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TANDEMAR RESEARCH INC.

**TOBACCO HEALTH WARNING
MESSAGES, INSERTS AND
TOXIC CONSTITUENT
INFORMATION STUDY**

FINAL REPORT

May, 1992

TR #16379

Prepared for:
Tobacco Products Section
Environmental Health Directorate,
Health and Welfare Canada

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1. BACKGROUND AND OBJECTIVES

BACKGROUND AND OBJECTIVES

The Tobacco Products Control Act (1989) requires that all tobacco products sold contain 'health warning effect' messages specific to that product on their packages. Prior to this legislation, manufacturers voluntarily displayed a single message on their packages, which was consistently found on the package end panel.

During 1990, the Health Protection Branch indicated the intent to change the TPCA by adding four new messages, introducing package inserts and changing the size, location and colour of messages. Given HPB's commitment to implement these changes, the probable reluctance within the tobacco industry and the differing views regarding the nature and effectiveness of warning messages on cigarettes packages, Health and Welfare Canada has requested research.

To address the issues of this debate, research was required to evaluate the effectiveness of the texts of:

- existing and proposed health warning messages
- proposed package inserts
- existing and proposed toxic information formats

Specifically, research was intended to evaluate effectiveness in the context of:

1. Smokers' comprehension of the various terms and text, for interpretation and clarity.
2. General reactions, as they relate to appeal and believability.
3. Educational impact, covering such issues as motivation, relevance and memorability.

2. METHODOLOGY AND SAMPLE DESIGN

METHODOLOGY AND SAMPLE DESIGN

Two hundred and twenty-eight personal interviews were conducted. Individuals were pre-recruited by telephone and brought to a central location. Interviews were conducted in three cities as follows:

	%
Montreal	35
Toronto	30
Calgary	35

Sample design

Sample consisted of male and female smokers between the ages of twelve and fifty years. A quota sampling design was used to obtain the following age/sex and light/heavy smokers target groups.

- Sex -		
Age	<u>Male</u>	<u>Female</u>
	%	%
12 - 15 years	12	12
16 - 21 years	12	13
22 - 35 years	13	13
36 - 50 years	13	12

	%
Smoking behaviour	
Heavy smoker (11+ cigarettes/day)	67
Light smoker (1 - 10 cigarettes/day)	33

At the analysis stage data were weighted to reflect smoker's population proportions, by age and sex, as provided by Statistics Canada.

The following weighting targets were used:

	- Males -		- Females -	
	Light/medium smokers	Heavy smokers	Light/medium smokers	Heavy smokers
	%	%	%	%
Montreal				
12 - 15	.52	.22	.50	.21
16 - 21	.92	1.88	1.01	1.76
22 - 35	1.39	9.66	2.32	7.99
36 - 50	1.07	7.45	1.80	5.75
Calgary				
12 - 15	.12	.05	.12	.05
16 - 21	.22	.44	.24	.40
22 - 35	.43	2.68	.62	2.13
36 - 50	.24	1.66	.37	1.18
Toronto				
12 - 15	.64	.27	.60	.26
16 - 21	1.11	2.26	1.21	2.12
22 - 35	1.79	11.13	2.77	9.52
36 - 50	1.26	8.75	.21	.66

Due to the large number of materials to be evaluated, not all materials were shown to each respondent. Respondents evaluated each of the materials as follows:

	<u>% Asked</u>
Sections	
General health warning questions	all
Existing health warning questions	all
<i>Shown</i> proposed health warning questions	all
Packaging preference and toxic information preference questions	all

For the remainder of the proposed health warning messages section (main meaning, dislikes and believability) the sample was split in half, with respondents shown 4 out of 8 messages. Finally, in the insert section, the sample was split into a quarter, with each respondent shown 2 out of 8 inserts. Order rotations within version corrected for order bias.

QUESTIONNAIRE TOPICS

FAMILIARITY/USE OF INFORMATION:

- Where see/hear information on smoking hazards
- Whether agree/disagree packages should have warnings
- If read package information
- When read (frequency, pattern, situation)
- Rating of importance, relevance, believability of information currently available

WARNING MESSAGES

- Unaided recall of existing messages
- Interpretation of message (open-ended)
- Rating (*individually*) existing messages on 5 or 6 attributes (relevance, believability, motivation, understanding)
- Show 8 proposed messages (together)
- Recall of messages
- Interpretation of message (open-ended) - 4 messages
- Rating (*individually*) proposed messages on 5 or 6 attributes (as above)
- Dislikes/believability (open ended)
- Format impact preference (old vs. current vs. proposed). Why?

TOXIC INFORMATION

- Show 3 formats (old, current, proposed)
- Preference for ease of use. Why?

PACKAGE INSERTS

- Show one at a time, read (2 inserts)
- Likes, dislikes, learned anything new, believability, clarity, comprehension (open-ended)
- Rating on 5 or 6 attributes (see above)
- Re-read marking positives
- Re-read marking negatives

3. *EXECUTIVE SUMMARY AND CONCLUSIONS*

EXECUTIVE SUMMARY

Familiarity and use of package messages

- Cigarette packages and television advertising are seen as the primary sources for information about smoking. Over half of smokers interviewed suggested having seen information on these mediums. Schools were also frequently mentioned by 12 - 21 years olds.
- Over half of smokers agree *a lot*, and three-quarters agree at least *a little* that cigarette packages should have health warning messages.
- (Current) messages on cigarette packages are generally considered to be easy to understand, true, important and meaningful to smokers. About half of smokers agree messages are worth reading over and over, suggesting they are generally both important and durable. About two-fifths agree (current) messages could be stronger.
- One-third of smokers indicate reading messages on cigarette packages at least once a day, and two-thirds read the messages at least once a week. Only one in ten smokers *never* read them. There is no particular time when messages are more likely to be read - it could be when opening the package or when smoking. Readership at point of sale is relevantly low, compared with general package handling.
- Teen smokers (12 - 15) tend to respond more positively toward the messages, particularly their news value, while older smokers (over 35) find them more relevant. Current readership is lower among teens, who presumably smoke less and consequently handle the packages less.
- When asked to recall messages currently on cigarette packages fewer than one in five could *accurately* remember any one message. Recall of the general idea of messages was much higher, but varied significantly by message.

% describing message

Pregnancy	94
Lung cancer	60
Heart disease	47
Life expectancy	27

- Familiarity with specific messages is seen to relate to general concern about various health issues relating to smoking. Smokers were most concerned about lung related illnesses (61% unaided), cancer and heart. When asked for their concern about effect on babies by pregnant smokers, this became a primary concern.

Understanding and opinion of messages (current and proposed)

- Respondents were shown the eight proposed messages briefly, then asked to play back as many as they could remember. While few were able to play back messages exactly as written, recall of the general *idea* of messages was quite good. As with current messages almost all (88%) remembered the *pregnancy* message, while two-thirds recalled *lung disease*, *non-smokers* and *addictive*. The *cancer* message was least well remembered (34%).
- Proposed messages were understood at face value for the most part, that is respondents simply played back the message when asked what it meant to them. For some of the messages smokers were able to interpret or expand on the information provided.
- Proposed messages that dealt with similar health issues to those currently used were viewed similarly to existing ones. Each was considered clear, believable and important. Proposed messages were seen as only marginally stronger.
- Proposed messages offering new ideas (*Tobacco smoke is harmful to non-smokers*, *Tobacco is addictive*, and *Cigarettes cause strokes*), were rated consistently lower, in terms of believability, importance and relevance.
- Individual messages elicited some varying reactions, with key issues highlighted below:
 - *Smoking during pregnancy is harmful to the baby* was the most motivating of all messages.
 - *Cigarettes cause fatal lung disease* was seen as too strong by many.
 - *Tobacco is addictive* was often considered too vague.
 - *Cigarettes cause cancer* was also considered vague or too strong.
 - *Cigarettes cause strokes* was seen as vague, hard to understand, difficult to believe and too strong, particularly among francophones, likely due to the translation of 'stroke' to 'cerebrovasculaire'

Current vs. proposed formats

- The proposed format was overwhelmingly preferred (80%) over existing (20%) and old (4%) formats. This is consistent with smokers stated importance of cigarette package messages. Respondents liked the proposed format for its position on the package, and more predominant (black & white) print.

- Of the three toxic constituent formats, the old format was preferred (44 %) over both the current (29%) and proposed (27%) formats. Teenagers were more likely to prefer the old format. It should be noted the old format included a warning message, which we believe caused this one to be preferred. Exclusive of this bias, it is likely each would have been equally preferred.

Understanding opinion of proposed package inserts

- Overall, inserts were seen to offer a significant amount of news value, particularly through statistics. As with messages, the inserts were thought to be clear, believable, important and relevant.
- Respondents tended to focus on *health risk* information more than *help available* information.
- Inserts did vary significantly in the reactions they obtained. Each insert is discussed briefly below.
- *Addiction warning offered, by far, the least news to smokers.* It was seen to communicate the idea smoking is addictive. Respondents were more likely to agree this message could be stronger.
- *Heart attack risk* communicated the idea tobacco causes heart attacks. The statistics were of particular interest. This insert was particularly well liked for the statistics and the way it explained things. It was more likely to be considered worth reading over again.
- *Baby at risk* was also considered more appropriate to read over and over. It was seen to offer significant news value, about what effect there was on children. Of all the messages it was liked as *most motivating*.
- *Danger cancer risk's* explanation of cancer types also offered significant news value. While some questioned the direct cause relationship others were motivated by the straightforward explanation and facts.
- *Danger smoke harms others* was also considered hard to believe by many. The relationship between smoking and health problems to others was questioned. The news value was high however, particularly in relation to smoking effects on children.
- *Tobacco kills* was most controversial. Almost two-thirds reading it questioned the statistics or direct cause relationship. One-third suggested the message was too strong. As mentioned earlier though, it elicited a greater focus on the 'help' information, and was one of the more motivating messages offered (30% liked it because it was motivating).
- *Stroke risk* was seen to communicate the ideas of effects on circulation causing strokes. Smokers tended to like it for the statistics and clear explanation. The effects on circulation was newsy to most, although this message was seen as relatively less important.
- *Lung disease warning* was perceived to offer statistics and message that were liked by some, but questioned by many others. The statistics clearly offered news value although this message was less likely to obtain agreement that it could be stronger.

Conclusions

- Cigarette packages are an important and desired resource for health information on smoking, with current messages frequently referenced by the majority of smokers.
- Messages are particularly important to young smokers (12-15), who may be less aware of the health risks associated with smoking.
- Point of sale reading is seen as minimal relative to reading during everyday handling of cigarette packages.
- *Current* and *proposed* messages are well understood, believable and meaningful to smokers. Messages relating to smoking effects on children are most impactful, as are those relating to lung problems.
- *Proposed* messages are *perceived* as stronger than existing ones, are equally important and meaningful, and are preferred in format over existing ones.
- *Proposed* messages that deal with 'new' health issues are less acceptable and may require that details be provided with the inserts to satisfy believability issues. It would be appropriate to match inserts with package messages, at least for 'new' message ideas such as *cigarettes cause strokes* which elicited the most controversy without the benefit of an explanation.
- Words like 'fatal' and 'kill' are seen as too strong and should be avoided to ensure positive acceptance.
- Facts and statistics were effective in communicating *news* and although some questioned their validity most were motivated by them.
- French translation of the *stroke* message was unclear and caused many smokers to dislike and disbelieve this message.

NOTES ON READING THE DATA

- All open-ended questions (e.g., what if anything, did you not like about this message?) allow for multiple responses on the part of the respondents.
- Nets are groupings of responses with a common theme or subject. Percentages associated with nets refer to the percentage of respondents who gave a response in keeping with that theme or subject. The specific responses that make up a net are listed below it in the labels.
- Base sizes reported are unweighted, however all other figures reported are weighted. Weighted and unweighted base sizes are shown below:

	<u>Unweighted</u>	<u>Weighted</u>
Total sample	(228)	(228)
Gender		
Males	115	129
Females	113	99
Age		
12 - 15	57	8
16 - 35	113	150
36 - 50	58	70
Language		
English	148	126
French	80	102

4. MAIN FINDINGS

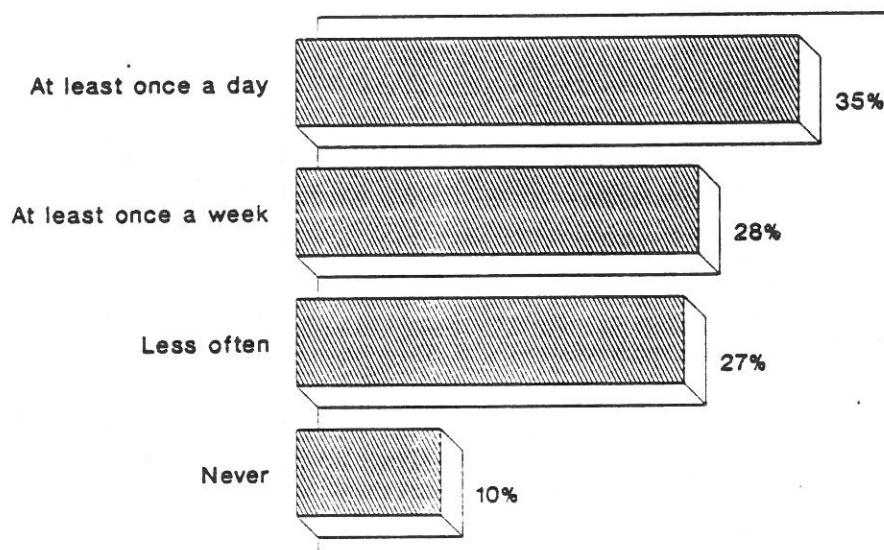
SECTION I: FAMILIARITY AND USE OF HEALTH WARNING MESSAGES

Opinion and frequency of reading health warning messages (Table 1-4)

Cigarette package information is frequently read by the large majority of smokers. Ninety percent of smokers read health warning messages and over one-third (35%) of smokers read messages at least once a day.

Figure 1

FREQUENCY OF READING HEALTH WARNING MESSAGES - Total sample -



Average number of times read per day 1.4

When asked, just over half of smokers (56%) agreed a lot and three quarters agreed at least a little that cigarette packages should contain health warning messages. Young smokers, 12-15 years old, were more likely to agree that cigarette packages should contain health warning messages (see Table 1).

Table 1
WHETHER CIGARETTE PACKAGES
SHOULD HAVE HEALTH WARNING MESSAGES
BY AGE

	- Age -			
	<u>Total</u>	<u>12 - 15</u>	<u>16 - 35</u>	<u>36 - 50</u>
	%	%	%	%
Agreement that cigarette packages should contain warnings				
Agree a lot	56	63	57	51
Agree a little	18	17	18	17
<i>Agree a lot/a little</i>	<i>74</i>	<i>80</i>	<i>75</i>	<i>68</i>
Neither agree nor disagree	15	15	14	16
Disagree a little	4	1	4	4
Disagree a lot	8	4	6	12
Base: Total having seen health warning messages	(218)	(56)	(108)	(54)

Cigarette package information is not only considered important, but is also a primary source of information on the hazards of smoking. Cigarette package warnings are second only to television as an information source. Just over half of smokers interviewed suggested having seen information on these two mediums. School is also an important information source for smokers in the 12-15 age group.

Table 2
**WHERE HEALTH WARNING MESSAGES
ARE SEEN OR HEARD**

	<u>Total</u> %
Where seen information on hazards of smoking	
On TV/ads on TV	59
Cigarette packs	55
Newspaper	17
Doctors office/hospital	16
Friends (non-smokers)	14
School	12*
Billboards	7
Word of mouth	7
News	7
Base: Total sample	(228)

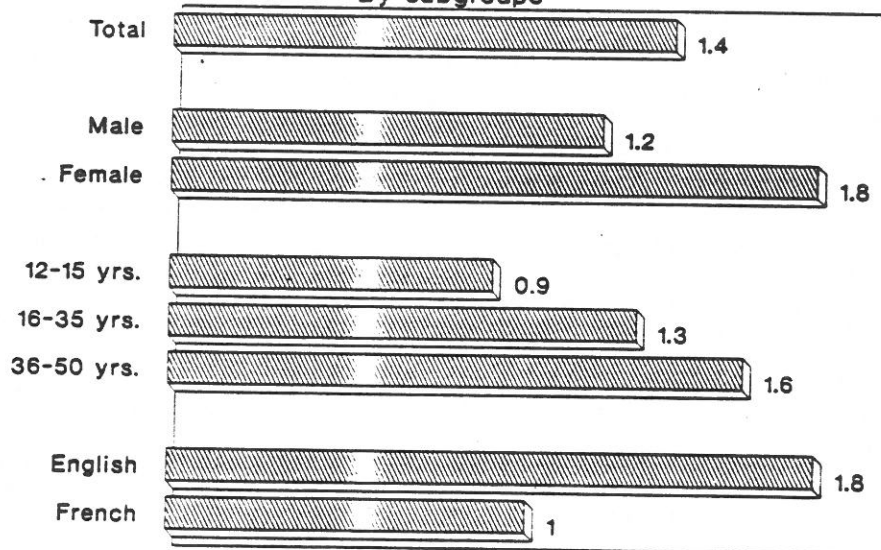
* 42% of smokers 12-15 years old indicated school

Current health warning messages are generally very well-received. They are considered easy to understand (98% agree), believable (86%), important (78%) and meaningful (75%). Consistent with earlier findings suggesting the importance of messages, half of smokers (53%) agreed they are worth reading over and over (see tables 3 and 4). This suggests current messages are quite durable, and do not need to be changed too frequently.

Smokers, 12-15 years old, were more likely to find messages believable, important, worth reading over and over and to agree messages could be stronger. However, this group reported reading messages less often per day than other groups. This is more likely a result of being less frequent smokers (refer to Figure 2).

Figure 2

AVERAGE NUMBER OF TIMES HEALTH WARNING MESSAGES
ARE READ PER DAY
- By subgroups -



Older smokers (36-50 years) were more likely to agree current messages are meaningful to them, and tend to read them more frequently. They likely consider themselves more susceptible to relevant health effects given a greater history of smoking.

Francophone smokers, while more likely to consider the messages meaningful, read less frequently than anglophones and are less likely to agree they are worth reading over and over.

Of note, women tend to read the messages more frequently but are no more positive in their opinion of them.

Table 3
EVALUATION OF HEALTH MESSAGES (AIDED)
BY SEX AND AGE

Q5. Thinking generally about the kinds of messages you have seen on cigarette packages, how much do you agree or disagree that...?

		- Sex -		- Age -		
	<u>Total</u>	<u>Male</u>	<u>Female</u>	<u>12 - 15</u>	<u>16 - 35</u>	<u>36 - 50</u>
	%	%	%	%	%	%
% Agree a lot/a little*						
They are easy to understand	98	97	100	95	99	97
The messages are true	86	83	90	92	85	86
It is important information for smokers to be reminded of	78	81	74	87	78	76
The messages are meaningful to you	75	78	72	64	70	89
They apply to some people more than others	58	66	47	63	55	60
The messages are worth reading again, even after seeing them several times	53	57	48	62	50	57
They could be stronger	41	44	38	65	39	44
Base: Total having seen health warning messages	(218)	(108)	(110)	(56)	(108)	(54)

* Based on a 5 point scale

□ Indicates percentages are directionally higher than in other subgroup(s)

Table 4
EVALUATION OF HEALTH MESSAGES (AIDED)
BY LANGUAGE

Q5. Thinking generally about the kinds of messages you have seen on cigarette packages, how much do you agree or disagree that...?

		- Age -	
	<u>Total</u>	<u>English</u>	<u>French</u>
	%	%	%
% Agree a lot/a little*			
They are easy to understand	98	99	98
The messages are true	86	91	80
It is important information for smokers to be reminded of	78	80	76
The messages are meaningful to you	75	60	93
They apply to some people more than others	58	61	54
The messages are worth reading again, even after seeing them several times	53	60	45
They could be stronger	41	39	44
Base: Total having seen health warning messages	(218)	(138)	(80)

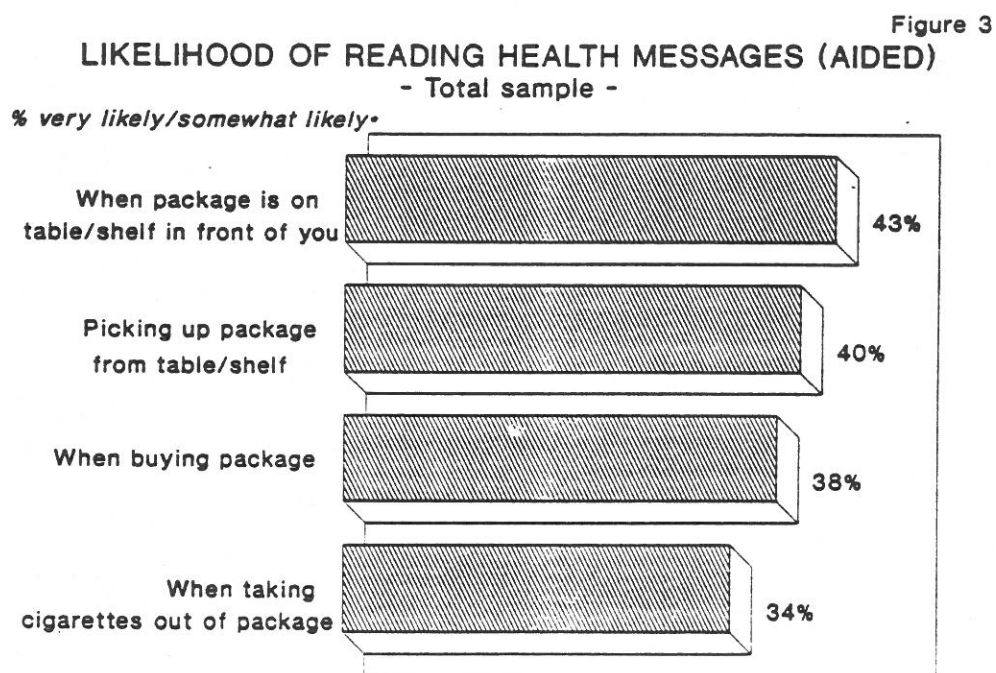
* Based on a 5 point scale

□ Indicates percentages are directionally higher than in other subgroup(s)

Reading patterns (Tables 5-6)

Overall, no apparent pattern exists for reading health warning messages. When asked what time and place messages are read, respondents gave a wide range of occasions with no specific occasion standing out. Of note, ten percent of smokers read message when they first buy a package and only 38% are very or somewhat likely to read messages at point of sale (refer to Figure 3). This suggests point of sale is *not* a significant contributor to message communication.

Differences were found to exist by gender and age. In particular, there was a slight tendency for women to read messages every time they smoke. Older smokers, and men are more likely to read messages when they first open a package.



*Based on a 4 point scale

Table 5
PLACE AND TIME THAT
HEALTH MESSAGES ARE READ
BY SEX AND AGE

Q4b. Is there any particular time or place that you find yourself looking at or reading the messages?

		- Sex -		- Age -		
	<u>Total</u>	<u>Male</u>	<u>Female</u>	<u>12 - 15</u>	<u>16 - 35</u>	<u>36 - 50</u>
	%	%	%	%	%	%
Time and place where health messages are read						
<i>Smoking (net)</i>	38	33	45	41	33	51
When opening package	20	26	12	20	11	44
Everytime I have a cigarette	18	11	28	20	20	13
When smoking	8	7	8	10	9	4
No particular time	32	33	30	28	34	28
When I first buy them	10	12	8	8	14	1
When bored	9	6	13	8	9	6
In restaurants	5	5	5	-	4	6
When friend has a different pack	5	5	5	4	6	1
Base: Total reading health warning messages	(190)	(94)	(96)	(49)	(100)	(41)

☐ Indicates percentages are directionally higher than in other subgroup(s)

Table 6
PLACE AND TIME THAT
HEALTH MESSAGES ARE READ
BY LANGUAGE

Q4b. Is there any particular time or place that you find yourself looking at or reading the messages?

	- Language -		
	<u>Total</u>	<u>English</u>	<u>French</u>
	%	%	%
Time and place where health messages are read			
<i>Smoking (net)</i>	38	38	39
When opening package	20	19	21
Everytime I have a cigarette	18	20	16
When smoking	8	10	5
No particular time	32	20	47
When I first buy them	10	11	9
When bored	9	13	3
In restaurants	5	4	5
When friend has a different pack	5	8	1
Base: Total reading health warning messages	(190)	(120)	(70)

SECTION II: HEALTH CONCERNS AND MESSAGE RECALL

Health concerns

On an unaided basis, 61% of respondents indicated lung concerns as a primary health concern about smoking. Secondary concerns were cancer (34%) and heart disease (14%). On an aided basis, these remained important concerns, but once asked the effect of smoking on babies of pregnant smokers this became a major concern.

SUMMARY OF HEALTH CONCERNS

	<u>Unaided</u>	<u>Aided*</u>
	%	%
Health concerns		
Lung	61	61
Cancer	34	60
Heart	14	31
Early death	11	28
Addiction	-	46
Effect of smoking on babies of pregnant smokers	5	67

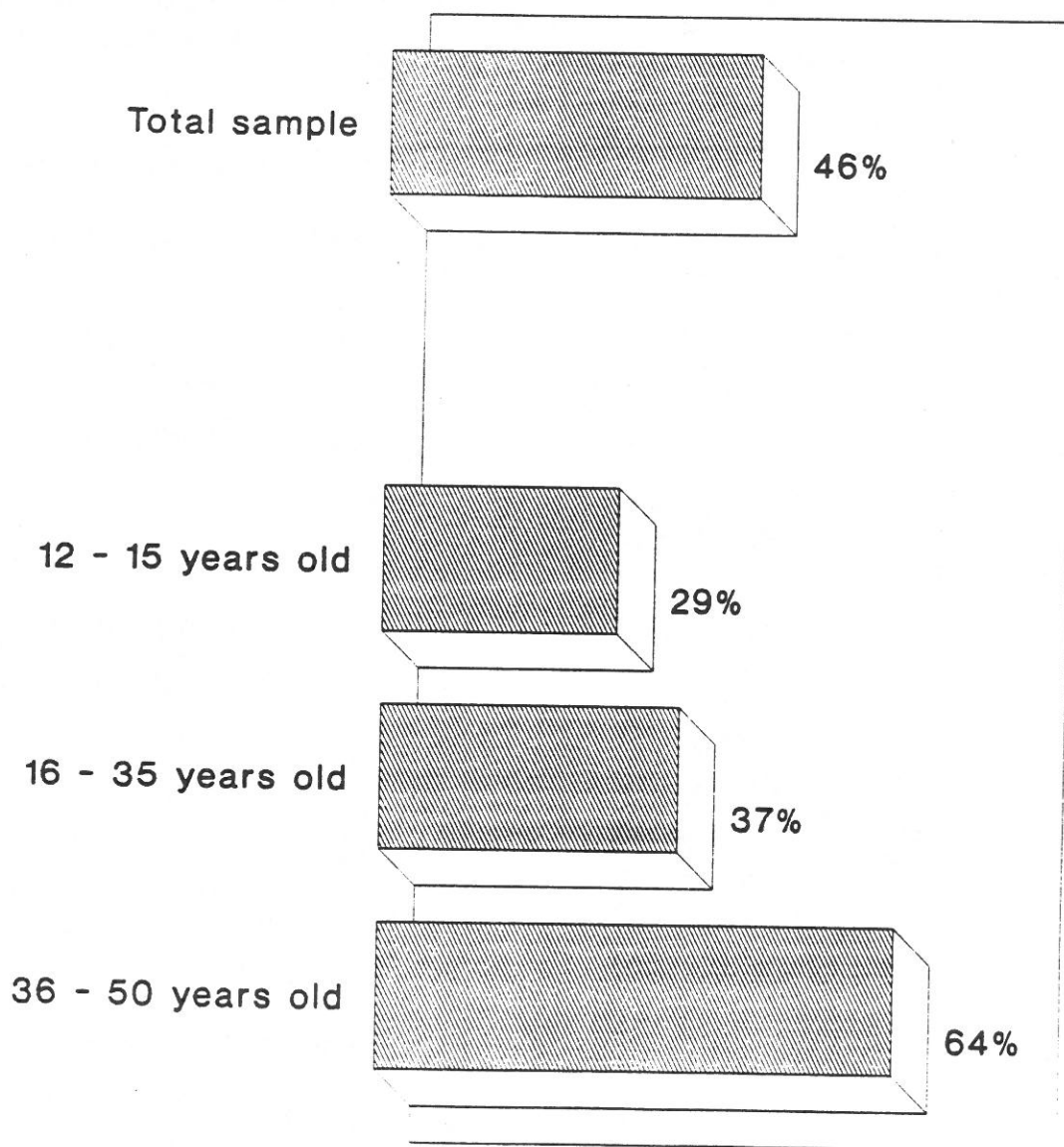
Base: Total sample (238)

* Based on % concerned a lot

On an aided basis, addiction was an important concern (46%), particularly among smokers 36-50 years old who presumably would find it more difficult to quit at this point.

Figure 4

ADDICTION CONCERNS BY AGE GROUP



Message recall (Tables 7-8)

When asked to recall messages currently on cigarette packages, fewer than one in five could accurately remember any one message. Recall of the general message idea was much higher, but varied significantly by message (refer to Table 7). It is interesting that message recall was directly related to general health concerns. Virtually all respondents (94%) recalled *Smoking during pregnancy can harm the baby*, about half recalled 'lung cancer' (60%) or 'heart disease', while only one quarter could remember the *life expectancy* message.

Respondents were then shown the eight proposed messages together and were given a few minutes to read each one. Once the messages were removed, respondents were asked to remember which messages they had seen. Table 8 shows again that message recall varied significantly and was generally related to health concerns. Again, *smoking during pregnancy* obtained highest recall (88%), while *lung disease*, *non-smokers* and *addictive* were remembered by about two-thirds of respondents. Least well recalled was *cigarettes cause cancer* (34%).

Table 7

RECALL OF EXISTING HEALTH WARNING MESSAGES (UNAIDED)

Q6. What are the health warning messages you can remember seeing on cigarette packages?

	First mention %	Total mentions %
Messages recalled		
<i>Smoking and pregnancy message (net)</i>	41	94
Danger to pregnant women	5	19
Smoking is harmful during pregnancy	7	18
Harmful to baby	6	16
Smoking during pregnancy can harm the baby	7	16
Smoking can affect your pregnancy	11	16
<i>Major cause of lung cancer (net)</i>	18	60
Lung disease/smoking causes lung disease	6	17
Smoking may/can cause lung cancer	4	10
Smoking causes lung cancer	4	10
Lung cancer	1	7
Smoking is a major cause of lung cancer	-	5
Smoking increases the risk of getting lung cancer	1	5
Smoking harms/destroys lungs	1	3
<i>Cause of heart disease (net)</i>	11	47
Heart disease	5	18
Smoking causes heart disease	2	10
Smoking is major cause of heart disease	2	7
Causes heart attacks	1	5
<i>Reduces life expectancy message (net)</i>	10	27
Smoking reduces life expectancy	10	20
Smoking can shorten your life	*	
Cancer	4	11
Smoking is hazardous to your health	1	8
Smoking may/can cause cancer	2	7
Base: Total sample	(218)	(218)

Table 8

RECALL OF PROPOSED HEALTH WARNING MESSAGES (UNAIDED)

Q9. What are the messages you can remember just seeing?

	First mention %	Total mentions %
Messages recalled		
<i>Smoking and pregnancy (net)</i>	33	88
Harmful to baby	21	39
Smoking during pregnancy is harmful to baby	4	15
Smoking is harmful during pregnancy	2	11
Smoking during pregnancy can harm the baby	1	11
<i>Major cause of lung disease (net)</i>	11	68
Smoking causes lung cancer/lung disease	7	30
Lung cancer	*	9
Smoking causes fatal lung disease	1	8
Cigarettes cause fatal lung disease	1	6
<i>Tobacco is harmful to non-smokers (net)</i>	9	64
Smoking is harmful to non-smokers	6	42
Tobacco is harmful to non-smokers	3	12
Second hand smoke is harmful/smoke bothers non-smokers	-	7
<i>Addictive (net)</i>	18	62
Tobacco is addictive	13	31
Smoking is addictive/cigarettes are addictive	3	21
<i>Shorten your life (net)</i>	7	52
Smoking can shorten your life	3	26
Smoking reduces life expectancy	*	17
Cigarettes can shorten your life	*	6
<i>Cause of heart disease message (net)</i>	3	53
Smoking causes heart disease	1	23
Heart disease	1	11
Smoking can/may cause heart disease	*	9
Cigarettes cause heart disease	*	5
<i>Stroke (net)</i>	5	50
Strokes/smoking causes strokes	2	38
Cigarettes cause strokes	3	9
<i>Cancer (net)</i>	11	34
Cigarettes cause cancer	7	14
Smoking causes cancer	3	12
Cancer	*	5
Base: Total sample	(228)	(228)

SECTION III: HEALTH WARNING MESSAGES

Overview

Respondents were shown current health warning messages and asked their perceived meaning and opinion of each message. Current health warning messages are:

- Smoking during pregnancy can harm the baby
- Smoking reduces life expectancy
- Smoking is a major cause of heart disease
- Smoking is the major cause of lung cancer

Respondents were then shown 8 proposed messages and asked to evaluate each one by the same criteria. Proposed messages evaluated were:

- Tobacco smoke is harmful to non-smokers
- Smoking can shorten your life
- Cigarettes cause heart disease
- Tobacco is addictive
- Cigarettes cause fatal lung disease
- Cigarettes cause strokes
- Smoking during pregnancy is harmful to the baby
- Cigarettes cause cancer

In discussing the findings we have divided proposed messages into two groups: those 'similar' to existing ones and 'new' messages. 'New' proposed messages, refer to health warnings not previously seen on cigarette packages. These are:

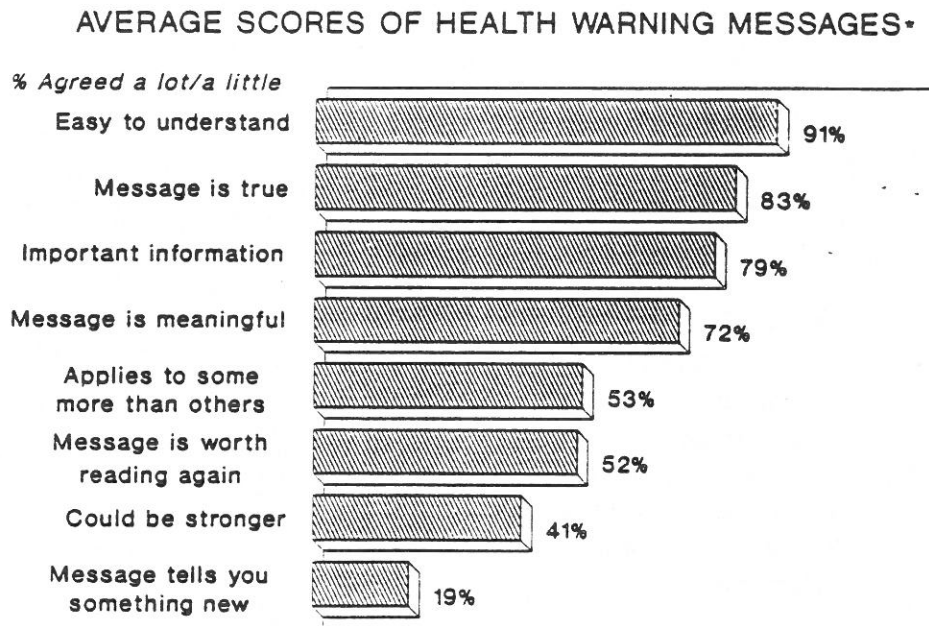
- Cigarettes cause strokes
- Tobacco is addictive
- Tobacco smoke is harmful to non-smokers

The remaining five messages are existing health warnings expressed in a stronger language. It should be noted that the existing lung message is proposed as two health warnings: fatal lung disease and cancer health warning.

Overall, messages tended to be understood at face value, with little interpretation or details offered when respondents were asked to describe what each message meant to them. In this sense, messages are considered clear, easy to understand, and explanatory. Few smokers were able to *expand* on the information provided, though, suggesting messages do not *prompt* more indepth knowledge gained (possibly) from other sources.

Generally, messages were considered believable, important and meaningful, as was noted earlier.

Figure 5



* Based on all 12 health warning messages

Young smokers were more likely to consider current messages to be important (92% vs. 81% others combined), worth re-reading (64% vs. 45% others combined) and find they could be stronger (61% vs. 45% others combined). Also, they were more likely to agree that current messages contained new information (23% vs. 18% others combined). Young smokers, who are typically less knowledgeable and experienced, may be less aware of health risks associated with smoking. Health warning messages *may* have a greater impact on this group, because of the educational role they could play.

Table 9
AVERAGE SCORES OF EXISTING
HEALTH WARNING MESSAGES

- BY AGE -

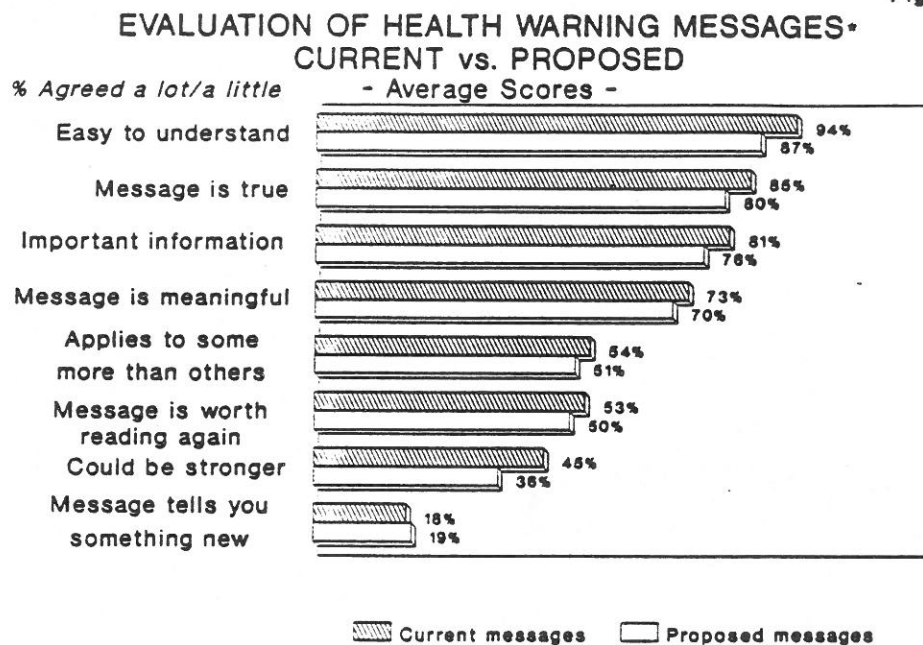
	- Age -			
	<u>Total</u>	<u>12 - 15</u>	<u>16 - 35</u>	<u>36 - 50</u>
	%	%	%	%
Agree a lot/a little*				
It is easy to understand	91	94	97	89
The message is true	83	92	86	79
It is important information for smokers to be reminded of	79	92	81	80
The message is meaningful to you	72	77	72	75
It applies to some people more than others	53	47	52	47
The message is worth reading again, even after seeing it several times	52	64	54	49
It could be stronger	41	61	41	52
The message tells you something you didn't know before	19	23	19	15
Base:	(228)	(57)	(113)	(58)

* Based on a 5 point scale

Comparison between current and proposed messages (Tables 10-13)

Respondents were marginally more likely to agree with statements about current messages than they were for proposed ones on all dimensions, except news value.

Figure 6



* Based on 5 point scale

Table 10 shows little difference in opinion between *current* and '*similar*' messages, although smokers were marginally more likely to agree that *existing* messages could be stronger (45% average vs. 38% average for similar). Clearly, increased strength of proposed similar messages would gain ready acceptance. *New* messages were rated generally lower, except for news value, suggesting some reluctance to accept the new information as believable, important or meaningful.

Table 10

EVALUATION OF HEALTH WARNING MESSAGES CURRENT VS. PROPOSED

- Average scores -

	Current message %	- Proposed -	
		Similar %	New %
Agree a lot/a little*			
It is easy to understand	94	90	80
The message is true	85	85	72
It is important information for smokers to be reminded of	81	81	67
The message is meaningful to you	73	75	63
It applies to some people more than others	54	56	42
The message is worth reading again, even after seeing it several times	53	52	46
It could be stronger	45	38	32
The message tells you something you didn't know before	18	16	24
Base:			

EVALUATION OF CURRENT VS. SIMILAR PROPOSED HEALTH WARNING MESSAGES (AIDED)

Q8a/11a. How much do you agree or disagree with each of the following statements about the (messages)?

	Can harm baby		Reduces life expectancy		Major cause of heart disease		Major cause of lung/cancer		
	Current %	Proposed %	Current %	Proposed %	Current %	Proposed %	Current %	Cancer %	Lung %
% agree a lot/a little*									
It is easy to understand	96	85	94	96	90	97	96	84	89
The message is true	88	92	74	85	86	88	90	83	75
It is important information for smokers to be reminded of	85	88	72	74	82	86	84	80	76
The message is meaningful to you	75	67	67	78	74	75	77	76	78
It applies to some people more than others	66	76	48	43	55	48	45	57	56
The message is worth reading again, over after seeing it several times	56	58	51	57	53	58	52	45	42
It could be stronger	51	48	42	33	43	30	43	42	38
The message tells you something you didn't know before	19	19	13	12	25	16	16	14	19
Base: Total sample	(228)	(111)	(228)	(117)	(228)	(117)	(228)	(111)	(111)

† Based on a 5 point scale

Table 12

**SUMMARY OF ANYTHING DISLIKED
FOR PROPOSED WARNING MESSAGES**

Q. And what, if anything, do you not like about the message...?

	<u>Total sample</u> %
Warning message	
Cigarettes cause strokes	80
Cigarettes cause fatal lung disease	56
Cigarettes cause cancer	56
Tobacco is addictive	50
Tobacco is harmful to non-smokers	45
Smoking during pregnancy is harmful to the baby	43
Smoking can shorten your life	30
Cigarettes cause heart disease	26

Table 13

**SUMMARY OF ANYTHING HARD TO BELIEVE
FOR PROPOSED WARNING MESSAGES**

Q. And what, if anything, do you find hard to believe about the message?

	<u>Total sample</u> %
Warning message	
Cigarettes cause strokes	53
Cigarettes cause fatal lung disease	42
Cigarettes cause cancer	30
Tobacco smoke is harmful to non-smokers	29
Smoking during pregnancy is harmful to the baby	25
Tobacco is addictive	24
Smoking can shorten your life	22
Cigarettes cause heart disease	15

Pregnancy message (Tables 14-16)

Existing and proposed messages were interpreted to mean smoking could harm the baby. Some smokers were able to elaborate and played back low birth weight/premature birth ideas. This message was the most motivating of all the messages and respondents were more likely to agree this message could be stronger. Not surprisingly, it was also seen as the least relevant, especially for males; almost three-quarters of male smokers felt the message applied to some people more than others.

Respondents tended to like this message, although some questioned whether smoking will 'definitely harm the baby'.

Table 14

**PERCEIVED MEANING OF SMOKING
AND PREGNANCY MESSAGE**

CURRENT VS. PROPOSED

Q7/10. Please tell me what each of these messages mean to you?

	<u>Current</u>	<u>Proposed</u>
	%	%
Perceived meaning		
<i>Health effects (net)</i>	66	70
Harms the baby	21	27
Can cause deformities/birth defects	17	7
Smoking during pregnancy can harm baby	17	21
Can cause problems for baby	12	9
Causes low birth weight/smaller babies/ premature babies	12	11
<i>Motivating (net)</i>	31	28
Don't smoke if you're pregnant	27	14
Thinking of baby	4	13
Stop smoking		
It's true/I believe it	5	11
Base: Total asked	(228)	(111)

Table 15

**DISLIKES - 'SMOKING DURING PREGNANCY
IS HARMFUL TO THE BABY'**

Q12a. What, if anything, do you not like about the message ...?

	<u>Total sample</u> %
Dislikes	
<i>Anything disliked</i>	43
<i>Not effective (net)</i>	13
Not strong enough	8
Doesn't affect me	5
<i>Vague/not enough information (net)</i>	9
Too vague/not specific	8
Not explanatory	2
<i>Not believable (net)</i>	8
Want more proof	5
Not 100% true	3
Makes you feel guilty	5
Base: Total asked	(111)

Table 16

**ANYTHING HARD TO BELIEVE - 'SMOKING DURING
PREGNANCY IS HARMFUL TO BABY'**

Q12b. And what, if anything, do you find hard to believe about the message ...?

	<u>Total sample</u>
	%
<i>Anything hard to believe</i>	25
<i>Direct (cause) relationship (net)</i>	24
Will definitely harm the baby	17
Too absolute/too definite	11
That it's 100% true	4
Need more information/ not enough proof	4
Base: Total asked	(111)

Heart disease message (Tables 17-19)

Both the existing and proposed messages were seen to mean greater risk of heart disease. Few respondents mentioned the effect on blood circulation (13%). Mostly, respondents found little to dislike or disbelieve in this message. In terms of clarity, the proposed message was slightly easier to understand, particularly among francophones.

	<u>Current message</u>	<u>Proposed message</u>
	%	%
Total sample	90	97
English	94	95
French	84	100

The proposed french message uses a simpler synonym, making it more understandable to the general population.

Table 17

PERCEIVED MEANING HEART DISEASE MESSAGE

CURRENT VS. PROPOSED

Q7/10. Please tell me what each of these messages mean to you?

	<u>Current</u>	<u>Proposed</u>
	%	%
Perceived meaning		
<i>Health effects (net)</i>	73	76
Damages the heart	15	16
Cigarettes cause heart disease/major cause of heart disease	14	15
Greater risk of heart disease	21	13
Affects blood flow/circulation	12	13
Death/dying	1	9
Heart attacks	15	9
It's true/I believe it	6	13
Doesn't mean much to me	9	11
<i>Motivating (net)</i>	10	7
It worries/scares me	6	3
Makes people think	4	2
Scares people	1	2
<i>Not believable (net)</i>	5	6
Not accurate	4	4
Don't believable it/it's not true	3	2
Base: Total asked	(228)	(117)

Table 18

DISLIKES - 'CIGARETTES CAUSE HEART DISEASE'

Q12a. What, if anything, do you not like about the message ...?

	Total sample %
Dislikes	
<i>Anything disliked</i>	26
<i>Too strong (net)</i>	10
Too definite	8
Too strong/attacking	4
Says it "causes"	3
<i>Not believable (net)</i>	8
Not 100% true	4
Inaccurate	3
Want more proof	2
Too vague/not specific	3
<i>Not effective (net)</i>	4
Not strong	2
Doesn't affect me	2
Doesn't apply to everyone	3
Base: Total asked	(117)

Table 19

**ANYTHING HARD TO BELIEVE - 'CIGARETTES CAUSE
HEART DISEASE'**

Q12b. And what, if anything, do you find hard to believe about the message ...?

	<u>Total sample</u> %
<i>Anything hard to believe</i>	15
<i>Direct (cause) relationship (net)</i>	14
Causes heart disease	7
Too absolute/too definite	7
That it's 100% true	4
Only cause of heart disease	3
Base: Total asked	(117)

Smoking shortens life message (Tables 20-22)

Both messages were interpreted to mean a shorter life or you will die sooner. While respondents found nothing particular to dislike or disbelieve, respondents tended to find this information slightly less important (73% vs. 79% average) and newsworthy (13% vs. 19% average).

Table 20

**PERCEIVED MEANING OF SMOKING
SHORTENS LIFE CURRENT VS. PROPOSED**

Q7/10. Please tell me what each of these messages mean to you?

	<u>Current</u> %	<u>Proposed</u> %
Perceived meaning		
<i>Health effects (net)</i>	74	75
Smoking will shorten your life	32	38
You will die sooner if you smoke	23	25
Smoking causes disease/cancer	8	11
Exactly what it says	3	9
Can die from smoking/smoking can kill you	5	8
<i>Not motivating (net)</i>	13	13
Doesn't bother me/worry me/affect me	6	9
Doesn't mean much to me	10	6
It's true/I believe it	5	7
Too absolute	2	7
Base:	(228)	(117)

Differences by age group were found to exist, especially among young smokers, 12-15 years old. This group, in particular, was more likely to believe this message (87% vs. 74% others combined), consider it meaningful (77% vs. 66% others combined) and important (92% vs 71% others combined). They also were more likely to believe it could be stronger (61% vs. 41% others combined) and is newsworthy (23% vs. 13% others combined).

Figure 7

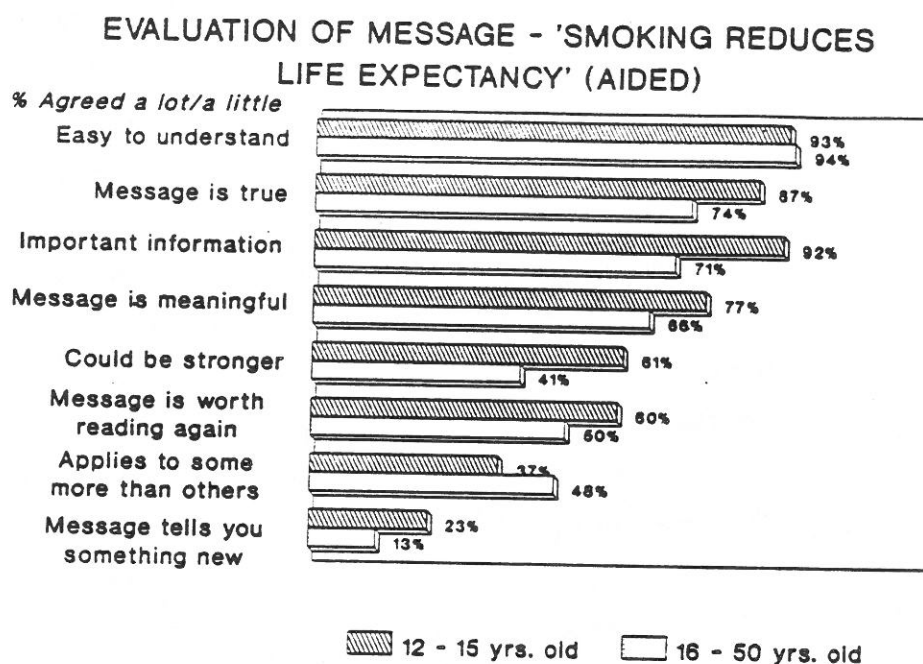


Table 21

DISLIKES - 'SMOKING CAN SHORTEN YOUR LIFE'

Q12a. What, if anything, do you not like about the message ...?

	<u>Total sample</u> %
Dislikes	
<i>Anything disliked</i>	30
<i>Vague/not enough information (net)</i>	11
Too vague/not specific	5
Not enough information	3
Not clear	3
<i>Too strong (net)</i>	7
Too definite	7
Too strong/attacking	2
Want more proof	5
Doesn't affect me	5
Already knew about it	4
Base: Total asked	(117)

Table 22

**ANYTHING HARD TO BELIEVE - 'SMOKING CAN
SHORTEN YOUR LIFE'**

Q12b. And what, if anything, do you find hard to believe about the message ...?

	<u>Total sample</u> %
<i>Anything hard to believe</i>	22
<i>Direct (cause) relationship (net)</i>	15
Too absolute/too definite	11
That it's 100% true	4
That it's the only cause of death disease	3
Main cause of death	3
Shorten your life	6
Need more information/ not enough proof	5
Base: Total asked	(117)

Lung/cancer messages (Tables 23-27)

The current lung cancer warning is the most changed of all existing messages. In the proposed changes, it constitutes two different health warnings: a fatal lung disease and cancer warning.

Both the current and proposed cancer warnings communicated a lung cancer message. Despite the proposed cancer message no longer focusing on lung cancer, it is still perceived as such. The proposed cancer message was slightly less clear (84% vs. 96% current), less believable (83% vs. 90% current) and less relevant (43% vs. 55% current). Respondents criticized it for being too strong (19%) and 25% questioned the relationship between cancer and smoking. Some respondents criticized the message for being too vague.

Playback of the 'fatal lung disease' message tended to focus more on the 'you die/fatal' theme rather than the lung disease/cancer component. Respondents tended to find this message less believable (75% vs. 90% current) and less relevant (44% vs. 55% current). A significant minority (36%) of smokers found this message too strong, and 27% disliked the 'fatal' component.

Table 23

**PERCEIVED MEANING LUNG DISEASE/
CANCER MESSAGE CURRENT VS. PROPOSED**

		- Proposed	
	<u>Current</u>	<u>Fatal lung disease</u>	<u>Cancer</u>
	%	%	%
<i>Perceived meaning</i>	74	77	66
Smokers have highest incidence of lung cancer	13	*	5
Smoking may/can cause (lung) cancer	13	7	20
Destroys lungs	12	13	-
Smoking causes (lung) cancer	11	14	22
Exactly what it says	10	4	3
Blackens lungs/tissue	9	3	3
One of the causes of lung cancer	4	2	9
It can kill you/more likely to die	2	28	5
If you smoke you will die	2	20	3
<i>Believable (net)</i>	15	1	8
<i>Motivating (net)</i>	12	8	3
It worries/scares me	8	4	-
Hits home/can relate to it	6	1	1
<i>Not motivating (net)</i>	8	7	6
Base: Total asked	(228)	(111)	(111)

Table 24

DISLIKES - 'CIGARETTES CAUSE CANCER'

Q12a. What, if anything, do you not like about the message ...?

	Total sample %
Dislikes	
<i>Anything disliked</i>	56
<i>Too strong (net)</i>	19
Too definite	10
Says it "causes"	9
Too strong/attacking	7
Sounds worse than it really is	4
<i>Vague/not enough information (net)</i>	16
Too vague/not specific	13
Not enough information	5
<i>Not believable (net)</i>	14
Not 100% true	9
Inaccurate	3
Want more proof	2
<i>Not effective (net)</i>	14
Not effective	8
Not strong enough	7
Already knew about it	9
Base: Total asked	(110)

Table 25

DISLIKES - 'CIGARETTES CAUSE FATAL LUNG DISEASE'

Q12a. What, if anything, do you not like about the message ...?

	Total sample %
Dislikes	
<i>Anything disliked</i>	56
<i>Too strong (net)</i>	36
Fatal/kill/death	27
Too strong/attacking	19
It scares you	8
Says it causes	7
<i>Motivating (net)</i>	15
It scares you	8
Makes you feel bad	6
Makes you feel guilty	3
<i>Not believable (net)</i>	8
You don't always die/can be treated	5
Not 100% true	4
<i>Not effective (net)</i>	5
Already knew about it	5
<i>Vague/not enough information (net)</i>	4

Base: Total asked

(111)

Table 26

ANYTHING HARD TO BELIEVE - 'CIGARETTES CAUSE CANCER'

Q12b. And what, if anything, do you find hard to believe about the message ...?

	Total <u>sample</u> %
<i>Anything hard to believe</i>	30
<i>Direct (cause) relationship (net)</i>	25
Too absolute/too definite	10
Causes cancer	7
Definitely will cause cancer	6
That it's the only cause of death/disease	6
Risk of cancer from cigarettes	5
Need more information/ not enough proof	5
Base: Total asked	(110)

Table 27

**ANYTHING HARD TO BELIEVE - 'CIGARETTES CAUSE
FATAL LUNG DISEASE'**

Q12b. And what, if anything, do you find hard to believe about the message ...?

	Total <u>sample</u> %
<i>Anything hard to believe</i>	42
<i>Direct (cause) relationship (net)</i>	27
Too absolute/too definite	19
That it's the only cause of death/disease	6
That it's 100% true	11
That it's the only cause of death/disease	6
Definitely will cause cancer	4
Fatal	18
Kind of help you can get	2
Base: Total asked	(111)

Table 28

**EVALUATION OF PROPOSED NEW HEALTH
WARNING MESSAGES (AIDED)**

Q11a. How much do you agree or disagree with each of the following statements about the (messages)?

	Tobacco smoke is harmful to <u>non-smokers</u>	Cigarettes cause <u>strokes</u>	Tobacco is <u>addictive</u>	Average <u>scores</u>
	%	%	%	%
Agree a lot/a little*				
It is easy to understand	91	57	93	91
The message is true	80	52	84	83
It is important information for smokers to be reminded of	72	56	74	79
The message is meaningful to you	71	46	72	72
The message is worth reading again, even after seeing it several times	49	38	51	52
It applies to some people more than others	45	43	39	53
It could be stronger	31	31	35	41
The message tells you something you didn't know before	18	43	12	19
Base: Total asked	(117)	(117)	(117)	

* Based on a 5 point scale

Tobacco is harmful to non-smokers (Tables 29-31)

Tobacco is harmful to non-smokers was considered self descriptive, with little interpretation offered. Overall, the message was seen as clear (91%) and believable (80%). However, smokers were less likely to consider this message to be important (72% vs. 79% average) and less likely to agree the message could be stronger (31% vs. 41% average). Some disliked it for being too strong (13%).

Table 29

**PERCEIVED MEANING OF 'TOBACCO
IS HARMFUL TO NON-SMOKERS'**

Q10. Please tell me what each of these messages mean to you?

	Total sample %
Perceived meaning	
<i>Effect on non-smokers (net)</i>	72
Harmful to non-smokers	27
Can affect the health of non-smokers	21
Be aware/respect non-smokers	19
Second hand smoke	17
Smoking bothers non-smokers	16
<i>Not motivating (net)</i>	9
Doesn't mean much to me	8
Doesn't bother me/worry me/affect me	5
It's true/I believe it	8
Don't believe it/it's not true	7
<i>Motivating (net)</i>	3
Base: Total asked	(117)

Table 30

DISLIKES - 'TOBACCO SMOKE IS HARMFUL TO NON-SMOKERS'

Q12a. What, if anything, do you not like about the message ...?

	<u>Total sample</u> %
Dislikes	
<i>Anything disliked</i>	45
<i>Too strong (net)</i>	13
Too strong/attacking	9
Sounds worse than it really is	5
Makes you feeling guilty	9
<i>Not believable (net)</i>	7
Not 100% true	5
Inaccurate	3
Doesn't give you a choice	7
I don't want to hear it	7
Annoying	7
Already knew about it	5
Not strong enough	4
Too vague/not specific	3
Base: Total asked	(117)

Table 31

**ANYTHING HARD TO BELIEVE - 'TOBACCO SMOKE
IS HARMFUL TO NON-SMOKERS'**

Q12b. And what, if anything, do you find hard to believe about the message ...?

	<u>Total sample</u>
	%
<i>Anything hard to believe</i>	29
Dangers of second hand smoke/smoking is harmful to non-smokers	18
<i>Direct (cause) relationship (net)</i>	10
That it's 100% true	8
Too absolute/too definite	5
Need more information/not enough proof	5
Base: Total asked	(117)

Tobacco is addictive (Tables 32-34)

This message was related to cigarettes being 'a drug' by one-quarter of the respondents. Despite being highly relevant (61% vs. 47% average), it was not considered quite as important information (74% vs. 79% average). The fact that it was considered relevant but slightly less important information may be a result of the message offering little *news* value (12% vs. 19% average).

Some felt the message was too vague (22%) while others considered it too strong (19%).

Table 32

PERCEIVED MEANING OF 'TOBACCO IS ADDICTIVE'

Q10. Please tell me what each of these messages mean to you?

	<u>Total sample %</u>
Perceived meaning	
<i>Addictive (net)</i>	66
Very addictive	27
Associates cigarettes with drugs	12
It is a drug	12
Exactly what it says	12
Nicotine in addictive	10
It's true/I believe it	17
<i>Motivating (net)</i>	14
Hits home/can relate to it	8
Warning to kids	3
Scares people	2
<i>Not believable (net)</i>	10
Don't believe it/it's not true	7
Not accurate/not 100% true	6
Doesn't mean much to me	6
Not specific	6
Too harsh/not supportive	5
Base: Total asked	(117)

Table 33

DISLIKES - 'TOBACCO IS ADDICTIVE'

Q12a. What, if anything, do you not like about the message ...?

	<u>Total sample</u> %
Dislikes	
<i>Anything disliked</i>	50
<i>Vague/not enough information (net)</i>	22
Too vague/not specific	15
Not clear	6
Not explanatory	4
Not enough information	4
<i>Too strong (net)</i>	19
Too strong/attacking	13
Too definite	8
Sounds worse than it really is	7
<i>Not effective (net)</i>	9
Not strong enough	6
Not effective	6
<i>Not believable (net)</i>	8
Want more proof	6
Inaccurate	2
Annoying	4
Base: Total asked	(117)

Table 34

ANYTHING HARD TO BELIEVE - 'TOBACCO IS ADDICTIVE'

Q12b. And what, if anything, do you find hard to believe about the message ...?

	Total sample
	%
<i>Anything hard to believe</i>	24
<i>Addictive (net)</i>	16
It's addictive	9
Some people can control it	7
People can't control it	5
<i>Direct (cause) relationship (net)</i>	6
That it's 100% true	4
Too absolute/too definite	3
Base: Total asked	(117)

Cigarettes cause strokes (Tables 35-37)

This message was more likely to act as a prompt to remind smokers of specific health risks. A significant minority (38%) were able to elaborate or expand on the information provided and associated the message with circulation problems.

The message offered the most *news* to respondent (43% vs. 19% average). However, it also elicited the most controversy, with 80% mentioning some dislike and 53% finding something hard to believe.

Cigarettes cause strokes was much less clear than other messages. Only 57% of respondents agreed that it was easily understood compared to the average of 91% across all messages.

Analysis by language reveals the problem to be particularly marked among francophones. Thirty-eight percent of francophones found the message easy to understand compared to 77% of anglophones. Francophones were more likely to dislike the French synonym of stroke, and questioned its meaning.

	<u>Anglophones</u>	<u>Francophones</u>
	%	%
Dislikes		
What is a stroke/cerebrovasculaire	0	15
Not clear	5	32
Not explanatory	2	35

Table 35

**PERCEIVED MEANING OF
'CIGARETTES CAUSE STROKES'**

Q10. Please tell me what each of these messages mean to you?

	<u>Total sample</u> %
Perceived meaning	
<i>Health effects (net)</i>	54
Blood can't circulate as easily	15
Cuts the circulation (to brain)	13
Cigarettes can cause strokes	13
Causes hardening of the arteries	10
Greater chance of getting a stroke if you smoke	9
 Too absolute	 14
Not sure what strokes are?	11
Was not aware of that	7
 <i>Not motivating (net)</i>	 10
Doesn't mean much to me	10
Doesn't bother me/worry me/affect me	2
 <i>Not believable (net)</i>	 6
Too harsh/not supported	5
 Base: Total asked	 (111)

Table 36

DISLIKES - 'CIGARETTES CAUSE STROKES'

Q12a. What, if anything, do you not like about the message ...?

	Total sample %
Dislikes	
<i>Anything disliked</i>	80
<i>Vague/not enough information (net)</i>	43
Not explanatory	18
Not clear	18
Too vague/not specific	12
Not enough information	9
<i>Too strong (net)</i>	21
Says it "causes"	12
Too definite	10
Sounds worse than it really is	7
<i>Not believable (net)</i>	19
Not 100% true	14
Inaccurate	6
<i>Not effective (net)</i>	15
Not strong enough	7
Doesn't affect me	5
No effect	3
Confusing	7
Many other things can shorten life	6

Base: Total asked

(111)

Table 37

ANYTHING HARD TO BELIEVE - 'CIGARETTES CAUSE STROKES'

Q12b. And what, if anything, do you find hard to believe about the message ...?

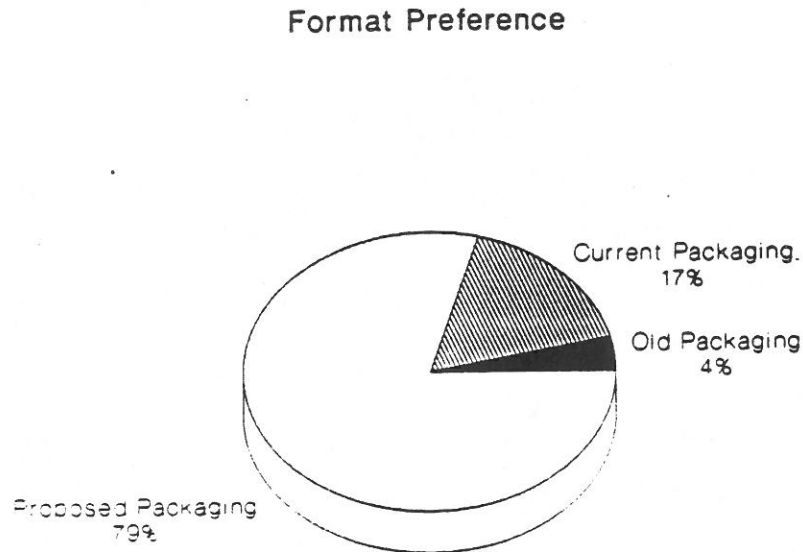
	Total <u>sample</u> %
<i>Anything hard to believe</i>	53
<i>Direct (cause) relationship (net)</i>	34
Too absolute/too definite	10
Relationship of strokes to cigarettes	8
That it's the only cause of death/disease	7
Need more information/ not enough proof	7
Causes strokes	6
That it's 100% true	6
Don't understand this message	9
Base: Total asked	(111)

SECTION IV: FORMAT PREFERENCE

Packaging preference (Tables 38)

The proposed format was overwhelmingly preferred (79%) over existing (17%) and old formats (4%).

Figure 8



Proposed format was praised for being eye catching (70%) and for its print (64%). Among smokers preferring the current package format, 61% liked its layout.

Table 38

REASONS FOR SELECTING PREFERRED PACKAGING

- Format -

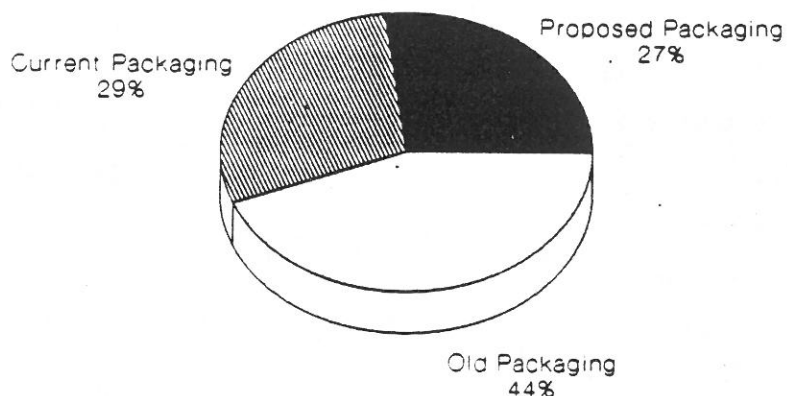
	<u>Proposed</u>	<u>Current</u>
	%	%
Reasons for preference		
Eye catching/stands out	70	59
<i>Print (net)</i>	<i>64</i>	<i>13</i>
Black and white	33	2
Bold	20	1
Highlighted	12	7
<i>Layout/position (net)</i>	<i>58</i>	<i>61</i>
First thing you see	31	24
On top	30	2
Well layout/positioned	16	32
More visual	24	31
<i>Clear/easy to read (net)</i>	<i>18</i>	<i>18</i>
Clear	9	*
Easy to read	8	17
Base: Selected format	(168)	(52)

Toxic information format (Table 39)

Of the three toxic constituent formats, the old format was preferred (44%) over both current (29%) and proposed (27%) formats.

Figure 9

Toxic Information Format



The old format was praised mainly for its clarity and ease of reading (62%), and because it contained a warning message (55%).

Smokers selecting the current format liked its short (42%), to the point (32%) and easy to read (35%) style. Among those preferring the proposed format, it was praised for its implicit warning message: 48% made a reference to 'toxic' and 'carbon monoxide' (46%) component.

We believe the warning message included with the old format contributed to its preference over other formats. It is likely each format would have been equally preferred without this bias.

Table 39

REASONS FOR TOXIC INFORMATION PREFERENCE

- Format -

	<u>Old</u> %	<u>Current</u> %	<u>Proposed</u> %
Reasons for preference			
<i>Clear/easy to read (net)</i>	62	82	51
Easy to understand	40	14	18
Clear	26	33	14
To the point	24	32	18
Easy to read	16	35	19
Gives you a warning	55	25	50
No warning	22	-	4
Simple	9	28	28
Short	5	42	18
'Toxic'	-	1	48
Carbon monoxide	-	4	46
Base: Selected format	(112)	(56)	(58)

SECTION IV: PROPOSED PACKAGE INSERTS

Overview

Eight proposed package inserts were evaluated; two by each respondent. The inserts were entitled:

- Addiction warning
- Heart attack risk
- Lung disease warning
- Stroke risk
- Tobacco kills
- Danger, smoke harms others
- Danger, cancer risk
- Baby at risk

Each insert provided a brief statement of facts to support its claim, a statement of help available and a graphic symbol (see appendix for reproductions of inserts).

Although reactions to specific messages varied somewhat, respondents tended to receive similar impressions across inserts. Generally, inserts were considered easy to understand, believable, important and meaningful to smokers.

Evaluation of insert messages

% agree a lot/a little with statement*	Average of 8 inserts %
It is easy to understand	95
The message is true	85
It is important information for smokers to be reminded of	80
The message is meaningful to you	78
The message tells you something you didn't know before	66
It is worth reading again, even after seeing it several times	52
It applies to some people more than others	52
It could be stronger	32

* Based on a 5 point scale

Messages also provided varying amounts of *news* to readers. The extra information provided over package messages appeared to increase perceived message *strength* only slightly. Across inserts one-third of readers agreed they could be stronger, while across proposed (similar) messages 38% agreed they could be stronger.

Generally, respondents liked more about the inserts than they disliked. The explanations and statistics were well received and rarely questioned. Dislikes tended to increase when terms like '*fatal*' were used.

Each insert is discussed in detail on the following pages. Each was evaluated in terms of idea or message communicated, likes, dislikes, news value, confusion, believability, message importance and strength.

Addiction warning (Tables 40-46)

Addiction warning was seen to give the idea that nicotine is addictive (70%). This insert was seen to communicate a help availability message (29%) to some readers. While important and meaningful this message was not thought to offer anything *new*. Only one in five readers perceived any news (relative to two-thirds on average). Readers were more likely than average (53% vs. 32%) to agree the message could be stronger. It is interesting to note it is the only insert of 8 *not* to offer statistics.

Readers liked the straightforward style, and the (reminder) smoking is addictive. Interest also focused on 'if you want to quit and need help.' The term '*hooked*' was not liked as much, though, as some readers considered it too strong or definitive.

The graphic logo was not liked by one in five seeing it.

Table 40

MAIN IDEA OR MESSAGE OF INSERT - 'ADDICTION'

Q15a/16a. What was the main idea or message this insert was trying to tell you about smoking, other than to quit?

	Total sample %
Main message	
<i>Addictive (net)</i>	70
Addictive	59
Nicotine is addictive	41
It's a drug	13
<i>Help available (net)</i>	29
You can get help quitting	19
It's difficult to quit	14
Where to get help	7
Ask your doctor	7
How to quit	6
Don't smoke	7
Causes health problems	5
Base: Total asked	(57)

Table 41

**WHETHER INSERT CONTAINED NEW INFORMATION
'ADDICTION'**

Q15/16f. Was there any information that was new to you? What was that?

	Total sample %
News	
<i>Anything new</i>	<i>18</i>
Addictive	14
Can get help from local health unit	4
Base: Total asked	(57)

Table 42

**ANYTHING CONFUSING OR HARD TO BELIEVE
IN INSERT - 'ADDICTION'**

- Q15/16d. What, if anything, did you find confusing or hard to understand?
- Q15/16e. What, if anything, did you find hard to believe?

	Total sample %
Confusing or hard to believe	
<i>Anything confusing</i>	19
Picture	12
Not specific	4
French	2
<i>Anything hard to believe</i>	22
Put messages on/in the packages	8
It's addictive	7
That doctors can help	4
That it's so simple to quit	2
Base: Total asked	(57)

Table 43

LIKES OF INSERT - 'ADDICTION'

Q15b/16b. What, if anything, did you like about this message?

	Total sample %
Likes	
<i>Anything liked (net)</i>	94
Shows it's addictive	41
<i>Help available (net)</i>	24
Shows where you can get help	20
Shows ways you can quit	11
<i>Straightforward/easy to read (net)</i>	20
To the point	16
Straightforward/direct	13
<i>Motivating/effective (net)</i>	13
It's effective	9
Warns people not to smoke	3
Explanatory	13
Everything	10
Good wording	5
Factual	5
Base: Total asked	(57)

Table 44

POSITIVE MENTIONS OF INSERT - 'ADDICTION'

Q15/16i. Now read the insert message on last time and underline any words, phrases or sentences that you think are important, interesting or informative?

	Total sample %
Positive mentions	
<i>Anything interesting, important or informative</i>	98
<i>Addiction (net)</i>	85
Addictive	49
Cigarettes contain nicotine	34
Find it very difficult to quit	30
Hooked on nicotine	23
<i>Help available (net)</i>	54
Need help	43
Talk to your doctor	34
Cancer, lung or heart association office	19
If you want to quit	40
<i>Graphics (net)</i>	14
Entire graphic	7
Hook (only)	6
Base: Total asked	(57)

Table 45

DISLIKES OF INSERT - 'ADDICTION'

Q15c/16. And what, if anything, did you not like about this message?

	Total sample %
Dislikes	
<i>Anything disliked (net)</i>	44
<i>Too strong (net)</i>	18
Hooked	16
Too strong/attacking	6
Too definite	5
Sounds worse than it really is	5
Annoying	11
<i>Not effective (net)</i>	10
Would not deter kids from smoking	6
Not strong enough	4
<i>Vague/not enough information (net)</i>	10
Too vague/not specific	5
Not enough information	3
Not explanatory	2
Already knew about it	6
Confusing	5
Don't know if medical field can help/doctors are not helpful	5
Base: Total asked	(57)

Table 46

NEGATIVE MENTIONS OF INSERT - 'ADDICTION'

Q15h/16h. Please read over this package insert again and underline any words, phrases or sentences that you do not like, find confusing or hard to understand.

	Total sample %
Negative mentions	
<i>Anything confusing, disliked or hard to understand</i>	56
<i>Addictive (net)</i>	35
Hooked on nicotine	26
Addictive	13
Powerfully	7
<i>Graphics (net)</i>	22
Entire graphic	13
Addiction/logo only	9
<i>Help available (net)</i>	11
Third paragraph	6
Talk to your doctor	3
Your local health unit	2
Base: Total asked	(57)

Heart attack risk (Tables 47-53)

The heart attack risk insert was seen to communicate the idea smoking causes heart attacks and hardening of the arteries. The message was clear and generally believed, although the statistics quoted were questioned by one-third of readers.

Two-thirds of respondents felt the insert told them something new. Most of these smokers referenced the statistics as news, while others (20%) talked about *why* smoking causes heart attacks. This message was most likely to be considered worthy of reading over again, and half of readers agreed it could be stronger.

Readers liked the way the insert explains and provides information/statistics. '10,000 Canadian men and women killed ... from heart attacks caused by smoking' was the focus of interest for most readers. The second paragraph describing help available was also liked by 59% of respondents. No individual words or phrases were consistently criticized.

Table 47

MAIN IDEA OR MESSAGE OF INSERT - 'HEART ATTACK RISK'

Q15a/16a. What was the main idea or message this insert was trying to tell you about smoking, other than to quit?

	Total sample %
Main message	
<i>Heart attack (net)</i>	68
Causes heart attacks	46
Causes hardening of the arteries	32
Causes heart disease	11
<i>Statistics (net)</i>	33
Provides statistics	27
Rate of heart attacks	17
Percent of people who die from smoking	8
<i>Help available (net)</i>	28
You can get help quitting	17
Ask your doctor	9
How to quit	7
Smoking can kill you/fatal/death	8
Get people to think	8
Smoking is dangerous	7
Smoking causes cancer	6
Base: Total asked	(57)

Table 48

**WHETHER INSERT CONTAINED NEW INFORMATION
- 'HEART ATTACK RISK'**

Q15/16f. Was there any information that was new to you? What was that?

	Total sample %
News	
<i>Anything new</i>	66
<i>Statistics (net)</i>	48
Statistics	31
10,000 Canadians die	22
1/3 of fatal heart attacks caused by smoking	5
Why it causes heart attacks	20
Base: Total asked	(57)

Table 49

**ANYTHING CONFUSING OR HARD TO BELIEVE
IN INSERT - 'HEART ATTACK'**

- Q15/16d. What, if anything, did you find confusing or hard to understand?
- Q15/16e. What, if anything, did you find hard to believe?

	Total sample %
Confusing or hard to believe	
<i>Anything confusing</i>	22
Medical explanations	4
Numbers/statistics	3
French	2
<i>Anything hard to believe</i>	32
<i>Direct (cause) relationship (net)</i>	17
Smoking causes 1/3 of fatal heart attacks	9
Causes hardening of the arteries	8
<i>Statistics (net)</i>	15
10,000 Canadians have fatal heart attacks	7
Statistics	5
10,000 Canadians die each year from tobacco related disease	3
Base: Total asked	(57)

Table 50

LIKES OF INSERT - 'HEART ATTACK RISK'

Q15b/16b. What, if anything, did you like about this message?

	Total <u>sample</u> %
Likes	
<i>Anything liked (net)</i>	93
<i>Help available (net)</i>	37
Shows where you can get help	23
Shows ways you can quit smoking	21
Provides statistics	28
Explanatory	27
Provides information	25
Factual	19
It's effective	17
<i>Straightforward/easy to read (net)</i>	14
Straightforward/direct	10
To the point	8
Tells you what cigarettes do to you	14
<i>Health effects (net)</i>	13
Shows smoking can cause heart attacks	7
Shows cigarettes can cause strokes	5
Like the picture/drawing	8
Good wording	6
Base: Total asked	(57)

Table 51

POSITIVE MENTIONS OF INSERT - 'HEART ATTACK RISK'

Q15/16i. Now read the insert message on last time and underline any words, phrases or sentences that you think are important, interesting or informative?

	Total sample
	%
Positive mentions	
<i>Anything interesting, important or informative</i>	97
<i>News (net)</i>	79
10,000 Canadian men and women	51
From heart attacks caused by smoking	43
Killed	41
Nearly one-third of	40
Leads to poor circulation	34
<i>Help available (net)</i>	59
Second paragraph	29
By calling your doctor	17
Cancer, heart or lung association	8
Your local health unit	8
<i>Graphics (net)</i>	5
Base: Total asked	(57)

Table 52

DISLIKES OF INSERT - 'HEART ATTACK RISK'

Q15c/16. And what, if anything, did you not like about this message?

	Total sample %
Dislikes	
<i>Anything disliked (net)</i>	30
Statistics	11
<i>Too strong (net)</i>	7
Too strong/attacking	6
Sounds worse than it really is	4
<i>Vague/not enough information (net)</i>	5
Not explanatory	4
Too vague/not specific	2
Picture/diagram	5
Base: Total asked	(57)

Table 53

NEGATIVE MENTIONS OF INSERT - 'HEART ATTACK RISK'

Q15h/16h. Please read over this package insert again and underline any words, phrases sentences that you do not like, find confusing or hard to understand.

	Total <u>sample</u> %
Negative mentions	
<i>Anything confusing, disliked or hard to understand</i>	34
<i>News (net)</i>	21
Killed	13
10,000 Canadian men and women	12
From heart attacks caused by smoking	12
Cigarettes cause hardening of the arteries	11
Base: Total asked	(57)

Baby at risk (Tables 54-60)

This insert was seen to communicate the idea smoking is harmful to the baby (by 75% of respondents). Information about miscarriages and crib death were suggested as news by many readers, while the low birth weight information was less so. In total three-quarters of readers said they learned something from the insert.

While more relevant to some smokers, respondents were most likely to agree this insert offered important information to smokers, and was worth reading over and over. The insert was easy to understand and (only) a few respondents questioned the link between smoking and miscarriages/crib death.

Baby at risk was also considered quite motivating - 42% of readers said it was effective when asked what they liked about it.

Interestingly, there was minimal focus on help from doctors, certainly relative to other inserts. Some readers questioned the ability of doctors to help.

Consistent with the high news value of the message one-quarter of readers disliked key phrases: 'are 50% more likely' and 'there are more crib deaths.' Twice as many respondents liked these phrases, however.

Table 54

MAIN IDEA OR MESSAGE OF INSERT - 'BABY AT RISK'

Q15a/16a. What was the main idea or message this insert was trying to tell you about smoking, other than to quit?

	Total sample %
Main message	
<i>Effect on pregnant women (net)</i>	90
Smoking is harmful to the baby	70
Causes miscarriage	32
Effects on smoker's children	23
Pregnant women shouldn't smoke	22
Causes low birth weight	12
<i>Help available (net)</i>	15
You can get help quitting	5
Where to get help	4
Provides answers	4
Gets people to think	8
Smoking is dangerous	6
Base: Total asked	(60)

Table 55

**WHETHER INSERT CONTAINED NEW INFORMATION -
'BABY AT RISK'**

Q15f/16f. Was there any information that was new to you? What was that?

	Total <u>sample</u> %
News	
<i>Anything new</i>	73
<i>Effects on kids (net)</i>	66
Can cause crib death	35
Can cause miscarriages	33
Babies born with low birth weight	11
<i>Statistics (net)</i>	32
50% more likely to miscarry	16
Statistics	16
Base: Total asked	(60)

Table 56

**ANYTHING CONFUSING OR HARD TO BELIEVE
IN INSERT - 'BABY AT RISK'**

- Q15/16d. What, if anything, did you find confusing or hard to understand?
Q15/16e. What, if anything, did you find hard to believe?

	<u>Total sample</u> %
Confusing or hard to believe	
<i>Anything confusing</i>	<i>17</i>
Medical explanations	13
Not specific	4
 <i>Anything hard to believe</i>	 <i>31</i>
<i>Direct (cause) relationship (net)</i>	<i>18</i>
Causes miscarriage	11
Causes crib death	5
Will definitely harm the baby	3
 That doctors can help	 12
Statistics	9
 Base: Total asked	 (60)

Table 57

LIKES OF INSERT - 'BABY AT RISK'

Q15b/16b. What, if anything, did you like about this message?

	<u>Total sample</u> %
Likes	
<i>Anything liked (net)</i>	98
<i>Motivating/effective (net)</i>	42
It's effective	27
Scares me	13
Reminds me of risks	13
Tells women to be careful/be aware of risks	32
Provides information	28
<i>Straightforward/easy to read (net)</i>	21
Straightforward/direct	15
Easy to read	10
<i>Health effects (net)</i>	19
Shows effects of smoking on kids	16
Shows smoking can cause miscarriages	6
Explanatory	11
Shows where you can get help	10
Factual	10
Picture/drawing	6
Base: Total asked	(60)

Table 58

POSITIVE MENTIONS OF INSERT - 'BABY AT RISK'

Q15/16i. Now read the insert message on last time and underline any words, phrases, sentences that you think are important, interesting or informative?

	Total <u>sample</u> %
Positive mentions	
<i>Anything interesting, important or informative</i>	100
<i>News (net)</i>	95
To have miscarriages	56
Are 50% more likely	48
To deliver babies	47
And more than twice as likely	43
There are more crib deaths	37
<i>Help available (net)</i>	37
You can get help	23
By calling your doctor	13
In your area	10
And that of the unborn	35
Protects your own health	34
Quitting smoking	30
Base: Total asked	(60)

Table 59

DISLIKES OF INSERT - 'BABY AT RISK'

Q15/16c. And what, if anything, did you not like about this message?

	Total sample %
Dislikes	
<i>Anything disliked (net)</i>	47
Don't know if medical field can help/doctors are not helpful	19
Picture/diagram	8
Pressure to get help/quit	7
<i>Vague/not enough information (net)</i>	5
Not enough information	2
Not explanatory	2
Too long	4
It scares you	3
Too strong/attacking	2
Base: Total asked	(60)

Table 60

NEGATIVE MENTIONS OF INSERT - 'BABY AT RISK'

Q15h/16h. Please read over this package insert again and underline any words, phrases sentences that you do not like, find confusing or hard to understand.

	Total sample %
Negative mentions	
<i>Anything confusing, disliked or hard to understand</i>	66
<i>Risks to baby (net)</i>	48
Are 50% more likely	26
There are more crib deaths	26
To have miscarriages	19
And more than twice as likely	19
To deliver babies of low birth weight	17
<i>Help available (net)</i>	34
Your local health unit	25
By calling your doctor	24
In your area	21
You can get help	19
Entire graphic	8
Base: Total asked	(60)

Cancer risk (Tables 61-67)

The *Cancer risk* insert was seen to communicate the idea of smoking causes (different types of) cancer (69%). Other respondents took away messages, help is available (25%), smoking is dangerous (21%) or smoking can kill you (15%).

Information about the effects of smoking on bladder, pancreas and kidneys was news to at least half of smokers. Overall 86% of readers said they learned something from the insert. This message was seen to offer more news than any other message.

As with other *newsy* messages some respondents questioned the information. One-third said they found the relationship between smoking and cancer hard to believe.

When asked what they liked about *Cancer risk* almost one-third of readers said it is motivating. Others liked being given information/statistics, the straightforward style or how to get help. Some readers *disliked* the graphics/picture, showing blackened lungs. Dislikes also included reference to help being available.

Table 61

MAIN IDEA OR MESSAGE OF INSERT - 'CANCER RISK'

Q15a/16a. What was the main idea or message this insert was trying to tell you about smoking, other than to quit?

	Total sample %
Main message	
<i>Lung disease/cancer (net)</i>	69
Smoking causes different types of cancer	34
Smoking causes cancer	25
Smoking causes lung cancer	19
<i>Help available (net)</i>	25
You can get help quitting	19
Where to get help	11
Ask your doctor	9
Smoking is dangerous	21
<i>Statistics (net)</i>	18
85% of lung cancer is caused by smoking	12
Provides statistics	6
Smoking can kill you/fatal/death	15
Bad for you	10
Don't smoke	9
Causes health problems	7
Base: Total asked	(60)

Table 62

WHETHER INSERT CONTAINED NEW INFORMATION - 'CANCER RISK'

Q15f/16f. Was there any information that was new to you? What was that?

	Total sample %
News	
<i>Anything new</i>	86
<i>Health effects (net)</i>	71
Can cause cancer of the kidneys	52
Can cause cancer of the pancreas	50
Can cause cancer of the bladder	53
Causes different types of cancer	26
Smoking can cause throat disease	11
Can get help from your local health unit	13
Statistics	8
Base: Total asked	(60)

Table 63

**ANYTHING CONFUSING OR HARD TO BELIEVE
IN INSERT - 'CANCER RISK'**

- Q15/16d. What, if anything, did you find confusing or hard to understand?
Q15/16e. What, if anything, did you find hard to believe?

	Total <u>sample</u> %
Confusing or hard to believe	
<i>Anything confusing</i>	20
Medical explanations	11
Numbers/statistics	8
Your local health unit	4
 <i>Anything hard to believe</i>	
<i>Direct (cause) relationship (net)</i>	31
Causes cancer in bladder, kidney, pancreas	18
That it's the only cause of death/disease	5
Causes lung cancer	6
Statistics	11
That doctors can help	11
Base: Total asked	(60)

Table 64

LIKES OF INSERT - 'CANCER RISK'

Q15b/16b. What, if anything, did you like about this message?

	<u>Total sample</u> %
Likes	
<i>Anything liked (net)</i>	96
<i>Motivating/effective (net)</i>	30
Reminds me of risks	15
It's effective	10
Scares me	10
Warns people not to smoke	8
Provides information	27
<i>Help available (net)</i>	23
Shows where you can get help	19
Shows ways you can quit smoking	9
<i>Straightforward/easy to read (net)</i>	22
To the point	14
Straightforward/direct	13
<i>Health effects (net)</i>	21
Shows smoking can cause other kinds of cancer	17
Shows smoking can cause lung cancer/disease	8
Explanatory	15
Provides statistics	13
Not forceful/gives you a choice	9
Tells you what cigarettes do to you	9
Factual	8
Base: Total asked	(60)

Table 65

POSITIVE MENTIONS OF INSERT - 'CANCER RISK'

Q15/16i. Now read the insert message on last time and underline any words, phrases or sentences that you think are important, interesting or informative?

	<u>Total sample</u> %
Positive mentions	
<i>Anything interesting, important or informative</i>	100
<i>Other cancers (net)</i>	91
85% of lung cancer	45
Pancreas	43
Cancer of the bladder	41
Kidney	40
In the larynx	37
Mouth	35
Throat	34
<i>Help available (net)</i>	49
If you need help quitting	24
You can talk to your doctor	21
Or the cancer, heart or lung association	18
Base: Total asked	(60)

Table 66

DISLIKES OF INSERT - 'CANCER RISK'

Q15/16c. And what, if anything, did you not like about this message?

	Total sample %
Dislikes	
<i>Anything disliked (net)</i>	61
<i>Not believable (net)</i>	21
Don't know if medical field can help/doctors are not helpful	12
Inaccurate	8
Not 100% true	4
Picture/diagram	19
<i>Vague/not enough information (net)</i>	11
Too vague/not specific	5
Not enough information	5
Don't like cigarette messages/warnings	8
<i>Too strong (net)</i>	7
Says it 'causes'	5
Too strong/attacking	2
Not effective	5
Base: Total asked	(60)

Table 67

NEGATIVE MENTIONS OF INSERT - 'CANCER RISK'

Q15h/16h. Please read over this package insert again and underline any words, phrases or sentences that you do not like, find confusing or hard to understand.

	Total sample %
Negative mentions	
<i>Anything confusing, disliked or hard to understand</i>	76
<i>News (net)</i>	60
Esophagus	19
Almost always	18
Pancreas	17
Fatal	17
Cancers of the bladder	16
In the larynx	13
<i>Help available (net)</i>	35
Your local health unit	25
You can talk to your doctor	25
Or the cancer, heart or lung association	18
<i>Graphics (net)</i>	14
Blacken lungs	8
Person smoking	5
Cancer (logo only)	5
Base: Total asked	(60)

Smoke harms others (Tables 68-74)

This insert suggested a very focused idea of smoking is bad for non-smokers - from second hand smoke. The effects on children were particularly newsworthy, in all three-quarters of readers said they learned something related to effects on children.

Many readers questioned the validity of second hand smoke effects generally, and as a cause of middle ear infection in children. Readers were least likely to agree this message is true. Still, 70% agreed at least a little that it is.

Smoke harms others, as with other messages, was liked for its descriptive style. A few readers felt it was not strong enough while others considered it too much so. Phrases *exposure over several years*, and *other serious diseases* were not liked by over one-quarter of readers.

Table 68

MAIN IDEA OR MESSAGE OF INSERT - 'SMOKE HARMS OTHERS'

Q15a/16a. What was the main idea or message this insert was trying to tell you about smoking, other than to quit?

	Total sample %
Main message	
<i>Effect on non-smokers (net)</i>	98
Bad for non-smokers	86
Effects of second-hand smoke	52
Effects on smoker's children	32
 You can get help quitting	 14
Smoking is harmful to the baby	6
Smoking causes cancer	5
Causes disease	5
 Base: Total asked	 (58)

Table 69

**WHETHER INSERT CONTAINED NEW INFORMATION
- 'SMOKE HARMS OTHERS'**

Q15f/16f. Was there any information that was new to you? What was that?

	<u>Total sample %</u>
News	
<i>Anything new</i>	86
<i>Effects on kids (net)</i>	76
Kids more prone to middle ear infections	74
Kids can get more chest infections	30
Can get help from local health unit	8
Smoking is harmful to non smokers	6
Base: Total asked	(58)

Table 70

**ANYTHING CONFUSING OR HARD TO BELIEVE
IN INSERT - 'SMOKE HARMS OTHERS'**

- Q15/16d. What, if anything, did you find confusing or hard to understand?
- Q15/16e. What, if anything, did you find hard to believe?

	Total sample %
Confusing or hard to believe	
<i>Anything confusing</i>	27
Medical explanations	11
Numbers/statistics	5
Not specific	5
French	5
 <i>Anything hard to believe</i>	 45
<i>Direct (cause) relationship (net)</i>	36
Causes mid-ear infection in kids	25
Causes health problems in kids of smokers	11
Causes lung cancer	6
 Dangers of second hand smoke/smoking is harmful to non smokers	 32
 Causes lung cancer	 6
Fatal	5
Need more information/not enough proof	5
 Base: Total asked	 (58)

Table 71

LIKES OF INSERT - 'SMOKE HARMS OTHERS'

Q15/16b. What, if anything, did you like about this message?

	<u>Total sample %</u>
Likes	
<i>Anything liked (net)</i>	82
<i>Health effects (net)</i>	36
Smoking is harmful to non-smokers	24
Shows effect of smoking on kids	25
Provides information	16
Shows where you can get help	19
Tells you what cigarettes do to you	14
<i>Soft approach (net)</i>	15
Not forceful/gives you a choice	8
Doesn't try to scare you	7
<i>Motivating/effective (net)</i>	11
It's effective	10
Reminds me of risks	8
Tells women to be careful/be aware of risks	8
Like the picture/drawing	7
Explanatory	7
Good wording	7
Straightforward/direct	6
Base: Total asked	(58)

Table 72

POSITIVE MENTIONS OF INSERT - 'SMOKE HARMS OTHERS'

Q15/16i. Now read the insert message on last time and underline any words, phrases or sentences that you think are important, interesting or informative?

	Total <u>sample</u> %
Positive mentions	
<i>Anything interesting, important or informative</i>	94
<i>Dangers (net)</i>	69
Get more chest	49
Any middle ear infections	46
Children	36
Of parents	36
Than children	34
Of non-smokers	34
<i>Help available (net)</i>	54
Second paragraph	37
Help to quit smoking is available	17
<i>Graphics (net)</i>	6
Base: Total asked	(58)

Table 73

DISLIKES OF INSERT - 'SMOKE HARMS OTHERS'

Q15/16c. And what, if anything, did you not like about this message?

	<u>Total sample</u> %
Dislikes	
<i>Anything disliked (net)</i>	63
<i>Not believable (net)</i>	21
Want more proof	15
Not 100% true	13
Inaccurate	7
<i>Too strong (net)</i>	12
Too definite	9
Sounds worse than it really is	9
Too strong/attacking	4
<i>Not effective (net)</i>	10
Not strong enough	7
Not effective	3
Annoying	9
Confusing	5
Don't like cigarette messages/warnings	5
Base: Total asked	(58)

Table 74

NEGATIVE MENTIONS OF INSERT - 'SMOKE HARMS OTHERS'

Q15h/16h. Please read over this package insert again and underline any words, phrases or sentences that you do not like, find confusing or hard to understand.

	Total sample %
Negative mentions	
<i>Anything confusing, disliked or hard to understand</i>	75
<i>Dangers (net)</i>	74
Exposure over several years	29
And other serious diseases	28
And middle ear infections	21
Lit cigarettes	18
Base: Total asked	(58)

Tobacco kills (Tables 75-81)

Tobacco kills, as the title suggests, communicates the idea smoking can be fatal, clearly. The statistic *1 in 5 Canadians die from smoking* was news to three-quarters of readers. One-third found this statistic hard to believe.

The insert was also deemed to be easy to read. Surprisingly, the message was rated least important and meaningful to respondents, despite its clarity:

	Average of <u>8 inserts</u> %	Tobacco <u>kills</u> %
<i>% Agree a lot/a little with statement</i>		
It is important information for smokers to be reminded of	80	70
The message is meaningful to you	78	65

Over one-third of readers thought the insert was too strong. Phrases of *unnecessary death, and disease* were indicated as unappealing by one-third or more of respondents.

Table 75

MAIN IDEA OR MESSAGE OF INSERT - 'TOBACCO KILLS'

Q15a/16a. What was the main idea or message this insert was trying to tell you about smoking, other than to quit?

	<u>Total sample</u> %
Main message	
Smoking can kill you/fatal/death	53
Smoking is dangerous	21
<i>Help available (net)</i>	<i>16</i>
Where to get help	11
You can get help quitting	9
1 in 5 Canadians die from smoking	16
Tobacco can kill	13
Causes disease	12
Don't smoke	5
Base: Total asked	(58)

Table 76

**WHETHER INSERT CONTAINED NEW INFORMATION -
'TOBACCO KILLS'**

Q15f/16f. Was there any information that was new to you? What was that?

	Total <u>sample</u> %
News	
<i>Anything new</i>	78
<i>Statistics (net)</i>	71
1 in 5 Canadians die from smoking	64
Statistics	12
Cigarettes are dangerous/can kill	10
Can cause cancer of the bladder	5
Can get help from local health unit	4
Base: Total asked	(58)

Table 77

**ANYTHING CONFUSING OR HARD TO BELIEVE IN -
'TOBACCO KILLS'**

- Q15/16d. What, if anything, did you find confusing or hard to understand?
- Q15/16e. What, if anything, did you find hard to believe?

	Total sample %
Confusing or hard to believe	
<i>Anything confusing</i>	23
Numbers/statistics	10
Fading people	7
French	5
<i>Anything hard to believe</i>	63
<i>Direct (cause) relationship (net)</i>	43
Cigarettes cause 1 out of 5 deaths in Canada	31
That it's the only cause of death/disease	7
Too absolute/too definite	7
That it's 100% true	7
No safe level of smoking	13
Need more information/not enough proof	7
Base: Total asked	(58)

Table 78

LIKES OF INSERT - 'TOBACCO KILLS'

Q15/16b. What, if anything, did you like about this message?

	Total sample %
Likes	
<i>Anything liked (net)</i>	80
<i>Motivating/effective (net)</i>	30
It's effective	22
Reminds me of risks	9
Shows where you can get help	24
Provides statistics	24
<i>Straightforward/easy to read (net)</i>	22
To the point	15
Straightforward/direct	14
Easy to read	7
Shows ways you can quit smoking	12
Provides information	8
Sympathetic	8
Strong	7
Tells you what cigarettes do to you	6
Base: Total asked	(58)

Table 79

POSITIVE MENTIONS OF INSERT - 'TOBACCO KILLS'

Q15/16i. Now read the insert message on last time and underline any words, phrases or sentences that you think are important, interesting or informative?

	Total sample %
Positive mentions	
<i>Anything interesting, important or informative</i>	100
<i>News (net) .</i>	87
About one of every five deaths in Canada	52
Cigarettes cause	28
Of unnecessary death	27
Safe cigarette	31
Safe level	31
<i>Help available (net)</i>	50
You can talk to your doctor	23
Your local health unit	15
Or cancer, heart or lung association	15
Is in quitting	24
The only safety	15
Base: Total asked	(58)

Table 80

DISLIKES OF INSERT - 'TOBACCO KILLS'

Q15/16c. And what, if anything, did you not like about this message?

	Total sample %
Dislikes	
<i>Anything disliked (net)</i>	65
<i>Too strong (net)</i>	37
Too strong/attacking	35
Too definite	16
Sounds worse than it really is	8
Annoying	12
Doesn't give you a choice	12
<i>Not believable (net)</i>	9
You don't always die/can be treated	7
Inaccurate	7
Many other things can shorten your life	9
Pressure to get help/quit	8
<i>Vague/not enough information (net)</i>	8
Too vague/not specific	6
Not enough information	2
Already knew about it	7
Don't like cigarette messages/warnings	6
Base: Total asked	(58)

Table 81

NEGATIVE MENTIONS OF INSERT - 'TOBACCO KILLS'

Q15h/16h. Please read over this package insert again and underline any words, phrases or sentences that you do not like, find confusing or hard to understand.

	Total <u>sample</u> %
Negative mentions	
<i>Anything confusing, disliked or hard to understand</i>	68
<i>News (net)</i>	65
Of unnecessary death	45
And disease	34
They are the main cause	27
About one of every five deaths in Canada	25
<i>No safe cigarette (net)</i>	40
Safe cigarette	21
Is in quitting	18
Or safe level	13
The only safety	12
<i>Help available (net)</i>	10
Base: Total asked	(58)

Lung disease warning (Tables 82-87)

This insert did *not* communicate a focused message to readers, rather it suggested a variety of ideas; statistics on deaths from smoking (33%), smoking causes lung cancer/disease (29%), it destroys lungs (31%). Despite this, readers were *least* likely to agree this message could be stronger (16% agree a lot/a little).

The statistics given were newsworthy to two-thirds of respondents, although one-quarter found them hard to believe.

Information about the effects of smoking, particularly the phrases *smoking blackens and destroys lung tissue*, and *that makes it more and more difficult to breath* were generally liked, while the statistics, *about 10,000 Canadians* and *over 6,000 Canadians* were not liked.

Table 82

MAIN IDEA OR MESSAGE OF INSERT - 'LUNG DISEASE'

Q15a/16a. What was the main idea or message this insert was trying to tell you about smoking, other than to quit?

	Total sample %
Main message	
<i>Statistics (net)</i>	33
% of people who die from smoking	20
Provides statistics	15
 <i>Lung disease/cancer (net)</i>	 29
Smoking causes lung disease	20
Smoking causes lung cancer	13
 Destroys lungs	 31
Blackens tissue/lungs	16
Smoking can kill you/fatal/death	11
Smoking is dangerous	10
 <i>Help available (net)</i>	 9
Where to get help	4
How to quit	4
Ask your doctor	4
 Base: Total asked	 (53)

Table 83

**WHETHER INSERT CONTAINED NEW INFORMATION -
'LUNG DISEASE'**

Q15/16f. Was there any information that was new to you? What was that?

	Total <u>sample</u> %
News	
<i>Anything new</i>	75
<i>Statistics (net)</i>	65
Statistics	47
10,000 Canadians die	18
Cigarettes cause 85% of lung cancer	8
Can get help from local health unit	14
Blackens/destroys lung tissue	5
Base: Total asked	(51)

Table 84

**ANYTHING CONFUSING OR HARD TO BELIEVE IN INSERT
'LUNG DISEASE'**

Q15/16d. What, if anything, did you find confusing or hard to understand?

Q15/16e. What, if anything, did you find hard to believe?

	Total sample %
Confusing or hard to believe	
<i>Anything confusing</i>	12
Numbers/statistics	12
 <i>Anything hard to believe</i>	 40
<i>Statistics (net)</i>	28
10,000 Canadians die each year from tobacco related diseases	18
Statistics	10
 <i>Direct (cause) relationship (net)</i>	 13
That it's 100% true	8
Too absolute/too definite	8
Causes lung cancer	5
 Kind of help you can get	 5
That it's so simple to quit	5
 Base: Total asked	 (52)

Table 85

LIKES OF INSERT - 'LUNG DISEASE'

Q15b/16b. What, if anything, did you like about this message?

	<u>Total sample</u> %
Likes	
<i>Anything liked (net)</i>	76
Tells you what cigarettes do to you	31
Provides statistics	26
Provides information	20
<i>Motivating/effective (net)</i>	19
Warns people not to smoke	10
Reminds me of risks	5
Strong	3
Shows smoking can cause lung cancer/disease	18
Shows where you can get help	17
<i>Straightforward/easy to read (net)</i>	16
To the point	12
Straightforward/direct	3
Easy to read	1
Factual	7
Explanatory	7
Base: Total asked	(53)

Table 86

POSITIVE MENTIONS OF INSERT - 'LUNG DISEASE'

Q15/16i. Now read the insert message on last time and underline any words, phrases or sentences that you think are important, interesting or informative?

	Total <u>sample</u> %
Positive mentions	
<i>Anything interesting, important or informative</i>	85
<i>News (net)</i>	76
Smoking blacken and destroys	45
Lung tissue	43
That makes it more and more difficult to breathe	43
<i>Help available (net)</i>	47
Second paragraph	25
You can help to quit	17
By calling your doctor	17
About 10,000 Canadians	22
And over 6,000 Canadians	15
Base: Total asked	(53)

Table 87

DISLIKES OF INSERT - 'LUNG DISEASE'

Q15/16c. And what, if anything, did you not like about this message?

	Total sample %
Dislikes	
<i>Anything disliked (net)</i>	47
Statistics	16
<i>Too strong (net)</i>	13
Too strong/attacking	10
Fatal/kill/death	8
<i>Not believable (net)</i>	10
Not 100% true	8
Don't know if medical field can help/doctors are not helpful	1
Pressure to get help/quit	9
Annoying	8
Picture/diagram	5
Base: Total asked	(53)

Table 88

NEGATIVE MENTIONS OF INSERT - 'LUNG DISEASE'

Q15h/16h. Please read over this package insert again and underline any words, phrases or sentences that you do not like, find confusing or hard to understand.

	Total <u>sample</u> %
Negative mentions	
<i>Anything confusing, disliked or hard to understand</i>	74
<i>News (net)</i>	62
About 10,000 Canadians	40
And over 6,000 Canadians	36
Die each year from tobacco related	26
Lung cancer	23
Smoking blackens	19
<i>Help available (net)</i>	11
Your local health unit	5
Or cancer, lung or heart association	5
In your area	5
Base: Total asked	(53)

Stroke risk (Tables 89 - 95)

Stroke risk was seen to communicate the ideas smoking affects blood circulation, causes hardening of arteries, and strokes. The effect on circulation or arteries was new to just over half of readers.

Respondents were *least* likely to question these claims, and least likely to agree the information was important for smokers to be reminded of (59% agreed a lot/a little).

The explanation and information given was generally liked, with few negatives offered. Some readers suggested the insert was too vague (15%) or not strong enough (7%). The graphics (lightening bolt) was also confusing to a few of those seeing it.

Table 89

MAIN IDEA OR MESSAGE OF INSERT - 'STROKE RISK'

Q15a/16a. What was the main idea or message this insert was trying to tell you about smoking, other than to quit?

	Total sample %
Main message	
<i>Strokes (net)</i>	66
Causes strokes	46
Causes hardening of the arteries	31
Blood can't circulate as easily	32
Cuts circulation (to the brain)	20
Smoking is dangerous	18
Causes health problems	15
<i>Help available (net)</i>	14
Where to get help	13
You can get help quitting	6
Arterial disease	11
3 times more likely to die	7
Base: Total asked	(53)

Table 90

**WHETHER INSERT CONTAINED NEW INFORMATION -
'STROKE RISK'**

Q15/16f. Was there any information that was new to you? What was that?

	<u>Total sample</u> %
News	
<i>Anything new</i>	78
<i>Health effects (net)</i>	59
Causes poor blood circulation	43
Causes hardening of the arteries	28
Causes strokes	15
Statistics	12
Can get help from local health unit	9
Smokers are 3 times as likely to have a stroke	6
 Base: Total asked	 (53)

Table 91

**ANYTHING CONFUSING OR HARD TO BELIEVE IN INSERT
'STROKE RISK'**

- Q15/16d. What, if anything, did you find confusing or hard to understand?
- Q15/16e. What, if anything, did you find hard to believe?

	<u>Total sample</u> %
Confusing or hard to believe	
<i>Anything confusing</i>	16
Medical explanation	5
Not specific	5
Picture	5
Lightning bolts	5
 <i>Anything hard to believe</i>	 14
<i>Direct (cause) relationship (net)</i>	7
Too absolute/too definite	4
That it's 100% true	4
 Statistics	 5
Kind of help you can get	5
 Base: Total asked	 (53)

Table 92

LIKES OF INSERT - 'STROKE RISK'

Q15b/16b. What, if anything, did you like about this message?

	<u>Total sample</u> %
Likes	
<i>Anything liked (net)</i>	80
Provides information	44
Explanatory	26
Tells you what cigarettes do to you	14
Factual	13
Shows cigarettes can cause strokes	29
<i>Motivating/effective (net)</i>	21
It's effective	12
Scares me	7
Reminds me of risks	4
<i>Help available (net)</i>	15
Shows where you can get help	9
Shows ways you can quit smoking	6
<i>Straightforward/easy to read (net)</i>	8
To the point	5
Easy to read	3
Base: Total asked	(53)

Table 93

POSITIVE MENTIONS OF INSERT - 'STROKE RISK'

Q15/16i. Now read the insert message on last time and underline any words, phrases or sentences that you think are important, interesting or informative?

	Total <u>sample</u> %
Positive mentions	
<i>Anything interesting, important or informative</i>	89
<i>News (net)</i>	76
3 times more likely	44
Hardening of the arteries	39
To the hands and feet	39
Cigarettes cause	38
To suffer from strokes	35
<i>Help available (net)</i>	24
Base: Total asked	(53)

Table 94

DISLIKES OF INSERT - 'STROKE RISK'

Q15/16c. And what, if anything, did you not like about this message?

	<u>Total sample %</u>
Dislikes	
<i>Anything disliked (net)</i>	55
<i>Vague/not enough information (net)</i>	15
Too vague/not specific	7
Not clear	4
Not enough information	4
Picture/diagram	13
Too strong/attacking	11
<i>Not believable (net)</i>	9
Not 100% true	5
Don't know if medical field can help/doctors are not helpful	4
Pressure to get help/quit	8
Makes you feel bad	8
Not strong enough	7
Base: Total asked	(53)

Table 95

NEGATIVE MENTIONS OF INSERT - 'STROKE RISK'

Q15h/16h. Please read over this package insert again and underline any words, phrases or sentences that you do not like, find confusing or hard to understand.

	Total <u>sample</u> %
Negative mentions	
<i>Anything confusing, disliked or hard to understand</i>	59
<i>News (net)</i>	42
To suffer from strokes	18
Hardening of the arteries	17
To the hands and feet	16
Arterial disease	14
<i>Help available (net)</i>	23
Second paragraph	18
Your local health unit	5
Or the cancer, heart or lung association	5
<i>Graphics (net)</i>	11
Lightning bolt	7
Entire graphic	7
Base: Total asked	(53)

Table 96

EVALUATION OF INSERT MESSAGES (AIDED)

Q15g. For each of the following statements please tell me which phrase on this card best describes how much you agree or disagree with it. **READ LIST**

	<u>Addiction</u> <u>warning</u> %	<u>Heart</u> <u>attack risk</u> %	<u>Lung</u> <u>disease</u> %	<u>Stroke</u> <u>risk</u> %
% Agree a lot/a little*				
It is easy to understand	94	95	99	93
The message is true	92	92	86	80
It is important information for smokers to be reminded of	87	84	73	59
The message is meaningful to you	87	82	80	74
It applies to some people more than others	49	47	48	51
The message is worth reading again, even after seeing it several times	57	70	48	40
It could be stronger	53	49	16	31
The message tells you something you didn't know before	21	67	62	69
Base: Total asked	(57)	(57)	(53)	(53)

* Based on a 5 point scale.

Table 97

EVALUATION OF INSERT MESSAGES (AIDED)

Q15g. For each of the following statements please tell me which phrase on this card best describes how much you agree or disagree with it. *READ LIST*

	Tobacco <u>kills</u> %	Danger smoke harms <u>others</u> %	Danger cancer <u>risk</u> %	Baby at <u>risk</u> %
% Agree a lot/a little*				
The message is true	78	70	83	95
It is important information for smokers to be reminded of	70	81	90	99
The message is meaningful to you	65	71	85	83
It applies to some people more than others	50	49	53	66
The message is worth reading again, even after seeing it several times	47	42	50	65
It is easy to understand	90	99	94	92
It could be stronger	24	34	27	22
The message tells you something you didn't know before	66	79	82	79
Base: Total asked	(58)	(58)	(60)	(60)

* Based on a 5 point scale.

APPENDIX A SAMPLE PROFILE

Table A1

SAMPLE PROFILE BY VERSIONS OF PROPOSED INSERTS SHOWN

	<u>Total</u>	<u>Version E&F*</u>	<u>Version I&J*</u>	<u>Version G&H*</u>	<u>Version K&L*</u>
	%	%	%	%	%
<i>Sex</i>					
Male	57	53	63	49	62
Female	43	47	37	51	38
<i>Age of smokers</i>					
12 - 15	4	2	4	6	3
16 - 21	14	15	16	6	17
22 - 35	52	54	45	55	55
36 - 50	31	31	35	32	25
<i>Language of respondents</i>					
English	45	63	57	45	56
French	55	39	43	55	43
<i>Smoking frequency</i>					
1 - 10 cigarettes per day	21	31	18	19	18
11 + cigarettes per day	79	69	82	81	82
Base:	(228)	(57)	(58)	(53)	(60)

* Refer to appendix C for materials used in each version.

Table A2
SAMPLE PROFILE BY VERSIONS OF PROPOSED
HEALTH WARNING MESSAGES EVALUATED

	<u>Total</u>	Version <u>D1*</u>	Version <u>D2*</u>
	%	%	%
<i>Sex</i>			
Male	57	44	70
Female	43	56	31
<i>Age of smokers</i>			
12 - 15	4	4	3
16 - 21	14	14	14
22 - 35	52	51	54
36 - 50	31	32	29
<i>Language of respondents</i>			
English	45	50	60
French	55	50	40
<i>Smoking frequency</i>			
1 - 10 cigarettes	21	24	20
11 + cigarettes	79	76	80
Base:	(228)	(111)	(117)

* Refer to appendix C for materials used in each version.

APPENDIX B MATERIALS TESTED

CURRENT MESSAGES



25
FILTER TIPPED CIGARETTES

Smoking during pregnancy
can harm the baby



25
FILTER TIPPED CIGARETTES

Smoking is a major cause
of heart disease



25
FILTER TIPPED CIGARETTES

Smoking reduces life expectancy



25
FILTER TIPPED CIGARETTES

Smoking is the major cause
of lung cancer



25
CIGARETTES BOUT FILTRE

L'usage du tabac durant la grossesse
peut être dommageable pour le bébé



25
CIGARETTES BOUT FILTRE

L'usage du tabac est une cause
importante de la cardiopathie



25
CIGARETTES BOUT FILTRE

L'usage du tabac
réduit l'espérance de vie



25
CIGARETTES BOUT FILTRE

L'usage du tabac est la principale
cause du cancer du poumon

APPENDIX A SAMPLE PROFILE

PROPOSED MESSAGES

Version D1

Cigarettes cause fatal lung disease



CRAVEN
"A."

25

FILTER TIPPED CIGARETTES

Smoking during pregnancy is
harmful to the baby



CRAVEN
"A."

25

FILTER TIPPED CIGARETTES

Cigarettes cause strokes



CRAVEN
"A."

25

FILTER TIPPED CIGARETTES

Cigarettes cause cancer



CRAVEN
"A."

25

FILTER TIPPED CIGARETTES

Version D1

**La cigarette cause des maladies
pulmonaires mortelles**



25
CIGARETTES BOUT FILTRE

**La cigarette cause des accidents
cérébrovasculaires**



25
CIGARETTES BOUT FILTRE

**L'usage de tabac durant la grossesse
est nocif au bébé**



25
CIGARETTES BOUT FILTRE

La cigarette est une cause de cancer



25
CIGARETTES BOUT FILTRE

Tobacco smoke is harmful
to non-smokers

CRAVEN
"A."

25

FILTER TIPPED CIGARETTES

Cigarettes cause heart disease

CRAVEN
"A."

25

FILTER TIPPED CIGARETTES

Smoking can shorten your life

CRAVEN
"A."

25

FILTER TIPPED CIGARETTES

Tobacco is addictive

CRAVEN
"A."

25

FILTER TIPPED CIGARETTES

La fumée du tabac est
nocive aux non-fumeurs

CRAVEN
"A."

25
CIGARETTES BOUT FILTRE

La cigarette cause des
maladies du cœur

CRAVEN
"A."

25
CIGARETTES BOUT FILTRE

L'usage du tabac peut
abrégé votre vie

CRAVEN
"A."

25
CIGARETTES BOUT FILTRE

Le tabac peut entraîner
la toxicomanie

CRAVEN
"A."

25
CIGARETTES BOUT FILTRE

TOXIC INFORMATION FORMATS

Toxic Constituent Information NOW on packaging:

Average/Moyenne
"Tar"/"Goudron" 16 mg
Nic 1.3 mg/CO 15 mg

Proposed Toxic Constituent Information:

Toxic Constituents/Substances Toxiques
Average/Moyenne
"Tar"/"Goudron" 16 mg
"Nicotine 1.3 mg
Carbon Monoxide/Oxyde de carbone 15 mg

Pre-1989 (TPCA) Message and Toxic Constituent Information:

WARNING: Health and Welfare Canada
advises that danger to health
increases with amount smoked -
avoid inhaling.

Tar/Goudron 16mg-Nic 1.3mg
AVIS: Santé et Bien-être social Canada
considère que le danger pour la santé
croît avec l'usage - éviter d'inhaler.

PROPOSED PACKAGE INSERTS

Est-il vrai que le tabac peut
causer des crises cardiaques?
Près du tiers des crises cardiaques
mortelles sont causées par la
cigarette. Au Canada, environ
10 000 personnes meurent
chaque année d'une crise
cardiaque causée par l'usage du
tabac. Comment? La cigarette
provoque un durcissement des
artères qui nuit à la circulation
sanguine.
Si vous avez besoin d'aide pour
cesser de fumer, vous pouvez vous
adresser à votre médecin, à votre
bureau de santé local ou au
bureau de la société du cancer,
des maladies du cœur ou des
maladies pulmonaires de votre
région.

Does tobacco really cause heart attacks?

Smoking causes nearly 1/3 of
fatal heart attacks. About
10,000 Canadian men and
women are killed every year
from heart attacks caused by
smoking. This happens because
cigarettes cause hardening of
the arteries, which leads to poor
blood circulation.

You can get help quitting by
calling your doctor, your local
health unit, or the cancer, heart
or lung association office in
your area.

	<h1>Heart Attack Risk!</h1>
<h1>Attention à votre cœur!</h1>	

Pourquoi le tabac
provoque-t-il une
toxicomanie?

C'est la nicotine, une substance
contenue dans le tabac, qui
provoque la toxicomanie. Voilà
la raison pour laquelle la plupart
des gens qui commencent à
fumer éprouvent énormément de
difficulté à arrêter. Ne mordez
pas à l'hameçon!
Si vous voulez cesser de fumer et
avez besoin d'aide, vous pouvez
vous adresser à votre médecin, à
votre bureau de santé local ou au
bureau de la société du cancer,
des maladies du cœur ou des
maladies pulmonaires de votre
région.

What makes cigarettes addictive?

Cigarettes contain nicotine,
a powerfully addictive drug.
That is why most people
who start smoking find it
very difficult to quit.

They're "hooked" on
nicotine.

If you want to quit and
need help, you can talk to
your doctor, your local
health unit or the cancer,
heart or lung association
office in your area.



**ADDICTION
WARNING!**

**ATTENTION!
RISQUE DE
TOXICOMANIE!**



Quel est l'effet du tabac sur les poumons?

Environ 10 000 Canadiens meurent chaque année d'un cancer du poumon causé par le tabac.

La fumée de cigarette noircit et détruit les poumons. Ce qui entraîne l'apparition de maladies pulmonaires chroniques et rend la respiration de plus en plus difficile. Des dizaines de milliers de Canadiens souffrent de ces maladies et plus de 6 000 en meurent chaque année.

Vous pouvez obtenir de l'aide pour cesser de fumer en communiquant avec votre médecin, votre bureau de santé local ou le bureau de la santé du cancer, des maladies du cœur ou des maladies pulmonaires de votre région.

What effect does smoking have on my lungs?

About 10,000 Canadians die each year from tobacco-related lung cancer. Smoking blackens and destroys lung tissue, causing chronic lung disease that makes it more and more difficult to breathe. Tens of thousands of Canadians suffer from these diseases and over 6,000 Canadians die each year from them.

You can get help to quit by calling your doctor, your local health unit, or cancer, lung or heart association office in your area.



	<p>Lung Disease Warning !</p>
<p>Care aux maladies pulmonaires !</p>	

Le tabac peut-il causer un accident cérébrovasculaire? La cigarette provoque le durcissement des artères, ce qui nuit à la circulation sanguine. Le taux d'accidents cérébrovasculaires est trois fois plus élevé chez les fumeurs que chez les non-fumeurs. En outre, les fumeurs risquent davantage de souffrir d'autres maladies artérielles qui réduisent la circulation sanguine vers les mains et les pieds. Si vous avez besoin d'aide pour cesser de fumer, vous pouvez vous adresser à votre médecin, à votre bureau de santé local ou au bureau de la société du cancer, des maladies du cœur ou des maladies pulmonaires de votre région.

How can cigarettes cause strokes?

Cigarettes cause hardening of the arteries, which leads to poor blood circulation to the brain. Smokers are 3 times more likely to suffer from stroke than non-smokers. Smokers are also more likely to develop other arterial diseases that reduce blood flow to the hands and feet.

You can get help quitting by calling your doctor, your local health unit, or the cancer, heart or lung association office in your area.

	<h1>Stroke Risk!</h1>
<p>Attention aux accidents cérébrovasculaires!</p>	




Can cigarette smoke
harm non-smokers?
Exposure over several years to
the smoke that comes off the
tip of lit cigarettes can cause
lung cancer and other serious
diseases in non-smokers.
Children of parents who smoke
get more chest and middle ear
infections than children of non-
smokers.
Help to quit smoking is
available from your doctor,
your local health unit, or the
cancer, heart or lung
association office in your area.


La fumée de cigarette peut-elle nuire aux non- fumeurs?

Les non-fumeurs exposés pendant
plusieurs de nombreuses années à la
fumée de cigarette peuvent souffrir
de cancer du poumon et d'autres
maladies graves. Les enfants de
parents fumeurs sont plus exposés
aux maladies respiratoires et aux
infections de l'oreille moyenne que
les enfants de non-fumeurs.

Si vous voulez cesser de fumer, vous
pouvez obtenir de l'aide en vous
adressant à votre médecin, à votre
bureau de santé local ou au bureau
de la société du cancer, des
maladies du cœur ou des maladies
pulmonaires de votre région.



**LE TABAC
TUE!**



**TABACCO
KILLS!**

Can tobacco really
kill you?

Cigarettes cause about one of
every five deaths in Canada.
They are the main cause of
unnecessary death and disease.
There is no "safe" cigarette or
"safe" level of tobacco use. The
only safety is in quitting.
If you need help quitting, your
can talk to your doctor, your
local health unit, or the cancer,
heart or lung association in your
area.

Le tabac peut-il vraiment vous faire mourir?

Au Canada, environ un décès sur
cinq est causé par la cigarette.
C'est la plus importante cause de
maladies et de décès inutiles.

Il n'y a pas de cigarette
« inoffensive » ni d'usage « sans
risque ». Si vous voulez protéger
votre santé, il faut cesser de
fumer!

Si vous avez besoin d'aide pour
cesser de fumer, vous pouvez
vous adresser à votre médecin, à
votre bureau de santé local ou au
bureau de la société du cancer,
des maladies du cœur ou des
maladies pulmonaires de votre
région.

Is smoking the only way to get lung cancer?

Cigarettes cause 85% of lung cancer in Canada. This disease is almost always fatal.

Le tabac est-il la seule cause du cancer du poumon?

Au Canada, 85 p. 100 des cas de cancer du poumon sont imputables à la cigarette. Cette maladie est presque toujours mortelle.

Le tabac peut également causer le cancer du larynx, de la bouche, de la langue, de la gorge, de l'œsophage, de la vessie, du pancréas et du rein.

Si vous voulez réduire votre risque de cancer, cessez de fumer. Si vous avez besoin d'aide, vous pouvez vous adresser à votre médecin, à votre bureau de santé local ou au bureau de la société du cancer, des maladies du cœur ou des maladies pulmonaires de votre région.

DANGER!

CANCER RISK!

DANGER!

DANGER!

Une femme enceinte
fume pour deux.
Chez les fumeuses, le risque de
faire une fausse couche est de
50 p. 100 plus élevé. Celui
d'avoir un bébé ayant un faible
poids à la naissance est deux fois
supérieur à celui observé chez les
non-fumeuses. En outre, le taux de
mort subite est plus élevé chez les
bébés des fumeuses.
En cessant de fumer, vous protégez
votre santé et celle de votre enfant
à naître. Vous pouvez obtenir de
l'aide en vous adressant à votre
médecin, à votre bureau de santé
local ou au bureau de la société du
cancer, des maladies du cœur ou
des maladies pulmonaires de votre
région.

The pregnant smoker smokes for two.

Pregnant women who smoke are
smoking for two. Pregnant
smokers are 50% more likely to
have miscarriages and more
than twice as likely to deliver
babies of low birth weight.
There are more crib deaths
among babies of mothers who
smoke.

Quitting smoking protects your
own health and that of the
unborn. You can get help by
calling your doctor, your local
health unit, or the cancer, heart
or lung association office in
your area.



APPENDIX C ADDITIONAL TABLES

Table D1

**WHETHER CIGARETTE PACKAGES
SHOULD HAVE HEALTH WARNING MESSAGES
BY SEX AND LANGUAGE**

Q3b. How much do you agree or disagree with cigarette packages having health warning messages? Do you...?

		- Sex -		- Language -		
		<u>Total</u>	<u>Male</u>	<u>Female</u>	<u>English</u>	<u>French</u>
		%	%	%	%	%
Agreement that cigarette packages should contain warnings						
	Agree a lot	56	55	56	52	59
	Agree a little	18	20	14	20	15
	Agree a lot/little	74	75	70	72	74
	Neither agree nor disagree	15	15	15	15	14
	Disagree a little	4	3	5	4	4
or	Disagree a lot	8	7	10	9	7
Base: Total having seen health warning messages						
		(218)	(108)	(110)	(138)	(80)

Table D2

**HOW OFTEN HEALTH WARNING
MESSAGES ARE READ**

BY SEX AND AGE

Q4a. About how often, if ever, do you find yourself looking at or reading these health warning messages?

	<u>Total</u>	<u>- Sex -</u>		<u>- Age -</u>		
		<u>Male</u>	<u>Female</u>	<u>12 - 15</u>	<u>16 - 35</u>	<u>36 - 50</u>
	%	%	%	%	%	%
Several times a day	15	10	20	5	14	17
A few times a day	9	9	9	7	10	7
About once a day	11	11	11	22	8	15
Once every two or three days	12	18	5	17	14	8
About once a week	16	15	17	17	18	14
Less often than once a week	27	30	25	12	33	17
or Never	10	7	14	19	4	22
Average number of times read per day	1.4	1.2	1.8	.9	1.3	1.6
Base: Total having seen health warning messages	(218)	(108)	(110)	(56)	(108)	(54)

Table D3
HOW OFTEN HEALTH WARNING
MESSAGES ARE READ
BY LANGUAGE

Q4a. About how often, if ever, do you find yourself looking at or reading these health warning messages?

		- Language -	
		<u>English</u>	<u>French</u>
		%	%
Several times a day	15	19	9
A few times a day	9	9	9
About once a day	11	11	10
Once every two or three days	12	13	11
About once a week	16	11	22
Less often than once a week	27	26	29
or Never	10	10	10
Average number of times read per day	1.4	1.8	1.0
Base: Total having seen health warning messages	(218)	(138)	(80)

Table D4

**WHERE HEALTH WARNING MESSAGES
ARE SEEN OR HEARD**

BY SEX AND AGE

Q2. Thinking generally about information which talks about the hazards of smoking, where have you seen or heard any of this kind of information recently? ...Anywhere else?

		- Sex -		- Age -		
	<u>Total</u>	<u>Male</u>	<u>Female</u>	<u>12 - 15</u>	<u>16 - 35</u>	<u>36 - 50</u>
	%	%	%	%	%	%
Where seen information on hazards of smoking						
On TV/ads on TV	59	62	55	46	59	59
Cigarette packs	55	55	56	42	55	57
Newspaper	17	17	18	3	15	25
Doctors office/hospital	16	6	28	4	12	25
Friends (non-smokers)	14	12	17	26	15	9
School	12	7	19	42	12	8
Billboards	7	6	9	3	8	6
Word of mouth	7	6	9	2	9	5
News	7	7	8	4	11	1
Base: Total sample	(228)	(115)	(113)	(57)	(113)	(58)

Table D5

**WHERE HEALTH WARNING MESSAGES
ARE SEEN OR HEARD**

BY LANGUAGE

Q2. Thinking generally about information which talks about the hazards of smoking, where have you seen or heard any of this kind of information recently? ...Anywhere else?

	<u>Total</u> %	- Language -	
		<u>English</u> %	<u>French</u> %
Where seen information on hazards of smoking			
On TV/ads on TV	59	64	53
Cigarette packs	55	51	60
Newspaper	17	21	13
Doctors office/hospital	16	17	14
Friends (non-smokers)	14	13	15
School	12	10	14
Billboards	7	7	8
Word of mouth	7	2	14
News	7	9	6
Base: Total sample	(228)	(148)	(80)

Table D6

LIKELIHOOD OF READING HEALTH MESSAGES (AIDED)

BY SEX AND AGE

Q4c. Which phrase on this card (*HAND CARD A*) best describes how likely you are to read the messages?

	<u>Total</u> %	<u>- Sex -</u>		<u>- Age -</u>		
		<u>Male</u> %	<u>Female</u> %	<u>12 - 15</u> %	<u>16 - 35</u> %	<u>36 - 50</u> %
% Very likely/somewhat likely*						
When the package is on a table or shelf in front of where you are sitting or standing	43	39	47	60	36	59
When picking up the package from a table or shelf	40	35	45	47	37	47
When buying a package of cigarettes	38	35	43	47	38	41
When taking a cigarette out of the package	34	33	35	34	31	41
Base: Total having seen health warning messages	(190)	(94)	(96)	(49)	(100)	(41)

* Based on a 4 point scale

Table D7

**LIKELIHOOD OF READING
HEALTH MESSAGES (AIDED)**

BY LANGUAGE

Q4c. Which phrase on this card (*HAND CARD A*) best describes how likely you are to read the messages?

	- Language -		
	<u>Total</u>	<u>English</u>	<u>French</u>
	%	%	%
% Very likely/somewhat likely*			
When the package is on a table or shelf in front of where you are sitting or standing	43	55	28
When picking up the package from a table or shelf	40	43	35
When buying a package of cigarettes	38	36	41
When taking a cigarette out of the package	34	38	28
Base: Total having seen health warring messages	(190)	(120)	(70)

* Based on a 4 point scale

Table D8

HEALTH CONCERNS (UNAIDED)

BY AGE AND SEX

Q1a. As a cigarette smoker, what concerns, if any, do you have about the effects of smoking on your health? *PROBE*: What do you worry about, if anything?

	<u>Total</u> %	- Sex -		- Age -		
		<u>Male</u> %	<u>Female</u> %	<u>12 - 15</u> %	<u>16 - 35</u> %	<u>36 - 50</u> %
Health concerns:						
<i>Lung concerns (net)</i>	<i>61</i>	<i>59</i>	<i>63</i>	<i>63</i>	<i>63</i>	<i>55</i>
Lung cancer	26	32	19	35	25	28
Shortness of breath	22	27	16	23	28	9
Effects of my lungs/lung disease	19	13	26	15	23	11
Emphysema	10	8	13	6	7	18
Cancer	34	27	43	41	38	25
Health	30	33	25	12	27	37
<i>Heart concerns (net)</i>	<i>14</i>	<i>16</i>	<i>11</i>	<i>10</i>	<i>13</i>	<i>17</i>
Heart disease	11	11	9	5	11	10
Heart attacks	3	4	2	5	2	7
Early death	11	12	9	10	12	8
<i>Non-health concerns (net)</i>	<i>10</i>	<i>12</i>	<i>6</i>	<i>11</i>	<i>12</i>	<i>4</i>
Effects on skin/wrinkles	4	3	5	3	5	-
Fatigue	4	6	*	-	4	4
Bad breath	2	3	-	1	3	-
Effects smoking while pregnant/effects on baby	5	-	12	2	8	-
Base: Total sample	(228)	(115)	(113)	(57)	(113)	(58)

Table D9

HEALTH CONCERNS (UNAIDED)

BY LANGUAGE

Q1a. As a cigarette smoker, what concerns, if any, do you have about the effects of smoking on your health? *PROBE*: What do you worry about, if anything?

	- Language -		
	<u>Total</u>	<u>English</u>	<u>French</u>
	%	%	%
Health concerns:			
<i>Lung concerns (net)</i>	61	56	67
Lung cancer	26	29	23
Shortness of breath	22	18	28
Effects of my lungs/lung disease	19	11	29
Emphysema	10	10	10
 Cancer	 34	 34	 34
Health	30	30	29
 <i>Heart concerns (net)</i>	 14	 15	 13
Heart disease	11	11	10
Heart attacks	3	4	3
 Early death	 11	 14	 7
 <i>Non-health concerns (net)</i>	 10	 17	 1
Effects on skin/wrinkles	5	4	6
Fatigue	4	6	1
Bad breath	2	3	*
 Effects on smoking while pregnant/effects on baby	 5	 4	 6
 Base: Total sample	 (228)	 (148)	 (80)

Table D10
HEALTH ISSUE CONCERNS (AIDED)
BY SEX AND AGE

Q1b. For each health issue I read please tell me if it concerns you a lot, a little or not at all.

	- Sex -		- Age -			
	<u>Total</u>	<u>Male</u>	<u>Female</u>	<u>12 - 15</u>	<u>16 - 35</u>	<u>36 - 50</u>
	%	%	%	%	%	%
% concerned a lot						
The effect on babies for pregnant smokers	67	61	75	77	70	60
Lung disease	61	54	69	59	61	60
Cancer	60	54	67	66	59	61
Addiction to tobacco	46	45	46	29	37	64
Heart disease	31	34	28	38	26	41
A shorter life	28	30	24	24	25	34
The effect on non-smokers	24	25	22	13	22	28
Stroke	19	13	26	22	19	20
Base: Total sample	(228)	(115)	(113)	(57)	(113)	(58)

Table D11
HEALTH ISSUE CONCERNS (AIDED)
BY LANGUAGE

Q1b. For each health issue I read please tell me if it concerns you a lot, a little or not at all.

		- Language -	
	<u>Total</u>	<u>English</u>	<u>French</u>
	%	%	%
% concerned a lot			
The effect on babies for pregnant smokers	67	66	69
Lung disease	61	72	47
Cancer	60	64	54
Addition to tobacco	46	35	59
Heart disease	31	38	23
A shorter life	28	31	23
The effect on non-smokers	24	22	25
Stroke	19	27	9
Base: Total sample	(228)	(148)	(80)

Table D12

**EVALUATION OF MESSAGE - 'SMOKING DURING
PREGNANCY CAN HARM THE BABY' (AIDED)**

BY SEX AND AGE

Q8a. How much do you agree or disagree with each of the following statements about the message 'Smoking during pregnancy can harm the baby'.

		- Sex -		- Age -		
	<u>Total</u>	<u>Male</u>	<u>Female</u>	<u>12 - 15</u>	<u>16 - 35</u>	<u>36 - 50</u>
	%	%	%	%	%	%
% Agree a lot/a little*						
It is easy to understand	96	94	100	96	99	90
The message is true	88	88	87	97	89	83
It is important information for smokers to be reminded of	85	82	88	88	84	86
The message is meaningful to you	75	72	79	71	72	81
It applies to some people more than others	66	74	57	64	65	69
The message is worth reading again, even after seeing it several times	56	58	54	64	61	46
It could be stronger	51	54	47	61	46	61
The message tells you something you didn't know before	19	20	18	24	19	19
Base: Total sample	(228)	(115)	(113)	(57)	(113)	(58)

* Based on a 5 point scale

Table D13

**EVALUATION OF MESSAGE - 'SMOKING DURING
PREGNANCY CAN HARM THE BABY' (AIDED)**

BY LANGUAGE

Q8a. How much do you agree or disagree with each of the following statements about the message 'Smoking during pregnancy can harm the baby'.

	<u>Total</u> %	- Language -	
		<u>English</u> %	<u>French</u> %
% Agree a lot/a little*			
It is easy to understand	96	95	97
The message is true	88	84	92
It is important information for smokers to be reminded of	85	83	86
The message is meaningful to you	75	64	89
It applies to some people more than others	66	66	67
The message is worth reading again, even after seeing it several times	56	62	49
It could be stronger	51	51	52
The message tells you something you didn't know before	19	19	19
Base: Total sample	(228)	(148)	(80)

* Based on a 5 point scale

Table D14

EVALUATION OF MESSAGE - 'SMOKING DURING PREGNANCY IS HARMFUL TO THE BABY' (AIDED)

BY SEX AND AGE

Q11a. How much do you agree or disagree with each of the following statements about the message "Smoking during pregnancy is harmful to the baby".

	- Sex -			- Age -	
	<u>Total</u>	<u>Male</u>	<u>Female</u>	<u>12 - 21</u>	<u>22 - 50</u>
	%	%	%	%	%
% Agree a lot/a little*					
The message is true	92	94	90	96	91
It is important information for smokers to be reminded of	88	91	86	94	87
It is easy to understand	85	90	81	100	82
It applies to some people more than others	76	83	71	87	74
The message is meaningful to you	67	65	69	78	65
The message is worth reading, even after seeing it several times	58	70	49	75	54
It could be stronger	48	62	38	49	48
The message tells you something you didn't know before	19	38	4	15	19
Base: Total asked	(111)	(49)	(62)	(49)	(62)

* Based on a 5 point scale

Table D15

EVALUATION OF MESSAGE - 'SMOKING DURING PREGNANCY IS HARMFUL TO THE BABY' (AIDED)

BY LANGUAGE

Q11a. How much do you agree or disagree with each of the following statements about the message "Smoking during pregnancy is harmful to the baby".

- Language -

	<u>Total</u>	<u>English</u>	<u>French</u>
	%	%	%
% Agree a lot/a little*			
The message is true	92	93	91
It is important information for smokers to be reminded of	88	90	86
It is easy to understand	85	90	80
It applies to some people more than others	76	78	75
The message is meaningful to you	67	49	85
The message is worth reading, even after seeing it several times	58	65	51
It could be stronger	48	50	47
The message tells you something you didn't know before	19	17	20
Base: Total asked	(111)	(71)	(40)

* Based on a 5 point scale

Table D16

**EVALUATION OF MESSAGE - 'SMOKING IS A
MAJOR CAUSE OF HEART DISEASE' (AIDED)**

BY SEX AND AGE

Q8c. How much do you agree or disagree with each of the following statements about the message 'Smoking is a major cause of heart disease'.

	<u>Total</u> %	<u>- Sex -</u>		<u>- Age -</u>		
		<u>Male</u> %	<u>Female</u> %	<u>12 - 15</u> %	<u>16 - 35</u> %	<u>36 - 50</u> %
% Agree a lot/a little*						
It is easy to understand	90	88	92	90	89	92
The message is true	86	87	85	93	87	83
It is important information for smokers to be reminded of	82	81	83	92	83	78
The message is meaningful to you	74	73	75	79	73	74
It applies to some people more than others	55	60	48	46	54	58
The message is worth reading again, even after seeing it several times	53	52	54	65	54	48
It could be stronger	43	43	44	63	38	53
The message tells you something you didn't know before	25	25	25	29	27	17
Base: Total sample	(228)	(115)	(113)	(57)	(113)	(58)

* Based on a 5 point scale

Table D17

EVALUATION OF MESSAGE - 'CIGARETTES CAUSE HEART DISEASE' (AIDED)

BY SEX AND AGE

Q11a. How much do you agree or disagree with each of the following statements about the message "Cigarettes cause heart disease".

	- Sex -		- Age -		
	<u>Total</u>	<u>Male</u>	<u>Female</u>	<u>12 - 21</u>	<u>22 - 50</u>
	%	%	%	%	%
% Agree a lot/a little*					
It is easy to understand	97	96	99	99	97
The message is true	88	86	92	87	88
It is important information for smokers to be reminded of	86	82	94	83	86
The message is meaningful to you	75	70	86	71	76
The message is worth reading, even after seeing it several times	58	56	61	50	59
It applies to some people more than others	48	46	51	51	47
It could be stronger	30	24	42	55	25
The message tells you something you didn't know before	16	8	34	19	16
Base: Total asked	(117)	(66)	(51)	(61)	(56)

* Based on a 5 point scale

Table D18

EVALUATION OF MESSAGE - 'SMOKING IS A MAJOR CAUSE OF HEART DISEASE' (AIDED)

BY LANGUAGE

Q8c. How much do you agree or disagree with each of the following statements about the message 'Smoking is a major cause of heart disease'.

	- Language -		
	<u>Total</u> %	<u>English</u> %	<u>French</u> %
% Agree a lot/a little*			
It is easy to understand	90	94	84
The message is true	86	88	84
It is important information for smokers to be reminded of	82	82	81
The message is meaningful to you	74	66	84
It applies to some people more than others	55	59	51
The message is worth reading again, even after seeing it several times	53	60	43
It could be stronger	43	43	44
The message tells you something you didn't know before	25	20	31
Base: Total sample	(228)	(148)	(80)

* Based on a 5 point scale

Table D19

EVALUATION OF MESSAGE - 'CIGARETTES CAUSE HEART DISEASE' (AIDED)

BY LANGUAGE

Q11a. How much do you agree or disagree with each of the following statements about the message "Cigarettes cause heart disease".

- Language -

	<u>Total</u>	<u>English</u>	<u>French</u>
	%	%	%
% Agree a lot/a little*			
It is easy to understand	97	95	100
The message is true	88	92	81
It is important information for smokers to be reminded of	86	89	81
The message is meaningful to you	75	73	79
The message is worth reading, even after seeing it several times	58	63	49
It applies to some people more than others	48	44	53
It could be stronger	30	29	31
The message tells you something you didn't know before	16	11	24
Base: Total asked	(117)	(77)	(40)

* Based on a 5 point scale

Table D20

EVALUATION OF MESSAGE - 'SMOKING REDUCES LIFE EXPECTANCY' (AIDED)

BY SEX AND AGE

Q8b. How much do you agree or disagree with each of the following statements about the message 'Smoking reduces life expectancy'.

		- Sex -		- Age -		
	<u>Total</u>	<u>Male</u>	<u>Female</u>	<u>12 - 15</u>	<u>16 - 35</u>	<u>36 - 50</u>
	%	%	%	%	%	%
% Agree a lot/a little*						
It is easy to understand	94	92	97	93	98	86
The message is true	74	77	70	87	76	68
It is important information for smokers to be reminded of	72	75	68	92	71	72
The message is meaningful to you	67	69	63	77	65	69
The message is worth reading again, even after seeing it several times	51	51	50	60	49	53
It applies to some people more than others	48	53	40	37	46	52
It could be stronger	42	43	41	61	39	47
The message tells you something you didn't know before	13	12	14	23	14	11
Base: Total sample	(228)	(115)	(113)	(57)	(113)	(58)

* Based on a 5 point scale

Table D21

EVALUATION OF MESSAGE - 'SMOKING REDUCES LIFE EXPECTANCY' (AIDED)

BY LANGUAGE

Q8b. How much do you agree or disagree with each of the following statements about the message 'Smoking reduces life expectancy'.

	<u>Total</u> %	- Language -	
		<u>English</u> %	<u>French</u> %
% Agree a lot/a little*			
It is easy to understand	94	95	93
The message is true	74	77	71
It is important information for smokers to be reminded of	72	75	68
The message is meaningful to you	67	62	72
The message is worth reading again, even after seeing it several times	51	55	45
It applies to some people more than others	48	54	41
It could be stronger	42	43	41
The message tells you something you didn't know before	13	9	18
Base: Total sample	(228)	(148)	(80)

* Based on a 5 point scale

Table D22

EVALUATION OF MESSAGE - 'SMOKING CAN SHORTEN YOU LIFE' (AIDED)

BY SEX AND AGE

Q11a. How much do you agree or disagree with each of the following statements about the message "Smoking can shorten you life".

	- Sex -		- Age -		
	<u>Total</u>	<u>Male</u>	<u>Female</u>	<u>12 - 21</u>	<u>22 - 50</u>
	%	%	%	%	%
% Agree a lot/a little*					
It is easy to understand	96	95	98	94	97
The message is true	85	83	90	79	86
The message is meaningful to you	78	71	95	78	78
It is important information for smokers to be reminded of	74	70	84	78	74
The message is worth reading even after seeing it several times	57	56	59	48	58
It applies to some people more than others	43	50	25	40	43
It could be stronger	33	35	28	45	30
The message tells you something you didn't know before	12	6	27	14	12
Base: Total asked	(117)	(66)	(51)	(61)	(56)

* Based on a 5 point scale

Table D23

**EVALUATION OF MESSAGE - 'SMOKING CAN
SHORTEN YOU LIFE' (AIDED)**

BY LANGUAGE

Q11a. How much do you agree or disagree with each of the following statements about the message "Smoking can shorten you life".

- Language -

	<u>Total</u>	<u>English</u>	<u>French</u>
	%	%	%
% Agree a lot/a little*			
It is easy to understand	96	96	97
The message is true	85	87	82
The message is meaningful to you	78	71	88
It is important information for smokers to be reminded of	74	79	68
The message is worth reading even after seeing it several times	57	66	43
It applies to some people more than others	43	46	38
It could be stronger	33	29	39
The message tells you something you didn't know before	12	14	10
Base: Total asked	(117)	(77)	(40)

* Based on a 5 point scale

Table D24

EVALUATION OF MESSAGE - 'SMOKING IS A MAJOR CAUSE OF LUNG CANCER' (AIDED)

BY SEX AND AGE

Q8d. How much do you agree or disagree with each of the following statements about the message 'Smoking is a major cause of lung cancer'.

		- Sex -		- Age -		
	<u>Total</u>	<u>Male</u>	<u>Female</u>	<u>12 - 15</u>	<u>16 - 35</u>	<u>36 - 50</u>
	%	%	%	%	%	%
% Agree a lot/a little*						
It is easy to understand	96	94	99	97	100	89
The message is true	90	88	92	92	92	83
It is important information for smokers to be reminded of	84	82	86	96	85	82
The message is meaningful to you	77	75	79	81	77	76
The message is worth reading again, even again seeing it several times	52	52	53	65	53	50
It applies to some people more than others	45	45	45	39	43	48
It could be stronger	43	44	42	58	41	46
The message tells you something you didn't know before	16	13	20	17	17	14
Base: Total sample	(228)	(115)	(113)	(57)	(113)	(58)

* Based on a 5 point scale

Table D25

**EVALUATION OF MESSAGE - 'SMOKING IS A
MAJOR CAUSE OF LUNG CANCER' (AIDED)**

BY LANGUAGE

Q8d. How much do you agree or disagree with each of the following statements about the message 'Smoking is a major cause of lung cancer'.

	- Age -		
	<u>Total</u>	<u>English</u>	<u>French</u>
	%	%	%
% Agree a lot/a little*			
It is easy to understand	96	96	96
The message is true	90	92	86
It is important information for smokers to be reminded of	84	83	86
The message is meaningful to you	77	76	78
The message is worth reading again, even again seeing it several times	52	56	48
It applies to some people more than others	45	47	43
It could be stronger	43	43	42
The message tells you something you didn't know before	16	14	18
Base: Total sample	(228)	(148)	(80)

* Based on a 5 point scale

Table D26

EVALUATION OF MESSAGE - 'CIGARETTES CAUSE CANCER' (AIDED)

BY SEX AND AGE

Q11a. How much do you agree or disagree with each of the following statements about the message "Cigarettes cause cancer".

	- Sex -			- Age -	
	<u>Total</u>	<u>Male</u>	<u>Female</u>	<u>12 - 21</u>	<u>22 - 50</u>
	%	%	%	%	%
% Agree a lot/a little*					
It is easy to understand	84	88	80	88	83
The message is true	83	88	78	84	82
It is important information for smokers to be reminded of	80	83	78	92	78
The message is meaningful to you	76	88	67	73	76
It applies to some people more than others	57	65	51	56	57
The message is worth reading, even after seeing it several times	45	54	39	52	44
It could be stronger	42	48	37	56	39
The message tells you something you didn't know before	14	22	7	11	14
Base: Total asked	(111)	(49)	(62)	(49)	(62)

* Based on a 5 point scale

Table D27

EVALUATION OF MESSAGE - 'CIGARETTES CAUSE CANCER' (AIDED)

BY LANGUAGE

Q11a. How much do you agree or disagree with each of the following statements about the message "Cigarettes cause cancer".

	- Language -		
	<u>Total</u>	<u>English</u>	<u>French</u>
	%	%	%
% Agree a lot/a little*			
It is easy to understand	84	83	84
The message is true	83	81	84
It is important information for smokers to be reminded of	80	79	82
The message is meaningful to you	76	68	84
It applies to some people more than others	57	68	46
The message is worth reading, even after seeing it several times	45	38	53
It could be stronger	42	49	34
The message tells you something you didn't know before	14	6	21
Base: Total asked	(111)	(71)	(40)

* Based on a 5 point scale

Table D28

EVALUATION OF MESSAGE - 'CIGARETTES CAUSE FATAL LUNG CANCER' (AIDED)

BY SEX AND AGE

Q11a. How much do you agree or disagree with each of the following statements about the message "Cigarettes cause fatal lung cancer".

	- Sex -		- Age -		
	<u>Total</u>	<u>Male</u>	<u>Female</u>	<u>12 - 21</u>	<u>22 - 50</u>
	%	%	%	%	%
% Agree a lot/a little*					
It is easy to understand	89	90	89	90	89
The message is meaningful to you	78	85	73	72	79
It is important information for smokers to be reminded of	76	84	70	86	74
The message is true	75	79	71	71	75
It applies to some people more than others	56	70	45	49	58
The message is worth reading even after seeing it several times	42	42	42	47	41
It could be stronger	38	43	35	45	37
The message tells you something you didn't know before	19	16	22	18	20
Base: Total asked	(111)	(49)	(62)	(49)	(62)

* Based on a 5 point scale

Table D29

**EVALUATION OF MESSAGE - 'CIGARETTES CAUSE
FATAL LUNG CANCER' (AIDED)**

BY LANGUAGE

Q11a. How much do you agree or disagree with each of the following statements about the message "Cigarettes cause fatal lung cancer".

	- Language -		
	<u>Total</u>	<u>English</u>	<u>French</u>
	%	%	%
% Agree a lot/a little*			
It is easy to understand	89	88	91
The message is meaningful to you	78	73	84
It is important information for smokers to be reminded of	76	77	75
The message is true	75	70	79
It applies to some people more than others	56	63	49
The message is worth reading even after seeing it several times	42	35	49
It could be stronger	38	34	43
The message tells you something you didn't know before	19	14	25
Base: Total asked	(111)	(71)	(40)

* Based on a 5 point scale

Table D30

**EVALUATION OF MESSAGE - 'TOBACCO SMOKE IS
HARMFUL TO NON-SMOKERS' (AIDED)**

BY SEX AND AGE

Q11a. How much do you agree or disagree with each of the following statements about the message "Tobacco smoke is harmful to non-smokers".

	- Sex -		- Age -		
	<u>Total</u>	<u>Male</u>	<u>Female</u>	<u>12 - 21</u>	<u>22 - 50</u>
	%	%	%	%	%
% Agree a lot/a little*					
It is easy to understand	91	87	99	97	89
The message is true	80	77	89	74	82
It is important information for smokers to be reminded of	72	67	83	74	72
The message is meaningful to you	71	68	79	69	72
The message is worth reading even after seeing it several times	49	45	60	53	49
It applies to some people more than others	45	53	27	48	44
It could be stronger	31	31	30	53	26
The message tells you something you didn't know before	18	13	28	21	17
Base: Total asked	(117)	(66)	(51)	(61)	(56)

* Based on a 5 point scale

Table D31

**EVALUATION OF MESSAGE - 'TOBACCO SMOKE IS
HARMFUL TO NON-SMOKERS' (AIDED)**

BY LANGUAGE

Q11a. How much do you agree or disagree with each of the following statements about the message "Tobacco smoke is harmful to non-smokers".

	- Language -		
	<u>Total</u>	<u>English</u>	<u>French</u>
	%	%	%
% Agree a lot/a little*			
It is easy to understand	91	95	83
The message is true	80	91	64
It is important information for smokers to be reminded of	72	80	59
The message is meaningful to you	71	77	63
The message is worth reading even after seeing it several times	49	56	39
It applies to some people more than others	45	49	38
It could be stronger	31	25	38
The message tells you something you didn't know before	18	22	11
Base: Total asked	(117)	(77)	(40)

* Based on a 5 point scale

Table D32

EVALUATION OF MESSAGE - 'TOBACCO IS ADDICTIVE' (AIDED)
BY SEX AND AGE

Q11a. How much do you agree or disagree with each of the following statements about the message "Tobacco is addictive".

	- Sex -		- Age -	
	<u>Total</u>	<u>Male</u>	<u>Female</u>	<u>12 - 21</u> <u>22 - 50</u>
	%	%	%	% %
% Agree a lot/a little*				
It is easy to understand	93	91	97	96 93
The message is true	84	82	90	81 85
It is important information for smokers to be reminded of	74	71	81	75 74
The message is meaningful to you	72	67	82	65 73
The message is worth reading, even after seeing it several times	51	46	61	54 50
It applies to some people more than others	39	38	39	45 37
It could be stronger	35	30	46	51 32
The message tells you something you didn't know before	12	7	23	9 13
Base: Total asked	(117)	(66)	(51)	(61) (56)

* Based on a 5 point scale

Table D33

**EVALUATION OF MESSAGE - 'TOBACCO IS ADDICTIVE' (AIDED)
BY LANGUAGE**

Q11a. How much do you agree or disagree with each of the following statements about the message "Tobacco is addictive".

- Language -

	<u>Total</u>	<u>English</u>	<u>French</u>
	%	%	%
% Agree a lot/a little*			
It is easy to understand	93	96	89
The message is true	84	93	71
It is important information for smokers to be reminded of	74	77	70
The message is meaningful to you	72	80	59
The message is worth reading, even after seeing it several times	51	57	41
It applies to some people more than others	39	37	40
It could be stronger	35	33	38
The message tells you something you didn't know before	12	10	15
Base: Total asked	(117)	(77)	(40)

* Based on a 5 point scale

Table D34

**EVALUATION OF MESSAGE - 'CIGARETTES
CAUSE STROKES' (AIDED)**

BY SEX AND AGE

Q11a. How much do you agree or disagree with each of the following statements about the message "Cigarettes cause strokes".

	- Sex -			- Age -	
	<u>Total</u>	<u>Male</u>	<u>Female</u>	<u>12 - 21</u>	<u>22 - 50</u>
	%	%	%	%	%
% Agree a lot/a little*					
It is easy to understand	57	55	59	68	55
It is important information for smokers to be reminded of	56	60	54	79	52
The message is true	52	58	47	56	51
The message is meaningful to you	46	54	40	58	43
It applies to some people more than others	43	47	40	49	42
The message tells you something you didn't know before	43	51	37	21	48
The message is worth reading even after seeing it several times	38	40	37	44	37
It could be stronger	31	27	34	46	28
Base: Total asked	(111)	(49)	(62)	(49)	(62)

* Based on a 5 point scale

Table D35

**EVALUATION OF MESSAGE - 'CIGARETTES
CAUSE STROKES' (AIDED)**

BY LANGUAGE

Q11a. How much do you agree or disagree with each of the following statements about the message "Cigarettes cause strokes".

- Language -

	<u>Total</u>	<u>English</u>	<u>French</u>
	%	%	%
% Agree a lot/a little*			
It is easy to understand	57	77	38
It is important information for smokers to be reminded of	56	54	59
The message is true	52	49	54
The message is meaningful to you	46	41	50
It applies to some people more than others	43	54	32
The message tells you something you didn't know before	43	46	41
The message is worth reading even after seeing it several times	38	40	36
It could be stronger	31	37	25
Base: Total asked	(111)	(71)	(40)

* Based on a 5 point scale

Table D36

SUMMARY OF ANYTHING DISLIKED FOR PROPOSED WARNING MESSAGES

Q. And what, if anything, do you not like about the message...?

	Total sample %	- Sex -		- Age -		- Language -	
		Male	Female	12 - 21	22 - 50	English	Fren
		%	%	%	%	%	%
Warning messages							
Cigarettes cause strokes	80	73	85	67	82	74	85
Cigarettes cause fatal lung disease	56	45	64	60	55	68	44
Cigarettes cause cancer	56	45	64	53	56	66	45
Tobacco is addictive	50	45	63	40	52	49	52
Tobacco is harmful to non-smokers	45	50	34	43	45	38	55
Smoking during pregnancy is harmful to the baby	43	36	48	46	42	60	30
Smoking can shorten your life	30	30	28	47	26	31	28
Cigarettes cause heart disease	26	32	13	37	24	29	22
Base: Total asked	(111)	(49)	(62)	(49)	(62)	(71)	(40)

Table D33

EVALUATION OF MESSAGE - 'TOBACCO IS ADDICTIVE' (AIDED)
BY LANGUAGE

Q11a. How much do you agree or disagree with each of the following statements about the message "Tobacco is addictive".

	- Language -		
	<u>Total</u>	<u>English</u>	<u>French</u>
	%	%	%
% Agree a lot/a little*			
It is easy to understand	93	96	89
The message is true	84	93	71
It is important information for smokers to be reminded of	74	77	70
The message is meaningful to you	72	80	59
The message is worth reading, even after seeing it several times	51	57	41
It applies to some people more than others	39	37	40
It could be stronger	35	33	38
The message tells you something you didn't know before	12	10	15
Base: Total asked	(117)	(77)	(40)

* Based on a 5 point scale

Table D34

EVALUATION OF MESSAGE - 'CIGARETTES CAUSE STROKES' (AIDED)

BY SEX AND AGE

Q11a. How much do you agree or disagree with each of the following statements about the message "Cigarettes cause strokes".

	- Sex -		- Age -		
	<u>Total</u>	<u>Male</u>	<u>Female</u>	<u>12 - 21</u>	<u>22 - 50</u>
	%	%	%	%	%
% Agree a lot/a little*					
It is easy to understand	57	55	59	68	55
It is important information for smokers to be reminded of	56	60	54	79	52
The message is true	52	58	47	56	51
The message is meaningful to you	46	54	40	58	43
It applies to some people more than others	43	47	40	49	42
The message tells you something you didn't know before	43	51	37	21	48
The message is worth reading even after seeing it several times	38	40	37	44	37
It could be stronger	31	27	34	46	28
Base: Total asked	(111)	(49)	(62)	(49)	(62)

* Based on a 5 point scale

Table D35

EVALUATION OF MESSAGE - 'CIGARETTES CAUSE STROKES' (AIDED)

BY LANGUAGE

Q11a. How much do you agree or disagree with each of the following statements about the message "Cigarettes cause strokes".

	- Language -		
	<u>Total</u>	<u>English</u>	<u>French</u>
	%	%	%
% Agree a lot/a little*			
It is easy to understand	57	77	38
It is important information for smokers to be reminded of	56	54	59
The message is true	52	49	54
The message is meaningful to you	46	41	50
It applies to some people more than others	43	54	32
The message tells you something you didn't know before	43	46	41
The message is worth reading even after seeing it several times	38	40	36
It could be stronger	31	37	25
Base: Total asked	(111)	(71)	(40)

* Based on a 5 point scale

Table D36

SUMMARY OF ANYTHING DISLIKED FOR PROPOSED WARNING MESSAGES

Q. And what, if anything, do you not like about the message...?

	Total sample	- Sex -		- Age -		- Language -	
		Male	Female	12 - 21	22 - 50	English	French
	%	%	%	%	%	%	%
Warning messages							
Cigarettes cause strokes	80	73	85	67	82	74	85
Cigarettes cause fatal lung disease	56	45	64	60	55	68	44
Cigarettes cause cancer	56	45	64	53	56	66	45
Tobacco is addictive	50	45	63	40	52	49	52
Tobacco is harmful to non-smokers	45	50	34	43	45	38	55
Smoking during pregnancy is harmful to the baby	43	36	48	46	42	60	30
Smoking can shorten your life	30	30	28	47	26	31	28
Cigarettes cause heart disease	26	32	13	37	24	29	22
Base: Total asked	(111)	(49)	(62)	(49)	(62)	(71)	(40)

Table D37

SUMMARY OF ANYTHING HARD TO BELIEVE FOR PROPOSED WARNING MESSAGES

Q. And what, if anything, do you find hard to believe about the message...?

	Total sample	- Sex -		- Age -		- Language -	
		Male	Female	12 - 21	22 - 50	English	French
	%	%	%	%	%	%	%
Warning messages							
Cigarettes cause strokes	53	59	49	44	55	57	49
Cigarettes cause fatal lung disease	42	44	39	42	42	52	31
Cigarettes cause cancer	30	16	42	33	30	43	18
Tobacco smoke is harmful to non-smokers	29	32	20	24	29	20	42
Smoking during pregnancy is harmful to the baby	25	18	30	14	27	30	20
Tobacco is addictive	24	22	27	26	23	17	33
Smoking can shorten your life	22	18	31	32	20	20	26
Cigarettes cause heart disease	15	20	5	16	15	13	18
Base: Total asked	(111)	(49)	(62)	(49)	(62)	(71)	(40)

Table D38
FORMAT PREFERENCE
BY SEX AND AGE

Q13a. Which of these three packages do you think presents a health warning message in a way that you would be more likely to read regularly?

	- Sex -			- Age -		
	<u>Total</u>	<u>Male</u>	<u>Female</u>	<u>12 - 15</u>	<u>16 - 35</u>	<u>36 - 50</u>
	%	%	%	%	%	%
Old packaging	4	0	9	2	5	2
Current packaging	17	14	20	36	10	29
Proposed packaging	79	86	72	62	85	69
Base: Total sample	(228)	(115)	(113)	(57)	(113)	(58)

Table D39

FORMAT PREFERENCE
BY LANGUAGE

Q13a. Which of these three packages do you think presents a health warning message in a way that you would be more likely to read regularly?

- Language -

	<u>Total</u>	<u>English</u>	<u>French</u>
	%	%	%
Old packaging	4	3	5
Current packaging	17	17	16
Proposed packaging	79	80	79
Base: Total sample	(228)	(148)	(80)

Table D40

TOXIC INFORMATION FORMAT PREFERENCE
BY SEX AND AGE

Q14a. Which of these three ways of showing the information do you find easier to use and understand?

	- Sex -			- Age -		
	<u>Total</u>	<u>Male</u>	<u>Female</u>	<u>12 - 15</u>	<u>16 - 35</u>	<u>36 - 50</u>
	%	%	%	%	%	%
Pre-1989 toxic information presentation	44	41	48	62	42	45
Current toxic information	29	29	29	18	29	32
Proposed toxic information	27	30	23	20	29	24
Base: Total sample	(228)	(115)	(113)	(57)	(113)	(58)

Table D41

TOXIC INFORMATION FORMAT PREFERENCE
BY LANGUAGE

Q14a. Which of these three ways of showing the information do you find easier to use and understand?

- Language -

	<u>Total</u> %	<u>English</u> %	<u>French</u> %
Pre-1989 toxic information presentation	44	39	50
Current toxic information	29	34	22
Proposed toxic information	27	26	28
Base: Total sample	(228)	(148)	(80)

APPENDIX D QUESTIONNAIRE

TANDEM RESEARCH INC.

TR #16379

VERSION 1

TOBACCO PACKAGING MAIN INTERVIEW

Time interview started: _____ am/pm.

- 1a. As a cigarette smoker, what concerns, if any, do you have about the effects of smoking on your health? ...*PROBE*: What do you worry about, if anything?

- 1b. For each health issue I read please tell me if it concerns you a lot, a little or not at all.
READ LIST.

	<u>A lot</u>	<u>A little</u>	<u>Not at all</u>
Heart disease	1	1	N
A shorter life	2	2	N
The effect on non-smokers	3	3	N
Cancer	4	4	N
Stroke	5	5	N
Lung disease	6	6	N
Addiction to tobacco	7	7	N
The effect on babies for pregnant smokers	8	8	N

2. Thinking generally about information which talks about the hazards of smoking, where have you seen or heard any of this kind of information recently? ...Anywhere else?

- 3a. Have you ever seen health warning messages on cigarette packages?

Yes 1
No 2 --> *SKIP TO INSTRUCTION BEFORE Q.7*

- | | |
|----------------------------|---|
| Disagree a lot | 1 |
| Disagree a little | 2 |
| Neither agree nor disagree | 3 |
| Agree a little | 4 |
| or Agree a lot | 5 |

- 4a. About how often, if ever, do you find yourself looking at or reading these health warning messages? **READ LIST.**

- | | |
|------------------------------|------|
| Several times a day | 1 |
| A few times a day | 2 |
| About once a day | 3 |
| Once every two or three days | 4 |
| About once a week | 5 |
| Less often than once a week | 6 |
| or Never | 7 -> |

**SKIP TO
INSTRUCTION
BEFORE Q.5**

- 4b. Is there any particular time or place that you find yourself looking at or reading the messages?

- 4c. Which phrase on this card (*HAND CARD A*) best describes how likely you are to read the messages...? *READ LIST*

	<u>Very likely</u>	<u>Somewhat likely</u>	<u>Not too likely</u>	<u>Not at all likely</u>
When buying a package of cigarettes	4	3	2	1
When taking a cigarette out of the package	4	3	2	1
When picking up the package from a table or shelf	4	3	2	1
When the package is on a table or shelf in front of where you are sitting or standing	4	3	2	1

TAKE BACK CARD A AND HAND CARD B.

5. Thinking generally about the kinds of messages you have seen on cigarette packages, how much do you agree or disagree that...? *READ LIST.*

	<u>Disagree a lot</u>	<u>Disagree a little</u>	<u>Neither agree nor disagree</u>	<u>Agree a little</u>	<u>Agree a lot</u>
The messages are true	1	2	3	4	5
It is important information for smokers to be reminded of	1	2	3	4	5
The messages are meaningful to you	1	2	3	4	5
They apply to some people more than others	1	2	3	4	5
The messages are worth reading again, even after seeing them several times	1	2	3	4	5
They are easy to understand	1	2	3	4	5
They could be stronger	1	2	3	4	5

TAKE BACK CARD B.

6. What are the health warning messages you can remember seeing on cigarette packages?

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

HAND CARD C.

7. Please tell me what each of these messages mean to you? Let's start with...? **READ LIST.**

Smoking during pregnancy can harm the baby	
Smoking reduces life expectancy	
Smoking is a major cause of heart disease	
Smoking is the major cause of lung cancer	

8. On the following pages are a series of statements that you may or may not agree with. Please read the questions, then answer by circling one number for each statement. Please continue until you come to an instruction which says **STOP**.

TURN OVER PAGE AND HAND TO RESPONDENT.

8a. How much do you agree or disagree with each of the following statements about the message "Smoking during pregnancy can harm the baby". **CIRCLE ONE NUMBER FOR EACH.**

	Disagree a lot	Disagree a little	Neither agree nor disagree	Agree a little	Agree a lot
The message is true	1	2	3	4	5
It is important information for smokers to be reminded of	1	2	3	4	5
The message is meaningful to you	1	2	3	4	5
It applies to some people more than others	1	2	3	4	5
The message is worth reading again, even after seeing it several times	1	2	3	4	5
It is easy to understand	1	2	3	4	5
It could be stronger	1	2	3	4	5
The message tells you something you didn't know before	1	2	3	4	5

8b. How much do you agree or disagree with each of the following statements about the message "Smoking reduces life expectancy". **CIRCLE ONE NUMBER FOR EACH.**

	Disagree a lot	Disagree a little	Neither agree nor disagree	Agree a little	Agree a lot
The message is true	1	2	3	4	5
It is important information for smokers to be reminded of	1	2	3	4	5
The message is meaningful to you	1	2	3	4	5
It applies to some people more than others	1	2	3	4	5
The message is worth reading again, even after seeing it several times	1	2	3	4	5
It is easy to understand	1	2	3	4	5
It could be stronger	1	2	3	4	5
The message tells you something you didn't know before	1	2	3	4	5

8c. How much do you agree or disagree with each of the following statements about the message "Smoking is a major cause of heart disease". **CIRCLE ONE NUMBER FOR EACH.**

	Disagree a lot	Disagree a little	Neither agree nor disagree	Agree a little	Agree a lot
The message is true	1	2	3	4	5
It is important information for smokers to be reminded of	1	2	3	4	5
The message is meaningful to you	1	2	3	4	5
It applies to some people more than others	1	2	3	4	5
The message is worth reading again, even after seeing it several times	1	2	3	4	5
It is easy to understand	1	2	3	4	5
It could be stronger	1	2	3	4	5
The message tells you something you didn't know before	1	2	3	4	5

8d. How much do you agree or disagree with each of the following statements about the message "Smoking is the major cause of lung cancer". **CIRCLE ONE NUMBER FOR EACH.**

	Disagree a lot	Disagree a little	Neither agree nor disagree	Agree a little	Agree a lot
The message is true	1	2	3	4	5
It is important information for smokers to be reminded of	1	2	3	4	5
The message is meaningful to you	1	2	3	4	5
It applies to some people more than others	1	2	3	4	5
The message is worth reading again, even after seeing it several times	1	2	3	4	5
It is easy to understand	1	2	3	4	5
It could be stronger	1	2	3	4	5
The message tells you something you didn't know before	1	2	3	4	5

STOP - PLEASE WAIT FOR YOUR INTERVIEWER AND DO NOT LOOK FORWARD OR BACKWARD THROUGH THE PAGES.

VERSION 1

TAKE BACK CARD C AND HAND 2 'D' CARDS.

9. Here are eight ideas for new warning messages, for cigarette packages. Please take a few moments to read them.

WHEN RESPONDENT HAS FINISHED TAKE BACK THE 2 'D' CARDS AND ASK:

What are the messages you can remember just seeing?

PROMPT: Any others?

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____

TAKE BACK CARD Y AND HAND CARD D1.

10. Please tell me what each of these messages mean to you? Let's start with...? **READ LIST.**

Cigarettes cause fatal lung disease	
Cigarettes cause strokes	
Smoking during pregnancy is harmful to the baby	
Cigarettes cause cancer	

11. On the following pages are a series of statements that you may or may not agree with. Please read the questions, then answer by circling one number for each statement. Please continue until you come to an instruction which says **STOP**.

TURN OVER PAGE AND HAND TO RESPONDENT.

VERSION 1

11a. How much do you agree or disagree with each of the following statements about the message "Cigarettes cause fatal lung disease". **CIRCLE ONE NUMBER FOR EACH.**

	Disagree <u>a lot</u>	Disagree <u>a little</u>	Neither agree nor <u>disagree</u>	Agree <u>a little</u>	Agree <u>a lot</u>
The message is true	1	2	3	4	5
It is important information for smokers to be reminded of	1	2	3	4	5
The message is meaningful to you	1	2	3	4	5
It applies to some people more than others	1	2	3	4	5
The message is worth reading again, even after seeing it several times	1	2	3	4	5
It is easy to understand	1	2	3	4	5
It could be stronger	1	2	3	4	5
The message tells you something you didn't know before	1	2	3	4	5

11b. How much do you agree or disagree with each of the following statements about the message "Cigarettes cause strokes". **CIRCLE ONE NUMBER FOR EACH.**

	Disagree <u>a lot</u>	Disagree <u>a little</u>	Neither agree nor <u>disagree</u>	Agree <u>a little</u>	Agree <u>a lot</u>
The message is true	1	2	3	4	5
It is important information for smokers to be reminded of	1	2	3	4	5
The message is meaningful to you	1	2	3	4	5
It applies to some people more than others	1	2	3	4	5
The message is worth reading again, even after seeing it several times	1	2	3	4	5
It is easy to understand	1	2	3	4	5
It could be stronger	1	2	3	4	5
The message tells you something you didn't know before	1	2	3	4	5

VERSION 1

11c. How much do you agree or disagree with each of the following statements about the message "Smoking during pregnancy is harmful to the baby". **CIRCLE ONE NUMBER FOR EACH.**

	Disagree a lot	Disagree a little	Neither agree nor disagree	Agree a little	Agree a lot
The message is true	1	2	3	4	5
It is important information for smokers to be reminded of	1	2	3	4	5
The message is meaningful to you	1	2	3	4	5
It applies to some people more than others	1	2	3	4	5
The message is worth reading again, even after seeing it several times	1	2	3	4	5
It is easy to understand	1	2	3	4	5
It could be stronger	1	2	3	4	5
The message tells you something you didn't know before	1	2	3	4	5

11d. How much do you agree or disagree with each of the following statements about the message "Cigarettes cause cancer". **CIRCLE ONE NUMBER FOR EACH.**

	Disagree a lot	Disagree a little	Neither agree nor disagree	Agree a little	Agree a lot
The message is true	1	2	3	4	5
It is important information for smokers to be reminded of	1	2	3	4	5
The message is meaningful to you	1	2	3	4	5
It applies to some people more than others	1	2	3	4	5
The message is worth reading again, even after seeing it several times	1	2	3	4	5
It is easy to understand	1	2	3	4	5
It could be stronger	1	2	3	4	5
The message tells you something you didn't know before	1	2	3	4	5

STOP - PLEASE WAIT FOR YOUR INTERVIEWER AND DO NOT LOOK FORWARD OR BACKWARD THROUGH THE PAGES.

VERSION 1

12a. What, if anything, do you not like about the message...? **READ LIST ONE AT A TIME AND RECORD FOR EACH.**

Cigarettes cause fatal lung disease	
Cigarettes cause strokes	
Smoking during pregnancy is harmful to the baby	
Cigarettes cause cancer	

12b. And what, if anything, do you find hard to believe about the message...? **READ LIST ONE AT A TIME AND RECORD FOR EACH.**

Cigarettes cause fatal lung disease	
Cigarettes cause strokes	
Smoking during pregnancy is harmful to the baby	
Cigarettes cause cancer	

TAKE BACK CARD D-1 AND HAND PACKAGES X, Y, Z.

VERSION 1

- 13a. Which of these three packages do you think presents a health warning message in a way that you would be more likely to read regularly?

X	1
Y	2
Z	3

- 13b. Why is that? ...Any other reasons?

TAKE BACK PACKAGES X, Y, Z, AND HAND PACKAGES R, S, T.

- 14a. Now I would like you to look at the toxic information in the box on the ends of these packages?

WHEN RESPONDENT HAS FINISHED ASK:

Which of these three ways of showing the information do you find easier to use and understand?

R	1
S	2
T	3

- 14b. Why is that? ...Any other reasons?

TAKE BACK PACKAGES R, S, T.

- 15a. Now I would like to show you an idea for a cigarette package insert (**HAND INSERT E**
Please take a few moments to read it at least twice.

WHEN RESPONDENT HAS FINISHED ASK:

**DETACH INSERT
FROM BACK OF
QUESTIONNAIRE)**

What was the main idea or message this insert idea was trying to tell you about smoking, other than to quit?

15b. What, if anything, did you like about this message?

HAND PHOTO COPY OF INSERT E AND RED PEN.

- 15h. Please read over this package insert idea again and underline any words, phrases or sentences that you do not like, find confusing or hard to understand.

TAKE BACK RED PEN AND HAND GREEN PEN.

- 15i. Now read the insert message one last time and underline any words, phrases or sentences that you think are important, interesting or informative.

TAKE BACK GREEN PEN AND PHOTOCOPY.

TAKE BACK INSERT E AND HAND INSERT F. DETACH FROM BACK OF QUESTIONNAIRE

- 16a. Now I would like to show you another idea for a cigarette package insert (**HAND INSERT E**). Please take a few moments to read it at least twice.

WHEN RESPONDENT HAS FINISHED ASK:

What was the main idea or message this insert idea was trying to tell you about smoking, other than to quit?

- 16b. What, if anything, did you like about this message?

- 16c. And what, if anything, did you not like about this message?

- 16d. What, if anything, did you find confusing or hard to understand?

16e. What, if anything, did you find hard to believe?

16f. Was there any information that was new to you? ...What was that?

HAND CARD B.

16g. For each of the following statements please tell me which phrase on this card best describes how much you agree or disagree with it. **READ LIST.**

	Disagree a lot	Disagree a little	Neither agree nor disagree	Agree a little	Agree a lot
The message is true	1	2	3	4	5
It is important information for smokers to be reminded of	1	2	3	4	5
The message is meaningful to you	1	2	3	4	5
It applies to some people more than others	1	2	3	4	5
The message is worth reading again, even after seeing it several times	1	2	3	4	5
It is easy to understand	1	2	3	4	5
It could be stronger	1	2	3	4	5
The message tells you something you didn't know before	1	2	3	4	5

HAND PHOTO COPY OF INSERT E AND RED PEN.

- 16h. Please read over this package insert idea again and underline any words, phrases or sentences that you do not like, find confusing or hard to understand.

TAKE BACK RED PEN AND HAND GREEN PEN.

- 16i. Now read the insert message one last time and underline any words, phrases or sentences that you think are important, interesting or informative.

TAKE BACK GREEN PEN AND PHOTOCOPY.

THANK RESPONDENT KINDLY AND TERMINATE.

DONT'T FORGET TO STAPLE THE 2 INSERTS E, F IN BACK OF QUESTIONNAIRE

INTERVIEWERS:

Time interview ended: _____ am/pm

Total length of interview: _____ minutes

34. **IMPORTANT: ENTER DATE OF INTERVIEW**

DAY		MONTH		YEAR	

"I hereby certify that this interview was conducted according to the questionnaire and instructions for this study and that the answers recorded are as given to me by this respondent."

"I also realize that a proportion of my work will be checked back with the respondent for verification."

INTERVIEWER'S NAME

INTERVIEWER'S SIGNATURE

MONITORED BY: _____ DATE: _____


VALIDATED BY: _____ DATE: _____

APPROVED BY F.M.: _____

APPROVED BY T.M.: _____


**Pourquoi le tabac
provoque-t-il une
toxomanie?**
 C'est la nicotine, une substance
 contenue dans le tabac, qui
 provoque la toxomanie. Voilà
 la raison pour laquelle la plupart
 des gens qui commencent à
 fumer deviennent rapidement de
 difficile à arrêter. Ne mordez
 pas à l'hameçon!
 Si vous voulez cesser de fumer et
 avez besoin d'aide, vous pouvez
 vous adresser à votre médecin, à
 votre bureau de santé local, ou au
 bureau de la société du cancer,
 des maladies du cœur ou des
 maladies pulmonaires de votre
 région.

**What makes
cigarettes addictive?**
 Cigarettes contain nicotine,
 a powerfully addictive drug.
 That is why most people
 who start smoking find it
 very difficult to quit.
 They're "hooked" on
 nicotine.
 If you want to quit and
 need help, you can talk to
 your doctor, your local
 health unit or the cancer,
 heart or lung association
 office in your area.



**ATTENTION!
RISQUE DE
TOXICOMANIE!**

**ADDICTION
WARNING!**



Est-il vrai que le tabac peut
causer des crises cardiaques?
Pres du tiers des crises cardiaques
mortelles sont causées par la
cigarette. Au Canada, environ
10 000 personnes meurent
chaque année d'une crise
cardiaque causée par l'usage du
tabac. Comment? La cigarette
provoque un durcissement des
artères qui nuit à la circulation
sanguine.
Si vous avez besoin d'aide pour
cesser de fumer, vous pouvez vous
adresser à votre médecin, à votre
bureau de santé local ou au
bureau de la société du cancer.
des maladies du cœur ou des
maladies pulmonaires de votre
région.

Does tobacco really cause heart attacks?

Smoking causes nearly 1/3 of
fatal heart attacks. About
10,000 Canadian men and
women are killed every year
from heart attacks caused by
smoking. This happens because
cigarettes cause hardening of
the arteries, which leads to poor
blood circulation.

You can get help quitting by
calling your doctor, your local
health unit, or the cancer, heart
or lung association office in
your area.

	<h1>Heart Attack Risk!</h1>
<h1>Attention à votre cœur!</h1>	

EMBALLAGE DES CIGARETTES ENTREVUE PRINCIPALE

Heure au début de l'entrevue: _____.

- 1a. En tant que fumeur(euse) de cigarettes, quelles sont vos craintes, s'il y a lieu, face aux effets de la cigarette sur votre santé? **—SONDEZ:** Qu'est-ce qui vous inquiète, s'il y a lieu?

- 1b. Pour chaque problème de santé que je vais vous lire, veuillez me dire s'il vous inquiète beaucoup, un peu ou pas du tout. **LISEZ LA LISTE**

	<u>Beaucoup</u>	<u>Un peu</u>	<u>Pas du tout</u>
Les maladies du coeur	1	1	N
Une vie abrégée	2	2	N
L'effet sur les non-fumeurs	3	3	N
Le cancer	4	4	N
Les accidents cérébrovasculaires	5	5	N
Les maladies pulmonaires	6	6	N
La dépendance au tabac	7	7	N
L'effet sur le bébé des fumeuses enceintes	8	8	N

2. En pensant de façon générale aux renseignements sur les dangers de la cigarette, où avez-vous vu ou entendu ce genre de renseignements récemment? ...Ailleurs?

- 3a. Avez-vous déjà vu sur les paquets de cigarettes des mises en garde contre les effets nocifs du tabac sur la santé?

Oui 1
Non 2

- **PASSEZ AUX INSTRUCTIONS AVANT Q.7**

- 3b. Dans quelle mesure êtes-vous d'accord ou en désaccord avec le fait qu'il y ait sur les paquets de cigarettes des mises en garde contre les effets nocifs du tabac sur la santé? Est-ce que vous êtes...? **LISEZ LA LISTE**

Fortement en désaccord	1
Un peu en désaccord	2
Ni d'accord ni en désaccord	3
Un peu d'accord	4
ou Fortement d'accord	5

- 4a. À quelle fréquence environ, s'il y a lieu, regardez-vous ou lisez-vous ces mises en garde contre les effets nocifs du tabac sur la santé? **LISEZ LA LISTE**

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

- **PASSEZ AUX INSTRUCTIONS AVANT Q.5**

- 4b. Est-ce qu'il y a un moment ou un lieu particulier où vous vous trouvez à regarder ou à lire les mises en garde?

- 4c. Lequel des énoncés sur ce carton (**REMETTEZ LE CARTON A**) décrit le mieux dans quelle mesure vous êtes susceptible de lire les mises en garde...? **LISEZ LA LISTE**

	<u>Très susceptible</u>	<u>Plutôt susceptible</u>	<u>Pas très susceptible</u>	<u>Pas du tout susceptible</u>
Quand vous achetez un paquet de cigarettes	4	3	2	1
Quand vous sortez une cigarette du paquet	4	3	2	1
Quand vous prenez le paquet sur une table ou une tablette	4	3	2	1
Quand le paquet est sur une table ou une tablette en face de l'endroit où vous êtes assis(e) ou debout	4	3	2	1

REPRENEZ LE CARTON A ET REMETTEZ LE CARTON B

5. En pensant de manière générale aux types de mises en garde que vous avez vues sur les paquets de cigarettes, dans quelle mesure êtes-vous d'accord ou en désaccord pour dire que...? **LISEZ LA LISTE**

	<u>Fortement en désaccord</u>	<u>Un peu en désaccord</u>	<u>Ni d'accord ni en désaccord</u>	<u>Un peu d'accord</u>	<u>Fortement d'accord</u>
Les mises en garde sont vraies	1	2	3	4	5
Ce sont des renseignements importants à rappeler aux fumeurs	1	2	3	4	5
Vous trouvez les mises en garde sensées	1	2	3	4	5
Elles s'appliquent à certaines personnes plus qu'à d'autres	1	2	3	4	5
Il vaut la peine de relire les mises en garde, même après les avoir vues plusieurs fois	1	2	3	4	5
Elles sont faciles à comprendre	1	2	3	4	5
Elles pourraient être plus fortes	1	2	3	4	5

REPRENEZ LE CARTON B

6. Quelles sont les mises en garde contre les effets nocifs du tabac sur la santé que vous vous rappelez avoir vues sur les paquets de cigarettes?

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

REMETTEZ LE CARTON C

7. Veuillez me dire ce que chacune de ces mises en garde signifie pour vous. Commençons par... **LISEZ LA LISTE**

L'usage du tabac durant la grossesse peut être dommageable pour le bébé	
L'usage du tabac réduit l'espérance de vie	
L'usage du tabac est une cause importante de la cardiopathie	
L'usage du tabac est la principale cause du cancer du poumon	

8. Sur les pages suivantes se trouvent une série d'énoncés avec lesquels vous pouvez être d'accord ou en désaccord. Veuillez lire les questions, puis répondre en encerclant un chiffre pour chaque énoncé. Veuillez continuer jusqu'à ce que vous arriviez à l'instruction **ARRÊTEZ**

RETOURNEZ LA PAGE ET REMETTEZ-LA AU(À LA) RÉPONDANT(E)

- 8a. Dans quelle mesure êtes-vous d'accord ou en désaccord avec chacun des énoncés suivants portant sur la mise en garde "L'usage du tabac durant la grossesse peut être dommageable pour le bébé". **ENCERCLEZ UN CHIFFRE POUR CHACUN**

	Fortement en désaccord	Un peu en désaccord	Ni d'accord ni en désaccord	Un peu d'accord	Fortement d'accord
La mise en garde est vraie	1	2	3	4	5
C'est un renseignement important à rappeler aux fumeurs	1	2	3	4	5
Vous trouvez la mise en garde sensée	1	2	3	4	5
Elle s'applique à certaines personnes plus qu'à d'autres	1	2	3	4	5
Il vaut la peine de relire la mise en garde, même après l'avoir vue plusieurs fois	1	2	3	4	5
Elle est facile à comprendre	1	2	3	4	5
Elle pourrait être plus forte	1	2	3	4	5
La mise en garde vous dit quelque chose que vous ignoriez avant	1	2	3	4	5

- 8b. Dans quelle mesure êtes-vous d'accord ou en désaccord avec chacun des énoncés suivants portant sur la mise en garde "L'usage du tabac réduit l'espérance de vie". **ENCERCLEZ UN CHIFFRE POUR CHACUN**

	Fortement en désaccord	Un peu en désaccord	Ni d'accord ni en désaccord	Un peu d'accord	Fortement d'accord
La mise en garde est vraie	1	2	3	4	5
C'est un renseignement important à rappeler aux fumeurs	1	2	3	4	5
Vous trouvez la mise en garde sensée	1	2	3	4	5
Elle s'applique à certaines personnes plus qu'à d'autres	1	2	3	4	5
Il vaut la peine de relire la mise en garde, même après l'avoir vue plusieurs fois	1	2	3	4	5
Elle est facile à comprendre	1	2	3	4	5
Elle pourrait être plus forte	1	2	3	4	5
La mise en garde vous dit quelque chose que vous ignoriez avant	1	2	3	4	5

- 8c. Dans quelle mesure êtes-vous d'accord ou en désaccord avec chacun des énoncés suivants portant sur la mise en garde "L'usage du tabac est une cause importante de la cardiopathie". **ENCERCLEZ UN CHIFFRE POUR CHACUN**

	Fortement en <u>désaccord</u>	Un peu en <u>désaccord</u>	Ni d'accord ni en <u>désaccord</u>	Un peu <u>d'accord</u>	Fortement <u>d'accord</u>
La mise en garde est vraie	1	2	3	4	5
C'est un renseignement important à rappeler aux fumeurs	1	2	3	4	5
Vous trouvez la mise en garde sensée	1	2	3	4	5
Elle s'applique à certaines personnes plus qu'à d'autres	1	2	3	4	5
Il vaut la peine de relire la mise en garde, même après l'avoir vue plusieurs fois	1	2	3	4	5
Elle est facile à comprendre	1	2	3	4	5
Elle pourrait être plus forte	1	2	3	4	5
La mise en garde vous dit quelque chose que vous ignoriez avant	1	2	3	4	5

- 8d. Dans quelle mesure êtes-vous d'accord ou en désaccord avec chacun des énoncés suivants portant sur la mise en garde "L'usage du tabac est la principale cause du cancer du poumon". **ENCERCLEZ UN CHIFFRE POUR CHACUN**

	Fortement en <u>désaccord</u>	Un peu en <u>désaccord</u>	Ni d'accord ni en <u>désaccord</u>	Un peu <u>d'accord</u>	Fortement <u>d'accord</u>
La mise en garde est vraie	1	2	3	4	5
C'est un renseignement important à rappeler aux fumeurs	1	2	3	4	5
Vous trouvez la mise en garde sensée	1	2	3	4	5
Elle s'applique à certaines personnes plus qu'à d'autres	1	2	3	4	5
Il vaut la peine de relire la mise en garde, même après l'avoir vue plusieurs fois	1	2	3	4	5
Elle est facile à comprendre	1	2	3	4	5
Elle pourrait être plus forte	1	2	3	4	5
La mise en garde vous dit quelque chose que vous ignoriez avant	1	2	3	4	5

ARRÊTEZ - VEUILLEZ ATTENDRE L'INTERVIEWEUR ET NE REGARDEZ NI LES PAGES SUIVANTES NI LES PAGES PRÉCÉDENTES

REPRENEZ LE CARTON C ET REMETTEZ LES 2 CARTONS "D"

9. Voici huit idées de nouvelles mises en garde pour les paquets de cigarettes. Veuillez prendre quelques instants pour les lire.

LORSQUE LE(LA) RÉPONDANT(E) A TERMINÉ REPRENEZ LES 2 CARTONS "D" ET DEMANDEZ:

Quelles sont les mises en garde que vous vous souvenez avoir vues il y a quelques instants?

RELANCEZ: Y en a-t-il d'autres?

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____

REPRENEZ LE CARTON D² ET REMETTEZ LE CARTON D¹.

10. Veuillez me dire ce que chacune de ces mises en garde signifie pour vous. Commençons par... **LISEZ LA LISTE**

La cigarette cause des maladies pulmonaires mortelles	
La cigarette cause des accidents cérébrovasculaires	
L'usage du tabac durant la grossesse est nocif au bébé	
La cigarette est une cause du cancer	

11. Sur les pages suivantes se trouvent une série d'énoncés avec lesquels vous pouvez être d'accord ou en désaccord. Veuillez lire les questions, puis répondre en encrant un chiffre pour chaque énoncé. Veuillez continuer jusqu'à ce que vous arriviez à l'instruction **ARRÊTEZ**

RETOURNEZ LA PAGE ET REMETTEZ-LA AU(À LA) RÉPONDANT(E)

VERSION 2

- 11a. Dans quelle mesure êtes-vous d'accord ou en désaccord avec chacun des énoncés suivants portant sur la mise en garde "La cigarette cause des maladies pulmonaires mortelles". **ENCERCLEZ UN CHIFFRE POUR CHACUN**

	Fortement en <u>désaccord</u>	Un peu en <u>désaccord</u>	Ni d'accord ni en <u>désaccord</u>	Un peu <u>d'accord</u>	Fortement <u>d'accord</u>
La mise en garde est vraie	1	2	3	4	5
C'est un renseignement important à rappeler aux fumeurs	1	2	3	4	5
Vous trouvez la mise en garde sensée	1	2	3	4	5
Elle s'applique à certaines personnes plus qu'à d'autres	1	2	3	4	5
Il vaut la peine de relire la mise en garde, même après l'avoir vue plusieurs fois	1	2	3	4	5
Elle est facile à comprendre	1	2	3	4	5
Elle pourrait être plus forte	1	2	3	4	5
La mise en garde vous dit quelque chose que vous ignoriez avant	1	2	3	4	5

- 11b. Dans quelle mesure êtes-vous d'accord ou en désaccord avec chacun des énoncés suivants portant sur la mise en garde "La cigarette cause des accidents cérébrovasculaires". **ENCERCLEZ UN CHIFFRE POUR CHACUN**

	Fortement en <u>désaccord</u>	Un peu en <u>désaccord</u>	Ni d'accord ni en <u>désaccord</u>	Un peu <u>d'accord</u>	Fortement <u>d'accord</u>
La mise en garde est vraie	1	2	3	4	5
C'est un renseignement important à rappeler aux fumeurs	1	2	3	4	5
Vous trouvez la mise en garde sensée	1	2	3	4	5
Elle s'applique à certaines personnes plus qu'à d'autres	1	2	3	4	5
Il vaut la peine de relire la mise en garde, même après l'avoir vue plusieurs fois	1	2	3	4	5
Elle est facile à comprendre	1	2	3	4	5
Elle pourrait être plus forte	1	2	3	4	5
La mise en garde vous dit quelque chose que vous ignoriez avant	1	2	3	4	5

VERSION 2

11c. Dans quelle mesure êtes-vous d'accord ou en désaccord avec chacun des énoncés suivants portant sur la mise en garde "L'usage du tabac durant la grossesse est nocif au bébé". **ENCERCLEZ UN CHIFFRE POUR CHACUN**

	Fortement en <u>désaccord</u>	Un peu en <u>désaccord</u>	Ni d'accord ni en <u>désaccord</u>	Un peu <u>d'accord</u>	Fortement <u>d'accord</u>
La mise en garde est vraie	1	2	3	4	5
C'est un renseignement important à rappeler aux fumeurs	1	2	3	4	5
Vous trouvez la mise en garde sensée	1	2	3	4	5
Elle s'applique à certaines personnes plus qu'à d'autres	1	2	3	4	5
Il vaut la peine de relire la mise en garde, même après l'avoir vue plusieurs fois	1	2	3	4	5
Elle est facile à comprendre	1	2	3	4	5
Elle pourrait être plus forte	1	2	3	4	5
La mise en garde vous dit quelque chose que vous ignoriez avant	1	2	3	4	5

11d. Dans quelle mesure êtes-vous d'accord ou en désaccord avec chacun des énoncés suivants portant sur la mise en garde "La cigarette est une cause de cancer". **ENCERCLEZ UN CHIFFRE POUR CHACUN**

	Fortement en <u>désaccord</u>	Un peu en <u>désaccord</u>	Ni d'accord ni en <u>désaccord</u>	Un peu <u>d'accord</u>	Fortement <u>d'accord</u>
La mise en garde est vraie	1	2	3	4	5
C'est un renseignement important à rappeler aux fumeurs	1	2	3	4	5
Vous trouvez la mise en garde sensée	1	2	3	4	5
Elle s'applique à certaines personnes plus qu'à d'autres	1	2	3	4	5
Il vaut la peine de relire la mise en garde, même après l'avoir vue plusieurs fois	1	2	3	4	5
Elle est facile à comprendre	1	2	3	4	5
Elle pourrait être plus forte	1	2	3	4	5
La mise en garde vous dit quelque chose que vous ignoriez avant	1	2	3	4	5

**ARRÊTEZ - VEUILLEZ ATTENDRE L'INTERVIEWEUR ET NE REGARDER
NI LES PAGES SUIVANTES NI LES PAGES PRÉCÉDENTES**

12a. Qu'est-ce que vous n'aimez pas, s'il y a lieu, au sujet de la mise en garde...? **LISEZ LES MISES EN GARDE À TOUR DE RÔLE ET INSCRIVEZ POUR CHACUNE**

La cigarette cause des maladies pulmonaires mortelles	
La cigarette cause des accidents cérébrovasculaires	
L'usage du tabac durant la grossesse est nocif au bébé	
La cigarette est une cause du cancer	

12b. Et qu'est-ce que vous trouvez difficile à croire, s'il y a lieu, au sujet de la mise en garde...? **LISEZ LES MISES EN GARDE À TOUR DE RÔLE ET INSCRIVEZ POUR CHACUNE**

La cigarette cause des maladies pulmonaires mortelles	
La cigarette cause des accidents cérébrovasculaires	
L'usage du tabac durant la grossesse est nocif au bébé	
La cigarette est une cause du cancer	

REPRENEZ LE CARTON D-1 ET REMETTEZ LES PAQUETS X, Y, Z

VERSION 2

- 13a. Selon vous, lequel de ces trois paquets présente une mise en garde d'une manière telle que vous seriez plus susceptible de la lire régulièrement?

X	1
Y	2
Z	3

- 13b. Pourquoi cela? ...Y a-t-il d'autres raisons?

REPRENEZ LES PAQUETS X, Y, Z ET REMETTEZ LES PAQUETS R, S, T

- 14a. Maintenant j'aimerais que vous regardiez les renseignements sur la toxicité, dans le rectangle aux extrémités de ces paquets.

LORSQUE LE(LA) RÉPONDANT(E) A TERMINÉ DEMANDEZ:

Laquelle de ces trois façons de montrer ces renseignements trouvez-vous plus facile à utiliser et à comprendre?

R	1
S	2
T	3

- 14b. Pourquoi cela? ...Y a-t-il d'autres raisons?

REPRENEZ LES PAQUETS R, S, T

- 15a. Maintenant j'aimerais vous montrer une idée d'insertion à l'intérieur des paquets de cigarettes (**REMETTEZ L'INSERTION I**). Veuillez prendre quelques instants pour la lire au moins deux fois.

DÉTACHER L'INSERTION I DE LA FIN DU QUESTIONNAIRE

LORSQUE LE(LA) RÉPONDANT(E) A TERMINÉ DEMANDEZ:

Quel était le message ou l'idée principale que cette idée d'insertion essayait de vous communiquer au sujet de l'usage du tabac, autre que celui d'arrêter de fumer?

15b. Qu'est-ce que vous avez aimé, s'il y a lieu, au sujet de ce message?

15c. Et qu'est-ce que vous n'avez pas aimé, s'il y a lieu, au sujet de ce message?

15d. Et qu'est-ce que vous avez trouvé confus ou difficile à comprendre, s'il y a lieu?

15e. Qu'est-ce que vous avez trouvé difficile à croire, s'il y a lieu?

15f. Est-ce qu'il y avait des renseignements que vous ne connaissiez pas avant? ...Lesquels?

REMETTEZ LE CARTON B

15g. Pour chacun des énoncés suivants, veuillez me dire quelle phrase sur ce carton décrit le mieux à quel point vous êtes d'accord ou en désaccord avec cet énoncé. **LISEZ LA LISTE**

	Fortement en <u>désaccord</u>	Un peu en <u>désaccord</u>	Ni d'accord ni en <u>désaccord</u>	Un peu <u>d'accord</u>	Fortement <u>d'accord</u>
La mise en garde est vraie	1	2	3	4	5
C'est un renseignement important à rappeler aux fumeurs	1	2	3	4	5
Vous trouvez la mise en garde sensée	1	2	3	4	5
Elle s'applique à certaines personnes plus qu'à d'autres	1	2	3	4	5
Il vaut la peine de relire la mise en garde, même après l'avoir vue plusieurs fois	1	2	3	4	5
Elle est facile à comprendre	1	2	3	4	5
Elle pourrait être plus forte	1	2	3	4	5
La mise en garde vous dit quelque chose que vous ignoriez avant	1	2	3	4	5

REMETTEZ LA PHOTOCOPIE DE L'INSERTION I ET LE STYLO ROUGE

- 15h. Veuillez relire cette idée d'insertion à l'intérieur des paquets de cigarettes et souligner les mots, expressions ou phrases que vous n'aimez pas, que vous trouvez confus ou difficiles à comprendre.

REPRENEZ LE STYLO ROUGE ET REMETTEZ LE STYLO VERT

- 15i. Maintenant lisez le message de l'insertion une dernière fois et soulignez les mots, expressions ou phrases que vous trouvez importants, intéressants ou instructifs.

REPRENEZ LE STYLO VERT ET LA PHOTOCOPIE

REPRENEZ L'INSERTION I ET REMETTEZ L'INSERTION J. DÉTACHER DE LA FIN DU QUESTIONNAIRE

- 16a. Maintenant j'aimerais vous montrer une autre idée d'insertion à l'intérieur des paquets de cigarettes (**REMETTEZ L'INSERTION J**). Veuillez prendre quelques instants pour la lire au moins deux fois.

LORSQUE LE(LA) RÉPONDANT(E) A TERMINÉ DEMANDEZ:

Quel était le message ou l'idée principale que cette insertion essayait de vous communiquer au sujet de l'usage du tabac, autre que celui d'arrêter de fumer?

- 16b. Qu'est-ce que vous avez aimé, s'il y a lieu, au sujet de ce message?

- 16c. Et qu'est-ce que vous n'avez pas aimé, s'il y a lieu, au sujet de ce message?

- 16d. Et qu'est-ce que vous avez trouvé confus ou difficile à comprendre, s'il y a lieu?

16e. Qu'est-ce que vous avez trouvé difficile à croire, s'il y a lieu?

16f. Est-ce qu'il y avait des renseignements que vous ne connaissiez pas avant? ...Lesquels?

REMETTEZ LE CARTON B

16g. Pour chacun des énoncés suivants, veuillez me dire quelle phrase sur ce carton décrit le mieux à quel point vous êtes d'accord ou en désaccord avec cet énoncé. **LISEZ LA LISTE**

	Fortement en <u>désaccord</u>	Un peu en <u>désaccord</u>	Ni d'accord ni en <u>désaccord</u>	Un peu <u>d'accord</u>	Fortement <u>d'accord</u>
La mise en garde est vraie	1	2	3	4	5
C'est un renseignement important à rappeler aux fumeurs	1	2	3	4	5
Vous trouvez la mise en garde sensée	1	2	3	4	5
Elle s'applique à certaines personnes plus qu'à d'autres	1	2	3	4	5
Il vaut la peine de relire la mise en garde, même après l'avoir vue plusieurs fois	1	2	3	4	5
Elle est facile à comprendre	1	2	3	4	5
Elle pourrait être plus forte	1	2	3	4	5
La mise en garde vous dit quelque chose que vous ignoriez avant	1	2	3	4	5

REMETTEZ LA PHOTOCOPIE DE L'INSERTION J ET LE STYLO ROUGE

- 16h. Veuillez relire cette idée d'insertion à l'intérieur des paquets de cigarettes et souligner les mots, expressions ou phrases que vous n'aimez pas, que vous trouvez confus ou difficiles à comprendre.

REPRENEZ LE STYLO ROUGE ET REMETTEZ LE STYLO VERT

- 16i. Maintenant lisez le message de l'insertion une dernière fois et soulignez les mots, expressions ou phrases que vous trouvez importants, intéressants ou instructifs.

REPRENEZ LE STYLO VERT ET LA PHOTOCOPIE

REMERCEZ GENTIMENT LE(LA) RÉPONDANT(E) ET TERMINEZ

N'OUBLIEZ PAS D'AGRAPHER LES 2 INSERTIONS I, J À LA FIN DU QUESTIONNAIRE

INTERVIEWEURS:

Heure à la fin de l'entrevue: _____

Durée totale de l'entrevue: _____ minutes

34. IMPORTANT: INSCRIVEZ LA DATE DE L'ENTREVUE

JOUR		MOIS		ANNEE	

"J'atteste, par la présente, que cette entrevue a été faite conformément au questionnaire et aux directives reçues pour cette étude et que les réponses inscrites sont identiques à celles qui m'ont été données par le(la) répondant(e).

"Je reconnais aussi qu'une partie de mon travail sera vérifiée auprès du(de la) répondant(e) pour en assurer l'exactitude."

NOM DE L'INTERVIEWEUR

SIGNATURE DE L'INTERVIEWEUR

SURVEILLÉ PAR: _____ DATE: _____

VALIDÉ PAR: _____ DATE: _____

APPROUVÉ PAR LE CHEF DU TERRAIN: _____

APPROUVÉ PAR LE CHEF DE LA TABULATION: _____



Le tabac peut-il vraiment vous faire mourir?

Au Canada, environ un décès sur cinq est causé par la cigarette. C'est la plus importante cause de maladies et de décès inutiles.

Il n'y a pas de cigarette « inoffensive » ni d'usage « sans risque ». Si vous voulez protéger votre santé, il faut cesser de fumer!

Si vous avez besoin d'aide pour cesser de fumer, vous pouvez vous adresser à votre médecin, à votre bureau de santé local ou au bureau de la société du cancer, des maladies du cœur ou des maladies pulmonaires de votre région.

Can tobacco really kill you?

Cigarettes cause about one of every five deaths in Canada. They are the main cause of unnecessary death and disease. There is no "safe" cigarette or "safe" level of tobacco use. The only safety is in quitting. If you need help quitting, you can talk to your doctor, your local health unit, or the cancer society.



DANGER!
SMOKE
HARMS
OTHERS!

DANGER!
VOIRE
FUMÉE
NUIT AUX
AUTRES!



Can cigarette smoke harm non-smokers?

Exposure over several years to the smoke that comes off the tip of lit cigarettes can cause lung cancer and other serious diseases in non-smokers. Children of parents who smoke get more chest and middle ear infections than children of non-smokers.

Help to quit smoking is available from your doctor, your local health unit, or the association office in your area.

La fumée de cigarette peut-elle nuire aux non-fumeurs?

Les non-fumeurs exposés pendant plusieurs de nombreuses années à la fumée de cigarette peuvent souffrir de cancer du poumon et d'autres maladies graves. Les enfants de parents fumeurs sont plus exposés aux maladies respiratoires et aux infections de l'oreille moyenne que les enfants de non-fumeurs.

Si vous exposez de fumer, vous pouvez éviter de fumer. Vous pouvez aussi éviter de fumer en évitant de fumer. Vous pouvez aussi éviter de fumer en évitant de fumer. Vous pouvez aussi éviter de fumer en évitant de fumer.

