



**ENVIRONICS**  
RESEARCH GROUP

HEALTH WARNING MESSAGES  
ON THE FLIP/SLIDE AND INSERTS  
OF CIGARETTE PACKAGING  

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A SURVEY OF SMOKERS

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Health Canada

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FINAL REPORT

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## 1.0 INTRODUCTION

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EnviroNICS Research Group Limited was commissioned by Health Canada to conduct a national survey of smokers that would examine their responses to health warning messages on tobacco packaging flip/slides and inserts (leaflets).

The survey was conducted in-home, between February 25 and March 8, 2000. It is based on a national sample of 670 smokers. A sample of this size has a margin of error of approximately  $\pm 3.8$  percentage points, 19 times out of 20.

The purpose of the survey was to test the flip/slide and the insert formats among smokers. The survey tested recall and the effectiveness of each of these formats as a method of transmitting health warning messages.

Respondents were presented with cigarette packages with the two different formats for presenting messages on the health effects of smoking and cessation messages. One format presented the message on the front of the flip and the back of the slider (Package A). The other format presented the message on an insert (leaflet) placed inside the cigarette package (Package B). The order in which respondents were presented with the two formats was rotated so as not to create bias.

Three flip/slide messages and four insert messages were prepared, for a total of seven different health warning and cessation messages. As well, the study used a selection of four cover packages (shells), each with a different graphic and message, chosen from among the 16 new package cover health warning messages that Health Canada has proposed in its new regulations.

The three flip/slide messages and the four insert messages were divided evenly among the four different cover packages. Each of the two packages (Package A and Package B) shown to a respondent had a different cover package. All packages had a plain silver foil and none had a brand stamp on the foil. The insert messages were placed in the centre of the inside of the front of the cigarette packages.

When testing recall of the messages on either the flip/slide or inserts, respondents were first given a chance to comment on the picture and the message on the front shell of the cigarette package. By allowing respondents to comment on this first before proceeding to questions about the inside of the package, respondents could then focus on the messages inside and not confuse them with those on the front of the package. Since the purpose of this study is to gauge respondents' recall of messages on the flip/slide and insert messages, comments about the messages on the front of the cigarette package are not reported here.

Overall, the survey finds that recall and notice of the insert messages is higher than that for flip/slide messages. While both formats are seen, by a majority of smokers, as effective in providing information to smokers, flip/slide messages are rated more highly than insert messages on a number of dimensions.

This report summarizes and discusses the findings of the survey. A description of the survey methods and questionnaires is attached.

## 2.1 Messages on Flip/Slides

Respondents were handed the package of cigarettes with the flip/slide message (Package A) and, after looking at and commenting on the front of the package, were asked to open the package and look at the inside.

When asked if they notice anything when they open the pack, a majority of 58 percent say they do. Forty-two percent do not.

Among those who do notice something, 35 percent say they notice flip information or the suggestion to read the back. Smaller numbers say they notice health/quitting information (29%), a general message or warning (23%), information on the back of the package (16%) and noticeable/good information (13%).

Those aged 45 and older are more inclined than others to say they notice a general message or warning.

A majority of 57 percent of respondents turned the cigarette package over to look at or read the back of the slider. Forty-three percent did not.

Quebecers and those with children under the age of 18 are more likely than others to have turned the cigarette package over to look at or read the back of the slider; those aged 45 and older are less likely to have done this.

## Notice and Recall of Messages on Flip/Slides

*TOTAL SAMPLE:*

Yes	58
No	42
dk/na	*

*THOSE WHO NOTICE SOMETHING:**What?*

Flip information/suggestion to read back	35
Health/quitting information	29
General message/warning	23
Information on the back of the package	16
Noticeable/good information	13
Will have no effect/smokers will not quit	10
Noticed cigarettes/foil	8
Will not read message	6
Other	19
dk/na	*

*TOTAL SAMPLE:**Turned cigarette package to look at/read back of slider*

Yes	57
No	43

\* Less than one percent

*Q.4c)*

*Now please open the package and look at the inside. Do you notice anything when you open the pack?*

*Q.4d)*

*What do you notice?*

*Q.4e)*

*Note if respondent turns pack over at any point to look at or read the back of the slider.*

## 2.2 Insert Messages

Respondents were handed the package of cigarettes with the insert message (Package B) and after looking at and commenting on the front of the package, were asked to open the package and look at the inside.

When asked if they notice anything when they open the pack, an almost unanimous number, 93 percent say they do. Only seven percent do not.

Among those who do notice something, a large plurality, 46 percent, say they notice a general message or warning. Smaller numbers say they notice health/quitting information (24%) and specific message content (22%).

Quebecers, older respondents and those who saw the insert message about smoking causing harm to a baby are more likely than others to say they notice a general message or warning. Those living outside Quebec and those who saw the insert message about smoking causing brain damage are more likely to say they notice specific message content. Those who saw the insert message about planning to quit smoking are more inclined than others to say they notice health/quitting information.

A majority of 68 percent of respondents took out the insert from the package to look at or read it. Thirty-two percent did not.

Quebecers, British Columbians and women are more likely to have taken out the insert from the package to look at or read it.

## Notice and Recall of Insert Messages

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### TOTAL SAMPLE:

Yes	93
No	7

### THOSE WHO NOTICE SOMETHING:

#### What?

General message/warning	46
Health/quitting information	24
Specific message content	22
Will have no effect/smokers will not quit	12
Noticeable/good information	10
Disbelieve/reject warning	7
Other	14
dk/na	*

### TOTAL SAMPLE:

#### Took out insert from package to look at/read

Yes	68
No	32

\* Less than one percent

#### Q.5c)

Now please open the package and look at the inside. Do you notice anything when you open the pack?

#### Q.5d)

What do you notice?

#### Q.5e)

Note if respondent takes out the insert from the package at any point to look at or read the insert.

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## 3.1 Messages on Flip/Slides

## A. GOOD WAY TO PROVIDE INFORMATION TO SMOKERS

Respondents were handed back the package of cigarettes with the flip/slide message (Package A). They were asked to open it and look at the front of the flip and turn it over and look at the back of the sliding portion.

When asked if this was a good way or not a good way to provide information to smokers, a majority of 56 percent say messages describing the health hazards of smoking or messages offering help about quitting smoking placed on the flip/slide of cigarette packages would be a good way to provide information to smokers. Thirty-six percent think this would not be a good way to provide this information.

Those who smoke ten or fewer cigarettes per day and those who have been smoking for less than five years are more inclined than other smokers to think this would be a good way to provide information to smokers.

Among those who think this is a good way to provide information to smokers, 47 percent say this format may convince/help smokers to quit. Another 33 percent say people will read the message.

Among those who think this is not a good way to provide information to smokers, 50 percent say this format will have no effect or that smokers will not quit. Smaller numbers say these messages will not be read (26%) and that the messages would be better on the front or inside flap (14%).

## Messages on Flip/Slides

## TOTAL SAMPLE:

*Good way to provide information to smokers*

Good way	56
Not a good way	36
Maybe/not sure	7
dk/na	1

## THOSE WHO SAY GOOD WAY:

*Why?*

May convince/help smokers quit	47
People will read the message	33
Will have no effect/smokers will not quit	10
Better on package/insert will be thrown away	8
Other	19
dk/na	*

## THOSE WHO SAY NOT A GOOD WAY:

*Why?*

Will have no effect/smokers will not quit	50
Will not be read	26
Better on front or inside flap	14
Message will only be read once	5
Other	28
dk/na	*

\* Less than one percent

## Q.6a)

*If messages describing the health hazards of smoking or messages offering help about quitting smoking were placed on the front of the flip and back of the slider of cigarette packages do you think this would be a good way, or not a good way to provide information to smokers?*

## Q.6b)

*Why do you say that?*

## B. EFFECTIVENESS OF MESSAGES

Just under seven in ten respondents (66%) say that messages describing the health hazards of smoking or messages offering help about quitting placed on the flip/slide of cigarette packages would be a very (30%) or somewhat (36%) effective way to provide information to smokers who may want to quit. One-third (33%) say these messages would not be effective in this regard.

Six in ten (62%) say flip/slide messages would be a very (20%) or somewhat (42%) effective way to inform smokers about the health hazards of smoking. Just under four in ten (38%) think these messages would not be effective in this regard.

Just under five in ten (48%) say flip/slide messages would be a very (23%) or somewhat (25%) effective way to discourage young people from starting to smoke. Five in ten (51%) say these messages would not be effective in this regard.

Just under five in ten (47%) say these messages would be a very (21%) or somewhat (26%) effective way to encourage young smokers to quit. More than five in ten (52%) think these messages would not be effective in this regard.

Respondents who saw the flip message about smoking causing heart attacks are less likely than others to think that messages describing the health hazards of smoking or messages offering help about quitting placed on the flip/slide of cigarette packages would be effective in any of these areas. Smokers outside Quebec are more likely to think that these messages would be an effective way to inform smokers about the health hazards of tobacco. Quebecers and those who smoke fewer cigarettes per day are more likely to think that these messages will be an effective way to discourage young people from starting to smoke and encouraging young smokers to quit.

### Effectiveness of Flip/Slide Messages

	VERY EFFECTIVE	SOMEWHAT EFFECTIVE	NOT VERY EFFECTIVE	NOT AT ALL EFFECTIVE	DK/NA
Provide information to smokers who may want to quit	30	36	17	16	*
Inform smokers about health hazards of tobacco	20	42	20	18	*
Discourage young people from starting to smoke	23	25	23	28	2
Encourage young smokers to quit	21	26	25	27	1

\* Less than one percent

#### Q.6c-f

*If messages describing the health hazards of smoking or messages offering help about quitting smoking were placed on the front of the flip and back of the slider of cigarette packages, would this be a very effective, somewhat effective, not very effective, or not at all effective way to...?*

### C. LIKELIHOOD OF READING MESSAGE

Five in ten respondents (51%) say they would be very (27%) or somewhat (24%) likely to read a message about health hazards of smoking or a message offering help about quitting if it was on the front of the flip and on the back of the slider of a cigarette package. A similar proportion, 48 percent, say they would be not very (21%) or not at all (27%) likely to do this.

Those living outside Quebec and those who smoke fewer cigarettes per day are more likely to say they would be likely to read this type of message. Quebecers and those who saw the flip message about smoking causing heart attacks are less likely to feel this way and are more inclined to say they are not at all likely to do this.

### D. HELPFULNESS OF MESSAGE

More than four in ten respondents (42%) say this kind of information would be very (14%) or somewhat (28%) helpful in helping them to quit smoking. A majority of 56 percent say it would be not very (21%) or not at all (35%) helpful.

Those living outside Quebec and those who smoke fewer cigarettes per day are more likely to say this information would be helpful in helping them to quit smoking. Quebecers and those who have been smoking for more than five years are less likely to feel this way and are more inclined to say this information would be not helpful.

### Likelihood of Reading Message

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Very likely	27
Somewhat likely	24
Not very likely	21
Not at all likely	27
Don't use this type of package	*
dk/na	*

\* Less than one percent

#### Q.6g)

*Thinking about yourself, would you be very likely, somewhat likely, not very likely or not at all likely to read a message about health hazards of smoking or a message offering help about quitting if it were on the front of the flip and on the back of the slider of a cigarette package?*

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### Helpfulness of Message

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Very helpful	14
Somewhat helpful	28
Not very helpful	21
Not at all helpful	35
No desire to quit	2
dk/na	*

\* Less than one percent

#### Q.6b)

*Thinking about yourself, would this kind of information be very helpful, somewhat helpful, not very helpful or not at all helpful in helping you to quit smoking?*

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## 3.2 Insert Messages

### A. GOOD WAY TO PROVIDE INFORMATION TO SMOKERS

Respondents were handed back the package of cigarettes with the leaflet (insert) inside (Package B). They were asked to open it and look at the leaflet.

When asked if this was a good way or not a good way to provide information to smokers, 48 percent say messages describing the health hazards of smoking or messages offering help about quitting smoking on a leaflet inside cigarette packages would be a good way to provide information to smokers. A similar proportion, 47 percent, say think this would not be a good way to provide this information.

Among those who think this is a good way to provide information to smokers, 46 percent say it is because people will read the message. A slightly smaller proportion, 39 percent, say this format may convince/help smokers to quit.

Among those who think inserts are not a good way to provide information to smokers, 63 percent say that the message would be better on the package or that the insert will be thrown away. Smaller numbers say this format would not be read (22%) and that it will have no effect/smokers will not quit (18%).

## Insert Messages

### TOTAL SAMPLE:

#### *Good way to provide information to smokers*

Good way	48
Not a good way	47
Maybe/not sure	5
dk/na	1

### THOSE WHO SAY GOOD WAY: [Q.7B]

#### *Why?*

People will read the message	46
May convince/help smokers quit	39
Better on package/insert will be thrown away	9
Message will only be read once	8
Other	21
dk/na	*

### THOSE WHO SAY NOT A GOOD WAY: [Q.7B]

#### *Why?*

Better on package/insert will be thrown away	63
Will not be read	22
Will have no effect/smokers will not quit	18
Other	18
dk/na	2

\* Less than one percent

### Q.7a)

*If messages describing the health hazards of smoking or messages offering help about quitting smoking were put on a leaflet inside cigarette packages, do you think this would be a good way, or not a good way to provide information to smokers?*

### Q7b)

*Why do you say that?*

## B. EFFECTIVENESS OF MESSAGES

Six in ten respondents (60%) say that messages describing the health hazards of smoking or messages offering help about quitting that were on a leaflet (insert) inside cigarette packages would be a very (25%) or somewhat (35%) effective way to provide information to smokers who may want to quit. Four in ten (39%) think this message format would not be effective in this regard.

More than five in ten (52%) say these messages would be a very (18%) or somewhat (34%) effective way to inform smokers about the health hazards of tobacco. Just under five in ten (47%) think these messages would not be effective in this regard.

Four in ten (42%) say these messages would be a very (18%) or somewhat (24%) effective way to discourage young people from starting to smoke. A majority, 56 percent, think these messages would not be effective in this regard.

Four in ten (42%) say these messages would be a very (18%) or somewhat (24%) effective way to encourage young smokers to quit. A majority, 56 percent, think these messages would not be effective in this regard.

Quebecers are less likely than others to say these messages would be an effective way to inform smokers about the health hazards of tobacco. Women are slightly more likely than men to think these messages would be an effective way to provide information to smokers who may want to quit.

## Effectiveness of Insert Messages

	VERY EFFECTIVE	SOMEWHAT EFFECTIVE	NOT VERY EFFECTIVE	NOT AT ALL EFFECTIVE	DK/NA
Provide information to smokers who may want to quit	25	35	21	18	1
Inform smokers about health hazards of tobacco	18	34	26	21	*
Discourage young people from starting to smoke	18	24	25	31	2
Encourage young smokers to quit	18	24	25	31	1

\* Less than one percent

### Q.7c-f

*If messages describing the health hazards of smoking or messages offering help about quitting smoking were put on a leaflet inside cigarette packages, do you think this would be a very effective, somewhat effective, not very effective, or not at all effective way to...?*

### C. LIKELIHOOD OF READING MESSAGE

Five in ten respondents (50%) say they would be very (28%) or somewhat (22%) likely to read a message about health hazards of smoking or a message offering help about quitting if it were on a leaflet inside a cigarette package. A similar proportion, 50 percent, say they would be not very (19%) or not at all (31%) likely to do this.

Women are more likely than men to say they would be likely to read insert messages. Quebecers are less likely to say they would read inserts.

### D. HELPFULNESS OF MESSAGE

Four in ten respondents (40%) say this kind of information would be very (13%) or somewhat (27%) helpful in helping them to quit smoking. A majority, 57 percent, say it would be not very (18%) or not at all (39%) helpful.

Those who smoke fewer cigarettes per day and those living outside Quebec are more likely to think that insert information would be helpful in helping them to quit smoking. Those who have been smoking for more than five years and Quebecers are less likely to feel this way and are more inclined to think this information would be not at all helpful.

### Likelihood of Reading Message

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Very likely	28
Somewhat likely	22
Not very likely	19
Not at all likely	31
Don't use this type of package	1

#### Q.7g)

*Thinking about yourself, would you be very likely, somewhat likely, not very likely or not at all likely to read a message about health hazards of smoking or a message offering help about quitting if it were on a leaflet inside a cigarette package?*

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### Helpfulness of Message

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Very helpful	13
Somewhat helpful	27
Not very helpful	18
Not at all helpful	39
No desire to quit	2
dk/na	1

#### Q.7b)

*Thinking about yourself, would this kind of information be very helpful, somewhat helpful, not very helpful or not at all helpful in helping you to quit smoking?*

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Respondents were shown the two cigarette packages again. They were then asked which of these two formats – on the front of the flip and back of the slider or on a leaflet inside a cigarette package – would be more effective in providing specific kinds of information and in affecting behaviours.

The flip/slide format was seen as the most effective format, by a plurality of respondents, to convey all of the specific types of information surveyed.

A plurality of 46 percent think the flip/slide format would be more effective in informing smokers about health hazards of tobacco. Thirty-three percent think the insert message would be the more effective. Seven percent say both formats are equal and 13 percent think neither of these formats would be more effective in providing this kind of information.

A plurality of 41 percent think the flip/slide format would be more effective in providing information to

smokers who may want to quit. Thirty-five percent think the insert message would be the more effective. Nine percent say both formats are equal and 13 percent think neither of these formats would be more effective in providing this kind of information.

A plurality of 40 percent think the flip/slide format would be more effective in discouraging young people from starting to smoke. Twenty-five percent think the insert message would be the more effective. Nine percent say both formats are equal and 25 percent think neither of these formats would be more effective in discouraging young people.

A plurality of 38 percent think the flip/slide format would be more effective in encouraging young smokers to quit. Twenty-five percent think the insert message would be the more effective. Ten percent say both formats are equal and 24 percent think neither of these formats would be more effective in encouraging young smokers to quit.

## Comparative Effectiveness

	FLIP/SLIDE	INSERT	BOTH	NEITHER	DK/NA
Informing smokers about health hazards of tobacco	46	33	7	13	*
Providing information to smokers who may want to quit	41	35	9	13	1
Discouraging young people from starting to smoke	40	25	9	25	1
Encouraging young smokers to quit	38	25	10	24	2

\* Less than one percent

### Q.8

*Please tell me, as best you can, which of these two ways of showing a message – on the front of the flip and back of the slider (Package A) or on a leaflet inside a cigarette package (Package B) – would be more effective in...?*

## SURVEY METHODS

The results of this survey are derived from 670 interviews carried out in the homes of the respondents between February 25 and March 8, 2000.

## QUESTIONNAIRE

Copies of the English and French questionnaires are attached.

## DATA COLLECTION AND QUALITY CONTROL

The questionnaires were distributed, through regional supervisors, to approximately 100 experienced interviewers across the country. The supervisors were also responsible for training the interviewers and for briefing them on the specific instructions accompanying the survey.

Each interviewer also received a map of his or her allocated area. Within this area, the interviewer must complete the number of interviews that he or she has been allocated, according to the quotas indicated on his or her map. Only one respondent is interviewed per household.

In order to check the quality of work completed and the accuracy of the indicated responses, ten percent of each interviewer's respondents are re-contacted. In questionable cases, or when high standards have not been respected, the questionnaires are rejected.

## SAMPLE

The sample is drawn in such a way that it represents the population of smokers aged 15 and over. Surveying was not conducted in the Yukon or Northwest Territories or in institutions (armed forces barracks, hospitals, prisons).

The sampling model relies on stratification of the population by 10 regions (Atlantic, Montreal CMA, the rest of Quebec, Toronto CMA, the rest of Ontario, Manitoba, Saskatchewan, Alberta, Vancouver CMA, and the rest of British Columbia) and by four community sizes (1,000,000 inhabitants or more, 100,000 to 1,000,000 inhabitants, 5,000 to 100,000 inhabitants, and under 5,000 inhabitants).

The sample also relies on a gender quota and an age quota based on the percentage distribution of the smoking population by gender (male, female) and by age groups (age 15 to 24, 25 to 44 and 45 and over).

Approximately 187 sampling points were used.

The numbers in some regions were augmented in order to attain a certain number of cases for analysis. The results are weighted during data processing to give each region its proper weight.

## DATA PROCESSING

Following the data collection operations, all questionnaires are edited and prepared for computer processing. Call-backs are carried out in cases where data collected are not sufficiently specific. Responses to open-ended questions are analysed and coded. Following this preparation step, the data are entered into the computer and weighted according to the actual population of each of the regions.

## MARGIN OF ERROR

The margin of error for a stratified probability sample of this size is estimated to be plus or minus 3.8 percentage points, 19 times in 20. The margin of error increases in the case of a modified probability sample, such as the one used for this survey, and also for results pertaining to regional or socio-demographic sub-groups of the total sample.