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Market Testing of New Health Warnings and Information Messages for Tobacco Product Packaging: Premium Cigars, Cigarillos / Little cigars and Roll your own

Qualitative Research Report

Prepared for:

The Department of Health and Ageing

Prepared by:

Victoria Parr

Patrick Ell

October 2011

GfK Blue Moon

Sydney
L2 71-73 Chandos St
St Leonards NSW 2065
AUSTRALIA

Tel +61 2 9460 6555
Fax +61 2 9460 6293

Melbourne
407 Bridge Rd
Richmond VIC 3121
AUSTRALIA

Tel +61 3 8415 9555
Fax +61 3 8415 9599

www.gfkbluemoon.com.au



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1 EXECUTIVE SUMMARY

1.1 Background, objectives and methodology

The National Partnership Agreement on Preventive Health has set the aim of reducing the proportion of Australians who smoke daily to 10% by 2018. Graphic health warnings on tobacco product packaging are an important tool in the battle to reduce the health burden associated with smoking. The warnings, messages and images are intended to:

- increase consumer knowledge of the health effects of smoking;
- encourage smokers to give up; and
- discourage uptake or relapse.

Three stages of market research have previously been completed to inform the suite of new graphic health warnings for manufactured cigarettes. That research tested all aspects of the new graphic health warnings including the warning statements (headlines), images, explanatory messages and side of pack information messages to determine the most effective elements.

This report is on research conducted for graphic health warnings on tobacco products other than cigarettes, specifically cigars, cigarillos / little cigars, tins of roll your own tobacco, and bidis. There were four main components of the research for the graphic health warnings:

- to understand consumer perception / reactions to 5-10 new or revised graphic health warnings for packs of cigars;
- to investigate the impact and understandability of graphic health warnings on small types of cigar packaging including when health warning elements are split across different faces of the pack;
- to investigate the impact and understandability of graphic health warnings on small types of roll your own tobacco tins including when health warning elements are split across different faces of the pack; and
- to identify the impact and understandability of placing graphic health warnings on small packs of bidis.

The research involved a qualitative methodology comprising 5 group discussions with smokers of cigarillos / little cigars (including male and female smokers), 2 group discussions with smokers of roll your own tobacco (including male and female smokers), and 8 in-depth interviews with male smokers of premium cigars. The research was conducted in metropolitan areas of New South Wales, Victoria and Queensland. Each group discussion was one and a half hours in length, and consisted of 4-8 respondents. Each in-depth interview was conducted face-to-face and was of 40-50 minutes duration. All research was conducted between 27 July 2011 and 1 August 2011.¹

¹ The research for Market Testing of New Health Warnings and Information Messages for Tobacco Product Packaging was conducted concurrently with research for Market Research to Determine Impact of Plain Packaging on other Tobacco Products using the same sample. Different exercises and areas of discussion were used for each research area and were reported on separately. As a result, not all questions in the research instruments are reported in this document.



1.2 Attitudes and behaviours to tobacco products

There were distinct differences in the attitudes and behaviours of premium cigar smokers and cigarillos / little cigar smokers toward tobacco products. These attitudes and behaviours influence the impact of graphic health warnings in terms of relevance and credibility, and therefore, impact.

Premium cigar smokers

Smokers of premium cigars differ considerably in their attitude to cigars compared to smokers of other tobacco products. They view smoking of cigars as a choice rather than addiction of habit. It is seen as a luxury and occurs in conjunction with a specific activity, for a specific occasion, or in a specific location.

The research found two very different types of premium cigar smokers. The first of these were more frequent premium cigar smokers. This group was often extremely knowledgeable about the different types of cigars, and regularly smoked different brands of cigars for both enjoyment and as a learning activity. Any preference for a specific brand may be driven by best value for money, the time available to enjoy the cigar, the company and the perceived quality of the tobacco used in the cigar. The brand name and variant of the cigar provides an indication of this type of product information. None of the more frequent premium cigar smokers interviewed smoked any other tobacco product.

Less frequent smokers of premium cigars tended to smoke these about twice a month on average. Some of the less frequent premium cigar smokers were smokers of other tobacco products, including cigarettes. These premium cigar smokers identified premium cigar smoking as a different experience to cigarettes. While they felt driven by habit to have a cigarette, premium cigar smoking was seen as an occasional pleasure. Their premium cigar smoking was generally associated with a specific activity, such as a card game, or an occasion, such as a success at work. These infrequent premium cigar smokers were less knowledgeable about premium cigars and how to determine quality so tended to be more influenced by brand names. These premium cigar smokers were more likely to assume quality based on country of origin, rather than having a more detailed understanding of what might differentiate premium cigars from one another. As reported by frequent and connoisseur premium cigar smokers this can include not only country of origin but also region, the type of tobacco, the actual roll itself, colour, smell, and age.

All smokers of premium cigars claimed to not inhale the tobacco smoke. Inhaling smoke from a premium cigar, or any cigar type product, was perceived as something only the naïve would do. The pleasure of the cigar is in tasting the smoke.

Cigarillo / little cigar smokers

Two distinct types of cigarillo / little cigar smokers were also able to be identified. The first of these were those that also smoked premium cigars as well, rather than cigarettes or other tobacco products. Cigarillos / little cigars were chosen by these respondents over premium cigars as a means of enjoying the taste of cigar smoke, while not being as expensive or taking as long. These cigarillo / little cigar smokers would often enjoy a full size premium cigar with others in a social setting. This group tended to be very similar in attitudes and behaviours as the more frequent premium cigar smokers described above.



The other type of cigarillo / little cigar smoker was typically also a cigarette smoker or had been so in the relatively recent past. This group claimed to smoke cigarillos / little cigars for a number of reasons:

- taste better than cigarettes;
- reportedly smoked less cigarillos / little cigars than they would smoke cigarettes, therefore felt it was not as bad for their health;
- the act of smoking a cigarillo / little cigar held an element of occasion; and
- for a small few it was associated with a sense of status, with it being perceived as more refined / sophisticated than cigarettes.

These cigarillo / little cigar smokers tended to have established brand relationships, only smoking specific brands. That said, while there was some sense that some brands were of higher quality than others, cigarillo / little cigar smokers did not generally have a large amount of previous knowledge of brands other than their preferred brand.

Importantly, some cigarillo / little cigar smokers claimed to inhale the smoke. These were generally those that also smoked cigarettes or were trying to quit cigarettes.

1.3 Reactions to health warnings

Eight graphic health warnings² were shown to premium cigar and cigarillo / little cigar smokers. Relevance and credibility of health messages for both premium cigar and cigarillo / little cigar smokers is influenced by whether or not they directly inhale the cigar smoke. Premium cigar smokers, in particular, have a great deal of difficulty in accepting messages about health consequences which are based on the smoke being inhaled. As they do not perceive that smoke enters the lungs, it is not seen to be absorbed into the body as much and therefore to result in the same health consequences as tobacco smoke that is inhaled.

Three of the health warnings were perceived as relevant, credible and understandable for both premium cigar and cigarillo / little cigar smokers. All elements of the three messages, including warning message, image and explanatory message (copy), are credible and relevant in their current format and do not need to be refined further prior to use. These are:

- 'throat cancer';
- 'mouth cancer'; and
- 'damage to teeth and gums'.

² Some images may be the subject of copyright. Many have been kindly provided by overseas governments, non-government organisations, medical practitioners and individuals. Where required, acknowledgements for particular images may be found at Appendix C.

Figure 1.3.1: Graphic health messages for 'Throat cancer,' 'Mouth cancer' and 'Damages, teeth and gums'

CIGAR SMOKING CAUSES THROAT CANCER



C

CIGAR SMOKING CAUSES MOUTH CANCER



E

CIGAR SMOKING DAMAGES YOUR TEETH AND GUMS



G

These messages were all seen as comparatively relevant and credible to premium cigar smokers as the smoke from cigars touches the mouth, gums and teeth when it is held in the mouth and tasted. While some rejected throat cancer, as they don't inhale, the image was seen as somewhat typical of the age of a cigar smoker, and therefore a possibility. Further, the throat was seen as in reasonable proximity to the mouth where cigar smoke is held and tasted, therefore the possibility of the throat being affected was accepted overall.

Two further messages may be effective for use with cigarillo / little cigar smokers, although may require some refinement. These were:

- 'heart disease' – with refinement to copy required if there was a need to use on premium cigar packaging; and
- 'not a safe alternative' - with revised image and copy.

Figure 1.3.2: Graphic health messages for 'Heart Disease' and 'Not a safe alternative'

**CIGAR SMOKING INCREASES YOUR RISK OF
HEART DISEASE****CIGAR SMOKING IS NOT A SAFE ALTERNATIVE**

B

Premium cigar smokers are less likely to find these messages relevant, although they will accept these as credible. Most premium cigar smokers were relatively educated about various causes of heart disease, through having greater general awareness of lifestyle related diseases due to their age or being from higher socio-economic groups. They were reluctant to accept that their smoking behaviour could increase their risk of heart disease more than other activities that they were likely to engage in, for example, eating a rich diet or drinking alcohol. This perception was increased by the fact that they were likely to engage in premium cigar smoking relatively infrequently compared to these other activities. The message had greater credibility and relevance with cigarillo / little cigar smokers, particularly those that also smoked cigarettes. Familiarity with the messages from cigarette packs created a sense of acceptance that the potential consequences must be the same for other tobacco products.

The 'Not a safe alternative' health warning was particularly relevant to many cigarillo / little cigar smokers, as the perception that cigarillo / little smoking is a safer alternative than cigarettes is their primary motivation for smoking that particular product. It was relevant and credible to infrequent premium cigar smokers but not relevant or credible to the more frequent premium cigar smokers, with premium cigars their only choice of tobacco product, not an alternative.

This warning message could be strengthened by use of an alternative image as the relationship between the image of a dead person and headline was not immediately apparent. An image that more immediately represents danger, such as a skull and cross bones may be more effective. Changes to the copy of this message would improve its relevance. Phrases such as 'the risk just gets higher if you inhale' and 'even if you don't inhale' minimise relevance rather than increase it. A more effective means of making the warning relevant to both those who do inhale and those who don't would be to state 'if you inhale or not'.

Figure 1.3.3: Graphic health messages for 'Lung cancer' and 'Don't let others breathe cigar smoke'



If necessary, and following revisions to both copy and image, 'lung cancer' could be used on cigarillo / little cigar packs. It is unlikely that this message will be credible for premium cigar smokers, in particular the more frequent or connoisseur smokers. This is because they do not feel they inhale any of the cigar smoke. However, it would benefit those cigarillo and little cigar smokers who do consciously inhale. In order to maximise credibility some significant changes would be necessary to the image to prompt a more emotional reaction among smokers. Changes to the copy, such as those mentioned for 'not a safe alternative' above, would be necessary to minimise self-exclusion when discussing inhaling across all audiences.

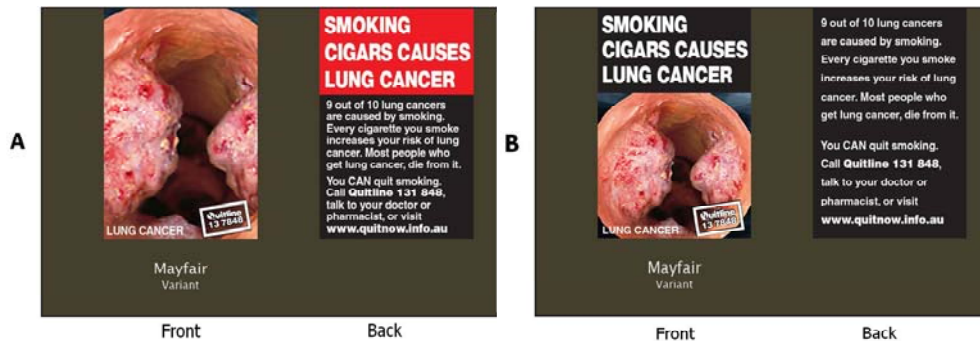
'Don't let others breathe cigar smoke' is not recommended as one of the health warnings that could be used. It does provoke a strong emotional response, and smokers find the idea of their smoking affecting other people's health uncomfortable. However, they do not find the message relevant for themselves. Many did not have children and those that did claim they do not smoke around their or other people's children. As such the message was rationalised away as irrelevant for themselves.

1.4 Small types of tobacco packaging

Mock up products were used to test the impact and understandability of graphic health warnings across various pack sizes. The testing involved two alternatives for small rectangular shaped tobacco products and two alternatives for small square shaped tobacco products. Three alternatives for round tobacco tin packs were tested. Two types of packaging for single sale cigars were also mocked up, and included an image of a cigar tube, and a cigar bag. Lastly the research also tested a graphic health warning on a bidi pack.

Rectangular packaging

Figure 1.4.1: Health warnings on small rectangular packaging



Use of the image only on the front face of the packaging (pack A), while uncomfortable to look at for smokers, was not as easily comprehensible as the combination of warning message and image on pack B. Smokers find the image difficult to understand, and therefore the health message, without the use of a warning statement. The warning statement provides the extra direction to ensure the message is able to be understood at a glance, rather than a standalone image which may need deciphering. The clear message provided by the writing interprets the message for smokers as opposed to them having to do it themselves.

Message impact and understanding would be further increased by making use of the back face that contains the warning message on red background with the explanatory message (pack A), as opposed to just the explanatory message by itself. The explanatory message by itself is not likely to encourage readership and, more importantly, by itself it provides a reprieve from a health warning on the pack as there is a need to engage with it to get the message. This would also replicate the layout and format of cigarette packaging. Given that many cigarillo / little cigar smokers are also cigarette smokers, similar packaging could result in the products being no longer so differentiated by the smokers in terms of health consequences.

Square packaging

Figure 1.4.2: Health warnings on small square packaging



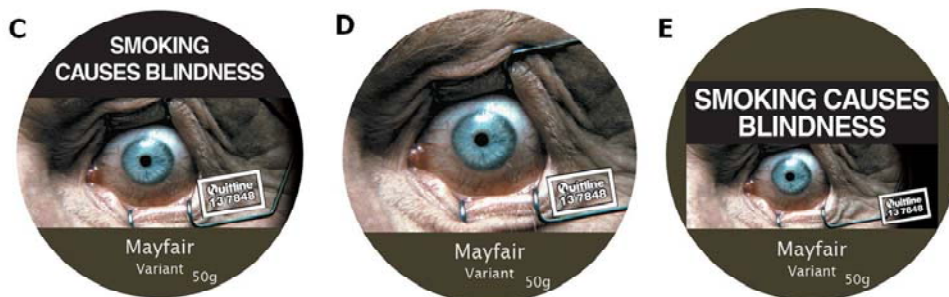


The only difference in the square packaging was the use of either a repeat of the image on the back of the pack (pack G) or a repeat of the warning message on red background (pack F). Pack F, with the warning message on red background on the back, had greater impact on smokers.

The back of pack G was seen to repeat the message on the front, with the focal point still being the image. This results in the explanatory message becoming very recessive, while at the same time the repeat of the image not offering any new information to what was provided on the front. In contrast, the back of pack F offers a difference through use of the red background, resulting in the message seen as being delivered differently despite being the same message as on the front. Use of the warning message on red background on the back is also consistent with warnings on cigarette packs.

Round packaging

Figure 1.4.3: Health warnings on the front of small round packaging



Lack of a warning message on pack D to accompany the visual resulted in this being the least effective design in regards to communication of a health warning. While the image is highly noticeable, it did not offer any information by itself and there was some confusion as to what the actual product was for those unfamiliar with tobacco in tins. Use of the warning message along with the image on packs C and E ensured that the message was easily understood. In addition, the clear statement of the 'smoking causes...' ensured that the product is understood to be a tobacco product.

Overall, pack C was seen to have more professional design elements as the health warning had been designed to suit the round shape of the tin. This more professional look was seen to be associated with more favourable product attributes, such as higher quality tobacco. In contrast, pack E was seen to resemble having simply had a sticker put on a fairly drab looking tin, with the result being that the product was less appealing and indicative of lower quality tobacco. This suggests that the design of pack E may contribute to lowering the appeal of the packaging of tobacco tins compared to the other alternatives.

Figure 1.4.4: Health warnings on the back of small round packaging



A similar rationale was applied to the back of the tins. The designs of both packs C and D are seen to have higher production values, contributing to the perception of favourable product attributes when compared to other design features. Although the explanatory message on pack E has the smallest font and as a result is the least inviting for smokers to read, the overall design is the least appealing for smokers. The perceived lower professionalism of the warning label design, combined with the drab dark brown colours of the package increase the negative perception of the product, comparative to the other designs tested. The warning message is still clearly communicated via the text on red background.

Health warnings on single sale cigar packaging

Figure 1.4.5: Images of warnings for cigar tubes and resealable bags



The health warning on the cigar tube had more impact on the less frequent premium cigar smokers compared with the frequent premium cigar smokers. Infrequent premium cigar smokers tended to have less familiarity and knowledge of the different cigar products and rely more on the packaging as an influence on product appeal. Compared to current single cigar tube packaging which has no health warning, the impact of a health warning is considerable for these smokers. The presence of the health warning detracts from the sense of occasion, and minimises the sense of ceremony that less frequent premium cigar smokers experience when buying cigars.

Use of a graphic health warning on the bags will be noticed by all premium cigar smokers as it will be a significant change from current packaging. The size of the graphic health warning on the bag will ensure that the message is able to be understood easily. Immediate understanding is highly important to achieve with graphic health warnings on cigar bags, as single sale cigar smokers will have less overall exposure to the warnings than cigarette or cigarillo / little cigar (pack) smokers to the warning on these other products. A cigarette smoker is exposed to the warning each time they remove a cigarette from the pack. In contrast, a single sale cigar smoker will remove the product from the bag for storage in a humidor or immediate use shortly after purchase.

1.5 Bidis

Figure 1.5.1: Health warning on bidi packaging



Smokers found it difficult to understand the health message in the format tested as the size and shape of the bidi packaging did not allow for exposure to all the elements of the health message in a manner that contributes to greater impact and understandability of the message.

The warning is likely to be more impactful if only one element is used. The warning message is likely to be the most effective element on its own as other components of this research suggest that images by themselves lack impact without an accompanying warning message. For maximum impact, it may be beneficial to use a vertical format for the warning message, as per that tested on cigar tubes rather than horizontal (around the pack) so the smokers can see the whole message without having to rotate the package.



1.6 Recommendations

Graphic health warnings

- 1 The suite of warnings for both premium cigar smokers and cigarillo / little cigar smokers needs to be highly factual and irrefutable in regards to content and execution.
- 2 In light of this, consideration should be given to using a slightly different suite of messages on packaging for premium single sale cigars and packs of cigarillos / little cigars.
- 3 The following messages could be used for packaging of both premium cigars and cigarillos / little cigars without any changes:
 - throat cancer;
 - mouth cancer; and
 - damage to teeth and gums.
- 4 Two further messages, after some refinement, may be effective for use with cigarillo / little cigar and infrequent premium cigar smokers who are more susceptible to health warnings than frequent and connoisseur premium cigar smokers. These are:
 - 'heart disease'; and
 - 'not a safe alternative' - with revised image and copy.
- 5 If these messages are used with single sale premium cigar packaging, they may not achieve the same impact with the frequent and connoisseur premium cigar smokers as the three main messages specified, due to low perceived relevance. The need to incorporate a range of messages needs to be balanced with the relevance and reach of those messages with and across the audiences. Those most easily affected will likely be the infrequent and casual premium cigar and cigarillo / little cigar smokers. Frequent and connoisseur audiences are harder to reach.
- 6 Before moving forward with the message 'not a safe alternative', consider making the following changes:
 - revise the copy, removing phrases such as 'the risk just gets higher if you inhale' and 'even if you don't inhale' and replace with a phrase similar to 'if you inhale or not';
 - revise the image to be more immediately relevant to a sense of toxicity and danger.
- 7 If necessary, the 'lung cancer' message could be considered for use on cigarillo / little cigar packaging with substantial revisions to both copy and image.
- 8 It would be best not to use the message 'Don't let others breathe your smoke'. While prompting an emotional response and considered credible, it was not considered relevant with these audiences as not all cigar smokers have children, or they claim not to smoke around their or other people's children.



Small tobacco product packaging

- 9 For rectangular products, make use of a layout and format that consists of both the warning message and graphic on the front (pack B), and the warning message in red and explanatory message on the back (pack A).
- 10 For square products, make use of a similar style as suggested for rectangular products, with both the warning message and graphic on the front, and the warning message in red and explanatory message on the back (pack F).
- 11 For round packaging such as tins of RYO tobacco, make use of the layout and format of the warning in the rectangular shape, rather than being adjusted to suit the round tins (as in pack E). This should be consistent for both front and back of tins.
- 12 Consider use of text-only warning messages on tube packaging for single sale premium cigars. The tested layout and format of the warning is sufficient to communicate the intended message to premium cigar smokers.
- 13 Consider use of a graphic health warning with 75% coverage for use on resealable bags used for single sale cigars. It is important to ensure that the health warnings used on these bags are highly relevant and credible to premium cigar smokers to ensure impact.

Bidis

- 14 Consider use of the text-only warning message in vertical format on bidis to maximise impact.

2 BACKGROUND

2.1 Overview

The National Partnership Agreement on Preventive Health has set the aim of reducing the proportion of Australians who smoke daily to 10% by 2018. Graphic health warnings on tobacco product packaging are an important tool in the battle to reduce the health burden associated with smoking. At least 27 countries across the world have finalised requirements for graphic health warnings and a number of others have announced their intention or are undertaking the process to introduce them. Graphic health warnings have been required on almost all tobacco product packaging³ in Australia since 2006.

The Australian Competition and Consumer Commission (ACCC) administers the regulation of on-pack tobacco health warnings, while the Department of Health and Ageing (the Department) provides policy input. The warnings, messages and images are intended to:

- increase consumer knowledge of the health effects of smoking;
- encourage smokers to give up; and
- discourage uptake or relapse.

In 2008 a comprehensive evaluation of the health warnings used in Australia was conducted. The evaluation consisted of a literature review, as well as qualitative and quantitative consumer research. This indicated that the introduction of graphic health warnings has been highly successful. Consumer knowledge of the health effects of smoking has increased and the warnings have both encouraged smokers to quit and discouraged smoking uptake and relapse.

On-pack visuals were found to have been particularly helpful in enhancing the impact of health warnings. Images were found to increase the noticeability of the messages and make them more difficult to 'screen out'. Importantly many consumers felt that the graphic health warnings had helped to deglamourise smoking. Moreover, almost a quarter of smokers admitted to hiding or concealing their packs, indicating that the graphic warnings made them feel uncomfortable about their habit. Images alongside messages that generate an emotional response, such as 'Don't let children breathe your smoke', have been found to be particularly effective. The explanatory text was also seen by some as credible and helps convey the potential health consequences of smoking.

However, areas for improvement were identified in the evaluation. In particular there was a decline in readership of the side of pack information that informs smokers about the chemicals in tobacco products and the chemicals released when they are smoked. There has also been a decline in readership of the front-of-pack warning, which currently only covers 30% of the front surface of packs. In addition, some consumers have problems with interpreting technical language in the health warning messages and some of the images were not felt to be clear, or their impact is declining. The need to ensure the Quitline number and statistics are up-to-date and accurate was also identified.

³ Warnings are currently not required on tobacco for export or single sale cigars



A great deal of research has been conducted internationally on graphic health warnings. In combination with the Australian research findings, the conclusions from international studies have helped to inform the re-design of potential new graphic health warnings in Australia.

2.2 The need for research

Three stages of market research had previously been completed to determine the suite of new graphic health warnings for manufactured cigarettes. That research tested all aspects of the new graphic health warnings including the warning statements (headlines), images, explanatory messages and side of pack information messages to determine the most effective elements.

Research was required for graphic health warnings on tobacco products other than cigarettes, specifically cigars, cigarillos/ little cigars, tins of roll your own tobacco, and bidis.

There were four main components of the research for the graphic health warnings:

- 1 to understand consumer perception / reactions to 5-10 new or revised graphic health warnings for packs of cigars;
- 2 to investigate the impact and understandability of graphic health warnings on small types of cigar packaging including when health warning elements are split across different faces of the pack;
- 3 to investigate the impact and understandability of graphic health warnings on small types of roll your own tobacco tins including when health warning elements are split across different faces of the pack; and
- 4 to identify the impact and understandability of placing graphic health warnings on the small packs of bidis.



3 RESEARCH OBJECTIVES

The specific objectives for the graphic health warnings component of the research were to:

- measure consumer perception/reaction to 5-10 new or revised graphic health warnings - images, warning statements and detailed explanatory messages on cigar product packaging, focusing on the areas of
 - credibility;
 - relevance; and
 - understandability.
- investigate the impact and understandability of placing a warning message and its corresponding graphic (with Quitline logo) either on the same face or split across the front and back face on small types of tobacco packaging;
- specifically the impact of the message and graphic on the either on the same face or split across the front and back face; and
- determine the appropriate layout for health warnings on bidis.



4 RESEARCH METHODOLOGY

4.1 Overview

The research involved a qualitative methodology comprising 5 group discussions with smokers of cigarillos / little cigars, 2 group discussions with smokers of roll your own tobacco and 8 in-depth interviews with smokers of premium cigars.

The research was conducted in metropolitan areas of New South Wales, Victoria and Queensland. Each group discussion was one and a half hours in length, and consisted of 4-8 respondents. Each in-depth interview was conducted face-to-face and was of 40-50 minutes duration.

All research was conducted between 27 July 2011 and 1 August 2011.

4.2 The sample

The following sample was included within the research:

Premium cigar smokers

Interview	Smoking behaviour	Location	State
1	Smoke premium cigars once a fortnight or more frequently	Metro	NSW
2			
3			
4			VIC
5			
6			
7			QLD
8			

Cigarillo smokers/ smokers of little cigars

Group	Smoking behaviour	Location	State
1	Smoke cigarillos / little cigars weekly or more	Metro	NSW
2			
3			VIC
4			
5			

Roll your own smokers

Group	Smoking behaviour	Age	Location	State
1	RYO tobacco weekly or more	18-30	Metro	NSW
2		30+		QLD

4.3 Recruitment of respondents

Recruitment for the discussion groups was completed through Interviewer Quality Control Australia (IQCA) accredited recruitment specialists. A recruitment screener including all relevant demographic variables was provided to use for recruitment. A copy of the recruitment screener is included in Appendix A.

4.4 Use of stimulus materials

Stimulus for this project consisted of:

- A3 image boards of 8 different graphic health warnings consisting of the warning message and front of pack images for cigar graphic health warnings;
- an A4 booklet comprising the warning message, image, explanatory message (copy) for each of the cigar graphic health warnings;
- four mock ups of small tobacco product packaging including one with message and graphic on the same face and one with the warning message and graphic split across the front and back face;
- three different mock ups of different layout and formats for graphic health warnings on roll your own tobacco tins; and
- one design for the bidi packaging that included warning message, image and explanatory message.

These materials are discussed within relevant sections of this report with images of mock ups shown.

4.5 Discussion guide

Semi-structured discussion guides were developed for use with each target audience and all were approved by the Department prior to use. A number of exercises were included within the discussion to ensure all necessary information was obtained from relevant audiences. The flow of the discussion and the exercises used was tailored according to audience and the information requirements necessary from each. The discussion groups and interviews incorporated some plain packaging research activities and these are commented on in a separate report. The exercises included within the group discussion and interviews that are relevant to the graphic health warnings research are described below⁴.

⁴ Exercise 1 is not included as it relates to other research on plain packaging that was conducted concurrently using the same sample.

Exercise 2: Understanding impact and provision mock ups of health warnings on small types of tobacco packaging including

- rectangular shaped small product with warning message and graphic on same face;
- rectangular shaped small product with warning message and graphic split on front and back;
- square shaped small product with warning message and graphic on one face, and warning message and explanatory message on back;
- square shaped small product with warning message and graphic on one face, and graphic and explanatory message on back;
- round shaped small product with warning message and graphic on same face (two versions), and one version with graphic only, all with warning message and explanatory message on the back (three versions);
- single sale cigar package (image of tube) with text-only warning message; and
- single sale cigar packaging (image of bag) with warning message and graphic.

Exercise 3: understanding credibility, relevance and understandability of graphic health warnings for cigars using image boards and A4 booklets of full messages.

Exercise 4: to determine understandability of the graphic health warnings on a mock up of bidi packaging.

A summary of the exercises used with each target group is provided below.

Research Activity	Qualitative Research 'Exercises' (see Section 4.4)
8 in-depth interviews with smokers of premium cigars	Exercises 2 and 3
5 group discussions with smokers of cigarillos / little cigars	Exercises 2, 3 and 4
2 group discussions with RYO tobacco smokers	Exercise 2 and 4

Full discussion guides for each audience are provided in the appendices.



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DETAILED FINDINGS



5 ATTITUDES AND BEHAVIOURS TO TOBACCO PRODUCTS

There were distinct difference in the attitudes and behaviours of premium cigar smokers compared with cigarillos / little cigar smokers toward tobacco products. These attitudes and behaviours influence the impact of graphic health warnings in terms of relevance and credibility, and therefore, impact.

5.1 Premium cigar smokers

Premium cigar smokers differ considerably in their attitude to premium cigar smoking compared to smokers of other tobacco products. They identify their smoking of premium cigars as a choice. Smokers of premium cigars do not see their smoking as addictive, with most claiming that they could, and do, easily refrain from smoking premium cigars if they chose to. Instead, it is seen as a luxury, or even a guilty pleasure that is an indulgence for themselves. The sense of it being a shared social experience was also highly apparent. Interviews with premium cigar smokers indicated that premium cigar smoking is a behaviour which is driven by, or accompanies, specific occasions. Rather than driven by habit, all respondents saw it as a behaviour that was primarily undertaken and shared with others in a social situation, often in conjunction with a specific activity, for a specific occasion, or in a specific location. Some examples of these types of situations provided by respondents included:

- smoking premium cigars with a group of friends when they get together for a regular fortnightly or monthly activity such as playing cards or watching sports (specific activity);
- as part of a celebration, such as the birth of a child, a marriage, an employment success, or even just as a conclusion to the day (specific occasion); and
- as a member of a club that caters for premium cigar smokers, providing a place where they can enjoy smoking premium cigars with others and can discuss and learn about different premium cigars (specific location).

The interviews indicted two different types of premium cigar smokers. More frequent premium cigar smokers, those that smoked on a daily basis or a couple times a week, were often extremely knowledgeable about the different types of premium cigars. These premium cigar smokers tended to visit specialist cigar lounges and bought their premium cigars from specialist cigar stockists. They claimed to all have a humidor at home, where they kept and aged cigars. A variety of age ranges were represented within this group, from mid-twenties to late fifties. All premium cigar smokers interviewed were male.

While they may have specific brands that they tended to smoke, they would regularly try others. In fact, trying other brands and learning about different premium cigars was one of the key drivers of continuing to smoke premium cigars. Any preference for a specific brand may be driven by best value for money, the time available to enjoy the cigar, the company and the perceived quality of the tobacco used in the cigar. These types of premium cigar smokers tended to all be well aware of what constituted a quality product, and while they had associations of quality with different brands, other factors influenced the perceived quality of each cigar. They would judge a cigar based on:

- how long it had been aged;
- colour of the tobacco and the wrapping; and

- region of origin.

The brand name and variant of the premium cigar provides an indication of this type of product information. Brand names are essential in providing premium cigar smokers with region of origin, and therefore the type and grade of tobacco that the product contains.

None of the more frequent premium cigar smokers interviewed smoked any other tobacco product. Some admitted to smoking cigarettes when they were younger, but had given them up after taking up premium cigar smoking. These premium cigar smokers would occasionally smoke a cigarillo / little cigar, but one bought as a single sale item at their preferred cigar stockist. The reason for smoking a cigarillo or little cigar instead of a premium cigar was time. For example, they may only have fifteen minutes to spend relaxing with a cigar, so they choose a smaller product that takes less time to smoke.

Less frequent smokers of premium cigars tended to smoke these about twice a month on average. Their smoking was generally associated with a specific activity, such as a card game, or an occasion, such as a success at work. These premium cigar smokers were less knowledgeable about premium cigars and how to determine quality so were more influenced by brand names. However, it was again apparent that these brand names were seen as an indication of origin of the cigar and it was this that smokers linked to quality. For example, less frequent premium cigar smokers consistently associated quality cigars as being from Cuba, whereas more frequent and knowledgeable smokers of premium cigars would discuss regions within Cuba and also be able to identify high quality cigars from other countries such as Nicaragua and the Dominican Republic.

Some of these less frequent premium cigar smokers were often smokers of other tobacco products, including cigarettes. These premium cigar smokers identified premium cigar smoking as a different experience to cigarettes. While they felt driven by habit to have a cigarette, premium cigar smoking was seen as an occasional pleasure.

To some extent, there was an element of status that was attributed to being seen smoking a premium cigar. This was consistent across both types of premium cigar smokers. It was predominantly related to the expense of the product and being able to afford to smoke cigars. However, more frequent premium cigar smokers had a greater interest in types and tastes of cigars that was not necessarily associated with expense. They may splurge occasionally on a more expensive cigar to celebrate an occasion, but this did not tend to be status related. That is, they did not do it so others could see them smoking the more expensive brands, rather it was a means of treating themselves. It was the less frequent premium cigar smokers for whom the status of smoking cigars was more important. Ultimately, it is these premium cigar smokers for whom brand and packaging had more of a role as it was status related. For more frequent premium cigar smokers, branding was more a means of product information, specifically a way of ensuring they received what they were paying for.

All smokers of premium cigars claimed to not inhale the tobacco smoke. Inhaling smoke from a premium cigar, or any cigar type product, was perceived as something only the naive would do. The pleasure of the cigar is in tasting the smoke.

Premium cigar smokers do perceive that there are likely to be health effects from premium cigar smoking. However, these are largely perceived as negligible compared to the smoking of other tobacco products. This is for a number of reasons:

- less tobacco is perceived to be consumed as it is not habitual;
- it is not perceived as physically addictive; and
- it is not perceived to impact on the lungs as much as cigarette smoke does as the smoke is not directly inhaled.

5.2 Cigarillo / little cigar smokers

Two distinct types of cigarillo / little cigar smokers were also able to be identified. The first of these were those that also smoked premium cigars as well, rather than cigarettes or other tobacco products. This group tended to be very similar in attitudes and behaviours as the more frequent premium cigar smokers described above. They may have a cigarillo / little cigar on a daily basis or a couple of times a week. Rather than be a social occasion, smoking a cigarillo / little cigar was more likely to be a part of their routine, for example, what they did at the end of work every day or a couple times a week to relax. Cigarillos / little cigars were chosen over premium cigars as a means of enjoying the taste of cigar smoke, while not being as expensive or taking as long. These cigarillo / little cigar smokers would often enjoy a full size premium cigar with others in a social setting. They bought their cigarillos / little cigars from specialist cigar stockists and / or directly from overseas.

The other type of cigarillo / little cigar smoker was typically also a cigarette smoker or had been so in the relatively recent past. This group claimed to smoke cigarillos / little cigars for a number of reasons:

- perceived to taste better than cigarettes;
- reportedly smoked less cigarillos / little cigars than they would smoke cigarettes, therefore it was seen as more affordable and ultimately not as bad for their health;
- the act of smoking a cigarillo / little cigar held an element of occasion, which many found enjoyable and relaxing as part of a routine, such as after dinner of an evening; and
- for a small few it was associated with a sense of status, with it being perceived as more refined / sophisticated than cigarettes.

While this group would identify that cigarillo / little cigar smoking was likely to have health effects, these were seen to be less than would occur with cigarettes. In a sense, they did see smoking cigarillos / little cigars as a safer alternative to smoking cigarettes. Interestingly, while some did not consciously inhale the smoke, other did so and were even surprised at hearing that it was not normal practice to do so.



These cigarillo / little cigar smokers tended to have established brand relationships, only smoking specific brands. This was often a matter of convenience, in that they were able to easily buy these brands. That said, there was some sense that some brands were of higher quality than others, although this was often related to familiarity, with cigarillo / little cigar smokers generally not having a large amount of previous knowledge of other brands than their preferred.

This group of cigarillo / little cigar smokers customarily purchased their preferred brands from local tobacconists, with some brands available in other places that stocked cigarettes such as newsagents and supermarkets.

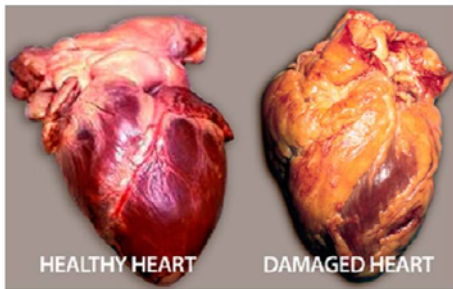
6 GRAPHIC HEALTH WARNINGS FOR CIGARS

6.1 Summary of reactions to health warnings

Eight graphic health warnings were shown to premium cigar and cigarillo / little cigar smokers. The warning statements and image of each is shown below.

Figure 6.1.1: Graphic health warnings tested with premium cigar and cigarillo / little cigar smokers

CIGAR SMOKING INCREASES YOUR RISK OF HEART DISEASE



A

CIGAR SMOKING IS NOT A SAFE ALTERNATIVE



B

CIGAR SMOKING CAUSES THROAT CANCER



C

CIGAR SMOKING CAUSES MOUTH CANCER



E

CIGAR SMOKING DAMAGES YOUR TEETH AND GUMS



F

DON'T LET OTHERS BREATHE CIGAR SMOKE



G

CIGAR SMOKING CAUSES LUNG CANCER



D/H

A summary of the impact of each of the health warnings on both premium cigar and cigarillo / little cigar smokers is shown below.

Table 6.1.1: Summary of the impact of health warnings on premium cigar and cigarillo / little cigar smokers

Health Warnings	Premium Cigar			Cigarillo		
	Credible	Relevant	Under-standable	Credible	Relevant	Under-standable
A: Heart disease	✓	✗	✓	✓	✓	✓
B: Not a safe alternative	✗/✓	✓	✓	✓	✓	✓
C: Throat Cancer	?	✓	✓	✓	✓	✓
D: Lung cancer (lung image)	✗	✗	✓	?	?	✓
E: Mouth cancer	✓	✓	✓	✓	✓	✓
F: Others	✓	✗	✓	✓	✗	✓
G: Teeth and gums	✓	✓	✓	✓	✓	✓
H: Lung cancer (man image)	✗	✗	✓	?	?	✓

As shown above, three of the health warnings are perceived as relevant, credible and understandable for both premium cigar and cigarillo / little cigar smokers. All elements of the three messages, including warning message, image and explanatory message (copy), are credible and relevant in current format and do not need to be refined further prior to use. These are:

- ‘throat cancer’;
- ‘mouth cancer’; and
- ‘damage to teeth and gums’.

Two further messages may be effective for use with cigarillo / little cigar smokers after some refinement. These are:

- 'heart disease' - with revised copy if it is also to be used on single sale premium cigars; and
- 'not a safe alternative' - with revised image and copy.

Premium cigar smokers are less likely to find these messages relevant, although they will accept these as credible. They could be used with premium cigar products but will not have the same impact as the three others.

If necessary, and following revisions to both copy and image, 'lung cancer' could be used on cigarillo / little cigar packs.

Given that premium cigar smokers do not consciously inhale it will be difficult to ensure the credibility of this message for this audience. However, those cigarillo / little cigar smokers who do consciously inhale will benefit from this message.

Each of the warnings tested and reactions of both cigar and cigarillo / little cigar smokers are discussed below.

6.2 Reactions to the 'Teeth and gums' health warning


Teeth and gums, along with mouth cancer, are perceived as the most credible of the health warnings across both premium cigar and cigarillo / little cigar smokers. As the smoke touches the teeth, gums and mouth, it is not difficult for smokers to imagine that this could cause damage.

Further, premium cigar and cigarillo / little cigar smokers could relate to discoloured teeth caused by smoking to either people they knew or even themselves. Although the image is perceived as an extreme case, and likely to be caused by other factors as well as cigar smoke such as poor hygiene, it is the most credible of all the teeth images that have been tested across all research phases for graphic health warnings. The image is mainly of discoloured teeth, rather than teeth that look infected or diseased. The possibility of discolouration is accepted by premium cigar and cigarillo / little cigar smokers.

The copy was seen as logical, factual and straightforward. This factual tone assists in it being accepted as credible.

Figure 6.2.1: 'Teeth and gums' health warning

CIGAR SMOKING DAMAGES YOUR TEETH AND GUMS ✓



Smoking causes inflammation of the gum and other tissue around your teeth (periodontitis). Symptoms can include gum redness, swelling, bleeding, infection and pain. The gum, bones and other tissue supporting your teeth can be destroyed resulting in tooth loss. ✓

You CAN quit smoking. Call **Quitline 13 7848**, talk to your doctor or pharmacist, or visit www.quitnow.gov.au

G

6.3 Reactions to the 'Mouth cancer' health warning

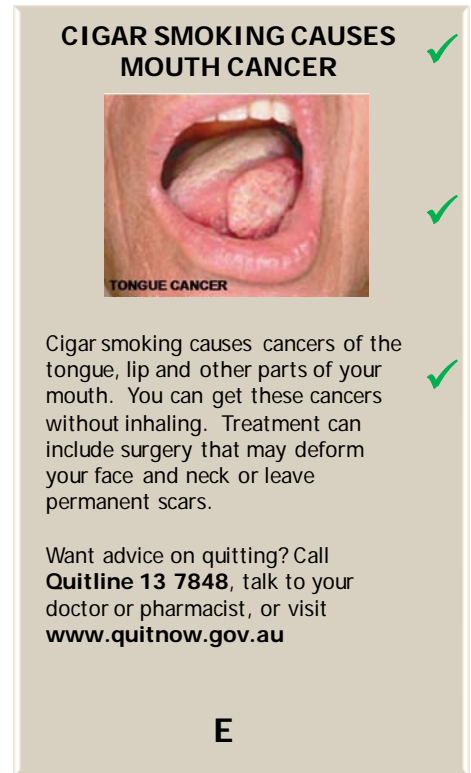
Given that cigar smoke is held in the mouth, the possibility of mouth cancer is seen as highly credible and relevant by premium cigar and cigarillo / little cigar smokers. Some premium cigar smokers admitted to having heard of other cigars smokers developing ulcers in their mouth, making the possibility of cancer even more credible.

A number of cigarillo / little cigar smokers were impacted by the possibility of the deformity that could be caused by a mouth cancer, and particularly that it would be visible to others. In this manner they are similar to cigarette smokers, where having to live with a health effect is seen as a far greater consequence of smoking than the possibility of dying. Living with a health effect that others can see prompts feelings of guilt and embarrassment, at having knowingly caused harm to oneself. It is the possibility of having to live with a deformity that contributes to this being an effective message, rather than any threat of death that their smoking may cause.

While premium cigar smokers found the image relatively credible, cigarillo / little cigar smokers expressed a similar criticism of this image to that found in research with cigarette smokers. For cigarillo / little cigar smokers, the teeth were too clean and white, and were not perceived to be that of a smoker of any tobacco product. Premium cigar smokers, on the other hand, who tended to be of a higher socio economic status were more willing to accept the teeth, given that they themselves tended to be highly conscious of their dental hygiene. In a sense, the image reflected what they themselves believed their teeth to be like, therefore they could accept that it was an image of a cigar smoker.

The copy was seen as straight forward, factual and logical. Stating that it was possible to get these cancers even without inhaling increased relevance to premium cigar smokers, as it demonstrated knowledge of their smoking behaviour.

Figure 6.3.1: 'Mouth cancer' health warning



6.4 Reactions to the 'Throat cancer' health warning

The reactions of premium cigar smokers were somewhat mixed in regards to the credibility of the throat cancer warnings. Some felt that they could more easily ignore the message as they do not feel they inhale the smoke. However, given the close proximity of the throat to the mouth there is some latent acceptance that this could be a health consequence. Additionally, as the typical premium cigar smoker is of an older age group, they are more likely to have seen or known someone that has had the procedure pictured, thereby making it a credible consequence of tobacco smoking (regardless of product). The image being of an older man, which is the associated demographic of premium cigar smoking, contributes to the image being relevant.

Cigarillo / little cigar smokers were more likely to accept the credibility and relevance of the health warning. This was mainly due to the greater likelihood of cigarillo / little cigar smokers to inhale. However, it was also due to the image being of an older man, which they also associated as being the demographic more likely to smoke premium cigars and cigarillos / little cigars. This was consistent regardless of the age or gender of the cigarillo / little cigar smoker.

The copy is particularly impactful. The possibility of struggling to be able to do simple acts such as breathing and eating is a fate most would like to avoid. The addition of the words 'coping with life' exacerbate the thought of having to live suffering for a long time.

Figure 6.4.1 : 'Throat cancer' health warning



6.5 Reactions to the 'Heart disease' health warning

Premium cigar smokers were less likely to find the warning on heart disease relevant than cigarillo / little cigar smokers. Most premium cigar smokers were relatively educated about various causes of heart disease, either due to their older age or being from a higher socio-economic group and having greater awareness of lifestyle related diseases. This resulted in a reluctance to accept that their smoking behaviour could increase their risk of heart disease by any more than other activities that they were likely to engage in, for example, eating a rich diet or drinking alcohol. This perception was increased by the fact that they were likely to engage in premium cigar smoking relatively infrequently compared to these other activities.

Again, the message had greater credibility and relevance with cigarillo / little cigar smokers particularly those that also smoked cigarettes. This was due to some degree by these smokers being more familiar and accepting of the message from cigarette warnings, so they reacted to the warning in the same way they would with cigarettes. This reaction was typically, 'yes it may do, but so do lots of other things'.

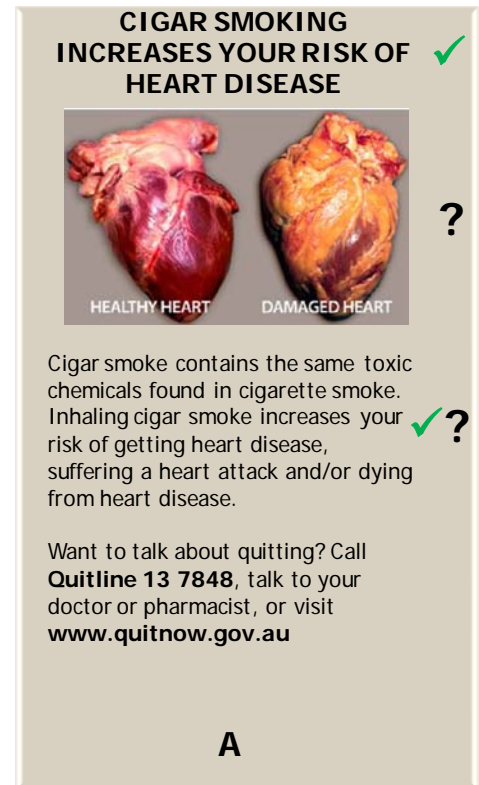
The image was the weakest part of the message. As seen in previous research among cigarette smokers, smokers tend to react relatively rationally, rather than be shocked by images of organs. This is even the case with images that compare damaged organs to healthy ones. This is due to:

- a lack of familiarity with human organs, healthy or otherwise, results in both damaged and undamaged organs are seen as equally unfamiliar and unpalatable; and
- increasing imagery of organs, and human body parts used on fictional and non-fictional television shows and on the internet has de-sensitised people to the shock of graphic imagery.

That said, while it does not have the greatest impact, the image communicates the intended message well. It is also understood that testing with cigarette smokers in other research failed to identify a more effective image.

Reactions to the copy were also divided. Premium cigar smokers dismissed it as being relevant to themselves. They do not inhale, therefore they are not increasing their risk. If the copy of this warning is to be used on any premium cigar packaging, reference to inhaling cigar smoke would need to be removed from the copy, otherwise the whole warning would be viewed as lacking credibility due to it not being reflective of premium

Figure 6.5.1 : 'Heart disease' health warning



cigar smoking behaviour. However, for cigarillo / little cigar smokers who do inhale, this line served to increase relevance as it was reflective of their smoking behaviour.

6.6 Reactions to the 'Not a safe alternative warning' health warning

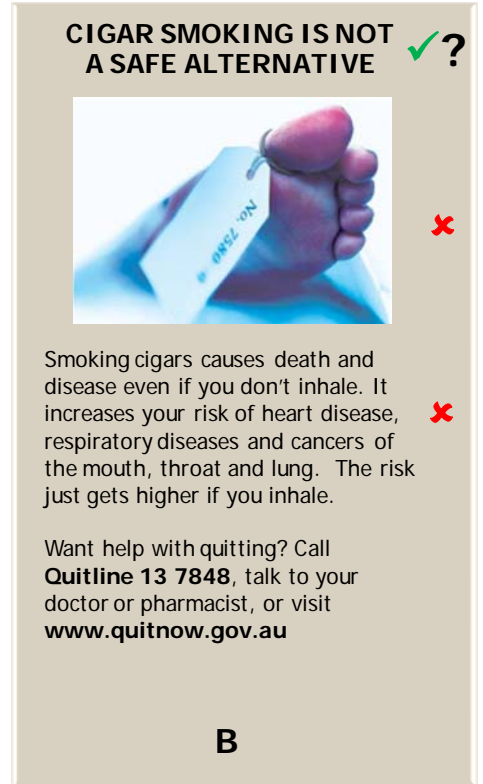
This warning message is particularly relevant to many cigarillo / little cigar smokers, as the perception that cigarillo / little cigar smoking is a safer alternative than cigarettes is their primary motivation for smoking that particular product. Similarly, this message is seen as relevant and credible to infrequent premium cigar smokers who may have also been of the belief that premium cigar smoking was safer.

It was not seen as relevant or credible to the more frequent premium cigar smokers. This was primarily due to the fact that they did not choose to smoke cigars as an alternative to other products, with their motivations for smoking cigars related to predominantly social and sensory factors.

This warning message could be strengthened by use of an alternative image. The relationship between the image of a dead person and headline was not immediately apparent. This would impact on message understanding as smokers do not spend time looking at the health warnings on packaging. Messages need to be immediately decipherable from images and headline to be understood and comprehended. An image that more immediately represents danger, such as a skull and cross bones may be more effective.

There is opportunity to improve the copy on this message. Phrases such as 'the risk just gets higher if you inhale' tend to limit relevance rather than increase it. Effectively the message is stating that if you don't inhale your risk is less, thereby making it less applicable to those who do not inhale. A more effective means of extending the warning to those who do inhale may be to replace the phrase 'even if you don't inhale' with 'if you inhale or not' and to remove the last sentence in its entirety.

Figure 6.6.1: 'Not a safe alternative' health warning



6.7 Reactions to the ‘Don’t let others breathe cigar smoke’ health warning

Figure 6.7.1: ‘Don’t let others breathe cigar smoke’ health warning

Neither cigar nor cigarillo / little cigar smokers disputed the credibility of this message. All were highly cognisant of the potential impact that any type of tobacco smoke could have on those that inhale it. To some extent the message is quite powerful in that it reminds smokers of the potential impact their smoking could have on others, particularly those that are innocent.

The headline, image and copy all work well to communicate the intended message easily. The headline is straightforward and indisputable. The image provokes emotions in both those with or without children, as no one finds it comfortable to look at a child that is ill. The discomfort can be increased if the smoker is prompted to feel guilt as to being the potential cause of the child’s illness. The copy is factual, straight forward and indisputable.

However, this is simply not seen as relevant to premium cigar and cigarillo / little cigar smokers. As smoking of these products is perceived to be driven by specific activities, occasions or location, rather than the need to fulfil a craving, premium cigar and cigarillo / little cigar smokers feel they have capacity to choose not to smoke in front of children. Further, most identified that the activities, occasions and locations where they enjoy their cigars or cigarillos / little cigar are actually characterised by being child free. For example, as a means of relaxing at the end of the night after the children have been put to bed, or at a bar or club.



6.8 Reactions to the 'Lung cancer' health warning

Premium cigar smokers did not find this message relevant or credible. This was simply due to the fact that they perceive smoking a cigar properly results in not inhaling the smoke. As they believe the smoke is not entering the lungs they do not identify this as potentially causing lung cancer. Using this message on products containing premium cigars could impact on credibility of other messages as it may be seen to demonstrate a lack of understanding of premium cigar smoking behaviour.

Cigarillo / little cigar smokers that also smoked cigarettes felt that the headline to the message was credible, particularly if they inhaled cigarillo / little cigar smoke. At the same time, these cigarillo / little cigar smokers were also of the belief that they consumed less harmful smoke by smoking cigarillos / little cigar than cigarettes, so on balance the cigarillo / little cigar was the better alternative of the two. This can minimise the impact of the message, however, it is still seen as relevant.

Neither of the images tested are effective in increasing credibility or relevance. Respondents have a highly rational reaction to the image of the healthy and unhealthy lungs. Firstly, it is difficult to decipher the image as representing human lungs as they bear little resemblance as to what respondents are familiar with in regards to human organs. The healthy lung was widely criticised for being white in appearance, with most understanding lungs to be at least pink. Secondly, the image is viewed with dispassionate disinterest, much like smokers may view an image in a scientific or medical textbook. It does not prompt any shock that can be the result from images of actual human organs.

The image of the man in hospital, while sad, was perceived as lacking direct relevance to the message. His illness or injury could have any number of causes, for example, a car accident. The lack of an oxygen mask, which is strongly associated with smoking illnesses, increases the sense of irrelevance.

The image of the unhealthy lung that was used in the testing would be a far more effective image for use if the lung cancer message was to proceed. It is clearly of a human organ and there is an immediate discomfort prompted by the image. Although not clearly comprehensible as being of a lung when viewed in isolation, when combined with the warning message referencing lung cancer, respondents readily accept they are being shown the disease.

The phrases of 'the risk is higher if you do inhale' minimise relevance rather than increases it. Those that do not inhale simply accept the lower risk, with this being far more preferable than inhaling cigarette smoke

Figure 6.8.1: 'Lung cancer' health warnings (both images)





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among those cigarillo / little cigar smokers who also smoke cigarettes. Similarly the phrase 'even if you do not inhale' acts as a caveat for those who do not rather than includes them. The phrase would be more inclusive if it states 'whether you inhale or not'.

A strength of this message was the last line of the copy, 'Most people who get lung cancer die from it'. It is definitive and factual. The statement does not attempt to persuade by use of emotion, thereby making it irrefutable.

7 SMALL TYPES OF TOBACCO PACKAGING

7.1 Materials tested

Mock up products were used to test the impact and understandability of graphic health warnings that may need to be split across different faces of the pack due to size of the pack including splitting the warning message from the graphic and the warning message from the explanatory text. Currently not all tobacco product packages are required to include the same elements.

The testing involved:

- two alternatives for small rectangular shaped tobacco products (mock ups A and B);
- two alternatives for square shaped tobacco products (mock ups F and G); and
- three alternatives for round tobacco tins (mock ups C, D and E).

The warnings tested covered 75% of the front and back of packaging, other than Pack E (round tin) where the warning covered 55% of the front and back.

These materials were tested in the interviews with premium cigar smokers, group discussion with cigarillo / little cigar smokers and group discussions with roll your own tobacco smokers:

Premium cigar smokers were also asked to comment on the impact and understandability of warnings for premium cigar products, specifically:

- single sale cigar package (image of tube); and
- single sale cigar packaging (image of bag).

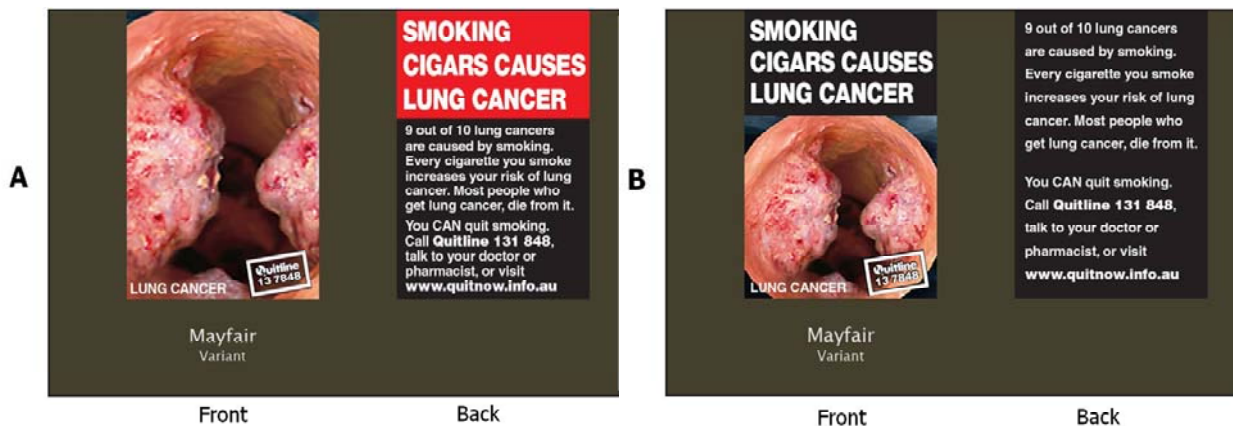
For tubes, the warning tested covered 95% of the length and 60% of the circumference of the tube. For bags, the warning tested covered 75% of the face of the package.

The research also tested reactions to a mock-up bidi pack with a graphic health warning covering 75% of the pack.

Images of the stimulus tested are shown in the relevant sections below.

7.2 Reactions to the health warnings on small rectangular packaging

Figure 7.2.1 : Rectangular packaging (Packs A and B)



While use of the image only on the front face of the packaging, as shown in pack A was uncomfortable to look at, it was not as easily comprehensible as the combination of warning message and image on pack B. Use of the image only results in the smoker needing to spend longer comprehending the message as they work harder to identify what the image is attempting to show and say. As the image is relatively small on these products, they can be very difficult to decipher as standalone pieces of communication. This is especially so if they are unfamiliar to people, such as an image of an internal organ. While an individual may identify that the image on pack A is of a human body part that is damaged, it is not immediately obvious what the body part is, and therefore what specific health consequence is being shown. Further, while it may be inferred that the lung cancer shown in the image on pack A is from smoking because it is on a tobacco product the image alone does not communicate this, it only says 'lung cancer'.

In contrast, the warning message and the corresponding graphic on the same face are more easily understood, despite the image being smaller. It clearly identifies the image is lung cancer and that smoking cigars can cause it. The clear message provided by the writing interprets the message for smokers as opposed to them having to do it themselves.

Message impact and understanding would be further increased by making use of the back face that contains the warning message on red background with the explanatory message (pack A), as opposed to just the explanatory message by itself. This is due to, firstly, the larger spacing of the explanatory message on pack B is unlikely to encourage increased readership compared to that used on pack A and is therefore not a necessity. Secondly, the back panel on pack B actually gives smokers a reprieve from the health warning as they must engage with the explanation to be involved in the message. In contrast, the large warning on the red background on pack A is highly noticeable, and clearly states the health warning. This means that the warning message is unable to be avoided regardless of what side of the pack is on show.

Lastly, use of the warning message and graphic on the front (pack B) and warning message on red and explanatory message on the back (pack A) is similar to the style and format of the graphic health warnings on cigarette packs. Given that many cigarillo / little cigar smokers are also cigarette smokers, similar packaging requirements could result in the products being no longer so differentiated by smokers. Effectively, it may assist in both cigarettes and cigarillos / little cigars having the same associations in terms of health consequences.

7.3 Reactions to the health warnings on small square packaging

Figure 7.3.1 : Square packaging (Packs F and G)



The only difference in the square packaging was the use of either a repeat of the image on the back of the pack (pack G) or a repeat of the warning message on red background (pack F). Pack F, with the warning message on red background on the back, had greater impact on smokers.

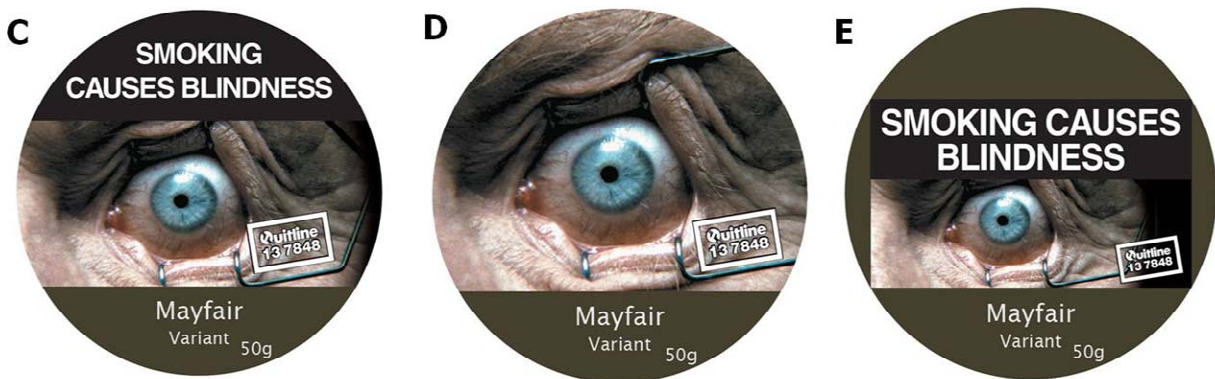
When smokers looked at the back of pack G, it was seen to repeat the message on the front, with the focal point still being the image. Essentially, use of the image on the back is not adding to the impact of the message already created. The explanatory message is recessive due to font size and does not offer any immediate support to the image. In contrast, the back of pack F offers a difference through use of the warning message on a red background. While it may repeat the warning message, the different colour background

means it is being delivered differently. Use of the warning message instead of the image also allowed the font of the explanatory message to be larger on the mock ups tested, resulting in a greater likelihood of smokers to read at least the first line of the explanatory message whether they intended to or not.

Use of the warning message on red background on the back is also consistent with warnings on cigarette packs. This increases the likelihood that smokers will not differentiate between the two products in regards to health consequences.

7.4 Reactions to the health warnings on small round packaging

Figure 7.4.1 : Front face of round packaging (Packs C, D and E)



The graphic health warning on packs C and D took up 75% of the front and back of pack, while on pack E it took up 55%.

Pack D was the least effective of the three in communication of a health warning. Although the image is highly noticeable, it does not offer any information by itself. Further, use of an image only can cause confusion as to what the actual product is for those unfamiliar with tobacco in tins. Respondents tended to feel it was more likely to be found in a novelty shop rather than being a tobacco product. This could have implications in regards to young people actually being intrigued by the packaging, as opposed to gaining any health message from it.

The health warning was more easily understood from the fronts of both packs C and E by use of the warning message and the image. Importantly, the clear statement of the 'smoking causes...' ensures that the product is understood to be a tobacco product.

The two packs differ in the perceived production values involved in the creation of the images. Pack C, where the writing and image have been designed to suit the shape of the round tin was perceived to be more professional than the design used on pack E. The more professional look of the two was associated with more favourable product attributes. For example, it was thought that pack C was more likely to have higher quality tobacco as some care had been taken to ensure the design of the health warning suited the packaging. In contrast, pack E was seen to resemble having simply had a sticker put on a fairly drab looking colour. This

was less appealing and seen as indicative of lower quality tobacco. This suggests that the design of pack E may contribute to lowering the appeal of the packaging of tobacco tins compared to the other alternatives.

The smaller image used on pack E made this part of the health warning recessive compared to the writing. However, this did not affect message comprehension or impact as it was still able to be deciphered.

Figure 7.4.2: Back face of round packaging (Packs C, D and E)



The design of the back of pack D is more likely to encourage smokers to read the explanatory message as the spacing of the text afforded by the vertical layout gives the appearance of less content. However, the design also appears to be highly professional as it takes into consideration the round tin. As discussed above, higher production values contribute to the sense of more favourable product attributes when compared to other design features. The same perception is created with pack C, as the design is clearly for the round tin.

Although the explanatory message on pack E has the smallest font and as a result is the least inviting for smokers to read, the overall design is the least appealing for smokers. This assists in increasing the impact of the health warning message. Like the front of the tin, the back looks as if it has had a sticker placed on it rather than being professionally designed to suit the tin. The perceived lower professionalism of the warning label design, combined with the drab dark brown colours of the package increase the negative perception of the product, comparative to the other designs tested. The warning message is still clearly communicated via the text on red background.

7.5 Health warnings on single sale cigar packaging

Please note, images of the cigar tube and the bag were shown only to premium cigar smokers.

Cigar tube

Figure 7.5.1: Images of cigar tubes



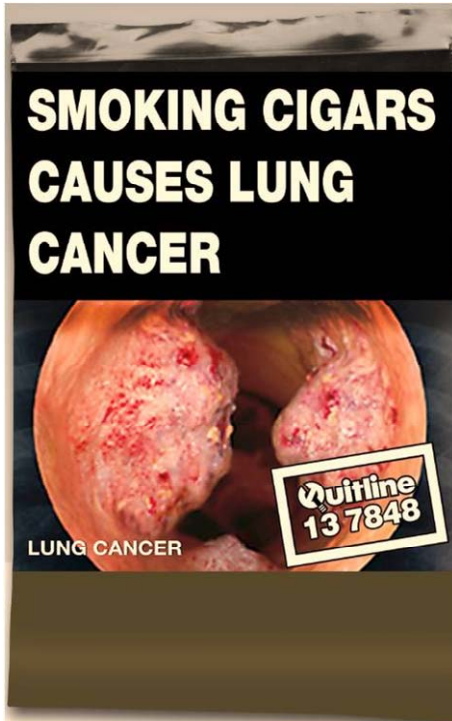
Impact of the health warning on the cigar tube differed according to premium cigar smoking behaviour. For more frequent smokers, the warning label on the cigar tube had little impact. The content of the tested warning label was about lung cancer, which they feel is irrelevant to them. Even if the warning on the tube was changed to be more relevant to premium cigar smokers, the warning may still have little impact. Frequent premium cigar smokers do not tend to place a lot of importance on a cigar's packaging, with their concern more about the cigar itself. Cigars are able to be removed from tubes for reasons of storage, or could easily be decanted into another tube if needed. Further, as frequent premium cigar smokers do not tend to have exceptionally strong brand relationship, they could simply buy a single purchase cigar that did not come in a tube if they were discomforted by the health warning.

The health warning has more impact with the less frequent premium cigar smokers. This type of cigar smoker has less familiarity with different cigars, which results in the look and branding of the packaging having a greater influence on the appeal of the product. The presence of a health warning impacts negatively on the overall appeal of the product. The size of the proposed health warning makes it extremely difficult to avoid, making the purchase of a cigar as a gift less appealing when compared to current labelling. It also detracts from the current sense of occasion that casual premium cigar smokers experience from buying a cigar that is

packaged in a branded tube. As such, the health warning could minimise the ceremony of buying a cigar for these smokers, rather than causing discomfort or educating about health consequences.

Bag

Figure 7.5.2: Images of cigar bag



Single sale cigars are often placed in resealable plastic bags at the point of sale. Currently, these bags can be clear or can have the logo / brand of a cigar retailer or distributor.

Use of a graphic health warning on the bags will be noticed by all premium cigar smokers as it will be a significant change from current packaging. The size of the graphic health warning on the bag will ensure that the message is able to be understood easily. Immediate understanding is highly important to achieve with graphic health warnings on cigar bags, as single sale cigar smokers will have less overall exposure to the warnings than cigarette or cigarillo / little cigar (pack) smokers to the warning on these other products. A cigarette smoker is exposed to the warning each time they remove a cigarette from the pack. In contrast, a single sale cigar smoker will remove the product from the bag for storage in a humidor or immediate use shortly after purchase.

Given this very limited exposure, it is highly important that the cigar smoker find the message credible and relevant in order for it to have any impact.

7.6 Bidis

Bidis are not easily accessible within Australia. It was very difficult to source product for use as examples for the design of stimulus materials, despite specialist and specific Indian tobacconists being contacted. Anecdotal feedback suggested that tobacco bidis may no longer be imported for retail. Eventually, a small number of packages were sourced directly from India.

Similarly, there was very limited knowledge of bidis throughout the group discussions with cigarillo / little cigar and roll you own tobacco smokers. Even when the product was shown to respondents, very few claimed to have seen them before. Questions were asked as to whether they were herbal or clove cigarettes.

Although initially it was intended to test a number of different permutations of health warnings for bidi packaging, only one version was included in the testing. This resulted from consultation in the design process which concluded that this was the only way the three elements of image, headline and copy would adequately fit the packaging and remain legible. This version included all elements of a graphic health warning, that is, warning message, image and explanatory message.

Figure 7.6.1: Bidi packaging



Smokers found it difficult to understand the health message in the format tested. Impact was limited due to the need to turn the package to read the warning, and the image was difficult to decipher with the curvature of the package. The size and shape of the bidi packaging did not allow for exposure to all the elements of the health message in a manner that contributes to greater impact and understandability of the message. Instead the clutter of the elements detracted from overall message takeout.

Multiple elements of the health warning will not be supported by bidi packaging given its small size and shape. The warning is likely to be more impactful if only one element is used. The most effective element for single



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use will be the warning message, as research with other products suggested that images by themselves lack impact without an accompanying message. Further the curvature of the pack will distort the image making it more difficult to decipher and minimising message understanding.

For maximum impact, it may be beneficial to use a vertical format for the warning message, rather than horizontal (around the pack). This means smokers only have to look at one panel to see the whole message, increasing immediate communication and impact.



8 RECOMMENDATIONS

Graphic health warnings

- 1 The suite of warnings for both premium cigar smokers and cigarillo / little cigar smokers needs to be highly factual and irrefutable in regards to content and execution.
- 2 In light of this, consideration should be given to using a slightly different suite of messages on packaging for premium single sale cigars and packs of cigarillos / little cigars.
- 3 The following messages could be used for packaging of both premium cigars and cigarillos / little cigars without any changes:
 - throat cancer;
 - mouth cancer; and
 - damage to teeth and gums.
- 4 Two further messages, after some refinement, may be effective for use with cigarillo / little cigar and infrequent premium cigar smokers who are more susceptible to health warnings than frequent and connoisseur premium cigar smokers. These are:
 - 'heart disease'; and
 - 'not a safe alternative' - with revised image and copy.
- 5 If these messages are used with single sale premium cigar packaging, they may not achieve the same impact with the frequent and connoisseur premium cigar smokers as the three main messages specified, due to low perceived relevance. The need to incorporate a range of messages needs to be balanced with the relevance and reach of those messages with and across the audiences. Those most easily affected will likely be the infrequent and casual premium cigar and cigarillo / little cigar smokers. Frequent and connoisseur audiences are harder to reach.
- 6 Before moving forward with the message 'not a safe alternative', consider making the following changes:
 - revise the copy, removing phrases such as 'the risk just gets higher if you inhale' and 'even if you don't inhale' and replace with a phrase similar to 'if you inhale or not';
 - revise the image to be more immediately relevant to a sense of toxicity and danger.
- 7 If necessary, the 'lung cancer' message could be considered for use on cigarillo / little cigar packaging with substantial revisions to both copy and image.
- 8 It would be best not to use the message 'Don't let others breathe your smoke'. While prompting an emotional response and considered credible, it was not considered relevant with these audiences as not all cigar smokers have children, or they claim not to smoke around their or other people's children.



Small tobacco product packaging

- 9 For rectangular products, make use of a layout and format that consists of both the warning message and graphic on the front (pack B), and the warning message in red and explanatory message on the back (pack A).
- 10 For square products, make use of a similar style as suggested for rectangular products, with both the warning message and graphic on the front, and the warning message in red and explanatory message on the back (pack F).
- 11 For round packaging such as tins of RYO tobacco, make use of the layout and format of the warning in the rectangular shape, rather than being adjusted to suit the round tins (as in pack E). This should be consistent for both front and back of tins.
- 12 Consider use of text-only warning messages on tube packaging for single sale premium cigars. The tested layout and format of the warning is sufficient to communicate the intended message to premium cigar smokers.
- 13 Consider use of a graphic health warning with 75% coverage for use on resealable bags used for single sale cigars. It is important to ensure that the health warnings used on these bags are highly relevant and credible to premium cigar smokers to ensure impact.

Bidis

- 14 Consider use of the text-only warning message in vertical format on bidis to maximise impact.



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APPENDICES



APPENDIX A – RECRUITMENT SCREENER

**RECRUITMENT QUESTIONNAIRE FOR OTHER PACKAGING (RYO, CIGARILLO/
LITTLE CIGARS, CIGARS)**

FOR ALL

1a. Do you or any of your close relations, work in any of the following industries?

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	
Pharmaceutical company	12	

1b. When was the last time you took part in a group discussion or depth interview? (Write in)

TERMINATE IF LESS THAN 6 MONTHS AGO

2. Do you smoke any of the following?

Cigarettes (pre-made)	1	TERMINATE
Cigarettes (Roll Your Own)	2	Continue to question 9
Cigarillos	3	Continue to question 7
Cigars	4	Continue to question 4
I do not smoke any of the above	5	TERMINATE



PREMIUM CIGAR SMOKERS

4. Which of the following statements describes your behaviour in relation to smoking cigars:

I smoke a cigar at least once every two weeks	1	CONTINUE
I smoke less than one cigar a month	2	TERMINATE
Any other	3	TERMINATE

5. How much are you usually willing to spend on a cigar:

\$10-\$15 per cigar	1	TERMINATE
\$15-\$25 per cigar	2	TERMINATE
\$25+ per cigar	3	CONTINUE

6. Which of the following best describes your buying habits when it comes to cigars:

I only ever buy single sale cigars (as and when I want one)	1	AIM FOR A MIX OF BUYING BEHAVIOURS
I buy my cigars in boxes / cases	2	
I buy single sale but also occasionally a box / case	3	

CIGARILLOS SMOKERS

7. How often do you smoke cigarillos

Once a month	1	TERMINATE
Once every two weeks	2	TERMINATE
Once a week or more	3	CONTINUE



8. Which of the following brands do you smoke?

Wee Willem	1	AIM FOR A MIX
Cafe Creme	2	
Henri Wintermans	3	
Captain Black	4	
Davidoff Cigarillo	5	
Dunhil	6	
Other (please specify _____)	7	

RYO SMOKERS

9. How often do you smoke roll your own cigarettes

Once a week or more	1	CONTINUE
Less than once a week	2	TERMINATE

FOR ALL

10. Record gender.

Male	1	SEE QUOTAS
Female	2	

11. How old are you (write in and code below)?

Under 18 years old	1	CLOSE
18-21	2	SEE QUOTAS
22-29	3	
30-40	4	
Over 40 years old	5	



QUOTAS

Qu. 10 – even gender split for RYO smokers

Qu. 11 - RYO smokers to be split: 18-30 and 30+

Incentives and timings will be:

Cigar depths	\$	1 hour
RYO groups	\$	1.5 hours
Cigarillo groups	\$	1.5 hours

OTHER

In regards to premium cigar smokers, if necessary feel free to tell them that the project is about health warnings on cigar products and the plain packaging initiative being undertaken by the government in order to entice them to take part

APPENDIX B - STIMULUS

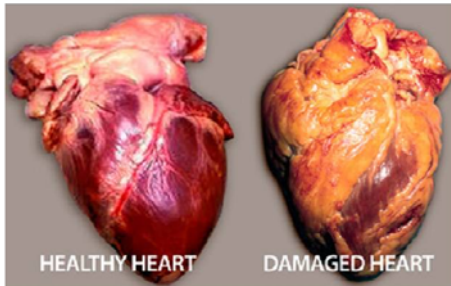
The following images are those used in the research and referenced in the findings above.

IMAGES OF GRAPHIC HEALTH WARNINGS FOR CIGARS (section 6)

Figure 6.1.1 - Graphic health warnings tested with premium cigar and cigarillo / little cigar smokers

CIGAR SMOKING INCREASES YOUR RISK OF HEART DISEASE

CIGAR SMOKING IS NOT A SAFE ALTERNATIVE



A



B

CIGAR SMOKING CAUSES THROAT CANCER

CIGAR SMOKING CAUSES MOUTH CANCER



C



E

CIGAR SMOKING DAMAGES YOUR TEETH AND GUMS



F

DON'T LET OTHERS BREATHE CIGAR SMOKE



G

CIGAR SMOKING CAUSES LUNG CANCER



D/H

IMAGES FOR SMALL TYPES OF TOBACCO PACKAGING (section 7)

Cigarillo / little cigars products

Figure 7.2.1 : Rectangular packaging (Packs A and B)

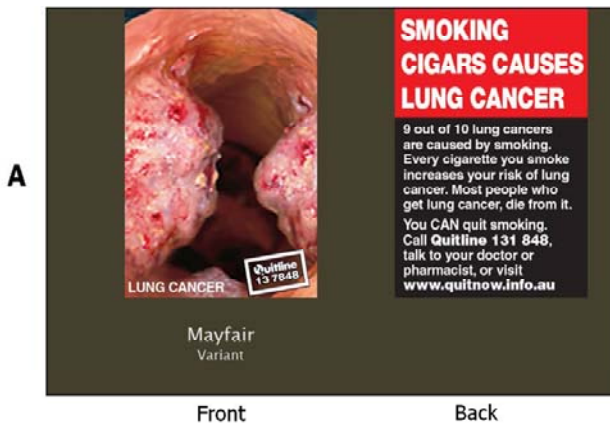




Figure 7.3.1 : Square packaging (Packs F and G)



RYO tobacco tins

Figure 7.4.1 : Front face of round packaging (Packs C, D and E)

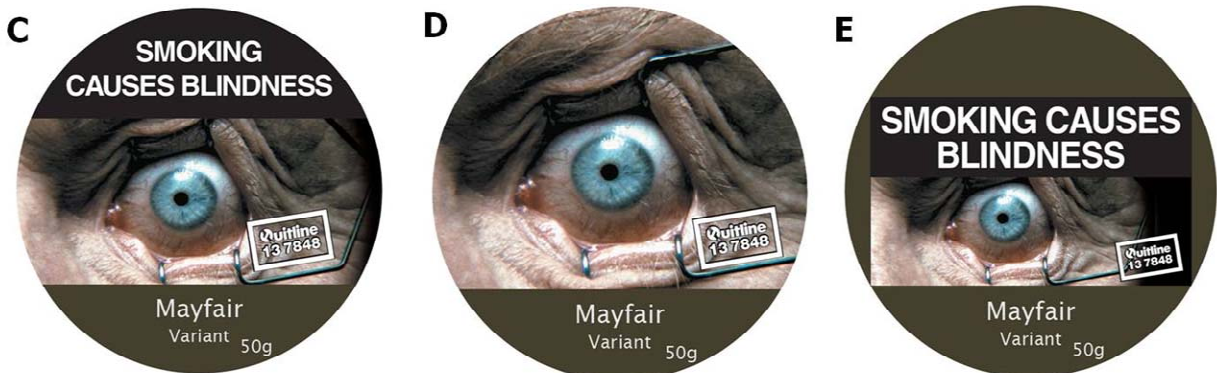


Figure 7.4.2: Back face of round packaging (Packs C, D and E)



IMAGES FOR PREMIUM CIGARS

Figure 7.5.1: Images of cigar tubes



Figure 7.5.2: Images of cigar bag

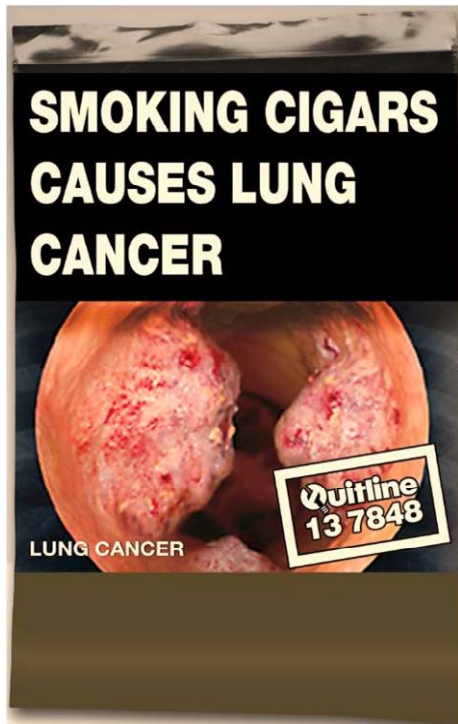


Figure 7.6.1: Bidi packaging





APPENDIX C – IMAGE ACKNOWLEDGEMENTS

- A. Cigar smoking increases your risk of heart disease – healthy heart sourced from Wikimedia Commons; unhealthy heart © Winnipeg Regional Health Authority, Canada
- B. Cigar smoking is not a safe alternative – © European Community, 2005
- C. Cigar smoking causes throat cancer – © Cancer Council Western Australia; permission kindly granted by John
- D. Cigar smoking causes lung cancer – © European Community, 2005
- E. Cigar smoking causes mouth cancer – © St Vincent's Hospital, Darlinghurst, New South Wales, Australia
- F. Cigar smoking damages your teeth and gums – © Professor Laurence J Walsh, The University of Queensland, Australia
- G. Don't let others breathe cigar smoke – © European Community, 2005
- H. Cigar smoking causes lung cancer – © European Community, 2005



APPENDIX D – DISCUSSION GUIDE⁵

3093_ Interview guide for Premium cigar smokers

1 Introduction (5 mins)

Purpose of section is to introduce topic of discussion, explain the process to the interviewees and obtain some brief demographics about respondents.

- Introduce self
- Explain confidentiality
- Explain project background:
 - Research is the issue of plain packaging of tobacco products. (Moderator note – interviewees will have been told it is on this topic, but still keep broad at this stage)
 - Not here to discuss or judge their smoking behaviour, just to get their views on some ideas about the packaging.
- Participant introduction:
 - Name
 - Family, occupation

2 Views on plain packaging of tobacco products (5mins)

Purpose of discussion is just to have a general warm up and establish rapport with respondent. Let them lead direction in this section.

- What do they know about it?
- What do they think?
- What smokers do they think it might effect? Why?

3 Understanding of existing smoking and purchase behaviour (5 mins)

⁵ Some elements of this discussion guide are only relevant to research for plain packaging of other tobacco products that was conducted concurrently using the same sample. Findings relevant to the plain packaging research objectives are not reported on in this report.



- Ask about smoking habits - do they only smoke cigars? Do they smoke any other tobacco products, cigarettes?
 - Has that always been the case? Or has the behaviour changed over time?
- How many cigars / how often would they smoke cigars? Do you inhale you would with cigarettes?
- Where would they normally smoke cigars? Prompt on all locations – at home, in lounges, in bars?
- How do they normally purchase their cigars?
 - Boxes of cigars? Single purchases?
 - Where from? Tobacconists? Cigar importer? Lounge?
 - How? In person? Over the Internet?
- How are the cigars packaged when they are purchased?
 - The boxes?
 - The single sale cigars?
 - Prompt with in a tube with branding? In plastic wrap? In a bag? Does the wrapping have branding on it?
- Are the single sale cigars ever not packaged?
 - I.e., from humidor to hand immediately?

4 Relationship with brands (5 mins)

- What is it that they like about smoking cigars over other tobacco products?
- Describe a typical cigar smoker?
 - Prompt on where and with who they normally smoke cigars if unable to articulate?
- What brand of cigars do they themselves smoke?
 - Any other brands? Why and when would they change brands/ not ever change brands of cigar?
- What other brands do they know/ are aware of?
 - List out spontaneous replies of brands?
- How do they see them as different?
 - What are the differences in the type of people that may smoke the different brands?
 - If having difficulty in articulating, as would they ever smoke X brand? Why / why not? Where would they be if they were smoking X brand? Who would they be with?



- What is the purpose of the band on cigars?
 - Is it only to show the brand? Do they leave it on? Take it off?

5 Exercise 1 – Image board of different brand packaging for single sale cigars (10mins)

Show image boards of the 6 brands of single sale premium cigars (includes 5 brands plus plain pack Mayfair).

Using quant measures as a prompt, discuss associations with each:

Appeal:

- Which is the most appealing from these? Why?
- Which is the least appealing from these? Why?
- What about the others?

Quality of tobacco

- Which is the highest quality cigar? Why?
- Which is the lowest quality cigar? Why?
- What about the others?

Harmful to health

- Which would be the most harmful to your health? Why?
- Which would be the least harmful to your health? Why?
- What about the others?

Ease of quitting

- Which would be the hardest to give up ? Why?
- Which would be the easiest to give up? Why?
- What about the others?

GHW

- Which one stands out the most?
- The least?
- What about the others?

For each brand:



- What type of person would be smoking these cigars? Prompt with where would they be smoking this type of cigar? Who with?

Introduce board that shows a cigar with a plain packaging band and two other cigars with branded bands.

- Are these cigars different in any way? How?
- Probe with – which is the more appealing? Which has better quality tobacco? Which is the more premium cigar? Which is the least?

6 Exercise 2 – Reactions to Mock Up of Health Warnings (10mins)

Introduce small product packaging mock ups. Hand to respondent and ask them to handle and look over.

Take note of how they look at the warnings and so on.

Then compare, gaining responses for each and collectively.

- What do you notice when looking at the pack?
- What stands out the most on the packs?
- What do you think about the health warnings on the pack?
- Which one of the two would you be more likely to read?
- Which one stands out the least?
- Why do you think that is?
- For each, what do you notice first when looking at it – image/ statement /both?
- Size of the health message?

7 Exercise 3 – Graphic health warnings for cigars (15 mins)

Show image board of the revised graphic health warnings for cigars (warning message and graphics only – not more than three per board)

- Which from these would you notice?
- Which are the three with the greatest potential to make you stop and think about your premium cigar smoking behaviour if you if you saw it? Why?
- Which are the three with that may prompt any concern about your premium cigar smoking behaviour if you saw it? Why?

Hand out A4 booklet containing headlines, images and copy, and ask that we discuss in more detail.



What stands out to you about this message? (image, headline, content of message once they read it) Why?

- What is the message of the health warning? (Comprehension)
- Do they believe it? Why? Why not?
- Does it have any new information?
- What emotion does it make them feel?
- Specific reactions to the headline?
- Specific reactions to the image?
 - Credibility?
 - Headline / image fit?

Reactions to the copy

- Does it help explain the headline and/or picture?
- Does the copy make the health warning more believable?
- For overall message, what changes would you make?
- Would it impact on your attitude to smoking? If so, how?

8 Summing up: (2 mins)

- Out of everything you have seen today, what one thing has had most impact on you?



3093_ Discussion guide for Cigarillo / Little cigar smokers

1 Introduction (5 mins)

Purpose of section is to introduce topic of discussion, explain the groups process to participants and obtain some brief demographics about respondents.

- Introduce self
- Explain confidentiality
- Explain project background:
 - Research is on packaging of tobacco products. (Moderator to keep this deliberately broad as to what parts of the packaging that we will be looking at specifically. We want to gain some spontaneous reactions first).
 - Not here to discuss or judge their smoking behaviour, just to get their views on some ideas about the packaging.
- Participant introduction:
 - Name
 - Family, occupation

2 Understanding of existing smoking and purchase behaviour (5 mins)

- Ask about smoking habits - do they only smoke the little cigars? Do they smoke any other tobacco products, cigarettes?
 - Has that always been the case? Or has the behaviour changed over time?
- Is it like smoking cigarettes? Do you inhale like you would with cigarettes?
- How many would they smoke a day? Where would they be when they smoked them? How often would they smoke cigars?
- How do they normally purchase their little cigars?
 - Tobacconists? Cigar importer?
 - How? In person? Over the Internet?
- What is it that they like about smoking little cigars / cigarillos over other tobacco products?
- Describe a typical little cigar /cigarillo smoker?
 - Prompt with comparison of cigarette smokers and premiums premium cigar smokers if needed?



3 Exercise 1 – Self complete questionnaire to gather quant measure (10mins)

Provide respondents with quant questionnaire. Images of cigarillos / little cigars to be included within the questionnaire

(includes 5 brands plus plain pack Mayfair).

4 Relationship with brands (20 mins)

- What brand of little cigar /cigarillo do they themselves smoke?
 - Any other brands? Why and when would they change brands/ not ever change brands of little cigar /cigarillo?
- What other brands do they know/ are aware of apart from those we had in the questionnaire?
 - List out spontaneous replies of brands.
- How do they see them as different?
 - What are the differences in the type of people that may smoke the different brands?
 - If having difficulty in articulating, as would they ever smoke X brand? Why / why not? Where would they be if they were smoking X brand? Who would they be with?

Refer back to questionnaire, discuss associations with each:

Appeal:

- Which is the most appealing from these? Why?
- Which is the least appealing from these? Why?
- What about the others?

Quality of tobacco

- Which is the highest quality cigar? Why?
- Which is the lowest quality cigar? Why?
- What about the others?

Harmful to health

- Which would be the most harmful to your health? Why?
- Which would be the least harmful to your health? Why?
- What about the others?

Ease of quitting

- Which would be the hardest to give up ? Why?
- Which would be the easiest to give up? Why?
- What about the others?



GHW

- Which one stands out the most?
- The least?
- What about the others?

For each brand:

- What type of person would be smoking these cigars? Prompt with where would they be smoking this type of cigar? Who with?

5 Exercise 2 – Reactions to Mock Up of Health Warnings (15 mins)

Introduce small product packaging mock ups of little cigars / cigarillos and RYO tins (introduce as letter options – label each in a discrete place). Hand to groups and ask them to handle and look over and pass on to next respondent (**ask them to complete Self Complete – Exercise 2**).

Which pack from A and B (cigarillo options) has the strongest health warning message?

Which pack from C,D, E (RYO tin options) has the strongest health warning message?

Take note of how they look at the warnings and so on.

Then discuss

- Which has the strongest health warning?
- Why do you think that is?
- Which ones would you be more likely to read?
- Which is the most noticeable health warning for you?
- How is this different from what you are used to?
 - Probe in detail about the spontaneous replies, then prompt with:
- For each of the different layouts of the health messages?
 - What do you notice first when looking at it – image/ statement /both?
- Size of the health message?

6 Exercise 4 – Reactions to Mock Up of Bidi packs (10 mins)

Introduce small product packaging mock ups of bidis (introduce as letter options – label each in a discrete place). Hand to groups and ask them to handle and look over and pass on to next respondent (**ask them to complete Self Complete – Exercise 4**).

Which pack from F, G, H (bidi options) has the strongest health warning message?

Take note of how they look at the warnings and so on.

Then discuss

- Which has the strongest health warning?
- Why do you think that is?
- Which ones would you be more likely to read?
- Which is the most noticeable health warning for you?

Go through for each layout option?

- Can you understand the image? The message?
- Probe on difficulties in comprehension to determine if the due to layout
- What do you notice first when looking at it – image/ statement /both?⁶

7 Exercise 3 – Graphic health warnings for cigarillos / little cigars (30 mins) (Self complete – Exercise 3)

Show image board of the revised graphic health warnings for cigars (warning message and graphics only – not more than three per board)

- Which of the messages make you stop and think? Why?
- Which of the message make you think about your own smoking / friend or family smoking? Why?

Then for each briefly ask about overall message:

- Understanding?
- Credibility of headline? Of image?
- Any changes to the message to make it more impactful?

8 Exercise 3 cont - Detailed discussion on warnings and graphics

Hand out A4 booklet containing headlines, images and copy

Moderator to explain that we are going to discuss each message in detail now.

Rotate starting point of messages.

Ask respondents to refer to the same message in their booklet

⁶ One potential layout and format for bidi packs was provided within the final stimulus set, rather than three. Changes to the discussion guide were not made prior to group discussion. The section of the discussion guide was modified by each researcher within each group discussion to reflect only having one type of layout and format.



- What stands out to you about this message? (image, headline, content of message once they read it) Why?
- What is the message of the health warning? (Comprehension)
- Do they believe it? Why? Why not?
- Does it have any new information?
- How does it make them feel?

Reactions to the headline?

- Does it contain any new information?
- Do you believe the headline?

Reactions to the image

- What does the picture say to you?/What does it communicate?
- Does it make sense?
- Does it portray new information?
- Is it credible?
- Is there anyone that does NOT think the picture looks real/convincing (where relevant)?
- Does it fit with the headline?

Reactions to the copy

- Does it help explain the headline and/or picture?
- Does the copy make the health warning more believable?
- Would it impact on your attitude to smoking? If so, how?
 - does it have any new information in it?
 - Is it believable?
 - What about the language? Is there anything you did not understand?
 - How would you describe its tone?
- For overall message, what changes would you make?

9 Summing up: (2 mins)

- Out of everything you have seen today, what one thing has had most impact on you?



3093_ Discussion guide for RYO smokers

1 Introduction (5 mins)

Purpose of section is to introduce topic of discussion, explain the groups process to participants and obtain some brief demographics about respondents.

- Introduce self
- Explain confidentiality
- Explain project background:
 - Research is on packaging of tobacco products. (Moderator to keep this deliberately broad as to what parts of the packaging that we will be looking at specifically. We want to gain some spontaneous reactions first).
 - Not here to discuss or judge their smoking behaviour, just to get their views on some ideas about the packaging.
- Participant introduction:
 - Name
 - Family, occupation

2 Understanding of existing smoking and purchase behaviour (10 mins)

- Ask about smoking habits - do they only smoke the RYO? Do they smoke any other tobacco products, manufactured cigarettes, cigarillos?
 - Has that always been the case? Or has the behaviour changed over time?
- Where do they normally purchase their rolling tobacco?
 - Tobacconists? supermarket?
 - How? In person? Over the Internet?
- What is it that they like about smoking RYO over other tobacco products?
- Describe a typical RYO smoker?
 - Prompt with comparison of manufactured cigarette smoker and premium cigar smokers if needed?



3 Exercise 1 – Self complete questionnaire to gather quant measure (10mins)

Provide respondents with quant questionnaire. Images of RYO tobacco to be included within the questionnaire.

(includes 5 brands plus plain pack Mayfair).

4 Relationship with brands (20 mins)

- What brand of RYO do they themselves smoke?
 - Any other brands? Why and when would they change brands/ not ever change brands of RYO?
- What other brands do they know/ are aware of apart from those we had in the questionnaire?
 - List out spontaneous replies of brands.
- How do they see them as different?
 - What are the differences in the type of people that may smoke the different brands?
 - If having difficulty in articulating, ask would they ever smoke X brand? Why / why not? Where would they be if they were smoking X brand? Who would they be with?

Refer back to questionnaire, discuss associations with each:

Appeal:

- Which is the most appealing from these? Why?
- Which is the least appealing from these? Why?
- What about the others?

Quality of tobacco

- Which is the highest quality RYO tobacco ? Why?
- Which is the lowest quality RYO tobacco ? Why?
- What about the others?

Harmful to health

- Which would be the most harmful to your health? Why?
- Which would be the least harmful to your health? Why?
- What about the others?

Ease of quitting

- Which would be the hardest to give up ? Why?



- Which would be the easiest to give up? Why?
- What about the others?

GHW

- Which one stands out the most?
- The least?
- What about the others?
- For each brand:
 - What type of person would be smoking this tobacco brand? Prompt with where would they be smoking this type of tobacco brand? Who with?

5 Exercise 2 – Reactions to Mock Up of Health Warnings (20 mins)

Introduce small product packaging mock ups of little cigars / cigarillos and RYO tins (introduce as letter options – label each in a discrete place). Hand to groups and ask them to handle and look over and pass on to next respondent (**ask them to complete Self Complete – Exercise 2**).

Which pack from A and B (cigarillo options) has the strongest health warning message?

Which pack from C,D, E (RYO tin options) has the strongest health warning message?

Take note of how they look at the warnings and so on.

Then discuss

- Which has the strongest health warning?
- Why do you think that is?
- Which ones would you be more likely to read?
- Which is the most noticeable health warning for you?
- How is this different from what you are used to?
 - Probe in detail about the spontaneous replies, then prompt with:
- For each of the different layouts of the health messages?
 - What do you notice first when looking at it – image/ statement /both?
- Size of the health message?

6 Exercise 4 – Reactions to Mock Up of Bidi packs (10 mins)

Introduce small product packaging mock ups of bidis (introduce as letter options – label each in a discrete place) Hand to groups and ask them to handle and look over and pass on to next respondent (**ask them to complete Self Complete – Exercise 4**).



Which pack from F, G, H (bidi options) has the strongest health warning message?

Take note of how they look at the warnings and so on.

Then discuss

- Which has the strongest health warning?
- Why do you think that is?
- Which ones would you be more likely to read?
- Which is the most noticeable health warning for you?

Go through for each layout option?

- Can you understand the image? The message?
- Probe on difficulties in comprehension to determine if the due to layout
- What do you notice first when looking at it – image/ statement /both?⁷

7 Exercise 3 – Graphic health warnings for cigarillos / little cigars (10-15 mins) (Self complete – Exercise 3)

Let them know that we know that they are not premium cigar smokers, but we'd like their views on some of the GHW that may be used on packs of little cigars

Show image board of the revised graphic health warnings for cigars (warning message and graphics only – not more than three per board)

- Which of the messages make you stop and think? Why?
- Which of the message make you think about your own smoking / friend or family smoking? Why?

Then for each ask about overall message:

- Understanding?
- Credibility of headline? Of image?
- Any changes to the message to make it more impactful?

8 Summing up: (2 mins)

- Out of everything you have seen today, what one thing has had most impact on you?

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APPENDIX E – 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

GfK 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.