

“MILD SEVEN” BRAND NAME AND ON-PACK NOTATION CONSUMER STUDY: HONG KONG

Prepared for

The JT Group

by

RESEARCH/STRATEGY/MANAGEMENT, INC.

October 27, 2005

Table of Contents:	Page no.
I. Executive Summary and Key Findings	1
II. Overview of Study.....	5
1. Introduction and Aims of Study	5
2. Background to Conducting the Study.....	6
3. Methodological Overview for Conducting the Quantitative Study.....	7
6. Sample Validation	9
III. Analysis of Data	10
1. The Brand Name “Mild Seven”	10
2. A Paradox	17
3. On-pack Notations.....	25
IV. Conclusion	32
Appendix 1 Firms Involved in Research Project.....	33
Appendix 2 Questionnaires.....	35
- English with Top Line Results.....	36
- Chinese.....	50
Appendix 3 Methodology.....	59
Appendix 4 Sample Validation	62

HONG KONG CONSUMER UNDERSTANDING OF “MILD SEVEN” BRAND NAME AND ON-PACK NOTATIONS

I. EXECUTIVE SUMMARY AND KEY FINDINGS

The results of the study presented here are highlights and key findings from a market opinion survey of 1,026 Hong Kong adults (smokers, former smokers, and non-smokers) interviewed between July 28 and August 15, 2005 about the meaning of, and the impressions created by, the brand name “Mild Seven”, a cigarette brand marketed in Hong Kong, and to assess the smoker response to an on-pack communication about the meaning of the terms “mild”, “lights”, and “super lights” as associated with cigarette products.¹

The principal findings are:

1. Brand Name -- Meaning of “Mild Seven”

Consumers do not understand the brand name “Mild Seven” to mean that this particular tobacco product is less harmful than other tobacco products. There is very little statistical indication among responses from the general public (smokers, former smokers, and non-smokers) that the brand name “Mild Seven” creates any spontaneous or top-of-mind impression that “Mild Seven” cigarettes are less harmful than other tobacco products.

- *Only 24 out of 1223 (2.0%) top-of-mind responses about the brand name “Mild Seven” indicate that the cigarettes may be less harmful than other cigarettes;*
- *Three of the 24 responses were from “Mild Seven” smokers, three were from smokers of other brands, and the rest (18) were from non-smokers;*
- *Only two out of 212 “Mild Seven” smokers interviewed (0.9%) said that they smoke “Mild Seven” because they considered it to be less harmful than other tobacco products;*

¹ The survey was conducted in Chinese except for cigarette brand names in English (e.g., “Mild Seven”, “Marlboro”, and “Kent”) and the descriptors “super lights”, “lights”, and “mild” which were always referred to in the interview in English. The words were spelled out in English when requested by the respondent to help clarify understanding.

- *Only 23 out of 1088 top-of-mind responses (2.1%) about the word “mild” in “Mild Seven” indicate that the cigarette may be less harmful than other cigarettes (again, few of the responses (5) were from smokers).*

2. Cigarette Descriptors -- A Paradox

Almost every respondent, smokers, former smokers and non-smokers alike, understand that all cigarettes are equally harmful and that there is no such thing as a safe cigarette.

- *Ninety-six percent (96%) of all respondents (smokers, former smokers and non-smokers) agree that “all cigarettes are equally harmful”;*
- *More than five out of six respondents (83% of smokers and 85% of non-smokers) agree that “there is no such thing as a safe cigarette”;*

Only a very small number of the 1,026 respondents associate spontaneously the terms “light” (3%) and “mild” (2%) when used as a descriptor for cigarettes with the perception of the cigarette being less harmful to health. Most respondents were either unaware that English words were used to describe cigarettes or if aware, did not know what the words meant (64% for “light” and 75% for “mild”). Among smokers, the percentage linking these English words with perceptions of health were similar (3% for “light” and 1% for “mild”).

Despite the widespread agreement among all respondents that “all cigarettes are equally harmful” and “there is no such thing as a safe cigarette” and the fact that hardly anyone spontaneously associates “lights” and “mild” with perceptions that a cigarette might pose less harm to health, a minority of respondents, when prompted, agree with the contradictory ideas that smoking cigarettes described as “lights”, “super lights” or “mild” may pose lower risks to health.

- *Two in five respondents agree with the general statements that “some cigarettes are less harmful than others” (38%) and that “regular or full flavour cigarettes are more harmful than others (41%);*

- One in four people (23%) agree that “some cigarettes described as ‘mild’ pose lower health risks than regular or full flavour cigarettes”; and
- Three in ten people (29%) agree that “some cigarettes described as ‘lights’ and ‘super lights’ pose lower health risks than others”.

While these numbers are not large, especially compared to the 95% who agree that all cigarettes are equally harmful, they do reveal the existence of a paradox for some people.

3. On-pack notations -- Resolving the Paradox

An on-pack notation (described below) conveys the message to a vast majority of people that words on packets of cigarettes do not mean the cigarettes pose lower health risks than other tobacco products.²

-
- In particular, in relation to the notation “*The words ‘mild’ and ‘lights’ on this packet do not mean that these cigarettes pose lower health risks than other cigarettes*”:
 - The vast majority (78%) of respondents said the message is clear on presentation;
 - The vast majority (77%) of “Mild Seven” smokers said the message is clear;
 - A similar majority smokers and former smokers of other brands (80%) are equally as emphatic on the clarity of the message.
 - The notation’s effectiveness was demonstrated by the depth of understanding when respondents were asked to explain its meaning in their own words after having read or heard it just once.
 - Three in five (61%) respondents said that the meaning of the notation was that “*all cigarettes are equally harmful*”;

² The three notations were read to survey respondents and tested in Chinese except for the English descriptor words. A packet of “Mild Seven” cigarettes was mentioned or shown to respondents when they were asked to imagine the notation on a packet of cigarettes.

- Other responses (11%) such as the cigarettes in the packet “*are not less harmful*” and “*are more harmful*” were less precise but still accurately portrayed the essence of the message contained in the notation;
 - In all, seven in ten respondents (72%) gave a fully or partially correct explanation in their own words of the notation.
- Very few exposed to the notation persisted with any belief that cigarettes descriptors might be less harmful.
 - Among the one in three for whom the notation provided new information, nine in ten (89%) changed their minds about the relative harm of cigarettes described by the words “mild”, “lights”, and “super lights”;
 - Among smokers who held inconsistent attitudes about the relative harm of different types of cigarettes (the paradox) and said that the information in the notations was new to them, three in four (75%) said that they no longer believed that some cigarettes may pose lower health risks than others (84% of non-smokers in this category changed their views as well);
 - Among those smokers who said the information contained in the notation was new to them, only a small number (24 smokers out of 446 (5%)) continued to hold the “prompted view”³, after being presented with the notation, that some cigarettes may pose lower health risks than others.

In summary, the research clearly demonstrates that:

- The brand name “Mild Seven” does not create the impression that the cigarettes are less harmful than other cigarettes;
- Almost all smokers understand that all cigarettes are equally harmful;
- Despite this understanding, some smokers hold an inconsistent idea that some cigarettes with descriptors might pose a lower health risk than other cigarettes;
- On-pack notations clarify this issue and would be effective in dispelling any inconsistency among those smokers who hold the inconsistent idea.

³ “Prompted views” are when respondents are asked to agree or disagree with statements that contain information that they may or may not have known or considered previous to being read the statement.

II. OVERVIEW OF STUDY

1. Introduction and Aims of the Study

Research/Strategy/Management, Inc. (R/S/M) presents the results of this study to the JT Group which engaged R/S/M to conduct independent opinion research in Hong Kong. There are two principal aims of the study. The first is to assess consumer understanding of the words “Mild Seven”, a JT Group brand of cigarettes. Namely, the study considers whether the English words in the brand name “Mild Seven”, and the word “Mild” in the brand name, are likely to create the *“impression that a particular tobacco product is less harmful than other tobacco products”*.

The second goal is to assess, for a representative cross-section of Hong Kong residents, reaction to three statements (the on-pack notations) regarding the meaning of “mild”, “lights”, and “super lights” on the cigarette packets.⁴ The three notations were read to survey respondents and tested in Chinese (except for the English descriptor words):

1. *“The word ‘mild’ on this packet does not mean that these cigarettes pose lower health risks than other cigarettes.”*
2. *“The words ‘mild’ and ‘lights’ on this packet do not mean that these cigarettes pose lower health risks than other cigarettes.”*
3. *“The words ‘mild’ and ‘super lights’ on this packet do not mean that these cigarettes pose lower health risks than other cigarettes.”*

R/S/M used best industry standards in conducting the study to achieve the least biased and most accurate estimates of the numbers of respondents for both of the above goals.

This report sets out the principal findings of this research, which was directed by Dr. Ronald H. Hinckley, president of R/S/M, and Dr. Vincent J. Breglio, a director of R/S/M. Strategic Focus, a Hong Kong-based research company, assisted with the

⁴ Throughout this report, when the term “descriptors” is used, it refers to English terms such as “super lights”, “lights”, and “mild” used to describe different types of cigarettes within a brand family.

implementation of this study by conducting focus group research that formed the basis for the quantitative study, translated the questionnaire into Chinese, and collected and processed the quantitative data analyzed in this report.

2. Background to Conducting the Study

R/S/M conducted the study in two parts to assess the meaning of, and the impressions created by, the brand name "Mild Seven" and to gauge the effectiveness of the on-pack notations:

- A qualitative study – to determine the general reaction of smokers and non-smokers in Hong Kong to the brand name "Mild Seven" and the notations to form hypotheses to test in the quantitative study; and
- A quantitative study – to test the hypotheses from the qualitative study, to achieve the most accurate statistical estimates of what smokers and non-smokers in Hong Kong understand by the brand name "Mild Seven" and what smoker reaction is to the notations. The results and findings of the quantitative study form the basis for this report.

To this end, a series of six focus group discussions were held in Hong Kong in July of 2005. A two-fold qualitative research design was used, which created separate groups for men and women as well as smokers and non-smokers. The purpose was to obtain first hand impressions of what Hong Kong smokers and non-smokers understand by descriptors (i.e. English words and phrases commonly used to brand or describe products including cigarettes). The goal was also to assess what people may understand by the proposed notations to be used on packets of cigarettes, and to evaluate the general level of comprehension of these notations. The results of these focus groups were used to develop the following general hypotheses, which were tested in the quantitative study:

- The brand name "Mild Seven" does not create the impression that such tobacco products are less harmful than others;

- On-pack notations about the meaning of the English words “mild”, “lights”, and “super lights” are clear and understandable to tobacco consumers;
- The information contained in the notations is effective in displacing belief that the English words “mild”, “lights”, and “super lights” on the packet might mean the product is less harmful than others.

With these hypotheses in mind, R/S/M developed a questionnaire to conduct the quantitative study. The quantitative questionnaire contains both open and close-ended questions. Open-ended questions are particularly valuable in this type of research to assess “top-of-mind”, salient attitudes and opinions by permitting respondents to freely offer their own spontaneous thoughts about the questions asked. Close-ended questions are important to permit the development of metrics to measure specific issues as respondents select answers that define where they stand on particular issues.

The questionnaire also includes questions aimed at gathering information about smoker behaviour, smoker preferences (and reasons for those preferences), and demographic information on all respondents. These questions provide essential background material which assist in the interpretation of reactions to the tested hypotheses. However, many of the background results do not form part of the discussion in this report.

3. Methodological Overview for Conducting the Quantitative Study

The report contains the results of 1,026 one-on-one personal interviews with Hong Kong adults, 19 years of age or over. Study responses were gathered between July 28 and August 15, 2005. An interview lasted approximately 12-15 minutes depending on whether the respondent was a smoker, former smoker or non-smoker.

Of the 1,026 interviews, 609 were conducted by telephone in a nationally representative sample of Hong Kong residents. One hundred five (105) were over-samples of smokers, also contacted by telephone. Another three hundred twelve (312) face-to-face interviews were conducted with smokers intercepted at shopping outlets in three different regions of Hong Kong, in order to over-sample smokers and,

in particular, “Mild Seven” smokers (212 “Mild Seven” smokers were interviewed in the study).

Thus, the sample consisted of 563 respondents with smoking experience (514 smokers and 49 former smokers)⁵ and 463 who had never smoked. Smokers were over-sampled disproportionately to their existence in the general population because the research design called for more smoker respondents to obtain greater accuracy for this group. In particular, “Mild Seven” smokers were over-sampled due to the small incidence of “Mild Seven” smokers in the smoking population.

To produce results representative of all Hong Kong, the data were weighted by a combination of age and gender for the whole sample, and for smokers, smoking incidence, gender and age. This weighting reduced the impact of the over-sampling of smokers on the whole sample so that in the weighted results, smokers are proportionately represented in the total results presented here.

The estimated margin of error for a random, unweighted representative sample of 1,026 adults is ± 2.9 percentage points at the 95 percent level of confidence. The estimated margin of error for a representative sample of 609 adults (the telephone sample) is ± 4.0 percentage points at the same level of confidence. The research design and the weighting used for this study create a study design effect that places the margin of error at slightly more than ± 2.9 percentage points and slightly less than ± 4.0 percentage points.

When data set out in this report represent the whole sample, then the percents are weighted, but the “n” and percents for smokers represents the much larger group of individuals actually surveyed (i.e. the unweighted 563 instead of the weighted 183) so the margin of error for smokers is close to ± 4.5 percentage points).

⁵ In this report the term “smokers” is used to refer to anyone with smoking experience as opposed to non-smokers who have never smoked.

4. Sample Validation

The research design and the weighting resulted in a sample which is representative of the Hong Kong population. Appendix 4 provides tables that compare the sample obtained in the research against population figures for age and gender and for age and smoking incidence. The sample meets the basic requirement of correct proportions of men and women, age groups, and smoking incidence within age groups.

III. ANALYSIS OF DATA

The data analyzed here come from the results of the quantitative study, a survey of 1,026 residents of Hong Kong about (a) the meaning of, and the impressions created by, the brand name "Mild Seven", and (b) reaction to the on-pack notations.

1. The Brand Name "Mild Seven"

In assessing consumer understanding of the brand name "Mild Seven" it is important to gauge the respondents' awareness of the brand and their top-of-mind reaction to the brand name.

Brand Familiarity

In the study, all respondents were read the English name of several common brands of cigarettes and asked whether they had heard of the brand and, if so, how familiar they were with the brand. The results of this question are presented in Table 1.

Table 1
Familiarity with English Name Cigarette Brands

Familiarity	Cigarette Brands		
	Marlboro (%)	Kent (%)	Mild Seven (%)
Not Heard of	11	28	33
Heard of, Not Familiar with	21	25	27
Familiar with	68	47	40

(Base: All respondents)

"Mild Seven" is not known to about one in three people (33%). Most of these people (92%) are non-smokers, so awareness and familiarity with the brand name "Mild Seven" are largely a product of smoking. This holds true across all cigarette brands. English cigarette brand names have meaning mainly to tobacco consumers and represent little to non-consumers, which effectively restricts the number of people

who could have valid impressions related to the meaning of the brand name. This is borne out in the analysis that follows.

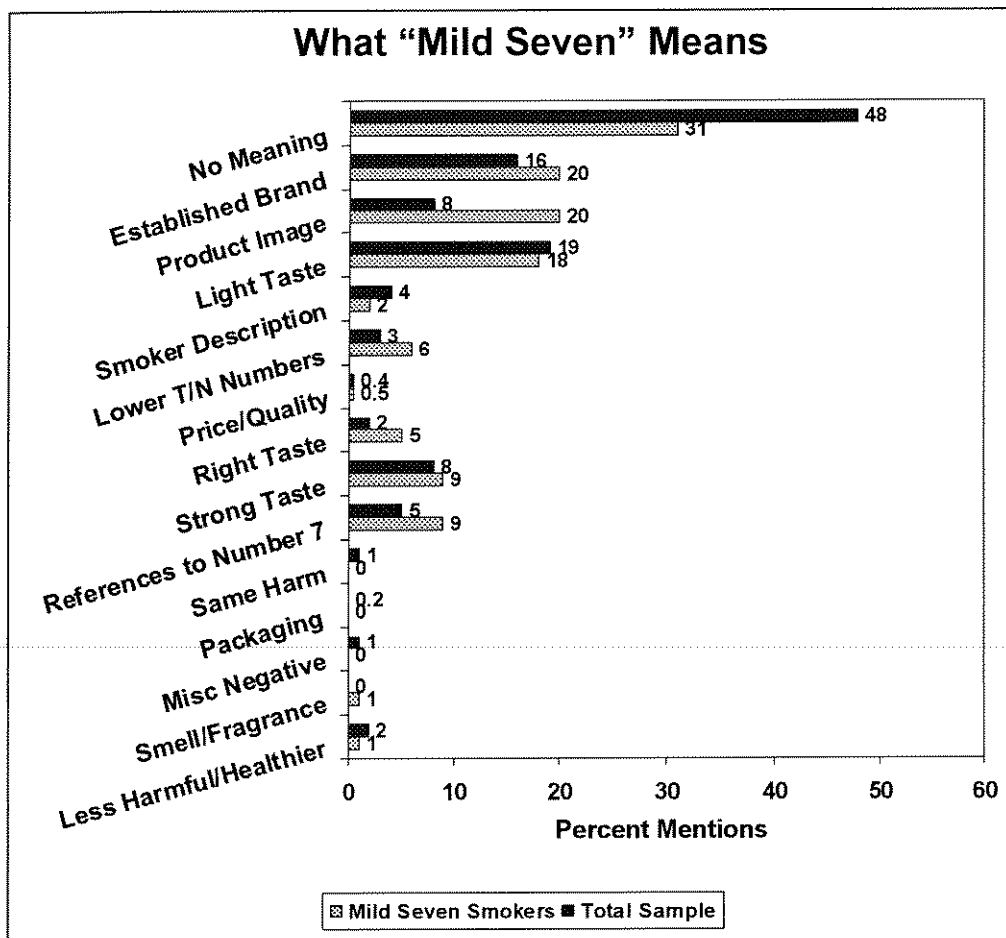
Meaning of the Brand Name “Mild Seven”

In assessing consumer understanding of the brand name “Mild Seven” it is important to gauge the respondents’ top-of-mind reaction to the brand name. In the study, all respondents were asked: “*What does ‘Mild Seven’ mean to you about the cigarettes in their packs?*” Respondents could list up to three answers. These responses are given to open-ended questions, which are employed to obtain the spontaneous reactions of respondents when they hear certain terms and phrases. These types of responses are considered to represent the most important or salient thoughts of the respondent.

Responses to this question were analyzed and collapsed into general code categories. The results are presented in Figure 1 and discussed in detail below.

The data in Figure 1 indicate that among a cross section of the Hong Kong public, almost half (48%) responded to the question about the meaning of the brand name “Mild Seven” that it meant “nothing in particular” (or similar types of responses).

Figure 1
Top of Mind Impressions of “Mild Seven”



(Multiple mentions were allowed; Table totals more than 100%; Base: All respondents)

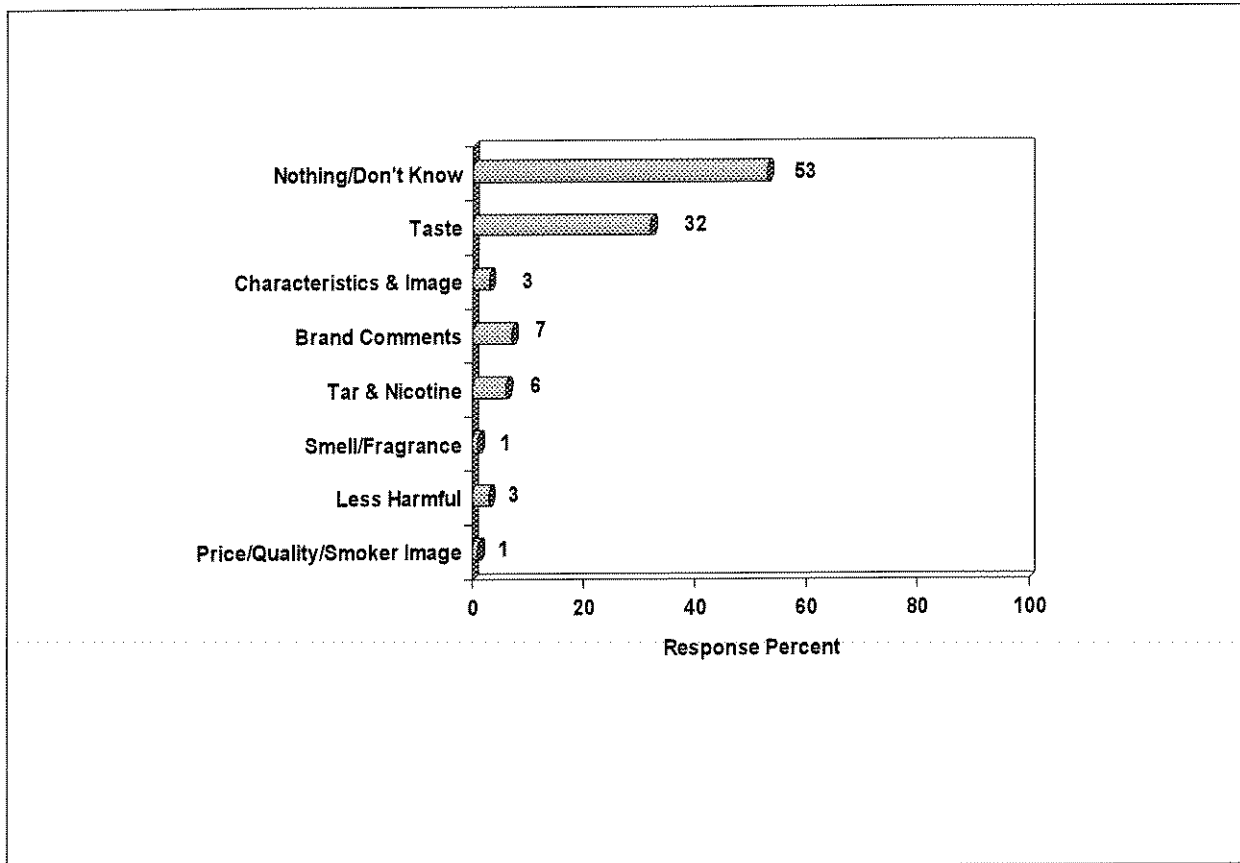
As would be expected, “Mild Seven” smokers have a much sharper profile of the product they smoke, but still nearly one in three (31%) said that the brand name “Mild Seven” did not mean anything specific to them. Only three out of 212 “Mild Seven” smokers mentioned that they considered the product was less harmful to health than other tobacco products.

In total, only 24 out of the 1,223 responses proposed by all respondents (2%) suggested that “Mild Seven” was less harmful to health (only six of those who mentioned this were smokers). The results show that the top-of-mind, spontaneous meaning associated with the brand name “Mild Seven” for smokers, former smokers and non smokers and even for “Mild Seven” smokers has nothing to do with a perception of the product being less harmful than other cigarettes.

While the brand name "Mild Seven" consists of the two words in combination, R/S/M also tested to see if either word taken individually could be construed by Hong Kong residents as to mean that the cigarettes were less harmful to health than other cigarettes. To that end, respondents were asked, *"What about just the word 'Mild' within the brand name Mild Seven?"* and *"What about just the word 'Seven' within the brand name Mild Seven?"*

The results of the top-of-mind responses on just the word "mild" in "Mild Seven" are displayed in Figure 2. Hardly anyone in Hong Kong associates the word "mild" with less harm to health. These results are consistent with the findings cited above for the whole brand name. Again the most frequent response was that respondents did not associate any meaning to the word "mild" in the brand name "Mild Seven" (53%). At the other end of the spectrum, very few (3%) said that "mild" may mean the cigarettes are less harmful than other cigarettes. Again, three in four of the 3% of respondents are non-smokers and only three individual respondents of 212 "Mild Seven" smokers respond in this way.

Figure 2
Top of Mind Impressions of “Mild” in “Mild Seven”

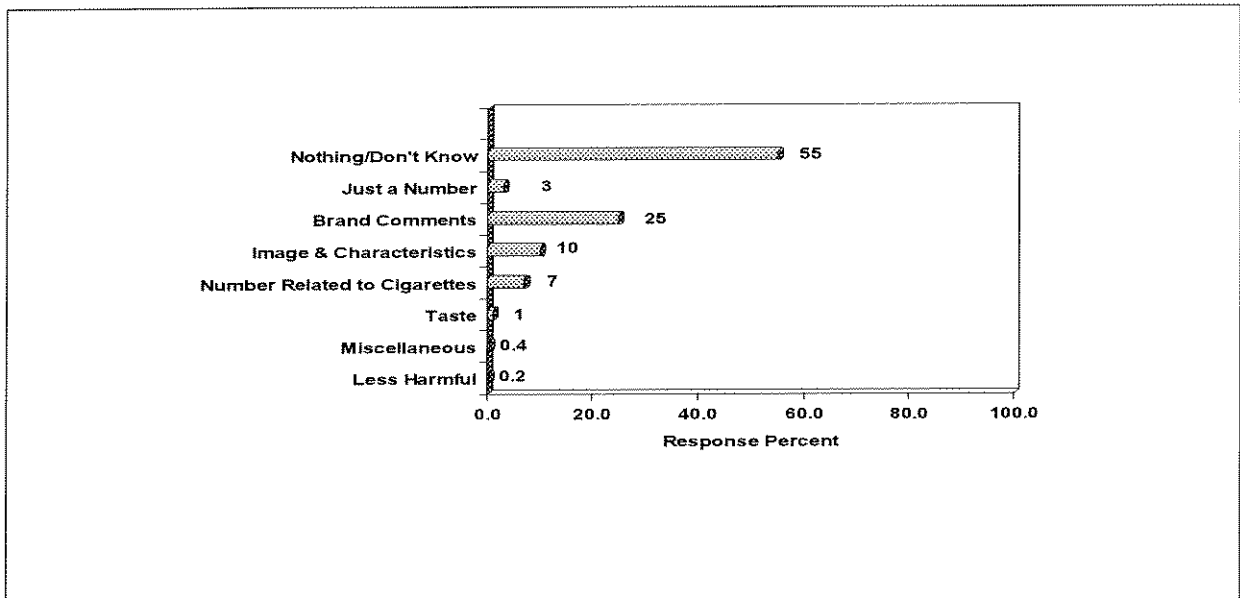


(Multiple mentions were allowed; Table totals more than 100%; Base: All respondents)

On the basis of these results, we conclude that there is very little statistical indication that anyone spontaneously associates “mild” in “Mild Seven” with meaning a less harmful product than other cigarettes.

Consumer comments about just the word “seven” in “Mild Seven” are displayed in Figure 3. The most frequent response is again that respondents did not associate any meaning to the word “seven” in the brand name “Mild Seven” (53%). Only two people (0.2%) said that “seven” may mean the cigarettes are less harmful than other tobacco products and neither one of these smoked “Mild Seven”.

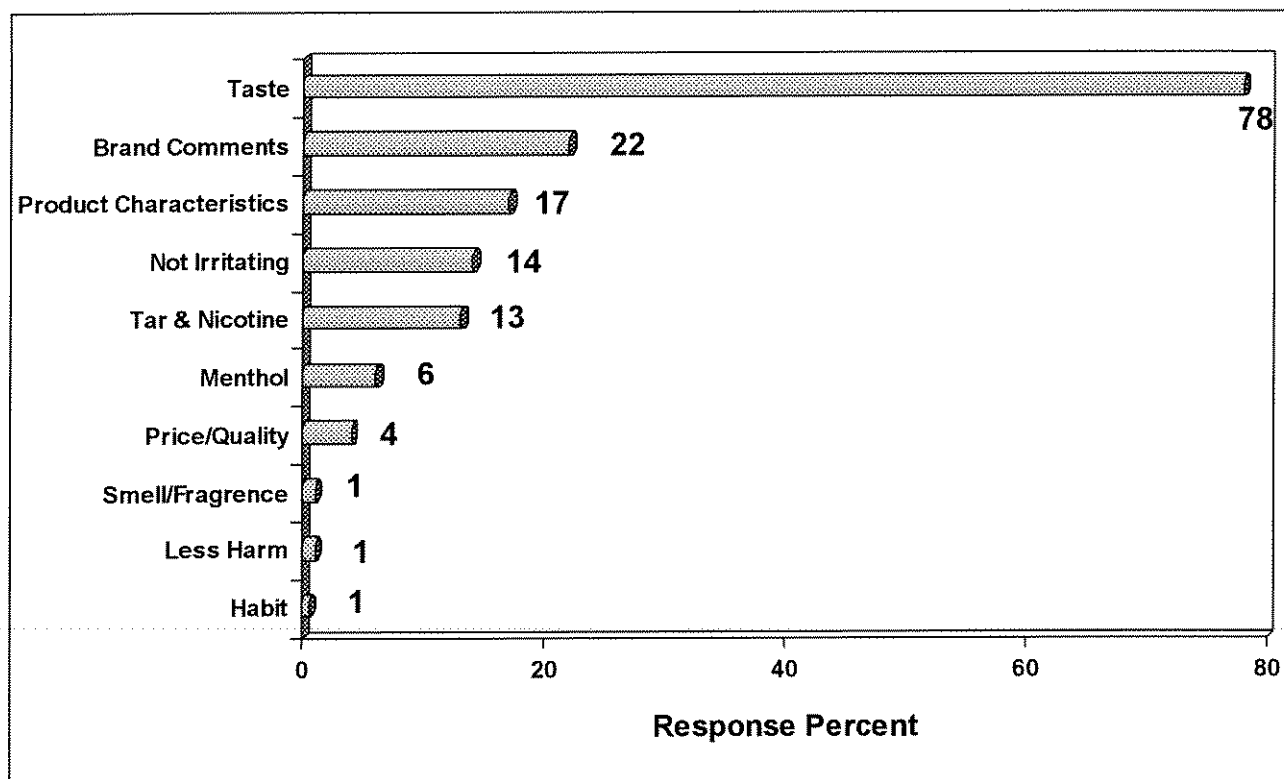
Figure 3
Top of Mind Impressions of “Seven” in “Mild Seven”



(Multiple mentions were allowed; Table totals more than 100%; Base: All respondents)

To investigate further whether “Mild Seven” creates the impression of less harm to health than other cigarettes, smokers in the study were asked why they smoke their preferred brand. Figure 4 (on the following page) displays the results for “Mild Seven” smokers. Only two out of 212 “Mild Seven” smokers said that they chose to smoke “Mild Seven” cigarettes because it might be less harmful to their health.

Figure 4
Reasons “Mild Seven” Smokers Prefer Their Brand



(Multiple mentions were allowed; Table totals more than 100%; Base = All “Mild Seven” Smokers)

As shown below, one factor dominates, which is taste. Almost four out of five “Mild Seven” smoker (78%) specifically mention taste as a reason for choosing “Mild Seven”:

- Right or smooth taste (25.9%);
- Light taste (30.7%); and
- Strong taste (21.7%).

If one considers comments about menthol flavoured cigarettes to be taste-related then another 6% can be added to this total so that five out of six “Mild Seven” smokers (84%) say they smoke that brand because of how they feel about its taste.

These results, testing why smokers of all types of “Mild Seven” cigarettes choose “Mild Seven”, show that the choice to smoke “Mild Seven” is rarely, if ever, based on any impression that the brand name suggests the cigarettes may be less harmful than other tobacco products.

2. A Paradox

Besides assessing the meaning of the brand name “Mild Seven”, R/S/M undertook to investigate what Hong Kong residents believe about cigarettes and health in general and to assess the understanding of English descriptors used by cigarette manufacturers to indicate particular types of cigarettes within a brand family. This understanding is necessary to determine the effectiveness of the on-pack notations in clarifying that such descriptors do not mean that a particular cigarette is less harmful than other cigarettes. In doing this, we uncovered a paradox among smokers, as we found that some smokers hold inconsistent and sometimes even contradictory beliefs about tobacco products.

English Descriptors for Chinese Products

The results of the qualitative study focus groups suggested that English words used as product descriptors were either not recognized or did not carry the same meaning in Cantonese for each of the groups’ participants. Specifically, the English words “mild” and “light” (products such as cigarettes, soft drinks, and facial soap with these English descriptors were shown to the groups) were not readily associated with any one particular Chinese word or character. This suggests that attributing meaning to any of these English descriptors that any product is safer or of less risk to consumer than another is difficult.

To verify that these English words often used to describe products, including cigarettes, do not carry a single (or the same meaning) for residents of Hong Kong, we posed a question in the study asking respondents to indicate which of five Cantonese words (“wen wo”, “tam”, “shun”, “heng” and “ching”) came closest to defining the English words “mild” and “light”. The Cantonese words were selected because they were the words most often used by focus group participants to give meaning to the English descriptors. The survey results are shown in Table 2 (on the next page).

Table 2
Chinese Translation of English Cigarette Descriptors

English Descriptor:	Chinese Translation					Don't Know or None (%)
	溫和 Wen wo (%)	淡 Tam (%)	醇 Shun (%)	輕 Heng (%)	清 Ching (%)	
Mild	41	12	12	4	9	22
Light	10	19	9	33	13	16

The results show that for each of the English words, between 16% and 22% of the respondents could not give the word meaning in Chinese, indicating that this proportion of the residents of Hong Kong do not have any impression of what any of the English words convey about the product being described.

Furthermore, neither of the two English descriptors was given the same meaning by a majority of Hong Kong respondents. The closest to this was “mild”, which was translated as the Cantonese “wen wo” by 41% and for “light” one in three (33%) selected “heng”. This indicates that these English terms used as product descriptors create a variety of impressions among Hong Kong residents, none of which dominate and none appear to be usually associated with health risk in the Cantonese context.

Light and Mild as Descriptors of Cigarettes

In our assessment of English terms, we directly tested for the meaning of “light” and “mild” when used as cigarette descriptors within a brand family, to understand whether or not, as a label for a type of cigarette, they could create the impression that such products may be less harmful than other tobacco products. First, respondents were told that some cigarettes have English words that describe the

type of cigarette or brand style on the packs such as “mild”, “light” or “super light”. Then they were asked if they were already aware of this fact or if it was something new to them that they had just learned while participating in the survey. Three out of five respondents (61%) representing a cross-section of Hong Kong residents indicated that they did not know that English words were used to describe cigarettes.

Those who were aware of English descriptors on cigarette packets were then asked to give their spontaneous responses to the following two questions:

- *“What do you think is meant by the English word ‘light’ on some brands of cigarettes, that is, what if anything is it about ‘light’ cigarettes that make them different?”* and
 - *“What do you think is meant by the English word ‘mild’ on some brands of cigarettes, that is, what if anything is it about ‘mild’ cigarettes that make them different?”*
-

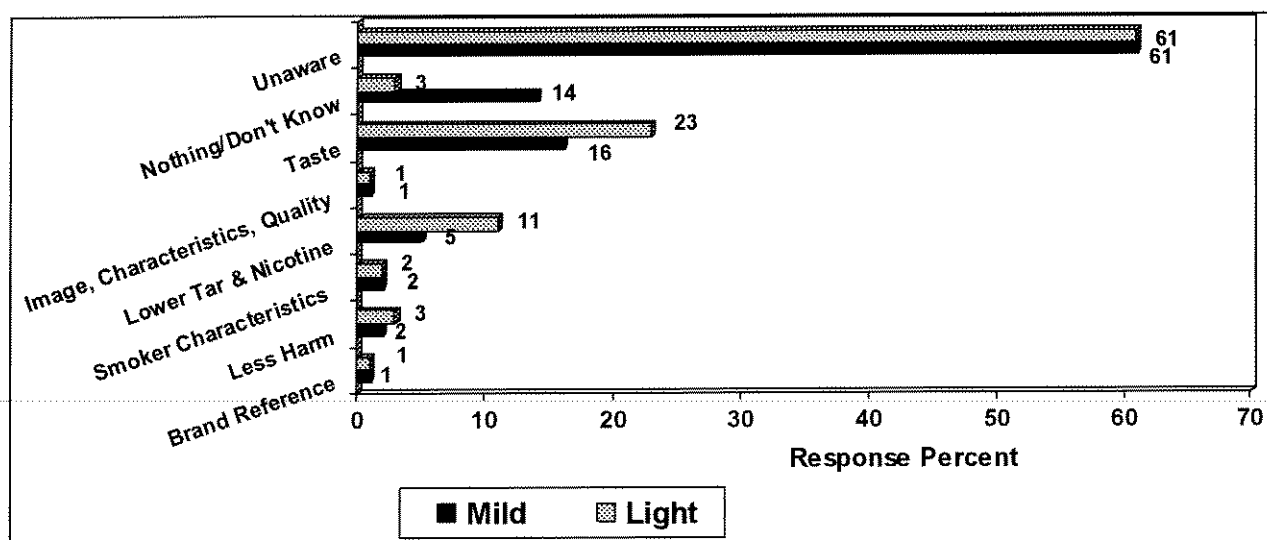
As with other open-ended questions in the survey, respondents could provide up to three answers.

The results of the two questions are displayed in Figure 5 (on the following page). In addition to the 61% of the respondents who were unaware of English labels used to describe cigarette types, 14% did not know what was meant by “mild” as a descriptor of cigarettes and 3% did not know what was meant by “light” as a descriptor of cigarettes. Thus three in four respondents (75% of the total respondent group) did not associate “mild” with anything about cigarettes, and two in three (64% of the total respondent group) did not associate “light” with anything about cigarettes.

While most of those who were unaware of English words used as cigarette descriptors or did not know what “mild” or “light” meant were non-smokers (67%), roughly one in five (27%) was a smoker. In addition, other non-smokers claimed to have heard of the use of “light” (3%) and “mild” (12%) but could attribute no meaning to these terms. Among smokers, 7% claimed to be aware of the use of English descriptors but could not associate any meaning with “lights” and for “mild” the

percentage was even greater at 30%. Hence, most non-smokers (70% and 79% respectively) and many smokers (34% for lights and 57% for mild) had no spontaneous top-of-mind reaction to the words “light” and “mild” when used as a descriptor with cigarettes.

Figure 5
Top of Mind Responses to Light and Mild as Cigarette Descriptor



(Multiple mentions were allowed; Table totals more than 100%; Base: All respondents)

Of 1,026 respondents, hardly anyone in Hong Kong spontaneously associated “light” (3%) or “mild” (2%) with the perception of the cigarette being less harmful to health. Only 16 of 563 smokers (3%) associated “light” with being less harmful. Only seven smokers (1%) associated “mild” with meaning a cigarette is less harmful.

From these data, one can conclude that the terms “light” and “mild” when used as a descriptor for cigarettes do not create the top-of-mind impression that such cigarette products may be less harmful than other tobacco products.

All cigarettes are equally harmful

R/S/M then posed a series of questions to understand what Hong Kong residents believe about the *relative* harm of different cigarette products. To measure this, two statements were read to respondents about cigarettes, "all cigarettes are equally harmful", and "there is no such thing as a safe cigarette". The respondents were asked to agree or disagree with each. The results are presented in Table 3.

Table 3

All Cigarettes Are Equally Harmful/ There Is No Such Thing as a Safe Cigarette

Statements	Agree (%)	Neither Agree or Disagree (%)	Disagree (%)
"All cigarettes are equally harmful"			
Non-smokers	97	1	2
Smokers	92	2	6
"There is no such thing as a safe cigarette"			
Non-smokers	85	2	13
Smokers	83	2	15

(Base = All Respondents; percentages based on all non-smokers and all smokers, respectively)

These results clearly show that the overwhelming majority of the general public are aware that smoking any cigarette carries equal health risk. Responses are consistent among smokers and non-smokers; hardly anyone in Hong Kong holds the belief that any cigarette is less harmful than other cigarettes, believing that all cigarettes are equally harmful and that there is no such thing as a safe cigarette.

The data examining people's understanding of the relative harm of cigarettes are overwhelming in their implications. Top-of-mind responses used to determine people's spontaneous, independent thoughts about a subject, and responses to

general, closed-ended questions about the relative harm of cigarettes all indicate that people do not associate descriptors with cigarette products being less harmful than other tobacco products. In fact, they readily acknowledge that all cigarettes are equally harmful and there is no such thing as a safe cigarette.

However, other research has suggested that when respondents are prompted on the issue of cigarette descriptors and their *relative* harm some respondents contradict their belief that all cigarettes are equally harmful. To be thorough in our research we asked similar questions with prompts about the *relative* harm of cigarettes in our study and, we discovered also that some smokers (as well as some members of the non-smoking population) held inconsistent and contradictory thoughts. When we presented respondents with the opportunity to judge the *relative* harm of different types of cigarettes, a minority of the public expresses the belief that some cigarettes pose less risk to one's health than others.

While most of the data analyzed to this point show little association between the English descriptors and less risk to health, the results of the particular questions presented in Table 4 reveal a paradox involving perceptions of *relative* harm when smokers are asked directly to compare different types of cigarettes on the issue of harm to one's health. As shown in the previous section, nearly all respondents (96%) believe that "*all cigarettes are harmful*" and a large majority (85%) believe that "*there is no such thing as a safe cigarette*". Nevertheless, as shown below, some people believe "full flavour" cigarettes are relatively more harmful than other cigarettes and that "light", "super light", or "mild" cigarettes are relatively less harmful. Thus a paradox exists.

Table 4
A Paradox on the Relative Harm of Cigarettes

Statements	Agree (%)	Neither Agree or Disagree (%)	Disagree (%)
“Some cigarettes are less harmful than others”.			
All Respondents	38	6	56
Non-smokers	36	6	58
Smokers	46	4	50
“Some cigarettes described as ‘lights’ and ‘super lights’ pose lower health risks than others.”			
All Respondents	29	13	58
Non-smokers	27	14	60
Smokers	39	13	48
“Some cigarettes described as ‘mild’ pose lower health risks than others.”			
All Respondents	23	15	62
Non-smokers	21	15	64
Smokers	30	16	54
“Regular or full flavour cigarettes are more harmful than others.”			
All Respondents	41	19	40
Non-smokers	39	20	41
Smokers	49	13	39

(Base = All Respondents, all non-smokers, and all smokers)

Response to these three statements demonstrated that people hold a view suggesting some cigarettes pose lower health risks when compared to others, despite the fact that many of these same respondents indicated that all cigarettes are equally harmful. Overall, only one in three respondents hold the consistent position that all cigarettes are equally harmful, there is no safe thing as a safe cigarette, and disagree with all the statements in Table 4. The rest are inconsistent

between the two positions, taking one position on the two statements that all cigarettes are equally harmful and there is no such thing as a safe cigarette (Table 3) but taking the opposite position with at least one of the statements in Table 4. These two groups are subsequently referred to as the “consistent respondents” (no paradox) and the “inconsistent respondents” (paradox exists).

The existence of this paradox may be resolved by clarifying this matter through educating people to correct any inaccurate impressions held by them with respect to cigarette descriptors and the relative harm of some cigarette types.

3. On-pack notations

On-pack notations are one method of educating smokers to correct any paradox and displace any belief that one type of cigarette is more or less harmful than another type. To test the likely effectiveness of such notations, all respondents were asked to think of or shown various package types of cigarettes and read the notations as if they appeared on the packets:

- *“The words ‘mild’ and ‘super lights’ on this packet do not mean that these cigarettes pose lower health risks than other cigarettes”;*
- *“The words ‘mild’ and ‘lights’ on this packet do not mean that these cigarettes pose lower health risks than other cigarettes”; and*
- *“The word ‘mild’ on this packet does not mean that these cigarettes pose lower health risks than other cigarettes”.*

Clarity of the Notations

Respondents were asked whether or not the message in the notations was clear. Table 5 (on the following page) presents the results for these questions for each of the notations.

The measured clarity of the notations is very high among all respondents for each of the three notations (between 76% and 83%). It is similar for smokers (79% to 83%) and “Mild Seven” smokers (77% to 85%).

The notation was also clear to most of those (between 77% and 84%) who held the inconsistent and paradoxical position on the relative harm of some cigarettes (“inconsistent respondents” in the table). This indicates that the notation communicates effectively with those confused on the issue of *relative* harm of cigarettes.

Table 5
Are the Notation Messages Clear?

Is the message clear that smoking the cigarettes in this packet is equally harmful to one's health as smoking any other cigarettes?	Yes, it is clear %	No, it is not clear %
<p><i>"The words 'mild' and 'super lights' on this packet do not mean that these cigarettes pose lower health risks than other cigarettes".</i></p> <p>All Respondents 76 24</p> <p>Smokers 79 21</p> <p>"Mild Seven" Smokers 79 21</p> <p>Inconsistent Respondents 77 23</p>		
<p><i>"The words 'mild' and lights' on this packet do not mean that these cigarettes pose lower health risks than other cigarettes".</i></p> <p>All Respondents 78 22</p> <p>Smokers 80 20</p> <p>"Mild Seven" Smokers 77 23</p> <p>Inconsistent Respondents 79 21</p>		
<p><i>"The word 'mild' on this packet does not mean that these cigarettes pose lower health risks than other cigarettes".</i></p> <p>All Respondents 83 17</p> <p>Smokers 83 17</p> <p>"Mild Seven" Smokers 85 15</p> <p>Inconsistent Respondents 84 16</p>		

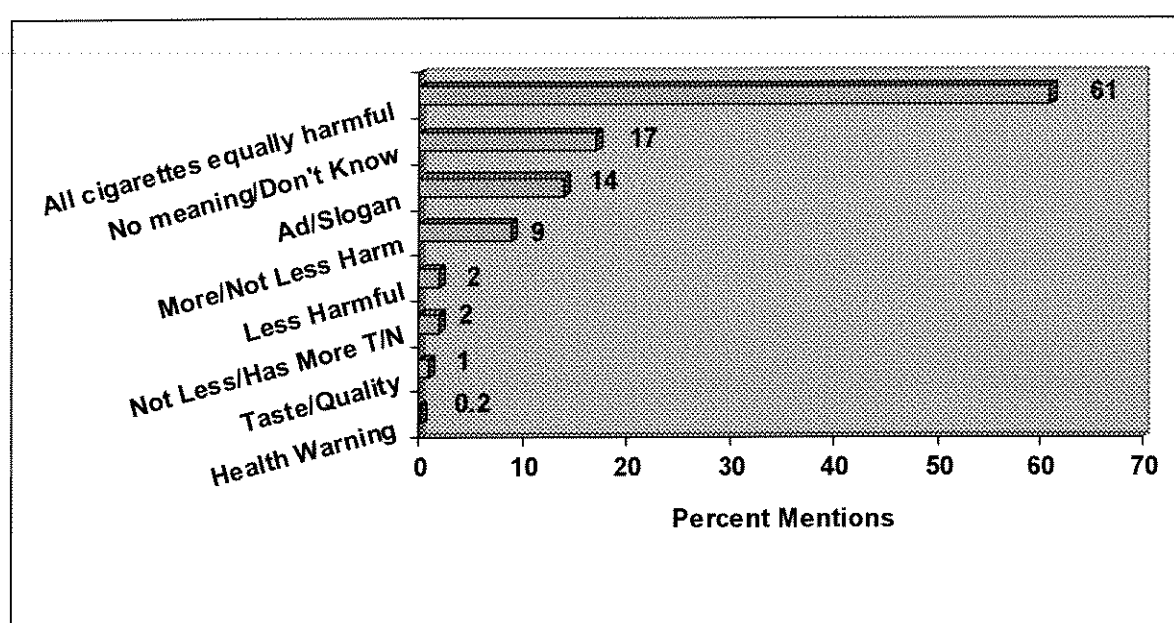
(Base: All Respondents)

Understanding the Notation

Respondents were asked for their top-of-mind reactions to one of the notation as to what they understood the message to mean. Subsequently, they were asked whether or not the information was new to them. If they said the information was new, they were asked whether, after hearing or reading the notation, they still held their former belief.

The following figure (Figure 6) displays the responses to the question about what respondents understood the notation to mean.

Figure 6
Top of Mind Responses to Meaning of Notation



(Multiple responses were allowed; Table totals more than 100%; Base: All respondents)

Among the explanations given as to the meaning of the notation, the most popular response was “*all cigarettes are equally harmful*” (61%). This test of understanding suggests that a strong majority of Hong Kong residents not only understood the main message of the notation but could describe it in their own words.

Two other interpretations of the notation mentioned frequently were the cigarettes in the packet are “*not less harmful*” (3%) and even, they are “*more harmful*” (6%).

Other responses (2% in total) interpreted the notation to be “a *health warning*”, and the cigarettes do “*not have less tar and nicotine than other cigarettes*”. These responses are a less precise verbalization of the message but, in our view, still a correct answer as they capture the essence of the message that the product name implies no health benefit.

Giving credit for all of the above answers, more than seven out of ten respondents (72%) gave full or partially correct explanation of the message in this notation in their own words, showing not only that they had understood the message but could capture it in their own words. Among those who held the inconsistent position on the relative harm of some cigarettes 73% gave a fully or partially correct explanation of the message in this notation, again indicating the effectiveness in communicating with this group.

Between two in three respondents (66%) and three in four (74%) claimed they were already aware of the message in the notations while the rest either said that it was new information for them (27% and 21% respectively) or that they did not know for sure (7% and 5%), probably indicating that it was new information. The following table (Table 6) presents these data for all respondents and those caught up in the paradox described earlier.

Table 6
Notation Represents Old and New Information

Further reaction to the notation message: "There is no specific type of cigarette which poses lower health risks than other types of cigarettes	I knew this before hearing the notation %	This is new Information/Unsure %
"The word 'mild' on this packet does not mean that these cigarettes pose lower health risks than other cigarettes."		
All Respondents	66	34
Consistent Respondents	72	28
Inconsistent Respondents	64	36
"The words 'mild' and 'lights' [or] 'super lights' on this packet does not mean that these cigarettes pose lower health risks than other cigarettes."		
All Respondents	74	26
Consistent Respondents	80	20
Inconsistent Respondents	71	29

(Base: All Respondents)

Most of those (72% and 80%) who were consistent in their position that all cigarettes are equally harmful and that there is no such thing as a safe cigarette and disagreed with all the statements that some cigarettes are less or more harmful than others ("consistent respondents" in Table 6) claimed they were already aware that descriptors on cigarette packets did not mean that the cigarettes carry a lower health risk than other brands. That this group is the most knowledgeable about this issue is not surprising.

Among the other group which took inconsistent views on the subject of the relative harm of different types of cigarettes, about one in three (29% and 36% on the two questions) claimed the notation gave them new information. Thus, those in most need of the information contained in the notation were the most likely to benefit from it.

Those respondents who claimed the information in the notation was new to them or were not sure (34% overall) were then asked: *“Despite hearing this statement, do you still believe that the word ‘mild’ in “Mild Seven” means these cigarettes pose lower health risks than other brands?”* Table 7 displays the results for this question.

Table 7
Change in Viewpoint Based on New Information

Despite hearing this statement do you still believe that the word 'mild' in “Mild Seven” means these cigarettes pose lower health risks than other cigarettes?"	Yes, still believe %	No, changed mind %
All Respondents	6	28
Inconsistent Respondents	7	30

(Percentages are based on all respondents in each respondent group, but those who said the information was not new were not asked this question and those percents are not included here.)

Only 6% of the total sample continued to express a belief that a descriptor on packets of cigarettes might mean that these cigarettes pose lower health risks than other cigarettes. By contrast, 28% in the total sample changed their minds when they encountered the notation rather than maintaining their belief. Included in this group were most of those whose views were not consistent on this topic but said that they changed their minds when they encountered the notation.

Among those smokers who said the information contained in the notation was new to them, only a small number (24 out of 546, 4%) continued to hold the view, after being presented with the notation, that some cigarettes may pose lower health risks than others. This is strong evidence that the notation is an effective means to dispel false impressions that some cigarettes may be less harmful than others.

The two other variations on the notation were also presented to respondents. These variations applied to brand family members. In the first repetition, the descriptor

"lights" was added: *"The words 'mild' and 'lights' on this packet do not mean that these cigarettes pose lower health risks than other cigarettes."* In the second repetition, the descriptor "super lights" was added: *"The words 'mild' and 'super lights' on this packet do not mean that these cigarettes pose lower health risks than other cigarettes"*.

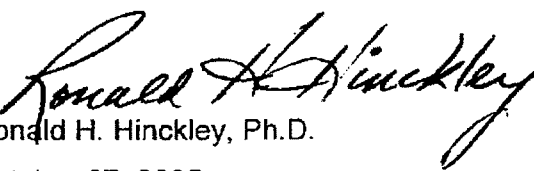
As would be expected more (74%) said that they already knew this than said so after hearing the notation for first reading (66%). Only 5% of the total sample persisted in any belief that these other descriptors might mean the cigarettes pose lower health risks than other cigarettes. The response percentages are highly similar if not statistically identical for smokers.

To summarize, the three notations are clear to large majorities of the population, smokers and non-smokers alike and especially those who are inconsistent in their responses to the relative harm of some cigarettes compared to other cigarettes. A sizeable majority of the respondents are able to explain accurately the meaning of one of the notations in their own words. The vast majority of those respondents who claim that the information in the notation is new to them indicate that they now believe the message contained in the notation.

IV. CONCLUSION

- 1) Based on the above results of the study in Hong Kong, we can draw a definite conclusion about our hypothesis regarding the brand name "Mild Seven"; the data confirm that the brand name "Mild Seven" does not create the impression that its cigarettes are less harmful than other cigarettes.
- 2) In addition, the data show that an overwhelming majority of smokers agree that smoking any cigarette is equally harmful to health and there is no such thing as a safe cigarette. But, a paradox exists for some smokers, in relation to cigarette descriptors, who hold contradictory and inconsistent beliefs about the *relative* risk to one's health of different types of cigarettes within a brand family.
- 3) The data indicate that this paradox could be resolved through a program of placing clarifying notations on the packages of cigarettes. The data confirm the second and third hypotheses of the study; namely, the on-pack notations tested are clear and understandable to people and they are an effective approach to informing people, especially those confused about the *relative* harm of different cigarettes, that tobacco products with the descriptors on the packets do not pose lower health risk than other cigarettes.

In conclusion, we consider that the on-pack notation approach would be effective in dispelling a belief by a minority of people that the words "mild", "lights", and "super lights" (however used) mean that a product is less harmful than another. The results suggest that a program of on-pack notations would assist in this regard.


Ronald H. Hinckley, Ph.D.
October 27, 2005

APPENDIX 1

FIRMS INVOLVED IN RESEARCH PROJECT

Research/Strategy/Management, Inc.

Research/Strategy/Management (R/S/M) was the principal research firm for this project. R/S/M is a United States-based consulting firm dedicated to acquiring, interpreting, and applying opinion research to public affairs and marketing. For over 20 years, R/S/M has been providing analysis to Fortune 500 corporations, public policy associations, charitable foundations, civic leaders, and educational institutions through its extensive experience in conducting public opinion surveys, focus groups, executive interviewing, experimental design studies, issue opinion tracking, and comparative benchmark studies.

Operating out of offices in Virginia and Utah, R/S/M has specialized in international opinion and market research. It has conducted studies from Hudson Bay to Tierra del Fuego in North and South America, from Europe to Asia, and from the Middle East to South Africa. In Asia, R/S/M has over 10 years experience and its professionals have directed research projects in Korea, Japan, Taiwan, Hong Kong, China, the Philippines, Vietnam, Malaysia, Thailand, Singapore, India, Nepal, Australia, New Zealand, Indonesia, Cambodia and Myanmar. The principals in the firm who conducted this study have conducted research and provided training and consulting services for the Asia based headquarters of Microsoft, Cathay Pacific, the Developmental Bank of Singapore, Philip Morris Asia, and Visa International among others.

Any inquiries about the study should be made to Dr. Ronald H Hinckley by email (rsminc@aol.com) or telephone (703.450.6111).

R/S/M worked closely with a Hong Kong research firm to conduct this study.

Strategic Focus Research & Consultancy Ltd

Strategic Focus is an independent full service market research company operating in Hong Kong. Strategic Focus also provides research services in mainland China and conducts qualitative and quantitative studies for many industries, including: airlines; apparel; beverages; biotechnology; electronics; foods; finance; healthcare; information technology; the media; petroleum; pharmaceuticals; tobacco; and transportation.

For this project, Strategic Focus conducted both the qualitative research and quantitative data collection under R/S/M's direction. Strategic Focus recruited focus group participants, used their focus group facilities, translated the discussion guide, and moderated the groups. Strategic Focus worked with R/S/M to translate and pre-test the questionnaire, conduct the telephone portion of the survey, and carry out the intercept interviewing. Strategic Focus coded the raw data and created the data file used for this study.

APPENDIX 2

QUESTIONNAIRES

The first document in this appendix is the English version of the questionnaire with top-line results for all respondents, smokers (those who are either current or former smokers) and non-smokers. The second document is the Chinese version of the questionnaire used to conduct the interviews.

Quantitative Research Questionnaire: Hong Kong
July / August 2005
(All Percentages are Weighted)

Good morning/afternoon/evening. I am _____ from Strategic Focus an independent opinion research company. We are conducting a survey of people's attitudes towards various issues. I would like to assure you that we only want your valuable opinion and all answers will be confidential. First of all....

QA. Record Gender:

Male	50.5%
Female	49.5%

QB. Please can you tell me which of the following age group do you fall into (Read out age range)?

18 years & below.....	– Thank and terminate
19-24 years old.....	15.3%
25-29 years old.....	12.0%
30-34 years old.....	13.0%
35-39 years old.....	14.4%
40-44 years old.....	17.4%
45-49 years old.....	12.9%
50-55 years old.....	15.0%
56 years & above.....	9 – Thank and terminate
Refused	10 – Thank and terminate

Continue

[Note interviewer:
Please ensure that
respondent has
reached 19 years old
and not 18+ before
19th birthday]

QC. Please tell me if you are currently staying in (Read out the following)

Hong Kong	20.5%
Kowloon	29.1%
New Territories	50.4%
Refused	4 – Thank and terminate

QD. Do you or does anyone of your relatives or close friends / acquaintances currently work or has recently worked in any of the following sectors of industry? (Multi code)

Advertising / marketing / Promotion Company	1	} Thank and Terminate
Market research	2	
Journalism/Media/Public Relations	3	
Tobacco (manufacture/distribution or sales)	4	
Medical Profession (e.g. nurse, doctor, pharmacist etc.)	5	
Legal Profession (e.g., attorneys, lawyers, judges, etc.)	6	} 7 - Continue
None of these (Do not read)	7	

1. I am going to read you two English words used to describe products we see in the stores every day. Please tell me for each one which of these Cantonese word – “Wen wo”, “tam”, “shun” (“heung shun”), “heng” (heng hao), or “ching” (“ching git”) comes closest to defining what the English word means in Cantonese. If you don’t understand or recognize the English word when I say it, just say so, or if none of the Chinese words match the English word, just say that. (ROTATE, READ AND SPELL “MILD – M-I-L-D” AND “LIGHT – L-I-G-H-T” AND ROTATE THE FIVE CANTONESE WORDS)

Light	Current/ever smoked	Never smoked	Total
wen wo	36.6%	41.9%	41.0%
tam	14.8%	11.3%	11.9%
shun	18.6%	10.6%	12.0%
heng	3.8%	4.3%	4.2%
ching	12.0%	8.0%	8.7%
none match	1.6%	3.2%	2.9%
Dont know/Ref	12.6%	20.8%	19.3%
Total	100.0%	100.0%	100.0%

Mild	Current/ever smoked	Never smoked	Total
wen wo	8.8%	10.3%	10.1%
tam	17.0%	19.5%	19.1%
shun	20.9%	6.7%	9.2%
heng	26.9%	34.4%	33.0%
ching	15.4%	12.1%	12.7%
none match	1.1%	1.9%	1.8%
Dont know/Ref	9.9%	15.1%	14.2%
Total	100.0%	100.0%	100.0%

2. Let me read you the names of some common cigarette brands in the Hong Kong market. For each one please tell me whether or not you have heard of that brand. For those you have heard of, please tell me how familiar you are with that brand of cigarettes. (ROTATE)

Marlboro	Current/ever smoked	Never smoked	Total
Never Heard of	4.4%	10.6%	9.5%
Heard of but,Not Familiar	6.6%	24.0%	20.9%
Somewhat Familiar	18.6%	26.4%	25.0%
Very Familiar	69.4%	38.0%	43.6%
Don't know/Refused	1.1%	1.1%	1.1%
Total	100.0%	100.0%	100.0%

Kent	Current/ever smoked	Never smoked	Total
Never Heard of	13.1%	29.1%	26.3%
Heard of but,Not Familiar	16.4%	26.5%	24.7%
Somewhat Familiar	32.8%	23.1%	24.8%
Very Familiar	36.1%	19.4%	22.4%
Don't know/Refused	1.6%	1.8%	1.8%
Total	100.0%	100.0%	100.0%

Mild Seven	Current/ever smoked	Never smoked	Total
Never Heard of	13.1%	35.2%	31.2%
Heard of but,Not Familiar	19.1%	29.2%	27.4%
Somewhat Familiar	36.6%	22.2%	24.8%
Very Familiar	29.5%	11.6%	14.8%
Don't know/Refused	1.6%	1.8%	1.8%
Total	100.0%	100.0%	100.0%

Man Si Fat	Current/ever smoked	Never smoked	Total
Never Heard of	17.8%	46.2%	41.1%
Heard of but,Not Familiar	24.9%	29.2%	28.4%
Somewhat Familiar	31.4%	15.1%	18.0%
Very Familiar	24.3%	8.0%	10.9%
Don't know/Refused	1.6%	1.5%	1.6%
Total	100.0%	100.0%	100.0%

Chung Wah	Current/ever smoked	Never smoked	Total
Never Heard of	24.3%	49.7%	45.1%
Heard of but, Not Familiar	34.1%	27.0%	28.3%
Somewhat Familiar	25.4%	16.4%	18.0%
Very Familiar	16.2%	5.8%	7.7%
Don't know/Refused		1.1%	.9%
Total	100.0%	100.0%	100.0%

3. Please tell me whether you currently smoke, used to smoke but don't now, or have never smoked? (IF SMOKER OR FORMER SMOKER, ASK:) Do/did you smoke regularly or when the occasion arises?
(CODE ONE ONLY)

Smoking Behavior	Current/ever smoked	Never smoked	Total
I smoke regularly	38.8%		6.9%
I smoke sometimes, when the occasion arises	15.3%		2.7%
I no longer smoke, but was a regular smoker in the past	21.3%		3.8%
I no longer smoke, but was an occasional smoker in the past	24.6%		4.4%
I have never smoked		100.0%	82.1%
Total	100.0%	100.0%	100.0%

(Q4-7 ONLY ASKED OF SMOKERS AND FORMER SMOKERS)

4. What is / was your regular brand of cigarettes - the brand you smoke(d) most often?

Brand and Type of Cigarette	Current/ever smoked
Marlboro (Lights Menthol, Lights, Original/Red, Medium, Ultr)	54.3%
Winfield (Lights, Filter/original)	1.6%
Next (Lights Menthol, Lights)	.5%
Salem (Lights)	7.6%
More (Filter/Original, Lights Menthol)	1.6%
Hilton (Filter/Original)	.5%
Viceroy (Filter/Original)	1.6%
Kent (Filter/Original, M1, M2, M3) ("M" indicates Menthol)	9.8%
Double Happiness Filter	.5%
Chung Wa Filter	2.7%
Capri Menthol	1.1%
Mild Seven (Original, Lights, Super Lights)	5.4%
Davidoff (Classic/Original, Ultra Mild)	.5%
Yves St Laurent (YSL)	2.7%
Camel (Original, Lights)	1.6%
Winston (Original, Lights)	1.1%
Other - Dull Hill	.5%
Other – 555	.5%

Other - no specific brand	1.1%
Other – Peony	1.1%
Other - Benson & Hedges	1.1%
Don't know	2.2%
Total	100.0%

5. May I please confirm what type or brand style of cigarette that is / was? Is / was your preferred cigarette a ... (READ OUT CHOICES, CODE ONE ONLY)

Preferred Type or Brand Style of Cigarette	Current/ever smoked
Full-flavour / Original / Filter	27.7%
Lights/ Medium	34.2%
Super Lights / Ultimate Lights / Ultra Lights / Slims / Ultr	4.9%
Menthol	15.8%
Lights Menthol / Menthol Slim / Menthol Ultra Lights	15.2%
Don't know/Don't Recall/Refused	2.2%
Total	100.0%

6. Why do/did you choose to smoke (INSERT BRAND AND TYPE FROM Q4 AND Q5)? (PROBE) (IF RESPONDENT ANSWERS WITH SOMETHING GENERAL SUCH AS "I LIKE IT" OR "ITS MY FAVORITE"; ASK) Why is that? (IF RESPONDENT GIVES A SPECIFIC ANSWER, RECORD IT AND THEN PROBE FOR OTHER REASONS.) And why else – what other reason do/did you choose to smoke that brand? (WRITE IN AND PROBE FOR UP TO 3 ANSWERS)

Why Did You Choose to Smoke Brand Style of Cigarette	Current/ever smoked
Light Taste	16.7%
Right Taste	16.7%
Strong Taste	21.4%
Lower Tar / Nicotine	4.9%
Smell	0.9%
Not Irritate Throat	6.5%
Product / Pack Characteristics	12.1%
Price / Quality Characteristics	6.4%
Brand	31.2%
Less Harmful / Healthier	0.2%
Menthol	20.5%
Habit	1.1%
Don't Know	0.2%

7. In an average day, approximately how many cigarettes do / did you smoke?

Number of Cigarettes Smoked in a Day	Current/ever smoked
Less than 1 per day / a few during the week	9.2%
1 or 2 cigarettes a day	8.7%
Between 3 and 5 cigarettes a day	18.5%
Between 6 and 10 cigarettes a day	20.7%
Between 11 and 15 cigarettes a day	10.3%
Between 16 and 20 cigarettes a day	17.4%

Between 21 and 30 cigarettes a day	9.2%
More than 30 cigarettes a day	6.0%
Total	100.0%

(ASK OF EVERYONE)

8. What does the English brand name "Mild Seven" (SAY ONLY "MILD SEVEN" IN ENGLISH, DO NOT MENTION CANTONESE EQUIVALENT) mean to you about the cigarettes in their packs? (PROBE) What do you mean by that? Anything else? (USE PHOTOCARD PROMPT FOR INTERCEPT INTERVIEWS) (FOR ALL INTERVIEWS PROBE FOR UP TO THREE ANSWERS. DO NOT ACCEPT JUST ONE OR TWO WORD TRANSLATIONS, FOR EXAMPLE IF SOMEONE RESPONDS WITH THE CHINESE EQUIVALENT OF "MILD CIGARETTES" ASK: WHAT DO YOU MEAN, BY "MILD CIGARETTES"?)

Meaning of Mild Seven	Current/ever smoked	Never smoked	Total
Light Taste	26.3%	17.7%	19.2%
Right Taste	2.2%	2.4%	2.3%
Strong Taste	6.2%	8.2%	7.9%
Less harmful, Health	1.3%	2.6%	2.4%
Same Harm, No Difference	0.2%	1.3%	1.1%
Lower Tar / Nicotine	4.2%	3.0%	3.2%
Smell / Fragrance	0.2%	0.0%	0.0%
Established Brand	17.4%	15.1%	15.5%
Packaging	0.0%	0.2%	0.2%
Price / Quality	0.3%	0.4%	0.4%
Smoker Characteristics	4.6%	3.9%	4.0%
Product / Image Characteristics	15.9%	6.7%	8.3%
Number Seven	1.9%	2.8%	2.6%
Misc. Negative	0.0%	1.5%	1.2%
No Particular Meaning	40.9%	49.6%	48.1%
Total	More than 100% due to multiple responses		

9. What about just the word "Mild" within the brand name "Mild Seven"? (SAY "MILD" AND "MILD SEVEN" IN ENGLISH ONLY.) What does that mean to you in particular about the cigarettes? What else? (PROBE FOR UP TO THREE ANSWERS. DO NOT ACCEPT JUST ONE OR TWO WORD TRANSLATIONS SUCH AS WHEN WO, TAM, SHUN, HENG, AND CHING. ASK: WHAT DO YOU MEAN BY THAT? OR WHAT DOES THAT MEAN ABOUT THE CIGARETTES?)

Meaning of Mild	Current/ever smoked	Never smoked	Total
Light Taste	18.2%	14.5%	15.1%
Right Taste	12.4%	12.1%	12.2%
Strong Taste	4.6%	5.2%	5.1%
Less harmful, Health	0.4%	3.9%	3.3%
Lower Tar / Nicotine	4.2%	3.0%	3.2%
Smell / Fragrance	0.4%	0.9%	0.8%
Established Brand	8.5%	6.5%	6.8%
Price / Quality	0.3%	0.4%	0.4%
Smoker Characteristics	0.9%	0.6%	0.7%
Product / Image Characteristics	3.4%	3.0%	3.1%
No Particular Meaning	50.0%	53.3%	52.8%
Total	More than 100% due to multiple responses		

10. What about just the word "Seven" within the brand name "Mild Seven"? (SAY "SEVEN" AND "MILD SEVEN" IN ENGLISH ONLY.) What does that mean to you in particular about the cigarettes? What else? (PROBE FOR UP TO THREE ANSWERS. DO NOT ACCEPT JUST ONE OR TWO WORD TRANSLATIONS. ASK: WHAT DO YOU MEAN BY THAT?)

Meaning of Seven	Current/ever smoked	Never smoked	Total
Light Taste	0.2%	1.1%	0.9%
Strong Taste	0.2%	0.2%	0.2%
Less harmful, Health	0.2%	0.2%	0.2%
More Harmful	0.0%	0.2%	0.2%
Established Brand	27.9%	23.8%	24.5%
Packaging	0.0%	0.2%	0.2%
Smoker Characteristics	0.0%	0.2%	0.2%
Product / Image Characteristics	6.0%	10.2%	9.4%
Number Related Cigarettes	8.6%	7.1%	7.4%
Number Unrelated Cigarettes	4.5%	3.0%	3.3%
Misc. Negative	0.2%	0.2%	0.2%
No Particular Meaning	54.7%	55.1%	55.0%
Total	More than 100% due to multiple responses		

11. Some cigarettes have English words that describe the type of cigarette or brand style on the packs such as Mild, Lights, or Super Lights. Were you aware of this already or was it something new to you that you are just learning in this interview?

English Awareness	Current/ever smoked	Never smoked	Total
Yes, already knew this (ASK Q12-13)	65.0%	33.0%	38.7%
No, didn't know this, am learning now (SKIP TO Q14 IF SMOKER)	35.0%	67.0%	61.3%
Total	100.0%	100.0%	100.0%

(ROTATE Q12 AND Q13 AND ASK ONLY IF "YES" IN Q11)

12. What do you think is meant by the English word "Lights" on some brands of cigarettes, that is, what, if anything is it about the term "Light" cigarettes that make them different? Is there anything else? (WRITE IN AND PROBE FOR UP TO 3 ANSWERS)

Meaning of Word Lights	Current/ever smoked	Never smoked	Total
Light Taste	28.5%	17.5%	19.5%
Right Taste	12.6%	0.9%	3.0%
Strong Taste	0.2%	0.2%	0.2%
Less harmful, Health	3.4%	3.2%	3.3%
Lower Tar / Nicotine	21.4%	8.9%	11.1%
Established Brand	2.5%	0.6%	1.0%
Price / Quality	0.3%	0.4%	0.4%
Smoker Characteristics	1.4%	2.4%	2.2%
Product / Image Characteristics	2.4%	0.6%	1.0%

No Particular Meaning	39.1%	70.0%	64.4%
Total	More than 100% due to multiple responses		

(PROBE) And what does your answer mean in terms of a cigarette? (DO NOT ACCEPT AN ANSWER WHICH SIMPLY REDEFINES THE WORD "LIGHT" WITH ANOTHER TERM THAT MEANS THE SAME IN CANTONESE, ASK "WHAT DO YOU MEAN BY THAT?")

13. What do you think is meant by the English word "Mild" on some brands of cigarettes, that is, what, if anything is it about "Mild" cigarettes that make them different? Is there anything else? (WRITE IN AND PROBE FOR UP TO 3 ANSWERS)

Meaning of Word Mild	Current/ever smoked	Never smoked	Total
Light Taste	18.9%	9.3%	11.0%
Right Taste	4.8%	2.6%	3.0%
Strong Taste	3.9%	1.9%	2.3%
Less harmful, Health	1.6%	1.9%	1.9%
Lower Tar / Nicotine	7.5%	4.1%	4.7%
Established Brand	3.5%	0.9%	1.3%
Packaging	0.0%	0.2%	0.2%
Smoker Characteristics	1.0%	1.7%	1.6%
Product / Image Characteristics	3.1%	0.9%	1.3%
Number Seven	1.9%	2.8%	2.6%
Misc. Negative	0.3%	0.0%	0.1%
No Particular Meaning	60.9%	78.5%	61.2%
Total	More than 100% due to multiple responses		

(PROBE) And what does your answer mean in terms of a cigarette? (DO NOT ACCEPT AN ANSWER WHICH SIMPLY REDEFINES THE WORD "MILD" WITH ANOTHER TERM THAT MEANS THE SAME IN CANTONESE, ASK "WHAT DO YOU MEAN BY THAT?")

14. How important is / was the tar and nicotine content when you choose / chose a brand of cigarettes?

Importance of Tar and Nicotine	Current/ever smoked	Never smoked	Total
Very important	22.4%	50.0%	23.0%
Quite important	23.0%		22.5%
Not very important	27.3%	50.0%	27.8%
Not at all important	21.3%		20.9%
Don't know/Refused	6.0%		5.9%
Total	100.0%	100.0%	100.0%

(ASK OF EVERYONE)

15. How strongly do you agree or disagree with the following statements: strongly agree, somewhat agree, somewhat disagree or strongly disagree?
(INTERVIEWER: ONLY ALLOW NEITHER IF THE RESPONDENT VOLUNTEERS IT) (ROTATE)

All Cigarettes Are Equally Harmful	Current/ever smoked	Never smoked	Total
Strongly Agree	84.2%	90.4%	89.3%
Somewhat Agree	8.2%	6.9%	7.1%
Neither	2.2%	.5%	.8%
Somewhat Disagree	2.2%	.8%	1.1%
Strongly Disagree	3.3%	.6%	1.1%
Don't Know/Ref		.8%	.7%
Total	100.0%	100.0%	100.0%

Some Cigarettes Are Less Harmful Than Others	Current/ever smoked	Never smoked	Total
Strongly Agree	17.3%	10.3%	11.6%
Somewhat Agree	28.6%	25.5%	26.1%
Neither	2.7%	1.5%	1.8%
Somewhat Disagree	12.4%	16.2%	15.5%
Strongly Disagree	37.3%	41.7%	40.9%
Don't Know/Ref	1.6%	4.8%	4.2%
Total	100.0%	100.0%	100.0%

There Is No Such Thing as a Safe Cigarette	Current/ever smoked	Never smoked	Total
Strongly Agree	71.0%	77.0%	75.9%
Somewhat Agree	12.0%	8.0%	8.7%
Neither	1.1%	1.3%	1.3%
Somewhat Disagree	3.8%	3.9%	3.9%
Strongly Disagree	11.5%	9.0%	9.5%
Don't Know/Ref	.5%	.8%	.8%
Total	100.0%	100.0%	100.0%

Some Cigarettes Described as "Lights" and "Super Lights" Pose Lower Health Risks than Others	Current/ever smoked	Never smoked	Total
Strongly Agree	9.2%	5.2%	5.9%
Somewhat Agree	29.9%	21.4%	22.9%
Neither	5.4%	3.0%	3.4%
Somewhat Disagree	17.9%	17.7%	17.7%
Strongly Disagree	30.4%	42.2%	40.1%
Don't Know/Ref	7.1%	10.6%	9.9%
Total	100.0%	100.0%	100.0%

Some Cigarettes Described as "Mild" Pose Lower Health Risks than Others	Current/ever smoked	Never smoked	Total
Strongly Agree	4.9%	2.9%	3.2%
Somewhat Agree	25.0%	18.5%	19.7%
Neither	3.8%	5.0%	4.8%

Somewhat Disagree	21.2%	20.9%	21.0%
Strongly Disagree	33.2%	42.6%	40.9%
Don't Know/Ref	12.0%	10.1%	10.4%
Total	100.0%	100.0%	100.0%

"Regular" or "Full Flavor" Cigarettes Are More Harmful than Others	Current/ever smoked	Never smoked	Total
Strongly Agree	19.1%	20.1%	19.9%
Somewhat Agree	29.5%	18.8%	20.7%
Neither	4.4%	4.3%	4.3%
Somewhat Disagree	16.4%	15.6%	15.7%
Strongly Disagree	22.4%	25.1%	24.6%
Don't Know/Ref	8.2%	16.2%	14.7%
Total	100.0%	100.0%	100.0%

16. Imagine the following statement is on packs of Mild Seven full flavour cigarettes: "The word 'mild' on this pack does not mean that these cigarettes pose lower health risks than other cigarettes". What do you understand this statement to mean? (READ AGAIN IF NECESSARY) (PROBE) (SHOW PACK AND CARD FOR INTERCEPTS)

Understanding In Own Words	Current/ever smoked	Never smoked	Total
All Cigarettes Are Equally Harmful	51.6%	63.5%	61.4%
More / Not Less Harmful	8.1%	9.5%	9.3%
More / Not Less Tar / Nicotine	6.9%	0.4%	1.6%
Less harmful	4.6%	1.9%	2.4%
Taste / Product Quality	1.5%	1.3%	1.3%
Health Warning	0.0%	0.2%	0.2%
Ad Slogan	11.0%	14.9%	14.2%
No Particular Meaning	24.8%	15.8%	17.3%
Total	More than 100% due to multiple responses		

17. Is the message clear that smoking the cigarettes in this pack is equally harmful to one's health as smoking any other cigarettes?

Smoking This Pack is Equally Harmful to One's Health as Smoking Any Other Cigarette	Current/ever smoked	Never smoked	Total
Yes, the message is clear	83.1%	83.1%	83.1%
No, the message is not clear	13.7%	13.2%	13.3%
Don't know/Refused	3.3%	3.7%	3.6%
Total	100.0%	100.0%	100.0%

18. Can you please let me know your reaction to this statement: there is no specific brand which poses lower health risks than other brands? (ROTATE RESPONSES AND READ)

No Specific Brand Which Poses Lower Health Risks than Other Brands	Current/ever smoked	Never smoked	Total
I already knew this	72.1%	65.0%	66.2%
This is new information for me	20.8%	28.5%	27.1%
Don't Know/Refused	7.1%	6.5%	6.6%
Total	100.0%	100.0%	100.0%

(ASK ONLY IF "THIS IS NEW INFORMATION FOR ME" IN Q18, OTHERS JUMP TO Q20/Q21)

19. Despite hearing this statement do you still believe that the word "mild" in Mild Seven means these cigarettes pose lower health risks than other cigarettes?
(SHOW CARD WITH THE STATEMENT FOR INTERCEPT INTERVIEWS)

Still Believe "Mild" Means Cigarettes Pose Lower Health Risks Than Other Cigarettes	Current/ever smoked	Never smoked	Total
Yes	17.6%	16.6%	16.8%
No	82.4%	83.4%	83.2%
Total	100.0%	100.0%	100.0%

(ROTATE Q20 AND Q21)

- () 20. Imagine a similar statement on packs of Mild Seven Lights. "The words 'mild' and 'lights' on this pack do not mean that these cigarettes pose lower health risks than other cigarettes" Is the message clear that smoking the cigarettes in this pack is equally harmful to one's health as smoking any other cigarettes? (SHOW PACKS PLUS CARD FOR INTERCEPTS)

Clear Message "Mild Seven Lights"	Current/ever smoked	Never smoked	Total
Yes, the message is clear	80.3%	77.6%	78.0%
No, the message is not clear	18.0%	15.8%	16.2%
Don't Know/Refused	1.6%	6.7%	5.8%
Total	100.0%	100.0%	100.0%

- () 21. Imagine a similar statement on packs of Mild Seven Super Lights. It says "The words 'mild' and 'super lights' on this pack do not mean that these cigarettes pose lower health risks than other cigarettes." Is the message clear that smoking the cigarettes in this pack is equally harmful to one's health as smoking any other cigarettes? (SHOW PACKS PLUS CARD FOR INTERCEPTS)

Clear Message "Mild Seven Super Lights"	Current/ever smoked	Never smoked	
Yes, the message is clear	78.7%	74.9%	75.5%
No, the message is not clear	18.0%	18.4%	18.3%
Don't Know/Refused	3.3%	6.7%	6.1%
	100.0%	100.0%	100.0%

22. Can you please let me know your reaction to this statement: there is no specific type of cigarette which poses lower health risks than other types of cigarettes? (ROTATE STATEMENTS AND READ) (SHOW PACK PLUS CARD FOR INTERCEPTS)

No Specific Type of Cigarette Which Poses Lower Health Risks than Other Types of Cigarettes	Current/ever smoked	Never smoked	Total
I already knew this	77.2%	73.2%	73.9%
This is new information for me	16.3%	21.6%	20.6%
Don't Know/Refused	6.5%	5.2%	5.5%
Total	100.0%	100.0%	100.0%

(ASK ONLY IF "THIS IS NEW INFORMATION FOR ME" IN Q22, OTHERS JUMP TO Q24)

23. Despite hearing this statement do you still believe that the word "mild" and "lights" or "super lights" for these types of Mild Seven means these cigarettes pose lower health risks than other cigarettes? (SHOW CARD WITH THE STATEMENT FOR INTERCEPT INTERVIEWS)

"Mild Sevens" Still Believe Poses Lower Health Risks	Current/ever smoked	Never smoked	Total
Yes	17.1%	20.9%	20.3%
No	65.9%	62.2%	62.8%
Don't Know/Refused	17.1%	16.9%	16.9%
Total	100.0%	100.0%	100.0%

24. Will the statements that I just read to you help Mild Seven smokers understand that no cigarette poses lower health risks than others?

No Cigarette Poses Lower Health Risks than Other	Current/ever smoked	Never smoked	Total
Yes	56.8%	52.5%	53.3%
No	32.8%	35.9%	35.3%
Don't know/neither agree or disagree	10.4%	11.6%	11.4%
Total	100.0%	100.0%	100.0%

DEMOGRAPHIC QUESTIONS FOR EVERYONE

Now can I just ask a few questions about you for statistical purposes to ensure that we have a representative sample?

D1 You've mentioned you are in age range ____ (read out QB answer), what is your actual age _____?

Actual Age	Current/ ever smoked	Never smoked	Total
19	4.8%	3.9%	4.1%
20	3.2%	2.9%	2.9%
21	1.1%	2.6%	2.3%
22	3.7%	2.1%	2.4%
23	1.1%	1.8%	1.7%
24	2.1%	1.1%	1.3%
25	1.6%	2.1%	2.0%
26	1.6%	2.6%	2.4%
27	2.7%	2.4%	2.4%
28	3.7%	2.4%	2.6%
29	2.7%	1.3%	1.6%
30	4.3%	2.6%	2.9%
31	1.6%	.6%	.8%
32	1.6%	2.4%	2.2%
33	2.1%	1.3%	1.5%
34	1.1%	3.7%	3.2%
35	5.3%	1.9%	2.5%
36	1.6%	1.8%	1.7%
37	1.6%	1.5%	1.6%
38	1.6%	3.4%	3.1%
39	1.1%	3.0%	2.6%
40	2.7%	4.5%	4.2%
41	.5%	.8%	.8%
42	3.2%	2.1%	2.3%
43	3.7%	2.4%	2.6%
44	6.4%	5.8%	5.9%
45	2.7%	3.7%	3.5%
46	1.6%	1.5%	1.6%
47	1.6%	2.4%	2.2%
48	2.7%	1.3%	1.6%
49	4.8%	2.4%	2.8%
50	3.2%	3.7%	3.6%
51	.5%	.6%	.6%
52	1.6%	1.3%	1.4%
53	1.1%	1.5%	1.5%
54	.5%	1.9%	1.7%
55	5.9%	3.9%	4.3%
99	7.0%	12.7%	11.7%
Total	100.0%	100.0%	100.0%

D2 And what is your working status?

Working Status	Current/ever smoked	Never smoked	Total
Full time	72.7%	56.1%	59.1%
Part time	2.7%	5.2%	4.8%
Student	8.2%	8.9%	8.8%
Unemployed, but looking for work	5.5%	3.4%	3.8%
Unemployed, not looking for work	1.1%	2.1%	1.9%
Retired/Pensioner	3.8%	2.6%	2.8%
Full time Housewife	4.4%	20.5%	17.6%
Refused	1.6%	1.1%	1.2%
Total	100.0%	100.0%	100.0%

D3 (IF WORKING FULL OR PART TIME OR LOOKING FOR WORK, ASK)
What is your occupation?

Occupation	Current/ever smoked	Never smoked	Total
Professional/ Top Executives	8.1%	10.9%	10.3%
Administrative/ Managerial	7.4%	13.2%	12.0%
Small employer	8.1%	6.3%	6.7%
Skilled white collar	9.4%	15.2%	14.0%
Unskilled white collar	10.7%	19.0%	17.3%
Skilled blue collar	20.8%	13.2%	14.8%
Unskilled blue collar	28.2%	16.1%	18.7%
Unclassifiable/ Refusal	7.4%	6.0%	6.3%
Total	100.0%	100.0%	100.0%

D4 What is the final level of education you attained?

Educational Level	Current/ever smoked	Never smoked	Total
Primary or below	4.9%	10.0%	9.1%
Lower Secondary (Form 1-3)	21.7%	15.6%	16.7%
Upper Secondary (Form 4-5)	44.0%	35.0%	36.6%
Matriculation (Form 6-7)	7.1%	8.2%	8.0%
Vocational / Institute	1.1%	3.2%	2.8%
Some College (non-degree)	4.3%	5.6%	5.4%
College graduate and more	15.2%	21.4%	20.3%
Refused	1.6%	1.1%	1.2%
Total	100.0%	100.0%	100.0%

D5 And what is your marital status?

Marital Status	Current/ever smoked	Never smoked	Total
Married	54.6%	63.9%	62.2%
Single	44.3%	33.7%	35.6%
Divorced/widowed	1.1%	1.1%	1.1%
Refused		1.3%	1.1%
Total	100.0%	100.0%	100.0%

J2262 香煙市場研究訪問

被訪者姓名: _____ 電話號碼: _____ 訪問地點: _____

訪問日期: _____ 訪問員編號: _____ 審查: _____

早晨/午安/晚安，我叫_____，係中亞市場研究顧問有限公司嘅職員，係一間獨立嘅市場研究公司。最近我哋做緊一個關於市民對不同事件睇法嘅項目研究。

請問我可唔可以同你屋企年齡介乎 19-55 歲而又最近一位過咗生日嘅人進行訪問嗎？（如果訪問對象並非選定的受訪者時，請重複一次介紹詞；如果電話中訪問對象即是選定的受訪對象時，請直接續問）

（如果是同一個人，說）針對某些議題，我們想要得到您的寶貴意見；當然您所有提供的意見都會絕對保密（請勿暫停，直接訪問問題 QA）

（如果是一個新的人，說）您好，我叫_____是中亞市場研究顧問有限公司訪問員，我哋係一間獨立嘅市場研究公司，我們做緊一個關於市民對不同事件睇法嘅項目研究。請問你係唔係目前家中年齡超過 19 歲且最近一位過咗生日的人呢？（如係）多謝你，而您所有提供的意見都會絕對保密。（請勿暫停，直接訪問問題 QA）

A. 請問你/你嘅親戚朋友/相熟朋友現時或者最近有冇工作過以下公司/部門工作呢？【覆選】

- | | | | |
|------------------------------------|----|---|-------------|
| 廣告公司/市場公司 | 1 | } | 多謝並終
止訪問 |
| 市場研究公司 | 2 | | |
| 新聞工作/傳播媒介 (包括電視台、電台、報章、報紙等) 公共關係公司 | 3 | | |
| 香煙製造商 / 分銷商 / 零售商 | 4 | } | 繼續 |
| 醫務專業人士 (如被訪者不明白請解釋：包括護士、醫生、藥劑師等) | 5 | | |
| 法律專業人士 (如被訪者不明白請解釋：包括檢察官、律師、法官等) | 6 | | |
| 以上皆有 (不要讀出) | 7→ | | |

- Q1. 我會讀出兩個英文字，都係我哋每日喺商店見到用來形容產品嘅。就每一個中文字：溫和 / 淡 / 醇(香醇嘅醇) / 輕(輕巧嘅輕) / 清(清潔嘅清)，針對每一個英文單字請您告訴我最適合用邊一個中文字來代表其意思，如果您無法理解或辨認我所講的英文，請您回答「不知道」或者如果您覺得都不適合也請直接話俾我知「以上皆無」。

	【輪流讀出品牌及中文字】	()	()	()	()	()		
		溫和	淡	醇	輕	清	以上皆無	不知道/拒答
()	A Mild	1	2	3	4	5	6	9
()	B Light	1	2	3	4	5	6	9

- Q2. 我會讀出一啲係香港普遍的香煙牌子，針對每一個牌子，請你話俾我知有冇聽過呢個品牌呢？而你聽過嘅牌子當中，你有幾熟悉呢隻香煙牌子呢？

	【輪流讀出品牌】	從未聽過	聽過，但唔熟悉	有啲熟悉	非常熟悉	不知道/拒答
()	A Marlboro	1	2	3	4	9
()	B Kent	1	2	3	4	9
()	C Mild Seven	1	2	3	4	9
()	D 萬事發	1	2	3	4	9
()	E 中華	1	2	3	4	9

- Q3. 請你話我知你現時係食緊煙，以前有食煙但依家有食，定係從來都唔食煙呢？(如現時係吸煙者或以前係吸煙者，問：你現時/以前係經常食，定係間中食呢？)

我經常抽煙

在某些情況下，我有時會抽煙

我目前已經戒煙了，但以前經常抽

我目前已經戒煙了，但以前都是偶爾才食而非定期食煙

我從不食煙

拒絕回答

1→ 續問Q4

2→ 續問Q4

3→ 續問Q4

4→ 續問Q4

5→ 跳問Q9

9→ 多謝並終止訪問

(Q4-Q7 只問現時吸煙者 / 以前吸煙者)

Q4. 請問您目前/以前主要食邊一隻牌子嘅香煙呢?亦即係您最經常食嘅牌子。[單選]

萬寶路 Marlboro (Light Menthol, Lights, Original/Red, Medium, Ultra Lights)	1
威豪 Winfield (Lights, Filter/Original)	2
領先 Next (Light Menthol, Lights)	3
沙龍 Salem (Lights)	4
國際多好 More (Filter/Original, Lights Menthol)	5
希爾頓 Hilton (Filter/Original)	6
總督 Viceroy (Filter/Original)	7
健牌 Kent(Filter/Original, M1, M2, M3) ("M" indicates Menthol level)	8
紅雙喜 Double Happiness Filter	9
中華 Chung Wa Filter	10
卡碧 Capri Menthol	11
萬事發 Mild Seven(Original, Lights, Super Lights)	12
大衛杜夫 Davidoff(Classic/Original, Ultra Mild)	13
維珍 Virginia Slims	14
薄荷聖羅蘭 Yves St Laurent(YSL)	15
駱駝 Camel(Original, Lights)	16
雲絲頓 Winston(Original, Lights)	17
其他(請註明: _____)	18
不知道	98
拒絕回答	99

Q5. 請你話俾我知你最經常食嘅香煙品牌係邊個種類嘅煙呢? 你所喜歡嘅香煙係_____, [讀出以下選擇, 單選]

原味 Full-flavour	1
醇煙 Lights	2
超醇 Super Lights / Ultimate Lights / Ultra Lights / 纖幼 Slim	3
薄荷Menthols	4
醇薄荷Menthols Lights	5
其他: 請註明_____	6
不知道/唔記得/拒絕回答	9

- Q6. 點解你而家/以前要揀選食(讀出在Q5及Q6之品牌及種類)呢? (追問)如被訪者回答類似“我鍾意”或“係我所喜愛”之答案, 問: 點解“你鍾意”或點解係“你所喜愛”呢? 如被訪者提供明確的答案, 請清楚記錄然後再追問其他原因。仲有乜嘢其他原因係你而家/以前揀選呢隻牌子呢? (記錄並追問至3個答案)

1. _____

2. _____

3. _____

- Q7. 請問您目前/以前平均一天抽幾枝煙?(包括食煙/戒煙人士)

一日都有一枝/一星期幾枝	1
一日1-2枝	2
一日3-5枝	3
一日6-10枝	4
一日11-15枝	5
一日16-20枝	6
一日21-30枝	7
一日超過30枝以上	8

[問所有人]

- Q8. 一講到英文名牌子“Mild Seven”時(只可以讀出Mild Seven英文名稱, 不能讀出相關之廣東名), 對你嚟講, 呢個名對呢隻煙有乜嘢意思? (追問)你嘅意思係乜嘢呢? 仲有呢?
(街頭訪問: 請出示相片咭) [所有訪問只需追問最多三個答案, 但不接受每一個答案只有1-2個字, 例如被訪者之中文答案相等於 mild cigarettes, 要詢問被訪者: 你所指嘅mild cigarettes係乜嘢意思呢?]

a. (編碼 “Mild Seven”) _____

b. _____

c. _____

Q9. 如果牌子 Mild Seven 嘅 Mild 呢個字，對呢隻煙有乜嘢意思呢？(只讀出英文嘅 Mild 及 Mild Seven)仲有呢？(追問最多三個答案，但不接受每一個答案只有1-2個字，例如回答溫和、淡、醇、輕及清，詢問被訪者，你所指嘅_____係乜嘢意思呢？)

a. (編碼 “Mild”) _____

b. _____

c. _____

Q10. 如果牌子 Mild Seven 嘅 Seven 呢個字對呢隻煙有乜嘢意思呢？(只讀出英文嘅 Seven及 Mild Seven) (追問最多三個答案，但不接受每個答案只有1-2 個字，要詢問被訪者：你所講嘅 _____ 係乜嘢意思呢？)

a. (編碼 “Seven”) _____

b. _____

c. _____

[訪問員注意：在所有開放題，如被訪者回答“不知道”，請編碼“98”，拒絕回答，請編碼“99”。]

Q11. 有一啲香煙係個煙包上會有一啲英文字係表示香煙嘅類型或牌子嘅種類，例如 Mild, Lights, 或 Super Lights。請問你之前係唔係已經知道？還是你而家做呢個訪問先知道呢？

係，我之前已經知道了

1 →續問Q13-Q14

唔係，之前唔知道，而家先知

2 →跳問Q15

[輪流發問Q12及Q13]

() Q12. 有啲品牌係煙包上有“Light” 呢個英文字，你認為係乜嘢意思呢？有咗“ Lights” 呢個英文字，咁令到呢個香煙有乜嘢唔同呢？仲有啲乜嘢呢？(記錄並追問最多3個答案)

a. _____

b. _____

c. _____

(追問)：你嘅答案對香煙嚟講係乜嘢意思呢？(不接受只是字面上翻譯之答案，例如“ Lights” 這個只係翻譯成中文，淡嘅香煙，便要追問，你所講嘅淡嘅煙係指乜嘢意思呢？)

() Q13. 有啲品牌係煙包上有“Mild”呢個英文字，你認為係乜嘢意思呢？有咗“Mild”呢個英文字，咁令到呢個香煙有乜嘢唔同呢？仲有啲乜嘢呢？（記錄並追問最多3個答案）

a. _____

b. _____

c. _____

（追問）：你嘅答案對香煙嚟講係乜嘢意思呢？（不接受只是字面上翻譯之答案，例如“Mild”這個只係翻譯成中文，淡/醇嘅香煙，便要追問，你所講嘅淡/醇嘅香煙係指乜嘢意思呢？）

[只問現時有吸煙 / 以前有吸煙者，其他跳至Q15]

Q14. 當您在選擇而家/以前嘅香煙品牌的時候，請問您覺得尼古丁/焦油含量對您嚟講有幾重要呢？

- | | |
|----------|---|
| 非常重要 | 1 |
| 幾重要 | 2 |
| 不太重要 | 3 |
| 完全不重要 | 4 |
| 不知道/拒絕回答 | 9 |

Q15. 請問你有幾同意或唔同意以下句子呢？非常同意、有啲同意、有啲唔同意定係非常唔同意？

（不要向被訪者讀出“無話同唔同意”之答案，只接受被訪者自己提出）[輪流讀出]

		(輪流讀出句子)	非常同意	有啲同意	無話同唔同意	有啲唔同意	非常唔同意	唔知道/ 拒答（不提示）
()	1	所有的香煙都是一樣有害的	1	2	3	4	5	9
()	2	跟其它香煙相比，有些香煙是比較無害的	1	2	3	4	5	9
()	3	安全的香煙是不可能的	1	2	3	4	5	9
()	4	有些強調“Light”或“Super Lights”的香煙對健康的風險較其他香煙低	1	2	3	4	5	9
()	5	有些強調“Mild”的香煙對健康的風險較其他香煙低	1	2	3	4	5	9
()	6	跟其它香煙相比，原味煙係比較有害的	1	2	3	4	5	9

Q16. 想像一下：如果Mild Seven原味煙係包裝上出現「包裝上“Mild”一字並不代表該香煙對健康的危害較其他香煙低」，請問您覺得這個句子的意思是什麼？對你的意義是什麼？(如有必要請再重覆讀出一次以上句子) (追問) (如街頭訪問，請出示包裝及示咭)

- a. _____
- b. _____
- c. _____

Q17. 你對呢個訊息清唔清晰呢？吸食這包香煙同吸食任何其他香煙都係一樣有危害一個人嘅健康？

- | | |
|------------|---|
| 係，呢個訊息係清晰 | 1 |
| 唔係，呢個訊息唔清晰 | 2 |
| 不知道/拒絕回答 | 9 |

Q18. 請你話俾我知你對以下呢句句有咩反應呢？無一個特定嘅品牌，比起其他品牌對健康做成較低危害。[輪流讀出以下答案]

- | | |
|-----------------|------------|
| () 我已經知道 | 1 [跳至Q20] |
| () 對我嚟講呢個係新嘅資料 | 2 [繼續問Q19] |

Q19. 雖然你聽到呢句句，你會唔會依然相信Mild Seven 嘅 “Mild” 呢個字，係表示呢隻香煙比其他香煙會對健康做成較低危害呢？

- | | |
|------|---|
| 會相信 | 1 |
| 不會相信 | 2 |

[輪流發問Q20及Q21]

() Q20. 試想像一下一個類似嘅句子印喺Mild Seven Lights嘅包裝上。字樣為 “包裝上「Mild」和「Lights」嘅字並不代表該香煙對健康的危害較其他香煙低。” 呢個訊息係唔係清楚帶出吸食呢包煙同吸食其它香煙都對健康造成同樣嘅危害程度呢？(街頭訪問：展示包裝及示咭)

- | | |
|------------|---|
| 係，嘅訊息係清楚嘅 | 1 |
| 唔係，嘅訊息唔清楚 | 2 |
| 唔知道 / 拒絕回答 | 9 |

() Q21. 試想像一下一個類似嘅句子印喺Mild Seven Super Lights嘅包裝上。字樣為 “包裝上「Mild」和「Super Lights」嘅字並不代表該香煙對健康的危害較其他香煙低。” 呢個訊息係唔係清楚帶出吸食呢包煙同吸食其它香煙都對健康造成同樣嘅危害程度呢？(街頭訪問：展示包裝及示咭)

- | | |
|------------|---|
| 係，嘅訊息係清楚嘅 | 1 |
| 唔係，嘅訊息唔清楚 | 2 |
| 唔知道 / 拒絕回答 | 9 |

Q22. 請你話俾我知你對呢個句子嘅反應。“沒有任何一隻香煙種類會對健康的危害較其他香煙種類低” (輪流讀出以下句子) (街頭訪問：展示包裝及示咭)

- | | |
|----------------|-----------|
| () 我已經知道 | 1 [跳至Q24] |
| () 對我嚟講係一個新資訊 | 2 [問Q23] |
| 唔知道 / 拒絕回答 | 9 |

Q23. 雖然你聽咗呢句句字，你而家係唔係仍然相信 “Mild” 及 “Lights” 或 “Super Lights” 嘅 Mild Seven 種類係代表該香煙對健康的危害較其它香煙低呢？(街頭訪問：展示有句子的示卡)

係 1

唔係 2

唔知道 / 拒絕回答 9

Q24. 我哋頭先講咗嘅句子，能唔能夠幫助Mild Seven吸煙者明白有一隻香煙對健康的危害較其他香煙低？

能夠 1

唔能夠 2

不知道 / 無話能唔能夠 9

背景資料，問所有被訪者

而家我想問你一啲問題係作為統計用途以確保我哋會得到具代表性嘅樣本。

D1 性別：

男 1

女 2

D2 請問你而家嘅年齡係……(記錄實際年齡)

19 - 24歲	1	40 - 44歲	5
25 - 29歲	2	45 - 49歲	6
30 - 34歲	3	50 - 55歲	7
35 - 39歲	4		

D3 請問你而家嘅工作狀況係….

全職	1	失業 / 待業，不打算找工作	5
兼職	2	退休 / 領取公援	6
學生	3	全職家庭主婦	7
失業 / 待業，但打算找工作	4		

D4 (只問全職、兼職或打算找工作之被訪者) 請問你嘅職位係乜嘢呢？

專業人士 / 高級行政人員	1	非技術性白領	5
行政管理 / 經理	2	技術性藍領	6
僱主 / 老闆	3	非技術性白領	7
技術性白領	4		

D5 請問你嘅最高教育程度係乜嘢呢？

小學程度或以下	1	工業學院	5
初中程度(中一至中三)	2	大學-非學位課程	6
高中程度(中四至中五)	3	大學-學位課程或以上	7
預科程度(中六至中七)	4		

D6 請問你嘅婚姻狀況係咩呢？

已婚	1	單身	2	離婚 / 鰥寡	3
----	---	----	---	---------	---

D7 居住區域：

香港	1	九龍	2	新界	3
----	---	----	---	----	---

D8 電話或街頭訪問：

電話	1	街頭訪問	2
----	---	------	---

D9 電話類別：

隨機抽樣	1	配額	2
------	---	----	---

APPENDIX 3

METHODOLOGY

Sampling and Interviewing

One thousand twenty-six (1,026) Interviews were conducted between July 18 and August 15, 2005.

A combination of random and fixed-digit telephone sampling procedures was used to select respondents for the 714 telephone interviews done throughout Hong Kong. The sample consisted of pre-selected telephone numbers from the telephone directory that were rotated by one digit (to permit contacting households whose telephone was not listed in the directory). This combination of telephone sampling procedures introduced both listed and unlisted numbers as well as new households into the available sample. When contact was established, the interviewer screened for adults 19 years old or older. The application of these procedures produced a calculable probability of being included in the study sample for each member of the potential universe.

To ensure that the data were representative of the population 19 years of age or older, a stratified sample frame was used to assure a representative sample of respondents by: gender, age, and geographical region (Hong Kong, Kowloon, and the New Territories). Six hundred and nine (609) interviews of the telephone sample were random selections from among the whole adult population 19 years of age or older. One-hundred five (105) additional telephone interviews were random selections from the same population but screened to include just smokers and former smokers.

In addition to the interviews gathered by telephone, 312 smokers were interviewed in person (205 "Mild Seven" smokers and 107 other brand smokers). Smokers were approached by interviewers (intercepted) on the streets in different communities in the three regions (Hong Kong, Kowloon, and the New Territories). Intercept interviews by their nature are not random but purposive.

In addition to the screening for respondents who were 19 years or older and had the most recent birthday in the household, screening was performed to exclude individuals who worked in areas that may bias their responses: advertising, media, journalism, market research, the manufacturing, distribution and/or sales of tobacco, the medical profession and the legal profession.

There is a total number of 514 smokers (including, 212 “Mild Seven” smokers), 49 former smokers, and 463 respondents who had never smoked in the sample. The statistical margin of error is similar for two major subgroup of the sample, smokers/former smokers and non-smokers. It is approximately ± 4.5 percentage points at the .05 confidence level for these two groups. For “Mild Seven” smokers the margin of error is approximately ± 6.7 percentage points at the .05 confidence level

The sample was designed purposely to over-sample smokers and “Mild Seven” smokers so that enough of these consumers would be present in the study to draw accurate conclusions about their opinions. This necessitated weighting the data to produce results reflective of the population as a whole. The estimate of the margin of error for the weighted representative sample of 1,026 adults is between ± 2.9 percentage points and ± 3.4 percentage points based on the research design effects.

Weighting

To ensure that there were sufficient smokers in the sample to allow a full analysis, smokers (514) represent 50% of the respondents, when in actual fact smokers only represented approximately 15% of the Hong Kong population (based on 2003 figures from the Department of Health). To correct for the over-sample bias, statistical weights were applied to the data to reduce the impact of smokers on the data and to increase the impact of non-smokers to their proper proportion in the population. Two sets of weights were used. One weighted the data by smoking incidence by age and gender. The other set of weights was used to reduce the bias of the over-sample of “Mild Seven” smokers. These weights were applied to

smokers only and took into consideration “Mild Seven” and non-“Mild Seven” smokers by age and gender. The net effect of these weights is to produce a sample that is representative of smokers and non-smokers in Hong Kong.

APPENDIX 4

SAMPLE VALIDATION

The following table compares the random telephone sample (n= 609) and the weighted sample (n = 1026) of gender by age with the Hong Kong population percentages for these two demographics. Both the random and weighted sample are similar to the general population figures, indicating a valid sample of the general population.

Gender by Age Comparison

Gender and Age	Population (%)	Random Sample (n = 609) (%)	Weighted Sample (n = 1,026) (%)
Male			
19-24	7	8	8
25-34	11	12	12
35-44	15	16	16
45-55	14	14	15
Female			
19-24	7	7	7
25-34	14	13	13
35-44	17	16	16
45-55	15	13	14
Total	100	99	101

(Population figures are based upon Hong Kong census data. Percentages for the two samples do not add to 100 due to rounding.)

The next table compares the smoking incidence of the general population by age with the smoking incidence of the random telephone sample and the weighted sample by the same demographics.

Smoking Incidence by Age

Age	Population (% of group who smoke)	Random Sample (n = 609) (% of group who smoke)	Weighted Sample (n = 1,026) (% of group who smoke)
19-29	27	27	34
30-39	27	27	26
40-49	29	31	27
50-55	17	15	13
Total	100	100	100

(Population smoking incidence figures are based on 2003 data from the Hong Kong Health Department on age of daily smokers, prorate for the age of the sample (19-55 years old).)

The random telephone sample mirrors the smoking population almost exactly. For the weighted sample, the youngest age group (19-29 year olds) is slightly over-represented, reflecting the fact that the intercept, over-sample of smokers and “Mild Seven” smokers was likely to produce many younger smokers. Overall, however, the weighted smokers sample is highly representative of the smoking population.

These two comparisons indicate that the random telephone sample and the weighted sample are representative of the general population and the smoking population. They are representative for the general population through their distribution of respondents across gender and age categories. They are representative for the smoking population through their distribution of respondents across age categories.