

FINAL  
REPORT

Consumer Research on the Size of  
Health Warning Messages – Quantitative  
Study of Canadian Adult Smokers

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## EXECUTIVE SUMMARY

### Objectives

Health Canada is reviewing the mandatory health warning labels, which consist of a series of graphic pictures, accompanied by a headline and text message, which currently appear on tobacco products. As many forms of communications have a limited “shelf life” and there is a potential for the current messages to “wear-out” over time, the Tobacco Control Programme is undertaking to renew the labelling requirements for tobacco products.

One aspect of this review involves an examination of whether the size and format of the health warning messages should be changed. Environics Research Group Limited was contracted to conduct quantitative consumer research among adult smokers on the size and format of health warning labels in support of this objective.

### Survey methods

In order to explore the reactions of smokers to cigarette packages with several different size options for the health warning messages (HWMs), this research study presented four size options of a HWM (50%, 75%, 90% and 100%) on 3-dimensional bilingual cigarette package mock-ups for popular brands of premium and discount cigarettes (King Size, 25 Cigarettes) developed for research purposes. In addition to size of HWM, these mock-ups differed on: HWM used, brand and format (branded and plain). Two formats were tested: branded packs (brand visible) and plain packs (brand named but with no brand markings such as colours, fonts, logos, etc). A total of 24 different mock-up packs – 16 brand packs (2 HWMs x 4 sizes x 2 brands) and eight plain packs (2 HWMs x 2 sizes x 2 brands) were tested: each respondent viewed six displays, making use of a rotation formula among four sub-samples of 250 each.

Because the research required that mock-ups be shown to the respondents, a face-to-face methodology was used in the interview process. Respondents were recruited by telephone from a database of previously contacted individuals willing to participate in face-to-face research; these recruits were supplemented by intercept recruiting, random calling and some referrals. In total, 1,000 adult smokers were interviewed; the survey was conducted in 11 communities, between February 20 and March 29, 2008. In addition to the adult smokers, 1,000 youth were also surveyed. The description and analysis of the youth survey is presented under separate cover.

## Survey findings

The key findings of this survey of 1,000 adult smokers are:

- Among adult smokers, three-quarters (76%) say cigarette smoking is a major health problem and two in ten (21%) say it is a minor problem.
- Almost all adult smokers (98%) agree that smoking is bad for their health, and eight in ten (79%) are more aware of the risks of smoking than they used to be.
- Among adult smokers, 15 percent say they look at or read health warning messages several times a day, and 14 percent say once a day. A total of 41 percent look at them less frequently, including 20 percent who say they do this less than once a week. Thirty percent say they never look at them.
- When asked, top-of-mind, what pictures, images or graphics they can remember seeing on health warning messages on cigarette packages in Canada (without looking at a cigarette package), adult smokers are most likely to recall the images: mouth, teeth, gums or tongue (65%), lung cancer or disease (58%), pregnant women (38%), children, babies or kids (33%), limp or bent cigarette (22%), and heart or heart disease (20%).
- When asked, top-of-mind, what specific health warning messages they can remember seeing on cigarette packages in Canada (without looking at a cigarette package), adult smokers are most likely to recall the messages: cancer in general (18%), impotence (18%), dangerous or bad for health (16%), second-hand smoke is dangerous (14%), death or premature death (14%), causes lung cancer (14%), harmful to children, kids or babies (14%), and harmful during pregnancies (13%).
- More than eight in ten adult smokers (85%) support placing health warning messages on tobacco packages. The current messages are considered by most to be accurate (90%), to provide important information about the health effects of smoking (88%), and to make smoking seem less attractive (65%). More than one-half (54%) think they are worth re-reading, but two-thirds (66%) see them as worn out and having lost their effectiveness.
- Eight in ten adult smokers (78%) say the current messages have been effective in informing them about the health effects of smoking. Smaller proportions say they have been effective in

getting them to smoke less around others (52%), increasing their desire to quit (52%), getting them to try to quit (44%) and getting them to smoke less (32%).

- When asked, top-of-mind, how the current health warning messages can be changed to be more effective, 11 percent say “increase their size” compared to 29 percent who say “change the pictures/use new pictures” and 22 percent who say “change messages/text/words/phrases or use new messages.”
- When asked specifically about possible changes to the messages, 58 percent say increasing the size of messages would be very or somewhat effective in making the messages more noticeable, 81 percent say using new or different pictures, 78 percent say using new or different text message, and 71 percent say making the words more closely reflect the pictures, would be very or somewhat effective.
- If the size of health warning messages were increased, 23 percent say it would be much more, and 43 percent say it would be somewhat more, effective in informing Canadians about the health effects of tobacco; 20 percent say it would be much more, and 44 percent say it would be somewhat more, effective in encouraging Canadians to reduce their tobacco use.
- In experimental testing, over 90 percent can recall the brand name of the branded packs with the 50 percent, 75 percent and 90 percent size options for the health warning message; 77 percent can recall the brand with the 100 percent size option for the message.
- For the plain packs, over 90 percent can recall the brand name of the packs with the 50 percent and 75 percent size options for the message.
- In terms of effectiveness in informing Canadians about the health effects of tobacco, 69 percent of smokers say the 50 percent size option would be very or somewhat effective, compared to 81 percent who say the same for the 75 percent size option, 84 percent who say the same for the 90 percent size option, and 85 percent who say the same for the 100 percent size option pack.
- In terms of encouraging Canadians to reduce their tobacco use, 58 percent of smokers say the 50 percent size option would be very or somewhat effective, compared to 69 percent who say the same for the 75 percent size option, 73 percent who say the same for the 90 percent size option, and 75 percent who say the same for the 100 percent size option pack.

- When asked to choose which of the four size option packs would be most effective in informing Canadians about the health effects of tobacco, 66 percent choose the 100 percent size option and fewer than 10 percent each choose any of the other three sizes. Similarly, 68 percent choose the 100 percent size option as being most effective in encouraging Canadians to reduce their tobacco use.
- When asked to choose which size option pack would be the best choice for cigarette packages in Canada, 35 percent pick the 100 percent size option, 34 percent pick the 50 percent size option, 12 percent pick the 75 percent size option and 13 percent pick the 90 percent size option.
- When branded packs are tested against plain packs, controlling for the size of the health warning message, smokers think the plain pack is more effective than the branded pack in informing about the health effects of tobacco (48% say plain pack, 20% say branded pack in the 50% comparison; and 50% say plain pack, 19% say branded pack in the 75% comparison). Similarly, smokers think the plain pack is more effective than the branded pack in encouraging Canadians to reduce their tobacco use (48% say plain pack, 17% say branded pack in the 50% comparison; and 49% say plain pack, 18% say branded pack in the 75% comparison).

## INTRODUCTION

### Background

Environics Research Group Limited was contracted by Health Canada to conduct quantitative consumer research among adult smokers on the size of health warning labels. The main objective of the survey was to provide information to assist in an examination of the issue of the size of health warning messages, with a view to possibly increasing the size to greater than the current 50 percent of the display panels of cigarette packages.

The Government of Canada, through Health Canada, has made tobacco control a major priority for many years. One of the major achievements of Health Canada was the development of new health warning labels for tobacco packaging. Beginning in 1995, Health Canada embarked on a series of major research and development activities, including focus group testing, quantitative testing, conjoint analysis, and other methodologies, to test the effectiveness of formats, ingredient labelling, health warning text messages, pictures and other aspects of tobacco package labelling.

The culmination of that stage of development was the announcement, by the Minister, of the regulatory changes and Health Canada's selection of 16 new labels, in January 2000. The Tobacco Products Information Regulations (TPIR) became law in June 2000. The TPIR require manufacturers and/or importers of tobacco products to ensure that every package and carton display a prescribed health warning message (HWM). The essence of the new labels was a series of graphic pictures, accompanied by a headline and text message, which were required to be displayed on tobacco packages, taking up 50 percent of each side of the pack; one side in English and the other in French. The cigarette branding is located on the remaining (bottom) 50 percent of each side. Other regulated information is located on the flap, on the back of the sliding portion of the package and on the side panel. The new labels began appearing on the tobacco packages of the major tobacco brands on January 1, 2001 and on all brands as of June 2001.

Although research has shown that these labels have been effective over the period since they were introduced, the Tobacco Control Programme is also aware that many forms of communications have a limited "shelf life" and there is a potential for the current messages to "wear-out" over time. With this in mind, the TCP is undertaking to renew the labelling requirements. One aspect of this review of labelling requirements involves an examination of whether the size (coverage) of the warning messages on the principal display panel of tobacco products should change.

## Research goals and design

In order to examine the reactions of smokers to cigarette packages with several different size options for the health warning labels (including the current packages, at 50 percent), this research study presented four size options of a HWM (50%, 75%, 90%, and 100%) for the principal display panel, to be tested. The first of these is the current size for HWM and the three others are larger. The various HWM sizes were placed on a number of 3-dimensional cigarette package mock-ups for popular brands of premium and discount cigarettes (King Size, 25 Cigarettes) developed for research purposes. The bilingual mock-ups used for this study were sized at approximately 4 inches by 3 ½ inches by ¾ inches, printed on cardstock, resembling a slide and shell package of cigarettes. Two formats were tested: branded packs (brand visible) and plain packs (brand named but with no brand markings such as colours, fonts, logos, etc). A total of 24 different mock-up packs – 16 brand packs (2 HWMs x 4 sizes x 2 brands) and eight plain packs (2 HWMs x 2 sizes x 2 brands) were tested: each respondent viewed six displays, making use of a rotation formula among four sub-samples of 250 each.

The research asked an extensive series of questions to test perceptions/smoking behaviours as well as an experimental design component to test responses to various visual/size options. Specifically, questions were asked related to:

- Smoking behaviour
- Usual brand of cigarettes (premium, discount cigarettes)
- Tobacco use as a health problem
- Frequency of looking or reading current HWMs
- Recall of current HWMs
- Assessment and impact of current HWM
- Visual differences among current cigarette brands
- Size of HWMs and effectiveness (1) at informing about health effects of tobacco use; and (2) encouraging reduction in tobacco use
- Demographic characteristics

The experimental design portion of the survey involved testing of cigarette mock-ups with regard to:

- Recall of mock-up brand name information for different sizes of HWM and two formats
- Effect/impact of increasing size of HWM on cigarette packages
- Effect/impact of modifying product brand information on cigarette packages
- Most effective size of HWM to inform about health effects of tobacco use



- Most effective size of HWM to encourage reduction in tobacco use

Because the research required that mock-ups be shown to the respondents, a face-to-face methodology was used in the interview process. Respondents were recruited by telephone from a database of previously contacted individuals willing to participate in face-to-face research; these recruits were supplemented by intercept recruiting, random calling and some referrals. In total, 1,000 adult smokers were interviewed; the survey was conducted between February 20 and March 29, 2008. Interviews were conducted in 11 communities in four regions: Atlantic Canada (N=137), Quebec (N=225), Ontario (N=444) and Western Canada (N=195). A total of 775 interviews were conducted in English and 225 in French.

A survey of 1,000 youth was conducted concurrently with the adult smokers survey. These findings are reported under separate cover.

### Organization of the report

This report presents and discusses the overall findings of the survey for each topic, with some discussion of demographic differences. We provide a more in-depth discussion of the results of the experimental design portion of the survey, where size and format are the key variables. Tables in this report are presented as percentages of the total sample unless otherwise noted.

Further detail is presented in the statistical tables, where all data are run by a wide range of demographic and behavioural variables. These are presented under separate cover.

Appended to this report are copies of the English and French questionnaires and a description of the survey methods.

## SMOKING STATUS

### Smoking behaviour and brands

From the survey, 87 percent of smokers smoke every day and 13 percent smoke occasionally; 81 percent have smoked for more than five years, 16 percent for between one and five years, and one percent for less than a year. Those aged 45 to 54 (93%) and those aged 55 or older (94%) are more likely than those aged 18 to 24 (85%), 25 to 34 (83%), and 35 to 44 (87%) to smoke every day.

Those who have not graduated from high school (97%), high school graduates (91%), and those who have attended community or vocational school (87%) are more likely than those who have attended university (77%) or graduated from university (78%) to smoke every day. Smokers in Alberta are more likely than those in other regions to smoke every day (97%).

Among adult smokers who smoke every day, almost one-half (46%) report smoking more than 15 cigarettes per day, which includes seven percent who say they smoke more than 25 cigarettes per day. One-third (34%) say they smoke between 10 and 15 cigarettes per day; and two in ten (19%) report smoking fewer than 10 cigarettes per day.

Women (24% vs. 15% of men) are more likely to report smoking fewer than 10 cigarettes per day. Those aged 18 to 24 (29%) and those aged 25 to 34 (28%) are more likely than those aged 35 to 44 (12%), 45 to 54 (7%), and 55 or older (14%) to smoke fewer than 10 cigarettes per day. Those who have attended community college (23%) and those who have attended some university (22%) are more likely to smoke fewer than 10 cigarettes per day than those who have not completed high school (9%) and high school graduates (11%); university graduates (37%) are more likely to smoke fewer than 10 cigarettes per day than all of these age groups. Those who plan to quit within 30 days (31%) are more likely than those who plan to quit in two to six months (20%) and those who do not plan to quit (15%) to report smoking fewer than 10 cigarettes per day.

Smokers in B.C. (26%) and Ontario (24%) are more likely than those in Atlantic Canada (9%) and Alberta (12%) to smoke fewer than 10 cigarettes per day; Quebecers (19%) are also more likely than Atlantic Canadians to smoke fewer than 10 cigarettes per day. British Columbians (47%) and Albertans (42%) are more likely than Quebecers (30%) and Ontarians (32%) to smoke 10 to 15 cigarettes per day.

Among adult smokers who smoke occasionally, two-thirds (66%) have ever smoked daily; three in ten (31%) have not. Nine in ten (90%) report smoking fewer than 10 cigarettes per day. Six percent

smoke between 10 and 15 cigarettes per day, and four percent smoke more than 15 cigarettes per day.

Among adult smokers, DuMaurier (23%) and Benson & Hedges (21%) brands are most often mentioned as usual brands, followed by Player's brands (13%).

Seven in ten adult smokers (72%) have tried smoking a plain or flavoured little cigar or cigarillo; 31 percent of those who have tried them have done so in the last 30 days. Men (83% vs. 60% for women), and Francophones (78% vs. 71% of Anglophones) are more likely to have tried these products. As well, smokers aged 18 to 24 (85%) and 25 to 34 (77%) are more likely than those aged 35 to 44 (65%), 45 to 54 (63%), and 55 or older (63%) to have tried little cigars or cigarillos.

<b>Smoking behaviour: respondent profile</b>			
<b>Smoking status and behaviour</b>			
	%		%
Frequency of Smoking		Among occasional smokers: Ever smoked daily?	
Every day	87	Yes	66
Occasionally	13	No	31
Length of time a smoker			
Less than one year	1		
One to five years	16		
More than five years	81		
Number of cigarettes per day (Among everyday smokers)		Number of cigarettes per day (Among occasional smokers)	
Fewer than 10	19	Fewer than 10	90
10 to 15	34	10 to 15	6
16 to 20	18	16 to 20	2
21 to 25	21	21 to 25	1
26 or more	7	26 or more	1

<b>Brands smoked</b>			
	%		%
DuMaurier Brand	23	Canadian Classics Brand	9
King size	7	White Regular	5
Regular	6	Other	4
Distinct (Light) Regular	3	Peter Jackson Brand	8
Distinct (Light) King size	3	Select Flavour King size	4
Other	2	Other	4
Benson & Hedges Brand	21	Belmont Brand	6
Gold (Special Lights) King size	16	Export A Brand	6
Silver (Special Ultra) King size	3	Number 7 Brand	4
Other	3	Matinee Brand	2
Player's Brand	13	MacDonald Brand	1
Rich Flavour (Light) Regular	5	Mark Ten Brand	1
Rich Flavour (Light) King	3	John Player's Brand	1
Regular	3	Rothman's Brand	1
Other	2	Craven Brand	*
Smoked cigarillos?		Smoked cigarillos in past 30 days? (among those who have ever smoked them)	
Yes	72	Yes	31
No	28	No	69

\* Less than one percent

## Quit attempts and potential quitters

Eight in ten adult smokers (79%) report having tried to quit smoking. Two in ten (21%) say they have not tried to quit smoking. Smokers aged 18 to 24 (71%) are less likely than those aged 25 to 34 (81%), 45 to 54 (80%), and 55 or older (84%) to have tried quitting. Those who intend to quit within either the next 30 days (93%) or the next two to six months (86%) are more likely than those who do not intend to quit (68%) to have ever tried to quit.

Among adult smokers who have tried to quit smoking, just over six in ten (63%) say they have stopped smoking for at least 24 hours one or more times in the past year in an attempt to quit smoking; this includes 17 percent who have tried once, 17 percent who have tried twice, nine percent who have tried three times and 20 percent who have tried more than three times. Fewer than four in ten (36%) say they have not attempted to quit smoking in the past year.

Among adult smokers who have tried to quit smoking, those aged 35 to 44 (43%), those aged 45 to 54 (49%), and those aged 55 or older (54%) are more likely than those aged 25 to 34 (27%) to say they have not tried to quit in the past year; those in all of these age groups are more likely than those aged 18 to 24 (18%) to say they have not tried to quit in the past year. Those who have not completed high school (46%) are more likely than those who have attended (26%) or graduated (28%) from university to say they have not tried to quit in the past year. Those who smoke every day (39% vs. 10% for occasional smokers), and those who are not potential quitters (50% vs. 15% of those who intend to quit in 30 days and 32% of those who intend to quit in 2-6 months) are more likely to say they have not attempted to quit smoking in the past year.

When it comes to potential quitters, just over one-half of adult smokers (53%) report they are seriously thinking of quitting smoking within the next six months. Those who have attended community college (55%) or university (59%), or who have graduated from university (61%), are more likely than those who have not completed high school (43%) to say they are thinking of quitting in the next six months. Occasional smokers (64%) are more likely than those who smoke every day (51%) to intend to quit within six months.

Among adult smokers who are seriously thinking about quitting smoking within the next six months, one-third (32%) say they are seriously considering quitting within the next 30 days. This number is higher among university graduates (39%) than among those who have not completed high school (25%). It is also higher among those who smoke occasionally (50%) than among those who smoke daily (29%).

Quitting behaviour: respondent profile			
	%		%
Tried to quit?		Quit within 6 months?	
Yes	79	Yes	53
No	21	No	45
Number of quit attempts in past year (among those who have tried to quit)		Quit within 30 days? (among those intending to quit within 6 months)	
Once	17	Yes	32
Twice	17	No	63
Three times	9		
More than three times	20		
Not in past year	36		

## Smoking behaviours

Smokers were asked about changes in their smoking behaviours on three dimensions.

Among adult smokers, more than four in ten (44%) strongly agree that their desire to quit has increased in the past year, four in ten (38%) strongly agree that they smoke less around others than they used to, and three in ten (29%) strongly agree that they smoke less than they did a year ago.

Combining the numbers who strongly and somewhat agree, seven in ten (69%) agree that their desire to quit has increased in the past year, two-thirds (65%) agree that they smoke less around others than they used to, and almost one-half (46%) agree that they smoke less than they did a year ago.

Changes in smoking behaviours							
	Strongly agree (%)	Somewhat agree (%)	<b>Agree total (%)</b>	Somewhat disagree (%)	Strongly disagree (%)	<b>Disagree total (%)</b>	dk/na (%)
You smoke less than you did a year ago	29	17	<b>46</b>	16	38	<b>54</b>	*
You smoke less around others than you did a year ago	38	27	<b>65</b>	12	22	<b>34</b>	*
Your desire to quit smoking has increased in the past year	44	25	<b>69</b>	11	20	<b>31</b>	*

\* Less than one percent

Occasional smokers (76%) are more likely than those who smoke every day (42%) to agree that they smoke less than they did a year ago. Those who intend to quit either in the next 30 days or the next six months are more likely than those who do not intend to quit to agree that they smoke less than they did a year ago (67% and 48% vs. 37%), that they smoke less around others than they used to (73% and 69% vs. 59%), and that their desire to quit has increased in the past year (92% and 92% vs. 41%).

Women (69%) are more likely than men (62%) to agree that they smoke less around others than they use to. Anglophones are more likely than Francophones to agree that they smoke less than they did a year ago (48% vs. 39%) and that their desire to quit has increased (72% vs. 58%). Those who have completed university are more likely than those who have not completed high school, high school graduates and those who have attended community college (57% vs. 41%, 40% and 46%) to agree that they smoke less than they did a year ago; they are also more likely than those who have not completed high school and high school graduates (72% vs. 60% and 60%) to agree that they smoke less around others than they used to. Those with annual incomes of less than \$20,000 (56%) are less likely to agree that they smoke less around others than those with annual incomes of \$60,000 or more (69%).

## HEALTH EFFECTS OF SMOKING

### Personal awareness of health effects

Among adult smokers, nine in ten (90%) strongly agree that smoking is bad for their health, and almost six in ten (57%) strongly agree that they are more aware of the risks of smoking than they used to be.

Combining the numbers who strongly and somewhat agree, we find that virtually all (98%) agree that smoking is bad for their health, and eight in ten (79%) agree that they are more aware of the risks of smoking than they used to be.

Personal awareness of health effects							
	Strongly agree (%)	Somewhat agree (%)	Agree total (%)	Somewhat disagree (%)	Strongly disagree (%)	Disagree total (%)	dk/na (%)
Smoking is bad for your health	90	8	<b>98</b>	1	1	<b>2</b>	–
You are more aware of the risks of smoking than you used to be	57	22	<b>79</b>	10	10	<b>20</b>	1

Women are more likely than men to agree that smoking is bad for their health (99% vs. 97%) and to agree that they are more aware of the risks than they used to be (83% vs. 75%). Atlantic Canadians (87%) are more likely than those in Ontario (76%) and Quebec (79%) to agree that they are more aware of the risks.

### General assessment of health effects

Among adult smokers, three-quarters (76%) think that cigarette smoking is a major health problem in Canada and two in ten (21%) say it is a minor problem. Only two percent think it is not a health problem.



Smoking as a health problem	
	%
Major health problem	76
Minor health problem	21
Not a problem	2
dk/na	1

The view that cigarette smoking is a major health problem in Canada is higher among women smokers (79% vs. 74% for men). Those who intend to quit, either in the next 30 days (84%) or the next two to six months (81%) are more likely than those who do not intend to quit (70%) to think that cigarette smoking is a major health risk. This view is also higher among Atlantic Canadians (88%) than among those living in Quebec (69%), Ontario (76%) and Alberta (75%).

## HEALTH WARNING MESSAGES

### Frequency of reads

Among adult smokers, 15 percent say they look at or read health warning messages several times a day, and 14 percent say once a day. A total of 41 percent look at them less frequently, including 20 percent who say they do this less than once a week. Thirty percent say they never look at them.

Frequency of reads	
	%
Several times a day	15
About once a day	14
Once every two to three days	9
About once a week	12
Less than once a week	20
Never	30
dk/na	*

\* Less than one percent

Those who smoke every day are more likely than occasional smokers to say they never look at the health warning messages (32% vs. 16% for occasional smokers); they are also more likely to say that they look at the messages about once a day (15% vs. 9%) and several times a day (16% vs. 7%).

Among those who look at the health warning messages at least once a day, more than one-half (54%) say they look at a message nine or more times a day. Seventeen percent look at a message between five and eight times a day, and 28 percent look between one and four times per day. The mean number of looks per day is 11.42.

Reads per day	
	N=146
	%
One to two times	9
Three to four times	19
Five to six times	11
Seven to eight times	6
Nine or more times	54
dk/na	1

Subsample: Those who look at health warning messages several times a day

Those who have not finished high school (62%), high school graduates (57%) and those who have attended community college (63%) are more likely than those who have attended university (22%) and university graduates (29%) to look at a message nine times a day or more. As well, those who smoke every day (57% vs. 12% for occasional smokers) are more likely to look at a message nine or more times per day.

### Recall of health warning messages

Adult smokers were asked to indicate what pictures, images or graphics they could remember seeing on health warning messages on cigarette packages, and what specific health warning messages they could recall from the messages on cigarette packages.

#### GRAPHICS RECALL

When asked, top-of-mind, what pictures, images or graphics they can remember seeing on health warning messages on cigarette packages in Canada (without looking at a cigarette package), the largest proportions of adult smokers recall mouth, teeth, gums or tongue (65%), and lung cancer or diseases (58%). Smaller proportions recall a pregnancy warning or pregnant women (38%), children, babies or kids (33%), limp or bent cigarette (22%), heart or heart disease (20%), a person with a breathing machine (12%), impotence (12%), brain or brain damage (10%), children with father or mother (8%), statistics, warnings, ads or ingredients (6%), and cigarettes in an ashtray (5%). A number of other images are mentioned, but none by more than three percent.

Recall of graphics on health warning messages	
	%
Mouth/teeth/gums/tongue	65
Lung cancer/diseases	58
Pregnancy warning/pregnant women	38
Children/babies/kids	33
Limp/bent cigarette	22
Heart/heart disease	20
Person with breathing machine	12
Impotence	12
Brain/brain damage	10
Children with mother/father	8
Statistics/warnings/ads/ingredients	6
Cigarettes in ashtray	5
Cigarette(s)/second-hand smoke images	3
Images of man/woman by themselves	3
Cancer	2
Organs/other body parts	2
Throat/breathing through the throat	1
Other	1
None/nothing	1
dk/na	*

\* Less than one percent

Women are more likely to mention pregnant women (43% vs. 34% for men), while men are more likely to mention heart or heart diseases (24% vs. 17% for women). Smokers aged 18 to 24 are more likely than older smokers, particularly those aged 55 or older, to mention pregnancy warning or pregnant women (42% vs. 24%), heart or heart disease (26% vs. 14%), person with breathing machine (16% vs. 5%), impotence (15% vs. 5%), and brain or brain damage (16% vs. 1%).

Atlantic Canadians (77%) and Quebecers (74%) are more likely than residents of other provinces (ranging from 57% to 62%) to mention mouth, teeth, gums or tongue. Atlantic Canadians and Albertans (both 30%) are more likely than those in other regions (between 14% and 20%) to report limp or bent cigarettes. Residents of Quebec (44%) and Ontario (43%) are more likely than other regions (between 24% and 33%) to identify pregnant women. Ontarians (17%), Albertans (15%) and

British Columbians (14%) are more likely than Atlantic Canadians (4%) or Quebecers (6%) to mention impotence.

Those who smoke every day are more likely than occasional smokers to mention person with breathing machine (13% vs. 5%), impotence (13% vs. 7%), and brain or brain damage (10% vs. 5%).

#### **TEXT RECALL**

When asked, top-of-mind, what specific health warning messages they can remember seeing on cigarette packages in Canada (without looking at a cigarette package), the largest proportions of adult smokers recall the messages: cancer in general (18%), impotence (18%), dangerous or bad for health (16%), second-hand smoke is dangerous (14%), death or premature death (14%), causes lung cancer (14%), harmful to children, kids or babies (14%), harmful during pregnancies (13%), and statistics, charts or brand (11%). Smaller proportions mention heart attacks, disease or problems (10%), warnings, health warnings or stop smoking (9%), lung damage or disease (7%), and kids imitating their parents (6%). A number of other messages are mentioned, but none by more than four percent. A total of one in ten say none (8%) or offer no opinion (5%).

Younger adult smokers aged 18 to 24 (19%) and 25 to 34 (25%) are more likely to mention impotence than those aged 45 to 54 (10%), or 55 or older (7%). Smokers aged 25 to 34 are also more likely than those aged 35 to 44 (17%) to mention this message. Older smokers aged 45 to 54 (20%), and 55 or older (28%) are more likely than those aged 18 to 24 (13%) or 25 to 34 (12%) to mention dangerous or bad for health; those aged 55 or older are also more likely than those aged 35 to 44 (16%) to mention this message.

Quebecers (27%) are more likely than those in all other regions (ranging from 9% in Alberta to 18% in B.C.) to mention cancer in general. Similarly, Ontarians are more likely to mention causes lung cancer (19% vs. a range of 7% to 11% in other regions), and heart attacks, diseases or problems (17% vs. a range of 4% to 7% in other regions).

Those who smoke every day are more likely than occasional smokers to mention impotence (19% vs. 11%), and second-hand smoke is harmful or dangerous (15% vs. 8%).

Recall of text of health warning messages	
	%
Cancer – in general	18
Impotence	18
Dangerous/bad for health	16
Second-hand smoke is harmful/dangerous	14
Death/premature death	14
Causes lung cancer	14
Harmful to children/babies/kids – general	14
Harmful during pregnancies/birth defects	13
Statistics/charts/brand	11
Heart attacks/disease/problems	10
Warnings/health warnings/stop smoking	9
Lung damage/disease	7
Kids are imitating their parents	6
Mouth/gum disease	4
Emphysema	3
Respiratory/breathing problems	3
Stroke	2
Chemicals/toxins	2
Addictive	2
Tooth decay/rotting/loss	2
Disease – general	1
Brain damage/disease	1
Mouth cancer	1
Throat problems/disease/cancer	*
Other	1
None/nothing	8
dk/na	5

\* Less than one percent

### Support for health warning messages

Support among adult smokers for placing health warning messages on tobacco products is high; 57 percent of adult smokers strongly support placing these message on tobacco products, and 28 percent somewhat support doing this. Only 12 percent oppose such messages.

Support for health warning messages			
	%		%
Strongly support	57	] Total support	85
Somewhat support	28		
Somewhat oppose	8	] Total oppose	12
Strongly oppose	4		
dk/na	2		

Those who intend to quit, either in the next 30 days (88%) or the next two to six months (89%), are more likely to support placing health warning messages on tobacco products, compared to those who don't intend to quit (80%). Atlantic Canadians (93%) are more likely than Quebecers (81%), Ontarians (85%) and Albertans (82%) to support placing health warning messages on tobacco products.

### Assessment of current health warning messages

Adult smokers were asked to assess the health warning messages that are now on cigarette packages in Canada, on six dimensions.

Majorities of adult smokers each strongly agree that the health warning messages now appearing on cigarette packages are accurate (60%) and provide them with important information about the health effects of smoking cigarettes (55%), and four in ten strongly agree that these messages make smoking seem less attractive (38%). However, almost four in ten (37%) think they are worn out and have lost their effectiveness, while one-quarter (27%) strongly agree that these messages are worth reading again, even after seeing them several times. Only two percent strongly agree that the messages are hard to understand.

Combining the strongly and somewhat agree numbers, 90 percent of adult smokers agree that the messages are accurate, 88 percent agree that they provide important information about health effects, and 65 percent agree that they make smoking seem less attractive. While 54 percent agree these messages are worth reading again, even after seeing them several times, 66 percent agree they are worn out and have lost their effectiveness. Six percent agree that the messages are hard to understand.

Assessment of current health warning messages							
The messages ...	Strongly agree (%)	Somewhat agree (%)	Agree total (%)	Somewhat disagree (%)	Strongly disagree (%)	Disagree total (%)	dk/na (%)
Are accurate	60	30	<b>90</b>	6	2	<b>8</b>	1
Provide you with important information about the health effects of smoking cigarettes	55	33	<b>88</b>	7	4	<b>11</b>	1
Are worn out and have lost their effectiveness	37	29	<b>66</b>	15	18	<b>33</b>	1
Make smoking seem less attractive	38	27	<b>65</b>	16	18	<b>33</b>	1
Are worth reading again, even after seeing them several times	27	27	<b>54</b>	19	26	<b>45</b>	1
Are hard to understand	2	4	<b>6</b>	14	79	<b>93</b>	1

Younger adult smokers aged 18 to 24 (91%) and 25 to 34 (90%) are more likely than older smokers aged 45 to 54 (82%), and 55 or older (79%) to agree that the health warning messages provide them with important information; the 18 to 24 (68%) and 25 to 34 (69%) age groups are also more likely than those aged 55 or older (57%) to agree that the health warning messages make smoking less attractive. Anglophones are more likely than Francophones to agree that the messages are accurate (92% vs. 84%), make smoking less attractive (71% vs. 50%) and are worn out (69% vs. 58%).

British Columbians (98%) are more likely than Quebecers (94%), Ontarians (91%) and Albertans (90%) to agree that the messages are accurate. Atlantic Canadians (95%) are more likely than Quebecers (85%), Ontarians (88%) and Albertans (85%) to agree the messages provide important information; they (77%) are also more likely than those in Quebec (58%), Ontario (68%) and British



Columbia (63%) to agree the messages are worn out. Quebecers (50%) are less likely than those in all other regions (ranging from 67% in Ontario to 80% in B.C.) to agree that the messages make smoking less attractive.

Occasional smokers are more likely than those who smoke every day to agree the messages are accurate (96% vs. 90%), provide important information (94% vs. 87%), make smoking less attractive (77% vs. 65%), and are worth re-reading (66% vs. 52%). Those who intend to quit within 30 days are more likely than those who have no intention to quit to agree that the messages are accurate (95% vs. 85%), provide important information (92% vs. 85%), make smoking less attractive (77% vs. 60%) and are worth re-reading (63% vs. 46%); those who intend to quit within two to six months are also more likely than those who have no intention to quit to say the messages are accurate (95% vs. 85%), make smoking less attractive (67% vs. 60%) and are worth re-reading (58% vs. 46%).

### Effectiveness of current health warning messages

Adult smokers were asked to indicate the effectiveness of the health warning messages on five dimensions.

Among adult smokers, four in ten (40%) say that the health warning messages now appearing on cigarette packages have been very effective in informing them about the health effects of cigarette smoking, and one-quarter (24%) say that these messages have been very effective in getting them to smoke less around others than they used to. Two in ten (18%) say they have been very effective in increasing their desire to quit smoking. About one in ten each say that these messages have been very effective in getting them to try to quit smoking (13%) and in getting them to smoke less (9%).

Combining the numbers who say very effective and somewhat effective, eight in ten (78%) adult smokers say that these messages have been effective in informing about health effects. One-half each say they have been effective in getting them to smoke less around others than they used to (52%) and in increasing their desire to quit smoking (52%). Fewer than one-half each say that these messages have been effective in getting them to try to quit smoking (44%) and in getting them to smoke less (32%).

Effectiveness of current health warning messages							
	Very effective (%)	Somewhat effective (%)	Effective Total (%)	Not very effective (%)	Not at all effective (%)	Not effective Total (%)	dk/na (%)
Informing you about the health effects of cigarette smoking	40	38	78	9	13	22	*
Getting you to smoke less around others than you used to	24	28	52	17	31	48	1
Increasing your desire to quit smoking	18	34	52	18	30	48	*
Getting you to try to quit smoking	13	31	44	21	35	56	*
Getting you to smoke less	9	23	32	24	44	68	*

\* Less than one percent

Smokers aged 35 to 44 (61%), 45 to 54 (54%), and 55 or older (59%) are more likely than those aged 18 to 24 (43%) to say the messages have been effective in getting them to smoke less around others. Those aged 18 to 24 (88%) are more likely than all other age groups, particularly those aged 45 to 54 (72%) and those aged 55 or older (62%), to say the messages have been effective in informing them about the health effects of smoking. Those with higher levels of income – \$60,000 to 80,000 (58%), and \$80,000 or more (57%) – are more likely than those with annual incomes of \$20,000 or less (46%) to say the messages have been effective at increasing their desire to quit. Atlantic Canadians (91%) are more likely than residents of Quebec (73%), Ontario (76%), Alberta (82%) and British Columbia (75%) to say the messages have been effective in informing them about health effects.

Occasional smokers are more likely than those who smoke every day to say the messages have been effective in getting them to smoke less (55% vs. 28%), increasing their desire to quit (66% vs. 50%), getting them to try to quit (57% vs. 41%) and informing them of health effects (87% vs. 77%). Those who intend to quit, either within 30 days or within two to six months, are more likely than those who have no intention of quitting to say the messages are effective in getting them to smoke less (47% and 36% vs. 23%), getting them to smoke less around others (55% and 56% vs. 47%), increasing their desire to quit smoking (69% and 67% vs. 33%), getting them to try to quit smoking (61% and 58% vs. 26%) and informing them about the health effects of cigarette smoking (83% and 82% vs. 73%).

## CHANGES TO HEALTH WARNING MESSAGES

### Suggested changes – top-of-mind

Adult smokers were asked to consider possible changes to the current health warning messages found on cigarette packages.

When adult smokers are asked how, if at all, the current health warning messages on cigarette packages could be changed to be more effective in convincing smokers to quit, the largest proportions say change the pictures or use new pictures (29%), and change the messages, text, words or phrases or use new messages (22%). Smaller proportions suggest more detailed information (11%), increase size of messages (11%), more eye-catching presentation (10%), stronger or bolder warnings or graphics (5%), and provide a 1-800 quit line number or website (5%). A number of other changes are suggested, but none by more than three percent. Eighteen percent say the messages do not need improving and four percent say get rid of them altogether.

Adult smokers aged 18 to 24 (32%), 25 to 34 (33%) and 35 to 44 (31%) are more likely than those aged 55 or older (19%) to suggest changing the pictures. University graduates (32%) are more likely than those without high school education (20%), high school graduates (17%), those who have attended community college (22%) and those with some university education (20%) to mention changing the messages; university graduates (16%) are also more likely than those who have not completed high school (8%) and those with some university education (6%) to mention more eye-catching presentation. Anglophones are more likely than Francophones to suggest more detailed information (13% vs. 7%).

Smokers in Quebec (25%) and Ontario (25%) are more likely than those in Atlantic Canada (15%), Alberta (18%) and British Columbia (10%) to mention changing the messages, while Albertans (17%) are more likely than Atlantic Canadians (6%), Quebecers (8%) and Ontarians (10%) to mention more eye-catching presentation; Atlantic Canadians (17%) are less likely than Quebecers (32%), Ontarians (31%) and Albertans (32%) to mention changing the pictures.

Occasional smokers are more likely than those who smoke every day to suggest changing the pictures (38% vs. 28%). Those who intend to quit within 30 days (17%) and those who intend to quit within two to six months (13%) are more likely than those who do not intend to quit (8%) to mention more detailed information.

Ways to make messages more effective – top-of-mind	
	%
Change the pictures/use new pictures	29
Change messages/text/words/phrases/use new messages	22
Don't need improving	18
More detailed information	11
Increase size of messages	11
More eye-catching presentation (general)	10
Stronger/bolder warnings/graphics	5
Provide 1-800 quit line number or website/more quitting information	5
Get rid of them altogether	4
More statistics/details on effects/deaths	3
Message are ineffective/doesn't stop smokers	3
Personal tragedies/stories on real people	2
Stop tobacco production/promotion	2
More specific health effects/information	2
Target warnings to youth	2
Emphasis on death/toxicity/diseases	2
Broaden media advertisement (TV/billboards/celebrities)	2
Brighter/bolder/change colours/lettering	2
Positive messages/advantages/tips to quit	2
Social effects	2
Make package less user-friendly	2
Update messages/new warnings	1
Financial assistance to quit	1
Target messages by age/gender demographics	1
Less abrasive/overpowering warnings/graphics	1
Emphasize health effects on children	1
Highlight ingredients/other chemical uses	1
Website/magazine campaigns on how to quit	1
No graphs/just text/catchphrase	1
Increase cigarette prices	1
Effects of second-hand smoke	1
Shorter/simple statements/words	*
Other	3
dk/na	8

\* Less than one percent

Effectiveness of specific changes

Adult smokers were asked to evaluate the effectiveness of specific changes in making the messages more noticeable. Four ways were tested.

About one-third of adult smokers say that using new or different pictures (36%), making the words in the text more closely reflect the pictures (35%), using new or different messages in the text (32%) and increasing the size of the health warning messages on the packs (30%) would be very effective.

Combining the numbers who say very effective and somewhat effective, 81 percent say that using new or different pictures would be effective, 78 percent say that using new or different messages would be effective, 71 percent say that making the words more closely reflect the picture would be effective, and 58 percent say increasing the size of the health warning messages would be effective.

Effectiveness of specific changes							
	Very effective (%)	Somewhat effective (%)	Effective Total (%)	Not very effective (%)	Not at all effective (%)	Not effective Total (%)	dk/na (%)
Using new or different pictures	36	45	<b>81</b>	8	10	<b>18</b>	*
Using new or different messages in the text	32	46	<b>78</b>	10	11	<b>21</b>	*
Making the words in the text more closely reflect the pictures	35	36	<b>71</b>	12	16	<b>28</b>	1
Increasing the size of the health warning messages on the packs	30	28	<b>58</b>	18	25	<b>43</b>	*

\* Less than one percent

Younger adult smokers – those aged 18 to 24 (85%), 25 to 34 (80%) and 35 to 44 (81%) – are more likely than those aged 45 to 54 (71%), and 55 or older (67%) to say that using new messages would be effective; younger smokers (18-24, 87%; 25-34, 85%; 35-44, 84%) are also more likely than older smokers (45-54, 72%; 55+, 71%) to say that new pictures would be effective. Those aged 18 to 24

(79%) are more likely than those aged 35 to 44 (71%), 45 to 54 (65%), and 55 or older (64%) to say that making the words more closely reflect the pictures would be effective. Anglophones are more likely than Francophones to say that using new pictures would be effective (83% vs. 76%).

Occasional smokers are more likely than those who smoke every day to say that the following measures would be effective: using new pictures (91% vs. 80%), using new or different messages (90% vs. 76%), increasing the size of the messages (75% vs. 55%), and making the words more closely reflect the pictures (87% vs. 70%). Those who intend to quit within 30 days (87%) or within two to six months (85%) are more likely than those who do not intend to quit (76%) to say that using new pictures would be effective; those who intend to quit within 30 days (72%) are more likely than those who intend to quit within two to six months (56%) and those who do not intend to quit (53%) to say that increasing the size of the messages would be effective.

### Impact of increased size of health warning messages

Adult smokers were asked to assess the effectiveness of increasing the size of the health warning messages on cigarette packages, on two dimensions.

When asked how much more effective it would be in informing Canadians about the health effects of tobacco if the size of health warning messages were increased, 23 percent say it would be much more, and 43 percent say it would be somewhat more, effective.

When asked how much more effective it would be in encouraging Canadians to reduce their tobacco use if the size of health warning messages were increased, 20 percent say it would be much more, and 44 percent say it would be somewhat more, effective.

Impact of increased size of health warning messages				
	Much more effective (%)	Somewhat more effective (%)	No more effective (%)	dk/na (%)
In informing Canadians about the health effects of tobacco	23	43	34	*
In encouraging Canadians to reduce their tobacco use	20	44	35	1

\* Less than one percent

Men (37%) are more likely than women (30%) to say that if the size of the warning messages were increased, it would be no more effective in informing Canadians about the health effects of tobacco

Quebecers (27%) are more likely than Atlantic Canadians (13%) and Ontarians (20%) to say that if the size of the health warning messages were increased, it would make it much more effective in encouraging Canadians to reduce their tobacco use.

Occasional smokers are more likely than those who smoke every day to say that if the size of the health warning messages were increased, it would make it much more effective in informing Canadians about the health effects of tobacco (31% vs. 22%) and in encouraging Canadians to reduce their tobacco use (29% vs. 19%). Those who intend to quit within 30 days (31%) are also more likely than those who intend to quit within two to six months (22%) and those who do not intend to quit (21%) to say that if the size of the health warning messages were increased, it would make it much more effective in informing Canadians about the health effects of tobacco.

## VISUAL DIFFERENCES AMONG BRANDS

Adult smokers were asked to identify the ways in which cigarette brands available to them in Canada differ visually. By far the largest proportion of smokers – eight in ten (82%) – say that brands differ by colour. Smaller proportions mention brand name (33%), logo (20%), size (18%) and packaging (14%). Several other visual differences are mentioned, but none by more than three percent. Five percent simply say that they are different, and three percent say they can't tell the difference.

Visual differences among brands	
	%
Colour	82
Brand name	33
Logo	20
Size	18
Packaging	14
Different	5
Taste/flavours	3
Price	2
Text/font/size	2
Graphics	1
Type	1
Shape	1
Other	2
Never look	2
Can't tell	3
dk/na	*

\* Less than one percent

Women are more likely than men to mention size (21% vs. 16%), while men are more likely to mention logo (23% vs. 17%). Smokers aged 18 to 24 (28%) and 25 to 34 (24%) are more likely than those aged 35 to 44 (16%), 45 to 54 (15%), and 55 or older (13%) to mention logo; those aged 18 to 24 (86%) are also more likely than those aged 55 or older (74%) to mention colour.



University graduates are more likely than those who have not completed high school, high school graduates and those who have attended community college to mention size (31% vs. 16%, 12% and 17%) and packaging (23% vs. 11%, 12% and 12%).

Smokers in Atlantic Canada (89%) and Quebec (86%) are more likely than those in Ontario (79%) and Alberta (76%) to mention colour. Quebecers (39%), Ontarians (39%) and Albertans (29%) are more likely than Atlantic Canadians (19%) and British Columbians (13%) to mention brand name. Quebecers (28%) and Albertans (26%) are more likely than Atlantic Canadians (16%) and Ontarians (17%) to mention logo. Ontarians (22%) are more likely than Atlantic Canadians (13%), Quebecers (12%) and Albertans (14%) to mention size. Ontarians and Albertans (18% each) are more likely than Atlantic Canadians (8%) and Quebecers (7%) to mention packaging.

## EXPERIMENTAL DESIGN

For the experimental component of the research, visual mock-ups of cigarette packages using several elements were presented to respondents, to test the effect of size (coverage of pack) changes. These mock-ups differed on four dimensions:

- Health warning message – two different health warning messages were selected to be used on the mock-ups, one focusing on the mouth and teeth, and the other on the lungs.
- Format – two different formats were presented, one in which the full brand information is visible on the pack, called branded, and the other format, called a plain pack, where the brand is named but there are no brand markings such as colours, fonts, logos, etc.
- Size of health warning message – four different size options of health warning message were presented, including the current option in which the message takes up 50 percent of the face of the package, and three others – a 75 percent pack, a 90 percent pack and a 100 percent pack. (It should be noted that only two different sizes were used with the plain pack format, the 50 percent pack and the 75 percent pack.)
- Brand – two brands were presented, Player’s Rich Flavour and Peter Jackson Full Flavour.

This set of visuals thus presents a possible 24 combinations: 16 brand packs (2 HWMs x 4 sizes x 2 brands) and eight plain packs (2 HWMs x 2 sizes x 2 brands). Given that 24 displays are too many to present to each respondent, it was decided that each respondent would view six displays, making use of a rotation formula. Four subsamples of 250 each viewed a specific version or rotation, as shown in the following table. The four versions were tested and rotated in equal numbers in all 11 communities.

<b>Rotation formula</b>				
<b>Rotation</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
<b>Sample size</b>	N=251	N=254	N=251	N=244
<b>Brand</b>	Player's Rich Flavour	Peter Jackson Full Flavour	Player's Rich Flavour	Peter Jackson Full Flavour
<b>Health Warning Message</b>	Mouth/Teeth	Mouth/Teeth	Lungs	Lungs
<b>Recall Section</b>	50% branded pack 75% plain pack	75% branded pack 75% plain pack	90% branded pack 50% plain pack	100% branded pack 50% plain pack
<b>Size Section</b>	50% branded pack 75% branded pack 90% branded pack 100% branded pack	50% branded pack 75% branded pack 90% branded pack 100% branded pack	50% branded pack 75% branded pack 90% branded pack 100% branded pack	50% branded pack 75% branded pack 90% branded pack 100% branded pack
<b>Comparison Section – I</b>	50% branded pack 50% plain pack	50% branded pack 50% plain pack	50% branded pack 50% plain pack	50% branded pack 50% plain pack
<b>Comparison Section – II</b>	75% branded pack 75% plain pack	75% branded pack 75% plain pack	75% branded pack 75% plain pack	75% branded pack 75% plain pack
<b>Behaviour</b>	100% branded pack	100% branded pack	100% branded pack	100% branded pack

## Experimental testing: Recall

The major objective of the Recall exercise is to determine the extent to which adult smokers are able to recall the brand name of packs with different sizes of health warning messages for the two pack formats: branded (brand visible) and plain.

In the Recall section of the experimental testing, respondents were shown a mock-up of a branded pack with one of four size options for health warning messages (50%, 75%, 90%, 100%), and a mock-up of a plain pack with one of two size options for health warning messages (50%, 75%), depending on the rotation formula. The order of display of the branded and plain packs were rotated such that approximately half of the respondents in each rotation saw the branded pack first, and the remainder saw the plain pack first.

Overall, in experimental testing, 90 percent of respondents correctly recalled the brand name of the branded pack they were shown, and 95 percent correctly recalled the brand name of plain pack they were shown.

Younger smokers – those aged 18 to 24 and 25 to 34 – are more likely than older smokers – those aged 35 to 44, 45 to 54, and 55 or older – to demonstrate correct recall of brand names of branded packs (93% and 95% vs. 86%, 84% and 86%); those aged 18 to 24 (99%) are also more likely than smokers aged 35 to 44 (94%), 45 to 54 (89%), and 55 or older (93%) to correctly recall the brand names of plain packs. Men (92% vs. 88% of women) and Anglophones (92% vs. 84% of Francophones) are more likely to correctly recall the brand packs.

Looking at the recall rates for each of the four sizes of health warning messages, 95 percent can recall the brand name of the branded pack with the 50 percent size option, 94 percent can recall the brand name of the branded pack with the 75 percent size option, and 93 percent can recall the brand name of the branded pack with the 90 percent size option. Recall drops to 77 percent who can recall the brand name of the branded pack with the 100 percent size option. For the plain packs, 95 percent (93% in rotation 3 and 97% in rotation 4) can recall the brand name of the pack with the 50 percent size option, and 94 percent (94% in rotation 1 and 95% in rotation 2) can recall the brand name of the pack with the 75 percent size option.

<b>Recall of brand names</b>			
<b>Rotation 1</b>	<b>Rotation 2</b>	<b>Rotation 3</b>	<b>Rotation 4</b>
N=251	N=254	N=251	N=244
Player's Rich Flavour	Peter Jackson Full Flavour	Player's Rich Flavour	Peter Jackson Full Flavour
Mouth/Teeth HWM	Mouth/Teeth HWM	Lungs HWM	Lungs HWM
<b>Percentage (%) who recall brand name of Branded Packs</b>			
50% size option	75% size option	90% size option	100% size option
95%	94%	93%	77%
<b>Percentage (%) who recall brand name of Plain Packs</b>			
75% size option	75% size option	50% size option	50% size option
94%	95%	93%	97%

The order of display may have an impact on recall. In the recall exercise, when the branded pack is shown before the plain pack, recall of the 50 percent size option is 92 percent, the 75 percent size option is 93 percent, the 90 percent size option is 90 percent, and the 100 percent size option falls to 66 percent. When the branded pack is shown second, there is markedly less fall-off in recall with the 100 percent size option. When the plain pack is shown first, before the branded pack, recall of the 50 percent size option is 93 percent and the 75 percent size pack option is 91 percent; when the plain pack is shown second, recall is slightly higher.

<b>Effect of display order on recall of brand</b>		
<b>Branded pack recall</b>		
	<b>Shown first (%)</b>	<b>Shown second (%)</b>
Rotation 1 – 50%	92	98
Rotation 2 – 75%	93	95
Rotation 3 – 90%	90	97
Rotation 4 – 100%	66	91
<b>Plain pack recall</b>		
	<b>Shown first (%)</b>	<b>Shown second (%)</b>
Rotations 3 & 4 – 50%	93	97
Rotations 1 & 2 – 75%	91	97

Experimental testing: Size

The major objective of this Size section is to evaluate adult smokers' response to the four size options, both individually and in comparison to the other sizes.

In the Size section of the experimental testing, adult smokers were first shown the branded packs with all four size options for health warning messages (50%, 75%, 90%, 100%), one by one, and asked to evaluate the effectiveness of each package on two dimensions: informing Canadians about health effects of tobacco and encouraging Canadians to reduce their tobacco use. Brand and message varied by rotation, but within each rotation, brand and message remained constant.

Next, smokers were shown all four branded packs together and asked which size option would be most effective on the same two dimensions. Finally, smokers were shown all four branded packs together again, and asked which would be the best choice for cigarette packages in Canada.

#### **EFFECTIVENESS OF SIZE OPTIONS**

When it comes to informing Canadians about the health effects of tobacco, 21 percent of adult smokers say the 50 percent size option would be very effective, compared to 35 percent who say the same for the 75 percent size option, 48 percent who say the same for the 90 percent size option, and 60 percent who say the same for the 100 percent size option pack.

Combining the numbers of those who say very effective and those who say somewhat effective, 69 percent say the 50 percent size option would be very or somewhat effective, compared to 81 percent who say the same for the 75 percent size option, 84 percent who say the same for the 90 percent size option, and 85 percent who say the same for the 100 percent size option pack.

Anglophones are more likely than Francophones to think all these size options – the 50 percent option (72% vs. 57%), the 75 percent option (82% vs. 73%), the 90 percent option (85% vs. 79%) and the 100 percent option (88% vs. 77%) – would be at least somewhat effective.

Occasional smokers are more likely than those who smoke every day to think all these size options – the 50 percent option (79% vs. 67%), the 75 percent option (89% vs. 79%), the 90 percent option (93% vs. 82%) and the 100 percent option (91% vs. 84%) – would be at least somewhat effective.

<b>Effectiveness in informing Canadians about health effects of tobacco</b>				
	<b>50% option</b>	<b>75% option</b>	<b>90% option</b>	<b>100% option</b>
	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>
Very effective	21	35	48	60
Somewhat effective	48	46	36	25
<b>Total effective</b>	<b>69</b>	<b>81</b>	<b>84</b>	<b>85</b>
Not very effective	21	11	7	6
Not at all effective	10	9	9	9
<b>Total not effective</b>	<b>31</b>	<b>20</b>	<b>16</b>	<b>15</b>
dk/na	*	-	-	*

\* Less than one percent

<b>Effectiveness in informing Canadians about health effects of tobacco</b>												
	<b>Rotation 1</b>			<b>Rotation 2</b>			<b>Rotation 3</b>			<b>Rotation 4</b>		
	N=251			N=254			N=251			N=244		
	Player's Rich Flavour			Peter Jackson Full Flavour			Player's Rich Flavour			Peter Jackson Full Flavour		
	Mouth/Teeth HWM			Mouth/Teeth HWM			Lungs HWM			Lungs HWM		
<b>Size</b>	<b>Very</b>	<b>Some</b>	<b>Tot</b>	<b>Very</b>	<b>Some</b>	<b>Tot</b>	<b>Very</b>	<b>Some</b>	<b>Tot</b>	<b>Very</b>	<b>Some</b>	<b>Tot</b>
	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>
50%	20	52	72	21	47	68	21	45	66	22	48	70
75%	38	45	83	39	41	80	30	44	74	32	51	83
90%	34	34	88	53	30	83	42	38	80	41	42	83
100%	69	21	90	62	21	83	56	29	85	53	30	83

When it comes to encouraging Canadians to reduce their tobacco use, 14 percent say the 50 percent size option would be very effective, compared to 27 percent who say the same for the 75 percent size option, 38 percent who say the same for the 90 percent size option, and 48 percent who say the same for the 100 percent size option pack.

Combining the numbers of those who say very effective and those who say somewhat effective, 58 percent say the 50 percent size option would be very or somewhat effective, compared to 69 percent who say the same for the 75 percent size option, 73 percent who say the same for the 90 percent size option, and 75 percent who say the same for the 100 percent size option pack.

Anglophones are more likely than Francophones to say all of these size options – the 50 percent option (62% vs. 45%), the 75 percent option (70% vs. 60%), the 90 percent option (75% vs. 65%) and the 100 percent option (78% vs. 67%) – would be very effective in encouraging Canadians to reduce their tobacco use.

Occasional smokers are more likely than those who smoke every day to say that the current 50 percent option (68% vs. 57%) and the 90 percent option (83% vs. 72%) would be very effective in encouraging Canadians to reduce their tobacco use. Those who intend to quit within 30 days are more likely than those who do not intend to quit to say all of these size options – the 50 percent option (67% vs. 54%), the 75 percent option (77% vs. 64%), the 90 percent option (81% vs. 69%) and the 100 percent option (81% vs. 72%) – would be very effective in encouraging Canadians to reduce their tobacco use.

Effectiveness in encouraging Canadians to reduce their tobacco use				
	50% option	75% option	90% option	100% option
	%	%	%	%
Very effective	14	27	38	48
Somewhat effective	44	42	35	27
<b>Total effective</b>	<b>58</b>	<b>69</b>	<b>73</b>	<b>75</b>
Not very effective	24	17	13	11
Not at all effective	17	14	14	13
<b>Total not effective</b>	<b>41</b>	<b>31</b>	<b>27</b>	<b>24</b>
dk/na	1	*	*	*

\* Less than one percent

Effectiveness in encouraging Canadians to reduce their tobacco use												
	Rotation 1			Rotation 2			Rotation 3			Rotation 4		
	N=251			N=254			N=251			N=244		
	Player's Rich Flavour			Peter Jackson Full Flavour			Player's Rich Flavour			Peter Jackson Full Flavour		
	Mouth/Teeth HWM			Mouth/Teeth HWM			Lungs HWM			Lungs HWM		
Size	Very	Some	Tot	Very	Some	Tot	Very	Some	Tot	Very	Some	Tot
	%	%	%	%	%	%	%	%	%	%	%	%
50%	14	45	59	18	43	61	13	41	54	12	47	59
75%	31	43	74	33	38	71	21	42	63	22	45	67
90%	46	33	79	47	30	77	27	40	67	31	38	69
100%	56	26	83	55	21	76	43	30	73	38	31	69



**MOST EFFECTIVE SIZE OPTION – INFORMING CANADIANS ABOUT HEALTH EFFECTS**

When shown all four branded packs and asked to choose which of the four size options they think would be most effective in informing Canadians about the health effects of tobacco, 66 percent of adult smokers choose the 100 percent size option and fewer than 10 percent each choose the 50 percent size option (8%), the 75 percent size option (6%) or the 90 percent size option (8%). One in ten say that they are all equal (7%) or that none is the most effective (3%).

Most effective in informing Canadians about the health effects of tobacco					
Size	Total	Rotation 1	Rotation 2	Rotation 3	Rotation 4
	N=1,000	N=251	N=254	N=251	N=244
		Player’s Rich Flavour	Peter Jackson Full Flavour	Player’s Rich Flavour	Peter Jackson Full Flavour
		Mouth/Teeth HWM	Mouth/Teeth HWM	Lungs HWM	Lungs HWM
	%	%	%	%	%
50%	8	8	8	8	8
75%	6	3	7	3	11
90%	8	5	9	8	11
100%	66	71	67	68	59
All equal	7	10	5	8	7
None	3	2	4	4	4
dk/na	*	1	–	*	*

\* Less than one percent

Anglophones (69% vs. 58% of Francophones) and those who intend to quit within 30 days (73% vs. 63% of those who do not intend to quit) are more likely to think the 100 percent size option would be the most effective. Residents of Atlantic Canada (76%) and British Columbia (80%) are more likely than residents of Quebec (58%), Ontario (67%) and Alberta (64%) to think the 100 percent size option would be the most effective.

When smokers who selected the 100 percent size option were asked why they chose that option, the most frequent responses are: just a big health warning, no label, no distractions (67%), and visual impact, in your face, noticeable (39%). Much smaller proportions mention effective warning, clear message, straight to the point (8%) and more aware of health risk, constant reminder (5%).

Reasons for choice of 100 percent size option as most effective in informing about health effects of tobacco					
	Total	Rotation			
		1	2	3	4
Subsample: Those who choose 100% size as most effective	N=667	N=179	N=172	N=171	N=145
	%	%	%	%	%
Just a big health warning/no label/no distractions	67	66	64	71	69
Visual impact/in your face/noticeable	39	47	43	32	31
Effective warning/clear message/straight to the point	8	8	10	7	7
More aware of the health risk/constant reminder	5	7	6	2	2
Label/brand/advertisement along with warning visible	4	2	4	6	3
Overpowering/aggressive/don't want to carry around	4	3	2	3	7
Encourage people to quit/cut down	3	3	4	3	1
Information	1	1	2	1	2
Same message/no difference (picture/text)	1	1	–	2	–
Consumer/companies want to see logo on package	*	1	1	–	1
Less colour/too plain/unattractive	*	2	-	-	-
Not overpowering/more appealing /attractive	*	1	-	-	1
Warning signs smaller	*	-	-	1	1
Used to warnings/just ignore it	*	1	-	-	-
Ineffective/aware of risk but will still smoke	*	-	-	-	1
Other	1	1	1	1	–
dk/na	*	–	–	1	–

\* Less than one percent

Among those who selected the 100 percent size option, younger adult smokers – those aged 18 to 24 (71%) and 25 to 34 (74%) – are more likely than those aged 45 to 54 (58%) to say just a big health warning, no label, no distractions. Anglophones (42% vs. 26% of Francophones) and daily

smokers (40% vs. 28% of occasional smokers) are more likely to mention visual impact, in your face, noticeable.

**MOST EFFECTIVE SIZE OPTION – ENCOURAGING CANADIANS TO REDUCE TOBACCO USE**

When shown all four branded packs and asked to choose which of the four size options they think would be most effective in encouraging Canadians to reduce their tobacco use, 68 percent of adult smokers choose the 100 percent size option and fewer than 10 percent each choose the 50 percent size option (6%), the 75 percent size option (6%) or the 90 percent size option (8%). A total of one in ten say that they are all equal (5%) or that none is the most effective (7%).

Anglophones (70% vs. 58% of Francophones) and occasional smokers (77% vs. 66% of every day smokers) are more likely to select the 100 percent size option as the most effective in encouraging Canadians to reduce their tobacco use. Residents of British Columbia (83%) are more likely than residents of all other regions (ranging from 58% to 70%) to select the 100 percent size option as the most effective.

Most effective in encouraging Canadians to reduce their tobacco use					
Size	Total	Rotation 1	Rotation 2	Rotation 3	Rotation 4
	N=1,000	N=251	N=254	N=251	N=244
		Player’s Rich Flavour	Peter Jackson Full Flavour	Player’s Rich Flavour	Peter Jackson Full Flavour
		Mouth/Teeth HWM	Mouth/Teeth HWM	Lungs HWM	Lungs HWM
	%	%	%	%	%
50%	6	5	7	5	8
75%	6	7	4	5	7
90%	8	6	10	7	7
100%	68	71	67	67	65
All equal	5	6	3	7	5
None	7	4	7	9	7
dk/na	1	1	1	*	1

\* Less than one percent

When smokers who selected the 100 percent size option were asked why they choose that option, the most frequent responses are: just a big health warning, no label, no distractions (51%), and visual impact, in your face, noticeable (41%). Much smaller proportions mention effective warning, clear

message, straight to the point (9%), more aware of health risk, constant reminder (8%) and encourage people to cut down or quit (6%).

<b>Reasons for choice of 100 percent size option as most effective in encouraging Canadians to reduce their tobacco use</b>					
	<b>Total</b>	<b>Rotation</b>			
Subsample: Those who choose the 100% size as the most effective	N=675	1 N=178	2 N=170	3 N=169	4 N=158
	%	%	%	%	%
Just a big health warning/no label/no distractions	51	47	49	59	48
Visual impact/in your face/noticeable	41	43	49	34	36
Effective warning/clear message/straight to the point	9	7	10	10	10
More aware of the health risk/constant reminder	8	14	5	7	5
Encourage people to quit/cut down	6	10	7	2	5
Overpowering/aggressive/don't want to carry around	5	5	4	4	8
Label/brand/advertisement along with warning visible	1	2	1	1	2
Informative	1	1	1	1	2
Same message/no difference (picture/text)	1	1	1	1	1
Not overpowering/more appealing/attractive	1	1	-	1	1
Ineffective/aware of risk but will still smoke	*	-	-	1	1
Used to warnings/just ignore it	*	1	1	-	-
Warning signs smaller	*	-	1	-	-
Focus toward youth/new smokers from smoking	*	1	-	-	-
Other	1	1	1	1	3
dk/na	*	-	-	1	-

\* Less than one percent

**BEST CHOICE**

When asked to choose which size pack would be the best choice for cigarette packages in Canada, 35 percent pick the 100 percent size option, 34 percent pick the 50 percent size option, 13 percent pick the 90 percent size option and 12 percent pick the 75 percent size option.

Those who smoke everyday (35%) are more likely than occasional smokers (26%) to choose the 50 percent size option (the current size). Those who intend to quit, either within 30 days (42%) or within two to six months (38%) are more likely than those who have no plans to quit (31%) to choose the 100 percent size option.

Best choice for cigarette packages in Canada					
Size	Total	Rotation 1	Rotation 2	Rotation 3	Rotation 4
	N=1,000	N=251	N=254	N=251	N=244
		Player's Rich Flavour	Peter Jackson Full Flavour	Player's Rich Flavour	Peter Jackson Full Flavour
		Mouth/Teeth HWM	Mouth/Teeth HWM	Lungs HWM	Lungs HWM
	5	%	%	%	%
50%	34	34	34	35	32
75%	12	13	12	11	14
90%	13	9	14	13	17
100%	35	38	36	34	33
All equal	2	3	1	3	2
None	3	2	3	4	2
dk/na	*	1	1	*	—

\* Less than one percent

When smokers who selected the 50 percent size option are asked why they choose that option, the most frequent responses are: label, brand or advertisement visible along with warning (31%) and not overpowering, more appealing or attractive (23%). Much smaller proportions mention warning signs smaller (9%), effective warning, clear message, straight to the point (7%), visual impact, in your face, noticeable (6%), consumer and companies want to see logo on the packages (5%), and just a big health warning, no label, no distractions (5%).

Reasons for choice of 50 percent size option as best choice for cigarette packages in Canada					
	Total	Rotation			
Subsample: Those who choose the 50% size as best	N=355	1 N=84	2 N=85	3 N=87	4 N=79
	%	%	%	%	%
Label/brand/advertisement along with warning visible	31	31	28	28	34
Not overpowering/more appealing/attractive	23	12	31	18	31
Warning signs smaller (picture/text)	9	15	6	15	1
Ineffective/aware of risk but will continue to smoke	9	11	8	12	6
Effective warning/clear message/straight to the point	7	9	7	8	4
Visual impact/in your face/noticeable	6	1	8	8	5
Used to warnings/just ignore it	6	10	8	4	4
Just a big health warning/no label/no distractions	5	6	3	6	2
Consumer/companies want to see logo on the package	5	3	3	5	10
Warning size not important/not necessary	3	5	1	-	5
Overpowering/aggressive/don't want to carry around	3	3	2	1	4
Same message/no difference (picture/text)	3	1	2	1	6
More aware of the health risk/constant reminder	1	3	1	-	1
Encourage people to quit/cut down	1	-	1	-	1
Informative	1	2	3	-	-
Other	7	6	5	8	7
dk/na	*	-	-	1	-

\* Less than one percent

When smokers who selected the 100 percent size option were asked why they chose that option, the most frequent responses are: just a big health warning, no label, no distractions (27%), encourage people to cut down or quit (24%), and visual impact, in your face, noticeable (23%). Smaller proportions mention effective warning, clear message, straight to the point (16%), more aware of health risk, constant reminder (8%), overpowering and aggressive, don't want to carry around (6%), and focus toward youth/new smokers from smoking (4%).

Reasons for choice of 100 percent size option as best choice for cigarette packages in Canada					
	Total	Rotation			
Subsample: Those who choose the 100% size as best	N=354	1 N=96	2 N=81	3 N=86	4 N=81
	%	%	%	%	%
Just a big health warning/no label/no distractions	27	23	22	35	30
Encourage people to quit/cut down	24	24	23	21	26
Visual impact/in your face/noticeable	23	31	31	13	17
Effective warning/clear message/straight to the point	16	15	11	20	21
More aware of the health risk/constant reminder	8	7	13	4	10
Overpowering/aggressive/don't want to carry around	6	6	5	8	6
Focus toward youth/new smokers from smoking	4	5	5	4	1
Label/brand/advertisement along with warning visible	2	1	4	2	2
Informative	2	1	1	3	1
Consumer/companies want to see logo on the package	2	2	-	-	6
Less colour/too plain/unattractive	1	2	-	-	-
Not overpowering/more appealing/attractive	1	1	1	1	2
Ineffective/aware of risk but will continue to smoke	1	1	-	-	1
Same message/no difference (picture/text)	*	-	-	-	1
Warning signs smaller (pictures/text)	*	1	-	-	-
Other	3	2	2	3	5
dk/na	1	-	1	1	1

\* Less than one percent

## Experimental testing: Comparison of branded and plain packs

The major objective of the Comparison section is to evaluate adult smokers' response to the branded vs. plain packs, controlling for the brand and size of the health warning message. Two size options were compared: 50 percent coverage and 75 percent coverage.

Adult smokers were shown two pairs of packs. One pair consisted of a branded pack and a plain pack, both with the same brand name and HWM, and both with the 50 percent size option for the health warning message, and the other pair consisted of a branded pack and a plain pack, both with the same brand name and message, and both with the 75 percent size option for the health warning message. Brand and message varied by rotation, but within each rotation, brand and message remained constant.

For each pair, smokers were asked to indicate which pack they thought would be more effective on two dimensions: informing Canadians about health effects of tobacco, and encouraging Canadians to reduce their tobacco use.

When branded packs are tested against plain packs, controlling for the size of the health warning message, smokers think the plain pack is more effective than the branded pack in informing Canadians about the health effects of tobacco. When a branded and a plain pack with the 50 percent size option are compared, 48 percent say the plain pack is more effective, while 20 percent say the branded pack is more effective; a total of three in ten say both are equally effective (25%) or neither is more effective (7%).

When a branded and a plain pack with the 75 percent size option are compared, 50 percent say the plain pack is more effective than the branded pack in informing Canadians about the health effects of tobacco, while 19 percent say the branded pack is more effective; a total of three in ten say both are equally effective (25%) or neither is more effective (6%).

There is some variation in response among rotations, for both size comparisons, although larger proportions choose the plain pack than the branded pack, in all rotations (see table on the next page).

There are no significant variations in preference for the plain packs among key demographic and attitudinal groups, with one exception: university graduates (57%) are more likely than those who have not finished high school (43%) to choose the plain pack in the 75 percent size comparison.



Among the regions, British Columbians (62%) are more likely than Quebecers (45%), Ontarians (48%) and Albertans (43%) to select the plain pack in the 50 percent size option comparison; in the 75 percent size option comparison, British Columbians (66%) are more likely than those in all other regions (a range of 46% to 51%) to select the plain pack.

Older smokers – those aged 45 to 54 (26%), and 55 or older (33%) are more likely than younger smokers – those aged 18 to 24 (17%), 25 to 34 (16%) and 35 to 44 (17%) – to say that the branded pack is more effective in informing Canadians about the health effects of tobacco in the 50 percent size option comparison. Francophones are more likely than Anglophones to select the branded pack in both the 50 percent size option comparison (25% vs. 18%) and the 75 percent size option comparison (24% vs. 17%).

Those with lower levels of education – those who have not completed high school (26%), high school graduates (21%) and those who have attended community college (22%) – are more likely than university graduates (13%) to say that the branded pack is more effective in the 50 percent size option comparison; those who have not completed high school and those who have attended community college are also more likely than those who have some university education (13%) to say that the branded pack is more effective in the 50 percent size option comparison. Those who have not completed high school (25%) are more likely than those who have some university education and university graduates (both 15%) to say that the branded pack is more effective in the 75 percent size option comparison.

Quebecers (25%) are more likely than Atlantic Canadians (13%) and British Columbians (14%) to select the branded pack in the 50 percent size option comparison; Quebecers (24%) are also more likely than Atlantic Canadians (13%) and Albertans (15%) to select the branded pack in the 75 percent size option comparison.

<b>Most effective in informing Canadians about health effects</b>		
	<b>50% size option</b>	<b>75% size option</b>
	<b>%</b>	<b>%</b>
Branded pack	20	19
Plain pack	48	50
Both	25	25
Neither	7	6
dk/na	–	*

\* Less than one percent

Most effective in informing Canadians about health effects								
Size	Rotation 1		Rotation 2		Rotation 3		Rotation 4	
	N=251		N=254		N=251		N=244	
	Player's Rich Flavour		Peter Jackson Full Flavour		Player's Rich Flavour		Peter Jackson Full Flavour	
	Mouth/Teeth HWM		Mouth/Teeth HWM		Lungs HWM		Lungs HWM	
Size	Branded	Plain	Branded	Plain	Branded	Plain	Branded	Plain
	%	%	%	%	%	%	%	%
50%	20	47	24	43	15	54	21	50
75%	16	50	23	42	13	52	18	48

When branded packs are tested against plain packs, smokers also think the plain pack is more effective than the branded pack in encouraging Canadians to reduce their tobacco use. When a branded and a plain pack with the 50 percent size option are compared, 48 percent say the plain pack is more effective, while 17 percent say the branded pack is more effective; a total of one-third say both are equally effective (22%) or neither is more effective (12%).

Again, there is some variation among the rotations, with rotation 2 responses showing higher than average choice of the branded pack over the plain pack.

When a branded and a plain pack with the 75 percent size option are compared, 49 percent say the plain pack is more effective than the branded pack in encouraging Canadians to reduce their tobacco use, while 18 percent say the branded pack is more effective; a total of one-third say both are equally effective (22%) or neither is more effective (11%).

There are few significant variations in preference for the plain packs among key demographic and attitudinal groups; however, university graduates are more likely than those who have not finished high school to say the plain pack is more effective in encouraging Canadians to reduce their tobacco use in both the 50 percent size comparison (54% vs. 42%) and the 75 percent size comparison (57% vs. 40%). Among the regions, British Columbians are more likely than Atlantic Canadians to select the plain pack in both the 50 percent size option comparison (59% vs. 42%) and the 75 percent size option comparison (62% vs. 43%).

Older smokers – those aged 45 to 54 (22%), and 55 or older (30%) – are more likely than younger smokers – those aged 18 to 24 (14%) and 25 to 34 (13%) to say the branded pack is more effective in encouraging Canadians to reduce their tobacco use in the 50 percent size comparison. Those who have not completed high school (25%) are more likely than those who have some university education and university graduates (both 13%) to say the branded pack is more effective in the 75 percent size comparison. Those with annual incomes of \$20,000 or less are more likely than those with annual incomes of \$80,000 or more to say the branded pack is more effective in encouraging Canadians to reduce their tobacco use in both the 50 percent size comparison (22% vs. 12%) and the 75 percent size comparison (21% vs. 12%).

Most effective in encouraging Canadians to reduce their tobacco use		
	50% size option	75% size option
	%	%
Branded pack	17	18
Plain pack	48	49
Both	22	22
Neither	12	11
dk/na	*	*

\* Less than one percent

Most effective in encouraging Canadians to reduce their tobacco use								
Size	Rotation 1		Rotation 2		Rotation 3		Rotation 4	
	N=251		N=254		N=251		N=244	
	Player's Rich Flavour		Peter Jackson Full Flavour		Player's Rich Flavour		Peter Jackson Full Flavour	
	Mouth/Teeth HWM		Mouth/Teeth HWM		Lungs HWM		Lungs HWM	
Size	Branded	Plain	Branded	Plain	Branded	Plain	Branded	Plain
	%	%	%	%	%	%	%	%
50%	17	52	25	44	14	55	19	50
75%	18	53	23	44	14	51	17	49

## Experimental testing: Behaviour

In the Behaviour section of the experimental testing, adult smokers were shown a branded pack with the 100 percent size option for health warning messages, and asked how they would respond if cigarette packages in Canada were to look like the mock-up. Brand and message varied by rotation.

Adult smokers most frequently respond that they would react to the introduction of the 100 percent size option by trying to quit or having an increased desire to quit (29%), and by advising others to quit (24%). Other responses mentioned include: see a dentist (18%), not want to buy anymore or less often (17%), cover the pack or use a cigarette case (16%), smoke less (15%), transfer cigarettes to another container (12%), try to hide the pack or keep it out of sight (11%), brush teeth (11%), shocked, grossed out, dislike (11%), think twice before buying or smoking (8%), be angry or upset (7%), complain or object (5%), and be more informed, aware or think about it (5%). Three in ten (28%) say that such a change would have no impact or they would have no response.

Women are more likely than men to say they would try to quit (33% vs. 26%), cover the pack (19% vs. 14%) or transfer cigarettes to another case (15% vs. 10%). Younger adult smokers aged 18 to 24 tend to be more likely than older smokers aged 55 or older to say they would try to quit (33% vs. 21%), advise others to quit (34% vs. 23%) and smoke less (20% vs. 8%). Francophones are more likely than Anglophones to say they would advise others to quit (29% vs. 22%), and not want to buy any more or buy less often (23% vs. 15%).

Occasional smokers are more likely than everyday smokers to say they would smoke less (29% vs. 12%). Those who intend to quit within 30 days are more likely than those who intend to quit within two to six months and those who do not intend to quit to say they would try to quit (45% vs. 34% and 21%) and smoke less (24% vs. 14% and 11%), while those who do not intend to quit within six months are more likely than those who intend to quit within 30 days or within two to six months to say they would cover the pack (20% vs. 10% and 14%); they are also more likely than those who intend to quit within 30 days to say they would transfer the cigarettes to another container (15% vs. 9%).

Response to 100 percent size option on cigarette packages in Canada					
	Total	Rotation			
	N=1,000	1 N=251	2 N=254	3 N=251	4 N=244
	%	%	%	%	%
Try to quit/increase desire to quit	29	30	34	29	24
Advise others to quit	24	22	26	22	25
See dentist	18	21	19	17	13
Not want to buy any more/buy less often	17	19	15	19	14
Would cover the pack/use cigarette case	16	22	16	12	14
Smoke less	15	15	16	15	12
Would transfer cigarettes to another container	12	19	12	9	9
Would try to hide pack/keep out of sight	11	14	13	9	9
Brush teeth	11	11	15	9	10
Shocked/grossed out/dislike	11	14	12	11	6
Think twice before buying	8	6	8	10	7
Would be angry/upset	7	8	9	5	7
Complain/object	5	6	3	4	6
More informed/aware/think about it	5	2	3	6	8
Avoid certain messages	3	6	3	3	1
Buy another brand/pack/tobacco	2	1	4	2	1
Reminder of health repercussions	1	3	*	-	1
Won't know brand/type	1	1	1	1	1
Other	1	*	1	1	1
No impact/no response/do nothing	28	17	20	40	36
dk/na	1	*	1	-	1

\* Less than one percent

## CONCLUSIONS

The survey results indicate that most smokers support the placement of health warning messages (HWMs) on cigarette packages. Further, most smokers find the current health warning messages on cigarette packages to be important sources of information about the health effects of smoking, and some smokers think HWMs have helped them change their smoking behaviours – by smoking less, smoking less around others or trying to quit.

Some smokers think the messages are worn out, and spontaneously suggest the use of new pictures and messages to re-invigorate the overall tobacco reduction message. In fact, when asked to think about specific changes that could be made to strengthen the overall tobacco reduction messages, smokers are more likely to consider changing the pictures and messages than increasing the size, and believe these changes would be more effective.

Nonetheless, when presented with actual mock-ups of cigarette packages showing increased size options for the HWMs, large numbers of smokers do think that increasing the size of the HWMs would be effective both in informing Canadians about the health effects of smoking and in encouraging changes in smoking behaviour, such as reducing tobacco use.

The vast majority of smokers have no problem in identifying and recalling the brand name on branded packages with HWMs occupying up to 90 percent of the face of the pack; they can also easily identify and recall the brand name on plain packages with HWMs occupying 75 percent of the face of the pack.

In general, the larger the HWM, the more likely smokers are to think it would be effective in informing and changing smoking behaviour; in fact, two-thirds pick the pack with the 100 percent size option as the most effective on both these dimensions. Smokers also choose the plain pack format over the branded format as being more effective in informing and in encouraging changes in smoking behaviour.

However, equal proportions – about one-third each – think the 50 percent size option and the 100 percent size option would be the best choice for cigarette packages in Canada. Those favouring the current size option of 50 percent tend to argue that the brand should be visible, and feel that the larger size options are aggressive and unattractive. Those favouring the 100 percent size option say it offers no “distractions” and would have a strong visual impact; as well, it would better encourage quitting.

# APPENDICES

**APPENDIX A – SURVEY METHODOLOGY**



## **SURVEY METHODS**

This description includes survey methods for both the adult and youth surveys.

The results are based on face-to-face surveys conducted with 1,000 adult smokers and 1,000 youth aged 12 to 18 inclusive, both smokers and non-smokers, in 11 communities, between February 20 and March 29, 2008.

### **Recruiting and interviewing**

Respondents in both surveys were recruited primarily by telephone, from central location facilities, using our databases of contacts previously identified as available for qualitative and quantitative research. This was supplemented by intercept recruiting, random calling and some referrals.

Our computerized database of potential respondents is compiled mainly from people who have participated in past telephone or in-home surveys conducted by Environics, and have agreed to be contacted again. Other methods of recruitment to the database include networking contacts and pro-active randomized calling to build up the database. All contacts compiled in the database are submitted to the MRIA Central Files, an established respondent tracking system used across Canada since the mid-80s to help keep “professional” respondents (repeaters) and unsuitable people out of the database.

All contacts in our database who live in or near in the communities identified, and who were age 16 and over were identified (because of privacy legislation, only a minimal amount of demographic information, including age, is allowed to be kept on database files). A call was made to the contact or household, and a screening interview was administered that included appropriate questions to find a qualified respondent in the household (by age, smoking behaviour and gender criteria). Potential respondents were told the name of the client (Health Canada), confidentiality provisions (their individual answers and identity will not be revealed), the importance of their participation in the project, a comment on the topics of the survey, and were invited to come to a facility or hotel to conduct an interview, and promised an incentive.

In accordance with Marketing Research and Intelligence Association (MRIA) standards on conducting research with a person under the age of 16 years, requiring permission from a parent or other person with authority, a screening script describing the nature of the research

in sufficient detail to enable a parent to reach an informed decision was used in recruiting the 12- to 15-year-old segment.

Following recruitment, field supervisors called and re-screened all confirmed participants; participants were again re-screened and asked to provide proof of identity before being admitted to the interview. Participants in this study were offered a standard honourarium/monetary incentive.

Interviews were conducted in professional focus group facilities or hotel rooms in each city by trained interviewers according to the protocols established in consultation with the client. Field offices were staffed with both shift supervisors and supervisors, with bilingual staff assigned in Francophone locations.

Interviewers working on this study have the same training and qualifications as those who work in our central location facilities. New interviewers undergo a four-hour training session to learn how to use the equipment, as well as to learn the required interviewing techniques to follow our methodology. After the successful completion of this phase of training, new interviewers have a three-month probation period, where they are monitored as they continue their training to ensure that their technique is appropriate. Discussion of informed consent, anonymity, confidentiality, and the right of respondents to decline to participate, refuse to answer any question or to terminate the telephone interview at any time are standard elements of the interview protocol.

All field staff were briefed by the Environics project director and field director to review the complex rotations and iterations required, and to ensure that staff understood the importance of carrying out this survey according to plan.

## **Target audience and sample size**

The adult component includes English- and French-speaking adult current smokers aged 18 years and over.

The youth component includes English- and French-speaking youth (aged 12 to 18 years inclusive), including an oversample of youth current smokers.

For the adult smoker survey, the proposed sample consisted of 1,000 adult smokers.

For the youth survey, the proposed sample consisted of 1,000 youth, with approximately a 50-50 split between males and females (on a national basis), including a sample of 300 smokers (which represents an oversample).

Eleven locations across the country were identified to represent all the regions of Canada, with a minimum of 100 respondents (half from the adult smoker sample and half from the youth sample) to be interviewed in each location. The following table presents the target samples for the study.

<b>REGION</b>	<b>Actual % of total popl'n*</b>	<b>Survey targets and regional proportions – Adult and Youth surveys</b>
<b>CANADA</b>	<b>100</b>	<b>2,000 (100%)</b>
<b>MARITIMES</b>	<b>7</b>	
Halifax		275 (14%)
<b>QUEBEC</b>	<b>24</b>	
Montreal		200 (10%)
Quebec City		150 (8%)
Gatineau		100 (5%)
<b>ONTARIO</b>	<b>39</b>	
London		100 (5%)
Ottawa		200 (10%)
Toronto		275 (14%)
Peterborough		310 (15%)
<b>WESTERN CANADA</b>	<b>30</b>	
Calgary		120 (6%)
Edmonton		120 (6%)
Vancouver		150 (8%)

\* Proportions are from Statistics Canada, 2006 Census.

## Adult smokers survey

In the data analysis, the final sample of adult smokers was weighted by gender, based on the proportion of adult smokers who are male (.5373)/female (.4627) as measured in the Canadian Tobacco Use Monitoring Survey 2006 tables. The final sample of adult smokers was distributed by region as follows.

REGION	% of total popl'n*	N (raw)	N (weighted)	% (weighted)
<b>CANADA</b>	<b>100</b>	<b>1,000</b>	<b>1,000</b>	<b>100</b>
<b>MARITIMES</b>	<b>7</b>	<b>137</b>	<b>137</b>	<b>14</b>
Halifax		137	137	
<b>QUEBEC</b>	<b>24</b>	<b>225</b>	<b>225</b>	<b>23</b>
Montreal		100	100	
Quebec City		75	75	
Gatineau		50	50	
<b>ONTARIO</b>	<b>39</b>	<b>444</b>	<b>444</b>	<b>44</b>
London		50	50	
Ottawa		100	100	
Toronto		139	139	
Peterborough		155	155	
<b>WESTERN CANADA</b>	<b>30</b>	<b>194</b>	<b>195</b>	<b>20</b>
Calgary		60	60	
Edmonton		60	60	
Vancouver		74	75	

\* Proportions are from Statistics Canada, 2006 Census.

Note: totals may not sum exactly due to rounding of weighted proportions

## Youth survey

In the data analysis, the youth sample was weighted by age (each age from 12 to 18 as a proportion of the total youth population age 12 to 18 inclusive) and smoking status (smoker/non-smoker). Using the Health Canada Youth Smoking Survey (YSS) as a guideline, smokers aged 12 to 14 were weighted to be 2.5 percent of that age group and non-smokers the remainder; smokers age 15 to 18 were weighted to be 15.0 percent of that age group and non-smokers the remainder.

The final sample of youth was distributed by region and smoking status as follows:

REGION	% of total popl'n*	N (raw)			N (weighted)			% (weighted)
		total	NS	S	total	NS	S	
<b>CANADA</b>	<b>100</b>	<b>1,000</b>			<b>1,000</b>			
<b>MARITIMES</b>	<b>7</b>	<b>138</b>	<b>103</b>	<b>35</b>	<b>164</b>	<b>156</b>	<b>8</b>	<b>16</b>
Halifax		138	103	35	164	156	8	
<b>QUEBEC</b>	<b>24</b>	<b>225</b>	<b>128</b>	<b>97</b>	<b>208</b>	<b>182</b>	<b>26</b>	<b>21</b>
Montreal		100	63	37	97	87	10	
Quebec City		75	43	32	75	65	9	
Gatineau		50	22	28	36	30	6	
<b>ONTARIO</b>	<b>39</b>	<b>442</b>	<b>278</b>	<b>164</b>	<b>449</b>	<b>409</b>	<b>40</b>	<b>45</b>
London		50	28	22	47	41	6	
Ottawa		100	57	43	89	80	10	
Toronto		137	91	46	143	133	10	
Peterborough		155	102	53	169	155	14	
<b>WESTERN CANADA</b>	<b>30</b>	<b>195</b>	<b>105</b>	<b>90</b>	<b>180</b>	<b>157</b>	<b>23</b>	<b>18</b>
Calgary		60	30	30	54	47	7	
Edmonton		60	30	30	53	44	9	
Vancouver		75	45	30	73	66	7	

\* Proportions are from Statistics Canada, 2006 Census.

Note: totals may not sum exactly due to rounding of weighted proportions

## **APPENDIX B - QUESTIONNAIRES**



Survey of Adult Smokers  
Size of Warning Labels  
PN6248  
Questionnaire - Final

Rotation 1  
Player's Rich Flavour  
Mouth/Teeth  
Packs 11-16

## INTRODUCTION

Thank you for agreeing to participate in this survey which is being conducted by Environics Research Group Limited on behalf of Health Canada. Your answers will be kept strictly confidential and will be administered in accordance with the Privacy Act. The survey is registered with the National Survey Registration System. You will be paid an honorarium at the end of the survey to thank you for taking the time to complete the survey.

## **INDICATE:**

- 1- Male
- 2- Female

## SMOKING BEHAVIOUR

1. At the present time, do you smoke cigarettes (manufactured or roll your own) every day, occasionally or not at all?

- 1 - Every day **SMOKER**
- 2 - Occasionally (less than every day) **SMOKER**
- 3 - Not at all **THANK AND TERMINATE**
- 4 - DK/NA **THANK AND TERMINATE**

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

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

### **IF SMOKE EVERY DAY, ASK:**

3. On average, how many cigarettes do you smoke per day?  
**PROBE FOR A PRECISE NUMBER. IF RESPONDENT SAYS ONE PACK A DAY PROBE FOR NUMBER OF CIGARETTES IN A PACK**

cigarettes per day (response must be numerical – do not accept range)

- 2 - DK/NA

### **IF SMOKE OCCASIONALLY, ASK:**

4. On the days that you smoke, about how many cigarettes do you smoke?

cigarettes per day

- 2 - DK/NA

### **IF SMOKE OCCASIONALLY, ASK:**

5. Have you ever smoked cigarettes daily?

- 1 - Yes
- 2 - No
- 3 - DK/NA

6. What brand of cigarettes do you usually smoke? **DO NOT READ...CODE ONE BRAND ONLY...INT. NOTE: PROBE FOR WHETHER RESPONDENT SMOKES KING SIZE OR REGULAR SIZE WITHIN THEIR BRAND.**

- 1 - Belmont
- 2 - Benson & Hedges Deluxe (Ultra Lights) 100s
- 3 - Benson & Hedges Sterling 100s (Lights) 100s
- 4 - Benson & Hedges Sapphire (Ultra Milds) 100s
- 5 - Benson & Hedges Black\* (Special) King
- 6 - Benson & Hedges Gold \* (Special Lights) King
- 7 - Benson & Hedges Silver\* (Special Ultra) King
- 8 - Canadian Classic White\* (Extra Light) King
- 9 - Canadian Classic White\* (Extra Light) Regular
- 10 - Canadian Classic Silver\* (Light) King
- 11 - Canadian Classic Silver\* (Light) Regular
- 12 - Craven "A" - King
- 13 - Craven Menthol - King
- 14 - DuMaurier - King
- 15 - DuMaurier - Regular
- 16 - DuMaurier - Distinct (Light) King
- 17 - DuMaurier - Distinct (Light) Regular
- 18 - DuMaurier - Premiere (Extra Light) King
- 19 - DuMaurier - Premiere (Extra Light) Regular
- 20 - DuMaurier -Prestige (Ultra Light) King
- 21 - DuMaurier - Prestige (Ultra Light) Regular
- 22 - DuMaurier - Special King
- 23 - DuMaurier - Special 100
- 24 - Export "A" – Full Flavour Green \* Regular
- 25 - Export "A" - Medium Regular
- 26 - Export "A" - Smooth (Light) Regular
- 27 - John Player's - Special
- 28 - Macdonald Ultra Smooth Ultra (Mild) Regular
- 29 - Macdonald Special Extra Smooth (Extra Light) Regular
- 30 - Macdonald Special Smooth (Light) Regular
- 31 - Mark Ten Original (Full Flavour) King
- 32 - Mark Ten Original (Full Flavour) Regular
- 33 - Mark Ten Original Select (Light) King
- 34 - Mark Ten Original Select (Light) Regular
- 35 - Mark Ten Blue\* (Medium) King
- 36 - Mark Ten Blue\* (Medium) Regular
- 37 - Matinee - (Extra Mild) Slims King
- 38 - Matinee - (Extra Mild) Slims Regular
- 39 - Number 7 Regular
- 40 - Number 7 King
- 41 - Number 7 Blue\* (Light) Regular
- 42 - Number 7 Blue\* (Light) King
- 43 - Number 7 Silver\* (Extra Mild) Regular
- 44 - Number 7 Silver\* (Extra Mild) King
- 45 - Peter Jackson Mellow Flavour (Extra Light) Regular
- 46 - Peter Jackson Mellow Flavour (Extra Light) King
- 47 - Peter Jackson Select Flavour (Light) Regular
- 48 - Peter Jackson Select Flavour (Light) King
- 49 - Player's - Rich Flavour (Light) King
- 50 - Player's - Rich Flavour (Light) Regular
- 51 - Player's - Regular
- 52 - Player's - Smooth Flavour (Extra Light) King
- 53 - Player's - Smooth Flavour (Extra Light) Regular
- 54 - Rothmans - King
- 55 - Rothmans - Special (Mild) King
- 56 - Other \_\_\_\_\_
- 57 - No regular brand
- 58 - DK/NA



7. Have you ever tried to quit smoking?

- 1 - Yes
- 2 - No           **GO TO Q 9**
- 3 - DK/NA   **GO TO Q .9**

8. In the past year, how many times have you stopped smoking for at least 24 hours because you were trying to quit smoking?

**READ**

- 1 - Once
- 2 - Twice
- 3 - Three times
- 4 - More than three times
- 5 - Not in the past year
- 6 - DK/NA

**ASK ALL**

9 a) Are you seriously considering quitting within the next 6 months?

- 1 - Yes           **ASK b)**
- 2 - No           **GO to Q. 10**
- 3 - DK/NA   **GO to Q. 10**

b) Are you seriously considering quitting within the next 30 days?

- 1 - Yes
- 2 - No
- 3 - DK/NA

**ASK ALL**

10. Thinking generally about smoking and the amount that you smoke, do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements...?

**READ AND ROTATE LIST a to e**

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	DK/ NA
a. You smoke less than you did a year ago.....	1	2	3	4	5
b. You smoke less <u>around others</u> than you used to.....	1	2	3	4	5
c. Your desire to quit smoking has increased in the past year.....	1	2	3	4	5
d. You are more aware of the risks of smoking than you used to be.....	1	2	3	4	5
e. Smoking is bad for your health.....	1	2	3	4	5

**HEALTH EFFECTS**

11. In general, do you think that cigarette smoking is a major health problem, a minor health problem or not a health problem in Canada?

- 1 - Major
- 2 - Minor
- 3 - Not a problem
- 4 - DK/NA

**HEALTH WARNING MESSAGES**

12. a) Overall, about how often do you find yourself looking at, or reading health warning messages on cigarette packages? Would it be... **READ**

- 1 - Several times a day           **ASK (b)**
- 2 - About once a day
- 3 - Once every two or three days
- 4 - About once a week
- 5 - Less than once a week
- 6 - Never

**IF CODE 1 IN Q.12a), ASK:**

b) About how many times a day would you look at a message?

- 1 - \_\_\_\_\_ TIMES PER DAY
- 2 - DK/NA

13. Without looking at a cigarette package, when it comes to the health warning messages that are on cigarette packages in Canada, what pictures or images or graphics can you remember? **[PROBE: Are there any others?]**

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- 2 - None
- 3 - DK/NA

14. And without looking at a cigarette package, when it comes to the health warning messages that are on cigarette packages in Canada, what specific words or text or information can you remember? **[PROBE: Are there any others?]**

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- 2 - None
- 3 - DK/NA

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

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

16. Thinking generally about the health warning messages that are now on cigarette packages in Canada, do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements?

**READ AND ROTATE STATEMENTS a TO f**

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	DK/ NA
a. The messages are accurate.....	1	2	3	4	5
b. The messages provide you with important information about the health effects of smoking cigarettes.....	1	2	3	4	5
c. The messages make smoking seem less attractive .....	1	2	3	4	5
d. The messages are worth reading again, even after seeing them several times.....	1	2	3	4	5
e. The messages are worn out and have lost their effectiveness.....	1	2	3	4	5
f. The messages are hard to understand .....	1	2	3	4	5

17. Still thinking about the health warning messages that are on cigarette packages in Canada, have these messages been very , somewhat , not very or not at all effective in each of the following ways? **READ AND ROTATE**

	Very Effective	Somewhat effective	Not very effective	Not at all effective	DK/NA
a. Getting you to smoke less .....	1	2	3	4	5
b. Getting you to smoke less <u>around others</u> than you used to	1	2	3	4	5
c. Increasing your desire to quit smoking.....	1	2	3	4	5
d. Getting you to try to quit smoking.....	1	2	3	4	5
e. Informing you about the health effects of cigarette smoking .....	1	2	3	4	5

18. In your opinion, how, if at all, could the current health warning messages on cigarette packages be changed to be more effective in convincing smokers to quit? **DO NOT READ...CODE ALL THAT APPLY**

- 1 - Change the pictures/use new pictures
- 2 - Change messages/text/words/phrases/use new messages
- 3 - Increase size of messages
- 4 - More eye catching presentation (general)
- 5 - Provide 1-800 quit line number or web site/more quitting information
- 6 - More detailed information
- 7 - Don't need improving
- 8 - Get rid of them altogether
- 9- Other (SPECIFY) \_\_\_\_\_
- 10- DK/NA

19. I am going to read you a list of possible ways in which the health warning messages on cigarette packages in Canada could be changed. How effective would each of these be in making the messages more noticeable? Would each of the following be very, somewhat, not very or not at all effective? **READ AND ROTATE**

	Very Effective	Somewhat effective	Not very effective	Not at all effective	DK/NA
a. Using new or different pictures.....	1	2	3	4	5
b. Using new or different messages in the text .....	1	2	3	4	5
c. Increasing the size of the health warning messages on the packs.....	1	2	3	4	5
d. Making the words in the text more closely reflect the pictures.....	1	2	3	4	5

20. Thinking of the cigarette packages for sale in Canada, how do cigarette brands differ to you visually?

**DO NOT READ...PROBE FOR MULTIPLE MENTIONS...CODE ALL THAT APPLY**

- 1 - Brand name
- 2 - Size
- 3 - Colour
- 4 - Logo
- 5 - Different health warning message
- 6 - Packaging type
- 7 - Other (SPECIFY) \_\_\_\_\_
- 8 - Can't tell the difference
- 9 - Never look at them
- 10 - DK/NA

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

	Much more effective	Somewhat more effective	No more effective	DK/ NA
a. In informing Canadians about the health effects of tobacco?.....	1	2	3	4
b. In encouraging Canadians to reduce their tobacco use?.....	1	2	3	4

**EXPERIMENTAL DESIGN -4 sections – Recall Section, Size Section Comparison Section and Behaviour Section**

R1 Segment- Mouth/Teeth---Players Rich Flavour

Player's Rich Flavour brand visible – 4 sizes of messages -11, 12, 13, 14

Player's Rich Flavour plain pack – 2 sizes of messages – 15, 16

**RECALL SECTION**

EX R ROTATE RECALL 1 AND 2/ INDICATE HERE WHICH WAS SHOWN FIRST

- 1- RECALL 1 SHOWN FIRST
- 2- RECALL 2 SHOWN FIRST

**RECALL 1**

EX 1 I am going to show you a cigarette package. **SHOW PACK #11 (50% COVERAGE) ENGLISH COVER FOR 10 SECONDS AND ENGLISH SIDE WITH BRAND FOR 5 SECONDS EXACTLY, THEN HIDE.**

What brand was the cigarette pack I just showed you? **DO NOT PROMPT**

- 1 - Player's
- 2 - Other (SPECIFY) \_\_\_\_\_
- 3 - DK/NA

**RECALL 2**

EX2 I am going to show you a cigarette package. **SHOW PACK #16 (75% COVERAGE) ENGLISH COVER FOR 10 SECONDS AND ENGLISH SIDE WITH BRAND FOR 5 SECONDS EXACTLY, THEN HIDE.**

What brand was the cigarette pack I just showed you? **DO NOT PROMPT**

- 1 - Player's
- 2 - Other (SPECIFY)\_\_\_\_\_
- 3 - DK/NA

**SIZE SECTION**

**RANDOMIZE ORDER OF SHOWING 11,12,13,14**

I am going to show you some cigarette packages.

**11**

**EX3 SHOW PACK # 11 (50% size) ENGLISH COVER FOR 10 SECONDS AND ENGLISH SIDE WITH BRAND FOR 5 SECONDS**

Do you think this pack would be very, somewhat, not very or not at all effective in each of the following ways....? **READ**

	Very Effective	Somewhat effective	Not very effective	Not at all effective	DK/NA
a. In informing Canadians about the health effects of tobacco?.....	1	2	3	4	5
b. In encouraging Canadians to reduce their tobacco use?1	1	2	3	4	5

**12**

**EX4 SHOW PACK # 12 (75% size) ENGLISH COVER FOR 10 SECONDS AND ENGLISH SIDE WITH BRAND FOR 5 SECONDS .**

Do you think this pack would be very, somewhat, not very or not at all effective in each of the following ways....? **READ**

	Very Effective	Somewhat effective	Not very effective	Not at all effective	DK/NA
a. In informing Canadians about the health effects of tobacco?.....	1	2	3	4	5
b. In encouraging Canadians to reduce their tobacco use ?1	1	2	3	4	5

**13**

**EX5 SHOW PACK # 13 (90% size) ENGLISH COVER FOR 10 SECONDS AND ENGLISH SIDE WITH BRAND FOR 5 SECONDS .**

Do you think this pack would be very, somewhat, not very or not at all effective in each of the following ways....? **READ**

	Very Effective	Somewhat effective	Not very effective	Not at all effective	DK/NA
a. In informing Canadians about the health effects of tobacco?.....	1	2	3	4	5
b. In encouraging Canadians to reduce their tobacco use?1	1	2	3	4	5

**14**

**EX 6 SHOW PACK # 14 (100% SIZE) ENGLISH COVER FOR 10 SECONDS AND ENGLISH SIDE WITH BRAND FOR 5 SECONDS.**

Do you think this pack would be very, somewhat, not very or not at all effective in each of the following ways....? **READ**

	Very Effective	Somewhat effective	Not very effective	Not at all effective	DK/NA
a. In informing Canadians about the health effects of					

tobacco?..... 1 2 3 4 5

b. In encouraging Canadians to reduce their tobacco use? 1 2 3 4 5

EX7.a) Here are these 4 packs again together. **SHOW PACKS # 11, 12, 13, 14 TOGETHER FOR 15 SECONDS** Please tell me as best as you can, which of these 4 packages do you think would be most effective in informing Canadians about the health effects of tobacco?

**DO NOT READ ANSWERS CIRCLE ONE ANSWER ONLY**

- 1 - 11 ASK b
- 2 - 12 ASK b
- 3 - 13 ASK b
- 4 - 14 ASK b
- 5 - all equal ASK b
- 6 - none ASK b
- 7 - DK/NA GO TO EX8

b) Why did you choose that one/why do you say that?

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DK/NA

**ASK ALL**

EX8. a) Here are the same 4 packs. **SHOW PACKS # 11, 12, 13, 14 TOGETHER FOR 15 SECONDS**. Please tell me as best as you can, which of these 4 packages do you think would be most effective in encouraging Canadians to reduce their tobacco use?

**DO NOT READ ANSWERS CIRCLE ONE ANSWER ONLY**

- 1 - 11 ASK b
- 2 - 12 ASK b
- 3 - 13 ASK b
- 4 - 14 ASK b
- 5 - all equal ASK b
- 6 - none ASK b
- 7 - DK/NA GO TO EX9

b) Why did you choose that one/why do you say that?

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---

DK/NA

**ASK ALL**

EX9. a) Here are the same 4 packs. **SHOW PACKS # 11, 12, 13, 14, TOGETHER FOR 15 SECONDS**. Which of these 4 packages do you think would be the best choice for cigarette packages in Canada?

**DO NOT READ ANSWERS CIRCLE ONE ANSWER ONLY**

- 1 - 11 ASK b
- 2 - 12 ASK b
- 3 - 13 ASK b
- 4 - 14 ASK b
- 5 - all equal ASK b
- 6 - none ASK b
- 7 - DK/NA GO TO COMPARISON SECTION

b) Why do you say that?

---

**COMPARISON SECTION**

**ROTATE COMPARISON 1 AND 2  
ASK ALL**

I am going to show you some other cigarette packages.

**COMPARISON 1 (50% size)**

EX10 **SHOW PACKS # 11 AND 15 TOGETHER FOR 15 SECONDS.** Please tell me as best as you can, which of these packages do you think would be more effective in each of the following ways...? **READ a AND b**

	Package 11	Package 15	Both equally	Neither	DK/ NA
a. In informing Canadians about the health effects of tobacco?.....	1	2	3	4	5
b. In encouraging Canadians to reduce their tobacco use? 1	2	3	4	5	

**COMPARISON 2 (75% SIZE)**

EX11 **SHOW PACKS #12 AND 16 TOGETHER FOR 15 SECONDS.** Please tell me as best as you can, which of these packages do you think would be more effective in each of the following ways....? **READ a AND b**

	Package 12	Package 16	Both equally	Neither	DK/ NA
a. In informing Canadians about the health effects of tobacco?.....	1	2	3	4	5
b. In encouraging Canadians to reduce their tobacco use? 1	2	3	4	5	

**BEHAVIOUR SECTION**

EX 12 **SHOW PACK # 14 (100%) AGAIN FOR 5 SECONDS**  
If cigarette packages in Canada were to look like this one what would be its impact on you and how would you respond? Would you do anything? **DO NOT READ/ DO NOT PROMPT/ CODE ALL ANSWERS**

- 1 - Smoke less
- 2 - Try to quit/increase desire to quit
- 3 - Would be angry/upset
- 4 - Would try to hide pack/keep out of sight
- 5 - Would cover the pack/use cigarette case
- 6 - Would transfer cigarettes to another container
- 7 - Avoid certain messages
- 8 - No impact/ no response/do nothing
- 9 - Other (SPECIFY) \_\_\_\_\_
- 10 - DK/NA

**DEMOGRAPHICS**

22. a) Have you ever tried smoking a little cigar or cigarillos (plain or flavored)?

- 1 - Yes      **ASK b**
- 2 - No      **GO TO Q 23**
- 3 - DK/NA **GO TO Q 23**

b) In the past 30 days, did you smoke any little cigars or cigarillos (plain or flavored)?

- 1 - Yes
- 2 - No
- 3 - DK/NA

**ASK ALL**

23. Now a few questions for classification purposes. Please be assured that all your responses will be kept entirely anonymous and absolutely confidential. In what year were you born?

- 1 - SPECIFY \_\_\_\_\_
- 2 - DK/NA

24. What is the highest level of education you have reached?

**DO NOT READ**

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

25. Which of the following best describes your employment status? Are you...

**READ**

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

26. Are you... **READ**

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

27. Are there any children in your household under the age of 18?

- 1 - Yes
- 2 - No
- 3 - DK/NA

28. Into which of the following categories would you put the total annual income, before taxes and deductions, for 2007, of all members of your household, including yourself? Is it...

**READ**

- 1 - Less than \$20,000
- 2 - \$20,000 to \$39,999
- 3 - \$40,000 to \$59,999
- 4 - \$60,000 to \$79,999
- 5 - \$80,000 to \$99,999
- 6 - \$100,000 and over
- 7 - Refuse/DK/NA



That completes my interview. Thank you for your assistance. The hostess will be giving you the promised honorarium as our thank you for participating in this survey.



**ENVIRONICS**  
R E S E A R C H G R O U P

Survey of Adult Smokers  
Size of Warning Labels  
PN6248  
Questionnaire - Final

Rotation 2  
Peter Jackson Full Flavour  
Mouth/Teeth  
Packs 21-26

**INTRODUCTION**

Thank you for agreeing to participate in this survey which is being conducted by Environics Research Group Limited on behalf of Health Canada. Your answers will be kept strictly confidential and will be administered in accordance with the Privacy Act. The survey is registered with the National Survey Registration System. You will be paid an honorarium at the end of the survey to thank you for taking the time to complete the survey.

**INDICATE:**

- 1- Male
- 2- Female

**SMOKING BEHAVIOUR**

1. At the present time, do you smoke cigarettes (manufactured or roll your own) every day, occasionally or not at all?

- 1 - Every day **SMOKER**
- 2 - Occasionally (less than every day) **SMOKER**
- 3 - Not at all **THANK AND TERMINATE**
- 4 - DK/NA **THANK AND TERMINATE**

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

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

**IF SMOKE EVERY DAY, ASK:**

3. On average, how many cigarettes do you smoke per day?  
**PROBE FOR A PRECISE NUMBER. IF RESPONDENT SAYS ONE PACK A DAY PROBE FOR NUMBER OF CIGARETTES IN A PACK**

cigarettes per day (response must be numerical – do not accept range)

- 2 - DK/NA

**IF SMOKE OCCASIONALLY, ASK:**

4. On the days that you smoke, about how many cigarettes do you smoke?

cigarettes per day

- 2 - DK/NA

**IF SMOKE OCCASIONALLY, ASK:**

5. Have you ever smoked cigarettes daily?

- 1 - Yes
- 2 - No
- 3 - DK/NA

6. What brand of cigarettes do you usually smoke? **DO NOT READ...CODE ONE BRAND ONLY...INT. NOTE: PROBE FOR WHETHER RESPONDENT SMOKES KING SIZE OR REGULAR SIZE WITHIN THEIR BRAND.**

- 1 - Belmont
- 2 - Benson & Hedges Deluxe (Ultra Lights) 100s
- 3 - Benson & Hedges Sterling 100s (Lights) 100s
- 4 - Benson & Hedges Sapphire (Ultra Milds) 100s
- 5 - Benson & Hedges Black\* (Special) King
- 6 - Benson & Hedges Gold \* (Special Lights) King
- 7 - Benson & Hedges Silver\* (Special Ultra) King
- 8 - Canadian Classic White\* (Extra Light) King
- 9 - Canadian Classic White\* (Extra Light) Regular
- 10 - Canadian Classic Silver\* (Light) King
- 11 - Canadian Classic Silver\* (Light) Regular
- 12 - Craven "A" - King
- 13 - Craven Menthol - King
- 14 - DuMaurier - King
- 15 - DuMaurier - Regular
- 16 - DuMaurier - Distinct (Light) King
- 17 - DuMaurier - Distinct (Light) Regular
- 18 - DuMaurier - Premiere (Extra Light) King
- 19 - DuMaurier - Premiere (Extra Light) Regular
- 20 - DuMaurier -Prestige (Ultra Light) King
- 21 - DuMaurier - Prestige (Ultra Light) Regular
- 22 - DuMaurier - Special King
- 23 - DuMaurier - Special 100
- 24 - Export "A" – Full Flavour Green \* Regular
- 25 - Export "A" - Medium Regular
- 26 - Export "A" - Smooth (Light) Regular
- 27 - John Player's - Special
- 28 - Macdonald Ultra Smooth Ultra (Mild) Regular
- 29 - Macdonald Special Extra Smooth (Extra Light) Regular
- 30 - Macdonald Special Smooth (Light) Regular
- 31 - Mark Ten Original (Full Flavour) King
- 32 - Mark Ten Original (Full Flavour) Regular
- 33 - Mark Ten Original Select (Light) King
- 34 - Mark Ten Original Select (Light) Regular
- 35 - Mark Ten Blue\* (Medium) King
- 36 - Mark Ten Blue\* (Medium) Regular
- 37 - Matinee - (Extra Mild) Slims King
- 38 - Matinee - (Extra Mild) Slims Regular
- 39 - Number 7 Regular
- 40 - Number 7 King
- 41 - Number 7 Blue\* (Light) Regular
- 42 - Number 7 Blue\* (Light) King
- 43 - Number 7 Silver\* (Extra Mild) Regular
- 44 - Number 7 Silver\* (Extra Mild) King
- 45 - Peter Jackson Mellow Flavour (Extra Light) Regular
- 46 - Peter Jackson Mellow Flavour (Extra Light) King
- 47 - Peter Jackson Select Flavour (Light) Regular
- 48 - Peter Jackson Select Flavour (Light) King
- 49 - Player's - Rich Flavour (Light) King
- 50 - Player's - Rich Flavour (Light) Regular
- 51 - Player's - Regular
- 52 - Player's - Smooth Flavour (Extra Light) King
- 53 - Player's - Smooth Flavour (Extra Light) Regular
- 54 - Rothmans - King
- 55 - Rothmans - Special (Mild) King
- 56 - Other \_\_\_\_\_
- 57 - No regular brand
- 58 - DK/NA

7. Have you ever tried to quit smoking?

- 1 - Yes
- 2 - No           **GO TO Q 9**
- 3 - DK/NA       **GO TO Q .9**

8. In the past year, how many times have you stopped smoking for at least 24 hours because you were trying to quit smoking?

**READ**

- 1 - Once
- 2 - Twice
- 3 - Three times
- 4 - More than three times
- 5 - Not in the past year
- 6 - DK/NA

**ASK ALL**

9 a) Are you seriously considering quitting within the next 6 months?

- 1 - Yes      **ASK b)**
- 2 - No      **GO to Q. 10**
- 3 - DK/NA **GO to Q. 10**

b) Are you seriously considering quitting within the next 30 days?

- 1 - Yes
- 2 - No
- 3 - DK/NA

**ASK ALL**

10. Thinking generally about smoking and the amount that you smoke, do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements...?

**READ AND ROTATE LIST a to e**

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	DK/ NA
a. You smoke less than you did a year ago.....	1	2	3	4	5
b. You smoke less <u>around others</u> than you used to.....	1	2	3	4	5
c. Your desire to quit smoking has increased in the past year.....	1	2	3	4	5
d. You are more aware of the risks of smoking than you used to be.....	1	2	3	4	5
e. Smoking is bad for your health.....	1	2	3	4	5

**HEALTH EFFECTS**

11. In general, do you think that cigarette smoking is a major health problem, a minor health problem or not a health problem in Canada?

- 1 - Major
- 2 - Minor
- 3 - Not a problem
- 4 - DK/NA

**HEALTH WARNING MESSAGES**

12. a) Overall, about how often do you find yourself looking at, or reading health warning messages on cigarette packages? Would it be... **READ**

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

**IF CODE 1 IN Q.12a), ASK:**

b) About how many times a day would you look at a message?

- 1 - \_\_\_\_\_ **TIMES PER DAY**

2 - DK/NA

- 13. Without looking at a cigarette package, when it comes to the health warning messages that are on cigarette packages in Canada, what pictures or images or graphics can you remember? [PROBE: Are there any others?]

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2 - None  
 3 - DK/NA

- 14. And without looking at a cigarette package, when it comes to the health warning messages that are on cigarette packages in Canada, what specific words or text or information can you remember? [PROBE: Are there any others?]

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2 - None  
 3 - DK/NA

- 15. In general, do you strongly support, somewhat support, somewhat oppose or strongly oppose placing health warning messages on tobacco products?

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

- 16. Thinking generally about the health warning messages that are now on cigarette packages in Canada, do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements?

**READ AND ROTATE STATEMENTS a TO f**

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	DK/NA
a. The messages are accurate.....	1	2	3	4	5
b. The messages provide you with important information about the health effects of smoking cigarettes.....	1	2	3	4	5
c. The messages make smoking seem less attractive .....	1	2	3	4	5
d. The messages are worth reading again, even after seeing them several times.....	1	2	3	4	5
e. The messages are worn out and have lost their effectiveness.....	1	2	3	4	5
f. The messages are hard to understand .....	1	2	3	4	5

- 17. Still thinking about the health warning messages that are on cigarette packages in Canada, have these messages been very , somewhat, not very or not at all effective in each of the following ways? **READ AND ROTATE**

	Very Effective	Somewhat effective	Not very effective	Not at all effective	DK/NA
a. Getting you to smoke less.....	1	2	3	4	5
b. Getting you to smoke less <u>around others</u> than you used to	1	2	3	4	5
c. Increasing your desire to quit smoking.....	1	2	3	4	5
d. Getting you to try to quit smoking.....	1	2	3	4	5

e. Informing you about the health effects of cigarette smoking ..... 1 2 3 4 5

18. In your opinion, how, if at all, could the current health warning messages on cigarette packages be changed to be more effective in convincing smokers to quit? **DO NOT READ...CODE ALL THAT APPLY**

- 1 - Change the pictures/use new pictures
- 2 - Change messages/text/words/phrases/use new messages
- 3 - Increase size of messages
- 4 - More eye catching presentation (general)
- 5 - Provide 1-800 quit line number or web site/more quitting information
- 6 - More detailed information
- 7 - Don't need improving
- 8 - Get rid of them altogether
- 9- Other (SPECIFY) \_\_\_\_\_
- 10- DK/NA

19. I am going to read you a list of possible ways in which the health warning messages on cigarette packages in Canada could be changed. How effective would each of these be in making the messages more noticeable? Would each of the following be very, somewhat, not very or not at all effective? **READ AND ROTATE**

	Very Effective	Somewhat effective	Not very effective	Not at all effective	DK/NA
a. Using new or different pictures.....	1	2	3	4	5
b. Using new or different messages in the text .....	1	2	3	4	5
c. Increasing the size of the health warning messages on the packs .....	1	2	3	4	5
d. Making the words in the text more closely reflect the pictures.....	1	2	3	4	5

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

- 1 - Brand name
- 2 - Size
- 3 - Colour
- 4 - Logo
- 5 - Different health warning message
- 6 - Packaging type
- 7 - Other (SPECIFY) \_\_\_\_\_
- 8 - Can't tell the difference
- 9 - Never look at them
- 10 - DK/NA

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

	Much more effective	Somewhat more effective	No more effective	DK/NA
a. In informing Canadians about the health effects of tobacco?.....	1	2	3	4
b. In encouraging Canadians to reduce their tobacco use?.....	1	2	3	4

**EXPERIMENTAL DESIGN -4 sections – Recall Section, Size Section Comparison Section and Behaviour Section**

R2 Segment- Mouth/Teeth---Peter Jackson Full Flavour

Peter Jackson Full Flavour brand visible – 4 sizes of messages -21, 22, 23, 24

Peter Jackson Full Flavour plain pack – 2 sizes of messages – 25, 26

**RECALL SECTION**

EX R ROTATE RECALL 1 AND 2/ INDICATE HERE WHICH WAS SHOWN FIRST

- 1- RECALL 1 SHOWN FIRST
- 2- RECALL 2 SHOWN FIRST

**RECALL 1**

EX 1 I am going to show you a cigarette package. **SHOW PACK #22 (75% COVERAGE) ENGLISH COVER FOR 10 SECONDS AND ENGLISH SIDE WITH BRAND FOR 5 SECONDS EXACTLY, THEN HIDE.**

What brand was the cigarette pack I just showed you? **DO NOT PROMPT**

- 1 – Peter Jackson
- 2 - Other (SPECIFY)\_\_\_\_\_
- 3 - DK/NA

**RECALL 2**

EX2 I am going to show you a cigarette package. **SHOW PACK #26 (75% COVERAGE) ENGLISH COVER FOR 10 SECONDS AND ENGLISH SIDE WITH BRAND FOR 5 SECONDS EXACTLY, THEN HIDE.**

What brand was the cigarette pack I just showed you? **DO NOT PROMPT**

- 1 – Peter Jackson
- 2 - Other (SPECIFY)\_\_\_\_\_
- 3 - DK/NA

**SIZE SECTION**

**RANDOMIZE ORDER OF SHOWING 21,22,23,24**

I am going to show you some cigarette packages.

**21**

EX3 **SHOW PACK # 21 (50% size) ENGLISH COVER FOR 10 SECONDS AND ENGLISH SIDE WITH BRAND FOR 5 SECONDS..**

Do you think this pack would be very, somewhat, not very or not at all effective in each of the following ways....? **READ**

	Very Effective	Somewhat effective	Not very effective	Not at all effective	DK/NA
a. In informing Canadians about the health effects of tobacco?.....	1	2	3	4	5
b .In encouraging Canadians to reduce their tobacco use?1	1	2	3	4	5

22

**EX4 SHOW PACK # 22 (75% size) ENGLISH COVER FOR 10 SECONDS AND ENGLISH SIDE WITH BRAND FOR 5 SECONDS.**

Do you think this pack would be very, somewhat, not very or not at all effective in each of the following ways....? **READ**

	Very Effective	Somewhat effective	Not very effective	Not at all effective	DK/NA
a. In informing Canadians about the health effects of tobacco?.....	1	2	3	4	5
b. In encouraging Canadians to reduce their tobacco use ?1		2	3	4	5

23

**EX5 SHOW PACK # 23 (90% size) ENGLISH COVER FOR 10 SECONDS AND ENGLISH SIDE WITH BRAND FOR 5 SECONDS.**

Do you think this pack would be very, somewhat, not very or not at all effective in each of the following ways....? **READ**

	Very Effective	Somewhat effective	Not very effective	Not at all effective	DK/NA
a. In informing Canadians about the health effects of tobacco?.....	1	2	3	4	5
b. In encouraging Canadians to reduce their tobacco use?1		2	3	4	5

24

**EX 6 SHOW PACK # 24 (100% SIZE) ENGLISH COVER FOR 10 SECONDS AND ENGLISH SIDE WITH BRAND FOR 5 SECONDS.**

Do you think this pack would be very, somewhat, not very or not at all effective in each of the following ways....? **READ**

	Very Effective	Somewhat effective	Not very effective	Not at all effective	DK/NA
a. In informing Canadians about the health effects of tobacco?.....	1	2	3	4	5
b. In encouraging Canadians to reduce their tobacco use? 1		2	3	4	5

EX7.a) Here are these 4 packs together again. **SHOW PACKS #21, 22, 23, 24 TOGETHER FOR 15 SECONDS.** Please tell me as best as you can, which of these 4 packages do you think would be most effective in informing Canadians about the health effects of tobacco?

**DO NOT READ ANSWERS CIRCLE ONE ANSWER ONLY**

- 1 - 21      **ASK b**
- 2 - 22      **ASK b**
- 3 - 23      **ASK b**
- 4 - 24      **ASK b**
- 5 - all equal **ASK b**
- 6 - none    **ASK b**
- 7 - DK/NA **GO TO EX8**

b) Why did you choose that one/why do you say that?

\_\_\_\_\_

DK/NA



**ASK ALL**

EX8. a) Here are the same 4 packs. **SHOW PACKS # 21, 22, 23, 24 TOGETHER FOR 15 SECONDS.** Please tell me as best as you can, which of these 4 packages do you think would be most effective in encouraging Canadians to reduce their tobacco use?

**DO NOT READ ANSWERS CIRCLE ONE ANSWER ONLY**

- 1 - 21            **ASK b**
- 2 - 22            **ASK b**
- 3 - 23            **ASK b**
- 4 - 24            **ASK b**
- 5 - all equal    **ASK b**
- 6 - none         **ASK b**
- 7 - DK/NA      **GO TO EX9**

b) Why did you choose that one/why do you say that?

---



---

DK/NA

**ASK ALL**

EX9. a) Here are the same 4 packs. **SHOW PACKS # 21 ,22, 23, 24, TOGETHER FOR 15 SECONDS.** Which of these 4 packages do you think would be the best choice for cigarette packages in Canada?

**DO NOT READ ANSWERS CIRCLE ONE ANSWER ONLY**

- 1 - 21            **ASK b**
- 2 - 22            **ASK b**
- 3 - 23            **ASK b**
- 4 - 24            **ASK b**
- 5 - all equal    **ASK b**
- 6 - none         **ASK b**
- 7 - DK/NA      **GO TO COMPARISON SECTION**

b) Why do you say that?

---



---

DK/NA

**COMPARISON SECTION**

**ROTATE COMPARISON 1 AND 2**

**ASK ALL**

I am going to show you some other cigarette packages.

**COMPARISON 1 (50% size)**

EX10 **SHOW PACKS # 21 AND 25 TOGETHER FOR 15 SECONDS.** Please tell me as best as you can, which of these packages do you think would be more effective in each of the following ways...? **READ a AND b**

	Package 21	Package 25	Both equally	Neither	DK/ NA
a. In informing Canadians about the health effects of tobacco?.....	1	2	3	4	5
b. In encouraging Canadians to reduce their tobacco use? 1	1	2	3	4	5

**COMPARISON 2 (75% SIZE)**

**EX11 SHOW PACKS #22 AND 26 TOGETHER FOR 15 SECONDS.**

Please tell me as best as you can, which of these packages do you think would be more effective in each of the following ways....? **READ a AND b**

	Package 22	Package 26	Both equally	Neither	DK/ NA
a. In informing Canadians about the health effects of tobacco?.....	1	2	3	4	5
b. In encouraging Canadians to reduce their tobacco use?	1	2	3	4	5

**BEHAVIOUR SECTION**

**EX 12 SHOW PACK # 24 (100%) AGAIN FOR 5 SECONDS**

If cigarette packages in Canada were to look like this one what would be its impact on you and how would you respond? Would you do anything? **DO NOT READ/ DO NOT PROMPT/ CODE ALL ANSWERS**

- 1 - Smoke less
- 2 - Try to quit/increase desire to quit
- 3 - Would be angry/upset
- 4 - Would try to hide pack/keep out of sight
- 5 - Would cover the pack/use cigarette case
- 6 - Would transfer cigarettes to another container
- 7 - Avoid certain messages
- 8 - No impact/ no response/do nothing
- 9 - Other (SPECIFY) \_\_\_\_\_
- 10 - DK/NA

**DEMOGRAPHICS**

22. a) Have you ever tried smoking a little cigar or cigarillos (plain or flavored)?

- 1 - Yes **ASK b**
- 2 - No **GO TO Q 23**
- 3 - DK/NA **GO TO Q 23**

b) In the past 30 days, did you smoke any little cigars or cigarillos (plain or flavored)?

- 1 - Yes
- 2 - No
- 3 - DK/NA

**ASK ALL**

23. Now a few questions for classification purposes. Please be assured that all your responses will be kept entirely anonymous and absolutely confidential. In what year were you born?

- 1 - **SPECIFY** \_\_\_\_\_
- 2 - DK/NA

24. What is the highest level of education you have reached?

**DO NOT READ**

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

25. Which of the following best describes your employment status? Are you...

**READ**

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

26. Are you... **READ**

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

27. Are there any children in your household under the age of 18?

- 1 - Yes
- 2 - No
- 3 - DK/NA

28. Into which of the following categories would you put the total annual income, before taxes and deductions, for 2007, of all members of your household, including yourself? Is it...

**READ**

- 1 - Less than \$20,000
- 2 - \$20,000 to \$39,999
- 3 - \$40,000 to \$59,999
- 4 - \$60,000 to \$79,999
- 5 - \$80,000 to \$99,999
- 6 - \$100,000 and over
- 7 - Refuse/DK/NA

That completes my interview. Thank you for your assistance. The hostess will be giving you the promised honorarium as our thank you for participating in this survey.



**ENVIRONICS**  
R E S E A R C H G R O U P

Survey of Adult Smokers  
Size of Warning Labels  
PN6248  
Questionnaire - Final

Rotation 3  
Players Rich Flavour  
Lungs  
Packs 31-36

**INTRODUCTION**

Thank you for agreeing to participate in this survey which is being conducted by Environics Research Group Limited on behalf of Health Canada. Your answers will be kept strictly confidential and will be administered in accordance with the Privacy Act. The survey is registered with the National Survey Registration System. You will be paid an honorarium at the end of the survey to thank you for taking the time to complete the survey.

**INDICATE:**

- 1- Male
- 2- Female

**SMOKING BEHAVIOUR**

1. At the present time, do you smoke cigarettes (manufactured or roll your own) every day, occasionally or not at all?

- 1 - Every day **SMOKER**
- 2 - Occasionally (less than every day) **SMOKER**
- 3 - Not at all **THANK AND TERMINATE**
- 4 - DK/NA **THANK AND TERMINATE**

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

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

**IF SMOKE EVERY DAY, ASK:**

3. On average, how many cigarettes do you smoke per day?  
**PROBE FOR A PRECISE NUMBER. IF RESPONDENT SAYS ONE PACK A DAY PROBE FOR NUMBER OF CIGARETTES IN A PACK**

cigarettes per day (response must be numerical – do not accept range)  
2 - DK/NA

**IF SMOKE OCCASIONALLY, ASK:**

4. On the days that you smoke, about how many cigarettes do you smoke?

cigarettes per day  
2 - DK/NA

**IF SMOKE OCCASIONALLY, ASK:**

5. Have you ever smoked cigarettes daily?

- 1 - Yes
- 2 - No
- 3 - DK/NA

6. What brand of cigarettes do you usually smoke? **DO NOT READ...CODE ONE BRAND ONLY...INT. NOTE: PROBE FOR WHETHER RESPONDENT SMOKES KING SIZE OR REGULAR SIZE WITHIN THEIR BRAND.**

- 1 - Belmont
- 2 - Benson & Hedges Deluxe (Ultra Lights) 100s
- 3 - Benson & Hedges Sterling 100s (Lights) 100s
- 4 - Benson & Hedges Sapphire (Ultra Milds) 100s
- 5 - Benson & Hedges Black\* (Special) King
- 6 - Benson & Hedges Gold \* (Special Lights) King
- 7 - Benson & Hedges Silver\* (Special Ultra) King
- 8 - Canadian Classic White\* (Extra Light) King
- 9 - Canadian Classic White\* (Extra Light) Regular
- 10 - Canadian Classic Silver\* (Light) King
- 11 - Canadian Classic Silver\* (Light) Regular
- 12 - Craven "A" - King
- 13 - Craven Menthol - King
- 14 - DuMaurier - King
- 15 - DuMaurier - Regular
- 16 - DuMaurier - Distinct (Light) King
- 17 - DuMaurier - Distinct (Light) Regular
- 18 - DuMaurier - Premiere (Extra Light) King
- 19 - DuMaurier - Premiere (Extra Light) Regular
- 20 - DuMaurier -Prestige (Ultra Light) King
- 21 - DuMaurier - Prestige (Ultra Light) Regular
- 22 - DuMaurier - Special King
- 23 - DuMaurier - Special 100
- 24 - Export "A" – Full Flavour Green \* Regular
- 25 - Export "A" - Medium Regular
- 26 - Export "A" - Smooth (Light) Regular
- 27 - John Player's - Special
- 28 - Macdonald Ultra Smooth Ultra (Mild) Regular
- 29 - Macdonald Special Extra Smooth (Extra Light) Regular
- 30 - Macdonald Special Smooth (Light) Regular
- 31 - Mark Ten Original (Full Flavour) King
- 32 - Mark Ten Original (Full Flavour) Regular
- 33 - Mark Ten Original Select (Light) King
- 34 - Mark Ten Original Select (Light) Regular
- 35 - Mark Ten Blue\* (Medium) King
- 36 - Mark Ten Blue\* (Medium) Regular
- 37 - Matinee - (Extra Mild) Slims King
- 38 - Matinee - (Extra Mild) Slims Regular
- 39 - Number 7 Regular
- 40 - Number 7 King
- 41 - Number 7 Blue\* (Light) Regular
- 42 - Number 7 Blue\* (Light) King
- 43 - Number 7 Silver\* (Extra Mild) Regular
- 44 - Number 7 Silver\* (Extra Mild) King
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- 48 - Peter Jackson Select Flavour (Light) King
- 49 - Player's - Rich Flavour (Light) King
- 50 - Player's - Rich Flavour (Light) Regular
- 51 - Player's - Regular
- 52 - Player's - Smooth Flavour (Extra Light) King
- 53 - Player's - Smooth Flavour (Extra Light) Regular
- 54 - Rothmans - King
- 55 - Rothmans - Special (Mild) King
- 56 - Other \_\_\_\_\_
- 57 - No regular brand
- 58 - DK/NA

7. Have you ever tried to quit smoking?

- 1 - Yes
- 2 - No           **GO TO Q 9**
- 3 - DK/NA      **GO TO Q .9**

8. In the past year, how many times have you stopped smoking for at least 24 hours because you were trying to quit smoking?

**READ**

- 1 - Once
- 2 - Twice
- 3 - Three times
- 4 - More than three times
- 5 - Not in the past year
- 6 - DK/NA

**ASK ALL**

9 a) Are you seriously considering quitting within the next 6 months?

- 1 - Yes      **ASK b)**
- 2 - No      **GO to Q. 10**
- 3 - DK/NA **GO to Q. 10**

b) Are you seriously considering quitting within the next 30 days?

- 1 - Yes
- 2 - No
- 3 - DK/NA

**ASK ALL**

10. Thinking generally about smoking and the amount that you smoke, do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements...?

**READ AND ROTATE LIST a to e**

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	DK/NA
a. You smoke less than you did a year ago.....	1	2	3	4	5
b. You smoke less <u>around others</u> than you used to.....	1	2	3	4	5
c. Your desire to quit smoking has increased in the past year.....	1	2	3	4	5
d. You are more aware of the risks of smoking than you used to be.....	1	2	3	4	5
e. Smoking is bad for your health.....	1	2	3	4	5

**HEALTH EFFECTS**

11. In general, do you think that cigarette smoking is a major health problem, a minor health problem or not a health problem in Canada?

- 1 - Major
- 2 - Minor
- 3 - Not a problem
- 4 - DK/NA

**HEALTH WARNING MESSAGES**

12. a) Overall, about how often do you find yourself looking at, or reading health warning messages on cigarette packages? Would it be... **READ**

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

**IF CODE 1 IN Q.12a), ASK:**

b) About how many times a day would you look at a message?

- 1 - \_\_\_\_\_ **TIMES PER DAY**
- 2 - DK/NA

13. Without looking at a cigarette package, when it comes to the health warning messages that are on cigarette packages in Canada, what pictures or images or graphics can you remember? [PROBE: Are there any others?]

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2 - None  
3 - DK/NA

14. And without looking at a cigarette package, when it comes to the health warning messages that are on cigarette packages in Canada, what specific words or text or information can you remember? [PROBE: Are there any others?]

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2 - None  
3 - DK/NA

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

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

16. Thinking generally about the health warning messages that are now on cigarette packages in Canada, do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements?

**READ AND ROTATE STATEMENTS a TO f**

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	DK/ NA
a. The messages are accurate.....	1	2	3	4	5
b. The messages provide you with important information about the health effects of smoking cigarettes.....	1	2	3	4	5
c. The messages make smoking seem less attractive .....	1	2	3	4	5
d. The messages are worth reading again, even after seeing them several times.....	1	2	3	4	5
e. The messages are worn out and have lost their effectiveness.....	1	2	3	4	5
f. The messages are hard to understand .....	1	2	3	4	5

17. Still thinking about the health warning messages that are on cigarette packages in Canada, have these messages been very, somewhat, not very or not at all effective in each of the following ways? **READ AND ROTATE**

	Very Effective	Somewhat effective	Not very effective	Not at all effective	DK/ NA
a. Getting you to smoke less .....	1	2	3	4	5
b. Getting you to smoke less <u>around others</u> than you used to	1	2	3	4	5
c. Increasing your desire to quit smoking.....	1	2	3	4	5
d. Getting you to try to quit smoking.....	1	2	3	4	5
e. Informing you about the health effects of cigarette smoking .....	1	2	3	4	5

18. In your opinion, how, if at all, could the current health warning messages on cigarette packages be changed to be more effective in convincing smokers to quit? **DO NOT READ...CODE ALL THAT APPLY**

- 1 - Change the pictures/use new pictures
- 2 - Change messages/text/words/phrases/use new messages
- 3 - Increase size of messages
- 4 - More eye catching presentation (general)
- 5 - Provide 1-800 quit line number or web site/more quitting information
- 6 - More detailed information
- 7 - Don't need improving
- 8 - Get rid of them altogether
- 9- Other (SPECIFY) \_\_\_\_\_
- 10- DK/NA

19. I am going to read you a list of possible ways in which the health warning messages on cigarette packages in Canada could be changed. How effective would each of these be in making the messages more noticeable? Would each of the following be very, somewhat, not very or not at all effective? **READ AND ROTATE**

	Very Effective	Somewhat effective	Not very effective	Not at all effective	DK/ NA
a. Using new or different pictures.....	1	2	3	4	5
b. Using new or different messages in the text .....	1	2	3	4	5
c. Increasing the size of the health warning messages on the packs .....	1	2	3	4	5
d. Making the words in the text more closely reflect the pictures.....	1	2	3	4	5

20. Thinking of the cigarette packages for sale in Canada, how do cigarette brands differ to you visually?

**DO NOT READ...PROBE FOR MULTIPLE MENTIONS...CODE ALL THAT APPLY**

- 1 - Brand name
- 2 - Size
- 3 - Colour
- 4 - Logo
- 5 - Different health warning message
- 6 - Packaging type
- 7 - Other (SPECIFY) \_\_\_\_\_
- 8 - Can't tell the difference
- 9 - Never look at them
- 10 - DK/NA

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

	Much more effective	Somewhat more effective	No more effective	DK/ NA
a. In informing Canadians about the health effects of tobacco?.....	1	2	3	4
b. In encouraging Canadians to reduce their tobacco use?.....	1	2	3	4



EXPERIMENTAL DESIGN -4 sections – Recall Section, Size Section Comparison Section and Behaviour Section

R3 Segment- Lungs---Players Rich Flavour  
Players Rich Flavour brand visible – 4 sizes of messages -31, 32, 33, 34  
Players Rich Flavour plain pack – 2 sizes of messages – 35, 36

RECALL SECTION

EX R ROTATE RECALL 1 AND 2 / INDICATE HERE WHICH WAS SHOWN FIRST

- 1- RECALL 1 SHOWN FIRST
- 2- RECALL 2 SHOWN FIRST

RECALL 1

EX 1 I am going to show you a cigarette package. **SHOW PACK #33 (90% COVERAGE) ENGLISH COVER FOR 10 SECONDS AND ENGLISH SIDE WITH BRAND FOR 5 SECONDS EXACTLY, THEN HIDE.**

What brand was the cigarette pack I just showed you? **DO NOT PROMPT**

- 1 - Player's
- 2 - Other (SPECIFY)\_\_\_\_\_
- 3 - DK/NA

RECALL 2

EX2 I am going to show you a cigarette package. **SHOW PACK #35 (50% COVERAGE) ENGLISH COVER FOR 10 SECONDS AND ENGLISH SIDE WITH BRAND FOR 5 SECONDS EXACTLY, THEN HIDE.**

What brand was the cigarette pack I just showed you? **DO NOT PROMPT**

- 1 - Player's
- 2 - Other (SPECIFY)\_\_\_\_\_
- 3 - DK/NA

SIZE SECTION

**RANDOMIZE ORDER OF SHOWING 31, 32, 33, 34**

I am going to show you some cigarette packages.

31

EX3 **SHOW PACK # 31 (50% size) ENGLISH COVER FOR 10 SECONDS AND ENGLISH SIDE WITH BRAND FOR 5 SECONDS.**

Do you think this pack would be very, somewhat, not very or not at all effective in each of the following ways....? **READ**

	Very Effective	Somewhat effective	Not very effective	Not at all effective	DK/NA
a. In informing Canadians about the health effects of tobacco?.....	1	2	3	4	5
b. In encouraging Canadians to reduce their tobacco use?	1	2	3	4	5

**32**

**EX4 SHOW PACK # 32 (75% size) ENGLISH COVER FOR 10 SECONDS AND ENGLISH SIDE WITH BRAND FOR 5 SECONDS.**

Do you think this pack would be very, somewhat, not very or not at all effective in each of the following ways....? **READ**

	Very Effective	Somewhat effective	Not very effective	Not at all effective	DK/NA
a. In informing Canadians about the health effects of tobacco?.....	1	2	3	4	5
b. In encouraging Canadians to reduce their tobacco use ?1		2	3	4	5

**33**

**EX5 SHOW PACK # 33 (90% size) ENGLISH COVER FOR 10 SECONDS AND ENGLISH SIDE WITH BRAND FOR 5 SECONDS.**

Do you think this pack would be very, somewhat, not very or not at all effective in each of the following ways....? **READ**

	Very Effective	Somewhat effective	Not very effective	Not at all effective	DK/NA
a. In informing Canadians about the health effects of tobacco?.....	1	2	3	4	5
b. In encouraging Canadians to reduce their tobacco use?1		2	3	4	5

**34**

**EX 6 SHOW PACK # 34 (100% SIZE) ENGLISH COVER FOR 10 SECONDS AND ENGLISH SIDE WITH BRAND FOR 5 SECONDS.**

Do you think this pack would be very, somewhat, not very or not at all effective in each of the following ways....? **READ**

	Very Effective	Somewhat effective	Not very effective	Not at all effective	DK/NA
a. In informing Canadians about the health effects of tobacco?.....	1	2	3	4	5
b. In encouraging Canadians to reduce their tobacco use? 1		2	3	4	5

EX7.a) Here are these 4 packs again together. **SHOW PACKS # 31, 32, 33, 34 TOGETHER FOR 15 SECONDS.** Please tell me as best as you can, which of these 4 packages do you think would be most effective in informing Canadians about the health effects of tobacco?

**DO NOT READ ANSWERS CIRCLE ONE ANSWER ONLY**

- 1 - 31      **ASK b**
- 2 - 32      **ASK b**
- 3 - 33      **ASK b**
- 4 - 34      **ASK b**
- 5 - all equal **ASK b**
- 6 - none     **ASK b**
- 7 - DK/NA **GO TO EX8**

b) Why did you choose that one/why do you say that?

\_\_\_\_\_

DK/NA

**ASK ALL**

EX8. a) Here are the same 4 packs. **SHOW PACKS # 31, 32, 33, 34 TOGETHER FOR 15 SECONDS.** Please tell me as best as you can, which of these 4 packages do you think would be most effective in encouraging Canadians to reduce their tobacco use?

**DO NOT READ ANSWERS CIRCLE ONE ANSWER ONLY**

- 1 - 31            **ASK b**
- 2 - 32            **ASK b**
- 3 - 33            **ASK b**
- 4 - 34            **ASK b**
- 5 - all equal    **ASK b**
- 6 - none         **ASK b**
- 7 - DK/NA      **GO TO EX9**

b) Why did you choose that one/why do you say that?

---

DK/NA

**ASK ALL**

EX9. a) Here are the same 4 packs. **SHOW PACKS # 31, 32, 33, 34 TOGETHER FOR 15 SECONDS.** Which of these 4 packages do you think would be the best choice for cigarette packages in Canada?

**DO NOT READ ANSWERS CIRCLE ONE ANSWER ONLY**

- 1 - 31            **ASK b**
- 2 - 32            **ASK b**
- 3 - 33            **ASK b**
- 4 - 34            **ASK b**
- 5 - all equal    **ASK b**
- 6 - none         **ASK b**
- 7 - DK/NA      **GO TO COMPARISON SECTION**

b) Why do you say that?

---

DK/NA

**COMPARISON SECTION**

**ROTATE COMPARISON 1 AND 2**

**ASK ALL**

I am going to show you some other cigarette packages.

**COMPARISON 1 (50% size)**

EX10 **SHOW PACKS # 31 AND 35 TOGETHER FOR 15 SECONDS.** Please tell me as best as you can, which of these packages do you think would be more effective in each of the following ways...? **READ a AND b**

	Package 31	Package 35	Both equally	Neither	DK/ NA
a. In informing Canadians about the health effects of tobacco?.....	1	2	3	4	5
b. In encouraging Canadians to reduce their tobacco use?	1	2	3	4	5

**COMPARISON 2 (75% SIZE)**

**EX11 SHOW PACKS #32 AND 36 TOGETHER FOR 15 SECONDS.**

Please tell me as best as you can, which of these packages do you think would be more effective in each of the following ways....? **READ a AND b**

	Package 32	Package 36	Both equally	Neither	DK/ NA
a. In informing Canadians about the health effects of tobacco?.....	1	2	3	4	5
b. In encouraging Canadians to reduce their tobacco use?	1	2	3	4	5

**BEHAVIOUR SECTION**

**EX 12 SHOW PACK # 34 (100%) AGAIN FOR 5 SECONDS**

If cigarette packages in Canada were to look like this one what would be its impact on you and how would you respond? Would you do anything? **DO NOT READ/ DO NOT PROMPT/ CODE ALL ANSWERS**

- 1 - Smoke less
- 2 - Try to quit/increase desire to quit
- 3 - Would be angry/upset
- 4 - Would try to hide pack/keep out of sight
- 5 - Would cover the pack/use cigarette case
- 6 - Would transfer cigarettes to another container
- 7 - Avoid certain messages
- 8 - No impact/ no response/do nothing
- 9 - Other (SPECIFY) \_\_\_\_\_
- 10 - DK/NA

**DEMOGRAPHICS**

22. a) Have you ever tried smoking a little cigar or cigarillos (plain or flavored)?

- 1 - Yes **ASK b**
- 2 - No **GO TO Q 23**
- 3 - DK/NA **GO TO Q 23**

b) In the past 30 days, did you smoke any little cigars or cigarillos (plain or flavored)?

- 1 - Yes
- 2 - No
- 3 - DK/NA

**ASK ALL**

23. Now a few questions for classification purposes. Please be assured that all your responses will be kept entirely anonymous and absolutely confidential. In what year were you born?

- 1 - **SPECIFY** \_\_\_\_\_
- 2 - DK/NA

24. What is the highest level of education you have reached?

**DO NOT READ**

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

25. Which of the following best describes your employment status? Are you...

**READ**

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

26. Are you... **READ**

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

27. Are there any children in your household under the age of 18?

- 1 - Yes
- 2 - No
- 3 - DK/NA

28. Into which of the following categories would you put the total annual income, before taxes and deductions, for 2007, of all members of your household, including yourself? Is it...

**READ**

- 1 - Less than \$20,000
- 2 - \$20,000 to \$39,999
- 3 - \$40,000 to \$59,999
- 4 - \$60,000 to \$79,999
- 5 - \$80,000 to \$99,999
- 6 - \$100,000 and over
- 7 - Refuse/DK/NA

That completes my interview. Thank you for your assistance. The hostess will be giving you the promised honorarium as our thank you for participating in this survey.



**ENVIRONICS**  
R E S E A R C H G R O U P

Survey of Adult Smokers  
Size of Warning Labels  
PN6248  
Questionnaire - Final

Rotation 4  
Peter Jackson Full Flavour  
Lungs  
Packs 41-46

**INTRODUCTION**

Thank you for agreeing to participate in this survey which is being conducted by Environics Research Group Limited on behalf of Health Canada. Your answers will be kept strictly confidential and will be administered in accordance with the Privacy Act. The survey is registered with the National Survey Registration System. You will be paid an honorarium at the end of the survey to thank you for taking the time to complete the survey.

**INDICATE:**

- 1- Male
- 2- Female

**SMOKING BEHAVIOUR**

1. At the present time, do you smoke cigarettes (manufactured or roll your own) every day, occasionally or not at all?

- 1 - Every day **SMOKER**
- 2 - Occasionally (less than every day) **SMOKER**
- 3 - Not at all **THANK AND TERMINATE**
- 4 - DK/NA **THANK AND TERMINATE**

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

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

**IF SMOKE EVERY DAY, ASK:**

3. On average, how many cigarettes do you smoke per day?  
**PROBE FOR A PRECISE NUMBER. IF RESPONDENT SAYS ONE PACK A DAY PROBE FOR NUMBER OF CIGARETTES IN A PACK**

cigarettes per day (response must be numerical – do not accept range)

- 2 - DK/NA

**IF SMOKE OCCASIONALLY, ASK:**

4. On the days that you smoke, about how many cigarettes do you smoke?

cigarettes per day

- 2 - DK/NA

**IF SMOKE OCCASIONALLY, ASK:**

5. Have you ever smoked cigarettes daily?

- 1 - Yes
- 2 - No
- 3 - DK/NA

6. What brand of cigarettes do you usually smoke? **DO NOT READ...CODE ONE BRAND ONLY...INT. NOTE: PROBE FOR WHETHER RESPONDENT SMOKES KING SIZE OR REGULAR SIZE WITHIN THEIR BRAND.**

- 1 - Belmont
- 2 - Benson & Hedges Deluxe (Ultra Lights) 100s
- 3 - Benson & Hedges Sterling 100s (Lights) 100s
- 4 - Benson & Hedges Sapphire (Ultra Milds) 100s
- 5 - Benson & Hedges Black\* (Special) King
- 6 - Benson & Hedges Gold \* (Special Lights) King
- 7 - Benson & Hedges Silver\* (Special Ultra) King
- 8 - Canadian Classic White\* (Extra Light) King
- 9 - Canadian Classic White\* (Extra Light) Regular
- 10 - Canadian Classic Silver\* (Light) King
- 11 - Canadian Classic Silver\* (Light) Regular
- 12 - Craven "A" - King
- 13 - Craven Menthol - King
- 14 - DuMaurier - King
- 15 - DuMaurier - Regular
- 16 - DuMaurier - Distinct (Light) King
- 17 - DuMaurier - Distinct (Light) Regular
- 18 - DuMaurier - Premiere (Extra Light) King
- 19 - DuMaurier - Premiere (Extra Light) Regular
- 20 - DuMaurier -Prestige (Ultra Light) King
- 21 - DuMaurier - Prestige (Ultra Light) Regular
- 22 - DuMaurier - Special King
- 23 - DuMaurier - Special 100
- 24 - Export "A" – Full Flavour Green \* Regular
- 25 - Export "A" - Medium Regular
- 26 - Export "A" - Smooth (Light) Regular
- 27 - John Player's - Special
- 28 - Macdonald Ultra Smooth Ultra (Mild) Regular
- 29 - Macdonald Special Extra Smooth (Extra Light) Regular
- 30 - Macdonald Special Smooth (Light) Regular
- 31 - Mark Ten Original (Full Flavour) King
- 32 - Mark Ten Original (Full Flavour) Regular
- 33 - Mark Ten Original Select (Light) King
- 34 - Mark Ten Original Select (Light) Regular
- 35 - Mark Ten Blue\* (Medium) King
- 36 - Mark Ten Blue\* (Medium) Regular
- 37 - Matinee - (Extra Mild) Slims King
- 38 - Matinee - (Extra Mild) Slims Regular
- 39 - Number 7 Regular
- 40 - Number 7 King
- 41 - Number 7 Blue\* (Light) Regular
- 42 - Number 7 Blue\* (Light) King
- 43 - Number 7 Silver\* (Extra Mild) Regular
- 44 - Number 7 Silver\* (Extra Mild) King
- 45 - Peter Jackson Mellow Flavour (Extra Light) Regular
- 46 - Peter Jackson Mellow Flavour (Extra Light) King
- 47 - Peter Jackson Select Flavour (Light) Regular
- 48 - Peter Jackson Select Flavour (Light) King
- 49 - Player's - Rich Flavour (Light) King
- 50 - Player's - Rich Flavour (Light) Regular
- 51 - Player's - Regular
- 52 - Player's - Smooth Flavour (Extra Light) King
- 53 - Player's - Smooth Flavour (Extra Light) Regular
- 54 - Rothmans - King
- 55 - Rothmans - Special (Mild) King
- 56 - Other \_\_\_\_\_
- 57 - No regular brand
- 58 - DK/NA

7. Have you ever tried to quit smoking?

- 1 - Yes
- 2 - No **GO TO Q 9**
- 3 - DK/NA **GO TO Q .9**

8. In the past year, how many times have you stopped smoking for at least 24 hours because you were trying to quit smoking?

**READ**

- 1 - Once
- 2 - Twice
- 3 - Three times
- 4 - More than three times
- 5 - Not in the past year
- 6 - DK/NA

**ASK ALL**

9 a) Are you seriously considering quitting within the next 6 months?

- 1 - Yes      **ASK b)**
- 2 - No      **GO to Q. 10**
- 3 - DK/NA **GO to Q. 10**

b) Are you seriously considering quitting within the next 30 days?

- 1 - Yes
- 2 - No
- 3 - DK/NA

**ASK ALL**

10. Thinking generally about smoking and the amount that you smoke, do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements...?

**READ AND ROTATE LIST a to e**

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	DK/ NA
a. You smoke less than you did a year ago.....	1	2	3	4	5
b. You smoke less <u>around others</u> than you used to.....	1	2	3	4	5
c. Your desire to quit smoking has increased in the past year.....	1	2	3	4	5
d. You are more aware of the risks of smoking than you used to be.....	1	2	3	4	5
e. Smoking is bad for your health.....	1	2	3	4	5

**HEALTH EFFECTS**

11. In general, do you think that cigarette smoking is a major health problem, a minor health problem or not a health problem in Canada?

- 1 - Major
- 2 - Minor
- 3 - Not a problem
- 4 - DK/NA

**HEALTH WARNING MESSAGES**

12. a) Overall, about how often do you find yourself looking at, or reading health warning messages on cigarette packages? Would it be... **READ**

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

**IF CODE 1 IN Q.12a), ASK:**

b) About how many times a day would you look at a message?

- 1 - \_\_\_\_\_ **TIMES PER DAY**
- 2 - DK/NA



13. Without looking at a cigarette package, when it comes to the health warning messages that are on cigarette packages in Canada, what pictures or images or graphics can you remember? [PROBE: Are there any others?]

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2 - None  
3 - DK/NA

14. And without looking at a cigarette package, when it comes to the health warning messages that are on cigarette packages in Canada, what specific words or text or information can you remember? [PROBE: Are there any others?]

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2 - None  
3 - DK/NA

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

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

16. Thinking generally about the health warning messages that are now on cigarette packages in Canada, do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements?

**READ AND ROTATE STATEMENTS a TO f**

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	DK/NA
a. The messages are accurate.....	1	2	3	4	5
b. The messages provide you with important information about the health effects of smoking cigarettes.....	1	2	3	4	5
c. The messages make smoking seem less attractive .....	1	2	3	4	5
d. The messages are worth reading again, even after seeing them several times.....	1	2	3	4	5
e. The messages are worn out and have lost their effectiveness.....	1	2	3	4	5
f. The messages are hard to understand .....	1	2	3	4	5

17. Still thinking about the health warning messages that are on cigarette packages in Canada, have these messages been very, somewhat, not very or not at all effective in each of the following ways? **READ AND ROTATE**

	Very Effective	Somewhat effective	Not very effective	Not at all effective	DK/NA
a. Getting you to smoke less .....	1	2	3	4	5
b. Getting you to smoke less <u>around others</u> than you used to	1	2	3	4	5
c. Increasing your desire to quit smoking.....	1	2	3	4	5
d. Getting you to try to quit smoking.....	1	2	3	4	5
e. Informing you about the health effects of cigarette smoking .....	1	2	3	4	5

18. In your opinion, how, if at all, could the current health warning messages on cigarette packages be changed to be more effective in convincing smokers to quit? **DO NOT READ...CODE ALL THAT APPLY**

- 1 - Change the pictures/use new pictures
- 2 - Change messages/text/words/phrases/use new messages
- 3 - Increase size of messages
- 4 - More eye catching presentation (general)
- 5 - Provide 1-800 quit line number or web site/more quitting information
- 6 - More detailed information
- 7 - Don't need improving
- 8 - Get rid of them altogether
- 9- Other (SPECIFY) \_\_\_\_\_
- 10- DK/NA

19. I am going to read you a list of possible ways in which the health warning messages on cigarette packages in Canada could be changed. How effective would each of these be in making the messages more noticeable? Would each of the following be very, somewhat, not very or not at all effective? **READ AND ROTATE**

	Very Effective	Somewhat effective	Not very effective	Not at all effective	DK/NA
a. Using new or different pictures.....	1	2	3	4	5
b. Using new or different messages in the text .....	1	2	3	4	5
c. Increasing the size of the health warning messages on the packs .....	1	2	3	4	5
d. Making the words in the text more closely reflect the pictures.....	1	2	3	4	5

20. Thinking of the cigarette packages for sale in Canada, how do cigarette brands differ to you visually?

**DO NOT READ...PROBE FOR MULTIPLE MENTIONS...CODE ALL THAT APPLY**

- 1 - Brand name
- 2 - Size
- 3 - Colour
- 4 - Logo
- 5 - Different health warning message
- 6 - Packaging type
- 7 - Other (SPECIFY) \_\_\_\_\_
- 8 - Can't tell the difference
- 9 - Never look at them
- 10 - DK/NA

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

	Much more effective	Somewhat more effective	No more effective	DK/ NA
a. In informing Canadians about the health effects of tobacco?.....	1	2	3	4
b. In encouraging Canadians to reduce their tobacco use?.....	1	2	3	4

**EXPERIMENTAL DESIGN -4 sections – Recall Section, Size Section Comparison Section and Behaviour Section**

R4 Segment- Lungs---Peter Jackson Full Flavour

Peter Jackson Full Flavour brand visible – 4 sizes of messages -41,42,43,44

Peter Jackson Full Flavour plain pack – 2 sizes of messages – 45,46

**RECALL SECTION**

**EX R ROTATE RECALL 1 AND 2/ INDICATE HERE WHICH WAS SHOWN FIRST**

- 1- RECALL 1 SHOWN FIRST
- 2- RECALL 2 SHOWN FIRST

**RECALL 1**

**EX 1 I am going to show you a cigarette package. SHOW PACK #44 (100% COVERAGE) ENGLISH COVER FOR 10 SECONDS AND ENGLISH SIDE WITH BRAND FOR 5 SECONDS EXACTLY, THEN HIDE.**

What brand was the cigarette pack I just showed you? **DO NOT PROMPT**

- 1 – Peter Jackson
- 2 - Other (SPECIFY)\_\_\_\_\_
- 3 - DK/NA

**RECALL 2**

**EX2 I am going to show you a cigarette package. SHOW PACK #45 (50% COVERAGE) ENGLISH COVER FOR 10 SECONDS AND ENGLISH SIDE WITH BRAND FOR 5 SECONDS EXACTLY, THEN HIDE.**

What brand was the cigarette pack I just showed you? **DO NOT PROMPT**

- 1 – Peter Jackson
- 2 - Other (SPECIFY)\_\_\_\_\_
- 3 - DK/NA

**SIZE SECTION**

**RANDOMIZE ORDER OF SHOWING 41, 42, 43, 44**

I am going to show you some cigarette packages.

**41**

**EX3 SHOW PACK # 41 (50% size) ENGLISH COVER FOR 10 SECONDS AND ENGLISH SIDE WITH BRAND FOR 5 SECONDS.**

Do you think this pack would be very, somewhat, not very or not at all effective in each of the following ways....? **READ**

	Very Effective	Somewhat effective	Not very effective	Not at all effective	DK/NA
a. In informing Canadians about the health effects of tobacco?.....	1	2	3	4	5
b. In encouraging Canadians to reduce their tobacco use?	1	2	3	4	5

**42**

**EX4 SHOW PACK # 42 (75% size) ENGLISH COVER FOR 10 SECONDS AND ENGLISH SIDE WITH BRAND FOR 5 SECONDS.**

Do you think this pack would be very, somewhat, not very or not at all effective in each of the following ways....? **READ**

	Very Effective	Somewhat effective	Not very effective	Not at all effective	DK/NA
a. In informing Canadians about the health effects of tobacco?.....	1	2	3	4	5
b. In encouraging Canadians to reduce their tobacco use ?	1	2	3	4	5

**43**

**EX5 SHOW PACK # 43 (90% size) ENGLISH COVER FOR 10 SECONDS AND ENGLISH SIDE WITH BRAND FOR 5 SECONDS.**

Do you think this pack would be very, somewhat, not very or not at all effective in each of the following ways....? **READ**

	Very Effective	Somewhat effective	Not very effective	Not at all effective	DK/NA
a. In informing Canadians about the health effects of tobacco?.....	1	2	3	4	5
b. In encouraging Canadians to reduce their tobacco use?	1	2	3	4	5

**44**

**EX 6 SHOW PACK # 44 (100% SIZE) ENGLISH COVER FOR 10 SECONDS AND ENGLISH SIDE WITH BRAND FOR 5 SECONDS.**

Do you think this pack would be very, somewhat, not very or not at all effective in each of the following ways....? **READ**

	Very Effective	Somewhat effective	Not very effective	Not at all effective	DK/NA
a. In informing Canadians about the health effects of tobacco?.....	1	2	3	4	5

EX7.a) Here are these 4 packs again together. **SHOW PACKS #41, 42, 43, 44 TOGETHER FOR 15 SECONDS.** Please tell me as best as you can, which of these 4 packages do you think would be most effective in informing Canadians about the health effects of tobacco?

**DO NOT READ ANSWERS CIRCLE ONE ANSWER ONLY**

- 1 - 41 ASK b
- 2 - 42 ASK b
- 3 - 43 ASK b
- 4 - 44 ASK b
- 5 - all equal ASK b
- 6 - none ASK b
- 7 - DK/NA GO TO EX8

b) Why did you choose that one/why do you say that?

---

DK/NA

**ASK ALL**

EX8. a) Here are the same 4 packs. **SHOW PACKS #41, 42, 43, 44 TOGETHER FOR 15 SECONDS.** Please tell me as best as you can, which of these 4 packages do you think would be most effective in encouraging Canadians to reduce their tobacco use?

**DO NOT READ ANSWERS CIRCLE ONE ANSWER ONLY**

- 1 - 41 ASK b
- 2 - 42 ASK b
- 3 - 43 ASK b
- 4 - 44 ASK b
- 5 - all equal ASK b
- 6 - none ASK b
- 7 - DK/NA GO TO EX9

b) Why did you choose that one/why do you say that?

---

DK/NA

**ASK ALL**

EX9. a) Here are the same 4 packs. **SHOW PACKS #41, 42, 43, 44 TOGETHER FOR 15 SECONDS EXACTLY.** Which of these 4 packages do you think would be the best choice for cigarette packages in Canada?

**DO NOT READ ANSWERS CIRCLE ONE ANSWER ONLY**

- 1 - 41 ASK b
- 2 - 42 ASK b
- 3 - 43 ASK b
- 4 - 44 ASK b
- 5 - all equal ASK b
- 6 - none ASK b
- 7 - DK/NA GO TO COMPARISON SECTION

b) Why do you say that?

---

DK/NA

**COMPARISON SECTION**

**ROTATE COMPARISON 1 AND 2  
ASK ALL**

I am going to show you some other cigarette packages.

**COMPARISON 1 (50% size)**

EX10 **SHOW PACKS # 41 AND 45 TOGETHER FOR 15 SECONDS.** Please tell me as best as you can, which of these packages do you think would be more effective in each of the following ways...? **READ a AND b**

	Package 41	Package 45	Both equally	Neither	DK/ NA
a. In informing Canadians about the health effects of tobacco?.....	1	2	3	4	5
b. In encouraging Canadians to reduce their tobacco use? 1	2	3	4	5	

**COMPARISON 2 (75% SIZE)**

EX11 **SHOW PACKS #42 AND 46 TOGETHER FOR 15 SECONDS.** Please tell me as best as you can, which of these packages do you think would be more effective in each of the following ways....? **READ a AND b**

	Package 42	Package 46	Both equally	Neither	DK/ NA
a. In informing Canadians about the health effects of tobacco?.....	1	2	3	4	5
b. In encouraging Canadians to reduce their tobacco use? 1	2	3	4	5	

**BEHAVIOUR SECTION**

EX 12 **SHOW PACK # 44 (100%) AGAIN FOR 5 SECONDS**  
If cigarette packages in Canada were to look like this one what would be its impact on you and how would you respond? Would you do anything? **DO NOT READ/ DO NOT PROMPT/ CODE ALL ANSWERS**

- 1 - Smoke less
- 2 - Try to quit/increase desire to quit
- 3 - Would be angry/upset
- 4 - Would try to hide pack/keep out of sight
- 5 - Would cover the pack/use cigarette case
- 6 - Would transfer cigarettes to another container
- 7 - Avoid certain messages
- 8 - No impact/ no response/do nothing
- 9 - Other (**SPECIFY**) \_\_\_\_\_
- 10 - DK/NA

**DEMOGRAPHICS**

22. a) Have you ever tried smoking a little cigar or cigarillos (plain or flavored)?

- 1 - Yes      **ASK b**
- 2 - No      **GO TO Q 23**
- 3 - DK/NA   **GO TO Q 23**

b) In the past 30 days, did you smoke any little cigars or cigarillos (plain or flavored)?

- 1 - Yes
- 2 - No
- 3 - DK/NA

**ASK ALL**

23. Now a few questions for classification purposes. Please be assured that all your responses will be kept entirely anonymous and absolutely confidential. In what year were you born?

- 1 - **SPECIFY** \_\_\_\_\_
- 2 - DK/NA

24. What is the highest level of education you have reached?

**DO NOT READ**

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

25. Which of the following best describes your employment status? Are you...

**READ**

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

26. Are you... **READ**

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

27. Are there any children in your household under the age of 18?

- 1 - Yes
- 2 - No
- 3 - DK/NA

28. Into which of the following categories would you put the total annual income, before taxes and deductions, for 2007, of all members of your household, including yourself? Is it...

**READ**

- 1 - Less than \$20,000
- 2 - \$20,000 to \$39,999
- 3 - \$40,000 to \$59,999
- 4 - \$60,000 to \$79,999
- 5 - \$80,000 to \$99,999
- 6 - \$100,000 and over
- 7 - Refuse/DK/NA

That completes my interview. Thank you for your assistance. The hostess will be giving you the promised honorarium as our thank you for participating in this survey.



**ENVIRONICS**  
R E S E A R C H G R O U P

**Sondage auprès des fumeurs  
adultes  
La dimension des mises en  
garde  
PN6248  
Questionnaire – Définitif**

**Rotation 1  
Player's Saveur Riche  
Bouche/dents  
Paquets 11-16**

## INTRODUCTION

Merci d'avoir accepté de participer à ce sondage réalisé par Environics Research Group Limited pour le compte de Santé Canada. Vos réponses demeureront strictement confidentielles et elles seront gérées conformément aux dispositions prévues dans la *Loi sur la protection des renseignements personnels*. Le sondage est inscrit dans le système national d'inscription des sondages. Une mesure incitative vous sera versée à la fin du sondage afin de vous remercier d'avoir pris le temps de répondre à ce sondage.

## **INDIQUER :**

- 1- Homme
- 2- Femme

## TABAGISME

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

- |                                       |                              |
|---------------------------------------|------------------------------|
| 1 - Tous les jours                    | <b>FUMEUR(EUSE)</b>          |
| 2 - À l'occasion (pas tous les jours) | <b>FUMEUR(EUSE)</b>          |
| 3 - Jamais                            | <b>REMERCIER ET TERMINER</b> |
| 4 - NSP/PR                            | <b>REMERCIER ET TERMINER</b> |

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

- 1 - Moins d'un an
- 2 - 1 à 5 ans
- 3 - Plus de 5 ans
- 4 - NSP/PR

## **SI FUME TOUS LES JOURS, DEMANDER :**

3. En moyenne, combien de cigarettes fumez-vous chaque jour ?

**SONDER POUR OBTENIR UN NOMBRE PRÉCIS. SI LE/LA RÉPONDANT(E)  
RÉPOND UN PAQUET PAR JOUR, SONDER POUR SAVOIR COMBIEN IL Y A DE  
CIGARETTES DANS LE PAQUET**

cigarettes par jour (la réponse doit être numérique - ne pas accepter de fourchette)

- 2 - NSP/PR

## **SI FUME À L'OCCASION, DEMANDER :**

4. Les jours où vous fumez, environ combien de cigarettes fumez-vous ?

cigarettes par jour

- 2 - NSP/PR

## **SI FUME À L'OCCASION, DEMANDER :**

5. Avez-vous déjà fumé la cigarette tous les jours ?



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

6. Quelle est la marque de cigarettes que vous fumez, généralement ? **NE PAS LIRE - CODER UNE MARQUE SEULEMENT. NOTE À L'INTERVIEWEUR(EUSE) : SONDER POUR SAVOIR SI LE/LA RÉPONDANT(E) FUME DES CIGARETTES GRAND FORMAT OU RÉGULIER POUR CETTE MARQUE.**

- 1 – Belmont
- 2 – Benson & Hedges Deluxe (Ultra Douce) 100s
- 3 –Benson & Hedges Sterling (Légère) 100s
- 4 –Benson & Hedges Saphir (Extra Douce) 100s
- 5 –Benson & Hedges Noire\* (Spéciale) King
- 6 –Benson & Hedges Or\* (Spéciale Légère) King
- 7 –Benson & Hedges Argent\* (Spéciale Ultra) King
- 8 - Canadian Classic White\* (Extra Light) King
- 9 - Canadian Classic White\* (Extra Light) Régulier
- 10 - Canadian Classic Silver\* (Light) King
- 11 - Canadian Classic Silver\* (Light) Régulier
- 12 - Craven "A" – King
- 13 - Craven Menthol - King
- 14 - DuMaurier King
- 15 - DuMaurier Régulier
- 16 - DuMaurier Distincte (Légères) King
- 17 - DuMaurier Distincte (Légères) Régulier
- 18 - DuMaurier Première (Extra Légères) King
- 19 - DuMaurier Première (Extra Légères) Régulier
- 20 - DuMaurier Prestige (Ultra Légères) King
- 21 - DuMaurier Prestige (Ultra Légères) Régulier
- 22 - DuMaurier spéciales King
- 23 - DuMaurier Special 100
- 24 - Export "A" Pleine Saveur régulier
- 25 - Export "A" Moyennes Régulier
- 26 - Export "A" Veloutée (Légères) Régulier
- 27 - John Player's – Special
- 28 - Macdonald Ultra Veloutée (Ultra Douce) Régulier
- 29 - Macdonald Speciale Extra Veloutée (Extra Légère) Régulier
- 30 - Macdonald Speciale Veloutée (Légère) Régulier
- 31 - Mark Ten Originale (Pleine Saveur) King
- 32 - Mark Ten Originale (Pleine Saveur) Régulier
- 33 - Mark Ten Selecte (Légère) King
- 34 - Mark Ten Selecte (Légère) Régulier
- 35 - Mark Ten Bleu\* (Medium) King
- 36 - Mark Ten Bleu\* (Medium) Régulier
- 37 – Matinée Slims (Extra Douces) King
- 38 - Matinée Slims (Extra Douces) Régulier
- 39 - Number 7 Régulier
- 40 - Number 7 King
- 41 - Number 7 Bleu\* (Légères) Régulier
- 42 - Number 7 Bleu\* (Légères) King
- 43 - Number 7 Argent\* (Extra Douce) Régulier
- 44 - Number 7 Argent\* (Extra Douce) King
- 45 - Peter Jackson Saveur Subtile (Extra Douce) Régulier
- 46 - Peter Jackson Saveur Subtile (Extra Douce) King
- 47 - Peter Jackson Saveur Selecte (Légère) Régulier
- 48 - Peter Jackson Saveur Selecte (Légère) King
- 49 - Players Saveur Riche (Légères) Régulier
- 50 - Players Saveur Riche (Légères) King
- 51 - Players régulier
- 52 - Players Saveur Veloutée (Extra Légères) King
- 53 - Players Saveur Veloutée (Extra Légères) Régulier
- 54 - Rothmans King
- 55 - Rothmans Spéciale (spéciales Douces) King
- 56 - Autre (PRÉCISER)\_\_\_\_\_
- 57 - Aucune marque régulière
- 58 - NSP/PR

7. Est-ce que vous avez déjà essayé d'arrêter de fumer ?

- 1 - Oui
- 2 - Non **PASSER À LA Q 9**
- 3 - NSP/PR **PASSER À LA Q .9**

8. Au cours de la dernière année, combien de fois avez-vous arrêté de fumer pendant au moins 24 heures parce que vous essayiez de cesser de fumer ?

**LIRE**

- 1 - Une fois
- 2 - Deux fois
- 3 - Trois fois
- 4 - Plus de trois fois
- 5 - Pas pendant la dernière année
- 6 - NSP/PR

### **POSER À TOUS**

9 a) Envisagez-vous sérieusement de cesser de fumer au cours des six prochains mois ?

- 1 – Oui **POSER b)**
- 2 – Non **PASSER À LA Q. 10**
- 3 – NSP/PR **PASSER À LA Q. 10**

b) Envisagez-vous sérieusement de cesser de fumer au cours des 30 prochains jours ?

- 1 - Oui
- 2 - Non
- 3 – NSP/PR

### **POSER À TOUS**

10. Si vous réfléchissez au tabagisme en général et à la quantité que vous fumez, êtes-vous fortement d'accord, plutôt d'accord, plutôt en désaccord ou fortement en désaccord avec chacune des affirmations suivantes... ? **LIRE LA LISTE EN ROTATION DE a à e**

	Fortement d'accord	Plutôt d'accord	Plutôt en désaccorden	Fortement désaccord	NSP/ PR
a. Vous fumez moins qu'il y a un an.....	1	2	3	4	5
b. Vous fumez moins qu'avant en <u>présence des autres</u> .	1	2	3	4	5
c. Votre désir de cesser de fumer s'est accru depuis un an.....	1	2	3	4	5
d. Vous êtes davantage sensibilisé(e) aux risques associés au tabagisme que vous ne l'étiez auparavant....	1	2	3	4	5
e. Fumer est mauvais pour la santé .....	1	2	3	4	5

### **EFFETS SUR LA SANTÉ**

11. En général, est-ce que vous pensez que le fait de fumer la cigarette est un problème de santé grave, un problème de santé mineur ou n'est pas un problème de santé au Canada ?

- 1 - Grave
- 2 - Mineur
- 3 - Pas un problème
- 4 - NSP/PR

### **MESSAGES DE MISE EN GARDE**

12. a) Dans l'ensemble, environ combien de fois regardez-vous ou lisez-vous un message de mise en garde figurant sur des paquets de cigarettes ? Est-ce que ce serait... **LIRE**

- 1 - Plusieurs fois par jour **POSER (b)**
- 2 - Environ une fois par jour
- 3 - Tous les deux ou trois jours
- 4 - Environ une fois par semaine
- 5 - Moins d'une fois par semaine
- 6 – Jamais

**SI CODE 1 À Q.12a), DEMANDER :**

b) Environ combien de fois par jour est-ce que vous voyez ce message ?

- 1 - \_\_\_\_\_ **FOIS PAR JOUR**
- 2 - NSP/PR

13. Sans regarder un paquet de cigarettes et en pensant aux messages de mise en garde qui figurent sur les paquets de cigarettes au Canada, quels sont les images, les illustrations ou les dessins dont vous vous souvenez ? [**SONDER** : Est-ce qu'il y en a d'autres ?]

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- 2 – Aucun
- 3 - NSP/PR

14. Et, sans regarder un paquet de cigarettes et en pensant aux messages de mise en garde qui figurent sur les paquets de cigarettes au Canada, quels sont les mots ou les texte ou les renseignements dont vous vous souvenez ? [**SONDER** : Est-ce qu'il y en a d'autres ?]

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- 2 - Aucun
- 3 - NSP/PR

15. Dans l'ensemble, êtes-vous fortement favorable, plutôt favorable, plutôt opposé(e) ou fortement opposé(e) à ce qu'on inscrive des messages de mise en garde sur les produits du tabac ?

- 1 – Fortement favorable
- 2 – Plutôt favorable
- 3 – Plutôt opposé(e)
- 4 - Fortement opposé(e)
- 5 - NSP/PR

16. Si on pense en général aux messages de mise en garde qui figurent maintenant sur les paquets de cigarettes au Canada, est-ce que vous êtes fortement d'accord, plutôt d'accord, plutôt en désaccord ou fortement en désaccord avec chacun des énoncés suivants ?

**LECTURE EN ROTATION STATEMENTS a À f**

	Fortement d'accord	Plutôt d'accord	Plutôt en désaccorden	Fortement désaccord	NSP/ PR
a. Les messages sont exacts .....	1	2	3	4	5
b. Les messages vous donnent des informations importantes sur les effets que la cigarette a sur la santé.....	1	2	3	4	5
c. Les messages rendent la cigarette moins attrayante...	1	2	3	4	5
d. Il vaut la peine de relire ces messages, même si on les a vus plusieurs fois .....	1	2	3	4	5
e. Les messages sont usés et ont perdu de leur efficacité.....	1	2	3	4	5
f. Les messages sont difficiles à comprendre.....	1	2	3	4	5

17. Si on pense aux messages de mise en garde qui figurent maintenant sur les paquets de cigarettes au Canada, est-ce que ces messages ont été très, assez, pas très ou pas du tout efficaces dans chacun des domaines suivants ? **LECTURE EN ROTATION**

	Très efficaces	Assez efficaces	Pas très efficaces	Pas du tout efficaces	NSP/PR
a. Vous amener à moins fumer.....	1	2	3	4	5
b. Vous amener à fumer moins en présence des autres qu'auparavant.....	1	2	3	4	5
c. Vous donner davantage le désir d'arrêter de fumer ..	1	2	3	4	5
d. Vous amener à essayer de cesser de fumer.....	1	2	3	4	5
e. Vous informer sur les effets de la cigarette sur la santé.....	1	2	3	4	5

18. S'il y a lieu, comment pourrait-on, selon vous changer les messages de mise en garde qui figurent présentement sur les paquets de cigarettes, afin de les rendre plus efficaces pour persuader les fumeurs de cesser de fumer ? **NE PAS LIRE...CODER TOUTES LES RÉPONSES QUI S'APPLIQUENT**

- 1 – Changer les images/utiliser de nouvelles images
- 2 - Changer les messages/le texte/les mots/les expressions/utiliser de nouveaux messages
- 3 – Accroître la taille des messages
- 4 – Une présentation qui capte plus l'attention (en général)
- 5 – Donner le numéro 1-800 d'une ligne d'aide pour cesser de fumer ou l'adresse d'un site Web /plus d'information sur le renoncement au tabac
- 6 – De l'information plus détaillée
- 7 – Pas besoin d'amélioration
- 8 – Les enlever tout simplement
- 9- Autre (PRÉCISER) \_\_\_\_\_
- 10- NSP/PR

19. Je vais vous lire une liste des façons possibles de modifier les messages de mise en garde figurant sur les paquets de cigarettes au Canada. Dans quelle mesure chacune d'entre elles serait-elle efficace pour accroître la visibilité des messages ? Chacune des façons suivantes serait-elle très efficace, assez efficace, pas très efficace ou pas du tout efficace ? **LECTURE EN ROTATION**

	Très efficace	Assez efficace	Pas très efficace	Pas du tout efficace	NSP/PR
a. Utiliser des images nouvelles ou différentes.....	1	2	3	4	5
b. Utiliser des messages nouveaux ou différents dans le texte .....	1	2	3	4	5
c. Accroître la dimension des messages de mise en garde figurant sur les paquets .....	1	2	3	4	5
d. Faire de sorte que les mots dans le texte correspondent davantage aux images.....	1	2	3	4	5

20. Si vous réfléchissez aux paquets de cigarettes en vente au Canada, de quelle façon différenciez-vous les marques de cigarettes visuellement ?

**NE PAS LIRE...SONDER POUR OBTENIR PLUSIEURS MENTIONS...CODER TOUTES LES RÉPONSES QUI S'APPLIQUENT**

- 1 – La marque
- 2 – La taille
- 3 – La couleur
- 4 – Le logo
- 5 – Un différent message de mise en garde
- 6 – Le type d'emballage
- 7 - Autre (PRÉCISER) \_\_\_\_\_
- 8 – N'arrive pas à faire la différence
- 9 – Ne les regarde jamais
- 10 - NSP/PR

21. Si la taille des mises en garde figurant sur les paquets de cigarettes au Canada était accrue, dans quelle mesure seraient-elles plus efficaces dans chacun des domaines suivants ? Seraient-elles beaucoup plus efficaces, quelque peu plus efficaces ou pas plus efficaces... ? **LECTURE EN ROTATION**

	Beaucoup plus efficaces	Quelque peu plus efficaces	Pas plus efficaces	NSP/PR
a. Pour informer les Canadiens au sujet des effets du tabac sur la santé ?.....	1	2	3	4
b. Pour encourager les Canadiens à réduire leur consommation de tabac ?.....	1	2	3	4

**CONCEPT EXPÉRIMENTAL – 4 sections – Section sur le rappel, Section sur la dimension, Section sur les comparaisons et Section sur le comportement**

R1 Segment- Bouche/Dents – Player's Saveur Riche

Player's Saveur Riche marque visible – 4 tailles de messages -11, 12, 13, 14

Player's Saveur Riche paquet générique – 2 tailles de messages – 15, 16

**SECTION SUR LE RAPPEL**

**Ex R ROTATION DU RAPPEL 1 ET 2/ INDIQUER ICI LEQUEL DES DEUX A ÉTÉ MONTRÉ EN PREMIER**

**1- RAPPEL 1 MONTRÉ EN PREMIER**

**2- RAPPEL 2 MONTRÉ EN PREMIER**

**RAPPEL 1**

**EX 1 Je vais à présent vous montrer un paquet de cigarettes. MONTRER LE DEVANT DU PAQUET N°11 (COUVERTURE 50 %) EN FRANÇAIS PENDANT 10 SECONDES ET LE CÔTÉ EN FRANÇAIS AVEC LA MARQUE PENDANT 5 SECONDES EXACTEMENT, PUIS CACHER.**

Quelle était la marque du paquet de cigarettes que je vous ai montré ? **NE PAS SUGGÉRER**

- 1 - Player's
- 2 - Autre (PRÉCISER) \_\_\_\_\_
- 3 - NSP/PR

**RAPPEL 2**

EX2 Je vais à présent vous montrer un paquet de cigarettes. **MONTREZ LE DEVANT DU PAQUET N° 16 (COUVERTURE 75 %) EN FRANÇAIS PENDANT 10 SECONDES ET LE CÔTÉ EN FRANÇAIS AVEC LA MARQUE PENDANT 5 SECONDES EXACTEMENT, PUIS CACHER.**

Quelle était la marque du paquet de cigarettes que je vous ai montré ? **NE PAS SUGGÉRER**

- 1 - Player's
- 2 - Autre (PRÉCISER) \_\_\_\_\_
- 3 - NSP/PR

**SECTION SUR LA DIMENSION**

**VARIATION ALÉATOIRE DE L'ORDRE DANS LEQUEL SONT MONTRÉS 11, 12, 13,14**

Je vais maintenant vous montrer quelques paquets de cigarettes.

**11**

EX3 **MONTREZ LE DEVANT DU PAQUET N°11 (taille 50%) EN FRANÇAIS PENDANT 10 SECONDES ET LE CÔTÉ EN FRANÇAIS AVEC LA MARQUE PENDANT 5 SECONDES**

Pensez-vous que ce paquet serait très, assez, pas très ou pas du tout efficace dans chacun des domaines suivants... ? **LIRE**

	Très efficace	Assez efficace	Pas très efficace	Pas du tout efficace	NSP/PR
a. Pour informer les Canadiens au sujet des effets du tabac sur la santé ? .....	1	2	3	4	5
b. Pour encourager les Canadiens à réduire leur consommation de tabac ? .....	1	2	3	4	5

**12**

EX4 **MONTREZ LE DEVANT DU PAQUET N°12 (taille 75 %) EN FRANÇAIS PENDANT 10 SECONDES ET LE CÔTÉ EN FRANÇAIS AVEC LA MARQUE PENDANT 5 SECONDES.**

Pensez-vous que ce paquet serait très, assez, pas très ou pas du tout efficace dans chacun des domaines suivants... ? **LIRE**

	Très efficace	Assez efficace	Pas très efficace	Pas du tout efficace	NSP/PR
a. Pour informer les Canadiens au sujet des effets du tabac sur la santé ? .....	1	2	3	4	5
b. Pour encourager les Canadiens à réduire leur consommation de tabac ? .....	1	2	3	4	5

**13**

**EX5 MONTRER LE DEVANT DU PAQUET N°13 (taille 90 %) EN FRANÇAIS PENDANT 10 SECONDES ET LE CÔTÉ EN FRANÇAIS AVEC LA MARQUE PENDANT 5 SECONDES.**

Pensez-vous que ce paquet serait très, assez, pas très ou pas du tout efficace dans chacun des domaines suivants... ? **LIRE**

	Très efficace	Assez efficace	Pas très efficace	Pas du tout efficace	NSP/PR
a. Pour informer les Canadiens au sujet des effets du tabac sur la santé ? .....	1	2	3	4	5
b. Pour encourager les Canadiens à réduire leur consommation de tabac ? .....	1	2	3	4	5

**14**

**EX 6 MONTRER LE DEVANT DU PAQUET N°14 (taille 100 %) EN FRANÇAIS PENDANT 10 SECONDES ET LE CÔTÉ EN FRANÇAIS AVEC LA MARQUE PENDANT 5 SECONDES.**

Pensez-vous que ce paquet serait très, assez, pas très ou pas du tout efficace dans chacun des domaines suivants... ? **LIRE**

	Très efficace	Assez efficace	Pas très efficace	Pas du tout efficace	NSP/PR
a. Pour informer les Canadiens au sujet des effets du tabac sur la santé ? .....	1	2	3	4	5
b. Pour encourager les Canadiens à réduire leur consommation de tabac ? .....	1	2	3	4	5

EX 7.a) Voici ces quatre paquets encore une fois, ensemble. **MONTRER LES PAQUETS N° 11, 12, 13, 14 ENSEMBLE PENDANT 15 SECONDES.** Veuillez me dire, au meilleur de votre connaissance, lequel de ces 4 paquets serait le plus efficace pour informer les Canadiens au sujet des effets du tabac sur la santé ?

**NE PAS LIRE LES RÉPONSES – ENCERCLER UNE SEULE RÉPONSE**

- 1 - 11      **POSER b**
- 2 - 12      **POSER b**
- 3 - 13      **POSER b**
- 4 - 14      **POSER b**
- 5 – Tous également    **POSER b**
- 6 - Aucun    **POSER b**
- 7 - NSP/PR **PASSER À EX8**

b) Pourquoi avez-vous choisi celui-là/pourquoi dites-vous cela ?

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NSP/PR

**POSER À TOUS**

EX8. a) Revoici les mêmes 4 paquets. **MONTRER LES PAQUETS N° 11, 12, 13, 14 ENSEMBLE PENDANT 15 SECONDES.** Veuillez me dire, au meilleur de votre connaissance, lequel de ces 4 paquets serait le plus efficace pour encourager les Canadiens à réduire leur consommation de tabac ?

**NE PAS LIRE LES RÉPONSES – ENCERCLER UNE SEULE RÉPONSE**

- 1 - 11        **POSER b**
- 2 - 12        **POSER b**
- 3 - 13        **POSER b**
- 4 - 14        **POSER b**
- 5 – Tous également **POSER b**
- 6 - Aucun     **POSER b**
- 7 - NSP/PR **PASSER À EX9**

b) Pourquoi avez-vous choisi celui-là/pourquoi dites-vous cela ?

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NSP/PR

**POSER À TOUS**

EX9. a) Voici les mêmes 4 paquets. **MONTRER LES PAQUETS N° 11, 12, 13, 14, ENSEMBLE PENDANT 15 SECONDES.** Lequel de ces 4 paquets serait, selon vous, le meilleur choix pour les paquets de cigarettes au Canada ?

**NE PAS LIRE LES RÉPONSES – ENCERCLER UNE SEULE RÉPONSE**

- 1 - 11        **POSER b**
- 2 - 12        **POSER b**
- 3 - 13        **POSER b**
- 4 - 14        **POSER b**
- 5 – Tous également **POSER b**
- 6 - Aucun     **POSER b**
- 7 - NSP/PR **PASSER À LA SECTION DES COMPARAISONS**

b) Pourquoi dites-vous cela ?

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---

NSP/PR

**SECTION DES COMPARAISONS**

**ROTATION DES COMPARAISONS 1 ET 2  
POSER À TOUS**

Je vais maintenant vous montrer d'autres paquets de cigarettes.

**COMPARAISON 1 (taille 50 %)**

EX10 **MONTRER LES PAQUETS N° 11 et 15 ENSEMBLE PENDANT 15 SECONDES.** Veuillez s'il vous plaît me dire, au meilleur de votre connaissance, lequel de ces paquets serait plus efficace dans chacun des domaines suivants... ? **LIRE a ET b**

	Paquet 11	Paquet 15	Les deux également	Ni un ni l'autre	NSP/ PR
a. Pour informer les Canadiens au sujet des effets du tabac sur la santé ? .....	1	2	3	4	5
b. Pour encourager les Canadiens à réduire leur consommation de tabac ? .....	1	2	3	4	5



## **COMPARAISON 2 (TAILLE 75 %)**

**EX11 MONTRER LES PAQUETS N° 12 et 16 ENSEMBLE PENDANT 15 SECONDES.**

Veillez s'il vous plaît me dire, au meilleur de votre connaissance, lequel de ces paquets serait plus efficace dans chacun des domaines suivants... ? **LIRE a ET b**

	Paquet 12	Paquet 16	Les deux également	Ni un ni l'autre	NSP/ PR
a. Pour informer les Canadiens au sujet des effets du tabac sur la santé ? .....	1	2	3	4	5
b. Pour encourager les Canadiens à réduire leur consommation de tabac ? .....	1	2	3	4	5

## **SECTION SUR LE COMPORTEMENT**

**EX 12 MONTRER LE PAQUET N° 14 (100%) ENCORE UNE FOIS PENDANT 5 SECONDES**

Si les paquets de cigarettes au Canada ressemblaient à celui-ci, quelle incidence cela aurait-il sur vous et de quelle façon réagiriez-vous ? Feriez-vous quelque chose ? **NE PAS LIRE/ NE PAS SUGGÉRER/ CODER TOUTES LES RÉPONSES**

- 1 – Fumer moins
- 2 – Tenter de cesser/plus grand désir de cesser de fumer
- 3 – Serait fâché(e)/contrarié(e)
- 4 – Essaierait de cacher le paquet/de le garder hors de la vue
- 5 – Couvrirait le paquet/utiliserait un étui à cigarettes
- 6 – Transférerait les cigarettes dans un autre contenant
- 7 – Éviterait les paquets avec certains messages
- 8 – Aucune incidence/ aucune réaction/ne ferait rien
- 9 - Autre (PRÉCISER) \_\_\_\_\_
- 10 - NSP/PR

## **QUESTIONS DÉMOGRAPHIQUES**

22. a) Avez-vous déjà essayé de fumer des petits cigares ou des cigarillos (naturels ou aromatisés) ?

- 1 - Oui      **POSER b**
- 2- Non      **PASSER À Q 23**
- 3- NSP/PR **PASSER À Q 23**

b) Au cours des 30 derniers jours, avez-vous fumé des petits cigares ou des cigarillos (naturels ou aromatisés) ?

- 1 – Oui
- 2 - Non
- 3 - NSP/PR

## **POSER À TOUS**

23. Enfin, je vais vous poser quelques questions à des fins statistiques. Soyez assuré(e) que toutes vos réponses demeureront entièrement anonymes et confidentielles. En quelle année êtes-vous né(e) ?

- 1 – **PRÉCISER** \_\_\_\_\_
- 2 - NSP/PR

24. Quel est le niveau de scolarité le plus élevé que vous avez atteint ?

**NE PAS LIRE**

- 1 - Cours primaire ou moins (aucune scolarité jusqu'à la 7<sup>e</sup> année)
- 2 - Une partie du cours secondaire (8<sup>e</sup> à 11<sup>e</sup> années)
- 3 - Le cours secondaire (12<sup>e</sup> ou 13<sup>e</sup> année ou OAC)
- 4 - Une partie du cours collégial, du cours professionnel ou du cours technique (ou une partie du cégep)
- 5 - Le cours collégial, professionnel ou technique (ou le cégep)
- 6 - Une partie du cours universitaire (sans diplôme)
- 7 - Un baccalauréat
- 8 - Des études supérieures (maîtrise ou doctorat, terminé ou non)
- 9 - NSP/PR

25. Laquelle des catégories suivantes décrit le mieux votre statut d'emploi ? Êtes-vous... ?

**LIRE**

- 1 - Au travail à temps plein (30 heures par semaine ou plus)
- 2 - Au travail à temps partiel
- 3 - Sans emploi ou à la recherche d'un emploi
- 4 - Au foyer à temps plein (au foyer, aide sociale)
- 5 - Aux études
- 6 - À la retraite
- 7 - Autre
- 8 - NSP/PR

26. Êtes-vous... **LIRE**

- 1 - Marié(e) ou vivant en couple
- 2 - Célibataire
- 3 - Veuf/veuve
- 4 - Séparé(e)
- 5 - Divorcé(e)
- 6 - NSP/PR

27. Est-ce qu'il y a dans votre foyer des enfants de moins de 18 ans ?

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

28. Laquelle des catégories suivantes correspond le mieux au revenu total de tous les membres de votre foyer et de vous-même, avant impôt et déductions, en 2007 ? Est-ce que c'est... ?

**LIRE**

- 1 - Moins de 20 000 \$
- 2 - De 20 000 \$ à 39 999 \$
- 3 - De 40 000 \$ à 59 999 \$
- 4 - De 60 000 \$ à 79 999 \$
- 5 - De 80 000 \$ à 99 999 \$
- 6 - 100 000 \$ et plus
- 7 - Refus/NSP/PR

Voilà qui termine l'entrevue. Merci de votre aide. L'hôte/L'hôtesse vous remettra la mesure incitative qui avait été promise en guise de remerciements pour avoir participé à ce sondage.



**ENVIRONICS**  
R E S E A R C H G R O U P

Sondage auprès des fumeurs  
adultes  
La dimension des mises en  
garde  
PN6248  
Questionnaire – Définitif

Rotation 2  
Peter Jackson Pleine Saveur  
Bouche/dents  
Paquets 21-26

## INTRODUCTION

Merci d'avoir accepté de participer à ce sondage réalisé par Environics Research Group Limited pour le compte de Santé Canada. Vos réponses demeureront strictement confidentielles et elles seront gérées conformément aux dispositions prévues dans la *Loi sur la protection des renseignements personnels*. Le sondage est inscrit dans le système national d'inscription des sondages. Une mesure incitative vous sera versée à la fin du sondage afin de vous remercier d'avoir pris le temps de répondre à ce sondage.

## INDIQUER :

- 1- Homme
- 2- Femme

## TABAGISME

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

- |                                       |                              |
|---------------------------------------|------------------------------|
| 1 - Tous les jours                    | <b>FUMEUR(EUSE)</b>          |
| 2 - À l'occasion (pas tous les jours) | <b>FUMEUR(EUSE)</b>          |
| 3 - Jamais                            | <b>REMERCIER ET TERMINER</b> |
| 4 - NSP/PR                            | <b>REMERCIER ET TERMINER</b> |

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

- 1 - Moins d'un an
- 2 - 1 à 5 ans
- 3 - Plus de 5 ans
- 4 - NSP/PR

## **SI FUME TOUS LES JOURS, DEMANDER :**

3. En moyenne, combien de cigarettes fumez-vous chaque jour ?

**SONDER POUR OBTENIR UN NOMBRE PRÉCIS. SI LE/LA RÉPONDANT(E)  
RÉPOND UN PAQUET PAR JOUR, SONDER POUR SAVOIR COMBIEN IL Y A DE  
CIGARETTES DANS LE PAQUET**

cigarettes par jour (la réponse doit être numérique - ne pas accepter de fourchette)

- 2 - NSP/PR

## **SI FUME À L'OCCASION, DEMANDER :**

4. Les jours où vous fumez, environ combien de cigarettes fumez-vous ?

cigarettes par jour

- 2 - NSP/PR

## **SI FUME À L'OCCASION, DEMANDER :**

5. Avez-vous déjà fumé la cigarette tous les jours ?

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

6. Quelle est la marque de cigarettes que vous fumez, généralement ? **NE PAS LIRE - CODER UNE MARQUE SEULEMENT. NOTE À L'INTERVIEWEUR(EUSE) : SONDER POUR SAVOIR SI LE/LA RÉPONDANT(E) FUME DES CIGARETTES GRAND FORMAT OU RÉGULIER POUR CETTE MARQUE.**

- 1 – Belmont
- 2 – Benson & Hedges Deluxe (Ultra Douce) 100s
- 3 – Benson & Hedges Sterling (Légère) 100s
- 4 – Benson & Hedges Saphir (Extra Douce) 100s
- 5 – Benson & Hedges Noire\* (Spéciale) King
- 6 – Benson & Hedges Or\* (Spéciale Légère) King
- 7 – Benson & Hedges Argent\* (Spéciale Ultra) King
- 8 - Canadian Classic White\* (Extra Light) King
- 9 - Canadian Classic White\* (Extra Light) Régulier
- 10 - Canadian Classic Silver\* (Light) King
- 11 - Canadian Classic Silver\* (Light) Régulier
- 12 - Craven "A" – King
- 13 - Craven Menthol - King
- 14 - DuMaurier King
- 15 - DuMaurier Régulier
- 16 - DuMaurier Distincte (Légères) King
- 17 - DuMaurier Distincte (Légères) Régulier
- 18 - DuMaurier Première (Extra Légères) King
- 19 - DuMaurier Première (Extra Légères) Régulier
- 20 - DuMaurier Prestige (Ultra Légères) King
- 21 - DuMaurier Prestige (Ultra Légères) Régulier
- 22 - DuMaurier spéciales King
- 23 - DuMaurier Special 100
- 24 - Export "A" Pleine Saveur régulier
- 25 - Export "A" Moyennes Régulier
- 26 - Export "A" Veloutée (Légères) Régulier
- 27 - John Player's – Special
- 28 - Macdonald Ultra Veloutée (Ultra Douce) Régulier
- 29 - Macdonald Speciale Extra Veloutée (Extra Légère) Régulier
- 30 - Macdonald Speciale Veloutée (Légère) Régulier
- 31 - Mark Ten Originale (Pleine Saveur) King
- 32 - Mark Ten Originale (Pleine Saveur) Régulier
- 33 - Mark Ten Selecte (Légère) King
- 34 - Mark Ten Selecte (Légère) Régulier
- 35 - Mark Ten Bleu\* (Medium) King
- 36 - Mark Ten Bleu\* (Medium) Régulier
- 37 – Matinée Slims (Extra Douces) King
- 38 - Matinée Slims (Extra Douces) Régulier
- 39 - Number 7 Régulier
- 40 - Number 7 King
- 41 - Number 7 Bleu\* (Légères) Régulier
- 42 - Number 7 Bleu\* (Légères) King
- 43 - Number 7 Argent\* (Extra Douce) Régulier
- 44 - Number 7 Argent\* (Extra Douce) King
- 45 - Peter Jackson Saveur Subtile (Extra Douce) Régulier
- 46 - Peter Jackson Saveur Subtile (Extra Douce) King
- 47 - Peter Jackson Saveur Selecte (Légère) Régulier
- 48 - Peter Jackson Saveur Selecte (Légère) King
- 49 - Players Saveur Riche (Légères) Régulier
- 50 - Players Saveur Riche (Légères) King
- 51 - Players régulier
- 52 - Players Saveur Veloutée (Extra Légères) King
- 53 - Players Saveur Veloutée (Extra Légères) Régulier
- 54 - Rothmans King
- 55 - Rothmans Spéciale (spéciales Douces) King
- 56 - Autre (PRÉCISER)\_\_\_\_\_
- 57 - Aucune marque régulière
- 58 - NSP/PR

7. Est-ce que vous avez déjà essayé d'arrêter de fumer ?

- 1 - Oui
- 2 - Non **PASSER À LA Q 9**
- 3 - NSP/PR **PASSER À LA Q .9**

8. Au cours de la dernière année, combien de fois avez-vous arrêté de fumer pendant au moins 24 heures parce que vous essayiez de cesser de fumer ?

**LIRE**

- 1 - Une fois
- 2 - Deux fois
- 3 - Trois fois
- 4 - Plus de trois fois
- 5 - Pas pendant la dernière année
- 6 - NSP/PR

### **POSER À TOUS**

9 a) Envisagez-vous sérieusement de cesser de fumer au cours des six prochains mois ?

- 1 – Oui **POSER b)**
- 2 – Non **PASSER À LA Q. 10**
- 3 – NSP/PR **PASSER À LA Q. 10**

b) Envisagez-vous sérieusement de cesser de fumer au cours des 30 prochains jours ?

- 1 - Oui
- 2 - Non
- 3 – NSP/PR

### **POSER À TOUS**

10. Si vous réfléchissez au tabagisme en général et à la quantité que vous fumez, êtes-vous fortement d'accord, plutôt d'accord, plutôt en désaccord ou fortement en désaccord avec chacune des affirmations suivantes... ? **LIRE LA LISTE EN ROTATION DE a à e**

	Fortement d'accord	Plutôt d'accord	Plutôt en désaccorden	Fortement désaccord	NSP/ PR
a. Vous fumez moins qu'il y a un an.....	1	2	3	4	5
b. Vous fumez moins qu'avant en <u>présence des autres</u> .	1	2	3	4	5
c. Votre désir de cesser de fumer s'est accru depuis un an.....	1	2	3	4	5
d. Vous êtes davantage sensibilisé(e) aux risques associés au tabagisme que vous ne l'étiez auparavant....	1	2	3	4	5
e. Fumer est mauvais pour la santé .....	1	2	3	4	5

### **EFFETS SUR LA SANTÉ**

11. En général, est-ce que vous pensez que le fait de fumer la cigarette est un problème de santé grave, un problème de santé mineur ou n'est pas un problème de santé au Canada ?

- 1 - Grave
- 2 - Mineur
- 3 - Pas un problème
- 4 - NSP/PR

### **MESSAGES DE MISE EN GARDE**

12. a) Dans l'ensemble, environ combien de fois regardez-vous ou lisez-vous un message de mise en garde figurant sur des paquets de cigarettes ? Est-ce que ce serait... **LIRE**

- 1 - Plusieurs fois par jour **POSER (b)**
- 2 - Environ une fois par jour
- 3 - Tous les deux ou trois jours
- 4 - Environ une fois par semaine
- 5 - Moins d'une fois par semaine
- 6 – Jamais

7 - NSP/PR

**SI CODE 1 À Q.12a), DEMANDER :**

b) Environ combien de fois par jour est-ce que vous voyez ce message ?

1 - \_\_\_\_\_ **FOIS PAR JOUR**

2 - NSP/PR

13. Sans regarder un paquet de cigarettes et en pensant aux messages de mise en garde qui figurent sur les paquets de cigarettes au Canada, quels sont les images, les illustrations ou les dessins dont vous vous souvenez ? **[SONDER : Est-ce qu'il y en a d'autres ?]**

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2 – Aucun

3 - NSP/PR

14. Et, sans regarder un paquet de cigarettes et en pensant aux messages de mise en garde qui figurent sur les paquets de cigarettes au Canada, quels sont les mots ou les texte ou les renseignements dont vous vous souvenez ? **[SONDER : Est-ce qu'il y en a d'autres ?]**

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2 - Aucun

3 - NSP/PR

15. Dans l'ensemble, êtes-vous fortement favorable, plutôt favorable, plutôt opposé(e) ou fortement opposé(e) à ce qu'on inscrive des messages de mise en garde sur les produits du tabac ?

1 – Fortement favorable

2 – Plutôt favorable

3 – Plutôt opposé(e)

4 - Fortement opposé(e)

5 - NSP/PR

16. Si on pense en général aux messages de mise en garde qui figurent maintenant sur les paquets de cigarettes au Canada, est-ce que vous êtes fortement d'accord, plutôt d'accord, plutôt en désaccord ou fortement en désaccord avec chacun des énoncés suivants ?

**LECTURE EN ROTATION STATEMENTS a À f**

	Fortement d'accord	Plutôt d'accord	Plutôt en désaccord	Fortement désaccord	NSP/ PR
a. Les messages sont exacts .....	1	2	3	4	5
b. Les messages vous donnent des informations importantes sur les effets que la cigarette a sur la santé.....	1	2	3	4	5
c. Les messages rendent la cigarette moins attrayante...	1	2	3	4	5
d. Il vaut la peine de relire ces messages, même si on les a vus plusieurs fois .....	1	2	3	4	5
e. Les messages sont usés et ont perdu de leur efficacité.....	1	2	3	4	5
f. Les messages sont difficiles à comprendre.....	1	2	3	4	5

17. Si on pense aux messages de mise en garde qui figurent maintenant sur les paquets de cigarettes au Canada, est-ce que ces messages ont été très, assez, pas très ou pas du tout efficaces dans chacun des domaines suivants ? **LECTURE EN ROTATION**

	Très efficaces	Assez efficaces	Pas très efficaces	Pas du tout efficaces	NSP/PR
a. Vous amener à moins fumer.....	1	2	3	4	5
b. Vous amener à fumer moins en présence des autres qu'auparavant.....	1	2	3	4	5
c. Vous donner davantage le désir d'arrêter de fumer ..	1	2	3	4	5
d. Vous amener à essayer de cesser de fumer.....	1	2	3	4	5
e. Vous informer sur les effets de la cigarette sur la santé.....	1	2	3	4	5

18. S'il y a lieu, comment pourrait-on, selon vous changer les messages de mise en garde qui figurent présentement sur les paquets de cigarettes, afin de les rendre plus efficaces pour persuader les fumeurs de cesser de fumer ? **NE PAS LIRE...CODER TOUTES LES RÉPONSES QUI S'APPLIQUENT**

- 1 – Changer les images/utiliser de nouvelles images
- 2 - Changer les messages/le texte/les mots/les expressions/utiliser de nouveaux messages
- 3 – Accroître la taille des messages
- 4 – Une présentation qui capte plus l'attention (en général)
- 5 – Donner le numéro 1-800 d'une ligne d'aide pour cesser de fumer ou l'adresse d'un site Web /plus d'information sur le renoncement au tabac
- 6 – De l'information plus détaillée
- 7 – Pas besoin d'amélioration
- 8 – Les enlever tout simplement
- 9- Autre (PRÉCISER) \_\_\_\_\_
- 10- NSP/PR

19. Je vais vous lire une liste des façons possibles de modifier les messages de mise en garde figurant sur les paquets de cigarettes au Canada. Dans quelle mesure chacune d'entre elles serait-elle efficace pour accroître la visibilité des messages ? Chacune des façons suivantes serait-elle très efficace, assez efficace, pas très efficace ou pas du tout efficace ? **LECTURE EN ROTATION**

	Très efficace	Assez efficace	Pas très efficace	Pas du tout efficace	NSP/PR
a. Utiliser des images nouvelles ou différentes.....	1	2	3	4	5
b. Utiliser des messages nouveaux ou différents dans le texte .....	1	2	3	4	5
c. Accroître la dimension des messages de mise en garde figurant sur les paquets .....	1	2	3	4	5
d. Faire de sorte que les mots dans le texte correspondent davantage aux images.....	1	2	3	4	5

20. Si vous réfléchissez aux paquets de cigarettes en vente au Canada, de quelle façon différenciez-vous les marques de cigarettes visuellement ?

**NE PAS LIRE...SONDER POUR OBTENIR PLUSIEURS MENTIONS...CODER TOUTES LES RÉPONSES QUI S'APPLIQUENT**

- 1 – La marque
- 2 – La taille
- 3 – La couleur
- 4 – Le logo
- 5 – Un différent message de mise en garde
- 6 – Le type d'emballage
- 7 - Autre (PRÉCISER) \_\_\_\_\_
- 8 – N'arrive pas à faire la différence
- 9 – Ne les regarde jamais
- 10 - NSP/PR

21. Si la taille des mises en garde figurant sur les paquets de cigarettes au Canada était accrue, dans quelle mesure seraient-elles plus efficaces dans chacun des domaines suivants ? Seraient-elles beaucoup plus efficaces, quelque peu plus efficaces ou pas plus efficaces... ? **LECTURE EN ROTATION**

	Beaucoup plus efficaces	Quelque peu plus efficaces	Pas plus efficaces	NSP/PR
a. Pour informer les Canadiens au sujet des effets du tabac sur la santé ?.....	1	2	3	4
b. Pour encourager les Canadiens à réduire leur consommation de tabac ?.....	1	2	3	4

**CONCEPT EXPÉRIMENTAL – 4 sections – Section sur le rappel, Section sur la dimension, Section sur les comparaisons et Section sur le comportement**

R2 Segment- Bouche/Dents – Peter Jackson Pleine Saveur

Peter Jackson Pleine Saveur marque visible – 4 tailles de messages – **21,22,23,24**

Peter Jackson Pleine Saveur paquet générique – 2 tailles de messages – **25, 26**

**SECTION SUR LE RAPPEL**

**Ex R ROTATION DU RAPPEL 1 ET 2/ INDIQUER ICI LEQUEL DES DEUX A ÉTÉ MONTRÉ EN PREMIER**

**1- RAPPEL 1 MONTRÉ EN PREMIER**

**2- RAPPEL 2 MONTRÉ EN PREMIER**

**RAPPEL 1**

**EX 1 Je vais à présent vous montrer un paquet de cigarettes. MONTRER LE DEVANT DU PAQUET N°22 (COUVERTURE 75 %) EN FRANÇAIS PENDANT 10 SECONDES ET LE CÔTÉ EN FRANÇAIS AVEC LA MARQUE PENDANT 5 SECONDES EXACTEMENT, PUIS CACHER.**

Quelle était la marque du paquet de cigarettes que je vous ai montré ? **NE PAS SUGGÉRER**

- 1 – Peter Jackson
- 2 - Autre (PRÉCISER) \_\_\_\_\_
- 3 - NSP/PR



**RAPPEL 2**

EX2 Je vais à présent vous montrer un paquet de cigarettes. **MONTRER LE DEVANT DU PAQUET N° 26 (COUVERTURE 75 %) EN FRANÇAIS PENDANT 10 SECONDES ET LE CÔTÉ EN FRANÇAIS AVEC LA MARQUE PENDANT 5 SECONDES EXACTEMENT, PUIS CACHER.**

Quelle était la marque du paquet de cigarettes que je vous ai montré ? **NE PAS SUGGÉRER**

- 1 – Peter Jackson
- 2 - Autre (PRÉCISER) \_\_\_\_\_
- 3 - NSP/PR

**SECTION SUR LA DIMENSION**

**VARIATION ALÉATOIRE DE L'ORDRE DANS LEQUEL SONT MONTRÉS  
21,22,23,24**

Je vais maintenant vous montrer quelques paquets de cigarettes.

**21**

EX3 **MONTRER LE DEVANT DU PAQUET N°21 (taille 50%) EN FRANÇAIS PENDANT 10 SECONDES ET LE CÔTÉ EN FRANÇAIS AVEC LA MARQUE PENDANT 5 SECONDES**

Pensez-vous que ce paquet serait très, assez, pas très ou pas du tout efficace dans chacun des domaines suivants... ? **LIRE**

	Très efficace	Assez efficace	Pas très efficace	Pas du tout efficace	NSP/PR
a. Pour informer les Canadiens au sujet des effets du tabac sur la santé ? .....	1	2	3	4	5
b. Pour encourager les Canadiens à réduire leur consommation de tabac ? .....	1	2	3	4	5

**22**

EX4 **MONTRER LE DEVANT DU PAQUET N°22 (taille 75 %) EN FRANÇAIS PENDANT 10 SECONDES ET LE CÔTÉ EN FRANÇAIS AVEC LA MARQUE PENDANT 5 SECONDES.**

Pensez-vous que ce paquet serait très, assez, pas très ou pas du tout efficace dans chacun des domaines suivants... ? **LIRE**

	Très efficace	Assez efficace	Pas très efficace	Pas du tout efficace	NSP/PR
a. Pour informer les Canadiens au sujet des effets du tabac sur la santé ? .....	1	2	3	4	5
b. Pour encourager les Canadiens à réduire leur consommation de tabac ? .....	1	2	3	4	5

**23**

**EX5 MONTRER LE DEVANT DU PAQUET N°23 (taille 90 %) EN FRANÇAIS PENDANT 10 SECONDES ET LE CÔTÉ EN FRANÇAIS AVEC LA MARQUE PENDANT 5 SECONDES.**

Pensez-vous que ce paquet serait très, assez, pas très ou pas du tout efficace dans chacun des domaines suivants... ? **LIRE**

	Très efficace	Assez efficace	Pas très efficace	Pas du tout efficace	NSP/PR
a. Pour informer les Canadiens au sujet des effets du tabac sur la santé ? .....	1	2	3	4	5
b. Pour encourager les Canadiens à réduire leur consommation de tabac ? .....	1	2	3	4	5

**24**

**EX 6 MONTRER LE DEVANT DU PAQUET N°24 (taille 100 %) EN FRANÇAIS PENDANT 10 SECONDES ET LE CÔTÉ EN FRANÇAIS AVEC LA MARQUE PENDANT 5 SECONDES.**

Pensez-vous que ce paquet serait très, assez, pas très ou pas du tout efficace dans chacun des domaines suivants... ? **LIRE**

	Très efficace	Assez efficace	Pas très efficace	Pas du tout efficace	NSP/PR
a. Pour informer les Canadiens au sujet des effets du tabac sur la santé ? .....	1	2	3	4	5
b. Pour encourager les Canadiens à réduire leur consommation de tabac ? .....	1	2	3	4	5

EX 7.a) Voici ces quatre paquets encore une fois, ensemble. **MONTRER LES PAQUETS N° 21,22,23,24 ENSEMBLE PENDANT 15 SECONDES.** Veuillez me dire, au meilleur de votre connaissance, lequel de ces 4 paquets serait le plus efficace pour informer les Canadiens au sujet des effets du tabac sur la santé ?

**NE PAS LIRE LES RÉPONSES – ENCERCLER UNE SEULE RÉPONSE**

- 1 - 21        **POSER b**
- 2 - 22        **POSER b**
- 3 - 23        **POSER b**
- 4 - 24        **POSER b**
- 5 – Tous également    **POSER b**
- 6 - Aucun    **POSER b**
- 7 - NSP/PR **PASSER À EX8**

b) Pourquoi avez-vous choisi celui-là/pourquoi dites-vous cela ?

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NSP/PR

**POSER À TOUS**

EX8. a) Revoici les mêmes 4 paquets. **MONTRER LES PAQUETS N° 21, 22, 23, 24 ENSEMBLE PENDANT 15 SECONDES.** Veuillez me dire, au meilleur de votre connaissance, lequel de ces 4 paquets serait le plus efficace pour encourager les Canadiens à réduire leur consommation de tabac ?

**NE PAS LIRE LES RÉPONSES – ENCERCLER UNE SEULE RÉPONSE**

- 1 - 21            **POSER b**
- 2 - 22            **POSER b**
- 3 - 23            **POSER b**
- 4 - 24            **POSER b**
- 5 – Tous également **POSER b**
- 6 - Aucun        **POSER b**
- 7 - NSP/PR **PASSER À EX9**

b) Pourquoi avez-vous choisi celui-là/pourquoi dites-vous cela ?

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NSP/PR

**POSER À TOUS**

EX9. a) Voici les mêmes 4 paquets. **MONTRER LES PAQUETS N° 21, 22, 23, 24, ENSEMBLE PENDANT 15 SECONDES.** Lequel de ces 4 paquets serait, selon vous, le meilleur choix pour les paquets de cigarettes au Canada ?

**NE PAS LIRE LES RÉPONSES – ENCERCLER UNE SEULE RÉPONSE**

- 1 - 21            **POSER b**
- 2 - 22            **POSER b**
- 3 - 23            **POSER b**
- 4 - 24            **POSER b**
- 5 – Tous également **POSER b**
- 6 - Aucun        **POSER b**
- 7 - NSP/PR **PASSER À LA SECTION DES COMPARAISONS**

b) Pourquoi dites-vous cela ?

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NSP/PR

**SECTION DES COMPARAISONS**

**ROTATION DES COMPARAISONS 1 ET 2  
POSER À TOUS**

Je vais maintenant vous montrer d'autres paquets de cigarettes.

**COMPARAISON 1 (taille 50 %)**

EX10 **MONTRER LES PAQUETS N° 21 et 25 ENSEMBLE PENDANT 15 SECONDES.** Veuillez s'il vous plaît me dire, au meilleur de votre connaissance, lequel de ces paquets serait plus efficace dans chacun des domaines suivants... ? **LIRE a ET b**

	Paquet 21	Paquet 25	Les deux également	Ni un ni l'autre	NSP/ PR
a. Pour informer les Canadiens au sujet des effets du tabac sur la santé ? .....	1	2	3	4	5
b. Pour encourager les Canadiens à réduire leur consommation de tabac ? .....	1	2	3	4	5

## **COMPARAISON 2 (TAILLE 75 %)**

**EX11 MONTRER LES PAQUETS N° 22 et 26 ENSEMBLE PENDANT 15 SECONDES.**

Veillez s'il vous plaît me dire, au meilleur de votre connaissance, lequel de ces paquets serait plus efficace dans chacun des domaines suivants... ? **LIRE a ET b**

	Paquet 22	Paquet 26	Les deux également	Ni un ni l'autre	NSP/ PR
a. Pour informer les Canadiens au sujet des effets du tabac sur la santé ? .....	1	2	3	4	5
b. Pour encourager les Canadiens à réduire leur consommation de tabac ? .....	1	2	3	4	5

## **SECTION SUR LE COMPORTEMENT**

**EX 12 MONTRER LE PAQUET N° 24 (100%) ENCORE UNE FOIS PENDANT 5 SECONDES**

Si les paquets de cigarettes au Canada ressemblaient à celui-ci, quelle incidence cela aurait-il sur vous et de quelle façon réagiriez-vous ? Feriez-vous quelque chose ? **NE PAS LIRE/ NE PAS SUGGÉRER/ CODER TOUTES LES RÉPONSES**

- 1 – Fumer moins
- 2 – Tenter de cesser/plus grand désir de cesser de fumer
- 3 – Serait fâché(e)/contrarié(e)
- 4 – Essaierait de cacher le paquet/de le garder hors de la vue
- 5 – Couvrirait le paquet/utiliserait un étui à cigarettes
- 6 – Transférerait les cigarettes dans un autre contenant
- 7 – Éviterait les paquets avec certains messages
- 8 – Aucune incidence/ aucune réaction/ne ferait rien
- 9 - Autre (PRÉCISER) \_\_\_\_\_
- 10 - NSP/PR

## **QUESTIONS DÉMOGRAPHIQUES**

22. a) Avez-vous déjà essayé de fumer des petits cigares ou des cigarillos (naturels ou aromatisés) ?

- 1 - Oui **POSER b**
- 2- Non **PASSER À Q 23**
- 3- NSP/PR **PASSER À Q 23**

b) Au cours des 30 derniers jours, avez-vous fumé des petits cigares ou des cigarillos (naturels ou aromatisés) ?

- 1 – Oui
- 2 - Non
- 3 - NSP/PR

## **POSER À TOUS**

23. Enfin, je vais vous poser quelques questions à des fins statistiques. Soyez assuré(e) que toutes vos réponses demeureront entièrement anonymes et confidentielles. En quelle année êtes-vous né(e) ?

- 1 – **PRÉCISER** \_\_\_\_\_
- 2 - NSP/PR

24. Quel est le niveau de scolarité le plus élevé que vous avez atteint ?

**NE PAS LIRE**

- 1 - Cours primaire ou moins (aucune scolarité jusqu'à la 7<sup>e</sup> année)
- 2 - Une partie du cours secondaire (8<sup>e</sup> à 11<sup>e</sup> années)
- 3 - Le cours secondaire (12<sup>e</sup> ou 13<sup>e</sup> année ou OAC)
- 4 - Une partie du cours collégial, du cours professionnel ou du cours technique (ou une partie du cégep)
- 5 - Le cours collégial, professionnel ou technique (ou le cégep)
- 6 - Une partie du cours universitaire (sans diplôme)
- 7 - Un baccalauréat
- 8 - Des études supérieures (maîtrise ou doctorat, terminé ou non)
- 9 - NSP/PR

25. Laquelle des catégories suivantes décrit le mieux votre statut d'emploi ? Êtes-vous... ?

**LIRE**

- 1 - Au travail à temps plein (30 heures par semaine ou plus)
- 2 - Au travail à temps partiel
- 3 - Sans emploi ou à la recherche d'un emploi
- 4 - Au foyer à temps plein (au foyer, aide sociale)
- 5 - Aux études
- 6 - À la retraite
- 7 - Autre
- 8 - NSP/PR

26. Êtes-vous... **LIRE**

- 1 - Marié(e) ou vivant en couple
- 2 - Célibataire
- 3 - Veuf/veuve
- 4 - Séparé(e)
- 5 - Divorcé(e)
- 6 - NSP/PR

27. Est-ce qu'il y a dans votre foyer des enfants de moins de 18 ans ?

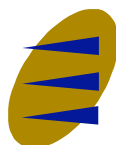
- 1 - Oui
- 2 - Non
- 3 - NSP/PR

28. Laquelle des catégories suivantes correspond le mieux au revenu total de tous les membres de votre foyer et de vous-même, avant impôt et déductions, en 2007 ? Est-ce que c'est... ?

**LIRE**

- 1 - Moins de 20 000 \$
- 2 - De 20 000 \$ à 39 999 \$
- 3 - De 40 000 \$ à 59 999 \$
- 4 - De 60 000 \$ à 79 999 \$
- 5 - De 80 000 \$ à 99 999 \$
- 6 - 100 000 \$ et plus
- 7 - Refus/NSP/PR

Voilà qui termine l'entrevue. Merci de votre aide. L'hôte/L'hôtesse vous remettra la mesure incitative qui avait été promise en guise de remerciements pour avoir participé à ce sondage.



**ENVIRONICS**  
R E S E A R C H G R O U P

**Sondage auprès des fumeurs  
adultes  
La dimension des mises en  
garde  
PN6248  
Questionnaire – Définitif**

**Rotation 3  
Player's Saveur Riche  
Poumon  
Paquets 31-36**

## INTRODUCTION

Merci d'avoir accepté de participer à ce sondage réalisé par Environics Research Group Limited pour le compte de Santé Canada. Vos réponses demeureront strictement confidentielles et elles seront gérées conformément aux dispositions prévues dans la *Loi sur la protection des renseignements personnels*. Le sondage est inscrit dans le système national d'inscription des sondages. Une mesure incitative vous sera versée à la fin du sondage afin de vous remercier d'avoir pris le temps de répondre à ce sondage.

## **INDIQUER :**

- 1- Homme
- 2- Femme

## TABAGISME

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

- |                                       |                              |
|---------------------------------------|------------------------------|
| 1 - Tous les jours                    | <b>FUMEUR(EUSE)</b>          |
| 2 - À l'occasion (pas tous les jours) | <b>FUMEUR(EUSE)</b>          |
| 3 - Jamais                            | <b>REMERCIER ET TERMINER</b> |
| 4 - NSP/PR                            | <b>REMERCIER ET TERMINER</b> |

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

- 1 - Moins d'un an
- 2 - 1 à 5 ans
- 3 - Plus de 5 ans
- 4 - NSP/PR

## **SI FUME TOUS LES JOURS, DEMANDER :**

3. En moyenne, combien de cigarettes fumez-vous chaque jour ?

**SONDER POUR OBTENIR UN NOMBRE PRÉCIS. SI LE/LA RÉPONDANT(E)  
RÉPOND UN PAQUET PAR JOUR, SONDER POUR SAVOIR COMBIEN IL Y A DE  
CIGARETTES DANS LE PAQUET**

cigarettes par jour (la réponse doit être numérique - ne pas accepter de fourchette)

- 2 - NSP/PR

## **SI FUME À L'OCCASION, DEMANDER :**

4. Les jours où vous fumez, environ combien de cigarettes fumez-vous ?

cigarettes par jour

- 2 - NSP/PR

## **SI FUME À L'OCCASION, DEMANDER :**

5. Avez-vous déjà fumé la cigarette tous les jours ?

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

6. Quelle est la marque de cigarettes que vous fumez, généralement ? **NE PAS LIRE - CODER UNE MARQUE SEULEMENT. NOTE À L'INTERVIEWEUR(EUSE) : SONDER POUR SAVOIR SI LE/LA RÉPONDANT(E) FUME DES CIGARETTES GRAND FORMAT OU RÉGULIER POUR CETTE MARQUE.**

- 1 – Belmont
- 2 – Benson & Hedges Deluxe (Ultra Douce) 100s
- 3 –Benson & Hedges Sterling (Légère) 100s
- 4 –Benson & Hedges Saphir (Extra Douce) 100s
- 5 –Benson & Hedges Noire\* (Spéciale) King
- 6 –Benson & Hedges Or\* (Spéciale Légère) King
- 7 –Benson & Hedges Argent\* (Spéciale Ultra) King
- 8 - Canadian Classic White\* (Extra Light) King
- 9 - Canadian Classic White\* (Extra Light) Régulier
- 10 - Canadian Classic Silver\* (Light) King
- 11 - Canadian Classic Silver\* (Light) Régulier
- 12 - Craven "A" – King
- 13 - Craven Menthol - King
- 14 - DuMaurier King
- 15 - DuMaurier Régulier
- 16 - DuMaurier Distincte (Légères) King
- 17 - DuMaurier Distincte (Légères) Régulier
- 18 - DuMaurier Première (Extra Légères) King
- 19 - DuMaurier Première (Extra Légères) Régulier
- 20 - DuMaurier Prestige (Ultra Légères) King
- 21 - DuMaurier Prestige (Ultra Légères) Régulier
- 22 - DuMaurier spéciales King
- 23 - DuMaurier Special 100
- 24 - Export "A" Pleine Saveur régulier
- 25 - Export "A" Moyennes Régulier
- 26 - Export "A" Veloutée (Légères) Régulier
- 27 - John Player's – Special
- 28 - Macdonald Ultra Veloutée (Ultra Douce) Régulier
- 29 - Macdonald Speciale Extra Veloutée (Extra Légère) Régulier
- 30 - Macdonald Speciale Veloutée (Légère) Régulier
- 31 - Mark Ten Originale (Pleine Saveur) King
- 32 - Mark Ten Originale (Pleine Saveur) Régulier
- 33 - Mark Ten Selecte (Légère) King
- 34 - Mark Ten Selecte (Légère) Régulier
- 35 - Mark Ten Bleu\* (Medium) King
- 36 - Mark Ten Bleu\* (Medium) Régulier
- 37 – Matinée Slims (Extra Douces) King
- 38 - Matinée Slims (Extra Douces) Régulier
- 39 - Number 7 Régulier
- 40 - Number 7 King
- 41 - Number 7 Bleu\* (Légères) Régulier
- 42 - Number 7 Bleu\* (Légères) King
- 43 - Number 7 Argent\* (Extra Douce) Régulier
- 44 - Number 7 Argent\* (Extra Douce) King
- 45 - Peter Jackson Saveur Subtile (Extra Douce) Régulier
- 46 - Peter Jackson Saveur Subtile (Extra Douce) King
- 47 - Peter Jackson Saveur Selecte (Légère) Régulier
- 48 - Peter Jackson Saveur Selecte (Légère) King
- 49 - Players Saveur Riche (Légères) Régulier
- 50 - Players Saveur Riche (Légères) King
- 51 - Players régulier
- 52 - Players Saveur Veloutée (Extra Légères) King
- 53 - Players Saveur Veloutée (Extra Légères) Régulier
- 54 - Rothmans King
- 55 - Rothmans Spéciale (spéciales Douces) King
- 56 - Autre (PRÉCISER)\_\_\_\_\_
- 57 - Aucune marque régulière
- 58 - NSP/PR

7. Est-ce que vous avez déjà essayé d'arrêter de fumer ?

- 1 - Oui
- 2 - Non **PASSER À LA Q 9**
- 3 - NSP/PR **PASSER À LA Q .9**

8. Au cours de la dernière année, combien de fois avez-vous arrêté de fumer pendant au moins 24 heures parce que vous essayiez de cesser de fumer ?

**LIRE**

- 1 - Une fois
- 2 - Deux fois
- 3 - Trois fois
- 4 - Plus de trois fois
- 5 - Pas pendant la dernière année
- 6 - NSP/PR

### **POSER À TOUS**

9 a) Envisagez-vous sérieusement de cesser de fumer au cours des six prochains mois ?

- 1 – Oui **POSER b)**
- 2 – Non **PASSER À LA Q. 10**
- 3 – NSP/PR **PASSER À LA Q. 10**

b) Envisagez-vous sérieusement de cesser de fumer au cours des 30 prochains jours ?

- 1 - Oui
- 2 - Non
- 3 – NSP/PR

### **POSER À TOUS**

10. Si vous réfléchissez au tabagisme en général et à la quantité que vous fumez, êtes-vous fortement d'accord, plutôt d'accord, plutôt en désaccord ou fortement en désaccord avec chacune des affirmations suivantes... ? **LIRE LA LISTE EN ROTATION DE a à e**

	Fortement d'accord	Plutôt d'accord	Plutôt en désaccorden	Fortement désaccord	NSP/ PR
a. Vous fumez moins qu'il y a un an.....	1	2	3	4	5
b. Vous fumez moins qu'avant en <u>présence des autres</u> .	1	2	3	4	5
c. Votre désir de cesser de fumer s'est accru depuis un an.....	1	2	3	4	5
d. Vous êtes davantage sensibilisé(e) aux risques associés au tabagisme que vous ne l'étiez auparavant....	1	2	3	4	5
e. Fumer est mauvais pour la santé .....	1	2	3	4	5

### **EFFETS SUR LA SANTÉ**

11. En général, est-ce que vous pensez que le fait de fumer la cigarette est un problème de santé grave, un problème de santé mineur ou n'est pas un problème de santé au Canada ?

- 1 - Grave
- 2 - Mineur
- 3 - Pas un problème
- 4 - NSP/PR

### **MESSAGES DE MISE EN GARDE**

12. a) Dans l'ensemble, environ combien de fois regardez-vous ou lisez-vous un message de mise en garde figurant sur des paquets de cigarettes ? Est-ce que ce serait... **LIRE**

- 1 - Plusieurs fois par jour **POSER (b)**
- 2 - Environ une fois par jour
- 3 - Tous les deux ou trois jours
- 4 - Environ une fois par semaine
- 5 - Moins d'une fois par semaine
- 6 – Jamais



7 - NSP/PR

**SI CODE 1 À Q.12a), DEMANDER :**

b) Environ combien de fois par jour est-ce que vous voyez ce message ?

1 - \_\_\_\_\_ **FOIS PAR JOUR**

2 - NSP/PR

13. Sans regarder un paquet de cigarettes et en pensant aux messages de mise en garde qui figurent sur les paquets de cigarettes au Canada, quels sont les images, les illustrations ou les dessins dont vous vous souvenez ? **[SONDER : Est-ce qu'il y en a d'autres ?]**

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2 – Aucun

3 - NSP/PR

14. Et, sans regarder un paquet de cigarettes et en pensant aux messages de mise en garde qui figurent sur les paquets de cigarettes au Canada, quels sont les mots ou les texte ou les renseignements dont vous vous souvenez ? **[SONDER : Est-ce qu'il y en a d'autres ?]**

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2 - Aucun

3 - NSP/PR

15. Dans l'ensemble, êtes-vous fortement favorable, plutôt favorable, plutôt opposé(e) ou fortement opposé(e) à ce qu'on inscrive des messages de mise en garde sur les produits du tabac ?

1 – Fortement favorable

2 – Plutôt favorable

3 – Plutôt opposé(e)

4 - Fortement opposé(e)

5 - NSP/PR

16. Si on pense en général aux messages de mise en garde qui figurent maintenant sur les paquets de cigarettes au Canada, est-ce que vous êtes fortement d'accord, plutôt d'accord, plutôt en désaccord ou fortement en désaccord avec chacun des énoncés suivants ?

**LECTURE EN ROTATION STATEMENTS a À f**

	Fortement d'accord	Plutôt d'accord	Plutôt en désaccorden	Fortement désaccord	NSP/ PR
a. Les messages sont exacts .....	1	2	3	4	5
b. Les messages vous donnent des informations importantes sur les effets que la cigarette a sur la santé.....	1	2	3	4	5
c. Les messages rendent la cigarette moins attrayante...	1	2	3	4	5
d. Il vaut la peine de relire ces messages, même si on les a vus plusieurs fois .....	1	2	3	4	5
e. Les messages sont usés et ont perdu de leur efficacité.....	1	2	3	4	5
f. Les messages sont difficiles à comprendre.....	1	2	3	4	5

17. Si on pense aux messages de mise en garde qui figurent maintenant sur les paquets de cigarettes au Canada, est-ce que ces messages ont été très, assez, pas très ou pas du tout efficaces dans chacun des domaines suivants ? **LECTURE EN ROTATION**

	Très efficaces	Assez efficaces	Pas très efficaces	Pas du tout efficaces	NSP/PR
a. Vous amener à moins fumer.....	1	2	3	4	5
b. Vous amener à fumer moins en présence des autres qu'auparavant.....	1	2	3	4	5
c. Vous donner davantage le désir d'arrêter de fumer ..	1	2	3	4	5
d. Vous amener à essayer de cesser de fumer.....	1	2	3	4	5
e. Vous informer sur les effets de la cigarette sur la santé.....	1	2	3	4	5

18. S'il y lieu, comment pourrait-on, selon vous changer les messages de mise en garde qui figurent présentement sur les paquets de cigarettes, afin de les rendre plus efficaces pour persuader les fumeurs de cesser de fumer ? **NE PAS LIRE...CODER TOUTES LES RÉPONSES QUI S'APPLIQUENT**

- 1 – Changer les images/utiliser de nouvelles images
- 2 - Changer les messages/le texte/les mots/les expressions/utiliser de nouveaux messages
- 3 – Accroître la taille des messages
- 4 – Une présentation qui capte plus l'attention (en général)
- 5 – Donner le numéro 1-800 d'une ligne d'aide pour cesser de fumer ou l'adresse d'un site Web /plus d'information sur le renoncement au tabac
- 6 – De l'information plus détaillée
- 7 – Pas besoin d'amélioration
- 8 – Les enlever tout simplement
- 9- Autre (PRÉCISER) \_\_\_\_\_
- 10- NSP/PR

19. Je vais vous lire une liste des façons possibles de modifier les messages de mise en garde figurant sur les paquets de cigarettes au Canada. Dans quelle mesure chacune d'entre elles serait-elle efficace pour accroître la visibilité des messages ? Chacune des façons suivantes serait-elle très efficace, assez efficace, pas très efficace ou pas du tout efficace ? **LECTURE EN ROTATION**

	Très efficace	Assez efficace	Pas très efficace	Pas du tout efficace	NSP/PR
a. Utiliser des images nouvelles ou différentes.....	1	2	3	4	5
b. Utiliser des messages nouveaux ou différents dans le texte .....	1	2	3	4	5
c. Accroître la dimension des messages de mise en garde figurant sur les paquets .....	1	2	3	4	5
d. Faire de sorte que les mots dans le texte correspondent davantage aux images.....	1	2	3	4	5

20. Si vous réfléchissez aux paquets de cigarettes en vente au Canada, de quelle façon différenciez-vous les marques de cigarettes visuellement ?

**NE PAS LIRE...SONDER POUR OBTENIR PLUSIEURS MENTIONS...CODER TOUTES LES RÉPONSES QUI S'APPLIQUENT**

- 1 – La marque
- 2 – La taille
- 3 – La couleur
- 4 – Le logo
- 5 – Un différent message de mise en garde
- 6 – Le type d'emballage
- 7 - Autre (PRÉCISER) \_\_\_\_\_
- 8 – N'arrive pas à faire la différence
- 9 – Ne les regarde jamais
- 10 - NSP/PR

21. Si la taille des mises en garde figurant sur les paquets de cigarettes au Canada était accrue, dans quelle mesure seraient-elles plus efficaces dans chacun des domaines suivants ? Seraient-elles beaucoup plus efficaces, quelque peu plus efficaces ou pas plus efficaces... ? **LECTURE EN ROTATION**

	Beaucoup plus efficaces	Quelque peu plus efficaces	Pas plus efficaces	NSP/PR
a. Pour informer les Canadiens au sujet des effets du tabac sur la santé ?.....	1	2	3	4
b. Pour encourager les Canadiens à réduire leur consommation de tabac ?.....	1	2	3	4

**CONCEPT EXPÉRIMENTAL – 4 sections – Section sur le rappel, Section sur la dimension, Section sur les comparaisons et Section sur le comportement**

R3 Segment- Poumon – Player's Saveur Riche

Player's Saveur Riche marque visible – 4 tailles de messages -31, 32, 33, 34

Player's Saveur Riche paquet générique – 2 tailles de messages – 35, 36

**SECTION SUR LE RAPPEL**

**Ex R ROTATION DU RAPPEL 1 ET 2/ INDIQUER ICI LEQUEL DES DEUX A ÉTÉ MONTRÉ EN PREMIER**

- 1- RAPPEL 1 MONTRÉ EN PREMIER
- 2- RAPPEL 2 MONTRÉ EN PREMIER

**RAPPEL 1**

**EX 1 Je vais à présent vous montrer un paquet de cigarettes. MONTRER LE DEVANT DU PAQUET N° 33 (COUVERTURE 90 %) EN FRANÇAIS PENDANT 10 SECONDES ET LE CÔTÉ EN FRANÇAIS AVEC LA MARQUE PENDANT 5 SECONDES EXACTEMENT, PUIS CACHER.**

Quelle était la marque du paquet de cigarettes que je vous ai montré ? **NE PAS SUGGÉRER**

- 1 - Player's
- 2 - Autre (PRÉCISER) \_\_\_\_\_
- 3 - NSP/PR

**RAPPEL 2**

EX2 Je vais à présent vous montrer un paquet de cigarettes. **MONTREZ LE DEVANT DU PAQUET N° 35 (COUVERTURE 50 %) EN FRANÇAIS PENDANT 10 SECONDES ET LE CÔTÉ EN FRANÇAIS AVEC LA MARQUE PENDANT 5 SECONDES EXACTEMENT, PUIS CACHER.**

Quelle était la marque du paquet de cigarettes que je vous ai montré ? **NE PAS SUGGÉRER**

- 1 - Player's
- 2 - Autre (**PRÉCISER**) \_\_\_\_\_
- 3 - NSP/PR

**SECTION SUR LA DIMENSION**

**VARIATION ALÉATOIRE DE L'ORDRE DANS LEQUEL SONT MONTRÉS 31, 32, 33, 34**

Je vais maintenant vous montrer quelques paquets de cigarettes.

**31**

EX3 **MONTREZ LE DEVANT DU PAQUET N° 31 (taille 50%) EN FRANÇAIS PENDANT 10 SECONDES ET LE CÔTÉ EN FRANÇAIS AVEC LA MARQUE PENDANT 5 SECONDES**

Pensez-vous que ce paquet serait très, assez, pas très ou pas du tout efficace dans chacun des domaines suivants... ? **LIRE**

	Très efficace	Assez efficace	Pas très efficace	Pas du tout efficace	NSP/PR
a. Pour informer les Canadiens au sujet des effets du tabac sur la santé ? .....	1	2	3	4	5
b. Pour encourager les Canadiens à réduire leur consommation de tabac ? .....	1	2	3	4	5

**32**

EX4 **MONTREZ LE DEVANT DU PAQUET N° 32 (taille 75 %) EN FRANÇAIS PENDANT 10 SECONDES ET LE CÔTÉ EN FRANÇAIS AVEC LA MARQUE PENDANT 5 SECONDES.**

Pensez-vous que ce paquet serait très, assez, pas très ou pas du tout efficace dans chacun des domaines suivants... ? **LIRE**

	Très efficace	Assez efficace	Pas très efficace	Pas du tout efficace	NSP/PR
a. Pour informer les Canadiens au sujet des effets du tabac sur la santé ? .....	1	2	3	4	5
b. Pour encourager les Canadiens à réduire leur consommation de tabac ? .....	1	2	3	4	5

**33**

**EX5 MONTRER LE DEVANT DU PAQUET N°33 (taille 90 %) EN FRANÇAIS PENDANT 10 SECONDES ET LE CÔTÉ EN FRANÇAIS AVEC LA MARQUE PENDANT 5 SECONDES.**

Pensez-vous que ce paquet serait très, assez, pas très ou pas du tout efficace dans chacun des domaines suivants... ? **LIRE**

	Très efficace	Assez efficace	Pas très efficace	Pas du tout efficace	NSP/PR
a. Pour informer les Canadiens au sujet des effets du tabac sur la santé ? .....	1	2	3	4	5
b. Pour encourager les Canadiens à réduire leur consommation de tabac ? .....	1	2	3	4	5

**34**

**EX 6 MONTRER LE DEVANT DU PAQUET N°34 (taille 100 %) EN FRANÇAIS PENDANT 10 SECONDES ET LE CÔTÉ EN FRANÇAIS AVEC LA MARQUE PENDANT 5 SECONDES.**

Pensez-vous que ce paquet serait très, assez, pas très ou pas du tout efficace dans chacun des domaines suivants... ? **LIRE**

	Très efficace	Assez efficace	Pas très efficace	Pas du tout efficace	NSP/PR
a. Pour informer les Canadiens au sujet des effets du tabac sur la santé ? .....	1	2	3	4	5
b. Pour encourager les Canadiens à réduire leur consommation de tabac ? .....	1	2	3	4	5

EX 7.a) Voici ces quatre paquets encore une fois, ensemble. **MONTRER LES PAQUETS N° 31, 32,33,34 ENSEMBLE PENDANT 15 SECONDES.** Veuillez me dire, au meilleur de votre connaissance, lequel de ces 4 paquets serait le plus efficace pour informer les Canadiens au sujet des effets du tabac sur la santé ?

**NE PAS LIRE LES RÉPONSES – ENCERCLER UNE SEULE RÉPONSE**

- 1 - 31        **POSER b**
- 2 - 32        **POSER b**
- 3 - 33        **POSER b**
- 4 - 34        **POSER b**
- 5 – Tous également **POSER b**
- 6 - Aucun    **POSER b**
- 7 - NSP/PR **PASSER À EX8**

b) Pourquoi avez-vous choisi celui-là/pourquoi dites-vous cela ?

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NSP/PR

**POSER À TOUS**

EX8. a) Revoici les mêmes 4 paquets. **MONTRER LES PAQUETS N° 31, 32, 33, 34 ENSEMBLE PENDANT 15 SECONDES.** Veuillez me dire, au meilleur de votre connaissance, lequel de ces 4 paquets serait le plus efficace pour encourager les Canadiens à réduire leur consommation de tabac ?

**NE PAS LIRE LES RÉPONSES – ENCERCLER UNE SEULE RÉPONSE**

- 1 – 31        **POSER b**
- 2- 32        **POSER b**
- 3 -33        **POSER b**
- 4 - 34        **POSER b**
- 5 – Tous également **POSER b**
- 6 - Aucun    **POSER b**
- 7 - NSP/PR **PASSER À EX9**

b) Pourquoi avez-vous choisi celui-là/pourquoi dites-vous cela ?

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NSP/PR

**POSER À TOUS**

EX9. a) Voici les mêmes 4 paquets. **MONTRER LES PAQUETS N° 31, 32, 33, 34, ENSEMBLE PENDANT 15 SECONDES.** Lequel de ces 4 paquets serait, selon vous, le meilleur choix pour les paquets de cigarettes au Canada ?

**NE PAS LIRE LES RÉPONSES – ENCERCLER UNE SEULE RÉPONSE**

- 1 - 31        **POSER b**
- 2 - 32        **POSER b**
- 3 - 33        **POSER b**
- 4 - 34        **POSER b**
- 5 – Tous également **POSER b**
- 6 - Aucun    **POSER b**
- 7 - NSP/PR **PASSER À LA SECTION DES COMPARAISONS**

b) Pourquoi dites-vous cela ?

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NSP/PR

**SECTION DES COMPARAISONS**

**ROTATION DES COMPARAISONS 1 ET 2  
POSER À TOUS**

Je vais maintenant vous montrer d'autres paquets de cigarettes.

**COMPARAISON 1 (taille 50 %)**

EX10 **MONTRER LES PAQUETS N° 31 et 35 ENSEMBLE PENDANT 15 SECONDES.** Veuillez s'il vous plaît me dire, au meilleur de votre connaissance, lequel de ces paquets serait plus efficace dans chacun des domaines suivants... ? **LIRE a ET b**

	Paquet 31	Paquet 35	Les deux également	Ni un ni l'autre	NSP/ PR
a. Pour informer les Canadiens au sujet des effets du tabac sur la santé ? .....	1	2	3	4	5
b. Pour encourager les Canadiens à réduire leur consommation de tabac ? .....	1	2	3	4	5

## **COMPARAISON 2 (TAILLE 75 %)**

**EX11 MONTRER LES PAQUETS N° 32 et 36 ENSEMBLE PENDANT 15 SECONDES.**

Veillez s'il vous plaît me dire, au meilleur de votre connaissance, lequel de ces paquets serait plus efficace dans chacun des domaines suivants... ? **LIRE a ET b**

	Paquet 32	Paquet 36	Les deux également	Ni un ni l'autre	NSP/ PR
a. Pour informer les Canadiens au sujet des effets du tabac sur la santé ? .....	1	2	3	4	5
b. Pour encourager les Canadiens à réduire leur consommation de tabac ? .....	1	2	3	4	5

## **SECTION SUR LE COMPORTEMENT**

**EX 12 MONTRER LE PAQUET N° 34 (100%) ENCORE UNE FOIS PENDANT 5 SECONDES**

Si les paquets de cigarettes au Canada ressemblaient à celui-ci, quelle incidence cela aurait-il sur vous et de quelle façon réagiriez-vous ? Feriez-vous quelque chose ? **NE PAS LIRE/ NE PAS SUGGÉRER/ CODER TOUTES LES RÉPONSES**

- 1 – Fumer moins
- 2 – Tenter de cesser/plus grand désir de cesser de fumer
- 3 – Serait fâché(e)/contrarié(e)
- 4 – Essaierait de cacher le paquet/de le garder hors de la vue
- 5 – Couvrirait le paquet/utiliserait un étui à cigarettes
- 6 – Transférerait les cigarettes dans un autre contenant
- 7 – Éviterait les paquets avec certains messages
- 8 – Aucune incidence/ aucune réaction/ne ferait rien
- 9 - Autre (PRÉCISER) \_\_\_\_\_
- 10 - NSP/PR

## **QUESTIONS DÉMOGRAPHIQUES**

22. a) Avez-vous déjà essayé de fumer des petits cigares ou des cigarillos (natures ou aromatisés) ?

- 1 - Oui      **POSER b**
- 2- Non      **PASSER À Q 23**
- 3- NSP/PR **PASSER À Q 23**

b) Au cours des 30 derniers jours, avez-vous fumé des petits cigares ou des cigarillos (natures ou aromatisés) ?

- 1 – Oui
- 2 - Non
- 3 - NSP/PR

## **POSER À TOUS**

23. Enfin, je vais vous poser quelques questions à des fins statistiques. Soyez assuré(e) que toutes vos réponses demeureront entièrement anonymes et confidentielles. En quelle année êtes-vous né(e) ?

- 1 – **PRÉCISER** \_\_\_\_\_
- 2 - NSP/PR

24. Quel est le niveau de scolarité le plus élevé que vous avez atteint ?

**NE PAS LIRE**

- 1 - Cours primaire ou moins (aucune scolarité jusqu'à la 7<sup>e</sup> année)
- 2 - Une partie du cours secondaire (8<sup>e</sup> à 11<sup>e</sup> années)
- 3 - Le cours secondaire (12<sup>e</sup> ou 13<sup>e</sup> année ou OAC)
- 4 - Une partie du cours collégial, du cours professionnel ou du cours technique (ou une partie du cégep)
- 5 - Le cours collégial, professionnel ou technique (ou le cégep)
- 6 - Une partie du cours universitaire (sans diplôme)
- 7 - Un baccalauréat
- 8 - Des études supérieures (maîtrise ou doctorat, terminé ou non)
- 9 - NSP/PR

25. Laquelle des catégories suivantes décrit le mieux votre statut d'emploi ? Êtes-vous... ?

**LIRE**

- 1 - Au travail à temps plein (30 heures par semaine ou plus)
- 2 - Au travail à temps partiel
- 3 - Sans emploi ou à la recherche d'un emploi
- 4 - Au foyer à temps plein (au foyer, aide sociale)
- 5 - Aux études
- 6 - À la retraite
- 7 - Autre
- 8 - NSP/PR

26. Êtes-vous... **LIRE**

- 1 - Marié(e) ou vivant en couple
- 2 - Célibataire
- 3 - Veuf/veuve
- 4 - Séparé(e)
- 5 - Divorcé(e)
- 6 - NSP/PR

27. Est-ce qu'il y a dans votre foyer des enfants de moins de 18 ans ?

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

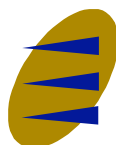
28. Laquelle des catégories suivantes correspond le mieux au revenu total de tous les membres de votre foyer et de vous-même, avant impôt et déductions, en 2007 ? Est-ce que c'est... ?

**LIRE**

- 1 - Moins de 20 000 \$
- 2 - De 20 000 \$ à 39 999 \$
- 3 - De 40 000 \$ à 59 999 \$
- 4 - De 60 000 \$ à 79 999 \$
- 5 - De 80 000 \$ à 99 999 \$
- 6 - 100 000 \$ et plus
- 7 - Refus/NSP/PR

Voilà qui termine l'entrevue. Merci de votre aide. L'hôte/L'hôtesse vous remettra la mesure incitative qui avait été promise en guise de remerciements pour avoir participé à ce sondage.





**ENVIRONICS**  
R E S E A R C H G R O U P

Sondage auprès des fumeurs  
adultes  
La dimension des mises en  
garde  
PN6248  
Questionnaire – Définitif

Rotation 4  
Peter Jackson Pleine Saveur  
Poumon  
Paquets 41-46

## INTRODUCTION

Merci d'avoir accepté de participer à ce sondage réalisé par Environics Research Group Limited pour le compte de Santé Canada. Vos réponses demeureront strictement confidentielles et elles seront gérées conformément aux dispositions prévues dans la *Loi sur la protection des renseignements personnels*. Le sondage est inscrit dans le système national d'inscription des sondages. Une mesure incitative vous sera versée à la fin du sondage afin de vous remercier d'avoir pris le temps de répondre à ce sondage.

## INDIQUER :

- 1- Homme
- 2- Femme

## TABAGISME

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

- |                                       |                              |
|---------------------------------------|------------------------------|
| 1 - Tous les jours                    | <b>FUMEUR(EUSE)</b>          |
| 2 - À l'occasion (pas tous les jours) | <b>FUMEUR(EUSE)</b>          |
| 3 - Jamais                            | <b>REMERCIER ET TERMINER</b> |
| 4 - NSP/PR                            | <b>REMERCIER ET TERMINER</b> |

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

- 1 - Moins d'un an
- 2 - 1 à 5 ans
- 3 - Plus de 5 ans
- 4 - NSP/PR

## **SI FUME TOUS LES JOURS, DEMANDER :**

3. En moyenne, combien de cigarettes fumez-vous chaque jour ?

**SONDER POUR OBTENIR UN NOMBRE PRÉCIS. SI LE/LA RÉPONDANT(E)  
RÉPOND UN PAQUET PAR JOUR, SONDER POUR SAVOIR COMBIEN IL Y A DE  
CIGARETTES DANS LE PAQUET**

cigarettes par jour (la réponse doit être numérique - ne pas accepter de fourchette)

- 2 - NSP/PR

## **SI FUME À L'OCCASION, DEMANDER :**

4. Les jours où vous fumez, environ combien de cigarettes fumez-vous ?

cigarettes par jour

- 2 - NSP/PR

## **SI FUME À L'OCCASION, DEMANDER :**

5. Avez-vous déjà fumé la cigarette tous les jours ?

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

6. Quelle est la marque de cigarettes que vous fumez, généralement ? **NE PAS LIRE - CODER UNE MARQUE SEULEMENT. NOTE À L'INTERVIEWEUR(EUSE) : SONDER POUR SAVOIR SI LE/LA RÉPONDANT(E) FUME DES CIGARETTES GRAND FORMAT OU RÉGULIER POUR CETTE MARQUE.**

- 1 – Belmont
- 2 – Benson & Hedges Deluxe (Ultra Douce) 100s
- 3 –Benson & Hedges Sterling (Légère) 100s
- 4 –Benson & Hedges Saphir (Extra Douce) 100s
- 5 –Benson & Hedges Noire\* (Spéciale) King
- 6 –Benson & Hedges Or\* (Spéciale Légère) King
- 7 –Benson & Hedges Argent\* (Spéciale Ultra) King
- 8 - Canadian Classic White\* (Extra Light) King
- 9 - Canadian Classic White\* (Extra Light) Régulier
- 10 - Canadian Classic Silver\* (Light) King
- 11 - Canadian Classic Silver\* (Light) Régulier
- 12 - Craven "A" – King
- 13 - Craven Menthol - King
- 14 - DuMaurier King
- 15 - DuMaurier Régulier
- 16 - DuMaurier Distincte (Légères) King
- 17 - DuMaurier Distincte (Légères) Régulier
- 18 - DuMaurier Première (Extra Légères) King
- 19 - DuMaurier Première (Extra Légères) Régulier
- 20 - DuMaurier Prestige (Ultra Légères) King
- 21 - DuMaurier Prestige (Ultra Légères) Régulier
- 22 - DuMaurier spéciales King
- 23 - DuMaurier Special 100
- 24 - Export "A" Pleine Saveur régulier
- 25 - Export "A" Moyennes Régulier
- 26 - Export "A" Veloutée (Légères) Régulier
- 27 - John Player's – Special
- 28 - Macdonald Ultra Veloutée (Ultra Douce) Régulier
- 29 - Macdonald Speciale Extra Veloutée (Extra Légère) Régulier
- 30 - Macdonald Speciale Veloutée (Légère) Régulier
- 31 - Mark Ten Originale (Pleine Saveur) King
- 32 - Mark Ten Originale (Pleine Saveur) Régulier
- 33 - Mark Ten Selecte (Légère) King
- 34 - Mark Ten Selecte (Légère) Régulier
- 35 - Mark Ten Bleu\* (Medium) King
- 36 - Mark Ten Bleu\* (Medium) Régulier
- 37 – Matinée Slims (Extra Douces) King
- 38 - Matinée Slims (Extra Douces) Régulier
- 39 - Number 7 Régulier
- 40 - Number 7 King
- 41 - Number 7 Bleu\* (Légères) Régulier
- 42 - Number 7 Bleu\* (Légères) King
- 43 - Number 7 Argent\* (Extra Douce) Régulier
- 44 - Number 7 Argent\* (Extra Douce) King
- 45 - Peter Jackson Saveur Subtile (Extra Douce) Régulier
- 46 - Peter Jackson Saveur Subtile (Extra Douce) King
- 47 - Peter Jackson Saveur Selecte (Légère) Régulier
- 48 - Peter Jackson Saveur Selecte (Légère) King
- 49 - Players Saveur Riche (Légères) Régulier
- 50 - Players Saveur Riche (Légères) King
- 51 - Players régulier
- 52 - Players Saveur Veloutée (Extra Légères) King
- 53 - Players Saveur Veloutée (Extra Légères) Régulier
- 54 - Rothmans King
- 55 - Rothmans Spéciale (spéciales Douces) King
- 56 - Autre (PRÉCISER)\_\_\_\_\_
- 57 - Aucune marque régulière
- 58 - NSP/PR

7. Est-ce que vous avez déjà essayé d'arrêter de fumer ?

- 1 - Oui
- 2 - Non **PASSER À LA Q 9**
- 3 - NSP/PR **PASSER À LA Q .9**

8. Au cours de la dernière année, combien de fois avez-vous arrêté de fumer pendant au moins 24 heures parce que vous essayiez de cesser de fumer ?

**LIRE**

- 1 - Une fois
- 2 - Deux fois
- 3 - Trois fois
- 4 - Plus de trois fois
- 5 - Pas pendant la dernière année
- 6 - NSP/PR

### **POSER À TOUS**

9 a) Envisagez-vous sérieusement de cesser de fumer au cours des six prochains mois ?

- 1 – Oui **POSER b)**
- 2 – Non **PASSER À LA Q. 10**
- 3 – NSP/PR **PASSER À LA Q. 10**

b) Envisagez-vous sérieusement de cesser de fumer au cours des 30 prochains jours ?

- 1 - Oui
- 2 - Non
- 3 – NSP/PR

### **POSER À TOUS**

10. Si vous réfléchissez au tabagisme en général et à la quantité que vous fumez, êtes-vous fortement d'accord, plutôt d'accord, plutôt en désaccord ou fortement en désaccord avec chacune des affirmations suivantes... ? **LIRE LA LISTE EN ROTATION DE a à e**

	Fortement d'accord	Plutôt d'accord	Plutôt en désaccorden	Fortement désaccord	NSP/ PR
a. Vous fumez moins qu'il y a un an.....	1	2	3	4	5
b. Vous fumez moins qu'avant en <u>présence des autres</u> .	1	2	3	4	5
c. Votre désir de cesser de fumer s'est accru depuis un an.....	1	2	3	4	5
d. Vous êtes davantage sensibilisé(e) aux risques associés au tabagisme que vous ne l'étiez auparavant....	1	2	3	4	5
e. Fumer est mauvais pour la santé .....	1	2	3	4	5

### **EFFETS SUR LA SANTÉ**

11. En général, est-ce que vous pensez que le fait de fumer la cigarette est un problème de santé grave, un problème de santé mineur ou n'est pas un problème de santé au Canada ?

- 1 - Grave
- 2 - Mineur
- 3 - Pas un problème
- 4 - NSP/PR

### **MESSAGES DE MISE EN GARDE**

12. a) Dans l'ensemble, environ combien de fois regardez-vous ou lisez-vous un message de mise en garde figurant sur des paquets de cigarettes ? Est-ce que ce serait... **LIRE**

- 1 - Plusieurs fois par jour **POSER (b)**
- 2 - Environ une fois par jour
- 3 - Tous les deux ou trois jours
- 4 - Environ une fois par semaine
- 5 - Moins d'une fois par semaine
- 6 – Jamais

7 - NSP/PR

**SI CODE 1 À Q.12a), DEMANDER :**

b) Environ combien de fois par jour est-ce que vous voyez ce message ?

1 - \_\_\_\_\_ **FOIS PAR JOUR**

2 - NSP/PR

13. Sans regarder un paquet de cigarettes et en pensant aux messages de mise en garde qui figurent sur les paquets de cigarettes au Canada, quels sont les images, les illustrations ou les dessins dont vous vous souvenez ? **[SONDER : Est-ce qu'il y en a d'autres ?]**

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2 – Aucun

3 - NSP/PR

14. Et, sans regarder un paquet de cigarettes et en pensant aux messages de mise en garde qui figurent sur les paquets de cigarettes au Canada, quels sont les mots ou les texte ou les renseignements dont vous vous souvenez ? **[SONDER : Est-ce qu'il y en a d'autres ?]**

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2 - Aucun

3 - NSP/PR

15. Dans l'ensemble, êtes-vous fortement favorable, plutôt favorable, plutôt opposé(e) ou fortement opposé(e) à ce qu'on inscrive des messages de mise en garde sur les produits du tabac ?

1 – Fortement favorable

2 – Plutôt favorable

3 – Plutôt opposé(e)

4 - Fortement opposé(e)

5 - NSP/PR

16. Si on pense en général aux messages de mise en garde qui figurent maintenant sur les paquets de cigarettes au Canada, est-ce que vous êtes fortement d'accord, plutôt d'accord, plutôt en désaccord ou fortement en désaccord avec chacun des énoncés suivants ?

**LECTURE EN ROTATION STATEMENTS a À f**

	Fortement d'accord	Plutôt d'accord	Plutôt en désaccorden	Fortement désaccord	NSP/ PR
a. Les messages sont exacts .....	1	2	3	4	5
b. Les messages vous donnent des informations importantes sur les effets que la cigarette a sur la santé.....	1	2	3	4	5
c. Les messages rendent la cigarette moins attrayante...	1	2	3	4	5
d. Il vaut la peine de relire ces messages, même si on les a vus plusieurs fois .....	1	2	3	4	5
e. Les messages sont usés et ont perdu de leur efficacité.....	1	2	3	4	5
f. Les messages sont difficiles à comprendre.....	1	2	3	4	5

17. Si on pense aux messages de mise en garde qui figurent maintenant sur les paquets de cigarettes au Canada, est-ce que ces messages ont été très, assez, pas très ou pas du tout efficaces dans chacun des domaines suivants ? **LECTURE EN ROTATION**

	Très efficaces	Assez efficaces	Pas très efficaces	Pas du tout efficaces	NSP/PR
a. Vous amener à moins fumer.....	1	2	3	4	5
b. Vous amener à fumer moins en présence des autres qu'auparavant.....	1	2	3	4	5
c. Vous donner davantage le désir d'arrêter de fumer ..	1	2	3	4	5
d. Vous amener à essayer de cesser de fumer.....	1	2	3	4	5
e. Vous informer sur les effets de la cigarette sur la santé.....	1	2	3	4	5

18. S'il y lieu, comment pourrait-on, selon vous changer les messages de mise en garde qui figurent présentement sur les paquets de cigarettes, afin de les rendre plus efficaces pour persuader les fumeurs de cesser de fumer ? **NE PAS LIRE...CODER TOUTES LES RÉPONSES QUI S'APPLIQUENT**

- 1 – Changer les images/utiliser de nouvelles images
- 2 - Changer les messages/le texte/les mots/les expressions/utiliser de nouveaux messages
- 3 – Accroître la taille des messages
- 4 – Une présentation qui capte plus l'attention (en général)
- 5 – Donner le numéro 1-800 d'une ligne d'aide pour cesser de fumer ou l'adresse d'un site Web /plus d'information sur le renoncement au tabac
- 6 – De l'information plus détaillée
- 7 – Pas besoin d'amélioration
- 8 – Les enlever tout simplement
- 9- Autre (PRÉCISER) \_\_\_\_\_
- 10- NSP/PR

19. Je vais vous lire une liste des façons possibles de modifier les messages de mise en garde figurant sur les paquets de cigarettes au Canada. Dans quelle mesure chacune d'entre elles serait-elle efficace pour accroître la visibilité des messages ? Chacune des façons suivantes serait-elle très efficace, assez efficace, pas très efficace ou pas du tout efficace ? **LECTURE EN ROTATION**

	Très efficace	Assez efficace	Pas très efficace	Pas du tout efficace	NSP/PR
a. Utiliser des images nouvelles ou différentes.....	1	2	3	4	5
b. Utiliser des messages nouveaux ou différents dans le texte .....	1	2	3	4	5
c. Accroître la dimension des messages de mise en garde figurant sur les paquets .....	1	2	3	4	5
d. Faire de sorte que les mots dans le texte correspondent davantage aux images.....	1	2	3	4	5

20. Si vous réfléchissez aux paquets de cigarettes en vente au Canada, de quelle façon différenciez-vous les marques de cigarettes visuellement ?

**NE PAS LIRE...SONDER POUR OBTENIR PLUSIEURS MENTIONS...CODER TOUTES LES RÉPONSES QUI S'APPLIQUENT**

- 1 – La marque
- 2 – La taille
- 3 – La couleur
- 4 – Le logo
- 5 – Un différent message de mise en garde
- 6 – Le type d'emballage
- 7 - Autre (PRÉCISER) \_\_\_\_\_
- 8 – N'arrive pas à faire la différence
- 9 – Ne les regarde jamais
- 10 - NSP/PR

21. Si la taille des mises en garde figurant sur les paquets de cigarettes au Canada était accrue, dans quelle mesure seraient-elles plus efficaces dans chacun des domaines suivants ? Seraient-elles beaucoup plus efficaces, quelque peu plus efficaces ou pas plus efficaces... ? **LECTURE EN ROTATION**

	Beaucoup plus efficaces	Quelque peu plus efficaces	Pas plus efficaces	NSP/PR
a. Pour informer les Canadiens au sujet des effets du tabac sur la santé ?.....	1	2	3	4
b. Pour encourager les Canadiens à réduire leur consommation de tabac ?.....	1	2	3	4

**CONCEPT EXPÉRIMENTAL – 4 sections – Section sur le rappel, Section sur la dimension, Section sur les comparaisons et Section sur le comportement**

R4 Segment- Poumon – Peter Jackson Pleine Saveur

Peter Jackson Pleine Saveur marque visible – 4 tailles de messages – 41,42,43,44

Peter Jackson Pleine Saveur paquet générique – 2 tailles de messages – 45, 46

**SECTION SUR LE RAPPEL**

**Ex R ROTATION DU RAPPEL 1 ET 2/ INDIQUER ICI LEQUEL DES DEUX A ÉTÉ MONTRÉ EN PREMIER**

- 1- RAPPEL 1 MONTRÉ EN PREMIER
- 2- RAPPEL 2 MONTRÉ EN PREMIER

**RAPPEL 1**

**EX 1 Je vais à présent vous montrer un paquet de cigarettes. MONTRER LE DEVANT DU PAQUET N°44 (COUVERTURE 100 %) EN FRANÇAIS PENDANT 10 SECONDES ET LE CÔTÉ EN FRANÇAIS AVEC LA MARQUE PENDANT 5 SECONDES EXACTEMENT, PUIS CACHER.**

Quelle était la marque du paquet de cigarettes que je vous ai montré ? **NE PAS SUGGÉRER**

- 1 – Peter Jackson
- 2 - Autre (PRÉCISER) \_\_\_\_\_
- 3 - NSP/PR

**RAPPEL 2**

EX2 Je vais à présent vous montrer un paquet de cigarettes. **MONTRER LE DEVANT DU PAQUET N° 45 (COUVERTURE 50 %) EN FRANÇAIS PENDANT 10 SECONDES ET LE CÔTÉ EN FRANÇAIS AVEC LA MARQUE PENDANT 5 SECONDES EXACTEMENT, PUIS CACHER.**

Quelle était la marque du paquet de cigarettes que je vous ai montré ? **NE PAS SUGGÉRER**

- 1 – Peter Jackson
- 2 - Autre (PRÉCISER) \_\_\_\_\_
- 3 - NSP/PR

**SECTION SUR LA DIMENSION**

**VARIATION ALÉATOIRE DE L'ORDRE DANS LEQUEL SONT MONTRÉS 41,42, 43, 44**

Je vais maintenant vous montrer quelques paquets de cigarettes.

**41**

EX3 **MONTRER LE DEVANT DU PAQUET N° 41 (taille 50%) EN FRANÇAIS PENDANT 10 SECONDES ET LE CÔTÉ EN FRANÇAIS AVEC LA MARQUE PENDANT 5 SECONDES**

Pensez-vous que ce paquet serait très, assez, pas très ou pas du tout efficace dans chacun des domaines suivants... ? **LIRE**

	Très efficace	Assez efficace	Pas très efficace	Pas du tout efficace	NSP/PR
a. Pour informer les Canadiens au sujet des effets du tabac sur la santé ? .....	1	2	3	4	5
b. Pour encourager les Canadiens à réduire leur consommation de tabac ? .....	1	2	3	4	5

**42**

EX4 **MONTRER LE DEVANT DU PAQUET N°42 (taille 75 %) EN FRANÇAIS PENDANT 10 SECONDES ET LE CÔTÉ EN FRANÇAIS AVEC LA MARQUE PENDANT 5 SECONDES.**

Pensez-vous que ce paquet serait très, assez, pas très ou pas du tout efficace dans chacun des domaines suivants... ? **LIRE**

	Très efficace	Assez efficace	Pas très efficace	Pas du tout efficace	NSP/PR
a. Pour informer les Canadiens au sujet des effets du tabac sur la santé ? .....	1	2	3	4	5
b. Pour encourager les Canadiens à réduire leur consommation de tabac ? .....	1	2	3	4	5

**43**

**EX5 MONTRER LE DEVANT DU PAQUET N°43 (taille 90 %) EN FRANÇAIS PENDANT 10 SECONDES ET LE CÔTÉ EN FRANÇAIS AVEC LA MARQUE PENDANT 5 SECONDES.**

Pensez-vous que ce paquet serait très, assez, pas très ou pas du tout efficace dans chacun des domaines suivants... ? **LIRE**

	Très efficace	Assez efficace	Pas très efficace	Pas du tout efficace	NSP/PR
a. Pour informer les Canadiens au sujet des effets du tabac sur la santé ? .....	1	2	3	4	5
b. Pour encourager les Canadiens à réduire leur consommation de tabac ? .....	1	2	3	4	5

**44**

**EX 6 MONTRER LE DEVANT DU PAQUET N°24 (taille 100 %) EN FRANÇAIS PENDANT 10 SECONDES ET LE CÔTÉ EN FRANÇAIS AVEC LA MARQUE PENDANT 5 SECONDES.**

Pensez-vous que ce paquet serait très, assez, pas très ou pas du tout efficace dans chacun des domaines suivants... ? **LIRE**

	Très efficace	Assez efficace	Pas très efficace	Pas du tout efficace	NSP/PR
a. Pour informer les Canadiens au sujet des effets du tabac sur la santé ? .....	1	2	3	4	5
b. Pour encourager les Canadiens à réduire leur consommation de tabac ? .....	1	2	3	4	5

EX 7.a) Voici ces quatre paquets encore une fois, ensemble. **MONTRER LES PAQUETS N° 41,42,43,44 ENSEMBLE PENDANT 15 SECONDES.** Veuillez me dire, au meilleur de votre connaissance, lequel de ces 4 paquets serait le plus efficace pour informer les Canadiens au sujet des effets du tabac sur la santé ?

**NE PAS LIRE LES RÉPONSES – ENCERCLER UNE SEULE RÉPONSE**

- 1 - 41      **POSER b**
- 2 - 42      **POSER b**
- 3 - 43      **POSER b**
- 4 - 44      **POSER b**
- 5 – Tous également    **POSER b**
- 6 - Aucun    **POSER b**
- 7 - NSP/PR **PASSER À EX8**

b) Pourquoi avez-vous choisi celui-là/pourquoi dites-vous cela ?

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NSP/PR



**POSER À TOUS**

EX8. a) Revoici les mêmes 4 paquets. **MONTRER LES PAQUETS N° 41, 42, 43, 44 ENSEMBLE PENDANT 15 SECONDES.** Veuillez me dire, au meilleur de votre connaissance, lequel de ces 4 paquets serait le plus efficace pour encourager les Canadiens à réduire leur consommation de tabac ?

**NE PAS LIRE LES RÉPONSES – ENCERCLER UNE SEULE RÉPONSE**

- 1 - 41        **POSER b**
- 2 - 42        **POSER b**
- 3 - 43        **POSER b**
- 4 - 44        **POSER b**
- 5 – Tous également **POSER b**
- 6 - Aucun     **POSER b**
- 7 - NSP/PR **PASSER À EX9**

b) Pourquoi avez-vous choisi celui-là/pourquoi dites-vous cela ?

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NSP/PR

**POSER À TOUS**

EX9. a) Voici les mêmes 4 paquets. **MONTRER LES PAQUETS N° 41, 42, 43, 44, ENSEMBLE PENDANT 15 SECONDES.** Lequel de ces 4 paquets serait, selon vous, le meilleur choix pour les paquets de cigarettes au Canada ?

**NE PAS LIRE LES RÉPONSES – ENCERCLER UNE SEULE RÉPONSE**

- 1 - 41        **POSER b**
- 2 - 42        **POSER b**
- 3 - 43        **POSER b**
- 4 - 44        **POSER b**
- 5 – Tous également **POSER b**
- 6 - Aucun     **POSER b**
- 7 - NSP/PR **PASSER À LA SECTION DES COMPARAISONS**

b) Pourquoi dites-vous cela ?

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NSP/PR

**SECTION DES COMPARAISONS**

**ROTATION DES COMPARAISONS 1 ET 2  
POSER À TOUS**

Je vais maintenant vous montrer d’autres paquets de cigarettes.

**COMPARAISON 1 (taille 50 %)**

EX10 **MONTRER LES PAQUETS N° 41 et 45 ENSEMBLE PENDANT 15 SECONDES.** Veuillez s’il vous plaît me dire, au meilleur de votre connaissance, lequel de ces paquets serait plus efficace dans chacun des domaines suivants... ? **LIRE a ET b**

	Paquet 41	Paquet 45	Les deux également	Ni un ni l’autre	NSP/ PR
a. Pour informer les Canadiens au sujet des effets du tabac sur la santé ? .....	1	2	3	4	5
b. Pour encourager les Canadiens à réduire leur consommation de tabac ? .....	1	2	3	4	5

## **COMPARAISON 2 (TAILLE 75 %)**

**EX11 MONTRER LES PAQUETS N° 42 et 46 ENSEMBLE PENDANT 15 SECONDES.**

Veillez s'il vous plaît me dire, au meilleur de votre connaissance, lequel de ces paquets serait plus efficace dans chacun des domaines suivants... ? **LIRE a ET b**

	Paquet 42	Paquet 46	Les deux également	Ni un ni l'autre	NSP/ PR
a. Pour informer les Canadiens au sujet des effets du tabac sur la santé ? .....	1	2	3	4	5
b. Pour encourager les Canadiens à réduire leur consommation de tabac ? .....	1	2	3	4	5

## **SECTION SUR LE COMPORTEMENT**

**EX 12 MONTRER LE PAQUET N° 44 (100%) ENCORE UNE FOIS PENDANT 5 SECONDES**

Si les paquets de cigarettes au Canada ressemblaient à celui-ci, quelle incidence cela aurait-il sur vous et de quelle façon réagiriez-vous ? Feriez-vous quelque chose ? **NE PAS LIRE/ NE PAS SUGGÉRER/ CODER TOUTES LES RÉPONSES**

- 1 – Fumer moins
- 2 – Tenter de cesser/plus grand désir de cesser de fumer
- 3 – Serait fâché(e)/contrarié(e)
- 4 – Essaierait de cacher le paquet/de le garder hors de la vue
- 5 – Couvrirait le paquet/utiliserait un étui à cigarettes
- 6 – Transférerait les cigarettes dans un autre contenant
- 7 – Éviterait les paquets avec certains messages
- 8 – Aucune incidence/ aucune réaction/ne ferait rien
- 9 - Autre (PRÉCISER) \_\_\_\_\_
- 10 - NSP/PR

## **QUESTIONS DÉMOGRAPHIQUES**

22. a) Avez-vous déjà essayé de fumer des petits cigares ou des cigarillos (naturels ou aromatisés) ?

- 1 - Oui      **POSER b**
- 2- Non      **PASSER À Q 23**
- 3- NSP/PR **PASSER À Q 23**

b) Au cours des 30 derniers jours, avez-vous fumé des petits cigares ou des cigarillos (naturels ou aromatisés) ?

- 1 – Oui
- 2 - Non
- 3 - NSP/PR

## **POSER À TOUS**

23. Enfin, je vais vous poser quelques questions à des fins statistiques. Soyez assuré(e) que toutes vos réponses demeureront entièrement anonymes et confidentielles. En quelle année êtes-vous né(e) ?

- 1 – **PRÉCISER** \_\_\_\_\_
- 2 - NSP/PR

24. Quel est le niveau de scolarité le plus élevé que vous avez atteint ?

**NE PAS LIRE**

- 1 - Cours primaire ou moins (aucune scolarité jusqu'à la 7<sup>e</sup> année)
- 2 - Une partie du cours secondaire (8<sup>e</sup> à 11<sup>e</sup> années)
- 3 - Le cours secondaire (12<sup>e</sup> ou 13<sup>e</sup> année ou OAC)
- 4 - Une partie du cours collégial, du cours professionnel ou du cours technique (ou une partie du cégep)
- 5 - Le cours collégial, professionnel ou technique (ou le cégep)
- 6 - Une partie du cours universitaire (sans diplôme)
- 7 - Un baccalauréat
- 8 - Des études supérieures (maîtrise ou doctorat, terminé ou non)
- 9 - NSP/PR

25. Laquelle des catégories suivantes décrit le mieux votre statut d'emploi ? Êtes-vous... ?

**LIRE**

- 1 - Au travail à temps plein (30 heures par semaine ou plus)
- 2 - Au travail à temps partiel
- 3 - Sans emploi ou à la recherche d'un emploi
- 4 - Au foyer à temps plein (au foyer, aide sociale)
- 5 - Aux études
- 6 - À la retraite
- 7 - Autre
- 8 - NSP/PR

26. Êtes-vous... **LIRE**

- 1 - Marié(e) ou vivant en couple
- 2 - Célibataire
- 3 - Veuf/veuve
- 4 - Séparé(e)
- 5 - Divorcé(e)
- 6 - NSP/PR

27. Est-ce qu'il y a dans votre foyer des enfants de moins de 18 ans ?

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

28. Laquelle des catégories suivantes correspond le mieux au revenu total de tous les membres de votre foyer et de vous-même, avant impôt et déductions, en 2007 ? Est-ce que c'est... ?

**LIRE**

- 1 - Moins de 20 000 \$
- 2 - De 20 000 \$ à 39 999 \$
- 3 - De 40 000 \$ à 59 999 \$
- 4 - De 60 000 \$ à 79 999 \$
- 5 - De 80 000 \$ à 99 999 \$
- 6 - 100 000 \$ et plus
- 7 - Refus/NSP/PR

Voilà qui termine l'entrevue. Merci de votre aide. L'hôte/L'hôtesse vous remettra la mesure incitative qui avait été promise en guise de remerciements pour avoir participé à ce sondage.