



GfK bluemoon

Appendices

Market Research to Determine Effective Plain Packaging of Tobacco Products

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1 APPENDIX A: OVERALL RESEARCH DETAILS

1.1 Population targets (Smokers) for Weighting

Table of population targets for weighting (Quantitative) for Study 1, Study 2, Study 4 and Study 5 Online

Age, Gender and Smoking status	Population data %
Daily Male Age 18-24	6.54
Daily Male Age 25-34	13.87
Daily Male Age 35-44	12.79
Daily Male Age 45-54	10.42
Daily Male Age 55-64*	5.85
Weekly Male Age 18-24	1.45
Weekly Male Age 25-44	2.53
Weekly Male Age 45-64*	1.12
Daily Female Age 18-24	5.82
Daily Female Age 25-34	8.96
Daily Female Age 35-44	10.19
Daily Female Age 45-54	9.82
Daily Female Age 55-64*	6.26
Weekly Female Age 18-24	1.19
Weekly Female Age 25-44	2.35
Weekly Female Age 45-64*	0.84
<p>*Note: Sample data only included 65 year olds however no population data was available for 65 years old only.</p> <p>ABS - 43640DO011_20072008 National Health Survey: Summary of Results, 2007–2008 (Reissue) Released at 11:30 am (Canberra time) 23 Nov 2010</p>	

Table Of Population Targets For Weighting (Quantitative) For Study 5 Face To Face

Age, Gender and Smoking status	Population data %
*Daily Male 15-24yrs	8
Daily Male 25-34yrs	14
Daily Male 35-44yrs	13
Daily Male 45-54yrs	10
Daily Male 55-64yrs	6
*Weekly Male 15-44yrs	4
Weekly Male 45-64yrs	1
*Daily Female 15-24yrs	6
Daily Female 25-34yrs	9
Daily Female 35-44yrs	10
*Daily Female 45-54yrs	10
Daily Female 55-64yrs	6
Weekly Female 15-44yrs	4
Weekly Female 45-64yrs	1
<p>*Note: Sample data only included 16 years and above however no population data was available for 16-17 years old only.</p> <p>ABS - 43640DO011_20072008 National Health Survey: Summary of Results, 2007–2008 (Reissue) Released at 11:30 am (Canberra time) 23 Nov 2010</p>	



2 APPENDIX B: STUDY 1

2.1 Study 1 Recruitment Screener

NOTES TO RECRUITERS

This project will involve an hour of respondent's time. This will include a 20 minute quantitative questionnaire followed by a 40 minutes discussion. It is imperative that respondents arrive on time and that we have the specified numbers. If there is need to over recruit to ensure numbers than that's fine.

Please note, the hostess of the location will be responsible for providing the questionnaire to respondents as they arrive. Please ensure they are staffed accordingly. The qual discussion part of the clinic will begin 20 minutes past the hour.

Respondent incentive is \$70

TARGET RESPONDENTS:

- Aged 18-64yrs
- NSW,VIC,QLD
- Smoke cigarettes (manufactured/pack) at least every week
- Please aim of a range of different brand and cigarette types that people smoke.
- Mix of employment status, education level and aim for some CALD representation .

SAMPLE QUOTAS (n=104)

Clinic no.	Age	Gender	No. In clinic	Location	DATE
1	18-21	Male	6	Parramatta	3 Feb 6 pm
2		Female	6	Melbourne	3 Feb 7pm
3	22-29	Mix	7	Adelaide	2 Feb 6pm
4			7	Parramatta	3 Feb 7 pm
5			7	Melbourne	2 Feb 7pm
6			7	Adelaide	2 Feb 7pm
7	30-44	Mix	8	Sydney (St Leonards)	1 Feb 6pm
8			8	Melbourne	2 Feb 6pm
9			8	Adelaide	2 Feb 8pm
10			8	Sydney (St Leonards)	1 Feb 7 pm
11	45-64		8	Melbourne	3 Feb 5pm
12			8	Adelaide	2 Feb 5pm
13			8	Parramatta	3 Feb 8pm
14			8	Melbourne	3 Feb 6pm

**EXTRA SAMPLE**

15	18-21	Male	8	St Leonards	7 Feb 6pm
16		Female	8		7 Feb 7pm
17	22-29	Mix	8		7 Feb 6pm

ASK ALL

MR

S1. Do you or any of your close relations, work in any of the following industries?

READ OUT. SINGLE RESPONSE

Market research	1	CLOSE
Advertising, marketing, public relations	2	
Media and journalism	3	
Water industry	4	CONTINUE
Energy industry	5	
Automotive manufacture or retail	6	
Teaching	7	
Medicine or healthcare	8	CLOSE
Department of Health & Ageing	9	
Tobacco manufacturing, for a tobacco company, at a tobacconist	10	
An organisation dealing with health issues	11	
None of these	12	

ASK ALL

SC

S1B. When was the last time you took part in market research, such as a survey, an interview or group discussions?

READ OUT. SINGLE RESPONSE

In the last week	1	CLOSE
In the last 2-4 weeks	2	
In the last 2-3 months	3	
In the last 4-6 months	4	
In the last 7-12 months	5	CONTINUE
More than 12 months ago	6	



ASK ALL

S1C. In which of these age groups do you belong?

READ OUT. SINGLE RESPONSE

Under 16 years old	1	CLOSE
16-17	2	
18-19	3	CHECK QUOTAS
20-21		
22-24	4	
25-29	5	
30-34	6	
35-39	7	
40-44	8	
45-49	9	
50-54	10	
55-59	11	
60-64	12	
66 years and older	13	CLOSE

ASK ALL

S1D. And are you?

DO NOT READ OUT. SINGLE RESPONSE

Male	1	CHECK QUOTAS
Female	2	

The research we are conducting is about the packaging for cigarettes. We are looking for smokers and occasional smokers who are willing to speak honestly about how they feel about this.

Importantly, no one will judge you for smoking or tell you to quit.

ASK ALL

S4a. In the last 12 months, have you smoked cigarettes? By this we mean cigarettes which are manufactured or pack cigarettes.

Yes, smoked Cigarettes (Manufactured)	1	NEED TO SELECT TO CONTINUE
Yes, but smoke roll your own cigarettes	2	
Yes, but smoke other forms such as cigars/pipe tobacco	3	
Have not smoked in the last 12 months	4	TERMINATE



TERMINATION FOR S4A IF DOES NOT SMOKE CIGARETTES (MANUFACTURED) (S4A=1)
Thanks for your time. Unfortunately we are looking for cigarette smokers to

ASK ALL

S4b. And how frequently do you smoke cigarettes? By this we mean manufactured or pack cigarettes. Do you smoke...?

READ OUT. SINGLE RESPONSE

SR PER COLUMN	Cigarettes (Manufactured)	
Every day	1	CONTINUE
Every week	2	
Less than every week	3	TERMINATE

TERMINATION FOR S4B NOT =1-2 -IF DOES NOT SMOKE CIGARETTES (MANUFACTURED)
AT LEAST ONCE A WEEK (SMOKER)
Thanks for your time. Unfortunately we are looking for regular cigarette smokers to participate in the research.



DEMOGRAPHICS

Now finally, we have a few more questions about you for classification purposes only.

RECRUITERS – PLEASE ENSURE A MIX OF THE FOLLOWING DEMOGRAPHIC QUESTIONS ACROSS GROUPS WHERE POSSIBLE.

ASK ALL

D1. Which brand of cigarettes do you mainly smoke?

DO NOT READ OUT.

Benson and Hedges	
Dunhill	
Winfield	
Alpine	
Malboro	
Peter Stuyvesant	
Peter Jackson	
Longbeach	
Escort	
Freedom	
Horizon	
Holiday	
Stradbroke	
Brandon	
More	
Lucky Strike	
Camel	
Davidoff	
Other (specify)	
No main or regular brand	

ASK ALL

D1a. And do you mainly smoke...?

READ OUT. SINGLE RESPONSE.



Full Strength/Flavour (Red)	
Regular Strength (Blue)	
Light (Light blue, Silver etc)	
Filter/ Special Filter	
Menthol	
Other (Specify)	
No main or regular variant	

ASK ALL

D2. What is your employment status? Are you...?

READ OUT. SINGLE RESPONSE

Working full time	
Working part timer	
Unemployed	
Full time student	
House duties	
Retired	
Other	

ASK ALL

D3. What is the highest level of education you have? Do you have...?

READ OUT. SINGLE RESPONSE

No schooling qualifications	
Primary school	
Year 10 / 4th form / School Certificate	
Year 12 / 6th form / Higher School Certificate	
TAFE or trade qualification	
Any type of university degree	
Other (specify)	

ASK ALL

D6. Are there any languages other than English spoken in your household?



READ OUT. SINGLE RESPONSE.

IF YES, RECORD

Yes (Specify_____)	
No	
Don't Know	
Refused	

ASK ALL

D7. And are you of Aboriginal or Torres Strait Islander descent?

READ OUT. SINGLE RESPONSE.

Yes	
No	
Don't Know	
Refused	

ASK ALL

D8. Which of these broad income bands best represents the total annual income for your household before tax?

Would it be... ?

READ OUT. SINGLE RESPONSE.

Less than \$31,000	
Between \$31,000 and \$59,999	
Between \$60,000 and \$79,999	
Between \$80,000 and \$99,999	
Between \$100,000 and \$149,999	
\$150,000 or more	
Don't Know	
Refused	



2.2 Quantitative Self Completion Questionnaire

SELF COMPLETION QUESTIONNAIRE

NAME:	
ID:	
Location	

Thank you for your time today to participate in this important survey. GfK Blue Moon is a social and market research company conducting this survey on behalf of the Australian Government, Department of Health and Ageing about a very important issue.

The information and opinions you provide will be treated as strictly confidential and will be used only for evaluation purposes. Your results will be grouped together with other respondents and your answers will not be traced back to you.

Depending on your answers, the survey should take around 15 minutes to complete.

Please read all the questions carefully and follow the instructions after each question.

When selecting your responses, please circle the number next to the response you wish to select.



S1C. In which of these age groups do you belong?

Please circle one response only.

Note, if you are younger than 18 years old or older than 64 years please let the interviewer know.

18-19	1
20-21	2
22-24	3
25-29	4
30-34	5
35-39	6
40-44	7
45-49	8
50-54	9
55-59	10
60-64	11

S1D. And are you?

Please circle one response only.

Male	1
Female	2



The research we are conducting is about the packaging for cigarettes. We are looking for smokers who are willing to speak honestly about how they feel about this. Importantly, no one will judge you for smoking or tell you to quit.

S4b. How frequently do you smoke cigarettes? By this we mean manufactured or pack cigarettes. Do you smoke...?

Please circle one response only.

	Please circle one response only.	
Every day	1	
Every week	2	
Less than every week	3	Please see interviewer if you smoke less than every week

In this survey, we want to find out how you view different cigarette brands. There are five brands we would like to hear your opinions on. Please note, there are no right or wrong answers. We are interested in your opinions of the brands.

On the next six pages, we will show you a brand of cigarettes in Australia and we'd like you to tell us what kind of person you think smokes the brand of cigarettes. There will be a list of words that can be used to describe people. Please select as many or as few words you think best describes the people who smoke this brand.

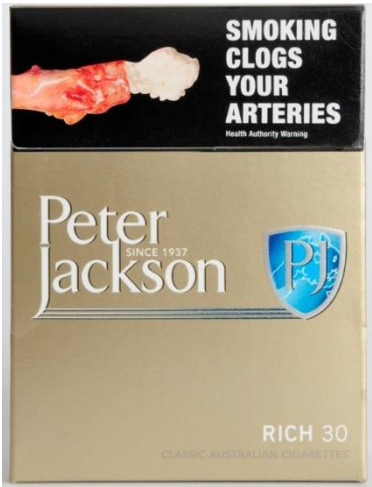
B1. Thinking about the brand of cigarette you see below (Winfield Red), please indicate which words you feel describes the kind of person who smokes this brand of cigarette.



Please circle as many or as few descriptions as you like.	
Mature	1
Young	2
Masculine	3
Feminine	4
Well off	5
Budget	6
Traditional	7
Cool	8
Sophisticated	9
Plain	10
Trendy	11
Ordinary	12
Relaxing	13
Serious	14
Tough	15
Popular	16
Attractive	17
Gentle	18
Intelligent	19
Not sure	97

B1A. And are there any other words you feel describe the kind of person who smokes this brand of cigarette?

B2. Thinking about the brand of cigarette you see below (Peter Jackson Rich), please indicate which words you feel describe the kind of person who smokes this brand of cigarette.



Please circle as many or as few descriptions as you like.	
Mature	1
Young	2
Masculine	3
Feminine	4
Well off	5
Budget	6
Traditional	7
Cool	8
Sophisticated	9
Plain	10
Trendy	11
Ordinary	12
Relaxing	13
Serious	14
Tough	15
Popular	16
Attractive	17
Gentle	18
Intelligent	19
Not sure	97

B2A. And are there any other words you feel describe the kind of person who smokes this brand of cigarette?

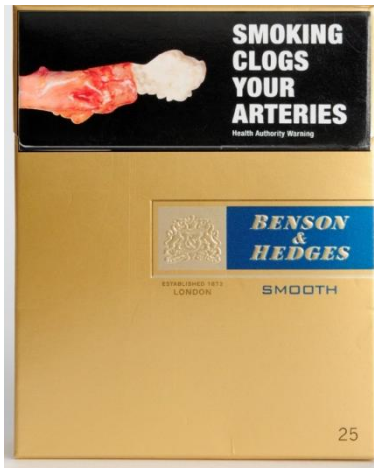
B3. Thinking about the brand of cigarette you see below (Longbeach Rich), please indicate which words you feel describe the kind of person who smokes this brand of cigarette.



Please circle as many or as few descriptions as you like.	
Mature	1
Young	2
Masculine	3
Feminine	4
Well off	5
Budget	6
Traditional	7
Cool	8
Sophisticated	9
Plain	10
Trendy	11
Ordinary	12
Relaxing	13
Serious	14
Tough	15
Popular	16
Attractive	17
Gentle	18
Intelligent	19
Not sure	97

B3A. And are there any other words you feel describe the kind of person who smokes this brand of cigarette?

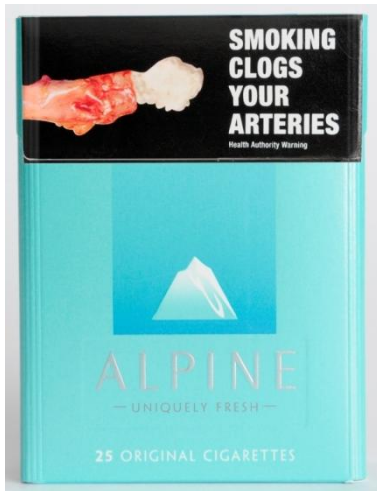
B4. Thinking about the brand of cigarette you see below (Benson & Hedges Smooth), please indicate which words you feel describe the kind of person who smokes this brand of cigarette.



Please circle as many or as few descriptions as you like.	
Mature	1
Young	2
Masculine	3
Feminine	4
Well off	5
Budget	6
Traditional	7
Cool	8
Sophisticated	9
Plain	10
Trendy	11
Ordinary	12
Relaxing	13
Serious	14
Tough	15
Popular	16
Attractive	17
Gentle	18
Intelligent	19
Not sure	97

B4A. And are there any other words you feel describe the kind of person who smokes this brand of cigarette?

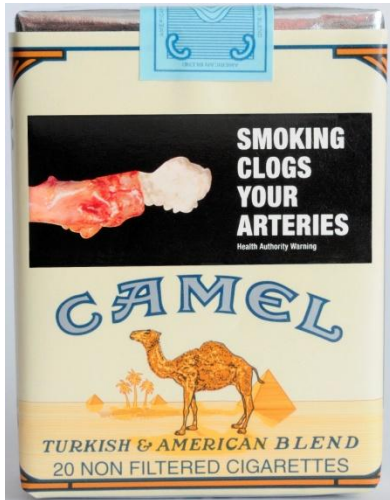
B5. Thinking about the brand of cigarette you see below (Alpine Original), please indicate which words you feel describe the kind of person who smokes this brand of cigarette.



Please circle as many or as few descriptions as you like.	
Mature	1
Young	2
Masculine	3
Feminine	4
Well off	5
Budget	6
Traditional	7
Cool	8
Sophisticated	9
Plain	10
Trendy	11
Ordinary	12
Relaxing	13
Serious	14
Tough	15
Popular	16
Attractive	17
Gentle	18
Intelligent	19
Not sure	97

B5A. And are there any other words you feel describe the kind of person who smokes this brand of cigarette?

B6. Thinking about the brand of cigarette you see below (Camel (soft pack)), please indicate which words you feel describe the kind of person who smokes this brand of cigarette.



Please circle as many or as few descriptions as you like.

Mature	1
Young	2
Masculine	3
Feminine	4
Well off	5
Budget	6
Traditional	7
Cool	8
Sophisticated	9
Plain	10
Trendy	11
Ordinary	12
Relaxing	13
Serious	14
Tough	15
Popular	16
Attractive	17
Gentle	18
Intelligent	19
Not sure	97

B6A. And are there any other words you feel describe the kind of person who smokes this brand of cigarette?

C1. Now, here are some other statements about different cigarette brands. For each brand of cigarette shown, please indicate how strongly you feel each statement shown describes the cigarette brand.

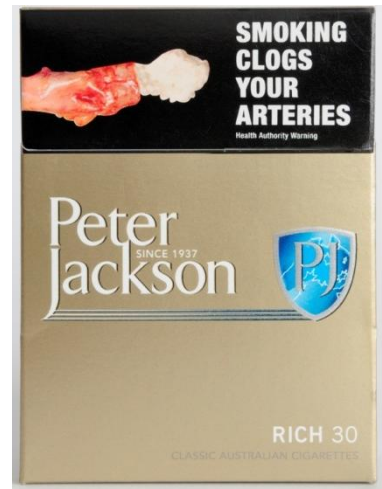
How strongly do you agree that this brand
(Winfield Red)...



	Please circle a number for each statement	Strongly agree	Somewhat agree	Unsure	Somewhat disagree	Strongly disagree
1	Looks like it contains a high quality cigarette	5	4	3	2	1
2	Is a cigarette brand I would like to be seen smoking	5	4	3	2	1
3	Is not as harmful to health as other cigarette brands	5	4	3	2	1
4	Would be a harder cigarette brand to quit / give up than other cigarettes	5	4	3	2	1
5	Has a more attractive pack than other cigarette brands	5	4	3	2	1

C2. Now, here are some other statements about different cigarette brands. For each brand of cigarette shown, please indicate how strongly you feel each statement shown describes the cigarette brand.

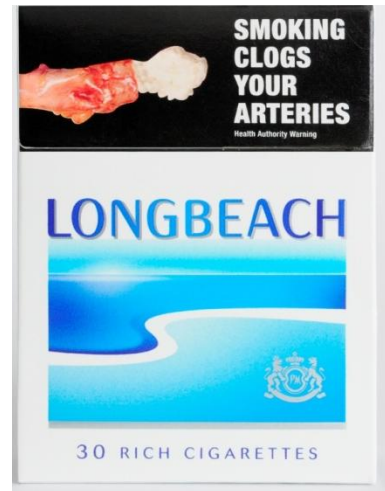
How strongly do you agree that this brand
(Peter Jackson Rich)...?



	Please circle a number for each statement	Strongly agree	Somewhat agree	Unsure	Somewhat disagree	Strongly disagree
1	Looks like it contains a high quality cigarette	5	4	3	2	1
2	Is a cigarette brand I would like to be seen smoking	5	4	3	2	1
3	Is not as harmful to health as other cigarette brands	5	4	3	2	1
4	Would be a harder cigarette brand to quit / give up than other cigarettes	5	4	3	2	1
5	Has a more attractive pack than other cigarette brands	5	4	3	2	1

C3. Now, here are some other statements about different cigarette brands. For each brand of cigarette shown, please indicate how strongly you feel each statement shown describes the cigarette brand.

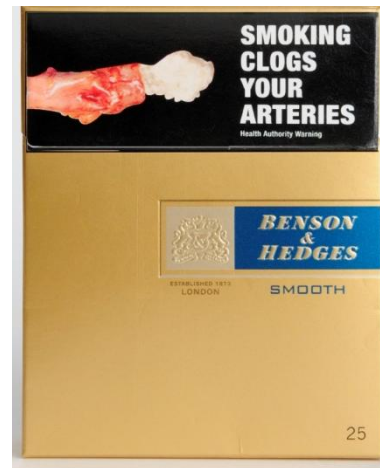
How strongly do you agree that this brand (Longbeach Rich)...?



	Please circle a number for each statement	Strongly agree	Somewhat agree	Unsure	Somewhat disagree	Strongly disagree
1	Looks like it contains a high quality cigarette	5	4	3	2	1
2	Is a cigarette brand I would like to be seen smoking	5	4	3	2	1
3	Is not as harmful to health as other cigarette brands	5	4	3	2	1
4	Would be a harder cigarette brand to quit / give up than other cigarettes	5	4	3	2	1
5	Has a more attractive pack than other cigarette brands	5	4	3	2	1

C4. Now, here are some other statements about different cigarette brands. For each brand of cigarette shown, please indicate how strongly you feel each statement shown describes the cigarette brand.

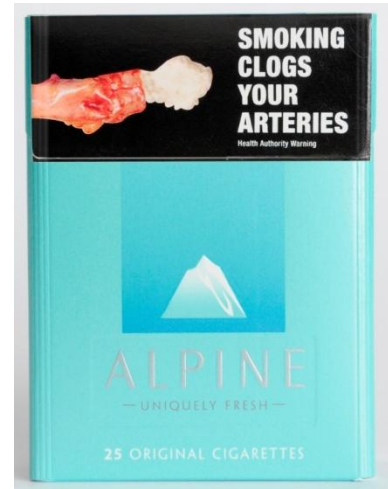
How strongly do you agree that this brand
(Benson & Hedges Smooth)...?



	Please circle a number for each statement	Strongly agree	Somewhat agree	Unsure	Somewhat disagree	Strongly disagree
1	Looks like it contains a high quality cigarette	5	4	3	2	1
2	Is a cigarette brand I would like to be seen smoking	5	4	3	2	1
3	Is not as harmful to health as other cigarette brands	5	4	3	2	1
4	Would be a harder cigarette brand to quit / give up than other cigarettes	5	4	3	2	1
5	Has a more attractive pack than other cigarette brands	5	4	3	2	1

C5. Now, here are some other statements about different cigarette brands. For each brand of cigarette shown, please indicate how strongly you feel each statement shown describes the cigarette brand.

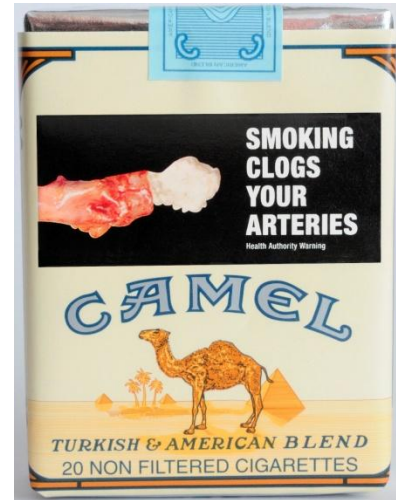
How strongly do you agree that this brand
(Alpine Original)...



	Please circle a number for each statement	Strongly agree	Somewhat agree	Unsure	Somewhat disagree	Strongly disagree
1	Looks like it contains a high quality cigarette	5	4	3	2	1
2	Is a cigarette brand I would like to be seen smoking	5	4	3	2	1
3	Is not as harmful to health as other cigarette brands	5	4	3	2	1
4	Would be a harder cigarette brand to quit / give up than other cigarettes	5	4	3	2	1
5	Has a more attractive pack than other cigarette brands	5	4	3	2	1

C6. Now, here are some other statements about different cigarette brands. For each brand of cigarette shown, please indicate how strongly you feel each statement shown describes the cigarette brand.

How strongly do you agree that this brand
(Camel (soft pack))...?



	Please circle a number for each statement	Strongly agree	Somewhat agree	Unsure	Somewhat disagree	Strongly disagree
1	Looks like it contains a high quality cigarette	5	4	3	2	1
2	Is a cigarette brand I would like to be seen smoking	5	4	3	2	1
3	Is not as harmful to health as other cigarette brands	5	4	3	2	1
4	Would be a harder cigarette brand to quit / give up than other cigarettes	5	4	3	2	1
5	Has a more attractive pack than other cigarette brands	5	4	3	2	1

**DEMOGRAPHICS**

Now finally, we have a few more questions about you for classification purposes only.

D1. Which brand of cigarettes do you mainly smoke?

Please circle one response only.

Benson & Hedges	1
Dunhill	2
Winfield	3
Alpine	4
Marlboro	5
Peter Stuyvesant	6
Peter Jackson	7
Longbeach	8
Escort	9
Freedom	10
Horizon	11
Holiday	12
Stradbroke	13
Brandon	14
More	15
Lucky Strike	16
Camel	17
Davidoff	18
Other (specify)	19
No main or regular brand	20

D1a. And do you mainly smoke...?



Please circle one response only.

Full Strength/Flavour (Red)	1
Regular Strength (Blue, Gold)	2
Light (Light blue, Silver , White etc)	3
Filter/ Special Filter	4
Menthol	5
Other (Specify)	6
No main or regular variant	7

D2. What is your employment status? Are you...?

Please circle one response only.

Working full time	1
Working part timer	2
Unemployed	3
Full time student	4
House duties	5
Retired	6
Other	7



D3. What is the highest level of education you have? Do you have...?

Please circle one response only.

No schooling qualifications	1
Primary school	2
Year 10 / 4th form / School Certificate	3
Year 12 / 6th form / Higher School Certificate	4
TAFE or trade qualification	5
Any type of university degree	6
Other (specify)	7

D6. Are there any languages other than English spoken in your household?

Please circle one response only. If another language is spoken in your household please write in the box below what languages are spoken.

Yes (Specify_____)	1
No	2
Don't Know	3
Refused	4

D7. And are you of Aboriginal or Torres Strait Islander descent?

Please circle one response only.

Yes	1
No	2
Don't Know	3
Refused	4



D8. Which of these broad income bands best represents the total annual income for your household before tax?

Would it be... ?

Please circle one response only.

Less than \$31,000	1
Between \$31,000 and \$59,999	2
Between \$60,000 and \$79,999	3
Between \$80,000 and \$99,999	4
Between \$100,000 and \$149,999	5
\$150,000 or more	6
Don't Know	7
Refused	8

**Thank you very much for your time. You have now completed the survey.
Please bring the survey up to the interviewer.**



2.3 Qualitative Discussion Guide

DISCUSSION GUIDE_STUDY 1

1 Introduction	5 minutes
-----------------------	------------------

- Introduce research topic and process: Explain viewing and recording
- Reiterate that not here to discuss or judge their smoking/quitting behaviour, just to get their views on some of the packaging / branding of cigarette packets.
- Respondents to introduce briefly themselves: smoking behaviour/quitting experiences, work, family/living arrangements, spare time activities
- Moderator to check and confirm the group comprises either daily/regular smokers. Remind about confidentiality (theirs and topic)

2 Current brand of cigarettes	(5 minutes)
--------------------------------------	--------------------

Moderator to explain:

- What brand do you currently smoke? Make a list on board
- How did you come to smoke that brand? Do they remember what made them choose it?
- Do you ever smoke other brands? Why / why not?
- Are there some brands that you definitely wouldn't smoke? Why / why not?

Moderator note – encourage openness and honesty but take care in regards to negative comments about the brand other in the group may smoke. Aim is to gather general associations with the various brands.

- Probe on all elements mentioned in above two questions (eg, if they say they don't; taste the same? How do they know? Have they tried them? If not, why do they think they taste bad? Or if they say only a certain type of person smokes that type of cigarette, what makes them think that? And so on?)
- Thinking about other brands than the ones you answered questions on in the questionnaire outside, do you associate different brands with certain types of people? (Encourage them to think more broadly)
 - What type of person would smoke that brand? Why do they think that?
- Moderator to make a list of spontaneously mentioned associations (white board to involve group more if necessary)

3 Brand perceptions from quant study	(10 minutes)
---	---------------------

Rotate order of discussion of brands across clinics

Winfield – Red

Peter Jackson – Rich

Long Beach – Rich

Benson and Hedges – Smooth



Alpine

Camel –soft pack

Put up board with picture of first brand of cigarettes

- What words did you choose to describe this pack? Why did you say that?
 - Why did you choose those words to describe these?
 - Are there any other words you would use to describe this pack?
 - How does this brand make you feel about smoking?
 - How do you think you'd feel if your cigarettes came in a pack that looked like this?
- What words did you use to describe the type of person who smokes this brand?
- Are there any other words you would use to describe this brand?
 - Why do you think that? What is it about the brand that makes you think that?

Repeat with other brands

Have a board with all packets cigarettes on it.....

- Which did you choose from all the brand tested that you felt:
- Had the highest quality cigarettes ? why?
- Brand I would like to be seen smoking? Why?
- Is not as harmful to health as other cigarette brands? Why?
- Would be harder to quit / give up than other cigarette brands?
- Has a more attractive pack than the others?

4 Associations with cigarette sticks (10 minutes)
--

Show cork tip board and white tip board first.

- Are these cigarettes (cork tip vs white tip) different in any way? How?
- Probe with – which are the stronger cigarettes? Which would be more difficult to give up? Which are the more premium cigarettes? How would you describe the person that smokes the these types of cigarettes?

Point out the different brands on each stick. Talk about one at a time.

- Do the different names suggest that the cigarettes are different in anyway ? How?
- (If not covered off in previous sections) What type of person smokes this type of brand? Probe out to gain descriptors.
- **Show board with 'thin sticks' on it**
- First thoughts?
- Probe out positive and negative associations.
- Would you be interested in smoking these at all? Are they interesting? Are they appealing at all? What makes them appealing / interesting / attractive...?
- What type of person would smoke these at all?



- Or 'how would you feel if you were smoking on of these cigarettes'?
- Point out the different brand names.
- Do the different names suggest that the cigarettes are different in anyway ? How?

Show board with "dark' sticks and coloured tips

- First thoughts?
- Probe out positive and negative associations. Why do you say that?
- Would you be interested in smoking these at all? Would you be interested in smoking these at all? Are they interesting? Are they appealing at all? What makes them appealing / interesting / attractive...?
- What type of person would smoke these at all?
- Or 'how would you feel if you were smoking on of these cigarettes'?

5 Distribute different packs around the table (10 minutes)

Ask respondents to pick up the different pack types and pass them around. Look inside, open them up, read whatever might be inside..

After they have played around with them, go through them one at a time

- Which ones do you like/ appeal to you?
- What are your first thoughts on the pack design? Why?
 - the colour of the pack?
 - the type of opening?
 - the inside (for example the ones that have the resealable pack)?
 - what about the information being on the inside of the pack?
- Could you see yourself using that type of pack? Why/ why not?
- What type of person might use this type of pack?
- It that type of pack practical? Why / why not?
- Repeat with other packs

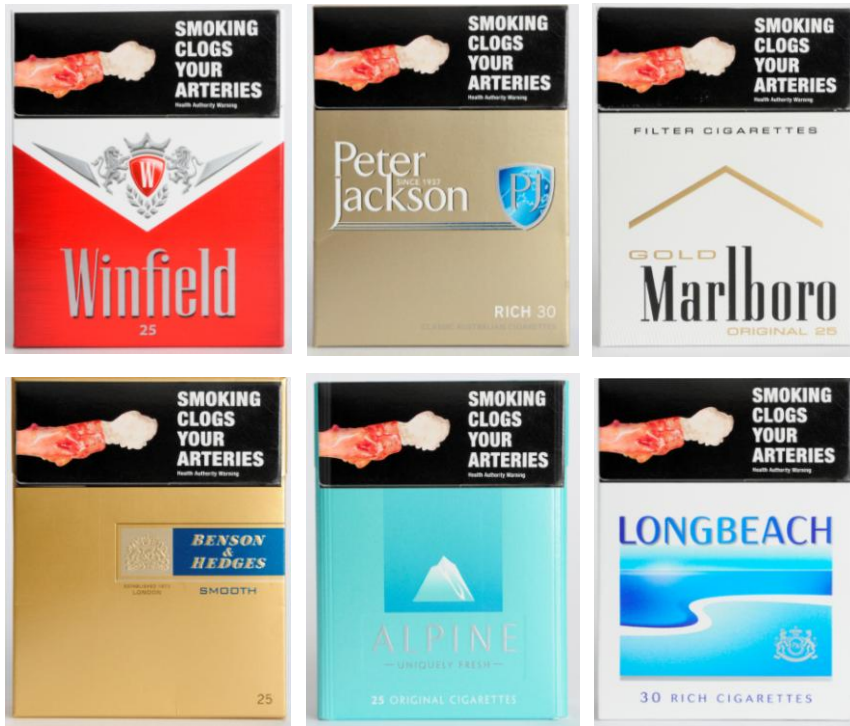
Pack Designs

- 1 Green superslims
- 2 Blue Dunhill Flip
- 3 Vogue 'Lilas'
- 4 Du Maurier 'Relockables'
- 5 Edition Performance Lighter Flip.

Thank and close

2.4 Stimulus for Qualitative Discussions

Images of Brands tested (Qualitative and Quantitative)



Images of Pack designs (Qualitative)



2.5 Additional Tables

Tables of Brand Descriptors by subgroups (Quantitative)

Winfield Red Proportion who selected the word for the brand	Total (n=122) %	Age 18-24 years (n=37) %	Age 25-44 years (n=59) %	Age 45-64 years (n=26*) %	Male (n=66) %	Female (n=56) %
Mature	39	41	41	34	42	35
Young	19	18	18	20	17	21
Masculine	63	64	68	55	53 [~]	75 [^]
Feminine	5	0	7 [^]	3	7	1
Well off	4	19 [^]	3 [~]	0 [~]	2	7
Budget	24	22	21	30	19	30
Traditional	35	27	39	31	38	30
Cool	9	6	9	11	10	8
Sophisticated	5	3	4	8	7	3
Plain	18	10	22	16	15	22
Trendy	6	10	6	3	6	6
Ordinary	23	19	27	17	24	21
Relaxing	7	2	6	12	4	11
Serious	25	40 [^]	29	13 [~]	29	20
Tough	45	64 [^]	55 [^]	21 [~]	43	46
Popular	13	13	11	16	11	15
Attractive	2	0	4	0	4	0
Gentle	2	0	1	6	0	6
Intelligent	1	0	1	0	0	1
Not sure	5	3	3	8	3	6

Base: All respondents (n=122) *Caution small sample size

B1-6. Thinking about the brand of cigarette you see below, please indicate which words you feel describes the kind of person who smokes this brand of cigarette. Multiple response.

[~]Significantly higher/lower than other comparison subgroups at 95% c.i

Peter Jackson Rich Proportion who selected the word for the brand	Total (n=122) %	Age 18-24 years (n=37) %	Age 25-44 years (n=59) %	Age 45-64 years (n=26*) %	Male (n=66) %	Female (n=56) %
Mature	29	37	25	32	32	26
Young	24	32	27	16	17	32
Masculine	33	31	26	45	19 [~]	50 [^]
Feminine	20	9	19	27	12 [~]	30 [^]
Well off	4	2	4	5	4	5
Budget	39	50	44	25	38	40
Traditional	24	21	21	29	18	31
Cool	7	8	7	7	11	2
Sophisticated	5	2	3	9	6	4
Plain	23	35	24	15	28	16
Trendy	5	0	3	11	5	5
Ordinary	35	35	49 [^]	15 [~]	33	39
Relaxing	6	6	4	9	7	5
Serious	17	17	11	27	18	17
Tough	10	18	9	9	5 [~]	17 [^]
Popular	7	9	9	3	3	11
Attractive	4	0	2	8	5	2
Gentle	3	5	5	0	4	2
Intelligent	4	5	4	3	3	5
Not sure	14	11	10	22	16	12

Base: All respondents (n=122) *Caution small sample size

B1-6. Thinking about the brand of cigarette you see below, please indicate which words you feel describes the kind of person who smokes this brand of cigarette. Multiple response.

[~]Significantly higher/lower than other comparison subgroups at 95% c.i

Longbeach Rich Proportion who selected the word for the brand	Total (n=122) %	Age 18-24 years (n=37) %	Age 25-44 years (n=59) %	Age 45-64 years (n=26*) %	Male (n=66) %	Female (n=56) %
Mature	28	43 [^]	32	14 [~]	24	32
Young	33	19 [~]	27	50 [^]	38	27
Masculine	12	24 [^]	7 [~]	14	6 [~]	20 [^]
Feminine	32	35	26	40	25	41
Well off	2	3	2	0	2	1
Budget	64	66	72	52	59	70
Traditional	11	10	13	8	11	11
Cool	7	14	4	9	6	9
Sophisticated	3	7	1	5	5	1
Plain	29	18	28	34	33	23
Trendy	8	10	4	14	4	13
Ordinary	29	29	38	16	29	29
Relaxing	14	27 [^]	8 [~]	18	12	18
Serious	4	6	5	3	4	5
Tough	4	11	2	3	1	7
Popular	15	5	15	19	16	13
Attractive	9	6	5	16	3 [~]	16 [^]
Gentle	7	10 [^]	11 [^]	0 [~]	9	4
Intelligent	2	2	3	0	1	4
Not sure	8	0	8	11	8	8
Base: All respondents (n=122) *Caution small sample size B1-6. Thinking about the brand of cigarette you see below, please indicate which words you feel describes the kind of person who smokes this brand of cigarette. Multiple response. ^Significantly higher/lower than other comparison subgroups at 95% c.i						

Benson & Hedges Smooth Proportion who selected the word for the brand	Total (n=122) %	Age 18-24 years (n=37) %	Age 25-44 years (n=59) %	Age 45-64 years (n=26*) %	Male (n=66) %	Female (n=56) %
Mature	45	39	45	49	40	51
Young	23	37 [^]	26	11 [~]	24	21
Masculine	37	39	35	40	28 [~]	49 [^]
Feminine	23	27	17	32	8 [~]	41 [^]
Well off	41	37	39	47	35	50
Budget	2	2	0	5	4	0
Traditional	34	32	30	40	28	40
Cool	14	19 [^]	20	3 [~]	13	15
Sophisticated	33	23	29	44	37	28
Plain	10	23 [^]	6 [~]	10	18 [^]	0
Trendy	25	32 [^]	31	11 [~]	19	31
Ordinary	10	29 [^]	6 [~]	7 [~]	8	12
Relaxing	12	19	11	10	14	9
Serious	16	26	16	12	19	12
Tough	7	6	5	11	8	6
Popular	36	25	41	34	38	34
Attractive	14	17	15	10	11	17
Gentle	4	6	6	0	2	7
Intelligent	26	19	19	38	24	28
Not sure	4	3	3	5	6	1
Base: All respondents (n=122) *Caution small sample size B1-6. Thinking about the brand of cigarette you see below, please indicate which words you feel describes the kind of person who smokes this brand of cigarette. Multiple response. ^^Significantly higher/lower than other comparison subgroups at 95% c.i						

Alpine Original Proportion who selected the word for the brand	Total (n=122) %	Age 18-24 years (n=37) %	Age 25-44 years (n=59) %	Age 45-64 years (n=26*) %	Male (n=66) %	Female (n=56) %
Mature	22	25	26	16	20	26
Young	31	20	33	33	29	33
Masculine	3	3	4	0	0	6
Feminine	72	65	78	65	76	67
Well off	12	8	8	20^	17	6
Budget	8	17	6	6	3	13
Traditional	14	9	7	26^	13	15
Cool	23	5~	19^	37^	21	25
Sophisticated	16	23	18	10	19	13
Plain	9	21^	9	3~	5	13
Trendy	18	6	22^	17^	18	17
Ordinary	8	15^	9	3	6	9
Relaxing	27	29	26	26	28	25
Serious	5	14^	0	8	2	8
Tough	0	0	0	0	0	0
Popular	15	10	9	27^	12	20
Attractive	9	9	13	3	8	10
Gentle	29	29	36	20	34	24
Intelligent	7	11	6	7	6	8
Not sure	8	12	4	11	4	12
Base: All respondents (n=122) *Caution small sample size B1-6. Thinking about the brand of cigarette you see below, please indicate which words you feel describes the kind of person who smokes this brand of cigarette. Multiple response. ^Significantly higher/lower than other comparison subgroups at 95% c.i						

Camel (soft pack) Proportion who selected the word for the brand	Total (n=122) %	Age 18-24 years (n=37) %	Age 25-44 years (n=59) %	Age 45-64 years (n=26*) %	Male (n=66) %	Female (n=56) %
Mature	61	46	61	67^	59	63
Young	8	13^	13^	0~	10	6
Masculine	58	53	59	58	51	66
Feminine	4	6	3	5	5	3
Well off	11	16	12	8	14	8
Budget	11	26^	5~	13	6	16
Traditional	34	28	37	32	38	29
Cool	15	16	20	7~	13	17
Sophisticated	10	17^	13	3~	11	9
Plain	14	5~	8	28^	19	8
Trendy	15	22^	19^	5~	15	14
Ordinary	8	6	8	9	4	13
Relaxing	8	16	9	3	6	12
Serious	22	17	22	25	25	19
Tough	41	35	38	49^	43	39
Popular	3	0	2	5	5	0
Attractive	0	3	0	0	0	1
Gentle	5	3	4	7	1	10
Intelligent	5	12	5	3	3	8
Not sure	7	3	4	11	3	11
Base: All respondents (n=122) *Caution small sample size B1-6. Thinking about the brand of cigarette you see below, please indicate which words you feel describes the kind of person who smokes this brand of cigarette. Multiple response. ^Significantly higher/lower than other comparison subgroups at 95% c.i						

Proportion who selected Strongly Agree / Somewhat Agree for each pack descriptor		Total (n=122) %	Age 18- 24 years (n=37) %	Age 25- 44 years (n=59) %	Age 45- 64 years (n=26*) %	Male (n=66) %	Female (n=56) %
Winfield Red	Looks like it contains a high quality cigarette	53	47	63	42	60	45
	Is a cigarette brand I would like to be seen smoking	29	32	35	17	35	20
	Is not as harmful to health as other cigarette brands	9	3	10	12	11	7
	Would be a harder cigarette brand to quit / give up than other cigarettes	37	48	33	37	36	37
	Has a more attractive pack than other cigarette brands	33	57 [^]	35 [~]	18 [~]	38	25
Peter Jackson Rich	Looks like it contains a high quality cigarette	40	29	43	40	37	44
	Is a cigarette brand I would like to be seen smoking	23	16	27	20	21	25
	Is not as harmful to health as other cigarette brands	10	9	11	9	10	9
	Would be a harder cigarette brand to quit / give up than other cigarettes	18	41 [^]	10 [~]	20	20	16
	Has a more attractive pack than other cigarette brands	34	18 [~]	37 [^]	38	29	41
Longbeach Rich	Looks like it contains a high quality cigarette	18	21	21	11	20	14
	Is a cigarette brand I would like to be seen smoking	20	5 [~]	18 [^]	29 [^]	14	26
	Is not as harmful to health as other cigarette brands	6	8	6	6	6	7
	Would be a harder cigarette brand to quit / give up than other cigarettes	10	19	9	8	11	9
	Has a more attractive pack than other cigarette brands	26	43 [^]	28	17 [~]	26	27
Benson & Hedges Smooth	Looks like it contains a high quality cigarette	80	80 [^]	89 [^]	66 [~]	76	85
	Is a cigarette brand I would like to be seen smoking	67	71	72	57	67	67
	Is not as harmful to health as other cigarette brands	8	18 [^]	9	3	9	8
	Would be a harder cigarette brand to quit / give up than other cigarettes	22	32	23	15	31 [^]	10
	Has a more attractive pack than other cigarette brands	66	68 [^]	80 [^]	44 [~]	62	71
Alpine Original	Looks like it contains a high quality cigarette	45	57	45	40	48	42
	Is a cigarette brand I would like to be seen smoking	13	21	12	9	10	16
	Is not as harmful to health as other cigarette brands	15	25	17	8	21 [^]	8
	Would be a harder cigarette brand to quit / give up than other cigarettes	7	7	9	5	10	4
	Has a more attractive pack than other cigarette brands	54	53	62	42	50	59
Camel Soft Pack	Looks like it contains a high quality cigarette	42	42 [^]	51 [^]	29 [~]	45	39
	Is a cigarette brand I would like to be seen smoking	15	23 [^]	21 [^]	2 [~]	17	12
	Is not as harmful to health as other cigarette brands	4	2	6	3	4	5
	Would be a harder cigarette brand to quit / give up than other cigarettes	31	40 [^]	29	29	40 [^]	20
	Has a more attractive pack than other cigarette brands	37	64 [^]	41 [~]	20 [~]	37	38



Proportion who selected Strongly Agree / Somewhat Agree for each pack descriptor	Total (n=122) %	Age 18-24 years (n=37) %	Age 25-44 years (n=59) %	Age 45-64 years (n=26*) %	Male (n=66) %	Female (n=56) %
Base: All respondents (n=122) *Caution small sample size C1. Now, here are some other statements about different cigarette brands. For each brand of cigarette shown, please indicate how strongly you feel each statement shown describes the cigarette brand. How strongly do you agree that this brand...? 5pt scale (Strongly Agree, Somewhat Agree, Neither, Somewhat Disagree, Strongly Disagree) ^^Significantly higher/lower than other comparison subgroups at 95% c.i						

2.6 Additional Analysis

Data Normalisation (Relative Strengths and Weaknesses)

The brand descriptor data was normalised to determine the brand profiles and differentiators relative to the other brands tested.

In this analysis, a formula is applied to determine differences between the observed score and the expected score based on the overall scores for each brand/variant and for each word tested. This allows for differences to be identified, regardless of brand size or familiarity.

Brand Descriptors Strengths and Weaknesses (Note not raw data but 'normalised data')

Relative strength (high association) compared to other competitors

Relative weakness (low association) compared to other competitors

F: Expected score	Winfield Red	Camel (soft pack)	Peter Jackson Rich	Longbeach Rich	Benson & Hedges Smooth	Alpine Original
	<i>Hard core</i>	<i>Old school</i>	<i>Working mans cigarette</i>	<i>Budget</i>	<i>Premium/Distinguished</i>	<i>Women's cigarette</i>
Tough	35	20	-7	-10	-20	-18
Masculine	31	24	-3	-20	-1	-32
Serious	14	8	0	-8	-5	-9
Budget	-1	-14	18	42	-30	-16
Ordinary	4	-14	21	13	-12	-12
Plain	0	-8	12	10	-10	-4
Well off	-6	-3	-6	-10	24	0
Popular	-5	-9	-4	-1	18	1
Trendy	-7	5	-8	-7	14	3
Sophisticated	-9	0	-4	-7	13	7
Feminine	-23	-24	-6	9	-4	47
Gentle	-9	-6	-2	2	-8	22
Relaxing	-9	-2	-7	4	-3	17
Attractive	-5	-4	-3	0	5	7
Cool	-8	6	-4	-5	4	7
Young	-7	-12	6	5	1	7
Intelligent	-7	2	-2	-3	9	1
Traditional	9	11	1	-12	4	-13
Mature	1	20	-5	-3	1	-14

2.7 Respondent Smoking Profile

	Study 1 Total (n=122) %	Age 18-24 years (n=37) %	Age 25-44 years (n=59) %	Age 45-65 years (n=26*) %
Frequency of smoking manufactured cigarettes (%)				
Daily	91	82	90	97
Weekly	9	18	10	3
Main Cigarette brand (%)				
Benson & Hedges	23	22	26	19
Dunhill	7	8	8	5
Winfield	21	31	24	13
Alpine	2	0	2	3
Marlboro	10	15	15	0
Peter Stuyvesant	8	12	10	3
Peter Jackson	11	3	7	20
Longbeach	5	0	3	9
Escort	1	0	2	0
Freedom	0	0	0	0
Horizon	3	0	1	8
Holiday	0	0	0	0
Stradbroke	0	0	0	0
Brandon	0	0	0	0
More	0	0	0	0
Lucky Strike	0	0	0	0
Camel	0	0	0	0
Davidoff	2	2	0	6
Other (specify)	7	6	2	13
No main or regular brand	1	0	1	0
Main Variant (%)				
Full Strength/Flavour (Red)	11	5	10	14
Regular Strength (Blue, Gold)	59	73	57	55
Light (Light blue, Silver, White etc)	25	20	30	19
Filter/ Special Filter	1	0	2	0
Menthol	3	0	1	6
Other	2	2	0	5
No main or regular variant	1	0	0	2

2.8 Respondent Demographic Profile

	Study 1 Total (n=122) %	Age 18-24 years (n=37) %	Age 25-44 years (n=59) %	Age 45-65 years (n=26*) %
Gender (%)				
Male	55	53	58	52
Female	45	47	42	48
Employment status (%)				
Working full time	52	46	67	31
Working part timer	22	31	13	32
Unemployed	7	5	5	12
Full time student	3	16	2	0
House duties	2	0	4	0
Retired	6	0	0	19
Other	7	2	9	7
Educational attainment (%)				
No schooling qualifications	2	0	1	3
Primary school	0	0	0	0
Year 10 / 4th form / School Certificate	15	6	9	28
Year 12 / 6th form / Higher School Certificate	30	51	25	30
TAFE or trade qualification	20	14	28	12
Any type of university degree	28	27	36	18
Other	2	2	2	3
No Answer	2	0	0	6
Aboriginal or Torres Strait Islander descent (%)				
Yes, of Aboriginal or Torres Strait Islander descent	0	0	0	0
No, not of Aboriginal or Torres Strait Islander descent	98	100	99	94
Would rather not answer	2	0	0	6
Don't Know	0	0	1	0
Language other than English spoken at home (%)				

	Study 1 Total (n=122) %	Age 18-24 years (n=37) %	Age 25-44 years (n=59) %	Age 45-65 years (n=26*) %
Yes	22	24	15	32
No	76	76	85	62
Would rather not answer	2	0	0	6
Annual Household Gross Income (%)				
Less than \$31,000	18	17	15	23
Between \$31,000 and \$59,999	32	29	30	37
Between \$60,000 and \$79,999	13	9	13	15
Between \$80,000 and \$99,999	11	9	13	9
Between \$100,000 and \$149,999	11	11	12	11
\$150,000 or more	6	8	7	3
Refused	5	12	6	2
Don't Know	3	5	4	0



3 APPENDIX C: STUDY 2

3.1 Online Questionnaire

SAMPLE QUOTAS (TOTAL 400)

AGE WITHIN GENDER:	(MINIMUMS)
Male 18-24 year olds	n=60
Male 25-44 year olds	n=60
Male 45-65 year olds	n=60
Female 18-24 year olds	n=60
Female 25-44 year olds	n=60
Female 45-65 year olds	n=60
Other Gender 18-64 yrs	As it falls

AREA: (Soft quota based on S1c)

3. Sydney	2. Regional NSW
4. Melbourne	4. Regional VIC
5. Brisbane	6. Regional QLD
7. Canberra	8. Regional ACT
9. Adelaide	10. Regional SA
11. Perth	12. Regional WA
13. Darwin	14. Regional NT
15. Hobart	16. Regional TAS

SMOKER FREQ: (Count for updates from S4B cigarettes)

1. Daily (S4B_1=1)
2. Weekly (S4B_1 = 2)
3. Monthly (S4B_1 = 3)



INTRODUCTION

Thank you for taking the time to participate in this interesting survey. GfK Blue Moon is a social and market research company conducting this survey on behalf of the Australian Government, Department of Health and Ageing about a very important issue.

The information and opinions you provide will be treated as strictly confidential and will be used only for evaluation purposes. Your results will be grouped together with other respondents and your answers will not be traced back to you.

Depending on your answers, the survey should take around 15 minutes to complete. A time indicator will appear in the screen to show your progress through the survey.

INSTRUCTIONS SCREEN

Before we start, just a few simple instructions on completing this survey.

Please consider your answers carefully, you cannot go back during the survey. Please DO NOT use the 'back' button on your internet browser.

If you only partially complete the questionnaire, you can finish it later by clicking on the link in the original email invitation. This will take you back to where you were up to in the survey.

Should you have any technical difficulties through the survey, you can contact our helpdesk by clicking on the Member Services link located at the bottom right of your screen.

If you would like to check the legitimacy of this survey you can email Tobacco.Control@health.gov.au



SCREENER

ASK ALL

SC

IF S1a = 1, 2 OR 13 TERMINATE

S1a. In which of these age groups do you belong? *Please select one only*

Under 16 years old	1	CLOSE
16-17	2	
18-19	3	CHECK QUOTAS
20-24	4	
25-29	5	
30-34	6	
35-39	7	
40-44	8	
45-49	9	
50-54	10	
55-59	11	
60-65	12	
66 years and older	13	CLOSE

ASK ALL

SC

S1b. And are you?

1. Male
2. Female
3. Other

ASK ALL

SC

IF S1c=17 TERMINATE

S1c. And where do you currently live? *Please select one only*

1. Sydney
2. Regional NSW
3. Melbourne
4. Regional VIC
5. Brisbane
6. Regional QLD
7. Canberra



8. Regional ACT
9. Adelaide
10. Regional SA
11. Perth
12. Regional WA
13. Darwin
14. Regional NT
15. Hobart
16. Regional TAS
17. Outside of Australia

ASK ALL

MR

IF S2a=1,2,3,8,9,10 OR 11 TERMINATE

S2a. Do you or any of your close relations, work in any of the following industries? *Please select all that apply*

Market research	1	TERMINATE
Advertising, marketing, public relations	2	
Media and journalism	3	
Water industry	4	CONTINUE
Energy industry	5	
Automotive manufacture or retail	6	
Teaching	7	
Medicine or healthcare	8	TERMINATE
Department of Health & Ageing	9	
Tobacco manufacturing, for a tobacco company, at a tobacconist	10	
An organisation dealing with health issues	11	
None of these [Exclusive]	12	CONTINUE



ASK ALL

SC

S2b. When was the last time you took part in market research, such as a survey, an interview or group discussions? *Please select one only*

In the last week	1	ASK S2C
In the last 2-4 weeks	2	
In the last 2-3 months	3	
In the last 4-6 months	4	SKIP TO S3A
In the last 7-12 months	5	
More than 12 months ago	6	

ASK IF S2B=1, 2 OR 3

MR

IF S2c=3 TERMINATE

S2c. And what was the research about? *Please select all that apply*

Food and Beverages (non-alcoholic)	1	
Alcoholic Beverages	2	
Tobacco or Cigarettes	3	TERMINATE
Health / Medicine	4	
Education	5	
Financial	6	
None of these	7	

ASK ALL

MR

S3a. We also need to ensure we include a representative sample of the population, with regard to disabilities. Do any of the following apply to you? *Please select all that apply*

You have sight problems not fully corrected by glasses or contact lenses	1	THANK & CLOSE AFTER ASKING S4A
You are colour blind, colour different or have problems seeing different colours on a computer screen	2	THANK & CLOSE AFTER ASKING S4A
You have a mobility related disability e.g. arthritis, walking with a stick	3	CONTINUE
You have hearing problems	4	



None of the above	5	
-------------------	---	--

NEXT SCREEN

The research we are conducting is about the packaging for cigarettes. We are looking for smokers and occasional smokers who are willing to speak honestly about how they feel about this.

Importantly, no one will judge you for smoking or tell you to quit.

ASK ALL

MR

IF S4a = **ONLY** 2, 3, 4 OR 5 (I.E. 1 IS NOT SELECTED) THEN TERMINATE (SEE SCRIPT BELOW)

IF S4a = 1 AND S3a = 1 OR 2, TERMINATE (SEE SCRIPT BELOW)

S4a. In the last 12 months, have you smoked any of the following...? *Please select all that apply*

Cigarettes (Manufactured)	1	NEED TO SELECT TO CONTINUE
Roll-your-own cigarettes	2	
Pipe tobacco	3	
Cigars	4	
Have not smoked any of these in the last 12 months	5	TERMINATE

TERMINATION FOR S4A IF DOES NOT SMOKE CIGARETTES (MANUFACTURED) (S4A=1)

Thanks for your time. Unfortunately we are looking for cigarette smokers to participate in the research.

TERMINATION FOR SIGHT IMPAIRED OR COLOUR BLIND RESPONDENTS S3a=1 OR 2

Thanks for your time. Unfortunately we have enough people who fit your profile.



ASK ALL

GRID BY COL

SHOW ONLY COLUMNS FOR PRODUCTS SELECTED IN S4a

IF S4B_1=4 TERMINATE (SEE SCRIPT BELOW)

S4b. And how frequently do you smoke...? *Please select one answer per column only*

<i>DP ONLY SHOW THOSE TYPES SELECTED IN S4A</i>	<i>S4B_1 CIGARETTES</i>	<i>S4B_2 RYO</i>	<i>S4B_3 PIPE</i>	<i>S4B_4 CIGAR</i>
<i>SR PER COLUMN</i>	Cigarettes (Manufactured)	Roll-your- own cigarettes	Pipe tobacco	Cigars
<i>Daily</i>	1	1	1	1
<i>Weekly</i>	2	2	2	2
<i>Less than weekly but at least once a month</i>	3	3	3	3
<i>Less than monthly</i>	4	4	4	4
<i>DP TO CLASSIFY</i>	<i>SMOKER= S4B_1=1-3</i>			

TERMINATION FOR S4B_1 NOT =1-3 - IF DOES NOT SMOKE CIGARETTES (MANUFACTURED) AT LEAST ONCE A MONTH (SMOKER) Thanks for your time. Unfortunately we are looking for regular cigarette smokers to participate in the research.

S5a. On average, how many cigarettes (manufactured) do you smoke a day...?

Please type in the number of cigarettes you smoke per day

ASK IF S4B_1=2

S5b. On average, how many cigarettes (manufactured) do you smoke a week...?

Please type in the number of cigarettes you smoke per week

ASK IF S4B_1=3

S5c. On average, how many cigarettes (manufactured) do you smoke a month...?

Please type in the number of cigarettes you smoke per month

DP TO CREATE "CIGARETTES SMOKED PER WEEK" TOTAL ($S5a*7 + S5b + S5c/4$)

MAIN SURVEY

SCREEN COLOUR TEST

In this survey, we will be showing you different colours and are looking for your opinion on the different colours.

As every computer screen is different we would like to conduct some quick tests to check how colours look on your screen.

C1. Please have a look at this image. There should be three squares side by side on a grey background.

Now walk away from your screen and stand directly in front of your screen but at a distance (5 – 10 steps back).



Which of the following do you see? *Please select all that apply*

1. The square on the left is the darkest and the square on the right is the lightest
2. The middle square is almost the same colour as the grey background
3. All three squares are the same colour
4. None of the above

DP TO CLASSIFY

1 AND 2 – CORRECT GAMMA

1 ONLY SEMI CORRECT GAMMA

3 INCORRECT GAMMA

C2a. And looking at box below, within the dark grey box, how many shades or boxes do you see in each image?

Note, if you are in a bright room you may wish to dim the lights just for the next two questions.

Please select one response



Light / White boxes	C2a. Number of white/grey boxes	DP
10 boxes	10	Accurate highlight detail
9 boxes	9	
8 boxes	8	
7 boxes	7	
6 boxes	6	
5 boxes	5	
4 boxes	4	
3 boxes	3	
2 boxes	2	
1 boxes	1	

C2b. And looking at box below, within the dark grey box, how many shades or boxes do you see in each image? *Please select one response*



Dark/Grey boxes	C2b. Number of black/grey boxes	DP
10 boxes	10	Accurate shadow detail
9 boxes	9	
8 boxes	8	
7 boxes	7	
6 boxes	6	
5 boxes	5	
4 boxes	4	
3 boxes	3	
2 boxes	2	
1 boxes	1	



PACK EVALUATION

We are now going to show you some different pack ideas for cigarettes and ask you some questions about the packs shown.

NEXT SCREEN

The exercise will be repeated six times and you will be asked to compare the different packs shown on different measures.

DESIGN NOTE FOR STUDY 2 (NOT FOR SCRIPTING/ RESPONDENTS):
WE WILL BE MEASURING 4 MEASURES IN STUDY 2

1. APPEAL
2. QUALITY OF CIGARETTES
3. HARM TO HEALTH
4. EASE OF QUITTING

(IN STUDY 2 WE WILL NOT MEASURE NOTICEABILITY OF HEALTH WARNINGS)

IN EACH TASK RESPONDENTS WILL BE SHOWN 4 PACKS AND WILL GO THROUGH 6 EVALUATIONS PER MEASURE
AS SUCH, THERE WILL BE A TOTAL OF 4 X 6 (24) TASKS TO COMPLETE.

ASK ALL

SELECT VERSION AS PER LEAST FULL AND SHOW PACKS IN DESIGNATED ORDER
GRID BY ROW

SAME ANSWER CANNOT BE SELECTED FOR MOST AND FOR LEAST

P1A. Looking at these four cigarette packs, please indicate which pack you think is the...

Most appealing overall and the Least appealing overall?

You should see four packs on the screen. If you don't see four packs please use the scroll function on the bottom of the screen to ensure you can see all the packs.

SET 1	IMAGE Pack 1	IMAGE Pack 2	IMAGE Pack 3	IMAGE Pack 4
<u>Most</u> appealing overall Please select one				
<u>Least</u> appealing overall Please select one				



P1B. And which pack do you think is the...?

You should see four packs on the screen. If you don't see four packs please use the scroll function on the bottom of the screen to ensure you can see all the packs.

SET 2	IMAGE Pack 1	IMAGE Pack 2	IMAGE Pack 3	IMAGE Pack 4
<u>Most</u> appealing overall Please select one				
<u>Least</u> appealing overall Please select one				

REPEAT P1B ANOTHER 4 TIMES AS PER EXPERIMENTAL DESIGN

ASK ALL

SELECT VERSION AS PER LEAST FULL AND SHOW PACKS IN DESIGNATED ORDER

GRID BY ROW

SAME ANSWER CANNOT BE SELECTED FOR HIGHEST AND FOR LOWEST

P2A. Now you are going to see another six screens with the same cigarette pack in different colours.

We'd now like you to indicate which pack looks like it contains the...

Highest quality cigarettes and the Lowest quality cigarettes?

You should see four packs on the screen. If you don't see four packs please use the scroll function on the bottom of the screen to ensure you can see all the packs.

SET 1	IMAGE Pack 1	IMAGE Pack 2	IMAGE Pack 3	IMAGE Pack 4
Highest quality cigarettes Please select one				
Lowest quality cigarettes Please select one				

P2B. Now comparing these cigarette packs, which looks like it contains the...?

You should see four packs on the screen. If you don't see four packs please use the scroll function on the bottom of the screen to ensure you can see all the packs.

SET 2	IMAGE Pack 1	IMAGE Pack 2	IMAGE Pack 3	IMAGE Pack 4
Highest quality cigarettes Please select one				
Lowest quality cigarettes Please select one				

REPEAT P2B ANOTHER 4 TIMES AS PER EXPERIMENTAL DESIGN

ASK ALL

SELECT VERSION AS PER LEAST FULL AND SHOW PACKS IN DESIGNATED ORDER

GRID BY ROW

SAME ANSWER CANNOT BE SELECTED FOR MOST AND FOR LEAST

P3A. Now you are going to see another six screens with the same cigarette pack in different colours.
We'd now like you to indicate which pack looks like it contains cigarettes that are the...
Most harmful and the Least harmful to health?

You should see four packs on the screen. If you don't see four packs please use the scroll function on the bottom of the screen to ensure you can see all the packs.

SET 1	IMAGE Pack 1	IMAGE Pack 2	IMAGE Pack 3	IMAGE Pack 4
Most harmful to health Please select one				
Least harmful to health Please select one				

P3B. Now comparing these cigarette packs, which looks like it contains cigarettes that are the..?

You should see four packs on the screen. If you don't see four packs please use the scroll function on the bottom of the screen to ensure you can see all the packs.

SET 2	IMAGE Pack 1	IMAGE Pack 2	IMAGE Pack 3	IMAGE Pack 4
Most harmful to health Please select one				
Least harmful to health Please select one				

REPEAT P3B ANOTHER 4 TIMES AS PER EXPERIMENTAL DESIGN

ASK ALL

SELECT VERSION AS PER LEAST FULL AND SHOW PACKS IN DESIGNATED ORDER

GRID BY ROW

SAME ANSWER CANNOT BE SELECTED FOR MOST AND FOR LEAST

P4A. Now you are going to see another six screens with the same cigarette pack in different colours.

We'd now like you to indicate which pack looks like it would contain cigarettes that would be...

Easiest to quit and Hardest to quit

You should see four packs on the screen. If you don't see four packs please use the scroll function on the bottom of the screen to ensure you can see all the packs.

SET 1	IMAGE Pack 1	IMAGE Pack 2	IMAGE Pack 3	IMAGE Pack 4
Easiest to quit Please select one				
Hardest to quit Please select one				

P4B. Now comparing these cigarette packs, which pack looks like it contains cigarettes that would be..?

You should see four packs on the screen. If you don't see four packs please use the scroll function on the bottom of the screen to ensure you can see all the packs.



SET 2	IMAGE Pack 1	IMAGE Pack 2	IMAGE Pack 3	IMAGE Pack 4
Easiest to quit Please select one				
Hardest to quit Please select one				

REPEAT P4B ANOTHER 4 TIMES AS PER EXPERIMENTAL DESIGN

ATTITUDES TO SMOKING

We just have a few more questions about your general attitude towards smoking.

ASK ALL

SC

A1. Have you ever tried to quit smoking before? *Please select one only*

Yes, quit once before	1
Yes, quit twice before	2
Yes, quit three times	3
Yes, quit four times	4
Yes, quit five times or more	5
No, have never tried to quit before	6
I don't really consider myself a smoker	7

ASK ALL

SC

A2. Which of these statements best describes you? *Please select one only*

You are planning to quit smoking in the next 30 days	1
You are thinking about quitting smoking within the next six months	2
You might quit, but not within the next six months	3
You will continue to smoke	4
Don't know	5

ASK ALL

GRID BY ROW

A3. Here are a few statements about smoking. For each please indicate whether you personally strongly agree, agree, neither agree nor disagree, disagree, or strongly disagree with each statement. There are no right or wrong answers here, we are interested in your personal opinion.

	RANDOMISE STATEMENT	Strongly agree	Agree	Neither	Disagree	Strongly disagree	Don't know (DON'T)
1	Before today, I had heard about the Government initiative to introduce 'plain packaging' for cigarettes	5	4	3	2	1	9
2	I approve of the idea of plain cigarette packs	5	4	3	2	1	9
3	I support Government initiatives to try to reduce	5	4	3	2	1	9
4	There is nothing the Government could do to encourage me to quit smoking	5	4	3	2	1	9
5	The Government should do more to support people to	5	4	3	2	1	9

DEMOGRAPHICS

Now finally, we have a few more questions about you for classification purposes only.

ASK ALL

SC

D1. Which one of the following brands do you mainly smoke? *Please select one only*

1. Benson and Hedges
2. Dunhill
3. Winfield
4. Alpine
5. Malboro
6. Peter Stuyvesant
7. Peter Jackson
8. Longbeach
9. Escort
10. Freedom
11. Horizon
12. Holiday
13. Stradbroke
14. Brandon
15. More

16. Lucky Strike
17. Camel
18. Davidoff
19. Other (specify)
20. No main or regular brand

ASK ALL

SC

D1a. And which variants do you mainly smoke? *Please select one only*

1. Full Strength/Flavour (Red)
2. Regular Strength (Blue)
3. Light (Light blue, Silver etc)
4. Filter/ Special Filter
5. Menthol
6. Other (Specify)
7. No main or regular variant

ASK ALL

SC

D2. What is your employment status? *Please select one only*

1. Working full time
2. Working part timer
3. Unemployed
4. Full time student
5. House duties
6. Retired
7. Other

ASK ALL

SC

D3. What is the highest level of education you have? *Please select one only*

1. No schooling
2. Primary school
3. Year 10 / 4th form / School Certificate
4. Year 12 / 6th form / Higher School Certificate
5. TAFE or trade qualification
6. Any type of university degree



7. Other (specify)

ASK ALL

SC

D6. Are there any languages other than English spoken in your household? *Please select one only*

1. Yes (Specify)
2. No
3. Don't Know
4. Would rather not answer

ASK ALL

SC

D7. And are you of Aboriginal or Torres Strait Islander descent? *Please select one only*

1. Yes
2. No
3. Don't Know
4. Would rather not answer

ASK ALL

SC

D8. Which of these broad income bands best represents the total annual income for your household before tax? *Please select one only*

Would it be...

1. Less than \$31,000
2. Between \$31,000 and \$59,999
3. Between \$60,000 and \$79,999
4. Between \$80,000 and \$99,999
5. Between \$100,000 and \$149,999
6. \$150,000 or more
7. Don't Know
8. Refused

3.2 Respondent Demographic Profile

	Study 2 Total (n=409)	Age 18- 24 years (n=97)	Age 25- 44 years (n=151)	Age 45- 65 years (n=161)
Type of tobacco smoked (%)				
Cigarettes (Manufactured)	100	100	100	100
Roll-your-own cigarettes	24	34	26	17
Pipe tobacco	2	9	1	1
Cigars	9	17	9	6
Frequency of smoking manufactured cigarettes (%)				
Daily	88	72	91	94
Weekly	12	28	9	6
Amount of manufactured cigarettes smoked per week				
Average number of cigarettes smoked per week	106	67	101	135
Main Cigarette brand (%)				
Winfield	18	29	20	10
Peter Jackson	16	15	17	15
Longbeach	9	6	6	13
Benson and Hedges	8	9	8	7
Horizon	8	2	4	15
Dunhill	7	8	10	3
Malboro	6	11	7	3
Holiday	6	2	5	8
Alpine	4	0	4	5
Peter Stuyvesant	3	6	5	1
Escort	2	1	3	2
Brandon	1	0	0	2
More	1	0	1	1
Stradbroke	0	1	1	0
Lucky Strike	0	0	1	0
Camel	0	0	0	1
Freedom	0	0	0	0
Davidoff	0	0	0	0
Other	10	7	8	15
No main or regular brand	1	2	1	1

Column %	Study 2 Total (n=409)	Age 18- 24 years (n=97)	Age 25- 44 years (n=151)	Age 45- 65 years (n=161)
Gender (%)				
Male	49	43	52	50
Female	51	57	48	50
Location (%)				
NSW/ACT	36	38	35	36
VIC	30	31	33	25
QLD	13	14	10	17
SA	10	8	12	8
WA	9	7	8	11
ACT	1	2	1	1
TAS	1	0	1	3
NT	0	1	0	0
Metro (Main State city)	73	80	80	60
Regional	27	20	20	40
Employment status (%)				
Working full time	49	36	59	40
Working part time	22	26	19	24
Unemployed	4	4	4	5
Full time student	5	24	2	1
House duties	11	9	12	11
Retired	7	0	2	17
Other	2	1	2	2
Educational attainment (%)				
No schooling	1	1	1	0
Primary school	1	0	1	1
Year 10 / 4th form / School Certificate	18	13	15	26
Year 12 / 6th form / Higher School Certificate	24	31	23	23
TAFE or trade qualification	29	23	31	31
Any type of university degree	25	30	28	19
Other	1	1	2	0

3.3 Pack Colour Specifications

The Department provided the colour specifications for each of the eight colours tested, which the Graphic Designer converted to CMYK colours.

As the screen view colours appeared one shade lighter than the print view colours provided, 10% black (K) was added all the colours with the exception of colours White, Dark brown and Lime Green .

The CMYK colours used in the mock up pack images are detailed below.

Pack	Colour	CMYK specifications
1	White	C 0, M 0, Y 0, K 0
2	Lime Green	C 20, M 12, Y 100, K 7
3	Mid Brown	C 0, M 10, Y 27, K 60
4	Green Grey	C 15, M 0, Y 15, K 52
5	Dark Grey	C 0, M 0, Y 0, K 87
6	Beige	C 0, M 12, Y 35, K 35
7	Caramel Brown	C 0, M 38, Y 78, K 39
8	Dark Brown	C 0, M 22, Y 85, K 85

Note: The screen monitor automatically converts CMYK colours to their respective RGB screen colours.

3.4 Analysis of Screen Quality

Screen quality analysis of gamma, shadow and highlight detail indicates that the majority of respondents were likely to have viewed the screen colours accurately. Analysis comparing the different pack evaluation results by screen quality classifications showed no significant differences in pack ratings.

Column %	Study 2 Total (n=409)	Age 18- 24 years (n=97)	Age 25- 44 years (n=151)	Age 45- 65 years (n=161)
Fully Correct Gamma	4	4	7	2
Semi Correct Gamma	91	89	89	95
Incorrect Gamma	9	13	11	5
Accurate highlight detail (saw 8-10 out of 10 light shades)	94	96	93	93
Accurate shadow detail (saw 8-10 out of 10 dark shades)	82	93	88	69

4 APPENDIX D: STUDY 3

4.1 Interviewer Instructions and Questionnaire Guide

ROTATIONS - ORDER OF PACKS	RESPONDENT 1-6	RESPONDENT 7-10
	<i>ROTATION 1</i>	<i>ROTATION 2</i>
B1	BOARD 1 (DARK BROWN ARIAL)	BOARD 4 (MUSTARD LUCIDA SANS)
B2	BOARD 2 (DARK BROWN LUCIDA)	BOARD 3 (MUSTARD ARIAL)
B3	BOARD 3 (MUSTARD ARIAL)	BOARD 2 (DARK BROWN LUCIDA SANS)
B4	BOARD 4 (MUSTARD LUCIDA SANS)	BOARD 1 (DARK BROWN ARIAL)
T1	DARK BROWN (Target)	MUSTARD (Casino)
T2	DARK BROWN (Olympic)	MUSTARD (Mayfair)
T3	MUSTARD (Mayfair)	DARK BROWN (Olympic)
T4	MUSTARD (Casino)	DARK BROWN (Target)

NOTES TO INTERVIEWER.

- 30-35 minute sessions
- Check respondent has reading/ correcting lenses
- Floor to be marked 1mter distance from a wall
- Respondent to be placed 1m from wall (put chair in the right place)
- To have table placed against the wall
- Ensure shelf is available to place packs for different eye levels
- You will test 4 boards and 4 packs in total – check rotation used. It may be easier to allocate one set of rotations to each interviewer
- You will need the '20% stand' to ensure packs are consistently tilted
- Test 1: readability of font sizes (boards with different font sizes i.e. eye doctor test)
- Test 2: testing readability of brands on packs (mock up packs)



INTRODUCTION

READ OUT TO RESPONDENT

Thank you for taking the time to participate in this interesting survey. GfK Blue Moon is a social and market research company conducting this survey on behalf of the Australian Government, Department of Health and Ageing about a very important issue.

The information and opinions you provide will be treated as strictly confidential and will be used only for evaluation purposes. Your results will be grouped together with other respondents and your answers will not be traced back to you.

The purpose of today's interview is to test how easily you can read the names on different cigarette packs.

Today, we are going to take you through a series of tests.

We will be conducting two types of tests, one where you are shown some brands in different font sizes to see which font sizes are able to be read at a distance of one meter.

In the second test, we will show you different packs and asked to read out the name on the packs to see if you can read them at certain distances.



FONT SIZE READABILITY:

CHECK RESPONSE SHEET FOR WHICH BOARD TO SHOW.

ENSURE RESPONDENT IS STANDING 1 METER FROM THE WALL.

READ OUT

First, I am going to show you a board with different brand names in different fonts. The brand names are in different font sizes. I want to see which of these font sizes are readable, and which are too small for you to read. We will do this four times.

STICK THE FIRST BOARD FOR TESTING ON WALL – EYE LEVEL TO RESPONDENT. CHECK RESPONSE SHEET FOR WHICH BOARD TO SHOW.

B1. Now, looking at the brands on the middle of the board, from the top and reading down, please read out each brand listed aloud.

RESPONDENT TO READ OUT NAMES. WHEN THE RESPONDENT STARTS TO STRUGGLE (I.E. TAKES MORE THAN 2 SECONDS TO RESPOND), RECORD FONT SIZE WHERE STOPPED. RECORD ANY COMMENTS.

READ OUT

B2/3/4. I'm going to put up another board, and I'd like you to do the same thing.

PUT UP NEXT BOARD TO BE TESTED.

READ OUT

Looking at the top and reading down, please read out each brand listed aloud. When it becomes too difficult to read let me know.

RESPONDENT TO READ OUT NAMES. WHEN THE RESPONDENT STARTS TO STRUGGLE (I.E. TAKES MORE THAN 2 SECONDS TO RESPOND), RECORD FONT SIZE WHERE STOPPED. RECORD ANY COMMENTS.

REPEAT FOR THE 3RD AND 4TH BOARD. RECORD RESULTS.



ON PACK LEGIBILITY

NOTE TO INTERVIEWER: THE OBJECTIVE HERE IS TO ESTABLISH WHICH IS THE SMALLEST FONT SIZE READABLE. THERE ARE FOUR SETS OF EXERSIZES TO TEST THE TWO DIFFERENT COLOURS IN TWO VIEWS.

FOR EACH TEST, ONCE A RESPONDENT CAN READ THE NAME ON THE PACK, YOU CAN MOVE ON TO THE NEXT EXERSIZE. YOU DO NOT NEED TO TEST ALL FONT SIZE OPTIONS UNLESS THE RESPONDENT CANNOT READ THEM.

READ OUT

Now we are going to show you some different packs, and see whether you can read the name on the pack.

NOTE, RESPONDENT SHOULD STILL BE 1MTR FROM THE WALL.

I am now going to hold up a cigarette pack at different angles. I would like you to tell me if you can read out the name on the pack.

FRONT TILTED

PLACE 12 FONT PACK, AGAINST THE WALL, PLACE ON 20% STAND. PACK MUST BE AT EYE LEVEL.

READ OUT

T1A. Can you read out the name on the pack?

WAIT FOR RESPONDENT TO READ OUT.

ALLOW UP TO 5 SECONDS TO RESPOND ACCURATELY.

- **IF CAN READ OUT, RECORD FONT SIZE READ OUT AND SKIP TO T2A.**
- **IF CANNOT, REPLACE WITH SIZE UP (14).**

READ OUT

T1B. Can you read out the name on the pack?

WAIT FOR RESPONDENT TO READ OUT.

ALLOW UP TO 5 SECONDS TO RESPOND ACCURATELY.

- **IF CAN READ OUT, RECORD FONT SIZE READ OUT AND SKIP TO T2A.**
- **IF CANNOT, REPLACE WITH SIZE UP (16).**



READ OUT

T1C. Can you read out the name on the pack?

WAIT FOR RESPONDENT TO READ OUT.

ALLOW UP TO 5 SECONDS TO RESPOND ACCURATELY.

- **IF CAN READ OUT, RECORD FONT SIZE READ OUT AND SKIP TO T2A.**
- **IF CANNOT, REPLACE WITH SIZE UP (18).**

READ OUT

T1D. Can you read out the name on the pack?

WAIT FOR RESPONDENT TO READ OUT.

ALLOW UP TO 5 SECONDS TO RESPOND ACCURATELY. IF UNABLE TO READ, RECORD.

LID VIEW

PLACE 12 FONT PACK, AGAINST THE WALL, LID POINTING TOWARDS RESPONDENT, EYE LEVEL. ENSURE RIGHT SIDE UP FOR RESPONDENT.

READ OUT

T2A. Can you read out the name on the pack?

WAIT FOR RESPONDENT TO READ OUT.

ALLOW UP TO 5 SECONDS TO RESPOND ACCURATELY.

- **IF CAN READ OUT, RECORD FONT SIZE READ OUT AND SKIP TO T3A.**
- **IF CANNOT, REPLACE WITH SIZE UP (14).**

READ OUT

T2B. Can you read out the name on the pack?

WAIT FOR RESPONDENT TO READ OUT.

ALLOW UP TO 5 SECONDS TO RESPOND ACCURATELY.

- **IF CAN READ OUT, RECORD FONT SIZE READ OUT AND SKIP TO T3A.**
- **IF CANNOT, REPLACE WITH SIZE UP (16).**

READ OUT

T2C. Can you read out the name on the pack?



WAIT FOR RESPONDENT TO READ OUT.

ALLOW UP TO 5 SECONDS TO RESPOND ACCURATELY.

- ***IF CAN READ OUT, RECORD FONT SIZE READ OUT AND SKIP TO T3A.***
- ***IF CANNOT, REPLACE WITH SIZE UP (18).***

READ OUT

T2D. Can you read out the name on the pack?

WAIT FOR RESPONDENT TO READ OUT.

ALLOW UP TO 5 SECONDS TO RESPOND ACCURATELY. IF UNABLE TO READ, RECORD.

REPEAT FOR NEXT COLOUR, FRONT TILTED AND LID VIEW.

- ***T3A – REPEAT T1A (TILTED FRONT VIEW) FOR NEXT COLOUR***
- ***T4A – REPEAT T2A (LID VIEW) FOR NEXT COLOUR.***

CLOSE INTERVIEW

Thanks for your time. That is the end of the interview.



RESPONSE SHEETS

FONT SIZE LEGIBILITY CIRCLE LAST FONT SIZE READ OUT (MORE THAN 2 SECONDS)				
B1-4 <i>Amy (fill from left to right)</i> <i>Vic (fill from right to left)</i>	(DARK BROWN ARIAL)	(DARK BROWN LUCIDA)	(MUSTARD ARIAL)	(MUSTARD LUCIDA)
Font size 20	20	20	20	20
Font size 19	19	19	19	19
Font size 18	18	18	18	18
Font size 17	17	17	17	17
Font size 16	16	16	16	16
Font size 15	15	15	15	15
Font size 14	14	14	14	14
Font size 13	13	13	13	13
Font size 12	12	12	12	12
Font size 11	11	11	11	11
Font size 10	10	10	10	10
Font size 9	9	9	9	9
Font size 8	8	8	8	8
Font size 7	7	7	7	7
Font size 6	6	6	6	6
Font size 5	5	5	5	5
CAN READ ALL FONTS	100	100	100	100
INTERVIEWER TO RECORD COMMENTS i.e. how easy to read, if squinting, if could read immediately etc				



ON PACK LEGIBILITY RECORD FONT SIZE WHERE RESPONDENT COULD READ OUT EASILY (IN 5 SECONDS)				
INTERVIEWER 1 (fill from left to right)	<i>Tilted front</i>	<i>Lid</i>	<i>Tilted front</i>	<i>Lid</i>
INTERVIEWER 1 (fill from right to left)	<i>Lid</i>	<i>Tilted front</i>	<i>Lid</i>	<i>Tilted front</i>
	DARK BROWN VIEW (Target)	DARK BROWN VIEW (Olympic)	MUSTARD (Mayfair)	MUSTARD (Casino)
12 PT FONT	12	12	12	12
14 PT FONT	14	14	14	14
16 PT FONT	16	16	16	16
18 PT FONT	18	18	18	18
COULD NOT READ AT 18	99	99	99	99
INTERVIEWER TO RECORD COMMENTS i.e. how easy to read, if squinting, if could read immediately etc				

Closing comments

Attractiveness of colours?

Legibility of colours?

General comments about the pac

4.2 Stimulus

Eye boards

Images of the eye boards used in Study 3 are shown below. Note that these were printed to scale on A4 sized paper.

Dark Brown Arial

20pt	Benson and Hedges
19pt	Dunhill
18pt	Winfield
17pt	Alpine
16pt	Marlboro
15pt	Peter Stuyvesant
14pt	Peter Jackson
13pt	Longbeach
12pt	Escort
11pt	Freedom
10pt	Horizon
9pt	Holiday
8pt	Stradbroke
7pt	Brandon
6pt	More
5pt	Lucky Strike

Arial - Dark Brown

Dark Brown Lucida Sans

20pt	Brandon
19pt	Winfield
18pt	Dunhill
17pt	Freedom
16pt	Marlboro
15pt	Peter Jackson
14pt	Benson and Hedges
13pt	Lucky Strike
12pt	Escort
11pt	More
10pt	Horizon
9pt	Stradbroke
8pt	Alpine
7pt	Longbeach
6pt	Peter Stuyvesant
5pt	None

Lucida Sans - Dark Brown

Mustard Arial

20pt	Dunhill
19pt	Stradbroke
18pt	Benson and Hedges
17pt	Horizon
16pt	Escort
15pt	Peter Stuyvesant
14pt	Marlboro
13pt	Brandon
12pt	More
11pt	Lucky Strike
10pt	Freedom
9pt	Alpine
8pt	Winfield
7pt	Peter Jackson
6pt	None
5pt	Longbeach

Arial - Mustard

Mustard Lucida Sans

20pt	Holiday
19pt	More
18pt	Horizon
17pt	Brandon
16pt	Escort
15pt	Freedom
14pt	Dunhill
13pt	Alpine
12pt	Lucky Strike
11pt	Peter Jackson
10pt	Longbeach
9pt	Winfield
8pt	Marlboro
7pt	Benson and Hedges
6pt	Peter Stuyvesant
5pt	None

Lucida Sans - Mustard

Pack mock ups

Images of the mock up packs (12pt font version) used in Study 3 are shown below. Note that these were printed to scale on A4 sized paper and used to wrap around existing cigarette packs.

Dark Brown “Target”



Dark Brown “Olympic”



Mustard “Mayfair”



Mustard “Casino”





5 APPENDIX E: STUDY 4

5.1 Online Questionnaire

SAMPLE QUOTAS (TOTAL 400)

AGE WITHIN GENDER:	(MINIMUMS)
Male 18-24 year olds	n=60
Male 25-44 year olds	n=60
Male 45-64 year olds	n=60
Female 18-24 year olds	n=60
Female 25-44 year olds	n=60
Female 45-64 year olds	n=60
Other Gender 18-64 yrs	As it falls

AREA: (Soft quota based on S1c)

1. Sydney	2. Regional NSW
5. Melbourne	4. Regional VIC
6. Brisbane	6. Regional QLD
8. Canberra	8. Regional ACT
10. Adelaide	10. Regional SA
12. Perth	12. Regional WA
14. Darwin	14. Regional NT
16. Hobart	16. Regional TAS

SMOKER FREQ: (Count for updates from S4B cigarettes)

1. Daily (S4B_1=1)
2. Weekly (S4B_1 = 2)



INTRODUCTION

Thank you for taking the time to participate in this interesting survey. GfK Blue Moon is a social and market research company conducting this survey on behalf of the Australian Government, Department of Health and Ageing about a very important issue.

The information and opinions you provide will be treated as strictly confidential and will be used only for evaluation purposes. Your results will be grouped together with other respondents and your answers will not be traced back to you.

Depending on your answers, the survey should take around 15 minutes to complete. A time indicator will appear in the screen to show your progress through the survey.

INSTRUCTIONS SCREEN

Before we start, just a few simple instructions on completing this survey.

Please consider your answers carefully, you cannot go back during the survey. Please DO NOT use the 'back' button on your internet browser.

If you only partially complete the questionnaire, you can finish it later by clicking on the link in the original email invitation. This will take you back to where you were up to in the survey.

Should you have any technical difficulties through the survey, you can contact our helpdesk by clicking on the Member Services link located at the bottom right of your screen.

If you would like to check the legitimacy of this survey you can email Tobacco.Control@health.gov.au



SCREENER

ASK ALL

SC

IF S1a = 1, 2 OR 13 TERMINATE

S1a. In which of these age groups do you belong? *Please select one only*

Under 16 years old	1	CLOSE
16-17	2	
18-19	3	CHECK QUOTAS
20-24	4	
25-29	5	
30-34	6	
35-39	7	
40-44	8	
45-49	9	
50-54	10	
55-59	11	
60-64	12	
65 years and older	13	CLOSE

ASK ALL

SC

S1b. And are you?

4. Male
5. Female
6. Other

ASK ALL

SC

IF S1c=17 TERMINATE

S1c. And where do you currently live? *Please select one only*

18. Sydney
19. Regional NSW
20. Melbourne



21. Regional VIC
22. Brisbane
23. Regional QLD
24. Canberra
25. Regional ACT
26. Adelaide
27. Regional SA
28. Perth
29. Regional WA
30. Darwin
31. Regional NT
32. Hobart
33. Regional TAS
34. Outside of Australia

ASK ALL

MR

IF S2a=1,2,3,8,9,10 OR 11 TERMINATE

S2a. Do you or any of your close relations, work in any of the following industries? *Please select all that apply*

Market research	1	TERMINATE
Advertising, marketing, public relations	2	
Media and journalism	3	
Water industry	4	CONTINUE
Energy industry	5	
Automotive manufacture or retail	6	
Teaching	7	TERMINATE
Medicine or healthcare	8	
Department of Health & Ageing	9	
Tobacco manufacturing, for a tobacco company, at a tobacconist	10	CONTINUE
An organisation dealing with health issues	11	
None of these [Exclusive]	12	CONTINUE

ASK ALL

SC

S2b. When was the last time you took part in market research, such as a survey, an interview or group discussions? *Please select one only*



In the last week	1	ASK S2C
In the last 2-4 weeks	2	
In the last 2-3 months	3	
In the last 4-6 months	4	SKIP TO S3A
In the last 7-12 months	5	
More than 12 months ago	6	

ASK IF S2B=1, 2 OR 3

MR

IF S2c=3 TERMINATE

S2c. And what was the research about? *Please select all that apply*

Food and Beverages (non-alcoholic)	1	TERMINATE
Alcoholic Beverages	2	
Tobacco or Cigarettes	3	
Health / Medicine	4	
Education	5	
Financial	6	
None of these	7	

ASK ALL

MR

S3a. We also need to ensure we include a representative sample of the population, with regard to disabilities. Do any of the following apply to you? *Please select all that apply*

You have sight problems not fully corrected by glasses or contact lenses	1	THANK & CLOSE AFTER ASKING S4A
You are colour blind, colour different or have problems seeing different colours on a computer screen	2	THANK & CLOSE AFTER ASKING S4A
You have a mobility related disability e.g. arthritis, walking with a stick	3	CONTINUE
You have hearing problems	4	
None of the above	5	

NEXT SCREEN

The research we are conducting is about the packaging for cigarettes. We are looking for smokers and occasional smokers who are willing to speak honestly about how they feel about this.



Importantly, no one will judge you for smoking or tell you to quit.

ASK ALL

MR

IF S4a = **ONLY** 2, 3, 4 OR 5 (I.E. 1 IS NOT SELECTED) THEN TERMINATE (SEE SCRIPT BELOW)

IF S4a = 1 AND S3a = 1 OR 2, TERMINATE (SEE SCRIPT BELOW)

S4a. In the last 12 months, have you smoked any of the following...? *Please select all that apply*

Cigarettes (Manufactured)	1	NEED TO SELECT TO CONTINUE
Roll-your-own cigarettes	2	
Pipe tobacco	3	
Cigars	4	
Have not smoked any of these in the last 12 months	5	TERMINATE

TERMINATION FOR S4A IF DOES NOT SMOKE CIGARETTES (MANUFACTURED) (S4A=1)
 Thanks for your time. Unfortunately we are looking for cigarette smokers to participate in the research.
 TERMINATION FOR SIGHT IMPAIRED OR COLOUR BLIND RESPONDENTS S3a=1 OR 2
 Thanks for your time. Unfortunately we have enough people who fit your profile.

ASK ALL

GRID BY COL

SHOW ONLY COLUMNS FOR PRODUCTS SELECTED IN S4a

IF S4B_1=5 TERMINATE (SEE SCRIPT BELOW)

S4b. And how frequently do you smoke...? *Please select one answer per column only*

<i>DP ONLY SHOW THOSE TYPES SELECTED IN S4A</i>	<i>S4B_1 CIGARETTE S</i>	<i>S4B_2 RYO</i>	<i>S4B_3 PIPE</i>	<i>S4B_4 CIGAR</i>
<i>SR PER COLUMN</i>	Cigarettes (Manufactured)	Roll-your-own cigarettes	Pipe tobacco	Cigars
<i>Daily</i>	1	1	1	1
<i>Weekly</i>	2	2	2	2
<i>Less than weekly</i>	5	5	5	5
<i>DP TO CLASSIFY</i>	<i>SMOKER= S4B_1=1-2</i>			



TERMINATION FOR S4B_1 NOT =1 OR 2 - IF DOES NOT SMOKE CIGARETTES (MANUFACTURED) AT LEAST ONCE A WEEK (SMOKER) Thanks for your time. Unfortunately we are looking for regular cigarette smokers to participate in the research.

ASK IF SB4B_1=1

S5a. On average, how many cigarettes (manufactured) do you smoke a day...?

Please type in the number of cigarettes you smoke per day

ASK IF S4B_1=2

S5b. On average, how many cigarettes (manufactured) do you smoke a week...?

Please type in the number of cigarettes you smoke per week

DP TO CREATE "CIGARETTES SMOKED PER WEEK" TOTAL ($S5a \times 7 + S5b$)

MAIN SURVEY

SCREEN COLOUR TEST

In this survey, we will be showing you different colours and are looking for your opinion on the different colours.

As every computer screen is different we would like to conduct some quick tests to check how colours look on your screen.

C1. Please have a look at this image. There should be three squares side by side on a grey background.

Now walk away from your screen and stand directly in front of your screen but at a distance (5 – 10 steps back).



Which of the following do you see? *Please select all that apply*

1. The square on the left is the darkest and the square on the right is the lightest
2. The middle square is almost the same colour as the grey background
3. All three squares are the same colour
4. None of the above

DP TO CLASSIFY

1 AND 2 – CORRECT GAMMA

1 ONLY OR 2 ONLY SEMI CORRECT GAMMA

3 OR 4 INCORRECT GAMMA

C2a. And looking at box below, within the dark grey box, how many shades or boxes do you see in each image?

Note, if you are in a bright room you may wish to dim the lights just for the next two questions.

Please select one response



Light / White boxes	C2a. Number of white/grey boxes	DP
10 boxes	10	Accurate highlight detail
9 boxes	9	
8 boxes	8	
7 boxes	7	
6 boxes	6	
5 boxes	5	
4 boxes	4	
3 boxes	3	
2 boxes	2	
1 boxes	1	

C2b. And looking at box below, within the dark grey box, how many shades or boxes do you see in each image? *Please select one response*



Dark/Grey boxes	C2b. Number of black/grey boxes	DP
10 boxes	10	Accurate shadow detail
9 boxes	9	
8 boxes	8	
7 boxes	7	
6 boxes	6	
5 boxes	5	
4 boxes	4	
3 boxes	3	
2 boxes	2	
1 boxes	1	



PACK COMPARISON

We are now going to show you some different pack ideas for cigarettes and ask you some questions about the packs shown.

You will be shown two different brands in total.

WE WILL BE MEASURING 5 MEASURES IN STUDY 4:

1. APPEAL
2. HARM TO HEALTH
3. EASE OF QUITTING
4. QUALITY OF CIGARETTES
5. CIGARETTE PREFERENCE

(IN STUDY 4 WE WILL MEASURE NOTICEABILITY OF HEALTH WARNINGS IN A LATER QUESTION (P2))

WE WILL MEASURE EACH OF THESE DIMENSIONS FOR TWO BRANDS:

Winfield
Peter Jackson
LongBeach
Benson & Hedges
Dunhill

AS SUCH, THERE WILL BE A TOTAL OF 5X2 (10) TASKS TO COMPLETE.

NOTE TO DP - CAN WE DO SUCH THAT WE CLICK ON THE IMAGE IF IT IS SELECTED. ALL QUESTIONS FOR A BRAND ON ONE SCREEN, I.E. MOST APPEALING WITH TWO IMAGES, THEN BELOW MOST HARMFUL WITH TWO IMAGES ETC.

ROTATE ORDER OF BRANDS SHOWN FOR RESPONDENTS AND SET UP DUMMY QUESTION TO RECORD ORDER OF BRANDS SHOWN.

DP – RANDOMLY ASSIGN TWO BRANDS. PLEASE ENSURE THAT EACH BRAND IS EVALUATED THE SAME NUMBER OF TIMES: I.E.

Winfield - N=160 RESPONDENTS
Peter Jackson - N=160 RESPONDENTS
LongBeach - N=160 RESPONDENTS
Benson & Hedges - N=160 RESPONDENTS
Dunhill - N=160 RESPONDENTS



NOTE – IN THE DATA FILE, CREATE A NEW VARIABLE THAT COMBINES ALL PACK COMBINATIONS (I.E. TOTAL OF N=800 RESPONSES) THIS WAY WE CAN DO AN AGGREGATE MEASURE OF COLOUR COMBINATIONS

The first two packs you are going to be shown are for [INSERT BRAND].

LOOP (BRAND) 1 (WHOLE LOOP ON ONE SCREEN)

ASK ALL

SR

- P1A. Looking at these two cigarette packs, please indicate which pack you think is the **most appealing overall**? *Please click on one image only*

1

2

ASK ALL

SR

- P1B. Now comparing these two cigarette packs, please indicate which pack you think contains cigarettes which are **most harmful to your health**? *Please click on one image only*

1

2

ASK ALL

SR

- P1C. And which of these packs looks like it contains cigarettes that would be the **easiest to quit**? *Please click on one image only*

1

2

ASK ALL

SR

- P1D. And comparing these two cigarette packs, which pack looks like it contains the **highest quality cigarettes**? *Please click on one image only*

1

2

ASK ALL

SR

- P1E. And which of these two cigarettes packs, looks like it contains cigarettes which you would be **more likely to smoke**? *Please click on one image only. You can select either pack or 'would not smoke either of these'*



1

2

3 Would not smoke either of these

REPEAT FOR EACH BRAND (I.E. FOUR MORE ITERATIONS/ LOOPS) – EACH LOOP ON A SEPARATE SCREEN

INTRO TO P1_2 etc. The next two packs you are going to be shown are for [INSERT BRAND].

NOTE PLEASE SHOW ALL QUESTIONS PERTAINING TO EACH BRAND ON ONE PAGE (I.E. SIMILAR TO THE HIGHLIGHT/SHADOW QUESTION IN C2A/B)

ASK ALL

GRID BY ROW

ROTATE PACK IMAGES

OE NUM (RANGE 0 TO 100)

CHECK TOTAL = 100

P2. Now looking at these four cigarette packs, we'd like you to indicate how noticeable the graphic health warnings are on each of these packs. That is, whether there are any differences in how much the graphic health warning stands out on these different packs.

Note, we are not interested in finding out about which health warning 'impacts' you but rather how they stand out visually against the different pack colours.

To do this, we'd like you to allocate a score based on the noticeability of each health warning so that all scores add to 100. For example:

If you feel the graphic health warning on one pack stands out much more than others, you might allocate a score of 70 for that pack, and 10 for all the others.

If you feel that the graphic health warning stands out equally on each pack, you can allocated a score of 25 points to each pack.

PLEASE MAKE PACKS SIDE BY SIDE - EITHER DOWN OR LEFT TO RIGHT AS THEY NEED TO COMPARE

	Score
DARK BROWN MAYFAIR GANGRENE	
DARK BROWN MAYFAIR SMOKING CLOGS	
MID BROWN MAYFAIR GANGRENE	
MID BROWN MAYFAIR SMOKING CLOGS	
	(SHOW CUMULATIVE SUM Must total 100 before

proceeding)

Which of the following colours best describes the colour of this pack? SHOW the DARK BROWN MAYFAIR PACK (SMOKING CLOGS LUNGS)

Please select one response only.

1. Dark Brown
2. Dark Olive
3. Medium Brown
4. Medium Olive

Which of the following colours best describes the colour of this pack? SHOW the MUSTARD MAYFAIR PACK (SMOKING CLOGS LUNGS)

Please select one response only.

1. Mustard
2. Gold
3. Dark Yellow
4. Light brown

ATTITUDES TO SMOKING

We just have a few more questions about your general attitude towards smoking.

ASK ALL

SC

A1. Have you ever tried to quit smoking before? *Please select one only*

Yes, quit once before	1
Yes, quit twice before	2
Yes, quit three times	3
Yes, quit four times	4
Yes, quit five times or more	5
No, have never tried to quit before	6
I don't really consider myself a smoker	7

ASK ALL

SC

A2. Which of these statements best describes you? *Please select one only*

You are planning to quit smoking in the next 30 days	1
You are thinking about quitting smoking within the next six months	2

You might quit, but not within the next six months	3
You will continue to smoke	4
Don't know	5

ASK ALL

GRID BY ROW

A3. Here are a few statements about smoking. For each please indicate whether you personally strongly agree, agree, neither agree nor disagree, disagree, or strongly disagree with each statement. There are no right or wrong answers here, we are interested in your personal opinion.

	RANDOMISE STATEMENT	Strongly agree	Agree	Neither	Disagree	Strongly disagree	Don't know
1	Before today, I had heard about the Government initiative to introduce 'plain packaging' for cigarettes	5	4	3	2	1	9
2	I approve of the idea of plain cigarette packs	5	4	3	2	1	9
3	I support Government initiatives to try to reduce smoking in Australia	5	4	3	2	1	9
4	There is nothing the Government could do to encourage me to quit smoking	5	4	3	2	1	9
5	The Government should do more to support people to quit smoking	5	4	3	2	1	9

DEMOGRAPHICS

Now finally, we have a few more questions about you for classification purposes only.

ASK ALL

SC

D1. Which one of the following brands do you mainly smoke? *Please select one only*

21. Benson & Hedges
22. Dunhill
23. Winfield
24. Alpine



25. Marlboro
26. Peter Stuyvesant
27. Peter Jackson
28. Longbeach
29. Escort
30. Freedom
31. Horizon
32. Holiday
33. Stradbroke
34. Brandon
35. More
36. Lucky Strike
37. Camel
38. Davidoff
39. Other (specify)
40. No main or regular brand

ASK ALL

SC

D1a. And which variants do you mainly smoke? *Please select one only*

8. Full Strength/Flavour (Red)
9. Regular Strength (Blue, Gold)
10. Light (Light blue, Silver, White etc)
11. Filter/ Special Filter
12. Menthol
13. Other (Specify)
14. No main or regular variant

ASK ALL

SC

D2. What is your employment status? *Please select one only*

8. Working full time
9. Working part timer
10. Unemployed
11. Full time student
12. House duties
13. Retired
14. Other



ASK ALL

SC

D3. What is the highest level of education you have? *Please select one only*

- 8. No schooling
- 9. Primary school
- 10. Year 10 / 4th form / School Certificate
- 11. Year 12 / 6th form / Higher School Certificate
- 12. TAFE or trade qualification
- 13. Any type of university degree
- 14. Other (specify)

ASK ALL

SC

D6. Are there any languages other than English spoken in your household? *Please select one only*

- 5. Yes (Specify)
- 6. No
- 7. Don't Know
- 8. Would rather not answer

ASK ALL

SC

D7. And are you of Aboriginal or Torres Strait Islander descent? *Please select one only*

- 5. Yes
- 6. No
- 7. Don't Know
- 8. Would rather not answer

ASK ALL

SC

D8. Which of these broad income bands best represents the total annual income for your household before tax? *Please select one only*

Would it be...

- 9. Less than \$31,000



10. Between \$31,000 and \$59,999
11. Between \$60,000 and \$79,999
12. Between \$80,000 and \$99,999
13. Between \$100,000 and \$149,999
14. \$150,000 or more
15. Don't Know
16. Refused

5.2 Respondent Smoking Profile

	Study 4 Total (n=455) %	Age 18-24 years (n=97) %	Age 25-44 years (n=151) %	Age 45-64 years (n=167) %
Frequency of smoking manufactured cigarettes (%)				
Daily	91	82	90	94
Weekly	9	18	10	6
Amount of manufactured cigarettes smoked per week				
Average number of cigarettes smoked per week	123	116	115	136
Main Cigarette brand (%)				
Winfield	19	26	21	12
Longbeach	16	15	12	21
Peter Jackson	10	13	10	10
Horizon	10	3	12	11
Benson & Hedges	9	8	12	7
Holiday	5	2	4	8
Dunhill	5	10	5	2
Marlboro	4	5	4	2
Alpine	3	2	3	3
Peter Stuyvesant	3	4	2	3
Brandon	1	1	0	4
Stradbroke	1	0	0	3
Escort	1	2	1	0
Davidoff	1	1	1	0
Lucky Strike	0	1	0	0
Freedom	0	0	0	0
More	0	0	0	0
Camel	0	0	0	0
No main or regular brand	1	5	1	1
Other	11	4	13	12
Main Cigarette variant (%)				
Full Strength/Flavour (Red)	16	17	18	12
Regular Strength (Blue)	51	56	54	44

Light (Light blue, Silver etc)	23	16	20	32
Filter/ Special Filter	1	1	0	2
Menthol	7	4	8	7
No main or regular variant	1	4	0	2
Other	0	1	0	1
Awareness and attitudes to Government initiatives to stop smoking (%)				
Before today, I had heard about the Government initiative to introduce 'plain packaging' for cigarettes:	69	60	70	72
I approve of the idea of plain cigarette packs:	38	34	42	33
I support Government initiatives to try to reduce smoking in Australia:	64	64	67	58
There is nothing the Government could do to encourage me to quit smoking:	35	35	38	31
The Government should do more to support people to quit smoking:	69	61	71	70
Quitting behaviour (%)				
Yes, quit once before	28	36	26	26
Yes, quit twice before	22	18	22	23
Yes, quit three times	15	8	18	15
Yes, quit four times	5	4	5	6
Yes, quit five times or more	10	4	9	12
<i>Attempted to quit in the past nett</i>	79	69	80	83
No, have never tried to quit before	19	22	20	16
I don't really consider myself a smoker	2	9	1	1
Future quitting intentions (%)				
You are planning to quit smoking in the next 30 days	17	16	21	11
You are thinking about quitting smoking within the next six months	47	41	49	45
You might quit, but not within the next six months	21	20	19	24
You will continue to smoke	10	16	7	11
Don't know	6	7	4	9

5.3 Respondent Demographic Profile

	Study 4 Total (n=455) %	Age 18-24 years (n=97) %	Age 25-44 years (n=151) %	Age 45-64 years (n=167) %
Gender (%)				
Male	55	53	58	51
Female	45	47	42	49
Location (%)				
NSW/ACT	38	36	37	41
VIC	28	36	28	25
QLD	14	14	16	12
SA	6	5	7	7
WA	8	5	6	11
ACT	1	0	1	1
TAS	2	1	2	3
NT	2	3	3	1
Metro (Main State city)	72	80	76	63
Regional	28	20	24	37
Employment status (%)				
Working full time	55	49	69	36
Working part time	17	15	13	23
Unemployed	4	10	1	5
Full time student	4	16	2	1
House duties	10	8	10	11
Retired	8	0	2	20
Other	4	1	3	5
Educational attainment (%)				
No schooling	0	0	1	0
Primary school	1	1	1	0
Year 10 / 4th form / School Certificate	19	15	18	24
Year 12 / 6th form / Higher School Certificate	18	26	14	20
TAFE or trade qualification	34	23	41	29
Any type of university degree	28	34	27	27

	Study 4 Total (n=455) %	Age 18-24 years (n=97) %	Age 25-44 years (n=151) %	Age 45-64 years (n=167) %
Other	0	1	0	0
Aboriginal or Torres Strait Islander descent (%)				
Yes, of Aboriginal or Torres Strait Islander descent	2	2	3	2
No, not of Aboriginal or Torres Strait Islander descent	96	95	96	98
Would rather not answer	1	2	1	0
Don't Know	1	1	1	0
Language other than English spoken at home (%)				
Yes	11	16	12	8
No	88	82	87	91
Would rather not answer	1	2	1	0
Annual Household Gross Income (%)				
Less than \$31,000	14	15	8	24
Between \$31,000 and \$59,999	24	31	20	28
Between \$60,000 and \$79,999	14	13	16	11
Between \$80,000 and \$99,999	16	10	22	10
Between \$100,000 and \$149,999	15	11	19	12
\$150,000 or more	6	5	8	4
Refused	7	6	5	10
Don't Know	3	9	2	2

5.4 Screen Quality Analysis

Screen quality analysis of gamma, shadow and highlight detail indicates that the majority of respondents were likely to have viewed the screen colours accurately. Analysis comparing the different pack evaluation results by screen quality classifications showed no significant differences in pack ratings.

Column %	Study 4 Total (n=455) %	Age 18- 24 years (n=97) %	Age 25- 44 years (n=151) %	Age 45- 64 years (n=167) %
Fully Correct Gamma	8	9	7	9
Semi Correct Gamma	88	83	86	93
Incorrect Gamma	13	17	16	8
Accurate highlight detail (saw 8-10 out of 10 light shades)	91	92	91	91
Accurate shadow detail (saw 8-10 out of 10 dark shades)	76	86	78	68

6 APPENDIX F: STUDY 5 FACE-TO-FACE

6.1 Self Completion Questionnaire

Rotation 1	1
Rotation 2	2
Rotation 3	3

There are three main objectives to the study:

1. To establish the plain packaging colour
2. To understand the impact of different GHW sizes in terms of brand impact
3. To understand the impact of different GHW sizes in terms of communication impact

PACK LABELS

	30% WARNING	60% WARNING	75% WARNING
DARK OLIVE	A	D	G
MEDIUM OLIVE	B	E	H
DARK BROWN	C	F	I

SESSION ROTATIONS

	COLOUR COMPARISON	GHW COMPARISON
ROTATION 1	A/B/C	A/D/G
ROTATION 2	D/E/F	B/E/H
ROTATION 3	G/H/I	C/F/I

MAIN SESSION STRUCTURE

1. INTRO AND WARMUP

- Each respondent to have their own copy of the survey.
- Confirm that everyone has filled out the questions on age, gender, smoking status.

2. COLOUR COMPARISON

- Respondent will evaluate 3 packs
- Packs will show the same graphic warning size, and respondents will compare the three different colours

3. GRAPHIC HEALTH WARNING (GHW) COMPARISON

- Respondent will evaluate 3 packs
- Packs will be in the same colour, and respondents will compare the three GHW sizes
 - + Overall question on overall appeal for all packs
- Respondent will look at all 9 packs and asked to identify more appealing and less appealing packs

4. DISCUSSION



INSTRUCTIONS:

1. INTRO AND WARMUP:

2. COLOUR COMPARISON:

- Check rotation for GHW size and packs to test
- Ask respondent to take out the three packs they will be evaluating (different colours for one GHW size)
- Confirm they all have the correct packs for testing
- Ask respondent to record the packs they will be testing and circle those relevant
- Allow 1-2 minutes for the respondent to interact with the packs
- Ask respondent to fill out questions Q1 to Q6. When they have finished answering these questions, ask them to stop and put the survey down.

3. GRAPHIC HEALTH WARNING (GHW) COMPARISON:

- Check rotation for colour and packs to test
- Ask respondent to record the packs they will be testing and circle those relevant
- Confirm they all have the correct packs for testing
- Ask respondent to record the colour of the pack on their survey
- Allow 1-2 minutes for the respondent to interact with the packs
- Ask respondent to fill out questions B1 - C4. When they have finished answering these questions, ask them to stop and put the survey down.

+ Overall question on overall appeal for all packs

- Ask respondent to take out all packs
- Ask respondent to make three piles, most appealing, least appealing and the left overs. Can be as many packs as they want in the most and least appealing piles but must have at least one in each of the piles.
- Ask respondent to answer the question O1a/b. for most and least appealing of the nine packs.

4. MINI DISCUSSION (5 -10 mins):



STUDY 5 - SELF COMPLETION QUESTIONNAIRE

Name	
Session number	
Location	

Please start the survey by answering questions about yourself, and stop where instructed.

- The remainder of the survey will be conducted with an interviewer who will take you through questions, step by step.

When selecting your responses, please circle the number next to the response you wish to select.



S1C. In which of these age groups do you belong?

Please circle one response only.

Note, if you are younger than 16 years old or older than 64 years please let the interviewer know.

16-17	0
18-19	1
20-21	2
22-24	3
25-29	4
30-34	5
35-39	6
40-44	7
45-49	8
50-54	9
55-59	10
60-64	11

S1D. And are you?

Please circle one response only.

Male	1
Female	2

S1E. And where do you live?

Please circle one response only.

Sydney	1
Melbourne	2



The research we are conducting is about the packaging for cigarettes. We are looking for smokers who are willing to speak honestly about how they feel about this. Importantly, no one will judge you for smoking or tell you to quit.

S4b. How frequently do you smoke cigarettes? By this we mean manufactured or pack cigarettes. Do you smoke...?

Please circle one response only.

S4b.	Please circle one response only.		S4c. Number of cigarettes smoked Please write in your responses
Every day	1	➡	Number of cigarettes you smoke a day _ _
Every week	2	➡	Number of cigarettes you smoke a week _ _
Less than every week	3		Please see interviewer if you smoke less than every week

We have a few more questions about you for classification purposes only.



D1. Which brand of cigarettes do you mainly smoke?

Please circle one response only.

Benson & Hedges	1
Dunhill	2
Winfield	3
Alpine	4
Marlboro	5
Peter Stuyvesant	6
Peter Jackson	7
Longbeach	8
Escort	9
Freedom	10
Horizon	11
Holiday	12
Stradbroke	13
Brandon	14
More	15
Lucky Strike	16
Camel	17
Davidoff	18
Other (specify)	19
No main or regular brand	20

D1a. And do you mainly smoke...?

Please circle one response only.

Full Strength/Flavour (Red)	1
Regular Strength (Blue, Gold)	2
Light (Light blue, Silver , White etc)	3
Filter/ Special Filter	4
Menthol	5
Other (Specify)	6
No main or regular variant	7

D2. What is your employment status? Are you...?

Please circle one response only.

Working full time	1
Working part timer	2
Unemployed	3
Full time student	4
House duties	5
Retired	6
Other	7



D3. What is the highest level of education you have? Do you have...?

Please circle one response only.

No schooling qualifications	1
Primary school	2
Year 10 / 4th form / School Certificate	3
Year 12 / 6th form / Higher School Certificate	4
TAFE or trade qualification	5
Any type of university degree	6
Other (specify)	7

D6. Are there any languages other than English spoken in your household?

Please circle one response only. If another language is spoken in your household please write in the box below what languages are spoken.

Yes (Specify_____)	1
No	2
Don't Know	3
Refused	4

D7. And are you of Aboriginal or Torres Strait Islander descent?

Please circle one response only.

Yes	1
No	2
Don't Know	3
Refused	4



D8. Which of these broad income bands best represents the total annual income for your household before tax?

Would it be... ?

Please circle one response only.

Less than \$31,000	1
Between \$31,000 and \$59,999	2
Between \$60,000 and \$79,999	3
Between \$80,000 and \$99,999	4
Between \$100,000 and \$149,999	5
\$150,000 or more	6
Don't Know	7
Refused	8

Please stop here and wait for further instruction from the interviewer.

The interviewer will take you through some tasks before answering each survey question.



TEST PACKS (1):

Please circle the number indicating the packs you will be evaluating, on instruction from the interviewer.

A/B/C	1
D/E/F	2
G/H/I	3

In the next few questions, we want to understand how you feel about the three different pack colours you have been looking at.

Q1. Which pack you think is the...**Most appealing overall** and the **Least appealing overall**?

Most appealing overall (i) <i>Please select one pack only</i>				Least appealing overall (ii) <i>Please select one pack only</i>
1	A	D	G	1
2	B	E	H	2
3	C	F	I	3

Q2. And which pack looks like it contains the...**Highest quality cigarettes** and the **Lowest quality cigarettes**?

Highest quality cigarettes (i) <i>Please select one pack only</i>				Lowest quality cigarettes (ii) <i>Please select one pack only</i>
1	A	D	G	1
2	B	E	H	2
3	C	F	I	3

Q3. And which pack looks like it contains cigarettes which are the...**Most harmful to your health** and the **Least harmful to your health**?

Most harmful to your health (i) Please select one pack only				Least harmful to your health (ii) Please select one pack only
1	A	D	G	1
2	B	E	H	2
3	C	F	I	3

Q4. And which pack looks like it contains cigarettes which would be ...**Easiest to quit** and **Hardest to quit**?

Easiest to quit (i) Please select one pack only				Hardest to quit (ii) Please select one pack only
1	A	D	G	1
2	B	E	H	2
3	C	F	I	3

Q5. On which pack does the graphic health warning... **Stand out the most** and **Stand out the least**?

Stand out the most (i) Please select one pack only				Stand out the least (ii) Please select one pack only
1	A	D	G	1
2	B	E	H	2
3	C	F	I	3

Now once you have finished answering these questions, please stop and wait for further instructions.

TEST PACKS (2):

Please circle the number indicating the packs you will be evaluating, on instruction from the interviewer.

Now, looking at the three packs in front on you, please answer the following questions.

B1. Overall, how **appealing** are each of these packs?

Please circle one response for each pack

				Extremely appealing										Extremely unappealing
i	A	B	C	10	9	8	7	6	5	4	3	2	1	0
ii	D	E	F	10	9	8	7	6	5	4	3	2	1	0
iii	G	H	I	10	9	8	7	6	5	4	3	2	1	0

B2. What do you think about the **quality** of the cigarettes that each of these packs contain?

Please circle one response for each pack

				Contains high quality cigarettes										Contains low quality cigarettes
i	A	B	C	10	9	8	7	6	5	4	3	2	1	0
ii	D	E	F	10	9	8	7	6	5	4	3	2	1	0
iii	G	H	I	10	9	8	7	6	5	4	3	2	1	0

B3. How ***harmful*** do you think the cigarettes in each of these packs are to your health?

Please circle one response for each pack

				Extremely harmful to health										Not at all harmful to health
i	A	B	C	10	9	8	7	6	5	4	3	2	1	0
ii	D	E	F	10	9	8	7	6	5	4	3	2	1	0
iii	G	H	I	10	9	8	7	6	5	4	3	2	1	0

B4. How ***easy or hard do you think it would be to quit smoking*** the cigarettes contained in each of these packs?

Please circle one response for each pack

				Extremely easy to quit										Extremely hard to quit
i	A	B	C	10	9	8	7	6	5	4	3	2	1	0
ii	D	E	F	10	9	8	7	6	5	4	3	2	1	0
iii	G	H	I	10	9	8	7	6	5	4	3	2	1	0

B5. How ***noticeable are the graphic health warnings*** on each of these packs?

Please circle one response for each pack

				Graphic health warning stands out a lot										Graphic health warning doesn't stand out at all
i	A	B	C	10	9	8	7	6	5	4	3	2	1	0
ii	D	E	F	10	9	8	7	6	5	4	3	2	1	0
iii	G	H	I	10	9	8	7	6	5	4	3	2	1	0

C1. How **easy or difficult is it to understand** the message of the graphic health warnings on each of these packs?

Please circle one response for each pack

				Extremely easy to understand the message										Extremely difficult to understand the message
i	A	B	C	10	9	8	7	6	5	4	3	2	1	0
ii	D	E	F	10	9	8	7	6	5	4	3	2	1	0
iii	G	H	I	10	9	8	7	6	5	4	3	2	1	0

C2. How much do each of these packs make you **'stop and think'** when you look at them?

Please circle one response for each pack

				Really makes me 'stop and think'										Doesn't make me 'stop and think' at all
i	A	B	C	10	9	8	7	6	5	4	3	2	1	0
ii	D	E	F	10	9	8	7	6	5	4	3	2	1	0
iii	G	H	I	10	9	8	7	6	5	4	3	2	1	0

C3. How **serious do you feel the health risks from smoking** are when you look the graphic warnings on each pack?

Please circle one response for each pack

				Feel the health risks are extremely serious										Don't feel the health risks are serious at all
i	A	B	C	10	9	8	7	6	5	4	3	2	1	0
ii	D	E	F	10	9	8	7	6	5	4	3	2	1	0
iii	G	H	I	10	9	8	7	6	5	4	3	2	1	0

C4. How would you feel about **being seen** with each of these packs?

Please circle one response for each pack

				Would feel very comfortable to be seen with this pack										Would not feel at all comfortable being seen with this pack
i	A	B	C	10	9	8	7	6	5	4	3	2	1	0
ii	D	E	F	10	9	8	7	6	5	4	3	2	1	0
iii	G	H	I	10	9	8	7	6	5	4	3	2	1	0

Now once you have finished answering these questions, please stop and wait for further instructions.



The next two questions are about the packs you found 'most appealing' and 'least appealing' overall.

O1a. Now, please circle the packs which you put into the **most appealing** pile.

Please circle all the packs you have put in the most appealing pile.

Most appealing overall <i>Please select all those you have put in the 'most appealing' pile</i>	
A	1
B	2
C	3
D	4
E	5
F	6
G	7
H	8
I	9

O1b. Now, please circle the packs which you put into the **least appealing** pile.

Please circle all the packs you have put in the least appealing pile.

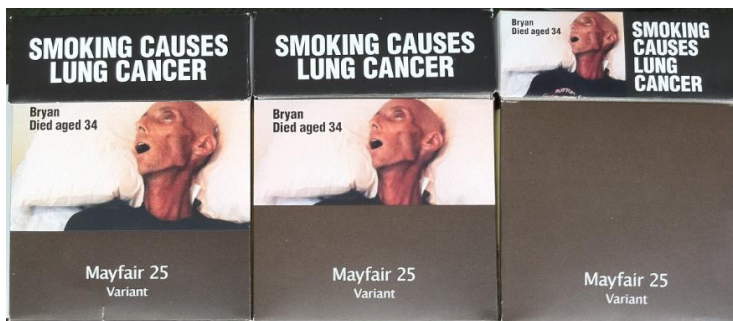
Least appealing overall <i>Please select all those you have put in the 'least appealing' pile</i>	
A	1
B	2
C	3
D	4
E	5
F	6
G	7
H	8
I	9

6.2 Stimulus

Mock up Packs

Photos of the mock up prototypes used in Study 5 Face-to-face are shown below. They are a representation of the actual stimuli so colours and quality may vary to limitations in the photography.

Medium Olive (75% GWH, 60% GHW, 30% GHW)



Dark Olive (75% GWH, 60% GHW, 30% GHW)



Dark Brown (75% GWH, 60% GHW, 30% GHW)





GfK bluemoon

Images of GHW designs

Bryan 30%



Bryan 60%



Bryan 75%



Bryan 60% Split



6.3 Additional Tables

Evaluation of Medium Olive by age

Medium Olive Proportion who selected Medium Olive	Total (n=193)	Aged 16- 17yrs (n=40)	Aged 18- 24yrs (n=41)	Aged 25- 44yrs (n=56)	Aged 45- 64yrs (n=56)
Most appealing overall %	61	50	45	62	67
Least appealing overall %	30	30	43 [~]	32	21
<i>Composite score (most score minus least score) %</i>	31	20	2	30	46
Highest quality cigarettes %	49	48	28 [~]	55	48
Lowest quality cigarettes %	39	42	45	35	41
<i>Composite score (most score minus least score) %</i>	10	6	-18	20	7
Most harmful to your health %	23	18	25	22	25
Least harmful to your health %	64	68	60	68	59
<i>Composite score (most score minus least score) %</i>	-41	-50	-35	-46	-34
Easiest to quit %	60	65	64	63	54
Hardest to quit %	30	26	34	29	32
<i>Composite score (most score minus least score) %</i>	30	38	30	35	22
Base: All respondents (n=193) Q1-Q5. Which pack you think is the / And which pack looks like it contains cigarettes which are the Single response. Combines all ratings regardless of GHW size shown. [~] Significantly higher/lower than other comparison subgroups at 95% c.i					

Evaluation of Dark Olive by age

Dark Olive Proportion who selected Dark Olive	Total (n=193)	Aged 16- 17yrs (n=40)	Aged 18- 24yrs (n=41)	Aged 25- 44yrs (n=56)	Aged 45- 64yrs (n=56)
Most appealing overall %	19	18	31	18	18
Least appealing overall %	25	27	15	21	34
<i>Composite score (most score minus least score) %</i>	-6	-9	17	-3	-16
Highest quality cigarettes %	21	18	33	20	19
Lowest quality cigarettes %	20	32	22	18	20
<i>Composite score (most score minus least score) %</i>	1	-15	11	3	-1
Most harmful to your health %	21	28	8 [~]	24	20
Least harmful to your health %	21	12	30	19	22
<i>Composite score (most score minus least score) %</i>	1	16	-22	5	-2
Easiest to quit %	20	14	18	20	24
Hardest to quit %	18	24	20	15	20
<i>Composite score (most score minus least score) %</i>	2	-10	-2	4	4
Base: All respondents (n=193) Q1-Q5. Which pack you think is the / And which pack looks like it contains cigarettes which are the Single response. Combines all ratings regardless of GHW size shown. [~] Significantly higher/lower than other comparison subgroups at 95% c.i					

Evaluation of Dark Brown by age

Dark Brown Proportion who selected Dark Brown	Total (n=193)	Aged 16- 17yrs (n=40)	Aged 18- 24yrs (n=41)	Aged 25- 44yrs (n=56)	Aged 45- 64yrs (n=56)
Most appealing overall %	19	32	23	17	15
Least appealing overall %	44	43	42	44	45
<i>Composite score (most score minus least score) %</i>	-26	-11	-19	-27	-30
Highest quality cigarettes %	28	34	39	23	31
Lowest quality cigarettes %	39	25	32	46	37
<i>Composite score (most score minus least score) %</i>	-11	9	7	-23	-6
Most harmful to your health %	56	54	67	55	54
Least harmful to your health %	15	20	10	13	19
<i>Composite score (most score minus least score) %</i>	40	34	57	42	35
Easiest to quit %	19	22	18	17	22
Hardest to quit %	52	50	45	56	48
<i>Composite score (most score minus least score) %</i>	-32	-29	-26	-39	-26
Base: All respondents (n=193) Q1-Q5. Which pack you think is the / And which pack looks like it contains cigarettes which are the Single response. Combines all ratings regardless of GHW size shown. ^~ Significantly higher/lower than other comparison subgroups at 95% c.i					

6.4 Respondent Smoking Profile

	Total (n=193) %	Aged 16- 17yrs (n=40) %	Aged 18- 24yrs (n=41) %	Aged 25- 44yrs (n=56) %	Aged 45- 64yrs (n=56) %
Gender (%)					
Male	52	58	54	50	50
Female	48	43	46	50	50
Location (%)					
Sydney	49	50	48	50	50
Melbourne	51	50	53	50	50
Employment status (%)					
Working full time	30	0	20	54	34
Working part timer	25	8	32	23	36
Unemployed	8	10	12	4	9
Full time student	27	83	34	9	0
House duties	3	0	2	5	4
Retired	3	0	0	0	11
Other	4	0	0	5	7
Educational attainment (%)					
No schooling qualifications	1	3	0	0	2
Primary school	1	3	0	0	0
Year 10 / 4th form / School Certificate	27	70	12	9	25
Year 12 / 6th form / Higher School Certificate	24	23	44	13	23
TAFE or trade qualification	23	3	10	34	36
Any type of university degree	22	0	34	39	13
Other	2	0	0	5	2
Aboriginal or Torres Strait Islander descent (%)					
Yes, of Aboriginal or Torres Strait Islander descent	0	0	0	0	0
No, not of Aboriginal or Torres Strait Islander descent	100	100	100	100	100
Would rather not answer	0	0	0	0	0
Don't Know	0	0	0	0	0

	Total (n=193) %	Aged 16- 17yrs (n=40) %	Aged 18- 24yrs (n=41) %	Aged 25- 44yrs (n=56) %	Aged 45- 64yrs (n=56) %
Language other than English spoken at home (%)					
Yes	19	10	25	20	20
No	81	90	73	80	80
Would rather not answer	1	0	3	0	0
Annual Household Gross Income (%)					
Less than \$31,000	23	23	24	13	34
Between \$31,000 and \$59,999	17	3	22	18	21
Between \$60,000 and \$79,999	15	3	10	23	20
Between \$80,000 and \$99,999	8	0	5	14	11
Between \$100,000 and \$149,999	11	8	7	18	9
\$150,000 or more	6	5	12	7	2
Refused	18	60	20	5	0
Don't Know	2	0	0	2	4

6.5 Respondent Demographic Profile

	Total (n=193) %	Aged 16- 17yrs (n=40) %	Aged 18- 24yrs (n=41) %	Aged 25- 44yrs (n=56) %	Aged 45- 64yrs (n=56) %
Frequency of smoking manufactured cigarettes (%)					
Daily	78	53	68	89	91
Weekly	22	48	32	11	9
Main Cigarette brand (%)					
Benson & Hedges	20	20	10	21	27
Dunhill	8	5	10	9	7
Winfield	23	30	34	16	16
Alpine	1	0	0	2	0
Marlboro	11	15	17	13	2
Peter Stuyvesant	12	8	12	20	7
Peter Jackson	7	8	7	7	7
Longbeach	4	3	2	5	5
Escort	0	0	0	0	0
Freedom	0	0	0	0	0
Horizon	2	0	0	0	5
Holiday	3	0	0	0	9
Stradbroke	0	0	0	0	0
Brandon	0	0	0	0	0
More	1	0	0	2	0
Lucky Strike	0	0	0	0	0
Camel	1	0	2	0	0
Davidoff	0	0	0	0	0
Other	8	13	5	5	11
No main or regular brand	1	0	0	0	4
Main Cigarette variant (%)					
Full Strength/Flavour (Red)	12	13	5	13	16
Regular Strength (Blue, Gold)	57	70	73	54	39
Light (Light blue, Silver , White etc)	23	10	22	21	36
Filter/ Special Filter	1	0	0	4	0



Menthol	6	5	0	9	7
Other	1	0	0	0	2
No main or regular variant	1	3	0	0	0



7 APPENDIX G: STUDY 5 ONLINE

7.1 Online Questionnaire

SAMPLE QUOTAS (TOTAL 400)

AGE WITHIN GENDER:	(MINIMUMS)
Male 18-24 year olds	n=60
Male 25-44 year olds	n=60(MAX 67)
Male 45-64 year olds	n=60 (MAX 67)
Female 18-24 year olds	n=60
Female 25-44 year olds	n=60(MAX 67)
Female 45-64 year olds	n=60(MAX 67)
Other Gender 18-64 yrs	As it falls

AREA: (Soft quota based on S1c)

2. Sydney	2. Regional NSW
6. Melbourne	4. Regional VIC
7. Brisbane	6. Regional QLD
9. Canberra	8. Regional ACT
11. Adelaide	10. Regional SA
13. Perth	12. Regional WA
15. Darwin	14. Regional NT
17. Hobart	16. Regional TAS

SMOKER FREQ: (Count for updates from S4B cigarettes)

1. Daily (S4B_1=1)
2. Weekly (S4B_1 = 2)



INTRODUCTION

Thank you for taking the time to participate in this important survey. GfK Blue Moon is a social and market research company conducting this survey on behalf of the Australian Government, Department of Health and Ageing about a very important issue.

The information and opinions you provide will be treated as strictly confidential and will be used only for evaluation purposes. Your results will be grouped together with other respondents and your answers will not be traced back to you.

Depending on your answers, the survey should take around 15 minutes to complete. A time indicator will appear in the screen to show your progress through the survey.

INSTRUCTIONS SCREEN

Before we start, just a few simple instructions on completing this survey.

Please consider your answers carefully, you cannot go back during the survey. Please DO NOT use the 'back' button on your internet browser.

If you only partially complete the questionnaire, you can finish it later by clicking on the link in the original email invitation. This will take you back to where you were up to in the survey.

Should you have any technical difficulties through the survey, you can contact our helpdesk by clicking on the Member Services link located at the bottom right of your screen.

If you would like to check the legitimacy of this survey you can email Tobacco.Control@health.gov.au



SCREENER

ASK ALL

SC

IF S1a = 1, 2 OR 13 TERMINATE

S1a. In which of these age groups do you belong? *Please select one only*

Under 16 years old	1	CLOSE
16-17	2	
18-19	3	CHECK QUOTAS
20-24	4	
25-29	5	
30-34	6	
35-39	7	
40-44	8	
45-49	9	
50-54	10	
55-59	11	
60-64	12	
65 years and older	13	CLOSE

ASK ALL

SC

S1b. And are you?

- 7. Male
- 8. Female
- 9. Other

ASK ALL

SC

IF S1c=17 TERMINATE

S1c. And where do you currently live? *Please select one only*

- 35. Sydney
- 36. Regional NSW
- 37. Melbourne
- 38. Regional VIC
- 39. Brisbane



- 40. Regional QLD
- 41. Canberra
- 42. Regional ACT
- 43. Adelaide
- 44. Regional SA
- 45. Perth
- 46. Regional WA
- 47. Darwin
- 48. Regional NT
- 49. Hobart
- 50. Regional TAS
- 51. Outside of Australia

ASK ALL

MR

IF S2a=1,2,3,8,9,10 OR 11 TERMINATE

S2a. Do you or any of your close relations, work in any of the following industries? *Please select all that apply*

Market research	1	TERMINATE
Advertising, marketing, public relations	2	
Media and journalism	3	
Water industry	4	CONTINUE
Energy industry	5	
Automotive manufacture or retail	6	
Teaching	7	
Medicine or healthcare	8	TERMINATE
Department of Health & Ageing	9	
Tobacco manufacturing, for a tobacco company, at a tobacconist	10	
An organisation dealing with health issues	11	
None of these [Exclusive]	12	CONTINUE



ASK ALL

SC

S2b. When was the last time you took part in market research, such as a survey, an interview or group discussions? *Please select one only*

In the last week	1	ASK S2C
In the last 2-4 weeks	2	
In the last 2-3 months	3	
In the last 4-6 months	4	SKIP TO S3A
In the last 7-12 months	5	
More than 12 months ago	6	

ASK IF S2B=1, 2 OR 3

MR

IF S2c=3 TERMINATE

S2c. And what was the research about? *Please select all that apply*

Food and Beverages (non-alcoholic)	1	
Alcoholic Beverages	2	
Tobacco or Cigarettes	3	TERMINATE
Health / Medicine	4	
Education	5	
Financial	6	
None of these	7	



ASK ALL

MR

S3a. We also need to ensure we include a representative sample of the population, with regard to disabilities. Do any of the following apply to you? *Please select all that apply*

You have sight problems not fully corrected by glasses or contact lenses	1	THANK & CLOSE AFTER ASKING S4A
You are colour blind, colour different or have problems seeing different colours on a computer screen	2	THANK & CLOSE AFTER ASKING S4A
You have a mobility related disability e.g. arthritis, walking with a stick	3	CONTINUE
You have hearing problems	4	
None of the above	5	

NEXT SCREEN

The research we are conducting is about the packaging for cigarettes. We are looking for smokers and occasional smokers who are willing to speak honestly about how they feel about this. Importantly, no one will judge you for smoking or tell you to quit.

ASK ALL

MR

IF S4a = **ONLY** 2, 3, 4 OR 5 (I.E. 1 IS NOT SELECTED) THEN TERMINATE (SEE SCRIPT BELOW)

IF S4a = 1 AND S3a = 1 OR 2, TERMINATE (SEE SCRIPT BELOW)

S4a. In the last 12 months, have you smoked any of the following...? *Please select all that apply*

Cigarettes (Manufactured)	1	NEED TO SELECT TO CONTINUE
Roll-your-own cigarettes	2	
Pipe tobacco	3	
Cigars	4	
Have not smoked any of these in the last 12 months	5	TERMINATE

TERMINATION FOR S4A IF DOES NOT SMOKE CIGARETTES (MANUFACTURED) (S4A=1)
 Thanks for your time. Unfortunately we are looking for cigarette smokers to participate in the research.
 TERMINATION FOR SIGHT IMPAIRED OR COLOUR BLIND RESPONDENTS S3a=1 OR 2
 Thanks for your time. Unfortunately we have enough people who fit your profile.



ASK ALL

GRID BY COL

SHOW ONLY COLUMNS FOR PRODUCTS SELECTED IN S4a

IF S4B_1=5 TERMINATE (SEE SCRIPT BELOW)

S4b. And how frequently do you smoke...? *Please select one answer per column only*

<i>DP ONLY SHOW THOSE TYPES SELECTED IN S4A</i>	<i>S4B_1 CIGARETTES</i>	<i>S4B_2 RYO</i>	<i>S4B_3 PIPE</i>	<i>S4B_4 CIGAR</i>
<i>SR PER COLUMN</i>	Cigarettes (Manufactured)	Roll-your- own cigarettes	Pipe tobacco	Cigars
<i>Daily</i>	1	1	1	1
<i>Weekly</i>	2	2	2	2
<i>Less than weekly</i>	5	5	5	5
<i>DP TO CLASSIFY</i>	SMOKER= S4B_1=1-2			

TERMINATION FOR S4B_1 NOT =1 OR 2 - IF DOES NOT SMOKE CIGARETTES (MANUFACTURED) AT LEAST ONCE A WEEK (SMOKER) Thanks for your time. Unfortunately we are looking for regular cigarette smokers to participate in the research.

ASK IF SB4B_1=1

S5a. On average, how many cigarettes (manufactured) do you smoke a day...?

Please type in the number of cigarettes you smoke per day



ASK IF S4B_1=2

S5b. On average, how many cigarettes (manufactured) do you smoke a week...?

Please type in the number of cigarettes you smoke per week

~~REMOVE THIS QUESTION: ASK IF S4B_1=3~~

~~S5c. On average, how many cigarettes (manufactured) do you smoke a month...?~~

~~*Please type in the number of cigarettes you smoke per month*~~

DP TO CREATE "CIGARETTES SMOKED PER WEEK" TOTAL ($S5a \times 7 + S5b$)

MAIN SURVEY

PACK COMPARISON

DP: THERE ARE TWO SETS OF PACK SETS
'LUNG CANCER' AND 'BABY'. FOR EACH THERE ARE 4 DESIGNS:

WITHIN GENDER:	'LUNG CANCER'	'BABY'
Male 18-24 year olds	MIN N=30	MIN N=30
Male 25-44 year olds	MIN N=30	MIN N=30
Male 45-64 year olds	MIN N=30	MIN N=30
Female 18-24 year olds	MIN N=30	MIN N=30
Female 25-44 year olds	MIN N=30	MIN N=30
Female 45-64 year olds	MIN N=30	MIN N=30
Other Gender 18-64 yrs	As it falls	As it falls

- ALLOCATE EITHER 'LUNG CANCER' OR 'BABY' SET TO RESPONDENTS
- MATCH CELLS (I.E. SPLIT AGE/GENDER QUOTAS TO ENSURE WE HAVE A MATCHED SAMPLE)
- ROTATE ORDER OF DESIGNS PER RESPONDENT / PER QUESTION
- ROTATE QUESTION ORDER (I.E Q1,Q2,Q3,Q4 THEN Q2,Q3,Q4,Q1 THEN Q3,Q4,Q1,Q2)

We are now going to show you some different pack designs for cigarettes and ask you some questions about the packs shown. Each of the pack designs has a different health warning design. Each health warning has a written warning and a supporting image.

ASK ALL

SHOW ALL PACK DESIGNS ON ONE PAGE (RESPONDENT TO SCROLL DOWN)

Q0. Now looking at this pack, please indicate in what order you noticed the following?

DRAG AND DROP OR RANK QUESTION

DP: TO STORE AS 1,2,3,4

	ROTATE LIST	Drop down box
i	The written health warning	
ii	The health warning image / photo	
iii	The brand name	
iv	The number of cigarettes	

REPEAT FOR ALL PACKS AND ROTATE ORDER OF PACKS SHOWN

The next questions are about the four pack designs you have seen.

Q1

SHOW ALL FOUR DESIGNS.

SHOW ALL PACK DESIGNS FOR EACH QUESTION ON ONE PAGE (RESPONDENT TO SCROLL DOWN)

A. How **noticeable are the health warnings** on each of these packs?

Please circle one response for each pack

SHOW ON ONE PAGE. RESPONDENT TO SCROLL DOWN TO SEE EACH PACK AND ANSWER GRID.

		Health warning stands out a lot										Health warning doesn't stand out at all
i	IMAGE (30%)	10	9	8	7	6	5	4	3	2	1	0
ii	IMAGE (60%)	10	9	8	7	6	5	4	3	2	1	0
iii	IMAGE (75%)	10	9	8	7	6	5	4	3	2	1	0
iv	IMAGE (split)	10	9	8	7	6	5	4	3	2	1	0

NEXT SCREEN

B. And looking at each of these, on which pack do you think the health warning **stands out the most** and on which pack do you think the health warning **stands out the least**?

Stand out the most (i) <i>Please select one pack only</i>		Stand out the least (ii) <i>Please select one pack only</i>
1	IMAGE (30%)	1
2	IMAGE (60%)	2
3	IMAGE (75%)	3
4	IMAGE (split)	4

Q2

A. How **easy or hard is it to understand** the message of the health warnings on each of these packs?

Please circle one response for each pack

SHOW ON ONE PAGE. RESPONDENT TO SCROLL DOWN TO SEE EACH PACK AND ANSWER GRID.

		Extremely easy to understand the message										Extremely hard to understand the message
i	IMAGE (30%)	10	9	8	7	6	5	4	3	2	1	0
ii	IMAGE (60%)	10	9	8	7	6	5	4	3	2	1	0
iii	IMAGE (75%)	10	9	8	7	6	5	4	3	2	1	0
iv	IMAGE (split)	10	9	8	7	6	5	4	3	2	1	0

NEXT SCREEN

B. And looking at each of these, on which pack do you think the **health warning is the easiest to understand** and on which pack do you think the **health warning is the hardest to understand**?

Easiest to understand (i) <i>Please select one pack only</i>		Hardest to understand (ii) <i>Please select one pack only</i>
1	IMAGE (30%)	1
2	IMAGE (60%)	2
3	IMAGE (75%)	3
4	IMAGE (split)	4

Q3A. How much do each of these packs make you **'stop and think'** when you look at them?

Please circle one response for each pack

SHOW ON ONE PAGE. RESPONDENT TO SCROLL DOWN TO SEE EACH PACK AND ANSWER GRID.

		Really makes me 'stop and think'										Doesn't make me 'stop and think' at all
i	IMAGE (30%)	10	9	8	7	6	5	4	3	2	1	0
ii	IMAGE (60%)	10	9	8	7	6	5	4	3	2	1	0
iii	IMAGE (75%)	10	9	8	7	6	5	4	3	2	1	0
iv	IMAGE (split)	10	9	8	7	6	5	4	3	2	1	0

NEXT SCREEN

Q3B. And looking at each of these, on which pack do you think the health warning makes you **'stop and think' the most** and on which pack do you think the health warning makes you **'stop and think' the least**?

Makes me 'stop and think' the most (i) Please select one pack only		Makes me 'stop and think' the least (ii) Please select one pack only
1	IMAGE (30%)	1
2	IMAGE (60%)	2
3	IMAGE (75%)	3
4	IMAGE (split)	4

Q4A. How **serious do you feel the health risks from smoking** are when you look at each of these packs?

Please circle one response for each pack

SHOW ON ONE PAGE. RESPONDENT TO SCROLL DOWN TO SEE EACH PACK AND ANSWER GRID.

		Feel the health risks are extremely serious										Don't feel the health risks are serious at all
i	IMAGE (30%)	10	9	8	7	6	5	4	3	2	1	0
ii	IMAGE (60%)	10	9	8	7	6	5	4	3	2	1	0
iii	IMAGE (75%)	10	9	8	7	6	5	4	3	2	1	0
iv	IMAGE (split)	10	9	8	7	6	5	4	3	2	1	0

NEXT SCREEN

Q3B. And when looking at each of these packs, which makes you feel the **health risks are the most serious** and which makes you feel the **health risks are least serious**?

Feel the health risks are the most serious (i) <i>Please select one pack only</i>		Feel the health risks are the least serious (ii) <i>Please select one pack only</i>
1	IMAGE (30%)	1
2	IMAGE (60%)	2
3	IMAGE (75%)	3
4	IMAGE (split)	4



ATTITUDES TO SMOKING

We just have a few more questions about your general attitude towards smoking.

ASK ALL

SC

A1. Have you ever tried to quit smoking before? *Please select one only*

Yes, quit once before	1
Yes, quit twice before	2
Yes, quit three times	3
Yes, quit four times	4
Yes, quit five times or more	5
No, have never tried to quit before	6
I don't really consider myself a smoker	7

ASK ALL

SC

A2. Which of these statements best describes you? *Please select one only*

You are planning to quit smoking in the next 30 days	1
You are thinking about quitting smoking within the next six months	2
You might quit, but not within the next six months	3
You will continue to smoke	4
Don't know	5

ASK ALL

GRID BY ROW

A3. Here are a few statements about smoking. For each please indicate whether you personally strongly agree, agree, neither agree nor disagree, disagree, or strongly disagree with each statement. There are no right or wrong answers here, we are interested in your personal opinion.

	RANDOMISE STATEMENT	Strongly agree	Agree	Neither	Disagree	Strongly disagree
1	Before today, I had heard about the Government initiative to introduce 'plain packaging' for cigarettes	5	4	3	2	1
2	I approve of the idea of plain cigarette packs	5	4	3	2	1
3	I support Government initiatives to try to reduce smoking in Australia	5	4	3	2	1
4	There is nothing the Government could do to encourage me to quit smoking	5	4	3	2	1
5	The Government should do more to support people to quit smoking	5	4	3	2	1

DEMOGRAPHICS

Now finally, we have a few more questions about you for classification purposes only.

ASK ALL

SC

D1. Which one of the following brands do you mainly smoke? *Please select one only*

41. Benson & Hedges
42. Dunhill
43. Winfield
44. Alpine
45. Marlboro
46. Peter Stuyvesant
47. Peter Jackson
48. Longbeach
49. Escort



- 50. Freedom
- 51. Horizon
- 52. Holiday
- 53. Stradbroke
- 54. Brandon
- 55. More
- 56. Lucky Strike
- 57. Camel
- 58. Davidoff
- 59. Other (specify)
- 60. No main or regular brand

ASK ALL

SC

D1a. And which variants do you mainly smoke? *Please select one only*

- 15. Full Strength/Flavour (Red)
- 16. Regular Strength (Blue, Gold)
- 17. Light (Light blue, Silver, White etc)
- 18. Filter/ Special Filter
- 19. Menthol
- 20. Other (Specify)
- 21. No main or regular variant

ASK ALL

SC

D2. What is your employment status? *Please select one only*

- 15. Working full time
- 16. Working part timer
- 17. Unemployed
- 18. Full time student
- 19. House duties
- 20. Retired
- 21. Other

ASK ALL

SC

D3. What is the highest level of education you have? *Please select one only*



- 15. No schooling
- 16. Primary school
- 17. Year 10 / 4th form / School Certificate
- 18. Year 12 / 6th form / Higher School Certificate
- 19. TAFE or trade qualification
- 20. Any type of university degree
- 21. Other (specify)

ASK ALL

SC

D6. Are there any languages other than English spoken in your household? *Please select one only*

- 9. Yes (Specify)
- 10. No
- 11. Don't Know
- 12. Would rather not answer

ASK ALL

SC

D7. And are you of Aboriginal or Torres Strait Islander descent? *Please select one only*

- 9. Yes
- 10. No
- 11. Don't Know
- 12. Would rather not answer



ASK ALL

SC

D8. Which of these broad income bands best represents the total annual income for your household before tax? *Please select one only*

Would it be...

- 17. Less than \$31,000
- 18. Between \$31,000 and \$59,999
- 19. Between \$60,000 and \$79,999
- 20. Between \$80,000 and \$99,999
- 21. Between \$100,000 and \$149,999
- 22. \$150,000 or more
- 23. Don't Know
- 24. Refused

7.2 Additional Tables

Tables by Demographics

	Total (n=409) %	Age 18-24 years (n=137) %	Age 25-44 years (n=136) %	Age 45-64 years (n=136) %	Male (n=205) %	Female (n=204) %
Noticeability - Stands out the most						
30% GHW	5	7	5	3	7 [^]	2 [✓]
60% GHW	9	7	9	10	8	10
75% GHW	78	82	77	79	78	78
60% split GHW	8	4	9	8	6	10
Noticeability - Stands out the least						
30% GHW	69	59	64	80 [^]	61 [✓]	78 [^]
60% GHW	2	6	3	1	4 [^]	1 [✓]
75% GHW	4	7	5	2	6	2
60% split GHW	25	27	29	18 [✓]	29	20
Easiest to understand						
30% GHW	7	13	7	5	9	5
60% GHW	11	9	13	9	10	12
75% GHW	73	72	72	74	73	73
60% split GHW	9	6	8	11	7	10
Hardest to understand						
30% GHW	67	46 [✓]	68	73	64	70
60% GHW	5	7	6	2	7 [^]	2 [✓]
75% GHW	4	5	5	2	6 [^]	2 [✓]
60% split GHW	25	41 [^]	21	23	23	27
Makes me 'stop and think' the most						
30% GHW	7	11	7	3	11 [^]	1 [✓]
60% GHW	8	10	9	5	7	8
75% GHW	81	75	80	85	79	84

60% split GHW	4	4	3	7	3	6
Doesn't make me 'stop and think' at all						
30% GHW	64	49 [✓]	64	71	60	69
60% GHW	3	5	4	1	5 [^]	0 [✓]
75% GHW	5	12 [^]	4	3	7	3
60% split GHW	28	34	28	25	27	28
Feel the health risks are the most serious						
30% GHW	6	9	6	5	10 [^]	1 [✓]
60% GHW	8	13	7	6	7	8
75% GHW	84	75	84	87	81	87
60% split GHW	3	3	4	2	3	4
Feel the health risks are the least serious						
30% GHW	63	53	63	67	57 [✓]	70 [^]
60% GHW	4	7	6	1	7 [^]	1 [✓]
75% GHW	4	8	3	2	6 [^]	1 [✓]
60% split GHW	29	33	28	29	31	27
<p>Base: All respondents (n=409)</p> <p>Q1b. And looking at each of these, on which pack do you think the health warning is the easiest to understand and on which pack do you think the health warning is the hardest to understand?</p> <p>Q2b. And looking at each of these, on which pack do you think the health warning stands out the most and on which pack do you think the health warning stands out the least?</p> <p>Q3b. And looking at each of these, on which pack do you think the health warning makes you 'stop and think' the most and on which pack do you think the health warning makes you 'stop and think' the least?</p> <p>Q4b. And when looking at each of these packs, which makes you feel the health risks are the most serious and which makes you feel the health risks are least serious?</p> <p>Single response per option.</p> <p>Combined score regardless of GHW ('Lung Cancer' or 'Baby') shown.</p> <p>[^][✓] Significantly higher/lower than comparison pack at 95% c.i.</p>						

7.3 Respondent Smoking Profile

	Total (n=409) %	Age 18-24 years (n=137) %	Age 25-44 years (n=136) %	Age 45-64 years (n=136) %
Frequency of smoking manufactured cigarettes (%)				
Daily	91	82	90	94
Weekly	9	18	10	6
Amount of manufactured cigarettes smoked per week				
Average number of cigarettes smoked per week	123	116	115	136
Main Cigarette brand (%)				
Winfield	19	26	21	12
Longbeach	16	15	12	21
Peter Jackson	10	13	10	10
Horizon	10	3	12	11
Benson & Hedges	9	8	12	7
Holiday	5	2	4	8
Dunhill	5	10	5	2
Marlboro	4	5	4	2
Alpine	3	2	3	3
Peter Stuyvesant	3	4	2	3
Brandon	1	1	0	4
Stradbroke	1	0	0	3
Escort	1	2	1	0
Davidoff	1	1	1	0
Lucky Strike	0	1	0	0
Freedom	0	0	0	0
More	0	0	0	0
Camel	0	0	0	0
No main or regular brand	1	5	1	1
Other	11	4	13	12
Main Cigarette variant (%)				
Full Strength/Flavour (Red)	16	17	18	12
Regular Strength (Blue)	51	56	54	44

Light (Light blue, Silver etc)	23	16	20	32
Filter/ Special Filter	1	1	0	2
Menthol	7	4	8	7
No main or regular variant	1	4	0	2
Other	0	1	0	1
Awareness and attitudes to Government initiatives to stop smoking (%)				
Before today, I had heard about the Government initiative to introduce 'plain packaging' for cigarettes:	69	60	70	72
I approve of the idea of plain cigarette packs:	38	34	42	33
I support Government initiatives to try to reduce smoking in Australia:	64	64	67	58
There is nothing the Government could do to encourage me to quit smoking:	35	35	38	31
The Government should do more to support people to quit smoking:	69	61	71	70
Quitting behaviour (%)				
Yes, quit once before	28	36	26	26
Yes, quit twice before	22	18	22	23
Yes, quit three times	15	8	18	15
Yes, quit four times	5	4	5	6
Yes, quit five times or more	10	4	9	12
<i>Attempted to quit in the past nett</i>	79	69	80	83
No, have never tried to quit before	19	22	20	16
I don't really consider myself a smoker	2	9	1	1
Future quitting intentions (%)				
You are planning to quit smoking in the next 30 days	17	16	21	11
You are thinking about quitting smoking within the next six months	47	41	49	45
You might quit, but not within the next six months	21	20	19	24
You will continue to smoke	10	16	7	11
Don't know	6	7	4	9

7.4 Respondent Demographic Profile

	Total (n=409) %	Age 18-24 years (n=137) %	Age 25-44 years (n=136) %	Age 45-64 years (n=136) %
Gender (%)				
Male	55	53	58	51
Female	45	47	42	49
Location (%)				
NSW	29	34	31	24
VIC	39	33	36	45
QLD	12	17	10	12
SA	9	6	12	5
WA	8	9	6	9
ACT	1	0	1	2
TAS	3	1	4	1
NT	0	0	0	1
Employment status (%)				
Working full time	50	39	56	46
Working part time	18	15	18	19
Unemployed	8	15	8	5
Full time student	5	23	2	1
House duties	10	7	12	8
Retired	7	0	2	18
Other	2	0	2	4
Educational attainment (%)				
No schooling	0	1	0	0
Primary school	1	0	1	1
Year 10 / 4th form / School Certificate	22	18	17	30
Year 12 / 6th form / Higher School Certificate	20	27	16	23
TAFE or trade qualification	37	29	42	32
Any type of university degree	19	23	22	13
Other	1	2	1	1
Aboriginal or Torres Strait Islander descent (%)				



Yes, of Aboriginal or Torres Strait Islander descent	2	0	2	3
No, not of Aboriginal or Torres Strait Islander descent				
Would rather not answer				
Don't Know				
Yes				
No				
Would rather not answer				
Less than \$31,000				
Between \$31,000 and \$59,999				
Between \$60,000 and \$79,999				
Between \$80,000 and \$99,999				
Between \$100,000 and \$149,999				
\$150,000 or more				
Refused				
Don't Know				

8 APPENDIX H: STUDY 6 ONLINE

8.1 Online Questionnaire

Study 6 used the same questionnaire and script as Study 5 Online. The only difference in the questionnaire was the stimulus shown, only the 'Baby' GHW was shown to respondents using 30%, 60%, 75% and split 75% GHW pack designs.

8.2 Additional Tables

Study 5 Online 'Baby' Tables

Study 5 Online 'Baby' GHW Element first noticed (n=204)	30% GHW %	60% GHW %	75% GHW %	Split 60% GHW %
Written health warning	50	50	42	66 ⁺
Health warning image / photo	37	43	49 ⁺	15 ⁻
Brand name	9	5	5	16 ⁺
Number of cigarettes	5	2	4	3
<i>Combined Health warning (image and written warning)</i>	87	93 ⁺	90	81 ⁻
<i>Difference in noticeability of GHW elements (written warning – image)</i>	13	7	-7	51
Base: 'Baby' respondents Study 5 Online (n=204) Q0. Now looking at this pack, please indicate in what order you noticed ...? Showing '1 st ' noticed ⁺⁺ Significantly higher / lower than comparison pack at 95% c.i. (60% vs. 30%, 75% vs. 60%, split 60% vs. 60%) +- Significantly higher / lower than 30% GHW at 95% c.i.				

Study 5 Online 'Baby' GHW Top 3 Box (8 / 9 / 10 out of 10)	30% GHW %	60% GHW %	75% GHW %	Split 60% GHW %
Noticeability (stand out) - Health warning stands out a lot	49	73 [^]	87 [^]	64 [~]
Ease of understanding - Extremely easy to understand the message	77	87 [^]	90	79 [~]
Makes me 'stop and think' - Really makes me 'stop and think'	30	46 [^]	58 [^]	36 [~]
Feel the seriousness of health risks- Feel the health risks are extremely serious	43	54 [^]	63 [^]	47 [~]
<p>Base: 'Baby' respondents Study 5 Online (n=204)</p> <p>Q1. How noticeable are the health warnings on each of these packs? 10 – Health warning stands out a lot, 0 - Health warning doesn't stand out at all. Q2. How easy or hard is it to understand the message of the health warnings on each of these packs? 10 – Extremely easy to understand the message, 0 - Extremely hard to understand the message. Q3. How much do each of these packs make you 'stop and think' when you look at them? 10 - Really makes me 'stop and think', Doesn't make me 'stop and think' at all. Q4. How serious do you feel the health risks from smoking are when you look at each of these packs? 10 - Feel the health risks are extremely serious, 10 - Don't feel the health risks are serious at all. Single response per pack.</p> <p>[^] Significantly higher / lower than comparison pack at 95% c.i. (60% vs. 30%, 75% vs. 60%, split 60% vs. 60%)</p>				

Study 5 Online 'Baby' GHW Proportion selecting pack for each statement (Forced choice)	30% GHW %	60% GHW %	75% GHW %	Split 60% GHW %
Stands out the most %	6	7	79 [^]	8
Stands out the least %	72	1 [~]	3	24 [^]
Noticeability score (%most –%least) %	-66	6	76	-16
Easiest to understand %	8	11	72 [^]	9
Hardest to understand %	69	4 [~]	4	24 [^]
Ease of understanding score (%most –%least) %	-61	7	69	-15
Makes me 'stop and think' the most %	7	7	80 [^]	7
Makes me 'stop and think' the least %	69	3 [~]	5	23 [^]
'Stop and think' score (%most –%least) %	-63	4	74	-16
Feel the health risks are the most serious %	8	8	80 [^]	5
Feel the health risks are the least serious %	68	4 [~]	4	24 [^]
Health risk score (%most –%least) %	-60	4	76	-19
<p>Base: All 'Baby' respondents Study 5 Online (n=204)</p> <p>Q1b. And looking at each of these, on which pack do you think the health warning is the easiest to understand and on which pack do you think the health warning is the hardest to understand?</p> <p>Q2b. And looking at each of these, on which pack do you think the health warning stands out the most and on which pack do you think the health warning stands out the least?</p> <p>Q3b. And looking at each of these, on which pack do you think the health warning makes you 'stop and think' the most and on which pack do you think the health warning makes you 'stop and think' the least?</p> <p>Q4b. And when looking at each of these packs, which makes you feel the health risks are the most serious and which makes you feel the health risks are least serious?</p> <p>Single response per option.</p> <p>^{^~} Significantly higher / lower than comparison pack at 95% c.i. (60% vs. 30%, 75% vs. 60%, split 60% vs. 60%)</p> <p>+ - Significantly higher /lower than 60% GHW at 95% c.i.</p>				

8.3 Respondent Smoking Profile

	Total (n=205) %	Age 18- 24 years (n=67) %	Age 25-44 years (n=69) %	Age 45- 64 years (n=69) %
Frequency of smoking manufactured cigarettes (%)				
Daily	91	82	90	94
Weekly	9	18	10	6
Less than weekly	0	0	0	0
Amount of manufactured cigarettes smoked per week				
Average number of cigarettes smoked per week	103.9	68.1	100.7	124.3
Main Cigarette brand (%)				
Benson & Hedges	9	6	10	10
Dunhill	11	7	18	3
Winfield	18	35	15	14
Alpine	2	3	2	1
Marlboro	8	7	12	2
Peter Stuyvesant	2	5	0	3
Peter Jackson	15	13	13	19
Longbeach	7	2	6	10
Escort	0	0	0	0
Freedom	0	2	0	0
Horizon	11	2	9	18
Holiday	5	2	5	7
Stradbroke	0	0	0	0
Brandon	0	2	0	0
More	0	0	0	0
Lucky Strike	0	0	0	0
Camel	0	0	0	0
Davidoff	0	2	0	0
No main or regular brand	2	0	3	2
Other (specify)	9	12	6	13
Main Cigarette variant (%)				
Full Strength/Flavour (Red)	14	17	13	15
Regular Strength (Blue, Gold)	47	60	52	35
Light (Light blue, Silver, White etc)	27	17	24	36
Filter/ Special Filter	0	2	0	0
Menthol	10	5	10	11
No main or regular variant	0	0	0	0

Other (Specify)	2	0	1	3
Awareness and attitudes to Government initiatives to stop smoking (%)				
Before today, I had heard about the Government initiative to introduce 'plain packaging' for cigarettes	76	82	75	74
I approve of the idea of plain cigarette packs	33	36	42	20
I support Government initiatives to try to reduce smoking in Australia	53	49	58	48
There is nothing the Government could do to encourage me to quit smoking	46	48	51	36
The Government should do more to support people to quit smoking	60	61	60	62
Quitting behaviour (%)				
Yes, quit once before	28	28	31	24
Yes, quit twice before	22	17	19	28
Yes, quit three times	14	10	11	19
Yes, quit four times	3	0	4	2
Yes, quit five times or more	11	9	10	14
No, have never tried to quit before	22	30	26	13
I don't really consider myself a smoker	1	6	0	0
Future quitting intentions (%)				
You are planning to quit smoking in the next 30 days	16	23	17	10
You are thinking about quitting smoking within the next six months	47	32	52	48
You might quit, but not within the next six months	20	30	13	24
You will continue to smoke	13	9	14	14
Don't know	4	6	4	4

8.4 Respondent Demographic Profile

	Total (n=205) %	Age 18-24 years (n=67) %	Age 25-44 years (n=69) %	Age 45-64 years (n=69) %
Gender (%)				
Male	55	53	58	51
Female	45	47	42	49
Location (%)				
Sydney	30	25	37	23
Melbourne	22	33	23	15
Brisbane	6	1	6	8
Canberra	1	5	0	0
Adelaide	6	6	4	8
Perth	8	9	9	4
Darwin	0	1	0	0
Hobart	0	2	0	0
Employment status (%)				
Working full time	52	55	57	43
Working part time	18	19	18	17
Unemployed	3	3	2	3
Full time student	3	15	2	0
House duties	15	7	19	11
Retired	8	0	0	22
Other	2	0	2	4
Educational attainment (%)				
No schooling	1	2	1	0
Primary school	1	0	1	1
Year 10 / 4th form / School Certificate	19	12	19	23
Year 12 / 6th form / Higher School Certificate	20	24	14	27
TAFE or trade qualification	34	31	33	36
Any type of university degree	24	30	31	12
Other (specify)	1	2	0	2
Aboriginal or Torres Strait Islander descent (%)				
Yes	2	2	2	2
No	96	93	98	96
Would rather not answer	1	3	0	2
Don't Know	1	2	0	1



Annual income for your household before tax (%)				
Less than \$31,000	13	11	12	16
Between \$31,000 and \$59,999	24	21	19	33
Between \$60,000 and \$79,999	15	16	15	16
Between \$80,000 and \$99,999	15	15	22	6
Between \$100,000 and \$149,999	15	13	16	13
\$150,000 or more	4	8	2	4
Refused	10	13	11	8
Don't Know	3	3	2	4

9 APPENDIX I: USING THIS RESEARCH

It is important that clients should be aware of the limitations of survey research.

Qualitative Research

Qualitative research deals with relatively small numbers of respondents and attempts to explore in-depth motivations, attitudes and feelings. This places a considerable interpretative burden on the researcher. For example, often what respondents do not say is as important as what they do. Similarly, body language and tone of voice can be important contributors to understanding respondents' deeper feelings.

Client should therefore recognise:

- that despite the efforts made in recruitment, respondents may not always be totally representative of the target audience concerned
- that findings are interpretative in nature, based on the experience and expertise of the researchers concerned

Quantitative Research

Even though quantitative research typically deals with larger numbers of respondents, users of survey results should be conscious of the limitations of all sample survey techniques.

Sampling techniques, the level of refusals, and problems with non-contacts all impact on the statistical reliability that can be attached to results.

Similarly quantitative research is often limited in the number of variables it covers, with important variables beyond the scope of the survey.

Hence the results of sample surveys are usually best treated as a means of looking at the relative merits of different approaches as opposed to absolute measures of expected outcomes.



The Role of Researcher and Client

Blue Moon believes that the researchers' task is not only to present the findings of the research but also to utilise our experience and expertise to interpret these findings for clients and to make our recommendations (based on that interpretation and our knowledge of the market) as to what we believe to be the optimum actions to be taken in the circumstances: indeed this is what we believe clients seek when they hire our services. Such interpretations and recommendations are presented in good faith, but we make no claim to be infallible.

Clients should, therefore, review the findings and recommendations in the light of their own experience and knowledge of the market and base their actions accordingly.

Quality Control and Data Retention

GfK Blue Moon is a member of the Australian Market and Social Research Organisations (AMSRO) and complies in full with the Market Research Privacy Principles. In addition all researchers at GfK Blue Moon are AMSRS members and are bound by the market research Code of Professional Behaviour.

GfK Blue Moon is an ISO 20252 accredited company and undertakes all research activities in compliance with the ISO 20252 quality assurance standard

Raw data relating to this project shall be kept as per the requirements outlined in the market research Code of Professional Behaviour.