

**Qualitative and Quantitative Research on Standardized
Cigarette Design Elements and Cigarette Packages
Final Report**

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Prepared for:
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Prepared by:
Environics Research Group

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Ce rapport est aussi disponible en français sur demande

For more information on this report:
info@hc-sc.gc.ca

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Executive summary

Background and objectives

The Government of Canada addresses the public health problem of tobacco use through the Federal Tobacco Control Strategy (FTCS), which was launched in 2001. A key pillar of the FTCS is the regulation of tobacco products. In response to the substantial and pressing concern of tobacco use-related death and disease, the *Tobacco Act* was developed with a goal to regulate the manufacture, sale, labelling and promotion of tobacco products. One of the purposes of the Act is to protect young persons and others from inducements to use tobacco products and thus reduce the consequent dependence on them. To support this objective, the *Tobacco Act* restricts promotional activities for tobacco products.

The design and appearance of packages, and of tobacco products, are among the few remaining promotional channels available to the tobacco industry. They are used extensively to develop brand identity, create positive associations and expectations for consumers, and reduce the perception of risk and harm.

The promotion of tobacco through packages and products is particularly effective in adolescence and young adulthood, when brand loyalty and smoking behaviour are beginning to be established. Young adult smokers associate cigarette brand names and package design with positive personal characteristics, social identity and status.

The purpose of this research is to explore Canadians'—particularly young Canadians' (under the age of 25)—perceptions and beliefs with respect to aspects of both cigarettes (e.g. their size, length, and circumference, and colour and branding elements) and cigarette packages (e.g. colour and branding elements), as well as determine if certain aspects are associated with perceptions of decreased harm or increased attractiveness. Doing so will provide greater insight and understanding as to the elements that will have the greatest impact in reducing the appeal of tobacco products and their packaging, particularly among young Canadians. Specifically, the objectives of this research are to:

- Examine Canadians' attitudes and behaviours regarding plain and standardized packaging for tobacco products; and
- Gain a broader understanding of Canadians' perceptions and opinions towards cigarettes, including size, dimension and colour.

Methodology

Qualitative phase 1

Environics Research conducted six focus groups with youth and young adults between October 24 and 27, 2016. Two sessions were conducted in each of Toronto, Vancouver, and Montreal. In each community one session was conducted with youth between the ages of 15 and 19, and one session was conducted with young adults between the ages of 20 and 24. The groups ensured a mix of smokers (daily and occasional) and non-smokers. Four sessions were conducted in English and two sessions were conducted in French. The sessions were distributed as follows:

Table 1: Distribution of focus groups by city, date, audience and time

Centre (Language of groups)	Dates	Target Group	Time
Toronto, ON (English)	Monday, October 24, 2016	Youth	5:30pm
		Young adult	7:30pm
Vancouver, BC (English)	Wednesday October 26, 2016	Youth	5:30pm
		Young adult	7:30pm
Montreal, QC (French)	Thursday October 27, 2016	Youth	5:30pm
		Young adult	7:30pm

The groups lasted approximately 90 minutes and consisted of between 8 and 10 participants (out of 10 people recruited for each group).

Qualitative phase 2

Environics Research conducted 24 focus groups with youth, young adults, and adults (general public) between January 16 and February 2, 2017. Six sessions were conducted in each of Mississauga, Halifax, Vancouver, and Quebec City. In each community, two sessions were conducted with youth between the ages of 15 and 19, two sessions, with young adults between the ages of 20 and 24, and two sessions with adults aged 25 or older. In addition, participants were separated by smoking status. Eighteen sessions were conducted in English and six sessions were conducted in French. The sessions were distributed as follows:

Table 2: Distribution of focus groups by city, date, audience and time

Centre (Language of groups)	Dates	Target Group	Time
Mississauga, ON (English)	Tuesday, January 17, 2017	Youth: smoker	5:30 pm
		Young adult: smoker	7:30 pm
	Wednesday, January 18, 2017	Youth: non-smoker	5:30 pm
		Young adult: non-smoker	7:30 pm
	Thursday, January 19, 2017	General population: smoker	5:30 pm
		General population: non-smoker	7:30 pm
Halifax, NS (English)	Monday, January 23, 2017	Youth: smoker	5:30 pm
		Young adult: smoker	7:30 pm
	Tuesday, January 24, 2017	Youth: non-smoker	5:30 pm
		Young adult: non-smoker	7:30 pm
	Wednesday, January 25, 2017	General population: smoker	5:30 pm

		General population: non-smoker	7:30 pm
Vancouver, BC (English)	Thursday January 26, 2017	Youth: smoker	5:30 pm
		Young adult: smoker	7:30 pm
	Friday January 27, 2017	Youth: non-smoker	5:30 pm
	Saturday January 28, 2017	Young adult: smoker	10:00 am
		General population: smoker	12:00 pm
		General population: non-smoker	2:00 pm
Quebec City, QC (French)	Monday, January 30, 2017	Youth: smoker*	5:30 pm
		Young adult: smoker	7:30 pm
	Tuesday, January 31, 2017	Youth: non-smoker	5:30 pm
		Young adult: non-smoker	7:30 pm
	Wednesday, February 1, 2017	General population: smoker	5:30 pm
		General population: non-smoker	7:30 pm

*Due to low attendance at this session, a make-up group was held Wednesday February 1 at 3:00 pm

The groups lasted approximately 120 minutes and consisted of between 8 and 10 participants (out of 10 people recruited for each group).

Statement of limitations: Qualitative research provides insight into the range of opinions held within a population, rather than the weights of the opinions held, as would be measured in a quantitative study. The results of this type of research should be viewed as indicative rather than projectable.

Quantitative phase

Environics conducted an online survey with 1,778 residents of Canada aged 15 and older, from February 28 – March 14, 2017. As this was conducted using an online panel, a margin of error does not apply. The sample was stratified by region, age, and smoker status to allow for meaningful coverage:

Table 3: Distribution of expected completes by target audience and oversample required

Target Audience	Expected completions naturally	Oversample required	Final Sample
General Population	1200	NA	1200
<i>Smokers</i>	240	60	470
<i>Youth 15 – 19</i>	70	230	309
<i>Youth 20 – 24</i>	80	220	302

Cost of research

The cost of this research was \$245,949.70 (HST included).

Report

This report begins with an executive summary outlining key findings and conclusions from each phase of the research. This is followed by a detailed analysis of the focus group findings from each phase, followed by a detailed analysis of the survey data. Provided under a separate cover is a detailed set of “banner tables” presenting the results for all questions by population segments as defined by region and demographics.

In this report, quantitative results are expressed as percentages unless otherwise noted. Results may not add to 100% due to rounding or multiple responses. Net results cited in the text may not exactly match individual results shown in the charts due to rounding.

Use of findings of the research. By gauging and analyzing the opinions of Canadians, the Government of Canada gains insights into important policy areas related to the mandate of the department and related services. The information gained through this public opinion research will be shared throughout Health Canada to assist it when establishing priorities, developing policies, and planning programs and services.

Materials for evaluation: Throughout this study, mock ups of cigarette packaging and cigarettes were used for evaluation purposes only. These materials were prepared specifically for this evaluation and were designed to resemble as close as possible to authentic cigarettes and cigarette packages.

Key findings – qualitative phase 1

Phase 1 of this research focused solely on impressions of cigarette packages. The findings from the focus groups demonstrate that the Health Warning Messages (HWMs) were the most noticeable aspect of the cigarette packages tested and this was raised on an unprompted basis: Few commented on the colour of the branding section. Comments tended to focus on the overall look and feel of the package.

The findings highlight polarizing opinions about light or dark tones for the branding elements. There was some preference for darker tones that were thought to be more visually appealing whereas others took the opposite position: the lighter tones were more appealing to them. In general, the lighter tones appeared to have a wider appeal than the darker versions. The darkest shades of brown were only considered visually appealing in some instances when they were matched with the “Generations” Health Warning Message (HWM) since in that case the colour of the branding was seen to be compatible with the neutral colours in the HWM. This indicates that the HWM has some impact on the overall assessment of colour.

Although some rated the appeal of the colours differently, participants universally felt that these were less attractive than any of the current packaging on cigarettes. As well, very few felt that they would pick up the package because of the colour – smoker or not.

The findings from the focus groups suggest that the HWM influenced the perception of the plain packaging colour selection for some. The “Generations” HWM paired with the darkest brown colours was raised as an appealing, clean looking package in particular. When the dark brown brand element was paired with the “It shows” HWM it was not seen to be appealing at all.

Key findings – qualitative phase 2

Phase 2 of this research focused specifically on design elements of cigarettes. It focused on size, colour, filter colour and markings, and filter format of cigarettes.

Generally, there was a clear preference for cigarette sizes that most resembled what was considered a “normal” cigarette by participants. Sizes that were unfamiliar to participants were seen as ones to smoke in specific circumstances rather than regularly.

There was a strong sense of familiarity with the white cigarette. Unfamiliar colours for some invited curiosity about what the product was, and led some to believe it was a new product. Because of this familiarity, white was often selected as most and least appealing colour for a cigarette; there was limited curiosity or different expectation of what the product was. Other colour selections were based on participants’ expectations of the product (i.e. flavoured, something new and interesting). Overall, the fact that the cigarette was coloured was something new and to a certain extent, invited curiosity among smokers and a small group of non-smokers, primarily young adults, with a few youth. It also made them want to pick it up and see what the cigarette was.

There was a very strong preference for a cigarette that was branded as it conveyed a product of quality to many. This may be related to a preference for branded products in general, as explored further in the survey. The appeal of a filter colour largely depended on personal preference and region.

Key findings – quantitative phase

The quantitative phase of the research was used to measure many of the findings and attitudes expressed during the focus groups, and expanded on the materials tested. To begin, the survey findings demonstrate consistently that the red, blue, and green brand element on the cigarette packaging attracts more attention among Canadians, particularly among youth and young adults. The appeal and noticeability of these colours are consistent across the HWMs they are paired with. By contrast, the findings clearly point to a lack of appeal and noticeability with the beige and brown tones for the brand name regions on the package. Although some Canadians selected a colour as the most appealing option, ratings on actual appeal suggest that the colours itself were not overly appealing.

There is no clear preference on cigarette size among the five tested that are currently on the market. Those who prefer specific sizes do so because it reminds them of a cigarette and what they are familiar with. Moreover, one in three Canadians are unable to select an appealing size. Just over one in ten Canadians say any of the sizes make them curious about what it is or catches their eye.

The findings show that any colour other than a white cigarette garners higher curiosity ratings and potentially has more impact on interest in smoking based on responses. For many, these colours caught their attention at a greater rate than white, and it was because of the unusual or different colours. This was particularly the case for youth and young adults. They are more likely than older Canadians to have their attention grabbed and be curious about cigarettes that are coloured. While a white cigarette is largely considered more appealing, this appears to be out of familiarity.

There is a preference for a cigarette with a marking on it, as it is considered nicer (on an unprompted basis). For some, a brand conveys quality and genuineness of the product. This may be related to some preconceived views

about brands in general. Moreover, a plurality of Canadians place importance on brands when purchasing food, cosmetics, and to a smaller degree, clothing and things for their home. Youth are more brand conscious than their older counterparts. These prevailing views likely played some role in the preferences and opinions expressed in the survey.

There is less clarity on the appeal of a white or cork coloured filter. The preference for filter colour appears to be related to personal preference, or what they are used to seeing.

Contextually, the non-smokers in the survey appear to be steadfast in their behaviour as very few claim that they would smoke if a friend offered them a cigarette, or anticipate smoking in the next year. Having said that, the vast majority of youth and young adults are non-smokers, yet they display higher tendencies to find colours appealing and have more curiosity for cigarette products that attract their attention. Therefore, while their intent is to not smoke a cigarette, there is likely a small group based on these results for whom curiosity of cigarettes that are coloured differently may cause them to want to try smoking.

Political neutrality statement and contact information

I hereby certify as a Senior Officer of Environics Research Group that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in the Communications Policy of the Government of Canada and Procedures for Planning and Contracting Public Opinion Research. Specifically, the deliverables do not contain any reference to electoral voting intentions, political party preferences, standings with the electorate, or ratings of the performance of a political party or its leader.



Megan Tam
Vice President, Public Affairs
Environics Research Group
megan.tam@environics.ca
(613) 699-8905

Supplier name: Environics Research Group

PWGSC contract number: HT372-163372/001/CY

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For more information, contact Health Canada at hc.pregs.sc@canada.ca

Background and objectives

Environics is pleased to present this report to Health Canada following quantitative and qualitative public opinion research conducted among Canadians.

The Government of Canada addresses the public health problem of tobacco use through the Federal Tobacco Control Strategy (FTCS) which was launched in 2001. A key pillar of the FTCS is the regulation of tobacco products. In response to the substantial and pressing concern of tobacco use-related death and disease, the *Tobacco Act* was developed with a goal to regulate the manufacture, sale, labelling and promotion of tobacco products. One purpose of the Act is to protect young persons and others from inducements to use tobacco products and thus to avoid consequent dependence on them. To support this objective, the *Tobacco Act* restricts promotional activities for tobacco products.

The design and appearance of packages, and of tobacco products, are among the few remaining promotional channels available to the tobacco industry. They are used extensively to develop brand identity, create positive associations and expectations for consumers, and reduce the perception of risk and harm.

The promotion of tobacco through packages and products is particularly effective in adolescence and young adulthood, when brand loyalty and smoking behaviour are beginning to be established. Young adult smokers associate cigarette brand names and package design with positive personal characteristics, social identity and status.

This research explored Canadians'—particularly young Canadians'—awareness, perception, and beliefs with respect to aspects of both cigarettes (e.g. size, length, and circumference, colour and branding elements of the design) and cigarette packages (e.g. colour), as well as determining if certain aspects are associated with perceptions of decreased harm or increased attractiveness. The results will provide greater insight and understanding as to the elements that will have the greatest impact in reducing the appeal of tobacco products and their packaging, particularly among young Canadians. Specifically, the objectives of this research are to:

- Examine Canadians' attitudes and behaviours regarding plain and standardized packaging for tobacco products; and
- Gain a broader understanding of Canadians' perceptions and opinions of the appearance of cigarettes, including size, dimension and colour.

This report begins with an executive summary outlining key findings and conclusions from each phase of the research. This is followed by a detailed analysis of the focus group findings from each phase, followed by a detailed analysis of the survey data. Provided under a separate cover is a detailed set of “banner tables” presenting the results for all quantitative phase questions by population segments as defined by region and demographics. These tables are referenced by the survey question in the detailed analysis.

In this report, quantitative results are expressed as percentages unless otherwise noted. Results may not add to 100% due to rounding or multiple responses. Net results cited in the text may not exactly match individual results shown in the charts due to rounding.

Throughout this report the terms youth and young adults are used when discussing the findings. Youth are those between the ages of 15 and 19 and young adults refers to Canadians between 20 and 24 years of age.

Materials for evaluation: Throughout this study, mock ups of cigarette packaging and cigarettes were used for evaluation purposes only. These materials were prepared specifically for this evaluation and were designed to resemble as close as possible to authentic cigarettes and cigarette packages.

Limitations: Focus groups allowed participants to pick up and inspect the materials in-person. The survey used photographs of the materials for testing and this may have an impact on how participants evaluated the materials, particularly when it relates to the size of the cigarettes.

Use of findings of the research. By gauging and analyzing the opinions of Canadians, the Government of Canada gains insights into important policy areas related to the mandate of the department and related services. The information gained through this public opinion research will be shared throughout Health Canada to assist it when establishing priorities, developing policies, and planning programs and services.

I. Detailed findings – qualitative phase 1

This section of the report presents the findings from the first phase of the qualitative research. Six focus groups were conducted in this phase with youth and young adults. A detailed description of the methodology for the qualitative research is presented in Appendix A of this report. The following section discusses the findings from the package testing exercises.

A. Package Testing

None of the colours tested across the packages were particularly appealing to participants in the sessions.

As a starting point in the sessions, we explored preference of colours of packaging in general. Many participants indicated that bright colours, like red and blue, drew their attention to packages in general. Some also suggested that the overall look of the package, irrespective of colour, would catch their eye. Some used words such as “clean” or “sleek”. By contrast, in each session some participants would specifically identify browns or mustard tones as ones that were not appealing to them and something they would avoid. Some were unsure if brown was a colour, since they considered only primary or secondary colours as “colours”.

Overall, the range of colours that were later shown were never raised spontaneously as colours that participants were attracted to or gravitated towards.

Appeal of Colours and Connotations:

The following ten packages were distributed one at a time and participants asked to evaluate each on the following:

1. Overall impression of the package as a whole
2. Noticeability of the package
3. Visual appeal of the package

The following terms are used to describe the components of package throughout this section.



Health Warning Message



Brand Element

Table 4: Presentation of visuals tested in focus groups

“It shows” HWM



“Generations” HWM



Overall Impressions

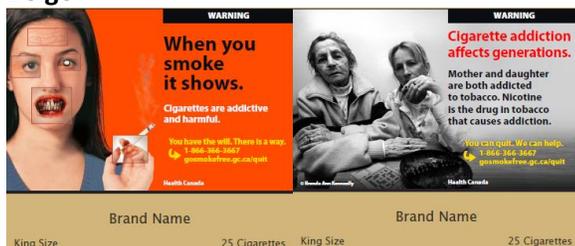
In general, comments about overall impression and noticeability related to Health Warning Messages (HWMs), or about smoking in general. Few commented on the colour of the branding element as something that was noticeable on an unprompted basis. Comments tended to focus on the overall look and feel of the package.

There appeared to be polarizing opinions about light or dark tones. Some found the darker tones more visually appealing, whereas others took the opposite position: the lighter tones were more appealing to them. In general, the lighter tones appeared to have a wider appeal than the darker versions. The darkest shades of brown (Brown B and Brown C) were only considered visually appealing in some instances when they were matched with the “Generations” HWM, since in that case the colour of the branding was seen to be compatible with the neutral colours in the HWM. The groups suggested some differences across gender. The females preferred the lighter colour, whereas the males were more apt to prefer the darker tones.

Although some rated the appeal of the colours differently, participants universally felt these were less attractive than any of the current packaging on cigarettes. As well, very few felt they would pick up the package because of the colour – smoker or not.

Table 5: Findings by package tested

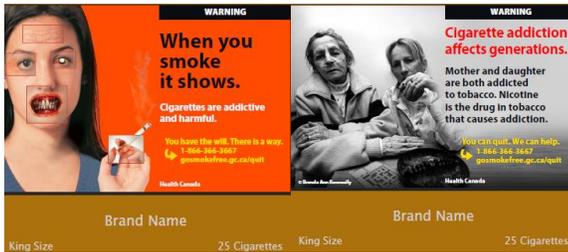
Beige



Findings

- Some youth and young adults found this colour appealing and liked the lighter tone.
- For some, it reminded them of “happy” colours, sand, or that it conveyed a “lighter” tobacco product.
- A few said it reminded them of current brands they smoke or are familiar with.
- Of all tones tested, this had the widest appeal among both youth and young adults.

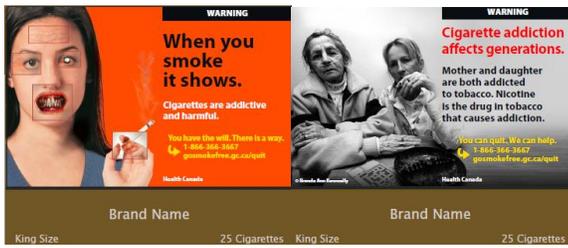
Ochre/mustard



Findings

- Some connected this colour to bronze, gold, caramel or mustard and it had a positive connotation for them. By contrast, others did not find the brand element appealing at all and had no connection to the colour.
- This colour was slightly less appealing than the beige colour tested.

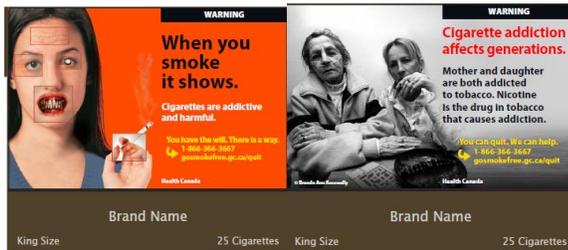
Brown A



Findings

- This colour was universally disliked by youth and young adults. Participants made comparisons to things that were unappealing to them such as baby food or diapers or vomit. It was generally considered unappealing irrespective of the HWM it was paired with, though participants felt that it particularly clashed with the orange in the “It shows” HWM.

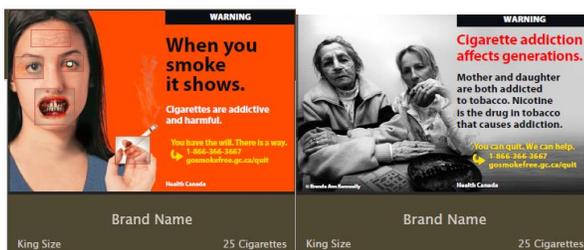
Brown B



Findings

- Some participants thought this colour was visually appealing in the context of the other colours tested, particularly when presented against the “Generations” HWM.
- A few thought it was a warm colour, like chocolate.
- Others did not find it appealing at all. They thought it was unattractive and would not catch their attention.

Brown C



Findings

- Reaction to this colour was similar to brown B and a few participants were unable to see a difference between the two versions.
- A number of participants felt that the overall look and feel of these colour schemes against the grey in the “Generations” HWM was more visually appealing than brown A and brown B, which made the package more attractive to them.

Following the evaluation of colours, it was explained to participants that the objective of this exercise was to choose a colour as a *deterrent*. Many felt that the colours on the packages were not appealing and few would connect in an emotional way with any of the colours tested.

The findings from the focus groups suggest that the HWM influenced the perception of the plain packaging colour selection for some. The “Generations” HWM paired with the brown B and brown C colours was raised as an appealing, clean looking package in particular. When brown A was paired with the “It shows” HWM it was not seen to be appealing at all.

II. Detailed findings – qualitative phase 2

This section of the report presents the findings from the second phase of the qualitative research. Twenty four focus groups were conducted in this phase. This section of the report is divided into four subsections. The first presents the findings about the sizes of the cigarettes. The next section explores perceptions of the different colours of cigarettes. The third section discusses markings and filter colour and the last section presents the findings about filter tips.

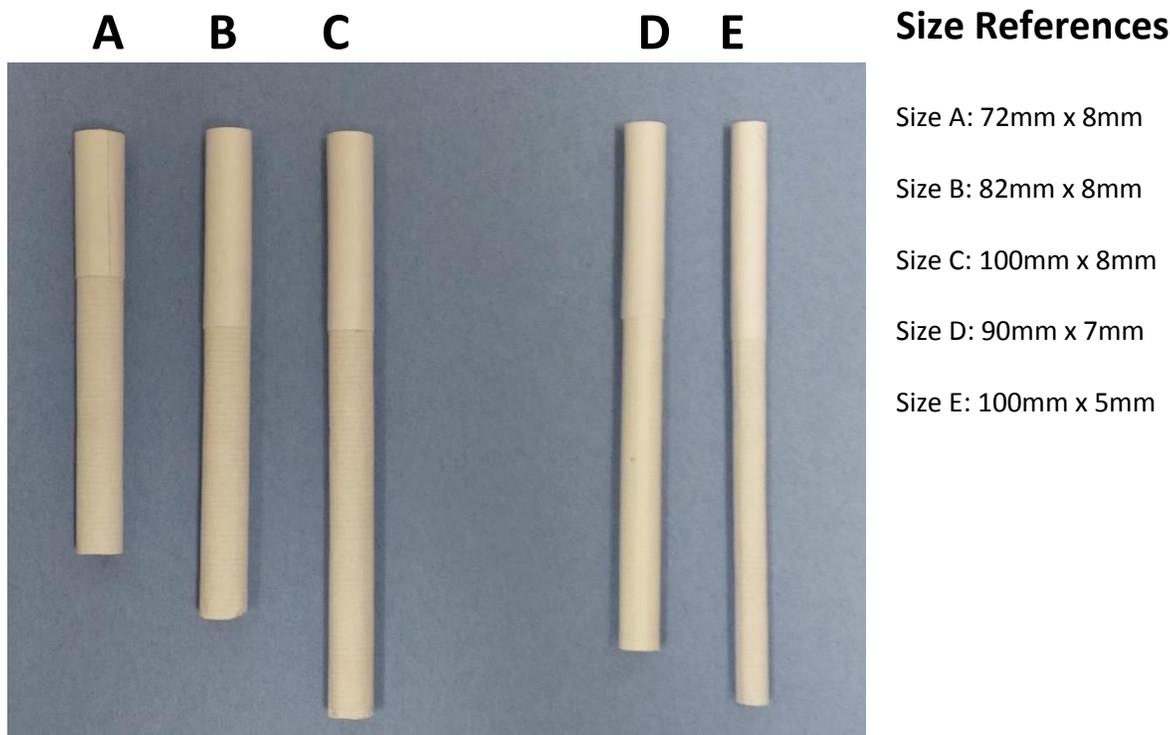
A. Size

Participants preferred sizes that most resembled what they considered a “normal” cigarette. Sizes that were unfamiliar to participants were seen as ones to smoke in specific circumstances rather than regularly.

Participants were shown five different sizes of cigarettes that are currently on the market and asked:

1. Overall impressions
2. Most appealing and why
3. Least appealing and why

Table 6: Cigarette sizes tested in focus groups



Smokers in general picked a size that they currently smoke as their most appealing whereas non-smokers were asked to choose one they would most likely pick up or smoke. The findings also suggest that the preferred size of the cigarette may change based on how much time they have and who they are smoking with. For instance, Size A was often connected with a “quick smoke break” or a cigarette you would have in a hurry. By contrast, Size C was commonly described as “leisurely” when they had more time to smoke a cigarette. Generally, it was described as a cigarette that would require a lot of time to smoke.

Size A: This was the shortest cigarette tested and many said it reminded them of a “standard” cigarette (this comment was also raised when describing Size B). Those who found it appealing thought that it was not “too much” cigarette, was not overwhelming, or that it was similar to a cigarette they smoked or had seen before, or what they expected a cigarette to look like. Meanwhile, others used the word “stubby” to describe this cigarette size. Some also commented on the size of the filter in comparison to the “cigarette” part, in that it seemed shorter than the other sizes shown. When prompted, few connected this size cigarette to a specific kind of person who would smoke it.

Size B: Impressions of this size largely mirrored those of Size A. Of the five sizes tested, these two sizes were widely seen as ones that participants expected and as typical of a cigarette. Therefore, the findings from Size A largely cross over here.

The one difference was that some noted the size of the filter was a bit longer, so while the overall cigarette was longer, it may not actually be more tobacco.

Again, this was seen as a regular cigarette that would appeal to a wide group, as it most resembled cigarettes they were familiar with.

Size C: This size garnered both positive and negative impressions. For some, it was seen as “too much cigarette” and would appeal to a heavy or experienced smoker. Others commented on the size as being the best value for money (assuming it was the same price) in that they assumed it would contain more tobacco than other sizes. Meanwhile, others, particularly younger participants, thought it would be a good size to share with friends.

This size was not seen as a size that appeals to new smokers or those just picking up the habit: it was for the seasoned smoker. As outlined earlier, it was connected to having a lot of time to enjoy the cigarette.

Size D: Impressions were mixed on this size. Some liked the length and thickness and thought it was a “light” cigarette in terms of the strength, while others thought it was disproportionate in length (too skinny for the length). Some participants said this size reminded them of menthols and this was appealing in some cases. Some thought this size would be for those who are more selective about their cigarettes and might be of a higher socio-economic class. Some suggested that this size would appeal more to women as it was a slightly smaller size.

Size E: This was the most polarizing size of cigarette tested. For some, it was seen as an “imitation” smoke, reminded some of menthols, and was considered a size for social smokers or those looking to reduce their smoking. Of all the sizes tested, participants were able to describe characteristics of a type of person who would smoke this cigarette. These descriptions generally gave a sense of sophistication (i.e. Audrey Hepburn). Size E was widely considered to be a “women’s” cigarette and would likely appeal to them more. A few women in the sessions though were concerned that the size and thickness meant it would not fit in a purse or a pocket. There was also concern that it would break. Very few men (smoker or non-smoker) thought they would find this cigarette appealing or be one that they would want to be seen with.

Overall assessment: When asked, few would be likely to pick up a cigarette based on the size, particularly as a non-smoker. However, smokers would be likely to pick up a size that most closely resembles their current brand. That said, for a majority of women in the sessions, E was seen as most appealing and C the least. Essentially, C and E were most appealing to smaller groups whereas others found these the least appealing.

B. Colour

There was a strong sense of familiarity with the white cigarette. Unfamiliar colours for some invited curiosity about what the product was, and led some to believe it was a new product.

Participants were passed out cigarettes one at a time and asked to evaluate each on the following:

1. Overall impression
2. Noticeability
3. Visual appeal

Four colours were tested: white, unbleached, yellow ochre, and brown.

Table 7: Cigarette colours tested in focus groups

White	Unbleached	Yellow ochre	Brown
			

Overall, there were mixed reviews of the colour, depending on age and smoking status. Moreover, lighter coloured cigarettes were generally considered as “lighter” in strength as they equated the strength of the cigarette by colour and filter (to be discussed later).

White: The reaction to the white cigarette was muted, as most participants felt that cigarettes are already white. Many felt “It looks like a typical cigarette that I would smoke”. For the vast majority, there was a sense of familiarity and affinity towards a cigarette that was white. Some commented that it reminded them or appeared to be a joint or a “blunt” (weed), particularly without the branding (to be discussed later). Therefore, impressions on noticeability and appeal were fairly middle of the road – because it was familiar and comfortable to them.

In some cases, it appeared to be more socially acceptable to be seen with marijuana than a cigarette, which made the colour slightly more appealing. Among non-smokers, very few felt that they would be curious about what it was because they know it is a cigarette.

Non-smokers did not feel they would be curious or interested in picking this colour up, because it was a white cigarette, which they were familiar with. Smokers were generally more apt to want to pick it up or be seen with it, because it is currently part of their regular routine. It also met their expectations in terms of familiarity and recognition.

Raised unprompted and discussed later, was the notion that this plain white cigarette reminded some of “native” or “Indian” cigarettes, emphasizing the importance that many participants placed on brand on the cigarette.

Unbleached: Reaction to this colour was mixed and it conveyed a number of different things to participants. Those who liked this colour said it reminded them of something “natural” or “organic” which for some gave the impression that it was a healthier cigarette. Others thought it reminded them of a cigar. These attributes made the colour appealing to some participants (both smokers and non-smokers) and interested in a cigarette this

colour. Some thought, and to a certain extent expected, it was a flavoured cigarette as it reminded them of a flavoured product that was on the market. Others liked that the colour blended with their skin and somewhat camouflaged that they were smoking, which was appealing for some participants.

By contrast, some participants thought the unbleached colour was dirty, and resembled a cigarette that had fallen in a puddle and dried. This group did not find the colour appealing nor did it make them curious nor more likely to want to be seen with it.

Some participants, similar to the white colour, said it reminded them of marijuana, which for some, would make them want to be seen with it. This was more evident among the youth and young adult groups. Again, among some participants, it appeared to be more socially acceptable to be seen with marijuana than a cigarette.

Irrespective of appeal or impressions of colour, participants felt this colour of cigarette would appeal to a certain subset of smokers. These groups were described as “hipsters”, people looking for more organic or a perceived natural benefit would be the typical smoker of a cigarette this colour. Some of those who thought it resembled a joint thought that it would be acceptable to be seen with this rather than a cigarette.

Yellow ochre: Participants were polarized on this colour. Irrespective of impression, a majority of participants felt the colour stood out to them. Adults in particular who did not like the colour thought that it was coloured to market to younger smokers or kids in general.

Reminders of a cigarette this colour included pencils or crayons, a cigarette that was only a filter or chalk. Very few connected this colour to a cigarette. Adjectives used to describe this cigarette were dirty, ugly, attention-seeking, fake, and bright (both positively and negatively).

There was some notion that this would be a flavoured product as well, primarily because it was coloured. It was also something that was new to them. This made some, including non-smokers, curious about what it was and somewhat more interested in trying it. To a certain extent, it also made some youth and young adults want to pick it up and be seen with it. Therefore, while the colour was not overly visually appealing, it invited some curiosity among a small group of smokers and non-smokers about what the product was and made some participants to say they would pick it up or try it.

Brown: As with the yellow ochre, the brown was polarizing for participants. Some smokers and non-smokers liked the colour and thought it looked sleek or sophisticated and possibly a foreign cigarette; they were intrigued by the colour itself. Some commented that the tobacco in the cigarette was a similar colour to the paper and it make it look unique and had a nice blending effect. Others thought it resembled tar, particularly among smokers, or a cigarette that was “harsh” or strong. This was based on the colour alone. For many, a darker cigarette meant a stronger cigarette.

The dark brown reminded many participants of cigars or cigarillos, and some said it reminded them of chocolate, and, depending on their impression of the products, it made it somewhat more or less appealing. Some also thought it would be flavoured based on the darker colour, which increased appeal or curiosity of the cigarette to some smokers and non-smokers.

Like the yellow ochre, because they have not seen a cigarette this colour, it made some, including non-smokers, curious about what it was and somewhat more interested in trying it.

Overall assessment: Participants were asked which colour they would be most and least likely to pick up, and the results varied. White was often selected as most and least, because they are familiar with a white cigarette already. Others were based on their expectation of the product (i.e. flavoured, something new and interesting).

Overall, the fact that the cigarette was coloured was something new and to a certain extent, invited curiosity and increased the likelihood among smokers, and a small group of non-smokers (primarily young adults, with a few youth), to want to be seen or pick up this cigarette..

C. Filter (Colour and Brand)

There was a very strong preference for a cigarette that was branded. It conveyed a product of quality to many. Preferred filter colour largely depended on personal preference, region, and familiarity with it.

The following four cigarettes were shown to participants in the sessions:

Table 8: Cigarette filters and brandings tested in focus groups

White & white with marking	White & white without marking	White & cork with marking	White & cork without marking
			

Participants in the focus group almost unanimously state they prefer a brand on their cigarette: it was widely seen as a “litmus test” for quality. Indeed, most participants preferred a cigarette that was branded, irrespective of filter colour, as it conveyed trust and assurances that the cigarette was of high quality.

In all sessions, the vast majority of smokers and non-smokers preferred, and would be more likely to hold, a cigarette that was branded. In many sessions, those without a brand were described as “natives”, “homemade”, “cheap”, or “budget” cigarettes. Overarching was a preference for branded items as well, such as clothing and shoes. Practically speaking, for some the brand served as a visual indicator of where the filter ended, particularly on the all white cigarettes.

Participants were shown two colours of filters: white and cork. Preferences for colour of filter were mixed and appeared to be based on perception of the strength of the cigarette and brand affinity. For some, they preferred a white filter because it was considered a “lighter” cigarette or, among smokers, resembled the brand that they currently smoked. Those who preferred the cork filter felt it had a “classic” look, and also resembled the brand they smoked (among smokers). Irrespective of filter colour, the preference was to have a cigarette that was branded. In Quebec, the cork was much more popular as the vast majority of cigarettes have a cork filter, therefore there was more familiarity with this look and feel for a cigarette.

D. Filter Tip

A majority of participants changed preference to the hollow filter once observing its appearance post-smoking.

Lastly, participants were shown mock-ups of two cigarette filters (hollow and full) and their appearance prior to and after smoking, and asked which was more appealing.



A majority initially selected the full filter mock up as the most appealing for two reasons. The first was that it was what most participants were familiar with – both smokers and non-smokers. The second was that a fuller filter was seen to be more effective at filtering than the hollow tip. Some questioned how effective the hollow would be, as they thought there was less filtering material in it.

Those who preferred the hollow filter mocked up for prior to smoking found it more visually appealing. It was unique and something that few had seen before. A small number thought it would also make the cigarette stronger, which was appealing to the smokers in the sessions.

Participants were then shown the two cigarette filters and their appearance following smoking, and again asked which was more appealing. In this exercise, a majority chose the hollow filter as their preferred one. This group thought it was more esthetically pleasing, and felt that because the residue was inside the filter, it would not stain their teeth or fingers, which was appealing for many. By contrast, others were concerned that the hollow filter would not be as effective as the full filter.

The majority of those switching pre/post smoking filter went from the full to the hollow one. There was also a perception that this filter would be healthier as the residue would not be right against their mouth and perhaps it would do a better job filtering. While rationally they felt that it probably did not matter, on an emotional level, there was a preference to not see the residue at the end of their cigarette.

III. Detailed findings – quantitative phase

This segment of the report is divided into six sections. The first presents an overview of the audiences included in the survey. The second provides contextual findings on general colour and brand preferences. The third section is a detailed analysis of perceptions of cigarette packaging. The fourth section highlights perceptions of the size of cigarettes. This is followed by an analysis of views on cigarette. Lastly, this report investigates views on impressions of cigarette markings and filter preferences. A detailed description of the methodology is provided in Appendix B of this report.

A. Audience groups

Three in ten Canadians surveyed are classified as smokers; two in ten smoke every day and an additional one in ten consider themselves occasional smokers.

The sample for this survey is comprised of three distinct groups: those who smoke daily (20% of the sample), occasional smokers (9%), and non-smokers (71%). Throughout this report, analysis will be presented using these three groups, where applicable. The proportion of smokers is higher in this study as compared to the overall population, as the research specifically targeted an oversample of smokers to ensure sufficient sample sizes for sub group analysis.

As the tables below highlight, there are some differences in smoking status by region, gender, and age. When considering age, the prevalence of smoking is higher among those from aged 25 to 64 years. As the table below demonstrates, smoking is least prevalent among youth.

Residents of Atlantic Canada and Quebec are more likely than others to be a smoker, either daily or occasional, in comparison to others. Meanwhile, women are more apt than men to be a daily smoker.

Table 9: Smoker status total, by region, and by gender

Smoker status	Total	Atlantic	QC	ON	MB/SK	AB	BC	Male	Female
Net: Smoker	29%	38%	35%	23%	29%	27%	33%	27%	31%
Daily smoker	20%	26%	24%	17%	19%	18%	19%	17%	23%
Occasional smoker	9%	12%	11%	6%	9%	9%	14%	9%	8%
Non-smoker	71%	62%	65%	77%	71%	73%	67%	73%	69%

Table 10: Smoker status total and by age

Smoker status	Total	15 to 19 years	20 to 24 years	25 to 34 years	35 to 54 years	55 to 64 years	65 or over
Net: Smoker	29%	7%	20%	34%	34%	35%	25%
Daily smoker	20%	2%	9%	17%	23%	30%	20%
Occasional smoker	9%	5%	11%	17%	11%	5%	5%
Non-smoker	71%	93%	80%	66%	66%	65%	75%

Q6. At the present time, do you smoke cigarettes every day, occasionally or not at all?

Non-smokers say they are highly unlikely to try smoking in the future. When asked if they might try smoking cigarettes, only three percent of non-smokers say they “probably will” try smoking. Almost one in ten say they probably will not and over eight in ten claim they definitely will not try smoking.

Youth and young adults appear to be softer in their opinion on trying smoking in the future: 18% of youth and 12% of young adults say they “probably” will not try smoking, whereas those in other age groups are more likely to say they “definitely” will not try smoking. (Q7)

Occasional and non-smokers were also asked the likelihood of smoking a cigarette if they were offered one by a close friend. The results show somewhat more willingness to smoke if offered one by a friend, and this is largely driven by the occasional smokers. (Q8)

Lastly, a small number of occasional or non-smokers expect that they will smoke a cigarette in the next year. Indeed, three percent of this group say they definitely will and an additional nine percent claim that they probably will smoke one in the next year. A similar proportion state that they probably will not smoke one in the next year, with the majority (74%) saying they definitely will not smoke a cigarette in the next year. Again, the probability of smoking a cigarette in the next year is largely related to those who consider themselves occasional smokers. Very few non-smokers anticipate smoking cigarettes in the future. (Q9)

Table 11: Summary of findings

Summary

The non-smokers in the survey appear to be steadfast in their behaviour as very few claim that they would smoke if a friend offered them one, or anticipate smoking in the next year. Youth are the least likely to currently smoke; however, youth and young adults are more likely to say they will “probably” try smoking in the future.

B. Contextual Findings

The majority of Canadians place some importance on brand with a subset claiming they are willing to pay more for certain kinds of products because of their brand.

Canadians were asked questions in the survey to help contextualize findings about colours and general impressions about branding.

The purpose of asking about most and least favourite colours was to understand if Canadians may naturally gravitate to the colours tested throughout the survey based on broader colour preference. Findings from these two questions show that close to four in ten identify blue as their favourite colour, with 13% each naming red or green as their preferred colours. Less than one percent of Canadians say unprompted that brown or beige is their favourite colour. When asked about *least* favourite colours, brown is named by 18% of Canadians. Green is named by seven percent of Canadians, and this is followed by red (4%), and blue (2%). (Q10, Q11)

Canadians were also asked about the importance brand plays when purchasing a variety of products such as food, cosmetics, products they wear or products for their home. They were also asked their agreement about willingness to pay more for these products. The findings highlight that Canadians have somewhat soft opinions on the importance and willingness to pay for brand name products. Just over one in ten totally agree with each of the following statements:

- a. When I buy a product, such as **food, cosmetics, or medication**, the brand is very important to me.
- b. When I buy a product to **wear (i.e. clothes or shoes) or for my home**, the brand is very important to me
- c. I am willing to pay more for brand-name products when it comes to **food, cosmetics, or medication**.

d. I am willing to pay more for brand-name products when it comes to **something I wear or for my home**.

Canadians are slightly more likely to somewhat agree that when they buy a product such as food, cosmetics and medication that brand is very important to them. Meanwhile, similar proportions somewhat agree with the remaining statements. Just over one in ten Canadians totally disagree that brand is very important to them for clothing and are willing to pay more for clothing or household items.

Table 12: Agreement with statements about the importance of brand, total and by age

Statements tested	Totally agree			Agree somewhat			Disagree somewhat			Totally disagree		
	TTL	YTH	YA	TTL	YTH	YA	TTL	YTH	YA	TTL	YTH	YA
When I buy a product, such as food, cosmetics, or medication , the brand is very important to me.	15%	15%	18%	53%	57%	48%	20%	19%	19%	6%	4%	5%
I am willing to pay more for brand-name products when it comes to food, cosmetics, or medication .	13%	20%	14%	41%	37%	36%	28%	29%	26%	12%	8%	13%
When I buy a product to wear (i.e. clothes or shoes) or for my home , the brand is very important to me	11%	16%	15%	40%	42%	36%	31%	25%	24%	12%	11%	14%
I am willing to pay more for brand-name products when it comes to something I wear or for my home .	10%	14%	14%	36%	38%	35%	33%	30%	23%	14%	12%	17%

Q38. To what extent do you agree or disagree with the following statements.

TTL=Total respondents / YTH=Youth respondents / YA=Young adults

There are some differences in the importance of brands across subgroups.

- Youth (16%) and young adults (15%) are more likely to totally agree that brand is very important when it comes to products they wear or for their home. These groups are also more likely to say they are willing to pay more for brand-name these products (14% both).
- Youth (20%) are more likely to totally agree that they are willing to pay more for a brand name product when it comes to food, cosmetics or medication.
- Residents of Quebec place less importance on brand and are less willing to pay more for branded products in comparison to those in other regions.

In addition, Canadians are fairly split on perceptions on attitudes about favourite brands when it comes to buying food, cosmetics or medication. Equal proportions say they have their brand and they stick to it or they take one of the well-known brands (34% each). Slightly fewer (25%) claim that brands are not important at all. There is one notable difference across subgroups: Women are more likely than men to say they have their favourite brand and that they stick to it (39% vs 29%).

There is slightly less commitment to brand when it comes to things Canadians either wear or buy for their home. In this scenario, one in five say they have their favourite brand and stick to it, whereas one in three say they take

a well-known brand. Lastly, close to four in ten say brands are not important at all when purchasing things to wear or things for their home. Again, there are some differences by age. Those who are over 65 years of age are more likely than younger Canadians to say that brands are not important to them at all (48%).

Table 13: Statements about brand

Statements about brand	I have my favourite brand and I stick to it	I take one of the well-known brands	Brands are not important to me at all	Do not know
Buy food, cosmetics, or medication	34%	34%	25%	7%
Buy things to wear or things for your home	22%	33%	38%	7%

Q39. People have different attitudes towards brands when they go **shopping for food, cosmetics, or medication**. Which of the following attitudes generally applies best to you when you want to buy food, cosmetics, or medication?

Table 14: Summary of findings

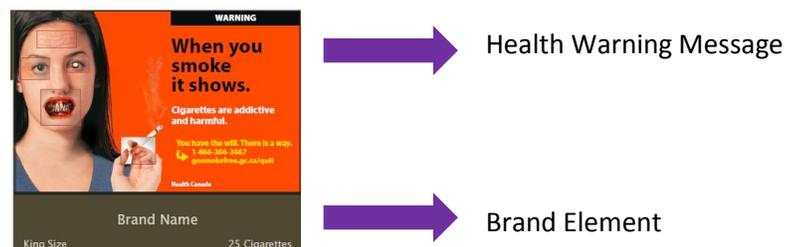
Summary
Canadians in the survey have some pre-disposition to liking some of the colours tested. Moreover, a plurality of Canadians place importance on brands when purchasing food, cosmetics, and, to a smaller degree, clothing and things for their home. Youth are more brand conscious than their older counterparts.

C. Cigarette Packaging

The findings highlight that the red, green, and blue brand elements are consistently noticed more, more appealing, and eye catching than the brown or beige tones tested.

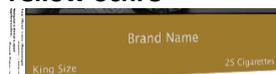
Canadians were shown a series of packages in the survey, using the same HWM with the only variation being the colour of the branding element on each set. Three groups of cigarette packages were tested in the survey. The only difference between the three groups of packages were the colours and visuals of the Health Warning Messages (HWMs). This approach was taken to understand what impact, if any, different coloured HWMs would have on the noticeability and appeal of the colours during the plain packaging colour exercise.

The following terms are used to describe the components of package throughout this section.



The findings show that, irrespective of group of packaging, packaging with branding elements in green, blue or red are consistently the visuals that Canadians say catches their attention first. Blue is the colour that catches the eye of Canadians most, with two of the three packages, with red catching Canadians’ attention most when paired against the “Generations” HWM. The beige/brown tones (labelled beige, yellow ochre, brown A, and brown B) are consistently lower for catching Canadians’ attention.

Table 15: Packaging that first caught attention, total and by age

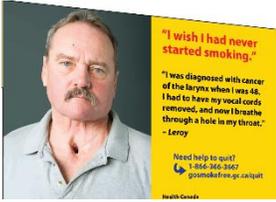
First caught attention	Generations			It shows			Leroy		
	TOTAL	YOUTH	YOUNG ADULT	TOTAL	YOUTH	YOUNG ADULT	TOTAL	YOUTH	YOUNG ADULT
Beige 	2%	1%	1%	3%	1%	3%	3%	2%	5%
Yellow ochre 	5%	6%	3%	7%	5%	5%	5%	10%	4%
Brown A 	5%	1%	1%	4%	3%	4%	4%	3%	4%
Brown B 	2%	2%	1%	3%	2%	4%	3%	3%	4%
Green 	29%	33%	27%	16%	16%	13%	19%	17%	13%
Blue 	26%	24%	31%	43%	55%	46%	35%	37%	32%
Red 	34%	32%	35%	24%	17%	26%	31%	28%	37%

Q12. Using your mouse, please select the package that catches your eye FIRST and click on the part of the image that first caught your eye. In the text box that appears, please write in why this package and part of the package caught your eye first. Please note that there are 7 packages to choose from.

Very few subgroup differences exist in which packages catch the attention of Canadians first. Those over the age of 65 (37%) are more likely than others to say green catches their eye first with the “Generations”, and “It shows” HWMs. Meanwhile, youth are more likely than others to say the blue brand element with the “It shows” HWM caught their attention first (55%) and that the yellow ochre package caught their attention first (10%) when paired with the “Leroy” HWM.

For each package selected as the one that caught their attention first, Canadians were asked why the package they chose caught their attention. As the table below highlights, the colour stands out first in some cases, and in others, the HWM is what stands out. Generally speaking, the red, blue, and green are specifically pointed to as what caught their attention, whereas with the beige and brown tones, it is more split between the brand element and the HWM. This suggests the HWM may be more attention grabbing than the beige/brown colour tones.

Table 16: Reasons why each package tested caught Canadians' attention

<p>Catches my eye: top reasons</p>	<p>Generations</p> 	<p>It shows</p> 	<p>Leroy</p> 
<p>Beige</p> 	<p>Colour (52%) Ill woman (17%)</p>	<p>Colour (41%) Gross teeth (16%) Do not know (16%)</p>	<p>Hole in throat (29%) First one I saw (22%) Colour (20%) Complimentary colours (7%)</p>
<p>Yellow ochre</p> 	<p>Colour (48%) First one I saw (24%) Ill woman (14%)</p>	<p>Gross teeth (39%) First one I saw (20%) Colour (14%) Colour combination (9%)</p>	<p>Colour (38%) Hole in throat (23%) Colour contrast (11%)</p>
<p>Brown A</p> 	<p>Colour (35%) Ill woman (14%) Do not know (34%)</p>	<p>Gross teeth (35%) Colour (28%)</p>	<p>Hole in throat (21%) Colour (18%) Colour contrast (4%) Do not know (36%)</p>
<p>Brown B</p> 	<p>Colour (40%) Dark colour (32%)</p>	<p>Gross teeth (34%) Colour (25%) Dark colour emphasizes image (23%)</p>	<p>Colour (28%) Dark colour emphasizes image (28%) Hole in throat (21%)</p>
<p>Green</p> 	<p>Green (44%) Colour (26%) Bright/bold colour (17%) Ill woman (3%)</p>	<p>Colour (28%) Green (24%) Gross teeth (19%) Colour contrast (12%) Bright colour (7%)</p>	<p>Green (31%) Colour (30%) Hole in throat (13%) Colour contrast (9%) Bright (2%) Yellow (2%)</p>
<p>Blue</p> 	<p>Blue colour (43%) Colour (34%) Bright/bold (11%) Ill woman (2%)</p>	<p>Gross teeth (23%) Blue (22%) Colour (20%) First one I saw (12%) Blue/orange contrast (8%) Bright colour (7%)</p>	<p>Blue (28%) Colour (28%) Hole in throat (12%) First one I saw (9%) Bright (4%) Text (4%) Colour contrast (4%)</p>
<p>Red</p> 	<p>Red (64%) Colour (17%) Bright/bold (11%) Ill woman (3%)</p>	<p>Red (34%) Gross teeth (25%) Colour (19%) Bright colour (5%) Colour combination (4%)</p>	<p>Red (42%) Colour (26%) Hole in throat (10%) Colour combination (7%)</p>

Q12. Using your mouse, please select the package that catches your eye FIRST and click on the part of the image that first caught your eye. In the text box that appears, please write in why this package and part of the package caught your eye first. Please note that there are 7 packages to choose from.

Canadians were asked to select from a series of statements that most fits with their impressions of each package. They were able to select more than one statement if it applied. The five statements were:

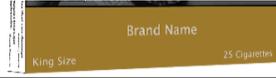
- a. Is unappealing
- b. Makes me curious about what it is
- c. Catches my eye
- d. Has no impact on my interest in smoking
- e. Could encourage me to try smoking

Again, each respondent reviewed all the packages. The overall findings for each dimension are presented with a summary of the group differences presented at the end of the overall discussion.

1. Catches my eye (agreement)

Statements about packaging that catches Canadians' attention is higher for the brighter colours tested. Again, irrespective of HWM it is paired with, the red, green, and blue brand elements garner much higher scores for catching Canadians' attention than the brown/beige tones tested. Those that contrast strongly, particularly blue and red on the "Generations" HWM, are ones that Canadians most likely agree catches their eye. In addition, those in the beige/brown tones are less likely to be described as eye catching, with approximately one in ten Canadians agreeing with that statement.

Table 17: Percentage each package caught the eye of Canadians, total and by age

Catches my eye	Generations			It shows			Leroy		
	TOTAL	YOUTH	YOUNG ADULT	TOTAL	YOUTH	YOUNG ADULT	TOTAL	YOUTH	YOUNG ADULT
Beige 	10%	5%	8%	13%	13%	12%	13%	13%	13%
Yellow ochre 	12%	10%	9%	13%	15%	10%	11%	14%	11%
Brown A 	9%	6%	5%	12%	10%	8%	11%	11%	9%
Brown B 	9%	6%	5%	13%	14%	12%	10%	12%	8%
Green 	42%	55%	46%	32%	35%	38%	35%	44%	37%
Blue 	50%	62%	52%	38%	52%	43%	38%	50%	42%
Red 	53%	65%	58%	37%	39%	39%	43%	50%	47%

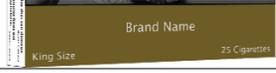
Q13. Again, using your mouse, click on the statement(s) that most fits your impression of each package. Note that you can put more than one package in the same grid and you can put the same package in more than one grid.

2. Visual appeal

A majority considered the packages with the beige to brown brand elements as unappealing, with the highest unappealing score being 67%. The red, green, and blue generally garnered lower scores for being unappealing. This exercise provides more variance in perception of appeal across the three HWM, suggesting that it may have an impact on how Canadians view the appeal of the overall package.

Specifically, unappealing scores are generally lower for packages with the red (21%), blue (19%), and green (25%) brand elements. Meanwhile, agreement that the package is unappealing is slightly higher with these colours across the “Leroy” HWM; however, they are still lower in comparison to the beige to brown tones. The highest unappealing scores for the red, green, and blue brand element are with the “It shows” series of packages, where close to half of Canadians consider the red (44%), green (46%), and the blue (47%) as unappealing.

Table 17: Percentage each package is unappealing to Canadians, total and by age

Is unappealing	Generations			It shows			Leroy		
	TOTAL	YOUTH	YOUNG ADULT	TOTAL	YOUTH	YOUNG ADULT	TOTAL	YOUTH	YOUNG ADULT
	50%	63%	57%	60%	73%	67%	56%	65%	59%
	57%	73%	67%	64%	76%	74%	57%	67%	66%
	55%	70%	65%	67%	78%	76%	61%	74%	67%
	58%	70%	63%	66%	76%	71%	61%	70%	66%
	25%	28%	28%	46%	54%	51%	36%	39%	42%
	19%	23%	22%	47%	49%	50%	32%	32%	35%
	21%	28%	24%	44%	57%	53%	32%	35%	38%

Q13. Again, using your mouse, click on the statement(s) that most fits your impression of each package. Note that you can put more than one package in the same grid and you can put the same package in more than one grid.

Canadians were also asked to identify the most and least appealing packages from the group of seven colours in each of the three series of packages shown. The findings are similar to the previous results, in that the browns and beiges are consistently lower in overall appeal in comparison to the red, green, and blue brand elements. This finding occurs across all HWMs, suggesting the brand element in itself is unappealing to Canadians.

Indeed, when asked to select the package that is most appealing to them, scores are much higher for the bright coloured brand elements in comparison to the beige/brown tones. Furthermore, when selecting a package that is most appealing, Canadians were asked to provide a score on visual appeal, from 0 (not appealing at all) to 10 (very appealing). As the table below highlights, the difference between top and bottom scores is greater across the packages with the green, red, and blue brand elements when compared to the beige and brown tones. Moreover, although the brown A brand element was chosen by small numbers as the most appealing, more provide unfavourable than favourable ratings on the 0 to 10 scale. These instances are denoted by the grey shading in the table.

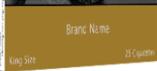
Table 18: Percentage each package is most appealing to Canadians, percentage rating package 8 to 10, percentage rating package 0 to 2, total and by age

Ratings for most appealing by package	Generations			It shows			Leroy		
				% select most appealing	% rating 8 or higher	% rating it 0 to 2	% select most appealing	% rating 8 or higher	% rating it 0 to 2
Beige 	1%	26%	8%	3%	16%	29%	3%	24%	18%
Yellow ochre 	7%	8%	48%	1%	35%	23%	2%	47%	17%
Brown A 	8%	8%	53%	2%	17%	27%	2%	20%	26%
Brown B 	2%	25%	22%	3%	32%	19%	3%	30%	14%
Green 	17%	33%	10%	17%	29%	18%	15%	30%	15%
Blue 	39%	31%	18%	35%	31%	16%	33%	32%	16%
Red 	17%	44%	10%	25%	33%	28%	27%	37%	21%

Q14. Thinking about the package colours, which is the MOST appealing to you?

Q15. On a scale of 0 to 10 where 0 is not appealing at all and 10 is very appealing, what rating would you give the one selected as the most appealing?

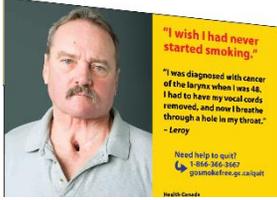
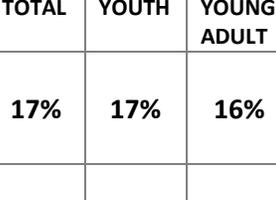
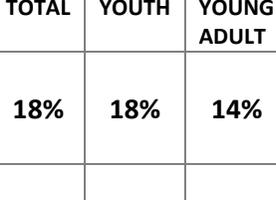
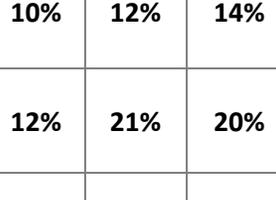
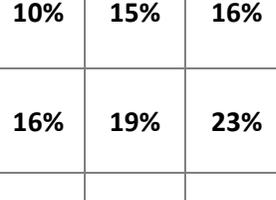
Table 19: Percentage rating each package most appealing, total and by age

Most appealing	Generations			It shows			Leroy		
	Total	Youth	Young adult	Total	Youth	Young adult	Total	Youth	Young adult
Beige 	1%	1%	<1%	3%	4%	2%	3%	4%	3%
Yellow ochre 	7%	7%	4%	1%	2%	2%	2%	4%	1%
Brown A 	8%	5%	5%	2%	2%	2%	2%	1%	2%
Brown B 	2%	1%	3%	3%	3%	3%	3%	4%	3%
Green 	17%	16%	16%	17%	14%	13%	15%	16%	13%
Blue 	39%	41%	41%	35%	45%	37%	33%	38%	36%
Red 	17%	19%	20%	25%	18%	23%	27%	19%	23%

Q14. Thinking about the package colours, which is the MOST appealing to you?

Not surprising, the inverse occurs when asked about identifying the package that is the least appealing. Again, irrespective of pairing with the HWM, the brown A brand element is consistently identified as the least appealing package among the seven tested. When against the “Generations” HWM, 40% of Canadians select this package as their least appealing. The “It shows” and the “Leroy” HMWs also have the highest proportion rating as least appealing, with the beige as the second most selected colour for least appealing package.

Table 20: Percentage rating each package least appealing, total and by age

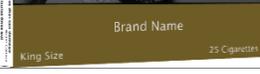
Least appealing	Generations			It shows			Leroy		
	TOTAL	YOUTH	YOUNG ADULT	TOTAL	YOUTH	YOUNG ADULT	TOTAL	YOUTH	YOUNG ADULT
Beige 	17%	17%	16%	18%	18%	14%	22%	19%	21%
Yellow ochre 	10%	12%	14%	10%	15%	16%	11%	16%	15%
Brown A 	12%	21%	20%	16%	19%	23%	15%	18%	19%
Brown B 	40%	35%	31%	28%	26%	21%	24%	19%	21%
Green 	6%	5%	4%	5%	4%	5%	5%	4%	5%
Blue 	3%	2%	2%	4%	3%	5%	3%	2%	3%
Red 	4%	2%	3%	5%	5%	3%	5%	6%	4%

Q16. Thinking about the package colours, which is the LEAST appealing to you?

3. Curiosity

About one in ten Canadians say the packages tested would make them curious about what it is. While slightly more Canadians say the packages with the red, green, and blue brand elements would make them curious about what it was, the differences are smaller when compared to the packages with the beige and brown colours. Moreover, the highest percentage for making Canadians curious is 19%.

Table 21: Percentage rating each package as making them curious about what it is, total and by age

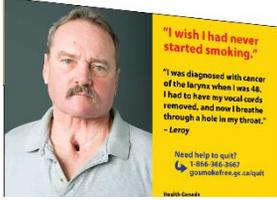
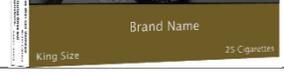
Makes me curious about what it is 	Generations			It shows			Leroy		
	TOTAL	YOUTH	YOUNG ADULT	TOTAL	YOUTH	YOUNG ADULT	TOTAL	YOUTH	YOUNG ADULT
Beige 	10%	13%	10%	9%	13%	10%	11%	15%	13%
Yellow ochre 	9%	11%	8%	9%	11%	9%	10%	14%	11%
Brown A 	8%	12%	10%	6%	12%	5%	8%	7%	10%
Brown B 	8%	6%	10%	7%	10%	10%	8%	10%	9%
Green 	16%	24%	20%	14%	24%	13%	16%	22%	16%
Blue 	16%	28%	20%	14%	19%	16%	19%	29%	23%
Red 	17%	24%	19%	13%	16%	15%	16%	24%	18%

Q13. Again, using your mouse, click on the statement(s) that most fits your impression of each package. Note that you can put more than one package in the same grid and you can put the same package in more than one grid.

4. Impact on interest in smoking

Between three in ten and four in ten Canadians agree that the package colours will not have an impact on their interest in smoking across all brand element colours and HWMs. The beige/brown tones scored slightly higher, particularly with the “Generations” HWM in comparison to the other colours tested. Having said that, these differences are small.

Table 22: Percentage rating each package as having no impact on their interest in smoking, total and by age

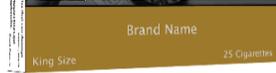
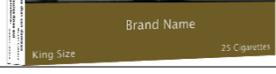
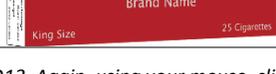
Has no impact on interest in smoking	Generations			It shows			Leroy		
	TOTAL	YOUTH	YOUNG ADULT	TOTAL	YOUTH	YOUNG ADULT	TOTAL	YOUTH	YOUNG ADULT
									
									
									
Beige	46%	45%	45%	35%	29%	34%	41%	33%	41%
									
Yellow ochre	41%	73%	67%	35%	28%	34%	39%	30%	37%
									
Brown A	42%	38%	43%	33%	28%	34%	38%	30%	36%
									
Brown B	42%	41%	42%	33%	26%	32%	39%	34%	40%
									
Green	35%	28%	33%	31%	23%	31%	35%	29%	35%
									
Blue	34%	27%	35%	29%	20%	31%	34%	27%	36%
									
Red	31%	24%	34%	30%	22%	28%	32%	28%	32%
									

Q13. Again, using your mouse, click on the statement(s) that most fits your impression of each package. Note that you can put more than one package in the same grid and you can put the same package in more than one grid.

5. Could encourage me to try smoking

The number of Canadians who believe that any of the colours tested could encourage them to try smoking is small, ranging from 1% for the brown to 7% for the blue brand element. Moreover, the findings for brand element colours are consistent irrespective of which HWM it is paired with.

Table 23: Percentage rating each package as could encourage them to try smoking, total and by age

Could encourage me to try smoking	Generations			It shows			Leroy		
	TOTAL	YOUTH	YOUNG ADULT	TOTAL	YOUTH	YOUNG ADULT	TOTAL	YOUTH	YOUNG ADULT
Beige 	3%	2%	5%	3%	1%	4%	2%	1%	3%
Yellow ochre 	2%	3%	2%	2%	1%	2%	2%	1%	2%
Brown A 	3%	1%	3%	2%	0%	2%	2%	1%	3%
Brown B 	3%	2%	4%	3%	3%	3%	1%	2%	2%
Green 	5%	3%	7%	3%	1%	4%	3%	1%	4%
Blue 	7%	5%	12%	3%	2%	3%	3%	2%	4%
Red 	6%	5%	8%	4%	2%	6%	4%	2%	5%

Q13. Again, using your mouse, click on the statement(s) that most fits your impression of each package. Note that you can put more than one package in the same grid and you can put the same package in more than one grid.

Table 24: Summary of group differences by attributes tested

Summary of group differences

There are some differences across groups on statements by colour combinations:

Is unappealing

- Youth and young adults are more likely than others to say the packages with the beige, yellow ochre, brown A, and brown B brand elements are unappealing.
- Youth and young adults are more likely than others to say the red brand element on the “It shows” HWM and the green brand element on the “Leroy” HWM is unappealing.
- Non-smokers are more likely than smokers to say the yellow ochre, green, brown B, and beige brand elements are unappealing paired with the “Generations” HWM.
- Non-smokers are more likely than others to say the blue paired with the “It shows” HWM is unappealing to them.
- Women are more likely than men to say the brown A brand element is unappealing with the “Generations” HWM. They are also more likely to say the beige brand element is unappealing on the “It shows” HWM.
- Residents of Ontario are more likely to consider the red brand element with the “It shows” HWM as unappealing.
- Residents of Quebec are more likely to believe the yellow ochre paired with the “Leroy” HWM is unappealing.

Has no impact on my interest in smoking

- Women are more likely than men to believe the blue brand element on the “It shows” HWM has no impact on their interest in smoking.
- Residents of the prairies (MB/SK/AB) are more likely to say the red brand element on the “It shows” HWM or the brown B brand element with the “Leroy” HWM has no impact on their interest in smoking.

Catches my eye

- Youth are more likely to say that packaging with the green, red, and blue brand elements catches their eye, irrespective of the HWM colour.
- Women are more likely than men to say the red brand element catches their eye.
- Residents of Quebec are more likely to say the blue brand element with both the “It shows” and “Leroy” HWMs catches their eye. They are also more likely to claim the beige brand element with the “Leroy” HWM is eye-catching.

Makes me curious about what it is

- Youth are more likely to say the blue and green brand elements makes them curious about what the product is. They are also more apt to say the red brand element paired with the “Leroy” HWM makes them curious.
- Residents of Quebec are more apt to believe the beige brand element paired with the “Leroy” HWM makes them curious about what it is.

Could encourage me to try smoking

- Young adults are more likely to say the package with the blue brand element could encourage them to try smoking.
- Residents of Quebec are more likely to say the red brand element could encourage them to try smoking when paired with the “Generations” HWM.

Table 25: Summary of findings

Summary

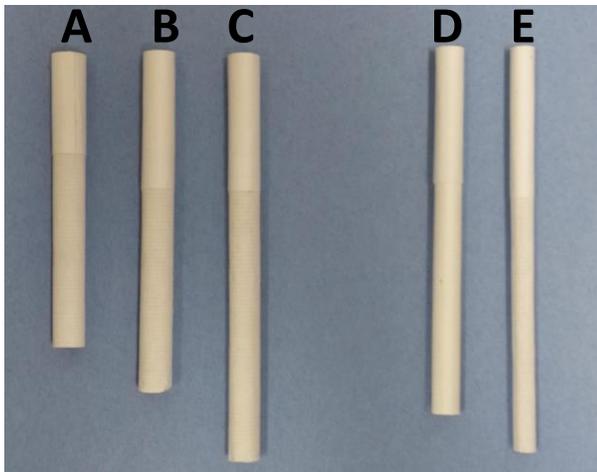
The findings demonstrate consistently that the packaging with the red, blue, and green brand elements attracts more attention, particularly among youth and young adults. The appeal and noticeability of these colours are consistent across the HWMs they are paired with. By contrast, the findings clearly point to a lack of appeal and noticeability with the beige and brown tones for the brand element; this is especially the case for both youth and young adults.

D. Cigarette Size

Sizes A, C, and E are the cigarettes most likely to capture Canadians' attention first.

Canadians were shown the following five sizes of cigarettes are currently on the market and asked which catches their eye first.

Table 26: Presentation of cigarette sizes tested
Cigarette sizes



Size References

Size A: 72mm x 8mm

Size B: 82mm x 8mm

Size C: 100mm x 8mm

Size D: 90mm x 7mm

Size E: 100mm x 5mm

Q17. INSTRUCTIONS TO PARTICIPANTS: Using your mouse, please click on the size of cigarette that catches your eye FIRST and write in the text box why this one caught your eye.

Equal proportions of Canadians choose cigarette sizes A, C, and E as the one that catches their eye first when all sizes are shown together. Canadians are least likely to say size D catches their eye first.

There are some differences in initial attention of the cigarettes across subgroups:

- Youth are more likely to notice Size A first.
- Residents of Ontario, prairies and BC are more likely to notice Size A first.
- Residents of Quebec are more likely than others to notice Size E first.
- Non-smokers are more likely to notice Size A and Size E first.

Size A reasons

Those who notice Size A first say it is because they say it is short (19%) or small (20%). Others noticed it because it reminds them of a regular cigarette (12%). One in five say they selected it because it was the first cigarette they saw.

- Women and smokers are more likely to say they chose Size A because it reminds them of a regular cigarette.

Size B reasons

Those noticing Size B give three primary reasons for saying it caught their attention first. One in three (32%) say that it looked like a regular cigarette, with fewer (23%) commenting on the length or size in general and about one in five (19%) specifically identifying the perceived “average” size of the cigarette. There are differences across subgroups on perceptions of the sizes.

- Those who are between the ages of 35 and 54 are more likely to say they chose Size B because it reminded them of an average cigarette.
- Non-smokers are more likely than smokers to say it looks like an average sized cigarette.

Size C reasons

Canadians who notice Size C first largely comment on its size as why it first caught their attention. One in five specifically comment on the length (21%), with slightly fewer using words such as long (17%) or big (16%). Others say it caught their attention because it looked like a regular cigarette (15%) or because it is king size (7%). Reasons why this size caught their attention vary across subgroups:

- Occasional smokers are more likely than others to say this size looks like a regular cigarette (28%).
- Residents of Manitoba or Saskatchewan are more likely to say this cigarette size caught their attention because it is big (30%).
- Residents of Quebec are more likely to say size C caught their attention because of the length (27%).

Size D reasons

Similar to the other sizes discussed, reasons that Size D was noticed first relate to its length. Canadians who chose this cigarette as the one they noticed first say it is because it is long (21%) or that it looks like a regular cigarette/size they prefer (20%). Others use words such as big (14%) or king size (13%) to explain why it caught their attention first.

Size E reasons

Canadians who said that this size caught their attention first largely feel this way due to the length (24%) and diameter (34%) of the cigarette. Others thought it looked unusual (8%) and that is why it caught their attention.

- Those in British Columbia are more likely than others to say they noticed the thinness of the cigarette (50%).

Statements about cigarette size

There is limited variation in opinion on attributes across the different cigarette sizes.

Canadians provide similar ratings on the statements irrespective of cigarette size. When considering appeal, about four in ten Canadians agree that the cigarettes shown are unappealing. As well, similar proportions claim that the sizes shown have no impact on their interest in smoking.

Table 27: Percentage ratings of attributes for each cigarette size, total and by age

Attributes tested	Size A			Size B			Size C			Size D			Size E		
	TTL	YTH	YA												
Is unappealing	43%	56%	49%	41%	55%	49%	35%	56%	45%	36%	54%	44%	41%	53%	50%
Makes me curious about what it is	13%	18%	18%	13%	17%	15%	12%	18%	14%	12%	18%	14%	16%	28%	22%
Catches my eye	13%	14%	14%	11%	11%	12%	19%	15%	15%	17%	17%	14%	18%	18%	14%
Has no impact on my interest in smoking	44%	37%	40%	47%	40%	42%	44%	37%	44%	46%	39%	47%	41%	35%	38%
Could encourage me to try smoking	4%	3%	4%	3%	3%	5%	3%	3%	8%	5%	3%	7%	6%	2%	9%

Q18. Again, using your mouse, click on the statement(s) that most fits your impression of each cigarette. **Note that you can put more than one cigarette in the grid**

TTL=Total respondents

YTH=Youth respondents

YA=Young adults

- Youth and young adults are more likely than Canadians at least 25 years of age to consider the cigarettes shown as unappealing.
- Non-smokers are more likely than smokers to consider all the sizes shown as unappealing and having no impact on their interest in smoking.
- Regionally, residents of Quebec are more likely to say that sizes A (18%), C (26%) and E (23%) catches their eye, sizes B (6%), C (9%), D (9%) could encourage them to try smoking.

Most and least appealing

Again, Canadians were asked to select the sizes that were most and least appealing to them. When looking at the most appealing size, the findings suggest no clear preference. Sizes C and E are more likely than others to be chosen as the preferred size. Notable is that one in three Canadians provide an uncertain rating by selecting do not know.

Once they selected the size that is most appealing, Canadians were asked to provide a score of how appealing their preferred size is using a scale from 0 (not appealing at all) to 10 (very appealing). The results for sizes B, C, D, and E are similar, in that about one in three who chose those sizes give a score of 8 or higher. It is interesting to note that some among those who chose Size A as the most appealing may not actually find it overly appealing. More give a score of 0 to 2 to that size's appeal than a higher rating: these are shaded in the table

below, suggesting that, while they may say this is their preferred size among the ones tested, there is limited appeal for the cigarette itself.

Table 28: Percentage ratings of appeal for each cigarette size, total and by age

Appeal	A			B			C			D			E		
	TTL	YTH	YA												
Most Appealing	10%	17%	13%	12%	8%	13%	18%	16%	16%	10%	5%	7%	17%	21%	16%
Score of 8 or higher on appeal	20%	8%	21%	35%	17%	21%	39%	18%	41%	37%	27%	24%	36%	26%	22%
Score of 0 to 2 on appeal	31%	52%	32%	11%	8%	18%	8%	22%	13%	8%	11%	16%	18%	32%	11%
Least Appealing	31%	24%	25%	4%	5%	4%	4%	3%	5%	6%	9%	6%	27%	35%	30%

Q18. Of these sizes of cigarettes, which is the MOST appealing to you?

Q19. On a scale of 0 to 10 where 0 is not appealing at all and 10 is very appealing, what rating would you give the cigarette size you selected as the most appealing?

Q20. Of these sizes of cigarettes, which is the LEAST appealing to you?

TTL=Total respondents

YTH=Youth respondents

YA=Young adults

Table 29: Summary of findings

Summary

The findings suggest no clear preference on cigarette size. Moreover, one in three Canadians are unable to select an appealing size. Just over one in ten Canadians say any of the sizes make them curious about what it is or catches their eye. Youth and young adults are more likely to find all sizes unappealing.

E. Cigarette colour

The unbleached coloured cigarettes are the least likely to the catch attention of Canadians.

Canadians were shown four colours of cigarettes and asked which one caught their eye first. The results show that Canadians are most likely to choose the white cigarette, followed by the brown and yellow ochre cigarettes. Few say the unbleached coloured cigarette caught their attention first.

Table 30: Percentage selecting colour as one that caught their attention first, total and by age

Audience	White 	Unbleached 	Yellow ochre 	Brown 
Total	39%	7%	26%	28%
Youth	18%	6%	42%	34%
Young adult	24%	6%	32%	38%

Q22. INSTRUCTIONS TO PARTICIPANTS: Using your mouse, please click on the colour of cigarette that catches your eye FIRST and write in the text box why this one caught your eye.

- Youth are more likely to say the yellow ochre (42%) and the brown (34%) caught their eye first.
- Young adults are also more likely to say the yellow ochre (32%) and brown (38%) cigarettes caught their attention first.
- Smokers (58%) are more likely to say that the white caught their eye first whereas non-smokers are more likely to say the yellow ochre (29%) and brown (32%) caught their attention.

Reasons for standing out

The primary reasons why those who said the white stood out most for them is that it is the normal colour of a cigarette – they are familiar with it. Meanwhile, those who chose the yellow ochre or brown cigarettes did so because it is either a bright colour or something they had not seen before.

Table 31: Open ended coded responses of why each colour stood out to them, by colour

Reasons why cigarette stood out	White (n=635)	Unbleached (n=125)	Yellow Ochre (n=490)	Brown (n=528)
Normal colour / looks like a regular cigarette	37%	--	--	--
Different colour / never seen / stands out	--	--	--	28%
Odd / strange / Unusual	--	--	23%	--
Because of the specific colour (naming the colour)	21%	12%	12%	21%
Colour (general)	13%	36%	26%	18%
Dark colour	--	--	--	9%
Cool / sophisticated / expensive looking	--	5%	--	5%
Clean looking	6%	--	--	--
Bright colour	6%	--	26%	--
Stands out	4%	--	--	--
Looks like a cigar	--	15%	--	--
Other	4%	25%	8%	14%
Do not know	9%	7%	5%	4%

Q22. INSTRUCTIONS TO PARTICIPANTS: Using your mouse, please click on the colour of cigarette that catches your eye FIRST and write in the text box why this one caught your eye.

Statements about cigarette colour

Canadians were shown the same five statements for the colours shown and asked which statement(s) best fit their impression of the coloured cigarette. As the table highlights below, there are differences of opinion that split across a coloured cigarette and a white cigarette. The three coloured cigarettes receive similar agreement levels for being unappealing, which are higher than a white cigarette. As well, Canadians say by a two to one margin that any of the coloured cigarettes make them curious about what it is. By contrast, Canadians are more likely to agree that a white cigarette has no impact on their interest in smoking.

Table 32: Percentage ratings of attributes for each cigarette colour, total and by age

Statements	White			Unbleached			Yellow ochre			Brown		
	TTL	YTH	YA	TTL	YTH	YA	TTL	YTH	YA	TTL	YTH	YA
Is unappealing	30%	51%	45%	49%	55%	50%	51%	49%	53%	54%	49%	48%
Makes me curious about what it is	9%	14%	9%	19%	24%	22%	19%	22%	22%	24%	33%	35%
Catches my eye	24%	20%	18%	14%	15%	14%	20%	36%	26%	18%	30%	25%
Has no impact on my interest in smoking	47%	39%	43%	35%	30%	37%	33%	30%	33%	30%	27%	27%
Could encourage me to try smoking	6%	2%	8%	4%	1%	6%	3%	3%	5%	3%	3%	7%

Q23. Using your mouse, click on the statement(s) that most fits your impression of each cigarette. Note that you can put more than one cigarette in the grid.

TTL=Total respondents

YTH=Youth respondents

YA=Young adults

Most and least appealing

Again, Canadians were asked to select the colour that was most and least appealing to them. When looking at the most appealing colour, the findings suggest a clear preference for a white cigarette. Brown was the second most appealing colour for a cigarette whereas as the unbleached and yellow ochre are the least appealing colours. Notable is that one in five Canadians provide an uncertain rating by selecting do not know.

Once Canadians chose the colour that was most appealing, they were asked to provide a score of how appealing their preferred colour is using a scale from 0 (not appealing at all) to 10 (very appealing). The results for colours white, unbleached and yellow ochre are similar in that about one in three who chose those sizes give a score of 8 or higher. Interesting to note is that some among those who chose brown as the most appealing colour may not actually find it overly appealing. The appeal ratings are similar for those who rated it high and who rated it low for appeal. This suggests that while it might be their preferred colour, there is limited appeal in the cigarette itself.

Table 33: Percentage ratings of appeal for each cigarette colour

Appeal	White	unbleached	Yellow Ochre	Brown	Do not know
Most Appealing	37%	10%	13%	20%	20%
Score of 8 or higher on appeal	39%	34%	35%	28%	
Score of 0 to 2 on appeal	12%	12%	19%	23%	
Least Appealing	9%	10%	32%	29%	20%

Q24. Of these colours, which is the MOST appealing to you?

Q25. On a scale of 0 to 10 where 0 is not appealing at all and 10 is very appealing, what rating would you give the cigarette colour you selected as the most appealing?

Q26. Of these colours, which is the LEAST appealing to you?

Table 34: Percentage ratings of appeal for each cigarette colour, total and by age

Appeal	White			Unbleached			Yellow ochre			Brown		
	TTL	YTH	YA	TTL	YTH	YA	TTL	YTH	YA	TTL	YTH	YA
Most Appealing	37%	20%	23%	10%	10%	11%	13%	26%	15%	20%	28%	28%
Score of 8 or higher on appeal	39%	22%	35%	34%	14%	39%	35%	20%	36%	28%	35%	33%
Score of 0 to 2 on appeal	12%	28%	13%	12%	13%	23%	19%	25%	20%	23%	22%	19%
Least Appealing	9%	13%	11%	10%	20%	11%	32%	31%	32%	29%	23%	21%

TTL=Total respondents

YTH=Youth respondents

YA=Young adults

Table 35: Summary of group differences

Summary of group differences

There are some differences across groups on statements by cigarette colour:

Is unappealing

- Youth and young adults are more likely to say that a white or unbleached cigarette is unappealing.
- Canadians of at least 55 years of age are more likely to believe the brown cigarette is unappealing.
- Women are more likely than men to say the brown, unbleached and yellow ochre coloured cigarettes are unappealing.

Has no impact on my interest in smoking

- Residents of Alberta and BC are more likely to say the white coloured cigarette has no impact on their interest in smoking.

Catches my eye

- Youth and young adults are more apt to say the brown and yellow ochre cigarettes catch their attention.

Makes me curious about what it is

- Youth and young adults are more likely to report the brown colour makes them curious about what it is.
- Those over the age of 65 are less likely to say an unbleached cigarette makes them curious.

Could encourage me to try smoking

- Residents of Quebec are more likely to say the white colour could encourage them to try smoking.

Table 36: Summary of key findings

Summary

The findings indicate that any other colour than white garners higher curiosity and potentially has more impact on interest in smoking and this is particularly evident among youth and young adults. While a white cigarette is largely considered more appealing, it appears to be out of familiarity.

F. Cigarette markings

Cigarettes with branding stand out far greater to Canadians than those without any branding

Canadians were shown four pictures of cigarettes and asked to choose the one that caught their attention first. Over half of Canadians choose the white and cork filter cigarette with a marking on it. The second choice is the white and white filter cigarette with a marking. All told, three in four Canadians selected a cigarette with a marking, whereas one in four are split evenly between the solid white without a marking and the white and cork without a marking.

Table 37: Percentage selecting each cigarette marking as one that caught their attention first, total and by age

Audience	White & white with marking	White & white without marking	White & cork with marking	White & cork without marking
				
Total	24%	12%	52%	12%
Youth	14%	8%	63%	15%
Young adult	19%	13%	53%	16%

Q27. INSTRUCTIONS TO PARTICIPANTS: Using your mouse, please click on the cigarette that catches your eye FIRST and write in the text box why this one caught your eye. Please assume that these would be inside regular cigarette packaging.

There are differences in opinion across subgroups.

- Youth are more likely to say that the white and cork with marking caught their attention first (63%).
- Non-smokers are more likely to choose the white and cork with marking as the one that caught their attention (56%).
- Those between the ages of 55 and 64 are more likely to say the white with a marking caught their attention first (33%).

- Women are more likely than men to say the white and white with a marking caught their attention (29% vs. 19%).

The reasons why Canadians chose their preferred cigarette are mainly related to being familiar with the overall look of the cigarette. However, those who say the plain white cigarette caught their attention first are more likely to say they chose it because there appeared to be no filter or markings, or for the fact that it was all white.

Table 38: Open ended responses of why each cigarette caught their attention first

Reasons why cigarette stood out	White/ white marked (n=398)	White/ white non-marked (n=204)	White/cork marked (n=947)	White/cork non-marked (n=229)
Classic /familiar / looks like a regular cigarette / my brand	23%	8%	18%	60%
No filter/markings	--	20%	--	--
Blue line/lettering	11%	--	--	--
Red lettering	--	--	6%	--
Colour (general)	10%	6%	11%	10%
Colour contrast	--	--	11%	--
Brown / gold filter	--	--	10%	--
White	7%	22%	--	--
First one I saw	7%	--	3%	--
Different / unique	6%	--	8%	--
Design detail	5%	--	17%	--
Clean looking	5%	7%	--	--
Simple / plain	3%	11%	--	--
Other	10%	13%	3%	15%
Do not know	13%	13%	11%	15%

Q27. INSTRUCTIONS TO PARTICIPANTS: Using your mouse, please click on the cigarette that catches your eye FIRST and write in the text box why this one caught your eye. Please assume that these would be inside regular cigarette packaging.

Statements about cigarette markings

As with the other elements of packaging and cigarettes tested, Canadians were asked to identify attributes that best fit their impression of the four cigarettes shown. The results are generally consistent across the four cigarettes shown, with two exceptions. First, the non-marked all white cigarette is most often described as unappealing in comparison to the other three cigarettes shown. Second, both marked cigarettes were more likely than their non-marked versions to be selected as catching their eye.

Table 39: Percentage ratings of attributes for each cigarette marking, total and by age

Statements	White/ white marked			White/ white non-marked			White/cork marked			White/cork non-marked		
	TTL	YTH	YA	TTL	YTH	YA	TTL	YTH	YA	TTL	YTH	YA
Is unappealing	32%	50%	46%	45%	61%	51%	31%	45%	41%	36%	51%	44%
Makes me curious about what it is	10%	12%	11%	10%	12%	13%	11%	10%	13%	8%	7%	11%
Catches my eye	25%	18%	17%	11%	9%	12%	31%	38%	27%	19%	23%	16%
Has no impact on my interest in smoking	45%	39%	43%	48%	38%	45%	43%	33%	40%	48%	37%	47%
Could encourage me to try smoking	5%	3%	6%	3%	1%	5%	6%	4%	9%	5%	3%	7%

Q28. Using your mouse, click on the statement(s) that most fits your impression of each cigarette. **Note that you can put more than one package in the grid.**

TTL=Total respondents

YTH=Youth respondents

YA=Young adults

Table 40: Summary of group differences

Summary of group differences

There are some differences across groups in opinion:

Is unappealing

- Youth and young adults are more likely to say all variations of cigarettes tested in this exercise are unappealing.
- Non-smokers are more likely than smokers to consider all the variations of cigarettes shown in this exercise unappealing.

Has no impact on my interest in smoking

- Residents of BC are more likely to say the white and cork unmarked cigarette has no impact on their interest in smoking.

Catches my eye

- Youth are more likely to say that white and cork marked cigarette catches their eye.
- Women are more likely than men to say the full white cigarette with a marking catches their eye.
- Residents of Quebec are more apt to say the white and cork marked cigarette catches their eye.

Makes me curious about what it is

- Smokers are more likely than non-smokers to say the full white and white marked cigarette makes them curious about what it is.

Could encourage me to try smoking

- Residents of Quebec are more likely to say both variations of cigarettes with markings could encourage them to try smoking.

Most and least appealing

Again, Canadians were asked to select the colour and marking combination that was most and least appealing to them. When looking at the most appealing combination, it is split between the all white with a marking and the white and cork with a marking. Findings suggest a clear preference for a version that has a marking on it. Less than one in ten Canadians each choose a non-marked version; either all-white or the white and cork iteration. Notable is that three in ten Canadians provide an uncertain rating by selecting do not know.

Once Canadians chose the cigarette filter and marking that was most appealing, they were asked to provide a score of how appealing their preferred version is using a scale from 0 (not appealing at all) to 10 (very appealing). Results on appeal are highest for the white and corked marked version, followed by the all white marked version.

When asked to select the least appealing cigarette on the four pictures, Canadians resoundingly select the all-white cigarette as the least preferred option. Close to one in three are unsure of their least preferred cigarette in the context of these four options.

Table 41: Percentage ratings of appeal for each cigarette marking

Appeal	White/ white marked	White/ white non- marked	White/cork marked	White/cork non- marked	Do not know/ No preference
Most Appealing	23%	9%	31%	7%	30%
Score of 8 or higher on appeal	34%	28%	41%	30%	--
Score of 0 to 2 on appeal	11%	14%	13%	17%	--
Least Appealing	6%	41%	10%	14%	29%
Most likely to pick up or hold	24%	4%	20%	7%	45%

Q29. Of these cigarettes, which is the MOST appealing to you?

Q30. On a scale of 0 to 10 where 0 is not appealing at all and 10 is very appealing, what rating would you give the cigarette you selected as the most appealing?

Q31. Of these cigarettes, which is the LEAST appealing to you?

Q32. Which, if any, of these cigarettes would you be more likely to pick-up or hold? Please select the picture of the cigarette.

Table 42: Percentage ratings of appeal for each cigarette marking, total and by age

Appeal	White/ white marked			White/ white non-marked			White/cork marked			White/cork non-marked		
	TTL	YTH	YA	TTL	YTH	YA	TTL	YTH	YA	TTL	YTH	YA
Most Appealing	23%	17%	10%	9%	8%	14%	31%	41%	34%	7%	8%	10%
Score of 8 or higher on appeal	34%	14%	10%	28%	16%	20%	41%	23%	36%	30%	37%	19%
Score of 0 to 2 on appeal	11%	26%	23%	14%	19%	19%	13%	29%	13%	17%	7%	20%
Least Appealing	6%	8%	9%	41%	51%	36%	10%	8%	10%	14%	13%	13%
Most likely to pick up or hold	24%	27%	21%	4%	3%	7%	20%	21%	18%	7%	21%	18%

TTL=Total respondents

YTH=Youth respondents

YA=Young adults

There are some differences in preference across subgroups:

- Youth are more likely to say that the plain white version is the least appealing to them (51%).
- Non-smokers are more likely to say they do not know which is their least appealing cigarette (32%).
- Women are more likely than men to select the white and cork with no marking as their least appealing (16% vs. 11%).

As with appeal, the findings indicate a preference for holding or picking up a cigarette that is marked, in either white or cork, over an unmarked cigarette. That said, close to half of Canadians say they do not have a preference of cigarette to hold or pick up.

Table 43: Open-ended responses of preference for holding or picking up each cigarette marking

Why prefer to hold or pick-up this cigarette	White/ white marked (n=432)	White/ white non-marked (n=76)	White/cork marked (n=357)	White/cork non-marked (n=120)
Looks better / nicer	18%	17%	20%	12%
Familiar / normal / looks like a regular cigarette	17%	11%	13%	25%
Writing / label / branding	13%	9%	18%	6%
Colour	11%	14%	5%	5%
Design	10%	14%	11%	9%
Filter	6%	1%	4%	2%
Sophisticated / elegant	6%	--	6%	1%
Red writing	--	--	8%	--
Blue / blue line	4%	2%	--	--
Clean	3%	10%	1%	4%
Simple / plain	1%	8%	--	7%
Other	2%	9%	4%	7%
Do not know/no answer	9%	5%	9%	21%

Q33. IF ONE CIGARETTE IS SELECTED: why are you more likely to pick this one up?

Earlier in this report the plain white colour was presented as the choice more Canadians selected as the most appealing colour. Therefore, in the context of colour only, plain white is the preferred choice among those tested. In the context of filter and markings however, plain white is the least appealing option for the plurality of Canadians. The results were analysed to determine if there was a group of Canadians who most preferred plain white in the context of colour found it least appealing in the context of markings. The results show that almost half (47%) of those who preferred white in the context of colour selected the plain white as the LEAST appealing in the context of filter and markings.

Table 44: Percentage finding each cigarette marking least appealing by most appealing cigarette colour

Cigarette that is LEAST appealing	Colour that is most appealing			
	White	Beige	Ochre	Brown
White/white unmarked	47%	55%	55%	49%
White/white marked	5%	6%	10%	10%
White/cork unmarked	19%	13%	14%	16%
White/cork marked	12%	9%	11%	13%

Canadians were asked about broad perceptions of cigarettes if they were not branded, and their level of agreement with each statement. To begin, one in four are unsure if they agree or disagree with any of the statements tested about the safety, quality, or genuineness of an unbranded cigarette. Canadians are most likely to agree that a cigarette with a brand name means that it is of higher quality, with close to half agreeing with this statement. Meanwhile, a similar number agrees that a cigarette with a brand on it means that a cigarette is not counterfeit. Canadians are less convinced however that a cigarette with a brand means that it is safer than one without it: One in four agree with this sentiment.

Table 45: Agreement with statements about cigarette quality

Statements about brand	Strongly agree	Agree	Disagree	Strongly disagree	Do not know/ No preference
A brand name on a cigarette means that it is of higher quality than one without a brand name	12%	32%	17%	16%	24%
A brand name on a cigarette means that it is safer than a cigarette without a brand name	5%	17%	21%	35%	22%
A brand name on a cigarette ensures that it is not counterfeit	12%	28%	20%	16%	24%

Q36. To what extent to do you agree or disagree with the following statements:

Table 46: Agreement with statements about cigarette quality, total and by age

Statements	Strongly agree			Agree			Disagree			Strongly disagree		
	TTL	YTH	YA	TTL	YTH	YA	TTL	YTH	YA	TTL	YTH	YA
A brand name on a cigarette means it is of higher quality than one with-out a brand name	12%	11%	11%	32%	35%	29%	17%	12%	16%	16%	5%	12%
A brand name on a cigarette means it is safer than a cigarette with-out a brand name	5%	5%	6%	17%	18%	18%	21%	19%	23%	35%	30%	24%
A brand name on a cigarette ensures that it is not counterfeit	12%	11%	12%	28%	24%	26%	20%	21%	21%	16%	15%	13%

There are some differences in opinion across subgroups.

- Residents of Quebec are more likely to agree that a branded cigarette is safer (29%) and ensures it is not counterfeit (53%), in comparison to others across the country. Meanwhile, they are more likely to *disagree* that a cigarette with a brand name means that is of higher quality (39%) in comparison to others across the country.
- When considering age, those over the age of 55 are more likely to *disagree* that cigarettes with a brand means they are of higher quality or safer.
- Smokers are more likely than non-smokers to agree with all three statements tested: cigarettes with a brand are of higher quality, are safer, and ensures that they are not counterfeit.
- Those who have a favourite brand and stick with it and those who take well-known brands are more likely to believe that a cigarette with a brand is of higher quality, is safer, and assures that it is not counterfeit in comparison to those who claim that brand is not important to them.

Canadians were asked perceptions of the quality of a cigarette if it does not have a brand name on it, assuming it was in a regular cigarette package, and the prevailing view is that it would be either the same or lower quality of a cigarette. Few Canadians would expect an unbranded cigarette, in a package, would be of higher quality to a branded product.

As the table below highlights, youth are more likely than older Canadians to believe an unbranded cigarette would be of lower quality. Meanwhile, smokers are more likely than non-smokers to believe an unbranded cigarette in a regular package would be of lower quality.

Table 47: Agreement with statements about cigarette quality by age

	Total	15 to 19	20 to 24	25 to 34	35 to 54	55 to 64	65+	Smoker	Non-smoker
Net higher quality	6%	5%	10%	8%	7%	6%	2%	9%	5%
Much higher quality	2%	1%	2%	3%	2%	1%	*%	3%	1%
Somewhat higher quality	5%	4%	8%	5%	5%	5%	2%	6%	4%
<i>No difference</i>	<i>32%</i>	<i>25%</i>	<i>31%</i>	<i>26%</i>	<i>35%</i>	<i>35%</i>	<i>27%</i>	<i>34%</i>	<i>31%</i>
Somewhat lower quality	23%	29%	24%	25%	23%	21%	19%	32%	19%
Much lower quality	15%	18%	13%	13%	14%	15%	20%	15%	15%
Net lower quality	38%	47%	37%	38%	37%	37%	39%	47%	34%
Do not know	24%	23%	22%	28%	22%	22%	32%	11%	29%

Q36. If a cigarette without a brand name on it were in a package like you saw earlier in this survey [RANDOMLY SELECT A PACKAGE THAT RESPONDENT EVALUATED AT Q12], what impression do you have of the cigarette?

Table 48: Summary of key findings

Summary

There is a preference for a cigarette with a marking on it, as it is considered nicer. There is less clarity on the appeal of a white or cork coloured filter. For some, a brand conveys quality and genuineness of the product. Youth are more likely to see a quality difference in an unbranded cigarette.

Focus on youth and young adults

A key objective of this research was to understand how youth and young adults perceive different elements of cigarette packaging and the appearance of cigarettes in terms of colour, size, and dimension. Throughout this report findings are presented where youth and young adults differ. This section provides a summary of these differences as found in the survey.

Contextual Findings

- While youth (7%) and young adults (20%) are less likely than adults to currently smoke, they are more likely than older Canadians to say they will “probably” try smoking in the future.
- Youth and young adults place more importance on brand when it comes to things they wear and are more likely to say they will pay more for a branded product.

Cigarette Packaging

- Youth in particular are more likely than others to say that packaging with green, red, and blue brand elements are more eye catching than other colours, irrespective of HWM. The beige and brown tones are much less appealing to both youth and young adults.
- Youth are more likely to say that the green, red, and blue colours make them curious about what the product is.
- Young adults are more likely to say the blue brand element on a package could encourage them to try smoking.

Cigarette Colour

- Youth and young adults are more likely to find the coloured cigarettes eye catching. They are less likely to find a white cigarette appealing.
- Youth and young adults are more likely to report that the yellow ochre and brown cigarettes make them curious about what it is.

Cigarette Markings

- Youth and young adults are more likely to report that a cigarette with a marking catches their attention.
- They are less likely to find the all white with no marking cigarette as appealing.

Overall Summary

In sum, the results indicates youth consistently are more attracted to packaging that uses bright colours in branding elements. They are also more apt to have their attention caught by cigarettes that are in different colours, and become curious about what the product is. Moreover, in some cases, the use of colours may make them more interested in smoking. The findings consistently demonstrate that plain packaging of cigarettes, and white unbranded cigarettes have the least appeal, noticeability, and attention grabbing elements for youth and young adults.

Conclusions

The findings from the research provide insight into the visual appeal, capturing attention, and potential impact that the design of cigarette packaging and product can have on Canadians, and notably among youth and young adults. The conclusions presented below are based on both phases of the focus groups and the quantitative study.

To begin, the colours that were used for testing in the survey covered the range of those that are preferred by Canadians to those that Canadians are not particularly fond of. In the focus groups with youth and young adults (where these colours were not tested), participants volunteered that reds, greens, or blues would be more appealing to them. Both the focus groups and survey indicate that brighter coloured packaging, particularly reds, blues, and greens, have an impact on the appeal and the ability to attract the attention of Canadians. This is particularly evident among youth and young adults. In virtually all combinations of brand element colours and HWMs tested, these youth and young adults consistently provide higher appeal and noticeability scores. Moreover, reasons for these packages to grab their attention relate specifically to the brand element colour.

By contrast, the beiges and browns tested across the packages all receive lower preference scores for noticeability and appeal. They are less likely to make Canadians, particularly youth and young adults curious about what is in the package. These findings are consistent across the three HWMs tested. In essence, these colours are less likely to capture attention of Canadians.

The size of cigarettes yield varied findings on appeal and noticeability. Based on the focus groups, smokers generally express an appeal for a size that resembles their current brand, or a certain situation. Sizes that are more common to a regular cigarette were generally less appealing and less likely to make participants curious about it.

The findings suggest that changing the colour of a cigarette from white to any of the colours tested invites curiosity about what that product is. In both the focus groups and survey, comments and agreement with statements about being curious about what the product is are consistently related to coloured cigarettes. While visual appeal for the colours are lower in comparison to white cigarettes, their unfamiliarity may increase interest. This is particularly evident among youth and young adults included in this research. Therefore, while white cigarettes are most often rated as the most appealing colour, this is largely due to familiarity with white cigarettes, and has a limited impact on curiosity or interest in trying smoking.

The focus groups and survey demonstrate that Canadians find cigarettes with a marking more noticeable and more appealing. This is particularly the case with youth and young adults, who share some broader views on the importance of brands when making other purchases. Moreover, there are some modest impressions on the perceived quality of a cigarette without a marking, in terms of quality, safety, and authenticity.

Appendix A: Qualitative methodology phases 1 and 2

Environics Research conducted two phases of focus groups. The first phase included 6 focus groups with young Canadians in three cities: Toronto, Vancouver, and Montreal between October 24 and 27, 2016. Sessions were split by age as follows: youth (15 to 19 years of age) and young adult (20 to 24 years of age). The second phase of the research included 24 focus groups in four locations: Mississauga, Halifax, Vancouver, and Quebec City between January 17 and February 1, 2017. These groups were conducted with youth (15 to 19 years of age), young adults (20 to 24 years of age) and the general public (25+). Groups in this phase were also segmented by smoker status.

Group composition

Two sessions were conducted in each city. The sessions were distributed as follows:

Table 49: Phase 1 distribution of focus groups

Centre (Language of groups)	Dates	Target Group	Time
Toronto, ON (English)	Monday, October 24, 2016	Youth	5:30pm
		Young adult	7:30pm
Vancouver, BC (English)	Wednesday October 26, 2016	Youth	5:30pm
		Young adult	7:30pm
Montreal, QC (French)	Thursday October 27, 2016	Youth	5:30pm
		Young adult	7:30pm

Table 50: Phase 2 distribution of focus groups

Centre (Language of groups)	Dates	Target Group	Time
Mississauga, ON (English)	Tuesday, January 17, 2017	Youth: smoker	5:30 pm
		Young adult: smoker	7:30 pm
	Wednesday, January 18, 2017	Youth: non-smoker	5:30 pm
		Young adult: non-smoker	7:30 pm
	Thursday, January 19, 2017	General population: smoker	5:30 pm
		General population: non-smoker	7:30 pm

...CONTINUED

Halifax, NS (English)	Monday, January 23, 2017	Youth: smoker	5:30 pm
		Young adult: smoker	7:30 pm
	Tuesday, January 24, 2017	Youth: non-smoker	5:30 pm
		Young adult: non-smoker	7:30 pm
	Wednesday, January 25, 2017	General population: smoker	5:30 pm
		General population: non-smoker	7:30 pm
Vancouver, BC (English)	Thursday January 26, 2017	Youth: smoker	5:30 pm
		Young adult: smoker	7:30 pm
	Friday January 27, 2017	Youth: non-smoker	5:30 pm
	Saturday January 28, 2017	Young adult: smoker	10:00 am
		General population: smoker	12:00 pm
		General population: non-smoker	2:00 pm
Quebec City, QC (French)	Monday, January 30, 2017	Youth: smoker*	5:30 pm
		Young adult: smoker	7:30 pm
	Tuesday, January 31, 2017	Youth: non-smoker	5:30 pm
		Young adult: non-smoker	7:30 pm
	Wednesday, February 1, 2017	General population: smoker	5:30 pm
		General population: non-smoker	7:30 pm

*Due to low attendance at this session, a make-up group was held Wednesday February 1 at 3:00 pm

The groups lasted approximately 120 minutes and consisted of between 8 and 10 participants (out of 10 people recruited for each group).

Recruitment

Environics developed the recruitment screeners and provided them to Health Canada for review prior to finalizing. Participants were screened to ensure they were invited to the appropriate session according to smoker status. Participants were also screened to ensure the groups included a mix of gender, education, age, and that they would be comfortable voicing their opinions in front of others. Normal focus group exclusions were in place (marketing research, media, employment in the federal government, and recent related focus group attendance) as well as excluding those working in the tobacco industry. All participants were offered a \$100 honorarium to encourage participation and thank them for their commitment. All groups were video and audio recorded for use in subsequent analysis by the research team - during the recruitment process and at the session sign-in participants were asked to consent to such recording. Written parental consent was obtained from all participants under the age of 17.

Moderation

Three senior researchers were used to moderate all sessions, as follows:

- Megan Tam, Vice President, Environics, moderated all the English sessions for phase 1 and sessions in Mississauga and Halifax for phase 2.
- Derek Leebosh, Vice President, Environics, moderated French sessions in Montreal for phase 1 and Vancouver sessions for phase 2.
- Rick Nadeau, President, Quorus, moderated sessions in French in Quebec City.

All qualitative research work was conducted in accordance with the professional standards established by the Marketing Research and Intelligence Association (MRIA) and applicable PIPEDA legislation.

Statement of limitations

Qualitative research provides insight into the range of opinions held within a population, rather than the weights of the opinions held, as would be measured in a quantitative study. The results of this type of research should be viewed as indicative rather than projectable.

Appendix B: Quantitative methodology

The results from this research are based on a survey with 1,778 Canadians aged 15 and older. Survey respondents were selected from registered members of an online panel. Because the samples used in online panel surveys are based on self-selection and are not a probability sample, no formal estimates of sampling error can be calculated.

Sample design and weighting

The samples were designed to achieve completed surveys with approximately 1,700 Canadians aged 15 and older. Survey participants were recruited via an online panel, and quotas were set to ensure the sample were generally representative of the Canadian population by age, gender and gender.

The samples were stratified by region to allow for meaningful coverage of lower population areas. At the analysis stage, the survey data were weighted to the national population (region, age and gender). Please see the Respondent Profile table on page 56 for the unweighted and weighted sample distribution.

Questionnaire design and soft launch

The questionnaire was designed by Environics in consultation with Health Canada representatives. Environics reviewed the questionnaire to ensure appropriate design, and identify any programming or analysis issues, providing suggestions and guidance on the survey instrument. Both the English and French versions of the final study questionnaire are included in Appendix E. The questionnaire averaged 15 minutes to deliver.

Prior to finalizing the survey for field, a pre-test (soft launch) was conducted in English and French. The pre-test assessed the questionnaires in terms of question wording and sequencing, respondent sensitivity to specific questions and to the survey overall, and to determine the survey length; standard Government of Canada pre-testing questions were also asked. No changes were required to either survey following the pre-test, and because of this, all of the pre-test interviews were kept as part of the final sample.

Fieldwork

The survey was conducted by Environics using a secure, fully featured web-based survey environment. The average length of time to complete the survey was 15 minutes.

Environics' data analysts programmed the questionnaires then performed thorough testing to ensure accuracy in set-up and data collection. This validation ensured that the data entry process conformed to the surveys' basic logic. The data collection system handles sampling invitations, quotas and questionnaire completion (skip patterns, branching, and valid ranges).

All respondents were offered the opportunity to complete the surveys in their official language of choice. All research work was conducted in accordance with the Standards for the Conduct of Government of Canada Public Opinion Research – Online Surveys and the standards set by the Marketing Research and Intelligence Association (MRIA), as well as applicable federal legislation (Personal Information Protection and Electronic Documents Act, or PIPEDA). The survey was registered with the MRISA's research registration system, which permits the public to verify the legitimacy of a survey, inform themselves about the industry and/or register a complaint.

Completion results

The completion results are presented in the following table.

Table 51: Completion results of online survey

Disposition		Counts
Total invitations	(c)	17512
Total completes	(d)	1752
Qualified break-offs (Incomplete)	(e)	2552
Disqualified	(f)	91
Not responded	(g)	12117
Quota filled	(h)	1000
Contact rate = $(d+e+f+h)/c$		31%
Participation rate = $(d+f+h)/c$		16%

Respondent profile

The following table presents the unweighted and weighted distribution of survey participants by key demographic and other variables.

Table 52: Weighted and unweighted profile of respondents

Respondent characteristic	Unweighted	Weighted
Region		
Atlantic	10%	7%
Quebec	23%	23%
Ontario	29%	39%
Manitoba/Saskatchewan	12%	7%
Alberta	12%	11%
British Columbia	13%	13%
Location of residence		
Major urban centre	35%	36%
Suburb	28%	28%
Medium-sized town	15%	15%
Small town	10%	9%
Rural area	11%	11%
Household income		
< \$40,000	18%	18%
\$40,000 – just under \$80,000	28%	28%
\$80,000 - just under \$100,000	12%	11%
\$100,000 – just under \$150,000	13%	14%
\$150,000 or more	7%	8%
Education		
High school or less	34%	27%
College	23%	26%
University	40%	44%
Gender (15+)		
Male	50%	50%
Female	50%	50%
Age		
15-19	17%	7%
20-24	17%	15%
25-34	9%	8%
35-54	30%	35%
55-64	15%	20%
65+	12%	15%

Non-response bias analysis

A non-response bias analysis is typically conducted by comparing a profile of the final sample to the profile of the actual population of Canada (most recent Census information). Since age, gender and region were based on quotas set to ensure the final sample was representative, they cannot form the basis of comparison. However, the final samples somewhat under-represent those with high school or less education and those born outside Canada, which is a typical pattern for online panel-based surveys in Canada (i.e., these individuals are less likely to be members of online panels).

Table 53: comparison of sample to Canadian population

Education level	Survey ^a	Canada
Education level^c		
High school diploma or less	26	40
Trades/college/post sec no degree	34	32
University degree	36	28

^a Data are unweighted and percentaged on those giving a response to each demographic question

^b Statistics Canada figures are for the total population (not adults 18+)

^c Actual Census categories differ from those used in this survey and have been recalculated to correspond. Statistics Canada figures for education are for Canadians aged 25 to 64 years.

Appendix C: Recruitment screeners

Phase 1

Recruitment Screener Health Canada Fall 2016 – Youth and Young Adult

Questionnaire # _____ Date of Last Group _____
of previous groups _____

Table 54: Distribution of focus groups by date, city and audience

<p>Toronto, ON Monday October 24, 2016 Group 1: Youth @ 5:30 pm \$100 Group 2: young adult @ 7:30 pm \$100</p> <p>Vancouver, BC Wednesday October 26, 2016 Group 3: Youth @ 5:30 pm \$100 Group 4: young adult @ 7:30 pm \$100</p> <p>Montreal, QC (French) Thursday October 27, 2016 Group 5: Youth @ 5:30 pm \$100 Group 6: young adult @ 7:30 pm \$100</p>	<p>Recruit: 10 for 8 show per group</p> <p>Honorarium: \$100</p> <p>Study#: XXXXX</p> <p>Definitions: YOUTH: 15 TO 19 YEARS OF AGE YOUNG ADULT: 20 TO 24 YEARS OF AGE</p>
<p>Respondent's name: _____</p> <p>Respondent's phone #: _____ (home)</p> <p>Respondent's phone #: _____ (work)</p> <p>Respondent's fax #: _____ sent? _____ or</p> <p>Respondent's e-mail : _____ sent? _____</p> <p>Sample source (circle): panel random client referral</p>	<p>Interviewer: _____</p> <p>Date: _____</p> <p>Validated: _____</p> <p>Quality Central: _____</p> <p>On List: _____</p> <p>On Quotas: _____</p>

Hello, my name is _____. I'm calling from Environics, a national public opinion research firm. On behalf of Health Canada we're organizing a series of discussion groups to explore issues related to youth and smoking.

EXPLAIN FOCUS GROUPS. About eight people like you will be taking part, all of them randomly recruited just like you. For their time, participants will receive an honorarium of \$100. But before we invite you to attend, we need to ask you a few questions to ensure that we get a good mix and variety of people. May I ask you a few questions?

- Yes **CONTINUE**
 No **ASK IF ANYONE ELSE IN THE HOUSEHOLD MIGHT BE INTERESTED**
IF NOT THANK AND TERMINATE

Participation is voluntary. We are interested in hearing your opinions, no attempt will be made to sell you anything or change your point of view. The format is a "round table" discussion lead by a research professional. All opinions expressed will remain anonymous and views will be grouped together to ensure no particular individual can be identified.

READ TO ALL: "This call may be monitored or audio taped for quality control and evaluation purposes."

ADDITIONAL CLARIFICATION IF NEEDED:

- to ensure that I (the interviewer) am reading the questions correctly and collecting your answers accurately;
- to assess my (the interviewer) work for performance evaluation;
- to ensure that the questionnaire is accurate/correct (i.e. evaluation of CATI programming and methodology – we're asking the right questions to meet our clients' research requirements – kind of like pre-testing).
- If the call is audio taped, it is only for the purposes of playback to the interviewer for a performance evaluation immediately after the interview is conducted or it can be used by the Project Manager/client to evaluate the questionnaire if they were unavailable at the time of the interview – all audio tapes are destroyed after the evaluation.

IF RECRUITING 15 AND 16 YEAR OLDS: For this project, we need to ensure that we are speaking with a parent or guardian of a child between the ages of 15 and 16 years. Do you have any children in that age group?

The youth groups will be viewing materials about smoking. Your child's participation in the research is completely voluntary and your decision to allow your child to participate or not will not affect any dealings you or your child may have with Environics or with Health Canada. All the information collected, used and/or disclosed will be used for research purposes only and administered according to the requirements of the Privacy Act.

You will also be asked to sign a form to give permission for your child to participate and a waiver to acknowledge that your child may be audio and/or video taped during the session. The session will last a maximum of 2 hours. May we ask you and your child some further questions to see if he or she fits in our study?

IF RECRUITING 15 AND 16 YEAR OLD, GO TO THAT SECTION OF THE SCREENER

FOR YOUTH 17 AND OLDER, THEY WILL BE CONTACTED DIRECTLY.

S1) Do you or any member of your household work in or has retired from:

Table 55: Industry sectors for participant exclusion

sector	Yes	No
A marketing research firm	1	2
A magazine or newspaper	1	2
A radio or television station	1	2
A public relations company	1	2
The government, whether federal or provincial	1	2
For an advertising agency or graphic design firm	1	2
Tobacco or e-cigarette company	1	2
Smoking cessation company	1	2
Legal or law firm	1	2

IF “YES” TO ANY OF THE ABOVE, THANK AND TERMINATE

15-16 YEAR OLD SCREENING

As part of this study, we would like to invite your child/one of your children to attend the discussion. With your permission, would your child be available to attend a discussion on [INSERT DATE] at [Time]? It will last about 2 hours and your child will receive \$100.00 for their time. These groups are being conducted on behalf of Health Canada to talk about issues related to smoking. Your written consent for your child to participate in the focus group will be required upon arrival.

Yes CONTINUE
No THANK & TERMINATE

S2) Is the child who would be participating a boy or a girl?

Boy
Girl

S3) What is the age of the child who would be participating?

15 years of age
16 years of age

In order to ensure we have a mix of youth participants in the room, we need to ask them some qualifying questions. May we speak with your son or daughter if it is convenient to speak with them now?

TO THE YOUTH:

Hello, my name is . I'm calling from Environics, a national public opinion research firm. We're organizing discussions on issues related to youth and smoking. Up to 10 youths will be taking part and for their time,

participants will receive an honorarium of \$100.00. But before we invite you to attend, we need to ask you a few questions to ensure that we get a good mix/variety of people. May I ask you a few questions?

- Yes **CONTINUE**
- No **THANK AND TERMINATE**

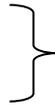
Participation is voluntary. We are interested in hearing your opinions, no attempt will be made to sell you anything or change your point of view. The format is a “round table” discussion lead by a research professional. All opinions expressed will remain anonymous and views will be grouped together to ensure no particular individual can be identified. It is important that you understand that all of your answers will be kept confidential, including from your parents. Your answers will be used for research purposes only and will help ensure we have a mix of participants in the room.

S4) What age are you?

- 15 years of age
- 16 years of age

S5). At the present time, do you smoke cigarettes everyday, occasionally or not at all?

- Everyday smoker.....1
- Occasionally.....2
- Not at all.....3



**ENSURE GOOD
MIX PER
GROUP**

And now I have a couple different questions for you:

S6) What is your favourite colour?

S7) What is your least favourite colour?

Sometimes participants are also asked to write out their answers to a questionnaire, read materials or watch TV commercials during the discussion. Is there any reason why you could not participate? [READ IF NEEDED: I can assure you that everything written or discussed in the groups will remain confidential]

Yes **THANK & TERMINATE**
No **CONTINUE**

[INTERVIEWER NOTE: TERMINATE IF RESPONDENT OFFERS ANY REASON SUCH AS SIGHT OR HEARING PROBLEM, A WRITTEN OR VERBAL LANGUAGE PROBLEM, A CONCERN WITH NOT BEING ABLE TO COMMUNICATE EFFECTIVELY OR IF YOU HAVE A CONCERN.]

GO TO INVITATION

17+ RECRUITMENT QUESTIONS

S1) Do you or any member of your household work in or has retired from:

Table 56: Industry sectors for participant exclusion

Industry sector	Yes	No
A marketing research firm	1	2
A magazine or newspaper	1	2
A radio or television station	1	2
A public relations company	1	2
The government, whether federal or provincial	1	2
For an advertising agency or graphic design firm	1	2
Tobacco or e-cigarette company	1	2
Smoking cessation company	1	2
Law or legal firm	1	2

IF “YES” TO ANY OF THE ABOVE, THANK AND TERMINATE

S5) Have you ever attended a consumer group discussion, an interview or survey which was arranged in advance and for which you received a sum of money?

Yes 1 **MAX. ½ PER GROUP**
No 2 **GO TO Q1**

S6) How long ago was it? _____

TERMINATE IF IN THE PAST 6 MONTHS

S7) How many consumer discussion groups have you attended in the past 5 years?

TERMINATE IF MORE THAN 4 DISCUSSION GROUPS

S8) What was the topic of the discussion group(s)?

TERMINATE IF DISCUSSION WAS ABOUT SMOKING TOBACCO AND HELD WITHIN THE PAST 2 YEARS

Q1) Could you please tell me what age category you fall in to? Are you...

17-19 years	0
20-24 years	1
25-34 years	2
35-44 years	3
45-54 years	4
55-64 years	5
65+ years	6
Refuse	9



THANK AND TERMINATE

THANK AND TERMINATE

DO NOT RECRUIT MORE THAN ONE CHILD FROM THE SAME HOUSEHOLD.

Q2) What is your current employment status?

Working full-time	1
Working part-time	2
Self-employed	3
Currently not working	5
Student	6
Other	7
DK/RF	99

Q6) Could you please tell me what is the last level of education that you have completed?

Some high school only	1	1
Completed high school	2	2
Some College/University	3	3
Completed College/University	4	4
RF/DK	9	9



ENSURE GOOD MIX PER GROUP

Q7) **DO NOT ASK – NOTE GENDER**

Male		1	}	ENSURE 50-50 SPLIT
Female	2			

- S5). At the present time, do you smoke cigarettes everyday, occasionally or not at all?
- Everyday smoker.....1
 - Occasionally.....2
 - Not at all.....3

Ensure a mix of smokers

And now I have a couple different questions for you:

- S6) What is your favourite colour?
RECORD RESPONSE
- S7) What is your least favourite colour?
RECORD RESPONSE

Sometimes participants are also asked to write out their answers to a questionnaire, read materials or watch TV commercials during the discussion. Is there any reason why you could not participate? [READ IF NEEDED: I can assure you that everything written or discussed in the groups will remain confidential]

Yes **THANK & TERMINATE**
No **CONTINUE**

[INTERVIEWER NOTE: TERMINATE IF RESPONDENT OFFERS ANY REASON SUCH AS SIGHT OR HEARING PROBLEM, A WRITTEN OR VERBAL LANGUAGE PROBLEM, A CONCERN WITH NOT BEING ABLE TO COMMUNICATE EFFECTIVELY OR IF YOU HAVE A CONCERN.]

Invitation

- Q8) Great, you qualify for one of our focus group sessions. Would you be available to attend a focus group on **(DATE @ TIME)**? It will last approximately 2 hours.

Yes	1	CONTINUE
No	2	THANK AND TERMINATE
DK (do not read)	3	ARRANGE CALLBACK

- Q9) Participants in group discussions are asked to voice their opinions and thoughts, how comfortable are you in voicing your opinions in front of others **(IF APPROPRIATE: In English/French)**? Are you (read list)

Very comfortable	1	MINIMUM 4 PER GROUP
Fairly comfortable	2	
Comfortable	3	
Not very comfortable	4	THANK AND TERMINATE

Very uncomfortable 5 **THANK AND TERMINATE**

As I mentioned earlier, the group discussion will take place the evening of, **DATE @ TIME for 2 hours** and participants will receive **\$100** for their time. Would you be willing to attend?

Yes 1 **CONTINUE**
No 2 **THANK AND TERMINATE**

Table 57: City, date and time of focus groups

Toronto, ON		
Monday October 24, 2016		
Group 1: Youth	@ 5:30 pm	\$100
Group 2: young adult	@ 7:30 pm	\$100
Vancouver, BC		
Wednesday October 26, 2016		
Group 3: Youth	@ 5:30 pm	\$100
Group 4: young adult	@ 7:30 pm	\$100
Montreal, QC (French)		
Thursday October 27, 2016		
Group 5: Youth	@ 5:30 pm	\$100
Group 6: young adult	@ 7:30 pm	\$100

Privacy Questions

Now I have a few questions that relate to privacy, your personal information and the research process. We will need your consent on a few issues that enable us to conduct our research. As I run through these questions, please feel free to ask me any questions you would like clarified.

P1) First, we will be providing the hosting facility and session moderator with a list of respondents’ names and profiles (screener responses) so that they can sign you into the group. This information will not be shared with the Government of Canada department organizing this research. Do we have your permission to do this? I assure you it will be kept strictly confidential.

Yes 1 **GO TO P2**
No 2 **READ RESPONDENT INFO BELOW**

We need to provide the facility hosting the session and the moderator with the names and background of the people attending the focus group because only the individuals invited are allowed in the session and the facility and moderator must have this information for verification purposes. Please be assured that this information will be kept strictly confidential. **GO TO P1A**

P1a) Now that I’ve explained this, do I have your permission to provide your name and profile to the facility?

Yes 1 **GO TO P2**
No 2 **THANK & TERMINATE**

- P2) An audio and/or video tape of the group session will be produced for research purposes. The tapes will be used only by the research professional to assist in preparing a report on the research findings and will be destroyed once the report is completed.

Do you agree to be audio and/or video taped for research purposes only?

Yes	1	THANK & GO TO P3
No	2	READ RESPONDENT INFO BELOW

It is necessary for the research process for us to audio/video tape the session as the researcher needs this material to complete the report.

- P2a) Now that I've explained this, do I have your permission for audio/video taping?

Yes	1	THANK & GO TO P3
No	2	THANK AND TERMINATE

- P3) Each month we submit the names of individuals that have participated in our focus groups to the Marketing Research and Intelligence Association Qualitative Central system (www.mria-arim.ca). Qualitative Central serves as a centralized database to review participation in qualitative research and focus groups. You will not be contacted for any reason whatsoever as a result of being on this list.

Do we have your permission to submit your name and phone number to MRIA's Qualitative Central system

Yes	1	THANK & GO TO INVITATION
No	2	GO TO P3A

- P3a) To participate in this focus group we must have your permission to add your name to the Qualitative Central system as it is the only way for us to ensure the integrity of the research process and track participation in qualitative research. The system is maintained by the industry body, the Professional Marketing Research Society, and is solely used to track your participation in qualitative research (such as focus groups). You will not be contacted for any reason whatsoever as a result of being on this list.

Now that I've explained this do I have your permission to add your name to our qualitative central list?

Yes	1	THANK & GO TO INVITATION
No	2	THANK & TERMINATE

AS REQUIRED, ADDITIONAL INFO FOR THE INTERVIEWER:

Please be assured that this information is kept confidential and is strictly accessed and used by professional market research firms to review participation and prevent "professional respondents" from attending sessions. Research firms participating in MRIA's Qualitative Central require your consent to be eligible to participate in the focus group - the system helps ensure the integrity of the research process.

AS REQUIRED, NOTE ABOUT MRIA:

The Marketing Research and Intelligence Association is a non-profit organization for marketing research professionals engaged in marketing, advertising, social, and political research. The Society's mission is to be the leader in promoting excellence in the practice of marketing and social research and in the value of market information.

Invitation:

Do you have a pen handy so that I can give you the address where the group will be held? It will be held at:

Table 58: Focus group facility addresses

<p>Vancouver, BC</p> <p>Vancouver Focus (JMI) 1156 Hornby Street 604.682-4292 Fax: 682.8582</p>	<p>Toronto</p> <p>Research House 1867 Yonge Street 2nd Floor 416.488.2328 Fax: 488.2368</p>
<p>Montreal, QC</p> <p>Ad Hoc Research 400, de Maisonneuve Blvd. West, Suite 1200 514.937.4040 Fax: 935.770</p>	

We ask that you arrive fifteen minutes early to be sure you find parking, locate the facility and have time to check-in with the hosts. The hosts may be checking respondents' identification prior to the group, so please be sure to bring some personal identification with you (for example, a driver's license). If you require glasses for reading make sure you bring them with you as well.

As we are only inviting a small number of people, your participation is very important to us. If for some reason you are unable to attend, please call us so that we may get someone to replace you. Please do not arrange for your own replacement. You can reach us at **[NUMBER]** at our office. Please ask for **[NAME]**. Someone will call you the day before to remind you about the discussion.

So that we can call you to remind you about the focus group or contact you should there be any changes, Can you please confirm your name and contact information for me? **[READ INFO WE HAVE AND CHANGE AS NECESSARY.]**

First name _____
 Last Name _____
 Email _____
 Day time phone number _____
 Night time phone number _____

If the respondent refuses to give his/her first or last name or phone number please assure them that this information will be kept strictly confidential in accordance with the privacy law and that it is used strictly to contact them to confirm their attendance and to inform them of any changes to the focus group. If they still refuse THANK & TERMINATE.

Phase 2

**Recruitment Screener
Health Canada January 2017**

Questionnaire # _____

Date of Last Group _____
of previous groups _____

Table 59: Distribution of focus groups by city, date, and audience

MISSISSAUGA ON			Recruit: 10 for 8 show per group Honorarium: \$100 Study#: XXXXX Definitions: YOUTH: 15 TO 19 YEARS OF AGE YOUNG ADULT: 20 TO 24 YEARS OF AGE GENERAL POPULATION: 25 OR OLDER
Tuesday January 17, 2017			
Group 1: Youth: smoker	@ 5:30 pm	\$100	
Group 2: Young adult: smoker	@ 7:30 pm	\$100	
Wednesday January 18, 2017			
Group 3: Youth: non-smoker	@ 5:30 pm	\$100	
Group 4: Young adult: non-smoker	@ 7:30 pm	\$100	
Thursday January 19, 2017			
Group 5: Gen pop: smoker	@ 5:30 pm	\$100	
Group 6: Gen pop: non-smoker	@ 7:30 pm	\$100	
HALIFAX NS			
Monday January 23, 2017			
Group 7: Youth: smoker	@ 5:30 pm	\$100	
Group 8: Young adult: smoker	@ 7:30 pm	\$100	
Tuesday January 24, 2017			
Group 9: Youth: non-smoker	@ 5:30 pm	\$100	
Group 10: Young adult: non-smoker	@ 7:30 pm	\$100	
Wednesday January 25, 2017			
Group 11: Gen pop: smoker	@ 5:30 pm	\$100	
Group 12: Gen pop: non-smoker	@ 7:30 pm	\$100	
VANCOUVER, BC			
Thursday January 26, 2017			
Group 13: Youth: smoker	@ 5:30 pm	\$100	
Group 14: Young adult: smoker	@ 7:30 pm	\$100	
Friday January 27, 2017			
Group 15: Youth: non-smoker	@ 5:30 pm	\$100	
Saturday January 28, 2017			
Group 16: Young adult: non-smoker	@ 10:00 am	\$100	
Group 17: Gen pop: smoker	@ 12:00 pm	\$100	
Group 18: Gen pop: non-smoker	@ 2:00 pm	\$100	

QUEBEC CITY, QC (FRENCH) Monday January 30, 2017 Group 19: Youth: smoker @ 5:30 pm \$100 Group 20: Young adult: smoker @ 7:30 pm \$100 Tuesday January 31, 2017 Group 21: Youth: non-smoker @ 5:30 pm \$100 Group 22: Young adult: non-smoker @ 7:30 pm \$100 Wednesday February 1, 2017 Group 23: Gen pop: smoker @ 5:30 pm \$100 Group 24: Gen pop: non-smoker @ 7:30 pm \$100			
Respondent's name: _____	Interviewer: _____		
Respondent's phone #: _____ (home)	Date: _____		
Respondent's phone #: _____ (work)	Validated: _____		
Respondent's fax #: _____ sent? _____ or	Quality Central: _____		
Respondent's e-mail : _____ sent?	On List: _____		
Sample source (circle): panel random client referral	On Quotas: _____		

Hello, my name is _____. I'm calling from Environics, a national public opinion research firm. On behalf of Health Canada we're organizing a series of discussion groups to explore issues related to smoking.

EXPLAIN FOCUS GROUPS. About eight people like you will be taking part, all of them randomly recruited just like you. For their time, participants will receive an honorarium of \$100. But before we invite you to attend, we need to ask you a few questions to ensure that we get a good mix and variety of people. May I ask you a few questions?

- Yes **CONTINUE**
 - No **ASK IF ANYONE ELSE IN THE HOUSEHOLD MIGHT BE INTERESTED**
- IF NOT THANK AND TERMINATE**

Participation is voluntary. We are interested in hearing your opinions, no attempt will be made to sell you anything or change your point of view. The format is a "round table" discussion lead by a research professional. All opinions expressed will remain anonymous and views will be grouped together to ensure no particular individual can be identified.

READ TO ALL: "This call may be monitored or audio taped for quality control and evaluation purposes."

ADDITIONAL CLARIFICATION IF NEEDED:

- to ensure that I (the interviewer) am reading the questions correctly and collecting your answers accurately;
- to assess my (the interviewer) work for performance evaluation;
- to ensure that the questionnaire is accurate/correct (i.e. evaluation of CATI programming and methodology – we're asking the right questions to meet our clients' research requirements – kind of like pre-testing).

- If the call is audio taped, it is only for the purposes of playback to the interviewer for a performance evaluation immediately after the interview is conducted or it can be used by the Project Manager/client to evaluate the questionnaire if they were unavailable at the time of the interview – all audio tapes are destroyed after the evaluation.

IF RECRUITING 15 AND 16 YEAR OLDS: For this project, we need to ensure that we are speaking with a parent or guardian of a child between the ages of 15 and 16 years. Do you have any children in that age group?

The youth groups will be viewing materials about smoking. Your child’s participation in the research is completely voluntary and your decision to allow your child to participate or not will not affect any dealings you or your child may have with Environics or with Health Canada. All the information collected, used and/or disclosed will be used for research purposes only and administered according to the requirements of the Privacy Act.

You will also be asked to sign a form to give permission for your child to participate and a waiver to acknowledge that your child may be audio and/or video taped during the session. The session will last a maximum of 2 hours. May we ask you and your child some further questions to see if he or she fits in our study?

IF RECRUITING 15 AND 16 YEAR OLD, GO TO THAT SECTION OF THE SCREENER

FOR YOUTH 17 AND OLDER, THEY WILL BE CONTACTED DIRECTLY.

S1) Do you or any member of your household work in or has retired from:

Table 60: Sectors for participant exclusion

Sector	Yes	No
A marketing research firm	1	2
A magazine or newspaper	1	2
A radio or television station	1	2
A public relations company	1	2
The government, whether federal or provincial	1	2
For an advertising agency or graphic design firm	1	2
Tobacco or e-cigarette company	1	2
Smoking cessation company	1	2
Legal or law firm	1	2

IF “YES” TO ANY OF THE ABOVE, THANK AND TERMINATE

15-16 YEAR OLD SCREENING

As part of this study, we would like to invite your child/one of your children to attend the discussion. With your permission, would your child be available to attend a discussion on [INSERT DATE] at [Time]? It will last about 2 hours and your child will receive \$100.00 for their time. These groups are being conducted on behalf of Health Canada to talk about issues related to smoking. Your written consent for your child to participate in the focus group will be required upon arrival.

Yes **CONTINUE**
No **THANK & TERMINATE**

S2) Is the child who would be participating a boy or a girl?

Boy
Girl

S3) What is the age of the child who would be participating?

15 years of age
16 years of age

In order to ensure we have a mix of youth participants in the room, we need to ask them some qualifying questions. May we speak with your son or daughter if it is convenient to speak with them now?

TO THE YOUTH:

Hello, my name is . I'm calling from Environics, a national public opinion research firm. We're organizing discussions on issues related to youth and smoking. Up to 10 youths will be taking part and for their time, participants will receive an honorarium of \$100.00. But before we invite you to attend, we need to ask you a few questions to ensure that we get a good mix/variety of people. May I ask you a few questions?

Yes **CONTINUE**
No **THANK AND TERMINATE**

Participation is voluntary. We are interested in hearing your opinions, no attempt will be made to sell you anything or change your point of view. The format is a "round table" discussion lead by a research professional. All opinions expressed will remain anonymous and views will be grouped together to ensure no particular individual can be identified. It is important that you understand that all of your answers will be kept confidential, including from your parents. Your answers will be used for research purposes only and will help ensure we have a mix of participants in the room.

S4) What age are you?

15 years of age
16 years of age

S5). At the present time, do you smoke cigarettes everyday, occasionally or not at all?

Everyday smoker.....1
Occasionally.....2
Not at all.....3

IF S5=1 OR 2, RECRUIT FOR SMOKER GROUPS
IF S5=3, RECRUIT FOR NON-SMOKER GROUPS

Sometimes participants are also asked to write out their answers to a questionnaire, read materials or watch TV commercials during the discussion. Is there any reason why you could not participate? [READ IF NEEDED: I can assure you that everything written or discussed in the groups will remain confidential]

Yes **THANK & TERMINATE**
No **CONTINUE**

[INTERVIEWER NOTE: TERMINATE IF RESPONDENT OFFERS ANY REASON SUCH AS SIGHT OR HEARING PROBLEM, A WRITTEN OR VERBAL LANGUAGE PROBLEM, A CONCERN WITH NOT BEING ABLE TO COMMUNICATE EFFECTIVELY OR IF YOU HAVE A CONCERN.]

GO TO INVITATION

17+ RECRUITMENT QUESTIONS

S1) Do you or any member of your household work in or has retired from:

Table 61: Industry sector for exclusion

Sector	Yes	No
A marketing research firm	1	2
A magazine or newspaper	1	2
A radio or television station	1	2
A public relations company	1	2
The government, whether federal or provincial	1	2
For an advertising agency or graphic design firm	1	2
Tobacco or e-cigarette company	1	2
Smoking cessation company	1	2
Law or legal firm	1	2

IF “YES” TO ANY OF THE ABOVE, THANK AND TERMINATE

S5) Have you ever attended a consumer group discussion, an interview or survey which was arranged in advance and for which you received a sum of money?

Yes 1 **MAX. ½ PER GROUP**
No 2 **GO TO Q1**

S6) How long ago was it? _____

TERMINATE IF IN THE PAST 6 MONTHS

S7) How many consumer discussion groups have you attended in the past 5 years?

TERMINATE IF MORE THAN 4 DISCUSSION GROUPS

S8) What was the topic of the discussion group(s)?

TERMINATE IF DISCUSSION WAS ABOUT SMOKING TOBACCO AND HELD WITHIN THE PAST 2 YEARS

Q1) Could you please tell me what age category you fall in to? Are you...

17-19 years	0
20-24 years	1
25-34 years	2
35-44 years	3
45-54 years	4
55-64 years	5
65+ years	6
Refuse	9



Ensure a mix

THANK AND TERMINATE

- IF Q1=0 RECRUIT FOR YOUTH GROUPS**
- IF Q1=1 RECRUIT FOR YOUNG ADULT GROUPS**
- IF Q1=2,3,4,5,6 RECRUIT FOR GEN POP GROUPS**

DO NOT RECRUIT MORE THAN ONE CHILD FROM THE SAME HOUSEHOLD OR AN ADULT AND CHILD FROM THE SAME HOUSEHOLD

Q2) What is your current employment status?

Working full-time	1
Working part-time	2
Self-employed	3
Currently not working	5
Student	6
Other	7
DK/RF	99

Q6) Could you please tell me what is the last level of education that you have completed?

Some high school only	1
Completed high school	2
Some College/University	3
Completed College/University	4
RF/DK	9



**ENSURE GOOD MIX
PER GROUP**

Q7) **DO NOT ASK – NOTE GENDER**

Male	1
Female	2



ENSURE 50-50 SPLIT

S5). At the present time, do you smoke cigarettes everyday, occasionally or not at all?

Everyday smoker.....	1
Occasionally.....	2
Not at all.....	3

Thursday January 19, 2017

Group 5: Gen pop: smoker	@ 5:30 pm	\$100
Group 6: Gen pop: non-smoker	@ 7:30 pm	\$100

HALIFAX NS
Monday January 23, 2017

Group 7: Youth: smoker	@ 5:30 pm	\$100
Group 8: Young adult: smoker	@ 7:30 pm	\$100

Tuesday January 24, 2017

Group 9: Youth: non-smoker	@ 5:30 pm	\$100
Group 10: Young adult: non-smoker	@ 7:30 pm	\$100

Wednesday January 25, 2017

Group 11: Gen pop: smoker	@ 5:30 pm	\$100
Group 12: Gen pop: non-smoker	@ 7:30 pm	\$100

VANCOUVER, BC
Thursday January 26, 2017

Group 13: Youth: smoker	@ 5:30 pm	\$100
Group 14: Young adult: smoker	@ 7:30 pm	\$100

Friday January 27, 2017

Group 15: Youth: non-smoker	@ 5:30 pm	\$100
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Saturday January 28, 2017

Group 16: Young adult: non-smoker	@ 10:00 am	\$100
Group 17: Gen pop: smoker	@ 12:00 pm	\$100
Group 18: Gen pop: non-smoker	@ 2:00 pm	\$100

QUEBEC CITY, QC (FRENCH)
Monday January 30, 2017

Group 19: Youth: smoker	@ 5:30 pm	\$100
Group 20: Young adult: smoker	@ 7:30 pm	\$100

Tuesday January 31, 2017

Group 21: Youth: non-smoker	@ 5:30 pm	\$100
Group 22: Young adult: non-smoker	@ 7:30 pm	\$100

Wednesday February 1, 2017

Group 23: Gen pop: smoker	@ 5:30 pm	\$100
Group 24: Gen pop: non-smoker	@ 7:30 pm	\$100

Privacy Questions

Now I have a few questions that relate to privacy, your personal information and the research process. We will need your consent on a few issues that enable us to conduct our research. As I run through these questions, please feel free to ask me any questions you would like clarified.

P1) First, we will be providing the hosting facility and session moderator with a list of respondents' names and profiles (screener responses) so that they can sign you into the group. This information will not be shared with the Government of Canada department organizing this research. Do we have your permission to do this? I assure you it will be kept strictly confidential.

Yes	1	GO TO P2
No	2	READ RESPONDENT INFO BELOW

We need to provide the facility hosting the session and the moderator with the names and background of the people attending the focus group because only the individuals invited are allowed in the session and the facility and moderator must have this information for verification purposes. Please be assured that this information will be kept strictly confidential. **GO TO P1A**

P1a) Now that I've explained this, do I have your permission to provide your name and profile to the facility?

Yes	1	GO TO P2
No	2	THANK & TERMINATE

P2) An audio and/or video tape of the group session will be produced for research purposes. The tapes will be used only by the research professional to assist in preparing a report on the research findings and will be destroyed once the report is completed.

Do you agree to be audio and/or video taped for research purposes only?

Yes	1	THANK & GO TO P3
No	2	READ RESPONDENT INFO BELOW

It is necessary for the research process for us to audio/video tape the session as the researcher needs this material to complete the report.

P2a) Now that I've explained this, do I have your permission for audio/video taping?

Yes	1	THANK & GO TO P3
No	2	THANK AND TERMINATE

P3) Each month we submit the names of individuals that have participated in our focus groups to the Marketing Research and Intelligence Association Qualitative Central system (www.mria-arim.ca). Qualitative Central serves as a centralized database to review participation in qualitative research and focus groups. You will not be contacted for any reason whatsoever as a result of being on this list.

Do we have your permission to submit your name and phone number to MRIA's Qualitative Central system?

Yes	1	THANK & GO TO INVITATION
No	2	GO TO P3A

P3a) To participate in this focus group we must have your permission to add your name to the Qualitative Central system as it is the only way for us to ensure the integrity of the research process and track

participation in qualitative research. The system is maintained by the industry body, the Professional Marketing Research Society, and is solely used to track your participation in qualitative research (such as focus groups). You will not be contacted for any reason whatsoever as a result of being on this list.

Now that I've explained this do I have your permission to add your name to our qualitative central list?

- Yes 1 **THANK & GO TO INVITATION**
- No 2 **THANK & TERMINATE**

AS REQUIRED, ADDITIONAL INFO FOR THE INTERVIEWER:

Please be assured that this information is kept confidential and is strictly accessed and used by professional market research firms to review participation and prevent “professional respondents” from attending sessions. Research firms participating in MRIA’s Qualitative Central require your consent to be eligible to participate in the focus group - the system helps ensure the integrity of the research process.

AS REQUIRED, NOTE ABOUT MRIA:

The Marketing Research and Intelligence Association is a non-profit organization for marketing research professionals engaged in marketing, advertising, social, and political research. The Association’s mission is to be the leader in promoting excellence in the practice of marketing and social research and in the value of market information.

Invitation:

Do you have a pen handy so that I can give you the address where the group will be held? It will be held at:

We ask that you arrive fifteen minutes early to be sure you find parking, locate the facility and have time to check-in with the hosts. The hosts may be checking respondents’ identification prior to the group, so please be sure to bring some personal identification with you (for example, a driver’s license). If you require glasses for reading make sure you bring them with you as well.

As we are only inviting a small number of people, your participation is very important to us. If for some reason you are unable to attend, please call us so that we may get someone to replace you. Please do not arrange for your own replacement. You can reach us at **[NUMBER]** at our office. Please ask for **[NAME]**. Someone will call you the day before to remind you about the discussion.

So that we can call you to remind you about the focus group or contact you should there be any changes, Can you please confirm your name and contact information for me? **[READ INFO WE HAVE AND CHANGE AS NECESSARY.]**

First name _____
 Last Name _____
 Email _____
 Day time phone number _____
 Night time phone number _____

If the respondent refuses to give his/her first or last name or phone number please assure them that this information will be kept strictly confidential in accordance with the privacy law and that it is used strictly to contact them to confirm their attendance and to inform them of any changes to the focus group. If they still refuse THANK & TERMINATE.

Appendix D: Moderation guides

Phase 1

**Environics Research
Plain Packaging Focus Groups
Health Canada
PN9119**

Introduction to Procedures (10 minutes)

- Introduce moderator and welcome participants to the focus group.
 - As we indicated during the recruiting process, we are conducting focus group discussions on behalf of the Government of Canada.
- The discussion will last approximately 2 hours. Feel free to excuse yourself during the session if necessary. I will now ask you to please turn off all cell phones and electronic devices for the duration of this session.
- Explanation re:
 - Audio/video-taping – The session is being audio-taped and video taped for analysis purposes, in case we need to double-check the proceedings against our notes. These audio and video-tapes remain in our possession and will not be released to anyone without written consent from all participants.
 - One-way mirror – There are observers representing the government who will be watching the discussion from behind the glass.
 - It is also important for you to know that your responses today will in no way affect your dealings with the Government of Canada.
 - Confidentiality – Please note that anything you say during these groups will be held in the strictest confidence. We do not attribute comments to specific people. Our report summarizes the findings from the groups but does not mention anyone by name. The report can be accessed through the Library of Parliament or Archives Canada.
- Describe how a discussion group functions:
 - Discussion groups are designed to stimulate an open and honest discussion. My role as a moderator is to guide the discussion and encourage everyone to participate. Another function of the moderator is to ensure that the discussion stays on topic and on time.
 - Your role is to answer questions and voice your opinions. We are looking for minority as well as majority opinion in a focus group, so don't hold back if you have a comment even if you feel your opinion may be different from others in the group. Your opinion may reflect that of other Canadians who are not in the room today. There may or may not be others who share your point of view. Everyone's opinion is important and should be respected.
 - I would also like to stress that there are no wrong answers. We are simply looking for your opinions and attitudes. This is not a test of your knowledge. We did not expect you to do anything in preparation for this group.

Please note that the moderator is not an employee of the Government of Canada and may not be able to answer some of your questions about what we will be discussing. If important questions do come up over the course of the group, we will try to get answers for you before you leave.

- (Moderator introduces herself/himself). Participants should introduce themselves, using their first names only.
 - What are your main hobbies or pastimes?

Packaging will be distributed one at a time and the order will be rotated in each session, as outlined in the table below.

1. Orange darkest
2. Orange dark
3. Orange medium
4. Orange light
5. Orange lightest
6. Grey darkest
7. Grey dark
8. Grey medium
9. Grey light
10. Grey lightest

Rotation Order

Table 63: Rotation order of materials

Toronto Group 1	1,2,3,4,5,6,7,8,9,10
Toronto Group 2	10,9,8,7,6,5,4,3,2,1
Vancouver Group 1	6,7,8,9,10,5,4,3,2,1
Vancouver Group 2	5,4,3,2,1,10,9,8,7,6
Montreal Group 1	10,9,8,7,6,5,4,3,2,1
Montreal Group 2	1,2,3,4,5,10,9,8,7,6

Package Testing (80 minutes)

First, I will hand everyone a cigarette pack. Please take the pack and look at it. Once everyone has had a chance to look at it, we'll discuss. What I'd like you to do is to quickly write down your first impressions. Just write in a few words or bullet points what catches your eye first and why. I would also like you to answer the following questions using the handout (moderator to pass out handouts).

The same flow of discussion will follow after reviewing each package. We have allotted 10 minutes discussion for each package.

Table 64: Overall impression of package

0 – Very negative	1	2	3	4	5	6	7	8	9	10 – Very positive
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Table 65: Noticeability of package

0 – Not noticeable at all	1	2	3	4	5	6	7	8	9	10 – Very noticeable
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Table 66: Visually appealing of package

0 – Very unappealing	1	2	3	4	5	6	7	8	9	10 – Very appealing
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Let's go around the room and start with overall impressions.

- What did you write down? Tell me more about that.
- What caught your eye? What was it about that element that drew your attention to it? Anything else?
- What adjective would you use to describe the look of this package?

Colour

- What are your impressions of the colours at the bottom of the package? Is it a colour that appeals to you? Why/why not?
- What does it remind you of?
- Can you describe the person who would be holding this package? How old are they? What are they wearing?
- Does it draw your attention to the package? Why or why not?
- Does this colour make you want to pick up the package? Why is that?
- Would you like to be seen with this package? Why or why not?

Overall discussion after review of all packaging

Bring all the packages out together

We've looked at a number of different packaging tonight.

- Was there one package that stood out most to you? Why is that?
- Was there a package you liked the most? Which one?
- A package that you liked the least? Why is that?
- Now that you see them side by side, does that change how you feel about any of the packages?

Conclusion (10 minutes)

We have covered a lot of topics today and really appreciate you taking the time and energy to come down here and give your opinion. Your input is very important and insightful. To conclude, I wanted to ask you whether you have any last thoughts that you want to give the Government of Canada about today's topic.

Moderator will also go back and check in with the clients to see if there are any last questions. Will also instruct Group 1 participants not to talk about the contents of discussion so the second group doesn't get any "hints" of the exercises being conducted.

THANK YOU FOR PARTICIPATING!

Phase 2

Environics Research Plain Packaging Focus Groups: Phase 2 Health Canada PN9119

Introduction to Procedures (10 minutes)

- Introduce moderator and welcome participants to the focus group.
 - As we indicated during the recruiting process, we are conducting focus group discussions on behalf of the Government of Canada.
- The discussion will last approximately 2 hours. Feel free to excuse yourself during the session if necessary. I will now ask you to please turn off all cell phones and electronic devices for the duration of this session.
- Explanation re:
 - Audio/video-taping – The session is being audio-taped and video taped for analysis purposes, in case we need to double-check the proceedings against our notes. These audio and video-tapes remain in our possession and will not be released to anyone without written consent from all participants.
 - One-way mirror – There are observers representing the government who will be watching the discussion from behind the glass.
 - It is also important for you to know that your responses today will in no way affect your dealings with the Government of Canada.
 - Confidentiality – Please note that anything you say during these groups will be held in the strictest confidence. We do not attribute comments to specific people. Our report summarizes the findings from the groups but does not mention anyone by name. The report can be accessed through the Library of Parliament or Archives Canada.
- Describe how a discussion group functions:
 - Discussion groups are designed to stimulate an open and honest discussion. My role as a moderator is to guide the discussion and encourage everyone to participate. Another function of the moderator is to ensure that the discussion stays on topic and on time.
 - Your role is to answer questions and voice your opinions. We are looking for minority as well as majority opinion in a focus group, so don't hold back if you have a comment even if you feel your opinion may be different from others in the group. Your opinion may reflect that of other Canadians who are not in the room today. There may or may not be others who share your point of view. Everyone's opinion is important and should be respected.
 - I would also like to stress that there are no wrong answers. We are simply looking for your opinions and attitudes. This is not a test of your knowledge. We did not expect you to do anything in preparation for this group.

Please note that the moderator is not an employee of the Government of Canada and may not be able to answer some of your questions about what we will be discussing. If important questions do come up over the course of the group, we will try to get answers for you before you leave.

- (Moderator introduces herself/himself). Participants should introduce themselves, using their first names only.
 - What are your main hobbies or pastimes?

Background:

4 groups of materials will be tested as follows:

Table 67: Summary of material testing

Material and dimension being tested	Method of testing
Cigarette size	5 sizes tested together so participants can see the difference in size
Colour	4 colours shown individually A-Darkest B-Second darkest C-Second lightest D-Lightest
Markings	4 to 5 markings shown individually A-Darkest B-Second darkest C-Second lightest D-Lightest
Filter	2 filters shown together

Materials will be shown collectively to the group as there are not enough sets for each participant. They will be put on a table and participants will be asked to view them and complete handouts before discussing them. The order will be rotated in each session, as outlined in the table below. Size and colour will always be the first two shown, with the order of it rotated, as these are the most important dimensions being tested.

Table 68: Rotation Order of materials by city

Group	Size	Colour	Brand	Filter
Mississauga 1	1	2 (light to dark)	3 (light to dark)	4
Mississauga 2	2	1 (dark to light)	3 (dark to light)	4
Mississauga 3	2	1 (dark to light)	3 (dark to light)	4
Mississauga 4	1	2 (light to dark)	3 (light to dark)	4
Mississauga 5	1	2 (dark to light)	3 (dark to light)	4
Mississauga 6	2	1 (light to dark)	3 (light to dark)	4
Halifax 1	2	1 (light to dark)	3 (light to dark)	4
Halifax 2	1	2 (dark to light)	3 (dark to light)	4
Halifax 3	1	2 (dark to light)	3 (dark to light)	4
Halifax 4	2	1 (light to dark)	3 (light to dark)	4
Halifax 5	2	1 (dark to light)	3 (dark to light)	4
Halifax 6	1	2 (light to dark)	3 (light to dark)	4
Vancouver 1	1	2 (light to dark)	3 (light to dark)	4
Vancouver 2	2	1 (dark to light)	3 (dark to light)	4
Vancouver 3	2	1 (dark to light)	3 (dark to light)	4
Vancouver 4	1	2 (light to dark)	3 (light to dark)	4
Vancouver 5	1	2 (dark to light)	3 (dark to light)	4
Vancouver 6	2	1 (light to dark)	3 (light to dark)	4
Quebec City 1	2	1 (light to dark)	3 (light to dark)	4
Quebec City 2	1	2 (dark to light)	3 (dark to light)	4
Quebec City 3	1	2 (dark to light)	3 (dark to light)	4
Quebec City 4	2	1 (light to dark)	3 (light to dark)	4
Quebec City 5	2	1 (dark to light)	3 (dark to light)	4
Quebec City 6	1	2 (light to dark)	3 (light to dark)	4

Cigarette Size Testing (25 minutes)

I am going to show you 5 different sizes of cigarettes. Please look at each one. Once everyone has had a chance to look at it, we'll discuss. What I'd like you to do is to quickly write down your first impressions. Just write in a few words or bullet points what catches your eye first and why. I would also like you to answer the following questions using the handout (moderator to pass out handouts).

The size handout will have a picture of all 5 sizes on it as visual cues for the participants. They will be asked to write their overall impression of each and circle the most and least appealing one and write down why it is the most and least appealing.

Let's go around the room and start with overall impressions.

- What did you write down? Tell me more about that.
- Can you describe the person who would be holding this cigarette? How old are they? What are they wearing?
- What adjective would you use to describe the size of the cigarette?
- Was there one that stood out the most to you? Why is that?
- Let's talk about the most appealing one. Which one was most appealing to you? Why is that? Did you want to pick it up?
- Which was the least appealing? Why is that?
- Did you think one would be healthier than another? Which one? Why is that?

Cigarette Colour Testing (25 minutes)

Moderator will show one cigarette at a time and participants will view and answer the following questions...

Table 69: Overall impression

0 – Very negative	1	2	3	4	5	6	7	8	9	10 – Very positive
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Table 70: Noticeability of cigarette

0 – Not noticeable at all	1	2	3	4	5	6	7	8	9	10 – Very noticeable
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Table 71: Visual appeal of cigarette

0 – Very unappealing	1	2	3	4	5	6	7	8	9	10 – Very appealing
----------------------	---	---	---	---	---	---	---	---	---	---------------------

- What are your impressions of the colour? Is it a colour that appeals to you? Why/why not?
- What does it remind you of?
- Can you describe the person who would be holding this cigarette? How old are they? What are they wearing?
- Does it draw your attention to the cigarette? Why or why not?
- Does this colour make you want to pick up the cigarette? Why is that?

- Would you like to be seen with this cigarette? Why or why not?
- Did you think one would be healthier than another? Which one? Why is that?

Markings Testing (15 minutes)

Moderator will show one cigarette at a time and participants will view and answer the following questions...

Table 72: Overall impression

0 – Very negative	1	2	3	4	5	6	7	8	9	10 – Very positive
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Table 73: Noticeability of cigarette

0 – Not noticeable at all	1	2	3	4	5	6	7	8	9	10 – Very noticeable
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Table 74: Visual appeal of cigarette

0 – Very unappealing	1	2	3	4	5	6	7	8	9	10 – Very appealing
----------------------	---	---	---	---	---	---	---	---	---	---------------------

- What are your impressions of the markings? Is it in a colour that appeals to you? Why/why not?
- What does it remind you of?
- Is it noticeable? How so?
- Can you describe the person who would be holding this cigarette? How old are they? What are they wearing?
- Does it draw your attention to the cigarette? Why or why not?
- Does make you want to pick up the cigarette? Why is that?
- Would you like to be seen with this cigarette? Why or why not?

Filter Testing (15 minutes)

Moderator will show the two at a time and participants will view and answer the following questions...

Table 75: Overall impression

0 – Very negative	1	2	3	4	5	6	7	8	9	10 – Very positive
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Table 76: Noticeability of cigarette

0 – Not noticeable at all	1	2	3	4	5	6	7	8	9	10 – Very noticeable
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Table 77: Visual appeal of cigarette

0 – Very unappealing	1	2	3	4	5	6	7	8	9	10 – Very appealing
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- What are your impressions of the filter shape / design, colour and size? Is it in a colour/design that appeals to you? Why/why not?
- What does it remind you of?
- Is it noticeable? How so?
- Can you describe the person who would be holding this cigarette? How old are they? What are they wearing?
- Does it draw your attention to the cigarette? Why or why not?
- Does make you want to pick up the cigarette? Why is that?
- Would you like to be seen with this cigarette? Why or why not?
- Did you think one would be healthier than another? Which one? Why is that?

Conclusion (10 minutes)

We have covered a lot of topics today and really appreciate you taking the time and energy to come down here and give your opinion. Your input is very important and insightful. To conclude, I wanted to ask you whether you have any last thoughts that you want to give the Government of Canada about today’s topic.

Moderator will also go back and check in with the clients to see if there are any last questions. Will also instruct Group 1 participants not to talk about the contents of discussion so the second group doesn't get any "hints" of the exercises being conducted.

THANK YOU FOR PARTICIPATING!

Appendix E : Survey Questionnaire

Environics Research
February 28, 2017

Health Canada
Public Opinion Research on Plain Packaging and products
Draft Questionnaire

Online survey with ~1,700 Canadians 15+

Table 78: Target number of completions by audience

Target Audience	Expected completions naturally	Oversample required	Final Sample
General Population	1200	NA	1200
<i>Smokers</i>	240	60	300
<i>Youth 15 – 19</i>	70	230	300
<i>Youth 20 – 24</i>	80	220	300

SPLASH PAGE

Please select your preferred language for completing the survey.

- 01 – English
- 02 – French

Welcome and thanks for your interest in our survey. Environics Research, an independent research company, is conducting this survey about important issues facing Canadians on behalf of the Government of Canada.

The survey will take about 15 minutes to complete. Your participation is voluntary and completely confidential. All your answers will remain anonymous and will be combined with responses from all other participants.

This survey is registered with the Marketing Research and Intelligence Association. Click [here](#) [POP-UP IN NEW BROWSER WINDOW*] to verify its authenticity.

If you have any questions about the survey, please contact Megan Tam of Environics Research by phone (613-699-8905) or email (megan.tam@environics.ca)

** MRIA registration info opens in pop-up browser window*

Screening

1. Do you or any member of your household work in or has retired from:

Table 79: Industry sector classification

Sector	Yes	No
A marketing research firm	1	2
A magazine or newspaper	1	2
A radio or television station	1	2
A public relations company	1	2
The government, whether federal or provincial	1	2
For an advertising agency or graphic design firm	1	2
Tobacco or e-cigarette company	1	2
Smoking cessation company	1	2
Legal or law firm	1	2

2. In what year were you born?

Year (show drop down list)

3. IF REFUSED AT Q2: Which of the following age groups do you belong to:

- 01 – 15 to 19 years of age
- 02 – 20 to 24 years of age
- 03 – 25 to 34 years of age
- 04 – 35 to 54 years of age
- 05 – 55 to 64 years of age
- 06 – 65 years of age or older

4. In which province or territory do you live?

Drop down list

- 01 - Alberta
- 02 - British Columbia
- 03 - Manitoba
- 04 - New Brunswick
- 05 - Newfoundland and Labrador
- 06 – Northwest Territories
- 07 - Nova Scotia
- 08 – Nunavut
- 09 - Ontario
- 10 - Prince Edward Island
- 11 - Quebec
- 12 - Saskatchewan
- 13 – Yukon

5. Are you...?

- 01 – Female
- 02 – Male
- 03 – Other

6. At the present time, do you smoke cigarettes everyday, occasionally or not at all?

- 01 - Everyday smoker **SMOKER QUOTA**
- 02 - Occasionally **SMOKER QUOTA**
- 03 - Not at all
- 99 – Don't know/no answer **THANK AND TERMINATE**

7. IF Q6=03: Do you think in the future you might try smoking cigarettes?

- 01 - Definitely yes
- 02 - Probably yes
- 03 - Probably not
- 04 - Definitely not
- 99 – Don't know/no answer

8. IF Q6=02 OR 03: If one of your best friends was to offer you a cigarette, would you smoke it?

- 01 - Definitely yes
- 02 - Probably yes
- 03 - Probably not
- 04 - Definitely not
- 99 – Don't know/no answer

9. IF Q6=02 OR 03: At any time during the next year do you think you will smoke a cigarette?

- 01 - Definitely yes
- 02 - Probably yes
- 03 - Probably not
- 04 - Definitely not
- 99 – Don't know/no answer

And now a couple of different questions for you...

- 10. What is your favourite colour?
- 99 – Don't know/no answer

11. What is your least favourite colour?
99 – Don't know/no answer

Material Testing

BLOCK A: Cigarette packaging

PROGRAMMING INSTRUCTIONS: SHOW THE 6 PACKS RANDOMLY (ALWAYS SHOW THE SAME WARNING MESSAGE WITH THE ONLY DIFFERENCE OF PLAIN PACKAGING BAR COLOUR).

12. INSTRUCTIONS TO PARTICIPANTS: Using your mouse, please select the package that catches your eye FIRST and click on the part of the image that first caught your eye. In the text box that appears, please write in why this package and part of the package caught your eye first. Please note that there are 7 packages to choose from.
13. Again, using your mouse, click on the statement(s) that most fits your impression of each package. **Note that you can put more than one package in the same grid and you can put the same package in more than one grid:**
- **To undue your selection, click on the top right corner of the statement and then click the red symbol beside the image.**

Table 80: Statements tested

Is unappealing	Makes me curious about what it is
Catches my eye	Has no impact on my interest in smoking
Could encourage me to try smoking	

14. Thinking about the package colours, which is the MOST appealing to you?
99 – Don't know/no answer

15. On a scale of 0 to 10 where 0 is not appealing at all and 10 is very appealing, what rating would you give the one selected as the most appealing ?

Table 81: Scale of appeal

0 – Not appealing at all	1	2	3	4	5	6	7	8	9	10 – Very appealing	99 – Don't know/no answer
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16. Thinking about the package colours, which is the LEAST appealing to you?

99 – Don't know/no answer

BLOCK B: Cigarette size

17. INSTRUCTIONS TO PARTICIPANTS: Using your mouse, please click on the size of cigarette that catches your eye FIRST and write in the text box why this one caught your eye.

18. Again, using your mouse, click on the statement(s) that most fits your impression of each cigarette. **Note that you can put more than one cigarette in the grid:**

- **To undue your selection, click on the top right corner of the statement and then click the red symbol beside the image.**

Table 82: Statements tested

Is unappealing	Makes me curious about what it is
Catches my eye	Has no impact on my interest in smoking
Could encourage me to try smoking	

19. Of these sizes of cigarettes, which is the MOST appealing to you?

20. On a scale of 0 to 10 where 0 is not appealing at all and 10 is very appealing, what rating would you give the cigarette size you selected as the most appealing?

Table 83: Scale of appeal

0 – Not appealing at all	1	2	3	4	5	6	7	8	9	10 – Very appealing	99 – Don't know/no answer
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21. Of these sizes of cigarettes, which is the LEAST appealing to you?

99 – Don't know/no answer

BLOCK C: Cigarette Colour

22. INSTRUCTIONS TO PARTICIPANTS: Using your mouse, please click on the colour of cigarette that catches your eye FIRST and write in the text box why this one caught your eye.

23. Using your mouse, click on the statement(s) that most fits your impression of each cigarette. Note that you can put more than one cigarette in the grid:

Table 84: Statements tested

Is unappealing	Makes me curious about what it is
Catches my eye	Has no impact on my interest in smoking
Could encourage me to try smoking	

24. Of these colours, which is the MOST appealing to you?

99 – Don't know/no answer

25. On a scale of 0 to 10 where 0 is not appealing at all and 10 is very appealing, what rating would you give the cigarette colour you selected as the most appealing?

Table 85: Scale of appeal

0 – Not appealing at all	1	2	3	4	5	6	7	8	9	10 – Very appealing	99 – Don't know/no answer
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26. Of these colours, which is the LEAST appealing to you?

99 – Don't know/no answer

BLOCK D: Cigarette Marking

27. INSTRUCTIONS TO PARTICIPANTS: Using your mouse, please click on the cigarette that catches your eye FIRST and write in the text box why this one caught your eye. Please assume that these would be inside regular cigarette packaging.

28. Using your mouse, click on the statement(s) that most fits your impression of each cigarette. **Note that you can put more than one package in the grid:**

Table 86: Statements tested

Is unappealing	Makes me curious about what it is
Catches my eye	Has no impact on my interest in smoking
Could encourage me to try smoking	

29. Of these cigarettes, which is the MOST appealing to you?

99 – Don't know/no answer

30. On a scale of 0 to 10 where 0 is not appealing at all and 10 is very appealing, what rating would you give the cigarette you selected as the most appealing?

Table 87: Scale of appeal

0 – Not appealing at all		1	2	3	4	5	6	7	8	9	10 – Very appealing	99 – Don't know/answer
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31. Of these cigarettes, which is the LEAST appealing to you?

99 – Don't know/no answer

SHOW RESPONDENTS TWO CIGARETTES SIDE BY SIDE (ONE BRANDED, ONE UNBRANDED, WITH THE SAME COLOUR FILTER) AND ASK THE FOLLOWING:

32. Which, if any, of these cigarettes would you be more likely to pick-up or hold? Please select the picture of the cigarette.

01 – Picture 1

02 – Picture 2

99 – I do not have a preference SKIP TO Q36

33. IF ONE CIGARETTE IS SELECTED: why are you more likely to pick this one up?

OPEN TEXT BOX

34. How likely would you be to try this cigarette?

- 01 - Definitely yes
- 02 - Probably yes
- 03 - Probably not
- 04 - Definitely not
- 99 – Don't know/no answer

35. Why would you be [LIKELY/UNLIKELY] to try this cigarette?

OPEN TEXT BOX

36. To what extent do you agree or disagree with the following statements:

- a. A brand name on a cigarette means that it is of higher quality than one without a brand name
- b. A brand name on a cigarette means that it is safer than a cigarette without a brand name
- c. A brand name on a cigarette ensures that it is not counterfeit

- 01 – Strongly agree
- 02 – Agree
- 03 – Disagree
- 04 – Strongly disagree
- 99 – Don't know/no answer

37. If a cigarette without a brand name on it were in a package like you saw earlier in this survey [RANDOMLY SELECT A PACKAGE THAT RESPONDENT EVALUATED AT Q12], what impression do you have of the cigarette?

- 01 – Much lower quality
- 02 – Somewhat lower quality
- 03 – No difference in quality
- 04 – Somewhat higher quality
- 05 – Much higher quality
- 99 – Don't know/no answer

General Attitudes Questions

38. To what extent do you agree or disagree with the following statements.

- a. When I buy a product, such as food, cosmetics, or **medication**, the brand is very important to me.
- b. When I buy a product to **wear (i.e. clothes or shoes) or for my home**, the brand is very important to me
- c. I am willing to pay more for brand-name products when it comes to **food, cosmetics, or medication**.
- d. I am willing to pay more for brand-name products when it comes to **something I wear or for my home**.

- 01 – Totally agree
- 02 – Agree somewhat
- 03 – Disagree somewhat
- 04 – Totally disagree
- 99 – Don't know/no answer

39. People have different attitudes towards brands when they go **shopping for food, cosmetics, or medication**. Which of the following attitudes generally applies best to you when you want to buy food, cosmetics, or medication?

- 01 - I have my favourite brand and I normally stick to it
- 02 - I take one of the well-known brands
- 03 - Brands are not important to me at all
- 99 – Don't know/no answer

40. People have different attitudes towards brands when they go shopping for things they **wear or for their home**. Which of the following attitudes generally applies best to you when you want to buy things to wear or things for your home?

- 01 - I have my favourite brand and I normally stick to it
- 02 - I take one of the well-known brands
- 03 - Brands are not important to me at all
- 99 – Don't know/no answer

Respondent Characteristics

The survey is almost done. Just a few more questions that will help us in our statistical calculations. Your answers will be kept anonymous and confidential.

D1. What is the highest level of formal education that you have completed?

- 01 - Grade 8 or less
- 02 - Some high school
- 03 - High School diploma or equivalent
- 04 - Registered Apprenticeship or other trades certificate or diploma
- 05 - College, CEGEP or other non-university certificate or diploma
- 06 - University certificate or diploma below bachelor's level
- 07 - Bachelor's degree
- 08 - Post graduate degree above bachelor's level
- 99 – Prefer not to say

D2. How many people, including yourself, live in your household?

- __ - Number of people
- 99 – Prefer not to say

D3. (IF D2=2 OR MORE) How many children under 18 are currently living in your household?

- __ - Number of people
- 99 – Prefer not to say

D4. How many in your household are smokers, either daily or occasional?

- ___ - Number of people
- 99 – Prefer not to say

D5. Which of the following best describes where you live?

- 01 - A major urban centre
- 02 - A suburb
- 03 - A medium sized town
- 04 - A small town
- 05 - A rural area

D5. Which of the following categories best describes your total household income? That is, the total income of all persons in your household combined, before taxes?

- 01 – Under \$20,000
- 02 - \$20,000 to just under \$40,000
- 03 - \$40,000 to just under \$60,000
- 04 - \$60,000 to just under \$80,000
- 05 - \$80,000 to just under \$100,000
- 06 - \$100,000 to just under \$150,000
- 07 - \$150,000 and above
- 99 – Prefer not to say

This completes the survey. On behalf of the Government of Canada, thank you for your participation.

(SURVEY END LINK DIRECTS TO ENVIRONICS WEB SITE)