

**Qualitative and Quantitative Research on Standardized
Cigarette Design Elements and Cigarette Packages
Executive Summary**

Contract number: HT372-163372/001/CY
Original contract date: 2016-09-14
POR Registration Number: POR 041-16

Prepared for:
Health Canada

Prepared by:
Environics Research Group

March 22, 2017

PA 9119

Ce rapport est aussi disponible en français sur demande

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

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

Original contract date: 2016-09-14

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

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>Recruit: 10 for 8 show per group Honorarium: \$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>Study#: XXXXX Definitions: YOUTH: 15 TO 19 YEARS OF AGE YOUNG ADULT: 20 TO 24 YEARS OF AGE</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>Respondent's name: _____ Respondent's phone #: _____ (home) Respondent's phone #: _____ (work) Respondent's fax #: _____ sent? _____ or Respondent's e-mail : _____ sent? Sample source (circle): panel random client referral</p>	<p>Interviewer: _____ Date: _____ Validated: _____ Quality Central: _____ On List: _____ 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**

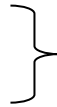
Participation is voluntary. We are interested in hearing your opinions, no attempt will be made to sell you anything or change your point of view. The format is a “round table” discussion lead by a research professional. All opinions expressed will remain anonymous and views will be grouped together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

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.]

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 62: Distribution of focus groups by city, date, and audience

MISSISSAUGA ON		
<i>Tuesday January 17, 2017</i>		
Group 1: Youth: smoker	@ 5:30 pm	\$100
Group 2: Young adult: smoker	@ 7:30 pm	\$100
<i>Wednesday January 18, 2017</i>		
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

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
-------------------	---	---	---	---	---	---	---	---	---	--------------------

Table 65: Noticeability of package

0 – Not noticeable at all	1	2	3	4	5	6	7	8	9	10 – Very noticeable
---------------------------	---	---	---	---	---	---	---	---	---	----------------------

Table 66: Visually appealing of package

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

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
-------------------	---	---	---	---	---	---	---	---	---	--------------------

Table 70: Noticeability of cigarette

0 – Not noticeable at all	1	2	3	4	5	6	7	8	9	10 – Very noticeable
---------------------------	---	---	---	---	---	---	---	---	---	----------------------

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
-------------------	---	---	---	---	---	---	---	---	---	--------------------

Table 73: Noticeability of cigarette

0 – Not noticeable at all	1	2	3	4	5	6	7	8	9	10 – Very noticeable
---------------------------	---	---	---	---	---	---	---	---	---	----------------------

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 it 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
-------------------	---	---	---	---	---	---	---	---	---	--------------------

Table 76: Noticeability of cigarette

0 – Not noticeable at all	1	2	3	4	5	6	7	8	9	10 – Very noticeable
---------------------------	---	---	---	---	---	---	---	---	---	----------------------

Table 77: 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 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
--------------------------	---	---	---	---	---	---	---	---	---	---------------------	---------------------------

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
--------------------------	---	---	---	---	---	---	---	---	---	---------------------	---------------------------

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
--------------------------	---	---	---	---	---	---	---	---	---	---------------------	---------------------------

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
--------------------------	--	---	---	---	---	---	---	---	---	---	---------------------	------------------------

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)