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Report includes
An annex with

76 pages of
Statistical cross
tabulations
(Socio demo & questions)
+ opinion leaders & questions
vs. others

Ad Recall of "Target" Second-Hand Smoke Television Execution Among Smokers and Non-Smokers



Final Report
POR-02-20
April 2002

POR-02-20

Introduction

POLLARA is pleased to present Health Canada with the following report of quantitative findings from a national survey testing recall of the “Target” second hand smoke television execution.

Methodology

A total of 1,520 Canadians 16 years of age and older took part in a 10 minute telephone interview between April 10th and April 19th, 2002. The total sample has been weighted to reflect the incidence of smokers and non-smokers among the general population by region. Overall results are accurate to within $\pm 2.5\%$, nineteen times out of twenty.



Regional Divisions

To follow are the margins of error associated with the results from each region and smoker and non-smoker segment.

SAMPLE DISTRIBUTION

	Unweighted # Of Interviews	Weighted # Of Interviews	Margin of Error (%)
Atlantic Canada	304	31	±5.6
Québec	300	85	±5.7
Ontario	302	127	±5.7
Prairies	313	59	±5.6
British Columbia/Terr.	301	46	±5.7
Smoker	1011	82	±3.1
Non-smoker	287	155	±5.8
Former smoker	222	111	±6.6
Total	1520	348	±2.5



The following findings give context to this study.

- An over-sample of smokers was collected in each of the regions. These have been weighted down to reflect the actual percentage of Canadians who smoke, which is approximately one-quarter (24%).**
- Canadians who smoke report smoking an average of 15 cigarettes a day. Within this cohort, 36% report smoking 1 to 10 cigarettes in a day, 39% report smoking 11 to 24 cigarettes a day, while 23% report smoking 25 cigarettes or more a day.**
- Analysis included in this report makes use of the term “opinion leader” when identifying a specific cohort of respondents. Opinion leaders are self-identified by affirmative responses to a series of questions regarding their personal history of activism (writing letters to Members of Parliament or the provincial legislature; newspaper editorials; calling into a radio show; frequency of attempting to convince those outside of their family of their opinions).**
- Results from this study are compared to results from similar studies conducted for Health Canada in January (“Light and Mild” executions), February (“Numbers” executions) and February (“Athlete” executions), 2002. Where appropriate differences in tracking data are noted.**



Key Findings

Health care continues to occupy the top of the list of important issues facing Canada, according to 26% of all respondents. Other issues also top-of-mind but less pressing include the economy/recession (8%), unemployment (6%) and various international conflicts (5%).

New to this ad recall study, Canadians were asked to offer their evaluation of both the federal and provincial governments' performance in the area of health using a seven point scale where "4" represents a neutral evaluation. Overall, the federal government achieves a somewhat more positive evaluation than combined provincial governments (3.7 vs. 3.5), although it remains below a neutral rating, suggesting that Canadians are not satisfied with either federal or provincial actions in the health care area.

On a province-by-province basis, PEI¹ (4.2), Manitoba (4.0), Saskatchewan (4.0) and Alberta (4.0) are the only provinces where residents' evaluation of their respective provinces' handling of health exceeds that of the federal government. In all other provinces, including Quebec and Ontario, residents accord a more positive evaluation to the federal government's handling of health than to their respective provinces.

Recall of anti-tobacco advertising remains high, with almost nine-in-ten Canadians recalling having heard, read or seen this type of advertising (89%). Smokers, in particular, are the most likely of audience cohorts to recall having seen anti-tobacco advertising (94%).

The Government of Canada remains the most identified sponsor of anti-tobacco advertising, according to 34% of audience members. Smokers are more likely than other cohorts to identify the federal government as the sponsor of the advertisements which they have seen (43%). Other sponsors of advertisements mentioned by audience members include health and non-smoking organizations (9%) and tobacco companies (6%).



¹ Caution should be used when evaluating results from PEI as sample size is small.

Key Findings (Cont'd)

Television remains the most often cited medium of exposure to anti-tobacco government advertisements (90%). Less often, audience members (26%) have seen or read Government of Canada anti-tobacco advertising in the newspaper (37% among former smokers) and on cigarette packages (22%). Not surprisingly, smokers are the most likely to recall having seen advertising in the latter format (36%).

Recall of the second-hand smoke "Target" television advertisement is not as high as previous campaigns. Unaided recall of the advertisement is only 6% among all audiences; 5% behind the most frequently cited top-of-mind labelling on cigarette packages. On a prompted basis, more than half of all audience members recall having seen the "Target" advertisement on television (54%). There is little variance across smoking and non-smoking cohorts.

Less than one-in-five audience members can recall the sponsor of the "Target" advertisement (18%), while a full 87% of those who do recall the sponsor correctly identify the government of Canada. Federal government sponsorship recall is highest among non-smokers (92%). Less than one-in-ten audience members (7%) believe the advertisement was sponsored by their provincial government.

Two-thirds of all cohorts identify the message of the "Target" ad as highlighting the "negative effects of second hand smoke" (63%). Less often, audience members believe the message of the ad focused on harm caused to children by second hand smoke and the responsibility of parents in this matter (18% - 22% among smokers). Traditional anti-tobacco messaging was also inferred by viewers, including "smoking is dangerous to your health" (17%) and "you shouldn't smoke" (12%).

Four-in-ten non-smokers in the audience report being influenced by the "Target" ad to not start smoking (42%) while less than one-third of former smokers report that the ad influenced them to not start smoking again (30%). Just over half of all audience members report that the "Target" ad influenced them to try to persuade friends and family members to not start smoking (53%), while non-smokers, in particular, report this impact (63%).



Key Findings (Cont'd)

Almost half of all smokers report that the ad prompted them to think about stopping smoking (47%), while slightly more are inclined to think about cutting down on the amount they smoke after having seen the ad (55%). These proportions represent a reversal of reactions from previous ad campaigns (smokers were more likely to report that they would think about quitting than simply about cutting down). Furthermore, the behavioural influence on smokers as a result of the “Target” ad is less than that registered by smokers who saw the “Numbers” advertisement in February 2002.

New to this survey, all respondents were asked whether seeing the “Target” ad influenced them to ask smokers not to smoke near them. Overall, two-in-five report that the ad did, in fact, have this impact (43%). Not surprisingly, this reported influence was highest among non-smokers (58%) and lowest among smokers (18%).

Less than one-third of all audience members have discussed the “Target” ad with others (30%). The balance (70%) report not having discussed the ad after having seen it. Of those who have discussed the ad with others, one-half (49%) report having discussed it with both smokers and non-smokers, one-in-five have discussed it with only smokers (20%) and 31% have discussed it with only non-smokers. Smokers are the most likely cohort to have discussed the ad with only smokers (28%), while former smokers are the most likely to report only discussing the ad with non-smokers (43%).



Key Findings (Cont'd)

Recall of Contact Information and Tag-Line

Recall of both the 1-800 telephone number and the web-site address appears to have peaked in previous ad recall testing and has since stabilized (22% and 8%, respectively). Smokers are the most likely group to recall having seen the 1-800 telephone number (30%), although they are no more likely than their non-smoking counterparts to report the possibility of calling the number or accessing the web-site address (10% of smokers; 8% of non-smokers and 7% of former smokers). Specifically, intent to contact either the web-site (6%) or use the telephone number (4%) is expressed by approximately one-in-twenty audience members. Former smokers are the most likely of all cohorts to report that they will not contact Health Canada through either method (82%).

Unaided recall of the "Tobacco. We can live without it." tag-line is very low (1% reporting it on a un-prompted basis as either unaided anti-tobacco ad recall or as the message of "Target" advertisement). Prompted recall of the tag-line appears to have peaked with the "Athlete" advertisements aired during the 2002 winter Olympics (73%), and has since decreased, but remains strong with almost two-thirds of audience members (62%) recalling the phrase at the end of the "Target" television ad. Recall of the tag-line is highest among smokers (71%), while non-smokers and former smokers are less likely to recall the line on a prompted basis (59% each).



Key Findings (Cont'd)

Impact of Advertising on Criticism of Tobacco Industry and Approval of Government Sponsorship

The proportion of audience members who report that seeing anti-tobacco ads makes them feel more critical toward the tobacco industry has increased since Health Canada's last ad campaign in February, 2002. A total of 43% report that the anti-tobacco ads made them more critical, compared to 35% reporting the same in March. The proportion of those who report that anti-tobacco ads have no effect on their opinion of the tobacco industry falls slightly, but continues to represent the majority opinion (51%, down 3%). Only 3% of audience members report that anti-tobacco ads make them less critical of the industry.

Smokers remain the least likely to report being more critical of the tobacco industry (31%) as a result of anti-tobacco advertising, while more than one-half of non-smokers (55%) report an increase in their criticism of the industry.

Overall approval of government sponsorship of anti-tobacco advertising remains high (81%), although observation of degrees of approval reveal that the most recent advertising campaign results in a decrease in strong approval (down 3% to 48%), while mild approval is up 6% (to 33%). There is no change in the overall proportion of audience members who disapprove of government sponsorship of anti-tobacco advertisements (16% vs. 17% in March 2002).



Conclusions

- **Canadians' evaluation of how the nation and respective provinces are doing on the issue of health is low. This finding, however, is not surprising given that health care has been the top issue facing the country according to respondents for some months. Also not surprising is the fact that residents of western provinces provide more favourable evaluations to the performance of their provincial governments on the issue of health than they do to the federal government.**
- **Overall recall of anti-tobacco advertising remains high, and the Government of Canada remains the most cited sponsor of anti-tobacco advertising on an unprompted basis.**
- **Prompted recall of the "Target" television execution, while lower than previous advertising campaigns, is evident among more than half of the television-viewing audience. Lower recall may, in part, be attributed to the study commencing and being executed during a period following the removal of the advertisement from television.**
- **Overall, behavioural influences resulting from having seen the "Target" television ad are similar to those seen during the "Athlete" advertising campaign; lower than influences reported following the "Numbers" campaign. One possible explanation for this may stem from previous qualitative research for this execution which suggested that the image involving children, while poignant, did not necessarily resonate with audience members who do not have children or relate to them. This view is somewhat supported by quantitative evidence which shows greater proportions of respondents who do not have children under the age of 18 in their household reporting that the ads did not influence them to not start smoking (among non-smokers) or to think about stopping smoking (among smokers).**

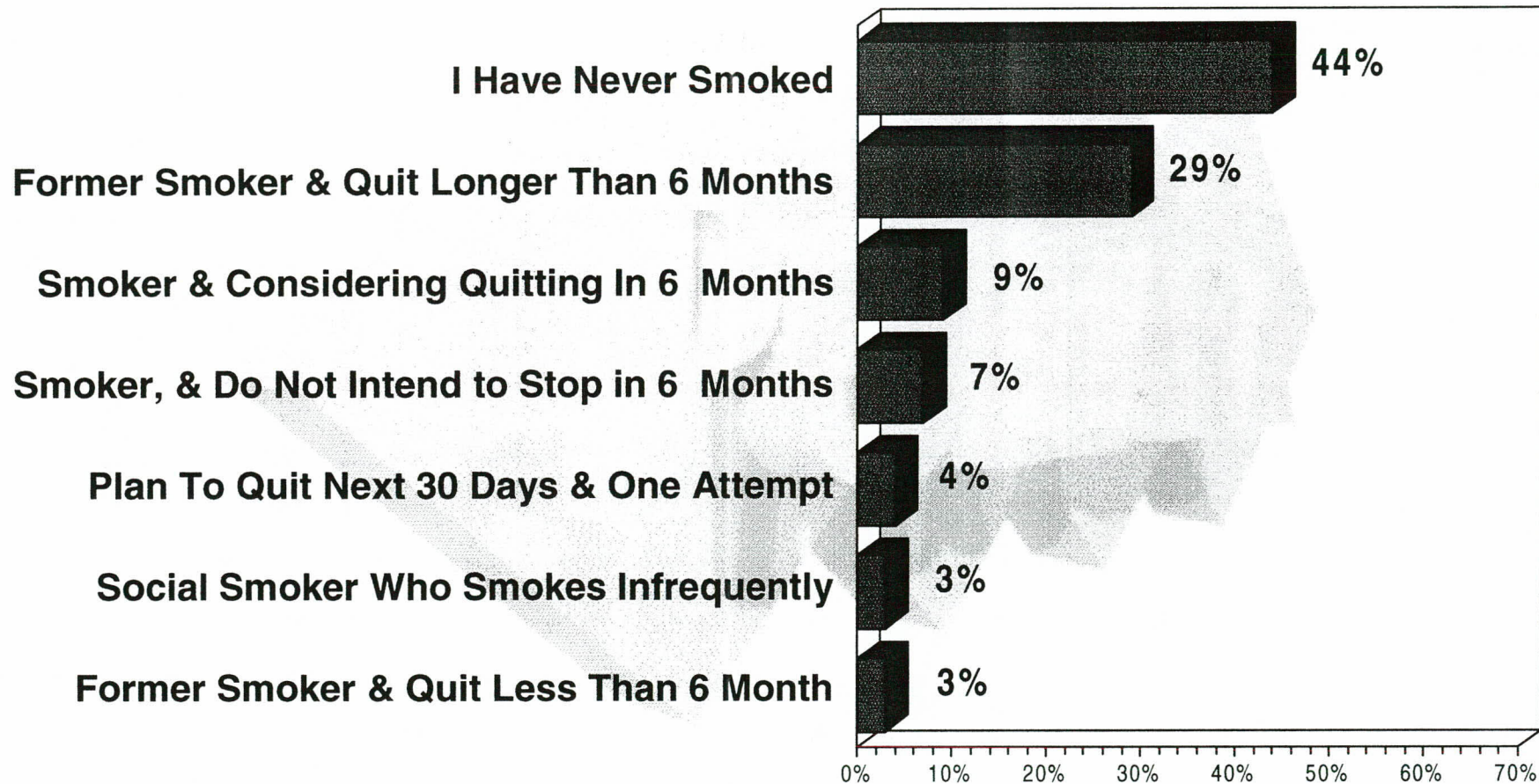


Conclusions (Cont'd)

- Recall of means of contacting Health Canada for more information on the Tobacco Control Program (1-800 number and web address) appears to have levelled off. Moreover, there has been little movement in the number of smoking and non-smoking viewers who intend to use either of these methods to obtain more information on the program.
- Recall of the tag-line appears to have also peaked in the previous advertising campaign.
- The “Target” television campaign sees a slight resurgence in the number of Canadian audience members who report that they are more critical of the tobacco industry as a result of seeing anti-tobacco advertising. One possible explanation for this increase may be the focus of the advertising on children and the harmful impact of second hand smoke on this vulnerable group.
- Overall approval of government sponsorship of second-hand smoke advertising is consistent with levels expressed during previous campaigns. It should be noted, however, that this study shows a slight shift in the intensity of approval as strong approval is at its lowest level since recall testing began, while mild approval increases proportionately to compensate.



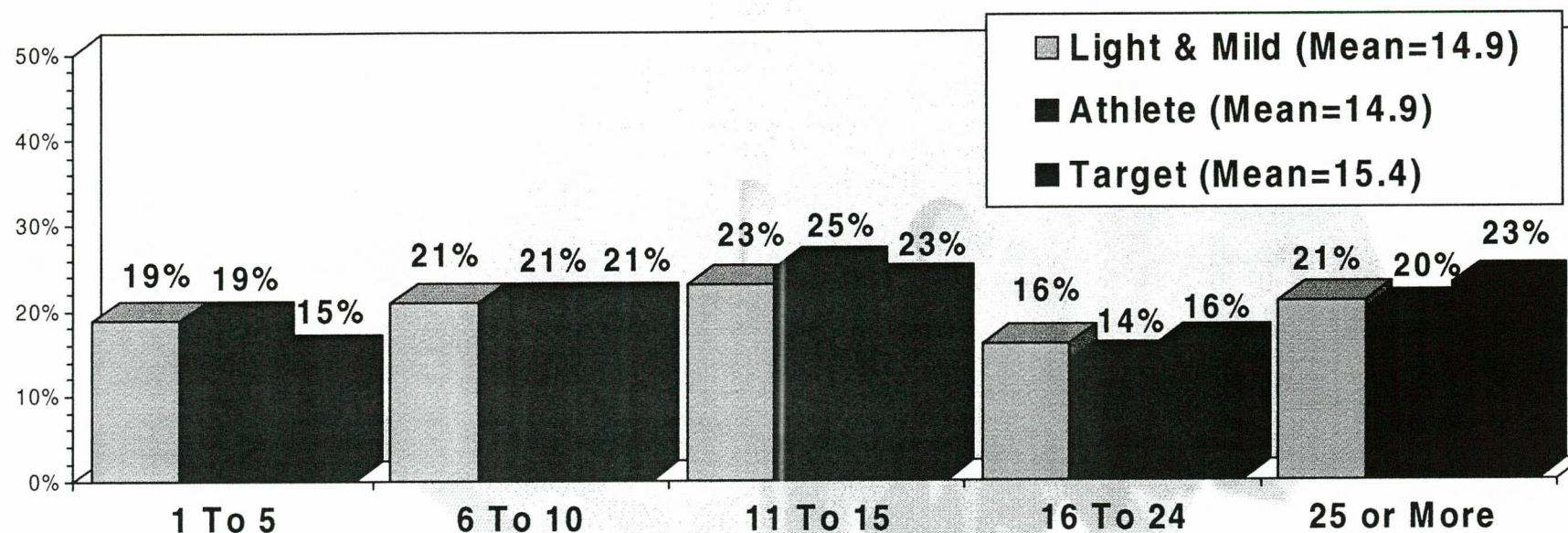
Smoking Profile



Q: Which of the following statements best applies to you?



Number of Cigarettes Smoked Per Day: Tracking

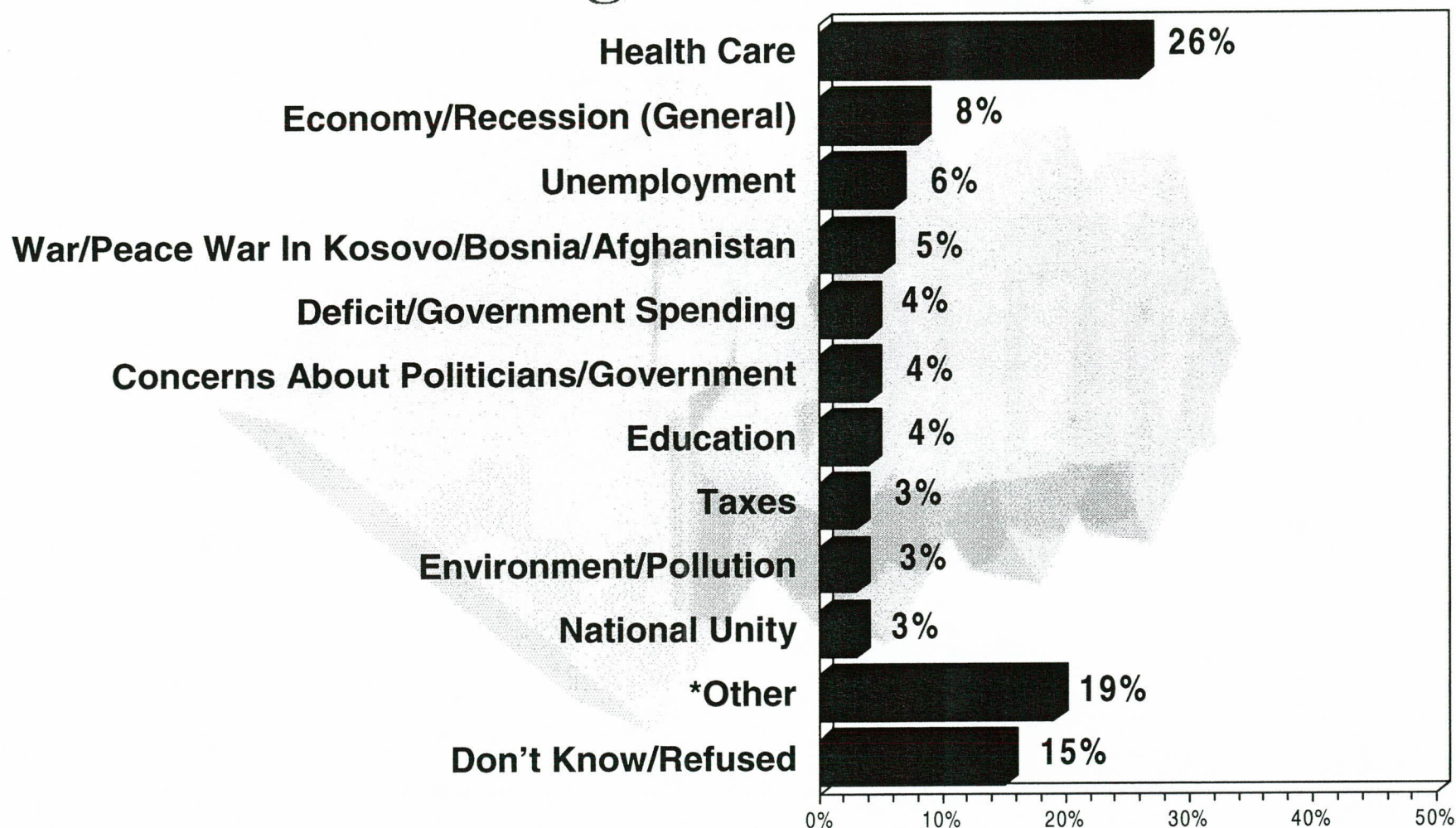


Q: On the days that you smoke cigarettes, about how many cigarettes do you smoke per day, on average? (RECORD NUMBER)

Overall, the number of cigarettes consumed by smokers on a daily basis has remained consistent since tracking of this question began in January 2002.



Most Important Issue Facing Canada Today



Q: In your opinion, what is the most important issue facing Canada today?

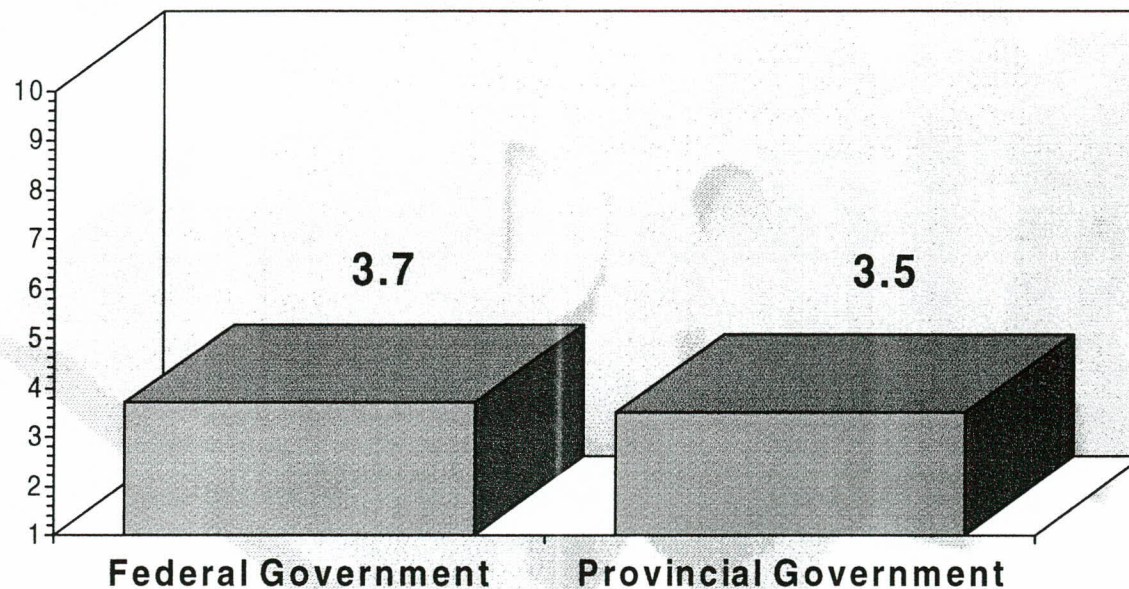
* "Other" includes responses of 2% or less.

Most Important Issue Facing Canada Today, by Smoking Profile

	Smoker %	Non- Smoker %	Former Smoker %
Health Care	23	26	27
Economy/Recession (General)	10	8	7
Unemployment	5	8	5
War/Peace War In Kosovo/Bosnia/Afghanistan	4	6	5
Deficit/Government Spending	3	5	3
Concerns About Politicians/Government	4	4	4
Education	3	3	5
Taxes	4	3	1
Environment/Pollution	2	2	4
National Unity	2	4	3



Performance of the Government of Canada/Provincial Governments Regarding Health



Q: Generally speaking how would you rate the performance of the Government of Canada/your provincial government regarding health? Please use a seven-point scale, where one is terrible, seven is excellent and 4 is neither good nor bad.



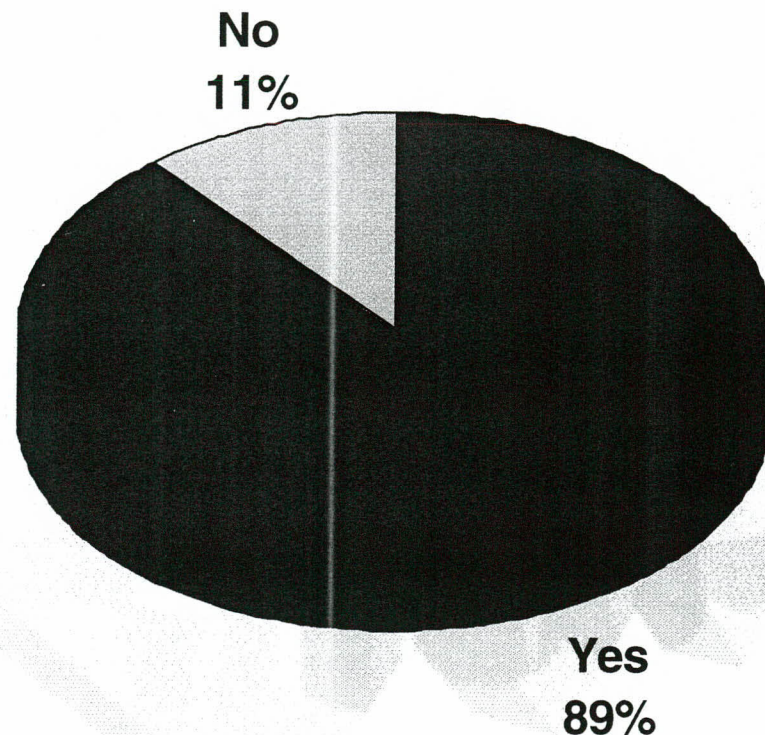
Performance of the Government of Canada Regarding Health (Mean Rating on a 7-point scale)

	Federal Gov't		Provincial Gov't
Atlantic Canada	3.6	Atlantic Canada	3.4
Newfoundland	3.7	Newfoundland	3.5
Nova Scotia	3.4	Nova Scotia	3.1
New Brunswick	3.8	New Brunswick	3.6
Prince Edward Island	3.4	Prince Edward Island	4.2
Québec	3.6	Québec	3.4
Ontario	3.8	Ontario	3.6
Prairies	3.7	Prairies	4.0
Manitoba	3.9	Manitoba	4.0
Saskatchewan	3.7	Saskatchewan	4.0
Alberta	3.7	Alberta	4.0
British Columbia/Terr.	3.6	British Columbia/Terr.	3.1

The federal government receives its highest performance ratings among men between 16 and 34 years of age (4.2).



Unaided Recall of Anti-Tobacco Ads



Q: Do you recall reading, seeing or hearing any anti-tobacco advertisements or any ads about not smoking over the past few months? Please take into account anything you may have seen on television or billboards, heard on the radio, or seen in a newspaper or magazine.



Unaided Recall of Anti-Tobacco Ads, by Smoking Profile

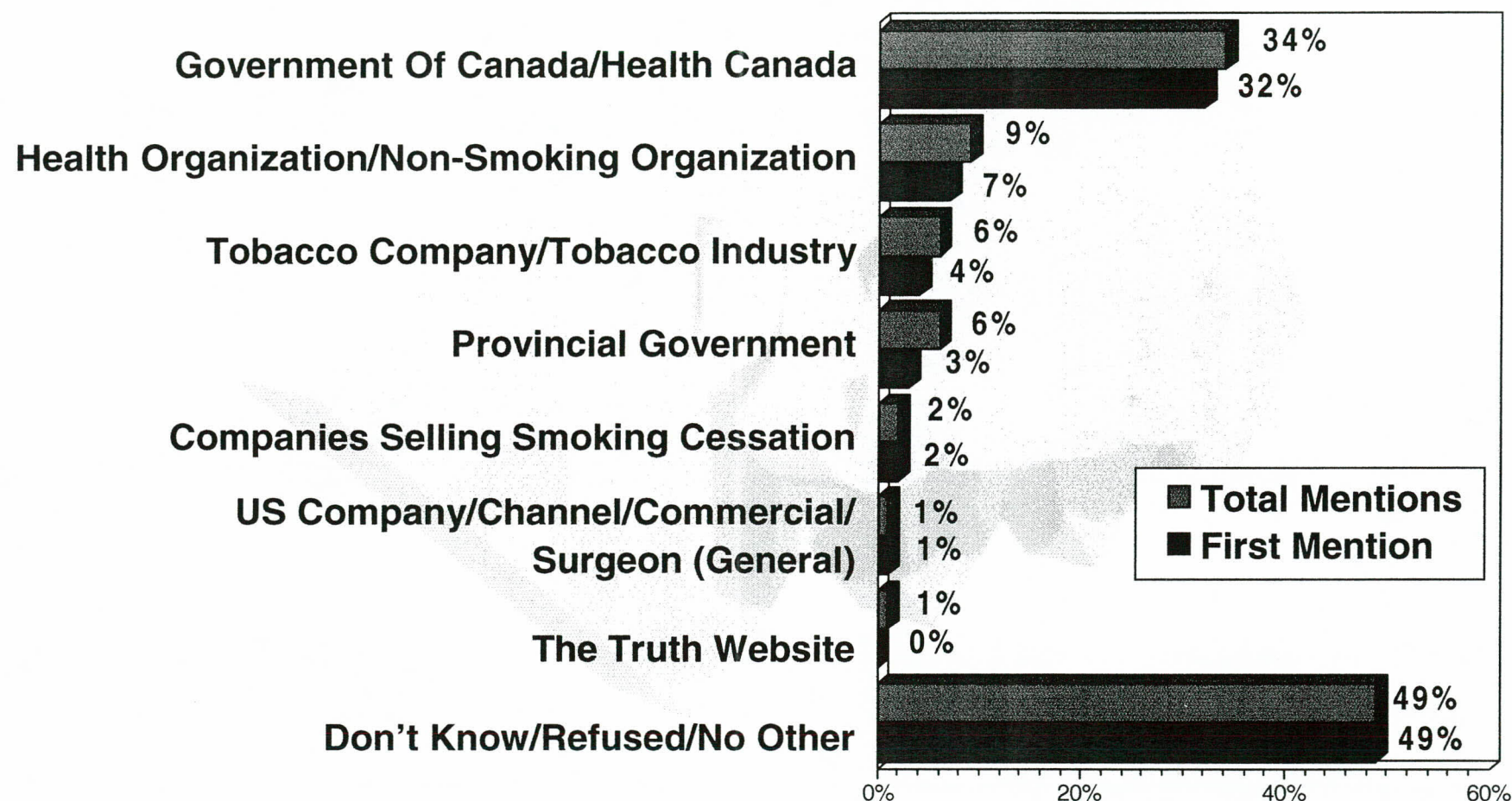
	Smoker %	Non- Smoker %	Former Smoker %
Yes	94	87	86
No	5	12	14
Don't Know/Refused	1	<1	1

Households with 3 or more children under 18 years of age (97%) and households earning between \$65,000 and \$74,000 annually (97%) are most likely to recall reading, seeing or hearing anti-tobacco ads in the last few months, while seniors are least likely to recall such ads (81%).

Opinion leaders (94%) are more likely than the general population (87%) to recall reading, seeing or hearing anti-tobacco ads in the last few months.



Unaided Recall of Advertising Sponsors



Q: Do you recall who sponsored this advertising?



Unaided Recall of Advertising Sponsors, by Smoking Profile

	Smoker		Non-Smoker		Former Smoker	
	Total Mention %	1st Mention %	Total Mention %	1st Mention %	Total Mention %	1st Mention %
Government Of Canada/ Health Canada	43	39	28	27	36	33
Health Organization/ Non-Smoking Organization	12	7	6	6	11	9
Tobacco Company/ Tobacco Industry	8	5	6	4	4	4
Provincial Government	5	2	7	5	6	3
Companies Selling Smoking Cessation	2	1	2	2	4	4
US Company/Channel/ Commercial/Surgeon (General)	<1	<1	<1	<1	2	1
The Truth Website	1	1	1	1	<1	<1
Don't Know/Refused/No Other	44	44	53	53	46	46

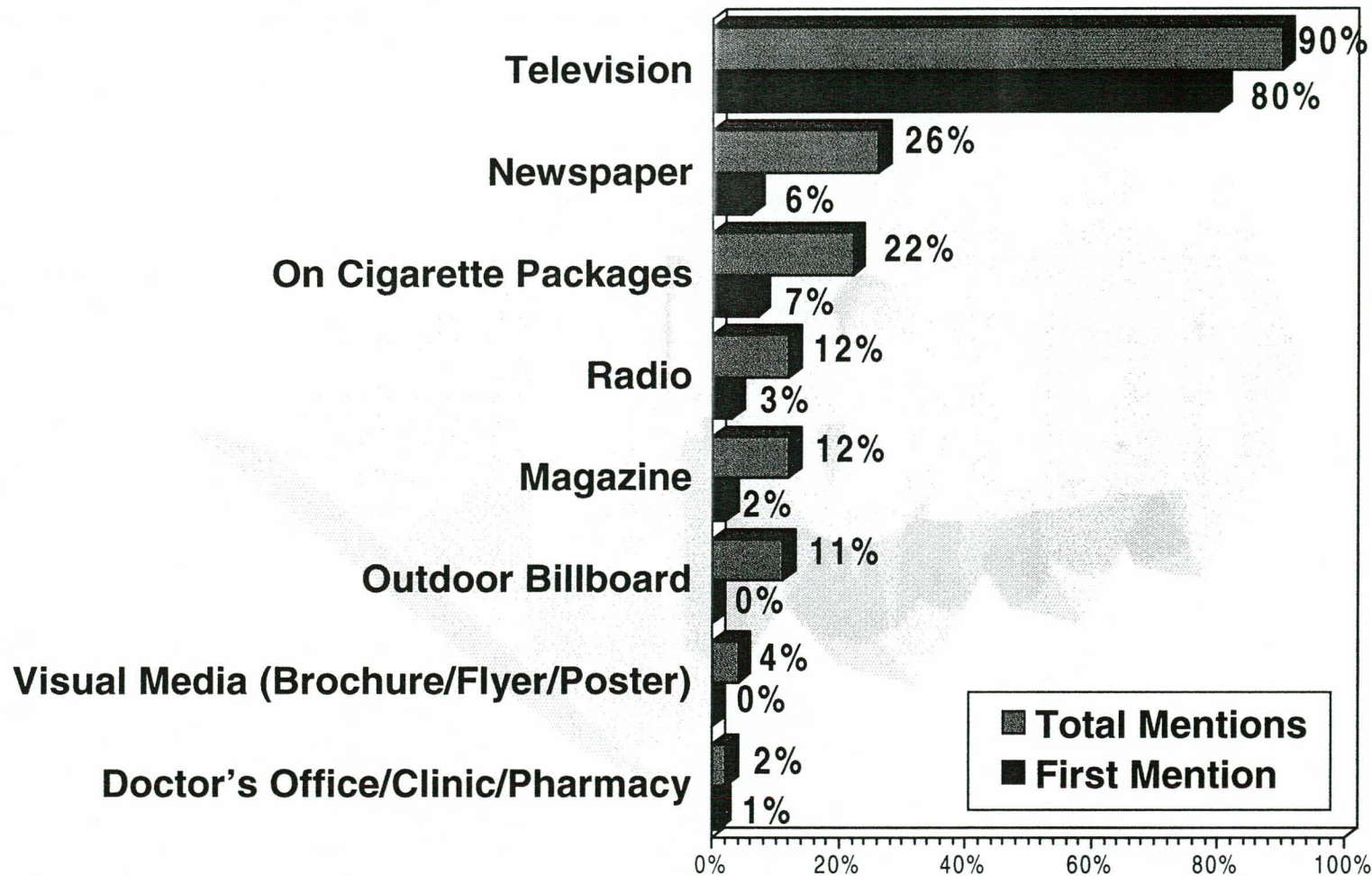
On an unaided basis, men are more likely than women to mention the Government of Canada as a sponsor of anti-tobacco ads (40% vs. 29% respectively).

Unaided recall of Government of Canada sponsorship is highest among:

- Men between 16 and 34 years of age (45%);
- Those who recall the tag-line (44%); and
- Residents of British Columbia (44%).



Source of Government of Canada Advertising



Q: (ASK ALL WHO RESPONDED "GOVERNMENT OF CANADA" IN Q10) Where did you see or hear these ads?

Source of Government of Canada Advertising, by Smoking Profile

	Smoker		Non-Smoker		Former Smoker	
	Total Mention %	1st Mention %	Total Mention %	1st Mention %	Total Mention %	1st Mention %
Television	88	72	86	82	97	87
Newspaper	23	4	20	6	37	7
On Cigarette Packages	36	16	14	5	18	1
Radio	20	4	7	1	11	4
Magazine	11	<1	10	5	16	<1
Outdoor Billboard	11	1	9	<1	13	<1
Visual Media (Brochure/Flyer/Poster)	4	<1	6	1	3	1
Doctor's Office/ Clinic/Pharmacy	4	1	1	1	<1	<1

Those most likely to have seen advertising on television include:

- Seniors (99%);
- Households earning between \$65,00 and \$74,000 annually (98%); and
- Residents of Quebec (97%).

In the newspaper:

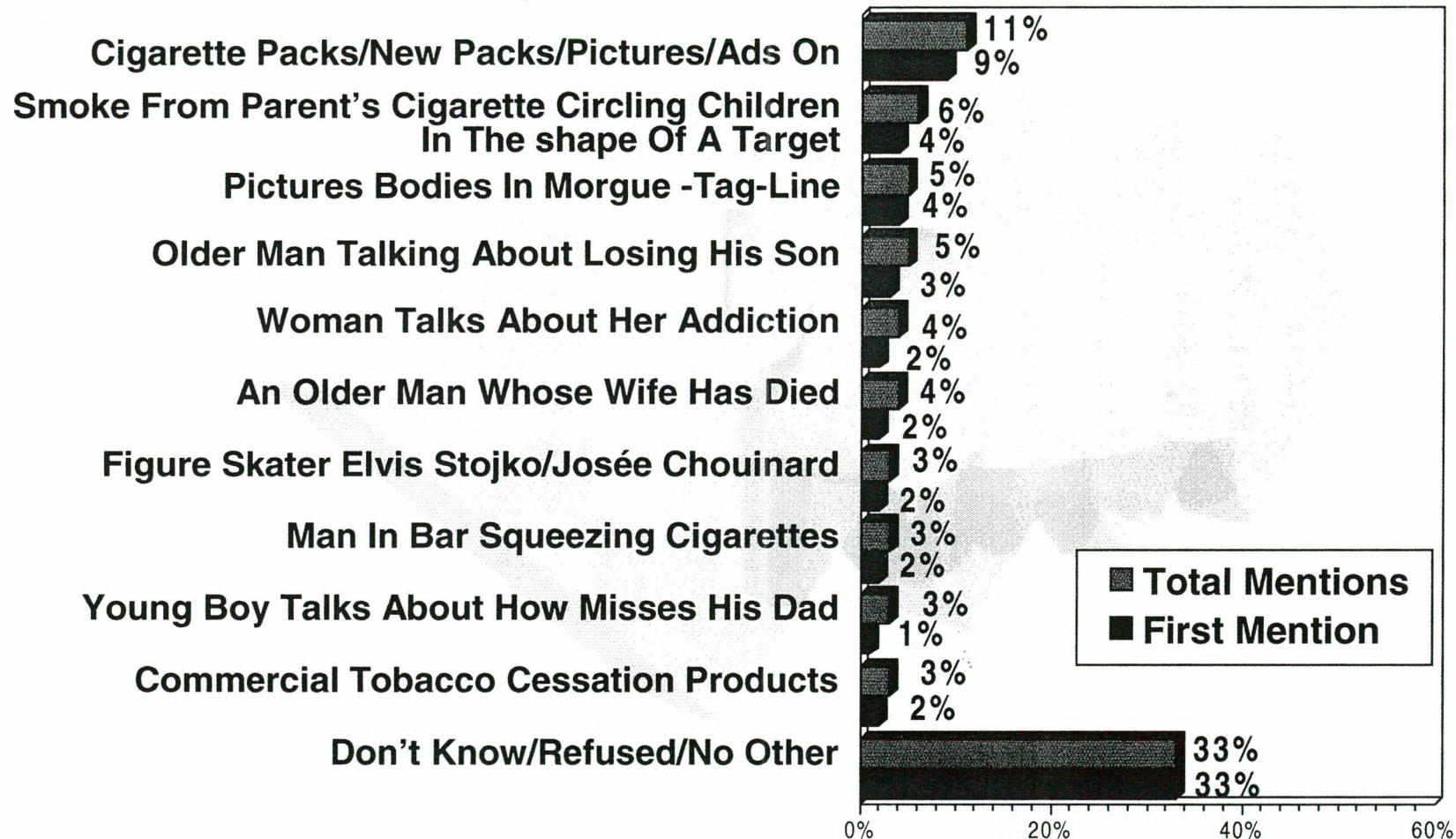
- Residents of the Prairies (37%); and
- Those between 25 and 34 years of age (35%).

On cigarette packages:

- Atlantic Canadians (33%);
- Households earning less than \$25,000 annually (32%); and
- Those between 16 and 24 years of age (32%).



Unaided Description of Anti-Tobacco Advertising



Q: What advertisements do you recall? Please describe some scenes or phrases. Do you recall any other ads?



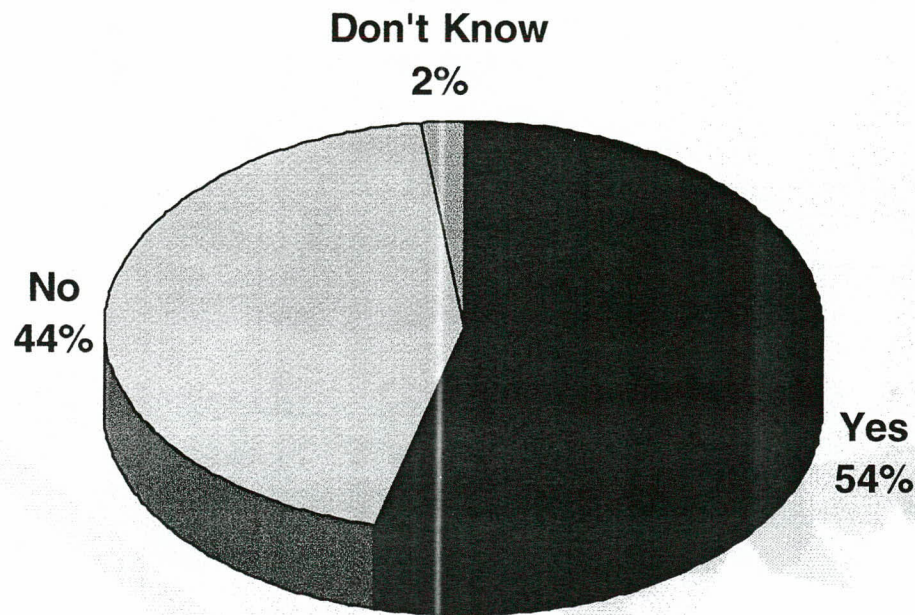
Unaided Description of Anti-Tobacco Advertising, by Smoking Profile

	Smoker		Non-Smoker		Former Smoker	
	Total Mention %	1st Mention %	Total Mention %	1st Mention %	Total Mention %	1st Mention %
Cigarette Packs/New Packs/Pictures/Ads On	12	9	12	11	9	7
Smoke From Parent's Cigarette Circling Children	7	5	6	5	5	3
Pictures Bodies In Morgue -Tag-Line	5	4	4	4	5	5
Older Man Talking About Losing His Son	3	2	7	5	4	<1
Woman Talks About Her Addiction	5	4	3	2	4	2
An Older Man Whose Wife Has Died	2	2	5	2	5	1
Figure Skater Stojko/Chouinard	2	1	3	2	4	2
Man In Bar Squeezing Cigarettes	2	1	2	1	5	3
Young Boy Talks About How Misses His Dad	2	1	3	2	3	<1
Commercial Tobacco Cessation Products	3	2	2	2	3	2

→ Women are more likely than men to recall the "Target" ad on an unaided basis (9% vs. 3% respectively).



Prompted Recall of “Target” Television Execution



Q: Do you remember seeing a television ad in which smoke from a parent's cigarette takes the shape of a target over two children playing?



Prompted Recall of “Target” Television Execution, by Smoking Profile

	Smoker %	Non-Smoker %	Former-Smoker %
Yes	55	50	59
No	43	48	38
Don't Know/Refused	2	2	4

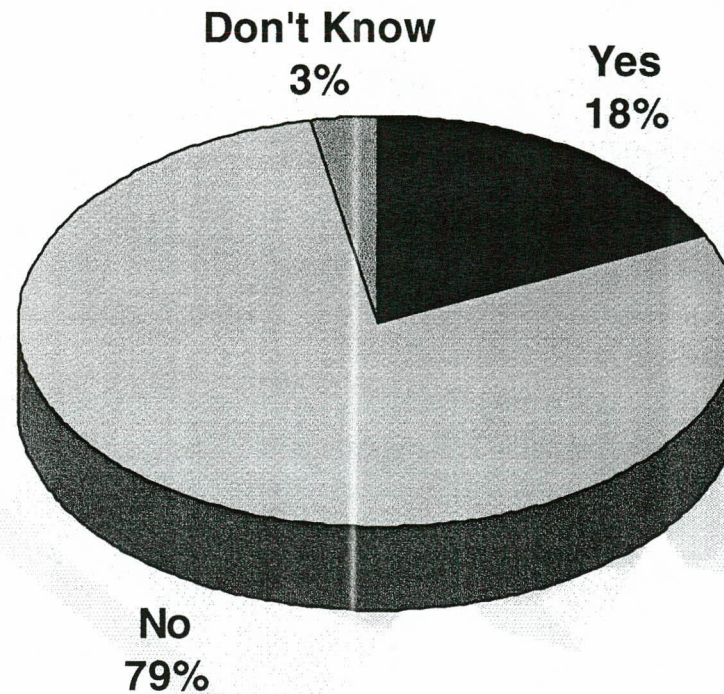
Women are more likely than men to recall the “Target” television execution on a prompted basis (59% vs. 49% respectively), particularly those women between 16 and 34 years of age (60%).

Opinion leaders are more likely than members of the general population to recall the “Target” television execution (56% vs. 48% respectively).

Regionally, those residing in Quebec are more likely than those residing in other regions to recall the “Target” television execution on a prompted basis (61%). Meanwhile, Ontario residents are least likely to recall the “Target” television execution (47%).



Recall of “Target” Television Execution Sponsorship



Q: Do you recall who sponsored this ad?



Recall of “Target” Television Execution Sponsorship, by Smoking Profile

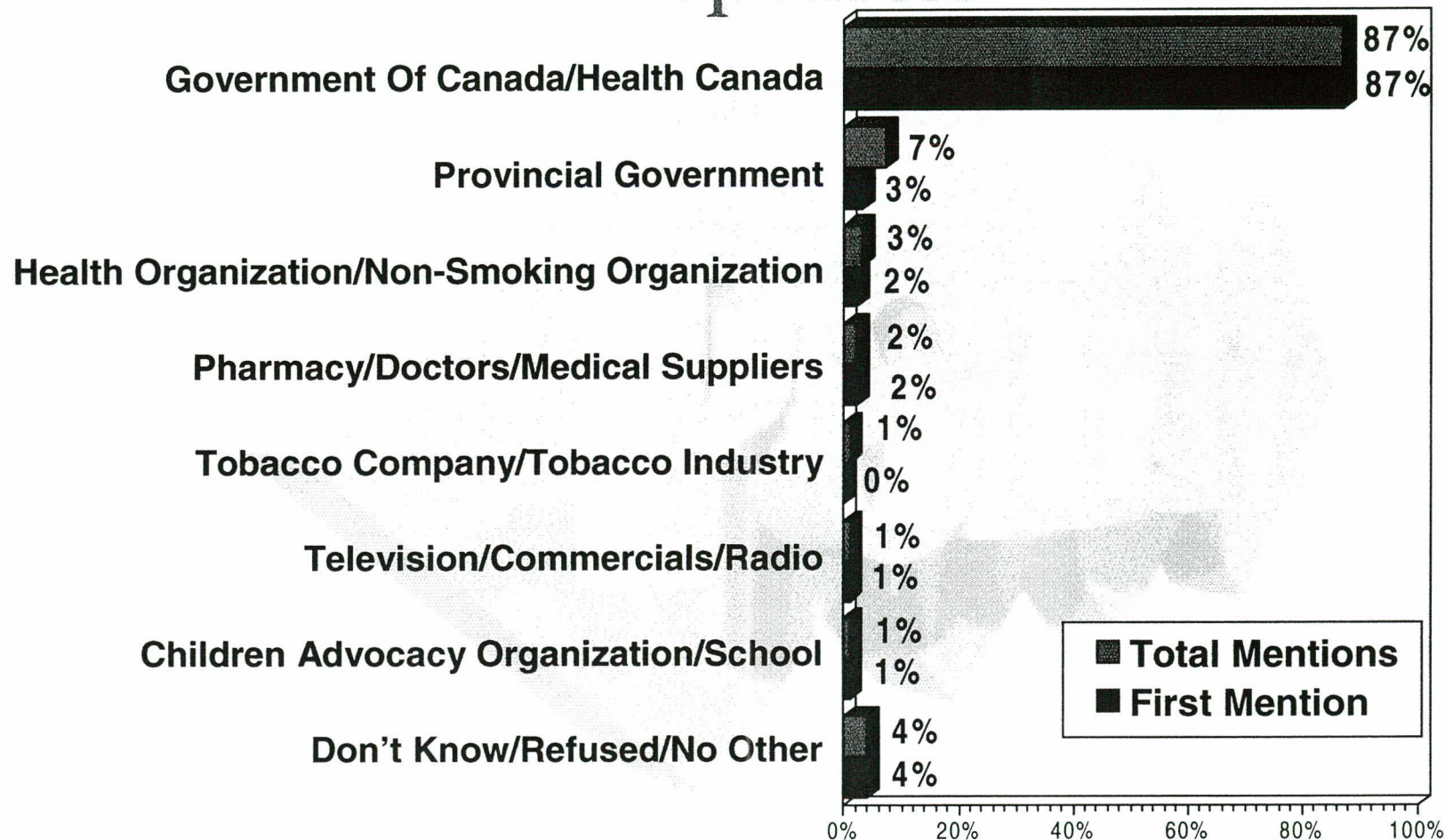
	Smoker %	Non-Smoker %	Former-Smoker %
Yes	24	15	18
No	72	83	80
Don't Know/Refused	4	2	3

Those most likely to report they recall who sponsored the “Target” television execution include:

- Opinion leaders (26%);
- Households earning between \$55,000 and \$64,000 annually (24%);
- Those residing in rural areas (24%); and
- Men between 16 and 34 years of age (24%).



Aided Recall of "Target" Advertising Sponsors



Q: (IF YES IN Q. 14) Who do you think sponsored this ad? Any others? (DO NOT READ)



Aided Recall of “Target” Advertising Sponsors, by Smoking Profile

	Smoker		Non-Smoker		Former Smoker	
	Total Mention %	1st Mention %	Total Mention %	1st Mention %	Total Mention %	1st Mention %
Government Of Canada/ Health Canada	82	82	92	92	85	85
Provincial Government	4	2	8	8	9	<1
Health Organization/ Non-Smoking Organization	10	7	<1	<1	<1	<1
Pharmacy/Doctors/ Medical Suppliers	<1	<1	<1	<1	5	5
Tobacco Company/ Tobacco Industry	2	1	<1	<1	<1	<1
Television/Commercials/Radio	2	2	<1	<1	<1	<1
Children Advocacy Organization/School	<1	<1	<1	<1	2	2
Don't Know/Refused/No Other	5	5	<1	<1	8	8

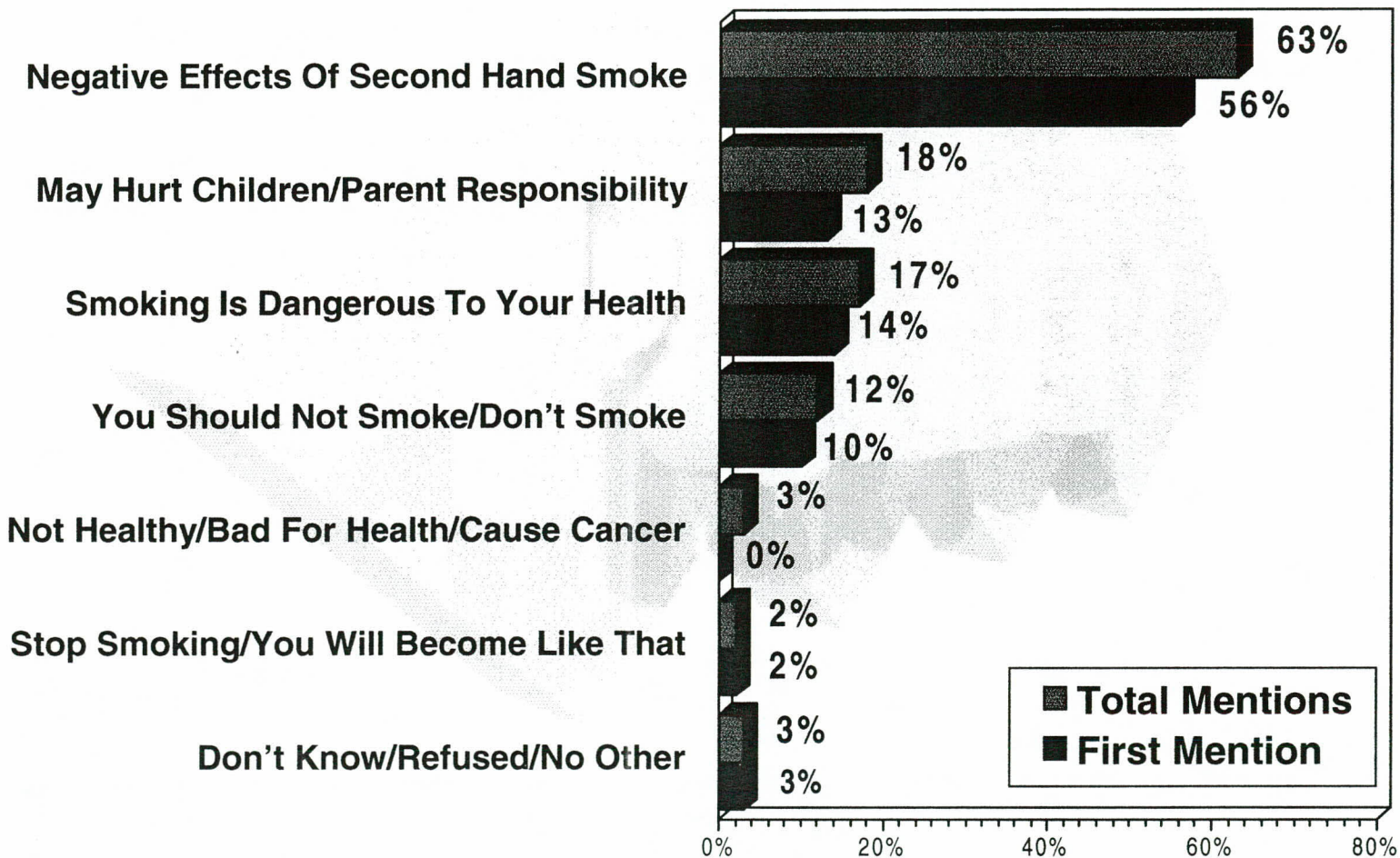
Canadians residing in urban areas are more likely than those residing in rural areas to mention the Government of Canada as the sponsor of the “Target” television execution (91% vs. 76% respectively).

Aided recall of Government of Canada sponsorship is highest among:

- Residents of British Columbia (99%); and
- Seniors (94%).



Main Message of "Target" Television Execution



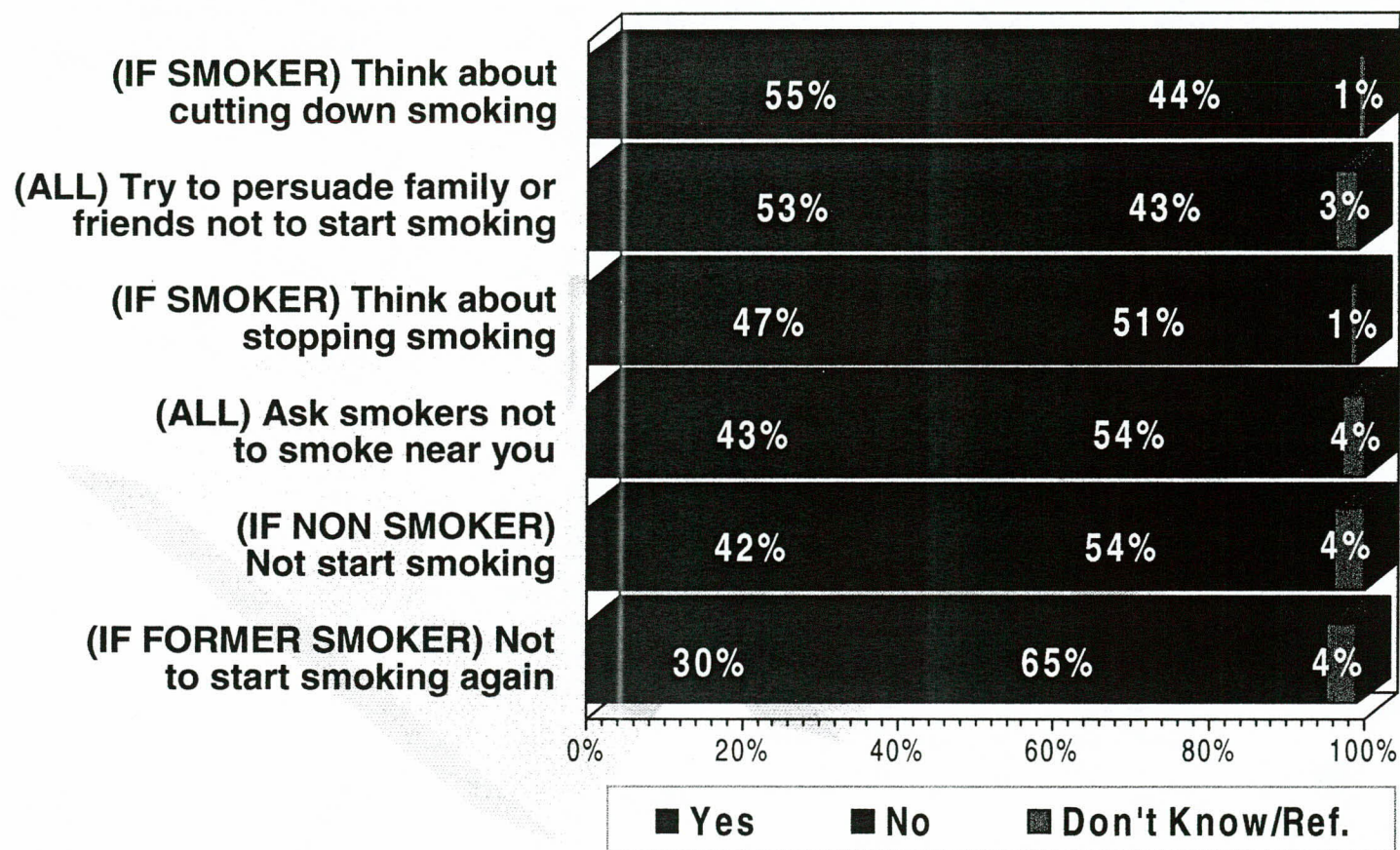
Q: What is the main message that this ad is trying to convey?

Main Message of "Target" Television Execution, by Smoking Profile

	Smoker		Non-Smoker		Former Smoker	
	Total Mention %	1st Mention %	Total Mention %	1st Mention %	Total Mention %	1st Mention %
Negative Effects Of Second Hand Smoke	59	52	65	58	64	58
May Hurt Children/ Parent Responsibility	22	16	19	13	13	10
Smoking Is Dangerous To Your Health	15	10	15	12	20	18
You Should Not Smoke/ Don't Smoke	16	12	13	11	10	7
Not Healthy/Bad For Health/ Cause Cancer	3	1	4	<1	1	<1
Stop Smoking/ You Will Become Like That	2	1	5	3	<1	<1
Don't Know/Refused/ No Other	5	5	<1	<1	3	3



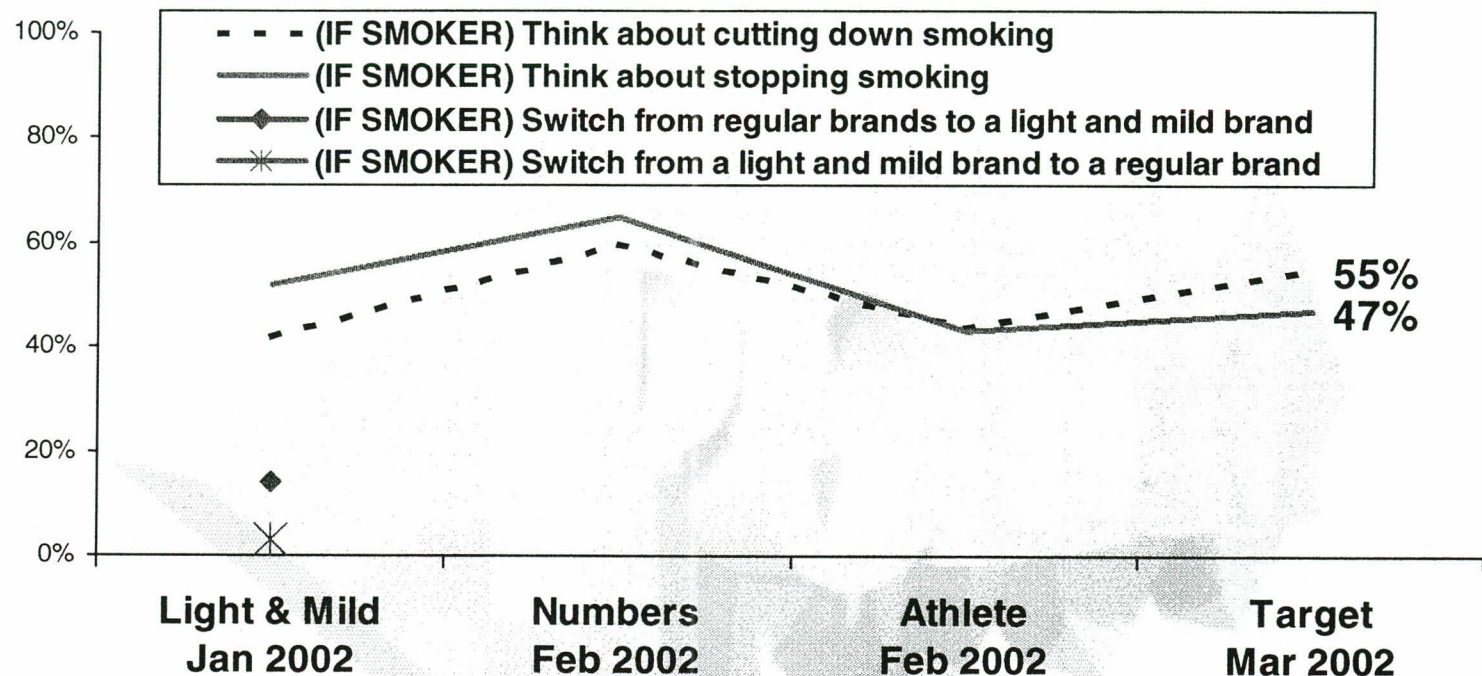
Likelihood of "Target" Television Execution Influencing Behaviour



Q: What would you say is the likely influence of this ad on people like yourself? Did this ad influence you to: (READ LIST)



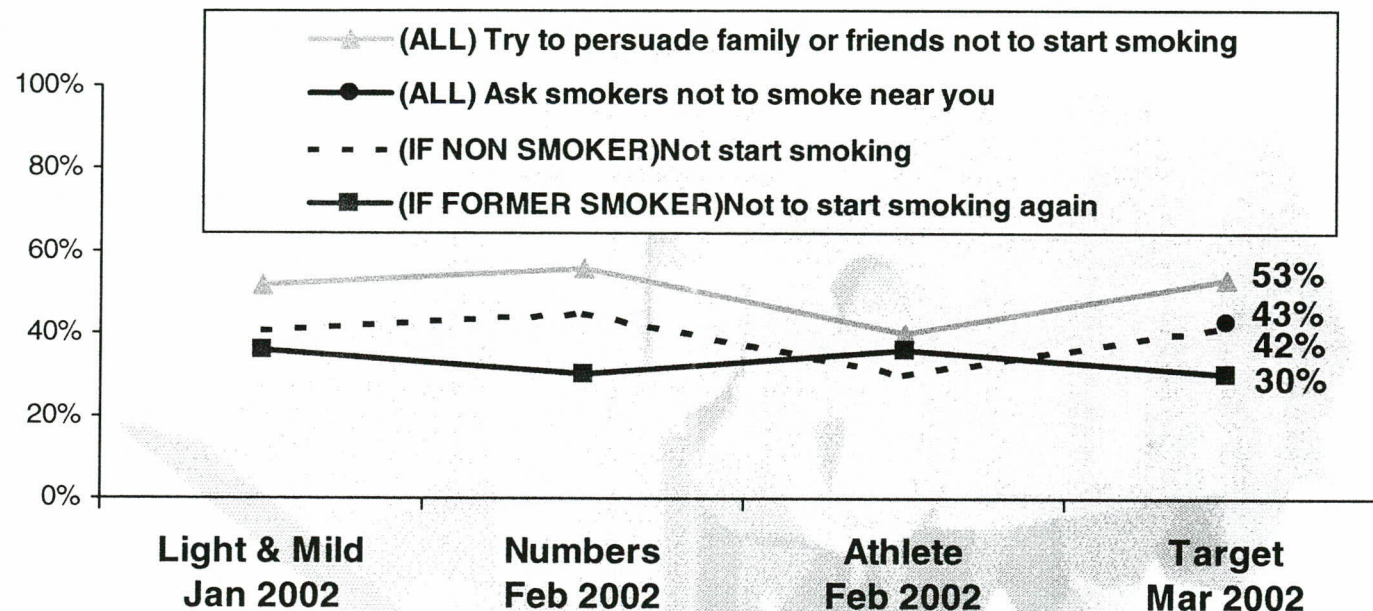
Likelihood of Television Executions Influencing Behaviour: Tracking Among Smokers



The number of smokers who reported being influenced to consider both cutting down smoking and stopping smoking altogether was at its highest during the “Numbers” campaign. Since then, reported behavioural influence has decreased and the number of smokers who would consider cutting down has surpassed the number who are influenced to consider quitting.



Likelihood of Television Executions Influencing Behaviour: Tracking, by Smoking Profile

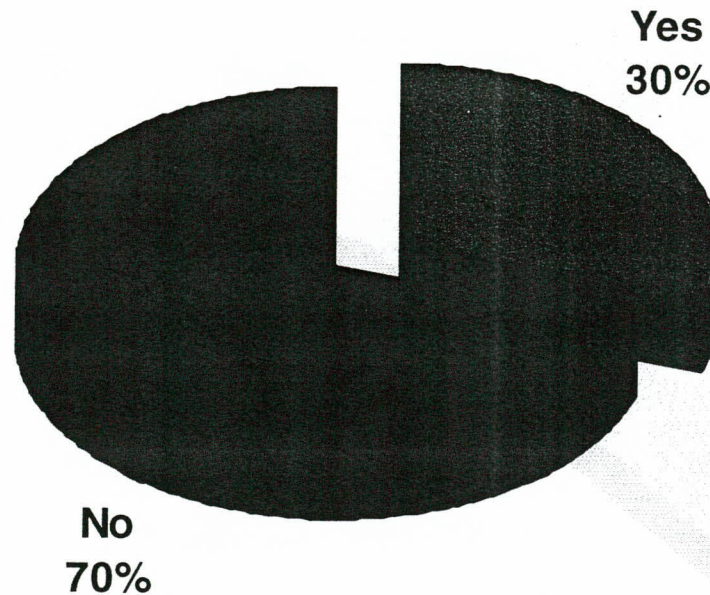


Tracking of behavioural influences among all smoking and non-smoking cohorts reveals little change since recall testing began. Minor changes suggest that exposure to anti-tobacco advertising during the airing of the “Target” execution caused a slight resurgence in the number of non-smokers who were influenced not to start smoking and the number of total respondents who are influenced to try to persuade friends and family to not start smoking (both were previously highest following the airing of the “Numbers” campaign).

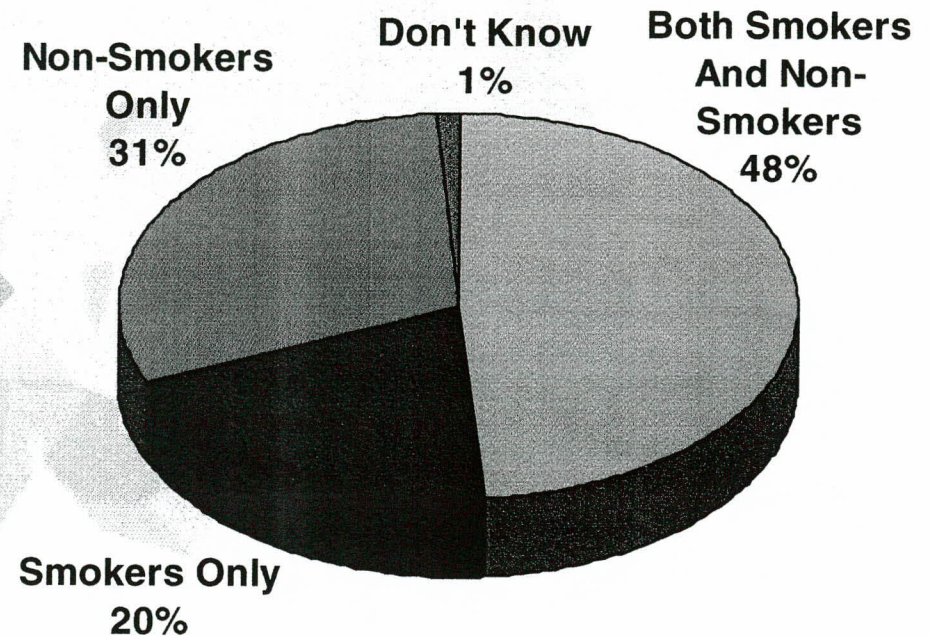


Discussion of "Target" Television Execution

Have you discussed this ad or
its message with anyone?



Who were these people?



Discussion of “Target” Television Execution, by Smoking Profile

	Smoker %	Non-Smoker %	Former-Smoker %
Both Smokers And Non-Smokers	45	57	39
Smokers Only	28	18	16
Non-Smokers Only	25	25	43
Don't Know	2	<1	2

Opinion leaders are more likely than the general population to report discussing the “Target” television execution with someone (46% vs. 25% respectively).

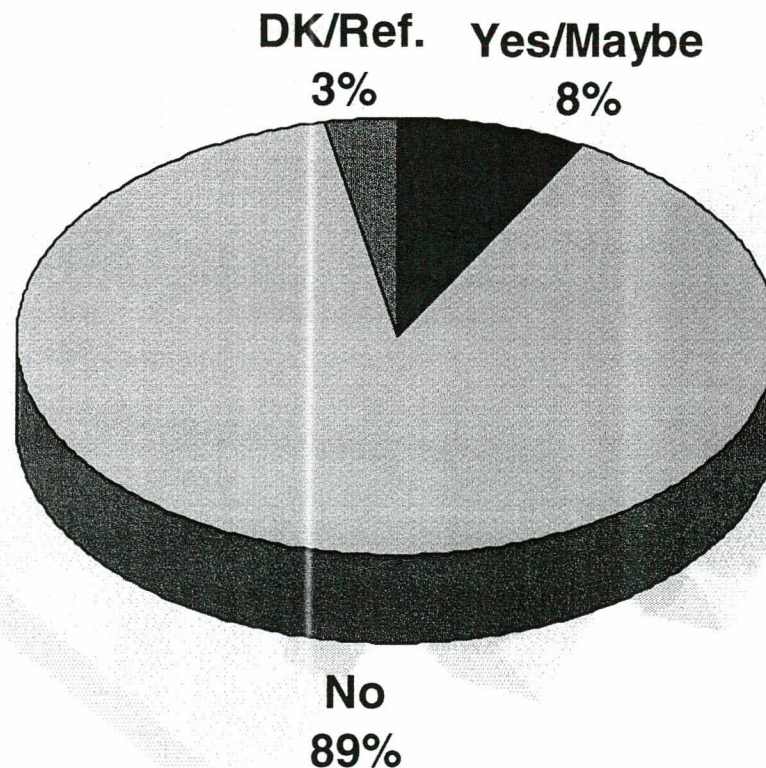
Those residing in rural areas are more likely than those in urban centres to report discussing the “Target” television execution with someone (36% vs. 27% respectively).

Others most likely to report discussing the “Target” television execution with someone include:

- Those between 35 and 44 years of age (39%);
- Households with one or more children under the age of 18 (37%); and
- Those with an elementary school education (35%).



Information About a Website Address



Q: (IF RECALL ANY OR ALL SPOTS) Do you remember any information about a website address in this/these ads?



Information About a Website Address, by Smoking Profile

	Smoker	Non-Smoker	Former-Smoker
	%	%	%
Yes/Maybe	10	8	7
No	89	88	90
Don't Know/Refused	1	4	3

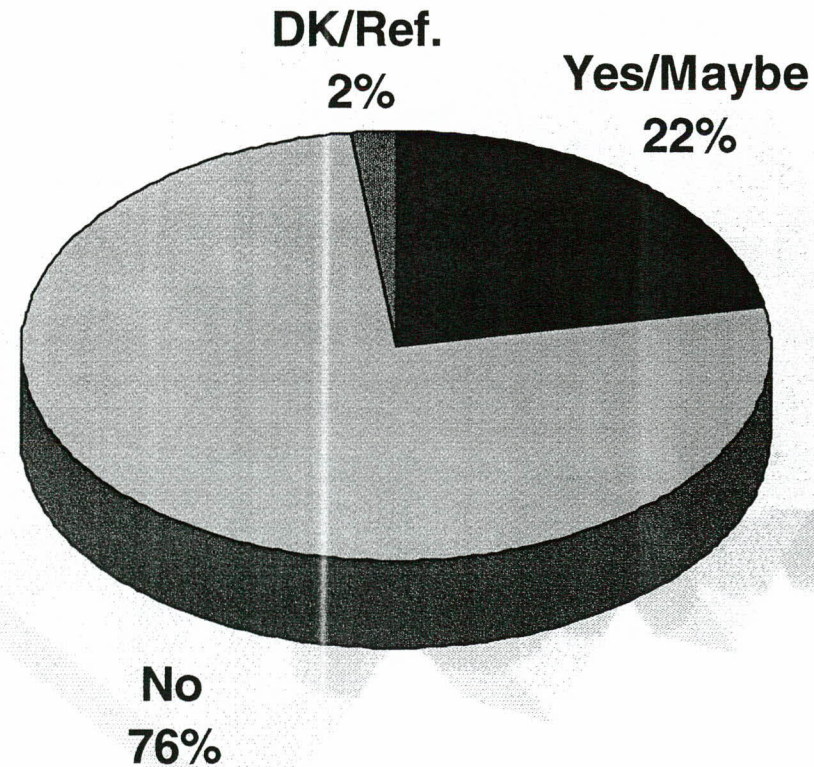
Recall of the website address advertised in the "Target" television execution (8%) is unchanged in three months of testing recall of Health Canada's Tobacco Control advertisements.

Opinion leaders are more likely than the general population to recall seeing the website address (15% vs. 6% respectively).

Canadians between 45 and 54 years of age are more likely than those in any other age bracket to recall seeing the website address (11%).



Information About a 1-800 Number



Q: (IF RECALL ANY OR ALL SPOTS) Do you remember any information about a 1-800 number in this/these ads?



Information About a 1-800 Number, by Smoking Profile

	Smoker	Non-Smoker	Former-Smoker
	%	%	%
Yes/Maybe	30	23	16
No	69	75	81
Don't Know/Refused	1	2	3

Similar to results for ad recall testing for the “Numbers” (25%) and “Athlete” executions (22%), roughly one quarter of Canadians recall the 1-800 number at the end of the “Target” ad (22%).

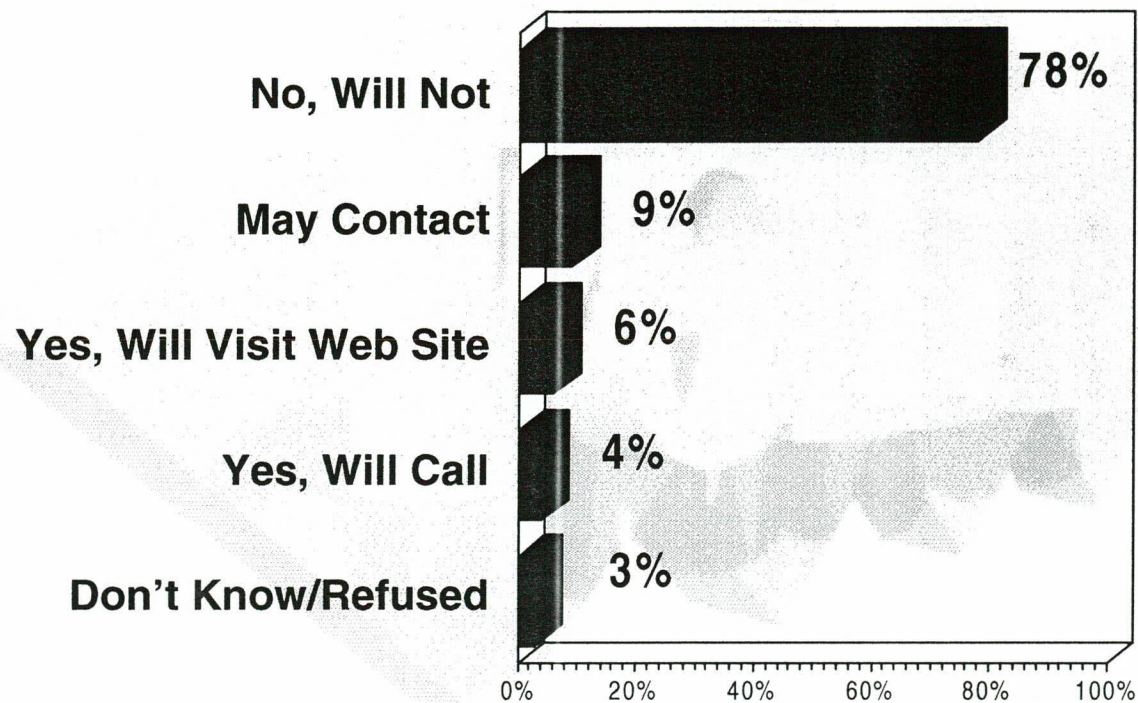
Men between 16 and 34 years of age are most likely to recall seeing the 1-800 number advertised at the end of the “Target” television execution (34%).

Residents of Quebec are more likely than those residing in other regions of the country to recall seeing the 1-800 number advertised during the “Target” television execution (32% vs. 24% of Ontarians, 16% of Atlantic Canadians, 15% of British Columbians and 12% of those residing in the Prairies).

Younger Canadians between 16 and 34 years of age are more likely than their older counterparts to recall seeing the 1-800 number advertised during the “Target” television execution (29% vs. 12% of those between 55 and 64 years of age).



Likelihood of Visiting Website or Calling 1-800 Number



Q: (IF RECALL ANY OR ALL SPOTS) Will you visit the website or call the 1-800 number at some point?

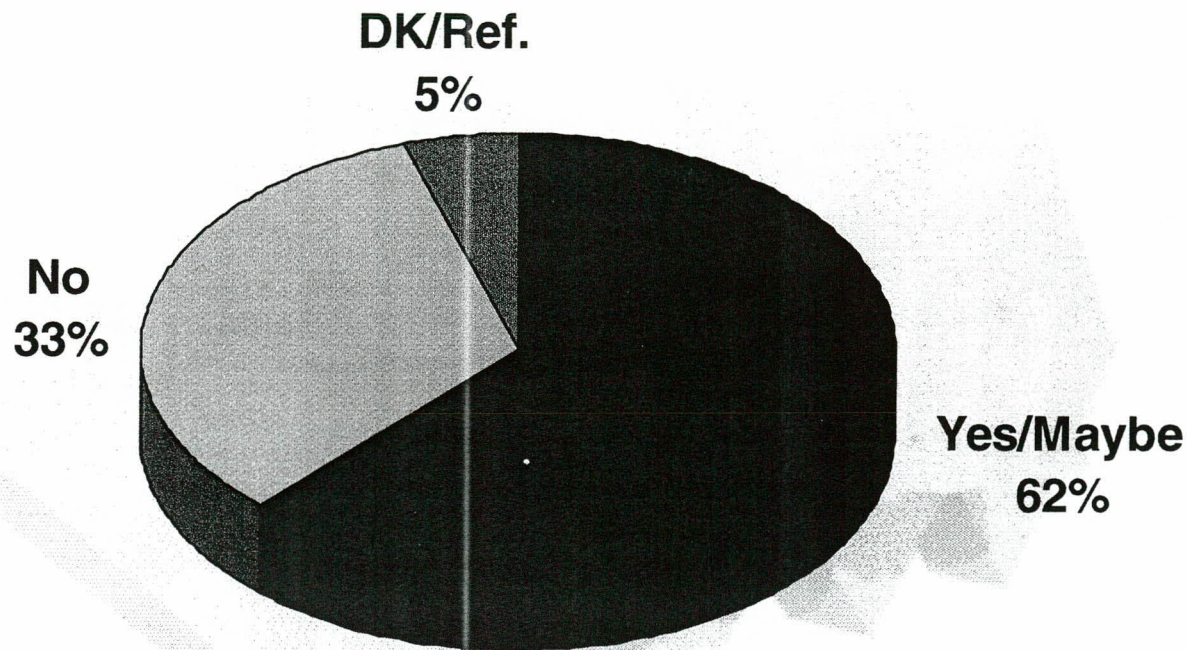


Likelihood of Visiting Website or Calling 1-800 Number, by Smoking Profile

	Smoker	Non-Smoker	Former-Smoker
	%	%	%
Yes, Will Visit Web Site	7	7	4
Yes, Will Call	3	5	3
May Contact	11	8	10
No, Will Not	74	78	82
Don't Know/Refused	4	3	2



Recall of "Tobacco. We Can Live Without It." Tag-Line



Q: (IF RECALL ANY OR ALL SPOTS) Do you recall seeing or hearing the words "Tobacco. We can live without it." at the end of the ads that you saw?



Recall of "Tobacco. We Can Live Without It." Tag-Line, by Smoking Profile

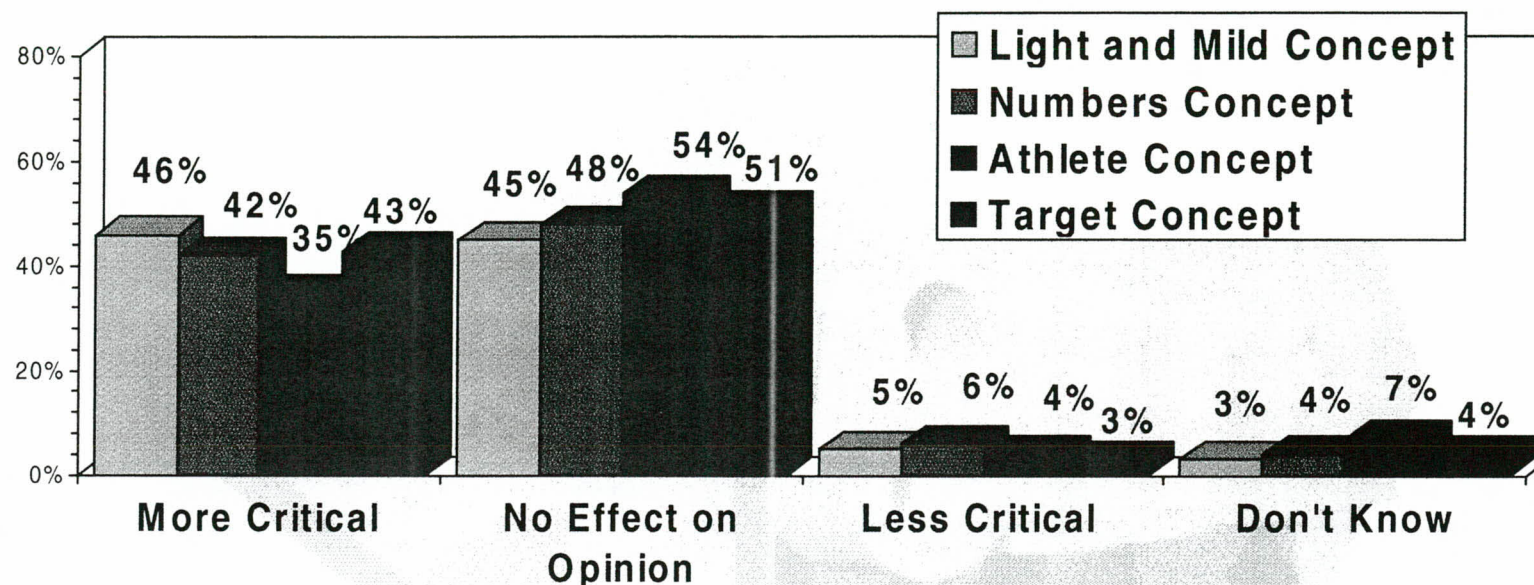
	Smoker	Non-Smoker	Former-Smoker
	%	%	%
Yes/Maybe	71	59	59
No	25	39	32
Don't Know/Refused	4	2	8

Opinion leaders (70%) are more likely than the general population (60%) to recall the tag-line.

Men between 16 and 34 years of age are more likely than their female counterparts to recall the tag-line (79% vs. 55% respectively).



Effects of Anti-Tobacco Ads on Perceptions of Tobacco Industry



Q: (IF RECALL ANY OR ALL SPOTS) How did seeing anti-tobacco ads make you feel toward the tobacco industry and its practices? Did it make you feel more critical toward the tobacco industry and its practices, did it have no effect on your opinion, or did it make you feel less critical toward the tobacco industry and its practices?



Effects of Anti-Tobacco Ads on Perceptions of Tobacco Industry, by Smoking Profile

	Smoker				Non-Smoker				Former Smoker			
	Light & Mild %	Numbers %	Athlete %	Target %	Light & Mild %	Numbers %	Athlete %	Target %	Light & Mild %	Numbers %	Athlete %	Target %
More Critical	28	37	27	31	59	46	38	55	42	38	37	36
No Effect on Opinion	61	48	63	58	36	46	52	49	46	51	51	59
Less Critical	7	9	6	6	4	4	3	1	7	7	4	1
Don't Know	4	6	4	5	2	3	7	4	6	5	8	3

Those most likely to be more critical of the tobacco industry following seeing anti-tobacco advertising include:

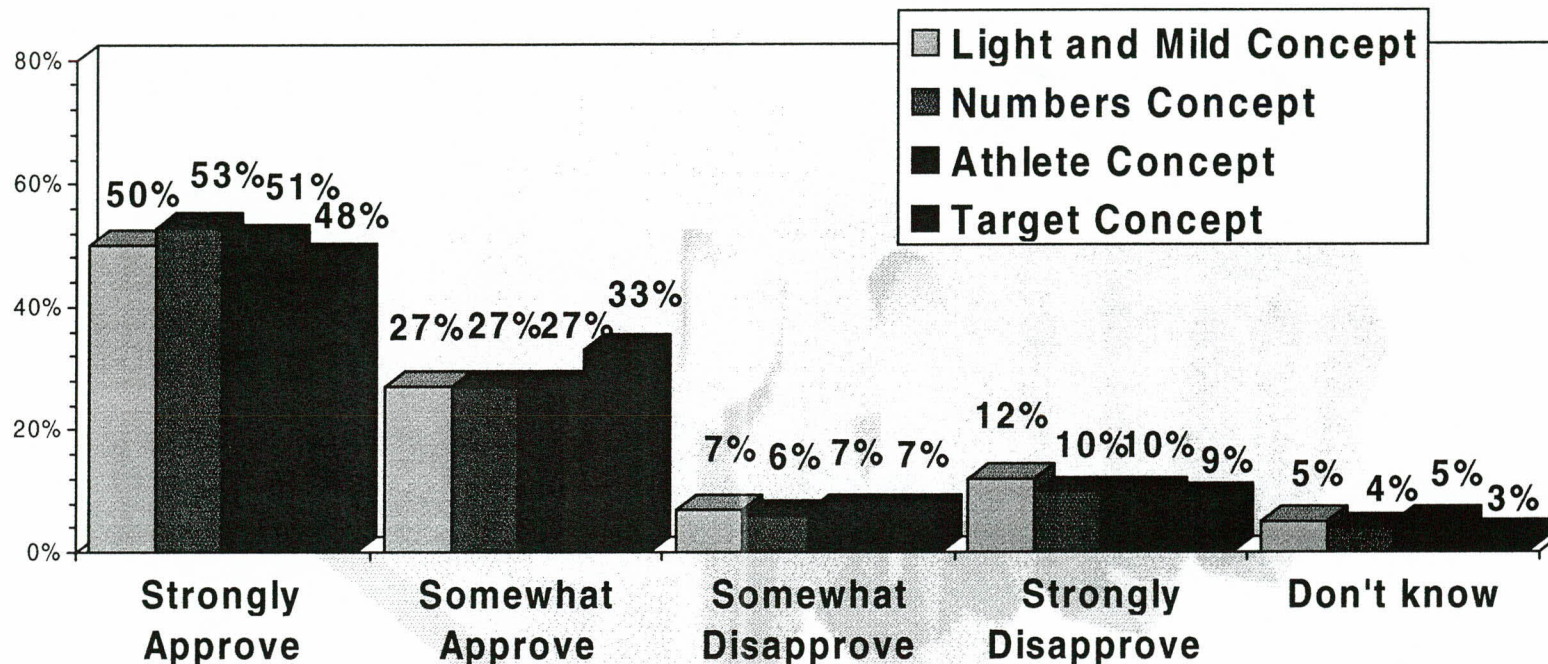
- Women 55 years of age or older (62%);
- Residents of Ontario (50%); and
- Those with an elementary school education (50%).

Those most likely to report that their opinion of the tobacco industry has not been affected by seeing anti-tobacco advertising include:

- Households earning \$100,000 or more annually (64%);
- Those residing in the Prairies and British Columbia (64% each);
- Respondents who report they are smokers and do not intend to stop smoking in the next six months (62%); and
- Those between 35 and 44 years of age (62%).



Approval of Government Sponsored Ads



Q: (IF RECALL ANY OR ALL SPOTS) Do you strongly approve, somewhat approve, somewhat disapprove or strongly disapprove of the Government of Canada sponsoring the ads you saw?



Approval of Government Sponsored Ads, by Smoking Profile

	Smoker				Non-Smoker				Former Smoker			
	Light & Mild %	Numbers %	Athlete %	Target %	Light & Mild %	Numbers %	Athlete %	Target %	Light & Mild %	Numbers %	Athlete %	Target %
Strongly Approve	38	43	38	40	60	59	48	58	42	50	68	43
Somewhat Approve	28	24	26	31	23	27	34	31	32	30	18	37
Somewhat Disapprove	10	10	10	11	4	3	7	4	7	9	3	7
Strongly Disapprove	16	17	19	13	10	7	6	6	12	10	9	9

Canadians residing in urban areas are more likely than those residing in rural areas to approve of government sponsored ads (84% vs. 76% respectively).

Those most likely to strongly approve of government sponsorship of anti-tobacco advertising include:

- Canadians with a university degree (92%); and
- Those between 25 and 34 years of age (90%).



Interview Schedule

Good morning/afternoon/evening. My name is () of POLLARA, the national public opinion research organization. We are conducting a survey of attitudes and opinions of Canadians 16 years of age and over. Would you mind if I asked you some questions? All your responses will be kept strictly confidential.

(IF YES) Thank you.

(IF NO) When is a better time for me to call back? (SCHEDULE CALL APPOINTMENT)

(IF REFUSED) Thank and terminate.

	Overall (n=1520)	Smoker (n=1011)	Non Smoker (n=287)	Former Smoker (n=222)
1. First, for statistical purposes, do you mind telling me what year you were born? (RECORD NUMBER) (If under 16 ASK: May I speak with someone over 16 please?)				
16 To 24	(12%)	(16%)	(16%)	(4%)
25 To 34	(15%)	(17%)	(18%)	(10%)
35 To 44	(21%)	(23%)	(18%)	(22%)
45 To 54	(20%)	(22%)	(19%)	(19%)
55 To 64	(15%)	(13%)	(15%)	(17%)
65 And Over	(17%)	(9%)	(14%)	(28%)
Mean (Age):	46.81	42.78	44.64	52.80
2. In your opinion, what is the most important issue facing Canada today? (OPEN-END)				
Health Care	(26%)	(23%)	(26%)	(27%)
Economy/Recession (General)	(8%)	(10%)	(8%)	(7%)
Unemployment	(6%)	(5%)	(8%)	(5%)
War/Peace War In Kosovo/Bosnia/Afghanistan	(5%)	(4%)	(6%)	(5%)
Deficit/Government Spending	(4%)	(3%)	(5%)	(3%)
Concerns About Politicians/Government	(4%)	(4%)	(4%)	(4%)
Education	(4%)	(3%)	(3%)	(5%)
Taxes	(3%)	(4%)	(3%)	(1%)
Environment/Pollution	(3%)	(2%)	(2%)	(4%)
National Unity	(3%)	(2%)	(4%)	(3%)
Crime And Personal Safety	(2%)	(2%)	(2%)	(3%)
Social Issues/Social Justice	(2%)	(1%)	(3%)	(2%)
Poverty/Child Poverty	(2%)	(3%)	(1%)	(2%)
Welfare Fraud And Abuse	(1%)	(1%)	(<1%)	(1%)
Moral Issues	(1%)	(1%)	(1%)	(2%)
Problems With Immigration	(1%)	(1%)	(1%)	(1%)
Concerns About International Relations	(1%)	(<1%)	(2%)	(<1%)
Concerns About Native People	(1%)	(<1%)	(1%)	(2%)
Canadian Dollar/Value	(1%)	(<1%)	(1%)	(1%)
Americanization Of Canada/Relations With US	(1%)	(1%)	(1%)	(1%)
Terrorism/Attack In New York	(1%)	(2%)	(<1%)	(2%)
Security/National Security	(1%)	(<1%)	(1%)	(<1%)
Maintaining Social Programs	(<1%)	(1%)	(<1%)	(<1%)
Equality/Employment Equity	(<1%)	(<1%)	(<1%)	(<1%)
Laws/Gun Control	(<1%)	(<1%)	(1%)	(<1%)

	Overall	Smoker	Non Smoker	Former Smoker
2. (Cont'd) In your opinion, what is the most important issue facing Canada today? (OPEN-END)				
Community Concern/Communication	(<1%)	(<1%)	(<1%)	(<1%)
Racism	(<1%)	(<1%)	(<1%)	(<1%)
Pension	(<1%)	(<1%)	(<1%)	(<1%)
National Identity	(<1%)	(<1%)	(1%)	(<1%)
Justice System/Reform	(<1%)	(<1%)	(<1%)	(<1%)
Cost Of Living/Personal Income	(<1%)	(<1%)	(<1%)	(<1%)
Agriculture/Farm Prices	(<1%)	(<1%)	(<1%)	(<1%)
Homelessness	(<1%)	(<1%)	(<1%)	(1%)
Concerns About Youth	(<1%)	(<1%)	(1%)	(<1%)
Language	(<1%)	(<1%)	(<1%)	(1%)
Legalisation Of Marijuana	(<1%)	(<1%)	(<1%)	(<1%)
Military Attrition/Strength Of Army	(<1%)	(1%)	(<1%)	(<1%)
Overpopulation/Decline In Population	(<1%)	(<1%)	(<1%)	(<1%)
National Defence/Armed Forces/Concerns About	(<1%)	(<1%)	(<1%)	(<1%)
Globalization	(<1%)	(<1%)	(<1%)	(<1%)
Disparity Between The Provinces	(<1%)	(<1%)	(<1%)	(<1%)
Smoking Ban/Smoking	(<1%)	(<1%)	(<1%)	(<1%)
Media (NONSPECIFIC)	(<1%)	(<1%)	(<1%)	(<1%)
Water/Water Quality/Safety	(<1%)	(<1%)	(<1%)	(<1%)
Oil And Gas Company/Gas/Natural Gas	(<1%)	(<1%)	(<1%)	(<1%)
Housing/Rent Issues	(<1%)	(<1%)	(<1%)	(<1%)
Forestry/Lumber Issues (GENERAL)	(<1%)	(1%)	(<1%)	(<1%)
Other	(1%)	(1%)	(1%)	(<1%)
Don't Know/Refused	(15%)	(22%)	(12%)	(15%)
3. Generally speaking how would you rate the performance of the Government of Canada regarding health? Please use a seven-point scale, where one is terrible, seven is excellent and 4 is neither good nor bad.				
Terrible	(12%)	(17%)	(9%)	(14%)
2	(8%)	(9%)	(5%)	(12%)
3	(17%)	(16%)	(18%)	(17%)
Neither Good Nor Bad	(33%)	(31%)	(36%)	(30%)
5	(19%)	(16%)	(20%)	(19%)
6	(6%)	(6%)	(7%)	(4%)
Excellent	(4%)	(5%)	(4%)	(3%)
Don't Know/Refused	(1%)	(2%)	(<1%)	(1%)
Mean Score For Scale:	3.71	3.56	3.92	3.52

	Overall	Smoker	Non Smoker	Former Smoker
4. Generally speaking how would you rate the performance of your provincial government regarding health? Please use a seven-point scale, where one is terrible, seven is excellent and 4 is neither good nor bad.				
Terrible	(17%)	(20%)	(15%)	(18%)
2	(11%)	(11%)	(9%)	(12%)
3	(16%)	(15%)	(16%)	(17%)
Neither Good Nor Bad	(28%)	(28%)	(28%)	(27%)
5	(16%)	(13%)	(18%)	(15%)
6	(6%)	(7%)	(8%)	(4%)
Excellent	(4%)	(3%)	(4%)	(6%)
Don't Know/Refused	(2%)	(3%)	(2%)	(1%)
Mean Score For Scale:	3.53	3.37	3.67	3.45
5. I would like to ask you some questions about tobacco, and specifically about cigarettes. Do you smoke cigarettes now?				
Yes	(24%)	(100%)	(<1%)	(<1%)
No	(76%)	(<1%)	(100%)	(100%)
6. Which of the following statements best applies to you?				
I am currently a smoker, and do not intend to stop smoking in the next six months	(7%)	(32%)	(<1%)	(<1%)
I am currently a smoker and am seriously considering quitting in the next six months	(9%)	(39%)	(<1%)	(<1%)
I seriously plan to quit smoking within the next thirty days and have made at least one attempt to do so within the past year	(4%)	(17%)	(<1%)	(<1%)
I am a social smoker who smokes only infrequently	(3%)	(12%)	(<1%)	(<1%)
I am a former smoker and have continuously quit for less than six months	(3%)	(<1%)	(<1%)	(9%)
I am a former smoker and have continuously quit for longer than six months	(29%)	(<1%)	(<1%)	(91%)
I have never smoked	(44%)	(<1%)	(100%)	(<1%)
7. In an average week, from Monday to Sunday, on how many days out of seven do you smoke? (RECORD NUMBER)				
1	(2%)	(2%)		
2	(3%)	(3%)		
3	(3%)	(3%)		
4	(2%)	(2%)		
5	(2%)	(2%)		
6	(1%)	(1%)		
7	(87%)	(87%)		
Don't Know	(1%)	(1%)		

	Overall	Smoker	Non Smoker	Former Smoker
8. On the days that you smoke cigarettes, about how many cigarettes do you smoke per day, on average? (RECORD NUMBER)				
1 To 5	(15%)	(15%)		
6 To 10	(21%)	(21%)		
11 To 15	(23%)	(23%)		
16 To 24	(16%)	(16%)		
25 Or More	(23%)	(23%)		
Don't Know	(1%)	(1%)		
Mean:	15.42	15.42		

Unaided Awareness (Ad Testing/Ad Awareness)

9. Do you recall reading, seeing or hearing any anti-tobacco advertisements or any ads about not smoking over the past few months? Please take into account anything you may have seen on television or billboards, heard on the radio, or seen in a newspaper or magazine.

Yes	(89%)	(94%)	(87%)	(86%)
No	(11%)	(5%)	(12%)	(14%)
Don't Know/Refused	(<1%)	(1%)	(<1%)	(1%)

- 10A. (First Mention) Do you recall who sponsored this advertising? Any others? (DO NOT READ) (CODE ALL THAT APPLY)

Government Of Canada/Health Canada	(32%)	(39%)	(27%)	(33%)
Health Organization/Non-Smoking Organization	(7%)	(7%)	(6%)	(9%)
Tobacco Company/Tobacco Industry	(4%)	(5%)	(4%)	(4%)
Provincial Government	(3%)	(2%)	(5%)	(3%)
Companies Selling Smoking Cessation	(2%)	(1%)	(2%)	(4%)
US Co./Channel/Commercial/Surgeon General	(1%)	(<1%)	(<1%)	(1%)
Newspapers/Media/Magazines	(<1%)	(<1%)	(<1%)	(<1%)
Television/Commercials/Radio	(<1%)	(<1%)	(<1%)	(<1%)
Pharmacy/Doctors/Medical Suppliers	(<1%)	(<1%)	(<1%)	(1%)
Municipal Government/City Hall	(<1%)	(<1%)	(<1%)	(<1%)
Children Advocacy Organisation/School	(<1%)	(<1%)	(<1%)	(<1%)
Cigarette Packages (NONSPECIFIC)	(<1%)	(<1%)	(1%)	(<1%)
The Truth Website	(<1%)	(1%)	(1%)	(<1%)
Spokesperson	(<1%)	(<1%)	(<1%)	(<1%)
Internet Companies/Internet Sites	(<1%)	(<1%)	(<1%)	(<1%)
Other	(<1%)	(<1%)	(1%)	(<1%)
Don't Know/Refused/No Other	(49%)	(44%)	(53%)	(46%)

	Overall	Smoker	Non Smoker	Former Smoker
10. (Total Mentions) Do you recall who sponsored this advertising? Any others? (DO NOT READ)				
Government Of Canada/Health Canada	(34%)	(43%)	(28%)	(36%)
Health Organization/Non-Smoking Organization	(9%)	(12%)	(6%)	(11%)
Tobacco Company/Tobacco Industry	(6%)	(8%)	(6%)	(4%)
Provincial Government	(6%)	(5%)	(7%)	(6%)
Companies Selling Smoking Cessation	(2%)	(2%)	(2%)	(4%)
US Company/Channel/Commercial/Surgeon (General) ...	(1%)	(<1%)	(<1%)	(2%)
The Truth Website	(1%)	(1%)	(1%)	(<1%)
Newspapers/Media/Magazines	(<1%)	(<1%)	(<1%)	(<1%)
Television/Commercials/Radio	(<1%)	(<1%)	(<1%)	(<1%)
Pharmacy/Doctors/Medical Suppliers	(<1%)	(<1%)	(<1%)	(1%)
Municipal Government/City Hall	(<1%)	(<1%)	(<1%)	(<1%)
Children Advocacy Organization/School	(<1%)	(<1%)	(<1%)	(<1%)
Cigarette Packages (NONSPECIFIC)	(<1%)	(<1%)	(1%)	(<1%)
Spokesperson	(<1%)	(<1%)	(<1%)	(<1%)
Sports/Olympic Organization	(<1%)	(<1%)	(<1%)	(<1%)
Internet Companies/Internet Sites	(<1%)	(<1%)	(<1%)	(<1%)
Other	(1%)	(1%)	(1%)	(1%)
Don't Know/Refused/No Other	(49%)	(44%)	(53%)	(46%)

11A. (First Mention) (ASK ALL WHO RESPONDED "GOVERNMENT OF CANADA" IN Q10) Where did you see or hear these ads? (DO NOT READ) (CODE ALL THAT APPLY)

Television	(80%)	(72%)	(82%)	(87%)
On Cigarette Packages	(7%)	(16%)	(5%)	(1%)
Newspaper	(6%)	(4%)	(6%)	(7%)
Radio	(3%)	(4%)	(1%)	(4%)
Magazine	(2%)	(<1%)	(5%)	(<1%)
Doctor's Office/Clinic/Pharmacy	(1%)	(1%)	(1%)	(<1%)
Movie Theatre	(<1%)	(<1%)	(<1%)	(<1%)
Outdoor Billboard	(<1%)	(1%)	(<1%)	(<1%)
Visual Media (Brochure/Flyer/Poster)	(<1%)	(<1%)	(1%)	(1%)
Video/Video Games/Internet	(<1%)	(<1%)	(<1%)	(<1%)
Don't Know/Refused/No Other	(1%)	(1%)	(1%)	(<1%)

	Overall	Smoker	Non Smoker	Former Smoker
11. (Total Mentions) (ASK ALL WHO RESPONDED "GOVERNMENT OF CANADA" IN Q10) Where did you see or hear these ads? (DO NOT READ)				
Television	(90%)	(88%)	(86%)	(97%)
Newspaper	(26%)	(23%)	(20%)	(37%)
On Cigarette Packages	(22%)	(36%)	(14%)	(18%)
Radio	(12%)	(20%)	(7%)	(11%)
Magazine	(12%)	(11%)	(10%)	(16%)
Outdoor Billboard	(11%)	(11%)	(9%)	(13%)
Visual Media (Brochure/Flyer/Poster)	(4%)	(4%)	(6%)	(3%)
Doctor's Office/Clinic/Pharmacy	(2%)	(4%)	(1%)	(<1%)
School/University	(1%)	(1%)	(<1%)	(1%)
Public Places/Work/Friend/Family/Word Of Mouth	(1%)	(1%)	(<1%)	(2%)
Movie Theatre	(<1%)	(1%)	(<1%)	(<1%)
Store/Mall (GENERAL)	(<1%)	(<1%)	(<1%)	(<1%)
Restaurant	(<1%)	(<1%)	(<1%)	(1%)
Video/Video Games/Internet	(<1%)	(1%)	(<1%)	(<1%)
Government/Bylaws	(<1%)	(<1%)	(<1%)	(<1%)
Other	(<1%)	(1%)	(<1%)	(<1%)
Don't Know/Refused/No Other	(1%)	(1%)	(1%)	(<1%)

12A. (First Mention) What advertisements do you recall? Please describe some scenes or phrases. (DO NOT READ) (CODE ALL THAT APPLY). Do you recall any other ads? *12a*

Cigarette Packs/New Packs/Pictures/Ads On	(9%)	(9%)	(11%)	(7%)
Smoke From Parent's Cigarette Circling Child	(4%)	(5%)	(5%)	(3%)
Pictures Bodies In Morgue -Tag-Line	(4%)	(4%)	(4%)	(5%)
Older Man Talking About Losing His Son	(3%)	(2%)	(5%)	(<1%)
Woman Talks About Her Addiction	(2%)	(4%)	(2%)	(2%)
Figure Skater Elvis Stojko/Josée Chouinard	(2%)	(1%)	(2%)	(2%)
Man In Bar Squeezing Cigarettes	(2%)	(1%)	(1%)	(3%)
An Older Man Whose Wife Has Died	(2%)	(2%)	(2%)	(1%)
Commercial Tobacco Cessation Products	(2%)	(2%)	(2%)	(2%)
Ads Playing On French Word Allume	(2%)	(2%)	(2%)	(1%)
Smoking Kills/Grave/Cross/People Die/Stats	(2%)	(1%)	(1%)	(3%)
Smoking In Presence Of Kids/Kids Will Copy	(2%)	(1%)	(1%)	(2%)
Pictures Of Poisons Label Light/Mild	(1%)	(1%)	(1%)	(1%)
Woman With Severely Damaged Voice Talking	(1%)	(<1%)	(1%)	(3%)
Person Exhaling Cloud Of Smoke	(1%)	(<1%)	(<1%)	(1%)
Young Boy Talks About How He Misses Dad	(1%)	(1%)	(2%)	(<1%)
Poster/Billboard Smoking Can Kill You	(1%)	(1%)	(1%)	(1%)
Containers Different Poisons Labelled	(1%)	(1%)	(1%)	(1%)
Woman Sees Herself In A Mirror & Sees Her Body	(1%)	(1%)	(<1%)	(2%)
Joy-Girl Talks About Losing Her Mother	(1%)	(1%)	(1%)	(1%)
Pictures-Young Girl/Old Woman Smoking	(1%)	(3%)	(<1%)	(<1%)
Smoking Harms/Kills Babies/Children	(1%)	(1%)	(2%)	(1%)
Kids Talking About Not Smoking	(1%)	(1%)	(2%)	(1%)

12A. (Cont'd) (First Mention) What advertisements do you recall? Please describe some scenes or phrases. (DO NOT READ) (CODE ALL THAT APPLY). Do you recall any other ads?

	Overall	Smoker	Non Smoker	Former Smoker
Smoking Ban/Laws/Govt. Lobbying Tobacco Co.	(1%)	(1%)	(1%)	(1%)
Squeezing Goo Out Of A Smokers Organ	(1%)	(<1%)	(1%)	(<1%)
Not Only One Smoking/Second Hand/Not Around Us ..	(1%)	(<1%)	(1%)	(1%)
Causes Cancer	(1%)	(<1%)	(1%)	(2%)
Kids And Smoking/Kids Smoking In Ads	(1%)	(<1%)	(1%)	(1%)
Causes Lung Cancer/Disease	(1%)	(1%)	(2%)	(1%)
Gum Cancer/Disease/Affects Teeth/Mouth	(1%)	(<1%)	(2%)	(<1%)
Other Diseases/Effects On Health	(1%)	(1%)	(2%)	(1%)
Man Dressed As A Rat/Rat Poison	(1%)	(1%)	(<1%)	(1%)
Smoking And Pregnancy	(1%)	(1%)	(1%)	(2%)
Don't Smoke/Quit Smoking	(1%)	(1%)	(1%)	(<1%)
Health Costs/Costs To Health Care	(1%)	(<1%)	(1%)	(1%)
Tobacco, We Can Live Without It	(<1%)	(1%)	(<1%)	(<1%)
Boy Talks About His Brother	(<1%)	(1%)	(<1%)	(<1%)
Man Compares Cigarette Filters To Vacuum	(<1%)	(<1%)	(1%)	(<1%)
Poster - Man Breathing Cloud Of Smoke	(<1%)	(<1%)	(<1%)	(<1%)
Thelon-Young Man Went To Doctor	(<1%)	(<1%)	(<1%)	(<1%)
Man/Father/Kids On Bicycles	(<1%)	(<1%)	(<1%)	(<1%)
Girl With Smoke Around Her/Child In Smoke	(<1%)	(<1%)	(<1%)	(1%)
A Man Smoking Outdoors/Not Indoors	(<1%)	(<1%)	(<1%)	(<1%)
Body Bags/Disturbs You It Disturbs Us	(<1%)	(<1%)	(<1%)	(<1%)
Ads Playing On French Word Ecrase	(<1%)	(<1%)	(<1%)	(1%)
Picture Of His Child On Pack To Stop Smoking	(<1%)	(<1%)	(<1%)	(<1%)
Parents And Kids Talking About Smoking	(<1%)	(<1%)	(<1%)	(<1%)
The Truth/The Truth About Smoking	(<1%)	(<1%)	(<1%)	(<1%)
Body Damage/Bad Breath/Ages The Body	(<1%)	(<1%)	(1%)	(<1%)
Causes Heart Attacks/Stroke/Disease	(<1%)	(<1%)	(<1%)	(<1%)
Man's Wife Dying/From Second Hand Smoke	(<1%)	(1%)	(<1%)	(<1%)
Peer Pressure Amongst Kids/Teenagers	(<1%)	(<1%)	(<1%)	(<1%)
Ads Targeted To Youths	(<1%)	(<1%)	(<1%)	(<1%)
Poster Of Girl/With Black Lips/Black Lungs	(<1%)	(<1%)	(1%)	(<1%)
Operation ID/Man Refusing To Sell To Youth	(<1%)	(<1%)	(<1%)	(<1%)
People Hooked Up To Machines/Oxygen	(<1%)	(<1%)	(<1%)	(<1%)
Chemicals/Toxin/Poison/Content	(<1%)	(<1%)	(1%)	(<1%)
No Difference Between Light &				
Mild And Regular Cigarettes	(<1%)	(<1%)	(<1%)	(<1%)
Effects Smoking Has/What It Causes	(<1%)	(<1%)	(1%)	(<1%)
Kids Tell Adults/Parents Stop Smoking	(<1%)	(<1%)	(<1%)	(<1%)
Little Girl Pretending To Smoke	(<1%)	(<1%)	(<1%)	(<1%)
Ad Showing No Smoking Sign	(<1%)	(<1%)	(<1%)	(1%)
Promoting Nonsmokers Week	(<1%)	(<1%)	(<1%)	(<1%)
Tobacco Is Wacko/Wacky Tobacco	(<1%)	(<1%)	(<1%)	(<1%)
Butt Out/Cartoon	(<1%)	(<1%)	(<1%)	(<1%)
It's OK To Smoke/Beautiful To Smoke	(<1%)	(<1%)	(<1%)	(<1%)

12A. (Cont'd) (First Mention) What advertisements do you recall? Please describe some scenes or phrases. (DO NOT READ) (CODE ALL THAT APPLY). Do you recall any other ads?

	Overall	Smoker	Non Smoker	Former Smoker
Girl Told What To Do By Mom Who Smokes	(<1%)	(<1%)	(<1%)	(<1%)
Father Talking About Losing Son/Family Member	(<1%)	(<1%)	(<1%)	(<1%)
Woman's Husband Died/She Has Emphysema	(<1%)	(<1%)	(<1%)	(<1%)
Impotent/Erectile Dysfunction	(<1%)	(1%)	(1%)	(<1%)
I Stop I Win/J'arrete J'y Gagne	(<1%)	(1%)	(<1%)	(<1%)
Smoking Sucks Campaign	(<1%)	(<1%)	(<1%)	(<1%)
Newspaper/Magazine Ads	(<1%)	(<1%)	(<1%)	(<1%)
Aeroplanes Flying With Banners	(<1%)	(<1%)	(<1%)	(<1%)
Signs In CLSC/Slogans In Dr.'s Office	(<1%)	(<1%)	(<1%)	(<1%)
American Ads (GENERAL)	(<1%)	(<1%)	(<1%)	(<1%)
Ashtray/Ashtray On Head	(<1%)	(<1%)	(<1%)	(1%)
Butt Head/Don't Be A Butt Head	(<1%)	(<1%)	(1%)	(<1%)
Movies/At A Movie	(<1%)	(<1%)	(<1%)	(<1%)
Radio Ads	(<1%)	(<1%)	(<1%)	(<1%)
Pictures Of Organs On TV	(<1%)	(<1%)	(<1%)	(<1%)
Other	(2%)	(3%)	(1%)	(2%)
Don't Know/Refused/No Other	(33%)	(35%)	(30%)	(37%)

12. (Total Mentions) What advertisements do you recall? Please describe some scenes or phrases. (DO NOT READ) Do you recall any other ads?

Cigarette Packs/New Packs/Pictures/Ads On	(11%)	(12%)	(12%)	(9%)
Smoke From Parent's Cigarette Circling	(6%)	(7%)	(6%)	(5%)
Pictures Bodies In Morgue -Tag-Line	(5%)	(5%)	(4%)	(5%)
Older Man Talking About Losing His Son	(5%)	(3%)	(7%)	(4%)
Woman Talks About Her Addiction	(4%)	(5%)	(3%)	(4%)
An Older Man Whose Wife Has Died	(4%)	(2%)	(5%)	(5%)
Figure Skater Elvis Stojko/Josée Chouinard	(3%)	(2%)	(3%)	(4%)
Man In Bar Squeezing Cigarettes	(3%)	(2%)	(2%)	(5%)
Young Boy Talks About How He Misses Dad	(3%)	(2%)	(3%)	(3%)
Commercial Tobacco Cessation Products	(3%)	(3%)	(2%)	(3%)
Pictures Of Poisons Label Light & Mild	(2%)	(3%)	(2%)	(1%)
Woman With Severely Damaged Voice Talking	(2%)	(<1%)	(2%)	(3%)
Joy-Girl Talks About Losing Her Mother	(2%)	(1%)	(2%)	(2%)
Pictures-Young Girl/Old Woman Smoking	(2%)	(4%)	(1%)	(1%)
Smoking Harms/Kills Babies/Children	(2%)	(2%)	(2%)	(1%)
Ads Playing On French Word "Allume"	(2%)	(2%)	(2%)	(1%)
Kids Talking About Not Smoking	(2%)	(2%)	(2%)	(1%)
Smoking Kills/Grave/Cross/People Die/Stats	(2%)	(2%)	(1%)	(3%)
Not Only One Smoking/Second Hand/Not Around Us ..	(2%)	(1%)	(3%)	(2%)
Causes Cancer	(2%)	(<1%)	(2%)	(2%)
Smoking In Presence Of Kids/Kids Will Copy	(2%)	(2%)	(2%)	(2%)
Causes Lung Cancer/Disease	(2%)	(1%)	(2%)	(2%)
Other Diseases/Effects On Health	(2%)	(1%)	(3%)	(2%)

	Overall	Smoker	Non Smoker	Former Smoker
12. (Cont'd) (Total Mentions) What advertisements do you recall? Please describe some scenes or phrases. (DO NOT READ) Do you recall any other ads?				
Smoking And Pregnancy	(2%)	(2%)	(1%)	(3%)
Tobacco. We Can Live Without It	(1%)	(2%)	(1%)	(1%)
Boy Talks About His Brother	(1%)	(1%)	(<1%)	(1%)
Person Exhaling Cloud Of Smoke	(1%)	(1%)	(<1%)	(2%)
Man Compares Cigarette Filters To Vacuum	(1%)	(<1%)	(1%)	(<1%)
Poster/Billboard Smoking Can Kill You	(1%)	(2%)	(1%)	(2%)
Containers Different Poisons Labelled	(1%)	(1%)	(1%)	(1%)
Woman Sees Herself In A Mirror & Sees Her Body	(1%)	(1%)	(1%)	(2%)
Smoking Ban/Laws/Govt. Lobbying Tobacco Company	(1%)	(1%)	(1%)	(1%)
The Truth/The Truth About Smoking	(1%)	(<1%)	(<1%)	(1%)
Squeezing Goo Out Of A Smokers Organ	(1%)	(<1%)	(2%)	(<1%)
Kids And Smoking/Kids Smoking In Ads	(1%)	(<1%)	(2%)	(1%)
Ad Showing No Smoking Sign	(1%)	(<1%)	(<1%)	(1%)
Gum Cancer/Disease/Affects Teeth/Mouth	(1%)	(1%)	(2%)	(<1%)
Woman's Husband Died/She Has Emphysema	(1%)	(1%)	(1%)	(1%)
Man Dressed As A Rat/Rat Poison	(1%)	(1%)	(<1%)	(2%)
Don't Smoke/Quit Smoking	(1%)	(1%)	(1%)	(<1%)
Health Costs/Costs To Health Care	(1%)	(<1%)	(1%)	(1%)
Aeroplanes Flying With Banners	(1%)	(<1%)	(<1%)	(1%)
Ashtray/Ashtray On Head	(1%)	(<1%)	(1%)	(1%)
Poster - Man Breathing Cloud Of Smoke	(<1%)	(<1%)	(<1%)	(<1%)
Thelon-Young Man Went To Doctor Cancer	(<1%)	(<1%)	(<1%)	(<1%)
Man/Father/Kids On Bicycles	(<1%)	(<1%)	(<1%)	(<1%)
Girl With Smoke Around Her/Child In Smoke	(<1%)	(<1%)	(<1%)	(1%)
A Man Smoking Outdoors/Not Indoors	(<1%)	(<1%)	(<1%)	(<1%)
Body Bags/Disturbs You It Disturbs Us	(<1%)	(<1%)	(<1%)	(<1%)
Ads Playing On French Word "Ecrase"	(<1%)	(<1%)	(<1%)	(1%)
Picture Of His Child On Pack To Stop Smoking	(<1%)	(<1%)	(<1%)	(<1%)
Parents And Kids Talking About Smoking	(<1%)	(1%)	(<1%)	(<1%)
Body Damage/Bad Breath/Ages The Body	(<1%)	(<1%)	(1%)	(<1%)
Causes Heart Attacks/Stroke/Disease	(<1%)	(<1%)	(<1%)	(<1%)
Man's Wife Dying/From Second Hand Smoke	(<1%)	(1%)	(<1%)	(<1%)
Peer Pressure Amongst Kids/Teenagers	(<1%)	(<1%)	(<1%)	(<1%)
Ads Targeted To Youths	(<1%)	(<1%)	(<1%)	(<1%)
Poster Of Girl With Black Lips/Black Lungs	(<1%)	(<1%)	(1%)	(<1%)
Operation ID/Man Refusing To Sell To Youth	(<1%)	(<1%)	(<1%)	(1%)
People Hooked Up To Machines/Oxygen	(<1%)	(<1%)	(<1%)	(<1%)
Chemicals/Toxin/Poison/Content	(<1%)	(<1%)	(1%)	(<1%)
Sponsored By Health Organization/Had Contest	(<1%)	(<1%)	(<1%)	(1%)
No Difference Between Light & Mild				
And Regular Cigarettes	(<1%)	(<1%)	(<1%)	(<1%)
Effects Smoking Has/What It Causes	(<1%)	(<1%)	(1%)	(<1%)
Kids Tell Adults/Parents Stop Smoking	(<1%)	(<1%)	(<1%)	(<1%)

	Overall	Smoker	Non Smoker	Former Smoker
12. (Cont'd) (Total Mentions) What advertisements do you recall? Please describe some scenes or phrases. (DO NOT READ) Do you recall any other ads?				
Little Girl Pretending To Smoke	(<1%)	(<1%)	(<1%)	(<1%)
Promoting Nonsmokers Week	(<1%)	(<1%)	(<1%)	(<1%)
Tobacco Is Wacko/Wacky Tobacco	(<1%)	(<1%)	(<1%)	(<1%)
Butt Out/Cartoon	(<1%)	(<1%)	(<1%)	(<1%)
It's OK To Smoke/Beautiful To Smoke	(<1%)	(<1%)	(<1%)	(<1%)
Girl Told What To Do By Mom Who Smokes	(<1%)	(<1%)	(<1%)	(1%)
Father Talking About Losing Son/Family Member	(<1%)	(<1%)	(<1%)	(1%)
Impotent/Erectile Dysfunction	(<1%)	(1%)	(1%)	(<1%)
I Stop I Win/J'arrête J'y Gagne	(<1%)	(1%)	(<1%)	(<1%)
Show Smoke Going Through Body/Through Lungs	(<1%)	(<1%)	(<1%)	(<1%)
Smoking Sucks Campaign	(<1%)	(<1%)	(<1%)	(<1%)
Newspaper/Magazine Ads	(<1%)	(<1%)	(<1%)	(1%)
Signs In CLSC/Slogans In Doctor's Office	(<1%)	(<1%)	(<1%)	(<1%)
American Ads (GENERAL)	(<1%)	(<1%)	(<1%)	(<1%)
Butt Head/Don't Be A Butt Head	(<1%)	(<1%)	(1%)	(<1%)
Movies/At A Movie	(<1%)	(<1%)	(<1%)	(<1%)
Radio Ads	(<1%)	(<1%)	(<1%)	(<1%)
Pictures Of Organs On TV	(<1%)	(<1%)	(<1%)	(<1%)
Other	(3%)	(4%)	(3%)	(4%)
Don't Know/Refused/No Other	(33%)	(35%)	(30%)	(37%)

Prompted Ad Recall

"Target" (TV)

13. Do you remember seeing a television ad in which smoke from a parent's cigarette takes the shape of a target over two children playing?
- | | | | | |
|--------------------------|-------|-------|-------|-------|
| Yes | (54%) | (55%) | (50%) | (59%) |
| No | (44%) | (43%) | (48%) | (38%) |
| Don't Know/Refused | (2%) | (2%) | (2%) | (4%) |
14. Do you recall who sponsored this ad?
- | | | | | |
|--------------------------|-------|-------|-------|-------|
| Yes | (18%) | (24%) | (15%) | (18%) |
| No | (79%) | (72%) | (83%) | (80%) |
| Don't Know/Refused | (3%) | (4%) | (2%) | (3%) |

	Overall	Smoker	Non Smoker	Former Smoker
15A. (First Mention) (IF YES IN Q. 14) Who do you think sponsored this ad? Any others? (DO NOT READ) (CODE ALL THAT APPLY)				
Government Of Canada/Health Canada	(87%)	(82%)	(92%)	(85%)
Provincial Government	(3%)	(2%)	(8%)	(<1%)
Health Organization/Non-Smoking Organization	(2%)	(7%)	(<1%)	(<1%)
Pharmacy/Doctors/Medical Suppliers	(2%)	(<1%)	(<1%)	(5%)
Television/Commercials/Radio	(1%)	(2%)	(<1%)	(<1%)
Children Advocacy Organisation/School	(1%)	(<1%)	(<1%)	(2%)
Tobacco Company/Tobacco Industry	(<1%)	(1%)	(<1%)	(<1%)
Other	(<1%)	(1%)	(<1%)	(<1%)
Don't Know/Refused/No Other	(4%)	(5%)	(<1%)	(8%)
15. (Total Mentions) (IF YES IN Q. 14) Who do you think sponsored this ad? Any others? (DO NOT READ)				
Government Of Canada/Health Canada	(87%)	(82%)	(92%)	(85%)
Provincial Government	(7%)	(4%)	(8%)	(9%)
Health Organization/Non-Smoking Organization	(3%)	(10%)	(<1%)	(<1%)
Pharmacy/Doctors/Medical Suppliers	(2%)	(<1%)	(<1%)	(5%)
Tobacco Company/Tobacco Industry	(1%)	(2%)	(<1%)	(<1%)
Television/Commercials/Radio	(1%)	(2%)	(<1%)	(<1%)
Children Advocacy Organization/School	(1%)	(<1%)	(<1%)	(2%)
Other	(<1%)	(1%)	(<1%)	(<1%)
Don't Know/Refused/No Other	(4%)	(5%)	(<1%)	(8%)
16A. (First Mention) What is the main message that this ad is trying to convey? (DO NOT READ)				
Negative Effects Of Second Hand Smoke	(56%)	(52%)	(58%)	(58%)
Smoking Is Dangerous To Your Health	(14%)	(10%)	(12%)	(18%)
May Hurt Children/Parent Responsibility	(13%)	(16%)	(13%)	(10%)
You Should Not Smoke/Don't Smoke	(10%)	(12%)	(11%)	(7%)
Stop Smoking/You Will Become Like That	(2%)	(1%)	(3%)	(<1%)
Scare People	(1%)	(1%)	(1%)	(1%)
Addictive/Smoking Is Addictive	(1%)	(1%)	(1%)	(1%)
Tobacco. We Can Live Without It	(<1%)	(<1%)	(<1%)	(1%)
Not Healthy/Bad For Health/Cause Cancer	(<1%)	(1%)	(<1%)	(<1%)
Light/Mild Cigarettes Are Poisonous	(<1%)	(<1%)	(<1%)	(<1%)
Other	(<1%)	(<1%)	(<1%)	(<1%)
Don't Know/Refused/No Other	(3%)	(5%)	(<1%)	(3%)

	Overall	Smoker	Non Smoker	Former Smoker
16. (Total Mentions) What is the main message that this ad is trying to convey? (DO NOT READ)				
Negative Effects Of Second Hand Smoke	(63%)	(59%)	(65%)	(64%)
May Hurt Children/Parent Responsibility	(18%)	(22%)	(19%)	(13%)
Smoking Is Dangerous To Your Health	(17%)	(15%)	(15%)	(20%)
You Should Not Smoke/Don't Smoke	(12%)	(16%)	(13%)	(10%)
Not Healthy/Bad For Health/Cause Cancer	(3%)	(3%)	(4%)	(1%)
Stop Smoking/You Will Become Like That	(2%)	(2%)	(5%)	(<1%)
Scare People	(1%)	(2%)	(2%)	(1%)
Addictive/Smoking Is An Addictive	(1%)	(1%)	(1%)	(1%)
Tobacco. We Can Live Without It	(<1%)	(<1%)	(<1%)	(1%)
Tobacco Industry Failed Proper Inform.....	(<1%)	(<1%)	(<1%)	(<1%)
Light & Mild Cigarettes Are Poisonous	(<1%)	(<1%)	(<1%)	(<1%)
Other	(1%)	(1%)	(<1%)	(1%)
Don't Know/Refused/No Other	(3%)	(5%)	(<1%)	(3%)

What would you say is the likely influence of this ad on people like yourself? Did this ad influence you to: (READ LIST)

17. (IF NON SMOKER) Not start smoking				
Yes	(42%)		(42%)	
No	(54%)		(54%)	
Don't Know/Refused	(4%)		(4%)	
18. (IF FORMER SMOKER) Not to start smoking again				
Yes	(30%)			(30%)
No	(65%)			(65%)
Don't Know/Refused	(4%)			(4%)
19. (ALL) Try to persuade family or friends not to start smoking				
Yes	(53%)	(42%)	(63%)	(49%)
No	(43%)	(55%)	(34%)	(46%)
Don't Know/Refused	(3%)	(2%)	(2%)	(5%)
20. (IF SMOKER) Think about stopping smoking				
Yes	(47%)	(47%)		
No	(51%)	(51%)		
Don't Know/Refused	(1%)	(1%)		
21. (IF SMOKER) Think about cutting down smoking				
Yes	(55%)	(55%)		
No	(44%)	(44%)		
Don't Know/Refused	(1%)	(1%)		

	Overall	Smoker	Non Smoker	Former Smoker
22. (ALL) Ask smokers not to smoke near you				
Yes	(43%)	(18%)	(58%)	(43%)
No	(54%)	(81%)	(38%)	(53%)
Don't Know/Refused	(4%)	(2%)	(4%)	(4%)
23. Have you discussed this ad or its message with anyone?				
Yes	(30%)	(27%)	(33%)	(28%)
No	(70%)	(73%)	(67%)	(72%)
Don't Know/Refused	(<1%)	(<1%)	(<1%)	(<1%)
24. (IF YES) Who were these people?				
Both Smokers And Non-Smokers	(49%)	(45%)	(57%)	(39%)
Smokers Only	(20%)	(28%)	(18%)	(16%)
Non-Smokers Only	(31%)	(25%)	(25%)	(43%)
Don't Know	(1%)	(2%)	(<1%)	(2%)
25. (IF RECALL ANY OR ALL SPOTS) Do you remember any information about a website address in this ad?				
Yes/Maybe	(8%)	(10%)	(8%)	(7%)
No	(89%)	(89%)	(88%)	(90%)
Don't Know/Refused	(3%)	(1%)	(4%)	(3%)
26. (IF RECALL ANY OR ALL SPOTS) Do you remember any information about a 1-800 number in this ad?				
Yes/Maybe	(22%)	(30%)	(23%)	(16%)
No	(76%)	(69%)	(75%)	(81%)
Don't Know/Refused	(2%)	(1%)	(2%)	(3%)
27. (IF RECALL ANY OR ALL SPOTS) Will you visit the website or call the 1-800 number at some point?				
Yes, Will Visit Web Site	(6%)	(7%)	(7%)	(4%)
Yes, Will Call	(4%)	(3%)	(5%)	(3%)
Yes, Already Have Visited Web Site	(<1%)	(1%)	(<1%)	(<1%)
Yes, Have Already Called	(<1%)	(1%)	(<1%)	(<1%)
May Contact	(9%)	(11%)	(8%)	(10%)
No, Will Not	(78%)	(74%)	(78%)	(82%)
Don't Know/Refused	(3%)	(4%)	(3%)	(2%)
28. (IF RECALL ANY OR ALL SPOTS) Do you recall seeing or hearing the words "Tobacco. We can live without it" at the end of the ads that you saw?				
Yes/Maybe	(62%)	(71%)	(59%)	(59%)
No	(33%)	(25%)	(39%)	(32%)
Don't Know/Refused	(5%)	(4%)	(2%)	(8%)

	Overall	Smoker	Non Smoker	Former Smoker
29. (IF RECALL ANY OR ALL SPOTS) How did seeing anti-tobacco ads make you feel toward the tobacco industry and its practices? Did it make you feel more critical toward the tobacco industry and its practices, did it have no effect on your opinion, or did it make you feel less critical toward the tobacco industry and its practices?				
More Critical	(43%)	(31%)	(55%)	(36%)
No Effect On Opinion	(51%)	(58%)	(40%)	(59%)
Less Critical	(3%)	(6%)	(1%)	(1%)
Don't Know/Refused	(4%)	(5%)	(4%)	(3%)
30. (IF RECALL ANY OR ALL SPOTS) Do you strongly approve, somewhat approve, somewhat disapprove or strongly disapprove of the Government of Canada sponsoring the ads you saw?				
Strongly Approve	(48%)	(40%)	(58%)	(43%)
Somewhat Approve	(33%)	(31%)	(31%)	(37%)
Somewhat Disapprove	(7%)	(11%)	(4%)	(7%)
Strongly Disapprove	(9%)	(13%)	(6%)	(9%)
Don't Know/Refused	(3%)	(4%)	(1%)	(5%)
31. Have you written or telephoned your federal Member of Parliament or provincial Member of the Legislative Assembly in the past year?				
Yes	(7%)	(5%)	(7%)	(10%)
No	(93%)	(95%)	(93%)	(90%)
Don't Know/Unsure	(<1%)	(<1%)	(<1%)	(<1%)
32. Have you written to an editor of a newspaper or called in to a radio talk show in the past year?				
Yes	(6%)	(5%)	(6%)	(7%)
No	(94%)	(95%)	(94%)	(93%)
Don't Know/Unsure	(<1%)	(<1%)	(<1%)	(<1%)
33. How often do you try to persuade someone from outside your family to your own point of view?				
Very Often	(16%)	(15%)	(16%)	(16%)
Occasionally	(55%)	(46%)	(58%)	(57%)
Never	(29%)	(37%)	(26%)	(26%)
Don't Know	(1%)	(2%)	(1%)	(1%)
33A. Opinion Leaders				
Opinion Leader	(24%)	(21%)	(24%)	(27%)
General Population	(76%)	(79%)	(76%)	(73%)

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Overall Smoker Non Smoker Former Smoker

In order to analyze the responses to this survey, I'd like to ask you a few questions about yourself. All of your responses will be kept strictly confidential.

34. First, what is the highest level of schooling that you have completed? (READ)

Elementary School/Some High School	(14%)	(17%)	(10%)	(15%)
High School	(27%)	(39%)	(19%)	(30%)
Community College Or Trade School	(23%)	(20%)	(24%)	(24%)
Some University/Some Community College	(14%)	(11%)	(15%)	(14%)
Bachelor's Degree/Undergraduate	(15%)	(8%)	(24%)	(10%)
Graduate School/Professional Program	(6%)	(4%)	(8%)	(6%)
Don't Know/Refused	(1%)	(1%)	(<1%)	(1%)

35. Which one of the following best describes your employment situation? (READ LIST)

Employed Full-Time For Pay	(37%)	(38%)	(40%)	(33%)
Employed Part-Time For Pay	(9%)	(11%)	(9%)	(7%)
Self-Employed	(12%)	(13%)	(13%)	(10%)
Currently Seeking Work	(4%)	(7%)	(4%)	(3%)
Homemaker	(5%)	(7%)	(4%)	(5%)
Student	(7%)	(5%)	(10%)	(4%)
Disabled	(1%)	(4%)	(1%)	(1%)
Retired	(22%)	(14%)	(18%)	(35%)
Other	(1%)	(1%)	(<1%)	(<1%)
Don't Know/Refused	(1%)	(1%)	(<1%)	(2%)

36. How many children under the age of 18 are in your household? (RECORD NUMBER)

0	(62%)	(60%)	(62%)	(64%)
1	(15%)	(18%)	(14%)	(13%)
2	(15%)	(13%)	(17%)	(14%)
3	(6%)	(5%)	(6%)	(7%)
4	(1%)	(1%)	(1%)	(1%)
5	(<1%)	(<1%)	(<1%)	(<1%)
6	(<1%)	(<1%)	(<1%)	(<1%)
Don't Know/Refused	(1%)	(2%)	(1%)	(1%)
Mean:	0.69	0.71	0.70	0.66

37. Which of the following income groups would best represent your annual HOUSEHOLD income?

Less Than \$25,000	(16%)	(24%)	(12%)	(17%)
\$25,000 To \$34,000	(12%)	(16%)	(11%)	(11%)
\$35,000 To \$44,000	(11%)	(11%)	(11%)	(13%)
\$45,000 To \$54,000	(11%)	(10%)	(10%)	(12%)
\$55,000 To \$64,000	(11%)	(9%)	(11%)	(11%)
\$65,000 To \$74,000	(6%)	(5%)	(7%)	(5%)
\$75,000 To \$100,000	(7%)	(6%)	(7%)	(9%)
More Than \$100,000	(8%)	(5%)	(12%)	(5%)
Don't Know/Refused	(18%)	(13%)	(20%)	(17%)

	Overall	Smoker	Non Smoker	Former Smoker
38. And finally, for statistical validation purposes only, would you mind telling me your postal code? (PROBE: The first three characters enough)				
Rural	(22%)	(26%)	(15%)	(28%)
Urban	(70%)	(65%)	(78%)	(64%)
Don't Know/Refused	(8%)	(9%)	(7%)	(8%)
39. Gender (SYSTEM RECORDED)				
Male	(50%)	(49%)	(46%)	(58%)
Female	(50%)	(51%)	(54%)	(42%)
40. Generation (SYSTEM RECORDED)				
Male - 16 To 34	(15%)	(17%)	(20%)	(6%)
Male - 35 To 54	(20%)	(22%)	(17%)	(23%)
Male - 55+	(16%)	(11%)	(9%)	(28%)
Female - 16 To 34	(12%)	(16%)	(14%)	(8%)
Female - 35 To 54	(20%)	(23%)	(21%)	(18%)
Female - 55+	(17%)	(12%)	(20%)	(17%)
41. Region of Residence (SYSTEM RECORDED)				
Atlantic	(9%)	(11%)	(7%)	(10%)
Québec	(24%)	(28%)	(22%)	(25%)
Ontario	(36%)	(33%)	(39%)	(36%)
Prairies	(17%)	(17%)	(18%)	(15%)
BC/Territories	(13%)	(11%)	(14%)	(14%)