what you think and also what you feel. There are no right or wrong answers. All opinions are acceptable."*
- Confidentiality: *"All your answers will remain confidential. Your name will not be included in the report or mentioned to anyone and your opinions will be combined with those of other participants and will help us understand consumers' views on some aspects of current cigarette packaging."*
- Role of moderator / client observing discussion / recording
- Neutrality and independence of moderator (*does not work for the government, advertiser, cigarette manufacturer or packaging firm*).
- Role of participants

- Duration: about 2 hours
- Are there any questions?

GO-AROUND

- Given name
- Brief description of current job
- Choice of some personal information –who lives at your home?
    - Married/single, number of children, ages of all children

2. SMOKING HABITS (10 minutes)

Go around

1. What is your **regular brand** of cigarettes?
2. Have you **always** smoked this brand?
    - What was your **previous** regular brand?
    - Why did you **switch** to another brand? What brand did you choose, and why? (Probe respondents who switched from a **regular to a light** brand)
3. **(No intention to quit groups) LD1, R1:** Wednesday Feb 3 (5:30, 7:30)
   Are you thinking about quitting smoking?
4. **(Intention to quit groups) LD2, R2:** Tuesday Feb 4 (5:30, 7:30)
   Have you ever tried to quit smoking? When was the last time?

3. RELEVANCE OF LIGHT DESCRIPTOR (20 minutes)

1. Could you **describe the main elements** found on cigarette packages? Any others?
2. **Questionnaire**
    - **Ask respondents** to complete the set of sentences in writing – on a form to be collected, then probe (go-around) all at once for each respondent.
3. What do you think the term "Light" means on some brands of cigarettes?

4. How important is _____ for consumers / for you:

   → information on **toxic substances** on the side panel?
   → The words **"Light" or "Mild"** on the packages?

   - How would you describe the influence of this information on consumers?

   → On your own choices?

   - What is **more important** for you:

   → information on toxic substances on the side panel
   → or the words Light or Mild? Why?

5. Is there a relation between information on toxic substances and the words Light and Mild?

6. How **different** are Light cigarettes from those without the word "Light" on the package?

7. How are these 2 types of cigarettes **similar**? How are they different? (Probe)

   - amount of toxic substances,
   - physiological dependence caused by smoking
   - harm to health caused by smoking
   - amount of flavour of the cigarette

8. Do the words Light and Mild mean the **same thing for all brands**?

   - Do they reflect norms, standards?

4. CREDIBILITY OF LIGHT DESCRIPTOR (10 minutes)

1. Can you recall any **news, media coverage** or past **advertising** about Light and Mild cigarettes? What do you recall?

2. Do you recall any advertising saying that Light and Mild cigarettes are as **harmful as regular** cigarettes?

   - What do you think of this statement?

3. How much do you agree that cigarettes labelled "Light" are <u>less harmful</u> to health than regular cigarettes? Why/Why not?

5. REMOVAL OF LIGHT DESCRIPTORS (35 minutes)

Note to Moderator:

This projective test's sole purpose is to facilitate the expressions of views, feelings surrounding the idea of removing any Light & Mild descriptors from the packaging of cigarettes. The results are derived from the similarity of interpretations across groups rather than through individual expression.

Guidelines: *I am going to show you a series of drawings, like cartoons. These drawings illustrate a situation. I want you to use your imagination to describe what is happening, to give life, words, reactions and emotions to the images. Please keep your reactions to yourself before we discuss them – we will take a few moments to look them over and then we'll talk about them.*

1) Show the drawing.
2) Position the story. All stories are related to L & M removal.
3) Probe and encourage group interpretations.
4) Go further into specific information relation to the objectives.
5) Wait 30 seconds before starting discussion.

FOR EACH STORY (5 minutes), ASK:

→ Interpretation of the situation: What is happening?
→ What is being said?
→ What do the characters feel? What are they thinking?

1

A man and a woman (couple) around age 40 watching TV (large screen). On the screen, we can see a pack of cigarettes and read the headline: Light and Mild soon to be removed from cigarette packs. A balloon above the head of both characters.

2

In court, a judge in the background, Health Canada on one side and the tobacco industry on the other. We can see piles of documents on the tables. A balloon above the head of the judge, HC representative and industry representative.

1. Personally, how would you react if the words **Light and Mild were removed** from the cigarette packages (**LD1, LD2:** you currently buy) / (**R1, R2:** that are sold)? (Probe feelings)

2. Why would a law oblige cigarette manufacturers to remove Light and Mild from cigarette packaging? What would the **arguments be** . . . (use flip-chart)

- **in favour** of removing these words?
- **against** removing these words?

3. Do you have any **concerns or questions** about the removal of Light and Mild from cigarette packaging? (probe well)

4. If Light & Mild were to be removed from cigarette packages, how would you **like to be informed**? What would you want to be told? What would you want to know?

5. Would removing the words Light and Mild be...

   - a **total surprise** for you?
   - or were you **expecting it** to happen sooner or later?

6. Would you **approve or disapprove** of a decision by the GoC to ask cigarette manufacturers to remove the words Light & Mild from cigarette packaging? Why/Why not?

   - **What would you say to Health Canada** if you were asked for your opinion?

6. END OF DISCUSSION (5 minutes)

1. Do you have any suggestions to make, or comments you would like to add?

THANK AND CONCLUDE

QUESTIONNAIRE 1

A) The best thing about cigarettes labelled "Light" is:

_____

B) The most annoying thing about cigarettes labelled "Light" is:

_____

C) I would convince people who smoke regular cigarettes to switch to cigarettes labelled "Light" by saying...

_____

D) I would discourage people who smoke regular cigarettes to switch to cigarettes labelled "Light" by saying...

_____

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Projet : 574-044
Février 2003

GUIDE DE DISCUSSION
* Mentions L & D *

1. INTRODUCTION (5 minutes)

***Objectif de l'étude**: explorer les attitudes envers **l'idée d'éliminer les mentions actuelles L & D des emballages de cigarettes** -- et pour identifier les facteurs pertinents pour la communication.*

Cette première partie de l'entretien consiste à détendre l'atmosphère et créer un climat de confiance entre l'animateur et les participants. C'est à ce moment que l'animateur informe les participants sur les objectifs de la discussion et précise ses attentes à leur égard.

CONSIGNES

- Bienvenue et introduction de l'animateur
- Objectifs de l'étude*: « Obtenir vos opinions, impressions et suggestions en tant que consommateurs sur **divers aspects reliés à l'emballage des cigarettes**. J'aimerais avoir vos réactions sur ce que vous pensez et également sur ce que vous ressentez. Il n'y a pas de bonnes ou de mauvaises réponses. C'est une question d'opinion. Toutes les opinions sont acceptables. »*
- Confidentialité: *« Toutes vos réponses demeurent confidentielles. Votre nom ne sera transmis à personne et vos points de vue seront combinés avec ceux des autres participants afin de nous aider à comprendre les points de vue des consommateurs sur divers aspects de l'emballage actuel des cigarettes. »*
- Rôle de l'animateur / observation / enregistrement
- Neutralité et indépendance de l'animateur (ne travaille pas pour le gouvernement, un annonceur, un fabricant de cigarettes ou une firme d'emballage).
- Rôle des participants

- Durée : environ 2 heures

- Des questions?

TOUR DE TABLE

- Prénom
- Brève description de l'emploi actuel
- Choix d'informations personnelles – qui vit chez vous?
  - Mariée/célibataire, nombre d'enfants, âge de tous les enfants

2. HABITUDES DE CONSOMMATION (10 minutes)

Tour de table

1. Quelle est votre **marque régulière** de cigarettes?

2. Avez-vous **toujours** fumé cette marque?

   - Quelle était votre marque régulière **antérieure**?

   - Pourquoi avez-vous **changé** pour une autre marque? Quelle marque avez-vous choisie et pourquoi? (Sonder plus en profondeur les répondants qui ont passé d'une marque **régulière à légère**)

3. **(Groupes qui n'ont pas l'intention de cesser) LD1, R1 :**
   Mercredi 5 février (17h30 et 19h30) Avez-vous l'intention de cesser de fumer?

4. **(Groupes qui ont l'intention de cesser) LD2, R2 :**
   Jeudi 6 février (17h30 et 19h30) Avez-vous déjà tenté de cesser de fumer? À quand remonte la dernière fois?

3. PERTINENCE DE LA MENTION LÉGÈRE (20 minutes)

1. Pourriez-vous **décrire les principaux éléments** qu'on retrouve sur l'emballage des cigarettes (les paquets de cigarettes)? Y en a-t-il d'autres?

2. **Questionnaire**

   - **Demander aux répondants** de compléter la série de phrases en écrivant – sur une feuille à être ramassée, ensuite sonder (faire un tour de table) sur l'ensemble des réponses de chaque répondant.

3. Que pensez-vous que l'on veut dire par la mention « Légère » sur certaines marques de cigarettes?

4. Quelle importance les consommateurs accordent-ils / accordez-vous :

   → à l'information sur les **substances toxiques** apparaissant sur le côté du paquet?
   → aux mentions **« Légère » ou « Douce »** sur les emballages?

   - Comment décririez-vous l'influence de ces informations sur les consommateurs?

   → Sur vos propres choix?

   - Qu'est-ce qui est le **plus important** pour vous :

   → l'information sur les substances toxiques sur le côté du paquet
   → ou les mentions Légère ou Douce? Pourquoi?

5. Y a-t-il une relation entre l'information sur les substances toxiques et les mentions Légère et Douce?

6. Quelle est la **différence** entre les cigarettes légères et celles qui n'ont pas la mention Légère sur l'emballage?

7. Comment ces 2 sortes de cigarettes sont-elles **semblables**? Comment sont-elles différentes? (Sonder)

   - quantité de substances toxiques
   - dépendance physiologique causée par le tabagisme
   - dommage à la santé causé par le tabagisme
   - quantité de saveur de la cigarette

8. Est-ce que les mentions Légère ou Douce signifient **la même chose pour toutes les marques**?

   - Y a-t-il des normes dans ce domaine?

4. CRÉDIBILITÉ DE LA MENTION LÉGÈRE (10 minutes)

1. Vous souvenez-vous de **nouvelles de l'actualité, d'une couverture médiatique** ou de **publicités** sur les cigarettes Légères et Douces? De quoi vous souvenez-vous?

2. Vous souvenez-vous d'une publicité qui disait que les cigarettes Légères et Douces sont aussi **nocives que les** cigarettes **régulières**?

   - Que pensez-vous de cet énoncé?

3. Jusqu'à quel point êtes-vous en accord avec le fait que les cigarettes étiquetées comme « Légères » sont <u>moins nocives</u> que les cigarettes régulières? Pourquoi / pourquoi pas?

5. SUPPRESSION DE LA MENTION LÉGÈRE (35 minutes)

Note à l'animateur *:*

Le seul but de ce test projectif est de faciliter les expressions des points de vue, les sentiments entourant l'idée d'enlever les mentions Légère et Douce de l'emballage des cigarettes. Les résultats proviennent de la similitude des interprétations à travers les groupes plutôt que par l'expression individuelle.

Directives *: Je vais vous montrer une série de dessins, comme une bande dessinée. Ces dessins illustrent une situation. Je vais vous demander de vous servir de votre imagination pour décrire ce qui se passe, pour donner vie, des mots, des réactions et des émotions aux images. Veuillez garder vos réactions pour vous-même avant qu'on en discute – nous allons prendre quelque moment pour les regarder puis ensuite, nous en discuterons.*

1) Montrer le dessin.
2) Situer l'histoire. Toutes les histoires sont reliées à la suppressions de L & D.
3) Sonder et encourager les interprétations du groupe.
4) Approfondir les points reliés aux objectifs de l'étude.
5) Attendre 30 secondes avant de commencer la discussion.

POUR CHAQUE HISTOIRE (5 minutes), DEMANDER :

→ Interprétation de la situation : Que se produit-il?
→ Qu'est-ce qui se dit?
→ Que ressentent les personnages? À quoi pensent-ils?

1

Un homme et une femme (couple) autour de la quarantaine regardant la télévision (sur grand écran). À l'écran, on peut voir un paquet de cigarettes et lire le titre : les mentions Légère et Douce disparaîtront des paquets de cigarettes bientôt. Une bulle au-dessus de chacun des deux personnages.

2

En cour, un juge en arrière-plan, Santé Canada d'un côté et l'industrie du tabac de l'autre. On peut voir des piles de documents sur les tables. Une bulle au-dessus du juge, d'un représentant de Santé Canada et du représentant de l'industrie.

1. Personnellement, comment réagiriez-vous si les mentions **Légère et Douce étaient enlevées** de l'emballage des cigarettes que (**LD1, LD2 :** vous achetez actuellement) / (**R1, R2 :** qu'on retrouve sur le marché)? (Sonder le côté émotif)

2. Pourquoi une loi obligerait les fabricants d'enlever les mentions Légère et Douce de l'emballage des paquets de cigarettes? Quels **seraient les arguments**... (utiliser le flip-chart)

   - **en faveur** de la suppression de ces mentions?
   - **contre** la suppression de ces mentions?

3. Avez-vous des **inquiétudes ou des questions** à propos de la suppression des mentions Légère et Douce de l'emballage des cigarettes? (Bien sonder)

4. Si les mentions Légère et Douce étaient enlevées des paquets de cigarettes, comment **aimeriez-vous être informé**? Qu'aimeriez-vous qu'on vous dise? Qu'aimeriez-vous savoir?

5. Est-ce que la suppression des mentions Légère et Douce serait ...

   - une **surprise complète** pour vous?
   - ou vous vous **attendiez** que ça arrive tôt ou tard?

6. **Approuveriez-vous ou désapprouveriez-vous** la décision du GdC de demander aux fabricants d'enlever les mentions L & D de l'emballage? Pourquoi / pourquoi pas?

   - **Que diriez-vous à Santé Canada** si on vous demandait votre opinion?

6. FIN DE LA DISCUSSION (5 minutes)

1. Avez-vous des suggestions à formuler ou des commentaires que vous aimeriez ajouter?

REMERCIER ET TERMINER

QUESTIONNAIRE 1

A) La meilleure chose à propos des cigarettes étiquetées comme « Légère », c'est :

_____

B) La chose que je trouve la plus irritante à propos des cigarettes étiquetées comme « Légère », c'est:

_____

C) Je convaincrais les fumeurs de cigarettes régulières de changer pour des cigarettes étiquetées comme « Légère » en leur disant…

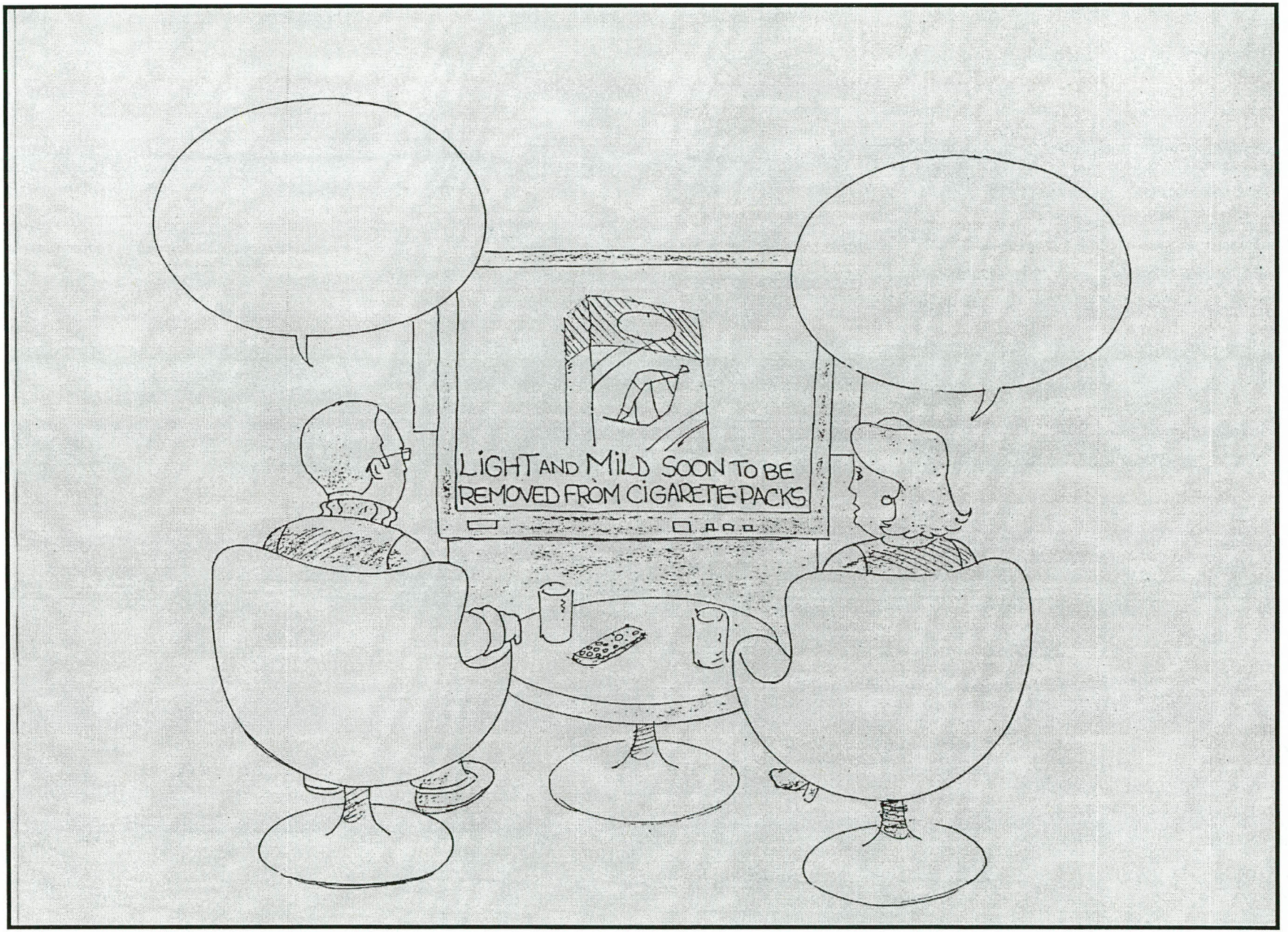
_____

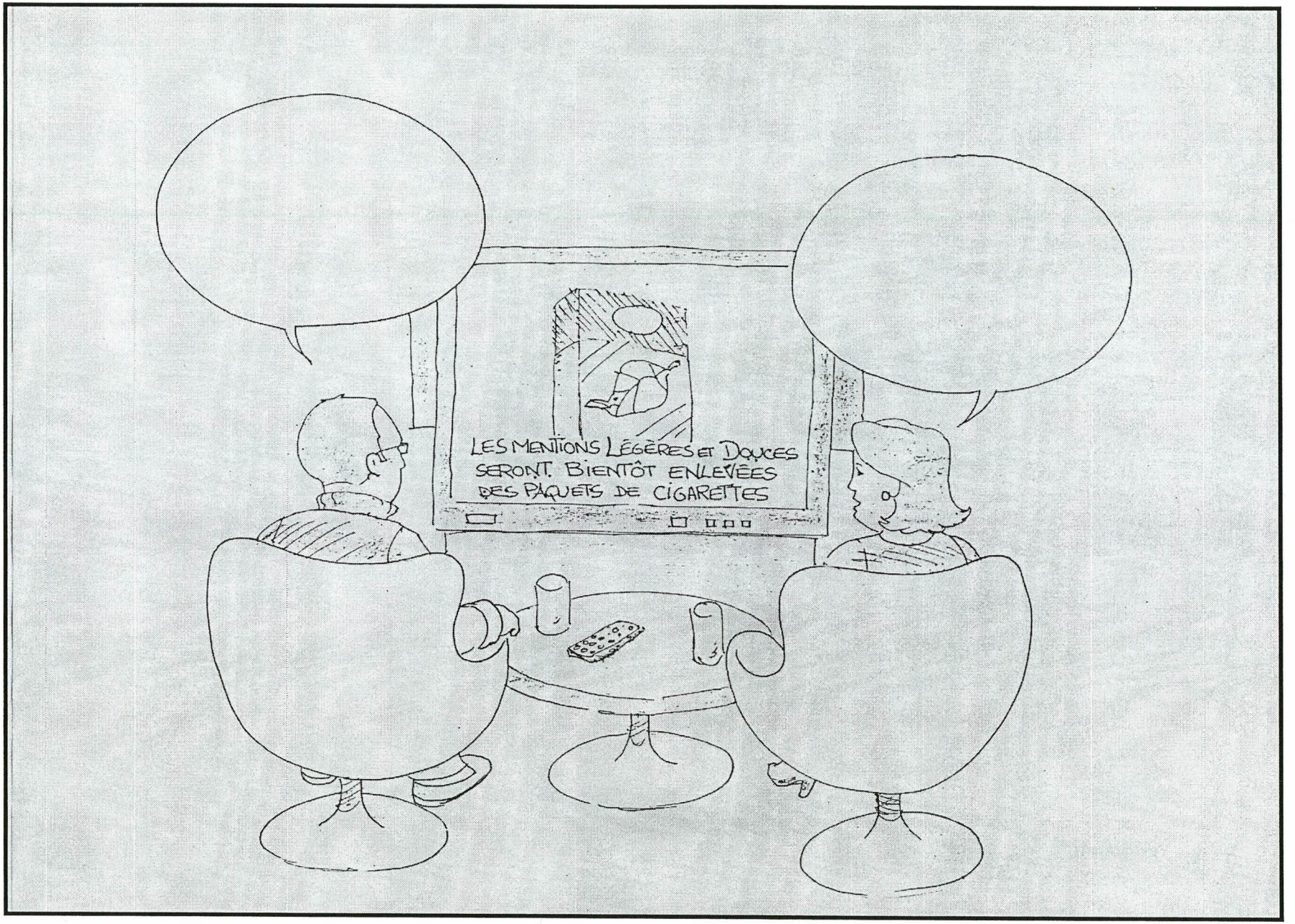
D) Je découragerais les fumeurs de cigarettes régulières de changer pour des cigarettes étiquetées comme « Légère » en leur disant…

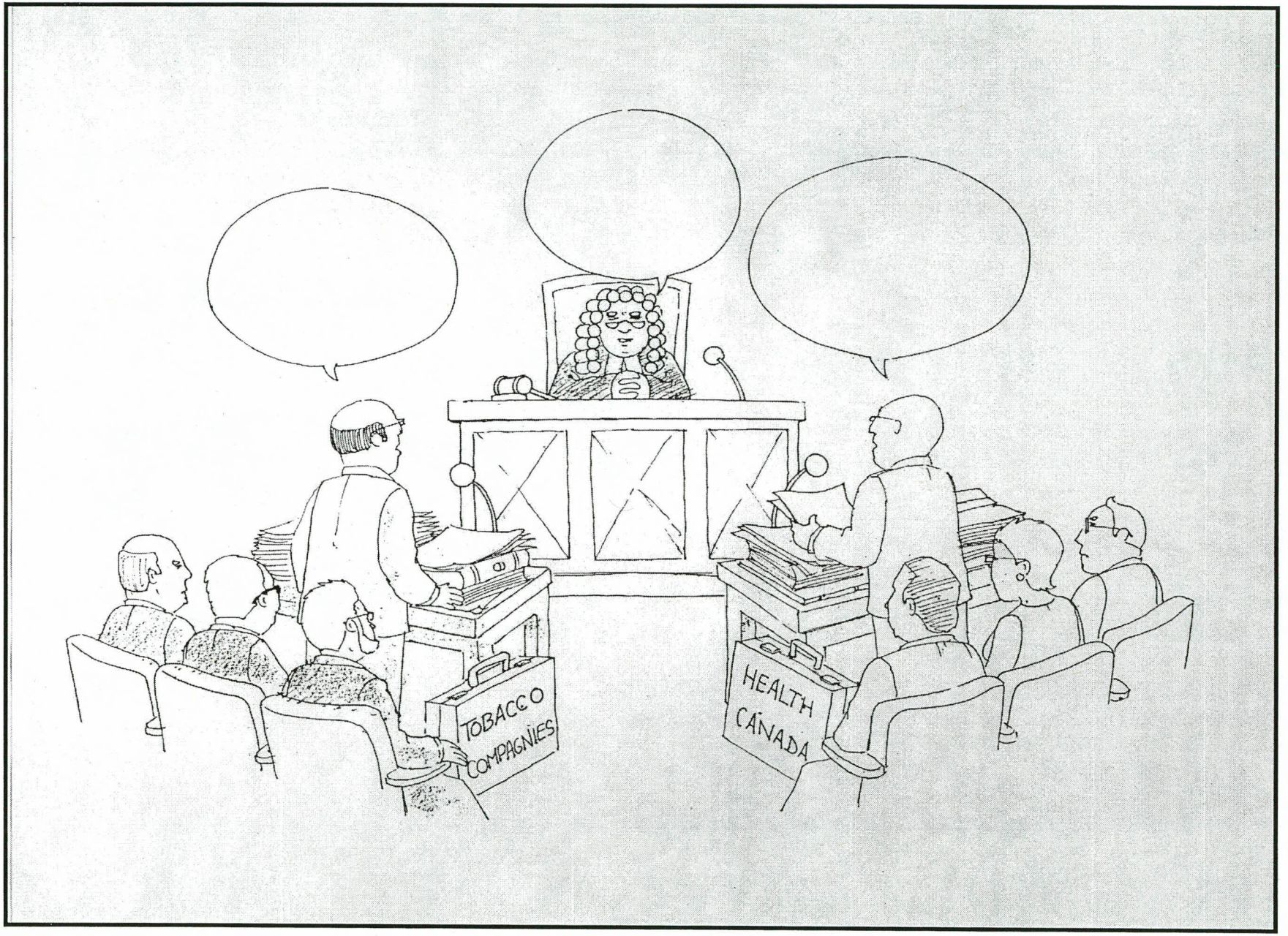
_____

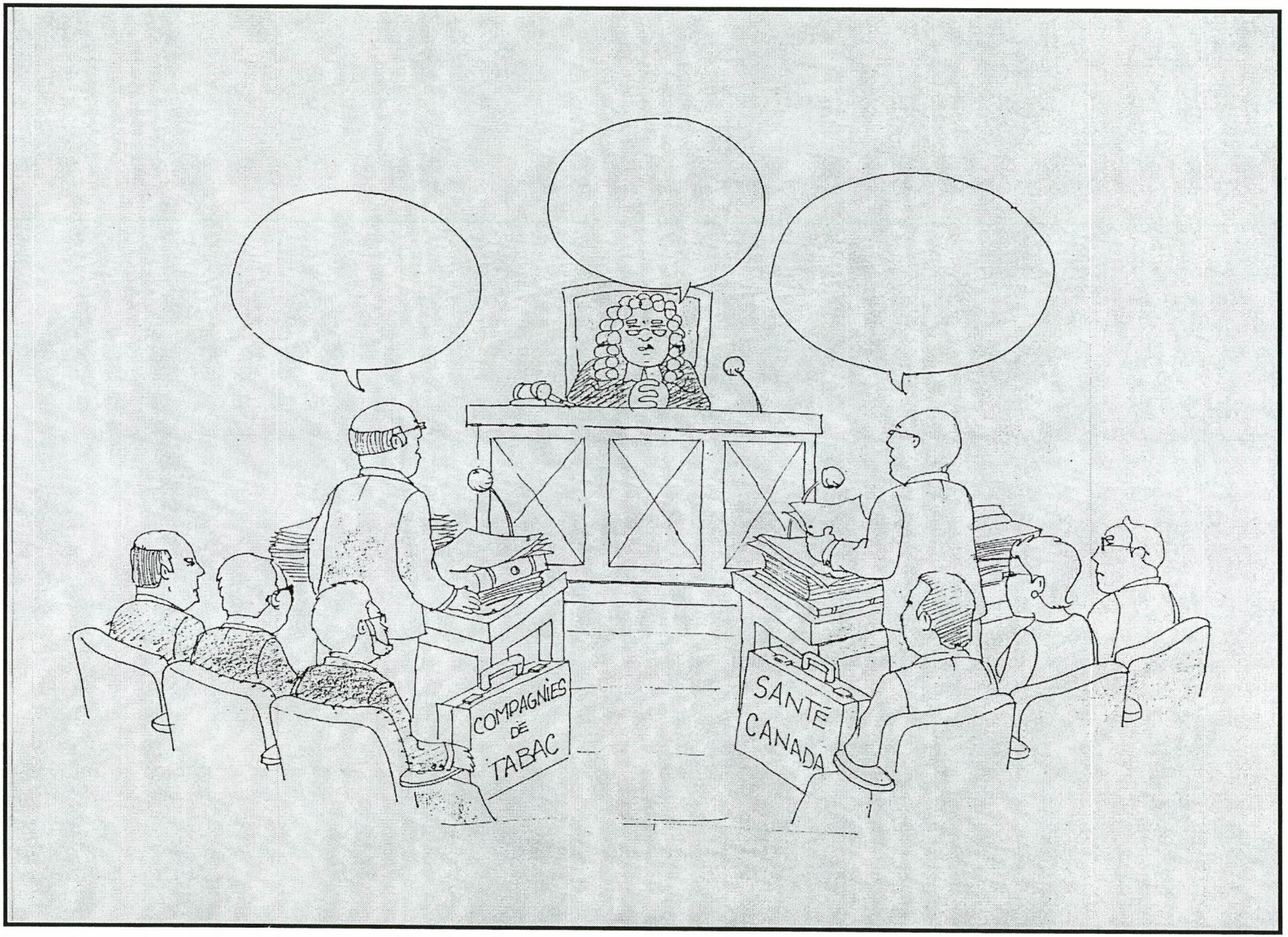
APPENDIX 2

TWO CARTOON DRAWINGS


LIGHT AND MILD SOON TO BE
REMOVED FROM CIGARETTE PACKS


LES MENTIONS LÉGÈRES ET DOUCES
SERONT BIENTÔT ENLEVÉES
DES PAQUETS DE CIGARETTES


TOBACCO
COMPAGNIES
HEALTH
CANADA


COMPAGNIES DE TABAC
SANTÉ CANADA