

**CIGARETTE PACKAGES**

# Canadians Welcome New Graphic Warnings on Cigarette Packages

*Respondents are divided on whether the images will be effective in convincing smokers to quit.*

[OTTAWA – Jan. 10, 2011] – Canadians are highly supportive of the inclusion of health warnings on tobacco products, and a majority of respondents believe that the graphic images that were recently unveiled are acceptable, a new Vision Critical / Angus Reid poll has found.

In the online survey of a representative national sample of 1,022 Canadian adults, four-in-five respondents (82%) support the use of health warnings that feature information on diseases caused by tobacco and tips on how to quit.

Last month, Canadian Health Minister Leona Aglukkaq announced that these health warnings—which have been used in Canada since 2000—would now occupy 75 per cent of the packaging, and include more graphic images and messaging.

Respondents to this Angus Reid / Vision Critical survey were shown four of the images that are expected to be featured in cigarette packages sold in Canada, including the controversial picture of Barb Tarbox—who died at 42 of lung cancer—under the caption: "This is what dying of cancer looks like."

A majority of Canadians (60%) believe the images are about right, while one-in-four (24%) would have preferred more graphic imagery, and only 12 per cent think the images are too graphic.

## KEY FINDINGS

- **82% support having health warnings on tobacco products**
- **60% think the new more graphic images that will be featured in cigarette packages are “about right”**
- **48% think the images will be effective in convincing smokers to quit**

Full topline results are at the end of this release.

*From January 4 to January 5, 2010, Vision Critical conducted an online survey among 1,022 Canadian adults who are Angus Reid Forum panelists. The margin of error—which measures sampling variability—is +/- 3.1%. The results have been statistically weighted according to the most current education, age, gender and region Census data to ensure a sample representative of the entire adult population of Canada. Discrepancies in or between totals are due to rounding.*

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Canadians are divided on the overall effectiveness of the images to convince smokers to quit, with 48 per cent predicting that the labels will be “very effective” or “moderately effective”, and 45 per cent saying they would be “moderately ineffective” or “very ineffective.”

### **Analysis**

A large proportion of Canadians continue to endorse the inclusion of graphic warnings in tobacco products. Support for this practice is remarkably high across the country and in all gender and age groups.

After seeing the new batch of images, only about one-in-eight Canadians felt that the content was too graphic. Three-in-five believe the right balance has been struck, while one-in-four would have actually chosen more graphic content.

While a majority of frequent smokers appear to be undeterred by the images, Canadians who light up occasionally or rarely are practically split in the level of effectiveness that the images will have on people who are considering to quit.

For all our polls, go to our [website](#) / Follow us on [Twitter](#)

### **About Vision Critical®**

*Vision Critical is a global research and technology firm that creates software and services solutions for over 600 clients, including one-in-four of the world's top 100 brands. The company has offices across North America, Europe and Australia as well as a Global Partner Program that provides other research companies and consultants with access to top-of-the-line technology. Its Sparq™ product is the most widely adopted community panel platform on the planet.*

### **About the Vision Critical Health Practice**

*The Vision Critical Health Practice relies on unmatched experience and leading edge technology to engage health communities in research, in order to provide strategic direction, inspire debate and build thought leadership. The team provides actionable strategic solutions for brand development by leveraging innovative technology and flexible analytical tools.*

### **About the Vision Critical Public Affairs practice**

*The Vision Critical Public Affairs practice is headed by Dr. Angus Reid: an industry visionary who has spent more than four decades asking questions to figure out what people feel, how they think and who they will vote for. A team of talented and experienced practitioners with a unique and profound understanding of global issues conducts high quality research throughout the world on a daily basis for corporations, governments, academic researchers, and non-profit organizations.*

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**For more information, please contact  
our spokesperson listed in the footnote.**

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### Cigarette Packages

As you may know, tobacco products sold in Canada have displayed health warnings featuring information on diseases caused by tobacco and tips on how to quit since 2000. Overall, do you support or oppose with the use of these health warnings?

	Canada	BC	AB	MB/SK	ON	PQ	ATL
<b>Support</b>	<b>82%</b>	<b>86%</b>	<b>88%</b>	<b>88%</b>	<b>78%</b>	<b>81%</b>	<b>85%</b>
<b>Oppose</b>	<b>13%</b>	<b>11%</b>	<b>6%</b>	<b>9%</b>	<b>16%</b>	<b>14%</b>	<b>9%</b>
<b>Not sure</b>	<b>5%</b>	<b>3%</b>	<b>5%</b>	<b>2%</b>	<b>6%</b>	<b>5%</b>	<b>6%</b>

### Cigarette Packages

As you may know, tobacco products sold in Canada have displayed health warnings featuring information on diseases caused by tobacco and tips on how to quit since 2000. Overall, do you support or oppose with the use of these health warnings?

	Canada	Male	Female	Age 18-34	Age 35-54	Age 55+
<b>Support</b>	<b>82%</b>	<b>80%</b>	<b>84%</b>	<b>86%</b>	<b>81%</b>	<b>79%</b>
<b>Oppose</b>	<b>13%</b>	<b>16%</b>	<b>11%</b>	<b>10%</b>	<b>13%</b>	<b>18%</b>
<b>Not sure</b>	<b>5%</b>	<b>4%</b>	<b>6%</b>	<b>5%</b>	<b>6%</b>	<b>3%</b>

### Cigarette Packages

As you may know, tobacco products sold in Canada have displayed health warnings featuring information on diseases caused by tobacco and tips on how to quit since 2000. Overall, do you support or oppose with the use of these health warnings?

	Canada	Respondents who smoke "frequently"	Respondents who smoke "occasionally"	Respondents who "rarely" smoke	Respondents who "never" smoke
<b>Support</b>	<b>82%</b>	<b>59%</b>	<b>68%</b>	<b>84%</b>	<b>89%</b>
<b>Oppose</b>	<b>13%</b>	<b>37%</b>	<b>20%</b>	<b>13%</b>	<b>7%</b>
<b>Not sure</b>	<b>5%</b>	<b>4%</b>	<b>12%</b>	<b>3%</b>	<b>5%</b>

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### Cigarette Packages

Please take a look at the following images, which may be featured on cigarette packages sold in Canada. When you are done looking at the images, click "Next." We will then ask you some questions about the images you have seen.



**Cigarettes**



**Cigarettes**

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Overall, do you think these images are too graphic, about right, or not graphic enough to be featured on cigarette packages?

	Canada	BC	AB	MB/SK	ON	PQ	ATL
Too graphic	12%	11%	6%	7%	15%	12%	9%
About right	60%	55%	63%	49%	58%	63%	67%
Not graphic enough	24%	34%	25%	37%	22%	21%	19%
Not sure	4%	1%	6%	7%	5%	4%	5%

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<b>Cigarette Packages</b>						
Overall, do you think these images are too graphic, about right, or not graphic enough to be featured on cigarette packages?						
	<b>Canada</b>	<b>Male</b>	<b>Female</b>	<b>Age 18-34</b>	<b>Age 35-54</b>	<b>Age 55+</b>
<b>Too graphic</b>	12%	11%	12%	8%	9%	20%
<b>About right</b>	60%	58%	61%	67%	57%	55%
<b>Not graphic enough</b>	24%	27%	22%	24%	27%	22%
<b>Not sure</b>	4%	4%	5%	2%	7%	4%

<b>Cigarette Packages</b>					
As you may know, tobacco products sold in Canada have displayed health warnings featuring information on diseases caused by tobacco and tips on how to quit since 2000. Overall, do you support or oppose with the use of these health warnings?					
	<b>Canada</b>	<b>Respondents who smoke "frequently"</b>	<b>Respondents who smoke "occasionally"</b>	<b>Respondents who "rarely" smoke</b>	<b>Respondents who "never" smoke</b>
<b>Too graphic</b>	12%	31%	15%	20%	6%
<b>About right</b>	60%	47%	65%	46%	63%
<b>Not graphic enough</b>	24%	15%	10%	32%	27%
<b>Not sure</b>	4%	6%	9%	2%	4%

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Cigarette Packages							
Overall, do you think the images will be effective or ineffective in convincing smokers to quit?							
	Canada	BC	AB	MB/SK	ON	PQ	ATL
Very effective / Moderately effective	48%	58%	42%	57%	43%	50%	54%
Moderately ineffective / Very ineffective	45%	37%	47%	35%	48%	47%	39%
Not sure	7%	5%	11%	8%	8%	4%	7%

Cigarette Packages						
Overall, do you think the images will be effective or ineffective in convincing smokers to quit?						
	Canada	Male	Female	Age 18-34	Age 35-54	Age 55+
Very effective / Moderately effective	48%	51%	46%	52%	46%	47%
Moderately ineffective / Very ineffective	45%	45%	45%	38%	47%	50%
Not sure	7%	5%	9%	9%	7%	4%

Cigarette Packages					
Overall, do you think the images will be effective or ineffective in convincing smokers to quit?					
	Canada	Respondents who smoke "frequently"	Respondents who smoke "occasionally"	Respondents who "rarely" smoke	Respondents who "never" smoke
Very effective / Moderately effective	48%	33%	47%	46%	52%
Moderately ineffective / Very ineffective	45%	61%	46%	52%	40%
Not sure	7%	6%	7%	2%	8%

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<b>Cigarette Packages</b>					
Overall, do you think the images will be effective or ineffective in convincing smokers to quit?					
	<b>Canada</b>	<b>Respondents who smoke "frequently"</b>	<b>Respondents who smoke "occasionally"</b>	<b>Respondents who "rarely" smoke</b>	<b>Respondents who "never" smoke</b>
<b>Very effective / Moderately effective</b>	<b>48%</b>	<b>33%</b>	<b>47%</b>	<b>46%</b>	<b>52%</b>
<b>Moderately ineffective / Very ineffective</b>	<b>45%</b>	<b>61%</b>	<b>46%</b>	<b>52%</b>	<b>40%</b>
<b>Not sure</b>	<b>7%</b>	<b>6%</b>	<b>7%</b>	<b>2%</b>	<b>8%</b>

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