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**ANTI-TOBACCO PUBLIC SERVICE
ANNOUNCEMENTS
ADVERTISING POST-TEST**

FINAL REPORT

Presented to

Health Canada

Population Health Directorate
Partnerships and Marketing Division

May 1999

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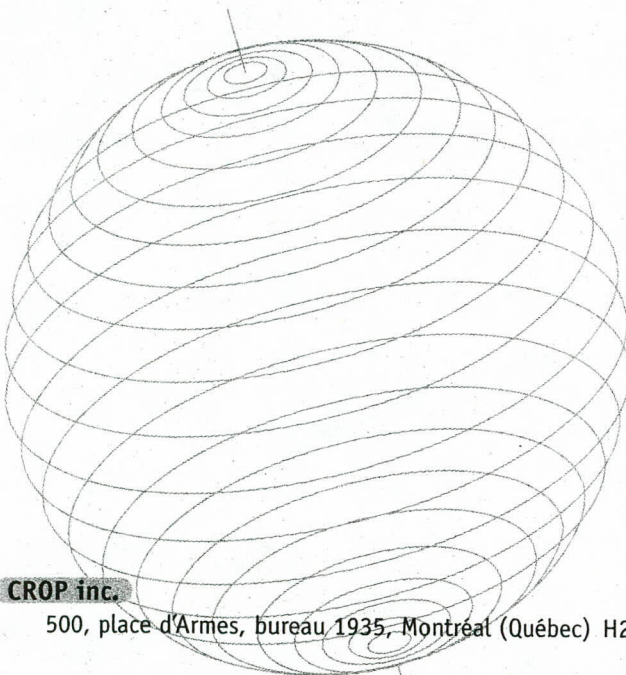


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CONTEXT AND OVERALL OBJECTIVE

This report presents the results of Waves One and Two of a pre-post advertising survey of Canadian attitudes towards issues related to smoking in Canada.

The overall objective of the two-Wave research design was to evaluate the impact of the approach and message of three American anti-tobacco ads that were aired on Canadian networks during March 1999. Wave One comprised a benchmark survey of attitudes and perceptions based on Health Canada's Challenge to Youth Campaign; Wave Two measured attitudes and perceptions following the airing of a campaign consisting of two adult female testimonial ads and an ad regarding light cigarette filters.

The primary research areas included:

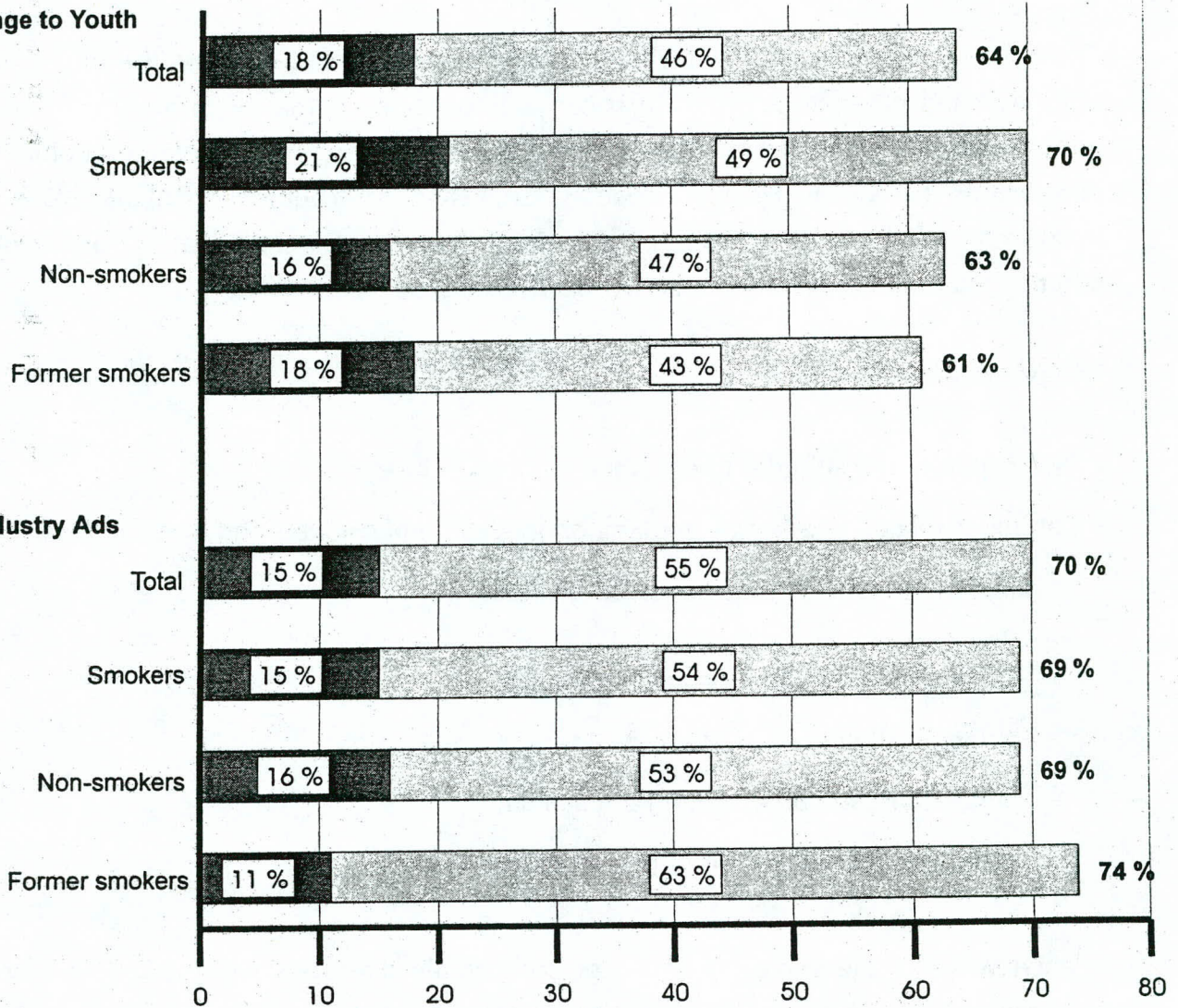
- perceptions and attitudes towards the tobacco industry;
- attitudes related to effect of smoking on the health of smokers and non-smokers;
- evaluation measures of the advertising campaign:
 - spontaneous recall of the campaign;
 - aided recall of each of the three ads;
 - perceptions and appreciation of each ad;
 - credibility and perceived impact of the campaign.

In each wave of the survey, a series of comparable questions were asked to allow for comparison between pre- and post-campaign measurements.

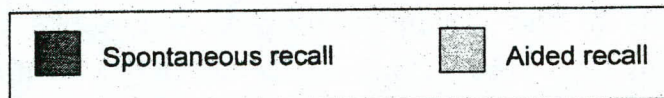
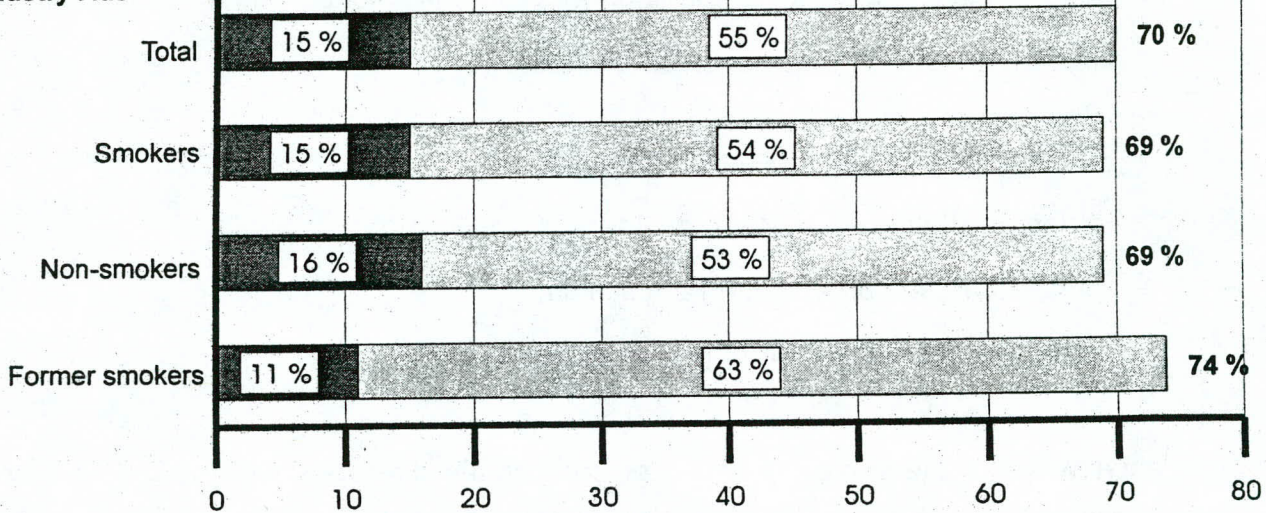
The analysis of results in this document provides the results of Wave Two and a comparison with results from Wave One. It was our intent to measure the relationship between these perceptions and the level of awareness of the ads.

Spontaneous and Aided Recall

Challenge to Youth



Anti-Industry Ads



SUMMARY HIGHLIGHTS

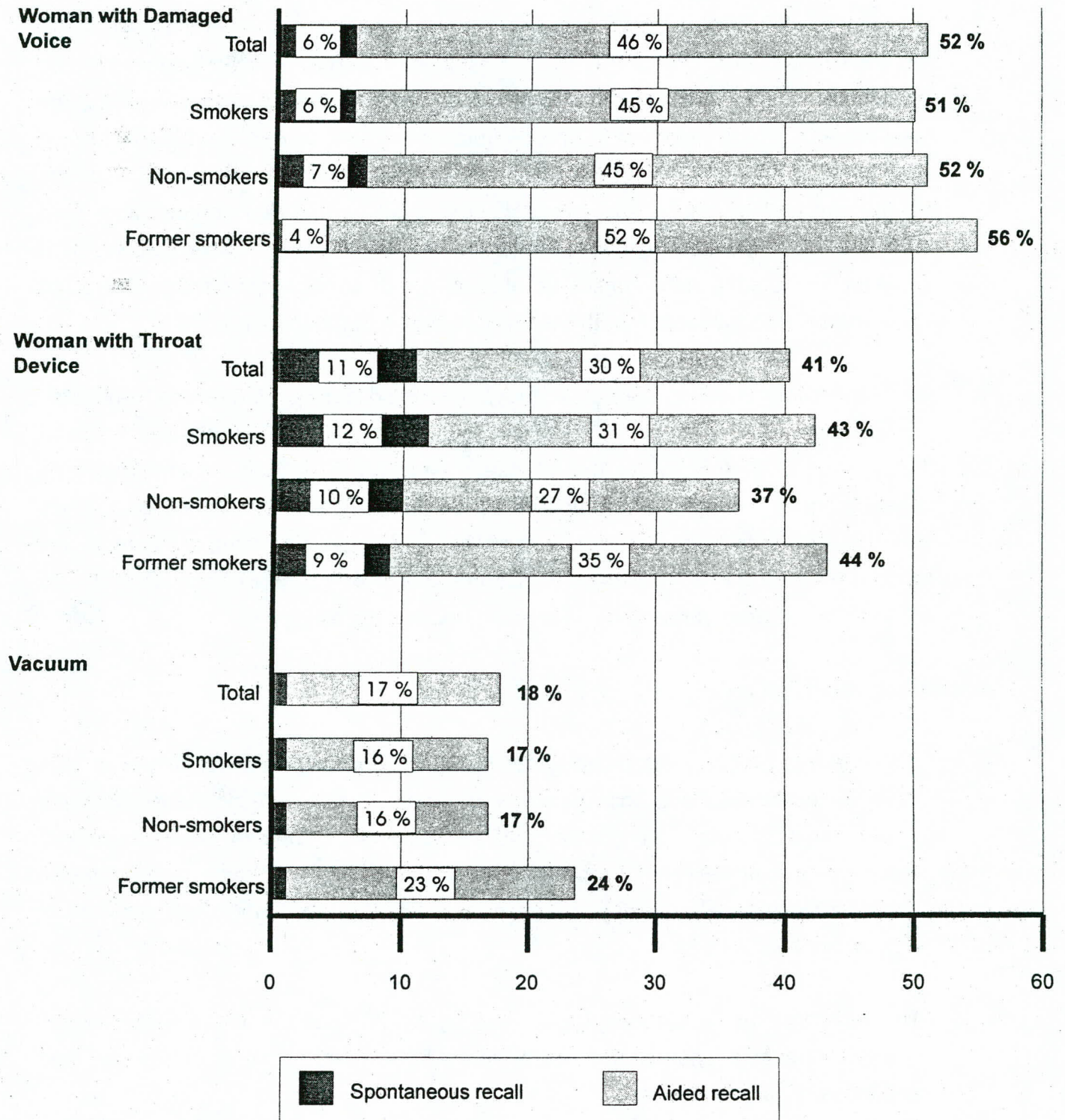
Survey participants

- The results of the Benchmark Measures survey conducted in late February are based on the opinions of a total of 809 Canadians aged 16 and over in Saskatoon, Toronto and Halifax. Forty percent of the interviews were conducted among smokers; the data were weighted to adjust the proportions of smokers vs. non-smokers to known populations. Interviews were also conducted with opinion leaders – 15% of the sample obtained by quotas – to ensure that the results would represent opinions held by persons of influence in their community. The Benchmark Measures survey was designed to obtain data regarding attitudes and current advertising campaign measures prior to the launch of three new televised anti-tobacco ads.
- The Advertising Post-test Measures Study, conducted during March, was conducted among total of 833 Canadians age 16 and over in Saskatoon, Toronto and Halifax. Thirty-seven (37%) percent of the interviews were conducted among smokers, with data subsequently weighted to reflect true proportions. The Post-test Measures survey was designed to obtain reactions to three new ads, data regarding attitudes to the tobacco industry and advertising campaign measures based on the new anti-tobacco ads aired at the time of the study. The main findings are as follows.

Advertising campaign recall

- The youth testimonial campaign tested in the Benchmark Measures achieved high rates of combined aided and spontaneous recall. A full 64% of the total sample could name or recall the theme of the testimonial campaign when prompted: among young viewers, this proportion reached a full three in four youths under 24 (75%). Overall recall was higher among smokers (70%) than non-smokers (63%) or former smokers (61%).
- The new advertising campaign was recalled by 70% of the Wave Two sample, comprising a 15% spontaneous recall and a 55% aided recall of any of the new anti-industry campaign ads.

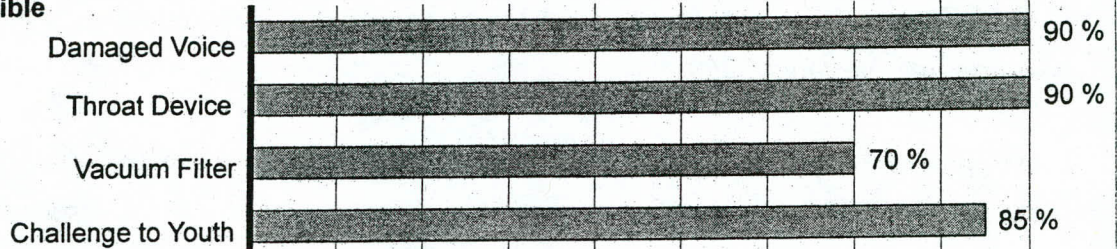
New Advertising Recall



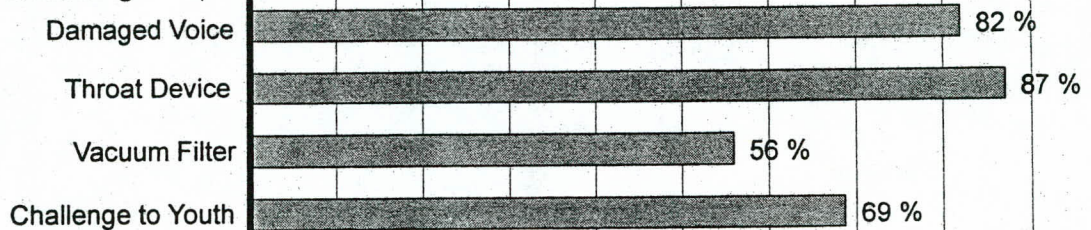
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- There were differences between the performance of the three ads in terms of advertising recall. Two of the three ads, Woman with Damaged Voice and Woman with Throat Device were more likely to be recalled spontaneously and on an aided basis than Vacuum Filter.
 - Woman with Damaged Voice was recalled by half (52%) of the Wave Two sample; Woman with Throat Device was recalled by two in five (41%) respondents whereas Vacuum Filter was recalled by only one in five (18%) overall.
 - Despite equal advertising weights, respondents were much less likely to remember having seen Vacuum Filter than the other two new ads.

Advertising Evaluation

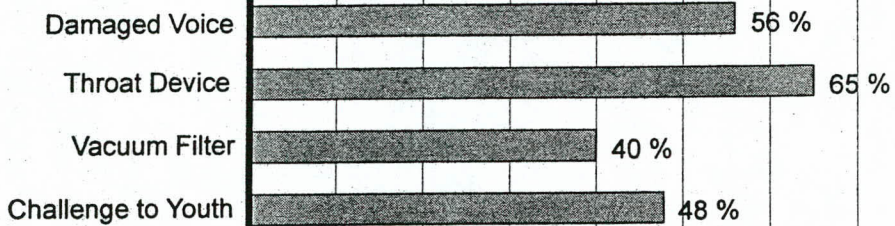
Believable / credible



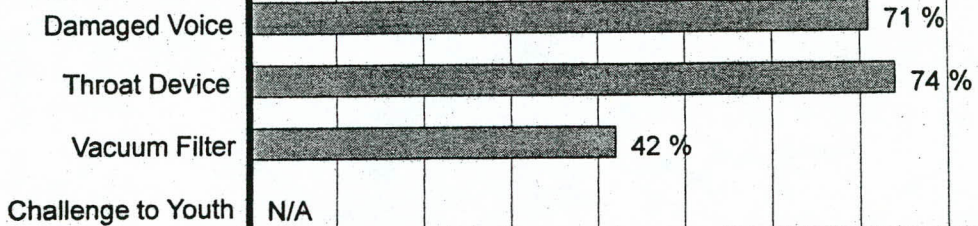
Very / somewhat disturbing / hard-hitting



Will have impact



One of the best / very good



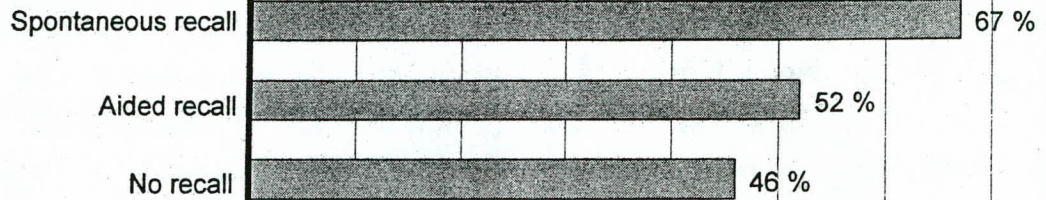
0 10 20 30 40 50 60 70 80 90 100

Evaluation of the advertising

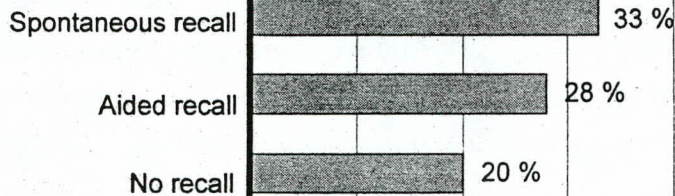
- The graph on the opposite page compares the recall of the new ads with the Challenge to Youth campaign. It shows clearly that two of the new ads, Woman with Damaged Voice and in particular Woman with Throat Device were considered to be highly believable, disturbing and among the best or very good ads of their type. These two new ads not only outperform Vacuum Filter by a considerable margin but also are more effective than Challenge to Youth on all tested dimensions.
- In terms of respondents' perceptions of perceived *impact on people's attitudes and behaviors*, the differences in performance among the various ads clearly supports the effectiveness of Woman with Throat Device and Woman with Damaged Voice over both Challenge to Youth or Vacuum Filter ads. Vacuum Filter performs much less well than either of the other new ads or Challenge to Youth. Of note, only 29% of smokers thought Vacuum Filter would have an impact on attitudes or behaviors, compared to 58% and 60% of smokers with the same opinion regarding Woman with Damaged Voice and Woman with Throat Device.

Attitudes to the Tobacco Industry

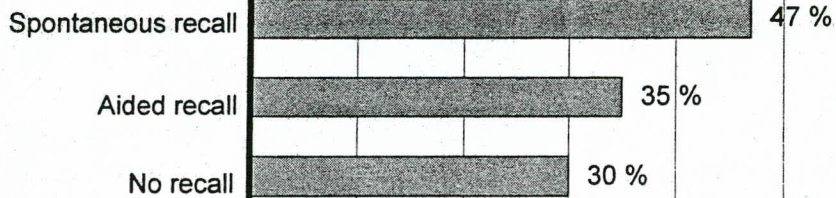
**The industry avoids talking about
the addictive nature of tobacco
(% strongly agree)**



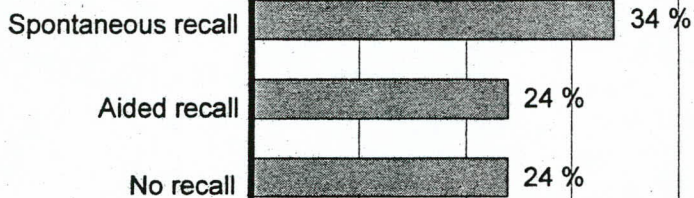
**The industry is manipulating public
opinion (% strongly agree)**



**The industry tries to conceal facts
about the impact of tobacco
(% strongly agree)**



**Tobacco companies are good
corporate citizens (% strongly
disagree)**



0 10 20 30 40 50 60 70 80

Attitudes to the tobacco industry

- While **Benchmark** impressions of the tobacco industry tended to vary by smoking or non-smoking behavior, **Post-test** results show significant differences in opinions of the tobacco industry among those who were exposed to the new campaign, and especially those who could spontaneously recall having seen one of the three new ads on television during this campaign. The figure opposite shows the results of questions where there were significant differences between those who recalled the new campaign and those who had no recall.
- Those with spontaneous recall of one or more of the new ads strongly agreed in significantly higher proportions that the tobacco industry *avoids talking about the addictive nature of tobacco, is manipulating public opinion and tries to conceal facts about the impact of tobacco*. They disagreed strongly in higher proportions to the statement that *tobacco companies are good corporate citizens*. There are good indications therefore that the new advertising has had an impact on perceptions of the tobacco industry.
- Differences by advertising awareness were also noted in opinions of the question of stopping smoking and on the likelihood of contracting lung cancer. Although the sample of smokers is smaller (304), there are nonetheless significant differences in opinion. Those who were able to recall any of the new ads on a spontaneous basis were more likely to agree strongly that they would very likely get lung cancer than those with no recall (48% versus 27%) and less likely to agree strongly that they can stop smoking whenever they want (11% versus 25%).

METHODOLOGY

1. Survey population

1.1 Age and region

The survey population consisted of Canadians aged 16 and over in three centres: Halifax, Toronto, Saskatoon. The study population included all residents of the selected cities aged 16 and over.

1.2 Smokers

Random interviews were conducted with an initial representative sample in each centre. Questions on smoking habits allowed for categorisation of respondents as smokers, former smokers and non-smokers. Our estimates of smokers in each centre provided by Statistics Canada required over-sampling and therefore the establishment of quotas to reach adequate numbers of smokers for analysis by region in each centre.

1.3 Opinion leaders

Because of the important nature of the subject, we proposed the inclusion of a series of questions to identify opinion leaders in each centre. This quota of opinion leaders was defined through a series of questions on reading habits, information and influence. Those who spent a lot of time or some time talking about and reading about issues of interest, expressing opinions, and influencing others were defined as opinion leaders in this study.

2. Sample

Sample numbers from Toronto, Halifax and Saskatoon CMA's were obtained from Canada Sampler, a service providing all listed telephone numbers in Canada on CD-Rom, updated several times a year. A total of 7,058 numbers in Wave One and 6,297 numbers in Wave Two were dialled to complete the quotas established for smokers and opinion leaders in all centres.

In the Benchmark Measures, a total of 809 interviews were completed: 238 interviews in Toronto, 286 in Halifax and 287 in Saskatoon. In Wave Two, we reached a total of 833 respondents, of which 265 were from Toronto, 282 from Halifax and 286 from Saskatoon. In both cases, proportions of smokers in Toronto – confirmed by Statistics Canada data – were lower than in the other two centres and consequently fewer interviews were completed among this group in this centre.

Forty percent (40%) of the interviews were held among smokers during the Benchmark Measures; in Wave Two the sample comprised 37% of smokers.

We reached 123 participants who qualified on the strict definitions of leaders in the Benchmark Measures; Wave Two included 135 opinion leaders. A larger definition would have yielded more respondents who have influence on the opinions of their peers, but the strict definition maintains the most difference with the population as a whole.

Finally, we had a total of 333 non smokers, 321 smokers and 155 who qualified as former smokers in Wave One, and 390 non-smokers, 304 smokers and 139 former smokers in Wave Two:

	Wave One	Wave Two
Total sample	809	833
Toronto	238	265
Halifax	286	282
Saskatoon	287	286
Smokers	321	304
Non smokers / former	476	529

3. Fieldwork

3.1 Questionnaires

Structured questionnaires were designed to meet the study objectives of each Wave; both versions were jointly developed by CROP and Health Canada and approved by the project authority from Health Canada prior to field start of each wave. The questionnaires included sections designed to identify smokers and opinion leaders – consumers who have influence within their peers and community – and tobacco related issues as well as advertising measures.

Questions asked in prior surveys conducted by Health Canada and other organisations, such as those associated with anti-tobacco campaigns in the United States, served as a source of inspiration for the questionnaire design.

The questionnaires for administration by telephone were programmed in English on our computerised interviewing system and submitted to the client for approval.

3.2 Pre-test

Both pre-test and post-test versions of the questionnaires were pre-tested among 15 qualified respondents of the survey population and adjustments were made prior to field start. The client approved all subsequent changes made to the initial design.

The purpose of pre-testing was to verify the following points:

- effectiveness of the information and screening elements in the introduction;
- comprehension of the questions by respondents;
- appropriateness of answer categories and measures used;
- duration of the interview;
- flow and logical structure of the questionnaire;
- observations about the interview situation or reluctance to answer specific variables.

3.3 Interview procedure

Thorough briefing, supervising and monitoring ensured control of the quality of the data collection process.

CROP's interviewers attended a comprehensive information and training session given by the project director to ensure conformity in data collection with respect to the guidelines.

All interviews were conducted from our supervised central computerised telephone facility in Montreal. Wave One was conducted between February 26 and March 3rd, and Wave Two between March 19 and March 29, 1999.

All answers to open-ended questions were identified by interviewer number and recorded verbatim, and answers coded throughout the study.

3.4 Duration of interview and response rate

The average duration of the interview was 13 minutes in pre-test and 15 minutes in post-test.

Ending with a final sample of 7,058 calls in Wave One and 6,297 in Wave Two, 1,642 interviews were completed. A total of potential interviews were lost due to complete quotas, bringing the average response rate to 37% in Wave One and 30% in Wave Two.

4. Statistical analysis

4.1 Data processing

The statistical analysis of the results was carried out on CROP's IBM PCs. STAT-XP was the main software used to apply the statistical commands required to analyse the results.

4.2 Weighting procedure

The data from each centre were weighted to re-establish the correct proportions of smokers and non-smokers. Because of the over-sampling of smokers to ensure reliability, their proportions required adjustment to reflect actual numbers available from Statistics Canada sources.

The data were however not weighted by region, thus allowing for an examination of regional differences between the three independent markets. The aggregates of age groups and other breaks reflect the actual proportions of interviews in each of the three centres.

Finally, where included in the tables, the total of all participants in the report reflects the total weighted by proportions of smokers but not by region.

4.3 Confidence intervals

The maximum margin of error is $\pm 3.5\%$ for a sample size of 800. Significant differences with a minimum confidence level of 95% are reported in the text, and all differences with a minimum confidence level of 90% are indicated in the statistical tables appearing under separate cover.

TABLE 1: BENCHMARK – RECENT ADVERTISING RECALL									
	<i>Total (809)</i>	<i>Smoker (n=321)</i>	<i>Former smoker (n=155)</i>	<i>Non- smoker (n=333)</i>	<i>Age 16-20 (n=52)</i>	<i>Age 21-24 (n=58)</i>	<i>Age 25-34 (n=153)</i>	<i>Male (n=370)</i>	<i>Female (n=439)</i>
<i>Recall recent advertising</i>									
Yes	43	51	43	38	48	52	49	46	41
No	56	48	57	61	52	48	49	54	59
DNK	0	–	–	1	–	–	1	–	–
<i>Advertising seen (358)</i>									
On television	81	83	74	82	77	92	89	80	81
Newspapers	12	11	15	10	5	–	7	14	9
Magazine	8	9	3	9	7	8	9	6	9
Billboard	6	5	4	9	20	8	4	6	6
Cigarette packs	7	9	9	5	9	7	5	9	6
Other	9	6	14	4	18	6	7	9	5
DNK	1	1	–	2	–	–	1	–	2

Q.11 Do you recall any recent anti-tobacco advertisements?

Q.12 Where did you see or hear these advertisements?

ANALYSIS OF THE RESULTS

1. Advertising recall

1.1 Recall of recent advertising

The design of this research allowed for comparison of advertising recall of anti-tobacco advertisements between Benchmark measures taken in February and the new ad Post-Test conducted in March during the flight of the new advertisements. Benchmark levels of recall were based on *Challenge to Youth* - the youth testimonials of the teen contest; Post-test levels included residual recall of these ads, which were off the air during the research period, and of the new testimonials of older smokers and an ad regarding filters.

Benchmark levels of advertising awareness of anti-tobacco campaigns reached a level of 43% on the average. An examination of the results from the Benchmark Measures show that the following sub-groups reported recalling anti-tobacco advertising of some kind in greater proportions than other groups:

- smokers (51%);
- respondents aged 16 to 20 (48%);
- respondents aged 20 to 24 (52%);
- those with children under age 16 (50%).

Smokers in particular tended to have higher recall of anti-tobacco advertising than non-smokers. Half of all smokers (51%) compared to one third of non-smokers (38%) recalled recent anti-tobacco advertising.

Respondents who recalled recent anti-tobacco advertisements were asked questions related to the source of advertising and the content of what they recalled. Among those aware of recent advertising, the primary cited source not surprisingly was television (83%).

TABLE 2 – POST-TEST – RECENT ADVERTISING RECALL									
	<i>Total (833)</i>	<i>Smoker (304)</i>	<i>Former smoker (139)</i>	<i>Non- smoker (390)</i>	<i>Age 16-20 (52)</i>	<i>Age 21-24 (58)</i>	<i>Age 25-34 (153)</i>	<i>Male (370)</i>	<i>Female (439)</i>
<i>Recall recent advertising</i>									
Yes	43	45	35	45	43	56	44	44	43
No	56	55	64	54	57	44	56	56	56
DNK	1	–	1	1	–	–	–	–	1
<i>Advertising seen (362)</i>									
On television	83	83	84	82	65	81	85	83	82
Newspapers	6	5	10	6	6	–	1	8	5
Magazine	11	7	4	15	18	17	11	12	11
Billboard	5	4	8	5	6	4	–	4	6
Cigarette packs	5	8	4	4	11	–	5	8	3
DNK	1	–	2	1	–	–	–	1	1

Q.11 Do you recall any recent anti-tobacco advertisements?

Q.12 Where did you see or hear these advertisements?

Overall **Post-test** recall levels of recent advertising, without specifying content or aiding respondents in any way were comparable to Benchmark Levels. Two out of ten respondents (43%) claimed to have seen recent anti-tobacco advertising during the Post-test survey.

The sub-groups with higher recall of anti-tobacco advertising were somewhat different from Benchmark variations noted above. The following groups reported higher levels of recall than the average during the Post-test wave of interviewing:

- younger respondents aged 21-24 (56%)
- respondents from Halifax (50%) compared to the two other centers, Saskatoon (37%) or Toronto (42%);
- those with completed university education (54%);
- opinion leaders (56%).

Of note, smokers did not differ significantly from non-smokers in the Post-test results on this measure.

Among the 362 respondents who reported seeing anti-tobacco advertisements of any kind in the Post-test, four out of five (83%) recalled seeing televised ads on an unprompted basis (83%) and a further 7% were able to recall televised anti-tobacco advertising when asked an aided question.

TABLE 3 – BENCHMARK - ADVERTISING RECALL									
	Total (809)	Smoker (321)	Former smoker (155)	Non- smoker (333)	Age 16-20 (52)	Age 21-24 (58)	Age 25-34 (153)	Male (370)	Female (439)
Recall of Challenge campaign									
Spontaneous	18	21	18	16	16	20	29	16	19
Aided	47	49	43	47	58	55	41	42	51
No recall	36	30	40	37	26	25	30	42	30
Total aided / spontaneous recall	64	70	60	63	74	75	70	58	70

Q.13 What advertisements do you recall? in your own words, describe what you recall of these ads?

Q.14 Do you remember having seen an ad or a series of ads showing a testimonial by a young girl talking about things her mother missed because she died from smoking or a young man who does smoke and is told they found a spot on his lung?

1.2 Benchmark spontaneous recall of recent advertising

The table opposite shows the proportions of respondents in the total sample who recalled the Challenge for Youth campaign on a spontaneous or aided basis.

The spontaneous recall percentages reflect the correct recall of Challenge to Youth themes among the 358 respondents who claimed to be aware of recent anti-tobacco advertising. Two main mentions were considered pertinent, "contest for teens" and "young man's testimonial". Respondents with either of these mentions were included in the spontaneous recall of campaign figures opposite.

As the table shows, total correct spontaneous recall of the teen contest / testimonial campaign by name or content within the entire sample reaches 18%.

Spontaneous recall of the ads combined was higher among:

- respondents aged 25-34 (29%);
- college / some university educated; (23%);
- those with children under 16 (24%);
- high revenue \$70,000 or more (26%);
- light smokers (25%).

and lower among:

- older respondents 55 years or over (5%);
- respondents with less education (7%).

1.3 Benchmark total unaided and prompted recall

When the aided recall levels are added to the spontaneous, the total levels of awareness of this campaign vary from a low 58% among male respondents overall to a high 75% among those aged 21 to 24 years.

Recall among smokers was higher (70%) than among either former smokers (60%) or non smokers (63%); these are very high retention rates. The differences among sub-populations included higher rates of recall among:

- women (70%) vs. men (58%);
- smokers (70%) vs. non-smokers (63%);
- young viewers, youths under 24 (75%).

TABLE 4 - POST-TEST - RECENT ADVERTISING RECALL									
	<i>Total (324)</i>	<i>Smoker (125)</i>	<i>Former smoker (42)</i>	<i>Non- smoker (157)</i>	<i>Age 16-20 (29)</i>	<i>Age 21-24 (29)</i>	<i>Age 25-34 (69)</i>	<i>Male (141)</i>	<i>Female (183)</i>
<i>Spontaneous Recall...</i>									
Damaged voice	16	15	14	17	16	4	15	9	22
Addiction / throat	27	29	28	26	30	17	28	23	31
Vacuum	3	3	5	2	3	—	6	1	4
Contest for teens	25	27	24	25	24	39	27	22	28
Young man testimonial	12	12	14	12	16	23	12	11	13
Other (multiple)	25	25	22	26	17	29	19	25	28
DNK	17	14	19	18	9	8	17	22	13

Q.13 *Tell me everything you recall about these TV ads? Are there any specific images or words that come to mind?*

1.4 Post-test spontaneous recall of recent advertising

During the Post-test, a filter was used to eliminate respondents with no recall of televised anti-tobacco advertising from the next questions on content of the ads recalled. The responses of those with recall (n = 324) appear on the table opposite.

Not all television advertising recalled was related to either of the pertinent new ads or even to the teen contest campaign ads when respondents were questioned about what they remembered. Some respondents recalled the 'baby in the crib' and others advertising related to the 'doctor' who is trying to quit smoking.

Among the reduced base of respondents who recalled television advertising (n = 324), the new ads were spontaneously mentioned in the following proportions:

- woman talking about addiction (27%);
- woman with a damaged voice (16%);
- vacuum cleaner (3%).

Other mentions of television advertising included the contest for teens (25%) and the young man's testimonial campaign (12%).

TABLE 5 - POST-TEST – ADVERTISING RECALL

	Total (833)	Smokers (304)	Former smokers (139)	Non- smokers (390)	Male (370)	Female (439)
Recall of damaged voice						
Spontaneous	6	6	4	7	3	9
Aided	46	45	52	45	44	48
No recall	48	43	48	53	53	44
Total aided / spontaneous recall	52	51	56	52	47	57
Recall of throat device						
Spontaneous	11	12	9	10	9	12
Aided	30	31	35	27	28	32
No recall	59	57	56	62	64	56
Total aided / spontaneous recall	41	43	44	37	37	34
Recall of vacuum						
Spontaneous	1	1	1	1	1	1
Aided	17	16	23	16	19	16
No recall	82	83	76	83	80	83
Total aided / spontaneous recall	18	17	24	17	20	17
Total recall (any new ad)						
Spontaneous	15	15	11	16	11	18
Aided	55	54	63	53	52	57
No recall	30	31	26	32	37	25
Total aided / spontaneous recall	70	69	74	68	63	75

Q.13 What advertisements do you recall? in your own words, describe what you recall of these ads?

Q.14 Do you remember having seen an ad or a series of ads showing ...

1.5 Post-test total aided and unprompted recall

In the Post-test survey, a series of aided questions was used to establish awareness levels of each of the new messages and then to the campaign as a whole.

Based on the total sample now, the table opposite shows the spontaneous awareness levels for the Woman with Throat Device (11%), the Woman with Damaged Voice (6%), and the man with the vacuum cleaner (1%), as well as aided awareness levels.

The table shows the relatively high levels of combined spontaneous and aided awareness of Woman with Damaged Voice (52%) and Woman with Throat Device (41%) compared to Vacuum Filter (18%).

Total awareness levels among the 833 respondents, on an unprompted and prompted basis for any of the ads reached a high 70% of the total sample: 15% recalled one or other of the ads spontaneously, and 55% recalled at least one ad on an aided basis.

Female respondents in general recalled these ads in higher proportions than males: the difference between spontaneous and aided recall for any of the ads by female respondents (75%) compared to male respondents (63%) is significant at the 99% confidence level.

TABLE 6 - POST-TEST – MAIN MESSAGE OF ADVERTISING

VACUUM FILTER							
	<i>Total</i> (149)	<i>Smoker</i> (52)	<i>Former smoker</i> (33)	<i>Non smoker</i> (64)	<i>AGE</i> –20 (14)	<i>AGE</i> 21-24 (11)	<i>AGE</i> 25-34 (34)
<i>Main message ...</i>							
Light are as harmful as regular	18	15	15	22	34	28	32
Industry trying manipulate	25	19	27	27	–	20	30
Stop smoking	8	6	9	8	17	14	2
Filter not effective	17	14	18	19	16	7	18
Other	18	27	9	17	19	10	8
DNK	19	21	25	16	14	31	10

Q.15a What do you think is the main message of this ad?

Q.21a What message is this person trying to convey?

2. Message playback and impressions of new ads

In the Post-test of the new ads, since these ads were aired for the first time, a question was asked regarding the perceived message. (This question was not asked of the Challenge to Youth campaign.)

2.1 Vacuum filter

The message playback from the 149 respondents who recalled seeing this ad was more strongly related to the tobacco industry than playback for any of the other ads. Of the three ads, this is the only one that seems to convey a clear message about the misleading practices of the tobacco industry.

With no significant differences among sub-groups on the messages due in part to the small sample base, we find that the main message most often mentioned was that the tobacco industry is trying to manipulate the public (25%).

Other messages played back were:

- light cigarettes are as harmful as regular cigarettes (18%);
- cigarette filters are not effective (17%);
- you should stop smoking (8%).

TABLE 7 - POST-TEST – IMPRESSIONS OF ADVERTISING

VACUUM FILTER

	<i>Total (149)</i>	<i>Smoker (52)</i>	<i>Former smoker (33)</i>	<i>Non smoker (64)</i>	<i>AGE -20 (14)</i>	<i>AGE 21-24 (11)</i>	<i>AGE 25-34 (34)</i>
<i>How describe.. ...</i>							
A good ad	21	17	9	30	33	7	20
Interesting/ informative	27	19	24	33	22	31	44
Amusing/humorous	8	6	18	5	–	–	10
Effective	5	6	3	5	8	7	3
Disgusting	2	2	3	2	–	7	3
Exaggerated	3	4	3	2	–	–	–
Not interesting	8	15	9	3	12	–	7
Other	21	16	15	27	27	31	14
DNK	12	15	24	5	6	17	8

Q.21b What words would you use to describe how you feel about this ad?

2.2 Impressions of Vacuum filter

Although not significant at this sample size, we do however note that those who spontaneously recalled this ad were more likely to play back the message related to industry manipulation than those who had to be prompted about the ad.

Impressions of this ad were that it was informative or interesting (27%), in general a "good ad" (21%) and that it was effective (5%). On the negative side, it was judged not interesting by 8% and amusing by 8% on a spontaneous basis.

Differences among sub-groups were limited to higher playback of the informative attribute among:

- age 25-34 year olds (44%);
- female respondents (35%);
- and those with completed high school education (43%).

Those who tended to find it amusing were largely grouped in the low income bracket under \$30,000 (19%).

TABLE 8 - POST-TEST - MAIN MESSAGE OF ADVERTISING

DAMAGED VOICE							
	<i>Total (434)</i>	<i>Smoker (156)</i>	<i>Former smoker (79)</i>	<i>Non smoker (199)</i>	<i>AGE -20 (44)</i>	<i>AGE 21-24 (25)</i>	<i>AGE 25-34 (85)</i>
<i>Main message ...</i>							
Don't smoke	38	33	39	40	43	19	37
Smoking is dangerous	31	26	32	33	27	23	36
Stop smoking or be like that	32	36	32	31	31	42	36
Tobacco industry lied	2	1	6	—	—	—	3
Bad for your health	4	1	4	5	5	9	3
Trying to scare us	2	3	—	2	2	—	3
Tobacco is addictive	2	4	—	1	2	—	2
Other	8	8	14	5	—	13	6
DNK	5	4	4	6	4	5	3

Q.15a What do you think is the main message of this ad? (PROBE) What message is this person trying to convey?

2.3 Woman with Damaged Voice

Playback of the main message of Woman with Damaged Voice, recalled by more than half the sample in total (n=434) was related mostly to health concerns.

Two in five respondents of those who recalled seeing this ad decoded a generic message of "Don't smoke" (38%). Other main health related messages communicated were "Stop smoking or you will be like that" (32%) or simply that "Smoking is dangerous for your health" (31%).

Of interest, those who spontaneously recalled the ad were more likely (46%) to play back the "Stop smoking or you will be like that" message than were those who had to be prompted to recall the ad (26%).

There were no other significant differences among the sub-groups regarding the playback of messages.

Mentions of the tobacco industry in the main message playback were limited to a 2% mention of 'the tobacco industry lied'; those who were former smokers had the clearest recall of this particular message – 6% - significantly different from either smokers or non-smokers. No other significant variations were detected.

TABLE 9 - POST-TEST – IMPRESSIONS OF ADVERTISING

DAMAGED VOICE

	<i>Total (434)</i>	<i>Smoker (156)</i>	<i>Former smoker (79)</i>	<i>Non smoker (199)</i>	<i>AGE -20 (44)</i>	<i>AGE 21-24 (25)</i>	<i>AGE 25-34 (85)</i>
<i>How describe.. ...</i>							
A good ad	27	17	32	31	26	22	27
Hard hitting	18	15	18	21	18	16	17
Disturbing	15	19	11	14	27	15	13
Effective	6	5	9	5	2	8	8
Feel sorry for her	4	5	3	5	3	3	3
Disgusting	4	6	5	2	6	5	—
Exaggerated	2	4	1	1	—	8	6
True/realistic	2	3	1	2	2	5	1
Scary	2	2	1	3	6	—	5
Ineffective	2	3	1	2	—	3	3
Other	15	18	13	14	3	16	15
DNK	8	8	10	7	7	9	6

Q.15b What words would you use to describe how you feel about this ad?

2.4 Impressions of Woman with Damaged Voice

The table opposite shows the results of the open ended question regarding how respondents would describe the ad. We see from these responses that this is considered a *hard hitting* ad (18%), a *disturbing* ad (15%) according to one in three respondents in total; one in four thought this was in general a *good ad* (27%).

Those who tended to find it more '*disturbing*' were Haligonians (21%) compared to 13% and 10% in Toronto and Saskatoon – and especially the smokers in Halifax (28%). Of note, the youngest age group – 16 to 19 years old – were also likely to find it more disturbing (27%) than other groups.

The ad was judged 'effective' on this unprompted basis by an average of 6%, including 11% of Torontonians who saw it. Toronto smokers especially tended more often to consider it effective (13%) and hard hitting (25%) than other groups.

Finally, a small minority thought it *disgusting* (4%) , composed largely of older respondents over 55 (10%) or *exaggerated* (2%).

TABLE 10 - POST-TEST – MAIN MESSAGE OF ADVERTISING

THROAT DEVICE

	<i>Total (334)</i>	<i>Smoker (131)</i>	<i>Former smoker (61)</i>	<i>Non smoker (145)</i>	<i>AGE – 20 (28)</i>	<i>AGE 21-24 (19)</i>	<i>AGE 25-34 (71)</i>
<i>Main message ...</i>							
Don't smoke	33	26	44	34	48	12	25
Smoking is dangerous	33	26	31	39	22	47	38
Stop smoking or you will be like that	35	42	38	29	37	29	40
Tobacco industry lied	2	1	3	1	–	–	2
Bad for your health	3	1	5	3	–	–	3
Relate to personal experience	8	4	10	10	4	6	13
Smoking damages your throat	2	2	2	3	–	–	3
Tobacco is addictive	8	9	7	7	–	22	7
Other	7	7	8	7	12	6	3
DNK	3	3	3	3	11	–	–

Q.18a What do you think is the main message of this ad? What message is this person trying to convey?

2.5 Woman with Throat Device

The majority of those who either prompted or unprompted recalled the Woman with a Throat Device with the visual of her smoking through the throat device considered the message health related and not industry related.

The main messages played back again were "Don't smoke" (33%), "Smoking is dangerous for your health" (33%) and "Stop smoking or you will be like that" (35%). As the table shows, smokers in particular were touched by the "Stop or be like that" message (42%). Within the age groups, we also note slight differences in the playback of these three messages.

A message regarding addiction, played back by 8% overall, was especially clear for the 21 to 24 year olds (22%).

Finally, the message that the tobacco industry has mislead consumers is almost totally unnoticed by the respondents.

TABLE 11 - POST-TEST – IMPRESSIONS OF ADVERTISING

THROAT DEVICE

	<i>Total (334)</i>	<i>Smoker (131)</i>	<i>Former smoker (61)</i>	<i>Non smoker (145)</i>	<i>AGE – 20 (28)</i>	<i>AGE 21-24 (19)</i>	<i>AGE 25-34 (71)</i>
<i>How describe.. ...</i>							
A good ad	21	15	25	24	11	17	20
Hard hitting	20	15	18	24	14	22	25
Disturbing	24	27	29	20	9	36	24
Effective	4	2	5	5	4	10	1
Feel sorry for her	4	4	–	5	8	10	3
Disgusting	8	9	10	6	12	6	8
Exaggerated	4	6	–	3	7	–	1
True/realistic	1	2	–	1	–	–	3
Scary	3	4	2	3	10	–	5
Ineffective	2	2	3	1	–	–	–
Other	14	15	18	10	31	10	9
DNK	4	6	3	3	3	6	8

Q.18b What words would you use to describe how you feel about this ad?

2.6 Impressions of Woman with Throat Device

Reactions to this ad consisted of three main spontaneous mentions: it was a "*disturbing*" ad (24% on average), a "*hard-hitting*" ad (20%) or "a good ad" in general (21% on average).

Some respondents found it "*disgusting*" (8%) or "*exaggerated*" (4%) while others (4%) found it "*realistic*". These spontaneous comments were similar across all sub-groups without significant variation except for women, who tended to find it more scary (5%) than did the men (0%).

TABLE 12 - BENCHMARK – EVALUATION OF YOUTH TESTIMONIAL AD CAMPAIGN

(BASE: CORRECTLY RECALL YOUNG MAN OR YOUNG GIRL)

	Total (525)	Smoker (222)	Former smoker (94)	Non- smoker (209)	Age 16-20 (39)	Age 21-24 (43)	Age 25-34 (110)	Male (216)	Female (309)
Would you say these ads are..									
... credible?									
Yes	85	81	84	89	91	72	89	82	88
More or less	7	9	8	5	5	26	5	9	6
No	6	9	6	3	5	2	5	6	6
DK	2	1	1	2	–	–	–	2	1
...hard-hitting?									
Yes	69	70	66	70	67	67	75	66	71
More or less	12	12	15	11	13	10	10	14	11
No	15	17	15	14	18	23	14	16	15
DK	4	1	4	5	3	–	1	4	4
... likely to have an appropriate impact on people's attitudes and behavior?									
Yes	48	53	40	48	52	50	56	48	47
More or less	25	19	34	26	24	27	21	22	27
No	23	27	21	22	24	21	23	27	21
DK	4	1	4	5	–	2	1	3	4

Q.15

About these ads, would you say that they are?

3. Effectiveness of recent advertising

Advertising effectiveness was evaluated through the use of aided questions related to *credibility*, *disturbing* nature of the ads and the *perceived impact* of the advertising on behavior. In the new ad Post-test, a measure of overall appreciation of each of the ads was also obtained.

3.1 Credibility

Benchmark results indicated that the testimonial ads, among those who either prompted or unprompted recalled the correct campaign ads, achieved high *credibility* scores.

An average of four in five respondents found them *credible*: 81% of smokers, 89% of non-smokers, 91% of age 16 to 20 year olds.

Those who doubted the *credibility* of the ads were more concentrated among:

- Toronto and Saskatoon smokers;
- heavy smokers (14%);
- low education level - incomplete high school (13%).

3.2 Hard-hitting

The measure defined as *hard-hitting* was used in the Benchmark Measures only. Almost three in four respondents considered the youth testimonial ads *hard-hitting*: 70% among smokers and non-smokers, 67% among 16 to 24 year olds.

While we found that two in three respondents or better of those who recalled the ads consider this campaign *hard-hitting*, heavy smokers were the most skeptical, with a high 22% finding them *more or less hard hitting* compared to a 17% average for smokers in general.

TABLE 13 - POST-TEST - EVALUATION OF NEW AD CAMPAIGN

(BASE: CORRECTLY RECALL AD)

	Damaged Voice				Throat Device				Vacuum			
	Total	Smoker	Former Smoker	Non-smoker	Total	Smoker	Former Smoker	Non-smoker	Total	Smoker	Former Smoker	Non-smoker
	(434)	(156)	(79)	(199)	(337)	(131)	(61)	(145)	(149)	(52)	(33)	(64)
Would you say this ad is..												
... believable?												
Yes	90	82	92	93	90	86	90	94	70	54	73	78
More or less	6	12	3	4	4	2	5	5	11	12	12	11
No	3	6	4	2	6	12	5	1	14	35	9	5
DK	1	—	1	2	—	—	—	—	4	—	6	6
...disturbing?												
Very	35	34	32	36	48	47	51	47	10	9	12	9
Somewhat	48	49	49	46	39	38	41	39	46	27	52	54
Not very	8	9	8	8	7	8	7	6	20	33	21	11
Not at all	8	9	8	9	6	7	—	8	21	29	12	22
DK	2	—	4	1	1	1	2	—	3	2	3	3
... likely to have an appropriate impact on people's attitudes and behavior?												
Yes	56	58	51	56	65	60	71	65	40	29	42	45
More or less	22	19	24	24	17	18	11	18	24	25	24	23
No	18	21	19	17	15	20	13	13	30	45	33	21
DK	4	2	6	4	3	2	5	3	6	2	—	11

Q. 16, Q. 19, Q. 22 About this ad, would you say that it is...

3.3 Believability

In the Post-test, the ads achieved the same high rates or even higher on *believability* for both Damaged Voice and Throat Device. Among those who recalled these ads on a spontaneous or aided basis, we note levels of better than 90% on believability among former and non-smokers for both these ads, as the table shows. Smokers, as we found in the Benchmark Measures as well, tended to rate the credibility a little lower, all the same reaching high levels of 82% for Damaged Voice and 86% for Throat Device.

The table opposite shows that Woman with Damaged Voice overall is *believable* – questioned only by heavy smokers who tend more than other groups to find it *more or less believable* (17%) and by the group of smokers in general (12%), whereas non-smokers or former smokers answer outright that it is *believable*. While there were no differences among age groups or by region, we also note that those with less than completed high school are less likely to find the ad *believable* than those with more education (81% vs. 91%).

Vacuum on the other hand was weaker on this dimension according to all groups. Non-smokers gave it the highest ratings, but well under the levels achieved by Damaged Voice and Throat Device. Four out of five (78%) non-smokers agreed that this ad was *believable*; former smokers agreed to a lesser extent (73%). Smokers however were in disagreement with other groups regarding this ad. Only one in two (54%) found it *believable*, and a full third (35%) found it not *believable*.

3.4 Disturbing

During the post-test, we asked respondents whether they found the ads *disturbing*.

Vacuum was rated the least disturbing of the three new ads. Only one in ten respondents considered this ad *very disturbing*, as the table shows. Roughly half of the non-smokers (54%) agree that the ad was *somewhat* disturbing; of importance to our results, however, we find that smokers in the majority tended to find it *not very* or *not at all* disturbing: 33% not very and 29% not at all disturbing.

The story for Damaged Voice and Throat Device was far different. Damaged Voice was in the majority view either *very* or *somewhat* disturbing. Even among smokers, we found a total of 83% who considered this ad *very* or *somewhat* disturbing.

That Woman with Damaged Voice is disturbing to viewers is reinforced by the proportion of 47% spontaneous mentions of its disturbing character among those who spontaneously remembered the ad. On an aided basis, those who tended to find it less disturbing than others include heavy smokers (17% *not very disturbing*). Those who found it *very/somewhat disturbing*, a high 82% on average, include higher proportions of respondents:

- from Halifax (87%);
- with children under 16 (87%);
- age 35-44 (89%).

Throat Device attained the highest levels on this dimension among all three ads. A full half of all respondents, smokers or non-smokers, considered this ad *very disturbing*, as the table shows. When added to those who found it *somewhat disturbing*, we find that 85% of smokers found this ad *very* or *somewhat disturbing*; these responses were the same as those from non-smokers – unusual for this research.

TABLE 14 – POST-TEST – EVALUATION OF NEW AD CAMPAIGN

(BASE: CORRECTLY RECALL AD)

	Damaged Voice				Throat Device				Vacuum			
	Total (434)	Smoker (156)	Former smoker (79)	Non- smoker (199)	Total (337)	Smoker (131)	Former smoker (61)	Non- smoker (145)	Total (149)	Smoker (52)	Former smoker (33)	Non- smoker (64)
<i>... likely to have an appropriate impact on people's attitudes and behavior?</i>												
Yes	56	58	51	56	65	60	71	65	40	29	42	45
More or less	22	19	24	24	17	18	11	18	24	25	24	23
No	18	21	19	17	15	20	13	13	30	45	33	21
DK	4	2	6	4	3	2	5	3	6	2	–	11

Q.16c, Q.19c, Q.22c *About this ad, would you say that it is?*

3.5 Impact

Measures of the *likely impact* were taken for both Benchmark and Post-test. As for the likelihood of the teen Challenge to Youth ads having the desired impact on people's attitudes and behaviors, attitudes among the sub-populations were very consistent. About one in two (46%) thought they would have impact; about one in four (25%) thought *more or less*, and one in four (26%) took a position of no impact. The only group that stands out from the rest are former smokers, who were less optimistic, with only 40% agreeing that the ad campaigns were likely to have the appropriate impact.

While these Benchmark results seemed quite positive, we found that two of the three new ads had a much stronger perceived impact as the results of the Post-test show.

The Post-test shows that Damaged Voice and Throat Device ads in particular were considered to have much more impact on attitudes and behavior than Challenge to Youth.

We also note that the *disturbing* element of these ads appears related to perceptions of *impact on behavior and attitudes*. It would seem from results that the more disturbing an ad, the more people perceive there will be an impact on attitudes and behavior.

It is clear from the Post-test that the new ad results compare very favorably to Benchmark results based on Challenge to Youth. Perceived impact on attitudes and behavior was higher with respect to the new adult testimonial ads:

- Vacuum will have impact – 40%;
- Throat Device will have impact – 65%;
- Damaged Voice will have impact – 56%.

Half the sample (56%) think that Woman with Damaged Voice will have impact on attitudes and behavior. This viewpoint is more likely to be supported by the following groups:

- more education / some university or college (64%);
- high revenue \$70,000 or more (69%);
- age 35-44 (64%); and
- opinion leaders (67%).

TABLE 15 - POST-TEST – EVALUATION OF NEW AD CAMPAIGN

(BASE: CORRECTLY RECALL)

	<i>Damaged Voice</i>				<i>Throat Device</i>				<i>Vacuum</i>			
	<i>Total</i> <i>(434)</i>	<i>Smoker</i> <i>(156)</i>	<i>Former</i> <i>smoker</i> <i>(79)</i>	<i>Non-</i> <i>smoker</i> <i>(199)</i>	<i>Total</i> <i>(337)</i>	<i>Smoker</i> <i>(131)</i>	<i>Former</i> <i>smoker</i> <i>(61)</i>	<i>Non-</i> <i>smoker</i> <i>(145)</i>	<i>Total</i> <i>(149)</i>	<i>Smoker</i> <i>(52)</i>	<i>Former</i> <i>smoker</i> <i>(33)</i>	<i>Non-</i> <i>smoker</i> <i>(64)</i>
<i>Would you say this ad is..</i>												
<i>... one of the best?</i>												
One of the best of kind	15	13	16	16	24	18	26	27	7	6	3	9
Very good	56	53	63	54	50	50	44	52	35	10	42	47
Average	21	22	14	24	17	17	18	17	40	48	36	36
Not very good	5	8	1	5	5	8	7	3	13	25	18	3
One of the worst of kind	2	4	4	1	3	7	3	–	3	10	–	–
DK	–	–	1	–	1	1	2	1	3	2	–	5

Q.16d, Q.19d, Q.22d

Overall, would you say that this ad is...

3.6 Overall impression of quality of advertisement

The Post-test included a question on the excellence of the ads among their type. Respondents considered Throat Device either *one of the best* of its kind or *very good* in large numbers: two thirds (68%) of smokers, former smokers (70%) and non-smokers (79%) considered Throat Device to be *one of the best* or at a minimum *very good*. Damaged Voice also achieved high scores on this dimension. Two thirds of smokers (66%), former smokers (79%) or non-smokers (70%) gave the same high opinion of this ad.

How effective Woman with Damaged Voice was considered is confirmed by the results of the next important comparative question. A full 71% thought it was either the *best of its kind* (15%) or a *very good ad* (56%). Opinion leaders differed from the average on this question, thinking more highly of it: *one of the best* –30%.

In contrast, Vacuum, already judged as having little impact on attitudes, was considered by a majority average (48%) or *not very good* (25%). Smokers were much harsher in their judgement than either non-smokers or former smokers on the quality of this ad. A third of smokers (35%) considered it *not very good* (25%) or *one of the worst* (10%).

TABLE 16 - POST-TEST - PURPOSE OF ADVERTISING CAMPAIGN

	Total (578)	Smoker (210)	Former smoker (103)	Non smoker (265)	AGE -20 (54)	AGE 21-24 (34)	AGE 25-34 (122)
Main purpose to inform about ...							
Health risks	73	73	68	76	71	76	76
Industry practices	8	10	8	7	14	-	5
Both	15	12	18	15	13	17	16
DNK	4	5	6	3	1	7	3
For the government to inform is ..							
Essential	49	43	52	52	47	46	46
Very important	40	42	36	40	46	54	46
Not very important	7	9	6	6	3	-	5
Not at all important	3	5	3	1	2	-	1
DNK	2	-	3	2	2	-	2

Q.23a Overall, what is the main purpose of this advertising campaign. Is it mainly...?

Q.23b Do you feel that in the future it would be essential, ... for the government of Canada to provide more information concerning the Canadian tobacco industry?

3.7 Purpose of the advertising campaign

Because of the importance in tracking impressions of the tobacco industry, a new measure was introduced in Post-test. In order to track the potential shift from health issues to industry responsibility issues, a measure of the new advertising campaign was the inclusion of an aided question regarding the main purpose of the new campaign.

We asked respondents whether they thought this campaign was *to inform consumers about health risks of tobacco or about industry practices*.

Overall, the majority (73%) response was that the campaign addresses mainly health issues. A fifth (23%) thought that industry issues were being addressed either mainly (8%) or in addition to health (15%).

While women in general were more likely to see a message related to the industry itself (13% versus 7% males), those who felt more strongly that the health issue was being addressed are coincidentally in the perceived age group of Debi – the 35-44 year olds (82%).

TABLE 17 - BENCHMARK - SMOKING AND HEALTH

<i>Level to which respondents agree that ...</i>	<i>Total (809)</i>	<i>Smokers (321)</i>	<i>Former smokers (155)</i>	<i>Non-smokers (333)</i>
<i>... nicotine is highly addictive</i>				
Strongly agree	86	87	84	87
Somewhat agree	9	9	12	7
Somewhat disagree	2	3	1	2
Strongly disagree	1	1	3	1
DNK	2	1	1	3
<i>... smoking causes lung cancer</i>				
Strongly agree	77	61	77	88
Somewhat agree	16	29	16	8
Somewhat disagree	3	6	3	1
Strongly disagree	2	3	3	1
DNK	2	2	1	2
<i>... smoking causes heart disease</i>				
Strongly agree	68	59	66	74
Somewhat agree	21	29	23	14
Somewhat disagree	4	7	2	3
Strongly disagree	3	2	4	2
DNK	5	2	5	7
<i>... second-hand smoke causes heart disease in non-smokers</i>				
Strongly agree	51	36	40	64
Somewhat agree	28	33	31	23
Somewhat disagree	7	10	8	3
Strongly disagree	6	12	5	3
DNK	9	8	15	6

Q.6 Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements:?

4. Current attitudes to smoking issues

4.1 Benchmark Attitudes to health issues

Benchmark attitude measures regarding the addictive nature of nicotine achieved the highest levels of agreement by all groups. On average, a full 85% of respondents across all sub-groups agreed that *tobacco is addictive*.

Benchmark measures of the detrimental effects of *second-hand smoke* were found to be among the most discriminating of all attitude measures among the various sub-groups, as the table shows. We found that smokers agreed in lower proportions than other groups that second-hand smoke is detrimental to the health of non-smokers.

In the Benchmark, agreement rates were lower among smokers than among former and non-smokers on both the following attributes:

- smoking causes lung cancer (61% versus 88% agree *strongly*)
- smoking causes heart disease (59% versus 74%).

TABLE 18 - BENCHMARK – HEALTH AND SOCIETY

<i>Level to which respondents agree that ...</i>	<i>Total (809)</i>	<i>Smokers (321)</i>	<i>Former smokers (155)</i>	<i>Non-smokers (333)</i>
<i>... it's okay to have smoking areas in restaurants</i>				
Strongly agree	30	54	32	14
Somewhat agree	28	28	35	25
Somewhat disagree	7	5	5	10
Strongly disagree	33	11	26	49
DNK	2	1	2	2
<i>... stopping smoking is mainly a question of personal willpower</i>				
Strongly agree	55	51	66	52
Somewhat agree	20	22	14	21
Somewhat disagree	11	12	6	12
Strongly disagree	14	14	13	14
DNK	1	1	1	2

Q.6 Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements: ?

Former smokers tend to agree more strongly that quitting smoking is mainly a question of personal willpower. Their levels of agreement are lower than smokers or non-smokers on the questions of :

- the detrimental effects of second-hand smoke and – especially –
- the acceptability of smoking in restaurants.

Within the group of smokers, the majority – whether light or heavy smokers – agree *strongly* or *somewhat* on the likelihood of contracting lung cancer if they keep smoking.

On the question of *quitting smoking*, attitudes vary by heaviness of smoking. Heavy smokers *strongly disagree* (74%) that they can stop smoking whenever they want; light smokers are more optimistic (41%) on this point.

TABLE 20 - POST-TEST – ATTITUDES TO SMOKING AND HEALTH				
Level to which respondents agree that ...	Total (833)	Smokers (304)	Former smokers (139)	Non-smokers (390)
... the tobacco industry avoids talking about the addictive nature of tobacco				
Strongly agree	52	49	52	55
Somewhat agree	29	29	22	32
Somewhat disagree	11	11	16	8
Strongly disagree	4	8	4	3
DNK	4	3	5	3
... smoking causes lung cancer				
Strongly agree	71	56	70	80
Somewhat agree	22	29	27	17
Somewhat disagree	3	8	–	1
Strongly disagree	1	3	1	1
DNK	2	3	2	2
... smoking causes heart disease				
Strongly agree	56	55	60	56
Somewhat agree	32	30	30	35
Somewhat disagree	5	8	4	3
Strongly disagree	1	3	1	1
DNK	5	4	6	6
... the tobacco companies encourage people to smoke				
Strongly agree	45	34	44	53
Somewhat agree	29	27	28	30
Somewhat disagree	16	22	17	13
Strongly disagree	8	16	10	3
DNK	2	1	1	2

Q.6 Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements: ?

4.2 Post-test attitudes to health issues

During the Post-test, we find the same high rates of agreement to *smoking causes lung cancer*. The proportions of total or partial agreement among non-smokers is virtually everyone: 97% agree *strongly* or *somewhat* that smoking causes lung cancer. These figures are similar, with slightly lower proportions as expected among smokers: among smokers (85%).

Rates of *strongly* agree are sharply different between smokers and non-smokers, however, with only 56% of smokers compared to 80% of non-smokers agreeing *strongly* that smoking causes lung cancer.

When we look at the rates of agreement that *smoking causes heart disease*, we also have very high rates of agreement (84% of smokers and 91% of non-smokers agreed *strongly* or *somewhat*). And, as in the Benchmark study, we find that smokers are *somewhat* less likely to agree, especially heavy smokers and surprisingly also, light smokers.

TABLE 21 - BENCHMARK – IMPRESSIONS OF THE TOBACCO INDUSTRY

	Total (809)	Smokers (321)	Former smokers (155)	Non-smokers (333)
<i>Impression of the tobacco industry</i>				
Very positive	2	4	2	1
Somewhat positive	12	24	10	5
Somewhat negative	32	44	31	25
Very negative	48	22	53	62
DNK	6	6	5	6
<i>Reasons for impressions</i>	(761)	(302)	(147)	(312)
Manufacture a product that damages health	40	27	44	47
Sell to children	12	12	15	11
Makes people get sick	10	4	12	13
They are dishonest about what is in cigarettes	12	11	10	9
Are addictive	5	8	3	4
Other	15	20	14	12
DNK	5	9	5	4
<i>Impression of industry has..</i>		(321)	(155)	(333)
Improved	3	2	3	3
Stayed the same	81	87	83	76
Deteriorated	13	8	9	17
DNK	4	3	5	4
<i>Sources of information</i>		(321)	(155)	(333)
TV or radio news	43	42	43	43
Articles in papers	38	38	41	37
Advertising or sponsorship	6	7	2	7
Word of mouth	5	5	3	7
Other	7	4	7	8
Did not see anything	19	17	20	21
DNK	9	9	10	8

- Q.2** And, what is your personal impression of each of these industries? Is it very positive, somewhat positive, somewhat negative or very negative?
- Q.4** Thinking again of the tobacco industry, you said before that you have a ...impression of this industry. Why is that?
- Q.5** During the last month, has your general impression of the tobacco industry...?

4.3 Benchmark impressions of the tobacco industry

Benchmark impressions of the tobacco industry, while negative for the majority of respondents, are *very positive* or *somewhat positive* for just under a third of smokers (28%) in general, and a fifth (23%) of Toronto smokers. Heavy smokers take the most positive view as could be expected, with two in five (39%) maintaining a *very* or *somewhat positive* impression. Both Toronto and Saskatoon non-smokers have the most negative impressions – two in three non-smokers on average in these centers hold a *very negative* impression of the tobacco industry.

One in five non-smokers (17%) claim that their impressions of the tobacco industry have deteriorated in recent years, compared to one in ten smokers (8%) or former smokers (9%) with the same opinion.

Health reasons dominate the list of factors supporting a negative impression; dishonesty of what a cigarette contains was however mentioned by one smoker in six (16%), one former smoker in eight (12%) and one non-smoker in ten (10%).

TABLE 22 - POST-TEST - IMPRESSIONS OF THE TOBACCO INDUSTRY

	Total (833)	Smokers (304)	Former smokers (139)	Non-smokers (390)
<i>Impression of the tobacco industry</i>				
Very positive	2	5	1	–
Somewhat positive	16	31	12	8
Somewhat negative	30	30	28	31
Very negative	45	27	48	55
DNK	7	6	11	6
<i>Reasons for impressions</i>				
Damages health	27	16	29	31
Sell to children	8	8	10	7
Makes people get sick	7	5	9	8
They are dishonest about what is in cigarettes	8	8	12	7
Addictive	8	9	10	7
Cigarettes can kill	8	3	10	11
For the profit	5	5	3	5
Cost of health care	4	2	6	5
Unhealthy	3	1	2	5
Other	9	15	6	7
DNK	7	10	6	7
<i>Impression of industry has..</i>				
Improved	3	2	1	3
Stayed the same	81	87	77	79
Deteriorated	13	9	17	14
DNK	4	3	4	5
<i>Sources of information</i>				
TV or radio news	42	39	45	43
Articles in papers	30	26	32	31
Advertising or sponsorship	7	6	6	8
Word of mouth	6	5	7	5
Other	20	22	19	18
Did not see anything	22	24	22	21
DNK	6	7	8	6

- Q.2** And, what is your personal impression of each of these industries. Is it very positive, somewhat positive, somewhat negative or very negative?
- Q.4** Thinking again of the tobacco industry, you said before that you have a ...impression of this industry.
- Q.5** During the last month, has your general impression of the tobacco industry...

4.4 Post-test impressions of the tobacco industry

Post-test overall results on impressions were similar to Benchmark results, with significant differences between sub-groups. Of interest to us in particular, those who had seen the advertising were much more likely to have a very *negative impression* (58%) of the industry than were those who had not seen it (43%). Other sub-groups who are over-represented among those with a negative impression are:

- non smokers (55% compared to 27% among smokers);
- non-smokers from Halifax (59%);
- those with high incomes over \$70,000 (54%).

When the very and *somewhat* negative responses are combined, we also find that the following groups have a more negative view of the industry than others:

- non-smokers (86% vs. 57% smokers);
- those who had seen the advertising (83% aware vs. unaware 73%);
- completed university (83%);
- high incomes (89%).

There were some differences in the reasons for negative impressions among those who claimed to have a negative impression overall of the tobacco industry, including a greater variety of response, with very clearly instead of 'tobacco makes people get sick' responses such as 'tobacco makes people get sick and they know it'. There is also a trend, although not significant at these sample sizes, for those aware of the advertising to mention more frequently the following:

- dishonest;
- sell to children;
- addictive.

Finally, results regarding changing impressions are the same as noted in the Benchmark study; an overall 13% again have a worse impression.

TABLE 23 - BENCHMARK ATTITUDES TO THE TOBACCO INDUSTRY

<i>Level to which respondents agree that ...</i>	<i>Total (809)</i>	<i>Smokers (321)</i>	<i>Former smokers (155)</i>	<i>Non-smokers (333)</i>
<i>... the tobacco industry tries to conceal facts about the impact of tobacco</i>				
Strongly agree	46	41	46	48
Somewhat agree	28	29	30	25
Somewhat disagree	12	15	8	12
Strongly disagree	8	11	7	7
DNK	7	4	9	7
<i>... tobacco companies are manipulating public opinion</i>				
Strongly agree	38	23	40	46
Somewhat agree	30	34	26	29
Somewhat disagree	16	20	17	14
Strongly disagree	10	18	10	5
DNK	6	6	8	6
<i>... the tobacco industry is making significant efforts to limit tobacco use by children</i>				
Strongly agree	17	26	14	13
Somewhat agree	22	26	21	20
Somewhat disagree	17	20	17	15
Strongly disagree	38	24	40	47
DNK	5	4	8	5
<i>... since tobacco companies provide an important contribution to sports and cultural events, they are good corporate citizens</i>				
Strongly agree	12	19	10	9
Somewhat agree	30	39	32	23
Somewhat disagree	20	17	17	24
Strongly disagree	33	22	34	39
DNK	5	3	7	5

Q.6 Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements: ...?

4.5 Benchmark attitudes to the tobacco industry

While impressions of the tobacco industry tend to vary by smoking or non-smoking behavior, there was relative consensus regarding the perceived concealment of the tobacco industry about the impact of tobacco. A majority of almost three in four Benchmark respondents, including 70% of smokers, agree that the industry *tries to conceal the facts* about the impact of tobacco. The majority of former (76%) and non-smokers (70%) also agree that the industry *manipulates public opinion*. Smokers are slightly less ready to agree (57%) but nonetheless in the majority hold the same opinion.

Smokers' views were split on industry efforts to limit tobacco use by children. The opinions of former and non-smokers are more congruent. Three out of five (57%) former and non-smokers (62%) agree to *disagree* that the industry is making efforts in this direction.

In a similar vein, opinions on the question of good corporate citizenship vary between those who smoke and those who do not. Fifty eight percent (58%) of smokers agree (*strongly or somewhat*) that tobacco companies are *good corporate citizens*. Former and non-smokers are more negative, with by comparison only a third (32%) of non-smokers and 42% of former smokers agreeing that the tobacco companies are *good corporate citizens*.

TABLE 24 – POST-TEST – ATTITUDES TO THE TOBACCO INDUSTRY

<i>Level to which respondents agree that ...</i>	<i>Total (833)</i>	<i>Smokers (304)</i>	<i>Former smokers (139)</i>	<i>Non-smokers (390)</i>
<i>... the tobacco industry tries to conceal facts about the impact of tobacco</i>				
Strongly agree	35	32	39	35
Somewhat agree	32	31	31	32
Somewhat disagree	18	20	13	18
Strongly disagree	9	13	12	6
DNK	6	5	6	7
<i>... tobacco companies are manipulating public opinion</i>				
Strongly agree	26	20	34	27
Somewhat agree	39	34	35	43
Somewhat disagree	19	26	15	16
Strongly disagree	8	15	9	4
DNK	8	5	7	10
<i>... the tobacco industry is making significant efforts to limit tobacco use by children</i>				
Strongly agree	15	24	15	10
Somewhat agree	26	29	24	25
Somewhat disagree	22	17	21	26
Strongly disagree	33	26	38	36
DNK	4	4	3	4
<i>... since tobacco companies provide an important contribution to sports and cultural events, they are good corporate citizens</i>				
Strongly agree	13	17	15	9
Somewhat agree	33	40	26	31
Somewhat disagree	23	16	28	26
Strongly disagree	26	22	28	27
DNK	6	5	3	7

Q.6 Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements: ...?

4.6 Post-test attitudes to the tobacco industry

In Post-test, more questions were added regarding impressions of the industry's practices and the misleading information communicated to consumers.

The tobacco industry avoids talking about the addictive nature of tobacco, according to the great majority of non-smokers (86% agree *strongly* or *somewhat*). Those with completed university education (88%) and those with high incomes (90%) are more likely to agree *strongly* or *somewhat*. In contrast, smokers are more reluctant to agree that the industry avoids addressing the addictive nature of cigarettes, however, with Post-test results somewhat lower for this group (77% agree *strongly* or *somewhat*).

Tobacco companies encourage people to smoke, according to an overall 74% of the sample who agree *strongly* or *somewhat* to this statement. While we note differences among various sub-populations of the sample, we note differences in opinion between those who were able to spontaneously recall the new advertising and those who were not aware.

Those who agree, either *somewhat* or *strongly*, to this statement include an over-representation among the following groups:

- spontaneously aware of the new ad campaign (84%);
- non-smokers (82%), especially Halifax (84%);
- those with completed university (84%) and high revenue (85%).

On comparative measures, with similar results to Wave One, we found that two out of three (65%) respondents agree *strongly* or *somewhat* that *the tobacco companies are manipulating public opinion*, a point of view held more *strongly* by:

- non-smokers (70%), especially in Halifax (75%);
- younger people under 20 (75%);
- those with completed university (71%).

This view is held less strongly by those who have not seen the new advertising campaign (57% *strongly* or *somewhat* agree) versus those who have (73%).

Nine out of ten agree that *smoking causes heart disease* (89%), with those aged 25 to 34 (94%), those with incomes over \$70,000 (96%) and those with children under 16 slightly more inclined (91%) to hold this point of view than smokers (84%). Of interest, those spontaneously aware of the new campaign also were among those who agreed more (94%) than were the respondents who had not seen the campaign (87%).

Tobacco companies are not *good corporate citizens* is the opinion of almost half (49%) of the sample, those who disagreed *strongly* or *somewhat* to this statement. Those who support this point of view are over-represented among the following groups:

- non-smokers (53%);
- those who have spontaneously recalled the new ads (65%).

The opinion that the tobacco industry is *making significant efforts to limit tobacco use by children and teenagers* is upheld by four in ten (41%) respondents in total, while the majority (56%) disagree. Those who do agree, either *strongly* or *somewhat*, are more likely to be in the following groups:

- smokers (53%) compared to non-smokers (34%); and especially
- smokers in Halifax (55%) and Saskatoon (55%);
- heavy smokers (57%);
- females (62%) compared to males (45%); and
- those with completed high school (48%) or less education.

Conversely, then, males (62%), those with higher education (68%), and non-smokers (62%) are more likely to disagree that the tobacco industry is making significant efforts to limit tobacco use by children and teenagers.

TABLE 25 - POST-TEST – ADVERTISING IMPACT

Level to which respondents agree that ...	Total (833)	Spontaneous recall (124)	Aided recall (455)	No recall (254)
... the tobacco industry avoids talking about the addictive nature of tobacco				
Strongly agree	52	67	52	46
Somewhat agree	29	22	28	34
Somewhat disagree	11	6	11	12
Strongly disagree	4	3	5	4
DNK	4	2	4	4
... tobacco companies are manipulating public opinion				
Strongly agree	26	33	28	20
Somewhat agree	39	39	40	38
Somewhat disagree	19	18	18	21
Strongly disagree	8	3	9	10
DNK	8	6	6	11
.... the tobacco industry tries to conceal facts about the impact of tobacco				
Strongly agree	35	47	35	30
Somewhat agree	32	29	29	37
Somewhat disagree	18	14	20	17
Strongly disagree	9	6	11	7
DNK	6	4	5	10
... since tobacco companies provide an important contribution to sports and cultural events, they are good corporate citizens				
Strongly agree	13	10	12	15
Somewhat agree	33	22	37	30
Somewhat disagree	23	31	22	21
Strongly disagree	26	34	24	24
DNK	6	3	5	10

Q.6 Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements: ?

5. Impact of advertising awareness

5.1 Spontaneous awareness and attitude measures

When the results for those who *strongly agree* that *tobacco companies avoid talking about the addictive nature of tobacco* are examined, however, we begin to see results of the new advertising themes. While overall, roughly half the sample - smokers (49%) and non-smokers (55%) alike *strongly agree* that the industry avoids addressing this subject, *the only sub-population posting a significant difference to the average is the group who spontaneously recalled the new campaign* (67% strongly agree).

The same trend is evident, although not so strong, in opinions of tobacco companies *manipulating public opinion*: we note that those who can spontaneously recall the new ads are more likely to *strongly agree* (33%) to this statement than are those not aware at all (20%).

We note also that awareness has an effect on *strong* agreement with the statement that *the tobacco industry tries to conceal facts about the impact of tobacco*. Those who were able to spontaneously recall the campaign posted significantly higher levels of strong agreement to this statement (47%) compared to those who were unaware (30%).

There were also differences between those aware of the new advertising and those not aware on the agreement levels with *tobacco companies are good corporate citizens*.

TABLE 26 – POST-TEST IMPACT OF ADVERTISING

<i>Level to which smokers agree that ...</i>	<i>Total (304)</i>	<i>Spontaneous recall (47)</i>	<i>Aided recall (163)</i>	<i>No recall (93)</i>
<i>... if I keep smoking, I will very likely get lung cancer</i>				
Strongly agree	33	48	31	27
Somewhat agree	35	23	39	35
Somewhat disagree	21	13	19	26
Strongly disagree	7	7	8	5
DNK	5	8	3	7
<i>... I can stop smoking whenever I want</i>				
Strongly agree	15	11	11	25
Somewhat agree	16	19	15	17
Somewhat disagree	25	21	30	20
Strongly disagree	41	44	43	36
DNK	2	4	1	2

Q.6 Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements: ?

Again the tendency among those aware of the new ads to agree more strongly appears in response to the statement *If I keep smoking, I will likely get lung cancer*: spontaneously aware – 48% agree strongly; unaware – 27% agree strongly to this statement.

On the subject of quitting whenever one wants, again responses of those aware of the ads are different. Respondents who had not seen the ads were more likely to *strongly agree* that they can stop (25%) than were those who had recall, either spontaneous (11%) or aided (11%), of the new ads.

TABLE 27 - SMOKING AND HEALTH BY EDUCATION AND AWARENESS

	College or less		University or more	
	Spontaneous (67)	No recall (167)	Spontaneous (57)	No recall (83)
... impressions of the tobacco industry have..				
Improved	1	1	0	4
Stayed the same	73	83	78	78
Deteriorated	21	9	19	16
DNK	5	6	3	3
... smoking causes lung cancer				
Strongly agree	80	61	85	71
Somewhat agree	17	27	12	25
Somewhat disagree	-	8	1	3
Strongly disagree	1	2	-	-
DNK	2	2	1	1
...the tobacco industry avoids talking about the addictive nature of tobacco				
Strongly agree	62	43	72	53
Somewhat agree	23	37	22	28
Somewhat disagree	6	11	5	14
Strongly disagree	5	4	1	5
DNK	4	5	-	1
.... smoking causes heart disease				
Strongly agree	63	51	62	55
Somewhat agree	28	33	35	36
Somewhat disagree	3	8	1	3
Strongly disagree	1	1	1	-
DNK	5	6	-	6
... the tobacco companies encourage people to smoke				
Strongly agree	41	38	63	56
Somewhat agree	37	29	27	31
Somewhat disagree	13	18	5	9
Strongly disagree	9	11	4	3
DNK	-	4	-	1

Q.5 Have your impressions of the tobacco industry over the past few months...

Q.6 Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements:?

5.2 Analysis by education and advertising awareness

Additional analyses were performed on the data to examine the responses by education level. The tables in this section show the responses of those with less education (some college or less) along side of those with more education (completed college or more) by advertising awareness variables. To highlight the significant differences between the spontaneously aware group and those who had no recall at all of the new ads, the aided group was excluded from the tables shown in this section.

The tables on the opposite and following pages highlight the following results:

- the group of those with less education and no recall of the ads consistently show the lowest levels of agreement to all affirmative health and industry statements;
- the advertising has had an impact on attitudes among both those with lower and higher levels of education;
- the group with more education are already closer to desired levels of agreement than the group with less education.

More specifically, in terms of advertising impact, the table opposite clearly shows that among respondents with less education, those who could spontaneously recall the ads were significantly more inclined to :

- claim that their impression of the tobacco industry had deteriorated (21% vs. 9%);
- agree strongly that smoking causes lung cancer (80% vs. 61%);
- agree strongly that the tobacco industry avoids talking about the addictive nature of tobacco (62% vs. 43%).

Among those with more education, those spontaneously aware were significantly more inclined to :

- *strongly* agree that the tobacco industry avoids talking about the addictive nature of tobacco (72% vs. 53%).

Other similar trends are apparent but not significant at these sample sizes.

TABLE 28 - SMOKING BY EDUCATION AND AWARENESS				
	College or less		University or more	
	Spontaneous (67)	No recall (167)	Spontaneous (57)	No recall (83)
... the tobacco industry tries to conceal facts about the impact of tobacco				
Strongly agree	40	32	55	25
Somewhat agree	30	33	29	45
Somewhat disagree	22	16	5	20
Strongly disagree	6	8	7	7
DNK	3	12	5	3
... stopping smoking is mainly a question of personal willpower				
Strongly agree	34	54	15	30
Somewhat agree	33	32	40	30
Somewhat disagree	12	8	18	23
Strongly disagree	18	4	27	16
DNK	3	3	-	1
Base: smokers				
	College or less		University or more	
	Spontaneous (31)	No recall (68)	Spontaneous (16)	No recall (25)
... I can stop smoking whenever I want				
Strongly agree	10	22	13	33
Somewhat agree	23	18	13	12
Somewhat disagree	19	19	25	24
Strongly disagree	45	40	44	27
DNK	3	2	6	4
...if I keep smoking, I will very likely get lung cancer				
Strongly agree	51	34	43	9
Somewhat agree	19	28	31	52
Somewhat disagree	17	25	7	31
Strongly disagree	3	7	13	-
DNK	10	6	6	8

Q.6 Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements: ...?

Similarly, the table opposite reveals that those with less education who spontaneously recalled the advertising were more inclined to:

- strongly agree that the tobacco industry tries to conceal facts (40% vs. 32%);
- *strongly disagree* that stopping smoking is mainly a question of personal willpower (18% vs. 4%);

and those with more education similarly were inclined to:

- *agree strongly* that the tobacco industry tries to conceal facts (55% vs. 25%);
- *strongly disagree* that stopping smoking is mainly a question of personal willpower (27% vs. 16%).

Among questions put only to the smokers, the data again show an impact of the advertising among those with less education who were inclined to agree more that

- if I keep smoking I will very likely get lung cancer (51% vs. 34%);

whereas smokers from the group with more education respondents were more inclined to :

- *strongly/somewhat disagree* that they can stop smoking whenever they want (68% vs. 51%).

Once again the lack of awareness of industry practices and the addictive nature of tobacco is noted among the group with less education and no recall of advertising. This group is:

- the least likely to strongly agree that the industry tries to conceal facts (32%);
- the most likely to strongly agree that stopping smoking is a question of personal willpower (54%).

TABLE 29 – GOVERNMENT REGULATIONS BY EDUCATION AND AWARENESS

	College or less		University or more	
	Spontaneous (67)	No recall (167)	Spontaneous (57)	No recall (83)
... since tobacco companies provide an important contribution to sports and cultural events, they are good corporate citizens				
Strongly agree	15	19	5	7
Somewhat agree	22	28	21	32
Somewhat disagree	28	19	35	26
Strongly disagree	30	21	38	31
DNK	5	13	1	3
... support governmental regulations on the sale, content and promotion of tobacco products				
Strongly support	37	23	55	50
Somewhat support	31	34	29	23
Somewhat oppose	13	20	5	11
Strongly oppose	13	14	7	8
DNK	7	10	3	8
... oppose governmental regulations because	(17)	(56)	(7)	(16)
They go too far	32	35	12	27
They don't go far enough	62	53	88	67
Other	-	3	-	5
DK	7	9	-	-
... think that Anti-smoking campaigns have been...	(67)	(167)	(57)	(83)
Very effective	7	4	7	4
Somewhat effective	62	46	49	37
Not very effective	18	32	27	33
Not at all effective	14	11	6	20
DK	-	7	11	5

Q.8 In general, do you strongly support, somewhat support, somewhat oppose or strongly oppose governmental regulations on the sale, content and promotion of tobacco products?

Q.9 Do you oppose these regulations...

Q.10 Would you say that the anti-smoking campaigns conducted by the government of Canada have been very effective, not effective or not at all effective at reducing smoking in Canada?

The table opposite again reveals the gap between those with less education and no recall of the advertising and other groups.

Significant differences were apparent on questions of good corporate citizenship, support for government regulations and in reasons for opposition to government regulations.

The regulations "don't go far enough" is a more prevalent response from those who spontaneously recalled the new advertising among more educated respondents (88%).

Finally, respondents who were spontaneously aware of the new advertising were more inclined to find government advertising effective especially among those with college education or less (69% very or somewhat effective).

TABLE 30- BENCHMARK – ROLE OF THE GOVERNMENT				
Level to which respondents ...	Total (809)	Smokers (321)	Former smokers (155)	Non-smokers (333)
... are aware that government regulates the sale, content and promotion of tobacco products				
Very aware	37	46	41	29
Somewhat aware	43	39	43	46
Not very aware	9	7	7	10
Not at all aware	8	6	5	10
DNK	3	1	4	5
... support governmental regulations on the sale, content and promotion of tobacco products				
Strongly support	43	30	52	46
Somewhat support	26	28	23	25
Somewhat oppose	11	18	9	8
Strongly oppose	13	18	9	13
DNK	7	5	6	8
	(215)	(117)	(28)	(70)
... oppose governmental regulations because				
They go too far	42	57	41	27
They don't go far enough	46	32	49	60
Other	7	8	10	6
DK	5	4	–	7

- Q.7** Would you say that you are very aware, somewhat aware, not very aware or not at all aware that the government of Canada regulates the sale, content and promotion of tobacco products?
- Q.8** In general, do you strongly support, somewhat support, somewhat oppose or strongly oppose governmental regulations on the sale, content and promotion of tobacco products?
- Q.9** Do you oppose these regulations...

6. Government regulations

6.1 Awareness of government regulations

The table shows that four out of five Benchmark respondents (80%) in total considered themselves aware (*very* or *somewhat*) of the fact that the government regulates the sale, content and promotion of tobacco products; one in three (an average of 35%) consider themselves *very* aware.

Awareness is higher (those considering themselves *very* aware) among the following groups:

- smokers (47%), especially light (48%) or heavy (61%);
- those who spontaneously recall anti-tobacco advertising (44%).

Awareness is lower among non-smokers: only 26% are *very* aware compared to the average of 35%.

Awareness levels vary by age, education and sex of respondent. Proportions of those considering themselves *very* aware are higher among:

- males (46% vs. 25% females);
- those with more education (college 44% or university 38%).

The post-test measures are very similar to those of the Benchmark. Three out of four (72%) on average are aware of this fact in the Post-test sample. Sub-groups with higher proportions of knowledge of this fact are:

- opinion leaders (86%) versus others (70%);
- high income (86%) and high education (84%);
- male (78%) versus female (68%);
- older respondents (age 35-44 (80%) and age 45-54 (83%) versus younger.

TABLE 31 - POST-TEST - ROLE OF THE GOVERNMENT

<i>Level to which respondents ...</i>	<i>Total (833)</i>	<i>Smokers (304)</i>	<i>Former smokers (139)</i>	<i>Non-smokers (390)</i>
<i>... are aware that government regulates the sale, content and promotion of tobacco products</i>				
Yes	72	71	80	70
No	26	26	19	28
DNK	2	3	1	2
<i>... support governmental regulations on the sale, content and promotion of tobacco products</i>				
Strongly support	38	26	45	42
Somewhat support	29	36	24	27
Somewhat oppose	14	16	10	14
Strongly oppose	12	16	13	10
DNK	7	7	8	7
<i>... oppose governmental regulations because</i>				
They go too far	42	64	38	27
They don't go far enough	51	27	53	68
Other	3	5	3	1
DK	5	5	6	4

- Q.7** Would you say that you are very aware, somewhat aware, not very aware or not at all aware that the government of Canada regulates the sale, content and promotion of tobacco products?
- Q.8** In general, do you strongly support, somewhat support, somewhat oppose or strongly oppose governmental regulations on the sale, content and promotion of tobacco products?
- Q.9** Do you oppose these regulations...

6.2 Support for regulations

Two out of three Benchmark respondents (69%) and Post-test respondents (67%) support, either *strongly* or *somewhat*, the current government regulations.

Benchmark, measures show that strongest support comes from:

- former smokers (52% *strongly* support);
- light smokers (50%);
- university educated (50%) and those with children under 16 (48%) .

Opposition is more concentrated among smokers, 31% of whom oppose *strongly* (17%) or *somewhat* (14%) the current regulations, and younger respondents to quarter (25%) of those under age 20 and 18% of those 21 to 24 *somewhat* oppose. Those who are *strongly* opposed are more concentrated among those with some high school.

The majority (51%) of those opposed feel the regulations *don't go far enough*. This view is especially held by:

- 62% among Toronto non-smokers; and
- 73% of those with low incomes of \$30,000 or less.

A minority (34%) feel the regulations *go too far*: Smokers, (59%) especially average (52%) or heavy (62%) smokers, and those who could spontaneously recall the advertising campaign (56%) hold this view more strongly than others.

Views on government regulations in Post-test overall results are similar. We note sub-group variations, with the strongest support (*agree strongly*) for regulations from:

- non-smokers (42% versus 26% smokers);
- especially non-smokers in Halifax (49%);
- high income (52%); and
- high education brackets (53%).

In Post-test those who oppose the regulations are composed of both those who feel they *don't go far enough* (51%) and those who feel they *go too far* (42%).

It is primarily the smokers (67%) who think they *go to far* and non-smokers (68%) who account for the sentiment that they *don't go far enough*, versus only 27% of smokers with the same opinion.

TABLE 32 – EFFECTIVENESS OF ANTI-SMOKING CAMPAIGNS				
POST-TEST				
Level to which respondents ...	Total (833)	Smokers (304)	Former smokers (139)	Non-smokers (390)
<i>think that anti-smoking campaigns have been...</i>				
Very effective	5	9	3	4
Somewhat effective	50	45	44	55
Not very effective	30	28	38	29
Not at all effective	11	16	9	8
DK	4	2	6	5

BENCHMARK				
Level to which respondents ...	Total (809)	Smokers (321)	Former smokers (155)	Non-smokers (333)
	(n = 809)	(n = 321)	(n = 155)	(n = 333)
<i>think that anti-smoking campaigns have been...</i>				
Very effective	6	7	6	5
Somewhat effective	49	48	52	47
Not very effective	31	27	30	34
Not at all effective	11	17	9	8
DK	4	2	3	6

Q.10 Would you say that the anti-smoking campaigns conducted by the government of Canada have been very effective, not effective or not at all effective at reducing smoking in Canada?

6.3 Effectiveness of federal anti-smoking campaigns

Forty-four percent (44%) of the Benchmark respondents in total questioned the effectiveness of the anti-smoking campaigns in reducing smoking in Canada, with a comparable forty-one percent (41%) of Wave Two respondents with the same feeling.

Benchmark findings showed that those who feel they have been *not at all effective in reducing smoking in Canada* are smokers in general (17%) compared to 8% of non-smokers, and especially heavy smokers.

Wave Two respondents again account for much of the *not at all effective* (16%) sentiment, versus 8% non - and 9% former smokers. Heavy smokers again find them *not at all effective* (22%).

Average smokers are more likely to agree that the measures are *very effective* (13%) compared to light (7%) or heavy (9%) smokers.

When combined, those who find the measures *not very or not at all effective* show that the group of heavy smokers are the most likely of all to (55%) hold this opinion compared to non-smokers (36%) or average smokers (45%).

6.4 Importance of informing the public regarding the tobacco industry practices

It is essential for the government in the future to provide more information concerning the Canadian tobacco industry, according to nine out of ten (89%) of the Post-test respondents.

All sub-groups are unanimous in their support of this future responsibility of the government.

7. Respondent profiles

7.1 Demographic Comparisons

The tables in this appendix present the details of the sample of respondents interviewed in this study.

CONCLUSIONS

The total awareness levels of the new ads after three weeks of exposure are as high as awareness levels attained by the Challenge to Youth testimonial campaign. These new ads are very noticeable. To be precise, most of the perceived effectiveness of the campaign as measured in this research is due to Damaged Voice and Throat Device. Vacuum Filter is of the three the least intrusive, least appreciated and with the least perceived impact.

The disturbing nature of Damaged Throat and Damaged Voice has a surprising effect on perceived impact and overall evaluation of the ads. It would seem that the more believable and more disturbing, the higher the levels of perceived impact and the higher the overall appreciation. Canadians surveyed in this research do not react negatively to the hard-hitting and disturbing style of these new ads.

An examination of the responses by awareness of the new ads reveals that there seems to be an encouraging impact on certain attitudes towards the tobacco industry among those who have seen the ads.

While the campaign does succeed in achieving high levels of believability and perceived impact overall, several major issues remain unaddressed:

- the campaign does not specifically affect the younger age groups more than others;
- it does not have a close tie-in with previous communications;
- it does not clearly attain objectives regarding the main purpose of addressing industry practices : consumers believe in large numbers that this campaign focuses on health related issues.

Guidelines for future communications stemming from the research are the following :

- testimonials are believable and powerful communication vehicles;
- to disturb the viewer is to have a strong impact; Canadians appear to appreciate a strong and clear message about the effects of smoking;
- regardless of content, viewers are likely to focus on the individual effects on health rather than the more objective facts about industry practices, and do not make an immediate link between the tobacco industry and the detrimental effects of tobacco. Therefore a stronger condemnation of industry practices - for example a new and unique slogan or signature - would assist in communicating this message more clearly.

APPENDIX
1. Post-test Tables

POST-TEST - HEALTH AND SOCIETY				
<i>Level to which respondents agree that ...</i>	<i>Total (833)</i>	<i>Smokers (304)</i>	<i>Former smokers (139)</i>	<i>Non-smokers (390)</i>
<i>... stopping smoking is mainly a question of personal willpower</i>				
Strongly agree	41	51	43	34
Somewhat agree	31	25	31	34
Somewhat disagree	13	7	13	17
Strongly disagree	13	15	12	13
DNK	2	1	1	2

SMOKER SELF-EVALUATION				
	<i>Smokers (304)</i>	<i>10 or less (120)</i>	<i>11 to 20 (109)</i>	<i>21 or more (72)</i>
<i>... I can stop smoking whenever I want</i>				
Strongly agree	15	23	11	10
Somewhat agree	16	25	12	8
Somewhat disagree	25	27	27	21
Strongly disagree	41	23	49	61
DNK	2	3	1	—
<i>... if I keep smoking, I will very likely get lung cancer</i>				
Strongly agree	33	33	38	27
Somewhat agree	35	39	28	39
Somewhat disagree	21	20	19	25
Strongly disagree	7	4	8	8
DNK	5	4	6	1

Q.6 Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements:...

POST-TEST - OPINION LEADER PROFILE				
	<i>Opinion leader (135)</i>	<i>General populace (698)</i>	<i>Smoker (304)</i>	<i>Never smoked (390)</i>
<i>How much time spent on issues</i>				
A lot of time	37	11	17	14
Some time	63	47	47	50
Very little time	—	34	27	31
No time at all	—	9	7	5
DNK	—	—	—	—
<i>How often express opinions</i>				
Very often	27	3	9	5
Sometimes	73	14	20	24
Rarely	—	41	33	34
Never	—	42	37	37
DNK	—	—	—	—
<i>How much influence on public issues</i>				
A lot of influence	23	4	7	7
Some influence	77	26	34	37
Very little influence	—	52	40	44
No influence at all	—	17	19	11
DNK	—	1	1	1
<i>How well informed on the tobacco industry</i>				
Very well informed	13	9	16	6
Well informed	35	31	41	25
Not very informed	38	38	32	41
Not at all informed	13	20	10	26
DNK	1	1	1	2

Q.1a to Q.1d *How much time do you spend...*

POST-TEST – COMPARATIVE INDUSTRY PERCEPTIONS				
	<i>Opinion leader (135)</i>	<i>General populace (698)</i>	<i>Smoker (304)</i>	<i>Never smoked (390)</i>
<i>Impression of... the pharmaceutical industry?</i>				
Very positive	12	10	12	10
Somewhat positive	50	57	53	57
Somewhat negative	25	19	20	22
Very negative	5	5	6	4
DNK	8	9	10	7
<i>Impression of... the beer industry?</i>				
Very positive	1	4	6	2
Somewhat positive	49	44	45	45
Somewhat negative	28	29	23	33
Very negative	11	8	9	9
DNK	11	14	16	12
<i>Impression of... the tobacco industry?</i>				
Very positive	1	2	5	–
Somewhat positive	16	16	31	8
Somewhat negative	29	30	30	31
Very negative	48	45	27	55
DNK	6	7	6	6

Q.2a to Q.2d

What is your general impression of....

POST-TEST – SMOKER PROFILE

	10 or less (120)	11 to 20 (109)	21 or more (72)	Opinion leader (49)
How many smoked yesterday				
None, yesterday	2	–	–	–
1 to 10	98	–	–	43
11 to 20	–	100	–	35
21 or more	–	–	100	22
DNK	–	–	–	–
How long smoking				
Less than one year	–	–	–	29
One to five years	–	–	–	29
More than five years	–	–	–	42
DNK	–	–	–	–
Type smoked				
Light	71	70	48	63
Regular	26	30	49	35
No usual / refused	3	–	3	2
Impression of light				
More harmful than regular	7	6	8	10
As harmful	56	61	64	59
Less harmful	30	27	24	25
DNK / refusal	6	7	4	6
Tried to quit smoking				
Yes	41	17	18	31
No	59	83	82	69

POST-TEST - SAMPLE PROFILE

	<i>Toronto</i> <i>(265)</i>	<i>Halifax</i> <i>(282)</i>	<i>Saskatoon</i> <i>(286)</i>	<i>Opinion</i> <i>leader</i> <i>(135)</i>	<i>Non-</i> <i>leader</i> <i>(698)</i>	<i>Smoker</i> <i>(304)</i>	<i>Former</i> <i>smoker</i> <i>(139)</i>	<i>Non-</i> <i>smoker</i> <i>(390)</i>
Age (Q16)								
16-20 years	9	10	10	10	9	10	4	11
21-24 years	7	5	7	3	7	7	4	7
25-34 years	19	17	27	21	21	22	17	21
35-44 years	27	25	20	29	23	22	24	25
45-54 years	15	19	16	19	16	22	19	13
55-64 years	11	11	8	11	10	8	16	9
65 years and more	9	13	11	5	12	8	16	11
Sex (Q30)								
Male	42	44	46	45	44	44	45	43
Female	58	56	54	62	55	56	55	57

POST-TEST - SAMPLE PROFILE

	<i>Toronto</i> (n=265)	<i>Halifax</i> (n=282)	<i>Saskatoon</i> (n=286)	<i>Opinion</i> <i>leader</i> (n=135)	<i>Non-</i> <i>leader</i> (n=698)	<i>Smoker</i> (n=304)	<i>Former</i> <i>smoker</i> (n=139)	<i>Non-</i> <i>smoker</i> (n=390)
Education (Q25)								
Some high school	10	16	18	13	16	15	20	13
Completed high school	27	28	28	17	30	34	27	25
College	20	16	16	17	17	19	17	16
Some university	4	9	11	10	8	8	9	8
Completed university	27	17	19	32	19	16	19	24
Post-grad	5	7	4	9	5	2	4	7
Children under 16 (Q26a)								
Yes	35	35	33	36	34	31	38	35
No	65	65	66	64	66	69	62	65
Smoking behavior (Q3)								
Smoker	16	26	20	21	21	100	-	-
Former smoker	20	22	20	22	21	-	100	-
Non-smoker	64	51	60	57	59	-	-	100