

# Attitudes Regarding Health Warnings On Tobacco Products

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Survey in For Indian Cities

December 2008

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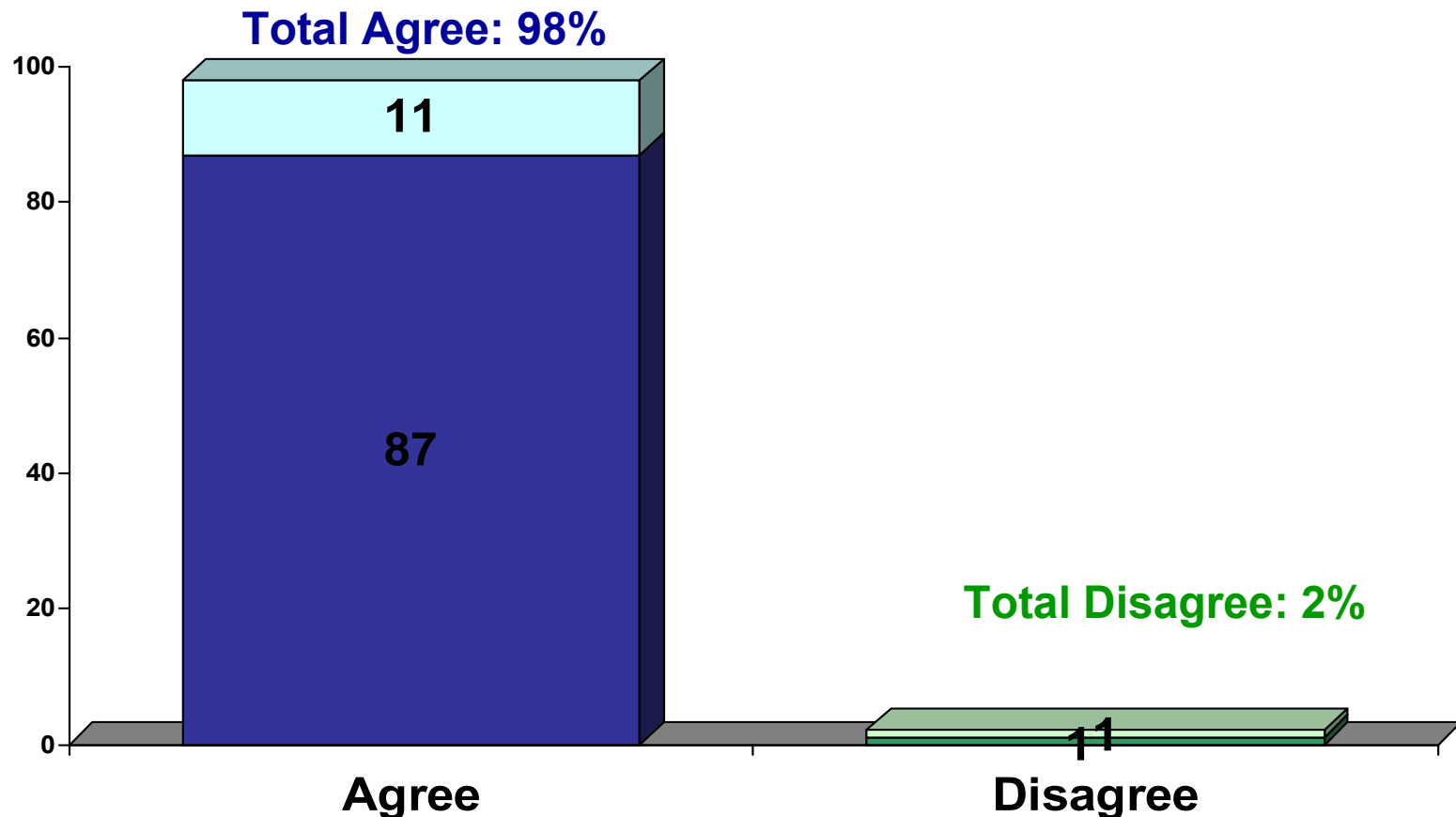
# Overview of Results

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- Overall, Indians surveyed in four cities agree that the government should require a health warning label on packs of bidis as they do on other cigarettes.
- Indians also favor actions to strengthen the health warning labels on all tobacco products.
- Finally, Indians surveyed strongly disagreed with the decision to delay the stronger health warnings on tobacco products.

# Indians Overwhelmingly Feel The Government Should Require a Health Warning on Packs of Bidis

As you may know, the government requires labels on cigarette packs that warn about the dangers of smoking. However, there are no requirements for similar health warnings on packs of bidis. Do you agree or disagree that the government should require a health warning label on packs of bidis as they do on other cigarettes?

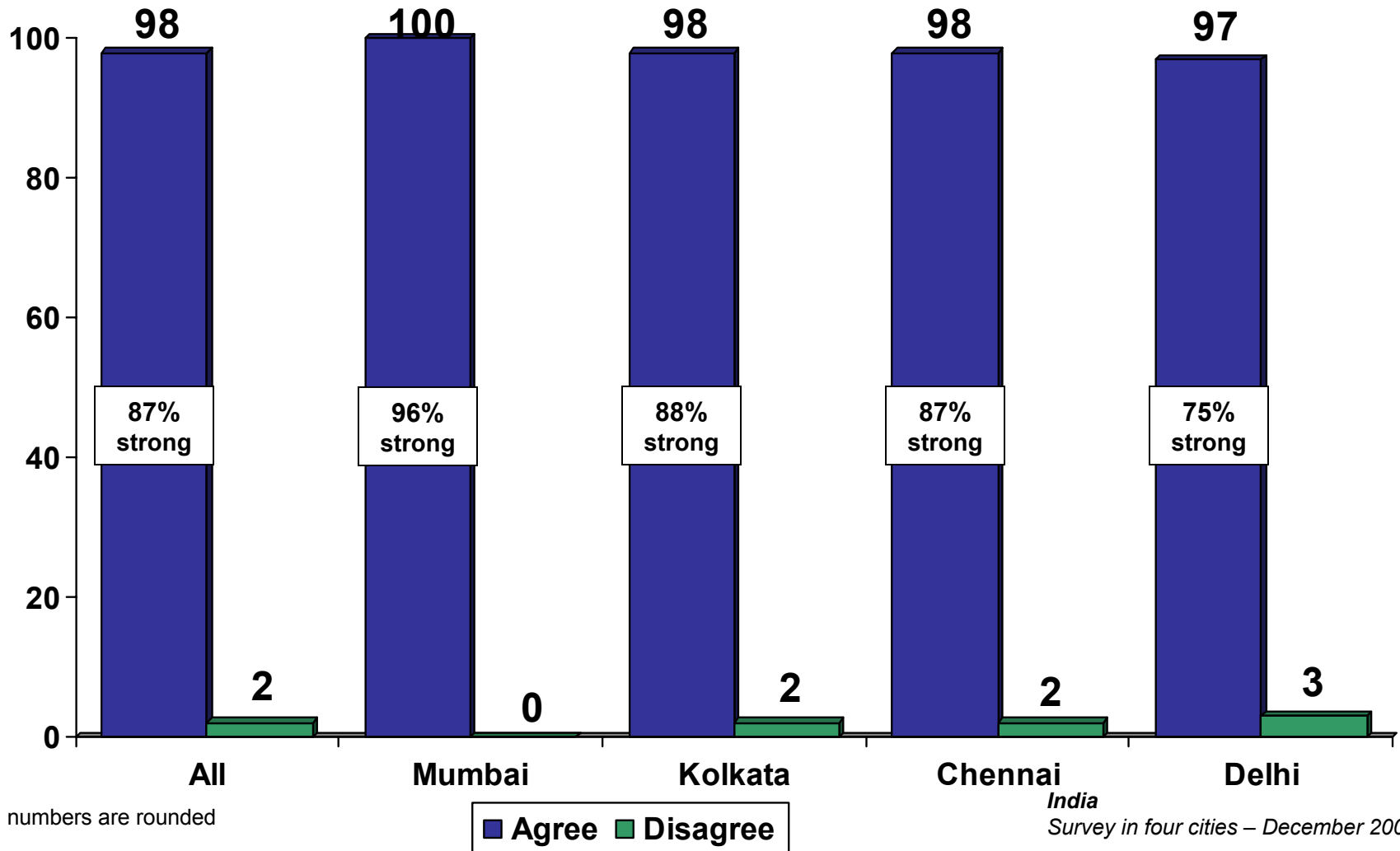


Darker shading equals stronger intensity  
Total numbers are rounded

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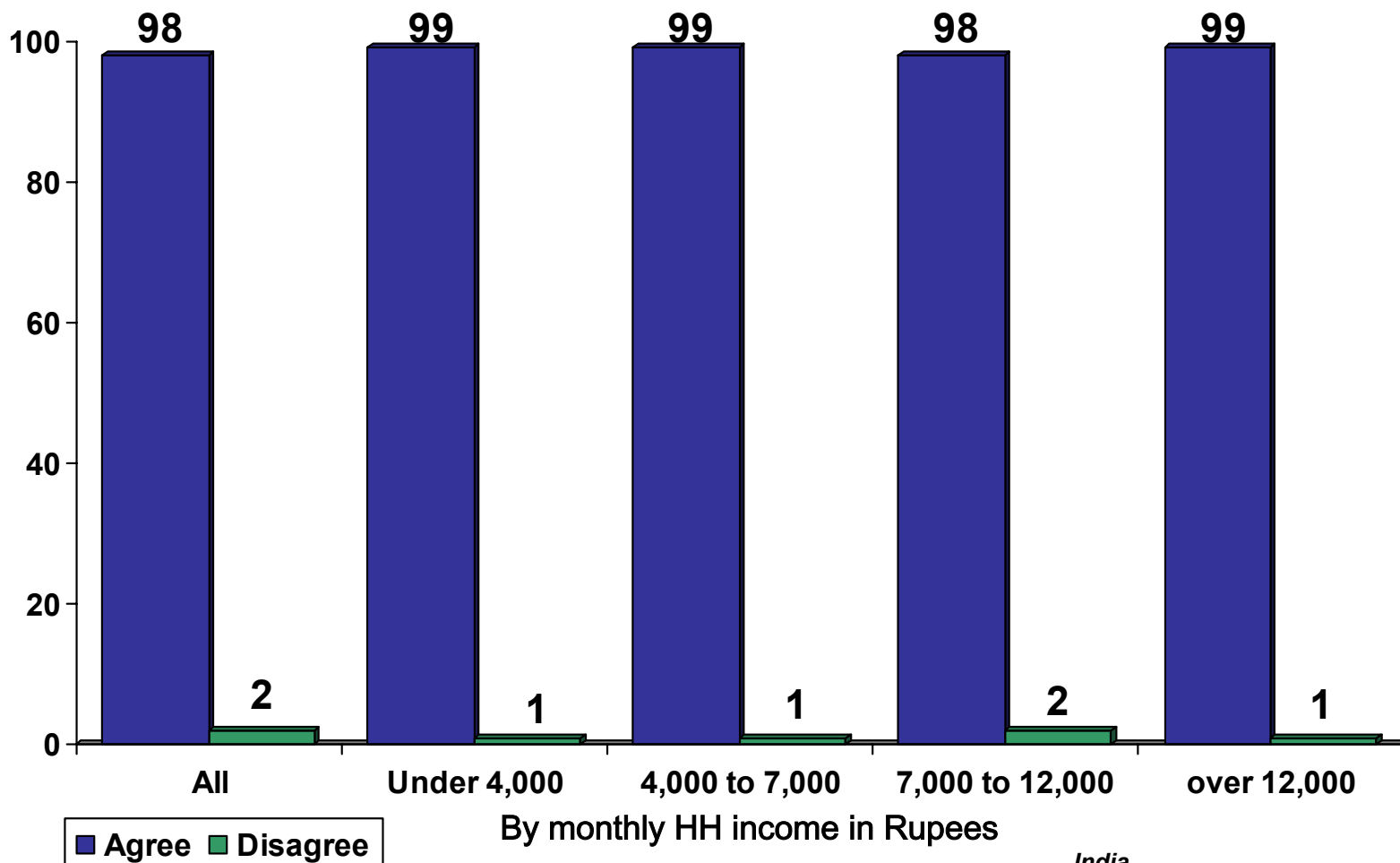
# Support For Warning Labels on Bidis Spans All Cities

As you may know, the government requires labels on cigarette packs that warn about the dangers of smoking. However, there are no requirements for similar health warnings on packs of bidis. Do you agree or disagree that the government should require a health warning label on packs of bidis as they do on other cigarettes?



# Support For Warning Labels on Bidis Spans Income Levels

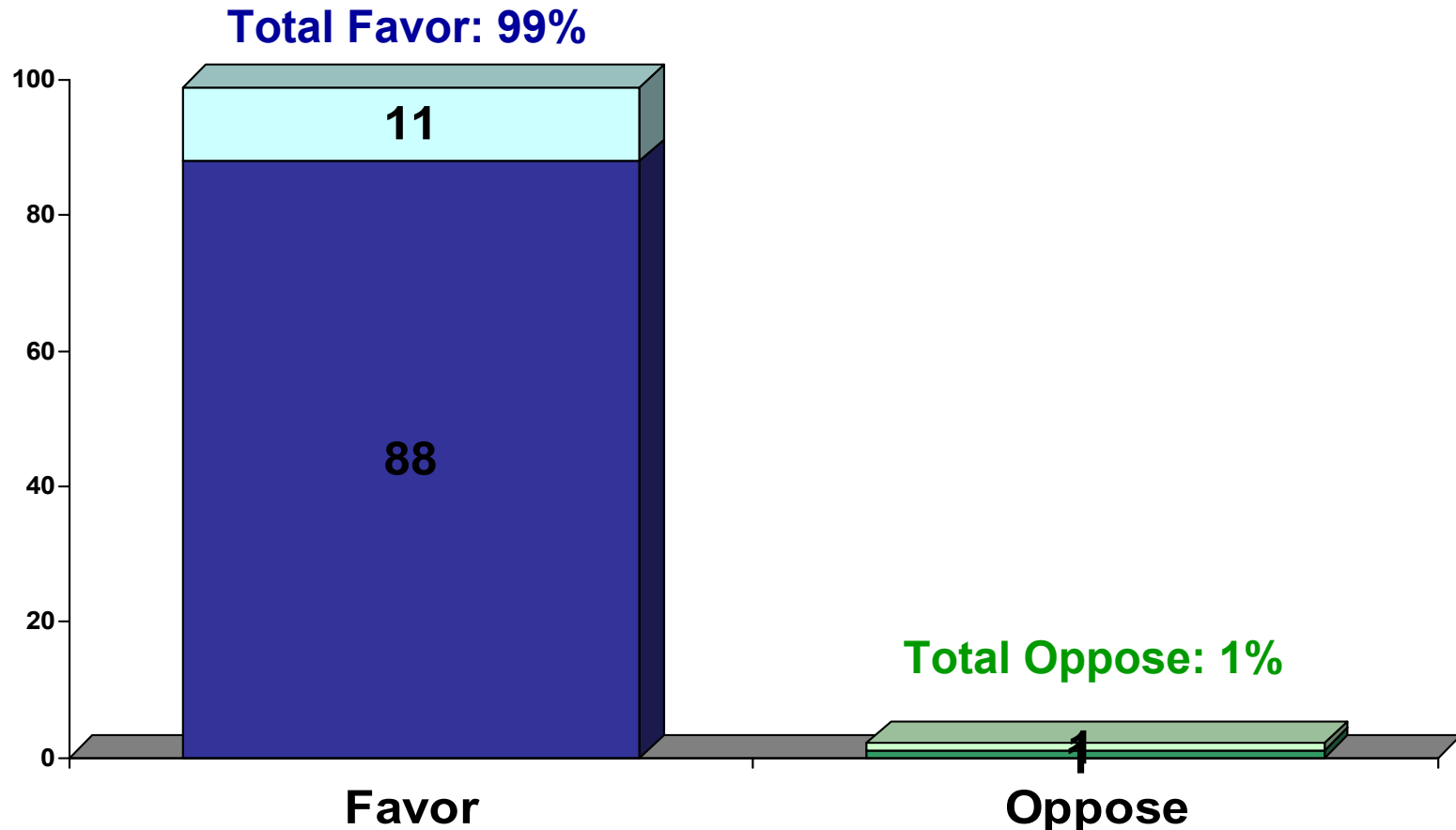
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# Indians Surveyed Universally Support Government Action To Strengthen Health Warnings on Tobacco Products

The government recently took action to improve the health warning labels on tobacco products, requiring them to be larger and include pictures to better communicate the dangers of tobacco use. Do you favor or oppose this action to strengthen the health warnings that appear on tobacco products?

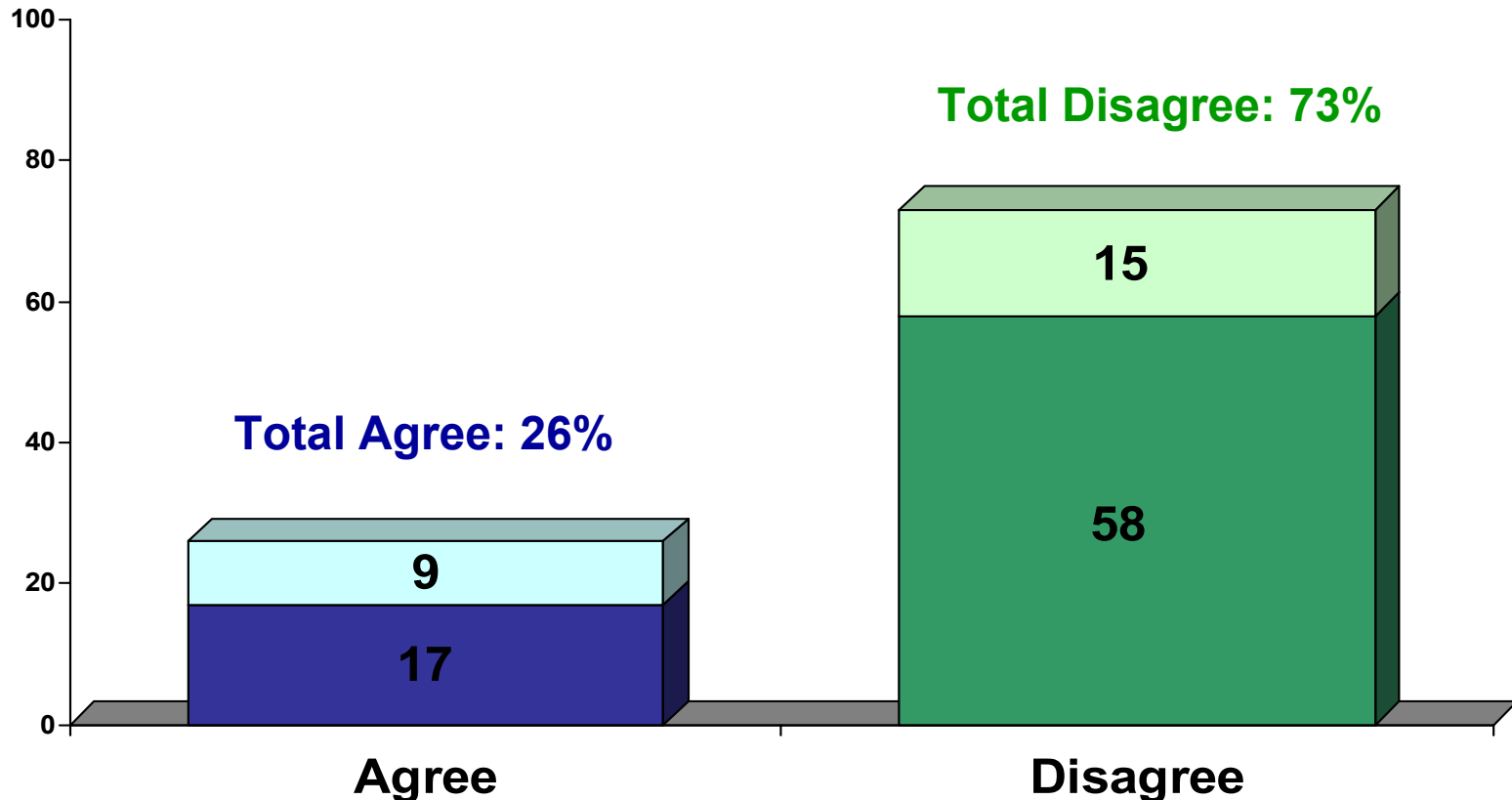


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# Nearly Three out of Four Indians Surveyed Disagree With The Decision To Delay Stronger Warnings on Tobacco Products

The government has delayed the implementation of the new stronger warning labels. Instead of appearing at the end of November, the new labels will not appear until June of 2009. Do you agree or disagree with the decision to delay the stronger health warnings on tobacco products?



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# Methodology

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- Survey conducted by Synovate's Global Omnibus, a regular survey of attitudes and behavior among consumers in four major Indian cities
- Face to face interviews with adult consumers in Delhi, Mumbai, Chennai, and Kolkata
- All interviews were conducted between December 8 and December 23, 2008
- The margin of error for the full sample of 1,026 respondents is +/- 3.05%.
- The margin of error for sub-groups is larger.