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Bz

CONFIDENTIAL MEMORANDUM

To: Nizam Siddiqui, Health Canada

From: Jodi Shanoff

Date: September 10, 2002

Re: Findings From Target Disaster Check Focus Groups
POR-02-30

The following is a report of findings from focus groups conducted with smokers and non-smokers to evaluate the effectiveness of "Target" home and workplace creative executions dealing with the issue of second hand smoke.

A total of four (4) focus groups were conducted with smokers and non-smokers in Toronto and Montreal on March 14, 2002. Participants were recruited from among the general population and discussions lasted approximately one and a half hours.

Key Findings

Target - Home

Participants were shown the "Target" home television execution in its finished version on video. Both smokers and non-smokers reacted strongly to target imagery and the presence of children in the ad. In general, the ad was considered very effective at conveying the message of the dangerous nature of second hand smoke, particularly for children.

Some participants who did not have children suggested that the ad was somewhat less relevant for them, however, they generally agreed that the visual was both powerful and effective at creating a sense of guilt in smokers who chose to smoke around children. Parents expressed the strongest reaction of all participants, particularly because they felt that the ad accurately portrayed the helpless nature of children who are unable to chose whether or not they are exposed to second hand smoke.

Both smokers and non-smokers found the information about "more than one million children" being exposed to second hand smoke every day to be both believable and effective at getting their attention. For most, this was new information which they had not previously considered.

Both smokers and non-smokers felt that the target imagery was very powerful and a clear depiction of the message of the advertising.

Target – Workplace

The "Target" workplace television execution was tested with smokers and non-smokers in story-board format. In general, many felt that it did not have the same impact as the "home" version, particularly because it did not include children. Smokers, in particular, expressed the view that both the waitress and the patrons portrayed in the ad had the choice (as adults) of whether or not to be in a smoking environment, whereas children are not able to exercise this choice.

Participants in Montreal felt that the message in this ad was contradictory as the setting is one in which smoking is generally permitted (bars and restaurants), while the meaning suggested smokers should not smoke in these environments.

A minority of smokers and non-smokers who did not have children expressed the view that the "workplace" version made them think about the effects of second hand smoke in environments outside the home; however, in general, all agreed that this version was not as effective as the "home" execution.

When presented with the line: "A smoker in a non-smoking environment might as well be a smoker", smokers were unclear of the meaning. Furthermore, they did not consider this information to represent anything factual. Both smokers and non-smokers expressed the need to increase the relevance of the ad with a fact similar to that used in the "home" version (more than one million children...).

Tag-Line

Both smokers and non-smokers felt that "Tobacco. We can live without it" is an effective tag-line. Most considered it to be true, as well as uplifting. This is particularly important in light of the frequency with which smokers, in particular, express their frustration and fatigue with advertising that takes a dark and morbid approach to highlighting the dangers associated with tobacco use.

"Home" Print

In general, non-smokers reacted more favourably than smokers to the print executions. They felt the presentation method (series of facts within one newspaper edition) would be effective given the prevalence and repetition of the information. In particular, smokers felt the greatest impact of the ads resided in the facts that offered new information; namely, that there are no known safe levels of exposure to second hand smoke, and that open windows and air-purifiers do not alleviate the effects of second hand smoke.

Smokers, on the other hand, were somewhat more resistant to the information conveyed in the print executions. While believability was not necessarily the issue, smokers did not feel that the ads presented any new information. Most felt that they would pass by the ads in a newspaper, rather than take any time to read them.

Non-smokers expressed the opinion that the target visual used in the print ads were an effective link between these and the television campaign.

Recruiting Screener
Smokers
#2232

Thursday March 14th - Toronto
- Montreal

Time: 8 p.m.

Incentive: \$50.00

Recruit 12 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 March 14, 2002 **at 8:00?** 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) Which of the following categories do you fit in?

Non-smoker **THANK AND TERMINATE**
Smoker CONTINUE

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

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

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

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

Yes **THANK & TERMINATE**
No **CONTINUE**

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

Male (no more than 6)
Female (no more than 6)

- 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 Thursday March 14, 2002 **for two hours**. Would you be available to attend?

Yes **CONTINUE**
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
Non-Smoker

Thursday March 14th, 2002 - Toronto
- Montreal

Time: 6 p.m.

Incentive: \$50.00

Recruit 12 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 March 14, 2002 **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) Which of the following categories do you fit in?

Non-smoker CONTINUE
Smoker **THANK AND TERMINATE**

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

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

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

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

Yes **THANK & TERMINATE**
No **CONTINUE**

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

Male (no more than 6)
Female (no more than 6)

- 9) Which of the following best describes your level of education?

(RECRUIT A GOOD MIX)

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High school
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Graduated from college/university
Post graduate

As I mentioned earlier, the group discussion will take place on Thursday March 14, 2002 **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 Second Hand Smoke "Target" Home and Workplace Campaigns

(Smokers and non-smokers)
March 14, 2002

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 four television and two series of print ads that are being considered.

- 1 • Before we begin, what kind of things have you been hearing about lately in the news about tobacco and smoking?

- 2abc • What about second hand smoke? Does everybody know what this means? What do you know about second hand smoke? 2c

- 3abc • (SMOKERS) What kinds of things do you know about second hand smoke and the dangers it poses to non-smokers? Are these dangers real? How serious are they? 3c

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

- 5abc • What kinds of things have you heard about the effects of smoking? 5a
What about the effects of second hand smoke? (PROBE FOR: Health effects; number of deaths) 5b 5c

B. Television Executions – Storyboards and Script

"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."

Exposure and Reaction: "Target" (2 television) (20 minutes)

- Read script and show visuals for Version 1

Complete worksheet for Version 1

MODERATOR TO LEAD DISCUSSION

- 6ab • What first came to mind when you saw this ad? (PROBE) What was it about the ad that caused you to think that way? 6a 6b
- 7 • What was the main message being conveyed by this ad? 7
- 8ab • How did you rank the effectiveness of the ad catching your eye? Why? 8a 8b
- 9ab • How did you rank the ad in terms of believability? Why? 9a 9b
- 10ab • How did you rank the ad in terms of emotional impact? Why? 10a 10b
- 11ab • How did you rank the ad in terms of their overall effectiveness in conveying the message? Why? 11a 11b

Show Storyboard for "Target" Workplace

Repeat worksheet and discussion

- 12ab • Which of the ads do you think would be most effective at convincing people of the dangers associated with second hand smoke? Why? 12a 12b
- 13ab • Does seeing this ad make you more concerned about the effects of second hand smoke or does it have no impact at all on your impression of the effects of second hand smoke? Why/Why not? 13a 13b
- 14 • Probe (if nothing forthcoming): is there anything in these ads that makes you feel very uncomfortable? (GO AROUND TABLE, ELICITING RESPONSES FROM ALL) 14a
- 15ab • Which of the two sets of ads you just saw did you prefer? Why? 15a 15b

Tag-Line and Call to Action (10 minutes)

- 16. • SHOW TAG-LINE BOARD - Have you seen or heard this phrase before?
- 17ab • Do you think it fits well with the ads you saw here? Does it fit better with some and less well with others? 17a 17b
- 18. • Is it an effective way to convey the message?
- 19. • CALL TO ACTION: Take it outside - What did you think of this phrase?
- 20. • Did you think this is an appropriate suggestion to make at the end of these ads?
- 21abed • (SMOKERS) How did you feel about this line? Do you think this is an effective approach? Are you likely to think about this next time you light a cigarette at home or out with others? (PROBE FOR POSSIBLE "BLAMING THE VICTIM" SENTIMENT) 21a 21b 21c 21d

Print Executions (30 minutes)

22a 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. 22a 22b 22c 22d 22e

- Display print series Home

Complete worksheet for Home

General Discussion:

For Home:

- 23abc • How did you rank the different facts/ads in terms of how hard hitting they were to you personally? Which of the facts/ads was most hard hitting? Why? 23a 23b 23c
- 24abc • How believable were the facts presented to you in these ads? Were any more believable than others? Why? 24a 24b 24c
- 25ab • On the whole, did the series of facts/ads make an impression on you? What part was most effective at making that impression? 25a 25b

26.

PROBE FOR TOP 3-4 FACT/ADS

27a-b

How well do the print ads you just saw fit with the TV ads from earlier? Why did you say that? 27a 27b

28ab

Does seeing these ads make you more concerned about the effects of second hand smoke or does it have no impact at all on your impression of the effects of second hand smoke? Why/Why not? 28a 28b

29ab

Which of the facts do you think would be most effective at convincing people of the dangers associated with second hand smoke? Why? 29a 29b

D. Overall campaign (20 minutes)

30abc

Do these campaigns help you better understand the health risks associated with second hand smoke? Is one more effective than the other? Why? 30a 30b 30c

31

Have these ads told you anything about second hand smoke that you didn't know before seeing them?

32abc

The Government of Canada wants to make people more aware of the risks associated with second hand smoke. Why do you think they want to do that? Should they be involved? Why, why not? 32a 32b 32c

33

How familiar are you with the federal government's Tobacco Control Program?

34abc

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? 34a 34b 34c

35

Does this make you think we need stronger measures to reduce tobacco use? *

36ab

(SMOKERS) Do these ads make you think about the impact of smoking on others around you? Which was most effective at doing this? 36a 36b

37

(NON-SMOKERS) 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, or at least not smoke while they are around you? ~~37a~~

E. Wrap-up (10 minutes)

- 38 • Moderator to solicit questions from clients. Ask questions.
- 39 • 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

Print Series

11. Please jot down a sentence or so about what the series of ads 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 series of ads 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

