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**"Light" and "Mild" Tobacco Labelling
Ad Testing**

Final Report of Focus Group Findings

November 13, 2001

Submitted to:

Health Canada

101 Yorkville Avenue, Suite 301
Toronto, Ontario M5R 1C1
1-888-POLLARA
www.pollara.com

◇ VANCOUVER ◇ TORONTO
◇ OTTAWA ◇ BATHURST, N.B.
◇ MONTREAL



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I. Introduction

POLLARA is pleased to present Health Canada with the results of qualitative public opinion research on advertising in support of the light and mild tobacco initiative. This is the second phase of qualitative testing for ads in this campaign.

II. Background and Research Objectives

On World No Tobacco Day (May 31, 2001), Allan Rock the Minister of Health called upon the tobacco industry to voluntarily remove the words "Light" and "Mild" from their product packaging. Minister Rock issued a written challenge in which he pointed out that such terms are a source of confusion to Canadian smokers.

An awareness initiative has been launched to inform Canadians about light and mild tobacco descriptors. The objectives of the initiative are to:

- Gain support for the media, opinion leaders, decision makers and to mobilize all Canadians on the need for continued federal action on light and mild tobacco descriptors;
- Increase awareness that light and mild products are just as bad as regular tobacco products from 41% to 45%;
- Gain support from smokers on the need for more information on light and mild tobacco products from 47% to 50%; and
- Reduce from 19% to 15% the number of smokers who believe light cigarettes to be less damaging to their health.

Television and print ads were developed and tested to inform Canadians about the tobacco industry's practices. The television campaign will run for 10 weeks on various TV networks. There will also be a very strong print component to the initiative.

A. Research Objectives

Qualitative research was used to test four different advertisements related to "light" and "mild" tobacco labelling. To this end, the primary objective of the focus groups was to determine whether the ads effectively communicate the main message. Secondary to this, the ads were examined in terms of visual impact, clarity, believability, emotional impact, likelihood of raising support for the federal government's initiative and the ad's perceived impact on smoking behaviour.

III. Methodology

In order to evaluate the impact of the visual concept, tagline and text on the target groups, two focus groups were held in each Toronto (English) and Montreal (French) with opinion leaders and the general public on October 29th. As requested by Health Canada, each group was made up of a mixture of light and mild smokers, regular cigarette smokers, non-smokers and male/female smokers in all of the above focus groups.

The material tested included two versions of a TV ad and two versions of a print ad campaign. In Toronto, the print ads were evaluated first, while in Montreal the TV ads were evaluated first. The order in which the ads were tested differed in the two locations to minimize the impact of viewing order on results.

For the purposes of the report, the ads are labelled as:

TV and Print Ads: Images

TV ad: Poison

This ad features a number of poison containers labelled "light" and "mild". For example, Cyanide Light.

TV ad: Cocktail

This ad features a person squeezing a handful of cigarettes. A tar-like substance is dripped into a cocktail glass below the cigarettes. The glass is held by a smoker in a bar, who lifts the glass and drinks its contents.

Print ad: Breathe Easy

This ad features a drawing of someone exhaling cigarette smoke. The swirling image of the smoke is made of the names of chemicals found in cigarettes.

Print ad: Cocktail

This ad features a drawing of a hand squeezing several cigarettes into a drinking glass.

Print Ads: Text

For the print ads above, there were four different pieces of text accompanying the images. For the purposes of the report, they are numbered as below.

(#1) To Your Health

Benzene, formaldehyde, hydrogen cyanide, carbon monoxide, tar. Only the Tobacco Industry would label these products "light" and "mild". These chemicals and many others are found in the smoke from regular cigarettes AND THOSE LABELLED LIGHT AND MILD.

It's a deadly brew, no matter how you label it. It's time to see cigarette smoke for what it really is.

Light and Mild? Deceptive and deadly.

(#2) To Your Health

The Tobacco Industry let us believe that light and mild cigarettes may not be as lethal as regular ones. Chemicals such as benzene, formaldehyde, hydrogen cyanide, carbon monoxide, tar and many others are found in the smoke from regular cigarettes AND CIGARETTES LABELLED LIGHT AND MILD.

It's a deadly brew, no matter how you choose to label it. It's time to see cigarette smoke for what it really is.

Light and Mild? Deceptive and deadly.

(#3)

These chemicals and many others are found in the smoke from regular cigarettes AND THOSE LABELLED LIGHT AND MILD by the Tobacco Industry.

It's a deadly mix, no matter how you label it. It's time to see cigarette smoke for what it really is.

Light and Mild? Deceptive and deadly.

(#4) Are you breathing easy?

The Tobacco Industry let us believe that light and mild cigarettes may not be as lethal as regular ones. Chemicals such as benzene, formaldehyde, hydrogen cyanide, carbon monoxide, tar and many others are found in the smoke from regular cigarettes AND THOSE LABELLED LIGHT AND MILD.

A deadly mix, no matter how you choose to label it. It's time to see cigarette smoke for what it really is.

Light and Mild? Deceptive and deadly.

After each ad was shown, participants discussed their initial reactions and then rated each version on the following six attributes: attention grabbing, clarity, believability, emotional impact, likelihood of raising support for the federal government's tobacco control initiative, and perceived impact on smoking behaviour. The ratings are contained in an appendix to this report. The moderator's guide has also been appended.

When interpreting the results of qualitative research, it is important to keep in mind that focus groups are conducted to identify a range of attitudes and opinions that exist among the target group. Results cannot be reliably extrapolated to the population at large.

IV. Executive Summary

TV ads

- Overall, both concepts are clear and generally understood.
- Message comprehension differs between both executions.
- Poison is received better and is more efficient than Cocktail.
- Both concepts get buy-in from respondents for Federal Government involvement in this cause.

Some particular issues were raised for each television concept.

Cocktail

- Strong visual impact.
- Sense of disgust (liquid dribbling down, drinking the contents of the glass).
- Direct and quick link to the product. From the start, respondents can relate the advertisement to cigarettes.
- Main message is very strong: cigarettes are poison and contain chemicals. The person drinking the content of the glass and exhaling smoke reinforces this.
- Association with 'light and mild...' tagline is loose for most. The honesty and credibility of the tobacco industry message (deceitful labelling) doesn't get through very well.

Poison

- More subtle approach. Need to watch the whole commercial to relate it to cigarettes.
- More intellectual/scientific due the emphasis on the labelling/product names. Also seen as clever.
- Twofold message: 1- cigarettes contain chemicals that are bad for people – poison is poison - light poison does not exist; 2- the tobacco industry has been confusing people with its 'light and mild' labelling. The latter message comes through much more strongly than in the *Cocktail* concept.

- Some respondents felt that comparing cigarettes to deadly products such as arsenic and benzene was stretching it a bit (these products can kill you instantly which is not the case for cigarettes). As for others, the chemical listing hit home.

Print ads

- Again, both ads get across the main message.
- The Breathe Easy concept comes out stronger in Toronto, while the Cocktail execution comes out stronger in Montreal.
- For both images, the text must be read to understand the message.
- Smokers tended to find the Cocktail concept, in print and TV, too “preachy”.
- The text that starts with ‘*L’industrie du tabac nous a laissé croire que...*’ is viewed, by most in Montreal, as too accusatory toward the tobacco industry. Some feel that the industry is being tried. A more subtle and indirect approach is judged more appropriate.
- Some respondents felt that the texts were too long. The shorter versions are more likely to be read.
- The bold title (above the text) attracts attention and incites them to read the underlying text.

Cocktail

- Quick identification of the object of the ad.
- Strong link to *Cocktail*/TV spot. The hand crushing the cigarettes is a strong recall of the TV ad.
- Image (of dribbling tar/nicotine) is less disgusting than in the TV spot.
- Respondents like the title ‘*À votre santé*’. They find it ironic, sarcastic and efficient.

Breathe Easy

- Product/cause advertised not easily identifiable from the image. Most respondents state that seeing a cigarette or a pack of cigarettes in the image would help put the ad into context.
- Not obvious that what's coming out of the mouth of the person is exhaled cigarette smoke. Some respondents mention that it could be condensation or other things.
- A couple of respondents found it odd that the chemicals were exhaled, rather than inhaled. They felt that it diminished the impact of the message (these chemicals are exhaled therefore less will have stayed in my body – less harmful).
- In Montreal, the title '*N'est-ce pas devenu irrespirable ?*' was confusing for most. The majority perceived it as reference to second hand smoke, an item that was not evoked in the TV spots, nor in the other print concept.

V. Detailed Findings

Overall, most participants clearly understood the main message communicated by each of the ads examined. However, some of the ads were clearly more successful than others.

Of the television ads, the Poison concept was clearly preferred to the Cocktail ad. Participants found Poison clearer than Cocktail because the labelling on the poison bottles echoes the message communicated by the speaker. Nonetheless, participants understand the Cocktail ad clearly; they are, however, more likely to recall its image than its message. Of the print ads, the Breathe Easy and Cocktail ads both communicate their message to the audience. However, both ads do so primarily through their text. The images for each ad do not reinforce the concerns about the use of light and mild labels by the tobacco industry.

There are a few differences by audience. The general public preferred the Breathe Easy and the Poison concepts over the Cocktail ad, particularly the smokers. The opinion influencers were more divided. Just over half preferred the Breathe Easy print ad to the Cocktail print ad. In response to the TV ads, opinion influencers were evenly divided. About a third preferred Poison, a third preferred Cocktail and a third liked both. Overall preferences did not differ significantly between Montreal and Toronto.

A. Television Ads

Overall, both the Poison and Cocktail ads successfully communicate their main message. Both ads present strong images and are generally favourably received by both audiences in both locations. However, the ads differ in their respective strengths.

i. Poison

The Poison concept was the strongest of all the ads tested, particularly because people recognized its humour. This ad was preferred both for overall effectiveness, clarity, impact and the maturity of the approach, i.e. no one felt they were being scolded. It's primary strength over the Cocktail ad is in its visual reinforcement of the voice message. The labels "light" and "mild" appear in the ad and there is no ambiguity about the role of the tobacco industry.

There were few criticisms of this ad. However, a few people pointed out that viewers must see the entire ad to know what it is about. Another mentioned that they felt the ad's believability was compromised somewhat by comparing cigarette contents to chemicals as lethal as cyanide and arsenic.

Otherwise, this ad performed well. People felt the ad's music was effective in creating a strong emotional impact even though the image is not as strong as that for Cocktail. The main message was clear, believable, and raised support for the government's light and mild labelling initiative. Participants were largely divided on whether this ad or Cocktail would be better at deterring smoking behaviour.

ii. Cocktail

Those who preferred the Cocktail ad to Poison liked that the ad was hard-hitting. Although "disgusting" and "gross" to many, it made a strong impact and communicated its message.

The primary criticism of Cocktail is also its main strength. Several participants commented that they had forgotten what the speaker said during the ad because they were so focused on the image. Although they could correctly recall the ad's main tagline, "Light and mild? Deceptive and deadly.", people weren't sure they heard the entire message. Indeed, their comments tended to revolve around how bad smoking is in general, not the implication of smoking light and mild cigarettes in particular. The information about the specific chemicals and the role of the Tobacco industry does not come through as clear with this ad when compared to Poison. Although it's likely that people would get this information upon subsequent viewing, there is a real possibility for it to be lost after seeing the ad only once. Any visual cues that can be added to reinforce the information delivered by voice would likely reduce opportunities for confusion.

As with the print version of Cocktail, smokers were the most critical of this concept. They felt the ad resorted to scare tactics and would not change their smoking behaviour. They felt the humour used in Poison would be much more effective in deterring smoking. In contrast, opinion influencers

felt people, particularly young people, would be discouraged from smoking by the "disgusting" image of Cocktail rather than the lighter and impersonal image used for Poison.

Otherwise, the cocktail ad performed well in terms of getting attention, emotional impact and its perceived impact on smoking behaviour.

B. Print Ads

Overall, both print concepts received a satisfactory reaction from participants. The ads were successful at communicating the main message and stimulated interest from almost all respondents. The images were found to be attractive and interesting, particularly so for Breathe Easy, and the text was generally clear. For both images, the text must be read to understand the main message. In this regard, the images are not "stand alone".

i. Breathe Easy

Favourable reaction to the Breathe Easy concept focused on the informative aspect of the ad as well as the visual image. Participants liked that the ad took an educational approach and explained to people the contents of cigarette smoke and the misuse of light and mild labels. They liked the visual image because it wasn't limited to smokers, but could also apply to those exposed to second-hand smoke. Also, smokers tended to prefer this ad because it wasn't "preachy" and didn't resort to scare tactics.

Drawbacks to the Breathe Easy concept are limited to the absence of an explicit visual connection to smoking. Several respondents suggested that adding some indication that the individual is exhaling smoke from a cigarette, possibly by showing his/her hand holding a cigarette, would likely reduce the possibility of misunderstanding. As well, any visual connection to light and mild labelling would serve to reinforce the text message and further reduce opportunities for confusion.

Otherwise, the ad scores well in terms of its clarity, believability, emotional impact and the likelihood of it increasing support for the federal government's initiative against light and mild labels. The print version of the

Cocktail ad, in comparison, out performed Breathe Easy in terms of emotional impact, attention getting and perceived impact on smoking behaviour.

ii. Cocktail

Favourable reaction to the Cocktail print ad tended to revolve around the ad's strong visual impact. Participants responded favourably to the ad's use of the cocktail glass and the suggestion of drinking cigarette contents. This image elicited a strong negative reaction to the idea of smoking. Many people said they found the ad "disgusting", but in a useful sense given the topic.

Criticism of this ad was similar to that for Breathe Easy. Participants felt the visual image didn't reinforce the text. Consequently, the text is again a "must read" if people are to correctly interpret the ad's message. Without the text, there is a tendency for people to think the ad is about anti-smoking, unrelated to the use of light and mild cigarettes. Smokers were clearly less attracted to this ad than the Breathe Easy concept, saying the hard-hitting approach took away from the ad's credibility.

Otherwise, the Cocktail ad performed well in terms of getting attention, its clarity, emotional impact, support for the government's initiative against light and mild labels and in terms of its impact on smoking behaviour. Opinion influencers were more likely than the general public to think that this ad would serve to deter youth from starting smoking, based on their experience.

iii. **Print Text Blocks**

Participants felt each of the text blocks were clear and easy to understand. They all preferred having a title appear in bold to introduce the text. They had a mixed reaction to the value of including the list of chemicals in the body of the text. Several felt it needlessly repeated the chemicals that appeared in the Breathe Easy image, while others felt it served to reinforce the chemicals listed in the picture and included a few new ones. They all agreed that the line "the Tobacco Industry let us believe..." drew readers into the ad. However, a few respondents in Montreal found this line too accusatory and felt it detracted from the ad's credibility. Participants also suggested removing "choose to" from the line "A deadly mix no matter how you choose to label it.", feeling the line was "punchier" without these words. The tagline "Light and Mild? Deceptive and deadly.", was well received and clear to participants.

C. **Response to Overall Campaign**

All of the participants reacted favourably to the federal government's initiative against the tobacco industry's use of light and mild labels. People agreed that the campaign was informative, that they had learned something from the ads and that the campaign would increase overall awareness about the chemicals in cigarette smoke and the misuse of light and mild labels.

There was little discussion about the timing of the ads in terms of the public's current concerns with security and the war on terrorism. One person in the general public did mention that the Cocktail image was more hard-hitting than necessary "today". This prompted a mom to offer that, "kids have enough to have bad dreams about these days". Otherwise, there was no mention of the ad's appropriateness, or lack thereof, in today's current political climate.

Appendix A: Moderator Guide

Focus Group Testing of Light and Mild Creative Executions (General Population and Opinion Leaders) September 2001

A. Introduction (10 minutes)

Welcome to our discussion group. Let me tell you what we are going to be up to. Explain:

- Two-way mirror, video and audio-taping.
- Clients behind the mirror (if appropriate)
- Confidentiality of their comments.
- Role of moderator is to keep everyone on track, make sure we get through our questions in time allotted
- All opinions are important, no right or wrong answer.

Today/tonight I'm going to show you some ads about tobacco. I would like to get your opinion on them. These are rough cuts, not finished products. To start, we have one video and three possible scripts for voice-overs that are being considered.

- By the way, how many here smoke? For those that do (or did), ask what brand they smoke (smoked).

B. TV Exposure and Reaction (30 minutes)

"Put your imagination hat on. You're sitting at home watching television, the program you are watching goes to commercial break – maybe you get up to go to the kitchen, whatever it is that you normally do when the commercials come on. And imagine this ad comes on."

MEMORABILITY TEST

- Run video (which includes script # 1 already recorded)

Please jot down a sentence or so about what that ad is saying.

- Run video, (MUTE SOUND) and read text #2

Please jot down a sentence or so about what that ad is about.

Ask participants to complete balance of the questionnaire (under separate cover)

MODERATOR TO LEAD DISCUSSION

- What first came to mind when you saw this ad? What sort of thoughts came into your mind? (PROBE) What was it about the ad that caused you to think that way?
- Ask for a show of hands for each of the following questions:
 - Which version did the best at catching your attention? Why?
 - Which version did you find the most clear and understandable? Why?
 - Which version is the most believable? Why?
 - Which version has the most emotional impact for you personally? Why?
 - Which version of the script fits best with the video? Why?
 - Which version makes you think that the Government of Canada deserves your support in this initiative? Why?
 - Which one, if any, would best convince you to quit smoking or not take it up? Why?
 - Probe (if nothing forthcoming): is there anything in these ads that makes you feel very uncomfortable? (GO AROUND TABLE, ELICITING RESPONSES FROM ALL)
 - Do you see any parallels to other things that you might have seen on television recently?

C. Print Exposure & Reaction (20 minutes)

The moderator will hand out the copies of print executions in rotation. Obtain reaction to the messages for each execution along the following criteria: credibility, relevance, believability, clarity, motivational, etc.

- Display print #1

Please jot down a sentence or so about what that ad is about.

- Display print #2

Please jot down a sentence or so about what that ad is about.

Ask participants to complete balance of the questionnaire.

- Ask for a show of hands for each of the following questions:
 - Which version did the best at catching your attention? Why?
 - Which version did you find the most clear and understandable? Why?
 - Which version is the most believable? Why?
 - Which version has the most emotional impact for you personally? Why?
 - Which version makes you think that the Government of Canada deserves your support in this initiative? Why?
 - Which one, if any, would best convince you to quit smoking or not take it up? Why?
 - Which ad fits best with the version of the television ad you thought was best?

D. Overall campaign (25 minutes).

- Does this campaign help you better understand the health risk of "Light and Mild" tobacco descriptions?
- Does this campaign help you better understand and support the Government of Canada's actions with the tobacco companies to remove the descriptors "Light and Mild" from cigarette packs.
- For those who smoke, does this encourage you to take action to quit? To reduce the amount you smoke? To change the type of cigarette you smoke?
- I notice some of you smoke (name a light or mild brand). Why do you smoke a lighter brand rather than a regular cigarette? Probe: habit, taste, healthier, etc.
- Why do you think tobacco companies put "light" or "mild" on their cigarettes?
- The Government of Canada wants to make people more aware that light & mild cigarettes can be as bad for you as regular cigarettes. Why do you think they want to do that? Should they be involved? Why, why not?
- If you discovered the industry had confused you about light and mild cigarettes would that change your thoughts, beliefs or attitudes about smoking? Would that change your views about the tobacco industry?

E. Wrap-up (10 minutes)

- Appoint a temporary moderator from participants. Ask group to summarize the focus group.
- Moderator to solicit questions from clients. Ask questions.
- Do you have any final comments?
- Thank you for your time.

Appendix B: Participant Rating Sheets

General Public Rating Results

Summary of Preference by Criterion

Attention Getting

Print Ads:

Breathe Easy – Toronto

Cocktail - Montreal

TV Ads:

Poison

Clarity

Print Ads:

Breathe Easy – Toronto

Cocktail – Montreal

TV Ads:

Poison

Believable

Print Ads:

Breathe Easy

TV Ads:

Poison

Emotional Impact

Print Ads:

Cocktail

TV Ads:

Cocktail

Support for Government Initiative

Print Ads:

Breathe Easy

TV Ads:

Poison

Quit Smoking

Print Ads:

Cocktail

TV Ads:

Cocktail

Opinion Influencers Rating Results

Summary of Preference by Criterion

Attention Getting

Print Ads:

Cocktail

TV Ads:

Cocktail

Clarity

Print Ads:

Cocktail

TV Ads:

Poison

Believable

Print Ads:

Cocktail

TV Ads:

Poison

Emotional Impact

Print Ads:

Cocktail

TV Ads:

Cocktail

Support for Government Initiative

Print Ads:

Breathe Easy

TV Ads:

Poison

Quit Smoking

Print Ads:

Cocktail

TV Ads:

Cocktail

C. Screener

Recruiting Screener
Tobacco Creative Concepts
Monday, October 29, 2001
General Population

Date & Time \$50 incentive

Recruit 10 for 8-10 to show

Respondent's name:

Respondent's phone #: work _____ home

Hello, my name is _____. I'm calling from POLLARA, the national public opinion research organization. We're organizing a discussion group to explore current issues. **EXPLAIN FOCUS GROUPS.** About ten people like yourself will be taking part.

Participation is voluntary and all your answers are confidential. They will be used for research purposes only. We are simply interested in hearing your opinions – no attempt will be made to sell you anything. The format is a "round table" discussion lead by a research professional. An audio/video tape of the group session will be produced for research purposes. The tapes will be used only by the researcher to assist in preparing a report on the research findings and will be destroyed once the report is completed. But before we invite you to attend, we need to ask you a few questions to ensure that we get a good mix/variety of people. May I ask you a few questions?

Yes	1	CONTINUE
No	2	THANK & DISCONTINUE

1) Would you be available to attend a discussion group on Monday, October 29 at 5:30pm? It will last two hours and you will receive \$50.00 for your time.

Yes	1	CONTINUE
No	2	THANK & TERMINATE

- 2) Are you, or any members of your household, employed in or retired from...(READ LIST)

	Yes	No
Market research	1	2
Advertising, marketing, public relations	1	2
Any media (e.g., print/radio/TV)	1	2
Medical field (e.g., doctor, nurse)	1	2
Tobacco Industry	1	2
Government	1	2
Legal profession	1	2

IF YES TO ANY, THANK & TERMINATE

- 3) What age category do you fall in? (READ LIST and RECRUIT A GOOD MIX)

Under 18	1	THANK & TERMINATE
18 to 50	2	CONTINUE
51 and over	3	THANK & TERMINATE
Refuse	9	THANK & TERMINATE

(MUST BE ARTICULATE AND RESPONSIVE)

- 4) We want to get both smokers and non-smokers in the focus group. Which of the following categories do you fit in? (READ LIST and RECRUIT A GOOD MIX)

Non-smoker	1	CONTINUE (no more than 6)
Smoke a mild or light brand of cigarettes	2	CONTINUE (no more than 3)
Smoke a heavier brand of cigarettes	3	CONTINUE (no more than 3)

- 5) Have you ever attended a consumer group discussion, an interview or survey which was arranged in advance and for which you received a sum of money?

Yes	1	CONTINUE
No	2	GOTO Q7

6) When was the last time you attended a group?

(THANK & TERMINATE IF IN THE PAST 12 MONTHS IF NOT, CONTINUE)

7) Sometimes participants are asked to write out their answers to a questionnaire, read or watch a video during the discussion. Is there any reason why you could not participate?

Yes	1	THANK & TERMINATE
No	2	CONTINUE

8) Gender (DO NOT ASK – BY OBSERVATION ONLY)

Male	1
Female	2

9) Which of the following best describes your level of education?
(RECRUIT A GOOD MIX)

Less than high school	1
High school	2
Some college/university	3
Graduated from college/university	4
Post graduate	5

As I mentioned earlier, the group discussion will take place on _____ for two hours. Would you be available to attend?

Yes	1	
No	2	THANK AND DISCONTINUE

We ask that you arrive fifteen minutes early to be sure you find parking, locate the facility and have time to check-in with the hosts. The hosts may be checking respondent's identification prior to the group. Please be sure to bring some personal identification with you (i.e. driver's license). Also, if you require glasses for reading, please bring them with you.

As we are only inviting a small number of people, your participation is very important to us. If for some reason, you are unable to attend, please call so that we may get someone to replace you. You can reach us at our office. Please ask for _____.

May I please get your name: ON FRONT PAGE

Thank you very much for your help!

Recruiting Screener
Tobacco Creative Concepts
October 29, 2001
Opinion Leader

Date & Time \$100 incentive Recruit 10 for 8-10 to show

Respondent's name:

Respondent's phone #: work _____ home _____

Target Profile:

Men and women who are currently or have in the past worked in such areas as:

- Education (Teachers, councillors, etc.)
- Child development, social or child care worker
- Medical services (Nurses, dentists)
- Social services
- Business (small = owner, medium and large = senior officer)
- Community leaders (e.g., Coaches, Scouts Canada, Girl Guides, Youth Clubs, YM/YWCA)
- Opinion leaders in ethnic communities or other community organizations

AND

- Are involved in their communities through various organizations, volunteerism or other form of active participation.

Hello, my name is _____. I'm calling from POLLARA, the national public opinion research organization. We're organizing a discussion group to explore current issues. **EXPLAIN FOCUS GROUPS.** About ten people like yourself will be taking part.

Participation is voluntary and all your answers are confidential. They will be used for research purposes only. We are simply interested in hearing your opinions – no attempt will be made to sell you anything. The format is a "round table" discussion lead by a research professional. An audio/video

tape of the group session will be produced for research purposes. The tapes will be used only by the researcher to assist in preparing a report on the research findings and will be destroyed once the report is completed. But before we invite you to attend, we need to ask you a few questions to ensure that we get a good mix/variety of people. May I ask you a few questions?

Yes	1	CONTINUE
No	2	THANK & DISCONTINUE

- 1) Would you be available to attend a discussion group on Monday, October 29 at 7:30pm? It will last two hours and you will receive \$100.00 for your time.

Yes	1	CONTINUE
No	2	THANK & TERMINATE

- 2) Are you, or any members of your household, employed in or retired from...(READ LIST)

	Yes	No
Market research	1	2
Advertising, marketing, public relations	1	2
Tobacco Industry	1	2
Legal profession	1	2

IF YES TO ANY, THANK & TERMINATE

- 3) Which of the following areas describes where you work or volunteer your time?

- Education field (Teachers, councillors, etc.)
- Child development, social or child care worker
- Medical services field (Nurses, dentists)
- Social services field
- Business owner (small = owner, medium and large = senior officer)
- Community leader (e.g., Coaches, Scouts Canada, Girl Guides, Youth clubs, YM/YWCA)
- Opinion leaders in ethnic communities or other community organizations

IF YES TO ANY, CONTINUE

- 4) How involved, or how active, are you in your local community?
(Provide example only if asked: "volunteer," "take a great deal of
interest in local affairs," "or some other form of activism, e.g., coach,
etc."). Would you say you are:

Heavily involved	1	CONTINUE
Somewhat involved	2	CONTINUE
Not involved at all	3	THANK & TERMINATE

- 5) What age category do you fall in? (READ LIST and RECRUIT A GOOD
MIX)

Under 18	1	THANK & TERMINATE
18 to 65	2	CONTINUE
66 and over	3	THANK & TERMINATE
Refuse	9	THANK & TERMINATE

(MUST BE ARTICULATE AND RESPONSIVE)

- 6) Have you ever attended a consumer group discussion, an interview or
survey which was arranged in advance and for which you received a
sum of money?

Yes	1	CONTINUE
No	2	GOTO Q8

- 7) When was the last time you attended a group?

(THANK & TERMINATE IF IN THE PAST 12 MONTHS IF NOT, CONTINUE)

- 8) Which of the following best describes your level of education?
(RECRUIT A GOOD MIX)

High school or less	1
Some college/university	2
Graduated from college/university	3
Post graduate	4

9) Gender (DO NOT ASK – BY OBSERVATION ONLY)

Male	1
Female	2

As I mentioned earlier, the group discussion will take place on _____ for two hours. Would you be available to attend?

Yes	1	
No	2	THANK AND DISCONTINUE

We ask that you arrive fifteen minutes early to be sure you find parking, locate the facility and have time to check-in with the hosts. The hosts may be checking respondent's identification prior to the group. Please be sure to bring some personal identification with you (i.e. driver's license). Also, if you require glasses for reading, please bring them with you.

As we are only inviting a small number of people, your participation is very important to us. If for some reason, you are unable to attend, please call so that we may get someone to replace you. You can reach us at our office. Please ask for _____.

May I please get your name: ON FRONT PAGE

Thank you very much for your help!