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Findings for Tobacco Packaging Study (Quantitative)

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CAVEAT: QUANTITATIVE STUDY

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Executive Summary

Research objectives and methodology

Building on the results of the previous Theme 1 to 3 focus group discussions (FGD), this quantitative report aims to generalise the FGD results across Singapore's general population. The objective of the quantitative survey is to determine the optimal colour of cigarette packs to reduce attractiveness as well as the most effective GHWL size to communicate the harms of smoking.

In this quantitative study, the following prototype packs were used:

- 2 Shortlisted GHWL from Theme 2
- 2 sizes of GHWL (50% and 75%)
- 2 shortlisted pack colours (dark: 448C; light: 456C)
- 1 type of side text warning label (sentence case on a yellow background)

A total sample size of 1076 was collected nationwide among Singaporeans and Singapore Permanent Residents through street-intercept methodology. They included both smokers and non-smokers as well as a mix of gender and race profiles.

Interviews were administered face-to-face via a tablet and each interview took about 15 minutes. Questionnaire was available in 4 different languages, depending on the preference of each respondent – English, Malay, Mandarin and Tamil.

Reaction to prototype cigarette packs

Generally, among all respondents, prototype cigarette packs with 75% Graphic Health Warning Label (GHWL) size were significantly less likely to be tried, less liked to be seen, and perceived as more harmful to health than those with 50% GHWL size. Cigarette packs with 50% GHWL size were perceived to be significantly harder to quit than those with 75% GHWL size.

Cigarette packs with a darker colour, i.e. Pantone 448C, were significantly less appealing and perceived to be more harmful than those with a lighter colour (456C).

When the prototypes were ranked in terms of harmfulness, prototype U/Y (75% GHWL, 448C) was ranked the most harmful to health, followed by prototype V/Z (75% GHWL, 456C), prototype S/W (50% GHWL, 448C) and lastly, prototype T/X (50% GHWL, 456C).

Reaction to size of GHWL on prototype cigarette packs

Cigarette packs with 75% GHWL size were rated significantly more noticeable, better able to catch attention, made respondents stop and think more about the harmful effects of smoking, and easier to understand compared to prototypes with 50% GHWL size. Furthermore, cigarette packs with 75% GHWL size caught male respondents' attention significantly better than female respondents'.

Non-smokers rated all prototype cigarette packs significantly more likely to make them stop and think about the harmful effects of smoking than smokers.

Prototype pack and message recall

88% of respondents were able to identify some differences between the prototype cigarette packs. 70% of respondents were able to identify that the health warning label was different, while 38% of respondents noticed that the pack colour was different.

Smoking behaviour of smokers

548 smokers were interviewed in this study. Findings revealed that smokers smoked 89.9 sticks of cigarettes in a typical week with 85% of smokers smoking at least 2 packs of cigarettes in a week. Marlboro was the most commonly smoked cigarette brand among smokers (36%), followed by Next (13%) and LD (13%) while regular (red) and menthol flavour were top variants of cigarettes smoked.

Majority of smokers purchased cigarettes 2 – 3 times a week to a daily-basis; cigarette purchase was mainly from neighbourhood convenience stores or chained convenience stores.

8% of smokers interviewed used a cigarette case to contain their cigarettes.

75% of surveyed smokers have never tried quitting smoking.

Recommendation on pack colour and size

With the exception to ease of quitting and appeal, prototypes with 75% GHWL size were less likely to be tried, less preferred to be seen with and perceived as more harmful than the ones with 50% GHWL size.

Between prototypes with darker pack colour (448C) and lighter pack colour (456C), those with darker pack colour (448C) were perceived to be less appealing, and more harmful to health, compared to those with lighter pack colour (456C).

Key Finding:

As such, the recommendation for standardised packaging is to go with 75% GHWL size and darker pack colour (448C).

Attitude on tobacco control measures

About half of the respondents were aware of public consultation on tobacco control measures held from 29 December 2015 to 29 March 2016.

73% of non-smokers supported having standardised packaging of tobacco products. 43% of smokers were also supportive of the measure.

Majority of non-smokers (76%) supported having larger health warnings on tobacco packaging. 29% of smokers were of the same view.

Close to two-third (62%) of non-smokers supported the ban of flavoured cigarettes, such as menthol, fruit and candy, compared to only one-fifth of smokers who supported.

Both smokers (75%) and non-smokers (92%) agreed that the minimum legal age for smoking should be raised from 18 to 21 years old.

Research Background and Introduction

The usage of tobacco products has always been a widespread concern worldwide. Singapore adopts a multipronged strategy comprising taxation, legislation, public education, collaborative partnerships and provision of smoking cessation services to reduce smoking prevalence in Singapore.

A public consultation on standardised packaging was carried out from 29 December 2015 to 29 March 2016 to seek public views on this measure. In addition, Health Promotion Board (HPB) has commissioned *Consulting Group - Asia Insight* to carry out a research project to gather local evidence on the technical specifications for standardised packaging of tobacco products. Findings from the research study will be used to determine the optimal layout for standardised packaging suited for local settings.

The research study consists of four themes of investigation (FGD) and a Quantitative Survey:

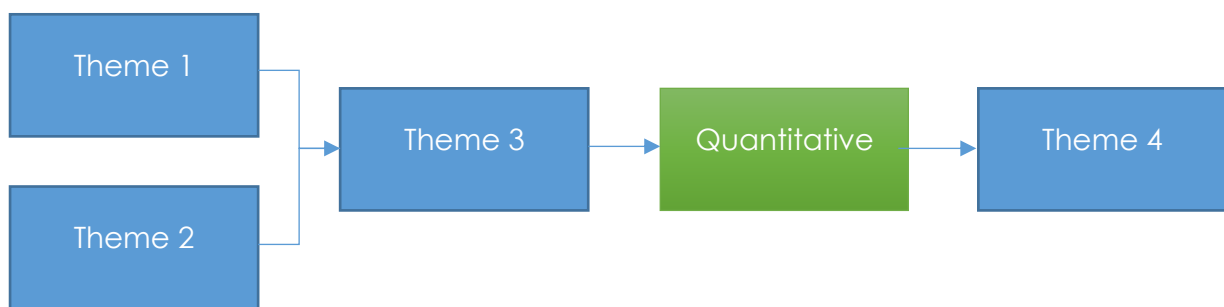


Figure 1: Study Flow

Theme 1: Determining the most effective pack colour, pack type and side text warning label of cigarette packaging to reduce the attractiveness and appeal of the cigarette pack

Theme 2: Identifying the most effective Graphic Health Warning Labels (GHWLs) for cigarette packs

Theme 3: Overall layout of a cigarette pack in the form of a mock-up prototype based on findings in Theme 1 and 2

Quantitative: Validation of shortlisted elements from Theme 3 across Singapore's general population.

Theme 4: Extension to other tobacco products, such as cigar, cigarillo, ang hoon, pipe tobacco and beedis

This report focuses on the Quantitative findings validating across Singapore's general population the final GHWL size, colour of prototype cigarette packs, and side text warning format shortlisted from Theme 1, 2 and 3 of the study.

In this quantitative study, the following prototype packs were used:

- 2 Shortlisted GHWL from Theme 2
- 2 sizes of GHWL (50% and 75%)
- 2 shortlisted pack colours (dark: 448C; light: 456C)
- 1 type of side text warning label (sentence case on a yellow background)

The objective of this quantitative study is to determine the most effective combination of cigarette pack elements that would reduce the attractiveness and appeal of tobacco products to both smokers and non-smokers statistically. This study also aimed to identify the most noticeable size of GHWL on cigarette packs.

This report will share the findings from the quantitative research, and present the pros and cons for consideration, and to conclude and recommend the optimal pack colour and GHWL size for standardised packaging.

Research Methodology

A total of 1,076 Singaporeans / Singapore Permanent Residents were interviewed across Singapore via street-intercept method from 18 March 2016 to 15 April 2016, between 10:00 to 21:00 daily. Every 5th person was randomly selected to participate in the survey, and consent was obtained from respondents prior to the start of the interview.

Interviews took place in the following 24 locations – these locations were selected to ensure a good geographical spread across Singapore:

Region	Planning Area
Central	Bishan
Central	Bukit Merah
Central	Geylang
Central	Orchard
Central	Queenstown
Central	Marine Parade
West	Bukit Batok
West	Bukit Panjang
West	Choa Chu Kang
West	Clementi
West	Jurong East
West	Jurong West

Region	Planning Area
East	Bedok
East	Pasir Ris
East	Paya Lebar
East	Tampines
North	Sembawang
North	Woodlands
North	Yishun
North-East	Ang Mo Kio
North-East	Hougang
North-East	Punggol
North-East	Sengkang
North-East	Serangoon

Interviews were administered via a tablet where the questionnaire was programmed into. The surveys were conducted in either English, Malay, Mandarin or Tamil, based on respondent's preference, and each interview lasted about 20 minutes.

Detailed breakdown of demographic quotas achieved:





Smoker

	Total	Race					
		Chinese		Malay		Indian	
		Male	Female	Male	Female	Male	Female
Base : Smoker	548	112	81	112	82	78	83
Age 18 – 29	188	39	27	38	28	27	29
30 – 49	178	36	26	38	27	24	27
50 - 69	182	37	28	36	27	27	27

Non-Smoker

	Total	Race					
		Chinese		Malay		Indian	
		Male	Female	Male	Female	Male	Female
Base: Non-smokers	528	104	103	86	82	75	78
Age 18 – 29	179	36	36	28	28	25	26
30 – 49	172	34	31	30	27	24	26
50 - 69	177	34	36	28	27	26	26

Each respondent was asked to evaluate 4 prototype packs of the same GHWL, but with differences in pack colour and size of GHWL, as well as 1 recall pack with a different GHWL. In total, eight prototype packs were used in the study:

Pack Label	Image of pack	Pack represented
S		Colour A (darker colour: 448C), 50%, GHWL 1 (Mouth)
T		Colour B (lighter colour: 456C), 50%, GHWL 1 (Mouth)
U		Colour A (darker colour: 448C), 75%, GHWL 1 (Mouth)
V		Colour B (lighter colour: 456C), 75%, GHWL 1 (Mouth)

W		Colour A (darker colour: 448C), 50%, GHWL 2 (Baby)
X		Colour B (lighter colour: 456C), 50%, GHWL 2 (Baby)
Y		Colour A (darker colour: 448C), 75%, GHWL 2 (Baby)
Z		Colour B (lighter colour: 456C), 75%, GHWL 2 (Baby)

To prevent any potential order bias of exposure to the stimulus, or primacy/ recency effects, the tablet was pre-programmed to randomly select the order by which prototype cigarette packs were shown to participants. The four rotations used can be found in Appendix B.

Notes on Analysis

For a better representation of Singapore's population, findings were weighted back to the population distribution by smoking status, age, gender, and race. All values, such as mean score and top 4 box rating, presented in this report will be weighted values, except for the sample sizes.

Please note certain quantitative analysis in this report were based on a small sample size, hence should only be taken as indicative and not conclusive. Where applicable, analysis on sample size below 30 will be denoted with an asterisk (*).

Significance testing was conducted among different sub-segments via the software SPSS Statistics version 20, using mixed-design ANOVA for mean comparison and Chi-Square test for percentage comparison, tested at 95% confidence interval. Significantly higher scores were denoted with alphabets for comparisons by column (e.g. a, b, c) or roman numerals for comparisons by row (e.g. i, ii, iii) as shown below:

Mean score	Base: All respondents	Overall	Segment A	Segment B	Segment C	Segment D
Sig-test denotations			(a)	(b)	(c)	(d)
Overall			7.03 b	6.89	7.20 ab	7.17 ab
Factor 1						
Value 1 (i)	630	6.39	6.23	6.15	6.60 ab	6.57 ab
Value 2 (ii)	570	7.73 i	7.70 b	7.63	7.81 b	7.77 b
Factor 2						
Value 1 (i)	400	7.05	6.90	6.84	7.03 a	6.97 a
Value 2 (ii)	400	7.05	7.03	6.91	7.03 a	6.97 a
Value 3 (iii)	400	7.05	6.97	6.91	7.03 a	6.97 a

Main Effect of Segment
Segment C was higher than Segment A, B, and D, but only statistically significant against A and B.

Main Effect of Factor 1
Value 2 was statistically higher than Value 1.

Interaction between Segment and Factor 1
At Value 1, Segment C was statistically higher than A and B, but at Value 2, Segment C was only statistically higher than B.

Comparing the GHWLs

In order to test on message recall, two GHWLs were used in the study. About half of 1,076 respondents were shown GHWL 1 for all the rating questions, while another half were shown GHWL 2. Chi-square significance tests were performed between the two groups to assess differences in respondent profile (e.g. age, gender, race, smoking status).

In general, no significant difference was observed between the two GHWLs in terms of the respondent profile.

Percentage (%)		GHWL 1	GHWL 2
<i>Base: All respondents</i>		558	518
Smoking status	Smoker	14%	16%
	Non-smoker	86%	84%
Gender	Male	47%	52%
	Female	53%	48%
Race	Chinese	75%	75%
	Malay	13%	13%
	Indian	12%	12%
Age	18-29	23%	22%
	30-49	38%	36%
	50-69	40%	43%

As such, responses from respondents on prototype packs with matching pack colour and GHWL size (e.g. prototype S and W) will be combined and analysed together.

Reaction to prototype cigarette packs

In the first section, respondents were shown, one at a time, four prototype cigarette packs that differed by the pack colour (448C and 456C), and GHWL size (50% and 75%). Respondents were then asked to provide their ratings on the following attributes, along a scale ranging from 1 to 9, where 1 is strongly disagree and 9 is strongly agree. The findings presented were sectioned by each attribute evaluated.









Appeal of Pack Design

Respondents were asked to rate the perceived appeal of each of the four prototype packs. For smokers, appeal was defined as liking the pack, finding it attractive, and wanting to buy the pack. For non-smokers, appeal was defined as liking the pack, finding it attractive, and being encouraged to try smoking.

- A1.** **[ASK ALL][SHOW 1 PACK AT A TIME]** Overall, to what extent do you agree that this pack design is appealing to you (i.e. you like the pack/ pack is attractive/ **[FOR NON-SMOKERS AND EX-SMOKERS]** pack encourages you to try smoking/ **[FOR SMOKERS]** buy the pack)? **[SA]**

Table 1 below provides the reverse-coded mean scores along the 9-point scale for each of the prototype packs. A higher mean score denotes lower appeal.

Table 1: Pack appeal rating by segment

Mean score (Reverse-coded)	Base: All respondents	Overall	S/W		T/X		U/Y		V/Z	
										
Sig-test denotation			(a)		(b)		(c)		(d)	
Overall	1076	7.53	7.51 b		7.44		7.61 b		7.56	
Smoking status										
Smoker (i)	548	6.43	6.29		6.18		6.61		6.64	
Non-smoker (ii)	528	7.67 i	7.67		7.60		7.74		7.68	
Gender										
Male (i)	567	7.36	7.31		7.18		7.53		7.42	
Female (ii)	509	7.70	7.71		7.69		7.70		7.70	
Age										
18-29 (i)	367	7.64	7.66		7.69		7.64		7.59	
30-49 (ii)	350	7.45	7.40		7.28		7.61		7.52	
50-69 (iii)	359	7.55	7.55		7.46		7.59		7.59	
Race										
Chinese (i)	400	7.29	7.23		7.16		7.42		7.35	
Malay (ii)	362	7.82	7.86		7.76		7.82		7.83	
Indian (iii)	314	7.63	7.61		7.56		7.70		7.64	

We observed that generally, the prototype packs with darker colour (448C) were significantly less appealing than prototype T/X (lighter colour, 456C).

Consistently, non-smokers found all the prototype packs significantly less appealing than smokers. No other significant difference was observed.









Likelihood to try smoking

Respondents were asked to rate their likelihood to try smoking the cigarettes contained within each prototype cigarette pack, based on the packaging of the prototype pack.

A2. [ASK ALL] [SHOW 1 PACK AT A TIME] Overall, to what extent do you agree that you would like to try smoking the cigarettes contained in this pack? **[SA]**

Table 2 below provides the reverse-coded mean scores along the 9-point scale for each of the prototype packs. A higher mean score denotes lower likelihood.

Table 2: Likelihood to smoke rating by segment

Mean score (Reverse-coded)	Base: All respondents	Overall	S/W		T/X		U/Y		V/Z	
										
Sig-test denotation			(a)		(b)		(c)		(d)	
Overall	1076	7.92	7.89		7.85		7.98 bd		7.94	
Smoking status										
Smoker (i)	548	5.47	5.30		5.22		5.73 b		5.62	
Non-smoker (ii)	528	8.22 i	8.22		8.18		8.26		8.23	
Gender										
Male (i)	567	7.54	7.48		7.43		7.66		7.60	
Female (ii)	509	8.29	8.31		8.27		8.31		8.28	
Age										
18-29 (i)	367	8.27	8.31		8.21		8.32		8.26	
30-49 (ii)	350	7.74	7.67		7.64		7.86		7.80	
50-69 (iii)	359	7.89	7.89		7.86		7.91		7.89	
Race										
Chinese (i)	400	7.55	7.49		7.45		7.65		7.62	
Malay (ii)	362	8.27	8.30		8.22		8.32		8.23	
Indian (iii)	314	8.15	8.14		8.11		8.18		8.16	

We observed that generally, prototype U/Y (darker colour, 448C; 75% GHWL size) was less likely to be smoked compared to the prototype packs of a lighter colour (456C). This was more apparent among smokers, who were significantly less like to smoke prototype U/Y (darker colour, 448C; 75% GHWL size) compared to prototype T/X (lighter colour, 456C; 50% GHWL size).

Consistently, non-smokers were significantly less likely to try smoking any of the prototype cigarette packs than smokers. No other significant difference was observed.

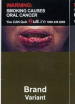

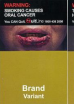

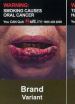

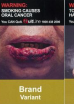

Preference to be seen with the pack

Another aspect considered when evaluating the prototype pack design was their preference to be seen with the pack.

A3. [ASK ALL] [SHOW 1 PACK AT A TIME] Overall, to what extent do you agree that you would like to be seen with this pack? **[SA]**

Table 3 below provides the reverse-coded mean scores along the 9-point scale for each of the prototype packs. A higher mean score denotes lower preference to be seen.

Table 3: Preference to be seen rating by segment

Mean score (Reverse-coded)	Base: All respondents	Overall	S/W		T/X		U/Y		V/Z	
										
Sig-test denotation			(a)		(b)		(c)		(d)	
Overall	1076	7.96	7.88		7.86		8.05 ab		8.03 ab	
Smoking status										
Smoker (i)	548	6.14	5.98		5.92		6.33		6.32	
Non-smoker (ii)	528	8.18 i	8.12		8.11		8.27		8.24	
Gender										
Male (i)	567	7.63	7.49		7.50		7.78 ab		7.73 ab	
Female (ii)	509	8.29	8.27		8.23		8.33 b		8.32 b	
Age										
18-29 (i)	367	8.15	8.12		8.07		8.23		8.17	
30-49 (ii)	350	7.83	7.70		7.69		7.96		7.94	
50-69 (iii)	359	7.98	7.93		7.92		8.05		8.02	
Race										
Chinese (i)	400	7.67	7.57		7.56		7.78		7.77	
Malay (ii)	362	8.27	8.23		8.15		8.37		8.32	
Indian (iii)	314	8.10	8.03		8.06		8.18		8.14	

We observed that the prototype packs with 75% GHWL size were significantly less preferred to be seen with than the ones with 50% GHWL size. The effect was stronger for male respondents, as compared to female respondents. No significant difference was observed between prototype packs of different colours.

Consistently, non-smokers did not like to be seen with any of the prototype cigarette packs significantly more than smokers. No other significant difference was observed.

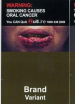

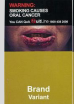

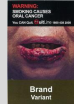

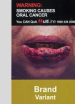

Perceived harm to health

Respondents were asked to rate each of the 4 prototype cigarette packs on their perceived harm to health based on the prototype pack design.

A4. [ASK ALL] [SHOW 1 PACK AT A TIME] Overall, to what extent do you agree that smoking the cigarettes in this pack is harmful to your health? **[SA]**

Table 4 below provides the mean scores along the 9-point scale for each of the prototype packs. A higher mean score denotes greater perceived harm to health.

Table 4: Perceived harm to health rating by segment

Mean score	Base: All respondents	Overall	S/W		T/X		U/Y		V/Z	
										
Sig-test denotation			(a)		(b)		(c)		(d)	
Overall	1076	7.86	7.72		7.67		8.05 <i>abd</i>		8.00 <i>ab</i>	
Smoking status										
Smoker (i)	548	6.73	6.54		6.48		7.04		6.88	
Non-smoker (ii)	528	8.00 <i>i</i>	7.87		7.82		8.18		8.14	
Gender										
Male (i)	567	7.62	7.45		7.40		7.86		7.78	
Female (ii)	509	8.10 <i>i</i>	7.98		7.94		8.25		8.21	
Age										
18-29 (i)	367	7.83	7.65		7.62		8.02		8.03	
30-49 (ii)	350	7.78	7.65		7.57		7.99		7.90	
50-69 (iii)	359	7.95	7.83		7.79		8.13		8.07	
Race										
Chinese (i)	400	7.58	7.40		7.36		7.83		7.74	
Malay (ii)	362	7.95	7.85		7.75		8.12		8.07	
Indian (iii)	314	8.21	8.09		8.07		8.34		8.33	

We observed that the prototype packs with 75% GHWL size were perceived to be significantly more harmful to health than the ones with 50% GHWL size. Between the 75% GHWL size prototypes, prototypes of a darker colour (448C) were perceived to be significantly more harmful than prototypes of a lighter colour (456C).





Consistently, non-smokers and female respondents perceived more harm to health from any of the prototype cigarette packs than smokers and male respondents, respectively. No other significance was observed.

Respondents were also asked to rank each of the 4 prototype cigarette packs along their perceived harm to health, with rank 1 for the prototype perceived to be most harmful, and rank 4 for the one perceived to be the least harmful among the 4.

A5. [ASK ALL] [SHOW ALL 4 PACKS] Which cigarette pack do you perceive as most harmful to your health? Please rank them from 1 to 4 with 1 as the most harmful, and 4 as the least harmful.

Table 5 below provides the percentage of respondents who ranked each of the prototype packs as the one they perceived as most harmful to health.

Table 5: Perceived harm to health top ranking by segment

Percentage (%)	Base: All respondents				
Sig-test denotation		(a)	(b)	(c)	(d)
Overall	1076	5% ^b	2%	65% ^{abd}	29% ^{cb}
Smoking status					
Smoker	548	5%	2%	66%	28%
Non-smoker	528	5%	2%	65%	28%
Gender					
Male	567	4%	1%	69%	26%
Female	509	6%	3%	61%	30%
Age					
18-29	367	6%	3%	61%	30%
30-49	350	5%	2%	64%	28%
50-69	359	5%	1%	67%	27%
Race					
Chinese	400	6%	2%	63%	28%
Malay	362	3%	2%	67%	28%
Indian	314	2%	0%	70%	28%

When asked to rank the prototype packs, about two-third of respondents felt that prototype U/Y was the most harmful, while another 29% felt that prototype V/Z was the most harmful. Across gender, age, race and smoking status, the same pattern held true.

Respondents were then asked the reasons for their choice of the prototype cigarette pack that was most harmful to health.

A6. [ASK ALL] Why did you perceive [INSERT PACK SELECTED AS 1 'most harmful' IN A5] as most harmful? [OE]

Table 6 below highlights the top 20 reasons provided by respondents for each of the prototype cigarette packs. Reasons were categorised into 4 main subgroups: (i) Image-related, (ii) Colour-related, (iii) Outcome/ description of pack, and (iv) Image-colour interaction. The subgroup classifications were based on objective differences between the prototypes, and top mentions of respondents. Any other reasons that do not fall under these 4 subgroups were classified under (v) Others.

Table 6: Reasons for most harmful pack choice



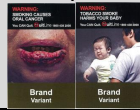
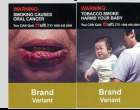
Percentage (%)	Overall	Prototype cigarette packs			
		S/W 	T/X 	U/Y 	V/Z 
<i>Sig-test denotation</i>		(a)	(b)	(c)	(d)
Base:	1076	42	17*	704	313
Image-related	61%	37%	27%	64% ab	61% ab
Bigger picture / Picture is bigger	17%	0%	0%	18% a	20% a
Because the picture is bigger and clearer	9%	0%	0%	10%	9%
Lips look scary / disgusting	9%	9%	3%	9%	9%
Because of the picture (lips)	4%	8% d	0%	5% d	2%
The pictures shows that smoking can cause cancer	4%	9%	0%	4%	3%
Picture looks ugly	3%	9% c	0%	3%	4%
Because the picture is bigger and more disgusting	3%	0%	0%	4%	2%
Because the picture is bigger, the lips looked scarier	3%	0%	0%	4%	3%
Because of the picture (baby)	3%	0%	0%	3%	3%
Picture (lips) show harm to health	2%	0%	2%	1%	5% c
Bigger image is more noticeable	2%	0%	0%	3%	1%
Colour-related	31%	55% cd	51% d	34% d	16%
Colour is darker background / Dark colour	7%	10% d	0%	10% d	0%
Colour	6%	20% cd	31% cd	4%	7%
Colour looks dull	4%	3%	0%	6% d	1%
Dark colour (brown) indicates more harmful	4%	4% d	0%	5% d	0%
Colour of the box is unappealing	2%	0%	20% acd	3%	1%
Outcome/ description	21%	10%	5%	22%	23%
Inhaling smoke is bad for baby's health / secondhand smoking	10%	6%	2%	10%	10%
The baby seemed to be in distress / looks uncomfortable	4%	0%	2%	5%	4%
Smoking will cause lip disease / mouth disease	2%	0%	2%	3%	1%
Image-colour interaction	8%	0%	1%	7%	12%
Dark colour (brown) makes it look scarier / horrible	3%	0%	0%	4%	0%

Image-related reasons were mentioned significantly more often for prototypes with 75% GHWL size (61-64%), compared to the ones with 50% GHWL size (27-37%). Reasons related to colour were mentioned significantly more often for prototypes with 50% GHWL size, compared to those with 75% GHWL size. Between the prototypes with 75% GHWL size, reasons related to colour were mentioned significantly more often for prototype U/Y (darker colour, 448C), compared to prototype V/Z (lighter colour, 456C).

While prototypes with 75% GHWL size had more respondents who cited reasons related to the image-colour interaction, and the outcomes or consequences depicted by the GHWL image, the difference was not significant.



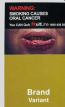



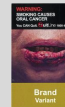

Ease of quitting

Lastly, respondents were asked to rate how easy they thought it would be to quit smoking the cigarettes contained in each of the prototype cigarette packs.

A7. [ASK ALL] [SHOW 1 PACK AT A TIME] Overall, to what extent do you agree that it is easy to quit smoking the cigarettes contained in this pack? **[SA]**

Table 7 below provides the reverse-coded mean scores along the 9-point scale for each of the prototype packs. A higher mean score denotes greater perceived difficulty to quit.

Table 7: Ease of quitting rating by segment

Mean score (Reverse-coded)	Base: All respondents	Overall	S/W		T/X		U/Y		V/Z	
										
Sig-test denotation			(a)		(b)		(c)		(d)	
Overall	1076	4.87	5.20 cd		5.26 cd		4.44		4.57 c	
Smoking status										
Smoker (i)	548	6.10 ii	6.34		6.45		5.77		5.82	
Non-smoker (ii)	528	4.71	5.06		5.11		4.27		4.41	
Gender										
Male (i)	567	5.01	5.34		5.43		4.56		4.70	
Female (ii)	509	4.73	5.07		5.09		4.31		4.43	
Age										
18-29 (i)	367	5.06	5.41		5.42		4.66		4.77	
30-49 (ii)	350	4.67	5.00		5.13		4.17		4.38	
50-69 (iii)	359	4.95	5.29		5.30		4.58		4.65	
Race										

Chinese (i)	400	5.45 ii,iii	5.70 cd	5.76 cd	5.12	5.21 c
Malay (ii)	362	4.44	4.81 cd	4.93 cd	3.91	4.09
Indian (iii)	314	4.37	4.80 cd	4.79 cd	3.87	4.02

In general, respondents were relatively neutral (rating of 5) with regards to all prototype cigarette packs' ease of quitting. The mean difference in rating was relatively small, even when prototype cigarette packs with 50% GHWL size were perceived to be significantly harder to quit, compared to prototypes with 75% GHWL size. Prototypes of a lighter colour (456C) were perceived to be harder to quit, compared to the ones of a darker colour (448C), especially for Chinese respondents.

Smokers consistently felt that it was hard to quit for all prototypes, significantly more when compared to non-smokers. Chinese respondents also felt that any of the prototypes were hard to quit, compared against Malays and Indians. No other significant difference was observed.

Reaction to size of GHWL on prototype cigarette packs

To test the effect of GHWL size on the effectiveness of the GHWL's image and messaging, two prototype cigarette packs, which differed by its GHWL size but matching in pack colour, were shown, one after another, to all respondents. About half of all respondents were shown the darker pack colour (448C), while the other half were shown the lighter pack colour (456C). Correspondingly, findings were presented separately for comparisons made between darker packs and those made between lighter packs.

Noticeability of GHWL

Respondents were first asked to rate the noticeability of the GHWL for each of the two prototype packs.

- B1.** [ASK ALL] Overall, to what extent do you agree that the **health warnings labels** on the front of each of these packs are noticeable? [SA]

Table 8 and

Table 9 below illustrate the mean scores along the 9-point scale for each of the prototype packs. A higher mean score denotes greater noticeability.

Table 8: GHWL noticeability rating (Dark pack) by segment





Mean score	Base: Respondents under Rotation 1/2	Overall	Pantone 448C	
			S/W 	U/Y 
<i>Sig-test denotation</i>			(a)	(b)
Overall	530	6.97	6.30	7.63 ^a
Smoking status				
Smoker (i)	267	6.69	6.03	7.35
Non-smoker (ii)	263	7.00	6.33	7.67
Gender				
Male (i)	273	7.01	6.27	7.74
Female (ii)	257	6.93	6.33	7.53
Age				
18-29 (i)	192	7.04	6.29	7.78
30-49 (ii)	174	6.90	6.35	7.45
50-69 (iii)	164	7.00	6.25	7.74
Race				
Chinese (i)	200	6.67	6.11	7.22
Malay (ii)	179	7.33	6.53	8.13
Indian (iii)	151	7.09	6.38	7.80

Table 9: GHWL noticeability rating (Light pack) by segment

Mean score	Base: Respondents under Rotation 3/4	Overall	Pantone 456C	
			T/X 	V/Z 
<i>Sig-test denotation</i>			(a)	(b)
Overall	546	6.98	6.42	7.53 ^a
Smoking status				
Smoker (i)	281	6.53	6.14	6.93
Non-smoker (ii)	265	7.03	6.46	7.61
Gender				
Male (i)	294	7.00	6.39	7.60
Female (ii)	252	6.96	6.45	7.47
Age				
18-29 (i)	175	6.64	6.09	7.19
30-49 (ii)	176	7.05	6.51	7.60
50-69 (iii)	195	7.10	6.53	7.66
Race				
Chinese (i)	200	6.66	6.11	7.21
Malay (ii)	183	7.20	6.62	7.77
Indian (iii)	163	7.26 ⁱ	6.71	7.81

Prototypes with 75% GHWL size were rated significantly more noticeable compared to prototypes with 50% GHWL size.

For the lighter pack colour (456C), regardless of GHWL size, Indians rated significantly higher noticeability compared to Chinese.

Attention-catching GHWL

Besides being noticeable, respondents were also asked to consider the ability of the GHWL to catch their attention.

- B2.** [ASK ALL] Overall, to what extent do you agree that the **health warnings labels** on the front of each of these packs stands out to you/ catches your attention? [SA]

Table 10 and

Table 11 below illustrate the mean scores along the 9-point scale for each of the prototype packs. A higher mean score denotes greater ability to catch attention.

Table 10: GHWL stood out rating (Dark pack) by segment





Mean score	Base: Respondents under Rotation 1/2	Overall	Pantone 448C	
			S/W 	U/Y 
<i>Sig-test denotation</i>			(a)	(b)
Overall	530	6.78	6.11	7.45 a
Smoking status				
Smoker (i)	267	6.52	5.84	7.20
Non-smoker (ii)	263	6.81	6.15	7.48
Gender				
Male (i)	273	6.70	5.90	7.51 a
Female (ii)	257	6.86	6.32	7.39 a
Age				
18-29 (i)	192	6.92	6.09	7.74
30-49 (ii)	174	6.83	6.21	7.45
50-69 (iii)	164	6.65	6.02	7.28
Race				
Chinese (i)	200	6.61	6.01	7.21
Malay (ii)	179	6.86	6.09	7.63
Indian (iii)	151	6.97	6.29	7.65

Table 11: GHWL stood out rating (Light pack) by segment

Mean score	Base: Respondents under Rotation 3/4	Overall	Pantone 456C	
			T/X 	V/Z 
<i>Sig-test denotation</i>			(a)	(b)
Overall	546	6.77	6.14	7.40 a
Smoking status				
Smoker (i)	281	6.52	6.06	6.99
Non-smoker (ii)	265	6.80	6.15	7.45
Gender				
Male (i)	294	6.83	6.14	7.52 a
Female (ii)	252	6.71	6.14	7.28 a
Age				
18-29 (i)	175	6.23	5.57	6.88
30-49 (ii)	176	6.77	6.18	7.35
50-69 (iii)	195	7.08	6.43	7.74
Race				
Chinese (i)	200	6.43	5.83	7.03
Malay (ii)	183	6.98	6.33	7.62
Indian (iii)	163	7.11 i	6.44	7.77

Consistent with noticeability, prototypes with 75% GHWL size were able to catch attention better than prototypes with 50% GHWL size. The effect was stronger for male respondents than female respondents.

For the lighter pack colour (456C), regardless of GHWL size, the prototypes caught the attention of Indians better than the Chinese. No other significant difference was observed.

GHWL makes you stop and think

Further to noticeability and attention-seeking, we also sought to determine the ability of the GHWL to make respondents stop and think about the harmful effects of smoking.

B3. [ASK ALL] Overall, to what extent do you agree that each of these packs make you '**stop and think about the harmful effects of smoking**' when you look at them? [SA]



Table 12 and

Table 13 below illustrate the mean scores along the 9-point scale for each of the prototype packs. A higher mean score denotes greater ability to make people stop and think.

Table 12: GHWL harm consideration rating (Dark pack) by segment

Mean score	Base: Respondents under Rotation 1/2	Overall	Pantone 448C	
			S/W 	U/Y 
Sig-test denotation			(a)	(b)
Overall	530	6.71	6.26	7.16 ^a
Smoking status				
Smoker (i)	267	4.90	4.44	5.37
Non-smoker (ii)	263	6.94 ⁱ	6.48	7.39
Gender				
Male (i)	273	6.48	5.99	6.97
Female (ii)	257	6.94	6.53	7.36
Age				
18-29 (i)	192	6.98	6.56	7.41
30-49 (ii)	174	6.55	6.05	7.05
50-69 (iii)	164	6.71	6.29	7.13
Race				
Chinese (i)	200	6.22	5.82	6.62
Malay (ii)	179	7.17	6.57	7.77
Indian (iii)	151	7.03	6.64	7.42

Table 13: GHWL harm consideration rating (Light pack) by segment

Mean score	Base: Respondents under Rotation 3/4	Overall	Pantone 456C	
			T/X 	V/Z 
<i>Sig-test denotation</i>			(a)	(b)
Overall	546	6.92	6.59	7.25 ^a
Smoking status				
Smoker (i)	281	5.09	4.88	5.30
Non-smoker (ii)	265	7.15 ⁱ	6.80	7.50
Gender				
Male (i)	294	6.72	6.32	7.11
Female (ii)	252	7.13	6.86	7.39
Age				
18-29 (i)	175	7.10	6.81	7.39
30-49 (ii)	176	6.68	6.33	7.03
50-69 (iii)	195	7.06	6.73	7.40
Race				
Chinese (i)	200	6.23	5.89	6.57
Malay (ii)	183	7.42 ⁱ	7.14	7.69
Indian (iii)	163	7.54 ⁱ	7.17	7.91

Generally, prototypes with 75% GHWL size were significantly better able to make respondents stop and think about the harmful effects of smoking, as compared to the ones with 50% GHWL size.

Regardless of the prototype, non-smokers were more likely to stop and think about the harmful effects of smoking compared to smokers.

For the lighter pack colour (456C), regardless of GHWL size, Malays and Indians were more likely to stop and think about the harmful effects of smoking compared to Chinese. No other significant difference was observed.









Ease of understanding GHWL message

Respondents were also asked to rate the ease of understanding the message of the GHWL on the prototype packs. Each respondent was only asked to rate one prototype pack, and the prototype pack shown was randomised across respondents.

- B4. [ASK ALL][Interviewer to explain what does message refer to]** Overall, to what extent do you agree that **the message of the health warning label** on this pack is easy to understand? **[SA-ROTATE PACK]**

Table 14 below provides the mean scores along the 9-point scale for each of the prototype packs. A higher mean score denotes greater ease of understanding the message.

Table 14: Ease of understanding rating by segment

Mean score	Base: All respondents	Overall	S/W		T/X		U/Y		V/Z	
										
Sig-test denotation			(a)		(b)		(c)		(d)	
Base:		1076	284		275		246		271	
Overall	1076	7.75	7.57		7.56		8.07 b		7.78 b	
Smoking status										
Smoker (i)	548	7.60	7.06		7.40		8.60		7.36	
Non-smoker (ii)	528	7.76	7.63		7.58		8.00		7.84	
Gender										
Male (i)	567	7.85 i	7.68		7.64		8.28		7.79	
Female (ii)	509	7.64	7.46		7.48		7.86		7.77	
Age										
18-29 (i)	367	7.83	7.64		7.69		8.22		7.75	
30-49 (ii)	350	7.79	7.40		7.62		8.23		7.90	
50-69 (iii)	359	7.66	7.70		7.43		7.81		7.68	
Race										
Chinese (i)	400	7.59	7.28		7.46		8.02		7.61	
Malay (ii)	362	7.94	7.79		8.01		7.99		7.98	
Indian (iii)	314	7.80	7.83		7.29		8.21		7.87	

Generally, the message of the GHWL was easy to understand across all prototypes, with an overall mean score of 7.75. Prototypes with 75% GHWL size were significantly easier to understand, compared to prototypes with 50% GHWL size.

Male respondents felt that the GHWL message on any of the prototype packs was significantly easier to understand, compared to female respondents. No other significant difference was observed.

Prototype pack and message recall

Respondents were shown a prototype cigarette pack with 75% GHWL size, which had a different GHWL image and pack colour, compared to the two prototype cigarette packs shown in preceding questions about the GHWL specifically. For example, respondents shown prototype S and U, with GHWL 1 and darker pack colour (448C), were then shown prototype Y, with GHWL 2 and lighter pack colour (456C). After letting the respondents observe the prototype pack for at least 20 seconds, the prototype pack was kept and respondents were asked some other questions before being asked to recall differences noticed.

- B5. [ASK ALL] [COLLECT BACK ALL PACKS, DO NOT SHOW THE PACKS TO THE RESPONDENTS]** Is there any difference between the last pack I showed you and the other 2 packs that I showed you before that? **[SA]**

Table 15 below illustrates the percentage of respondents who noticed the differences between the prototypes, to varying degrees.

Table 15: Differences noticed by segment

Percentage (%)	Overall	Smoking status		Age		
		Smoker	Non-smoker	18-29	30-49	50-69
<i>Sig-test denotation</i>		(a)	(b)	(c)	(d)	(e)
<i>Base: All respondents</i>	1076	548	528	367	350	359
Health warning label only	47%	50%	47%	48%	46%	48%
Pack colour only	15%	14%	15%	15%	14%	16%
Pack colour and health warning label	23%	19%	24%	24%	25%	21%
Cannot identify the difference	2%	3%	2%	1%	2%	3%
No difference	12%	13%	12%	12%	12%	11%
Percentage (%)	Overall	Gender		Race		
		Male	Female	Chinese	Malay	Indian
<i>Sig-test denotation</i>		(a)	(b)	(c)	(d)	(e)
<i>Base: All respondents</i>	1076	567	509	400	362	314
Health warning label only	47%	49%	45%	46%	48%	56%
Pack colour only	15%	13%	17%	15%	20%	10%
Pack colour and health warning label	23%	23%	24%	24%	19%	23%
Cannot identify the difference	2%	3%	2%	2%	4%	2%
No difference	12%	12%	12%	13%	9%	9%

In total, 88% of respondents were able to identify some differences between the prototype cigarette packs. 70% of respondents were able to identify that the health warning label was different, while around 38% of respondents noticed that the pack colour was different.

Respondents were also asked to recall the message of the GHWL on the prototype cigarette pack.

B6. [ASK ALL] Thinking about the message on the health warning label that was on the pack, what do you recall seeing on the pack earlier? **[OE]**

Table 16 and Table 17 below highlight the messages that respondents were able to recall, for GHWL 2 'Tobacco smoke harms your baby' and GHWL 1 'Smoking causes oral cancer', respectively. Beside the exact message recall highlighted in yellow, respondents' message recall was categorised into 6 subgroups: (i) Close recall (highlighted in orange), (ii) Vague recall, (iii) Image description, (iv) Other recall, (v) Other not related recall, and (vi) Don't know/ Cannot remember. The categorisation was based on how similar the message recalled was to the exact GHWL message on the prototype, and top mentions of respondents.

Table 16: Message recall for GHWL 2

Recall on 'Tobacco smoke harms your baby' (Percentage, %)	
	Base
	518
Tobacco smoke harms your baby	4%
Close recall (NETT*)	26%
Smoking harms your baby	14%
Smoking harms your child	3%
Smoking causes harm not just to yourself but also to people around you	3%
Smoking harms the baby	2%
Smoking in front of children is bad for their health	1%
Second hand smoke is dangerous for babies	1%
Smoking harms your loved ones	1%
Vague recall (NETT*)	18%
Quit / stop smoking	4%
Don't smoke in front of children	3%
Smoking harms family	3%
Smoking is harmful	3%
Smoking is bad for health	2%
Beware of the effects of smoking	2%
Don't smoke in front of family members	1%
Affects baby	1%
Don't smoke where there are people around you	1%
Image description (NETT*)	33%
A man smoking and carrying the baby	8%
A baby crying	8%
A baby and a father who was smoking	7%
Baby crying because father blowing the smoke on the baby	4%
Quit smoking hotline	3%

A man blowing tobacco smoke at the baby	3%
A baby	3%
Baby is irritated with tobacco smoke	1%
Baby breathing in second hand smoke	1%
Other recall (NETT*)	8%
Health warning	5%
Family comes first	1%
Smoking destroys family happiness	1%
Second hand smoke is dangerous for non-smokers	1%
Other not related recall (NETT*)	9%
Colour is different	4%
Colour is dark	3%
Picture looks different	2%
Picture bigger	1%
Don't know / Cannot remember	6%
Incorrect recall	15%

*NETT is the proportion of respondents who mentioned any of the individual items within the particular category

** Responses with <1% were not shown

4% of 518 respondents were able to correctly recall on 'Tobacco smoke harms your baby' (highlighted in yellow), while another 26% were able to recall the essence of the message, which includes key words like "smoking harms" and words related to family members, like "child", "baby" and "loved ones" (orange highlight denotes a close recall).

Table 17: Message recall for GHWL 1

Recall on 'Smoking causes oral cancer' (Percentage, %)	
	Base: 558
Smoking causes oral cancer	9%
Smoking causes mouth cancer	1%
Vague recall (NETT*)	19%
Smoking can cause cancer	8%
Smoking is bad for health	3%
Quit / stop smoking	2%
Oral cancer	2%
Smoking is harmful	2%
Beware of the effects of smoking	1%
Smoking can kill you	1%
Image description (NETT*)	36%
Swollen mouth	11%
An ugly mouth	7%
Rotten mouth	6%
Mouth with blisters	6%
Image of lips	2%
Mouth disease	1%
Mouth with a lot of ulcers	1%

Cracked lips	1%
Quit smoking hotline	1%
Infection on the lips	1%
Bleeding mouth	1%
Other recall (NETT*)	4%
Health warning	3%
Other not related recall (NETT*)	7%
Colour is dark	2%
Colour is different	2%
Picture looks different	2%
Don't know / Cannot remember	6%
Incorrect recall	25%

*NETT is the proportion of respondents who mentioned any of the individual items within the particular category

** Responses with <1% were not shown

9% of the 558 respondents were able to correctly recall the health warning message on the prototype cigarette pack – smoking causes oral cancer (highlighted in yellow). Another 1% recalled 'smoking causes mouth cancer' (highlighted in orange) and another 19% recalled health consequences caused by smoking.

Summary on pack colour and size

As a summary to the findings above, Figure 2 and Figure 3 below show the mean scores (reverse-coded means were marked with [R]) of the pack attributes and GHWL attributes, respectively.

Pack Labels	Description
S	GHWL 1 (Mouth), Colour 448C, size 50%
T	GHWL 1 (Mouth), Colour 456C, size 50%
U	GHWL 1 (Mouth), Colour 448C, size 75%
V	GHWL 1 (Mouth), Colour 456C, size 75%
W	GHWL 2 (Baby), Colour 448C, size 50%
X	GHWL 2 (Baby), Colour 456C, size 50%
Y	GHWL 2 (Baby), Colour 448C, size 75%
Z	GHWL 2 (Baby), Colour 456C, size 75%

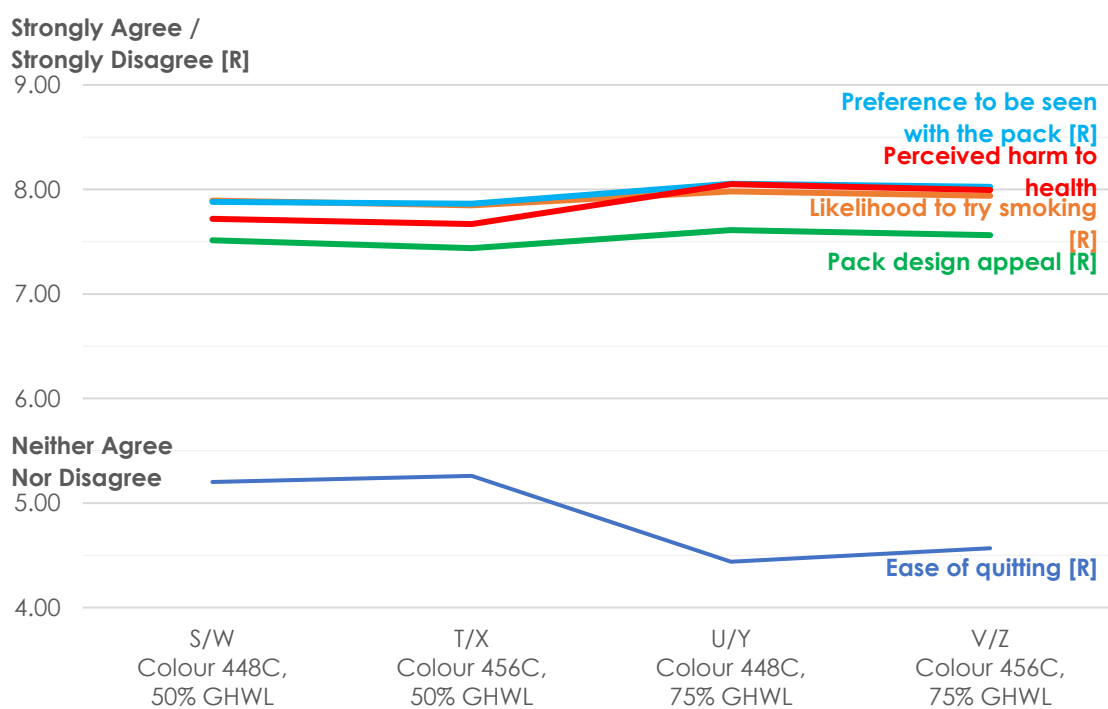


Figure 2: Mean rating of pack attributes

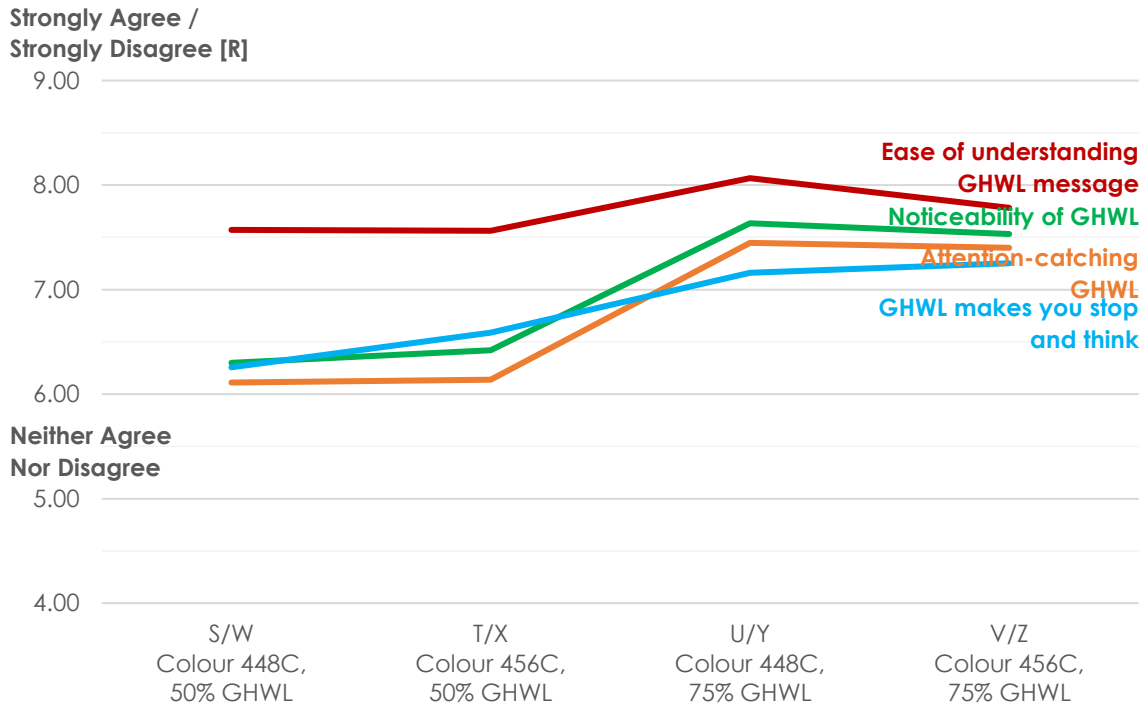


Figure 3: Mean rating of GHWL attributes

Smoking behaviour of smokers

Cigarette consumption

A total of 548 smokers were interviewed in this study. Findings revealed that smokers smoked 89.9 sticks of cigarettes in a typical week with 85% of smokers smoking at least 2 packs of cigarettes in a week. Male smokers tended to smoke more than female smokers, with higher indication of cigarette consumption of about 1 pack a day. Smokers aged 50 and above also smoked more than those aged 18 to 29, with higher indication of smoking about 1 pack a day.

Table 18: Cigarette consumption in a week by gender & age

No. of cigarettes smoked in a week (Percentage, %)	Overall	Gender		Age		
		Male smoker	Female smoker	18-29 smoker	30-49 smoker	50-69 smoker
<i>Sig-test denotation</i>		(a)	(b)	(c)	(d)	(e)
Base: smokers	548	302	246	188	178	182
Mean no. of cigarettes per week	89.9	94.2	67.1	64.0	95.3	98.7
Less than one stick a week	2%	1%	3%	1%	1%	3%
1 - 20 sticks a week	2%	2%	4%	3%	2%	1%
21 - 40 sticks a week (At least 1 pack a week)	11%	10%	17%	23%	7%	9%
41 - 80 sticks a week (At least 2 packs a week)	41%	39%	53%	50%	41%	37%
81 - 120 stick a week (At least 4 packs a week)	12%	12%	10%	11%	18%	6%
121 - 160 sticks a week (About 1 pack a day)	29%	33% b	12%	11%	30%	39% c
More than 160 sticks a week (More than 1 pack a day)	3%	3%	1%	-	2%	4%

Brands of cigarettes consumed

Marlboro was the most commonly smoked cigarette brand among smokers (36%), followed by Next (13%) and LD (13%). Next was primarily smoked by Chinese while Winston was primarily smoked by Malay and Indian smokers. Sampoerna was also another brand that was smoked more among Malay smokers compared to Chinese smokers.

Table 19: Main cigarette brand by segment

Percentage (%)	Overall	Gender		Race			Age		
		Male smoker	Female smoker	Chinese smoker	Malay smoker	Indian smoker	18-29 smoker	30-49 smoker	50-69 smoker
<i>Sig-test denotation</i>		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Base: All smokers	548	302	246	193	194	161	188	178	182
Marlboro	36%	36%	36%	35%	38%	37%	31%	37%	39%
LD	13%	13%	12%	16%	8%	6%	7%	12%	17%
Next	13%	11%	20%	17% d	2%	8%	16%	15%	9%
Winston	6%	7%	2%	1%	16% c	14% c	15%	4%	4%
Dunhill	5%	6%	3%	5%	3%	9%	2%	6%	6%
L&M	5%	5%	7%	5%	5%	6%	10%	6%	1%
Viceroy	5%	5%	6%	6%	2%	1%	5%	6%	3%
Pall Mall	3%	3%	1%	2%	4%	6%	4%	2%	3%
Sampoerna	2%	2%	2%	-	7% c	-	3%	3%	-
Salem	2%	2%	2%	2%	1%	-	-	4%	1%
Camel	1%	2%	-	2%	1%	-	1%	2%	2%
Lucky Strike	1%	2%	-	1%	2%	-	2%	-	2%
Consulate	1%	2%	-	2%	-	-	-	-	3%
More	1%	1%	1%	1%	1%	-	1%	-	2%
Mevius	1%	1%	1%	1%	-	-	-	-	2%
Virginia Slims	1%	-	3%	1%	1%	2%	1%	-	1%
Gudang Garam	1%	1%	-	-	3%	-	1%	-	1%
Texas 5	-	-	-	-	1%	-	1%	-	1%
Top Score	-	-	1%	-	1%	-	-	-	1%
Break	-	-	-	-	1%	2%	-	1%	-
235	-	-	-	-	1%	2%	-	-	1%
Limos	-	-	-	-	1%	2%	-	-	1%
Benson & Hedges	-	-	-	-	-	3%	-	-	1%
Eastin	-	-	-	-	1%	-	-	-	1%
Easy	-	-	1%	-	1%	-	-	-	-
Winner	-	-	1%	-	1%	-	-	-	-
Half Time	-	-	1%	-	-	-	-	-	-
No fixed brand	-	-	-	-	-	1%	-	-	-

Variants of cigarettes preferred

Regular (red) and menthol flavour were top variants of cigarettes smoked. Regular (red) variant was primarily smoked by 50 – 69 years old, male and Indian smokers. Menthol variant was preferred by female smokers. Mint variant was preferred by those aged 30 to 49 compared to those 50 years old and above.

Table 20: Main cigarette variant by segment

Percentage (%)	Overall	Gender		Race			Age		
		Male smoker	Female smoker	Chinese smoker	Malay smoker	Indian smoker	18-29 smoker	30-49 smoker	50-69 smoker
<i>Sig-test denotation</i>		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Base: Smokers	548	302	246	193	194	161	188	178	182
Regular (red)	47%	51% b	22%	38%	57%	77% c	32%	40%	60% f
Menthol	35%	30%	60% a	41%	27%	13%	45%	36%	28%
Lights	9%	10%	5%	9%	9%	7%	11%	7%	10%
Mint	7%	7%	10%	10%	1%	1%	8%	14% h	1%
Fruity	1%	1%	1%	1%	1%	1%	2%	2%	-
No main or regular flavor/variant	1%	1%	2%	-	2%	1%	1%	1%	1%
Clove/ Kretek	1%	-	1%	-	2%	-	1%	-	1%

Frequency of cigarettes purchase

Majority of smokers purchased cigarettes 2 – 3 times a week and daily. Male smokers and smokers aged 50 and above purchased cigarettes more frequently on a daily basis.

Table 21: Cigarette purchase frequency by smoking status * gender

Percentage (%)	Overall	Smoking Status * Gender		Smoking Status* Race			Smoking Status* Age		
		Male smoker	Female smoker	Chinese smoker	Malay smoker	Indian smoker	18-29 smoker	30-49 smoker	50-69 smoker
<i>Sig-test denotation</i>		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Base: Smokers	548	302	246	193	194	161	188	178	182
Daily	47%	52% b	25%	50%	44%	41%	29%	51%	54% f
2-3 times a week	45%	41%	64% a	42%	50%	51%	62%	43%	37%
Once a week	4%	4%	5%	4%	3%	3%	7%	3%	4%
2-3 times a month	2%	2%	2%	2%	1%	-	1%	2%	2%
Monthly	1%	1%	1%	-	2%	2%	1%	-	1%
Less than once a month	2%	1%	3%	2%	-	3%	1%	1%	3%

Channel of purchase for cigarettes

Cigarette purchases were mainly from neighbourhood convenience stores or chained convenience stores. There were no significant differences between gender, race and age when it comes to channel of purchase for cigarettes.

Table 22: Cigarette purchase channel by segment

Percentage (%)	Overall	Gender		Race			Age		
		Male smoker	Female smoker	Chinese smoker	Malay smoker	Indian smoker	18-29 smoker	30-49 smoker	50-69 smoker
<i>Sig-test denotation</i>		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
<i>Base: smokers</i>	548	302	246	193	194	161	188	178	182
Neighbourhood convenience stores (e.g. Mama shops)	55%	55%	51%	47%	69%	68%	49%	51%	61%
Chained convenience stores (e.g. 7-11, Cheers)	23%	21%	32%	25%	19%	18%	35%	25%	15%
Coffee shops	18%	20%	9%	22%	9%	10%	9%	21%	20%
Supermarket (e.g. NTUC, Giant)	3%	2%	8%	4%	2%	1%	5%	2%	3%
Others	1%	1%	-	1%	-	-	-	-	2%
Petrol kiosks	1%	1%	-	-	1%	1%	2%	-	-
Do not buy cigarettes	-	-	-	-	-	1%	-	-	-

Use of cigarette case

8% of smokers in Singapore used a cigarette case to contain their cigarettes. There was no significant difference between different demographic profiles.

Table 23: Use of cigarette casing

Use cigarette casing (%)	Overall
<i>Base: Smokers</i>	548
Yes	8%
No	92%

Attempt to quit smoking

Most smokers had never tried quitting smoking. There were no significant difference between sub-segments.

Table 24: Attempt to quit smoking by age

Percentage (%)	Overall	Age		
		18-29 smoker	30-49 smoker	50-69 smoker
<i>Sig-test denotation</i>		(a)	(b)	(c)
<i>Base: Smokers</i>	548	188	178	182
Never tried quitting	75%	68%	77%	77%
1 - 2 times	16%	20%	17%	13%
3 - 5 times	4%	6%	3%	4%
6 - 8 times	-	-	-	-
More than 8 times	2%	1%	-	3%
Cannot remember	3%	6%	2%	3%

Attitude towards public consultation on tobacco control measures

Awareness of public consultation on tobacco control measures

About half the surveyed population were aware of public consultation on tobacco control measures held from 29 December 2015 to 29 March 2016, such as raising the legal age for smoking from 18 to 21 and standardisation of cigarette packaging to plain packaging.

Smokers and male respondents were more aware of public consultation on tobacco control measures as compared to non-smokers and female respondents. There were no significant differences between different age groups for awareness of public consultation.

Table 25: Awareness of public consultation by smoking status & gender

Percentage (%)	Overall	Smoking status		Gender		Age		
		Smoker	Non-smoker	Male	Female	18-29	30-49	50-69
<i>Sig-test denotation</i>		(a)	(b)	(c)	(d)	(e)	(f)	(g)
Base:	1076	548	528	567	509	367	350	359
Yes	51%	64% b	49%	57% b	46%	54%	50%	40%
No	49%	36%	51% a	43%	54% a	46%	50%	50%

Male, regardless of smoking status were more aware of public consultation as compared to female non-smokers; the level of awareness between female smoker and male smoker was not significantly different.

Table 26: Awareness of public consultation by smoking status * gender

Percentage (%)	Overall	Smoking status * Gender			
		Male smoker	Female smoker	Male non-smoker	Female non-smoker
<i>Sig-test denotation</i>		(a)	(b)	(c)	(d)
Base:	1076	302	246	265	263
Yes	51%	64% d	65%	54% d	45%
No	49%	36%	35%	46%	55% ac

Those working were more aware of public consultation on tobacco control measures as compared to housewives.

Table 27: Awareness of public consultation by work status

Percentage (%)	Overall	Work status							
		Working	Student	National Service	House-wife	Retired	Unemployed (able to work)	Unemployed (unable to work)	Refused
<i>Sig-test denotation</i>		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Base:	1076	724	122	27	136	30	16	9	12
Yes	51%	54% d	54%	48%	40%	63%	41%	32%	20%
No	49%	46%	46%	52%	60% a	37%	59%	68%	80%

Standardised tobacco packaging

Overall, opinions were steered towards having standardised packaging where tobacco products, such as cigarettes, cigars, and hoon, were placed in unattractive packaging, without any promotional information, such as logos, colours and imagery and carries health warnings.

Non-smokers were more supportive of standardised packaging as compared to smokers, presumably because of their smoking status.

Table 28: Standardised packaging support by smoking status

Agreement with standardised packaging	Overall	Smoking status	
		Smoker	Non-smoker
<i>Sig-test denotation</i>		(a)	(b)
Base:	1076	548	528
MEAN	6.49	5.06	6.74
Top 4 Box %	69%	43%	73% a

Larger health warning labels

When asked if health warning labels on tobacco packaging, such as cigarettes, cigars, and hoon, should be larger than what it currently is, opinions were leaning towards agreement with larger health warning labels. This was largely contributed by the non-smokers and females, who expressed stronger agreement for larger health warning labels, as compared to the smokers and males respectively. Those aged 30 to 49 also supported larger GHWL compared to aged 50 to 69.

Table 29: Larger GHWL support by smoking status and race

Agreement with larger GHWL	Overall	Smoking status		Gender		Age		
		Smoker	Non-smoker	Male	Female	18-29	30-49	50-69
<i>Sig-test denotation</i>		(a)	(b)	(c)	(d)	(e)	(f)	(g)
Base:	1076	548	528	567	509	367	350	359
MEAN	6.49	4.07	6.91	6.20	6.76	6.43	6.53	6.48
Top 4 Box %	69%	29%	76% a	65%	73% c	68%	74% g	65%

Flavoured tobacco products

Overall, respondents leaned towards agreement to ban the sales of flavoured tobacco products, such as menthol, fruit and candy. Non-smokers and females were more in agreement with banning flavoured tobacco products, while smokers were much less agreeable to the ban.

Table 30: Support for flavoured tobacco product ban by smoking status

Agreement with ban of flavoured tobacco products	Overall	Smoking status		Gender	
		Smoker	Non-smoker	Male	Female
<i>Sig-test denotation</i>		(a)	(b)	(c)	(d)
Base	1076	548	528	567	509
MEAN	5.95	3.39	6.40	5.60	6.30
Top 4 Box %	55%	20%	62% a	50%	61% a

Raising legal age for smoking

Both smokers and non-smokers agreed that the minimum legal age for smoking should be raised from 18 to 21 years old. Stronger agreement for raising the minimum legal age for smoking was seen among non-smokers and older respondents (30 years old and above).

Table 31: Smoking legal age raise support by smoking status & age

Agreement with legal age raise	Overall	Smoking status		Age		
		Smoker	Non-smoker	18-29	30-49	50-69
<i>Sig-test denotation</i>		(a)	(b)	(c)	(d)	(e)
Base:	1076	548	528	367	350	359
MEAN	8.00	7.04	8.17	7.43	8.05	8.27
Top 4 Box %	89%	75%	92% a	81%	89% c	93% c

Other demographic information

The following tables show other demographic information among the surveyed population. 99% of respondents had no experience with other tobacco products. Among the 9 respondents who had, 7 used Roll your own, 2 used Cigar, and 1 used Ang Hoon. 67% of respondents were currently working, with services and sales, clerical work and executive positions being the most common. Majority of respondents had at least completed secondary school education. The proportion of single versus married was about 4:6. Average monthly household income lies between S\$2,000 to S\$5,999.

Table 32: Experience with other tobacco products

Experience with other tobacco products (%)	All respondents	Those with experience
<i>Base:</i>	1076	9
Roll your own	<1%	78%
Cigar	<1%	22%
Ang Hoon	<1%	11%
No experience	99%	

Table 33: Working status

Working status (%)	Overall
<i>Base: All respondents</i>	1076
Working (specify current occupation:)	67%
Housemaker/Housewife	13%
Student (full time)	11%
Retired (specify previous occupation:)	3%
National Service	3%
Unemployed (able to work) (specify previous occupation:)	1%
Unemployed (unable to work because of disability or other medical conditions)	1%
Refused	1%

Table 34: Marital status

Marital status (%)	Overall	Smoker	Non-smoker
<i>Base: All respondents</i>	1076	548	528
Single/Never married	38%	38%	38%
Divorced	3%	5%	2%
Married without kids	5%	5%	5%
Married with kids	52%	50%	53%
Widow / Widower	1%	1%	2%
Refused	-	-	-

Table 35: Current occupation/ held

Occupation (%)	Working (specific occupation)	Retired (previous occupation)	Unemployed (able to work) (previous occupation)
<i>Base: Working, retired, unemployed</i>	724	30	16
Service and sales workers	25%	30%	13%
Clerical workers	16%	3%	19%
Executives	15%	7%	-
Technicians	9%	10%	-
Plant and machine operators and assemblers	8%	17%	6%
Cleaners, labourers and related workers	7%	17%	25%
Senior Officials and managers	7%	7%	-
Self-employed	5%	-	6%
Professionals	5%	-	5%
Production craftsmen and related workers	2%	3%	-
Student	-	-	13%
NS	-	-	6%
Business Owners	-	7%	-
Workers not classifiable by occupation	-	-	6%
Unemployed	-	-	-

Table 36: Highest education level

Education level (%)	Overall	Smoker	Non-smoker
<i>Base: All respondents</i>	1076	548	528
No education/Have not completed primary school	3%	3%	2%
Completed primary school (PSLE)	17%	18%	16%
Secondary school (N/O level)	35%	37%	34%
Institute of Technical Education	12%	14%	11%
Junior college (A level)	5%	4%	6%
Polytechnic (Diploma)	21%	18%	23%
University degree	6%	5%	7%
Postgraduate degree	1%	1%	1%

Table 37: Monthly household income

Monthly Household Income (%)	Overall	Smoker	Non-smoker
<i>Base: All respondents</i>	1076	548	528
Below S\$2,000	13%	13%	14%
S\$2,000 - S\$3,999	28%	30%	26%
S\$4,000 - S\$5,999	26%	24%	28%
S\$6,000 - S\$9,999	16%	16%	15%
S\$10,000 - S\$14,999	5%	7%	4%
S\$15,000 and above	2%	1%	2%
Refused/ Don't know	10%	9%	10%

Conclusion and recommendations

With the exception to ease of quitting and appeal of pack design, prototypes with 75% GHWL size were better than the ones with 50% GHWL size on all other attributes (likelihood to try smoking, preference to be seen with pack, perceived harm to health, noticeability, attention-catching, GHWL makes one stop and think about the dangers of smoking and ease of understanding GHWL message).

Prototypes of a darker pack colour (448C) were significantly less appealing, and also perceived to be more harmful to health, as compared to prototypes of lighter colour (456C).

When the prototypes were ranked, prototype U/Y (75% GHWL, 448C) was ranked the most harmful to health, followed by prototype V/Z (75% GHWL, 456C), prototype S/W (50% GHWL, 448C) and lastly prototype T/X (50% GHWL, 456C).

As such, we would recommend the standardised packaging to go with prototype U/Y, with 75% GHWL size and darker pack colour (448C).

Appendix
Appendix A – Questionnaire

Tobacco Packaging Study

QUESTIONNAIRE
March 4, 2016

Questionnaire no.: _____

Interviewer Details

Interviewer's Name: _____ Interviewer's ID: _____

Interview Start Time: _____ Interview End Time: _____

Respondent Details

Name of respondent: _____

Location of intercept: _____

Home no.: _____ Mobile phone no.: _____

Office no.: _____ Date of interview: _____

E-mail address: _____

FIELDWORK AND CODING RECORD

Editor's Name: _____ Date Checked: _____

Validator's Name: _____ Date Validated: _____

Coder's Name: _____ Date Coded: _____

IF CALLBACKS ARE REQUESTED, RECORD:

Callback Date: _____ Call back
Time: _____

Questionnaire no.: _____

Hello, my name is _____ and I'm from Asia Insight. We are an independent research company commissioned by Health Promotion Board. We are currently conducting a research to understand public views on cigarette packaging.

We would like to invite you to take part in this survey that takes about 20 minutes. As a token of appreciation for your time and valuable feedback, we will give you a \$ 10 NTUC voucher upon completion. Please be assured that your answers will be kept strictly confidential. Your participation is voluntary.

May I proceed? Thank you.

PACK LABELS

Pack Labels	Description
S	GHWL 1, Colour A, size 50%
T	GHWL 1, Colour B, size 50%
U	GHWL 1, Colour A, size 75%
V	GHWL 1, Colour B, size 75%
W	GHWL 2, Colour A, size 50%
X	GHWL 2, Colour B, size 50%
Y	GHWL 2, Colour A, size 75%
Z	GHWL 2, Colour B, size 75%

ROTATIONS

[INTERVIEWERS TO FOLLOW ROTATION TYPE ASSIGNED]

SECTION A

ROTATION	DESCRIPTION	
GHWL image	GHWL 1	GHWL 2
1	Pack S, T, U, V	Pack W, X, Y, Z
2	Pack U, V, S, T	Pack Y, Z, W, X
3	Pack T, S, V, U	Pack X, W, Z, Y
4	Pack V, U, T, S	Pack Z, Y, X, W

SECTION B

ROTATION	DESCRIPTION	
GHWL image	GHWL 1	GHWL 2
a	Pack S, U	Pack W, Y
b	Pack U, S	Pack Y, W
c	Pack T, V	Pack X, Z
d	Pack V, T	Pack Z, X

QUOTAS

GHWL image 1:

Smokers	Chinese		Malays		Indians	
Age	Males	Females	Males	Females	Males	Females
18 – 29	20	15	20	15	15	15
30 – 34	20	15	20	15	15	15
50 - 69	20	15	20	15	15	15

Non-Smokers	Chinese		Malays		Indians	
Age	Males	Females	Males	Females	Males	Females
18 – 29	20	20	15	15	15	15
30 – 34	20	20	15	15	15	15
50 - 69	20	20	15	15	15	15

GHWL image 2:

Smokers	Chinese		Malays		Indians	
Age	Males	Females	Males	Females	Males	Females
18 – 29	20	15	20	15	15	15
30 – 34	20	15	20	15	15	15
50 - 69	20	15	20	15	15	15

Non-Smokers	Chinese		Malays		Indians	
Age	Males	Females	Males	Females	Males	Females
18 – 29	20	20	15	15	15	15
30 – 34	20	20	15	15	15	15
50 - 69	20	20	15	15	15	15

SECTION S: SCREENER

*IF RESPONDENT DOES NOT MEET THE SELECTION CRITERIA, TO READ THE FOLLOWING UPON TERMINATION:

Thank you very much for your interest in the survey. Unfortunately, you do not match the profile of respondents that we are looking for in this study, so we will not be proceeding with the survey.

S1. Which of the following language are you most comfortable conversing in? **[SA]**

English	1	CONTINUE
Mandarin	2	
Malay	3	
Tamil	4	
Others	5	TERMINATE IF ONLY OTHERS IS SELECTED

[CONTINUE TO CONDUCT THE SURVEY IN THE LANGUAGE THAT IS PREFERRED BY THE RESPONDENT]

S2. **[ASK ALL]** Record gender **[SA]**

Male	1	CONTINUE [CHECK QUOTA]
Female	2	

S3. Can you please tell me if you or anyone in your household are working in the following industries? **[MA]**

Market research	1	TERMINATE
Advertisement/ Communication	2	
Public relations	3	
Healthcare-related	4	
Tobacco	5	
Media/ Newspaper/ Journalism	6	
Others [Do not read]	7	CONTINUE

S4. **[ASK ALL]** Which of the following statements best describes your current citizenship status? **[SA]**

Singapore Citizen	1	CONTINUE
Permanent Resident	2	

Foreigner	3	TERMINATE
-----------	---	------------------

S5. Do you have any eye-sight problems that are not fully corrected by glasses or contact lens? **[SA]**

Yes	1	TERMINATE
No, but I do not have my glasses or contact lens with me	2	
No	3	CONTINUE

S6. Do you have any difficulty in correctly identifying different colours? **[SA]**

Yes	1	TERMINATE
No	2	CONTINUE

S7. [ASK ALL] May I know your race? **[SA]**

Chinese	1	CONTINUE [CHECK QUOTA]
Malay	2	
Indian	3	
Others (Specify: _____)	4	TERMINATE

S8. [ASK ALL] May I know your age? **RECORD EXACT AGE** _____ **[SA]**

17 and below	1	TERMINATE
18 – 20	2	CONTINUE [CHECK QUOTA]
21 – 29	3	
30 - 39	4	
40 - 49	5	
50 - 59	6	
60 - 69	7	
70 and above	8	TERMINATE

S9. [ASK ALL] Have you ever smoked cigarettes? **[SA]**

Yes	1	CONTINUE [CHECK QUOTA]
No	2	GO TO S11 [CHECK QUOTA]

S10. [ASK ONLY IF CODED 1 IN S9] How often do you smoke cigarettes? [SA]

Daily (Daily Smoker) Smokes cigarettes at least once a day (Includes respondents who have to stop smoking daily temporarily because of religious fasting or medical reasons)		CONTINUE [CHECK QUOTA]
More than 3 times in a day	1	
1 – 3 times a day	2	
Occasionally (Occasional Smoker) Smokes cigarettes but not every day		
At least 4 times a week	3	
At least once a week	4	
2 -3 times a month	5	
Once a month	6	
Less than once a month	7	
Have stopped smoking completely (Ex-Smoker) Formerly a smoker, but currently does not smoke at all		CONTINUE [CHECK QUOTA]
Non-smoker Never smoked before or smoked too little in the past to be regarded as an ex-smoker	9	

S11. [ASK ONLY IF CODED 1 - 7 IN S10] Do you use any other types of tobacco products (e.g. Cigar, Ang Hoon)? [SA]

Yes (please specify:_____)	1	CONTINUE
No	2	

SECTION A: ROTATION A (PACK COLOUR)

SELECT ROTATION USED

ROTATION	Pack Labels			
	1 st	2 nd	3 rd	4 th
1	S/W	T/X	U/Y	V/Z
2	U/Y	V/Z	S/W	T/X
3	T/X	S/W	V/Z	U/Y
4	V/Z	U/Y	T/X	S/W

In the next few questions, I will show you a few cigarette packs. Please take a few minutes to look at the packs. Please do handle the packs gently as they can be damaged easily. Thank you.

- A1. [ASK ALL][SHOW 1 PACK AT A TIME]** Overall, to what extent do you agree that this pack design is appealing to you (i.e. you like the pack/ pack is attractive/ **[FOR NON-SMOKERS AND EX-SMOKERS]** pack encourages you to try smoking/ **[FOR SMOKERS]** buy the pack)? **[SA]**

	INSERT PACK LABEL	Strongly disagree				Neither agree nor disagree				Strongly agree
i	1 st	1	2	3	4	5	6	7	8	9
ii	2 nd	1	2	3	4	5	6	7	8	9
iii	3 rd	1	2	3	4	5	6	7	8	9
iv	4 th	1	2	3	4	5	6	7	8	9

- A2. [ASK ALL] [SHOW 1 PACK AT A TIME]** Overall, to what extent do you agree that you would like to try smoking the cigarettes contained in this pack? **[SA]**

	INSERT PACK LABEL	Strongly disagree				Neither agree nor disagree				Strongly agree
i	1 st	1	2	3	4	5	6	7	8	9
ii	2 nd	1	2	3	4	5	6	7	8	9
iii	3 rd	1	2	3	4	5	6	7	8	9
iv	4 th	1	2	3	4	5	6	7	8	9

- A3. [ASK ALL] [SHOW 1 PACK AT A TIME]** Overall, to what extent do you agree that you would like to be seen with this pack? **[SA]**

	INSERT PACK LABEL	Strongly disagree				Neither agree nor disagree				Strongly agree
i	1 st	1	2	3	4	5	6	7	8	9
ii	2 nd	1	2	3	4	5	6	7	8	9
iii	3 rd	1	2	3	4	5	6	7	8	9
iv	4 th	1	2	3	4	5	6	7	8	9

- A4. [ASK ALL] [SHOW 1 PACK AT A TIME]** Overall, to what extent do you agree that smoking the cigarettes in this pack is harmful to your health? **[SA]**
- A5. [ASK ALL] [SHOW ALL 4 PACKS]** Which cigarette pack do you perceive as most harmful to your health? Please rank them from 1 to 4 with 1 as the most harmful, and 4 as the least harmful.

		A4									A5
	INSERT PACK LABEL	Strongly disagree				Neither agree nor disagree				Strongly agree	Rank from most harmful to health
i	1 st	1	2	3	4	5	6	7	8	9	
ii	2 nd	1	2	3	4	5	6	7	8	9	
iii	3 rd	1	2	3	4	5	6	7	8	9	
iv	4 th	1	2	3	4	5	6	7	8	9	

- A6. [ASK ALL]** Why did you perceive **[INSERT PACK SELECTED AS 1 'most harmful' IN A5]** as most harmful? **[OE]**

- A7. [ASK ALL] [SHOW 1 PACK AT A TIME]** Overall, to what extent do you agree that it is easy to quit smoking the cigarettes contained in this pack? **[SA]**

	INSERT PACK LABEL	Strongly disagree				Neither agree nor disagree				Strongly agree
i	1 st	1	2	3	4	5	6	7	8	9
ii	2 nd	1	2	3	4	5	6	7	8	9
iii	3 rd	1	2	3	4	5	6	7	8	9
iv	4 th	1	2	3	4	5	6	7	8	9

SECTION B: ROTATION B (IMAGE SIZE)

SELECT ROTATION USED

ROTATION	Pack Labels		Pack to show (For recall)
	1 st	2 nd	
1	S/W	U/Y	Z/V
2	U/Y	S/W	Z/V
3	T/X	V/Z	Y/U
4	V/Z	T/X	Y/U

In the next few questions, I will show you a few cigarette packs. Please take a few minutes to look at the packs. Please do handle the packs gently as they can be damaged easily. Thank you.

Now, looking at the two packs in front of you, please answer the following questions.

- B1. [ASK ALL]** Overall, to what extent do you agree that the **health warnings labels** on the front of each of these packs are noticeable? **[SA]**

	INSERT PACK LABEL	Strongly disagree				Neither agree nor disagree				Strongly agree
i	1 st	1	2	3	4	5	6	7	8	9
ii	2 nd	1	2	3	4	5	6	7	8	9

- B2. [ASK ALL]** Overall, to what extent do you agree that the **health warnings labels** on the front of each of these packs stands out to you/ catches your attention? **[SA]**

	INSERT PACK LABEL	Strongly disagree				Neither agree nor disagree				Strongly agree
i	1 st	1	2	3	4	5	6	7	8	9
ii	2 nd	1	2	3	4	5	6	7	8	9

- B3. [ASK ALL]** Overall, to what extent do you agree that each of these packs make you 'stop and think about the harmful effects of smoking' when you look at them? **[SA]**

	INSERT PACK LABEL	Strongly disagree				Neither agree nor disagree				Strongly agree
i	1 st	1	2	3	4	5	6	7	8	9
ii	2 nd	1	2	3	4	5	6	7	8	9

B4. [ASK ALL][Interviewer to explain what does message refer to] Overall, to what extent do you agree that **the message of the health warnings label** on this pack is easy to understand? **[SA-ROTATE PACK]**

	CIRCLE PACK USED	Strongly disagree				Neither agree nor disagree				Strongly agree
i	1 st	1	2	3	4	5	6	7	8	9

NOTE TO INTERVIEWER: SHOW PACK WITH THE OTHER GHWL WITH 75% SIZE AND ASK RESPONDENT TO TAKE A LOOK, COLLECT BACK THE PACK BEFORE PROCEEDING WITH "SECTION C: USAGE AND ATTITUDE".

INTERVIEWER TO SAY:

Next, I have here a separate pack for you to take a look. Please spend some time to look at the entire pack.

SECTION C: USAGE AND ATTITUDE

C1. [ASK ONLY IF CODED 1 - 7 IN S10]

[IF CODED 1-2 IN S10] How many cigarettes do you smoke daily?

[IF CODED 3-7 IN S10] How many cigarettes do you smoke in a week?

[RECORD EXACT]

sticks per day/week* (to delete where appropriate) _____

Less than one stick a week	1
1 – 20 sticks a week	2
21 – 40 sticks a week (At least 1 pack a week)	3
41 – 80 sticks a week (At least 2 packs a week)	4
81 – 120 stick a week (At least 4 packs a week)	5
121 – 160 sticks a week (About 1 pack a day)	6
More than 160 sticks a week (More than 1 pack a day)	7

C2. [ASK ONLY IF CODED 1 - 7 IN S10] Which brand of cigarettes do you mainly smoke? [SA]

Code	Brand	Code	Brand
1	235	15	Limos
2	Benson & Hedges	16	Lucky Strike
3	Break	17	Marlboro
4	Davidoff	18	Mevius
5	Double Happiness	19	More
6	Dunhill	20	Next
7	Eastin	21	Pall Mall
8	Easy	22	Salem
9	Esse	23	Sampoerna
10	Gentori	24	Texas 5

11	Gudang Garam	25	Viceroy
12	Half Time	26	Virginia Slims
13	L&M	27	Winston
14	LD	28	Others (specify: _____)

C3. [ASK ONLY IF CODED 1 - 7 IN S10] What is the variant/ flavour you mainly smoke? [SA]

Regular (red)	1
Menthol	2
Mint (ice blast etc)	3
Clove/Kretek	4
Lights (less strong than regular)	5
Fruity	6
No main or regular flavor/variant	7
Others (specify: _____)	8

C4. [ASK ONLY IF CODED 1 - 7 IN S10] How often do you purchase cigarettes? [SA]

Daily	1
2-3 times a week	2
Once a week	3
2-3 times a month	4
Monthly	5
Less than once a month	6

C5. [ASK ONLY IF CODED 1 - 7 IN S10] Where do you usually purchase your cigarettes? [SA]

Chained convenience stores (e.g. 7-11, Cheers)	1
Neighbourhood convenience stores (e.g. Mama shops)	2
Supermarket (e.g. NTUC, Giant)	3
Coffee shops	4
Duty free shops	5
Petrol kiosks	6
Others (specify: _____)	10

C6. [ASK ONLY IF CODED 1 - 7 IN S10] Do you usually carry around your cigarettes in your own casing? **[SA]**

Yes	1
No	2

C7. [ASK ONLY IF CODED 1 - 7 IN S10] How many times did you try quitting smoking during the past 12 months? Please provide your best estimation.
[RECORD EXACT] _____ times

Never tried quitting	0
1 – 2 times	1
3 – 5 times	2
6 – 8 times	3
More than 8 times	4
Cannot remember	9

C8. [ASK ALL] Are you aware of the public consultation on tobacco control measures held from end December 2015 to end March 2016? Examples of such measures include raising the legal age for smoking from 18 to 21 and standardisation of cigarette packaging to plain packaging.

Yes	1
No	2

C9. [ASK ALL] “Standardised packaging requires all tobacco products to be placed in unattractive packaging, without any promotional information (e.g. logos, colours and imagery) and carries health warnings.” To what extent do you agree that that tobacco products (e.g. cigarettes, cigars, ang hoon etc.) should come in standardised packaging?

Strongly disagree				Neither agree nor disagree				Strongly agree
1	2	3	4	5	6	7	8	9

C10. [SHOWCARD OF CURRENT CIGARETTE PACKS] To what extent do you agree that health warning labels on tobacco packaging (e.g. cigarettes, cigars, and hoon etc.) should be larger than what it currently is?

Strongly disagree				Neither agree nor disagree				Strongly agree
1	2	3	4	5	6	7	8	9

C11. To what extent do you agree that the sales of flavoured tobacco products (e.g. menthol, fruit and candy) should be banned?

Strongly disagree				Neither agree nor disagree				Strongly agree
1	2	3	4	5	6	7	8	9

C12. To what extent do you agree that the minimum legal age for smoking should be raised from 18 to 21 years old?

Strongly disagree				Neither agree nor disagree				Strongly agree
1	2	3	4	5	6	7	8	9

SECTION B (CONTINUED): MESSAGE RECALL

- B5. [ASK ALL] [COLLECT BACK ALL PACKS, DO NOT SHOW THE PACKS TO THE RESPONDENTS]**
Is there any difference between the last pack I showed you and the other 2 packs that I showed you before that? **[SA]**

Yes, the health warning label is different	1
Yes, the pack colour is different	2
Yes, the pack colour and health warning label are different	3
Yes, but cannot identify the difference	4
No difference	5

- B6. [ASK ALL] [COLLECT BACK ALL PACKS, DO NOT SHOW THE PACKS TO THE RESPONDENTS]**
Thinking about the message on the health warning label that was on the pack, what do you recall seeing on the pack earlier? **[OE]**

SECTION D: DEMOGRAPHICS

D1. [ASK ALL] Which of the following best describes your main work status over the last 12 months? **[SA]**

Working (specify current occupation:_____)	1
Student (full time)	2
National Service	3
Housemaker/Housewife	4
Retired (specify previous occupation:_____)	5
Unemployed (able to work) (specify previous occupation:_____)	6
Unemployed (unable to work because of disability or other medical conditions)	7
Refused	99

D2. [ASK ALL] What is the highest level of education that you have attained? **[SA]**
Highest level of education refers to the highest level or standard which a person had passed or attained and awarded a certificate, either through attendance at an institution of learning or through correspondence or self-study.

No education/Have not completed primary school	1
Completed primary school (PSLE)	2
Secondary school (N/O level)	3
Institute of Technical Education	4
Junior college (A level)	5
Polytechnic (Diploma)	6
University degree	7
Postgraduate degree	8
Refused	99

D3. [ASK ALL] What is your current marital status? **[SA]**

Single/Never married	1
Divorced	2
Married without kids	3
Married with kids	4
Widow / Widower	5
Refused	99

D4. [ASK ALL] [SHOWCARD] What is your average gross monthly household income (S\$) over the last 12 months? **[SA]**

Below S\$2,000	1
S\$2,000 – S\$3,999	2
S\$4,000 – S\$5,999	3
S\$6,000 – S\$9,999	4
S\$10,000 – S\$14,999	5
S\$15,000 and above	6
Refused/ Don't know	97

INTERVIEWER TO REMIND RESPONDENT:

Someone from Asia Insight may visit or call on you to check that I HAVE DONE MY WORK PROPERLY. I would appreciate if you could talk to them. They won't take up very much of your time as it is a brief visit or call. Can you please tell me what is the best time for them to contact you?

WEEKDAYS: _____ **AM/ PM** **WEEKENDS:** _____ **AM/ PM**

I certify that this is a true and accurate interview conducted strictly according to the questionnaire and the briefing and/ or instructions I received from Consulting Group - Asia Insight Pte Ltd. I further understand that my questionnaire will be routinely validated with the respondent and will only be considered as accepted after the validation. Consulting Group - Asia Insight Pte Ltd reserves the right not to pay for any work done if it is not deemed satisfactory.

SIGNATURE OF INTERVIEWER I/C: _____ **DATE:** _____

= END OF INTERVIEW=

Appendix B - Rotation









Rotation Version	Pack Order	
	GHWL 1	GHWL 2
1	Section A: S,T,U,V Section B: S,U Pack recall: Z	Section A: W,X,Y,Z Section B: W,Y Pack recall: V
2	Section A: U,V,S,T Section B: U,S Pack recall: Z	Section A: Y,Z,W,X Section B: Y,W Pack recall: V
3	Section A: T,S,V,U Section B: T,V Pack recall: Y	Section A: X,W,Z,Y Section B: X,Z Pack recall: U
4	Section A: V,U,T,S Section B: V,T Pack recall: Y	Section A: Z,Y,X,W Section B: Z,X Pack recall: U

Appendix C – Percentage tables on attributes

Appeal of pack design

[ASK ALL][SHOW 1 PACK AT A TIME] Overall, to what extent do you agree that this pack design is appealing to you (i.e. you like the pack/ pack is attractive/ **[FOR NON-SMOKERS AND EX-SMOKERS]** pack encourages you to try smoking/ **[FOR SMOKERS]** buy the pack)? **[SA]**



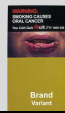



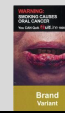

Rating was along a 9-point scale, where 1 is strongly disagree and 9 is strongly agree.

Pack Design Appeal	Base: All respondents	S/W		T/X		U/Y		V/Z	
									
Overall									
Disagree (rating 1-4)	1076	79%		78%		81%		80%	
Neutral (rating 5)		10%		8%		6%		6%	
Agree (rating 6-9)		11%		13%		13%		14%	
Smoking status									
Smoker									
Disagree (rating 1-4)	548	58%		58%		68%		69%	
Neutral (rating 5)		23%		21%		14%		13%	
Agree (rating 6-9)		19%		22%		18%		18%	
Non-smoker									
Disagree (rating 1-4)	528	83%		82%		83%		82%	
Neutral (rating 5)		8%		6%		5%		5%	
Agree (rating 6-9)		10%		12%		12%		13%	

Likelihood to try smoking

[ASK ALL] [SHOW 1 PACK AT A TIME] Overall, to what extent do you agree that you would like to try smoking the cigarettes contained in this pack? **[SA]**



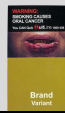



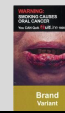

Rating was along a 9-point scale, where 1 is strongly disagree and 9 is strongly agree.

Likelihood to try smoking	Base: All respondents	S/W		T/X		U/Y		V/Z	
									
Overall									
Disagree (rating 1-4)	1076	82%	81%	84%	84%				
Neutral (rating 5)		10%	10%	6%	7%				
Agree (rating 6-9)		8%	9%	9%	9%				
Smoking status									
Smoker									
Disagree (rating 1-4)	548	35%	36%	47%	46%				
Neutral (rating 5)		33%	32%	28%	28%				
Agree (rating 6-9)		32%	32%	25%	26%				
Non-smoker									
Disagree (rating 1-4)	528	90%	89%	91%	91%				
Neutral (rating 5)		6%	6%	3%	3%				
Agree (rating 6-9)		4%	5%	7%	7%				

Preference to be seen with the pack

[ASK ALL] [SHOW 1 PACK AT A TIME] Overall, to what extent do you agree that you would like to be seen with this pack? [SA]


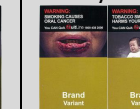

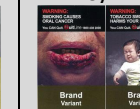

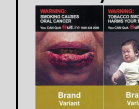


Rating was along a 9-point scale, where 1 is strongly disagree and 9 is strongly agree.

Preference to be seen with the pack	Base: All respondents	S/W		T/X		U/Y		V/Z	
									
Overall									
Disagree (rating 1-4)	1076	82%	82%	84%	84%				
Neutral (rating 5)		11%	10%	10%	10%				
Agree (rating 6-9)		7%	8%	6%	6%				
Smoking status									
Smoker									
Disagree (rating 1-4)	548	45%	44%	55%	54%				
Neutral (rating 5)		36%	37%	31%	32%				
Agree (rating 6-9)		19%	20%	14%	14%				
Non-smoker									
Disagree (rating 1-4)	528	89%	88%	89%	89%				
Neutral (rating 5)		6%	6%	7%	6%				
Agree (rating 6-9)		5%	6%	4%	5%				

Perceived harm to health

[ASK ALL] [SHOW 1 PACK AT A TIME] Overall, to what extent do you agree that smoking the cigarettes in this pack is harmful to your health? **[SA]**









Rating was along a 9-point scale, where 1 is strongly disagree and 9 is strongly agree.

Perceived harm to health	Base: All respondents	S/W		T/X		U/Y		V/Z	
									
Overall									
Agree (rating 6-9)	1076	84%		81%		89%		88%	
Neutral (rating 5)		8%		12%		6%		6%	
Disagree (rating 1-4)		8%		7%		5%		6%	
Smoking status									
Smoker									
Agree (rating 6-9)	548	66%		64%		77%		75%	
Neutral (rating 5)		21%		22%		13%		14%	
Disagree (rating 1-4)		13%		13%		10%		10%	
Non-smoker									
Agree (rating 6-9)	528	87%		84%		91%		90%	
Neutral (rating 5)		5%		10%		4%		5%	
Disagree (rating 1-4)		7%		6%		5%		5%	

Ease of quitting

[ASK ALL] [SHOW 1 PACK AT A TIME] Overall, to what extent do you agree that it is easy to quit smoking the cigarettes contained in this pack? **[SA]**





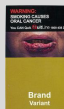

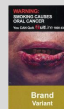

Rating was along a 9-point scale, where 1 is strongly disagree and 9 is strongly agree.

Ease of quitting	Base: All respondents	S/W		T/X		U/Y		V/Z	
									
Overall									
Disagree (rating 1-4)	1076	43%	43%	35%	35%				
Neutral (rating 5)		24%	25%	17%	19%				
Agree (rating 6-9)		34%	32%	48%	46%				
Smoking status									
Smoker									
Disagree (rating 1-4)	548	55%	56%	46%	47%				
Neutral (rating 5)		24%	26%	19%	20%				
Agree (rating 6-9)		21%	19%	35%	34%				
Non-smoker									
Disagree (rating 1-4)	528	40%	41%	33%	33%				
Neutral (rating 5)		24%	25%	17%	19%				
Agree (rating 6-9)		36%	34%	50%	48%				

Noticeability of GHWL

[ASK ALL] Overall, to what extent do you agree that the **health warnings labels** on the front of each of these packs are noticeable? **[SA]**





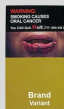

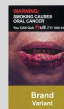

Rating was along a 9-point scale, where 1 is strongly disagree and 9 is strongly agree.

Noticeability of GHWL	Base: Respondents under Rotation 1/2	S/W		U/Y		Base: Respondents under Rotation 3/4	T/X		V/Z	
										
Overall										
Agree (rating 6-9)	530	71%		85%		546	69%		87%	
Neutral (rating 5)		11%		7%			11%		7%	
Disagree (rating 1-4)		18%		9%			20%		6%	
Smoking status										
Smoker										
Agree (rating 6-9)	267	68%		88%		281	68%		88%	
Neutral (rating 5)		15%		6%			17%		4%	
Disagree (rating 1-4)		17%		6%			15%		8%	
Non-smoker										
Agree (rating 6-9)	263	71%		84%		265	69%		87%	
Neutral (rating 5)		11%		7%			10%		7%	
Disagree (rating 1-4)		18%		9%			21%		6%	

Attention-catching GHWL

[ASK ALL] Overall, to what extent do you agree that the **health warnings labels** on the front of each of these packs stands out to you/ catches your attention? **[SA]**





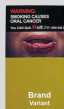

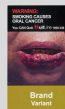

Rating was along a 9-point scale, where 1 is strongly disagree and 9 is strongly agree.

Attention-catching GHWL	Base: Respondents under Rotation 1/2	S/W		U/Y		Base: Respondents under Rotation 3/4	T/X		V/Z	
										
Overall										
Agree (rating 6-9)	530	67%	82%	546	63%	83%				
Neutral (rating 5)		15%	9%		17%	8%				
Disagree (rating 1-4)		18%	9%		20%	9%				
Smoking status										
Smoker										
Agree (rating 6-9)	267	62%	81%	281	64%	85%				
Neutral (rating 5)		19%	10%		20%	6%				
Disagree (rating 1-4)		20%	9%		16%	9%				
Non-smoker										
Agree (rating 6-9)	263	67%	83%	265	62%	83%				
Neutral (rating 5)		15%	9%		17%	8%				
Disagree (rating 1-4)		18%	9%		21%	8%				

GHWL makes you stop and think

[ASK ALL] Overall, to what extent do you agree that each of these packs make you 'stop and think about the harmful effects of smoking' when you look at them? **[SA]**

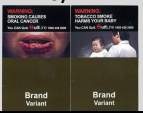
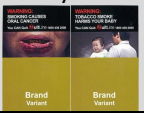
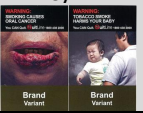

Rating was along a 9-point scale, where 1 is strongly disagree and 9 is strongly agree.

GHWL makes you stop and think	Base: Respondents under Rotation 1/2	S/W		U/Y		Base: Respondents under Rotation 3/4	T/X		V/Z	
										
Overall										
Agree (rating 6-9)	530	63%	73%	546	68%	79%				
Neutral (rating 5)		18%	12%		14%	8%				
Disagree (rating 1-4)		19%	14%		19%	13%				
Smoking status										
Smoker										
Agree (rating 6-9)	267	44%	56%	281	50%	59%				
Neutral (rating 5)		20%	16%		22%	18%				
Disagree (rating 1-4)		36%	29%		28%	23%				
Non-smoker										
Agree (rating 6-9)	263	66%	76%	265	71%	83%				
Neutral (rating 5)		17%	12%		12%	6%				
Disagree (rating 1-4)		16%	12%		17%	11%				

Ease of understanding GHWL message

[ASK ALL] [Interviewer to explain what does message refer to] Overall, to what extent do you agree that the message of the health warning label on this pack is easy to understand? **[SA-ROTATE PACK]**

Rating was along a 9-point scale, where 1 is strongly disagree and 9 is strongly agree.

Ease of understanding GHWL message	Base: All respondents	S/W	T/X	U/Y	V/Z
					
Base:		284	275	246	271
Overall					
Agree (rating 6-9)	1076	89%	89%	92%	93%
Neutral (rating 5)		6%	8%	6%	6%
Disagree (rating 1-4)		5%	3%	2%	1%
Smoking status					
Smoker					
Agree (rating 6-9)	548	89%	90%	95%	91%
Neutral (rating 5)		5%	8%	4%	7%
Disagree (rating 1-4)		6%	2%	1%	2%
Non-smoker					
Agree (rating 6-9)	528	89%	89%	92%	94%
Neutral (rating 5)		6%	8%	6%	6%
Disagree (rating 1-4)		5%	3%	2%	1%

Standardised tobacco packaging

[ASK ALL] "Standardised packaging requires all tobacco products to be placed in unattractive packaging, without any promotional information (e.g. logos, colours and imagery) and carries health warnings." To what extent do you agree that that tobacco products (e.g. cigarettes, cigars, ang hoon etc) should come in standardised packaging?

Rating was along a 9-point scale, where 1 is strongly disagree and 9 is strongly agree.

Agreement with standardised packaging	Overall	Smoking status	
		Smoker	Non-smoker
<i>Sig-test denotation</i>		(a)	(b)
Base:	1076	548	528
Agree (rating 6-9)	69%	43%	73%
Neutral (rating 5)	18%	25%	16%
Disagree (rating 1-4)	14%	31%	11%

Larger health warning labels

[SHOWCARD OF CURRENT CIGARETTE PACKS] To what extent do you agree that health warning labels on tobacco packaging (e.g. cigarettes, cigars, ang hoon etc) should be larger than what it currently is?

Rating was along a 9-point scale, where 1 is strongly disagree and 9 is strongly agree.

Agreement with larger GHWL	Overall	Smoking status	
		Smoker	Non-smoker
<i>Sig-test denotation</i>		(a)	(b)
Base:	1076	548	528
Agree (rating 6-9)	69%	29%	76%
Neutral (rating 5)	15%	20%	14%
Disagree (rating 1-4)	16%	51%	10%

Flavoured tobacco products

To what extent do you agree that the sales of flavoured tobacco products (e.g. menthol, fruit and candy) should be banned?

Rating was along a 9-point scale, where 1 is strongly disagree and 9 is strongly agree.

Agreement with ban of flavoured tobacco products	Overall	Smoking status	
		Smoker	Non-smoker
<i>Sig-test denotation</i>		(a)	(b)
Base:	1076	548	528
Agree (rating 6-9)	55%	20%	62%
Neutral (rating 5)	23%	17%	24%
Disagree (rating 1-4)	22%	64%	15%

Raising legal age for smoking

To what extent do you agree that the minimum legal age for smoking should be raised from 18 to 21 years old?

Rating was along a 9-point scale, where 1 is strongly disagree and 9 is strongly agree.

Agreement with legal age raise	Overall	Smoking status	
		Smoker	Non-smoker
<i>Sig-test denotation</i>		<i>(a)</i>	<i>(b)</i>
<i>Base:</i>	1076	548	528
Agree (rating 6-9)	89%	75%	92%
Neutral (rating 5)	7%	18%	5%
Disagree (rating 1-4)	4%	7%	3%