

CA 2, 2003 - 2465
C. 2

PORG - 719 FY2003

1030305

B2



**Millward Brown
Goldfarb**

**QUALITATIVE EVALUATION OF STOP
SMOKING CAMPAIGN -FOURTH ROUND
OF FOCUS TESTING**

Prepared for: **HEALTH CANADA**
POR-02-109

Prepared by: **MILLWARD BROWN
GOLDFARB**

Project #20101275
March, 2003

TABLE OF CONTENTS

	<i>Page</i>
INTRODUCTION TO STUDY	1
EXECUTIVE SUMMARY	2
SUMMARY OF FINDINGS	5
APPENDIX 1 – Screeners	
APPENDIX 2 – Discussion Outlines	
APPENDIX 3 – Television Ad Descriptions	

INTRODUCTION

This report presents the highlights of four focus groups conducted on March 20th, 2003 in two markets: Toronto and Montreal. In each market, one group was conducted with lower SES smokers aged 40-54 and one group with general population smokers in the same age group. The groups in Montreal were conducted in French, while the groups in Toronto were conducted in English.

The overall objective was to qualitatively evaluate the next nine (9) potential television commercials that would comprise the 'Bob/Martin' campaign currently underway. This research was a follow-up to an evaluation of the scripts for these executions that was conducted early in March.

It is understood that the participants in the research were exposed to what is fundamentally the entire campaign in one session. This is a false situation in that the intent is to release the various executions over an extended period of time. This needs to be understood because it is not clear from this research whether there will be same reaction to the campaign overall when it is aired over a period of time; that is, it is not clear whether Bob's unfolding story will be as clear when the commercials are aired one at a time.

This research is qualitative, and as such cannot be projected to the population.

EXECUTIVE SUMMARY

The Campaign Seems To Work Well With Lower SES Smokers

The campaign overall continues to be understood by smokers in both socio-economic groups. They recognize themselves in 'Bob' or 'Martin', and understand that the campaign is geared to 'middle-aged' smokers who are trying to quit. While the reaction to individual executions can vary somewhat, over the course of the campaign the participants tended to relate to what Bob/Martin is going through.

The participants tend to believe that they have all the information they need about quitting. They understand the dangers of smoking, and they are feeling alienated by society as they find themselves more and more having to go outside to smoke. This campaign intrigues them because it tends to play back exactly what they are feeling and experiencing.

In some respects, the lower SES groups tend to respond better to the campaign. They seemed less resistant to the message, and more open to hearing what Bob/Martin has to say. While it is hard to say qualitatively, this might be a function of the degree to which they smoke, and/or how far down the path they are towards making the firm decision to quit.

Specific Executions Work Better Than Others

While the various executions all communicate the intended message to some degree, some are clearly more effective.

The 'Cough' execution tended to be less effective in terms of encouraging smokers to relate to Bob/Martin. Participants believe the message is that he will quit 'cold turkey', and virtually everyone suggested that he would not be able to do so. They almost lost faith in Bob/Martin because he wanted to follow a path that so many of the participants had taken, and they knew he would fail. In this respect, if 'Cough' is to be aired, it should be on for a fairly short period of time, and be used primarily to set up the 'Plan' execution, or possibly aired at the same time at 'Plan'.

The 'Plan' execution tended to resonate with smokers. As noted, they said that quitting 'cold turkey' does not work and that one does need a plan in order to quit. They were interested to hear what Bob's/Martin's plan was, although some scoffed at the notion that water would be a substitute for a cigarette. However, it was interesting to note that this execution tended to spark a discussion of the other types of devices which smokers have used to help them quit. Suggestions ranged from chewing gum to sucking on a licorice stick to eating to hitting a punching bag. (Clearly some of these suggestions were more palatable than others.)

The version of the 'Plan' execution which is most effective seemed to be the one with voices. However, it is clear the voices must be softer, and more audible; in the version tested, they were inaudible, and made Bob/Martin appear paranoid.



'Friends' generated mixed reactions. While virtually everyone agreed that it is important to have the support of one's friends when one is trying to quit, few believed that their friends would withhold a cigarette from them if they asked for one. That is, there was a credibility issue in this execution.

There was also some concern that Bob/Martin got overly dramatic when he fell to his knees and begged for a cigarette. While a few recognized the level of anger and frustration that can result from a nicotine craving, others felt this made Bob/Martin look foolish or weak. Because they relate so well to Bob/Martin in other executions, they do not like the implication that they, themselves could also look foolish. A few also questioned why his friends are not actually shown in the execution; they feel the impression of support would be stronger if the people were physically there. In this respect, we continue to recommend that the commercials continue to be executed in the original way; the fight to quit smoking is a personal one, and Bob/Martin should continue to be shown as an individual pursuing that fight.

The execution entitled 'Blip' also generated mixed response. Some got a clear message that it is usual, and alright, to fail to quit the first time one tries. They liked the acknowledgement that few are successful the first time, and the reinforcement of the message to keep trying. 'Don't quit quitting' was the key message, and 'take it one day at a time' was a secondary message.

While this message was widely recognized, some, particularly in the higher SES group did not like the way it was portrayed. They did not like the dots on the screen, nor did they like his use of the word 'blip'. They tended to find it annoying and overdone. Those who did like this execution, however, particularly liked Bob's/Martin's final comment 'It's blippin' amazing', as they felt this was in character.

The reaction to the 'Wife' execution was similar to the reaction to 'Friends' in that some people wanted to see Bob's/Martin's wife. They wanted to see the type of support she was offering, and hoped it went beyond the 'nagging' they themselves receive from their spouse. Moreover, some, particularly in Montreal, liked the message that one would feel better psychologically and physically after they quit smoking.

A few found the 'Wife' execution unbelievable, as well, because they did not believe that Bob/Martin would look better after quitting than he had before; most believed he would have put on weight, and possibly would still be in the 'cranky' stage that a number of people suggested can last for months. Similarly, a number of people objected to the comment, 'The first week wasn't bad'. They felt that their experience had been that the first week is the worst, and that Bob/Martin should not make light of it. Again, there was a concern that Bob/Martin was not truly reflecting reality in some of his comments.

The 'Kids' execution resonated the most positively with virtually everyone in the focus groups, even those who did not have children. They felt the introduction of the children was providing a strong rationale for Bob/Martin quitting that went beyond the various health reasons they all claimed to know. While some still saw his reason as self-motivated (he wants to live to see his grandchildren), they felt it was a very compelling reason. Moreover, those who had rejected some of the earlier executions as silly or downplaying the difficulties involved in quitting liked

The fact that the commercial generated such an emotional reaction suggests it is hitting home with the target group. However, the frustration and even anger which participants expressed leads us to recommend that if this commercial is aired, it should be on air for a fairly short period of time. People will need to see fairly quickly that Bob/Martin realizes he needs a plan to quit.

- “Plan”

There were three versions of the Plan execution – one with no sound effects as Bob/Martin executes his plan by drinking some water during his craving, one with an unidentified noise as a sound effect, and one with voices telling Bob/Martin to ‘take one puff’.

The overall message of the execution, regardless of version, is that one needs a plan in order to quit smoking. Smokers in the groups got a clear message that they cannot quit ‘cold turkey’, but rather than one needs a device or a distraction to help them through the cravings. They felt the message was that there are things a smoker can do, that he/she should look for suggestions and find a device that will work for them. The commercial was telling them that they will need something else to occupy themselves, or distract themselves when they get a craving for a cigarette. Most recognized that this was a valid message.

The execution generated a fair amount of discussion in the groups, as the participants wanted to talk about the various devices they had tried. A few felt that drinking water was impractical for many people, partially because one cannot carry water with them, and partially because of the repercussions of too much water. There was a sense among some people that drinking water was a silly suggestion, one that made a mockery of the difficulties a smoker can go through when trying to quit.

In each group, however, at least one person commented that they had heard that water is actually a very good device because it can help to flush the toxins out of the body. Indeed, one woman said she felt the water symbolized the health factor in quitting. She suggested that water had been used deliberately because unlike coffee or beer, it is typically not a beverage which smokers associate with having a cigarette.

Other devices which participants mentioned as having helped them were hitting a punching bag, eating, sucking on a piece of licorice and chewing gum. Regardless of the actual device, there was general agreement that a plan can help to get a smoker started on the process of quitting.

The secondary message of the commercial was that while Bob/Martin is motivated to quit, he is clearly struggling. This seems to be something the smokers want to see. They need the acknowledgement that quitting is not easy.

Of the three versions tested, the most effective could be the one with the voices. Smokers clearly know that they get cravings, and while they might not actually hear voices, a number suggested that they have talked themselves into having ‘just one puff’. This is what they believe the voices are symbolizing. However, the voices need to be softer, and clearer so that the viewer can actually hear what the voice is saying. In the test execution, the voice was too loud and jumbled, and left people wondering if Bob/Martin was insane.

In both markets, the execution with the noise made no sense to people, as they could not identify the noise.

- “Friends”

The key message of this execution was that a smoker needs the support of friends and family in order to be successful at quitting. The participants liked the idea that Bob’s friends would offer him that support. They liked the idea that his friends would not smoke around him. The commercial as a whole generated a positive emotional response in some of the participants.

Some question why his friends are not actually present in the commercial. They felt the overall message would be more powerful if the audience could actually see Bob’s friends.

There were a couple of elements in the commercial which detracted from its effectiveness with some people. First, some of the participants said that their friends would very likely give them a puff or a whole cigarette if the person trying to quit asked for one. They said they themselves have done so. In this respect, then, they felt the commercial lacked credibility.

Secondly, a number of people objected to Bob’s outburst when he begged for a cigarette. They felt this was ‘a little over the top’, and in fact made smokers look foolish. While some people said they related to it, saying they also get upset when they are trying to quit, others said Bob went too far. If anything, this made Bob look more like an actor than someone actually trying to quit. It made it easy for the viewer to distance themselves from Bob.

This execution was even less well received in Montreal, than it was in Toronto. The credibility problems outlined above were evident in Montreal, but these smokers went even further. They voiced the fact that they are aggravated by ex-smokers who will not allow anybody to smoke around them. In this commercial, Martin, and by extension themselves, is portrayed as either so weak that his friends need to protect him, or else as intolerant ex-smokers. This is not how they want to see themselves if and when they quit. Some made the analogy with alcoholics, pointing out that ex-alcoholics must accept that other people can drink around them. On the other hand, they are unlikely to go to bars, as an ex-smoker would be unlikely to mix with a crowd of smokers.

- “Blip”

There are a number of messages of the ‘Blip’ commercial. One message was to take it one day at a time when trying to quit, and to keep trying. Another message was that failure is almost expected when trying to quit, and that the person quitting should not berate themselves for slipping.

A number of people found Bob’s/Martin’s personality to be warmer in this execution. He seemed more ‘real’ because he has failed. It is clear from this commercial that Bob/Martin will not have an immediate success story, and this makes people relate to him even more closely.

A few felt the closing comment 'It's blippin' amazing' was cute, and entirely in keeping with Bob's/Martin's character. It added the touch of humour they have come to expect from him.

Others, however found the whole device of the dots on the screen and the repetition of the word 'blip' to be irritating. They got too caught up in the dots, and did not always get the correct message. Indeed, some of those who objected to the 'blips' believed the message was that Bob had succeeded in quitting, and this made them angry because they have not been as successful.

Whereas the visual was found rather unimpressive, if not distracting, the concept itself was received very positively. The smokers interviewed, many of whom had quit and relapsed, appreciated the acknowledgement that relapses are possible. They found it motivating. One in Montreal made the comparison with Jesus relapsing during his "chemin du croix". The approach of one day at a time was also found realistic and struck the right chord.

- "Wife"

The participants clearly liked the idea that Bob's wife is supporting his effort to quit smoking, and is giving him positive reinforcement. Again, they feel that external support is important to the smoker who is trying to quit. This reaction was more evident in Toronto than in Montreal.

A few felt the intent of the commercial was to show the benefits of quitting smoking can be that you look better, as well as feel better, and that one's spouse will stop nagging the smoker to quit. They liked the idea of positive reinforcement from one's spouse, rather than the constant attack on their habit that they say they hear now.

However, a number of people felt the execution was not realistic. First, he comments that the 'first week wasn't too bad'. A number vehemently rejected this statement, saying instead that the first week is the roughest. They felt that Bob/Martin was implying that quitting is easy, and they clearly object to that implication. They did not think he sounded nearly 'cranky' enough to be in the early to mid stages of quitting. Some people suggested that the rough period can last months, not just weeks.

Secondly, while some can appreciate the notion that someone who is quitting can 'feel like a new person', they do not believe that Bob will look so much better so quickly, as was implied by the shot of him in the mirror. Rather, the people in the groups in Toronto in particular suggested it is much more likely that Bob will gain weight than it is he will adopt the sophisticated air that is often associated with someone in a tuxedo. Again, they felt the implication was that quitting is easy. In Montreal, the participants did not take the commercial as literally, and tended to get the message that stopping smoking will make you feel better psychologically and physically.

In Montreal, an alternative version was tested, in which Martin emits a "Grrr" sound as he turns away from the mirror. There were mixed reactions. Some saw an element of humour; others saw a sexual connotation (he's signaling renewed sexual interest), which was generally found inappropriate. The sound effect may make the commercial more memorable, but it adds little to the message and may turn off some people, especially women.

- "Kids"

Of all the executions evaluated, this one generated the most consistently positive response for a couple of reasons. Those who have children (or grandchildren) clearly relate directly to what he is saying. They also want to see their children grow up, graduate, get married. He has quit for himself, because he wants to be around for his family for many years. The participants see the main message of the commercial as being that there are benefits to quitting that go beyond the initial health reasons that might lead many people to quit. It offers a good reason to feel motivated to quit.

Bob/Martin comments that his plan to quit has become a plan for his life, and this is also seen as positive. It reinforces the idea of a plan, and of taking it one day at a time, yet gives the smoker who is trying to quit some hope for the future. This execution leads viewers to believe that Bob/Martin has quit, and that maybe they can too.

Bob/Martin seems warmer, more personable in this execution. Even those who were cynical about his chances of actually quitting for good based on the earlier executions, tend to believe that he has quit when they see "Kids". Bob/Martin is talking calmly, he seems relaxed and self-assured. He believes he has quit, and he is offering a good reason for doing so. Moreover, there is no silliness, and none of the humour that characterized the earlier commercials. Rather, Bob/Martin seems to be talking 'adult-to-adult', and in doing so is demonstrating a level of respect for this audience that some people felt was missing.

- "Basketball"

The message of this execution is also that there are real benefits to quitting. Bob/Martin has clearly gained something positive in his life by quitting smoking. He is able to participate in life, rather than sit on the sidelines.

At the same time, the execution continues to acknowledge that it is a day-to-day struggle to stay away from cigarettes. Bob/Martin says he 'thinks' he has won the battle; he is not definitively saying he has quit. Some interpret this as Bob/Martin trying to convince himself, while others say he is simply being cautious.

Participants appreciated the more down-to-earth tone in this commercial, in much the same way they did in "Kids". They liked the more serious approach that communicates that Bob/Martin is well on his way. Moreover they also appreciated the fact that Bob/Martin is not gloating about his apparent success.

A few wonder why the commercial continues to show only Bob/Martin. They suggested that it might be time to include other people in the commercial, particularly the person who has thrown the basketball back to Bob/Martin.

Reaction To The Campaign As A Whole

The reaction to the campaign tends to be positive. Participants say it gives them hope that 'it can be done'. If a smoker has a plan, has the support of family and friends, and has the will power to keep trying to quit, he/she can be successful.

The campaign offers a number of reasons for trying to quit, and for continuing to try. Participants play back the notion of a plan and the idea of taking it day-by-day. They like the idea of being around to see their children grown and married, and feel the campaign overall gives them hope for the future.

While few could play back the web address within the focus group, one or two in each group expressed an intention of visiting the site. They expected to find suggestions on how to build a plan for themselves. They wanted to see what devices had worked for other people and might therefore work for them. They wanted hope.

Over half in the Montreal groups would call or, mainly, go to the site (especially the higher income participants). Some said the 1-800-O-Canada line is a general government line where they would not expect specific advice and it would be hard to get through. They like the idea of a dedicated help line. Reactions to a Martin website are not very positive, especially among the higher income segment. People wonder how much relevant content they could find on it.

APPENDIX 1 - SCREENERS

SCREENER – Adults – Montreal and Toronto

Good morning/ afternoon/ evening. This is _____ from Millward Brown Goldfarb, an independent research firm. We are conducting a study on behalf of Health Canada with people in the area. We are not selling anything, rather we are simply interested in your attitudes and opinions. May I have a few moments of your time?

1. We are interested in people's occupations. Do you, or does anyone living in your household work for any of the following?

	<u>No</u>	<u>Yes</u>
Advertising agency	☐	☐
Newspaper	☐	☐
Radio or television station	☐	☐
Market or opinion research company	☐	☐

IF "YES" TO ANY OF THE ABOVE THANK AND TERMINATE

2. For the purposes of this project, we need to ensure that we are speaking with individuals in specific household compositions. Do you have any children?

Yes ☐
No ☐

GOOD MIX OF PEOPLE WITH/WITHOUT CHILDREN

3. RECORD GENDER:

Male ☐
Female ☐

CHECK QUOTAS

4. In which of the following age categories do you fall?

Under 24 ☐ **TERMINATE**
25 - 39 ☐ **TERMINATE**
40 to 54 ☐
55 - 70 ☐ **TERMINATE**
Over 70 ☐ **TERMINATE**

5. Do you smoke cigarettes?

Yes

☐

No

☐ **THANK AND TERMINATE**

DK / REFUSE

☐ **THANK AND TERMINATE**

6. How likely is it that you will try to quit smoking in the next six months? Is it...

Very likely

☐

Somewhat likely

☐

Not very likely

☐ **THANK AND TERMINATE**

Not likely at all

☐ **THANK AND TERMINATE**

7. What is the highest level of formal education you have completed? **[DO NOT READ]**

Primary school

☐

Some high/ secondary school / CGEP

☐

Graduated high/ secondary school / CGEP

☐

Some community college technical college/ CEGEP

☐

Graduated community college/ technical college/ CEGEP

☐

Some undergraduate university

☐

Graduated undergraduate university

☐

Some/ completed post-graduate university

☐

Other

☐

GOOD MIX

8. Which of the following best describes the type of work you do?

Blue Collar

☐

White Collar

☐

Pink collar (clerical)

☐

Grey collar (technical)

☐

Not currently employed

☐

GOOD MIX

9. In which of the following classifications does your total household before taxes income fall? **[READ LIST, CHECK ONE]**

Under \$40,000

☐ **THANK AND TERMINATE**

\$40,000 - \$74,999

☐

\$75,000 - \$99,999

☐

\$100,000 - \$149,999

☐

\$150,000 +

☐

Refused / Don't know

☐ **[DO NOT READ]**

GOOD MIX

We would like to extend an invitation to you to attend a marketing research session scheduled for **DATE/LOCATION/TIME** which will last 2 hours. The objective is to get your opinions on some advertising. There will be absolutely no attempt to sell anything. We are interested only in your thoughts and opinions. We think it will be enjoyable and you would receive \$60.

Would you be interested in attending?

Yes

☐

No

☐ **TERMINATE**

NAME: _____

ADDRESS: _____

CITY: _____ ZIP: _____

RESIDENCE PHONE: _____ BUSINESS PHONE: _____

RECONFIRMED BY: _____ DATE: _____

WILL ATTEND GROUP: _____ DATE: _____ TIME: _____

SCREENER – Adults with Low Socio-Economic Status - Toronto

Good morning/ afternoon/ evening. This is _____ from Millward Brown Goldfarb, an independent research firm. We are conducting a study on behalf of Health Canada with people in the area. We are not selling anything, rather we are simply interested in your attitudes and opinions. May I have a few moments of your time?

1. We are interested in people's occupations. Do you, or does anyone living in your household work for any of the following?

	<u>No</u>	<u>Yes</u>
Advertising agency	☐	☐
Newspaper	☐	☐
Radio or television station	☐	☐
Market or opinion research company	☐	☐

IF "YES" TO ANY OF THE ABOVE THANK AND TERMINATE

2. For the purposes of this project, we need to ensure that we are speaking with individuals in specific household compositions. Do you have any children?

Yes	☐
No	☐

GOOD MIX OF PEOPLE WITH/WITHOUT CHILDREN

3. RECORD GENDER:

Male	☐
Female	☐

CHECK QUOTAS

4. In which of the following age categories do you fall?

Under 24	☐ TERMINATE
25 - 39	☐ TERMINATE
40 to 54	☐
55 - 70	☐ TERMINATE
Over 70	☐ TERMINATE

5. Do you smoke cigarettes?

Yes

☐

No

☐ **THANK AND TERMINATE**

DK / REFUSE

☐ **THANK AND TERMINATE**

6. How likely is it that you will try to quit smoking in the next six months? Is it...

Very likely

☐

Somewhat likely

☐

Not very likely

☐ **THANK AND TERMINATE**

Not likely at all

☐ **THANK AND TERMINATE**

7. What is the highest level of formal education you have completed? **[DO NOT READ]**

Primary school

☐

Some high/ secondary school / CGEP

☐

Graduated high/ secondary school / CGEP

☐

Some community college technical college/ CEGEP

☐ **TERMINATE**

Graduated community college/ technical college/ CEGEP

☐ **TERMINATE**

Some undergraduate university

☐ **TERMINATE**

Graduated university or more

☐ **TERMINATE**

Other

☐ **TERMINATE**

DK/Refused

☐ **TERMINATE**

8. Which of the following best describes the type of work you do?

Blue Collar

☐

White Collar

☐

Pink collar (clerical)

☐

Grey collar (technical)

☐

Not currently employed

☐

9. In which of the following classifications does your total household before taxes income fall? **[READ LIST, CHECK ONE]**

Under \$25,000

☐

\$25,000 - \$39,999

☐

\$40,000 - \$49,999

☐

\$50,000 - \$74,999

☐ **THANK AND TERMINATE**

\$75,000 – or more

☐ **THANK AND TERMINATE**

Refused / Don't know

☐ **[DO NOT READ] THANK AND TERMINATE**

RESPONDENT QUALIFIES FOR GROUP IF:

Aged 40 – 54

Currently smokes, but trying to quit

Education is no higher than CEGEP

Household income is no higher than \$50,000

Works in blue collar, or pink collar or is unemployed

INVITATION:

We would like to extend an invitation to you to attend a marketing research session scheduled for **DATE/LOCATION/TIME** which will last 2 hours. The objective is to get your opinions on some advertising on second hand smoke. There will be absolutely no attempt to sell anything. We are interested only in your thoughts and opinions. We think it will be enjoyable and you would receive \$60.

Would you be interested in attending?

Yes

☐

No

☐ **TERMINATE**

NAME: _____

ADDRESS: _____

CITY: _____ ZIP: _____

RESIDENCE PHONE: _____ BUSINESS PHONE: _____

RECONFIRMED BY: _____ DATE: _____

WILL ATTEND GROUP: _____ DATE: _____ TIME: _____

QUESTIONNAIRE – Montréal

Bonjour / Bonsoir. Mon nom est _____ de Millward Brown Goldfarb, une firme d'étude de marché indépendante. Nous menons présentement une étude pour le compte de Santé Canada auprès des gens de votre région. Je tiens à vous assurer que nous ne vendons rien, nous désirons simplement recueillir votre opinion. Puis-je prendre quelques minutes de votre temps ?

1. L'occupation des gens est un sujet qui nous intéresse. Est-ce que vous ou une personne de votre foyer travaille présentement dans l'un des domaines suivant ?

Non Oui

Agence de publicité	☐	☐
Journaux	☐	☐
Radio ou télévision	☐	☐
Firme d'étude de marché	☐	☐

SI "OUI" À L'UN DES ÉNONCÉS, REMERCIEZ ET TERMINEZ

2. Pour les fins de ce projet, nous devons nous assurer que nous parlons à des gens ayant un profil socio-démographique bien précis. Avez-vous des enfants ?

Oui	☐
Non	☐

BON MÉLANGE DE GENS AVEC ET SANS ENFANTS

3. NOTEZ LE SEXE:

Homme	☐
Femme	☐

VÉRIFIEZ LES QUOTAS

4. À laquelle des catégories d'âge suivantes appartenez-vous ?

Moins de 24	☐ TERMINEZ
25 - 39	☐ TERMINEZ
40 à 54	☐
55 - 70	☐ TERMINEZ
Plus de 70	☐ TERMINEZ

5. Fumez-vous la cigarette ?

Oui

☐

Non

☐ REMERCIEZ ET TERMINEZ

NSP / REFUS

☐ REMERCIEZ ET TERMINEZ

6. Dans quelle mesure est-il probable qu vous essayez de cesser de fumer au cour des 6 prochains mois ? Est-ce...

Très probable

☐

Probable

☐

Peu probable

☐ REMERCIEZ ET TERMINEZ

Pas du tout probable

☐ REMERCIEZ ET TERMINEZ

7. Quel est le plus haut niveau d'éducation que vous avez atteint ? [NE LISEZ PAS]

1 – École primaire

☐ GROUPES 1 & 2

2 – Secondaire partiel

☐ GROUPES 1 & 2

3 – Secondaire complété

☐ GROUPES 1 & 2

4 – CÉGEP partiel

☐ GROUPE 2

5 – CÉGEP complété

☐ GROUPE 2

6 – Université partielle

☐ GROUPE 2

7 – Université complétée

☐ GROUPE 2

8 – Autre

☐ SUPERVISEUR

9 – NSP / REFUS

☐ TERMINEZ

ASSUREZ-VOUS D'AVOIR UNE BONNE VARIÉTÉ DANS LE GROUPE 2

8. Lequel des énoncés suivants décrit le mieux votre type d'emploi ?

Col Bleue

☐ GROUPES 1 & 2

Col Blanc

☐ GROUPE 2 SEULEMENT

Col Rose (clérical)

☐ GROUPES 1 & 2

Col Gris (technicien)

☐ GROUPE 2 SEULEMENT

Sans emploi

☐ GROUPES 1 & 2

ASSUREZ-VOUS D'AVOIR UNE BONNE VARIÉTÉ DANS LE GROUPE 2

9. Dans laquelle des catégories suivantes se situe le revenu annuel de votre foyer avant impôt ? [LISEZ LA LISTE, NOTEZ UNE RÉPONSE]

Moins de \$25,000

☐ GROUPES 1 & 2

\$25,000 - \$39,999

☐ GROUPES 1 & 2

\$40,000 - \$74,999

☐ GROUPE 2 SEULEMENT

\$75,000 – ou plus

☐ GROUPE 2 SEULEMENT

NSP / REFUS

☐ [NE LISEZ PAS] REMERCIEZ ET TERMINEZ

ASSUREZ-VOUS D'AVOIR UNE BONNE VARIÉTÉ DANS LE GROUPE 2

Groupe 1:

Âge : 40 – 54
Statut : Fume présentement mais tente d'arrêter
Éducation : Secondaire complété et moins
Revenu : Moins de \$40,000
Travail : Col Bleu, Col Rose ou Sans emploi uniquement

Groupe 2:

Âge : 40 – 54
Statut : Fume présentement mais tente d'arrêter
Éducation : Bon mélange
Revenu : Plus de \$40,000
Travail : Bon mélange

INVITATION:

Nous désirons vous inviter à participer à un groupe de discussion rémunéré le **Voir la section ci-haut** qui durera 2 heures. Le but de cette démarche est de recueillir votre opinion concernant certaines publicité portant sur la fumée secondaire. Il n'y aura aucune tentative de vous vendre quoique ce soit. Nous sommes simplement intéressé par votre opinion. Nous croyons que vous allez apprécier l'expérience et nous vous remettrons la somme de \$60 en guise de remerciement.

Êtes-vous intéressé à participer ?

Oui

☐

Non

☐

TERMINEZ

NOM: _____

ADRESSE: _____

VILLE: _____ CODE POSTAL: _____

TÉL. MAISON: _____ TÉL. TRAVAIL: _____

CONFIRMÉ PAR: _____ DATE: _____

PARTICIPE AU GROUPE: _____ DATE: _____ HEURE: _____

APPENDIX 2 – DISCUSSION OUTLINES

PROJECT #20101275
POR-02-109
March 19th, 2003 – Final

DISCUSSION OUTLINE

1. *Introduction Of Moderators & Project (5 minutes)*

Before we begin, could I ask you to turn off any cell phones or pagers you might have with you.

First off, I would like to thank each one of you for taking the time to speak with me today.

This research project is being conducted for Health Canada. We are not asking you for any confidential information about you (including your full name), and your individual responses are never revealed to anyone. This session is being video and audiotaped, as I want to give you my full attention for the duration of the group. The tape gives me a record I can review so that I can write a detailed report for my client. There are observers behind the mirror from Health Canada; they are here to listen and learn. We want your open and honest opinions, and the reasons for your opinions.

Today we are going to talk about the issue of smoking. I am going to expose you to some potential television commercials and get your reaction to them. Please be honest in your opinions – if you like what I show you, please tell me and tell me why. If you do not like what I show you, also tell me, but also tell me why. In this kind of research there are no right or wrong answers, and everyone's opinion is valuable.

2. *Introduction of Participants (5 minutes)*

Let's start the discussion by having you introduce yourself by your first name, and tell me what you like to do in your spare time.

3. *Awareness of Bob / Martin Ads (15 minutes)*

- 1a
1ab - Have you seen any advertisements on television recently that deal with the issue of smoking? Could you describe these? -1b-
- 2 - (If 'Bob' or 'Martin' ads are not mentioned, ask) Do you remember seeing any advertisements on television recently showing a man in front of a white background, talking about quitting smoking?
- 3ab - Is there anything that you remember specifically about these ads? (Probe for words, phrases, actions, text) 3a
- 4 - What are some of the messages in these ads? 3b

(Regardless of the awareness, moderator should say) These 'Bob' or 'Martin' ads are part of a series designed to take you through the steps of quitting smoking. The commercials that you are evaluating today will be potentially part of this campaign. Along these lines, I would like to show you two of the previous commercials in this campaign that you may or may not have seen before.

SHOW 'BOB / MARTIN' TELEVISION ADS.

4. *Evaluation Of Potential Television Commercials (80 Minutes)*

I am going to show you some potential television commercials that deal with the issue of smoking, and specifically the issue of quitting smoking.

SHOW FIRST TELEVISION COMMERCIAL (COMMERCIAL A) TWICE. PLEASE NOTE THAT THE COMMERCIALS WILL NOT BE ROTATED.

- 5 • What is your initial reaction to this commercial?
- 6ab • What did you like about it? ^{6a} What didn't you like about it? ^{6b}
- 7 • What does it make you think about?
- 8 • What is the main message that it is trying to communicate?
- 9ab • Is the message easy to understand? If not, what is difficult? ^{9a} ^{9b}
- 10ab • Is the message credible? What makes it credible/ what makes it not credible? ^{10a} ^{10b}
- 11 • What is the tone of the commercial?
- 12 • Are there specific words or phrases or actions you recall that contribute to the message?
- 13 • Who is this commercial aimed at / targeted to?
- 14 • Is it aimed at you?
- 15 • What reasons do you have for saying that?
- 16 • Is this commercial relevant to you?
- 17 • What reasons do you have for saying that?
- 18ab • If you saw this commercial on television, do you think that it would be something you would notice? Why or why not? ^{18a} ^{18b}
- 19ab • Is this commercial something that would prompt action on your part? ^{19a}
 - 19b • If 'Yes', ask... What actions would it prompt you to take?
 - If 'No', ask... What are some reasons for not taking action?
- 20 • When should these commercials be aired in order to reach you?
- 21 • **(Regardless of respondents' opinion of the commercial, ask)** If you were able to improve this commercial, what would you do?
- 22 • Do you find the commercial encouraging and motivational?
- 23 • Would you discuss this commercial with others?

PROCEED WITH SAME BATTERY OF QUESTIONS FOR SCRIPT B, C, D, E & F.

ONCE ALL SIX OF THE COMMERCIALS HAVE BEEN EVALUATED, ASK:

- 24 • Which commercial is most effective at making you think about quitting?
- 25 • What are your reasons for saying that?
- 26 • Which commercial is most credible?
- 27 • You have now seen a number of different versions of potential television commercials. What is your overall opinion of this as a campaign?
- 28 • What do you think about the series of commercials?

5. Questions On The 1-800 Number & Website (15 minutes)

- 29abc - Would you call 1-800 O Canada to be mailed information on quitting? What would you expect to receive if you did call? What would you like to receive? 29a 29b 29c
- 30abc - Would you visit a website to get help/information on quitting? What would you expect to receive? What would you like to receive? 30a 30b 30c
- 31abc - Would you call a smoker's helpline to get help/information on quitting? What would you expect to receive if you called this helpline? What would you like to receive if you called? 31a 31b 31c
- 32 - Which of the three would you prefer, or be most likely to take advantage of in order to obtain information on quitting?
- 33ab - If Bob / Martin was on a Web site, would you be interested in reading what he has to say? If so, how often would you visit this site, (probe for exact frequency i.e. once a day, week, month)? 33a 33b
- 34 - Presently Bob / Martin is a television campaign and will soon be on the Health Canada website. Where else could Bob / Martin be placed in order to reach you?
- 35ab - In your view, what are the best methods of providing you with "quit smoking tips", and helpful support material? What would some of these be? 35a 35b
- 36 - If you could give Health Canada some additional advice on this advertising, what would it be?

Thanks again for taking the time to talk with me today. Have a great evening.

GUIDE D'ENTRETIEN

1. *Présentation de l'animateur et du projet (5 minutes)*

Avant de commencer, est-ce que je peux vous demander de fermer vos téléphones cellulaires ou télé-avertisseurs si vous en avez sur vous .

D'abord, j'aimerais vous remercier d'avoir pris le temps d'être venu ici aujourd'hui.

Il s'agit d'un projet de recherche que nous faisons pour le compte de Santé Canada. Nous ne vous demanderons aucune information confidentielle sur vous même pas votre nom au complet, et vos réponses individuelles ne seront jamais révélées à qui que ce soit. Cet entretien fait l'objet d'un enregistrement vidéo et audio parce que je veux vous donner toute mon attention pendant le groupe. Ces rubans constituent mes notes auxquelles je peux me référer de façon à rédiger un rapport détaillé pour mon client. Il y a quelques observateurs derrière le miroir qui représentent Santé Canada qui sont là pour écouter et apprendre. Nous recherchons vos opinions honnêtes et les raisons de celles-ci.

Aujourd'hui nous allons parler du Tabac. Je vais vous montrer quelques scénarios d'annonces possibles, et je recherche votre réaction. Veuillez être bien honnête lorsque vous vous exprimez. Si vous aimez ce que je vais vous montrer, veuillez me le dire et me dire pourquoi, si vous ne l'aimez pas dites-le moi aussi et dites-moi aussi pourquoi. Dans ce genre de recherche, il n'y a pas de bonnes ou de mauvaises réponses et l'opinion de tout le monde compte.

2. *Présentation des Participants (5 minutes)*

Pour commencer la discussion, j'aimerais que vous vous présentiez en me donnant votre prénom, et dites-moi ce que vous aimez faire pendant vos temps de loisirs.

3. *Notoriété des annonces (15 minutes)*

- Est-ce que vous avez-vu des annonces de télévision récemment sur la question du tabac ? Est-ce que vous pourriez les décrire?
- *(Si les annonces de Martin ne sont pas mentionnées, demandez:* Est-ce que vous vous souvenez avoir vu des annonces à la télévision récemment qui montraient un homme qui parlait de cesser de fumer devant un décor tout blanc ? Est-ce qu'il y a quelque chose dont vous vous rappelez spécifiquement à propos de ces annonces ? (Approfondir les mots, les phrases, les actions, le texte)
- Quels sont quelques-uns des messages de ces annonces ?

(Peu importe la notoriété l'animateur devrait dire: Ces annonces avec Martin font partie d'une série destinée à montrer les diverses étapes qui accompagnent le fait de cesser de fumer. Les scénarios que nous allons discuter aujourd'hui pourrait faire partie de cette campagne. Je vais d'ailleurs vous montrer une annonce précédente que vous avez peut-être déjà vue.

MONTRER LES ANNONCES MARTIN.

4. *Évaluation des Scénarios potentiels (80 Minutes)*

Je vais vous montrer quelques annonces pour la télévision sur le sujet du tabac, et plus spécifiquement, la question d'arrêter de fumer.

Montrer la première annonce (Annonce A) deux fois. Veuillez noter qu'il n'y aura pas de rotation.

- Quelle est votre réaction initiale à cette annonce?
- Qu'est-ce que vous en avez aimé? Qu'est-ce que vous en n'avez pas aimé?
- À quoi est-ce qu'elle vous a fait pensé?
- Quel était le principal message qu'il essayait de véhiculer?
- Est-ce que le message était facile à comprendre? Si non, qu'est-ce qui était difficile à comprendre?
- Est-ce que le message était crédible? Qu'est-ce qui fait qu'il est crédible? Qu'est-ce qui fait qu'il n'est pas crédible ?
- Comment décririez-vous le ton de cette annonce?
- Est-ce qu'il y a des mots ou des phrases spécifiques dont vous vous souvenez et qui contribuait au message?
- À qui cette annonce était-elle destinée ?
- Est-ce qu'il était destiné à des gens comme vous ?
- Quelles sont les raisons qui vous font dire cela?
- Est-ce que c'est une annonce qui est pertinente pour vous?
- Qu'est-ce qui vous fait dire cela?

- Si vous voyiez cette annonce à la télévision, est-ce que vous pensez que vous la remarqueriez ? Pourquoi/pourquoi pas?
- Est-ce qu'elle vous inciterait à faire quelque chose?
- **Si 'Oui', demandez...** Qu'est-ce qu'elle vous inciterait à faire?
- **Si 'Non', demandez...** Quelles sont les raisons de ne rien faire?

- Quel serait le meilleur moment de présenter ces annonces de façon à vous rejoindre?
- **(Peu importe l'opinion des participants sur l'annonce, demandez)** Si vous aviez la possibilité d'améliorer cette annonce, qu'est-ce que vous feriez?
- Est-ce que vous trouvez que c'est une annonce qui est encourageante et motivante?
- Est-ce que c'est une annonce dont vous parleriez avec d'autres personnes?

RÉPÉTER LA MÊME BATTERIE DE QUESTIONS POUR LES ANNONCES B, C, D, E & F.

Une fois que les six annonces ont été évaluées, demandez:

- Laquelle de ces annonces est la plus efficace en termes de vous inciter à cesser de fumer?
- Quelles sont les raisons pour lesquelles vous dites cela?
- Laquelle est la plus crédible?

- Vous venez de voir plusieurs versions d'une campagne de publicité éventuelle à la télévision. Quelle est votre opinion générale de cette campagne?
- Qu'est-ce que vous pensez de la série d'annonces?

5. *Questions sur le numéro 1-800 et le site Internet (15 minutes)*

- Est-ce que vous appelleriez 1-800 au Canada pour recevoir de l'information sur comment cesser de fumer? Qu'est-ce que vous vous attendriez de recevoir si vous appelleriez? Qu'est-ce que vous aimeriez recevoir?
- Est-ce que vous visiteriez un site internet pour obtenir de l'aide ou de l'information sur comment cesser de fumer? Qu'est-ce que vous vous attendriez de recevoir? Qu'est-ce que vous aimeriez recevoir?
- Est-ce que vous appelleriez une ligne d'aide pour fumeurs afin d'obtenir de l'aide ou de l'information sur comment cesser de fumer? Qu'est-ce que vous vous attendriez de recevoir si vous appeliez cette ligne d'aide? Qu'est-ce que vous aimeriez recevoir?
- Laquelle de ces trois options préférez-vous? Quelle est celle que vous seriez le plus susceptible d'utiliser afin d'obtenir de l'information sur comment cesser de fumer?
- Si Martin avait son site Internet, est-ce que vous seriez intéressé à ce qu'il aurait à dire? Si oui, avec quelle fréquence est-ce que vous visiteriez ce site (**approfondir:** la fréquence exacte, i.e.: une fois par jour/ mois/ année)?
- En ce moment, Martin fait une campagne de publicité à la télévision. Il sera bientôt sur le site de Santé Canada. À quels autres endroits devrait-on placer Martin pour vous rejoindre?
- Selon vous, quelles sont les meilleurs façons de vous donner des conseils sur comment cesser de fumer et du matériel d'aide? En quoi devraient-ils consister?
- Avez-vous d'autres conseils à donner à Santé Canada concernant cette publicité? Quels conseils?

Merci encore d'avoir pris le temps de vous être présenté ici aujourd'hui. Bonne fin de soirée.

APPENDIX 3 – TELEVISION AD DESCRIPTIONS

“Cough”

The ad starts off with Bob / Martin talking, holding a cigarette. He says: “This is it. My last cigarette because I’m going to quit smoking,” as text appears in the bottom right-hand corner of the screen: Bob / Martin. He smokes too. Bob / Martin goes onto explain that he can’t even laugh anymore without coughing and the ad flashes to an image of him laughing and coughing. Bob / Martin then takes his cigarette and butts it out in an ashtray, saying: “This time, the joke’s on you. I quit.” Then you hear a voiceover: “Are you ready to quit? Visit our website or call us,” while the web address and 1-800 number appear on the screen. “A message from the Government of Canada,” the voiceover continues as the Canada symbol appears on the screen.

“Plan”

The ad starts off with Bob / Martin sitting in a lazy boy recliner, pouring himself a glass of water. Text appears in the top right hand corner of the screen: Bob / Martin. He’s quitting smoking. He explains how he tried to quit smoking ‘cold turkey’, but found it better to have a plan. Bob / Martin’s plan is that whenever he has a craving, he drinks water, breathes deep or goes for a walk. He goes onto explain that the craving only lasts for about a minute, then it goes away. Bob / Martin then begins to have a craving, so he pours himself a glass of water and begins drinking it while looking at his watch. Then you hear a voiceover: “Ready to make your plan? We’ll help. Visit our website or call us,” while the web address and 1-800 number appear on the screen. “A message from the Government of Canada,” the voiceover continues as the Canada symbol appears on the screen.

“Kids”

The ad starts off with Bob / Martin talking, while text appears in the top right-hand corner of the screen: Bob / Martin. He just quit smoking. He talks about the fact that he has just quit smoking and three things are keeping him going: his plan to quit and his two children. He goes onto explain how he wants to be around to witness his children graduating and getting married. Bob / Martin also mentions how it started off as a plan to quit, but it has since turned into a life plan. Then you hear a voiceover: “Ready to make your plan? We can help. Visit our website or call us,” while the web address and 1-800 number appear on the screen. “A message from the Government of Canada,” the voiceover continues as the Canada symbol appears on the screen.

“Wife”

The ad starts off with Bob / Martin standing in the middle of the screen, while the following text appears: Bob / Martin. He just quit smoking. He asks the audience if they were thinking of quitting smoking as well. Bob / Martin goes onto explain that the first week of quitting isn't bad, but the second and third weeks are tough. Bob / Martin says that he is lucky to have a plan, as well as a wife that reminds him he's doing the right thing. Then, the screen flashes to an image of Bob / Martin looking into a full-length mirror at himself. His reflection is wearing a tuxedo. Bob / Martin says: “I feel like a new man.” Then you hear a voiceover: “Ready to make your plan? We'll help. Visit our website or call us,” while the web address and 1-800 appear on the screen. “A message from the Government of Canada,” the voiceover continues as the Canada symbol appears on the screen.

“Friends”

The ad starts off with Bob / Martin holding a picture of himself surrounded by his friends, as the following text appears on the screen: Bob / Martin. He quit smoking. He explains that he has just quit smoking and his friends give him all kinds of support. Bob / Martin also mentions that although his friends give him support, they will not give him any cigarettes, not even just one. The screen then flashes to Bob / Martin begging for a cigarette: “Just one!” he exclaims. He says that it is nice that although his friends won't smoke next to him, they will stand behind him. Then you hear a voiceover: “You can beat smoking too. Visit our website or call us,” while the web address and 1-800 number appear on the screen. “A message from the Government of Canada,” the voiceover continues as the Canada symbol appears on the screen.

“Blip”

The ad starts off with Bob / Martin standing in the middle of the screen, while the following text appears: Bob / Martin. He quit smoking. He explains how he quit smoking “here” and points to the screen and how it was supposed to have lasted the rest of his life, as he draws a line that goes off the screen. Bob / Martin then walks down the line he has just drawn and points to place that he has given into cigarette cravings. He says that he “blew it”, but that he takes quitting one day at a time and getting the hang of it now. Then you hear a voiceover: “You too, can quit for good. Especially with a plan. Visit our website or call us,” while the web address and 1-800 number appear on the screen. “A message from the Government of Canada,” the voiceover continues as the Canada symbol appears on the screen.

“Basketball”

The ad starts off with the sound of a basketball. You see a basketball net in the far left-hand corner of the screen. As Bob / Martin comes into view, text appears on the screen that reads: Bob / Martin. He quit smoking. Bob / Martin then appears on-screen, saying that he is now an ex-smoker and how good he feels. He mentions that his cough is gone and as a result, is playing more basketball with his kids. Bob / Martin says that he thinks he has finally won the “battle” against smoking. Then you hear a voiceover: “You can quit too. Visit our website or call us,” while the web address and 1-800 number appear on the screen. “A message from the Government of Canada, the voiceover continues as the Canada symbol appears on the screen.