



Evaluation of Canadian Tobacco Product Health-Related Labels (Cigarettes and Little Cigars)

Executive Summary Prepared for Health Canada

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Executive Summary

Harris/Decima is pleased to present this report to Health Canada highlighting the findings from the Evaluation of Canadian Tobacco Product Health-Related Labels research study.

As the labelling requirements for certain tobacco products (cigarettes and little cigars) have been replaced, there was a commitment to follow-up on previous research conducted in March 2012 to track their effectiveness. This research evaluated the impact of tobacco product health-related labels (cigarettes and little cigars) by measuring levels of consumer knowledge, awareness, attitudes, recall and behaviour change and comparing the results to those obtained around the time of the implementation of the new *Tobacco Products Labelling Regulations (Cigarettes and Little Cigars)* (TPLR-CLC). The research will allow Health Canada to measure the effectiveness and impact of the renewed labelling regulations. The total cost to conduct this research was \$133,874.42, including HST.

To meet these objectives, a landline telephone survey was conducted with 1,502 Canadian adult smokers, aged 18 years and older. Surveys were conducted between March 2 and 30, 2013 (in English and French) and took an average of 14 minutes to complete. A sample of this size yields a margin of error of +/-2.5%, 19 times out of 20.

The key findings based on the survey results are presented below.

- **The majority of Canadian smokers (86%) are daily smokers**, who smoke an average of 15.9 cigarettes per day, and smoke their first cigarette of the day within the first thirty minutes (51%) of waking. Most (88%) smoked their first cigarette in adolescence by 18 years of age.
- **Most smokers (81%) have made a quit attempt at least once in the past and among this group a majority (60%) have tried to quit in the past year.** Willpower continues to be the most popular quit method (49%).
- **Nearly all smokers (93%) consider smoking to be a health problem in Canada.** Smokers recall a number of smoke-related health effects or diseases including lung cancer (50%), heart attacks (36%), cancer in general (35%), emphysema (20%), and lung disease (18%).
- **The percentage of smokers who find themselves looking at or reading health warning messages on cigarette packages (79%) has increased (up eight points from 71% in 2012).**

- **The percentage of smokers who report that they see or hear about the health effects of smoking from cigarette packages has increased over the past 12 months since the baseline study (up 9 points to 60% in 2013).** Health warning messages and images relating to oral cancer, lung disease or cancer, heart disease and children/babies are more likely to be recalled by smokers.
- **Smokers were asked if they could recall or describe anything else they saw or read on cigarette packages. Of the 48% that could recall or describe something else, the items they could recall included the 1-866 Quitline/toll free number and website address (20%) and the word “Warning” (18%).**
- **Among smokers who recall seeing or reading something inside a cigarette package (44%), over half (53%) recall seeing a health information message with the 1-866 Quitline/toll free number or website address, and one-quarter (26%) recall seeing tips to help them quit.**
- **Most smokers agree that health warning messages on cigarette packages provide important information (86%) and are accurate (85%). Nearly two-thirds of smokers (66%) agree that messages make smoking seem less attractive.**
- **Nearly half of all smokers (49%) say the messages on cigarette packages are very effective or somewhat effective at increasing their desire to quit smoking, and a similar percentage of smokers (43%) find the warnings effective at getting them to try to quit. Both have increased from the baseline one year ago (44% and 38% respectively).**

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