

FINAL
REPORT

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

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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 youth on the size and format of health warning labels in support of this objective.

Survey methods

In order to explore the reactions of Canadian youth 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 three-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). 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). Out 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), each respondent viewed six displays, making use of a rotation formula among four subsamples 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 youth aged 12 to 18 were interviewed; the survey was conducted in 11 communities, between February 20 and March 29, 2008. In order to obtain a sufficient sample size of smokers, smokers

were oversampled. In the data analysis, the smoker subsample was weighted back to its correct proportion in the youth population.

Survey findings

The key findings of this survey of 1,000 youth aged 12 to 18 are:

- Nine in ten youth (89%) say cigarette smoking is a major health problem; among youth smokers, three-quarters (76%) say it is a major problem.
- Almost all youth 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 youth, 20 percent say they look at or read health warning messages at least once a day. A total of 58 percent look at them less frequently, and 21 percent say they never look at them. Among youth smokers, 36 percent look at the messages at least once a day and 42 percent look less often; 21 percent 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), youth are most likely to recall the images: lung cancer or disease (66%), mouth, teeth, gums or tongue (53%), pregnant women (30%), children, babies or kids (23%), and heart or heart disease (15%). Youth smokers are more likely than non-smoking youth to mention many of these images.
- 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), youth are most likely to recall the messages: cancer in general (20%), causes lung cancer (14%), health warnings or stop smoking (13%), dangerous or bad for health (11%), second-hand smoke is dangerous (10%), and death or premature death (10%). Youth smokers are more likely than non-smoking youth to mention some of these messages.
- More than nine in ten youth (95%) support placing health warning messages on tobacco packages; youth smokers are less likely to offer support (86%). The current messages are considered by most youth to be accurate (92%), to provide important information about the health effects of smoking (93%), and to make smoking seem less attractive (83%). Three-

quarters (77%) think they are worth re-reading, but under six in ten (56%) see them as worn out and having lost their effectiveness. Youth smokers are less likely than non-smoking youth to think the messages make smoking seem less attractive (74%) or that they are worth re-reading (59%), and more likely than non-smoking youth to think they are worn out (65%).

- Almost nine in ten youth smokers (87%) say the current messages have been effective in informing them about the health effects of smoking. Smaller proportions say they have been effective in increasing their desire to quit (55%), getting them to try to quit (52%), getting them to smoke less around others (41%), and getting them to smoke less (39%).
- When asked, top-of-mind, how the current health warning messages can be changed to be more effective, 19 percent of youth say “increase their size” compared to 29 percent who say “change the pictures/use new pictures,” 22 percent who say “change messages/text/words/phrases or use new messages,” and 19 percent who suggest “more detailed information.”
- When asked specifically about possible changes to the messages, 83 percent of youth say increasing the size of messages would be very or somewhat effective in making the messages more noticeable, compared to 92 percent who say using new or different pictures, 89 percent who say using new or different text messages, and 89 percent who say making the words more closely reflect the pictures, would be very or somewhat effective. Youth smokers are less likely than non-smoking youth to say increasing the size (66%) would be very or somewhat effective.
- If the size of health warning messages were increased, 37 percent of youth say it would be much more, and 52 percent say it would be somewhat more, effective in informing Canadians about the health effects of tobacco; 32 percent say it would be much more, and 48 percent say it would be somewhat more, effective in encouraging Canadians to reduce their tobacco use. Youth smokers are less likely than non-smoking youth to say increasing the size of the messages would be more effective on both dimensions.
- In experimental testing, about three-quarters of all youth recall the brand name of the branded packs with the 50 percent and 75 percent size options for the health warning message; about two-thirds can recall the brand with the 90 percent and 100 percent size options for the message. Recall is significantly higher among youth smokers than among non-smoking youth.

- For the plain packs, about eight in ten of all youth can recall the brand name of the packs with the 50 percent and 75 percent size options for the message. Recall is higher among youth smokers than among non-smoking youth.
- In terms of effectiveness in informing Canadians about the health effects of tobacco, 68 percent of youth say the 50 percent size option would be very or somewhat effective, compared to 86 percent who say the same for the 75 percent size option, 89 percent who say the same for the 90 percent size option, and 94 percent who say the same for the 100 percent size option pack. Youth smokers are only marginally less likely than non-smoking youth to say each of these size options would be effective.
- In terms of encouraging Canadians to reduce their tobacco use, 60 percent of youth say the 50 percent size option would be very or somewhat effective, compared to 76 percent who say the same for the 75 percent size option, 82 percent who say the same for the 90 percent size option, and 87 percent who say the same for the 100 percent size option pack. Youth smokers are only marginally less likely than non-smoking youth to say each of these options would be effective.
- When asked to choose which of the four size option packs would be most effective in informing Canadians about the health effects of tobacco, 80 percent of youth choose the 100 percent size option and fewer than 10 percent each choose any of the other three sizes. Similarly, 77 percent choose the 100 percent size option as being most effective in encouraging Canadians to reduce their tobacco use. Youth smokers are only marginally less likely than non-smoking youth to select the 100 percent size option in each of these cases.
- When asked to choose which size option pack would be the best choice for cigarette packages in Canada, 54 percent of youth pick the 100 percent size option, 17 percent pick the 90 percent size option, 11 percent pick the 75 percent size option and 13 percent pick the 50 percent size option. Among youth smokers, 29 percent pick the 100 percent size option, and 30 percent pick the 50 percent size option.
- When branded packs are tested against plain packs, controlling for the size of the health warning message, youth think the plain pack is more effective than the branded pack in informing about the health effects of tobacco (50% say plain pack, 25% say branded pack in the 50 percent comparison; and 52% say plain pack, 26% say branded pack in the 75 percent comparison). Similarly, youth think the plain pack is more effective than the branded pack in encouraging Canadians to reduce their tobacco use (53% say plain pack, 23% say branded pack in the 50

percent comparison; and 54% say plain pack, 22% say branded pack in the 75 percent comparison). Youth smokers are more likely than non-smoking youth to say both are equally effective and less likely than non-smoking youth to say the branded pack is more effective.

INTRODUCTION

Background

Environics Research Group Limited was contracted by Health Canada to conduct quantitative consumer research among Canadian youth aged 12 to 18 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 youth aged 12 to 18 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 three-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 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 HWMs 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 youth aged 12 to 18 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=138), Quebec (N=225), Ontario (N=442) and Western Canada (N=195). A total of 775 interviews were conducted in English and 225 in French.

In order to create a subsample large enough to analyze youth smokers, they were oversampled in this survey. A total of 386 smokers and 614 non-smokers were surveyed. The data analysis weighted these groups back to their actual proportions in the youth population.

In the tables presented in this report, figures are provided for the total youth population (T), for non-smokers (NS) and for smokers (S).

A survey of 1,000 adult smokers was conducted concurrently with the youth 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, seven percent of youth smoke every day and three percent smoke occasionally; youth aged 15 to 18 (10%) are more likely than those aged 12 to 14 (2%) to smoke.

Among non-smoking youth, one-third (33%) say they have at some time tried cigarette smoking, which includes just having a few puffs. Among non-smoking youth who have never tried smoking, not even a few puffs, seven percent say they have seriously thought about trying smoking. Among all non-smoking youth, two percent say they might try smoking within the next month.

Of the youth sample, 10 percent are smokers and 90 percent are non-smokers. Of all youth in this survey, 35 percent can be classified as potential smokers; among non-smoking youth, 38 percent can be classified as potential smokers. Potential smokers include non-smoking youth who say they have tried smoking, have seriously thought about smoking or think they might try smoking within the next month.

Among youth smokers, eight percent have smoked for more than five years, 70 percent for between one and five years, and 21 percent for less than a year.

Among youth smokers who smoke every day, two in ten (22%) report smoking more than 15 cigarettes per day, which includes two percent who say they smoke more than 25 cigarettes per day. Four in ten (39%) say they smoke between 10 and 15 cigarettes per day; and the same proportion (39%) report smoking fewer than 10 cigarettes per day.

Among youth smokers who smoke occasionally, four in ten (39%) have ever smoked daily; six in ten (58%) have not. More than nine in ten (94%) report smoking fewer than 10 cigarettes per day, and five percent smoke between 10 and 15 cigarettes per day.

Among youth smokers, DuMaurier (21%), Belmont (17%), Benson & Hedges (15%) and Canadian Classics (12%) brands are most often mentioned as usual brands.

Three in ten youth (31%) have tried smoking a plain or flavoured little cigar or cigarillo; 30 percent of those who have tried them have done so in the last 30 days.

Smoking behaviour: respondent profile

Smoking status and behaviour			
Frequency of Smoking	%	Number of cigarettes per day (Among everyday smokers)	%
Every day	7	Fewer than 10	39
Occasionally	3	10 to 15	39
Not at all	90	16 to 20	10
		21 to 25	10
Ever tried smoking? (Among non-smokers)		26 or more	2
Yes	33		
No	66		
Ever seriously thought about trying smoking? (Among those who have never tried)		Number of cigarettes per day (Among occasional smokers)	
Yes	7	Fewer than 10	94
No	92	10 to 15	5
Might try smoking within month		16 or more	-
Yes	2		
No	97		
Length of time a smoker (Among smokers)		Among occasional smokers: Ever smoked daily?	
Less than one year	21	Yes	39
One to five years	70	No	58
More than five years	8	dk/na	3
Brands smoked			
DuMaurier Brand	21	Export A Brand	9
Regular	10	Smooth (Light) Regular	4
King size	7	Other	5
Other	3	Player's Brand	6
Belmont Brand	17	Peter Jackson Brand	5
Benson & Hedges Brand	15	MacDonald Brand	4
Gold (Special Lights) King size	14	Mark Ten Brand	3
Other	1	Number 7 Brand	3
Canadian Classics Brand	12	Craven Brand	*
<i>White (Extra Light) Regular</i>	8	John Player's Brand	*
<i>Other</i>	5		
Smoked cigarillos?		Smoked cigarillos in past 30 days? (Among those who have ever smoked them)	
Yes	31	Yes	30
No	68	No	69

* Less than one percent

Quit attempts and potential quitters

Six in ten youth smokers (62%) report having tried to quit smoking. Four in ten (38%) say they have not tried to quit smoking. Youth smokers who intend to quit within either the next 30 days (84%) or the next two to six months (66%) are more likely than those who do not intend to quit (50%) to have tried to quit in the past.

Among youth smokers who have tried to quit smoking, almost nine in ten (86%) 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 25 percent who have tried once, 16 percent who have tried twice, 18 percent who have tried three times and 27 percent who have tried more than three times. One in ten (12%) say they have not attempted to quit smoking in the past year.

When it comes to potential quitters, one-half of youth smokers (52%) report they are seriously thinking of quitting smoking within the next six months.

Among youth smokers who are seriously thinking about quitting smoking within the next six months, three in ten (31%) say they are seriously considering quitting within the next 30 days.

Quitting behaviour: respondent profile

(Among smokers)

	%		%
Tried to quit?		Quit within 6 months?	
Yes	62	Yes	52
No	38	No	44
		dk/na	4
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	25	Yes	31
Twice	16	No	64
Three times	18	dk/na	5
More than three times	27		
Not in past year	12		

Smoking behaviours

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

Among youth smokers, about one-third (36%) strongly agree that their desire to quit has increased in the past year, two in ten (22%) strongly agree that they smoke less around others than they used to, and one-quarter (25%) strongly agree that they smoke less than they did a year ago.

Combining the numbers who strongly and somewhat agree, six in ten (62%) agree that their desire to quit has increased in the past year, just over four in ten (43%) agree that they smoke less around others than they used to, and four in ten (41%) agree that they smoke less than they did a year ago.

Changes in smoking behaviours

Among smokers N=386	Strongly agree (%)	Somewhat agree (%)	Agree total (%)	Somewhat disagree (%)	Strongly disagree (%)	Disagree total (%)	dk/na (%)
Your desire to quit smoking has increased in the past year	36	26	62	17	19	36	1
You smoke less around others than you did a year ago	22	21	43	20	36	56	1
You smoke less than you did a year ago	25	16	41	16	42	58	1

Youth smokers who intend to quit either in the next 30 days or the next two to six months are more likely than those who do not intend to quit to agree that their desire to quit has increased (96% and 80% vs. 36%), that they smoke less among others (64% and 46% vs. 31%) and that they smoke less than they did a year ago (56% and 45% vs. 32%). Occasional smokers are more likely than those who smoke every day to agree that they smoke less than they did a year ago (56% vs. 34%) and that they smoke less around others (56% vs. 36%).

Youth smokers in Quebec (58%) are more likely than those in Ontario (35%) to agree that they smoke less around others than they used to.

HEALTH EFFECTS OF SMOKING

Personal awareness of health effects

Among youth 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

Among smokers N=386	Strongly agree (%)	Somewhat agree (%)	Agree total (%)	Somewhat disagree (%)	Strongly disagree (%)	Disagree total (%)	dk/na (%)
Smoking is bad for your health	90	8	98	1	1	2	*
You are more aware of the risks of smoking than you used to be	57	22	79	9	12	21	*

* Less than one percent

Youth smokers who intend to quit in the next 30 days (85%) or the next two to six months (85%) are more likely than those who do not intend to quit (71%) to agree that they are more aware of the risks of smoking than they used to be. Youth smokers in Ontario (84%), Alberta (90%) and British Columbia (87%) are more likely than those in Quebec (67%) to agree they are more aware of the risks of smoking.

General assessment of health effects

Among youth, nine in ten (89%) think that cigarette smoking is a major health problem in Canada and one in ten (11%) say it is a minor problem. Only one percent think it is not a health problem.

Quebec youth (79%) are less likely than those living in other regions (a range of 89% to 94%) to think that smoking is a major health problem.

Non-smoking youth (90%) are more likely than youth smokers (76%) to think that cigarette smoking is a major health problem. Among youth smokers, the view that cigarette smoking is a major health problem in Canada is higher among those who intend to quit, either in the next 30 days (85%) or the next two to six months (80%), than among those who do not intend to quit (68%).

Smoking as a health problem

	T	NS	S
	%	%	%
Major health problem	89	90	76
Minor health problem	11	9	23
Not a problem	1	*	1
dk/na	*	-	*

* Less than one percent

HEALTH WARNING MESSAGES

Frequency of reads

Among youth, six percent say they look at or read health warning messages several times a day, and 14 percent say once a day. A total of 58 percent look at them less frequently, including 27 percent who say they do this less than once a week. Twenty-one percent say they never look at them.

Youth smokers are more likely than non-smoking youth to look at the messages several times a day (17% vs. 5%) or about once a day (19% vs. 13%); non-smoking youth are more likely than youth smokers to look at the messages about once a week (20% vs. 11%) or less often (28% vs. 17%). Among youth smokers, occasional smokers are more likely than those who smoke every day to look at the messages about once a week (18% vs. 8%).

Frequency of reads

	T	NS	S
	%	%	%
Several times a day	6	5	17
About once a day	14	13	19
Once every two to three days	12	12	14
About once a week	19	20	11
Less than once a week	27	28	17
Never	21	21	21
dk/na	1	1	-

Among those who look at the health warning messages at least once a day, one-half (48%) look between one and four times per day. One-third (32%) look at a message between five and eight times a day, and fewer than two in ten (17%) say they look at a message nine or more times a day. The mean number of looks per day is 7.12.

Youth smokers are more likely than non-smoking youth to look at messages nine or more times per day (31% vs. 11%). Among youth smokers, those who smoke every day are more likely than occasional smokers to look at the messages nine or more times per day (37% vs. 10%), while

occasional smokers are more likely than everyday smokers to look three to four times per day (45% vs. 17%).

Reads per day

Among those who look at health warning messages several times a day	T N=106	NS N=34	S N=72
	%	%	%
One to two times	13	12	16
Three to four times	35	40	23
Five to six times	23	26	16
Seven to eight times	9	8	10
Nine or more times	17	11	31
dk/na	3	3	3

Recall of health warning messages

Two questions were asked to determine top-of-mind recall of the health warning messages. Youth 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 youth recall lung cancer or diseases (66%), and mouth, teeth, gums or tongue (53%). Smaller proportions recall a pregnancy warning or pregnant women (30%), children, babies or kids (23%), heart or heart disease (15%), children with father or mother (11%), brain or brain damage (9%), limp or bent cigarette (7%), statistics, warnings, ads or ingredients (5%), and cigarettes or second-hand smoke images (5%). A number of other images are mentioned, but none by more than four percent.

Girls (38%) are more likely than boys (22%) to mention pregnant women; boys are more likely than girls to mention brain or brain damage (13% vs. 5%), and limp or bent cigarette (9% vs. 5%). Youth aged 15 to 18 are more likely than youth aged 12 to 14 to mention mouth, teeth, gums or tongue (60% vs. 44%) and pregnant women (34% vs. 24%); youth aged 12 to 14 are more likely to mention children with mother or father (14% vs. 8% for older youth).

Youth in Atlantic Canada (26%) and Ontario (26%) are more likely than youth in Quebec (15%) to mention children, babies or kids. Youth in Quebec are more likely than youth in Alberta and British Columbia to mention lung cancer or disease (73% vs. 59% and 57%), and children with mother or father (16% vs. 7% and 4%); Quebec youth are also more likely than youth in British Columbia to mention mouth, teeth, gums or tongue (55% vs. 39%). Youth in Quebec (36%) and Ontario (32%) are more likely than youth in Alberta (19%) and British Columbia (12%) to mention pregnant women; youth in Atlantic Canada (31%) are more likely to mention this graphic than are youth in British Columbia (12%). Youth in British Columbia are less likely to mention brain or brain damage (1%) than are youth in all other regions (a range of 8% to 12%).

Non-smoking youth are less likely than youth smokers to mention a number of these images, including mouth, teeth, gums or tongue (52% vs. 62%), children, babies or kids (21% vs. 35%), heart or heart disease (14% vs. 22%), children with mother or father (10% vs. 15%), brain or brain damage (8% vs. 16%), and limp or bent cigarette (7% vs. 12%). Among non-smoking youth, potential smokers are more likely than those who are not potential smokers to mention mouth, teeth, gums or tongue (60% vs. 49%), pregnant women (36% vs. 27%), and children, babies or kids (30% vs. 19%).

Among youth smokers, everyday smokers are more likely than occasional smokers to mention mouth, teeth, gums or tongue (66% vs. 54%), person with breathing machine (8% vs. 3%) and impotence (10% vs. 4%).

Recall of graphics on health warning messages

	T	NS	S
	%	%	%
Lung cancer/diseases	66	66	66
Mouth/teeth/gums/tongue	53	52	62
Pregnancy warning/pregnant women	30	30	34
Children/babies/kids	23	21	35
Heart/heart disease	15	14	22
Children with mother/father	11	10	15
Brain/brain damage	9	8	16
Limp/bent cigarette	7	7	12
Statistics/warnings/ads/ingredients	5	4	9
Cigarette(s)/second-hand smoke images	5	5	6
Person with breathing machine	4	4	6
Organs/other body parts	4	4	2
Images of man/woman by themselves	3	3	4
Impotence	2	1	8
Throat/breathing through the throat	2	2	2
Cigarettes in ashtray	1	1	4
Cancer	1	1	1
Other	1	1	1
None/nothing	3	3	2
dk/na	2	2	*

* Less than one percent

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 youth recall the messages: cancer in general (20%), causes lung cancer (14%), warnings, health warnings or stop smoking (13%), dangerous or bad for health (11%), second-hand smoke is dangerous (10%), and death or premature death (10%). Smaller proportions mention harmful to children, kids or babies (8%), harmful during pregnancies (8%), lung damage or disease (6%), kids imitating their parents (6%), statistics, charts or brand (5%), impotence (4%), and heart attacks,

disease or problems (4%). A number of other messages are mentioned, but none by more than three percent. A total of three in ten say none (16%) or offer no opinion (12%).

Girls are more likely than boys to mention harmful during pregnancies (12% vs. 4%), and harmful to children, kids or babies (10% vs. 6%). Youth aged 15 to 18 are more likely than youth aged 12 to 14 to mention cancer in general (26% vs. 13%), causes lung cancer (16% vs. 10%), and second-hand smoke is dangerous (13% vs. 7%).

Youth in Ontario (21%) are more likely than youth in all other regions (a range of 5% to 11%) to mention causes lung cancer. Youth in Quebec (26%) are more likely than youth in Atlantic Canada (15%) and Alberta (13%) to mention cancer in general. Youth in Ontario (15%) and Alberta (17%) are more likely than those in Quebec (6%) to mention warnings or health warnings in general. Youth in Quebec (19%), Ontario (10%) and British Columbia (15%) are more likely than those in Atlantic Canada (4%) to mention dangerous or bad for health; Quebec youth are also more likely than youth in Ontario and Alberta (7%) to mention this text.

Non-smoking youth are less likely than youth smokers to mention causes lung cancer (13% vs. 19%) and second-hand smoke is dangerous (10% vs. 18%). Among youth smokers, everyday smokers are more likely than occasional smokers to mention impotence (16% vs. 8%), kids are imitating parents (11% vs. 5%), harmful to children/babies/kids (11% vs. 4%), and lung damage or disease (8% vs. 3%).

Recall of text of health warning messages

	T	NS	S
	%	%	%
Cancer – in general	20	21	20
Causes lung cancer	14	13	19
Warnings/health warnings/stop smoking	13	13	11
Dangerous/bad for health	11	11	12
Second-hand smoke is harmful/dangerous	10	10	18
Death/premature death	10	9	11
Harmful to children/babies/kids – general	8	8	9
Harmful during pregnancies/birth defects	8	8	9
Lung damage/disease	6	6	6
Kids are imitating their parents	6	5	9
Statistics/charts/brand	5	5	7
Impotence	4	3	13
Heart attacks/disease/problems	4	4	8
Mouth/gum disease	3	3	4
Chemicals/toxins	3	3	4
Respiratory/breathing problems	2	2	2
Addictive	2	2	3
Tooth decay/rotting/loss	2	2	4
Disease – general	2	2	1
Brain damage/disease	1	1	2
Mouth cancer	1	1	3
Emphysema	*	*	*
Stroke	*	*	2
Yellow teeth/gums fingers	*	*	-
Other	3	3	2
None/nothing	16	16	11
dk/na	12	12	5

* Less than one percent

Support for health warning messages

Support among youth for placing health warning messages on tobacco products is almost universal; 80 percent of youth strongly support placing these message on tobacco products, and 15 percent somewhat support doing this. Only four percent oppose such messages.

Support for health warning messages

	T	NS	S
	%	%	%
Strongly support	80	82	62
Somewhat support	15	14	24
Total support	95	96	86
Somewhat oppose	2	2	8
Strongly oppose	2	2	4
Total oppose	4	4	12
dk/na	1	*	1

* Less than one percent

Non-smoking youth (82%) are more likely than youth smokers (62%) to offer strong support for placing health warning messages on tobacco products. Among youth smokers, those who intend to quit, either in the next 30 days (73%) or the next two to six months (72%), are more likely than those who do not intend to quit (52%) to strongly support placing health warning messages on tobacco products. Youth in Alberta (60%) are less likely than those in all other regions (a range of 78% to 85%) to strongly support health warning messages on tobacco products.

Assessment of current health warning messages

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

Majorities of youth each strongly agree that the health warning messages now appearing on cigarette packages are accurate (59%) and provide them with important information about the health effects of smoking cigarettes (64%), make smoking seem less attractive (57%), and more than four in ten

(44%) strongly agree they are worth reading again, even after seeing them several times. Two in ten (22%) strongly agree that they are worn out and have lost their effectiveness, and only five percent strongly agree that the messages are hard to understand.

Combining the strongly and somewhat agree numbers, 93 percent agree that they provide important information about health effects, 92 percent of youth agree that the messages are accurate, 83 percent agree that they make smoking seem less attractive, and 77 percent agree they are worth re-reading. Fifty-nine percent agree they are worn out and have lost their effectiveness, and 14 percent agree that the messages are hard to understand.

Girls are more likely than boys to agree that the messages make smoking seem less attractive (85% vs. 80%), are worth re-reading (81% vs. 72%) and are worn out (63% vs. 55%). Youth aged 12 to 14 are more likely than those aged 15 to 18 to agree that the messages are worth re-reading (83% vs. 72%) and are hard to understand (23% vs. 8%).

Quebec youth (86%) are less likely than those in all other regions (a range of 92% to 97%) to agree that the messages are accurate; they are also less likely than those in all other regions to agree that the messages make smoking less attractive (67% vs. a range of 81% to 89%). Atlantic Canadian youth (83%) are more likely than youth in Alberta (71%) to agree that the messages are worth re-reading; Atlantic Canadian youth (72%) are also more likely than youth in Quebec (51%), Ontario (59%) and Alberta (54%) to agree that the messages are worn out. Youth in British Columbia (98%) are more likely than youth in Quebec (93%) and Ontario (91%) to agree that the messages provide important information.

Non-smoking youth are more likely than youth smokers to agree that the messages make smoking less attractive (84% vs. 74%) and are worth re-reading (79% vs. 56%); youth smokers are more likely than non-smoking youth to disagree that the messages are hard to understand (89% vs. 83%).

Among non-smokers, potential smokers are more likely than those who are not potential smokers to disagree that the messages are hard to understand (90% vs. 81%).

Among youth smokers, those who intend to quit, either within 30 days or within two to six months, are more likely than those who do not intend to quit to agree that the messages make smoking less attractive (88% and 82% vs. 63%) and are worth re-reading (69% and 65% vs. 45%).

Assessment of current health warning messages

The messages ...		Strongly agree (%)	Somewhat agree (%)	Agree total (%)	Somewhat disagree (%)	Strongly disagree (%)	Disagree total (%)	dk/na (%)
Provide you with important information about the health effects of smoking cigarettes	T	64	29	93	5	1	6	1
	NS	64	28	92	5	1	6	2
	S	61	33	94	4	3	7	-
Are accurate	T	59	33	92	4	1	5	2
	NS	59	33	92	4	1	6	2
	S	58	34	92	6	1	7	1
Make smoking seem less attractive	T	57	26	83	9	8	17	1
	NS	59	25	84	8	7	15	1
	S	42	32	74	15	11	26	-
Are worth reading again, even after seeing them several times	T	44	33	77	14	7	21	2
	NS	46	33	79	13	6	19	2
	S	27	29	56	24	20	44	1
Are worn out and have lost their effectiveness	T	22	37	59	21	19	40	1
	NS	21	38	59	21	19	40	1
	S	32	33	65	16	19	35	*
Are hard to understand	T	5	9	14	19	65	84	2
	NS	5	10	15	19	64	83	2
	S	5	6	11	16	73	89	*

* Less than one percent

Effectiveness of current health warning messages

Youth smokers were asked to indicate the effectiveness of the health warning messages currently on cigarette packages on five dimensions.

Among youth smokers, one-half (49%) 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. Two in ten (19%) 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 (14%), in getting them to smoke less (12%), and in getting them to smoke less around others than they used to (11%).

Combining the numbers who say very effective and somewhat effective, almost nine in ten (87%) youth smokers say that these messages have been effective in informing about health effects. One-half or more each say they have been effective in increasing their desire to quit smoking (55%) and getting them to try to quit smoking (52%). Four in ten say the messages have been effective in getting them to smoke less around others than they used to (41%) and in getting them to smoke less (39%).

Effectiveness of current health warning messages

Among youth smokers N=386	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	49	38	87	8	4	12	*
Increasing your desire to quit smoking	19	36	55	24	19	43	1
Getting you to try to quit smoking	14	38	52	22	24	46	1
Getting you to smoke less around others than you used to	11	30	41	23	34	57	2
Getting you to smoke less	12	37	39	26	34	60	1

* Less than one percent

Occasional youth smokers are more likely than those who smoke every day to say the messages have been effective in getting them to smoke less (61% vs. 30%), getting them to smoke less around others (56% vs. 34%), and getting them to try to quit (66% vs. 46%).

Youth smokers in Ontario (65%) are more likely than youth smokers in Quebec (41%) to say the messages have been effective in increasing their desire to quit. Youth smokers in British Columbia (66%) are more likely than youth smokers in Quebec (44%) to say the messages have been effective in getting them to try to quit. Youth smokers in Atlantic Canada (92%), Ontario (90%) and Alberta (95%) are more likely than those in Quebec (76%) to say the messages have been effective in informing them about the health effects of smoking.

Those who intend to quit, both within 30 days or within two to six months, are more likely to say the messages are effective in getting them to smoke less (54% and 44% vs. 29%), increasing their desire to quit (75% and 66% vs. 39%) and getting them to try to quit (77% and 61% vs. 36%) .

CHANGES TO HEALTH WARNING MESSAGES

Suggested changes – top-of-mind

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

When youth 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%), change the messages, text, words or phrases or use new messages (22%), increase size of messages (19%) and more detailed information (19%). Smaller proportions suggest more eye-catching presentation (12%), and stronger or bolder warnings or graphics (6%). A number of other changes are suggested, but none by more than three percent. Thirteen percent say the messages do not need improving and 12 percent offer no opinion.

Youth aged 15 to 18 are more likely than those aged 12 to 14 to suggest changing the pictures (32% vs. 24%), and changing the messages or text (25% vs. 17%); youth aged 12 to 14 are more likely to offer no response (16% vs. 8% for older youth).

Youth in British Columbia (38%) are more likely than youth in Atlantic Canada (22%) to mention changing the pictures. Youth in Alberta are more likely than youth in Atlantic Canada and Quebec to suggest increasing the size (30% vs. 15% and 17%); they are also more likely than those in Atlantic Canada, Quebec and Ontario to mention a more eye-catching presentation (22% vs. 9%, 11% and 11%). Quebec youth (21%) are more likely than youth in Ontario (10%) and Alberta (6%) to say the messages do not need improving; youth in Atlantic Canada (16%) are also more likely than youth in Alberta to mention this.

Non-smoking youth are more likely than youth smokers to suggest more detailed information (20% vs. 13%). Among youth smokers, occasional smokers are more likely than those who smoke every day to suggest changing the pictures (43% vs. 25%) and increasing the size of the messages (28% vs. 14%); those who smoke every day are more likely than occasional smokers to say the messages do not need improving (19% vs. 10%).

Ways to make messages more effective – top-of-mind

	T	NS	S
	%	%	%
Change the pictures/use new pictures	29	28	31
Change messages/text/words/phrases/use new messages	22	22	18
More detailed information	19	20	13
Increase size of messages	19	19	18
More eye-catching presentation (general)	12	12	12
Stronger/bolder warnings/graphics	6	6	8
Provide 1-800 quit line number or web site/more quitting information	3	3	2
More statistics/details on effects/deaths	3	3	3
Personal tragedies/stories on real people	3	3	2
More specific health effects/information	3	3	2
Target warnings to youth	2	2	1
Emphasis on death/toxicity/diseases	2	2	2
Broaden media advertisement (TV/billboards/celebrities)	2	2	1
Brighter/bolder/change colours/lettering	2	2	2
Get rid of them altogether	1	1	2
Messages are ineffective/doesn't stop smokers	1	1	3
Positive messages/advantages/tips to quit	1	1	1
Make package less user-friendly	1	1	1
Update messages/new warnings	1	1	2
Financial assistance to quit	1	1	-
Target messages by age/gender demographics	1	1	*
Less abrasive/overpowering warnings/graphics	1	1	*
Emphasize health effects on children	1	1	1
Highlight ingredients/other chemical uses	1	1	1
No graphs/just text/catchphrase	1	1	1
Increase cigarette prices	1	1	1
Effects of second-hand smoke	1	2	*
Shorter/simple statements/words	1	1	1
Stop tobacco production/promotion	*	*	1
Social effects	*	*	1
Website/magazine campaigns on how to quit	*	*	*
Other	2	2	1
Don't need improving	13	13	16
dk/na	12	12	9

* Less than one percent.

Effectiveness of specific changes

Youth were asked to evaluate the effectiveness of four specific changes in making the messages more noticeable.

About one-half of youth say that increasing the size of the health warning messages on the packs (53%) and making the words in the text more closely reflect the pictures (50%) would be very effective; about four in ten each say using new or different pictures (43%), and using new or different messages in the text (42%) would be very effective.

Combining the proportion who say it would be very effective and the proportion who say it would be somewhat effective, 92 percent say that using new or different pictures would be effective, 89 percent say that using new or different messages would be effective, 89 percent say that making the words more closely reflect the picture would be effective, and 83 percent say increasing the size of the health warning messages would be effective.

Girls are more likely than boys to think that using new or different messages in the text would be effective (92% vs. 86%). Youth aged 12 to 14 are more likely than those aged 15 to 18 to say that increasing the size of the messages would be effective (88% vs. 80%).

Youth in Ontario (95%) and British Columbia (96%) are more likely than youth in Quebec (84%) to think that new or different pictures would be effective. Youth in British Columbia (94%) are more likely than youth in Quebec (86%) to think that new or different messages in the text would be effective. Youth in Atlantic Canada (84%), Ontario (86%), Alberta (88%) and British Columbia (90%) are more likely than youth in Quebec (72%) to think that increasing the size of the health warning messages would be effective. Youth in Atlantic Canada (93%) and British Columbia (93%) are more likely than youth in Quebec (84%) to say that making the words more closely reflect the pictures would be effective.

Non-smoking youth are more likely than youth smokers to say that the following measures would be effective: using new pictures (92% vs. 87%), increasing the size of the messages (84% vs. 66%), and making the words more closely reflect the pictures (90% vs. 84%). Among youth smokers, occasional smokers are more likely than those who smoke every day to say that increasing the size (79% vs. 61%) 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	T	43	49	92	5	3	8	*
	NS	43	49	92	5	3	8	*
	S	45	42	87	8	5	13	-
Using new or different messages in the text	T	42	47	89	7	3	10	*
	NS	43	47	90	7	3	10	*
	S	37	48	85	10	4	14	-
Making the words in the text more closely reflect the pictures	T	50	39	89	7	3	10	1
	NS	51	39	90	7	3	10	1
	S	42	42	84	9	7	16	-
Increasing the size of the health warning messages on the packs	T	53	30	83	10	7	17	*
	NS	55	29	84	9	6	15	1
	S	34	32	66	18	15	33	-

* Less than one percent

Impact of increased size of health warning messages

Youth 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, 37 percent say it would be much more, and 52 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, 32 percent say it would be much more, and 48 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	T	37	52	11	1
	NS	38	52	9	1
	S	29	48	23	1
In encouraging Canadians to reduce their tobacco use	T	32	48	19	1
	NS	32	48	18	1
	S	26	43	30	1

* Less than one percent

Boys (36%) are more likely than girls (28%) to say that it would be much more effective in encouraging Canadians to reduce their tobacco use if the size of the health warning messages were increased.

Quebec youth (40%) are more likely than those in Atlantic Canada (21%), Alberta (28%) and British Columbia (24%) 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. Quebec youth (44%) are also more likely than youth in Atlantic Canada (28%) to say that this would be much more effective in informing Canadians about the health effects of tobacco.

Non-smoking youth (38%) are more likely than youth smokers (29%) to say it would be much more effective in informing Canadians about the health effects of tobacco. Among non-smoking youth, those who are not potential smokers (40%) are more likely than potential smokers (32%) to say that if the size of the message were increased, it would be much more effective in informing Canadians.

Those who intend to quit within 30 days (54%) are also more likely 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

Youth were asked to identify the ways in which cigarette brands available to them in Canada differ visually. By far the largest proportion of youth – seven in ten (72%) – say that brands differ by colour. Smaller proportions mention brand name (37%), logo (23%), size (19%) and packaging (10%). Several other visual differences are mentioned, but none by more than three percent. Eleven percent simply say that they are different, five percent say they never look, and six percent say they can't tell the difference.

Visual differences among brands

	T	NS	S
	%	%	%
Colour	72	71	82
Brand name	37	36	48
Logo	23	22	25
Size	19	19	21
Different	11	12	6
Packaging	10	10	11
Text/font/size	3	3	2
Graphics	2	3	1
Price	1	1	3
Type	1	1	1
Taste/flavours	*	*	2
Shape	*	-	1
Other	2	2	2
Never look	5	5	1
Can't tell	6	6	1
dk/na	4	4	1

* Less than one percent

Youth aged 15 to 18 are more likely than those aged 12 to 14 to mention colour (77% vs. 66%); those aged 12 to 14 are more likely than those 15 to 18 to simply say that they are different (15% vs. 8%) or to say they never look (7% vs. 3%).

Youth in Atlantic Canada (79%), Quebec (75%) and Ontario (74%) are more likely than those in British Columbia (56%) to mention colour; youth in Atlantic Canada are also more likely than youth in Alberta (62%) to mention colour. Youth in Atlantic Canada (36%), Quebec (47%) and Ontario (35%) are more likely than those in British Columbia (22%) to mention brand name. Youth in Atlantic Canada (15%), Quebec (18%), Ontario (24%) and British Columbia (25%) are more likely than those in Alberta (4%) to mention size. Youth in Ontario (13%) and British Columbia (14%) are more likely than youth in Quebec (4%) to mention packaging; Ontario youth are also more likely than Alberta youth (5%) to mention packaging. Youth in Atlantic Canada (18%) and Ontario (15%) are more likely than those in Quebec (1%), Alberta (6%) and British Columbia (6%) to say they are different, and youth in Alberta (12%) are more likely than youth in Quebec (4%) to say they can't tell.

Youth smokers are more likely than non-smoking youth to mention colour (82% vs. 71%) and brand name (48% vs. 36%); non-smoking youth are more likely than youth smokers to simply say they are different (12% vs. 6%).

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, Export A Full Flavour and Number 7.

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 approximately 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.

Rotation formula

Rotation	5	6	7	8
Sample size	N=250	N=247	N=254	N=249
Brand	Export A Full Flavour	Number 7	Export A Full Flavour	Number 7
Health Warning Message	Mouth/Teeth	Mouth/Teeth	Lungs	Lungs
Recall Section	100% branded pack 75% plain pack	50% branded pack 75% plain pack	75% branded pack 50% plain pack	90% branded pack 50% plain pack
Size Section	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
Comparison Section – I	50% branded pack 50% plain pack	50% branded pack 50% plain pack	50% branded pack 50% plain pack	50% branded pack 50% plain pack
Comparison Section – II	75% branded pack 75% plain pack	75% branded pack 75% plain pack	75% branded pack 75% plain pack	75% branded pack 75% plain pack
Behaviour	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 youth are able to recall the brand name of packs with different size coverage of health warning messages for two types of packs: 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. 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, 71 percent of respondents correctly recalled the brand name of the branded pack they were shown, and 82 percent correctly recalled the brand name of the plain pack they were shown.

Youth smokers were more likely than non-smoking youth to correctly recall the brand name on both branded (89% vs. 69%) and plain (91% vs. 81%) packs. Youth aged 15 to 18 were also more likely than youth aged 12 to 14 to demonstrate correct recall of brand names of both branded (76% vs. 63%) and plain (86% vs. 77%) packs.

Looking at the recall rates for each of the four sizes of health warning messages, 76 percent of youth can recall the brand name of the branded pack with the 50 percent size option and 78 percent can recall the brand name of the branded pack with the 75 percent size option. Recall drops to 64 percent who can recall the brand name of the branded pack with the 90 percent size option and to 66 percent who can recall the brand name of the branded pack with the 100 percent size option. Recall is higher in each rotation among youth smokers than it is among non-smoking youth.

For the plain packs, 81 percent (86% in rotation 7 and 76% in rotation 8) can recall the brand name of the pack with the 50 percent size option, and 82 percent (84% in rotation 5 and 81% in rotation 6) can recall the brand name of the pack with the 75 percent size option. Recall is higher in each rotation among youth smokers than it is among non-smoking youth.

Recall of brand names

	Rotation 5 N=250 Export A Full Flavour Mouth/Teeth HWM	Rotation 6 N=247 Number 7 Mouth/Teeth HWM	Rotation 7 N=254 Export A Full Flavour Lungs HWM	Rotation 8 N=249 Number 7 Lungs HWM
Branded Packs				
	100% size option	50% size option	75% size option	90% size option
	%	%	%	%
T	66	76	78	64
NS	64	73	76	62
S	83	98	94	83
Plain Packs				
	75% size option	75% size option	50% size option	50% size option
	%	%	%	%
T	84	81	86	76
NS	83	79	85	75
S	93	93	93	85

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 72 percent, the 75 percent size option is 69 percent, the 90 percent size option is 53 percent, and the 100 percent size option is 58 percent. When the plain pack is shown first, before the branded pack, recall of the 50 percent size option is 68 percent and the 75 percent size pack option is 70 percent.

Effect of display order on recall of brand

Branded pack recall		
	Shown first (%)	Shown second (%)
Rotation 6 – 50%	72	81
Rotation 7 – 75%	69	89
Rotation 8 – 90%	53	76
Rotation 5 – 100%	58	78
Plain pack recall		
	Shown first (%)	Shown second (%)
Rotations 7 & 8 – 50%	68	91
Rotations 5 & 6 – 75%	70	91

Experimental testing: Size

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

In the Size section of the experimental testing, youth aged 12 to 18 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, youth were shown all four branded packs at the same time and asked which size option would be most effective on the same two dimensions. Finally, youth were shown all four branded packs at the same time 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, 17 percent say the 50 percent size option would be very effective, compared to 37 percent who say the same for the 75 percent size option, 59 percent who say the same for the 90 percent size option, and 69 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, 68 percent say the 50 percent size option would be very or somewhat effective, compared to 86 percent who say the same for the 75 percent size option, 89 percent who say the same for the 90 percent size option, and 94 percent who say the same for the 100 percent size option pack.

Youth in Ontario (19%) and Alberta (26%) are more likely than youth in Quebec (9%) to think that the 50 percent size option would be very effective in informing Canadians about the health effects of smoking. Youth in Atlantic Canada (42%), Ontario (38%) and British Columbia (45%) are more likely than youth in Quebec (26%) to think that the 75 percent size option would be very effective. Youth in British Columbia (69%) are more likely than youth in Alberta (48%) to think that the 90 percent size option would be very effective. Youth in Atlantic Canada (70%), Ontario (70%) and British Columbia (80%) are more likely than those in Alberta (55%) to think that the 100 percent size option would be very effective.

Youth smokers 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 think that the 75 percent size option (47% vs. 28% and 31%), the 90 percent size option (74% vs. 52% and 50%) and the 100 percent size option (81% vs. 68% and 65%) would be very effective in informing Canadians about the health effects of smoking.

Effectiveness in informing Canadians about health effects of tobacco

	50% option			75% option			90% option			100% option		
	T	NS	S	T	NS	S	T	NS	S	T	NS	S
	%	%	%	%	%	%	%	%	%	%	%	%
Very effective	17	17	18	37	37	33	59	59	55	69	69	69
Somewhat effective	51	51	47	49	49	48	30	30	28	25	25	20
Total effective	68	68	65	86	86	81	89	89	83	94	94	89
Not very effective	24	24	24	12	12	13	9	9	9	4	4	4
Not at all effective	7	7	9	3	3	6	2	2	7	2	1	7
Total not effective	31	31	33	15	15	19	11	11	16	6	5	11
dk/na	*	*	1	*	-	*	*	-	*	*	*	-

* Less than one percent

Effectiveness in informing Canadians about health effects of tobacco

Size	Rotation 5 N=250 Export A Full Flavour Mouth/Teeth HWM			Rotation 6 N=247 Number 7 Mouth/Teeth HWM			Rotation 7 N=254 Export A Full Flavour Lungs HWM			Rotation 8 N=249 Number 7 Lungs HWM		
	Very	Some	Tot	Very	Some	Tot	Very	Some	Tot	Very	Some	Tot
	%	%	%	%	%	%	%	%	%	%	%	%
50%	21	44	65	15	60	75	13	48	61	19	52	71
75%	44	43	87	40	52	92	29	48	77	33	52	85
90%	64	26	90	68	25	93	51	34	85	53	36	89
100%	73	21	94	78	18	96	59	30	89	65	30	95

When it comes to encouraging Canadians to reduce their tobacco use, 16 percent say the 50 percent size option would be very effective, compared to 28 percent who say the same for the 75 percent size option, 46 percent who say the same for the 90 percent size option, and 59 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, 60 percent say the 50 percent size option would be very or somewhat effective, compared to 76 percent who say the same for the 75 percent size option, 82 percent who say the same for the 90 percent size option, and 87 percent who say the same for the 100 percent size option pack.

Youth in Atlantic Canada and Ontario are more likely than youth in Quebec to think that the 50 percent size option (19% and 17% vs. 10%) and the 75 percent size option (34% and 31% vs. 20%) would be very effective in helping Canadians reduce their tobacco use. Youth in Atlantic Canada (62%), Quebec (59%), Ontario (60%) and British Columbia (65%) are more likely than those in Alberta (43%) to think the 100 percent size option would be very effective.

Youth smokers who intend to quit within 30 days are more likely than those who do not intend to quit to think the 75 percent size option (40% vs. 21%), the 90 percent size option (62% vs. 36%) and the 100 percent size option (70% vs. 54%) would be very effective. Youth smokers who intend to quit within 30 days are also more likely than those who intend to quit within two to six months to think the 90 percent size option would be very effective (62% vs. 45%).

Effectiveness in encouraging Canadians to reduce their tobacco use

	50% option			75% option			90% option			100% option		
	GP	NS	S	GP	NS	S	GP	NS	S	GP	NS	S
	%	%	%	%	%	%	%	%	%	%	%	%
Very effective	16	16	14	28	28	28	46	46	44	59	59	59
Somewhat effective	44	44	44	48	48	46	36	37	34	28	29	24
Total effective	60	60	58	76	76	74	82	83	78	87	88	83
Not very effective	27	27	27	18	18	16	13	13	10	8	9	6
Not at all effective	13	13	15	6	6	11	5	4	11	4	4	11
Total not effective	40	40	42	24	24	27	18	17	21	12	13	17
dk/na	*	*	-	*	-	*	*	-	*	*	*	-

* Less than one percent

Effectiveness in encouraging Canadians to reduce their tobacco use

	Rotation 5 N=250 Export A Full Flavour Mouth/Teeth HWM			Rotation 6 N=247 Number 7 Mouth/Teeth HWM			Rotation 7 N=254 Export A Full Flavour Lungs HWM			Rotation 8 N=249 Number 7 Lungs HWM		
Size	Very	Some	Tot	Very	Some	Tot	Very	Some	Tot	Very	Some	Tot
	%	%	%	%	%	%	%	%	%	%	%	%
50%	16	44	60	19	47	66	12	40	52	15	45	60
75%	29	46	75	36	47	83	22	50	72	24	48	72
90%	47	32	79	62	27	89	35	49	84	40	38	78
100%	61	23	84	70	23	93	49	36	85	55	32	87

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, 80 percent of youth choose the 100 percent size option and fewer than 10 percent each choose the 50 percent size option (4%), the 75 percent size option (4%) or the 90 percent size option (8%). Fewer than one in ten say that they are all equal (5%) or that none is the most effective (1%).

Most effective in informing Canadians about the health effects of tobacco

Size	Total			Rotation			
	T	NS	S	Rotation 5 N=250 Export A Full Flavour Mouth/Teeth HWM	Rotation 6 N=247 Number 7 Mouth/Teeth HWM	Rotation 7 N=254 Export A Full Flavour Lungs HWM	Rotation 8 N=249 Number 7 Lungs HWM
	%	%	%	%	%	%	%
50%	4	4	5	3	2	5	4
75%	4	3	7	4	4	2	4
90%	8	8	6	9	7	6	8
100%	80	80	76	79	84	77	79
All equal	5	5	5	4	2	8	4
None	1	1	1	-	1	1	1
dk/na	-	-	-	-	-	-	-

Youth in Atlantic Canada (83%) and Ontario (83%) are more likely than youth in Quebec (72%) to think the 100 percent size option would be the most effective in informing Canadians.

Those who are not potential smokers (83%) are more likely than those who are potential smokers (74%) to think the 100 percent size option would be most effective in informing Canadians about the health effects of tobacco.

When youth who selected the 100 percent size option were asked why they chose that option, the most frequent response is just a big health warning, no label, no distractions (80%). Much smaller proportions mention visual impact, in your face, noticeable (28%), effective warning, clear message, straight to the point (6%) and more aware of health risk, constant reminder (9%).

Among those who selected the 100 percent size option, youth aged 12 to 14 are more likely than those aged 15 to 18 to say just a big health warning, no label, no distractions (85% vs. 76%) and more aware of the health risk (13% vs. 6%); youth aged 15 to 18 are more likely than those aged 12 to 14 to mention visual impact (32% vs. 24%).

Youth in Atlantic Canada (87%) and Alberta (90%) are more likely than youth in Quebec (72%) to mention just a big health warning; youth in Alberta are also more likely than youth in Ontario (79%) to mention just a big health warning. Youth in Ontario (30%) and British Columbia (36%) are more likely than those in Alberta (15%) to mention visual impact.

Non-smoking youth are more likely than youth smokers to mention just a big health warning (81% vs. 73%); youth smokers are more likely than non-smoking youth to mention visual impact (35% vs. 28%).

Reasons for choice of 100 percent size option as most effective in informing about health effects of tobacco

Among those who choose 100% size as most effective (N=782)	Total			Rotation			
	T N=782	NS N=490	S N=292	5 N=192	6 N=202	7 N=192	8 N=196
	%	%	%	%	%	%	%
Just a big health warning/no label/no distractions	80	81	73	83	80	79	79
Visual impact/in your face/noticeable	28	28	35	27	39	25	22
More aware of the health risk/constant reminder	9	9	6	10	11	7	8
Effective warning/clear message/straight to the point	6	6	8	6	4	3	12
Label/brand/advertisement along with warning visible	3	3	3	6	1	4	*
Overpowering/aggressive/don't want to carry around	2	2	4	3	2	2	*
Encourage people to quit/cut down	2	2	2	2	3	1	1
Informative	2	1	4	*	3	1	2
Same message/no difference (picture/text)	*	*	*	-	-	*	1
Less colour/too plain/unattractive	*	*	-	-	-	1	-
Not overpowering/more appealing /attractive	*	*	2	-	1	1	1
Ineffective/aware of risk but will still smoke	*	-	*	-	*	-	-
Warning size not important/not necessary	*	-	*	-	-	*	-
Other	1	1	-	-	-	1	2
dk/na	*	*	*	-	-	1	-

* Less than one percent

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, 77 percent of youth choose the 100 percent size option and fewer than 10 percent each choose the 50 percent size option (5%), the 75 percent size option (4%) or the 90 percent size option (7%). One in ten say that they are all equal (5%) or that none is the most effective (3%).

Most effective in encouraging Canadians to reduce their tobacco use

Size	Total			Rotation			
	T	NS	S	Rotation 5 N=250 Export A Full Flavour Mouth/Teeth HWM	Rotation 6 N=247 Number 7 Mouth/Teeth HWM	Rotation 7 N=254 Export A Full Flavour Lungs HWM	Rotation 8 N=249 Number 7 Lungs HWM
	%	%	%	%	%	%	%
50%	5	5	5	4	3	7	6
75%	4	3	8	5	5	1	4
90%	7	7	6	5	7	8	9
100%	77	77	72	79	81	73	74
All equal	5	5	4	5	3	6	5
None	3	2	4	3	1	4	2
dk/na	*	-	1	-	-	*	-

* Less than one percent

Boys (80%) are more likely than girls (73%) to say the 100 percent size option would be most effective in encouraging Canadians to reduce their tobacco use. Youth in British Columbia (88%) are more likely than youth in Quebec (73%), Ontario (78%) and Alberta (74%) to say the 100 percent size option would be most effective. Among non-smoking youth, those who are not potential smokers are more likely than those who are potential smokers to say the 100 percent size option would be most effective (79% vs. 72%).

When youth 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 (60%), and visual impact, in your face, noticeable (31%). Much smaller proportions mention more aware of health risk, constant reminder (14%), effective warning, clear message, straight to the point (9%), and encourage people to cut down or quit (7%).

Youth aged 12 to 14 are more likely than those aged 15 to 18 to mention just a big health warning (65% vs. 57%); those aged 15 to 18 are more likely than those aged 12 to 14 to mention effective warning (12% vs. 5%).

Youth in Atlantic Canada (74%) are more likely than those in Quebec (53%) and Ontario (58%) to mention just a big health warning; youth in Atlantic Canada (40%) are also more likely than those in Quebec (26%) and Alberta (22%) to mention visual impact. Youth in Ontario (8%), Alberta (12%) and British Columbia (12%) are more likely than those in Atlantic Canada (2%) to mention

encourage people to quit. Youth in Alberta (10%) are more likely than those in Quebec (1%) to mention overpowering and aggressive.

Non-smoking youth are more likely than youth smokers to mention more aware of the health risk (14% vs. 9%). Among youth smokers, occasional smokers are more likely than everyday smokers to mention visual impact (39% vs. 26%).

Reasons for choice of 100 percent size option as most effective in encouraging Canadians to reduce their tobacco use

Among those who choose 100% size as most effective (N=752)	Total			Rotation			
	T N=752	NS N=476	S N=276	5 N=192	6 N=195	7 N=181	8 N=184
	%	%	%	%	%	%	%
Just a big health warning/no label/no distractions	60	61	59	57	56	66	64
Visual impact/in your face/noticeable	31	31	30	37	36	25	26
More aware of the health risk/constant reminder	14	14	9	15	23	7	9
Effective warning/clear message/straight to the point	9	9	10	11	7	6	10
Encourage people to quit/cut down	7	6	10	8	7	5	6
Overpowering/aggressive/don't want to carry around	4	4	4	4	5	4	2
Informative	2	2	*	1	3	1	3
Label/brand/advertisement along with warning visible	1	1	1	*	1	1	1
Not overpowering/more appealing /attractive	1	1	1	-	1	1	1
Same message/no difference (picture/text)	*	*	1	-	-	*	1
Used to warnings/just ignore it	*	-	1	*	-	-	*
Ineffective/aware of risk but will still smoke	*	*	-	-	-	-	2
Focus toward youth/new smokers from smoking	*	-	1	*	-	*	-
Other	2	2	2	*	*	4	2
dk/na	1	1	*	4	-	-	*

* Less than one percent

BEST CHOICE

When asked to choose which size pack would be the best choice for cigarette packages in Canada, 54 percent pick the 100 percent size option, 13 percent pick the 50 percent size option, 11 percent pick the 75 percent size option and 17 percent pick the 90 percent size option.

Youth aged 15 to 18 are more likely than those aged 12 to 14 to choose the 50 percent (16% vs. 9%) and the 75 percent (15% vs. 6%) size options are the best choice for cigarette packages in Canada; youth aged 12 to 14 are more likely than those aged 15 to 18 to choose the 100 percent size option (62% vs. 49%).

Youth in Quebec (19%), Ontario (11%) and Alberta (18%) are more likely than those in British Columbia (3%) to think the 50 percent size option would be the best choice. Youth in Alberta (27%) are more likely than those in Quebec (13%) and Ontario (15%) to think the 90 percent size option would be the best choice. Youth in Atlantic Canada (60%), Ontario (57%) and British Columbia (60%) are more likely than those in Alberta (42%) to think that the 100 percent size option would be the best option.

Youth smokers are more likely than non-smoking youth to choose the 50 percent (30% vs. 11%) or the 75 percent (19% vs. 11%) size options; non-smoking youth are more likely than youth smokers to choose the 100 percent size option (57% vs. 29%). Among non-smoking youth, those who are not potential smokers are more likely than those who are potential smokers to select the 100 percent size option (57% vs. 49%). Among youth smokers, occasional smokers are more likely than those who smoke every day to choose the 100 percent size option (40% vs. 24%). Those who intend to quit within 30 days (42%) are more likely than those who do not intend to quit (23%) to choose the 100 percent size option.

Best choice for cigarette packages in Canada

Size	Total			Rotation			
	T	NS	S	Rotation 5 N=250 Export A Full Flavour Mouth/Teeth HWM	Rotation 6 N=247 Number 7 Mouth/Teeth HWM	Rotation 7 N=254 Export A Full Flavour Lungs HWM	Rotation 8 N=249 Number 7 Lungs HWM
	%	%	%	%	%	%	%
50%	13	11	30	13	10	16	12
75%	11	11	19	13	11	9	12
90%	17	17	19	15	21	17	15
100%	54	57	29	54	55	55	54
All equal	2	2	1	1	1	2	4
None	2	2	*	3	1	1	2
dk/na	1	1	*	1	1	2	-

* Less than one percent

When youth who selected the 100 percent size option are asked why they chose that option, the most frequent responses are: just a big health warning, no label, no distractions (38%), encourage people to cut down or quit (25%), and visual impact, in your face, noticeable (19%). Smaller proportions mention effective warning, clear message, straight to the point (16%), more aware of health risk, constant reminder (13%), and informative (6%).

Youth in Quebec (49%) are more likely than those in Ontario (33%) to mention just a big health warning. Youth in Atlantic Canada (32%) are more likely than those in Quebec (17%) to mention encourage people to quit. Youth in Ontario (19%) and British Columbia (28%) are more likely than those in Quebec (9%) to mention effective warning.

Reasons for choice of 100 percent size option as best choice for cigarette packages in Canada

Among those who choose 100% size as best choice (N=461)	Total			Rotation			
	T N=461	NS N=348	S N=113	5 N=111	6 N=113	7 N=118	8 N=119
	%	%	%	%	%	%	%
Just a big health warning/no label/no distractions	38	38	39	30	38	39	45
Encourage people to quit/cut down	25	25	22	31	28	24	16
Visual impact/in your face/noticeable	19	19	25	16	22	17	20
Effective warning/clear message/straight to the point	16	16	13	15	18	17	13
More aware of the health risk/constant reminder	13	13	8	15	15	13	10
Informative	6	6	6	5	3	5	9
Label/brand/advertisement along with warning visible	4	4	3	5	3	5	2
Overpowering/aggressive/don't want to carry around	3	3	7	2	4	1	4
Ineffective/aware of risk but will continue to smoke	1	1	1	-	1	-	1
Focus toward youth/new smokers from smoking	1	1	2	1	1	1	*
Not overpowering/more appealing/attractive	*	*	3	-	*	2	-
Less colour/too plain/unattractive	*	*	-	-	-	1	-
Same message/no difference (picture/text)	*	*	-	-	-	1	-
Other	3	3	3	3	1	4	5
dk/na	1	1	2	1	2	*	2

* Less than one percent

Experimental testing: Comparison of branded and plain packs

The major objective of the Comparison section is to evaluate the response of youth aged 12 to 18 to the branded vs. plain packs, controlling for the brand and size of the health warning message. Two sizes were compared: 50 percent coverage and 75 percent coverage.

Youth were shown two pairs of packs; one pair consisted of a branded pack and a plain pack, both with the same brand name and message, 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.

For each pair, youth were asked to indicate which pack 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, youth 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, 50 percent of youth say the plain pack is more effective, while 25 percent say the branded pack is more effective; a total of one-quarter say both are equally effective (21%) or neither is more effective (3%).

Youth aged 15 to 18 are more likely than those aged 12 to 14 to think the plain pack with the 50 percent size option is most effective in informing Canadians about the health effects of tobacco (53% vs. 46%). Youth in Atlantic Canada (60%) and British Columbia (62%) are more likely than those in Ontario (47%) and Alberta (43%) to say the plain pack is most effective. Youth in Ontario (28%) and Alberta (33%) are more likely than those in Atlantic Canada (18%) to think the branded pack would be more effective. Non-smoking youth are more likely than youth smokers to think the branded pack is more effective (26% vs. 20%).

When a branded and a plain pack with the 75 percent size option are compared, 52 percent say the plain pack is more effective than the branded pack in informing Canadians about the health effects of tobacco, while 26 percent say the branded pack is more effective; a total of two in ten say both are equally effective (19%) or neither is more effective (3%).

Girls are more likely than boys to think the branded pack with the 75 percent size option is most effective in informing Canadians about the health effects of tobacco (29% vs. 22%). Youth smokers are more likely than non-smoking youth to think that both packs are equally effective (25% vs. 19%).

Most effective in informing Canadians about health effects

	50% size option			75% size option		
	T	NS	S	T	NS	S
	%	%	%	%	%	%
Branded pack	25	26	20	26	26	21
Plain pack	50	50	50	52	52	51
Both	21	21	24	19	19	25
Neither	3	3	6	3	3	3
dk/na	*	*	*	*	*	*

* Less than one percent

Most effective in informing Canadians about health effects

By rotation

Size	Rotation 5 N=250 Export A Full Flavour Mouth/Teeth HWM		Rotation 6 N=247 Number 7 Mouth/Teeth HWM		Rotation 7 N=254 Export A Full Flavour Lungs HWM		Rotation 8 N=249 Number 7 Lungs HWM	
	Branded	Plain	Branded	Plain	Branded	Plain	Branded	Plain
	%	%	%	%	%	%	%	%
50%	27	49	27	47	24	51	24	52
75%	31	47	25	53	21	54	26	55

When branded packs are tested against plain packs, youth 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, 53 percent say the plain pack is more effective, while 23 percent say the branded pack is more effective; a total of one-quarter say both are equally effective (19%) or neither is more effective (5%).

Girls are more likely than boys to think the branded pack with the 50 percent size option is most effective in encouraging Canadians to reduce their tobacco use (26% vs. 20%). Non-smoking youth are more likely than youth smokers to think the branded pack is more effective (24% vs. 16%), while youth smokers are more likely than non-smoking youth to think both the plain and branded packs are equally effective (25% vs. 19%).

When a branded and a plain pack with the 75 percent size option are compared, 54 percent say the plain pack is more effective than the branded pack in encouraging Canadians to reduce their tobacco use, while 22 percent say the branded pack is more effective; a total of one-quarter say both are equally effective (19%) or neither is more effective (4%).

Most effective in encouraging Canadians to reduce their tobacco use

	50% size option			75% size option		
	T	NS	S	T	NS	S
	%	%	%	%	%	%
Branded pack	23	24	16	22	23	18
Plain pack	53	53	50	54	54	52
Both	19	19	25	19	19	24
Neither	5	4	8	4	4	7
dk/na	*	*	*	*	*	-

* Less than one percent

Most effective in encouraging Canadians to reduce their tobacco use

Size	Rotation 5 N=250 Export A Full Flavour Mouth/Teeth HWM		Rotation 6 N=247 Number 7 Mouth/Teeth HWM		Rotation 7 N=254 Export A Full Flavour Lungs HWM		Rotation 8 N=249 Number 7 Lungs HWM	
	Branded	Plain	Branded	Plain	Branded	Plain	Branded	Plain
	%	%	%	%	%	%	%	%
50%	26	51	24	51	20	52	22	57
75%	29	50	22	54	17	54	21	59

Experimental testing: Behaviour

In the Behaviour section of the experimental testing, youth smokers aged 12 to 18 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.

Youth smokers are most likely to say that they would react to the introduction of the 100 percent size option by trying to quit or having an increased desire to quit (31%), and by smoking less (24%). Other responses mentioned include: buy another brand or pack (14%), shocked, grossed out, dislike (14%), think twice before buying or smoking (13%), cover the pack or use a cigarette case (10%), transfer cigarettes to another container (8%), try to hide the pack or keep it out of sight (8%), brush teeth (7%), not want to buy anymore or less often (7%), and be angry or upset (6%). One-quarter (26%) say that such a change would have no impact or they would have no response.

Youth smokers aged 15 to 18 are more likely than those aged 12 to 14 to say they would buy another brand or pack (15% vs. 2%).

Youth smokers in Ontario (18%) are more likely than youth smokers in Alberta (6%) to say they would be shocked, grossed out, dislike it. Youth smokers in Quebec (12%) and Ontario (10%) are more likely than youth smokers in Atlantic Canada (2%) to say they would cover the pack. Youth smokers in Ontario (11%) are more likely than youth smokers in Alberta (1%) and British Columbia (3%) to say they would transfer cigarettes to another container.

Occasional smokers are more likely than everyday smokers to say they would smoke less (39% vs. 17%). Those who smoke everyday are more likely than occasional smokers to say they would cover the pack or use a cigarette case (12% vs. 5%). Youth smokers who intend to quit within the next 30 days are more likely than those who intend to quit in the next two to six months and those who do not intend to quit to say that their response would be to try to quit (51% vs. 34% and 22%) and to smoke less (42% vs. 23% and 20%).

Response to 100 percent size option on cigarette packages in Canada

Among smokers (n=386)	Total N=386	Rotation			
		5 N=86	6 N=96	7 N=104	8 N=100
	%	%	%	%	%
Try to quit/increase desire to quit	31	29	37	25	33
Smoke less	24	19	18	27	83
Shocked/grossed out/dislike	14	14	13	11	16
Buy another brand/pack/tobacco	14	16	16	9	15
Think twice before buying	13	10	13	20	9
Would cover the pack/use cigarette case	10	15	11	5	7
Would transfer cigarettes to another container	8	11	9	6	8
Would try to hide pack/keep out of sight	8	8	15	1	8
Not want to buy any more/buy less often	7	4	12	3	8
Brush teeth	7	6	11	8	5
Would be angry/upset	6	1	5	11	6
More informed/aware/think about it	4	2	2	2	9
See dentist	3	2	-	5	4
Advise others to quit	2	-	-	5	2
Complain/object	2	4	3	-	2
Avoid certain messages	2	2	3	4	1
Reminder of health repercussions	*	-	-	1	1
Won't know brand/type	*	-	-	-	2
Other	1	-	-	1	1
No impact/no response/do nothing	26	28	17	38	21
dk/na	1	1	3	-	2

* Less than one percent

CONCLUSIONS

The survey results indicate that youth in general are almost unanimous in supporting the placement of health warning messages (HWMs) on cigarette packages; youth smokers are somewhat less in favour but almost nine in ten offer support for such placement. Further, most youth smokers find the current health warning messages on cigarette packages to be important sources of information about the health effects of smoking, and significant numbers of youth smokers think HWMs have helped them change their smoking behaviours – by smoking less, smoking less around others or trying to quit.

While most youth think that the current messages are accurate, informative and worth reading multiple times, some youth (and a majority of youth smokers) think the current messages are worn out. Both youth in general and youth smokers are more likely to spontaneously suggest the use of new pictures and messages to re-invigorate the overall tobacco reduction message than to suggest increasing the size of the messages. Further, when asked to think about specific changes that could be made to strengthen the overall tobacco reduction messages, youth, and youth smokers in particular, believe that new message content (graphics or text) would be more effective than increasing the message size.

Nonetheless, when presented with actual mock-ups of cigarette packages showing increased size options for the HWMs, large numbers of youth, including youth 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.

Large majorities of youth, and almost all youth smokers, have no problem in identifying and recalling the brand name on both branded and plain packages with HWMs occupying up to 75 percent of the face of the pack; recall of the brand name on branded packages with HWMs occupying 90 percent or more of the face of the pack is somewhat lower (about two-thirds of youth in general, and more than eight in ten youth smokers).

In general, the larger the HWM, the more likely youth in general and youth smokers in particular are to think it would be effective in informing and changing smoking behaviour; in fact, three-quarters or more of youth (and seven in ten or more of youth smokers) pick the pack with the 100 percent size option as the most effective on both these dimensions. Youth in general and youth 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, only about half of youth in general, and three in ten of youth smokers, think the 100 percent size option would be the best choice for cigarette packages in Canada; the remainder are divided among the 50 percent, 75 percent and 90 percent options.

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.

REGION	Actual % of total popl'n*	Survey targets and regional proportions – Adult and Youth surveys
CANADA	100	2,000 (100%)
MARITIMES	7	
Halifax		275 (14%)
QUEBEC	24	
Montreal		200 (10%)
Quebec City		150 (8%)
Gatineau		100 (5%)
ONTARIO	39	
London		100 (5%)
Ottawa		200 (10%)
Toronto		275 (14%)
Peterborough		310 (15%)
WESTERN CANADA	30	
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)
CANADA	100	1,000	1,000	100
MARITIMES	7	137	137	14
Halifax		137	137	
QUEBEC	24	225	225	23
Montreal		100	100	
Quebec City		75	75	
Gatineau		50	50	
ONTARIO	39	444	444	44
London		50	50	
Ottawa		100	100	
Toronto		139	139	
Peterborough		155	155	
WESTERN CANADA	30	194	195	20
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	
CANADA	100	1,000			1,000			
MARITIMES	7	138	103	35	164	156	8	16
Halifax		138	103	35	164	156	8	
QUEBEC	24	225	128	97	208	182	26	21
Montreal		100	63	37	97	87	10	
Quebec City		75	43	32	75	65	9	
Gatineau		50	22	28	36	30	6	
ONTARIO	39	442	278	164	449	409	40	45
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	
WESTERN CANADA	30	195	105	90	180	157	23	18
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 Youth
Size of Warning Labels
PN6248
Questionnaire - Final

Rotation 5
Export A Full Flavour
Mouth/Teeth
Packs 51-56

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.

A. Just to confirm how old are you?

- 1 – 12
- 2 - 13
- 3 - 14
- 4 - 15
- 5 - 16
- 6 - 17
- 7 – 18

ALL MUST BE BETWEEN 12 TO 18

B.. **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 - GO TO Q.5 |
| 2 - Occasionally (less than every day) | SMOKER - GO TO Q.5 |
| 3 - Not at all | NON- SMOKER - GO TO Q.2 |
| 4 - DK/NA | NON- SMOKER - GO TO Q.2 |

ASK ALL NON-SMOKERS :

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

- | | |
|-----------|--------------------|
| 1 - Yes | SKIP TO Q.4 |
| 2 - No | GO TO Q.3 |
| 3 - DK/NA | GO TO Q.3 |

IF RESPONDENT HAS NOT EVER TRIED SMOKING IN Q.2 OR DK/NA, ASK:

3. Have you ever seriously thought about trying smoking?

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

ASK ALL NON-SMOKERS:

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

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

NON-SMOKERS GO TO Q 14

ASK ALL SMOKERS:

5. 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:

6. 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:

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

cigarettes per day

- 2 - DK/NA

IF SMOKE OCCASIONALLY, ASK:

8. Have you ever smoked cigarettes daily?

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

9. 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

10. Have you ever tried to quit smoking?

- 1 - Yes **ASK Q 11**
- 2 - No **GO TO Q12**
- 3 - DK/NA **GO TO Q 12**

11. 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 SMOKERS:

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

- 1 - Yes **ASK b)**
- 2 - No **GO to Q. 13**
- 3 - DK/NA **GO to Q. 13**

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

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

ASK ALL SMOKERS

13. 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

ASK ALL

14. 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

ASK ALL

15 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.15a), ASK:

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

- 1 - _____ **TIMES PER DAY**
- 2 - DK/NA

ASK ALL

16 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?]

- 2 - None
- 3 - DK/NA

ASK ALL

17 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?]

- 2 - None
- 3 - DK/NA

ASK ALL

18. 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

ASK ALL

19. 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

ASK ALL SMOKERS Q 20/NON SMOKERS GO TO Q 21

20. 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

ASK ALL

21. 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

ASK ALL

22. 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

ASK ALL

23. 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

ASK ALL

24. 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

R5 Segment- Mouth/Teeth--Export A Full Flavour

Export A Full Flavour brand visible – 4 sizes of messages -51, 52, 53, 54

Export A Full Flavour plain pack – 2 sizes of messages – 55, 56

RECALL SECTION - ASK ALL

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 #54 (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 - Export A
- 2 - Other (SPECIFY)_____
- 3 - DK/NA

RECALL 2

EX2 I am going to show you a cigarette package. **SHOW PACK #56 (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 - Export A
- 2 - Other (SPECIFY)_____
- 3 - DK/NA

SIZE SECTION – ASK ALL

RANDOMIZE ORDER OF SHOWING 51,52,53,54

I am going to show you some cigarette packages.

51

EX3 **SHOW PACK # 51 (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

52

EX4 SHOW PACK # 52 (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

53

EX5 SHOW PACK # 53 (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

54

EX 6 SHOW PACK # 54 (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	1	2	3	4	5

EX7.a) Here are these 4 packs again together. **SHOW PACKS # 51, 52, 53, 54 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 - 51 **ASK b**
- 2 - 52 **ASK b**
- 3 - 53 **ASK b**
- 4 - 54 **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 # 51, 52, 53, 54 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 - 51 **ASK b**
- 2 - 52 **ASK b**
- 3 - 53 **ASK b**
- 4 - 54 **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 # 51 ,52, 53, 54, 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 - 51 **ASK b**
- 2 - 52 **ASK b**
- 3 - 53 **ASK b**
- 4 - 54 **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 – ASK ALL

ROTATE COMPARISON 1 AND 2

I am going to show you some other cigarette packages.

COMPARISON 1 (50% size)

EX10 **SHOW PACKS # 51 AND 55 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 51	Package 55	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 #52 AND 56 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 52	Package 56	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 –ASK SMOKERS ONLY

EX 12 **SHOW PACK # 54 (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

ASK ALL

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

- 1 - Yes **ASK b**
- 2 - No **GO TO Q 26**
- 3 - DK/NA **GO TO Q 26**

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

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

Now a few questions for classification purposes. Please be assured that all your responses will be kept entirely anonymous and absolutely confidential.

26 Are you currently attending school full or part-time?

- 1 - yes, in school full-time **GO TO Q.27**
- 2 - yes, in school part-time **GO TO Q.27**
- 3 - No, not in school **GO TO Q.28**
- 4 - DK/NA **GO TO Q.29**

IF IN SCHOOL, ASK:

27 What grade or level are you in school?

DO NOT READ

- 01 - Grades 1-5
- 02 - Grade 6
- 03 - Grade 7
- 04 - Grade 8
- 05 - Grade 9
- 06 - Grade 10
- 07 - Grade 11
- 08 - Grade 12
- 10 - Community college, vocational trade school or CEGEP (not completed)
- 11 - Completed community college, vocational trade school or CEGEP
- 12 - University (no degree)
- 13 - Completed university (Bachelor's degree)
- 14 - Post-graduate university (Master's, Ph.D., completed or not)
- 15 - DK/NA

IF NOT IN SCHOOL, ASK:

28 What is the highest grade or level of education that you have reached? **DO NOT READ**

- 01 - Grades 1-5
- 02 - Grade 6
- 03 - Grade 7
- 04 - Grade 8
- 05 - Grade 9
- 06 - Grade 10
- 07 - Grade 11
- 08 - Grade 12
- 09 - Grade 13/OAC
- 10 - Community college, vocational trade school or CEGEP (not completed)
- 11 - Completed community college, vocational trade school or CEGEP
- 12 - University (no degree)
- 13 - Completed university (Bachelor's degree)
- 14 - Post-graduate university (Master's, Ph.D., completed or not)
- 15 - DK/NA

ASK ALL

29 What is the highest level of education that either of your parents have reached?

INTERVIEWER NOTE: CODE RESPONSE FOR WHICH EVER PARENT HAS THE HIGHER LEVEL OF EDUCATION. 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 11 in Quebec or 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

30 Are you ... **READ**

- 1 - Living with both parents
- 2 - Living with one parent
- 3 - Living with someone else, or
- 4 - Living alone
- 5 - DK/NA

31 How much money do you usually get each week to spend on yourself or to save? Please include all money from allowances and jobs like babysitting, delivering papers, or anything else. **READ**

- 1- Zero
- 2- \$1 to \$5
- 3- \$6 to \$10
- 4- \$11 to \$20
- 5- \$21 to \$40
- 6- \$41 to \$100
- 7- More than \$100
- 8- 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.



Survey of Youth
Size of Warning Labels
PN6248
Questionnaire - Final

Rotation 6
Number 7 brand
Mouth/Teeth
Packs 61-66

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.

A. Just to confirm how old are you?

- 1 – 12
- 2 - 13
- 3 - 14
- 4 - 15
- 5 - 16
- 6 - 17
- 7 – 18

ALL MUST BE BETWEEN 12 TO 18

B.. **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 - GO TO Q.5 |
| 2 - Occasionally (less than every day) | SMOKER - GO TO Q.5 |
| 3 - Not at all | NON- SMOKER - GO TO Q.2 |
| 4 - DK/NA | NON- SMOKER - GO TO Q.2 |

ASK ALL NON-SMOKERS :

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

- | | |
|-----------|--------------------|
| 1 - Yes | SKIP TO Q.4 |
| 2 - No | GO TO Q.3 |
| 3 - DK/NA | GO TO Q.3 |

IF RESPONDENT HAS NOT EVER TRIED SMOKING IN Q.2 OR DK/NA, ASK:

3. Have you ever seriously thought about trying smoking?

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

ASK ALL NON-SMOKERS:

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

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

NON-SMOKERS GO TO Q 14

ASK ALL SMOKERS:

5. 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:

6. 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:

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

cigarettes per day

- 2 - DK/NA

IF SMOKE OCCASIONALLY, ASK:

8. Have you ever smoked cigarettes daily?

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

9. 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

10. Have you ever tried to quit smoking?

- 1 - Yes **ASK Q 11**
- 2 - No **GO TO Q12**
- 3 - DK/NA **GO TO Q 12**

11. 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 SMOKERS:

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

- 1 – Yes **ASK b)**
- 2 - No **GO to Q. 13**
- 3 – DK/NA **GO to Q. 13**

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

- 1 - Yes
- 2 - No
- 3 – DK/NA

ASK ALL SMOKERS

13. 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

ASK ALL

14. 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

ASK ALL

15 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.15a), ASK:

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

- 1 - _____ **TIMES PER DAY**
- 2 - DK/NA

ASK ALL

16 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?]

- 2 - None
- 3 - DK/NA

ASK ALL

17 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?]

- 2 - None
- 3 - DK/NA

ASK ALL

18. 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

ASK ALL

19. 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

ASK ALL SMOKERS Q 20/NON SMOKERS GO TO Q 21

20. 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

ASK ALL

21. 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

ASK ALL

22. 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

ASK ALL

23. 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

ASK ALL

24. 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

R6 Segment- Mouth/Teeth---Number 7

Number 7 brand visible – 4 sizes of messages -61, 62, 63, 64

Number 7 plain pack – 2 sizes of messages – 65, 66

RECALL SECTION - ASK ALL

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 #61 (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 - Number 7
- 2 - Other (SPECIFY)_____
- 3 - DK/NA

RECALL 2

EX2 I am going to show you a cigarette package. **SHOW PACK #66 (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 – Number 7
- 2 - Other (SPECIFY)_____
- 3 - DK/NA

SIZE SECTION – ASK ALL

RANDOMIZE ORDER OF SHOWING 61,62,63,64

I am going to show you some cigarette packages.

61

EX3 **SHOW PACK # 61 (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

62

EX4 SHOW PACK # 62 (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

63

EX5 SHOW PACK # 63 (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

64

EX 6 SHOW PACK # 64 (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	1	2	3	4	5

EX7.a) Here are these 4 packs again together. **SHOW PACKS # 61, 62, 63, 64 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 - 61 **ASK b**
- 2 - 62 **ASK b**
- 3 - 63 **ASK b**
- 4 - 64 **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 # 61, 62, 63, 64 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 - 61 **ASK b**
- 2 - 62 **ASK b**
- 3 - 63 **ASK b**
- 4 - 64 **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 # 61 ,62, 63, 64, 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 - 61 **ASK b**
- 2 - 62 **ASK b**
- 3 - 63 **ASK b**
- 4 - 64 **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 – ASK ALL

ROTATE COMPARISON 1 AND 2

I am going to show you some other cigarette packages.

COMPARISON 1 (50% size)

EX10 **SHOW PACKS # 61 AND 65 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 61	Package 65	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 #62 AND 66 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 62	Package 66	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 –ASK SMOKERS ONLY

EX 12 SHOW PACK # 64 (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

ASK ALL

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

- 1 - Yes **ASK b**
- 2 - No **GO TO Q 26**
- 3 - DK/NA **GO TO Q 26**

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

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

Now a few questions for classification purposes. Please be assured that all your responses will be kept entirely anonymous and absolutely confidential.

26 Are you currently attending school full or part-time?

- 1 - yes, in school full-time **GO TO Q.27**
- 2 - yes, in school part-time **GO TO Q.27**
- 3 - No, not in school **GO TO Q.28**
- 4 - DK/NA **GO TO Q.29**

IF IN SCHOOL, ASK:

27 What grade or level are you in school?

DO NOT READ

- 01 - Grades 1-5
- 02 - Grade 6
- 03 - Grade 7
- 04 - Grade 8
- 05 - Grade 9
- 06 - Grade 10
- 07 - Grade 11
- 08 - Grade 12
- 10 - Community college, vocational trade school or CEGEP (not completed)
- 11 - Completed community college, vocational trade school or CEGEP
- 12 - University (no degree)
- 13 - Completed university (Bachelor's degree)
- 14 - Post-graduate university (Master's, Ph.D., completed or not)
- 15 - DK/NA

IF NOT IN SCHOOL, ASK:

28 What is the highest grade or level of education that you have reached? **DO NOT READ**

- 01 - Grades 1-5
- 02 - Grade 6
- 03 - Grade 7
- 04 - Grade 8
- 05 - Grade 9
- 06 - Grade 10
- 07 - Grade 11
- 08 - Grade 12
- 09 - Grade 13/OAC
- 10 - Community college, vocational trade school or CEGEP (not completed)
- 11 - Completed community college, vocational trade school or CEGEP
- 12 - University (no degree)
- 13 - Completed university (Bachelor's degree)
- 14 - Post-graduate university (Master's, Ph.D., completed or not)
- 15 - DK/NA

ASK ALL

29 What is the highest level of education that either of your parents have reached?

INTERVIEWER NOTE: CODE RESPONSE FOR WHICH EVER PARENT HAS THE HIGHER LEVEL OF EDUCATION. 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 11 in Quebec or 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

30 Are you ... **READ**

- 1 - Living with both parents
- 2 - Living with one parent
- 3 - Living with someone else, or
- 4 - Living alone
- 5 - DK/NA

31 How much money do you usually get each week to spend on yourself or to save? Please include all money from allowances and jobs like babysitting, delivering papers, or anything else. **READ**

- 1- Zero
- 2- \$1 to \$5
- 3- \$6 to \$10
- 4- \$11 to \$20
- 5- \$21 to \$40
- 6- \$41 to \$100
- 7- More than \$100
- 8- 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.



Survey of Youth
Size of Warning Labels
PN6248
Questionnaire - Final

Rotation 7
Export A Full Flavour
Lungs
Packs 71-76

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.

A. Just to confirm how old are you?

- 1 – 12
- 2 - 13
- 3 - 14
- 4 - 15
- 5 - 16
- 6 - 17
- 7 – 18

ALL MUST BE BETWEEN 12 TO 18

B.. **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 - GO TO Q.5 |
| 2 - Occasionally (less than every day) | SMOKER - GO TO Q.5 |
| 3 - Not at all | NON- SMOKER - GO TO Q.2 |
| 4 - DK/NA | NON- SMOKER - GO TO Q.2 |

ASK ALL NON-SMOKERS :

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

- | | |
|-----------|--------------------|
| 1 - Yes | SKIP TO Q.4 |
| 2 - No | GO TO Q.3 |
| 3 - DK/NA | GO TO Q.3 |

IF RESPONDENT HAS NOT EVER TRIED SMOKING IN Q.2 OR DK/NA, ASK:

3. Have you ever seriously thought about trying smoking?

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

ASK ALL NON-SMOKERS:

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

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

NON-SMOKERS GO TO Q 14

ASK ALL SMOKERS:

5. 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:

6. 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:

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

cigarettes per day

- 2 - DK/NA

IF SMOKE OCCASIONALLY, ASK:

8. Have you ever smoked cigarettes daily?

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

9. 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

10. Have you ever tried to quit smoking?

- 1 - Yes **ASK Q 11**
- 2 - No **GO TO Q12**
- 3 - DK/NA **GO TO Q 12**

11. 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 SMOKERS:

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

- 1 – Yes **ASK b)**
- 2 - No **GO to Q. 13**
- 3 – DK/NA **GO to Q. 13**

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

- 1 - Yes
- 2 - No
- 3 – DK/NA

ASK ALL SMOKERS

13. 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

ASK ALL

14. 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

ASK ALL

15 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.15a), ASK:

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

- 1 - _____ **TIMES PER DAY**
- 2 - DK/NA

ASK ALL

16 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?]

- 2 - None
- 3 - DK/NA

ASK ALL

17 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?]

- 2 - None
- 3 - DK/NA

ASK ALL

18. 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

ASK ALL

19. 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

ASK ALL SMOKERS Q 20/NON SMOKERS GO TO Q 21

20. 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

ASK ALL

21. 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

ASK ALL

22. 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

ASK ALL

23. 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

ASK ALL

24. 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

R7 Segment- Lungs--Export A Full Flavour

Export A Full Flavour brand visible – 4 sizes of messages -71, 72, 73, 74

Export A Full Flavour plain pack – 2 sizes of messages – 75, 76

RECALL SECTION - ASK ALL

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 #72 (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 - Export A
- 2 - Other (SPECIFY)_____
- 3 - DK/NA

RECALL 2

EX2 I am going to show you a cigarette package. **SHOW PACK #75 (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 - Export A
- 2 - Other (SPECIFY)_____
- 3 - DK/NA

SIZE SECTION – ASK ALL

RANDOMIZE ORDER OF SHOWING 71,72,73,74

I am going to show you some cigarette packages.

71

EX3 **SHOW PACK # 71 (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

72

EX4 SHOW PACK # 72 (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

73

EX5 SHOW PACK # 73 (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

74

EX 6 SHOW PACK # 74 (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 # 71, 72, 73, 74 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 - 71 **ASK b**
- 2 - 72 **ASK b**
- 3 - 73 **ASK b**
- 4 - 74 **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 # 71, 72, 73, 74 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 - 71 **ASK b**
- 2 - 72 **ASK b**
- 3 - 73 **ASK b**
- 4 - 74 **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 # 71 ,72, 73, 74, 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 - 71 **ASK b**
- 2 - 72 **ASK b**
- 3 - 73 **ASK b**
- 4 - 74 **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 – ASK ALL

ROTATE COMPARISON 1 AND 2

I am going to show you some other cigarette packages.

COMPARISON 1 (50% size)

EX10 **SHOW PACKS # 71 AND 75 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 71	Package 75	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 #72 AND 76 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 72	Package 76	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 –ASK SMOKERS ONLY

EX 12 SHOW PACK # 74 (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

ASK ALL

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

- 1 - Yes **ASK b**
- 2 - No **GO TO Q 26**
- 3 - DK/NA **GO TO Q 26**

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

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

Now a few questions for classification purposes. Please be assured that all your responses will be kept entirely anonymous and absolutely confidential.

26 Are you currently attending school full or part-time?

- 1 - yes, in school full-time **GO TO Q.27**
- 2 - yes, in school part-time **GO TO Q.27**
- 3 - No, not in school **GO TO Q.28**
- 4 - DK/NA **GO TO Q.29**

IF IN SCHOOL, ASK:

27 What grade or level are you in school?

DO NOT READ

- 01 - Grades 1-5
- 02 - Grade 6
- 03 - Grade 7
- 04 - Grade 8
- 05 - Grade 9
- 06 - Grade 10
- 07 - Grade 11
- 08 - Grade 12
- 10 - Community college, vocational trade school or CEGEP (not completed)
- 11 - Completed community college, vocational trade school or CEGEP
- 12 - University (no degree)
- 13 - Completed university (Bachelor's degree)
- 14 - Post-graduate university (Master's, Ph.D., completed or not)
- 15 - DK/NA

IF NOT IN SCHOOL, ASK:

28 What is the highest grade or level of education that you have reached? **DO NOT READ**

- 01 - Grades 1-5
- 02 - Grade 6
- 03 - Grade 7
- 04 - Grade 8
- 05 - Grade 9
- 06 - Grade 10
- 07 - Grade 11
- 08 - Grade 12
- 09 - Grade 13/OAC
- 10 - Community college, vocational trade school or CEGEP (not completed)
- 11 - Completed community college, vocational trade school or CEGEP
- 12 - University (no degree)
- 13 - Completed university (Bachelor's degree)
- 14 - Post-graduate university (Master's, Ph.D., completed or not)
- 15 - DK/NA

ASK ALL

29 What is the highest level of education that either of your parents have reached?

INTERVIEWER NOTE: CODE RESPONSE FOR WHICH EVER PARENT HAS THE HIGHER LEVEL OF EDUCATION. 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 11 in Quebec or 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

30 Are you ... **READ**

- 1 - Living with both parents
- 2 - Living with one parent
- 3 - Living with someone else, or
- 4 - Living alone
- 5 - DK/NA

31 How much money do you usually get each week to spend on yourself or to save? Please include all money from allowances and jobs like babysitting, delivering papers, or anything else. **READ**

- 1- Zero
- 2- \$1 to \$5
- 3- \$6 to \$10
- 4- \$11 to \$20
- 5- \$21 to \$40
- 6- \$41 to \$100
- 7- More than \$100
- 8- 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.



Survey of Youth
Size of Warning Labels
PN6248
Questionnaire - Final

Rotation 8
Number 7 brand
Lungs
Packs 81-86

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.

A. Just to confirm how old are you?

- 1 – 12
- 2 - 13
- 3 - 14
- 4 - 15
- 5 - 16
- 6 - 17
- 7 – 18

ALL MUST BE BETWEEN 12 TO 18

B.. **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 - GO TO Q.5 |
| 2 - Occasionally (less than every day) | SMOKER - GO TO Q.5 |
| 3 - Not at all | NON- SMOKER - GO TO Q.2 |
| 4 - DK/NA | NON- SMOKER - GO TO Q.2 |

ASK ALL NON-SMOKERS :

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

- | | |
|-----------|--------------------|
| 1 - Yes | SKIP TO Q.4 |
| 2 - No | GO TO Q.3 |
| 3 - DK/NA | GO TO Q.3 |

IF RESPONDENT HAS NOT EVER TRIED SMOKING IN Q.2 OR DK/NA, ASK:

3. Have you ever seriously thought about trying smoking?

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

ASK ALL NON-SMOKERS:

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

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

NON-SMOKERS GO TO Q 14

ASK ALL SMOKERS:

5. 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:

6. 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:

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

--	--

cigarettes per day

- 2 - DK/NA

IF SMOKE OCCASIONALLY, ASK:

8. Have you ever smoked cigarettes daily?

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

9. 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

10. Have you ever tried to quit smoking?

- 1 - Yes **ASK Q 11**
- 2 - No **GO TO Q12**
- 3 - DK/NA **GO TO Q 12**

11. 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 SMOKERS:

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

- 1 – Yes **ASK b)**
- 2 - No **GO to Q. 13**
- 3 – DK/NA **GO to Q. 13**

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

- 1 - Yes
- 2 - No
- 3 – DK/NA

ASK ALL SMOKERS

13. 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

ASK ALL

14. 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

ASK ALL

15 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.15a), ASK:

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

- 1 - _____**TIMES PER DAY**
- 2 - DK/NA

ASK ALL

16 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?]

- 2 - None
- 3 - DK/NA

ASK ALL

17 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?]

- 2 - None
- 3 - DK/NA

ASK ALL

18. 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

ASK ALL

19. 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

ASK ALL SMOKERS Q 20/NON SMOKERS GO TO Q 21

20. 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

ASK ALL

21. 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

ASK ALL

22. 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

ASK ALL

23. 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

ASK ALL

24. 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

R8 Segment- Lungs---Number 7

Number 7 brand visible – 4 sizes of messages -81, 82, 83, 84

Number 7 plain pack – 2 sizes of messages – 85, 86

RECALL SECTION - ASK ALL

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 #83 (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 - Number 7
- 2 - Other (**SPECIFY**)_____
- 3 - DK/NA

RECALL 2

EX2 I am going to show you a cigarette package. **SHOW PACK #85 (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 – Number 7
- 2 - Other (**SPECIFY**)_____
- 3 - DK/NA

SIZE SECTION – ASK ALL

RANDOMIZE ORDER OF SHOWING 81, 82, 83, 84

I am going to show you some cigarette packages.

81

EX3 **SHOW PACK # 81 (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

82

EX4 SHOW PACK # 82 (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	

83

EX5 SHOW PACK # 83 (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	

84

EX 6 SHOW PACK # 84 (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 # 81, 82, 83, 84 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 - 81 **ASK b**
- 2 - 82 **ASK b**
- 3 - 83 **ASK b**
- 4 - 84 **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 # 81, 82, 83, 84 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 - 81 **ASK b**
- 2 - 82 **ASK b**
- 3 - 83 **ASK b**
- 4 - 84 **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 # 81 ,82, 83, 84, 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 - 81 **ASK b**
- 2 - 82 **ASK b**
- 3 - 83 **ASK b**
- 4 - 84 **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 – ASK ALL

ROTATE COMPARISON 1 AND 2

I am going to show you some other cigarette packages.

COMPARISON 1 (50% size)

EX10 **SHOW PACKS # 81 AND 85 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 81	Package 85	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 #82 AND 86 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 82	Package 86	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 –ASK SMOKERS ONLY

EX 12 SHOW PACK # 84 (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

ASK ALL

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

- 1 - Yes **ASK b**
- 2 - No **GO TO Q 26**
- 3 - DK/NA **GO TO Q 26**

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

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

Now a few questions for classification purposes. Please be assured that all your responses will be kept entirely anonymous and absolutely confidential.

26 Are you currently attending school full or part-time?

- 1 - yes, in school full-time **GO TO Q.27**
- 2 - yes, in school part-time **GO TO Q.27**
- 3 - No, not in school **GO TO Q.28**
- 4 - DK/NA **GO TO Q.29**

IF IN SCHOOL, ASK:

27 What grade or level are you in school?

DO NOT READ

- 01 - Grades 1-5
- 02 - Grade 6
- 03 - Grade 7
- 04 - Grade 8
- 05 - Grade 9
- 06 - Grade 10
- 07 - Grade 11
- 08 - Grade 12
- 10 - Community college, vocational trade school or CEGEP (not completed)
- 11 - Completed community college, vocational trade school or CEGEP
- 12 - University (no degree)
- 13 - Completed university (Bachelor's degree)
- 14 - Post-graduate university (Master's, Ph.D., completed or not)
- 15 - DK/NA

IF NOT IN SCHOOL, ASK:

28 What is the highest grade or level of education that you have reached? **DO NOT READ**

- 01 - Grades 1-5
- 02 - Grade 6
- 03 - Grade 7
- 04 - Grade 8
- 05 - Grade 9
- 06 - Grade 10
- 07 - Grade 11
- 08 - Grade 12
- 09 - Grade 13/OAC
- 10 - Community college, vocational trade school or CEGEP (not completed)
- 11 - Completed community college, vocational trade school or CEGEP
- 12 - University (no degree)
- 13 - Completed university (Bachelor's degree)
- 14 - Post-graduate university (Master's, Ph.D., completed or not)
- 15 - DK/NA

ASK ALL

29 What is the highest level of education that either of your parents have reached?

INTERVIEWER NOTE: CODE RESPONSE FOR WHICH EVER PARENT HAS THE HIGHER LEVEL OF EDUCATION. 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 11 in Quebec or 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

30 Are you ... **READ**

- 1 - Living with both parents
- 2 - Living with one parent
- 3 - Living with someone else, or
- 4 - Living alone
- 5 - DK/NA

31 How much money do you usually get each week to spend on yourself or to save? Please include all money from allowances and jobs like babysitting, delivering papers, or anything else. **READ**

- 1- Zero
- 2- \$1 to \$5
- 3- \$6 to \$10
- 4- \$11 to \$20
- 5- \$21 to \$40
- 6- \$41 to \$100
- 7- More than \$100
- 8- 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 jeunes
La dimension des mises en
garde
PN6248
Questionnaire – Définitif**

**Rotation 5
Export A Pleine Saveur
Bouche/Dents
Paquets 51-56**

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.

A. Aux fins de confirmation, quel âge avez-vous?

- 1 – 12
- 2 – 13
- 3 – 14
- 4 – 15
- 5 – 16
- 6 – 17
- 7 – 18

TOUS DOIVENT ÊTRE ÂGÉS DE 12 À 18 ANS

B. INDIQUER LE SEXE :

- 1- Masculin
- 2- Féminin

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 | FUMEUR – PASSER À LA Q.5 |
| 2 - À l'occasion (pas tous les jours) | FUMEUR – PASSER À LA Q.5 |
| 3 - Jamais | NON-FUMEUR – PASSER À LA Q.2 |
| 4 - NSP/PR | NON-FUMEUR – PASSER À LA Q.2 |

DEMANDER À TOUS LES NON-FUMEURS :

2. Est-ce que vous avez déjà essayé la cigarette, même juste quelques bouffées ?

- | | |
|------------|------------------------|
| 1 - Oui | PASSER À LA Q.4 |
| 2 - Non | PASSER À LA Q.3 |
| 3 - NSP/PR | PASSER À LA Q.3 |

SI LE RÉPONDANT N'A JAMAIS ESSAYÉ LA CIGARETTE À Q.2, OU NSP/PR, DEMANDER :

3. Avez-vous déjà sérieusement pensé à essayer la cigarette ?

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

DEMANDER À TOUS LES NON-FUMEURS :

4. Est-ce que vous pensez que vous pourriez essayer la cigarette d'ici un mois ?

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

NON-FUMEURS, PASSER À LA Q 14

POSER À TOUS LES FUMEURS :

5. 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 :

6. 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

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

2 - NSP/PR

SI FUME À L'OCCASION, DEMANDER :

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

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cigarettes par jour

2 - NSP/PR

SI FUME À L'OCCASION, DEMANDER :

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

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

9. Quelle est la marque de cigarettes que vous fumez, habituellement ? **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 Spéciale Extra Veloutée (Extra Légère) Régulier
- 30 - Macdonald Spéciale 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) Régulière
- 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

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

- 1 - Oui **POSER LA Q 11**
- 2 - Non **PASSER À LA Q12**
- 3 - NSP/PR **PASSER À LA Q 12**

11. Depuis un an, 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 LES FUMEURS :

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

- 1 – Oui **POSER b)**
- 2 – Non **PASSER À LA Q. 13**
- 3 – NSP/PR **PASSER À LA Q. 13**

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

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

POSER À TOUS LES FUMEURS :

13. 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

POSER À TOUS

14. 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

POSER À TOUS

15 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
- 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

POSER (b)

SI CODE 1 À Q.15a), DEMANDER :

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

- 1 - _____ **FOIS PAR JOUR**
- 2 - NSP/PR

POSER À TOUS

16 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 ?]

- 2 – Aucun
- 3 - NSP/PR

POSER À TOUS

17 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 textes ou les renseignements dont vous vous souvenez ? [SONDER : Est-ce qu'il y en a d'autres ?]

- 2 - Aucun
- 3 - NSP/PR

POSER À TOUS

18. 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

POSER À TOUS

19. 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 DES ÉNONCÉS 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

POSER À TOUS LES FUMEURS Q 20/NON-FUMEURS PASSER À LA Q 21

20. 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 <u>présence des autres</u> 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
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POSER À TOUS

21. 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

POSER À TOUS

22. 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

POSER À TOUS

23. 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

POSER À TOUS

24. 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	Quelque	Pas	NSP/
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	plus efficaces	peu plus efficaces	plus efficaces	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

R5 Segment- Bouche/Dents – ---Export A Pleine saveur

Export A Pleine saveur marque visible – 4 tailles de messages -51, 52, 53, 54

Export A Pleine saveur paquet générique – 2 tailles de messages – 55, 56

SECTION SUR LE RAPPEL - POSER À TOUS

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°54 (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 - Export A
- 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° 56 (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 - Export A
- 2 - Autre (**PRÉCISER**) _____
- 3 - NSP/PR

SECTION SUR LA DIMENSION – POSER À TOUS

VARIATION ALÉATOIRE DE L'ORDRE DANS LEQUEL SONT MONTRÉS 51, 52, 53, 54

Je vais maintenant vous montrer quelques paquets de cigarettes.

51

EX3 MONTRER LE DEVANT DU PAQUET N°51 (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

52

EX4 MONTRER LE DEVANT DU PAQUET N°52 (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

53

EX5 MONTRER LE DEVANT DU PAQUET N°53 (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

54

EX 6 MONTRER LE DEVANT DU PAQUET N°54 (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

EX7.a) Voici ces quatre paquets encore une fois, ensemble. **MONTRER LES PAQUETS N° 51, 52, 53, 54 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 - 51 **POSER b**
- 2 - 52 **POSER b**
- 3 - 53 **POSER b**

- 4 - 54 **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 ?

NSP/PR

POSER À TOUS

EX8. a) Revoici les mêmes 4 paquets. **MONTRER LES PAQUETS N° 51, 52, 53, 54 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 - 51 **POSER b**
- 2 - 52 **POSER b**
- 3 - 53 **POSER b**
- 4 - 54 **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 ?

NSP/PR

POSER À TOUS

EX9. a) Voici les mêmes 4 paquets. **MONTRER LES PAQUETS N° 51, 52, 53, 54, 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 - 51 **POSER b**
- 2 - 52 **POSER b**
- 3 - 53 **POSER b**
- 4 - 54 **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 ?

NSP/PR

SECTION DES COMPARAISONS – POSER À TOUS

ROTATION DES COMPARAISONS 1 ET 2

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

COMPARAISON 1 (taille 50 %)

EX10 **MONTREZ LES PAQUETS N° 51 et 55 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 51	Paquet 55	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 **MONTREZ LES PAQUETS N° 52 et 56 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 52	Paquet 56	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 – POSER AUX FUMEURS SEULEMENT

EX 12 **MONTREZ LE PAQUET N° 54 (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

POSER À TOUS

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

- 1 – Oui **POSER b**
- 2 – Non **PASSER À LA Q 26**
- 3 - NSP/PR **PASSER À LA Q 26**

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

- 1 – Oui
- 2 - Non
- 3 - NSP/PR

Maintenant, voici quelques questions aux fins de classification. Veuillez avoir l'assurance que toutes vos réponses demeureront entièrement anonymes et strictement confidentielles.

26 Est-ce que vous êtes actuellement aux études à temps plein ou à temps partiel ?

- | | |
|-------------------------------------|-------------------------|
| 1 - Oui, aux études à temps plein | PASSER À LA Q.27 |
| 2 - Oui, aux études à temps partiel | PASSER À LA Q.27 |
| 3 - Non, n'est pas aux études | PASSER À LA Q.28 |
| 4 - NSP/PR | PASSER À LA Q.28 |

SI AUX ÉTUDES, DEMANDER :

27 En quelle année d'études êtes-vous ?

NE PAS LIRE

- 01 – Première à cinquième année
- 02 – Sixième année
- 03 – Septième année
- 04 – Secondaire un
- 05 – Secondaire deux
- 06 – Secondaire trois
- 07 – Secondaire quatre
- 08 - Secondaire cinq
- 10 - Une partie du cours collégial, du cours professionnel ou du cours technique (ou une partie du cégep)
- 11 - Le cours collégial, professionnel ou technique (ou le cégep)
- 12 - Une partie du cours universitaire (sans diplôme)
- 13 - Un baccalauréat
- 14 - Des études supérieures (maîtrise ou doctorat, terminé ou non)
- 15 – NSP/PR

SI N'EST PAS AUX ÉTUDES, DEMANDER :

28 Quel est le niveau de scolarité le plus élevé que vous avez atteint ? **NE PAS LIRE**

- 01 – Première à cinquième année
- 02 – Sixième année
- 03 – Septième année
- 04 – Secondaire un
- 05 – Secondaire deux
- 06 – Secondaire trois
- 07 – Secondaire quatre
- 08 - Secondaire cinq
- 10 - Une partie du cours collégial, du cours professionnel ou du cours technique (ou une partie du cégep)
- 11 - Le cours collégial, professionnel ou technique (ou le cégep)
- 12 - Une partie du cours universitaire (sans diplôme)
- 13 - Un baccalauréat
- 14 - Des études supérieures (maîtrise ou doctorat, terminé ou non)
- 15 – NSP/PR

DEMANDER À TOUS

29 Quel est le degré d'instruction le plus élevé que l'un ou l'autre de vos parents a atteint ?

NOTE À L'INTERVIEWEUR : CODER LA RÉPONSE EN FONCTION DU PARENT QUI A ATTEINT LE DEGRÉ D'INSTRUCTION LE PLUS ÉLEVÉ. NE PAS LIRE

- 1 - Cours primaire ou moins (aucune scolarité jusqu'à la 7^e année)
- 2 - Une partie du cours secondaire (8^e à 11^e années)
- 3 - Le cours secondaire en entier
- 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

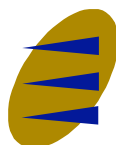
30 Est-ce que vous vivez ... **LIRE**

- 1 - Avec vos deux parents
- 2 - Avec un de vos parents
- 3 - Avec quelqu'un d'autre
- 4 - Seul

31 Combien d'argent obtenez-vous habituellement à chaque semaine pour vos dépenses personnelles ou pour épargner ? Veuillez s'il vous plaît inclure le montant total comprenant à la fois votre argent de poche et les revenus de travail tels que la garde d'enfants, la livraison de journaux ou quoi que ce soit d'autre. **LIRE**

- 1- Zéro
- 2- 1 \$ à 5 \$
- 3- 6 \$ à 10 \$
- 4- 11 \$ à 20 \$
- 5- 21 \$ à 40 \$
- 6- 41 \$ à 100 \$
- 7- Plus de 100 \$
- 8- 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 jeunes
La dimension des mises en
garde
PN6248
Questionnaire – Définitif**

**Rotation 6
Number 7
Bouche/Dents
Paquets 61-66**

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.

A. Aux fins de confirmation, quel âge avez-vous?

- 1 – 12
- 2 – 13
- 3 – 14
- 4 – 15
- 5 – 16
- 6 – 17
- 7 – 18

TOUS DOIVENT ÊTRE ÂGÉS DE 12 À 18 ANS

B. INDIQUER LE SEXE :

- 1- Masculin
- 2- Féminin

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 | FUMEUR – PASSER À LA Q.5 |
| 2 - À l'occasion (pas tous les jours) | FUMEUR – PASSER À LA Q.5 |
| 3 - Jamais | NON-FUMEUR – PASSER À LA Q.2 |
| 4 - NSP/PR | NON-FUMEUR – PASSER À LA Q.2 |

DEMANDER À TOUS LES NON-FUMEURS :

2. Est-ce que vous avez déjà essayé la cigarette, même juste quelques bouffées ?

- | | |
|------------|------------------------|
| 1 - Oui | PASSER À LA Q.4 |
| 2 - Non | PASSER À LA Q.3 |
| 3 - NSP/PR | PASSER À LA Q.3 |

SI LE RÉPONDANT N'A JAMAIS ESSAYÉ LA CIGARETTE À Q.2, OU NSP/PR, DEMANDER :

3. Avez-vous déjà sérieusement pensé à essayer la cigarette ?

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

DEMANDER À TOUS LES NON-FUMEURS :

4. Est-ce que vous pensez que vous pourriez essayer la cigarette d'ici un mois ?

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

NON-FUMEURS, PASSER À LA Q 14

POSER À TOUS LES FUMEURS :

5. 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 :

6. 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

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

- 2 - NSP/PR

SI FUME À L'OCCASION, DEMANDER :

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

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cigarettes par jour

- 2 - NSP/PR

SI FUME À L'OCCASION, DEMANDER :

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

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

9. Quelle est la marque de cigarettes que vous fumez, habituellement ? **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 Spéciale Extra Veloutée (Extra Légère) Régulier
- 30 - Macdonald Spéciale 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) Régulière
- 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

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

- 1 - Oui **POSER LA Q 11**
- 2 - Non **PASSER À LA Q12**
- 3 - NSP/PR **PASSER À LA Q 12**

11. Depuis un an, 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 LES FUMEURS :

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

- 1 – Oui **POSER b)**
- 2 – Non **PASSER À LA Q. 13**
- 3 – NSP/PR **PASSER À LA Q. 13**

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

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

POSER À TOUS LES FUMEURS :

13. 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

POSER À TOUS

14. 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

POSER À TOUS

15 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
- 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

POSER (b)

SI CODE 1 À Q.15a), DEMANDER :

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

- 1 - _____ **FOIS PAR JOUR**
- 2 - NSP/PR

POSER À TOUS

16 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 ?]

- 2 – Aucun
- 3 - NSP/PR

POSER À TOUS

17 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 textes ou les renseignements dont vous vous souvenez ? [SONDER : Est-ce qu'il y en a d'autres ?]

- 2 - Aucun
- 3 - NSP/PR

POSER À TOUS

18. 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

POSER À TOUS

19. 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 DES ÉNONCÉS 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

POSER À TOUS LES FUMEURS Q 20/NON-FUMEURS PASSER À LA Q 21

20. 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 <u>présence des autres</u> 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
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POSER À TOUS

21. 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

POSER À TOUS

22. 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

POSER À TOUS

23. 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

POSER À TOUS

24. 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	Quelque	Pas	NSP/
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	plus efficaces	peu plus efficaces	plus efficaces	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

R6 Segment- Bouche/Dents – ---Number 7

Number 7 marque visible – 4 tailles de messages -61, 62, 63, 64

Number 7 paquet générique – 2 tailles de messages – 65, 66

SECTION SUR LE RAPPEL - POSER À TOUS

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°61 (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 – Number 7
- 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° 66 (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 – Number 7
- 2 - Autre (**PRÉCISER**) _____
- 3 - NSP/PR

SECTION SUR LA DIMENSION – POSER À TOUS

VARIATION ALÉATOIRE DE L'ORDRE DANS LEQUEL SONT MONTRÉS 61, 62, 63, 64

Je vais maintenant vous montrer quelques paquets de cigarettes.

61

EX3 **MONTRER LE DEVANT DU PAQUET N°61 (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

62

EX4 MONTRER LE DEVANT DU PAQUET N°62 (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

63

EX5 MONTRER LE DEVANT DU PAQUET N°63 (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

64

EX 6 MONTRER LE DEVANT DU PAQUET N° 64 (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

EX7.a) Voici ces quatre paquets encore une fois, ensemble. **MONTRER LES PAQUETS N° 61, 62, 63, 64 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 - 61 **POSER b**
- 2 - 62 **POSER b**
- 3 - 63 **POSER b**

- 4 - 64 **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 ?

NSP/PR

POSER À TOUS

EX8. a) Revoici les mêmes 4 paquets. **MONTRER LES PAQUETS N° 61, 62, 63, 64 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 - 61 **POSER b**
- 2 - 62 **POSER b**
- 3 - 63 **POSER b**
- 4 - 64 **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 ?

NSP/PR

POSER À TOUS

EX9. a) Voici les mêmes 4 paquets. **MONTRER LES PAQUETS N° 61, 62, 63, 64, 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 - 61 **POSER b**
- 2 - 62 **POSER b**
- 3 - 63 **POSER b**
- 4 - 64 **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 ?

NSP/PR

SECTION DES COMPARAISONS – POSER À TOUS

ROTATION DES COMPARAISONS 1 ET 2

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

COMPARAISON 1 (taille 50 %)

EX10 **MONTRER LES PAQUETS N° 61 et 65 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 61	Paquet 65	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° 62 et 66 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 62	Paquet 66	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 – POSER AUX FUMEURS SEULEMENT

EX 12 **MONTRER LE PAQUET N° 64 (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

POSER À TOUS

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

- 1 – Oui **POSER b**
- 2 – Non **PASSER À LA Q 26**
- 3 - NSP/PR **PASSER À LA Q 26**

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

- 1 – Oui
- 2 - Non
- 3 - NSP/PR

Maintenant, voici quelques questions aux fins de classification. Veuillez avoir l'assurance que toutes vos réponses demeureront entièrement anonymes et strictement confidentielles.

26 Est-ce que vous êtes actuellement aux études à temps plein ou à temps partiel ?

- | | |
|-------------------------------------|-------------------------|
| 1 - Oui, aux études à temps plein | PASSER À LA Q.27 |
| 2 - Oui, aux études à temps partiel | PASSER À LA Q.27 |
| 3 - Non, n'est pas aux études | PASSER À LA Q.28 |
| 4 - NSP/PR | PASSER À LA Q.28 |

SI AUX ÉTUDES, DEMANDER :

27 En quelle année d'études êtes-vous ?

NE PAS LIRE

- 01 – Première à cinquième année
- 02 – Sixième année
- 03 – Septième année
- 04 – Secondaire un
- 05 – Secondaire deux
- 06 – Secondaire trois
- 07 – Secondaire quatre
- 08 - Secondaire cinq
- 10 - Une partie du cours collégial, du cours professionnel ou du cours technique (ou une partie du cégep)
- 11 - Le cours collégial, professionnel ou technique (ou le cégep)
- 12 - Une partie du cours universitaire (sans diplôme)
- 13 - Un baccalauréat
- 14 - Des études supérieures (maîtrise ou doctorat, terminé ou non)
- 15 – NSP/PR

SI N'EST PAS AUX ÉTUDES, DEMANDER :

28 Quel est le niveau de scolarité le plus élevé que vous avez atteint ? **NE PAS LIRE**

- 01 – Première à cinquième année
- 02 – Sixième année
- 03 – Septième année
- 04 – Secondaire un
- 05 – Secondaire deux
- 06 – Secondaire trois
- 07 – Secondaire quatre
- 08 - Secondaire cinq
- 10 - Une partie du cours collégial, du cours professionnel ou du cours technique (ou une partie du cégep)
- 11 - Le cours collégial, professionnel ou technique (ou le cégep)
- 12 - Une partie du cours universitaire (sans diplôme)
- 13 - Un baccalauréat
- 14 - Des études supérieures (maîtrise ou doctorat, terminé ou non)
- 15 – NSP/PR

DEMANDER À TOUS

29 Quel est le degré d'instruction le plus élevé que l'un ou l'autre de vos parents a atteint ?

NOTE À L'INTERVIEWEUR : CODER LA RÉPONSE EN FONCTION DU PARENT QUI A ATTEINT LE DEGRÉ D'INSTRUCTION LE PLUS ÉLEVÉ. NE PAS LIRE

- 1 - Cours primaire ou moins (aucune scolarité jusqu'à la 7^e année)
- 2 - Une partie du cours secondaire (8^e à 11^e années)
- 3 - Le cours secondaire en entier
- 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

30 Est-ce que vous vivez ... **LIRE**

- 1 - Avec vos deux parents
- 2 - Avec un de vos parents
- 3 - Avec quelqu'un d'autre
- 4 - Seul

31 Combien d'argent obtenez-vous habituellement à chaque semaine pour vos dépenses personnelles ou pour épargner ? Veuillez s'il vous plaît inclure le montant total comprenant à la fois votre argent de poche et les revenus de travail tels que la garde d'enfants, la livraison de journaux ou quoi que ce soit d'autre. **LIRE**

- 1- Zéro
- 2- 1 \$ à 5 \$
- 3- 6 \$ à 10 \$
- 4- 11 \$ à 20 \$
- 5- 21 \$ à 40 \$
- 6- 41 \$ à 100 \$
- 7- Plus de 100 \$
- 8- 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 jeunes
La dimension des mises en
garde
PN6248
Questionnaire – Définitif**

**Rotation 7
Export A Pleine Saveur
Poumon
Paquets 71-76**

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.

A. Aux fins de confirmation, quel âge avez-vous?

- 1 – 12
- 2 – 13
- 3 – 14
- 4 – 15
- 5 – 16
- 6 – 17
- 7 – 18

TOUS DOIVENT ÊTRE ÂGÉS DE 12 À 18 ANS

B. INDIQUER LE SEXE :

- 1- Masculin
- 2- Féminin

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 | FUMEUR – PASSER À LA Q.5 |
| 2 - À l'occasion (pas tous les jours) | FUMEUR – PASSER À LA Q.5 |
| 3 - Jamais | NON-FUMEUR – PASSER À LA Q.2 |
| 4 - NSP/PR | NON-FUMEUR – PASSER À LA Q.2 |

DEMANDER À TOUS LES NON-FUMEURS :

2. Est-ce que vous avez déjà essayé la cigarette, même juste quelques bouffées ?

- | | |
|------------|------------------------|
| 1 - Oui | PASSER À LA Q.4 |
| 2 - Non | PASSER À LA Q.3 |
| 3 - NSP/PR | PASSER À LA Q.3 |

SI LE RÉPONDANT N'A JAMAIS ESSAYÉ LA CIGARETTE À Q.2, OU NSP/PR, DEMANDER :

3. Avez-vous déjà sérieusement pensé à essayer la cigarette ?

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

DEMANDER À TOUS LES NON-FUMEURS :

4. Est-ce que vous pensez que vous pourriez essayer la cigarette d'ici un mois ?

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

NON-FUMEURS, PASSER À LA Q 14

POSER À TOUS LES FUMEURS :

5. 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 :

6. 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

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

2 - NSP/PR

SI FUME À L'OCCASION, DEMANDER :

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

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cigarettes par jour

2 - NSP/PR

SI FUME À L'OCCASION, DEMANDER :

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

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

9. Quelle est la marque de cigarettes que vous fumez, habituellement ? **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 Spéciale Extra Veloutée (Extra Légère) Régulier
- 30 - Macdonald Spéciale 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) Régulière
- 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

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

- 1 - Oui **POSER LA Q 11**
- 2 - Non **PASSER À LA Q12**
- 3 - NSP/PR **PASSER À LA Q 12**

11. Depuis un an, 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 LES FUMEURS :

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

- 1 – Oui **POSER b)**
- 2 – Non **PASSER À LA Q. 13**
- 3 – NSP/PR **PASSER À LA Q. 13**

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

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

POSER À TOUS LES FUMEURS :

13. 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 désaccord	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

POSER À TOUS

14. 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

POSER À TOUS

15 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
 - 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
- POSER (b)**

SI CODE 1 À Q.15a), DEMANDER :

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

- 1 - _____ **FOIS PAR JOUR**
- 2 - NSP/PR

POSER À TOUS

16 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 ?]

- 2 – Aucun
- 3 - NSP/PR

POSER À TOUS

17 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 textes ou les renseignements dont vous vous souvenez ? [SONDER : Est-ce qu'il y en a d'autres ?]

- 2 - Aucun
- 3 - NSP/PR

POSER À TOUS

18. 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

POSER À TOUS

19. 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 DES ÉNONCÉS 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

POSER À TOUS LES FUMEURS Q 20/NON-FUMEURS PASSER À LA Q 21

20. 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 <u>présence des autres</u> 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
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POSER À TOUS

21. 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

POSER À TOUS

22. 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

POSER À TOUS

23. 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

POSER À TOUS

24. 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	Quelque	Pas	NSP/
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	plus efficaces	peu plus efficaces	plus efficaces	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

R7 Segment- Poumon – ---Export A Pleine saveur

Export A Pleine saveur marque visible – 4 tailles de messages -71, 72, 73, 74

Export A Pleine saveur paquet générique – 2 tailles de messages – 75, 76

SECTION SUR LE RAPPEL - POSER À TOUS

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° 72 (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 - Export A
- 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° 75 (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 - Export A
- 2 - Autre (**PRÉCISER**) _____
- 3 - NSP/PR

SECTION SUR LA DIMENSION – POSER À TOUS

VARIATION ALÉATOIRE DE L'ORDRE DANS LEQUEL SONT MONTRÉS 71, 72, 73, 74

Je vais maintenant vous montrer quelques paquets de cigarettes.

71

EX3 MONTRER LE DEVANT DU PAQUET N°71 (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

72

EX4 MONTRER LE DEVANT DU PAQUET N°72 (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

73

EX5 MONTRER LE DEVANT DU PAQUET N°73 (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

74

EX 6 MONTRER LE DEVANT DU PAQUET N°74 (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

EX7.a) Voici ces quatre paquets encore une fois, ensemble. **MONTRER LES PAQUETS N° 71, 72, 73, 74 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 - 71 **POSER b**
- 2 - 72 **POSER b**
- 3 - 73 **POSER b**

- 4 - 74 **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 ?

NSP/PR

POSER À TOUS

EX8. a) Revoici les mêmes 4 paquets. **MONTRER LES PAQUETS N° 71, 72, 73, 74 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 - 51 **POSER b**
- 2 - 52 **POSER b**
- 3 - 53 **POSER b**
- 4 - 54 **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 ?

NSP/PR

POSER À TOUS

EX9. a) Voici les mêmes 4 paquets. **MONTRER LES PAQUETS N° 71, 72, 73, 74, 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 - 71 **POSER b**
- 2 - 72 **POSER b**
- 3 - 73 **POSER b**
- 4 - 74 **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 ?

NSP/PR

SECTION DES COMPARAISONS – POSER À TOUS

ROTATION DES COMPARAISONS 1 ET 2

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

COMPARAISON 1 (taille 50 %)

EX10 **MONTREZ LES PAQUETS N° 71 et 75 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 71	Paquet 75	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 **MONTREZ LES PAQUETS N° 72 et 76 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 72	Paquet 76	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 – POSER AUX FUMEURS SEULEMENT

EX 12 **MONTREZ LE PAQUET N° 74 (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

POSER À TOUS

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

- 1 – Oui **POSER b**
- 2 – Non **PASSER À LA Q 26**
- 3 - NSP/PR **PASSER À LA Q 26**

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

- 1 – Oui
- 2 - Non
- 3 - NSP/PR

Maintenant, voici quelques questions aux fins de classification. Veuillez avoir l'assurance que toutes vos réponses demeureront entièrement anonymes et strictement confidentielles.

26 Est-ce que vous êtes actuellement aux études à temps plein ou à temps partiel ?

- | | |
|-------------------------------------|-------------------------|
| 1 - Oui, aux études à temps plein | PASSER À LA Q.27 |
| 2 - Oui, aux études à temps partiel | PASSER À LA Q.27 |
| 3 - Non, n'est pas aux études | PASSER À LA Q.28 |
| 4 - NSP/PR | PASSER À LA Q.28 |

SI AUX ÉTUDES, DEMANDER :

27 En quelle année d'études êtes-vous ?

NE PAS LIRE

- 01 – Première à cinquième année
- 02 – Sixième année
- 03 – Septième année
- 04 – Secondaire un
- 05 – Secondaire deux
- 06 – Secondaire trois
- 07 – Secondaire quatre
- 08 - Secondaire cinq
- 10 - Une partie du cours collégial, du cours professionnel ou du cours technique (ou une partie du cégep)
- 11 - Le cours collégial, professionnel ou technique (ou le cégep)
- 12 - Une partie du cours universitaire (sans diplôme)
- 13 - Un baccalauréat
- 14 - Des études supérieures (maîtrise ou doctorat, terminé ou non)
- 15 – NSP/PR

SI N'EST PAS AUX ÉTUDES, DEMANDER :

28 Quel est le niveau de scolarité le plus élevé que vous avez atteint ? **NE PAS LIRE**

- 01 – Première à cinquième année
- 02 – Sixième année
- 03 – Septième année
- 04 – Secondaire un
- 05 – Secondaire deux
- 06 – Secondaire trois
- 07 – Secondaire quatre
- 08 - Secondaire cinq
- 10 - Une partie du cours collégial, du cours professionnel ou du cours technique (ou une partie du cégep)
- 11 - Le cours collégial, professionnel ou technique (ou le cégep)
- 12 - Une partie du cours universitaire (sans diplôme)
- 13 - Un baccalauréat
- 14 - Des études supérieures (maîtrise ou doctorat, terminé ou non)
- 15 – NSP/PR

DEMANDER À TOUS

29 Quel est le degré d'instruction le plus élevé que l'un ou l'autre de vos parents a atteint ?

NOTE À L'INTERVIEWEUR : CODER LA RÉPONSE EN FONCTION DU PARENT QUI A ATTEINT LE DEGRÉ D'INSTRUCTION LE PLUS ÉLEVÉ. NE PAS LIRE

- 1 - Cours primaire ou moins (aucune scolarité jusqu'à la 7^e année)
- 2 - Une partie du cours secondaire (8^e à 11^e années)
- 3 - Le cours secondaire en entier
- 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

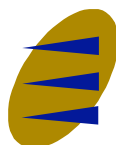
30 Est-ce que vous vivez ... **LIRE**

- 1 - Avec vos deux parents
- 2 - Avec un de vos parents
- 3 - Avec quelqu'un d'autre
- 4 - Seul

31 Combien d'argent obtenez-vous habituellement à chaque semaine pour vos dépenses personnelles ou pour épargner ? Veuillez s'il vous plaît inclure le montant total comprenant à la fois votre argent de poche et les revenus de travail tels que la garde d'enfants, la livraison de journaux ou quoi que ce soit d'autre. **LIRE**

- 1- Zéro
- 2- 1 \$ à 5 \$
- 3- 6 \$ à 10 \$
- 4- 11 \$ à 20 \$
- 5- 21 \$ à 40 \$
- 6- 41 \$ à 100 \$
- 7- Plus de 100 \$
- 8- 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 jeunes
La dimension des mises en
garde
PN6248
Questionnaire – Définitif**

**Rotation 8
Number 7
Poumon
Paquets 81-86**

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.

A. Aux fins de confirmation, quel âge avez-vous?

- 1 – 12
- 2 – 13
- 3 – 14
- 4 – 15
- 5 – 16
- 6 – 17
- 7 – 18

TOUS DOIVENT ÊTRE ÂGÉS DE 12 À 18 ANS

B. INDIQUER LE SEXE :

- 1- Masculin
- 2- Féminin

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 | FUMEUR – PASSER À LA Q.5 |
| 2 - À l'occasion (pas tous les jours) | FUMEUR – PASSER À LA Q.5 |
| 3 - Jamais | NON-FUMEUR – PASSER À LA Q.2 |
| 4 - NSP/PR | NON-FUMEUR – PASSER À LA Q.2 |

DEMANDER À TOUS LES NON-FUMEURS :

2. Est-ce que vous avez déjà essayé la cigarette, même juste quelques bouffées ?

- | | |
|------------|------------------------|
| 1 - Oui | PASSER À LA Q.4 |
| 2 - Non | PASSER À LA Q.3 |
| 3 - NSP/PR | PASSER À LA Q.3 |

SI LE RÉPONDANT N'A JAMAIS ESSAYÉ LA CIGARETTE À Q.2, OU NSP/PR, DEMANDER :

3. Avez-vous déjà sérieusement pensé à essayer la cigarette ?

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

DEMANDER À TOUS LES NON-FUMEURS :

4. Est-ce que vous pensez que vous pourriez essayer la cigarette d'ici un mois ?

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

NON-FUMEURS, PASSER À LA Q 14

POSER À TOUS LES FUMEURS :

5. 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 :

6. 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

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

- 2 - NSP/PR

SI FUME À L'OCCASION, DEMANDER :

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

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cigarettes par jour

- 2 - NSP/PR

SI FUME À L'OCCASION, DEMANDER :

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

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

9. Quelle est la marque de cigarettes que vous fumez, habituellement ? **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 Spéciale Extra Veloutée (Extra Légère) Régulier
- 30 - Macdonald Spéciale 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) Régulière
- 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

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

- 1 - Oui **POSER LA Q 11**
- 2 - Non **PASSER À LA Q12**
- 3 - NSP/PR **PASSER À LA Q 12**

11. Depuis un an, 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 LES FUMEURS :

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

- 1 – Oui **POSER b)**
- 2 – Non **PASSER À LA Q. 13**
- 3 – NSP/PR **PASSER À LA Q. 13**

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

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

POSER À TOUS LES FUMEURS :

13. 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

POSER À TOUS

14. 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

POSER À TOUS

15 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
 - 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
- POSER (b)**

SI CODE 1 À Q.15a), DEMANDER :

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

- 1 - _____ **FOIS PAR JOUR**
- 2 - NSP/PR

POSER À TOUS

16 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 ?]

- 2 – Aucun
- 3 - NSP/PR

POSER À TOUS

17 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 textes ou les renseignements dont vous vous souvenez ? [SONDER : Est-ce qu'il y en a d'autres ?]

- 2 - Aucun
- 3 - NSP/PR

POSER À TOUS

18. 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

POSER À TOUS

19. 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 DES ÉNONCÉS 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

POSER À TOUS LES FUMEURS Q 20/NON-FUMEURS PASSER À LA Q 21

20. 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 <u>présence des autres</u> 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

POSER À TOUS

21. 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

POSER À TOUS

22. 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

POSER À TOUS

23. 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

POSER À TOUS

24. 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 Quelque Pas NSP/

	plus efficaces	peu plus efficaces	plus efficaces	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

R8 Segment- Poumon – ---Number 7

Number 7 marque visible – 4 tailles de messages -**81, 82, 83, 84**

Number 7 paquet générique – 2 tailles de messages – **85, 86**

SECTION SUR LE RAPPEL - POSER À TOUS

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°83 (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 – Number 7
- 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° 85 (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 – Number 7
- 2 - Autre (**PRÉCISER**) _____
- 3 - NSP/PR

SECTION SUR LA DIMENSION – POSER À TOUS

VARIATION ALÉATOIRE DE L'ORDRE DANS LEQUEL SONT MONTRÉS 81, 82, 83, 84

Je vais maintenant vous montrer quelques paquets de cigarettes.

81

EX3 MONTRER LE DEVANT DU PAQUET N°81 (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

82

EX4 MONTRER LE DEVANT DU PAQUET N°82 (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

83

EX5 MONTRER LE DEVANT DU PAQUET N°83 (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

84

EX 6 MONTRER LE DEVANT DU PAQUET N° 84 (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

EX7.a) Voici ces quatre paquets encore une fois, ensemble. **MONTRER LES PAQUETS N° 81, 82, 83, 84 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 - 81 **POSER b**
- 2 - 82 **POSER b**
- 3 - 83 **POSER b**

- 4 - 84 **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 ?

NSP/PR

POSER À TOUS

EX8. a) Revoici les mêmes 4 paquets. **MONTRER LES PAQUETS N° 81, 82, 83, 84 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 - 81 **POSER b**
- 2 - 82 **POSER b**
- 3 - 83 **POSER b**
- 4 - 84 **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 ?

NSP/PR

POSER À TOUS

EX9. a) Voici les mêmes 4 paquets. **MONTRER LES PAQUETS N° 81, 82, 83, 84, 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 - 81 **POSER b**
- 2 - 82 **POSER b**
- 3 - 83 **POSER b**
- 4 - 84 **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 ?

NSP/PR

SECTION DES COMPARAISONS – POSER À TOUS

ROTATION DES COMPARAISONS 1 ET 2

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

COMPARAISON 1 (taille 50 %)

EX10 **MONTRER LES PAQUETS N° 81 et 85 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 81	Paquet 85	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° 82 et 86 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 82	Paquet 86	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 – POSER AUX FUMEURS SEULEMENT

EX 12 **MONTRER LE PAQUET N° 84 (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

POSER À TOUS

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

- 1 – Oui **POSER b**
- 2 – Non **PASSER À LA Q 26**
- 3 - NSP/PR **PASSER À LA Q 26**

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

- 1 – Oui
- 2 - Non
- 3 - NSP/PR

Maintenant, voici quelques questions aux fins de classification. Veuillez avoir l'assurance que toutes vos réponses demeureront entièrement anonymes et strictement confidentielles.

26 Est-ce que vous êtes actuellement aux études à temps plein ou à temps partiel ?

- | | |
|-------------------------------------|-------------------------|
| 1 - Oui, aux études à temps plein | PASSER À LA Q.27 |
| 2 - Oui, aux études à temps partiel | PASSER À LA Q.27 |
| 3 - Non, n'est pas aux études | PASSER À LA Q.28 |
| 4 - NSP/PR | PASSER À LA Q.28 |

SI AUX ÉTUDES, DEMANDER :

27 En quelle année d'études êtes-vous ?

NE PAS LIRE

- 01 – Première à cinquième année
- 02 – Sixième année
- 03 – Septième année
- 04 – Secondaire un
- 05 – Secondaire deux
- 06 – Secondaire trois
- 07 – Secondaire quatre
- 08 - Secondaire cinq
- 10 - Une partie du cours collégial, du cours professionnel ou du cours technique (ou une partie du cégep)
- 11 - Le cours collégial, professionnel ou technique (ou le cégep)
- 12 - Une partie du cours universitaire (sans diplôme)
- 13 - Un baccalauréat
- 14 - Des études supérieures (maîtrise ou doctorat, terminé ou non)
- 15 – NSP/PR

SI N'EST PAS AUX ÉTUDES, DEMANDER :

28 Quel est le niveau de scolarité le plus élevé que vous avez atteint ? **NE PAS LIRE**

- 01 – Première à cinquième année
- 02 – Sixième année
- 03 – Septième année
- 04 – Secondaire un
- 05 – Secondaire deux
- 06 – Secondaire trois
- 07 – Secondaire quatre
- 08 - Secondaire cinq
- 10 - Une partie du cours collégial, du cours professionnel ou du cours technique (ou une partie du cégep)
- 11 - Le cours collégial, professionnel ou technique (ou le cégep)
- 12 - Une partie du cours universitaire (sans diplôme)
- 13 - Un baccalauréat
- 14 - Des études supérieures (maîtrise ou doctorat, terminé ou non)
- 15 – NSP/PR

DEMANDER À TOUS

29 Quel est le degré d'instruction le plus élevé que l'un ou l'autre de vos parents a atteint ?

NOTE À L'INTERVIEWEUR : CODER LA RÉPONSE EN FONCTION DU PARENT QUI A ATTEINT LE DEGRÉ D'INSTRUCTION LE PLUS ÉLEVÉ. NE PAS LIRE

- 1 - Cours primaire ou moins (aucune scolarité jusqu'à la 7^e année)
- 2 - Une partie du cours secondaire (8^e à 11^e années)
- 3 - Le cours secondaire en entier
- 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

30 Est-ce que vous vivez ... **LIRE**

- 1 - Avec vos deux parents
- 2 - Avec un de vos parents

- 3 - Avec quelqu'un d'autre
- 4 - Seul
- 5 - NSP/PR

31 Combien d'argent obtenez-vous habituellement à chaque semaine pour vos dépenses personnelles ou pour épargner ? Veuillez s'il vous plaît inclure le montant total comprenant à la fois votre argent de poche et les revenus de travail tels que la garde d'enfants, la livraison de journaux ou quoi que ce soit d'autre. **LIRE**

- 1- Zéro
- 2- 1 \$ à 5 \$
- 3- 6 \$ à 10 \$
- 4- 11 \$ à 20 \$
- 5- 21 \$ à 40 \$
- 6- 41 \$ à 100 \$
- 7- Plus de 100 \$
- 8- 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.