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

Final Report of Focus Group Findings

POR-02-02

January 2002

Submitted to:

Health Canada

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10/03/01

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I. Introduction

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

A total of four (4) groups were conducted with main stream Canadians on January 10, 2002. Two groups, one with general population participants and one with "Involved Canadians", were held in both Ottawa and Montreal. 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. While all explored the same "Morgue" concept and image, text, approach and tag-lines differed in each. In total, groups tested four television executions and one print execution.

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



II. Key Findings

General Discussion

Participants generally supported the Government of Canada and its tobacco control initiative. There was strong recall of labelling on cigarette packages and related media coverage, while unprompted recall of television and print advertisements was lower. However, once prompted, many participants were able to recall television ads, including "Poison" and "Cocktail". Overall, there was buy-in for both TV and print "Morgue" concepts. Consistent with previous findings, it should be noted that some respondents continue to feel that *"if the government was serious about smoking, they would make it illegal"*.

When asked why respondents believed Canadians are seeing the aforementioned advertisements and media coverage of issues related to tobacco use, many felt that the strain on the health system caused by illnesses associated with smoking is a relevant factor in the current debate on reforming health care across the country.

Television Concepts

Overall, the impact of the "Morgue" visual proved to be both powerful and effective among participants. While some had difficulty grasping the message of the campaign, others were clear that the motivation of the ads was to convey the government's position on controlling tobacco use in Canada. Exposure to the print ad generally alleviated this confusion.

Television concepts which had the greatest emotive impact were most effective among participants. In particular, concepts which focused on the individual and therefore hit a personal chord were viewed as most effective. This emotive theme was acknowledged in the audio track of the "Numbers" execution. Another element which made this execution successful was the incremental increase of numbers on the toe-tags (44, 998...45,000). Participants felt that this enhanced the personal dynamic of the ad and gave substance to the statistic.

Also effective from the standpoint of emotive messages were the "Brother" executions. In this case, some participants suggested that "friend" is a more appropriate toe-tag than "neighbour" as some do not feel close with their neighbours. While some argued that "mother" was a more effective toe-tag than "brother", the latter had greater approval overall as it invoked the possibility of someone "younger" being affected by cigarette smoke.

The "Customer" execution had limited appeal among some smokers as they identified with the subjects of the toe-tags. However, the strong de-norm message in this ad often incited a discussion of perceived government hypocrisy in collecting tax revenues from the sale of tobacco products.

The de-norm message in "Brother B" was less controversial as it connected with both smokers and non-smokers who could associate with the "addictive" nature of tobacco products. It did not lead respondents to the same discussion of tax revenues as the message in "Customer". Some suggested that the "Customer" version would be enhanced by using the "Brother" message when communicating to the specific smoker audience.

Tag-Lines and Call-To-Action

There was no general consensus on which of the proposed tag-lines was most effective. While most participants indicated a preference for "It's time to get tough on tobacco", their favour was soft rather than decisive. Generally, participants agreed that the tag-line should be grim and hard-hitting enough to accompany the visual in the concepts.

Smokers, in particular, suggested that the tag-line should express an element of support and assistance for those who wish to quit and find it difficult. Canadians want an idea from these ads and the tag-lines of how the government intends to offer assistance to smokers and enact its other initiatives.

Calls to action were considered somewhat antithetical as the ads suggested that the government was launching initiatives, yet it required those interested to call in for any information pertaining to the Tobacco Control Program. Participants felt that the call to action should be more inviting, especially for smokers, and avoid common clichés including “for more information...”. The call-to-action represented another instance in which smokers and non-smokers alike were looking for more of an indication of how the government intended to offer information and support in its tobacco control initiative.

It should also be noted that participants were turned off by the use of the 1-800-O-CANADA number which most recognize as a generic automated government information line. Some felt a telephone line should be dedicated to just this purpose.

In each of the television concepts considered, participants suggested that “Health Canada” is a more credible messenger than “Government of Canada”. Participants felt that smoking is a “health” issue and should be handled and addressed by the appropriate government body. Moreover, the use of “Health Canada” de-politicized the initiative to a certain extent. Most expressed skepticism regarding anything promoted by the Government of Canada.

Print

The print ad proved to be the most effective of all concepts tested. Despite the length and text, participants were encouraged by the depth and amount of information found in the ad, as well as the clearer communication of the government’s intentions on the tobacco control issue. Some felt that the size and length of a full-page ad should allow for even greater detail outlining the government’s plans.

Some participants felt that the visual used in the print ad did not communicate the gravity of the issue. Others suggested that it was not complementary to the television concepts and should somehow incorporate the morgue imagery.

From the standpoint of language, participants favoured the most brief communication of each message. This was also generally the message which suggested the most "action" on the part of the government. Where alternatives were offered, participants opted for the version which was less wordy. This included:

- "Today the Government of Canada is going on the offensive";
- "we will invest \$530 million to reduce smoking in Canada."; and,
- "Provide information on the dangers..." (others suggested "Increase awareness on the dangers...").

The call to action in the print ad invoked confusion among some participants. In particular, "Start Today" suggested to some that they should start smoking today.

III. Recommendations

- Emotive television concepts which emphasize the loss of those who are close (either through visual or audio communication) have the greatest resonance with participants.
- Aggressive de-norm messages invoke feelings of hypocrisy on the part of the government who is seen as a benefactor from the sale of tobacco. A less accusatory tone is required at this time when addressing the culpability of the tobacco manufacturing industry. Canadians will have to witness the intentions of the government before they are ready to accept the idea that it is not somehow benefiting from the industry, however indirectly.
- "It's time to get tough on tobacco" received the most support from participants, although it was neither firm nor consensual.
- The print ad, although text heavy, is a strong vehicle to communicate the strength of intentions of the government initiatives. The depth and amount of information resonates with audiences. A visual invoking the morgue imagery will produce a stronger link with the television campaign and communicate the gravity of the issue.
- Canadians want an assurance that the government intends to offer assistance to smokers who are attempting to quit. Any contact with the government should be designed to communicate this information, rather than funnel callers through an automated menu of generic information options. Canadians want to see that the government is sincere in its efforts on this issue.

Technical Appendices:

Recruiting Screeners

Moderator Guide



A POLLARA Report

Recruiting Screener #2176
General Population

January 10th

- Ottawa
- Montreal

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
No

CONTINUE
THANK & DISCONTINUE



- 1) Would you be available to attend a discussion group on **Thursday, January 10 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
No

CONTINUE
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
No

THANK & TERMINATE
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
High school
Some college/university
Graduated from college/university
Post graduate

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 #2176
Opinion Leader

January 10th - Ottawa
 - Montreal

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
No

CONTINUE
THANK & DISCONTINUE

- 1) Would you be available to attend a discussion group on Thursday, January 10 at 8:00pm? It will last two hours and you will receive \$75.00 for your time.

Yes
No

CONTINUE
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 "Morgue" Concepts with Main Stream Population

(General Population and Opinion Leaders)

January 10, 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: "Morgue" (4 concepts) (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 Version 1

Complete worksheet for Version 1

- Read script and show visuals for Version 2

Complete worksheet for version 2

- Read script and show visuals for Version 3

Complete worksheet for version 3

- Read script and show visuals for Version 3b

Complete worksheet for version 3b – then answer last two questions about all four ads

MODERATOR TO LEAD DISCUSSION

For each execution ask:

- What first came to mind when you saw this ad? (PROBE) What was it about the ad that caused you to think that way?

General Discussion:

- How did you rank the effectiveness of each ad catching your eye? Which of the ads did the best job of catching your attention?
- How did you rank each ad in terms of believability? Which was most believable?
- How did you rank each ad in terms of emotional impact? Which one had the most emotional impact for you personally?
- How did you rank each of the ads in terms of their overall effectiveness in conveying the message? Which one was most effective?
- Which of the ads was most understandable? Why?
- Which of the four ads makes you think that the Government of Canada deserves your support in this initiative? Why?

About most effective executions:

- 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?
- How do you feel about the ads in which the text suggests that the federal government is taking aim at tobacco product manufacturers? Is this a more effective message than in the other ads? Is it appropriate for the government to do this? Why?
- Probe (if nothing forthcoming): is there anything in these ads that makes you feel very uncomfortable? (GO AROUND TABLE, ELICITING RESPONSES FROM ALL)
- Which of the ads do you think would be most effective at convincing people to stop smoking or not to start smoking? Why?

C. Tag Line/Call to Action Discussion (20 minutes)

Now I would like you to turn to the worksheet that asks you to rank the various tag-lines used in these ads. The tag line is the phrase at the end of the ad (REVIEW VARIATIONS).

Ask participants to complete worksheet

- Which of the tag-lines did you like most? Why?
- Which was most effective at capturing your attention? Why?
- PROBE FOR WHICH TAG-LINES ARE MOST APPROPRIATE FOR EACH EXECUTION. WHICH IS MOST SUITABLE FOR THE MOST EFFECTIVE EXECUTION.
- You may have noticed that each ad has a "call to action" where the government provides resources to get more information on the tobacco control program. Which one is most effective at convincing audiences to get in touch? Which one is most likely to encourage you to contact the government for more information?

D. Print Exposure & Reaction (20 minutes)

The moderator will display 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

Complete worksheet for Version 1

- Display print #2

Complete worksheet for version 2

General Discussion:

- How did you rank the effectiveness of each ad catching your eye? Which of the ads did the best job of catching your attention?
- How did you rank each ad in terms of believability? Which was most believable?
- How did you rank each ad in terms of emotional impact? Which one had the most emotional impact for you personally?
- How did you rank each of the ads in terms of their overall effectiveness in conveying the message? Which one was most effective?
- Which version makes you think that the Government of Canada deserves your support in this initiative? Why?
- How do you feel about the text that suggests that the federal government is taking aim at tobacco product manufacturers? Is this a more effective message than in the other ads? Is it appropriate for the government to do this? 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?
- Which of the ads do you think would be most effective at convincing people to stop smoking or not to start smoking? Why?

E. Overall campaign (30 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?
- 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?
- How familiar are you with the federal government's Tobacco Control Program?
- Is this an effective way of convincing Canadians of the health crisis associated with tobacco use? What do you like about it? What do you dislike about it?
- Does this make you think we need stronger measures to reduce tobacco use?
- 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?

F. Wrap-up (10 minutes)

- Show Light and Mild "Morgue" ad to give participants an idea of how the ad will look.

Discuss:

- What did you think of this ad? Do you think it is an effective way to convey the messages we discussed this evening? Why? Why not?
- Moderator to solicit questions from clients. Ask questions.
- Do you have any final comments?
- Thank you for your time.

TV #1

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

For the following questions, please circle the appropriate number on the scale of 1 to 10.

2. On a scale of 1 to 10, where 1 is not at all effective and 10 is very effective, how effective is this ad at catching your attention?

1 2 3 4 5 6 7 8 9 10

3. On a scale of 1 to 10, where 1 is not at all believable and 10 is very believable, how believable is this ad?

1 2 3 4 5 6 7 8 9 10

4. On a scale of 1 to 10, where 1 means this ad has no impact at all and 10 means it has a strong impact, how much of an emotional impact does this ad have on you personally?

1 2 3 4 5 6 7 8 9 10

5. On a scale of 1 to 10, where 1 is not at all effective and 10 is very effective, how effective is this ad at conveying the message that the government of Canada is undertaking an aggressive tobacco control program?

1 2 3 4 5 6 7 8 9 10

TV #2

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

For the following questions, please circle the appropriate number on the scale of 1 to 10 scale.

7. On a scale of 1 to 10, where 1 is not at all effective and 10 is very effective, how effective is this ad at catching your attention?

1 2 3 4 5 6 7 8 9 10

8. On a scale of 1 to 10, where 1 is not at all believable and 10 is very believable, how believable is this ad?

1 2 3 4 5 6 7 8 9 10

9. On a scale of 1 to 10, where 1 means this ad has no impact at all and 10 means it has a strong impact, how much of an emotional impact does this ad have on you personally?

1 2 3 4 5 6 7 8 9 10

10. On a scale of 1 to 10, where 1 is not at all effective and 10 is very effective, how effective is this ad at conveying the message that the government of Canada is undertaking an aggressive tobacco control program?

1 2 3 4 5 6 7 8 9 10

TV #3

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

For the following questions, please circle the appropriate number on the scale of 1 to 10.

12. On a scale of 1 to 10, where 1 is not at all effective and 10 is very effective, how effective is this ad at catching your attention?

1 2 3 4 5 6 7 8 9 10

13. On a scale of 1 to 10, where 1 is not at all believable and 10 is very believable, how believable is this ad?

1 2 3 4 5 6 7 8 9 10

14. On a scale of 1 to 10, where 1 means this ad has no impact at all and 10 means it has a strong impact, how much of an emotional impact does this ad have on you personally?

1 2 3 4 5 6 7 8 9 10

15. On a scale of 1 to 10, where 1 is not at all effective and 10 is very effective, how effective is this ad at conveying the message that the government of Canada is undertaking an aggressive tobacco control program?

1 2 3 4 5 6 7 8 9 10

TV #4

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

For the following questions, please circle the appropriate number on the scale of 1 to 10.

17. On a scale of 1 to 10, where 1 is not at all effective and 10 is very effective, how effective is this ad at catching your attention?

1 2 3 4 5 6 7 8 9 10

18. On a scale of 1 to 10, where 1 is not at all believable and 10 is very believable, how believable is this ad?

1 2 3 4 5 6 7 8 9 10

19. On a scale of 1 to 10, where 1 means this ad has no impact at all and 10 means it has a strong impact, how much of an emotional impact does this ad have on you personally?

1 2 3 4 5 6 7 8 9 10

20. On a scale of 1 to 10, where 1 is not at all effective and 10 is very effective, how effective is this ad at conveying the message that the government of Canada is undertaking an aggressive tobacco control program?

1 2 3 4 5 6 7 8 9 10

21. Thinking of all 4 ads, which ad do you think would be most effective at conveying the message that the government of Canada is undertaking an aggressive tobacco control program?

- ☐ # 1
- ☐ # 2
- ☐ # 3
- ☐ # 4
- ☐ Same
- ☐ None

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

- ☐ # 1
- ☐ # 2
- ☐ # 3
- ☐ # 4
- ☐ Same
- ☐ None

Tag-Line #1

For the following questions, please circle the appropriate number on the scale of 1 to 10.

1. On a scale of 1 to 10, where 1 means you do not like it at all and 10 means you like it very much, how much do you like this tag-line?

1 2 3 4 5 6 7 8 9 10

2. On a scale of 1 to 10, where 1 is not at all effective and 10 is very effective, how effective is this tag-line at catching your attention?

1 2 3 4 5 6 7 8 9 10

Tag-Line #2

3. On a scale of 1 to 10, where 1 means you do not like it at all and 10 means you like it very much, how much do you like this tag-line?

1 2 3 4 5 6 7 8 9 10

4. On a scale of 1 to 10, where 1 is not at all effective and 10 is very effective, how effective is this tag-line at catching your attention?

1 2 3 4 5 6 7 8 9 10

Tag-Line #3

5. On a scale of 1 to 10, where 1 means you do not like it at all and 10 means you like it very much, how much do you like this tag-line?

1 2 3 4 5 6 7 8 9 10

6. On a scale of 1 to 10, where 1 is not at all effective and 10 is very effective, how effective is this tag-line at catching your attention?

1 2 3 4 5 6 7 8 9 10

Tag-Line #4

7. On a scale of 1 to 10, where 1 means you do not like it at all and 10 means you like it very much, how much do you like this tag-line?

1 2 3 4 5 6 7 8 9 10

8. On a scale of 1 to 10, where 1 is not at all effective and 10 is very effective, how effective is this tag-line at catching your attention?

1 2 3 4 5 6 7 8 9 10

Tag-Line #5

9. On a scale of 1 to 10, where 1 means you do not like it at all and 10 means you like it very much, how much do you like this tag-line?

1 2 3 4 5 6 7 8 9 10

10. On a scale of 1 to 10, where 1 is not at all effective and 10 is very effective, how effective is this tag-line at catching your attention?

1 2 3 4 5 6 7 8 9 10

Tag-Line #6

11. On a scale of 1 to 10, where 1 means you do not like it at all and 10 means you like it very much, how much do you like this tag-line?

1 2 3 4 5 6 7 8 9 10

12. On a scale of 1 to 10, where 1 is not at all effective and 10 is very effective, how effective is this tag-line at catching your attention?

1 2 3 4 5 6 7 8 9 10

13. Thinking of all 6 tag-lines, which tag-line do you think is most effective?

☐ # 1
☐ # 2
☐ # 3
☐ # 4
☐ # 5
☐ # 6
☐ Same
☐ None

Print #1

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

For the following questions, please circle the appropriate number on the scale of 1 to 10.

2. On a scale of 1 to 10, where 1 is not at all effective and 10 is very effective, how effective is this ad at catching your attention?

1 2 3 4 5 6 7 8 9 10

3. On a scale of 1 to 10, where 1 is not at all believable and 10 is very believable, how believable is this ad?

1 2 3 4 5 6 7 8 9 10

4. On a scale of 1 to 10, where 1 means this ad has no impact at all and 10 means it has a strong impact, how much of an emotional impact does this ad have on you personally?

1 2 3 4 5 6 7 8 9 10

5. On a scale of 1 to 10, where 1 is not at all effective and 10 is very effective, how effective is this ad at conveying the message that the government of Canada is undertaking an aggressive tobacco control program?

1 2 3 4 5 6 7 8 9 10

Print #2

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

For the following questions, please circle the appropriate number on the scale of 1 to 10.

7. On a scale of 1 to 10, where 1 is not at all effective and 10 is very effective, how effective is this ad at catching your attention?

1 2 3 4 5 6 7 8 9 10

8. On a scale of 1 to 10, where 1 is not at all believable and 10 is very believable, how believable is this ad?

1 2 3 4 5 6 7 8 9 10

9. On a scale of 1 to 10, where 1 means this ad has no impact at all and 10 means it has a strong impact, how much of an emotional impact does this ad have on you personally?

1 2 3 4 5 6 7 8 9 10

10. On a scale of 1 to 10, where 1 is not at all effective and 10 is very effective, how effective is this ad at conveying the message that the government of Canada is undertaking an aggressive tobacco control program?

1 2 3 4 5 6 7 8 9 10

11. Thinking of both ads, which ad do you think would be most effective at conveying the message that the government of Canada is undertaking an aggressive tobacco control program?

- ☐ # 1
- ☐ # 2
- ☐ Same
- ☐ None

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

- ☐ # 1
- ☐ # 2
- ☐ Same
- ☐ None