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**QUANTITATIVE POST-TEST
OF "CHALLENGE TO
YOUTH" TV CAMPAIGN**

Prepared for
Health Canada

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CHAPTER

1 INTRODUCTION

- ☐ To stop rising rates of smoking among youth, Health Canada is looking at new ways to approach the high risk group of 13 to 19 year-old teenagers.
- ☐ In 1996, thirty-six youths were chosen from various in-school and Health Canada programs, to attend the Youth Forum on Tobacco and to express their opinions on anti-tobacco programs aimed at the youth of this country.
- ☐ Their thoughts and ideas helped create the new approach that Health Canada was looking for :
 1. show real teens, not teens hired as actors;
 2. enlist "off-the-street" youth to participate directly in the programming.
- ☐ "Health Canada's Challenge to Youth" is the most visible portion of a three-pronged anti-tobacco campaign, based on a peer-to-peer approach suggested by the Youth Forum on Tobacco :
 1. In March of 1997, a tobacco-related contest invited 13 to 19 year-olds from across Canada to "*Give us your best take on smoking / Donne ta meilleure réplique au tabac*". They were asked to submit, by calling a toll-free number, a personal 20-second message on how smoking affected them.
 2. 19,000 calls were received, of which 10,278 entries were considered valid.
 3. After a weekly screening of the calls, ten winners were selected and flown to Vancouver, where they appeared in a Health Canada ad to deliver their winning message about smoking.
 4. From June 6 to July 3, 1997, two 60-second ads, one in English and one in French, were aired in Cineplex Odeon and Empire Theaters across the country. **One French and two English, 30-second TV spots ran on Musique Plus and Much Music, YTV and National Network during the same period, and also from February 23 to March 31, 1998.**
- ☐ The current survey was intended to measure the impact of these 30-second TV spots, mainly in terms of the awareness, emotional response they elicited and convincing value they carried.

CHAPTER

2 SURVEY OBJECTIVES

- ☐ #1 The overall objective of this survey was to measure the recall of, and response to, the "Challenge to Youth" TV campaign.
- ☐ More specifically, the survey included measurements of :
 - 2 • spontaneous recall of smoking related TV advertisements;
 - 3 • aided recall of the two English and the one French 30-second TV spots;
 - 4 • reported frequency of exposure to the TV spots;
 - 5 • unaided perceived messages (*besides anti-smoking*);
 - 6 • emotional response profile;
 - 7 • overall likability;
 - 8 • convincing value;
 - 9 • adequacy towards a 12 to 19 year-old audience;
 - 10 • awareness of and attitude towards the sponsor;
 - 11 • general awareness of the creative process.

CHAPTER

3

METHODOLOGY

3.1 Population Surveyed

- ☐ The primary target group of this survey was young Canadians from 12 to 19 years of age. The incidence of the target group among Canadian households was 18%.

3.2 Sample Design and Selection

- ☐ Based on the research objectives, this survey was designed to obtain interviews with a representative sample of the target group.
- ☐ A stratified probability sample ensuring a balance between Quebec Francophones and Anglophones in the rest of the country was drawn, using the computerized random procedure of the "Canada Sampler" program and the most recent Canada Phone CD-ROM from Pro-Phone.
- ☐ The sample outside Quebec was proportionally distributed according to the population of the provinces within that stratum. Also, the sample within Quebec was proportionally distributed according to the population of its 16 administrative regions.
- ☐ Up to seven calls were made before abandoning a number or a potential respondent.
- ☐ Random selection of a respondent within each household was based on the nearest birthday method, which provides an efficient means of ensuring the sample approximates the population according to gender and age level.
- ☐ For respondents aged 12 to 17, the parent's permission was solicited and only teens whose parent agreed to their participation in the study were interviewed.

- ☐ After telling the parent about the purpose of the study and getting their permission for the child's involvement, the parent was asked to agree to the following :

"Your child (selected child) has been selected at random to participate in this survey conducted on behalf of the government of Canada. We'd like to have your child's frank answers and opinions. Therefore we need to interview him/her without another person being able to hear their responses since different members of your family may have different views on advertising aimed at young people.

Your child's comments will be held in the strictest of confidence. His/her answers will be combined with the answers of hundreds of other young people we are interviewing, and these answers will only be used for research purposes."

In 36% of these cases, another family member was present in the interview situation. Specific crosstabulations of advertising recall, length of interview and convincing value of advertising show that this presence did not significantly influence the answers.

3.3 Sample Size

- ☐ N = 614 interviews were completed, distributed as follows :

Region / Province	Sample size (n)	Margin of error* (+/- %)
Quebec**	212	6.8
English Canada***	402	4.9
• B.C.	63	12.6
• Prairies	96	10.2
• Ontario	183	7.4
• Maritimes	60	12.9
Total Canada	614	4.0

* At a 95% confidence interval.

** All Francophones.

*** All Anglophones.

3.4 Response rate

- ☐ A 60% response rate was achieved and computed according to AIRMS standards.

REPORT OF CONTACTS

	Frequency	Total
Numbers generated		8569
A. Invalid numbers		1318
- Out of service	1030	
- Non-residential	286	
- Secondary residence	2	
B. Numbers not in sample		5038
- Language problem	257	
- Age, sickness (<i>incapacity</i>)	21	
- Duplicate	7	
- Not eligible	4753	
- Out of quota	0	
C. Numbers in sample with unknown eligibility		1378
- No answer*	718	
- Household refusal	660	
D. Numbers in sample with known eligibility but not completed		221
- Absent for a long period	33	
- Incomplete questionnaires	2	
- Incomplete Call-backs	78	
- Respondent refusal	108	
E. Completed interviews		614
RESPONSE RATE : $\frac{E}{C \times (ER)^{**} + D + E} = 60\%$		** ELIGIBILITY RATE : $\frac{D + E}{B + D + E} = 14\%$

- * In order for a phone number to be considered a "No answer", it must have always remained without answer throughout the data collection period. For instance, a call-back that was not completed because there was no answer during subsequent calls was considered an "Incomplete call-back", and not a "No answer".

3.5 Questionnaire

- ☐ The survey questionnaire (*see Appendix*) was developed in both languages, in close consultation with the client.
- ☐ The questionnaire was designed to require an average of 12 minutes to complete, an appropriate length of time for this young target group, to avoid risking a loss of interest or attention.
- ☐ Once the questionnaire was approved by the client, it was pre-tested in English and in French on a small sample (*15 for each language*).

3.6 Data Collection

- ☐ Data collection took place simultaneously across the country over a 13-day period (*from March 23 to April 4, 1998*), using the CATI system at our Montreal central facility.
- ☐ All interviews were continuously monitored by supervisors, with at least 10 percent validated on-line to ensure consistency and that correct interviewing techniques were being used.

3.7 Data Processing

- ☐ Summary tables are presented in Chapter 6 and computer printouts have been included in Chapter 7. All tables are based on the weighted sample. Weighting procedures took into account age sub-categories (*12-14, 15-17, 18-19*), gender and regions (*1996 census*).

3.8 Research Team

- ☐ Mr. Grégoire Gollin was responsible for all aspects of this survey, from design to analysis and reporting.

CHAPTER

4 HIGHLIGHTS

HIGHLIGHTS

- ❑ 56% of all respondents have smoked at least once in their life, and 27% report to be **current smokers**. Incidence of cigarette smoking is statistically identical according to gender, but is slightly higher in Quebec (29%) compared to English Canada (26%), and increases sharply with age :
 - 12 to 14 year-olds : 9%
 - 15 to 17 year-olds : 33%
 - 18 to 19 year-olds : 43%
- ❑ **Unaided recall of the overall campaign is 45%** without significant differences based on gender or age group. However, unaided recall of the campaign is much higher among Francophones (68%) compared to Anglophones (37%) and slightly higher among smokers (49%) compared to non-smokers (43%).
- ❑ **Aided recall of the overall campaign is 89%**, slightly higher for the French campaign (94%) compared to the English campaign (87%). For both audiences, aided recall of the campaign is slightly higher among younger respondents and statistically identical according to gender. For the French campaign (*a single ad*), the aided recall is slightly higher among smokers compared to non-smokers.

The "young girl" ad (78% *aided recall*) played a more significant role in contributing to the aided recall of the English campaign than the "young boy" ad (69% *aided recall*). **Aided recall of each of the English ads** is statistically identical according to gender, but decreases with age.

A majority of Anglophone respondents (59%) recalled having seen both English ads, particularly younger respondents.

- ☐ The average **frequency of exposure** to the ads is 7.4 times (*based on aided recall*) with half of the respondents reporting having seen them at least 10 times. Frequency of exposure is significantly higher among Quebec respondents (8.3), compared to Anglophone respondents (7.0).
- ☐ A **message** that could be associated with the campaign (*other than anti-smoking*) was **spontaneously** mentioned by most respondents who saw the "Challenge to Youth" advertising. Almost all the specific messages that respondents said the campaign was trying to convey are related to the health consequences or dangers of smoking, with "*smoking kills*" on top of the list.
- ☐ Despite a very high campaign recall and frequency of exposure to the ads, **awareness of the sponsor** is only 13%, with no significant differences between the French and English audiences.

However, a very large majority of respondents (92%) in all key sub-groups are in favor of airing such TV spots sponsored by the Government of Canada.

- ☐ On the 5-point **overall likability** scale used, a majority of respondents (71%) choose the "top two boxes" ("*liked a lot*" or "*somewhat*") and 33% choose the "top box" rating in how much they liked the ads. Only 8% said they did not like the ads ("*a lot*" or "*somewhat*").
 - Slightly more Anglophone respondents liked the ads (72% vs. 64% of *Francophones*).
 - Slightly more girls liked the ads (75% vs. 66% of *boys*).
 - Many more non-smokers liked the ads (74% vs. 58% for *non smokers*).
- ☐ Among the list of 12 statements submitted to respondents who saw the ads, overwhelming majorities (75% to 97%) endorsed the positive statements (*well thought out, catchy, etc.*) and rejected (75% to 93%) the negative statements (*misleading, exaggerated, etc.*) about the ads.

This very positive **profile of emotional response** to the ads is observed for both the English and French audiences, and confirms that the advertising approach, peer-to-peer, is very appropriate for the target group.

□ Overall, the **convincing value** of the ads appears to be very high, not only in and of themselves, but also comparatively to those that respondents had seen before on the same issue :

- 72% said that they are "hard hitting" spots;
- 73% said that they convinced them personally, at least somewhat, not to smoke (50% a lot);
- 77% said that they convinced them personally, at least somewhat, of the dangers of smoking (55% a lot);
- 81% found that they were even more convincing than all the advertising that they remember having noticed on cigarette smoking.

□ There are reasons to believe that the ads, found to be "*hard hitting*" by a strong majority (72%), are sufficiently effective to "*disturb*" several respondents, especially smokers : despite an emotional response profile to the ads that reflects very effective advertising, 36% agreed with the statement that these ads "*leaves you indifferent*"; 41% smokers felt this way, compared to 33% non-smokers.

It is likely that several "*hardly hit*" smokers have difficulty reconciling their cigarette use with what was said in the ads and how it was said, and that their agreement with this statement is a way to avoid some kind of internal conflict.

As for some current non-smokers, a way of being not too uncomfortable with the ads would be to say they are indifferent, precisely because they don't smoke.

- However, there are important relative differences in the convincing value of the ads between the French and English audiences : although the French campaign (*or ad*) achieved higher recall and higher exposure than the English campaign (*or ads*), it was apparently less persuasive than the English campaign.

STATEMENTS	French ad %	English ads %
• <i>These ads are <u>hard hitting</u> spots</i>	58	77
• <i>Convinced me <u>a lot</u> not to smoke</i>	31	56
• <i>Convinced me <u>a lot</u> of the dangers of cigarette smoking</i>	32	63
• <i><u>More</u> convincing compared to other advertisements on cigarette smoking I recall</i>	73	84
• <i>These ads were <u>aimed at me</u></i>	41	58
• <i>I liked these ads <u>a lot</u> or a little</i>	64	72

We also noted that the convincing value of the ads was higher among girls, a lot lower among smokers and decreasing sharply according to age (*as incidence of smoking increases*).

- Further research (*qualitative*) is needed to better understand why Francophone respondents are relatively less inclined to say that the French ad is a hard hitting spot, feel less targeted by this ad, and are less convinced not to smoke after having seen it.

CHAPTER

5 DETAILED RESULTS

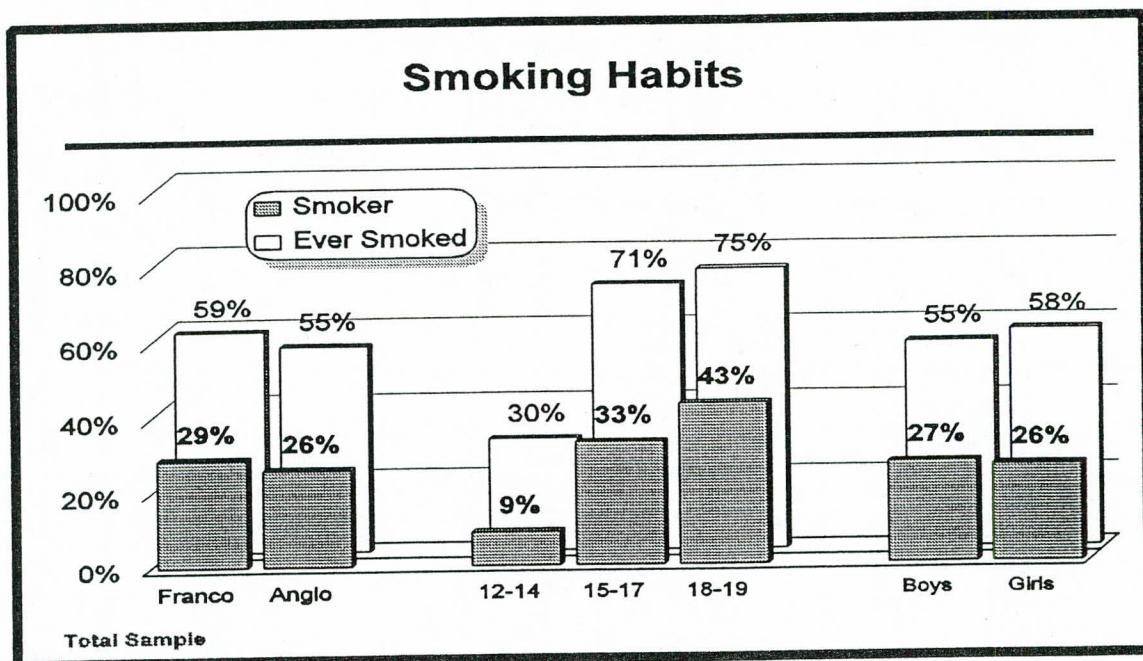
5.1 SAMPLE'S PROFILE

EVER SMOKED

- ☐ A majority of all respondents (56%) admit to having previously smoked at least once in their life. The experience of having smoked is slightly higher in Quebec (59%) than elsewhere in Canada (55%).
- ☐ A little more than 7 respondents out of 10, 15 to 19 years of age, have previously tried smoking and this is also the case for 3 respondents out of 10 who belong to the 12 to 14 year-old age group.

CURRENT SMOKERS

- ☐ When asked if they currently smoke, even only occasionally, 27% of all respondents answered yes.
- ☐ The rate of smoking is slightly higher in Quebec (29%) than elsewhere in Canada (26%) and is quickly increasing with age, from 9% among teens aged 12 to 14, 33% among those aged 15 to 17, up to 43% among those aged 18 to 19.
- ☐ There is no difference according to gender (27% for boys vs 26% for girls).



SOCIO-DEMOGRAPHICS

- ☐ There is no difference according to age, education level and gender between the sample of Francophones (*Quebec*) and that of Anglophones (*rest of Canada*).
- ☐ Overall, the sample's distribution reflects the data of the last census, particularly pertaining to age :
 - 12 to 14 year-olds : 38%
 - 15 to 17 year-olds : 37%
 - 18 to 19 year-olds : 25%
- ☐ More details on the sample's profile will be found in summary table 1 of Chapter 6.

5.2 ADVERTISING RECALL

- ☐ Four questions related to recall were asked :

Q1 During the past month, do you recall having seen on TV any advertisement or information spots related to ... smoking?

Q2 (At the risk of repeating myself) During the past month, do you recall having seen on TV any advertisement or information spots related to cigarette smoking?

Q3 In your own words, could you describe this (these) advertisement(s) related to cigarette smoking that you saw on TV during the past month?

Q4 (At the risk of repeating myself), I will describe to you a TV spot. Some people remember having seen it, others don't.

"A young girl saying that her mom passed away because of smoking and that if her mom had not smoked, she would probably still be here to see her graduation and other important events in her life."

"A young boy saying he smoked 2 packs a day until he was 16 and felt pain in his lungs. He quit smoking because he does not want to die of cancer."

"C'est un jeune homme qui dit qu'il a commencé à fumer à 10 ans avec son frère dans la ruelle. À 16 ans, il a réussi à arrêter de fumer, mais pas son frère. Il ne veut pas que son frère meurt à cause de la cigarette."

What about you, do you recall having seen on TV the spot(s) I just described?

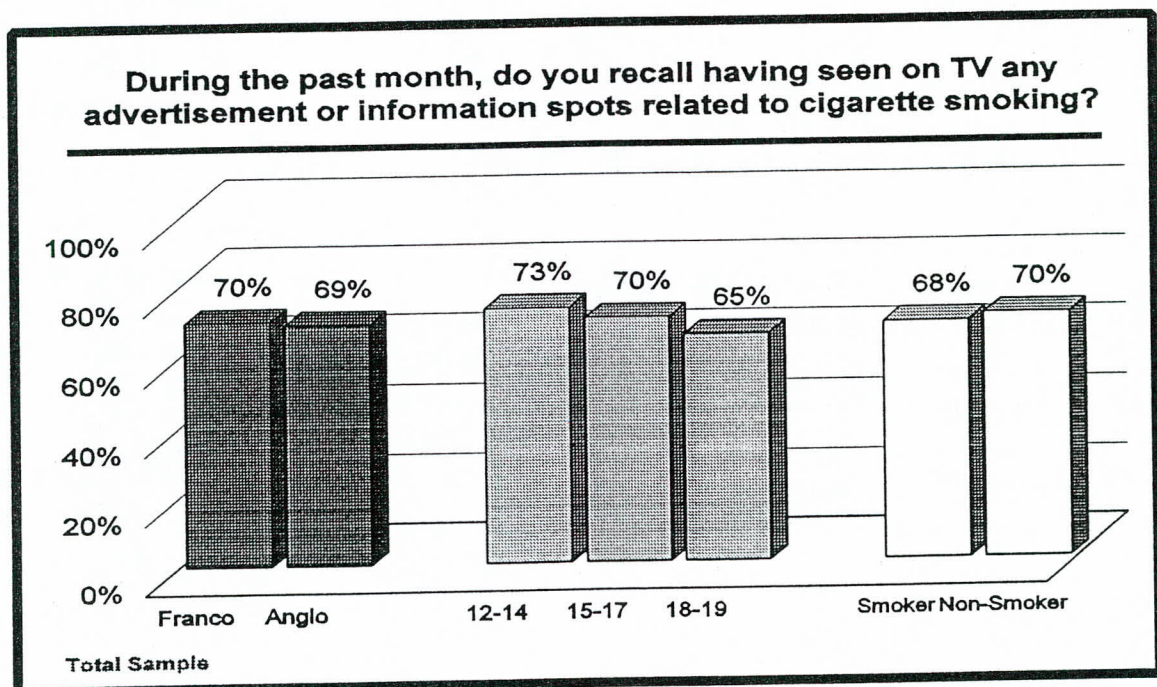
- ☐ The first two questions could contain a lot of advertising noise, stemming from past campaigns, news, reports and other advertising activities, and therefore cannot report figures that could be totally attributable to the Challenge To Youth TV campaign.
- ☐ These measures should be considered as background measurements of TV advertising and information related to smoking in general. However, using the third question, we asked respondents to briefly describe, in their own words, what they noticed on TV as advertisements related to cigarette smoking : coding of the spontaneous mentions at this probing stage helped link the results more directly to the Challenge To Youth ads, and estimate the **unaided recall** of the campaign.
- ☐ The fourth question, where a brief description of the ads was read to the respondents, is a valid measurement of **aided recall** and is totally attributable to the Challenge To Youth TV campaign.

UNAIDED RECALL OF THE CAMPAIGN

- About 7 respondents out of 10 (68%) stated having seen "during the past month" advertising or information spots on television that talked about "smoking". At this preliminary interviewing stage, "smoking" was asked in rotation, mixed with 3 other unrelated topics (swimming, clothing, reading).
- With a similar follow-up question, the respondents' attention was drawn more precisely to the subject of the interview, by talking about "cigarette smoking" instead of smoking in general. The proportion of respondents who said they saw advertising or information spots on television regarding this topic remained identical (70%). We therefore estimate at 70% the advertising recall rate related to cigarette usage, with no difference between Anglophone (69%) and Francophone (70%) respondents. (See summary table 2 in Chapter 6 for more details.)
- Also, there is no significant difference between the following main sub-groups :
 - tried at least one cigarette in his/her life or has never smoked before;
 - currently a smoker vs. a non smoker;
 - boy vs. girl;
 - Quebec vs. rest of Canada.

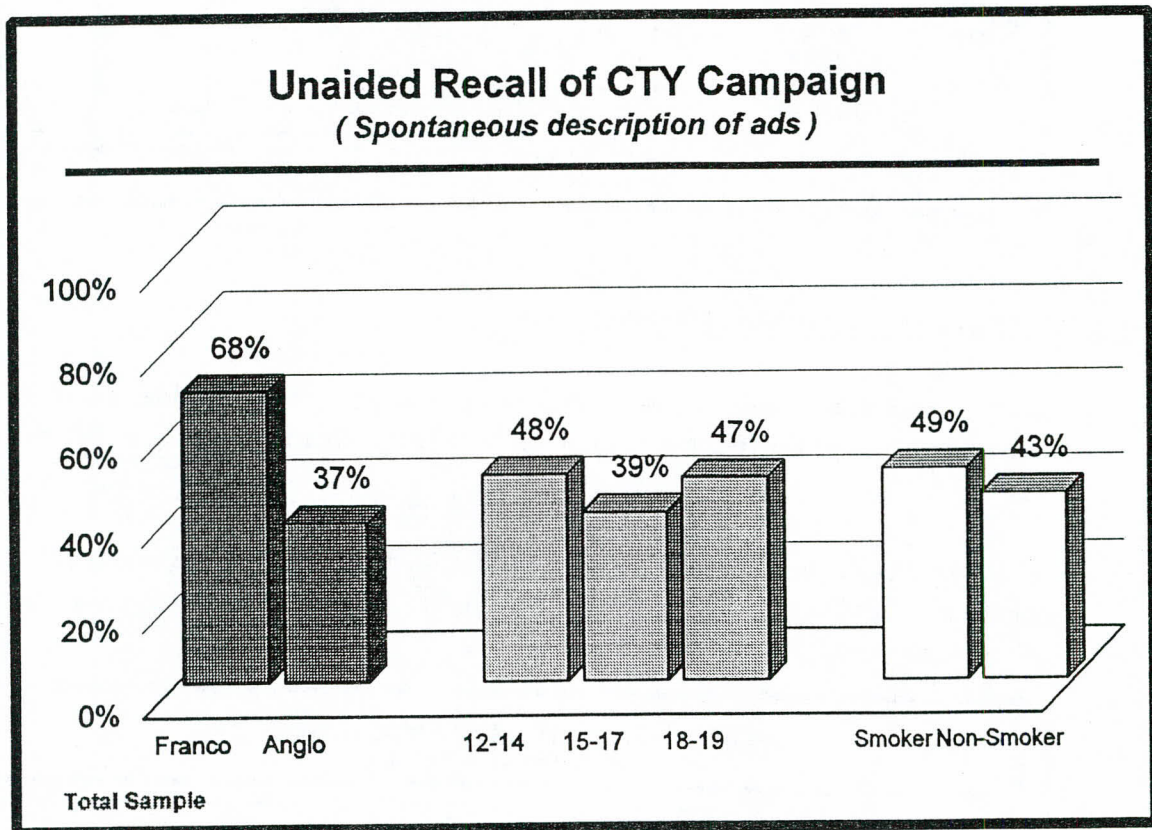
The overall rate of advertising recall related to cigarette usage tends to decrease with age however :

- 12 to 14 year-olds : 73%
- 15 to 17 year-olds : 70%
- 18 to 19 year-olds : 65%



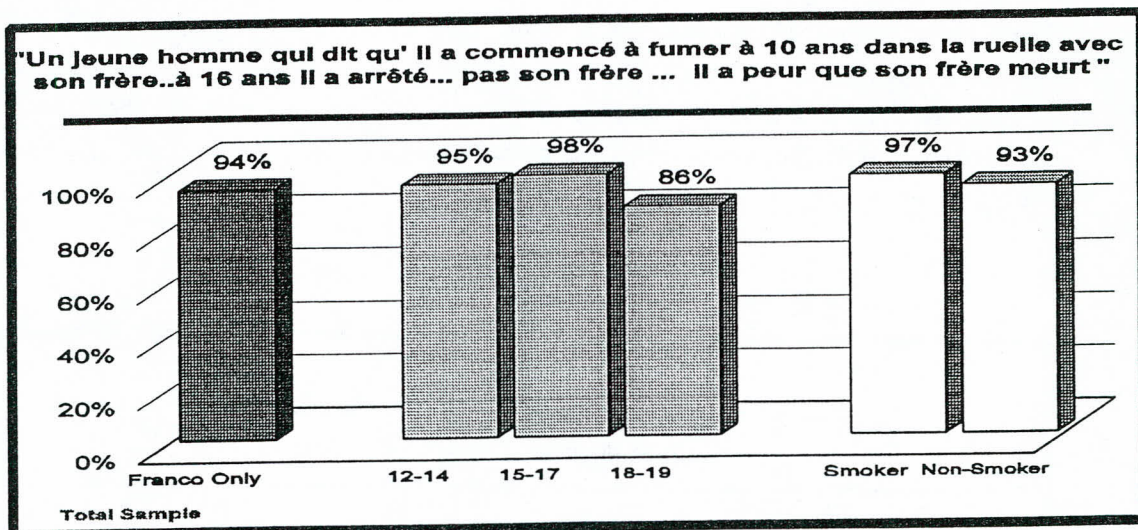
- Probing of this overall recall rate reveals that almost half (45%) of the spontaneous mentions describing what was seen on TV are in fact related to the "Challenge to Youth" TV campaign. Therefore, we estimate at 45% the **unaided advertising recall** of the "Challenge to Youth" campaign.

There are substantial differences according to regions and current smoking habits : the unaided recall rate of the campaign is significantly higher among Francophone respondents (68%) compared to their Anglophone counterparts (37%) and the TV campaign is better recalled by those who currently smoke (49% vs. 43% for non-smokers). By gender and age group, there are no statistical differences, however.

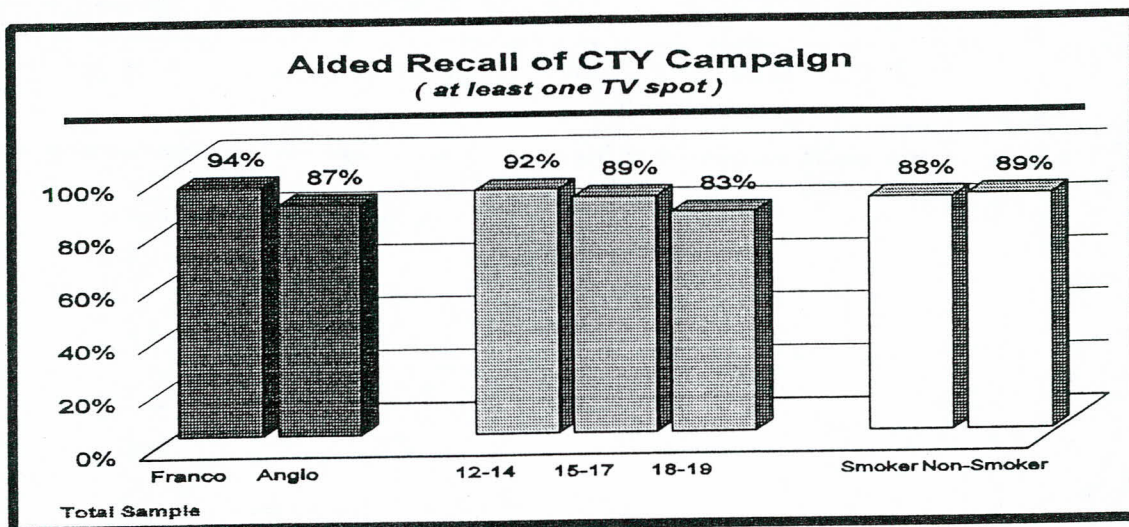


AIDED RECALL OF THE FRENCH AD

- Almost all Francophone respondents (94%) recognized the description of the ad with the testimony of a "young boy". Slightly greater numbers of younger respondents and current smokers recalled on an aided basis this single ad aimed at the Francophone audience. According to gender, no significant difference was observed. (See summary table 3 in Chapter 6 for more details.)

**AIDED RECALL OF THE ENGLISH CAMPAIGN**

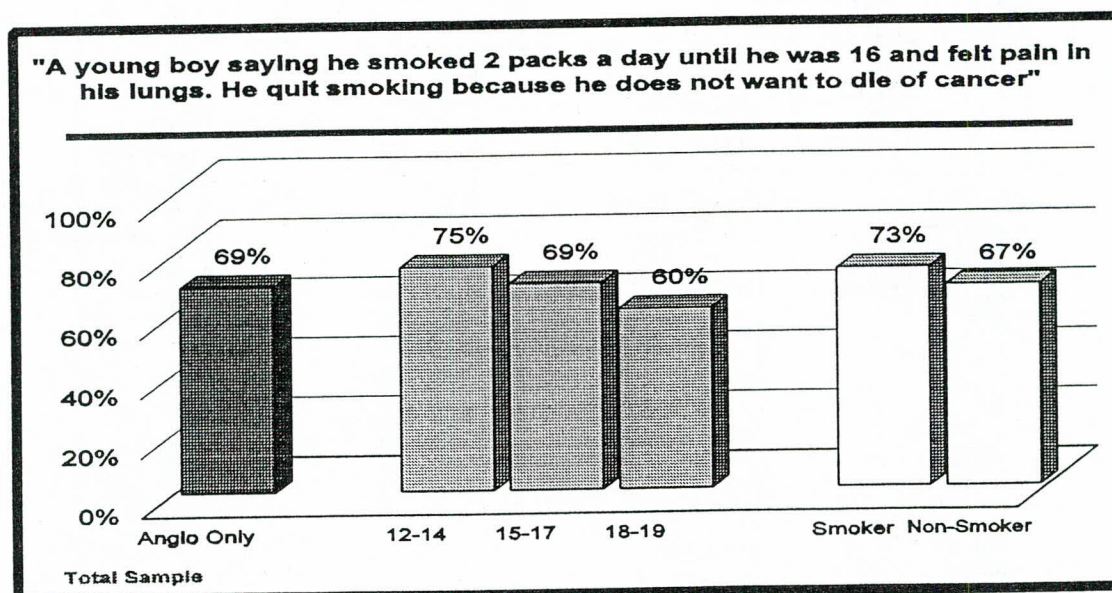
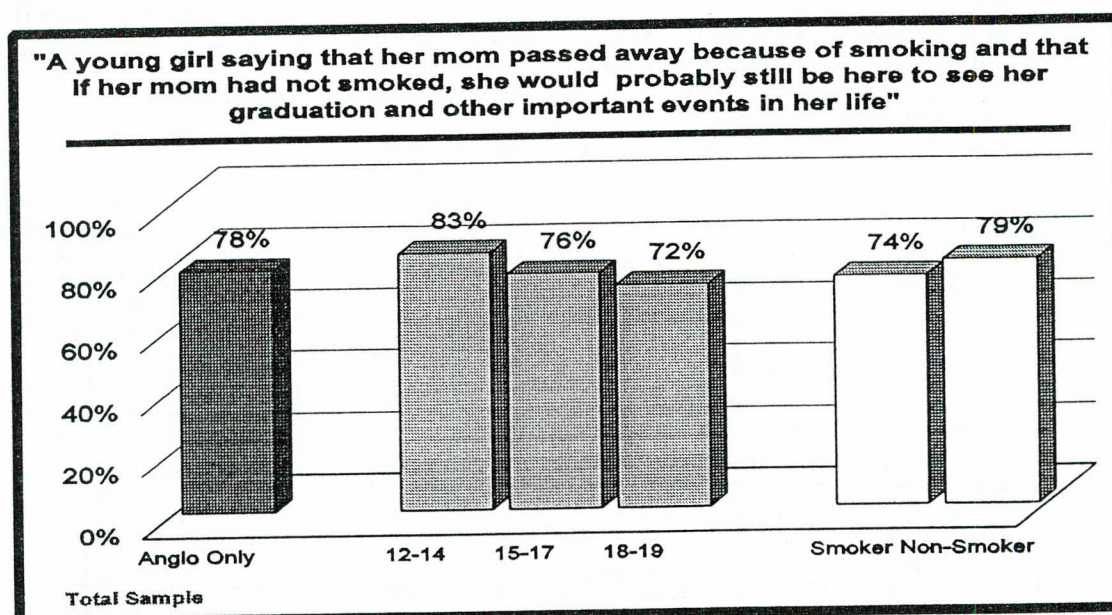
- The two English ads, as a set (*one or the other*), achieved a very high aided recall level (87%) among the Anglophone audience, slightly lower than the French ad (94%) among Francophone viewers.
- As for the French campaign, aided recall of the English campaign is slightly higher among younger respondents. Differences in aided recall of the English campaign according to gender and smoking habits are very small and not significant.



AIDED RECALL OF THE ENGLISH ADS

- The "young girl" ad (78% aided recall) played a more significant role in contributing to the aided recall of the English campaign compared to the "young boy" ad (69% aided recall). In both cases, there are no significant differences according to gender, but aided recall of each of the English ads decreases with age. A majority of respondents (59%) recalled having seen both English ads described to them. Greater numbers of younger respondents reported seeing both the "young girl" and the "young boy" ads :

- 12 to 14 year-olds : 67%
- 15 to 17 year-olds : 59%
- 18 to 19 year-olds : 50%



FREQUENCY OF EXPOSURE

- ☐ Respondents who saw the "Challenge to Youth" TV ads reported having seen them an average of 7.4 times, and half of these respondents reported having seen them at least 10 times.
- ☐ Frequency of exposure is significantly higher among Quebec respondents (8.3) compared to Anglophone respondents (7.0). No other significant differences were observed. (*See summary table 3 in Chapter 6 for more details.*)

PERCEIVED MESSAGE

- ☐ On a spontaneous basis, most respondents who saw the "Challenge to Youth" TV advertising were able to verbalize what message the ads were trying to convey other than the anti-smoking message. The perceived message was mainly related to the health consequences of smoking :

SPONTANEOUS MENTIONS - MAIN MESSAGE -	RECALLED THE CAMPAIGN		
	Total %*	Franco %	Anglo %
• Smoking kills	34	38	32
• Smoking is bad for your health	20	33	15
• Smoking causes cancer	13	8	15
• Smoking affects people's lives	13	5	15
• Smoking ruins your life	9	2	12
• Smoking is bad / wrong	5	3	6
• Smoking is bad for young people	4	9	2
• Smoking creates addiction	3	9	0
• Smoking reduces life expectancy	1	1	0

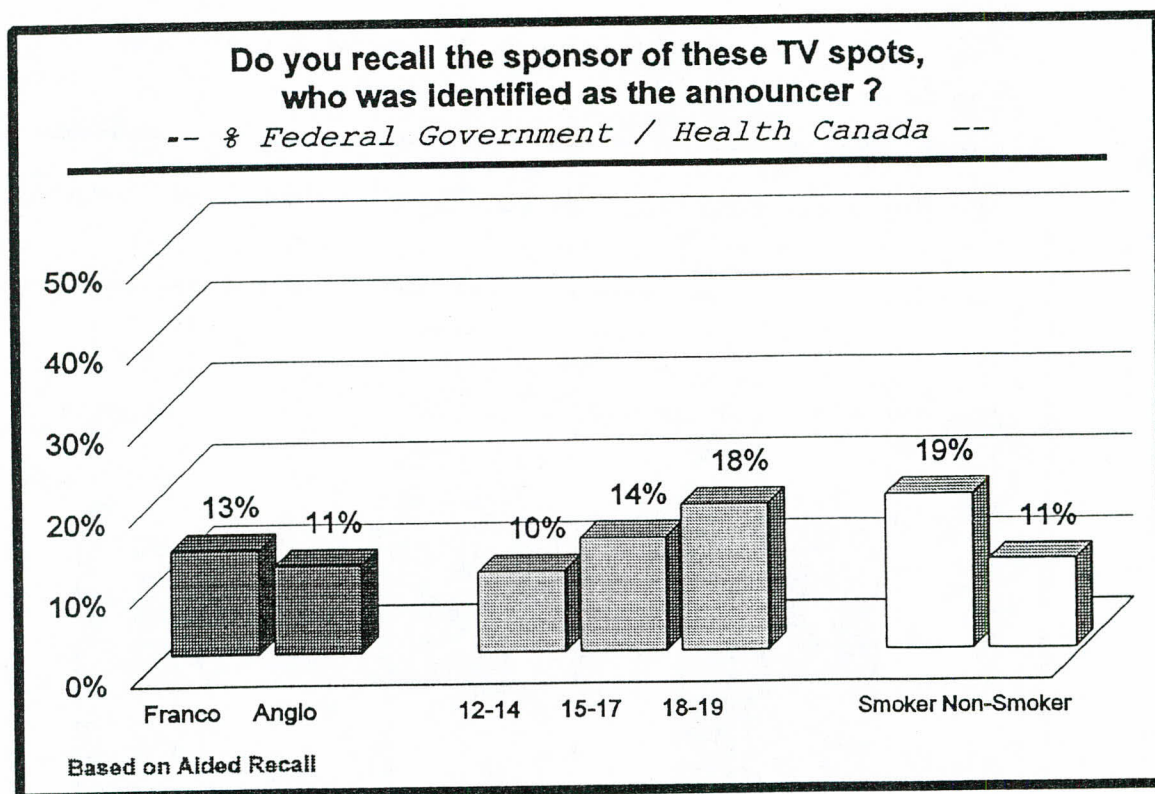
* Percentages do not total to 100% because of multiple answers.

AWARENESS OF SPONSOR

- ☐ Of those who recalled the TV campaign, a large majority (75%) could not recall on an unaided basis who was the announcer, the sponsor of the ads. The main spontaneous mention was "*Federal Government / Health Canada*" but at a surprising low level (13%) compared to the very high aided recall level of the campaign and the reported high frequency of exposure to the ads.

Differences between French and English audiences are not significant. However, a significant trend shows a higher awareness of the sponsor in older age groups. Unaided awareness of the sponsor is also significantly higher among smokers (19% vs. 11% non-smokers).

- ☐ A large majority of respondents (92%) are in favor of such TV spots being aired by the Government of Canada, and this opinion is shared by all sub-groups in the sample. (See summary table 4 in Chapter 6 for more details.)



5.3 EMOTIONAL RESPONSE PROFILE

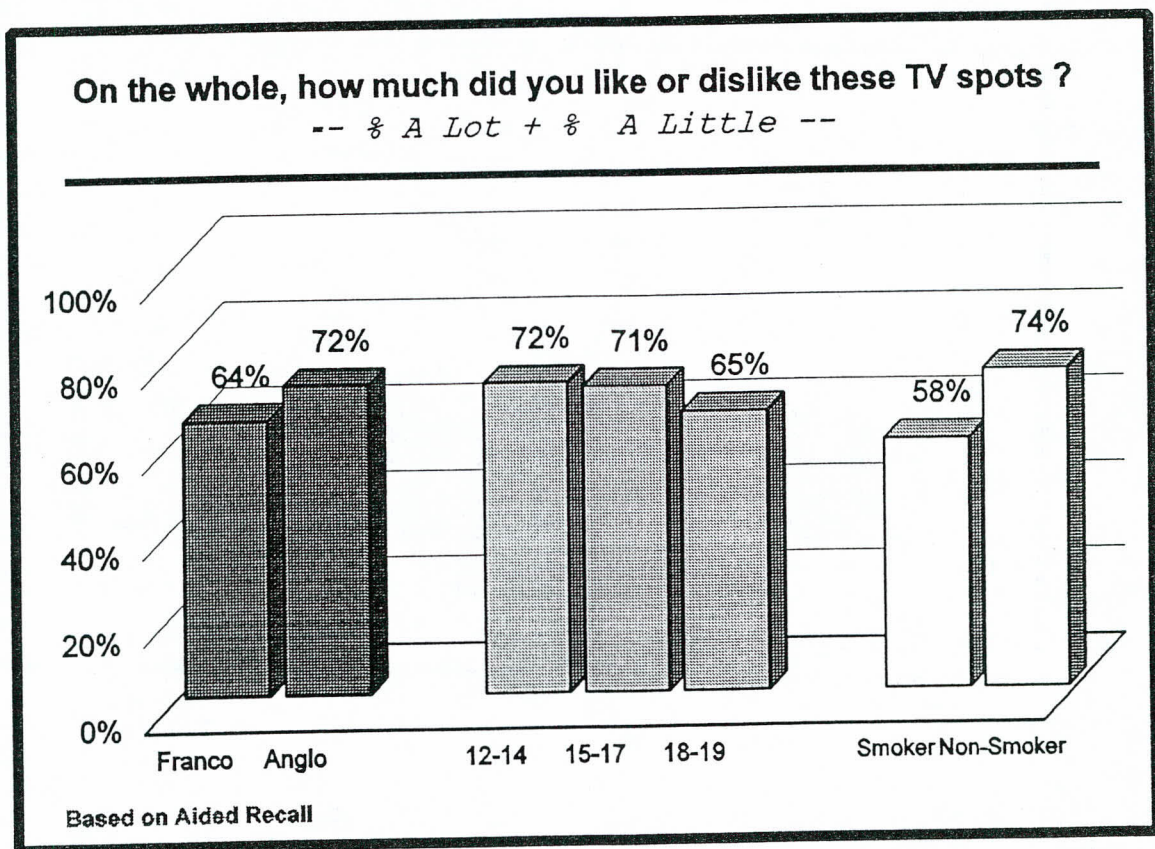
OVERALL LIKABILITY

- Overall, 71% of those who saw the ads said they liked them (*a lot* : 33%; *a little* : 38%). Only 8% said that they did not like these ads.¹

More girls liked (*a little or a lot*) the ads (75%) comparatively to boys (66%), and they liked them more intensely : 42% of girls liked the ads "*a lot*" versus 24% for boys.

The same difference in overall likability is observed among smokers vs. non-smokers : there are many more non-smokers who liked the ads (74%) than smokers (58%), and non-smokers liked them more intensely (35% of non-smokers liked them "*a lot*" versus 26% of smokers).

- We note a tendency among Anglophone respondents to say that they liked the ads (72%) compared to Francophone respondents (64%).



¹ 5 point scale : 1 = liked a lot, 2 = liked a little, 3 = neither liked nor disliked, 4 = disliked a little, 5 = disliked a lot.

VIEWERS' RESPONSE PROFILE

- ☐ The very positive response profile to the ads confirms that the advertising approach is very appropriate for this target audience (*French or English*). Among the list of 12 statements submitted to respondents who saw the ads, an overwhelming majority associated the following positive statements, generally (*except for "serious"*) recognized as signals of effective advertising :

POSITIVE ATTRIBUTES - Based on aided recall -	APPLIES		
	Total %	Franco %	Anglo %
• Easy to follow	97	95	98
• Serious	98	99	98
• Well thought out	94	91	95
• Informative	81	75	84
• Catchy	75	85	72

- ☐ Also, a very strong majority rejected the following negative statements about the ads, that are generally (*except for "amusing"*) recognized as signals of ineffective advertising :

NEGATIVE ATTRIBUTES - Based on aided recall -	DOES NOT APPLY		
	Total %	Franco %	Anglo %
• Misleading	93	93	94
• Amusing	87	86	88
• Exaggerated	86	91	86
• Boring	85	84	85
• Not original	76	78	78

- While all the previous results illustrate a response profile typical of very effective advertising, regardless of the sub-groups, we paradoxically note that there is an important minority of respondents who say they are not personally affected by the ads :

⇒ 36% agreed with the statement that these ads "*leaves you indifferent*", particularly among those who currently smoke (41%), less so among those who never smoked (33%). The difference between Francophone (35%) and Anglophone (37%) respondents is not significant.

It is interesting to note that concerning another key question, those who smoke clearly felt more targeted by the ads (78%) than non-smokers (54%). One possibility is that these "hard hitting" ads, with a peer-to-peer approach, are sufficiently disturbing to place smokers in a conflicting situation with themselves and that many young smokers are feeling more comfortable saying that they are indifferent to the ads. In fact, it would be difficult for smokers to reconcile their cigarette use, and what the ads say in a credible manner. As for some non-smokers, a way of avoiding an uneasy feeling with these "hard hitting" spots would be to say they are indifferent, precisely because they don't smoke.

Thus, we are of the opinion that the somewhat high agreement with the statement "*leaves you indifferent*" may very well be an indicator of effectiveness rather than lack of effectiveness when we consider the overall response profile to the advertising (*see summary table 5 in Chapter 6 for more details*).

5.4 CONVINCING VALUE OF THE ADS

OVERALL

- ☐ Overall, the convincing value of the ads appears to be very high, not only in themselves but also comparatively to other ads noticed by respondents before on this issue :
- 50% said that the ads convinced them "*a lot*" personally not to smoke or not to try smoking, 73% "*a lot or somewhat*".
 - 55% said that the ads convinced them "*a lot*" personally of the dangers of tobacco use, 77% "*a lot or somewhat*".
 - 58% said that these ads were aimed at them (*very much or somewhat*).
 - 72% said that these ads are "hard hitting spots".
 - 81% found that these ads were even *more* convincing than all the advertising that they remember having noticed on cigarette smoking.
 - Less respondents believed that the ads would convince their friends "*a lot*" (20%) not to smoke or not to try smoking, 53% "*a lot or somewhat*".

AUDIENCE DIFFERENCES

- While 7 respondents out of 10 agreed that these ads have a *"hard hitting"* rather than a *"soft or subtle"* style, this opinion differs greatly between Francophones (58%) and Anglophones (77%). This difference of opinion between Francophones and Anglophones regarding the impact of the ad is to be associated with other important differences between the two audiences, in particular about the strength of the convincing value of the ads, which is significantly and substantially lower among the Francophone audience (see summary table 6 in Chapter 6 for more details) :

These TV spots convince you " <u>a lot</u> "...*	French ad %	English ads %
• of the dangers of cigarette smoking	32	63
• not to smoke or not to try smoking	31	56

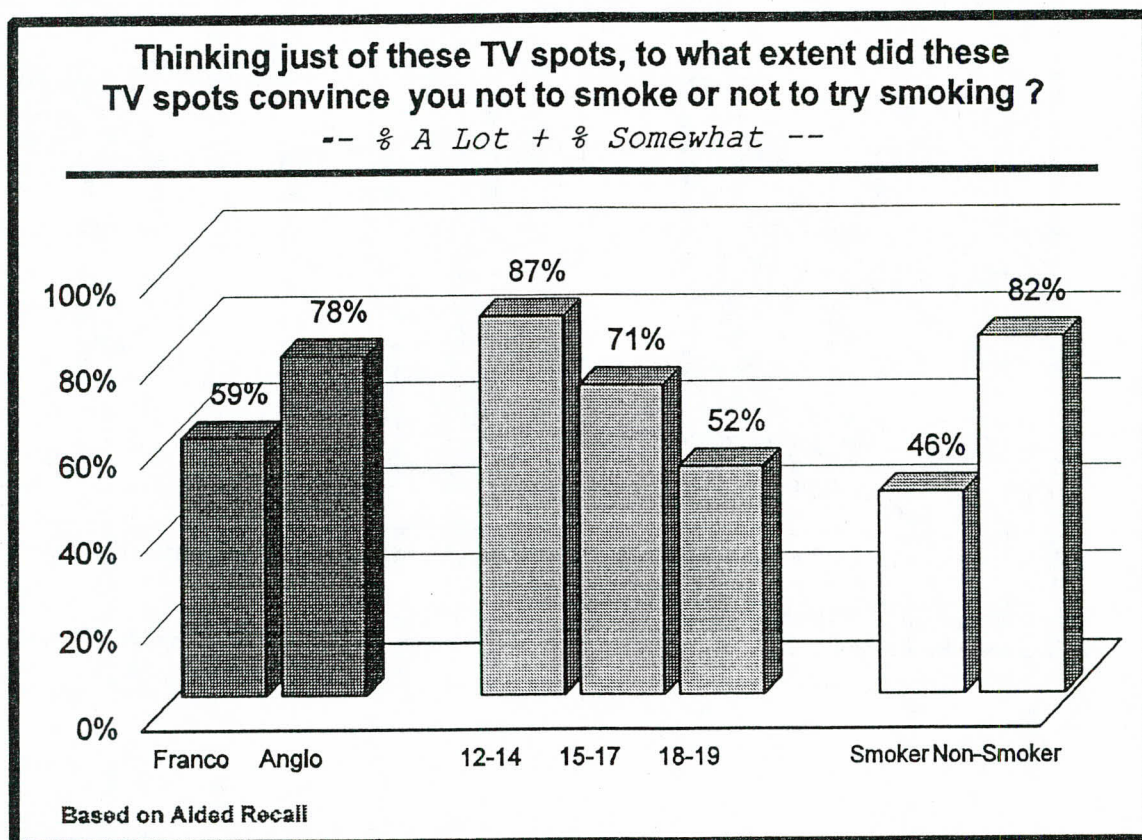
These TV spots are...*	French ad %	English ads %
• More convincing compared to other advertisements on cigarette smoking you recall	73	84

These TV spots...*	French ad %	English ads %
• Were very much or somewhat aimed at you	41	58

• You liked them a lot or a little	64	72
------------------------------------	----	----

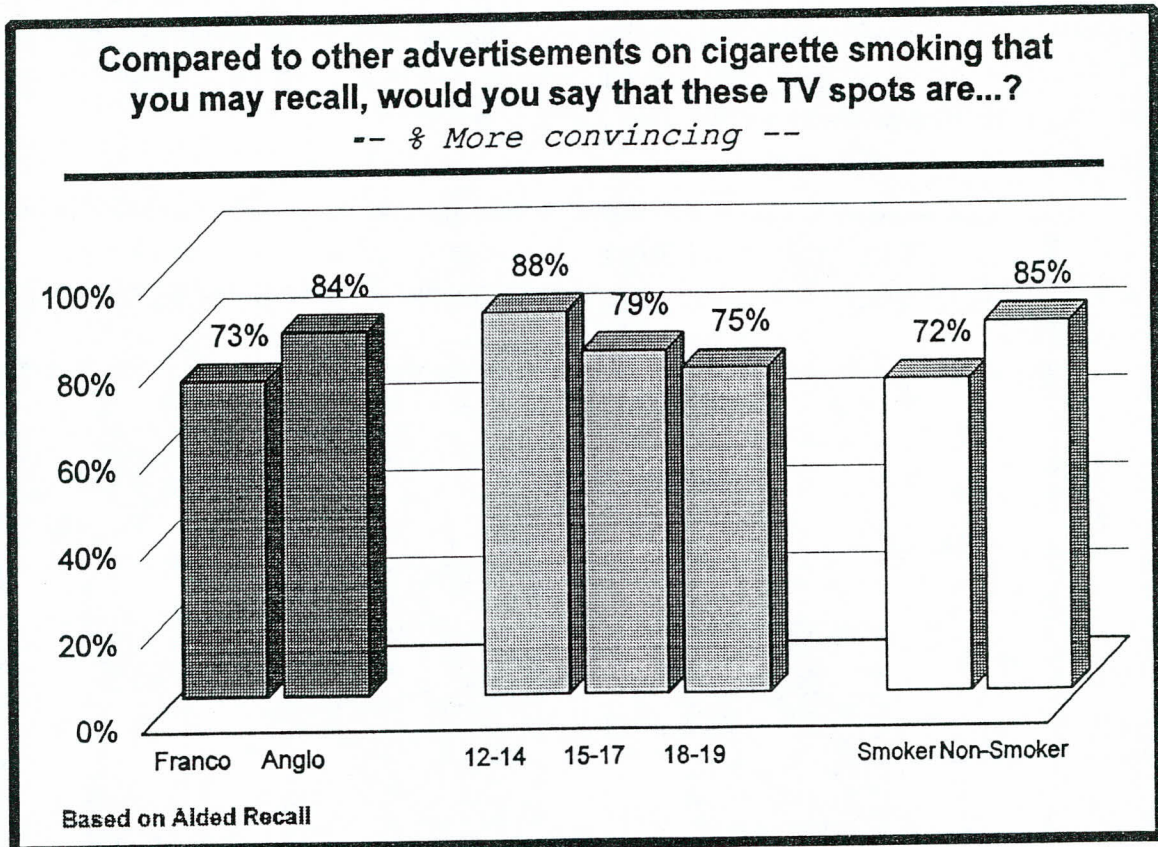
* Based on aided recall.

- ☐ We also note that the convincing value of the ads was higher among girls, decreasing sharply with age and was significantly lower among smokers compared to non-smokers. For example, 87% of 12 to 14 year-olds said that the TV spots convinced them (*a lot or somewhat*) not to smoke or not to try smoking, compared to 52% among 18 to 19 year-olds. Also, 46% of smokers said that they were convinced by the ads, compared to 82% among non-smokers.
- ☐ As for the other questions on the convincing value of the ads, the opinion that the "Challenge to Youth" TV spots are more convincing compared to other advertisements recalled on cigarette smoking decreases with age and is lower among smokers.



- ☐ Further research (*qualitative*) is needed to better understand why Francophone respondents are relatively less inclined to say that the French ad is a hard hitting spot, feel less targeted by the ad, and are less convinced not to smoke after having seen it.

- There are obvious reasons why the differences regarding the convincing value observed according to age and on the basis of being a smoker are related. In fact, as the incidence of smoking increases with age, and as smokers tend to be harder to convince than non-smokers, it is normal to find that the easiest group to convince are the youngest teens.



5.5 KNOWLEDGE OF THE CREATIVE PROCESS

- ☐ Overall, 18% of those who recalled the ads said that they knew *"where the creative ideas come from"*.
- ☐ This knowledge was highest among Francophone respondents (24% vs. 16% for Anglophones) and increased with age : 12% among 12 to 14 year-olds, 19% among 15 to 17 year-olds and 27% among 18 to 19 year-olds. Also, those who smoke (24%) showed a higher awareness of the creative process than non-smokers (16%).
- ☐ Most of those who said that they were aware of the creative process were able to describe it correctly.

CHAPTER

6

SUMMARY TABLES

TABLE 1

SAMPLE'S PROFILE

WEIGHTED SAMPLE	TOTAL (614) %	AUDIENCE		HABIT	
		Anglo (402) %	Franco (212) %	Ever smoked (353) %	Smoker (171) %
Age					
• 12-14 years	38	37	40	20	13
• 15-17 years	37	37	37	47	47
• 18-19 years	25	26	23	30	40
Gender					
• Male	51	52	48	50	52
• Female	49	48	52	50	48
Habit					
• Ever smoked	56	55	59	100	100
• Currently smoke	27	26	29	47	100
Education					
• Elementary	20	22	12	11	9
• High school / college	78	76	88	86	89
• University	2	2	0	2	2
Province					
• British Columbia	13	17	---	12	12
• Alberta	9	12	---	10	9
• Saskatchewan	3	5	---	4	3
• Manitoba	4	5	---	4	5
• Ontario	38	50	---	37	34
• Quebec	25	---	100	26	26
• New-Brunswick	2	3	---	2	2
• Nova Scotia	3	4	---	3	5
• Prince Edward Island	0	1	---	1	1
• Newfoundland	2	3	---	2	2
• Other family member has heard the interview*	36	36	37	31	36

* Recorded only for 12 to 17 year-olds for which parent's permission was obtained. Differences in advertising recall, length of interview and convincing value of advertising were not influenced by the presence of another family member in the interview situation.

TABLE 2

UNAIDED ADVERTISING RECALL

I would like to talk about advertising and information spots that you may have seen on television recently. There are no right or wrong answers. It is just a matter of recall and opinions.

TOTAL SAMPLE	TOTAL (614) %	AUDIENCE		AGE GROUP			HABIT	
		Anglo (402) %	Franco (212) %	12-14 (217) %	15-17 (238) %	18-19 (159) %	Ever smoked (353) %	Smoker (171) %
SPONTANEOUS RECALL								
Q1* During the past month, do you recall having seen on TV any advertisement or information spots related to?								
• Swimming	16	18	9	16	17	14	15	13
• Clothing	83	86	74	87	84	77	83	81
• Reading	36	43	16	40	33	34	32	34
• Smoking	68	69	64	69	71	61	68	69
Q2 (At the risk of repeating myself) During the past month, do you recall having seen on TV any advertisement or information spots related to cigarette smoking?								
• Yes	70	69	70	73	70	65	69	68
• No / Dk-Na	30	31	30	27	30	35	31	32

* Percentages do not cumulate to 100% because of multiple answers.

TABLE 3

AIDED ADVERTISING RECALL

Q4 (At the risk of repeating myself), I will describe to you a TV spot. Some people remember having seen it, others don't. (Read description of ad) What about you, do you recall having seen on TV the spot I just described?

	TOTAL (614) %	AUDIENCE		AGE GROUP			HABIT	
		Anglo (402) %	Franco (212) %	12-14 (217) %	15-17 (238) %	18-19 (159) %	Ever smoked (353) %	Smoker (171) %
Young girl English ad ¹	---	78	---	83	76	72	76	74
Young boy English ad ²	---	69	---	75	69	60	67	73
Young boy French ad ³	---	---	94	95	98	86	95	97
At least one ad recalled	89	87	94	92	89	83	88	88
Reported viewing frequency	(547)* 100%	(348) 100%	(199) 100%	(200) 100%	(214) 100%	(133) 100%	(311) 100%	(152) 100%
• One	2	3	1	3	1	4	2	3
• Two	8	11	2	6	8	12	9	9
• Three	7	7	5	7	7	5	6	6
• Four +	81	78	89	82	83	78	80	80
• Dk/Na	2	1	3	2	1	1	3	2
• Average n times	7.4	7.0	8.3	7.5	7.3	7.2	7.4	7.3

* Based on aided recall.

¹ "A young girl saying that her mom passed away because of smoking and that if her mom had not smoked, she would probably still be here to see her graduation and other important events in her life."

² "A young boy saying he smoked 2 packs a day until he was 16 and felt pain in his lungs. He quit smoking because he does not want to die of cancer."

³ "C'est un jeune homme qui dit qu'il a commencé à fumer à 10 ans avec son frère dans la ruelle. À 16 ans, il a réussi à arrêter de fumer, mais pas son frère. Il ne veut pas que son frère meurt à cause de la cigarette."

TABLE 4 AWARENESS AND ATTITUDE TOWARDS THE SPONSOR

BASED ON AIDED RECALL	TOTAL (547) 100%	AUDIENCE		AGE GROUP			HABIT	
		Anglo	Franco	12-14	15-17	18-19	Ever smoked	Smoker
		(348) 100%	(199) 100%	(200) 100%	(214) 100%	(133) 100%	(311) 100%	(152) 100%
Q8 Do you recall the sponsor of this (these) TV spot(s), who was identified as the announcer? (If yes, probe for name / if government, ask to specify provincial or federal)								
• (Federal) government of Canada	7	6	11	5	7	13	8	9
• Health Canada	6	5	7	5	7	5	8	10
• Provincial government	2	1	2	0	1	5	2	3
• Other	10	12	6	8	12	11	9	4
• Dk/Na	75	76	74	82	75	66	71	65
Q19 These TV spots were sponsored and paid by the Government of Canada. To what extent are you in favor or opposed to the airing of such TV spots by the Government of Canada? Would you say that you are...?								
• Totally in favor	53	57	44	50	53	59	51	48
• Somewhat in favor	39	38	44	42	41	33	41	41
• Somewhat opposed	3	2	6	4	3	4	3	6
• Totally opposed	3	2	4	3	1	4	3	3
• Dk/Na	1	1	2	1	2	1	2	2

TABLE 5 EMOTIONAL RESPONSE TO ADVERTISING

BASED ON AIDED RECALL	TOTAL (547) %	AUDIENCE		AGE GROUP			HABIT	
		Anglo	Franco	12-14	15-17	18-19	Ever smoked	Smoker
		(348) %	(199) %	(200) %	(214) %	(133) %	(311) %	(152) %
Q9* Thinking just of this (these) TV spot(s), tell me if you think that the following statements apply or do not apply to this (these) TV spot(s).								
• Amusing	13	12	14	12	14	12	14	10
• Easy to follow	97	98	95	98	97	97	97	94
• Misleading	6	6	7	8	4	7	5	6
• Serious	98	98	99	99	98	97	98	99
• Boring	15	15	16	14	16	16	18	23
• Informative	81	84	75	89	77	75	79	75
• Leaves you indifferent	36	37	35	38	36	34	39	41
• Catchy	75	72	85	79	74	71	74	73
• Not original	22	22	22	20	23	24	23	25
• Well thought out	94	95	91	95	95	91	93	90
• Exaggerated	13	14	9	8	16	15	16	17
• Cool	40	37	48	40	44	34	39	35
Q10 How would you qualify the style of this (these) TV spot(s)? Would you say that it is a (they are)...								
• Hard hitting spot(s)	72	77	58	73	73	71	72	71
• or soft, subtle spot(s)	25	20	41	22	26	28	26	29
• Dk/Na	3	3	2	5	1	1	2	0
Q11 On the whole, how much did you like or dislike this (these) TV spot(s)? Would you say that you...								
• Liked it a lot	33	34	28	34	33	29	32	36
• Liked it a little	38	38	36	38	38	36	35	32
• Neither liked nor disliked it	22	20	26	19	21	27	25	29
• Disliked it a little	6	6	6	8	5	4	6	8
• Disliked it a lot	2	1	2	1	1	4	2	4

* Percentages do not cumulate to 100% because of multiple answers.

TABLE 6

CONVINCING VALUE OF ADVERTISING

BASED ON AIDED RECALL	TOTAL (547) %	AUDIENCE		AGE GROUP			HABIT	
		Anglo (348) %	Franco (199) %	12-14 (200) %	15-17 (214) %	18-19 (133) %	Ever smoked (311) %	Smoker (152) %
Q12* To what extent did you feel this (these) TV spot(s) was (were) aimed at you? Would you say that it (they) was (were) aimed at you?								
• Very much	33	37	20	28	36	34	33	33
• Somewhat	25	27	21	25	28	22	29	35
Q13* Thinking just of this (these) TV spot(s), to what extent did this (these) TV spot(s) convince you of the dangers of cigarette smoking? Would you say that it (they) convinced you...?								
• A lot	55	68	32	68	51	39	44	36
• Somewhat	22	18	34	16	27	26	29	31
Q14* Thinking just of this (these) TV spot(s), how much did this (these) TV spot(s) convince you not to smoke or not to try smoking? Would you say that it (they) convinced you...?								
• A lot	50	56	31	69	43	28	35	23
• Somewhat	23	22	28	18	28	24	27	23
Q15* Thinking just of this (these) TV spots, to what extent do you believe they can convince your friends not to smoke or not to try smoking? Would you say that it (they) can convince your friends...?								
• A lot	20	22	13	28	19	9	14	12
• Somewhat	33	36	27	36	30	34	31	26
Q16 Compared to other advertisements on cigarette smoking that you may recall, would you say that this (these) TV spot(s) are...?								
• More convincing	81	84	73	88	79	75	77	72
• Less convincing	11	9	17	6	12	17	13	18
• The same	6	6	8	5	8	7	8	7

* Percentage do not cumulate to 100% because only the first two of the four point scales are reported.

CHAPTER

7

COMPUTER PRINTOUTS

APPENDIX

QUESTIONNAIRE (English and French)

CRÉATEC +

206, Avenue des Pins Est
Montréal, Québec
H2W 1P1

RESPONDENT SELECTION

PROJECT : 574-015

March, 1998

Version 3

Hello, I'm _____ of _____. Today, we are conducting a study on behalf of the government of Canada. In this survey, we are interested in opinions about advertising information spots aimed at young people. The survey involves people aged between 12 and 19 years. We would like to interview a member of your family. While your participation is voluntary, your answers are important and will be kept confidential.

First, could you tell me if you or someone else in your household works for an advertising agency, a marketing firm, a tobacco company, or media such as TV, radio or newspaper?

- YES ☐ () TERMINATE
- NO ☐ ()

I would like first of all to ask you a few questions in order to select the member of your family who will answer this survey.

- ACCEPTS ☐ () CONTINUE
- NOT AVAILABLE ☐ () RECORD BEST TIME TO CALL AGAIN
- REFUSAL ☐ () REASSURE OR TERMINATE

QA How many people in your household are aged between 12 and 19 years?

- NONE ☐ () TERMINATE
- ONE ☐ ()
- TWO ☐ ()
- THREE ☐ ()
- FOUR ☐ () GO TO QC
- FIVE AND + ☐ ()

QB What is his or her age?

- 12-14 YEARS .. ☐ () GO TO QE
- 15-17 YEARS .. ☐ ()
- 18-19 YEARS .. ☐ ()
- 20-24 YEARS .. ☐ () GO TO QG
- 25 YEARS + ... ☐ ()

QC Among the people who are between 12 and 19 years of age, what is the first name of the person whose birthday comes next?

WRITE IN : _____

QD What is the age of (SELECTED RESPONDENT)? (READ)

- 12-14 YEARS ... ()
- 15-17 YEARS ... ()
- 18-19 YEARS ... ()
- 20-24 YEARS ... () GO TO QG
- 25 YEARS AND + ()

QE I need to speak to the mother or father of (SELECTED RESPONDENT).

- RESPONDENT () CONTINUE
- OTHER AVAILABLE ADULT () ASK TO SPEAK. REPEAT INTRODUCTION.
- OTHER ADULT NOT AVAILABLE . () RECORD BEST TIME TO CALL AGAIN
- REFUSAL () REASSURE OR TERMINATE

QF Your child (SELECTED CHILD) has been selected at random to participate in this survey conducted on behalf of the government of Canada. We'd like to have your child's frank answers and opinions. Therefore we need to interview him/her without another person being able to hear their responses since different members of your family may have different views on advertising aimed at young people.

Your child's comments will be held in the strictest of confidence. His/her answers will be combined with the answers of hundreds of other young people we are interviewing, and the answers will only be used for research purposes.

QG May I speak to (SELECTED RESPONDENT)?

- YES AVAILABLE () REPEAT INTRODUCTION. CONTINUE
- YES BUT NOT AVAILABLE () RECORD BEST TIME CALL AGAIN
- NO () REASSURE OR TERMINATE

CRÉATEC +

206, Avenue des Pins Est
Montréal, Québec
H2W 1P1

QUESTIONNAIRE FINAL (12-19)

PROJECT : 574-015

March, 1998

Version 4

I would like to talk about advertising and information spots that you may have seen on television recently. There are no right or wrong answers. It is just a matter of recall and opinions.

Q1 During the past month, do you recall having seen on TV any advertisement or information spots related to (READ)?

READ AND ROTATE	YES	NO	DK/NA
• Swimming	() 1	() 2	() 9
• Clothing	() 1	() 2	() 9
• Reading	() 1	() 2	() 9
<u>End of rotation</u>			
• Smoking	() 1	() 2	() 9

Q2 (At the risk of repeating myself) During the past month, do you recall having seen on TV any advertisement or information spots related to cigarette smoking?

• YES () 1

• NO () 2

• DK/NA () 9

GTQ 4

Q3^a In your own words, could you describe this (these) advertisement(s) related to cigarette smoking that you saw on TV during the past month? ^{3a} (PROBE ASK FOR DETAILS) ^{3b}

ROTATE Q4 AND Q5

Q4 (At the risk of repeating myself), I will describe to you a TV spot. Some people remember having seen it, others don't.

"A young girl saying that her mom passed away because of smoking and that if her mom had not smoked, she would probably still be here to see her graduation and other important events in her life."

What about you, do you recall having seen on TV the spot I just described?

• YES ()1 • NO ()2 • DK/NA ()9

Q5 (At the risk of repeating myself), I will describe to you a TV spot. Some people remember having seen it, others don't.

"A young boy saying he smoked 2 packs a day until he was 16 and felt pain in his lungs. He quit smoking because he does not want to die of cancer."

What about you, do you recall having seen on TV the spot I just described?

• YES ()1 • NO ()2 • DK/NA ()9

IF "YES" AT Q4 OR Q5, CONTINUE. OTHERWISE, GO TO Q20

Q6 a You told me that you noticed the (these) TV spot(s) against cigarette smoking. Do you recall having seen it (them) once or several times? (PROBE b How many times did you see this (these) spot(s)?)

1	2	3	4	5	6	7	8	9	10 +
---	---	---	---	---	---	---	---	---	------

Dk/Na but several ()99

Q7 In your own words, could you tell me what was the main message that this (these) TV spot(s) was (were) trying to convey to you? c Anything else? b (PROBE c FOR AT LEAST 10 WORDS / TRY TO GO BEYOND "DON'T SMOKE")

Q8^{8a} Do you recall the sponsor of this (these) TV spot(s), who was identified as the announcer? (IF YES, PROBE FOR NAME / IF GOVERNMENT, ASK TO SPECIFY PROVINCIAL OR FEDERAL)^{8b}

- FEDERAL GOVERNMENT OF CANADA ()1
- PROVINCIAL GOVERNMENT ()2
- OTHER (SPECIFY) ()8
- DK/NA ()9

Q9 Thinking just of this (these) TV spot(s), tell me if you think that the following statements apply or do not apply to this (these) TV spot(s).

READ AND ROTATE	Applies	Does not apply	DK/NA
• Amusing	()1	()2	()9
• Easy to follow	()1	()2	()9
• Misleading	()1	()2	()9
• Serious	()1	()2	()9
• Boring	()1	()2	()9
• Informative	()1	()2	()9
• Leaves you indifferent	()1	()2	()9
• Catchy	()1	()2	()9
• Well thought out	()1	()2	()9
• Not original	()1	()2	()9
• Cool	()1	()2	()9
• Exaggerated	()1	()2	()9

Q10^{10a} How would you qualify the style of this (these) TV spot(s)?^{10b} Would you say that it is a (they are)...? (READ)

- HARD HITTING SPOT(S) ()1
- OR SOFT SUBTLE SPOT(S) ... ()2
- DK/NA ()9

Q11 On the whole, how much did you like or dislike this (these) TV spot(s)? Would you say that you...? (READ)

- LIKED IT (THEM) A LOT ()1
- LIKED IT (THEM) A LITTLE ()2
- NEITHER LIKED NOR DISLIKED IT (THEM).. ()3
- DISLIKED IT (THEM) A LITTLE ()4
- DISLIKED IT (THEM) A LOT ()5
- DK/NA ()9

Q12 To what extent did you feel this (these) TV spot(s) was (were) aimed at you? Would you say that it (they) was (were) aimed at you? (READ)

- VERY MUCH ()1
- SOMEWHAT ()2
- A LITTLE ()3
- NOT AT ALL ()4
- DK/NA ()9

BB Q13 Thinking just of this (these) TV spot(s), to what extent did this (these) TV spot(s) convince you of the dangers of cigarette smoking? Would you say that it (they) convinced you...? (READ) *Ba* *BB*

- A LOT ()1
- SOMEWHAT ()2
- A LITTLE ()3
- NOT AT ALL ()4
- DK/NA ()9

Q14 Thinking just of this (these) TV spot(s), how much did this (these) TV spot(s) convince you not to smoke or not to try smoking? Would you say that it (they) convinced you...? (READ) *Ba*

- A LOT ()1
- SOMEWHAT ()2
- A LITTLE ()3
- NOT AT ALL ()4
- DK/NA ()9

Q15 Thinking just of this (these) TV spots, to what extent do you believe they can convince your friends not to smoke or not to try smoking? Would you say that it (they) can convince your friends...? (READ)

- A LOT ()1
- SOMEWHAT ()2
- A LITTLE ()3
- NOT AT ALL ()4
- DK/NA ()9

Q16 Compared to other advertisements on cigarette smoking that you may recall, would you say that this (these) TV spot(s) are...? (READ)

- MORE CONVINCING ()1
- LESS CONVINCING ()2
- THE SAME (DO NOT READ) ()3
- DK/NA ()9

Q17 Do you know or have you heard about how this (these) TV spot(s) has (have) been created; from where the creative ideas came from?

• YES ()1

• NO ()2

GTQ 19

• DK/NA ()9

Q18 Could you tell me more about how this (these) TV spot(s) was (were) created?
(PROBE FOR AT LEAST 10 WORDS)

Q19 These TV spots were sponsored and paid by the Government of Canada. To what extent are you in favor or opposed to the airing of such TV spots by the Government of Canada? Would you say that you are...? (READ)

• TOTALLY IN FAVOR ()1

• SOMEWHAT IN FAVOR ()2

• SOMEWHAT OPPOSED ()3

• TOTALLY OPPOSED ()4

• DK/NA ()9

BASIC DATA

By now you may have realized that this survey is being conducted on behalf of Health Canada. So that we can use your responses, we would like to ask you some questions that will be used for statistical purposes only. We want to assure you that your answers will be kept confidential in two ways : first, your name will not be given to Health Canada, and second, your answers will be combined with those of other participants in the survey for statistical purposes only.

Q20 Have you ever smoked cigarettes in your life, even once?

• YES ()1

• NO ()2

GTQ 22

• DK/NA ()9

Q21 Do you currently smoke one or more cigarettes, even on an occasional basis?

• YES ()1

• NO ()2

• DK/NA ()9

Q22 What age group do you fall into? (READ IF NECESSARY)

- | | |
|------------------------------|------------------------------|
| • 12-14 YEARS OLD ()1 | • 18-19 YEARS OLD ()3 |
| • 15-17 YEARS OLD ()2 | • DK/NA ()9 |

Q23 What is the highest level of education that you have completed? (READ IF NECESSARY)

- | | |
|----------------------------------|-----------------------------------|
| • PARTIAL ELEMENTARY ()01 | • COMPLETED COLLEGE / CEGEP ()06 |
| • COMPLETED ELEMENTARY ... ()02 | • SOME UNIVERSITY ()07 |
| • PARTIAL HIGH SCHOOL ()03 | • COMPLETED UNIVERSITY ()08 |
| • COMPLETED HIGH SCHOOL .. ()04 | • OTHER ()98 |
| • SOME COLLEGE / CEGEP ... ()05 | • DK/NA ()99 |

Q24 Do you think that a member of your family might have heard, all or some of your answers during this survey?

- | | | |
|------------------|-----------------|--------------------|
| • YES ()1 | • NO ()2 | • DK/NA ()9 |
|------------------|-----------------|--------------------|

THANK YOU VERY MUCH FOR PARTICIPATING, THAT COMPLETES THE INTERVIEW.

Q25 Register gender :

- | | |
|-------------------|-------------------|
| • MALE ()1 | • FEMALE ... ()2 |
|-------------------|-------------------|

Q26 Register province :

- | | |
|--------------------------------|----------------------------------|
| • BRITISH COLUMBIA ()01 | • QUÉBEC ()06 |
| • ALBERTA ()02 | • NEW-BRUNSWICK ()07 |
| • SASKATCHEWAN ()03 | • NOVA SCOTIA ()08 |
| • MANITOBA ()04 | • PRINCE EDWARD ISLAND ... ()09 |
| • ONTARIO ()05 | • NEWFOUNDLAND ()10 |

CRÉATEC +

206, Avenue des Pins Est
Montréal, Québec
H2W 1P1

SÉLECTION DU RÉPONDANT

PROJET : 574-015

Mars 1998

Version 3

Bonjour / Bonsoir. Je suis _____ et nous effectuons une étude pour le compte du gouvernement du Canada sur de la publicité et des capsules d'information destinées aux jeunes. L'étude vise la population âgée de 12 à 19 ans. Nous aimerions qu'un membre de votre famille y participe. La participation est volontaire mais toutes vos réponses resteront entièrement confidentielles.

Tout d'abord, pourriez-vous me dire si vous-même ou quelqu'un dans votre foyer travaille dans une agence de publicité, une compagnie de marketing, une firme de recherche en marketing, une compagnie de tabac ou un média tel que TV, radio, journaux?

• OUI ☐ () TERMINER

• NON ()

J'aimerais vous poser quelques questions afin de déterminer quel membre de votre famille va participer à ce sondage.

• ACCEPTE ☐ () CONTINUER

• PAS DISPONIBLE ... ☐ () CONVENIR D'UN RENDEZ-VOUS

• REFUS ☐ () RASSURER OU TERMINER

QA Combien de personnes âgées de 12 à 19 ans vivent à l'endroit où j'appelle?

• AUCUNE ☐ () TERMINER

• UNE ()

• DEUX ()
• TROIS () PAQ C
• QUATRE ()
• CINQ ET PLUS ... ()

QB Quel est son âge?

• 12-14 ANS ... ()
• 15-17 ANS ... () PAQ E

• 18-19 ANS ... ()
• 20-24 ANS ... () PAQ G
• 25 ANS + ()

QC Parmi les personnes âgées de 12 à 19 ans, quel est le prénom de la personne dont la date d'anniversaire est la plus rapprochée d'aujourd'hui?

INSCRIRE : _____

QD (LIRE LE PRÉNOM) est-elle/il âgé(e) de...? (LIRE)

- 12-14 ANS ()
- 15-17 ANS ()
- 18-19 ANS ()
- 20-24 ANS () PAQ G
- 25 ANS ET + ... ()

QE J'aimerais parler à la mère ou au père de (LIRE LE PRÉNOM).

- C'EST LE / LA RÉPONDANT(E) .. () CONTINUER
- AUTRE PERSONNE DISPONIBLE ... () DEMANDER À LUI PARLER. RÉPÉTER INTRODUCTION
- AUTRE PERSONNE NON DISPONIBLE () PRENDRE RENDEZ-VOUS
- REFUS () RASSURER OU TERMINER

QF Votre enfant (LIRE LE PRÉNOM) a été choisi au hasard pour participer à une étude pour le compte du gouvernement du Canada. Nous aimerions qu'il puisse donner des réponses franches. C'est pourquoi, nous souhaiterions lui faire une entrevue au téléphone sans que personne ne l'écoute car d'autres personnes chez vous peuvent avoir des opinions différentes sur la publicité destinée aux jeunes

Les opinions de votre enfant demeureront confidentielles et serviront à calculer des statistiques d'ensemble.

QG Pourrais-je parler à (LIRE LE PRÉNOM)?

- OUI DISPONIBLE () RÉPÉTER L'INTRODUCTION. CONTINUER
- OUI MAIS NON DISPONIBLE () PRENDRE RENDEZ-VOUS
- NON () RASSURER OU TERMINER

QUESTIONNAIRE

FINAL (12-19)

J'aimerais qu'on parle de publicité et de capsules d'information que vous auriez (tu aurais) vu à la télévision récemment. Il n'y a pas de bonnes, ni de mauvaises réponses. C'est tout simplement une question de souvenir et d'opinions.

Q1 Au cours du dernier mois, vous souvenez-vous avoir vu à la télévision une annonce ou un message d'information qui parlait de (LIRE)?

LIRE EN ROTATION	OUI	NON	NSP/NRP
• Natation	() 1	() 2	() 9
• Vêtement	() 1	() 2	() 9
• Lecture	() 1	() 2	() 9
<u>Fin de la rotation</u>			
• Usage du tabac	() 1	() 2	() 9

Q2 (Au risque de se répéter) Au cours du dernier mois, vous souvenez-vous avoir vu à la télévision une annonce ou un message d'information qui parlait d'usage de la cigarette?

- OUI () 1
- NON () 2
- NSP/NRP () 9

PAQ 4

Q3 Pourriez-vous me décrire, dans vos mots, cette (ces) annonce(s) que vous avez vue(s) à la télévision au cours du dernier mois et qui parlait(aient) d'usage de la cigarette? (SONDER. DEMANDER DES DÉTAILS)

Q4 (Au risque de me répéter) Je vais vous décrire une annonce télévisée. Certaines personnes se souviennent l'avoir vue, d'autres non.

"C'est un jeune homme qui dit qu'il a commencé à fumer à 10 ans avec son frère dans la ruelle. À 16 ans, il a réussi à arrêter de fumer, mais pas son frère. Il ne veut pas que son frère meurt à cause de la cigarette."

Vous-même, vous souvenez-vous avoir vu à la télévision cette annonce que je viens de vous lire?

• OUI ()1 • NON ()2 • NSP/NRP ... ()9

FRANCOPHONES : PAQ 6

Q5 (Une seule annonce dans la campagne française)

SI "OUI" EN Q4, CONTINUEZ. SINON, ALLER À Q20

Q6 Vous m'avez dit avoir vu une annonce à la télévision contre l'usage de la cigarette. Vous souvenez-vous l'avoir vue une fois ou plusieurs fois? (SONDER : Combien de fois avez-vous vu cette annonce?)

1	2	3	4	5	6	7	8	9	10 +
---	---	---	---	---	---	---	---	---	------

NSP/NRP mais
plusieurs fois .. ()99

Q7 Dans vos mots, quel était d'après vous le message principal que cette annonce télévisée cherchait à vous transmettre? Autre chose? (SONDER POUR AU MOINS 10 MOTS / ESSAYEZ D'ALLER AU-DELÀ DE "NE PAS FUMER")

Q8 Vous souvenez-vous pour le compte de qui cette annonce télévisée était faite, qui en était l'annonceur? (SI OUI, SONDER LE NOM / SI GOUVERNEMENT, DEMANDER DE PRÉCISER PROVINCIAL OU FÉDÉRAL)

- FÉDÉRAL / GOUVERNEMENT DU CANADA . ()1
- GOUVERNEMENT PROVINCIAL / QUÉBEC . ()2
- AUTRE (SPÉCIFIER) _____ ()8
- NSP/NRP ()9

Q9 En pensant seulement à cette annonce télévisée, dites-moi si les affirmations suivantes s'appliquent ou ne s'appliquent pas à cette annonce télévisée.

LIRE EN ROTATION	S'applique	Ne s'applique pas	Nsp/Nrp
• Amusante	() 1	() 2	() 9
• Facile à suivre	() 1	() 2	() 9
• Trompeuse	() 1	() 2	() 9
• Sérieuse	() 1	() 2	() 9
• Ennuyante	() 1	() 2	() 9
• Informative	() 1	() 2	() 9
• Me laisse indifférent	() 1	() 2	() 9
• Cate l'attention	() 1	() 2	() 9
• Bien pensée	() 1	() 2	() 9
• Pas originale	() 1	() 2	() 9
• Cool	() 1	() 2	() 9
• Exagérée	() 1	() 2	() 9

Q10 Que diriez-vous du style de cette annonce télévisée? Diriez-vous que c'est une annonce qui est...? (LIRE)

- DURE, TRÈS DIRECTE () 1
- OU DOUCE, SUBTILE () 2
- NSP/NRP () 9

Q11 Dans l'ensemble, dans quelle mesure cette annonce vous a-t-elle plu ou déplu? Diriez-vous qu'elle vous a...? (LIRE)

- PLU BEAUCOUP () 1
- PLU UN PEU () 2
- NI PLU, NI DÉPLU () 3
- DÉPLU UN PEU () 4
- DÉPLU BEAUCOUP () 5
- NSP/NRP () 9

Q12 Dans quelle mesure avez-vous ressenti que cette annonce télévisée s'adressait à vous? Diriez-vous qu'elle s'adressait à vous...? (LIRE)

- BEAUCOUP () 1
- ASSEZ () 2
- UN PEU () 3
- PAS DU TOUT () 4
- NSP/NRP () 9

Q13 En pensant seulement à cette annonce télévisée, dans quelle mesure vous a-t-elle convaincu des dangers de fumer la cigarette? Diriez-vous qu'elle vous a convaincu...? (LIRE)

- | | | | |
|-------------------|-------|---------------------|-------|
| • FORTEMENT | () 1 | • PAS DU TOUT | () 4 |
| • ASSEZ | () 2 | • NSP/NRP | () 9 |
| • UN PEU | () 3 | | |

Q14 En pensant seulement à cette annonce télévisée, dans quelle mesure vous a-t-elle convaincu de ne pas fumer ou de ne pas essayer de fumer? Diriez-vous qu'elle vous a convaincu...? (LIRE)

- | | | | |
|-------------------|-------|---------------------|-------|
| • FORTEMENT | () 1 | • PAS DU TOUT | () 4 |
| • ASSEZ | () 2 | • NSP/NRP | () 9 |
| • UN PEU | () 3 | | |

Q15 En pensant seulement à cette annonce télévisée, dans quelle mesure pensez-vous qu'elle peut convaincre vos amis de ne pas fumer ou de ne pas essayer de fumer? Diriez-vous qu'elle peut convaincre vos amis...? (LIRE)

- | | | | |
|-------------------|-------|---------------------|-------|
| • FORTEMENT | () 1 | • PAS DU TOUT | () 4 |
| • ASSEZ | () 2 | • NSP/NRP | () 9 |
| • UN PEU | () 3 | | |

Q16 En comparaison avec d'autres annonces sur l'usage du tabac que vous pouvez vous rappeler, diriez-vous que cette annonce télévisée est...? (LIRE)

- | | | | |
|-------------------------|-------|-------------------------------|-------|
| • PLUS CONVAINCANTE ... | () 1 | • LA MÊME CHOSE (NE PAS LIRE) | () 3 |
| • MOINS CONVAINCANTE .. | () 2 | • NSP/NRP | () 9 |

Q17 Savez-vous ou avez-vous entendu parler comment cette annonce télévisée a été créée, produite; d'où viennent les idées de création?

- | | |
|----------------|-------|
| • OUI | () 1 |
| • NON | () 2 |
| • NSP/NRP | () 9 |
- PAQ 19

Q18 Pourriez-vous m'en dire plus sur la façon dont cette annonce télévisée a été créée? (SONDER POUR AU MOINS 10 MOTS)

Q19 Cette annonce télévisée est commanditée et payée par le gouvernement du Canada. Dans quelle mesure êtes-vous favorable ou opposé à ce qu'une telle annonce télévisée soit diffusée par le gouvernement du Canada? Diriez-vous que vous êtes...? (LIRE)

- TOTALEMENT EN FAVEUR . ()1
- PLUTÔT EN FAVEUR ()2
- PLUTÔT OPPOSÉ ()3
- TOTALEMENT OPPOSÉ ()4
- NSP/NRP ()9

DONNÉES DE BASE

Comme vous vous en doutez peut-être, cette étude est menée pour le ministère fédéral Santé Canada. Pour être en mesure d'utiliser vos réponses, nous aurions besoin que vous répondiez également aux questions suivantes qui seront utilisées seulement à des fins statistiques. Nous pouvons vous assurer que vos réponses demeureront confidentielles : premièrement, votre nom ne sera pas transmis à Santé Canada et deuxièmement, vos réponses seront combinées avec celles des autres participants au sondage dans le seul but de dresser des statistiques.

Q20 Avez-vous déjà fumer des cigarettes dans votre vie, ne serait-ce qu'une seule fois?

- OUI ()1
- NON ()2
- NSP/NRP ()9

PAQ 22

Q21 Présentement, fumez-vous une ou plusieurs cigarettes, ne serait-ce qu'à l'occasion?

- OUI ()1
- NON ()2
- NSP/NRP ... ()9

Q22 Quel est votre âge? (LIRE SI NÉCESSAIRE)

- 12-14 ANS ()1
- 15-17 ANS ()2
- 18-19 ANS ()3
- NSP/NRP ()9

Q23 Quel est le degré de scolarité le plus élevé que vous avez complété? (LIRE SI NÉCESSAIRE)

- PARTIE ÉLÉMENTAIRE ()01
- ÉLÉMENTAIRE COMPLÉTÉ .. ()02
- PARTIE SECONDAIRE ()03
- SECONDAIRE COMPLÉTÉ ... ()04
- PARTIE COLLÈGE / CÉGEP ()05
- COLLÈGE / CÉGEP COMPLÉTÉ ()06
- PARTIE UNIVERSITAIRE ... ()07
- UNIVERSITAIRE COMPLÉTÉ . ()08
- AUTRE ()98
- NSP/NRP ()99

Q24 Croyez-vous qu'un autre membre de votre famille a pu entendre une partie ou la totalité des réponses que vous avez données au cours de ce sondage?

- OUI ()1 • NON ()2 • NSP/NRP .. ()9

MERCI BEAUCOUP D'AVOIR PARTICIPÉ, C'EST TERMINÉ. MERCI.

Q25 Enregistrer le sexe :

- HOMME ... ()1 • FEMME ()2

Q26 Enregistrer la province :

- | | |
|---------------------------------|---------------------------------|
| • COLOMBIE-BRITANNIQUE ... ()1 | • QUÉBEC ()6 |
| • ALBERTA ()2 | • NOUVEAU-BRUNSWICK ()7 |
| • SASKATCHEWAN ()3 | • NOUVELLE-ÉCOSSE ()8 |
| • MANITOBA ()4 | • ÎLE-DU-PRINCE-ÉDOUARD .. ()9 |
| • ONTARIO ()5 | • TERRE-NEUVE ()10 |

I would like to talk about advertising and information spots that you may have seen on television recently. There are no right or wrong answers. It is just a matter of recall and opinions. Q1 During the past month, do you recall having seen on TV any advertisement or information spots related to (READ)?

		R E G I O N			G E N D E R		A G E			S M O K I N G			
		TOTAL	QUÉBEC	ROC	BOYS	GIRLS	12-14	15-17	18-19	EVER IN LIFE		CURRENTLY	
										YES	NO	YES	NO
SAMPLE:		614	212	402	331	283	217	238	159	353	261	171	443
SWIMMING	%	16	9	18	18	13	16	17	14	15	17	13	17
CLOTHING	%	83	74	86	83	84	87	84	77	83	83	81	84
READING	%	36	16	43	38	34	40	33	34	32	41	34	37
SMOKING	%	68	64	69	68	68	69	71	61	68	68	69	68
NONE/DK/NA	%	6	10	4	7	4	5	4	11	6	5	8	5

Q2 (At the risk of repeating myself) During the past month, do you recall having seen on TV any advertisement or information spots related to cigarette smoking?

	R E G I O N			G E N D E R		A G E			S M O K I N G			
	TOTAL	QUÉBEC	ROC	BOYS	GIRLS	12-14	15-17	18-19	EVER IN LIFE		CURRENTLY	
									YES	NO	YES	NO

SAMPLE:		614	212	402	331	283	217	238	159	353	261	171	443
YES	%	70	70	69	71	68	73	70	65	69	71	68	70
NO	%	30	29	30	28	32	26	30	35	30	29	31	29
DK/NA	%	1	1	1	1	0	1	1	0	1	0	1	1

Q3 In your own words, could you describe this (these) advertisement(s) related to cigarette smoking that you saw on TV during the past month? (PROBE ASK FOR DETAILS)

TOTAL	R E G I O N		G E N D E R		A G E			S M O K I N G			
	QUÉBEC	ROC	BOYS	GIRLS	12-14	15-17	18-19	EVER IN LIFE		CURRENTLY	
								YES	NO	YES	NO

BASE: RECALL AN AD RELATED TO CIGARET SMOKING												
SAMPLE:	427	149	278	234	193	158	164	105	245	182	118	309
Young boy began smoking% at 10 with his brother	33	65	22	31	35	36	31	31	33	32	40	31
A young girl talk about% the death of her mother	17	3	21	15	19	19	12	21	17	17	15	18
Nicorette %	3	5	2	2	3	2	6	0	3	2	3	3
Glass of nicotine made % by squeezing cigarettes	2	4	1	1	3	0	4	1	3	1	5	1
Young boys in a baseball% team; some smoke, some	1	0	1	2	0	1	0	2	1	1	1	1
Man has to smoke outside% because of children	3	1	3	3	2	2	3	3	2	3	3	3
Girl who is transformed% in ash, or cigarette	0	1	0	0	0	0	1	0	0	0	1	0
Auto race car sponsor-% ship	1	1	1	2	0	1	1	1	1	1	2	1
Cigarette is bad % (not specified)	16	8	19	16	17	14	16	21	17	16	16	16
Cigarette brand % commercial	5	0	6	5	5	5	5	4	5	4	5	4
Others (SPECIFY) %	9	6	10	10	7	8	10	8	7	11	3	10
Dk/Na %	17	8	20	17	17	18	17	15	17	17	14	18

Q3 In your own words, could you describe this (these) advertisement(s) related to cigarette smoking that you saw on TV during the past month? (PROBE ASK FOR DETAILS)

TOTAL	R E G I O N		G E N D E R		A G E			S M O K I N G			
	QUÉBEC	ROC	BOYS	GIRLS	12-14	15-17	18-19	EVER IN LIFE		CURRENTLY	
								YES	NO	YES	NO

BASE: TOTAL

SAMPLE:	614	212	402	331	283	217	238	159	353	261	171	443
Young boy began smoking% at 10 with his brother	23	46	15	22	24	26	21	20	23	23	27	21
A young girl talk about% the death of her mother	12	2	15	11	13	14	8	14	11	12	10	12
Nicorette %	2	4	1	2	2	1	4	0	2	2	2	2
Glass of nicotine made % by squeezing cigarettes	1	3	1	1	2	0	3	0	2	1	3	1
Young boys in a baseball team; some smoke, some	1	0	1	1	0	1	0	1	1	1	1	1
Man has to smoke outside% because of children	2	0	2	2	1	2	2	2	1	2	2	2
Girl who is transformed% in ash, or cigarette	0	1	0	0	0	0	1	0	0	0	0	0
Auto race car sponsor- % ship	1	0	1	1	0	1	1	0	1	1	1	0
Cigarette is bad % (not specified)	11	6	13	11	12	10	11	14	12	11	11	12
Cigarette brand % commercial	3	0	4	3	3	4	3	2	4	3	3	3
Others (SPECIFY) %	6	4	7	7	5	6	7	5	5	8	2	7
Dk/na %	12	6	14	12	12	13	12	9	12	12	9	13
DO NOT RECALL AN AD % RELATED TO CIGARETS	30	30	31	29	32	27	30	35	31	29	32	30

BASE: RECALL AN AD RELATED TO CIGARET SMOKING
MENTIONS RELATED TO CTY

SAMPLE:	427	149	278	234	193	158	164	105	245	182	118	309
YES %	45	68	37	43	47	48	39	47	44	45	49	43
NO %	56	33	63	57	54	52	62	53	56	55	51	57

Q3 In your own words, could you describe this (these) advertisement(s) related to cigarette smoking that you saw on TV during the past month? (PROBE ASK FOR DETAILS)

	R E G I O N		G E N D E R		A G E			S M O K I N G			
								EVER IN LIFE		CURRENTLY	
TOTAL	QUÉBEC	ROC	BOYS	GIRLS	12-14	15-17	18-19	YES	NO	YES	NO

MENTIONS RELATED TO CTY

BASE: TOTAL

	SAMPLE:	614	212	402	331	283	217	238	159	353	261	171	443
YES	%	31	48	25	30	32	35	27	30	30	32	33	30
NO	%	69	53	75	70	69	65	73	70	70	68	67	70

Q4 (Au risque de me répéter) Je vais vous décrire une annonce télévisée. Certaines personnes se souviennent l'avoir vue, d'autres non. "C'est un jeune homme qui dit qu'il a commencé à fumer à 10 ans avec son frère dans la ruelle. A 16 ans, il a réussi à arrêter de fumer, mais pas son frère. Il ne veut pas que son frère meurt à cause de la cigarette." Vous-même, vous souvenez-vous avoir vu à la télévision cette annonce que je viens de vous lire?

[illegible]

BASE: QUEBEC

[illegible]

Q4 (At the risk of repeating myself), I will describe to you a TV spot. Some people remember having seen it, others don't. "A young girl saying that her mom passed away because of smoking and that if her mom had not smoked, she would probably still be here to see her graduation and other important events in her life." What about you, do you recall having seen on TV the spot I just described?

TOTAL	R E G I O N		G E N D E R		A G E			S M O K I N G			
	QUÉBEC	ROC	BOYS	GIRLS	12-14	15-17	18-19	EVER IN LIFE		CURRENTLY	
								YES	NO	YES	NO

BASE: R.O.C.

BASE: R.O.C.													
	SAMPLE:	402	0	402	223	179	137	157	108	227	175	109	293
YES	%	78	0	78	78	78	83	76	72	76	80	74	79
NO	%	21	0	21	22	20	16	22	27	23	19	25	20
DK/NA	%	1	0	1	0	2	1	2	1	1	1	1	1

Q5 (At the risk of repeating myself), I will describe to you a TV spot. Some people remember having seen it, others don't. "A young boy saying he smoked 2 packs a day until he was 16 and felt pain in his lungs. He quit smoking because he does not want to die of cancer." What about you, do you recall having seen on TV the spot I just described?

TOTAL	R E G I O N		G E N D E R		A G E			S M O K I N G			
	QUÉBEC	ROC	BOYS	GIRLS	12-14	15-17	18-19	EVER IN LIFE		CURRENTLY	
								YES	NO	YES	NO

BASE: R.O.C.

BASE: R.O.C.													
	SAMPLE:	402	0	402	223	179	137	157	108	227	175	109	293
YES	%	69	0	69	70	68	75	69	60	67	71	73	67
NO	%	31	0	31	29	32	24	31	40	32	29	26	32
DK/NA	%	1	0	1	2	0	2	1	0	1	1	1	1

NUMBER OF ADS RECALLED

TOTAL	R E G I O N		G E N D E R		A G E			S M O K I N G			
	QUÉBEC	ROC	BOYS	GIRLS	12-14	15-17	18-19	EVER IN LIFE		CURRENTLY	
								YES	NO	YES	NO

BASE: R.O.C.

BASELINE RESULTS													
	SAMPLE:	403	0	403	223	179	137	157	108	227	175	109	293
0	%	13	0	13	13	13	9	14	18	15	11	15	12
1	%	27	0	27	27	28	24	28	33	27	28	24	29
2	%	59	0	59	60	59	67	59	50	58	61	62	59
	MEAN:	1.5	*	1.5	1.5	1.5	1.6	1.5	1.3	1.4	1.5	1.5	1.5

ADS RECALLED

TOTAL	R E G I O N		G E N D E R		A G E			S M O K I N G			
	QUÉBEC	ROC	BOYS	GIRLS	12-14	15-17	18-19	EVER IN LIFE		CURRENTLY	
								YES	NO	YES	NO

AT LEAST ONE

AT LEAST ONE		SAMPLE:	614	212	402	331	283	217	238	159	353	261	171	443
YES	%		89	94	87	89	89	92	89	83	88	90	88	89
NO	%		11	6	13	11	11	8	11	17	12	10	12	11

Q6 You told me that you noticed the (these) TV spot(s) against cigarette smoking. Do you recall having seen it (them) once or several times? (PROBE : How many times did you see this (these) spot(s)?)

RECALL HAVING SEEN THE AD(S)

		R E G I O N			G E N D E R		A G E			S M O K I N G			
		QUÉBEC		ROC	BOYS	GIRLS	12-14	15-17	18-19	EVER IN LIFE		CURRENTLY	
										YES	NO	YES	NO
	SAMPLE:	547	199	348	294	253	200	214	133	311	236	152	395
1	%	2	1	3	3	2	3	1	4	2	3	3	2
2	%	8	2	11	9	8	6	8	12	9	7	9	8
3	%	7	5	7	8	6	7	7	5	6	7	6	7
4	%	6	4	6	5	6	4	7	7	6	5	6	6
5	%	9	9	9	9	10	11	10	5	9	10	13	8
6	%	6	5	6	7	5	4	7	8	6	6	3	7
7	%	4	2	5	4	3	5	4	2	3	5	1	5
8	%	4	2	5	4	5	5	3	5	3	6	2	5
9	%	0	1	0	1	0	0	1	0	0	1	0	1
10 +	%	52	66	47	50	53	53	51	51	53	50	55	51
DK/Na but several	%	1	3	1	1	2	2	1	1	2	0	2	1
	MEAN:	7.4	8.3	7.0	7.3	7.5	7.5	7.3	7.2	7.4	7.4	7.3	7.4

Q7 In your own words, could you tell me what was the main message that this (these) TV spot(s) was (were) trying to convey to you? Anything else? (PROBE FOR AT LEAST 10 WORDS / TRY TO GO BEYOND "DON'T SMOKE")

RECALL HAVING SEEN THE AD(S)

	TOTAL	R E G I O N		G E N D E R		A G E			S M O K I N G			
		QUÉBEC	ROC	BOYS	GIRLS	12-14	15-17	18-19	EVER IN LIFE		CURRENTLY	
									YES	NO	YES	NO
SAMPLE:	547	199	348	294	253	200	214	133	311	236	152	395
Smoking KILLS %	34	38	32	33	34	38	33	29	32	35	39	32
Smoking is bad for HEALTH %	20	33	15	21	18	18	19	25	20	20	27	18
Smoking cause CANCER %	13	8	15	14	13	20	10	8	12	15	14	13
Smoking affects LIVES OF OTHERS %	13	5	16	12	13	11	13	14	15	9	11	13
Don't START smoking %	9	12	8	10	9	11	8	8	10	8	10	9
STOP smoking %	8	16	5	9	6	7	6	10	10	5	11	6
Smoking RUINS YOUR LIFE% %	9	2	12	8	11	10	9	8	7	12	3	11
Don't smoke %	8	4	9	9	7	8	9	5	6	10	6	8
Smoking is BAD, WRONG etc (NON-SPECIFY) %	5	3	6	5	5	5	4	6	5	5	4	5
Smoking is bad for YOUNGSTERS %	4	9	2	2	5	3	5	2	4	3	2	4
Hard to stop, CREATE A DEPENDENCY %	3	9	0	3	3	3	2	3	3	3	2	3
Reduces LIFE EXPECTANCY% %	1	1	0	1	0	0	0	1	0	1	0	1
Other %	4	0	6	5	4	2	7	4	4	5	3	5
dk/na %	2	4	1	2	1	1	1	4	2	1	4	1

Q8 Do you recall the sponsor of this (these) TV spot(s), who was identified as the announcer? (IF YES, PROBE FOR NAME / IF GOVERNMENT, ASK TO SPECIFY PROVINCIAL OR FEDERAL)

RECALL HAVING SEEN THE AD(S)

	TOTAL	R E G I O N		G E N D E R		A G E			S M O K I N G			
		QUÉBEC	ROC	BOYS	GIRLS	12-14	15-17	18-19	EVER IN LIFE		CURRENTLY	
									YES	NO	YES	NO
SAMPLE:	547	199	348	294	253	200	214	133	311	236	152	395
Federal Government of Canada	% 7	11	6	10	5	5	7	13	8	7	9	7
Provincial Government	% 2	2	1	2	2	0	1	5	2	1	3	1
Health Canada/Santé Canada	% 6	7	5	7	4	5	7	5	8	3	10	4
Canadian Lung Association	% 0	0	1	0	1	0	1	1	0	1	1	0
Other (SPECIFY)	% 10	6	11	10	9	8	11	10	11	8	12	9
Dk/Na	% 75	74	76	71	80	82	75	66	71	81	65	79

Q9 Thinking just of this (these) TV spot(s), tell me if you think that the following statements apply or do not apply to this (these) TV spot(s).

RECALL HAVING SEEN THE AD(S)

TOTAL	R E G I O N		G E N D E R		A G E			S M O K I N G			
	QUÉBEC	ROC	BOYS	GIRLS	12-14	15-17	18-19	EVER IN LIFE		CURRENTLY	
								YES	NO	YES	NO

Amusing	SAMPLE:	547	199	348	294	253	200	214	133	311	236	152	395
APPLIES	%	13	14	12	9	16	12	14	12	14	12	10	14
DOES NOT APPLY	%	87	86	87	90	83	87	85	88	85	88	89	86
DK/NA	%	1	0	1	1	1	1	1	0	1	0	1	0

Q9 Thinking just of this (these) TV spot(s), tell me if you think that the following statements apply or do not apply to this (these) TV spot(s).

RECALL HAVING SEEN THE AD(S)

[illegible]

Easy to follow

[illegible]

Q9 Thinking just of this (these) TV spot(s), tell me if you think that the following statements apply or do not apply to this (these) TV spot(s).

RECALL HAVING SEEN THE AD(S)

TOTAL	R E G I O N		G E N D E R		A G E			S M O K I N G			
	QUÉBEC	ROC	BOYS	GIRLS	12-14	15-17	18-19	EVER IN LIFE		CURRENTLY	
								YES	NO	YES	NO

Misleading

SAMPLE: 547 199 348 294 253 200 214 133 311 236 152 395

APPLIES % 6 7 6 6 6 8 4 7 5 8 6 6

DOES NOT APPLY % 93 91 93 93 93 90 95 93 94 91 93 92

DK/NA % 1 1 1 1 2 2 2 0 1 2 1 2

Q9 Thinking just of this (these) TV spot(s), tell me if you think that the following statements apply or do not apply to this (these) TV spot(s).

RECALL HAVING SEEN THE AD(S)

TOTAL	R E G I O N		G E N D E R		A G E			S M O K I N G			
	QUÉBEC	ROC	BOYS	GIRLS	12-14	15-17	18-19	EVER IN LIFE		CURRENTLY	
								YES	NO	YES	NO

Serious

		SAMPLE:	547	199	348	294	253	200	214	133	311	236	152	395
APPLIES	%		98	99	98	97	99	99	98	97	98	98	99	98
DOES NOT APPLY	%		2	1	2	2	1	1	2	2	1	2	1	2
DK/NA	%		0	0	0	1	0	1	0	0	0	1	0	0

Q9 Thinking just of this (these) TV spot(s), tell me if you think that the following statements apply or do not apply to this (these) TV spot(s).

RECALL HAVING SEEN THE AD(S)

[illegible][illegible]

Q9 Thinking just of this (these) TV spot(s), tell me if you think that the following statements apply or do not apply to this (these) TV spot(s).

RECALL HAVING SEEN THE AD(S)

TOTAL	R E G I O N		G E N D E R		A G E			S M O K I N G			
	QUÉBEC	ROC	BOYS	GIRLS	12-14	15-17	18-19	EVER IN LIFE		CURRENTLY	
								YES	NO	YES	NO

Informative	SAMPLE:	547	199	348	294	253	200	214	133	311	236	152	395
APPLIES	%	81	75	84	79	83	89	77	75	79	84	75	84
DOES NOT APPLY	%	18	25	15	20	16	9	22	24	20	14	24	15
DK/NA	%	1	1	1	1	1	2	1	1	1	1	1	1

Q9 Thinking just of this (these) TV spot(s), tell me if you think that the following statements apply or do not apply to this (these) TV spot(s).

RECALL HAVING SEEN THE AD(S)

TOTAL	R E G I O N		G E N D E R		A G E			S M O K I N G			
	QUÉBEC	ROC	BOYS	GIRLS	12-14	15-17	18-19	EVER IN LIFE		CURRENTLY	
								YES	NO	YES	NO

Leaves you indifferent													
SAMPLE:		547	199	348	294	253	200	214	133	311	236	152	395
APPLIES	%	36	35	37	36	37	38	36	34	39	33	41	35
DOES NOT APPLY	%	61	64	60	62	60	58	62	64	58	65	56	63
DK/NA	%	3	1	3	2	3	4	2	2	3	2	3	3

Q9 Thinking just of this (these) TV spot(s), tell me if you think that the following statements apply or do not apply to this (these) TV spot(s).

RECALL HAVING SEEN THE AD(S)

	R E G I O N		G E N D E R		A G E			S M O K I N G			
	QUÉBEC ROC		BOYS GIRLS		12-14	15-17	18-19	EVER IN LIFE		CURRENTLY	
TOTAL								YES	NO	YES	NO

Catchy	SAMPLE:	547	199	348	294	253	200	214	133	311	236	152	395
APPLIES	%	75	85	72	73	78	79	74	71	74	78	73	76
DOES NOT APPLY	%	24	15	27	27	21	20	26	28	26	22	27	23
DK/NA	%	1	1	1	0	1	1	0	1	1	1	0	1

Q9 Thinking just of this (these) TV spot(s), tell me if you think that the following statements apply or do not apply to this (these) TV spot(s).

RECALL HAVING SEEN THE AD(S)

TOTAL	R E G I O N		G E N D E R		A G E			S M O K I N G			
	QUÉBEC	ROC	BOYS	GIRLS	12-14	15-17	18-19	EVER IN LIFE		CURRENTLY	
								YES	NO	YES	NO

Well thought out

SAMPLE: 547 199 348 294 253 200 214 133 311 236 152 395

APPLIES % 94 91 95 93 94 95 95 91 93 94 90 95

DOES NOT APPLY % 6 9 5 7 4 4 5 9 7 5 10 4

DK/NA % 1 0 1 0 1 1 0 0 0 1 0 1

Q9 Thinking just of this (these) TV spot(s), tell me if you think that the following statements apply or do not apply to this (these) TV spot(s).

RECALL HAVING SEEN THE AD(S)

TOTAL	R E G I O N		G E N D E R		A G E			S M O K I N G			
	QUÉBEC	ROC	BOYS	GIRLS	12-14	15-17	18-19	EVER IN LIFE		CURRENTLY	
								YES	NO	YES	NO

Not original

Not original													
	SAMPLE:	547	199	348	294	253	200	214	133	311	236	152	395
APPLIES	%	22	22	22	23	21	20	23	24	23	21	25	21
DOES NOT APPLY	%	76	76	76	75	77	77	76	74	75	77	74	76
DK/NA	%	2	2	2	2	3	4	1	2	2	2	1	2

Q9 Thinking just of this (these) TV spot(s), tell me if you think that the following statements apply or do not apply to this (these) TV spot(s).

RECALL HAVING SEEN THE AD(S)

	R E G I O N		G E N D E R		A G E			S M O K I N G			
								EVER IN LIFE		CURRENTLY	
TOTAL	QUÉBEC	ROC	BOYS	GIRLS	12-14	15-17	18-19	YES	NO	YES	NO

Cool	SAMPLE:	547	199	348	294	253	200	214	133	311	236	152	395
APPLIES	%	40	48	37	32	49	40	44	34	39	41	35	42
DOES NOT APPLY	%	58	51	61	67	49	58	54	65	59	57	63	56
DK/NA	%	2	1	2	1	2	2	2	1	2	2	1	2

Q9 Thinking just of this (these) TV spot(s), tell me if you think that the following statements apply or do not apply to this (these) TV spot(s).

RECALL HAVING SEEN THE AD(S)

TOTAL	R E G I O N		G E N D E R		A G E			S M O K I N G			
	QUÉBEC	ROC	BOYS	GIRLS	12-14	15-17	18-19	EVER IN LIFE		CURRENTLY	
								YES	NO	YES	NO

Exaggerated	SAMPLE:	547	199	348	294	253	200	214	133	311	236	152	395
APPLIES	%	13	9	14	17	8	8	16	15	16	9	17	11
DOES NOT APPLY	%	86	91	84	81	90	89	84	83	83	89	82	87
DK/NA	%	2	0	2	2	2	3	1	2	1	2	1	2

Q10 How would you qualify the style of this (these) TV spot(s)? Would you say that it is a (they are)...? (READ)

RECALL HAVING SEEN THE AD(S)

	R E G I O N			G E N D E R		A G E			S M O K I N G			
	TOTAL	QUÉBEC	ROC	BOYS	GIRLS	12-14	15-17	18-19	EVER IN LIFE		CURRENTLY	
									YES	NO	YES	NO
SAMPLE:	547	199	348	294	253	200	214	133	311	236	152	395
HARD HITTING SPOT(S) %	72	58	77	72	72	73	73	71	72	73	71	73
OR SOFT SUBTLE SPOT(S) %	25	41	20	25	25	22	26	28	26	23	29	24
DK/NA %	3	2	3	3	2	5	1	1	2	4	0	3

Q11 On the whole, how much did you like or dislike this (these) TV spot(s)? Would you say that you...? (READ)

RECALL HAVING SEEN THE AD(S)

	TOTAL	R E G I O N		G E N D E R		A G E			S M O K I N G			
		QUÉBEC	ROC	BOYS	GIRLS	12-14	15-17	18-19	EVER IN LIFE		CURRENTLY	
									YES	NO	YES	NO
SAMPLE:	547	199	348	294	253	200	214	133	311	236	152	395
LIKED IT (THEM) A LOT %	33	28	34	24	42	34	33	29	32	34	26	35
LIKED IT (THEM) A LITTLE %	38	36	38	42	33	38	38	36	35	42	32	39
NEITHER LIKED NOR DISLIKED IT (THEM) A LITTLE %	22	26	20	25	18	19	21	27	25	18	29	19
DISLIKED IT (THEM) A LOT %	6	6	6	6	6	8	5	4	6	6	8	5
DISLIKED IT (THEM) A LOT %	2	2	1	3	0	1	1	4	2	1	4	1
DK/NA %	0	0	0	0	1	0	1	0	1	0	1	0

Q12 To what extent did you feel this (these) TV spot(s) was (were) aimed at you? Would you say that it (they) was (were) aimed at you? (READ)

RECALL HAVING SEEN THE AD(S)

TOTAL	R E G I O N		G E N D E R		A G E			S M O K I N G			
	QUÉBEC	ROC	BOYS	GIRLS	12-14	15-17	18-19	EVER IN LIFE		CURRENTLY	
								YES	NO	YES	NO

SAMPLE:		547	199	348	294	253	200	214	133	311	236	152	395
VERY MUCH	%	33	20	37	29	37	28	36	34	33	32	33	32
SOMEWHAT	%	25	21	27	29	22	25	28	22	29	21	35	22
A LITTLE	%	21	27	20	22	21	25	19	19	21	22	23	21
NOT AT ALL	%	20	31	16	21	19	20	17	24	17	24	9	24
DK/NA	%	1	1	1	0	1	2	0	0	0	1	0	1

Q13 Thinking just of this (these) TV spot(s), to what extent did this (these) TV spot(s) convince you of the dangers of cigarette smoking? Would you say that it (they) convinced you...? (READ)

RECALL HAVING SEEN THE AD(S)

[illegible]

Q14 Thinking just of this (these) TV spot(s), how much did this (these) TV spot(s) convince you not to smoke or not to try smoking? Would you say that it(they) convinced you...? (READ)

RECALL HAVING SEEN THE AD(S)

TOTAL	R E G I O N		G E N D E R		A G E			S M O K I N G			
	QUÉBEC	ROC	BOYS	GIRLS	12-14	15-17	18-19	EVER IN LIFE		CURRENTLY	
								YES	NO	YES	NO

SAMPLE:		547	199	348	294	253	200	214	133	311	236	152	395
A LOT	%	50	31	56	51	49	69	43	28	35	68	23	59
SOMEWHAT	%	23	28	22	18	29	18	28	24	27	18	23	23
A LITTLE	%	14	21	12	16	12	9	15	21	18	9	25	10
NOT AT ALL	%	13	20	10	15	10	4	14	26	19	5	28	7
DK/NA	%	0	0	0	0	0	0	0	1	0	0	1	0

Q15 Thinking just of this (these) TV spots, to what extent do you believe they can convince your friends not to smoke or not to try smoking? Would you say that it (they) can convince your friends...? (READ)

RECALL HAVING SEEN THE AD(S)

		TOTAL	R E G I O N		G E N D E R		A G E			S M O K I N G			
			QUÉBEC	ROC	BOYS	GIRLS	12-14	15-17	18-19	EVER IN LIFE		CURRENTLY	
										YES	NO	YES	NO
SAMPLE:		547	199	348	294	253	200	214	133	311	236	152	395
A LOT	%	20	13	22	23	17	28	19	9	14	28	12	23
SOMEWHAT	%	33	27	36	29	38	36	30	34	31	36	26	36
A LITTLE	%	24	34	21	26	23	25	23	25	25	23	22	25
NOT AT ALL	%	21	26	19	21	21	10	27	31	28	12	39	14
DK/NA	%	1	0	2	1	2	1	1	2	2	1	2	1

Q16 Compared to other advertisements on cigarette smoking that you may recall, would you say that this (these) TV spot(s) are...? (READ)

RECALL HAVING SEEN THE AD(S)

TOTAL	R E G I O N		G E N D E R		A G E			S M O K I N G			
	QUÉBEC	ROC	BOYS	GIRLS	12-14	15-17	18-19	EVER IN LIFE		CURRENTLY	
								YES	NO	YES	NO

SAMPLE:	547	199	348	294	253	200	214	133	311	236	152	395
MORE CONVINCING %	81	73	84	76	87	88	79	75	77	86	72	85
LESS CONVINCING %	11	17	9	15	7	6	12	17	13	9	18	9
The same (DO NOT READ) %	6	8	6	7	5	5	8	7	8	4	7	6
Dk/Na %	1	2	1	2	1	1	1	2	2	0	3	1

Q17 Do you know or have you heard about how this (these) TV spot(s) has (have)been created; from where the creative ideas came from?

RECALL HAVING SEEN THE AD(S)

TOTAL	R E G I O N		G E N D E R		A G E			S M O K I N G			
	QUÉBEC ROC		BOYS GIRLS		12-14	15-17	18-19	EVER IN LIFE		CURRENTLY	
								YES	NO	YES	NO

SAMPLE: 547 199 348 294 253 200 214 133 311 236 152 395

YES % 18 24 16 18 18 12 19 27 20 16 24 16

NO % 79 74 81 78 81 85 78 72 77 82 75 81

DK/NA % 2 2 3 3 1 3 3 1 2 3 0 3

Q18 Could you tell me more about how this (these) TV spot(s) was (were) created? (PROBE FOR AT LEAST 10 WORDS)

RECALL HAVING SEEN THE AD(S)

	TOTAL	R E G I O N		G E N D E R		A G E			S M O K I N G			
		QUÉBEC	ROC	BOYS	GIRLS	12-14	15-17	18-19	EVER IN LIFE		CURRENTLY	
									YES	NO	YES	NO
SAMPLE:	547	199	348	294	253	200	214	133	311	236	152	395
Contest %	8	19	4	7	9	6	8	12	9	6	11	7
Children sending their % experiences/testemonies	7	6	8	8	6	5	7	11	7	7	8	7
Others (SPECIFY) %	3	1	3	3	2	2	3	4	3	2	3	2
Dk/Na %	1	0	1	0	2	0	1	2	2	0	3	0
DO NOT KNOW HOW THEY WERE CREATED %	82	76	84	82	82	88	81	73	80	84	76	84

Q19 These TV spots were sponsored and paid by the Government of Canada. To what extent are you in favor or opposed to the airing of such TV spots by the Government of Canada? Would you say that you are...? (READ)

RECALL HAVING SEEN THE AD(S)

TOTAL	R E G I O N		G E N D E R		A G E			S M O K I N G			
	QUÉBEC	ROC	BOYS	GIRLS	12-14	15-17	18-19	EVER IN LIFE		CURRENTLY	
								YES	NO	YES	NO

SAMPLE:		547	199	348	294	253	200	214	133	311	236	152	395
TOTALLY IN FAVOR	%	53	44	57	50	57	50	53	59	51	56	48	55
SOMEWHAT IN FAVOR	%	39	44	38	41	38	42	41	33	41	37	41	39
SOMEWHAT OPPOSED	%	3	6	2	4	3	4	3	4	3	3	6	2
TOTALLY OPPOSED	%	3	4	2	4	1	3	1	4	3	2	3	2
DK/NA	%	1	2	1	2	1	1	2	1	2	1	2	1

Q20 Have you ever smoked cigarettes in your life, even once?

[illegible]

Q21 Do you currently smoke one or more cigarettes, even on an occasional basis?

[illegible]

Q22 What age group do you fall into? (READ IF NECESSARY)

[illegible]

Q23 What is the highest level of education that you have completed? (READ IF NECESSARY)

[illegible]

Q24 Do you think that a member of your family might have heard, all or some of your answers during this survey?

TOTAL	R E G I O N		G E N D E R		A G E			S M O K I N G			
	QUÉBEC	ROC	BOYS	GIRLS	12-14	15-17	18-19	EVER IN LIFE		CURRENTLY	
								YES	NO	YES	NO

SAMPLE:		458	161	297	235	223	217	238	3	236	222	102	356
YES	%	36	37	36	38	35	40	33	31	31	42	36	36
NO	%	59	62	58	57	62	55	64	69	65	53	61	59
DK/NA	%	4	1	6	5	4	5	4	0	4	5	3	5

THANK YOU VERY MUCH FOR PARTICIPATING, THAT COMPLETES THE INTERVIEW.Q25 Register gender :

	R E G I O N		G E N D E R		A G E			S M O K I N G			
	QUÉBEC ROC		BOYS GIRLS		12-14	15-17	18-19	EVER IN LIFE		CURRENTLY	
	TOTAL							YES	NO	YES	NO

SAMPLE:	614	212	402	331	283	217	238	159	353	261	171	443
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MALE	%	51	48	52	100	0	51	46	59	50	53	52	51
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FEMALE	%	49	52	48	0	100	49	54	41	50	47	48	49
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Q26 Register province :

	TOTAL	R E G I O N		G E N D E R		A G E			S M O K I N G			
		QUÉBEC	ROC	BOYS	GIRLS	12-14	15-17	18-19	EVER IN LIFE		CURRENTLY	
									YES	NO	YES	NO
SAMPLE:	614	212	402	331	283	217	238	159	353	261	171	443
BRITISH COLUMBIA %	13	0	17	16	10	12	14	13	12	15	12	13
ALBERTA %	9	0	12	10	9	8	11	9	10	9	9	10
SASKATCHEWAN %	3	0	5	4	3	3	5	2	4	3	3	4
MANITOBA %	4	0	5	5	3	4	4	3	4	3	5	3
ONTARIO %	38	0	50	35	40	39	33	42	37	39	34	39
QUÉBEC %	25	100	0	23	26	26	25	22	26	23	26	24
NEW-BRUNSWICK %	2	0	3	3	2	2	2	4	2	3	2	3
NOVA SCOTIA %	3	0	4	2	4	3	4	2	3	3	5	2
PRICE EDWARD ISLAND %	0	0	1	0	1	0	1	1	1	0	1	0
NEWFOUNDLAND %	2	0	3	2	1	2	2	2	2	2	2	2