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Qualitative Research With Focus Group Testing of Social Marketing Creative Concepts for the Tobacco Control Positioning Strategy

Final Report of Focus Group Findings

POR-01-39

December 2001

Submitted to:

Health Canada

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POLLARA™
STRATEGIC PUBLIC OPINION & MARKET RESEARCH

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I. Introduction

POLLARA is pleased to present to Health Canada the following report of qualitative findings from focus groups testing various advertising concepts pertaining to the Government of Canada's Tobacco Control Program.

A total of eight (8) groups were conducted with main stream Canadians between December 19 and 21, 2001. One group with general population participants and one group with "Involved Canadians" were held in each of the following locations: Toronto, Montreal, Quebec City, Halifax and Saskatoon. Additional recruiting criteria ensured that each group had participants who were smokers and non-smokers. Participants were randomly recruited from among the general population to participate in these discussions which lasted approximately 2 hours.

Both television and print advertisement executions were evaluated by each group. The executions were part of two distinct advertising concepts: "Face the Facts" and "It's Time to Stop". Each had one television execution, while "Face the Facts" had four print executions and "Its' time to Stop" had 5 print executions.

Due to the nature of qualitative research, findings should be considered as directional rather than as statistically significant.

II. Key Findings

A. Awareness of Tobacco Issues

When asked what participants had heard recently regarding tobacco and smoking, a variety of issues were raised. Individuals could recall a number of different television advertisements they had seen (woman with tracheotomy; "Poison"; "Cocktail"; "Little boy remembers father" executions). Unaided recall of "light and mild" advertisements was low, although when mentioned by one participant, others reported having seen the same ads on TV. Generally, participants felt these ads were very effective. Participants also recalled health warnings on cigarette packages.

When asked why participants believed they were seeing these ads, many reported that it is a responsibility of the government to promote health issues. Others suggested that the government is hypocritical in its condemnation of tobacco use as it is a source of tax revenue. Participants in both Halifax and Montreal suggested that if the government was very serious about Canadians' health, they would subsidize the cost of smoking cessation programs or ban cigarettes altogether.

When probed for awareness of the health risks associated with tobacco use, participants reported awareness of: angina; respiratory complications; cancer (lung); cancer (general); hazards of second-hand smoke. Many were aware that tobacco use contributes to the death of many users, although none were able to suggest how many people died each year as a result of tobacco use.

B. Televisions Executions

Participants were asked to evaluate the two television executions using colour copies of story-boards with narration of the copy by the moderator.

Overall, reaction to both ads was mixed, achieving only moderate effectiveness with audiences. Of the two executions, however, "It's Time to Stop" had the greatest resonance due to the personal nature of the message.

"Tourists"

The most significant problem with this execution was that participants tended to take it literally and question "how a whole town of people could die from cigarette smoke?". This literal interpretation lead to a belief that the ad was not realistic and therefore, not effective in communicating its message.

Participants in Halifax reported having difficulty with the number "45,000" in this context. As one participant expressed: *"They are taking a nation-wide statistic and cramming it into one area".*

Other concerns included the fact that the ad used a reference to the town of Albuquerque, which many participants associated with a "Bug's Bunny" cartoon. Other participants questioned why the Government of Canada would not opt for a more Canadian reference in its advertising.

A minority of participants liked this execution and felt that the analogy of a deserted town helped to communicate the magnitude of the problems associated with tobacco use.

"It's Time to Stop"

This execution met with greater approval among participants, although there were some comprehension issues with the content. Specifically, many participants were under the impression that the first three characters in the ad all managed to quit smoking, while only the last character died as a result of the habit. Others were under the impression that none of the characters in the ad died, rather the reference was to "another 45,000 Canadians who don't manage to quit and die each year". These misunderstandings may be a result of the manner in which the execution was presented (in unfinished format with story-boards and text), however it is important to note these reactions.

Participants who found the ad effective, attributed their preference to the unexpected twist at the end of the ad. Most reported believing that the ad was a "feel-good" concept, suggesting that many Canadians are able to quit the habit. When the connection was made that the characters in the ad all died as a result of tobacco use, many reported that the overall message was very personal and poignant. It should be noted that this sentiment was also heavily reported by smokers (who themselves found this execution more effective at making them reflect on their habit).

Overall, participants felt that this ad had a very strong and personal impact, and they suggested that this is the approach the government must adopt if it is to catch the attention of Canadians. Participants prefer an "in-your-face" approach to dealing with this issue, and often cite the need for this approach to get the attention of young Canadians who consider taking up the habit.

C. Print Executions

"Face the Facts"

Of all the print executions that make up this concept, "business" had the greatest impact with participants. This ad was clearly distinctive from the others in the series, and the visual of the young girl, in combination with the rhetorical question posed to the audience proved to be most thought-provoking. It should be noted, however, that many participants were unable to make the connection between the young girl and the question in the ad. Some suggested the ad would be clearer and stronger if the girl was seen to be smoking or at least holding a cigarette in her hand. Others suggested presenting a group of teenagers so as to highlight the reality of peer-pressure and its role in the abuse of tobacco products among youth.

Other executions in this series were met with less enthusiasm. While some reported an appreciation for the use of "123 Canadians a day" rather than the reference to "45,000 a year" because it made the statistic more realistic, others preferred the impact of the larger number for shock value.

The visuals were not viewed as particularly effective by participants. Many felt the "newspaper" execution did not illuminate the gravity of the situation as the character in the ad is not reading the information. Moreover, many participants pointed to the fact that the information is located on the back page of the paper, suggesting that it is "yesterday's news".

The execution which made reference to "more seats on the subway" was viewed in some locations as effective as it featured the visual of a sports player, re-enforcing the importance of a healthy lifestyle. Others felt that the ad held no personal connection for them (lots of smokers don't drive/ take transit). It should also be noted that there were participants in each group who noticed the subway signage read "Coney Island" – once again questioning why the government would use American references in their advertising.

Finally, the "parking" execution proved problematic as participants in many of the groups suggested that the loss of life was an inadvertent benefit which created less parking congestion.

The "Face the Facts" tag-line met with mixed reviews as many participants felt the "Stop the Suffering" reference was both overly dramatic and irrelevant. Many felt that this line was incongruous with the message in the ads (which they interpreted as death). Additional discussion of this tag-line is found in a later section of this report.

"It's Time to Stop"

These ads were presented in such a way to separate the "de-norm" ads, taking aim at tobacco companies, from the other ads which highlighted the risks associated with cigarette smoke for the individual smoker.

Of the three executions that featured individual smokers, participants had differing opinions on the most effective elements of each. From a message perspective, most participants felt that the "Death" execution was most effective as its message was most direct and did not rely on humour or sarcasm to make its point. From a visual perspective, participants felt that the colour red was most effective at communicating the danger inherent to the product and the message of death. Moreover, they felt that visuals that portrayed young smokers were more effective than older smokers who they felt may already be in jeopardy for other health reasons. Participants stressed the need to target this advertising to young Canadians who may smoke or consider taking up smoking. They felt that using pictures of younger smokers would be the best way to communicate the gravity of the message to the appropriate audience.

The de-norm ads targeting tobacco manufacturers met with less approval among participants in all centres. Many participants could not understand why the government would be targeting the manufacturers. Moreover, participants reported that the nature of the message was not personal enough to speak directly to smokers and to Canadians. Overall, they did not necessarily consider it appropriate for the government to be focusing its attentions on the industry, particularly when the product provides so much tax revenue.

When pressed to identify the best of all 9 print ads, general consensus pointed to "business", although, as previously mentioned, there was some misunderstanding among many participants regarding this execution and its true meaning.

D. Tag-Lines

Many participants expressed displeasure with the "Face the Facts". Stop the Suffering" tag-line. It was reported to be overly dramatic, while not truly capturing the nature of the health risks associated with smoking. When discussing possible alternatives to this tag-line, participants suggested that "Stop the Cycle" was most effective as it eluded to the nature of the problem of young Canadians taking up the habit. Other suggestions, including "Stop the Atrocity" and "Stop the Evil" were summarily dismissed as being too dramatic.

Other suggestions offered by participants included:

- "Stop the Suicide"
- "Stop the Dying"
- "You Decide"
- "Start Living"
- "Kick the Habit"
- "Butt Out"
- "Take Control"
- "Break the Addiction"

The tag-line "It's Time to Stop Smoking" was generally viewed as the most effective of all those presented, although few, if any, participants were able to pick up the double-entendre of the line. When prompted on the possible double-meaning of this message, participants suggested that it is too hidden and that few audiences would be able to uncover it on their own.

E. Support For The Tobacco Control Program

When discussing whether or not the government of Canada deserves the support of Canadians in its Tobacco Control Program, most participants agreed that Canadians appreciate the concern and intervention demonstrated by the government on this issue. When probed further, however, on the existence of a "Tobacco Control Program", many participants questioned the ways in which this program is operational. Many felt that the advertising, while important, is viewed as a token gesture by a government that is not necessarily serious about confronting the problem. As previously suggested, participants felt that the government is in a hypocritical situation in that it is condemning an industry which provides large annual tax revenues. Moreover, participants felt that if the government believed that smoking is such a serious problem, it would take steps to make it illegal, or at least provide financial assistance to those who cannot afford smoking cessation programs.

Participants felt strongly that any advertising initiatives should be primarily targeted at young Canadians who consider the possibility of taking up smoking. They believed that long-established smokers are not likely to change their behaviour as a result of seeing advertising.

When discussing whether or not the advertisements conveyed the gravity of the health risks associated with tobacco smoke, participants reported that the only health risk communicated by the ads was death. Moreover, participants felt that the government has already undertaken extensive public education in this area and that health risks associated with tobacco smoke are now common knowledge among smokers and non-smokers. While they did not feel the need to have this information reiterated in advertising, they did stress the need for the government to produce advertising that is as dark as possible with as much shock-value as possible so as to get the attention of Canadians, and particularly young Canadians.

Recruiting Screener
General Population

December 19th and 21st

- Montreal

December 20th

- Toronto
- Quebec City
- Halifax
- Saskatoon

Time: 6 p.m.
Incentive: $50.00
Recruit 10 participants 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	CONTINUE
No	**THANK & DISCONTINUE**

1) Would you be available to attend a discussion group on _____ **(INSERT DATE) at 6:00pm?** It will last two hours and you will receive $50.00 for your time.

Yes	CONTINUE
No	**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	**THANK & TERMINATE**
18 to 50	CONTINUE
51 and over	**THANK & TERMINATE**
Refuse	**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	**CONTINUE** (no more than 6)
Smoker	**CONTINUE** (no more than 6)

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	**CONTINUE**
No	**GO TO Q7**

6) When was the last time you attended a group?_____
(THANK & TERMINATE IF IN THE PAST 6 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	**THANK & TERMINATE**
No	CONTINUE

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

Male
Female

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	
No	**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
Opinion Leader

December 19th and 21st

- Montreal

December 20th

- Toronto
- Quebec City
- Halifax
- Saskatoon

Time: 8 p.m.
Incentive: $75.00
Recruit 10 participants 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	**CONTINUE**
No	**THANK & DISCONTINUE**

1) Would you be available to attend a discussion group on _____ (INSERT DATE) at 8:00pm? It will last two hours and you will receive $75.00 for your time.

Yes	**CONTINUE**
No	**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	CONTINUE
Somewhat involved	CONTINUE
Not involved at all	**THANK & TERMINATE**

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

Under 18	**THANK & TERMINATE**
18 to 65	CONTINUE
66 and over	**THANK & TERMINATE**
Refuse	**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	**CONTINUE**
No	**GO TO Q8**

7) When was the last time you attended a group?_____
(THANK & TERMINATE IF IN THE PAST 6 MONTHS IF NOT, CONTINUE)

8) Which of the following best describes your level of education?

(RECRUIT A GOOD MIX)

High school or less
Some college/university
Graduated from college/university
Post graduate

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

Male
Female

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

Yes
No **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!

Moderator Guide

Focus Group Testing of "Face the Facts" &
"It's Time to Stop" Concepts
with Main Stream Population
(General Population and Opinion Leaders)
December 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).
- What kind of things have you been hearing about lately in the news about tobacco and smoking?
- Why do you think you have been hearing about these things?
- What kinds of things have you heard about the effects of smoking? On smokers? On non-smokers? (PROBE FOR: Health effects; number of deaths)

B. TV Exposure and Reaction: "Face the Facts" & "It's Time to Stop" (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

- Read script and show visuals for "Tourists"

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

- Read script and show visuals for "Time to Stop"

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

MODERATOR TO LEAD DISCUSSION

Begin with "Tourists" execution:

- 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?
- Did this ad catch your attention? Why?
- Was this ad clear and understandable? Why?
- Is it believable? Why?
- Does it have any emotional impact for you personally? Why?
- Does it make you think that the Government of Canada deserves your support in this initiative? Why?
- Would seeing this ad on TV motivate you to support programs and policies to reduce tobacco use?
- Would seeing this ad on TV. convince you to quit smoking or not take it up? Why?
- For the non-smokers, would seeing this ad on TV convince you that smoking is a problem that all Canadians should be concerned with?

- Probe (if nothing forthcoming): is there anything in these ads that makes you feel very uncomfortable? (GO AROUND TABLE, ELICITING RESPONSES FROM ALL)
- **Repeat discussion with "Time to Stop"**

  Which of these two ads did you like most? Why?

  Which of the two ads do you think would be most effective at convincing people to stop smoking or not to start smoking? Why?

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 #1-4 Face the Facts: "Business", "Newspaper", "Parking", & "More seats"

Please jot down a sentence or so about what each of these ads are about.

- Display print #5-8 It's Time to Stop: "Headstones", "Coffin", "Cemetery", "Morgue" "Hearse" & "Death"

Ask participants to complete balance of the questionnaire.

For "Face the Facts" executions (1-4) ask:

- 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?

Repeat discussion for "It's Time to Stop" Concept (executions 5-10)

Of all ten ads, which did you like most? Why?

Which of the ads do you think would be most effective at convincing people to stop smoking or not to start smoking? Why?

D. Overall campaign (25 minutes).

- Do these campaigns help you better understand the health risks associated with cigarette smoke? Is one more effective than the other? Why?
- Do these campaigns help you better understand the Government of Canada's actions with the tobacco companies? Do you support them? Why? Why not? Is one more effective than the other? Why?
- The Government of Canada wants to make people more aware of the risks associated with tobacco products. Why do you think they want to do that? Should they be involved? Why, why not?
- Does this make you think we need stronger measures to reduce tobacco?
- Does this make you think that smoking is a problem for all Canadians?
- For those who smoke, does this encourage you to take action to quit? To reduce the amount you smoke?
- For those of you who don't smoke, but maybe know someone who does, does this encourage you to try to convince those people to quit smoking?

E. Tag-Lines (25 minutes)

Brief discussion of alternate tag-lines:

I want to read you some alternatives to the tag lines you have been hearing and seeing at the end of each of the print and television ads.

Read each alternative and probe for reactions – preferences, initial feelings

Can you think of any other way of expressing this message? Can you come up with any alternatives in addition to what I have read to you?

F. 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.

Television Executions – MS – GP/OP

1. Please jot down a sentence or so about what ad #1 is saying.

2. Please jot down a sentence or so about what ad #2 is saying.

3. Which ad was the best at catching your attention?

   [ ] # 1
   [ ] # 2
   [ ] Same
   [ ] None

4. Which ad was most clear and understandable?

   [ ] # 1
   [ ] # 2
   [ ] Same
   [ ] None

5. Which ad was most believable?

   [ ] # 1
   [ ] # 2
   [ ] Same
   [ ] None

6. Which ad had the most emotional impact for you personally?

   [ ] # 1
   [ ] # 2
   [ ] Same
   [ ] None

7. Which ad makes you think that the Government of Canada deserves your support in this initiative?

[ ] # 1
[ ] # 2
[ ] Same
[ ] None

8. Which ad would best convince you to quit smoking or not take it up?

[ ] # 1
[ ] # 2
[ ] Same
[ ] None

9. Which ad would make you discuss smoking with people you know who are smokers?

[ ] # 1
[ ] # 2
[ ] Same
[ ] None

10. Which ad made you feel most uncomfortable?

[ ] # 1
[ ] # 2
[ ] Same
[ ] None

11. Which ad did you like most?

[ ] # 1
[ ] # 2
[ ] Same
[ ] None

12. Which ad do you think would be most effective at convincing people to stop smoking?

[ ] # 1
[ ] # 2
[ ] Same
[ ] None

13. Which ad do you think would be most effective at convincing people not to start smoking?

[ ] # 1
[ ] # 2
[ ] Same
[ ] None

Print Executions – MS – GP/OP

Face the Facts

1. Please jot down a sentence or so about what ad #1 is saying.

2. Please jot down a sentence or so about what ad #2 is saying.

3. Please jot down a sentence or so about what ad #3 is saying.

4. Please jot down a sentence or so about what ad #4 is saying.

5. Which ad was the best at catching your attention?

   [ ] # 1
   [ ] # 2
   [ ] # 3
   [ ] # 4
   [ ] Same
   [ ] None

6. Which ad was most clear and understandable?

   [ ] # 1
   [ ] # 2
   [ ] # 3
   [ ] # 4
   [ ] Same
   [ ] None

7. Which ad was most believable?

[ ] # 1
[ ] # 2
[ ] # 3
[ ] # 4
[ ] Same
[ ] None

8. Which ad had the most emotional impact for you personally?

[ ] # 1
[ ] # 2
[ ] # 3
[ ] # 4
[ ] Same
[ ] None

9. Which ad made you think that the Government of Canada deserves your support in this initiative?

[ ] # 1
[ ] # 2
[ ] # 3
[ ] # 4
[ ] Same
[ ] None

10. Which ad would best convince you to quit smoking or not take it up?

[ ] # 1
[ ] # 2
[ ] # 3
[ ] # 4
[ ] Same
[ ] None

Print Executions (cont'd) – MS – GP/OP

It's Time To Stop

11. Please jot down a sentence or so about what ad #5 is saying.

12. Please jot down a sentence or so about what ad #6 is saying.

13. Please jot down a sentence or so about what ad #7 is saying.

14. Please jot down a sentence or so about what ad #8 is saying.

15. Please jot down a sentence or so about what ad #9 is saying.

16. Please jot down a sentence or so about what ad #10 is saying.

17. Which ad was the best at catching your attention?

[ ] # 5
[ ] # 6
[ ] # 7
[ ] # 8
[ ] # 9
[ ] # 10
[ ] Same
[ ] None

18. Which ad was most clear and understandable?

[ ] # 5
[ ] # 6
[ ] # 7
[ ] # 8
[ ] # 9
[ ] # 10
[ ] Same
[ ] None

19. Which ad was most believable?

[ ] # 5
[ ] # 6
[ ] # 7
[ ] # 8
[ ] # 9
[ ] # 10
[ ] Same
[ ] None

20. Which ad had the most emotional impact for you personally?

[ ] # 5
[ ] # 6
[ ] # 7
[ ] # 8
[ ] # 9
[ ] # 10
[ ] Same
[ ] None

21. Which ad made you think that the Government of Canada deserves your support in this initiative?

[ ] # 5
[ ] # 6
[ ] # 7
[ ] # 8
[ ] # 9
[ ] # 10
[ ] Same
[ ] None

22. Which ad would best convince you to quit smoking or not take it up?

[ ] # 5
[ ] # 6
[ ] # 7
[ ] # 8
[ ] # 9
[ ] # 10
[ ] Same
[ ] None

23. Of all ten ads, which one would best convince you to quit smoking or not take it up?

[ ] # 1
[ ] # 2
[ ] # 3
[ ] # 4
[ ] # 5
[ ] # 6
[ ] # 7
[ ] # 8
[ ] # 9
[ ] # 10
[ ] None

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English

Recherche qualitative en groupes de discussion sur le marketing social de nouveaux concepts pour la stratégie de positionnement relative à la lutte au tabagisme

Rapport final sur les résultats des groupes de discussion

POR-01-39

Décembre 2001

Remis à :

Santé Canada

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✧ VANCOUVER ✧ TORONTO
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POLLARA™
STRATEGIC PUBLIC OPINION & MARKET RESEARCH

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I. Introduction

La société POLLARA est heureuse de présenter à Santé Canada les résultats qualitatifs des groupes de discussion sur divers concepts publicitaires relatifs au Programme de la lutte au tabagisme du gouvernement du Canada.

Un total de huit (8) groupes a réuni des Canadiens ordinaires entre les 19 et 21décembre 2001. Il s'est tenu un groupe avec des représentants de la population générale et un groupe avec des «personnes engagées» dans chacune des villes suivantes : Toronto, Montréal, Québec, Halifax et Saskatoon. D'autres critères ont permis de recruter dans chaque groupe des fumeurs et des non-fumeurs. Les participants ont été choisis au hasard dans la population générale pour ces discussions de deux heures environ.

Chaque groupe a évalué à la fois des publicités télévisées et imprimées. Les messages faisaient partie de deux concepts publicitaires distincts : «Regardez les choses en face» (*Face the Facts*) et «C'est le temps d'arrêter» (*It's Time to Stop*). Chacun comprenait une publicité télévisée. «Regardez les choses en face» (*Face the Facts*) comprenait quatre publicités imprimées, «C'est le temps d'arrêter» (*Its' time to Stop*) en comprenait cinq.

Vu la nature même de la recherche qualitative, les résultats devraient être considérés comme indicatifs plutôt que comme statistiquement significatifs.

II. Résultats principaux

A. Notoriété des problèmes du tabagisme

Quand on a demandé aux participants ce qu'ils avaient entendu récemment sur le tabac et le tabagisme, plusieurs questions sont sorties. Ils se rappelaient plusieurs publicités télévisées (femme trachéotomisée; «poison»; «cocktail»; «petit garçon se souvient de son père»). La mémorisation spontanée des publicités «légers et doux» était faible mais une fois qu'un participant les avait mentionnées, d'autres déclaraient les avoir vues. En général, ils jugeaient ces publicités très efficaces. Ils se rappelaient aussi les mises en garde sur les paquets de cigarettes.

Quand on leur a demandé aux pourquoi, selon eux, on avait fait passer ces publicités, plusieurs ont déclaré que c'était la responsabilité du gouvernement de faire connaître les questions de santé. Pour d'autres, le gouvernement agit en hypocrite quand il condamne le tabagisme alors que c'est pour lui une source de recettes fiscales. Des participants à Halifax et à Montréal ont suggéré que si le gouvernement se souciait vraiment de la santé des Canadiens, il subventionnerait le coût des programmes de cessation ou interdirait carrément les cigarettes.

Quand on a exploré leur conscience des dangers associés au tabagisme, les participants ont mentionné : angine, problèmes respiratoires, cancer (poumon), cancer (général) et dangers de la fumée secondaire. Plusieurs savaient que le tabagisme contribue à la mort de nombreux fumeurs, même si aucun ne savait combien de personnes meurent chaque année des suites du tabagisme.

B. Publicités télévisées

On a demandé aux participants d'évaluer les deux publicités télévisées à l'aide de copies couleur des maquettes et de la narration du texte par l'animateur.

Dans l'ensemble, la réaction aux deux publicités a été mitigée, avec une efficacité modérée auprès des auditoires. La publicité qui a le plus touché les participants est «C,est le temps d'arrêter» (*It's Time to Stop*» à cause de la dimension très personnelle du message.

«Touristes»

Le problème le plus important de cette pub est la tendance des participants à la prendre à la lettre et à se demander : «Comment une ville entière peut-elle mourir de la fumée de cigarette?» Cette interprétation leur a fait dire que la publicité n'était pas réaliste et donc pas efficace dans la transmission du message.

Pour les participants de Halifax, le «45 000» posait un problème dans ce contexte. Un participant l'a résumé : «Ils prennent une statistique nationale et la fourrent dans une seule région».

Certains participants ont aussi trouvé préoccupant que la pub fasse référence à la ville d'Albuquerque, que plusieurs associaient à un dessin animé de *Bug's Bunny*. D'autres se sont demandés pourquoi le gouvernement du Canada n'avait pas choisi une référence plus canadienne dans sa publicité.

Une minorité de participants a aimé cette publicité. Pour eux, l'analogie avec une ville déserte aidait à faire saisir l'ampleur des problèmes associés au tabagisme.

C'est le temps d'arrêter (It's time to Stop)

Cette publicité a été mieux accueillie malgré quelques problèmes de compréhension. Plus précisément, plusieurs participants ont cru que les trois premiers personnages de l'annonce avaient tous réussi à cesser de fumer et que seul le dernier personnage mourait des suites du tabagisme. D'autres ont cru qu'aucun des personnages n'était mort et qu'il s'agissait «de 45 000 autres Canadiens qui n'arrivent pas à cesser et qui meurent chaque année». Ces malentendus peuvent découler de la façon dont la publicité a été présentée (version préliminaire avec maquettes et texte). Quoi qu'il en soit, il est important de noter ces réactions.

Les participants qui ont trouvé la pub efficace ont attribué leur préférence à la fin inattendue. La plupart one déclaré que le concept de cette pub en était de un de «bien être» puisqu'il laisse entendre que de nombreux Canadiens arrivent à cesser de fumer. Quand il ont compris que tous les personnages mouraient des suites du tabagisme, plusieurs ont déclaré que le message était très personnel et très poignant. Il faut dire que ce sentiment a été largement partagé par les fumeurs (qui ont eux aussi trouvé que cette pub était plus efficace pour les amener à réfléchir sur leur habitude).

Dans l'ensemble, les participants ont trouvé l'impact de cette pub très fort et très personnel et ils ont suggéré que c'était l'approche que le gouvernement devait retenir pour capter l'attention des Canadiens. Les participants préfèrent une approche très directe de ce problème et mettent de l'avant le besoin d'une telle approche pour capter l'attention des jeunes Canadiens qui songent à commencer à fumer.

C. Publicités imprimées

Regardez les choses en face (Face the Facts)

De toutes les publicités imprimées qui constituent le concept, celui des «affaires» a eu l'impact le plus grand sur les participants. Cette pub diffère clairement des autres pubs de la série et l'image de la jeune fille, associée à la question de pure forme posée à l'auditoire, est celle qui a le plus porté à réflexion. Il faut dire toutefois que de nombreux participants n'ont pu faire le lien entre la jeune fille et la question dans l'annonce. Pour certains, la publicité serait plus claire et plus forte si l'on voyait la jeune fille fumer ou tout au moins tenir une cigarette à la main. Pour d'autres, on pourrait présenter un groupe d'ados pour faire ressortir la réalité de la pression exercée par les pairs et son rôle dans le tabagisme chez les jeunes.

D'autres pubs de cette série ont soulevé moins d'enthousiasme. Si certains ont déclaré apprécier le «123 Canadiens par jour» plus que le «45 000 par année» parce que cela rendait la statistique plus réaliste, d'autres ont préféré l'effet choc du nombre plus élevé.

Les participants n'ont pas trouvé les images particulièrement efficaces. Pour plusieurs, la publicité «journal» ne faisait pas ressortir la gravité de la situation puisque le personnage dans l'annonce ne lisait pas l'information. En outre, plusieurs ont souligné le fait que l'information se trouvait au dos du journal ce qui laissait entendre que c'étaient les «nouvelles de la veille».

À certains endroits, la publicité qui faisait référence à «plus de sièges dans le métro» a été jugée efficace puisqu'elle représentait un sportif, ce qui renforçait l'importance d'une vie saine. D'autres n'ont vu aucun lien personnel (beaucoup de fumeurs ne prennent pas l'auto/les transports en commun). Soulignons aussi que dans chaque groupe, des participants ont vu que l'affichage du métro disait «Coney Island» – là encore, ils se sont demandés pourquoi le gouvernement canadien faisait appel à des références américaines dans sa publicité.

Enfin, la publicité «stationnement» s'est aussi révélée problématique, des participants dans bon nombre de groupes suggérant que les pertes de vie devenaient par inadvertance un avantage qui libérait des places de stationnement.

Le slogan «Regardez les choses en face» (*Face the Facts*) a reçu un accueil mitigé, plusieurs participants jugeant la référence «Arrêtez la souffrance» (*Stop the Suffering*) trop dramatique et non pertinente. Plusieurs ont jugé ce slogan ne correspondait pas au message des annonces (la mort, selon eux). On trouvera une discussion plus poussée de ce slogan plus loin dans le rapport.

C'est le temps d'arrêter (It's Time to Stop)

Ces publicités ont été présentées de façon à dissocier les annonces de type dénormalisation qui visent les compagnies de produits du tabac de celles qui soulignent les dangers associés à la fumée de cigarette pour chaque fumeur.

Pour les trois pubs qui présentent des fumeurs individuels, les participants divergeaient d'opinion sur les éléments les plus efficaces de chacune. Du point de vue du message, la plupart des participants ont trouvé la pub «mort» la plus efficace parce que son message était le plus direct et qu'il n'utilisait ni l'humour ni le sarcasme. Du point de vue visuel, les participants ont trouvé que le rouge était la couleur la plus efficace pour faire comprendre les dangers inhérents au produit et le message de mort. En outre, ils avaient l'impression que les publicités avec de jeunes fumeurs étaient plus efficaces que celles qui représentaient des fumeurs plus âgés qui sont peut-être déjà à risque pour d'autres motifs de santé. Les participants ont insisté sur la nécessité de cibler les jeunes Canadiens qui fument peut-être ou qui songent à commencer. Selon eux, des images de fumeurs plus jeunes seraient le meilleur moyen de faire comprendre la gravité du message à l'auditoire approprié.

Les pubs de type dénormalisation qui visent les fabricants de tabac ont été moins appréciées des participants des diverses villes. Plusieurs participants ne pouvaient comprendre pourquoi le gouvernement s'en prendrait aux fabricants. En outre, les participants ont déclaré que la nature du message n'était pas assez personnelle pour rejoindre directement les fumeurs et les Canadiens. Dans l'ensemble, ils n'ont pas nécessairement trouvé approprié que le gouvernement centre son attention sur l'industrie, surtout que ce produit lui apporte tant de recettes fiscales.

Quand on insiste pour connaître celle qu'ils jugent la meilleure des neuf annonces, le consensus désigne la pub «affaires» même si, comme on l'a déjà dit, il y a un certain malentendu chez plusieurs participants quand à la publicité et à son sens véritable.

D. Slogans

Plusieurs participants n'ont pas aimé le slogan «Regardez les choses en face. Arrêtez la souffrance» (*Face the Facts. Stop the Suffering*). Ils trouvaient qu'il était trop dramatique et qu'il ne rendait pas la nature des dangers du tabagisme pour la santé. Pendant la discussion sur d'autres slogans possibles, les participants ont suggéré que le slogan «Brisez le cycle» (*Stop the Cycle*) était plus efficace puisqu'il faisait allusion à la nature du problème, celui des jeunes Canadiens qui commencent à fumer. D'autres suggestions, y compris «Arrêtez l'atrocité» (*Stop the Atrocity*) et «Arrêtez le mal» (*Stop the Evil*) ont été rapidement abandonnées parce que trop dramatiques.

Parmi les autres suggestions des participants :

- «Assez de suicides. Arrêtez» (*Stop the Suicide*)
- «Assez de morts. Arrêtez» (*Stop the Dying*)
- «À vous de décider» (*You Decide*)
- «Commencez à vivre» (*Start Living*)
- «Lâchez la cigarette» (*Kick the Habit*)
- «Écrasez» (*Butt Out*)
- «Prenez le contrôle» (*Take Control*)
- «Libérez-vous de l'accoutumance» (*Break the Addiction*)

En général, le slogan jugé le plus efficace est «C'est le temps d'arrêter de fumer» (*It's Time to Stop Smoking*) même si peu de participants, voire aucun, en ont saisi le double sens. Quand l'animateur a insisté sur la possibilité d'un double sens, les participants ont suggéré qu'il était trop obscur et que peu d'auditoires seraient capables de le déceler spontanément.

E. Appui au Programme de la lutte au tabagisme

Quand ils s'agit de savoir si le gouvernement du Canada mérite l'appui des Canadiens pour son Programme de lutte au tabagisme, la plupart des participants reconnaissent que les Canadiens apprécient le souci du gouvernement et son intervention dans ce domaine. Toutefois, quand on explore davantage leur réaction au Programme de la lutte au tabagisme, plusieurs participants mettent en doute le mode de fonctionnement du programme. Pour plusieurs, la publicité, malgré son importance, est un geste symbolique posé par un gouvernement qui n'est pas nécessairement vraiment décidé à affronter le problème. Comme on l'a dit plus haut, les participants pensent que le gouvernement est dans une situation hypocrite en ce sens qu'il condamne une industrie qui lui procure des recettes fiscales annuelles importantes. En outre, les participants sont d'avis que si le gouvernement était convaincu de la gravité du problème du tabagisme, il prendrait des mesures pour le rendre illégal ou fournirait au moins une aide financière à ceux qui ne peuvent pas se payer un programme de cessation.

Les participants étaient fermement convaincus que toute initiative de publicité devrait cibler en priorité les jeunes Canadiens qui songent à commencer à fumer. Selon eux, les fumeurs de longue date sont peu susceptibles de changer de comportement après avoir vu des messages publicitaires.

Quand ils discutaient de l'efficacité ou de l'inefficacité des pubs à communiquer la gravité des dangers associés à la fumée de cigarettes, les participants ont déclaré que le seul danger présenté dans les pubs était celui de la mort. En outre, les participants trouvaient que le gouvernement avait déjà entrepris une vaste campagne d'éducation publique dans ce domaine et que les dangers pour la santé associés à la fumée du tabac étaient maintenant bien connus des fumeurs et des non-fumeurs. Bien qu'ils n'aient pas senti le besoin que la publicité réitère cette information, ils ont souligné la nécessité que le gouvernement produise des publicités aussi sombres que possible et le plus percutantes possible pour capter l'attention des Canadiens et plus particulièrement des jeunes Canadiens.

Questionnaire de présélection
Population générale

19 et 21 décembre

- Montréal

20 décembre

- Toronto
- Québec
- Halifax
- Saskatoon

Heure : 18 h 00
Intéressement : 50,00 $
Recruter 10 participants pour en avoir 8-10

Nom du répondant : _____

N° de téléphone du répondant : bureau _____ domicile _____

Bonjour, je m'appelle _____ et je travaille chez POLLARA, une société nationale de recherche sur l'opinion publique. Nous organisons un groupe de discussion sur des problèmes actuels. **EXPLIQUER GROUPES DE DISCUSSION.** Il y aura environ une dizaine de personnes comme vous.

La participation est libre et toutes vos réponses resteront confidentielles. Elles serviront uniquement pour des besoins de recherche. La seule chose qui nous intéresse, ce sont vos opinions – nous n'avons absolument rien à vendre. Le format est celui d'une table ronde animée par un spécialiste de la recherche. On fait un enregistrement audio-vidéo de la session uniquement pour les besoins de la recherche. Seul le chercheur l'utilise dans la préparation de son rapport de recherche. Il est détruit dès que le rapport est prêt. Mais avant de vous inviter à participer, il faut que je vous pose quelques questions pour nous assurer que nous avons un bon mélange de personnes. Puis-je vous poser quelques questions?

Oui	CONTINUER
Non	**REMERCIER ET METTRE FIN**

1) Seriez-vous disponible pour participer à un groupe de discussion le _____ **(INSÉRER DATE) à 18 h 00?** La discussion dure deux heures et vous recevrez 50 00 $ pour votre participation.

Oui	CONTINUER
Non	**REMERCIER ET METTRE FIN**

2) Est-ce que vous, ou un membre de votre famille, êtes employé ou retraité de ...**(LIRE LISTE)**

	Oui	Non
Recherche en marketing	1	2
Publicité, marketing, relations publiques	1	2
Un média (ex. imprimé/radio/télé)	1	2
Domaine médical (médecin, infirmière..)	1	2
Industrie du tabac	1	2
Gouvernement	1	2
Barreau	1	2

SI OUI À UN DES CHOIX, REMERCIER ET METTRE fIN

3) À quelle catégorie d'âge appartenez-vous? **(LIRE LISTE et RECRUTER UN BON MÉLANGE)**

Moins de 18 ans	**REMERCIER ET METTRE FIN**
18 à 50 ans	CONTINUER
51 ans et plus	**REMERCIER ET METTRE FIN**
Refus	**REMERCIER ET METTRE FIN**

(DOIT ÊTRE ARTICULÉ ET RÉCEPTIF)

4) Nous voulons avoir des fumeurs et des non-fumeurs dans le groupe. À laquelle des catégories suivantes appartenez-vous? **(LIRE LISTE et RECRUTER UN BON MÉLANGE)**

Non-fumeur	**CONTINUER** (pas plus de 6)
Fumeur	**CONTINUER** (pas plus de 6)

5) Avez-vous déjà participé à un groupe de discussion de consommateurs, une entrevue ou un sondage organisé d'avance et pour lequel vous avez reçu une somme d'argent?

Oui **CONTINUER**
Non **ALLER À Q7**

6) Quand avez-vous participé à un groupe la dernière fois?_____
(REMERCIER ET METTRE FIN SI DANS LES DERNIERS 6 MOIS, SINON CONTINUER)

7) On demande parfois aux participants de répondre par écrit à un questionnaire, de lire ou de regarder une vidéo pendant la discussion. Est-ce quelque chose vous empêcherait de participer?

Oui **REMERCIER ET METTRE FIN**
Non CONTINUER

8) Sexe **(NE PAS DEMANDER – PAR OBSERVATION SEULEMENT)**

Masculin
Féminin

9) Lequel des choix suivants décrit le mieux votre niveau de scolarité?

(RECRUTER UN BON MÉLANGE)

Moins que l'école secondaire
École secondaire
Quelques semestres collège/CÉGEP/université
Diplôme collégial/CÉGEP/universitaire/
Post-universitaire

Comme je vous le disais, le groupe de discussion aura lieu le _____ **et durera deux heures**. Seriez-vous disponible?

Oui
Non **REMERCIER ET METTRE FIN**

Nous vous demandons d'arriver quinze minutes d'avance afin que vous ayez le temps de trouver un stationnement, de trouver nos bureaux et de vous présenter à l'accueil. Il se peut que nous vérifiions l'identité des répondants avant le début de la discussion. Assurez-vous d'avoir une pièce d'identité (votre permis de conduire par exemple). De plus, si vous avez besoin de lunettes de lecture, veuillez les apporter.

Nous invitons seulement un petit nombre de personnes. Aussi votre participation est-elle très importante. Si, pour quelque raison que ce soit, vous êtes dans l'impossibilité de venir, veuillez nous appeler afin que nous puissions vous remplacer. Vous pouvez nous joindre à notre bureau au_____ . Veuillez demander _____.

Puis-je avoir votre nom s'il vous plaît?: **SUR PAGE COUVERTURE**

Merci beaucoup de votre collaboration!

Questionnaire de présélection
Leader d'opinion

19 et 21 décembre

- Montréal

20 décembre

- Toronto
- Québec
- Halifax
- Saskatoon

Heure : 20 h 00
Intéressement : 75,00 $
Recruter 10 participants pour en avoir 8-10

Nom du répondant : _____

N° de téléphone du répondant travail _____ bureau _____

Profil recherché :

Hommes et femmes qui travaillent ou ont travaillé dans des domaines comme :

- Éducation (enseignants, conseillers, etc.)
- Développement de l'enfant, travail social ou services à l'enfance
- Services médicaux (infirmières, dentistes)
- Services sociaux
- Entreprise (petite = propriétaire, moyenne et grande = cadre supérieur
- Leaders communautaires (ex., entraîneur, Scouts Canada, Guides Canada, Clubs de jeunes, YM/YWCA)
- Leaders d'opinion dans les communautés ethniques ou autres organismes communautaires

ET

- Qui sont engagés dans leur communauté par l'intermédiaire de diverses organisations, du bénévolat ou de toute autre forme de participation active.

Bonjour, je m'appelle _____ et je travaille chez POLLARA, une société nationale de recherche sur l'opinion publique. Nous organisons un groupe de discussion sur des problèmes actuels. **EXPLIQUER GROUPES DE DISCUSSION.** Il y aura environ une dizaine de personnes comme vous.

La participation est libre et toutes vos réponses resteront confidentielles. Elles serviront uniquement pour des besoins de recherche. La seule chose qui nous intéresse, ce sont vos opinions – nous n'avons absolument rien à vendre. Le format est celui d'une table ronde animée par un spécialiste de la recherche. On fait un enregistrement audio-vidéo de la session uniquement pour les besoins de la recherche. Seul le chercheur l'utilise dans la préparation de son rapport de recherche. Il est détruit dès que le rapport est prêt. Mais avant de vous inviter à participer, il faudrait que je vous pose quelques questions pour nous assurer que nous avons un bon mélange de personnes. Puis-je vous poser quelques questions?

Oui	**CONTINUER**
Non	**REMERCIER ET METTRE FIN**

1) Seriez-vous disponible pour participer à un groupe de discussion le _____ (INSÉRER DATE) à 20 h 00? Ça durera deux heures et vous recevrez 75,00 $ pour votre participation.

Oui	**CONTINUER**
Non	**REMERCIER ET METTRE FIN**

2) Est-ce que vous, ou un membre de votre famille, êtes employé ou retraité de ...**(LIRE LISTE)**

	Oui	Non
Recherche en marketing	1	2
Publicité, marketing, relations publiques	1	2
Industrie du tabac	1	2
Barreau	1	2

SI OUI À UN DES CHOIX, REMERCIER ET METTRE FIN

3) Lequel des domaines suivants décrit le mieux celui dans lequel vous travaillez ou faites du bénévolat?

- Domaine de l'éducation (enseignants, conseillers, etc.)
- Développement de l'enfant, travail social ou services à l'enfance
- Domaine des services médicaux (infirmières, dentistes)
- Domaine des services sociaux
- Propriétaire d'entreprise (petite = propriétaire, moyenne et grande = cadre supérieur)
- Leader dans la communauté (ex., entraîneur, Scouts Canada, Guides Canada, clubs de jeunes, YM/YWCA)
- Leader d'opinion dans la communauté ethnique ou d'autres organismes communautaires

SI OUI À UN DES CHOIX, CONTINUER

4) À quel point êtes-vous engagé ou actif(ve) dans votre collectivité locale? (Fournir exemples sur demande seulement : «bénévole», «s'intéresser beaucoup aux affaires locales», ou «une autre forme de participation, par ex. entraîneur(euse), etc.)». Diriez-vous que vous êtes :

Très engagé	CONTINUER
Plutôt engagé	CONTINUER
Pas du tout engagé	**REMERCIER ET METTRE FIN**

5) À quelle catégorie d'âge appartenez-vous? **(LIRE LISTE et RECRUTER UN BON MÉLANGE)**

Moins de 18 ans	**REMERCIER ET METTRE FIN**
18 à 65 ans	CONTINUER
66 ans et plus	**REMERCIER ET METTRE FIN**
Refus	**REMERCIER ETMETTRE FIN**

(DOIT ÊTRE ARTICULÉ ET RÉCEPTIF)

6) Avez-vous déjà participé à un groupe de discussion de consommateurs, une entrevue ou un sondage organisé d'avance et pour lequel vous avez reçu une somme d'argent?

Oui	**CONTINUER**
Non	**ALLER À Q8**

7) Quand avez-vous participé à un groupe pour la dernière fois?_____
(REMERCIER ET METTRE FIN SI DANS LES DERNIERS 6 MOIS, SINON CONTINUER)

8) Lequel des choix suivants décrit le mieux votre niveau de scolarité?

(RECRUTER UN BON MÉLANGE)

École secondaire ou moins
Quelques semestres collège/CÉGEP/université
Diplôme collégial/CÉGEP/universitaire
Post-universitaire

9) Sexe **(NE PAS DEMANDER – PAR OBSERVATION SEULEMENT)**

Masculin
Féminin

Comme je vous le disais, le groupe aura lieu le _____ **et durera deux heures**. Seriez-vous disponible?

Oui
Non **REMERCIER ET METTRE FIN**

Nous vous demandons d'arriver quinze minutes d'avance afin que vous ayez le temps de trouver un stationnement, de trouver nos bureaux et de vous présenter à l'accueil. Il se peut que nous vérifiions l'identité des répondants avant le début de la discussion. Assurez-vous d'avoir une pièce d'identité (votre permis de conduire par exemple). De plus, si vous avez besoin de lunettes de lecture, veuillez les apporter.

Nous invitons seulement un petit nombre de personnes. Aussi votre participation est-elle très importante. Si, pour quelque raison que ce soit, vous êtes dans l'impossibilité de venir, veuillez nous appeler afin que nous puissions vous remplacer. Vous pouvez nous joindre à notre bureau au _____.
Veuillez demander _____.

Puis-je avoir votre nom s'il vous plaît? **SUR PAGE COUVERTURE**

Merci beaucoup de votre collaboration!

Guide de discussion

Étude en groupe de discussion des concepts «Regardez les choses en face» (*Face the Facts*) et « C'est le temps d'arrêter» (*It's Time to Stop*) auprès de la population ordinaire

(Population générale et leaders d'opinion)
Décembre 2001

A. Introduction (10 minutes)

Bienvenue au groupe de discussion. D'abord, je vais vous expliquer ce que nous allons faire. Expliquer :

- Miroir sans tain, enregistrement vidéo et audio.
- Clients derrière le miroir (le cas échéant)
- Confidentialité de leurs commentaires.
- Rôle de l'animateur : s'assurer que tout le monde s'en tient au sujet et qu'on voit toutes les questions dans le temps alloué.
- Toutes les opinions comptent, pas de bonne ou de mauvaise réponse.

Aujourd'hui/ce soir, je vais vous faire voir des publicités sur le tabac. Je voudrais savoir ce que vous en pensez. Ce sont des versions préliminaires, pas des produits finis. Pour commencer, nous avons une vidéo et trois possibilités de script pour des voix hors champ.

- En passant, combien fument parmi vous? Demander aux fumeurs (ou ex-fumeurs) quelle marque ils fument (fumaient).
- Quelles sortes de choses avez-vous entendu dernièrement aux nouvelles à propos du tabac et du tabagisme?
- Selon vous, pourquoi avez-vous entendu parler de ces choses?
- Qu'est-ce que vous avez entendu dire sur les effets du tabagisme? Sur les fumeurs? Les non-fumeurs? (EXPLORER : effets sur la santé; nombre de morts)

B. Exposition à la pub télé et réaction : «Regardez les choses en face» (*Face the Facts*) et «C'est le temps d'arrêter» (*It's Time to Stop*) (30 minutes)

«Maintenant, servez-vous de votre imagination. Vous êtes assis à la maison, devant la télé, et l'émission fait une pause publicité – peut-être que vous vous levez pour aller à la cuisine ou faire ce que vous faites d'habitude quand il y des annonces. Maintenant, imaginez que cette publicité commence.»

Mémorabilité

- Lire le script et faire voir les images de «Touristes»

Veuillez résumer cette publicité en une phrase ou deux.

- Lire le script et faire voir les images de «C'est le temps d'arrêter»

Demander aux participants de remplir le reste du questionnaire (document distinct)

ANIMATEUR : ANIMER LA DISCUSSION

Commencer avec la publicité «Touristes» :

- Quelle est la première chose à laquelle vous avez pensé en voyant cette pub? À quelles choses avez-vous pensé? (INSISTER) Qu'est-ce qui, dans l'annonce, vous a fait penser de cette façon?
- Cette pub a-t-elle capté votre attention? Pourquoi?
- Cette pub est-elle claire et compréhensible? Pourquoi?
- Est-elle crédible? Pourquoi?
- A-t-elle un impact émotionnel sur vous personnellement? Pourquoi?
- Vous a-t-elle fait penser que le gouvernement du Canada méritait votre appui dans cette initiative? Pourquoi?
- Si vous voyiez cette pub à la télé, est-ce que cela vous encouragerait à appuyer des programmes et des politiques de lutte au tabagisme?
- Si vous voyiez cette pub à la télé, est-ce que cela vous convaincrait de cesser de fumer ou de ne pas commencer? Pourquoi?
- Pour les non-fumeurs, si vous voyiez cette pub à la télé, est-ce que cela vous convaincrait que le tabagisme est un problème qui devrait inquiéter tous les Canadiens?

- Insister (si rien ne vient) : est-ce qu'il y a quelque chose dans ces pubs qui vous met très mal à l'aise? (FAIRE UN TOUR DE TABLE, S'ASSURER QUE CHACUN RÉPOND)
- **Reprendre la discussion avec «C'est le temps d'arrêter»**

  Laquelle de ces pubs avez-vous préférée? Pourquoi?

  Laquelle des deux annonces a de meilleures chances de convaincre les gens de cesser de fumer ou de ne pas commencer? Pourquoi?

C. Exposition à la pub imprimée & réaction (20 minutes)

L'animateur distribue les pubs imprimées en faisant une rotation. Obtenir la réaction à chaque annonce selon les critères suivants : crédibilité, pertinence, vraisemblance, clarté, effet motivant, etc.

- Exposer «Regardez les choses en face» n° 1-4: «affaires», «journal», «stationnement», et «plus de sièges»

Veuillez résumer chacune de ces pubs en une ou deux phrases.

- Exposer imprimés n° 5-8 «C'est le temps d'arrêter» : «pierres tombales», «cercueil», «cimetière», «morgue», «corbillard» et «mort».

Demander aux participants de remplir le reste du questionnaire.

Pour les pubs «Regardez les choses en face»" (1-4) demander :

- Demander une réponse à main levée pour chacune des questions suivantes :
- Quelle version a le mieux réussi à capter votre attention? Pourquoi?
- Selon vous, quelle version est la plus claire et la plus compréhensible? Pourquoi?
- Quelle version est la plus crédible? Pourquoi?
- Quelle version a l'impact émotionnel le plus grand sur vous personnellement? Pourquoi?
- Quelle version vous amène à penser que le gouvernement du Canada mérite votre appui dans cette initiative? Pourquoi?
- Laquelle, le cas échéant, réussirait le mieux à vous convaincre de cesser de fumer ou de ne pas commencer? Pourquoi?

- Quelle pub va le mieux avec la version de la pub télévisée que vous avez jugée comme la meilleure?

Reprendre la discussion pour le concept «C'est le temps d'arrêter» " (pubs 5-10)

Parmi les dix publicités, laquelle avez-vous préférée? Pourquoi?

Selon vous, quelle publicité réussirait le mieux à convaincre les gens de cesser de fumer ou de ne pas commencer? Pourquoi?

D. Ensemble de la campagne (25 minutes)

- Ces campagnes vous aident-elles à mieux comprendre les dangers pour la santé associés à la fumée de cigarette? Est-ce qu'une des publicités est plus efficace que l'autre? Pourquoi?
- Ces campagnes vous aident-elles à mieux comprendre la façon d'agir du gouvernement du Canada avec les compagnies de produits du tabac? Les appuyez-vous? Pourquoi? Pourquoi pas? Est-ce qu'une des façons d'agir est plus efficace que l'autre? Pourquoi?
- Le gouvernement du Canada veut rendre les gens plus conscients des dangers associés aux produits du tabac. Selon vous, pourquoi veut-il agir ainsi? A-t-il raison de s'engager? Pourquoi? Pourquoi pas?
- Cela vous fait-il penser qu'il nous faut des mesures plus fortes pour réduire le tabagisme?
- Cela vous fait-il penser que le tabagisme est un problème qui touche tous les Canadiens?
- Pour ceux qui fument, cela vous encourage-t-il à faire quelque chose pour cesser de fumer? Pour fumer moins?
- Pour ceux qui ne fument pas mais qui connaissent peut-être quelqu'un qui fume, cela vous encourage-t-il à essayer de convaincre dette personne de cesser de fumer?

E. Slogans (25 minutes)

Brève discussion sur autres slogans possibles :

Je vais vous lire des possibilités de slogans différents de ceux que vous avez entendus et vus à la fin des publicités imprimées et télévisées.

Lire chaque possibilité et explorer les réactions – préférences, premières réactions

Voyez-vous d'autres manières d'exprimer ce message? Avez-vous d'autres suggestions, en plus de celles que je viens de vous lire?

F. Récapitulation (10 minutes)

- Nommer un animateur temporaire parmi les participants. Demander au groupe de résumer le groupe de discussion.
- Animateur :voir si le client a des questions. Poser les questions.
- Avez-vous un dernier commentaire?
- Merci d'être venus.

Publicités télévisées – MS – GP/OP

1. Veuillez résumer la pub n° 1 en une phrase ou deux.

2. Veuillez résumer la pub n° 2 en une phrase ou deux.

3. Quelle pub a le mieux réussi à capter votre attention?

   [ ] N° 1
   [ ] N° 2
   [ ] Pareilles
   [ ] Aucune

4. Quelle pub était la plus claire et la plus compréhensible?

   [ ] N° 1
   [ ] N° 2
   [ ] Pareilles
   [ ] Aucune

5. Quelle pub était la plus crédible?

   [ ] N° 1
   [ ] N° 2
   [ ] Pareilles
   [ ] Aucune

6. Quelle pub a eu le plus grand impact émotionnel sur vous personnellement?

   [ ] N° 1
   [ ] N° 2
   [ ] Pareilles
   [ ] Aucune

7. Quelle pub vous a fait penser que le gouvernement du Canada méritait votre appui dans cette initiative?

[ ] N° 1
[ ] N° 2
[ ] Pareilles
[ ] Aucune

8. Quelle pub réussirait le mieux à vous convaincre de cesser de fumer ou de ne pas commencer?

[ ] N° 1
[ ] N° 2
[ ] Pareilles
[ ] Aucune

9. Quelle pub vous amènerait à discuter de tabagisme avec des personnes que vous connaissez et qui fument?

[ ] N° 1
[ ] N° 2
[ ] Pareilles
[ ] Aucune

10. Quelle pub vous a mis le plus mal à l'aise?

[ ] N° 1
[ ] N° 2
[ ] Pareilles
[ ] Aucune

11. Quelle pub avez-vous préférée?

[ ] N° 1
[ ] N° 2
[ ] Pareilles
[ ] Aucune

12. Selon vous, quelle pub réussirait le mieux à convaincre les gens de cesser de fumer?

[ ] N° 1
[ ] N° 2
[ ] Pareilles
[ ] Aucune

13. Selon vous, quelle pub réussirait le mieux à convaincre les gens de ne pas commencer à fumer?

[ ] N° 1
[ ] N° 2
[ ] Pareilles
[ ] Aucune

Publicités imprimées – MS – GP/OP

Regardez les choses en face

1. Veuillez résumer la pub n° 1 en une phrase ou deux.

2. Veuillez résumer la pub n° 2 en une phrase ou deux.

3. Veuillez résumer la pub n° 3 en une phrase ou deux.

4. Veuillez résumer la pub n° 4 en une phrase ou deux.

5. Quelle pub a le mieux réussi à capter votre attention?

   [ ] N° 1
   [ ] N° 2
   [ ] N° 3
   [ ] N° 4
   [ ] Pareilles
   [ ] Aucune

6. Quelle pub était la plus claire et la plus compréhensible?

   [ ] N° 1
   [ ] N° 2
   [ ] N° 3
   [ ] N° 4
   [ ] Pareilles
   [ ] Aucune

7. Quelle pub était la plus crédible?

[ ] N° 1
[ ] N° 2
[ ] N° 3
[ ] N° 4
[ ] Pareilles
[ ] Aucune

8. Quelle pub a eu le plus grand impact sur vous personnellement?

[ ] N° 1
[ ] N° 2
[ ] N° 3
[ ] N° 4
[ ] Pareilles
[ ] Aucune

9. Quelle pub vous a fait penser que le gouvernement méritait votre appui dan s cette initiative?

[ ] N° 1
[ ] N° 2
[ ] N° 3
[ ] N° 4
[ ] Pareilles
[ ] Aucune

10. Quelle pub réussirait le mieux à vous convaincre de cesser de fumer ou de ne pas commencer?

[ ] N° 1
[ ] N° 2
[ ] N° 3
[ ] N° 4
[ ] Pareilles
[ ] Aucune

Publicités imprimées (suite) – MS – GP/OP

C'est le temps d'arrêter

11. Veuillez résumer la pub n° 5 en une phrase ou deux.

12. Veuillez résumer la pub n° 6 en une phrase ou deux.

13. Veuillez résumer la pub n° 7 en une phrase ou deux.

14. Veuillez résumer la pub n° 8 en une phrase ou deux.

15. Veuillez résumer la pub n° 9 en une phrase ou deux.

16. Veuillez résumer la pub n° 10 en une phrase ou deux.

17. Quelle pub a le mieux réussi à capter votre attention?

[ ] N° 5
[ ] N° 6
[ ] N° 7
[ ] N° 8
[ ] N° 9
[ ] N° 10
[ ] Pareilles
[ ] Aucune

18. Quelle pub était la plus claire et la plus compréhensible?

[ ] N° 5
[ ] N° 6
[ ] N° 7
[ ] N° 8
[ ] N° 9
[ ] N° 10
[ ] Pareilles
[ ] Aucune

19. Quelle pub était la plus crédible?

[ ] N° 5
[ ] N° 6
[ ] N° 7
[ ] N° 8
[ ] N° 9
[ ] N° 10
[ ] Pareilles
[ ] Aucune

20. Quelle pub a eu le plus grand impact émotionnel sur vous personnellement?

[ ] N° 5
[ ] N° 6
[ ] N° 7
[ ] N° 8
[ ] N° 9
[ ] N° 10
[ ] Pareilles
[ ] Aucune

21. Quelle pub vous a fait penser que le gouvernement du Canada méritait votre appui dans cette initiative?

[ ] N° 5
[ ] N° 6
[ ] N° 7
[ ] N° 8
[ ] N° 9
[ ] N° 10
[ ] Pareilles
[ ] Aucune

22. Quelle pub réussirait le mieux à vous convaincre de cesser de fumer ou de ne pas commencer?

[ ] N° 5
[ ] N° 6
[ ] N° 7
[ ] N° 8
[ ] N° 9
[ ] N° 10
[ ] Pareilles
[ ] Aucune

23. Parmi les dix pubs, laquelle réussirait le mieux à vous convaincre de cesser de fumer ou de ne pas commencer?

[ ] N° 1
[ ] N° 2
[ ] N° 3
[ ] N° 4
[ ] N° 5
[ ] N° 6
[ ] N° 7
[ ] N° 8
[ ] N° 9
[ ] N° 10
[ ] Aucune

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Jordon

Qualitative Research With Focus Group Testing of Social Marketing Creative Concepts for the Tobacco Control Positioning Strategy

Final Report of Focus Group Findings

POR-01-39

December 2001

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POLLARA™
STRATEGIC PUBLIC OPINION & MARKET RESEARCH

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I. Introduction

POLLARA is pleased to present to Health Canada the following report of qualitative findings from focus groups testing various advertising concepts pertaining to the Government of Canada's Tobacco Control Program.

A total of eight (8) groups were conducted with main stream Canadians between December 19 and 21, 2001. One group with general population participants and one group with "Involved Canadians" were held in each of the following locations: Toronto, Montreal, Quebec City, Halifax and Saskatoon. Additional recruiting criteria ensured that each group had participants who were smokers and non-smokers. Participants were randomly recruited from among the general population to participate in these discussions which lasted approximately 2 hours.

Both television and print advertisement executions were evaluated by each group. The executions were part of two distinct advertising concepts: "Face the Facts" and "It's Time to Stop". Each had one television execution, while "Face the Facts" had four print executions and "Its' time to Stop" had 5 print executions.

Due to the nature of qualitative research, findings should be considered as directional rather than as statistically significant.

II. Key Findings

A. Awareness of Tobacco Issues

When asked what participants had heard recently regarding tobacco and smoking, a variety of issues were raised. Individuals could recall a number of different television advertisements they had seen (woman with tracheotomy; "Poison"; "Cocktail"; "Little boy remembers father" executions). Unaided recall of "light and mild" advertisements was low, although when mentioned by one participant, others reported having seen the same ads on TV. Generally, participants felt these ads were very effective. Participants also recalled health warnings on cigarette packages.

When asked why participants believed they were seeing these ads, many reported that it is a responsibility of the government to promote health issues. Others suggested that the government is hypocritical in its condemnation of tobacco use as it is a source of tax revenue. Participants in both Halifax and Montreal suggested that if the government was very serious about Canadians' health, they would subsidize the cost of smoking cessation programs or ban cigarettes altogether.

When probed for awareness of the health risks associated with tobacco use, participants reported awareness of: angina; respiratory complications; cancer (lung); cancer (general); hazards of second-hand smoke. Many were aware that tobacco use contributes to the death of many users, although none were able to suggest how many people died each year as a result of tobacco use.

B. Televisions Executions

Participants were asked to evaluate the two television executions using colour copies of story-boards with narration of the copy by the moderator.

Overall, reaction to both ads was mixed, achieving only moderate effectiveness with audiences. Of the two executions, however, "It's Time to Stop" had the greatest resonance due to the personal nature of the message.

"Tourists"

The most significant problem with this execution was that participants tended to take it literally and question "how a whole town of people could die from cigarette smoke?". This literal interpretation lead to a belief that the ad was not realistic and therefore, not effective in communicating its message.

Participants in Halifax reported having difficulty with the number "45,000" in this context. As one participant expressed: *"They are taking a nation-wide statistic and cramming it into one area".*

Other concerns included the fact that the ad used a reference to the town of Albuquerque, which many participants associated with a "Bug's Bunny" cartoon. Other participants questioned why the Government of Canada would not opt for a more Canadian reference in its advertising.

A minority of participants liked this execution and felt that the analogy of a deserted town helped to communicate the magnitude of the problems associated with tobacco use.

"It's Time to Stop"

This execution met with greater approval among participants, although there were some comprehension issues with the content. Specifically, many participants were under the impression that the first three characters in the ad all managed to quit smoking, while only the last character died as a result of the habit. Others were under the impression that none of the characters in the ad died, rather the reference was to "another 45,000 Canadians who don't manage to quit and die each year". These misunderstandings may be a result of the manner in which the execution was presented (in unfinished format with story-boards and text), however it is important to note these reactions.

Participants who found the ad effective, attributed their preference to the unexpected twist at the end of the ad. Most reported believing that the ad was a "feel-good" concept, suggesting that many Canadians are able to quit the habit. When the connection was made that the characters in the ad all died as a result of tobacco use, many reported that the overall message was very personal and poignant. It should be noted that this sentiment was also heavily reported by smokers (who themselves found this execution more effective at making them reflect on their habit).

Overall, participants felt that this ad had a very strong and personal impact, and they suggested that this is the approach the government must adopt if it is to catch the attention of Canadians. Participants prefer an "in-your-face" approach to dealing with this issue, and often cite the need for this approach to get the attention of young Canadians who consider taking up the habit.

C. Print Executions

"Face the Facts"

Of all the print executions that make up this concept, "business" had the greatest impact with participants. This ad was clearly distinctive from the others in the series, and the visual of the young girl, in combination with the rhetorical question posed to the audience proved to be most thought-provoking. It should be noted, however, that many participants were unable to make the connection between the young girl and the question in the ad. Some suggested the ad would be clearer and stronger if the girl was seen to be smoking or at least holding a cigarette in her hand. Others suggested presenting a group of teenagers so as to highlight the reality of peer-pressure and its role in the abuse of tobacco products among youth.

Other executions in this series were met with less enthusiasm. While some reported an appreciation for the use of "123 Canadians a day" rather than the reference to "45,000 a year" because it made the statistic more realistic, others preferred the impact of the larger number for shock value.

The visuals were not viewed as particularly effective by participants. Many felt the "newspaper" execution did not illuminate the gravity of the situation as the character in the ad is not reading the information. Moreover, many participants pointed to the fact that the information is located on the back page of the paper, suggesting that it is "yesterday's news".

The execution which made reference to "more seats on the subway" was viewed in some locations as effective as it featured the visual of a sports player, re-enforcing the importance of a healthy lifestyle. Others felt that the ad held no personal connection for them (lots of smokers don't drive/ take transit). It should also be noted that there were participants in each group who noticed the subway signage read "Coney Island" – once again questioning why the government would use American references in their advertising.

Finally, the "parking" execution proved problematic as participants in many of the groups suggested that the loss of life was an inadvertent benefit which created less parking congestion.

The "Face the Facts" tag-line met with mixed reviews as many participants felt the "Stop the Suffering" reference was both overly dramatic and irrelevant. Many felt that this line was incongruous with the message in the ads (which they interpreted as death). Additional discussion of this tag-line is found in a later section of this report.

"It's Time to Stop"

These ads were presented in such a way to separate the "de-norm" ads, taking aim at tobacco companies, from the other ads which highlighted the risks associated with cigarette smoke for the individual smoker.

Of the three executions that featured individual smokers, participants had differing opinions on the most effective elements of each. From a message perspective, most participants felt that the "Death" execution was most effective as its message was most direct and did not rely on humour or sarcasm to make its point. From a visual perspective, participants felt that the colour red was most effective at communicating the danger inherent to the product and the message of death. Moreover, they felt that visuals that portrayed young smokers were more effective than older smokers who they felt may already be in jeopardy for other health reasons. Participants stressed the need to target this advertising to young Canadians who may smoke or consider taking up smoking. They felt that using pictures of younger smokers would be the best way to communicate the gravity of the message to the appropriate audience.

The de-norm ads targeting tobacco manufacturers met with less approval among participants in all centres. Many participants could not understand why the government would be targeting the manufacturers. Moreover, participants reported that the nature of the message was not personal enough to speak directly to smokers and to Canadians. Overall, they did not necessarily consider it appropriate for the government to be focusing its attentions on the industry, particularly when the product provides so much tax revenue.

When pressed to identify the best of all 9 print ads, general consensus pointed to "business", although, as previously mentioned, there was some misunderstanding among many participants regarding this execution and its true meaning.

D. Tag-Lines

Many participants expressed displeasure with the "Face the Facts". Stop the Suffering" tag-line. It was reported to be overly dramatic, while not truly capturing the nature of the health risks associated with smoking. When discussing possible alternatives to this tag-line, participants suggested that "Stop the Cycle" was most effective as it eluded to the nature of the problem of young Canadians taking up the habit. Other suggestions, including "Stop the Atrocity" and "Stop the Evil" were summarily dismissed as being too dramatic.

Other suggestions offered by participants included:

- "Stop the Suicide"
- "Stop the Dying"
- "You Decide"
- "Start Living"
- "Kick the Habit"
- "Butt Out"
- "Take Control"
- "Break the Addiction"

The tag-line "It's Time to Stop Smoking" was generally viewed as the most effective of all those presented, although few, if any, participants were able to pick up the double-entendre of the line. When prompted on the possible double-meaning of this message, participants suggested that it is too hidden and that few audiences would be able to uncover it on their own.

E. Support For The Tobacco Control Program

When discussing whether or not the government of Canada deserves the support of Canadians in its Tobacco Control Program, most participants agreed that Canadians appreciate the concern and intervention demonstrated by the government on this issue. When probed further, however, on the existence of a "Tobacco Control Program", many participants questioned the ways in which this program is operational. Many felt that the advertising, while important, is viewed as a token gesture by a government that is not necessarily serious about confronting the problem. As previously suggested, participants felt that the government is in a hypocritical situation in that it is condemning an industry which provides large annual tax revenues. Moreover, participants felt that if the government believed that smoking is such a serious problem, it would take steps to make it illegal, or at least provide financial assistance to those who cannot afford smoking cessation programs.

Participants felt strongly that any advertising initiatives should be primarily targeted at young Canadians who consider the possibility of taking up smoking. They believed that long-established smokers are not likely to change their behaviour as a result of seeing advertising.

When discussing whether or not the advertisements conveyed the gravity of the health risks associated with tobacco smoke, participants reported that the only health risk communicated by the ads was death. Moreover, participants felt that the government has already undertaken extensive public education in this area and that health risks associated with tobacco smoke are now common knowledge among smokers and non-smokers. While they did not feel the need to have this information reiterated in advertising, they did stress the need for the government to produce advertising that is as dark as possible with as much shock-value as possible so as to get the attention of Canadians, and particularly young Canadians.

Recruiting Screener
General Population

December 19th and 21st

- Montreal

December 20th

- Toronto
- Quebec City
- Halifax
- Saskatoon

Time: 6 p.m.
Incentive: $50.00
Recruit 10 participants 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	CONTINUE
No	**THANK & DISCONTINUE**

1) Would you be available to attend a discussion group on _____ **(INSERT DATE) at 6:00pm?** It will last two hours and you will receive $50.00 for your time.

Yes	CONTINUE
No	**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	**THANK & TERMINATE**
18 to 50	CONTINUE
51 and over	**THANK & TERMINATE**
Refuse	**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	**CONTINUE** (no more than 6)
Smoker	**CONTINUE** (no more than 6)

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	**CONTINUE**
No	**GO TO Q7**

6) When was the last time you attended a group?_____
(THANK & TERMINATE IF IN THE PAST 6 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	**THANK & TERMINATE**
No	CONTINUE

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

Male
Female

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
No **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
Opinion Leader

December 19th and 21st

- Montreal

December 20th

- Toronto
- Quebec City
- Halifax
- Saskatoon

Time: 8 p.m.
Incentive: $75.00
Recruit 10 participants 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	**CONTINUE**
No	**THANK & DISCONTINUE**

1) Would you be available to attend a discussion group on _____ (INSERT DATE) at 8:00pm? It will last two hours and you will receive $75.00 for your time.

Yes	**CONTINUE**
No	**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	CONTINUE
Somewhat involved	CONTINUE
Not involved at all	**THANK & TERMINATE**

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

Under 18	**THANK & TERMINATE**
18 to 65	CONTINUE
66 and over	**THANK & TERMINATE**
Refuse	**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	**CONTINUE**
No	**GO TO Q8**

7) When was the last time you attended a group?_____
(THANK & TERMINATE IF IN THE PAST 6 MONTHS IF NOT, CONTINUE)

8) Which of the following best describes your level of education?

(RECRUIT A GOOD MIX)

High school or less
Some college/university
Graduated from college/university
Post graduate

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

Male
Female

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

Yes
No **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!

Moderator Guide

Focus Group Testing of "Face the Facts" & "It's Time to Stop" Concepts with Main Stream Population

(General Population and Opinion Leaders)
December 2001

A. Introduction (10 minutes)

Introduction

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.

1a 1b

1ab • By the way, how many here smoke? For those that do (or did), ask what brand they smoke (smoked).

2 • What kind of things have you been hearing about lately in the news about tobacco and smoking?

3 • Why do you think you have been hearing about these things?

4a 4b

4a→e • What kinds of things have you heard about the effects of smoking? On smokers? On non-smokers? (PROBE FOR: Health effects; number of deaths)

4c 4e

B. TV Exposure and Reaction: "Face the Facts" & "It's Time to Stop" (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

- Read script and show visuals for "Tourists"

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

- Read script and show visuals for "Time to Stop"

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

MODERATOR TO LEAD DISCUSSION

Begin with "Tourists" execution:

- 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?
- Did this ad catch your attention? Why?
- Was this ad clear and understandable? Why?
- Is it believable? Why?
- Does it have any emotional impact for you personally? Why?
- Does it make you think that the Government of Canada deserves your support in this initiative? Why?
- Would seeing this ad on TV motivate you to support programs and policies to reduce tobacco use?
- Would seeing this ad on TV. convince you to quit smoking or not take it up? Why?
- For the non-smokers, would seeing this ad on TV convince you that smoking is a problem that all Canadians should be concerned with?

14 • Probe (if nothing forthcoming): is there anything in these ads that makes you feel very uncomfortable? (GO AROUND TABLE, ELICITING RESPONSES FROM ALL)

+ repeat = 10 Q more 5 to 14

• **Repeat discussion with "Time to Stop"**

15 ab Which of these two ads did you like most? Why? 15a 15b

16 ab Which of the two ads do you think would be most effective at convincing people to stop smoking or not to start smoking? Why? 16a 16b

C. Print Exposure & Reaction (20 minutes)

17 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.

instructions

• Display print #1-4 Face the Facts: "Business", "Newspaper", "Parking", & "More seats"

Please jot down a sentence or so about what each of these ads are about.

• Display print #5-8 It's Time to Stop: "Headstones", "Coffin", "Cemetery", "Morgue" "Hearse" & "Death"

Ask participants to complete balance of the questionnaire.

For "Face the Facts" executions (1-4) ask:

18 • Ask for a show of hands for each of the following questions:

19 ab • Which version did the best at catching your attention? Why? 19a 19b

20 ab • Which version did you find the most clear and understandable? Why? 20a 20b

21 ab • Which version is the most believable? Why? 21a 21b

22 ab • Which version has the most emotional impact for you personally? Why? 22a 22b

23 ab • Which version makes you think that the Government of Canada deserves your support in this initiative? Why? 23a 23b

24 ab • Which one, if any, would best convince you to quit smoking or not take it up? Why? 24a 24b

25 • Which ad fits best with the version of the television ad you thought was best?

Repeat discussion for "It's Time to Stop" Concept (executions 5-10)

26ab Of all ten ads, which did you like most? Why? (26a, 26b)

27ab Which of the ads do you think would be most effective at convincing people to stop smoking or not to start smoking? Why? (27a, 27b)

D. Overall campaign (25 minutes).

28ab
- Do these campaigns help you better understand the health risks associated with cigarette smoke? Is one more effective than the other? Why? (28a, 28b, 28c)

29 abcdef
- Do these campaigns help you better understand the Government of Canada's actions with the tobacco companies? Do you support them? Why? Why not? Is one more effective than the other? Why? (29a, 29b, 29c, 29d, 29e, 29f)

30 abc
- The Government of Canada wants to make people more aware of the risks associated with tobacco products. Why do you think they want to do that? Should they be involved? Why, why not? (30a, 30b, 30c)

31
- Does this make you think we need stronger measures to reduce tobacco?

32
- Does this make you think that smoking is a problem for all Canadians?

33 ab
- For those who smoke, does this encourage you to take action to quit? To reduce the amount you smoke? (33a, 33b)

34
- For those of you who don't smoke, but maybe know someone who does, does this encourage you to try to convince those people to quit smoking?

E. Tag-Lines (25 minutes)

somewhere

Brief discussion of alternate tag-lines:

I want to read you some alternatives to the tag lines you have been hearing and seeing at the end of each of the print and television ads.

35 *Read each alternative and probe for reactions – preferences, initial feelings*

36 ab Can you think of any other way of expressing this message? Can you come up with any alternatives in addition to what I have read to you? (36a, 36b)

F. 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.

Television Executions – MS – GP/OP

1. Please jot down a sentence or so about what ad #1 is saying.

2. Please jot down a sentence or so about what ad #2 is saying.

3. Which ad was the best at catching your attention?

   [ ] # 1
   [ ] # 2
   [ ] Same
   [ ] None

4. Which ad was most clear and understandable?

   [ ] # 1
   [ ] # 2
   [ ] Same
   [ ] None

5. Which ad was most believable?

   [ ] # 1
   [ ] # 2
   [ ] Same
   [ ] None

6. Which ad had the most emotional impact for you personally?

   [ ] # 1
   [ ] # 2
   [ ] Same
   [ ] None

7. Which ad makes you think that the Government of Canada deserves your support in this initiative?

[ ] # 1
[ ] # 2
[ ] Same
[ ] None

8. Which ad would best convince you to quit smoking or not take it up?

[ ] # 1
[ ] # 2
[ ] Same
[ ] None

9. Which ad would make you discuss smoking with people you know who are smokers?

[ ] # 1
[ ] # 2
[ ] Same
[ ] None

10. Which ad made you feel most uncomfortable?

[ ] # 1
[ ] # 2
[ ] Same
[ ] None

11. Which ad did you like most?

[ ] # 1
[ ] # 2
[ ] Same
[ ] None

12. Which ad do you think would be most effective at convincing people to stop smoking?

[ ] # 1
[ ] # 2
[ ] Same
[ ] None

13. Which ad do you think would be most effective at convincing people not to start smoking?

[ ] # 1
[ ] # 2
[ ] Same
[ ] None

Print Executions – MS – GP/OP

Face the Facts

1. Please jot down a sentence or so about what ad #1 is saying.

2. Please jot down a sentence or so about what ad #2 is saying.

3. Please jot down a sentence or so about what ad #3 is saying.

4. Please jot down a sentence or so about what ad #4 is saying.

5. Which ad was the best at catching your attention?

   [ ] # 1
   [ ] # 2
   [ ] # 3
   [ ] # 4
   [ ] Same
   [ ] None

6. Which ad was most clear and understandable?

   [ ] # 1
   [ ] # 2
   [ ] # 3
   [ ] # 4
   [ ] Same
   [ ] None

7. Which ad was most believable?

[ ] # 1
[ ] # 2
[ ] # 3
[ ] # 4
[ ] Same
[ ] None

8. Which ad had the most emotional impact for you personally?

[ ] # 1
[ ] # 2
[ ] # 3
[ ] # 4
[ ] Same
[ ] None

9. Which ad made you think that the Government of Canada deserves your support in this initiative?

[ ] # 1
[ ] # 2
[ ] # 3
[ ] # 4
[ ] Same
[ ] None

10. Which ad would best convince you to quit smoking or not take it up?

[ ] # 1
[ ] # 2
[ ] # 3
[ ] # 4
[ ] Same
[ ] None

Print Executions (cont'd) – MS – GP/OP

It's Time To Stop

11. Please jot down a sentence or so about what ad #5 is saying.

12. Please jot down a sentence or so about what ad #6 is saying.

13. Please jot down a sentence or so about what ad #7 is saying.

14. Please jot down a sentence or so about what ad #8 is saying.

15. Please jot down a sentence or so about what ad #9 is saying.

16. Please jot down a sentence or so about what ad #10 is saying.

17. Which ad was the best at catching your attention?

[ ] # 5
[ ] # 6
[ ] # 7
[ ] # 8
[ ] # 9
[ ] # 10
[ ] Same
[ ] None

18. Which ad was most clear and understandable?

[ ] # 5
[ ] # 6
[ ] # 7
[ ] # 8
[ ] # 9
[ ] # 10
[ ] Same
[ ] None

19. Which ad was most believable?

[ ] # 5
[ ] # 6
[ ] # 7
[ ] # 8
[ ] # 9
[ ] # 10
[ ] Same
[ ] None

20. Which ad had the most emotional impact for you personally?

[ ] # 5
[ ] # 6
[ ] # 7
[ ] # 8
[ ] # 9
[ ] # 10
[ ] Same
[ ] None

21. Which ad made you think that the Government of Canada deserves your support in this initiative?

[ ] # 5
[ ] # 6
[ ] # 7
[ ] # 8
[ ] # 9
[ ] # 10
[ ] Same
[ ] None

22. Which ad would best convince you to quit smoking or not take it up?

[ ] # 5
[ ] # 6
[ ] # 7
[ ] # 8
[ ] # 9
[ ] # 10
[ ] Same
[ ] None

23. Of all ten ads, which one would best convince you to quit smoking or not take it up?

[ ] # 1
[ ] # 2
[ ] # 3
[ ] # 4
[ ] # 5
[ ] # 6
[ ] # 7
[ ] # 8
[ ] # 9
[ ] # 10
[ ] None

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C.2

Qualitative Research With Focus Group Testing of Social Marketing Creative Concepts for the Tobacco Control Positioning Strategy

Final Report of Focus Group Findings

POR-01-39

December 2001

Submitted to:

Health Canada

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

POLLARA™
STRATEGIC PUBLIC OPINION & MARKET RESEARCH

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I. Introduction

POLLARA is pleased to present to Health Canada the following report of qualitative findings from focus groups testing various advertising concepts pertaining to the Government of Canada's Tobacco Control Program.

A total of eight (8) groups were conducted with main stream Canadians between December 19 and 21, 2001. One group with general population participants and one group with "Involved Canadians" were held in each of the following locations: Toronto, Montreal, Quebec City, Halifax and Saskatoon. Additional recruiting criteria ensured that each group had participants who were smokers and non-smokers. Participants were randomly recruited from among the general population to participate in these discussions which lasted approximately 2 hours.

Both television and print advertisement executions were evaluated by each group. The executions were part of two distinct advertising concepts: "Face the Facts" and "It's Time to Stop". Each had one television execution, while "Face the Facts" had four print executions and "Its' time to Stop" had 5 print executions.

Due to the nature of qualitative research, findings should be considered as directional rather than as statistically significant.

II. Key Findings

A. Awareness of Tobacco Issues

When asked what participants had heard recently regarding tobacco and smoking, a variety of issues were raised. Individuals could recall a number of different television advertisements they had seen (woman with tracheotomy; "Poison"; "Cocktail"; "Little boy remembers father" executions). Unaided recall of "light and mild" advertisements was low, although when mentioned by one participant, others reported having seen the same ads on TV. Generally, participants felt these ads were very effective. Participants also recalled health warnings on cigarette packages.

When asked why participants believed they were seeing these ads, many reported that it is a responsibility of the government to promote health issues. Others suggested that the government is hypocritical in its condemnation of tobacco use as it is a source of tax revenue. Participants in both Halifax and Montreal suggested that if the government was very serious about Canadians' health, they would subsidize the cost of smoking cessation programs or ban cigarettes altogether.

When probed for awareness of the health risks associated with tobacco use, participants reported awareness of: angina; respiratory complications; cancer (lung); cancer (general); hazards of second-hand smoke. Many were aware that tobacco use contributes to the death of many users, although none were able to suggest how many people died each year as a result of tobacco use.

B. Televisions Executions

Participants were asked to evaluate the two television executions using colour copies of story-boards with narration of the copy by the moderator.

Overall, reaction to both ads was mixed, achieving only moderate effectiveness with audiences. Of the two executions, however, "It's Time to Stop" had the greatest resonance due to the personal nature of the message.

"Tourists"

The most significant problem with this execution was that participants tended to take it literally and question "how a whole town of people could die from cigarette smoke?". This literal interpretation lead to a belief that the ad was not realistic and therefore, not effective in communicating its message.

Participants in Halifax reported having difficulty with the number "45,000" in this context. As one participant expressed: *"They are taking a nation-wide statistic and cramming it into one area".*

Other concerns included the fact that the ad used a reference to the town of Albuquerque, which many participants associated with a "Bug's Bunny" cartoon. Other participants questioned why the Government of Canada would not opt for a more Canadian reference in its advertising.

A minority of participants liked this execution and felt that the analogy of a deserted town helped to communicate the magnitude of the problems associated with tobacco use.

"It's Time to Stop"

This execution met with greater approval among participants, although there were some comprehension issues with the content. Specifically, many participants were under the impression that the first three characters in the ad all managed to quit smoking, while only the last character died as a result of the habit. Others were under the impression that none of the characters in the ad died, rather the reference was to "another 45,000 Canadians who don't manage to quit and die each year". These misunderstandings may be a result of the manner in which the execution was presented (in unfinished format with story-boards and text), however it is important to note these reactions.

Participants who found the ad effective, attributed their preference to the unexpected twist at the end of the ad. Most reported believing that the ad was a "feel-good" concept, suggesting that many Canadians are able to quit the habit. When the connection was made that the characters in the ad all died as a result of tobacco use, many reported that the overall message was very personal and poignant. It should be noted that this sentiment was also heavily reported by smokers (who themselves found this execution more effective at making them reflect on their habit).

Overall, participants felt that this ad had a very strong and personal impact, and they suggested that this is the approach the government must adopt if it is to catch the attention of Canadians. Participants prefer an "in-your-face" approach to dealing with this issue, and often cite the need for this approach to get the attention of young Canadians who consider taking up the habit.

C. Print Executions

"Face the Facts"

Of all the print executions that make up this concept, "business" had the greatest impact with participants. This ad was clearly distinctive from the others in the series, and the visual of the young girl, in combination with the rhetorical question posed to the audience proved to be most thought-provoking. It should be noted, however, that many participants were unable to make the connection between the young girl and the question in the ad. Some suggested the ad would be clearer and stronger if the girl was seen to be smoking or at least holding a cigarette in her hand. Others suggested presenting a group of teenagers so as to highlight the reality of peer-pressure and its role in the abuse of tobacco products among youth.

Other executions in this series were met with less enthusiasm. While some reported an appreciation for the use of "123 Canadians a day" rather than the reference to "45,000 a year" because it made the statistic more realistic, others preferred the impact of the larger number for shock value.

The visuals were not viewed as particularly effective by participants. Many felt the "newspaper" execution did not illuminate the gravity of the situation as the character in the ad is not reading the information. Moreover, many participants pointed to the fact that the information is located on the back page of the paper, suggesting that it is "yesterday's news".

The execution which made reference to "more seats on the subway" was viewed in some locations as effective as it featured the visual of a sports player, re-enforcing the importance of a healthy lifestyle. Others felt that the ad held no personal connection for them (lots of smokers don't drive/ take transit). It should also be noted that there were participants in each group who noticed the subway signage read "Coney Island" – once again questioning why the government would use American references in their advertising.

Finally, the "parking" execution proved problematic as participants in many of the groups suggested that the loss of life was an inadvertent benefit which created less parking congestion.

The "Face the Facts" tag-line met with mixed reviews as many participants felt the "Stop the Suffering" reference was both overly dramatic and irrelevant. Many felt that this line was incongruous with the message in the ads (which they interpreted as death). Additional discussion of this tag-line is found in a later section of this report.

"It's Time to Stop"

These ads were presented in such a way to separate the "de-norm" ads, taking aim at tobacco companies, from the other ads which highlighted the risks associated with cigarette smoke for the individual smoker.

Of the three executions that featured individual smokers, participants had differing opinions on the most effective elements of each. From a message perspective, most participants felt that the "Death" execution was most effective as its message was most direct and did not rely on humour or sarcasm to make its point. From a visual perspective, participants felt that the colour red was most effective at communicating the danger inherent to the product and the message of death. Moreover, they felt that visuals that portrayed young smokers were more effective than older smokers who they felt may already be in jeopardy for other health reasons. Participants stressed the need to target this advertising to young Canadians who may smoke or consider taking up smoking. They felt that using pictures of younger smokers would be the best way to communicate the gravity of the message to the appropriate audience.

The de-norm ads targeting tobacco manufacturers met with less approval among participants in all centres. Many participants could not understand why the government would be targeting the manufacturers. Moreover, participants reported that the nature of the message was not personal enough to speak directly to smokers and to Canadians. Overall, they did not necessarily consider it appropriate for the government to be focusing its attentions on the industry, particularly when the product provides so much tax revenue.

When pressed to identify the best of all 9 print ads, general consensus pointed to "business", although, as previously mentioned, there was some misunderstanding among many participants regarding this execution and its true meaning.

D. Tag-Lines

Many participants expressed displeasure with the "Face the Facts". Stop the Suffering" tag-line. It was reported to be overly dramatic, while not truly capturing the nature of the health risks associated with smoking. When discussing possible alternatives to this tag-line, participants suggested that "Stop the Cycle" was most effective as it eluded to the nature of the problem of young Canadians taking up the habit. Other suggestions, including "Stop the Atrocity" and "Stop the Evil" were summarily dismissed as being too dramatic.

Other suggestions offered by participants included:

- "Stop the Suicide"
- "Stop the Dying"
- "You Decide"
- "Start Living"
- "Kick the Habit"
- "Butt Out"
- "Take Control"
- "Break the Addiction"

The tag-line "It's Time to Stop Smoking" was generally viewed as the most effective of all those presented, although few, if any, participants were able to pick up the double-entendre of the line. When prompted on the possible double-meaning of this message, participants suggested that it is too hidden and that few audiences would be able to uncover it on their own.

E. Support For The Tobacco Control Program

When discussing whether or not the government of Canada deserves the support of Canadians in its Tobacco Control Program, most participants agreed that Canadians appreciate the concern and intervention demonstrated by the government on this issue. When probed further, however, on the existence of a "Tobacco Control Program", many participants questioned the ways in which this program is operational. Many felt that the advertising, while important, is viewed as a token gesture by a government that is not necessarily serious about confronting the problem. As previously suggested, participants felt that the government is in a hypocritical situation in that it is condemning an industry which provides large annual tax revenues. Moreover, participants felt that if the government believed that smoking is such a serious problem, it would take steps to make it illegal, or at least provide financial assistance to those who cannot afford smoking cessation programs.

Participants felt strongly that any advertising initiatives should be primarily targeted at young Canadians who consider the possibility of taking up smoking. They believed that long-established smokers are not likely to change their behaviour as a result of seeing advertising.

When discussing whether or not the advertisements conveyed the gravity of the health risks associated with tobacco smoke, participants reported that the only health risk communicated by the ads was death. Moreover, participants felt that the government has already undertaken extensive public education in this area and that health risks associated with tobacco smoke are now common knowledge among smokers and non-smokers. While they did not feel the need to have this information reiterated in advertising, they did stress the need for the government to produce advertising that is as dark as possible with as much shock-value as possible so as to get the attention of Canadians, and particularly young Canadians.

Recruiting Screener
General Population

December 19th and 21st

- Montreal

December 20th

- Toronto
- Quebec City
- Halifax
- Saskatoon

Time: 6 p.m.
Incentive: $50.00
Recruit 10 participants 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	CONTINUE
No	**THANK & DISCONTINUE**

1) Would you be available to attend a discussion group on _____ **(INSERT DATE) at 6:00pm?** It will last two hours and you will receive $50.00 for your time.

Yes	CONTINUE
No	**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	**THANK & TERMINATE**
18 to 50	CONTINUE
51 and over	**THANK & TERMINATE**
Refuse	**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	**CONTINUE** (no more than 6)
Smoker	**CONTINUE** (no more than 6)

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	**CONTINUE**
No	**GO TO Q7**

6) When was the last time you attended a group?_____
(THANK & TERMINATE IF IN THE PAST 6 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	**THANK & TERMINATE**
No	CONTINUE

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

Male
Female

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	
No	**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
Opinion Leader

December 19th and 21st

- Montreal

December 20th

- Toronto
- Quebec City
- Halifax
- Saskatoon

Time: 8 p.m.
Incentive: $75.00
Recruit 10 participants 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	**CONTINUE**
No	**THANK & DISCONTINUE**

1) Would you be available to attend a discussion group on _____ (INSERT DATE) at 8:00pm? It will last two hours and you will receive $75.00 for your time.

Yes	**CONTINUE**
No	**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	CONTINUE
Somewhat involved	CONTINUE
Not involved at all	**THANK & TERMINATE**

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

Under 18	**THANK & TERMINATE**
18 to 65	CONTINUE
66 and over	**THANK & TERMINATE**
Refuse	**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	**CONTINUE**
No	**GO TO Q8**

7) When was the last time you attended a group?_____
(THANK & TERMINATE IF IN THE PAST 6 MONTHS IF NOT, CONTINUE)

8) Which of the following best describes your level of education?

(RECRUIT A GOOD MIX)

High school or less
Some college/university
Graduated from college/university
Post graduate

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

Male
Female

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

Yes
No **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!

Moderator Guide

Focus Group Testing of "Face the Facts" & "It's Time to Stop" Concepts with Main Stream Population

(General Population and Opinion Leaders)
December 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).
- What kind of things have you been hearing about lately in the news about tobacco and smoking?
- Why do you think you have been hearing about these things?
- What kinds of things have you heard about the effects of smoking? On smokers? On non-smokers? (PROBE FOR: Health effects; number of deaths)

B. TV Exposure and Reaction: "Face the Facts" & "It's Time to Stop" (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

- Read script and show visuals for "Tourists"

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

- Read script and show visuals for "Time to Stop"

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

MODERATOR TO LEAD DISCUSSION

Begin with "Tourists" execution:

- 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?
- Did this ad catch your attention? Why?
- Was this ad clear and understandable? Why?
- Is it believable? Why?
- Does it have any emotional impact for you personally? Why?
- Does it make you think that the Government of Canada deserves your support in this initiative? Why?
- Would seeing this ad on TV motivate you to support programs and policies to reduce tobacco use?
- Would seeing this ad on TV. convince you to quit smoking or not take it up? Why?
- For the non-smokers, would seeing this ad on TV convince you that smoking is a problem that all Canadians should be concerned with?

- Probe (if nothing forthcoming): is there anything in these ads that makes you feel very uncomfortable? (GO AROUND TABLE, ELICITING RESPONSES FROM ALL)
- **Repeat discussion with "Time to Stop"**

  Which of these two ads did you like most? Why?

  Which of the two ads do you think would be most effective at convincing people to stop smoking or not to start smoking? Why?

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 #1-4 Face the Facts: "Business", "Newspaper", "Parking", & "More seats"

Please jot down a sentence or so about what each of these ads are about.

- Display print #5-8 It's Time to Stop: "Headstones", "Coffin", "Cemetery", "Morgue" "Hearse" & "Death"

Ask participants to complete balance of the questionnaire.

For "Face the Facts" executions (1-4) ask:

- 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?

Repeat discussion for "It's Time to Stop" Concept (executions 5-10)

Of all ten ads, which did you like most? Why?

Which of the ads do you think would be most effective at convincing people to stop smoking or not to start smoking? Why?

D. Overall campaign (25 minutes).

- Do these campaigns help you better understand the health risks associated with cigarette smoke? Is one more effective than the other? Why?
- Do these campaigns help you better understand the Government of Canada's actions with the tobacco companies? Do you support them? Why? Why not? Is one more effective than the other? Why?
- The Government of Canada wants to make people more aware of the risks associated with tobacco products. Why do you think they want to do that? Should they be involved? Why, why not?
- Does this make you think we need stronger measures to reduce tobacco?
- Does this make you think that smoking is a problem for all Canadians?
- For those who smoke, does this encourage you to take action to quit? To reduce the amount you smoke?
- For those of you who don't smoke, but maybe know someone who does, does this encourage you to try to convince those people to quit smoking?

E. Tag-Lines (25 minutes)

Brief discussion of alternate tag-lines:

I want to read you some alternatives to the tag lines you have been hearing and seeing at the end of each of the print and television ads.

Read each alternative and probe for reactions – preferences, initial feelings

Can you think of any other way of expressing this message? Can you come up with any alternatives in addition to what I have read to you?

F. 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.

Television Executions – MS – GP/OP

1. Please jot down a sentence or so about what ad #1 is saying.

2. Please jot down a sentence or so about what ad #2 is saying.

3. Which ad was the best at catching your attention?

   [ ] # 1
   [ ] # 2
   [ ] Same
   [ ] None

4. Which ad was most clear and understandable?

   [ ] # 1
   [ ] # 2
   [ ] Same
   [ ] None

5. Which ad was most believable?

   [ ] # 1
   [ ] # 2
   [ ] Same
   [ ] None

6. Which ad had the most emotional impact for you personally?

   [ ] # 1
   [ ] # 2
   [ ] Same
   [ ] None

7. Which ad makes you think that the Government of Canada deserves your support in this initiative?

[ ] # 1
[ ] # 2
[ ] Same
[ ] None

8. Which ad would best convince you to quit smoking or not take it up?

[ ] # 1
[ ] # 2
[ ] Same
[ ] None

9. Which ad would make you discuss smoking with people you know who are smokers?

[ ] # 1
[ ] # 2
[ ] Same
[ ] None

10. Which ad made you feel most uncomfortable?

[ ] # 1
[ ] # 2
[ ] Same
[ ] None

11. Which ad did you like most?

[ ] # 1
[ ] # 2
[ ] Same
[ ] None

12. Which ad do you think would be most effective at convincing people to stop smoking?

[ ] # 1
[ ] # 2
[ ] Same
[ ] None

13. Which ad do you think would be most effective at convincing people not to start smoking?

[ ] # 1
[ ] # 2
[ ] Same
[ ] None

Print Executions – MS – GP/OP

Face the Facts

1. Please jot down a sentence or so about what ad #1 is saying.

2. Please jot down a sentence or so about what ad #2 is saying.

3. Please jot down a sentence or so about what ad #3 is saying.

4. Please jot down a sentence or so about what ad #4 is saying.

5. Which ad was the best at catching your attention?

   [ ] # 1
   [ ] # 2
   [ ] # 3
   [ ] # 4
   [ ] Same
   [ ] None

6. Which ad was most clear and understandable?

   [ ] # 1
   [ ] # 2
   [ ] # 3
   [ ] # 4
   [ ] Same
   [ ] None

7. Which ad was most believable?

[ ] # 1
[ ] # 2
[ ] # 3
[ ] # 4
[ ] Same
[ ] None

8. Which ad had the most emotional impact for you personally?

[ ] # 1
[ ] # 2
[ ] # 3
[ ] # 4
[ ] Same
[ ] None

9. Which ad made you think that the Government of Canada deserves your support in this initiative?

[ ] # 1
[ ] # 2
[ ] # 3
[ ] # 4
[ ] Same
[ ] None

10. Which ad would best convince you to quit smoking or not take it up?

[ ] # 1
[ ] # 2
[ ] # 3
[ ] # 4
[ ] Same
[ ] None

Print Executions (cont'd) – MS – GP/OP

It's Time To Stop

11. Please jot down a sentence or so about what ad #5 is saying.

12. Please jot down a sentence or so about what ad #6 is saying.

13. Please jot down a sentence or so about what ad #7 is saying.

14. Please jot down a sentence or so about what ad #8 is saying.

15. Please jot down a sentence or so about what ad #9 is saying.

16. Please jot down a sentence or so about what ad #10 is saying.

17. Which ad was the best at catching your attention?

[ ] # 5
[ ] # 6
[ ] # 7
[ ] # 8
[ ] # 9
[ ] # 10
[ ] Same
[ ] None

18. Which ad was most clear and understandable?

[ ] # 5
[ ] # 6
[ ] # 7
[ ] # 8
[ ] # 9
[ ] # 10
[ ] Same
[ ] None

19. Which ad was most believable?

[ ] # 5
[ ] # 6
[ ] # 7
[ ] # 8
[ ] # 9
[ ] # 10
[ ] Same
[ ] None

20. Which ad had the most emotional impact for you personally?

[ ] # 5
[ ] # 6
[ ] # 7
[ ] # 8
[ ] # 9
[ ] # 10
[ ] Same
[ ] None

21. Which ad made you think that the Government of Canada deserves your support in this initiative?

[ ] # 5
[ ] # 6
[ ] # 7
[ ] # 8
[ ] # 9
[ ] # 10
[ ] Same
[ ] None

22. Which ad would best convince you to quit smoking or not take it up?

[ ] # 5
[ ] # 6
[ ] # 7
[ ] # 8
[ ] # 9
[ ] # 10
[ ] Same
[ ] None

23. Of all ten ads, which one would best convince you to quit smoking or not take it up?

[ ] # 1
[ ] # 2
[ ] # 3
[ ] # 4
[ ] # 5
[ ] # 6
[ ] # 7
[ ] # 8
[ ] # 9
[ ] # 10
[ ] None

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Qualitative Research With Focus Group Testing of Social Marketing Creative Concepts for the Tobacco Control Positioning Strategy

Final Report of Focus Group Findings

POR-01-39

December 2001

Submitted to:

Health Canada

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

POLLARA™
STRATEGIC PUBLIC OPINION & MARKET RESEARCH

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I. Introduction

POLLARA is pleased to present to Health Canada the following report of qualitative findings from focus groups testing various advertising concepts pertaining to the Government of Canada's Tobacco Control Program.

A total of eight (8) groups were conducted with main stream Canadians between December 19 and 21, 2001. One group with general population participants and one group with "Involved Canadians" were held in each of the following locations: Toronto, Montreal, Quebec City, Halifax and Saskatoon. Additional recruiting criteria ensured that each group had participants who were smokers and non-smokers. Participants were randomly recruited from among the general population to participate in these discussions which lasted approximately 2 hours.

Both television and print advertisement executions were evaluated by each group. The executions were part of two distinct advertising concepts: "Face the Facts" and "It's Time to Stop". Each had one television execution, while "Face the Facts" had four print executions and "Its' time to Stop" had 5 print executions.

Due to the nature of qualitative research, findings should be considered as directional rather than as statistically significant.

II. Key Findings

A. Awareness of Tobacco Issues

When asked what participants had heard recently regarding tobacco and smoking, a variety of issues were raised. Individuals could recall a number of different television advertisements they had seen (woman with tracheotomy; "Poison"; "Cocktail"; "Little boy remembers father" executions). Unaided recall of "light and mild" advertisements was low, although when mentioned by one participant, others reported having seen the same ads on TV. Generally, participants felt these ads were very effective. Participants also recalled health warnings on cigarette packages.

When asked why participants believed they were seeing these ads, many reported that it is a responsibility of the government to promote health issues. Others suggested that the government is hypocritical in its condemnation of tobacco use as it is a source of tax revenue. Participants in both Halifax and Montreal suggested that if the government was very serious about Canadians' health, they would subsidize the cost of smoking cessation programs or ban cigarettes altogether.

When probed for awareness of the health risks associated with tobacco use, participants reported awareness of: angina; respiratory complications; cancer (lung); cancer (general); hazards of second-hand smoke. Many were aware that tobacco use contributes to the death of many users, although none were able to suggest how many people died each year as a result of tobacco use.

B. Televisions Executions

Participants were asked to evaluate the two television executions using colour copies of story-boards with narration of the copy by the moderator.

Overall, reaction to both ads was mixed, achieving only moderate effectiveness with audiences. Of the two executions, however, "It's Time to Stop" had the greatest resonance due to the personal nature of the message.

"Tourists"

The most significant problem with this execution was that participants tended to take it literally and question "how a whole town of people could die from cigarette smoke?". This literal interpretation lead to a belief that the ad was not realistic and therefore, not effective in communicating its message.

Participants in Halifax reported having difficulty with the number "45,000" in this context. As one participant expressed: *"They are taking a nation-wide statistic and cramming it into one area".*

Other concerns included the fact that the ad used a reference to the town of Albuquerque, which many participants associated with a "Bug's Bunny" cartoon. Other participants questioned why the Government of Canada would not opt for a more Canadian reference in its advertising.

A minority of participants liked this execution and felt that the analogy of a deserted town helped to communicate the magnitude of the problems associated with tobacco use.

"It's Time to Stop"

This execution met with greater approval among participants, although there were some comprehension issues with the content. Specifically, many participants were under the impression that the first three characters in the ad all managed to quit smoking, while only the last character died as a result of the habit. Others were under the impression that none of the characters in the ad died, rather the reference was to "another 45,000 Canadians who don't manage to quit and die each year". These misunderstandings may be a result of the manner in which the execution was presented (in unfinished format with story-boards and text), however it is important to note these reactions.

Participants who found the ad effective, attributed their preference to the unexpected twist at the end of the ad. Most reported believing that the ad was a "feel-good" concept, suggesting that many Canadians are able to quit the habit. When the connection was made that the characters in the ad all died as a result of tobacco use, many reported that the overall message was very personal and poignant. It should be noted that this sentiment was also heavily reported by smokers (who themselves found this execution more effective at making them reflect on their habit).

Overall, participants felt that this ad had a very strong and personal impact, and they suggested that this is the approach the government must adopt if it is to catch the attention of Canadians. Participants prefer an "in-your-face" approach to dealing with this issue, and often cite the need for this approach to get the attention of young Canadians who consider taking up the habit.

C. Print Executions

"Face the Facts"

Of all the print executions that make up this concept, "business" had the greatest impact with participants. This ad was clearly distinctive from the others in the series, and the visual of the young girl, in combination with the rhetorical question posed to the audience proved to be most thought-provoking. It should be noted, however, that many participants were unable to make the connection between the young girl and the question in the ad. Some suggested the ad would be clearer and stronger if the girl was seen to be smoking or at least holding a cigarette in her hand. Others suggested presenting a group of teenagers so as to highlight the reality of peer-pressure and its role in the abuse of tobacco products among youth.

Other executions in this series were met with less enthusiasm. While some reported an appreciation for the use of "123 Canadians a day" rather than the reference to "45,000 a year" because it made the statistic more realistic, others preferred the impact of the larger number for shock value.

The visuals were not viewed as particularly effective by participants. Many felt the "newspaper" execution did not illuminate the gravity of the situation as the character in the ad is not reading the information. Moreover, many participants pointed to the fact that the information is located on the back page of the paper, suggesting that it is "yesterday's news".

The execution which made reference to "more seats on the subway" was viewed in some locations as effective as it featured the visual of a sports player, re-enforcing the importance of a healthy lifestyle. Others felt that the ad held no personal connection for them (lots of smokers don't drive/ take transit). It should also be noted that there were participants in each group who noticed the subway signage read "Coney Island" – once again questioning why the government would use American references in their advertising.

Finally, the "parking" execution proved problematic as participants in many of the groups suggested that the loss of life was an inadvertent benefit which created less parking congestion.

The "Face the Facts" tag-line met with mixed reviews as many participants felt the "Stop the Suffering" reference was both overly dramatic and irrelevant. Many felt that this line was incongruous with the message in the ads (which they interpreted as death). Additional discussion of this tag-line is found in a later section of this report.

"It's Time to Stop"

These ads were presented in such a way to separate the "de-norm" ads, taking aim at tobacco companies, from the other ads which highlighted the risks associated with cigarette smoke for the individual smoker.

Of the three executions that featured individual smokers, participants had differing opinions on the most effective elements of each. From a message perspective, most participants felt that the "Death" execution was most effective as its message was most direct and did not rely on humour or sarcasm to make its point. From a visual perspective, participants felt that the colour red was most effective at communicating the danger inherent to the product and the message of death. Moreover, they felt that visuals that portrayed young smokers were more effective than older smokers who they felt may already be in jeopardy for other health reasons. Participants stressed the need to target this advertising to young Canadians who may smoke or consider taking up smoking. They felt that using pictures of younger smokers would be the best way to communicate the gravity of the message to the appropriate audience.

The de-norm ads targeting tobacco manufacturers met with less approval among participants in all centres. Many participants could not understand why the government would be targeting the manufacturers. Moreover, participants reported that the nature of the message was not personal enough to speak directly to smokers and to Canadians. Overall, they did not necessarily consider it appropriate for the government to be focusing its attentions on the industry, particularly when the product provides so much tax revenue.

When pressed to identify the best of all 9 print ads, general consensus pointed to "business", although, as previously mentioned, there was some misunderstanding among many participants regarding this execution and its true meaning.

D. Tag-Lines

Many participants expressed displeasure with the "Face the Facts". Stop the Suffering" tag-line. It was reported to be overly dramatic, while not truly capturing the nature of the health risks associated with smoking. When discussing possible alternatives to this tag-line, participants suggested that "Stop the Cycle" was most effective as it eluded to the nature of the problem of young Canadians taking up the habit. Other suggestions, including "Stop the Atrocity" and "Stop the Evil" were summarily dismissed as being too dramatic.

Other suggestions offered by participants included:

- "Stop the Suicide"
- "Stop the Dying"
- "You Decide"
- "Start Living"
- "Kick the Habit"
- "Butt Out"
- "Take Control"
- "Break the Addiction"

The tag-line "It's Time to Stop Smoking" was generally viewed as the most effective of all those presented, although few, if any, participants were able to pick up the double-entendre of the line. When prompted on the possible double-meaning of this message, participants suggested that it is too hidden and that few audiences would be able to uncover it on their own.

E. Support For The Tobacco Control Program

When discussing whether or not the government of Canada deserves the support of Canadians in its Tobacco Control Program, most participants agreed that Canadians appreciate the concern and intervention demonstrated by the government on this issue. When probed further, however, on the existence of a "Tobacco Control Program", many participants questioned the ways in which this program is operational. Many felt that the advertising, while important, is viewed as a token gesture by a government that is not necessarily serious about confronting the problem. As previously suggested, participants felt that the government is in a hypocritical situation in that it is condemning an industry which provides large annual tax revenues. Moreover, participants felt that if the government believed that smoking is such a serious problem, it would take steps to make it illegal, or at least provide financial assistance to those who cannot afford smoking cessation programs.

Participants felt strongly that any advertising initiatives should be primarily targeted at young Canadians who consider the possibility of taking up smoking. They believed that long-established smokers are not likely to change their behaviour as a result of seeing advertising.

When discussing whether or not the advertisements conveyed the gravity of the health risks associated with tobacco smoke, participants reported that the only health risk communicated by the ads was death. Moreover, participants felt that the government has already undertaken extensive public education in this area and that health risks associated with tobacco smoke are now common knowledge among smokers and non-smokers. While they did not feel the need to have this information reiterated in advertising, they did stress the need for the government to produce advertising that is as dark as possible with as much shock-value as possible so as to get the attention of Canadians, and particularly young Canadians.

Recruiting Screener
General Population

December 19th and 21st

- Montreal

December 20th

- Toronto
- Quebec City
- Halifax
- Saskatoon

Time: 6 p.m.
Incentive: $50.00
Recruit 10 participants 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	CONTINUE
No	**THANK & DISCONTINUE**

1) Would you be available to attend a discussion group on _____ **(INSERT DATE) at 6:00pm?** It will last two hours and you will receive $50.00 for your time.

Yes	CONTINUE
No	**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	**THANK & TERMINATE**
18 to 50	CONTINUE
51 and over	**THANK & TERMINATE**
Refuse	**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	**CONTINUE** (no more than 6)
Smoker	**CONTINUE** (no more than 6)

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	**CONTINUE**
No	**GO TO Q7**

6) When was the last time you attended a group?_____
(THANK & TERMINATE IF IN THE PAST 6 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	**THANK & TERMINATE**
No	CONTINUE

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

Male
Female

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	
No	**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
Opinion Leader

December 19th and 21st

- Montreal

December 20th

- Toronto
- Quebec City
- Halifax
- Saskatoon

Time: 8 p.m.
Incentive: $75.00
Recruit 10 participants 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	**CONTINUE**
No	**THANK & DISCONTINUE**

1) Would you be available to attend a discussion group on _____ (INSERT DATE) at 8:00pm? It will last two hours and you will receive $75.00 for your time.

Yes	**CONTINUE**
No	**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	CONTINUE
Somewhat involved	CONTINUE
Not involved at all	**THANK & TERMINATE**

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

Under 18	**THANK & TERMINATE**
18 to 65	CONTINUE
66 and over	**THANK & TERMINATE**
Refuse	**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	**CONTINUE**
No	**GO TO Q8**

7) When was the last time you attended a group?_____
(THANK & TERMINATE IF IN THE PAST 6 MONTHS IF NOT, CONTINUE)

8) Which of the following best describes your level of education?

(RECRUIT A GOOD MIX)

High school or less
Some college/university
Graduated from college/university
Post graduate

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

Male
Female

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

Yes
No **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!

Moderator Guide

Focus Group Testing of "Face the Facts" & "It's Time to Stop" Concepts with Main Stream Population

(General Population and Opinion Leaders)
December 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).
- What kind of things have you been hearing about lately in the news about tobacco and smoking?
- Why do you think you have been hearing about these things?
- What kinds of things have you heard about the effects of smoking? On smokers? On non-smokers? (PROBE FOR: Health effects; number of deaths)

B. TV Exposure and Reaction: "Face the Facts" & "It's Time to Stop" (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

- Read script and show visuals for "Tourists"

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

- Read script and show visuals for "Time to Stop"

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

MODERATOR TO LEAD DISCUSSION

Begin with "Tourists" execution:

- 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?
- Did this ad catch your attention? Why?
- Was this ad clear and understandable? Why?
- Is it believable? Why?
- Does it have any emotional impact for you personally? Why?
- Does it make you think that the Government of Canada deserves your support in this initiative? Why?
- Would seeing this ad on TV motivate you to support programs and policies to reduce tobacco use?
- Would seeing this ad on TV. convince you to quit smoking or not take it up? Why?
- For the non-smokers, would seeing this ad on TV convince you that smoking is a problem that all Canadians should be concerned with?

- Probe (if nothing forthcoming): is there anything in these ads that makes you feel very uncomfortable? (GO AROUND TABLE, ELICITING RESPONSES FROM ALL)
- **Repeat discussion with "Time to Stop"**

  Which of these two ads did you like most? Why?

  Which of the two ads do you think would be most effective at convincing people to stop smoking or not to start smoking? Why?

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 #1-4 Face the Facts: "Business", "Newspaper", "Parking", & "More seats"

Please jot down a sentence or so about what each of these ads are about.

- Display print #5-8 It's Time to Stop: "Headstones", "Coffin", "Cemetery", "Morgue" "Hearse" & "Death"

Ask participants to complete balance of the questionnaire.

For "Face the Facts" executions (1-4) ask:

- 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?

Repeat discussion for "It's Time to Stop" Concept (executions 5-10)

Of all ten ads, which did you like most? Why?

Which of the ads do you think would be most effective at convincing people to stop smoking or not to start smoking? Why?

D. Overall campaign (25 minutes).

- Do these campaigns help you better understand the health risks associated with cigarette smoke? Is one more effective than the other? Why?
- Do these campaigns help you better understand the Government of Canada's actions with the tobacco companies? Do you support them? Why? Why not? Is one more effective than the other? Why?
- The Government of Canada wants to make people more aware of the risks associated with tobacco products. Why do you think they want to do that? Should they be involved? Why, why not?
- Does this make you think we need stronger measures to reduce tobacco?
- Does this make you think that smoking is a problem for all Canadians?
- For those who smoke, does this encourage you to take action to quit? To reduce the amount you smoke?
- For those of you who don't smoke, but maybe know someone who does, does this encourage you to try to convince those people to quit smoking?

E. Tag-Lines (25 minutes)

Brief discussion of alternate tag-lines:

I want to read you some alternatives to the tag lines you have been hearing and seeing at the end of each of the print and television ads.

Read each alternative and probe for reactions – preferences, initial feelings

Can you think of any other way of expressing this message? Can you come up with any alternatives in addition to what I have read to you?

F. 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.

Television Executions – MS – GP/OP

1. Please jot down a sentence or so about what ad #1 is saying.

2. Please jot down a sentence or so about what ad #2 is saying.

3. Which ad was the best at catching your attention?

   [ ] # 1
   [ ] # 2
   [ ] Same
   [ ] None

4. Which ad was most clear and understandable?

   [ ] # 1
   [ ] # 2
   [ ] Same
   [ ] None

5. Which ad was most believable?

   [ ] # 1
   [ ] # 2
   [ ] Same
   [ ] None

6. Which ad had the most emotional impact for you personally?

   [ ] # 1
   [ ] # 2
   [ ] Same
   [ ] None

7. Which ad makes you think that the Government of Canada deserves your support in this initiative?

[ ] # 1
[ ] # 2
[ ] Same
[ ] None

8. Which ad would best convince you to quit smoking or not take it up?

[ ] # 1
[ ] # 2
[ ] Same
[ ] None

9. Which ad would make you discuss smoking with people you know who are smokers?

[ ] # 1
[ ] # 2
[ ] Same
[ ] None

10. Which ad made you feel most uncomfortable?

[ ] # 1
[ ] # 2
[ ] Same
[ ] None

11. Which ad did you like most?

[ ] # 1
[ ] # 2
[ ] Same
[ ] None

12. Which ad do you think would be most effective at convincing people to stop smoking?

[ ] # 1
[ ] # 2
[ ] Same
[ ] None

13. Which ad do you think would be most effective at convincing people not to start smoking?

[ ] # 1
[ ] # 2
[ ] Same
[ ] None

Print Executions – MS – GP/OP

Face the Facts

1. Please jot down a sentence or so about what ad #1 is saying.

2. Please jot down a sentence or so about what ad #2 is saying.

3. Please jot down a sentence or so about what ad #3 is saying.

4. Please jot down a sentence or so about what ad #4 is saying.

5. Which ad was the best at catching your attention?

[ ] # 1
[ ] # 2
[ ] # 3
[ ] # 4
[ ] Same
[ ] None

6. Which ad was most clear and understandable?

[ ] # 1
[ ] # 2
[ ] # 3
[ ] # 4
[ ] Same
[ ] None

7. Which ad was most believable?

[ ] # 1
[ ] # 2
[ ] # 3
[ ] # 4
[ ] Same
[ ] None

8. Which ad had the most emotional impact for you personally?

[ ] # 1
[ ] # 2
[ ] # 3
[ ] # 4
[ ] Same
[ ] None

9. Which ad made you think that the Government of Canada deserves your support in this initiative?

[ ] # 1
[ ] # 2
[ ] # 3
[ ] # 4
[ ] Same
[ ] None

10. Which ad would best convince you to quit smoking or not take it up?

[ ] # 1
[ ] # 2
[ ] # 3
[ ] # 4
[ ] Same
[ ] None

Print Executions (cont'd) – MS – GP/OP

It's Time To Stop

11. Please jot down a sentence or so about what ad #5 is saying.

12. Please jot down a sentence or so about what ad #6 is saying.

13. Please jot down a sentence or so about what ad #7 is saying.

14. Please jot down a sentence or so about what ad #8 is saying.

15. Please jot down a sentence or so about what ad #9 is saying.

16. Please jot down a sentence or so about what ad #10 is saying.

17. Which ad was the best at catching your attention?

[ ] # 5
[ ] # 6
[ ] # 7
[ ] # 8
[ ] # 9
[ ] # 10
[ ] Same
[ ] None

18. Which ad was most clear and understandable?

[ ] # 5
[ ] # 6
[ ] # 7
[ ] # 8
[ ] # 9
[ ] # 10
[ ] Same
[ ] None

19. Which ad was most believable?

[ ] # 5
[ ] # 6
[ ] # 7
[ ] # 8
[ ] # 9
[ ] # 10
[ ] Same
[ ] None

20. Which ad had the most emotional impact for you personally?

[ ] # 5
[ ] # 6
[ ] # 7
[ ] # 8
[ ] # 9
[ ] # 10
[ ] Same
[ ] None

21. Which ad made you think that the Government of Canada deserves your support in this initiative?

[ ] # 5
[ ] # 6
[ ] # 7
[ ] # 8
[ ] # 9
[ ] # 10
[ ] Same
[ ] None

22. Which ad would best convince you to quit smoking or not take it up?

[ ] # 5
[ ] # 6
[ ] # 7
[ ] # 8
[ ] # 9
[ ] # 10
[ ] Same
[ ] None

23. Of all ten ads, which one would best convince you to quit smoking or not take it up?

[ ] # 1
[ ] # 2
[ ] # 3
[ ] # 4
[ ] # 5
[ ] # 6
[ ] # 7
[ ] # 8
[ ] # 9
[ ] # 10
[ ] None