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ENVIRONICS
RESEARCH GROUP

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RECALL OF ADVERTISING:
SECOND-HAND SMOKE
SURVEY OF ADULTS AND YOUTH

FINAL REPORT

Prepared for:
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1.0 INTRODUCTION AND EXECUTIVE SUMMARY

In February 2003, Health Canada retained Environics Research Group Limited to conduct survey research among adult Canadians aged 20 years or more and young Canadians aged 12 to 19 years. This research was designed to test recall and response to specific elements of Health Canada's advertising campaign aimed at increasing awareness of the health effects of second-hand smoke. This research also examined attitudes and behaviours relating to second-hand smoke among adults, and Canadians' assessment of the government's performance and accessibility with respect to its communications strategies, both on tobacco control issues and in general.

The topics addressed in this survey included:

Unaided recall of advertising dealing with second-hand smoke

Aided recall of the "Heather" and "couch" ads

Aided recall of three print ads

Aided recall of key phrases dealing with second-hand smoke diseases

Assessments of the government's overall performance, as well as its performance on communications and tobacco reduction issues

Assessments of the accessibility of government information

Awareness, attitudes, and behaviours regarding second-hand smoke

Smoking behaviour measures

Demographics

The results of the survey are based on questions asked to 806 adult Canadians (aged 20 years or more) and 997 youth between 12 and 19 years of age, living within the ten provinces of Canada. The survey was conducted nationally, in English and French, by telephone from February 14 to 27, 2003. The margin of error for a sample of 806 is ± 3.3 percentage points, 19 times in 20. The margin of error for a sample of 997 is ± 3.1 percentage points, 19 times in 20. The margins are wider for regional and demographic subsamples.

The key findings of the survey are as follows:

UNAIDED RECALL

Three-quarters of adult Canadians and eight in ten adult smokers have seen an ad about second-hand smoke over the past few weeks; of those who have seen an ad, more than eight in ten saw it on television.

Eight in ten youth and more than eight in ten youth smokers have seen an ad about second-hand smoke over the past few weeks; of those who have seen an ad, eight in ten saw it on television.

"HEATHER" AD RECALL

Half of adult Canadians and more than four in ten adult smokers have seen the "Heather" ad.

Among adults who have seen this ad, four in ten say the Government of Canada sponsored the ad, and more than eight in ten say it is appropriate for the Government of Canada to sponsor this ad.

Nearly six in ten adults say the "Heather" ad is very effective, and almost seven in ten say it is very believable; adult smokers are less likely to say this.

One-third of youth and three in ten youth smokers have seen the "Heather" ad.

Among youth who have seen this ad, half say the Government of Canada sponsored the ad, and nine in ten say it is appropriate for the Government of Canada to sponsor this ad.

Six in ten youth say the "Heather" ad is very effective, and almost seven in ten say it is very believable; youth smokers are less likely to say this.

"COUCH" AD RECALL

Four in ten adult Canadians and more than four in ten adult smokers have seen the "couch" ad.

Among adults who have seen this ad, five in ten say the Government of Canada sponsored the ad, and more than eight in ten say it is appropriate for the Government of Canada to sponsor this ad.

Three in ten adults say the "couch" ad is very effective, and four in ten say it is very believable; adult smokers are less likely to say this.

Seven in ten youth and three-quarters of youth smokers have seen the "couch" ad.

Among youth who have seen this ad, four in ten say the Government of Canada sponsored the ad, and nine in ten say it is appropriate for the Government of Canada to sponsor this ad.

Three in ten youth say the "couch" ad is very effective, and one-half say it is very believable; youth smokers are less likely to say this.

PRINT AD RECALL

About one in ten adult Canadians each have seen the three print ads tested: one dealing with lung cancer, one with asthma, and the third featuring Heather Crowe.

Among youth, about one-quarter have seen the print ads dealing with lung cancer and asthma; about one in ten have seen the "Heather" ad.

Among both adults and youth, majorities say the ads they saw were effective, whether on billboards, on a bus, or in a bus shelter.

RECALL OF EXPRESSIONS

Between one-third and one-half of adult Canadians recall hearing four phrases dealing with second hand smoke; two in ten recall the acronym s.s.d. Majorities of youth recall the four phrases; four in ten recall the acronym.

ATTITUDES TOWARD SECOND-HAND SMOKE AMONG ADULTS

Among adults, there is high awareness of the dangers of second-hand smoke, and there is support for smoke-free environments as well for aspects of "smokers' rights."

Large majorities of nine in ten or more agree that young children should be protected from second-hand smoke. Majorities also agree that non-smokers have the right to ask smokers not to smoke around them, and to have a smoke-free environment in public, and that smokers should respect non-smokers' requests not to smoke around them.

A large majority of adults are comfortable asking smokers to extinguish cigarettes. At the same time, a similar proportion believe it is better to move away from a smoker whose smoke is bothering them.

A majority of adults agree that people who smoke should have the right to do so in any public place where smoking is allowed. Smokers are more likely to endorse the right of smokers to smoke in areas where smoking is permitted.

Adult smokers were asked, specifically, about their willingness to respect non-smokers' right to a smoke-free environment. Their responses indicate strong individual willingness on the part of smokers to respect smoke-free environments despite their previously expressed support for "smokers' rights."

SMOKING BEHAVIOUR

From the survey, one-quarter of Canadian adults smoke, either every day or occasionally; two in ten youth are smokers.

More than four in ten non-smoking youth have tried cigarettes. Only six percent of youth who have never smoked have considered smoking.

Two-thirds of adult smokers and six in ten youth smokers are seriously considering quitting.

ASSESSMENTS OF GOVERNMENT PERFORMANCE AND ACCESSIBILITY AND DELIVERY OF SERVICES

Among Canadian adults, positive assessments of the government's performance in reducing smoking, in general, and in providing information about services outweighs neutral or negative assessments; among youth, majorities give the government's performance positive ratings on all three dimensions.

Among Canadian adults, positive assessments outweigh neutral or negative assessments on respectful delivery of information and services, new and innovative ways of communicating information and reliability. On the fourth dimension – ease of contact – opinion is divided. Among youth, positive assessments outweigh neutral or negative assessments on all four dimensions.

2.0 UNAIDED ADVERTISING RECALL

Three-quarters of adult Canadians and eight in ten adult smokers have seen an ad about second-hand smoke over the past few weeks.

A large majority of adult Canadians (74%) have seen an ad about second-hand smoke over the past few weeks. A similar number of adult smokers (78%) have seen an ad about second-hand smoke over the past few weeks.

Among adults, women and better educated Canadians are more likely to say that they recall seeing an ad about second-hand smoke. Atlantic Canadians are also more likely to recall such an ad. Among adult smokers, potential quitters are somewhat more likely to recall seeing such an ad.

Eight in ten youth (82%) have seen an ad about second-hand smoke over the past few weeks. A similar number of youth smokers (86%) have seen an ad about second-hand smoke over the past few weeks.

Among youth, girls and those living in Atlantic Canada and Alberta are more likely to recall seeing such an ad.

When adult Canadians who have seen an ad about second-hand smoke are asked what they remember about it, a variety of images are mentioned. About one in ten each mention smoke targets children or parents' smoke rings/bull's eye (13%) and second-hand smoke kills/"Health Canada says it kills" (10%). Smaller proportions mention lung disease, cancer or black lungs (8%), second-hand smoke is dangerous, bad or unhealthy (8%), Heather Crowe/former waitress dying of lung cancer (7%), general mention of ads on television (7%), smoking harms others in general/"Are you a target?" (7%), smoke targets kids playing in room (6%), warnings about SSDs/harmful effects in general (6%), woman with emphysema from husband's smoking (5%), guy and girl sitting on couch/"What else will you pick up?" (5%). Fifty-nine percent mention other images or comments. The pattern of response for adult smokers is very similar to that found in the general adult population.

Unaided Recall of Second-hand Smoke Ads February 2003

	ADULTS		YOUTH		
	GP	S	GP	S	PS
Yes	74	78	82	86	85
No	25	20	18	14	14
Maybe	1	1	*	—	*
dk/na	—	—	*	—	—

* Less than one percent

Q.1a

Over the past several weeks or so, have you seen, heard or read any advertising about second-hand smoke?

Adults aged 20 to 35 years are more likely to mention a guy and girl sitting on couch/"What else will you pick up?" – while adults 55 years or older are more likely to mention that second-hand smoke is dangerous, bad or unhealthy. Adults in Quebec are more likely to mention smoke targets children or parents' smoke rings/bull's eye.

Among young Canadians who have seen an ad on second-hand smoke, between one in ten and two in ten each mention smoke targets children or parents' smoke rings/bull's eye (17%), lung disease, cancer or black lungs (14%), warnings about SSDs/harmful effects in general (12%) and general mention of ads on television (12%). Smaller proportions mention second-hand smoke is dangerous, bad or unhealthy (9%), smoking harms others in general/"Are you a target?" (9%), second-hand smoke kills/"Health Canada says it kills" (8%), guy and girl sitting on

couch/"What else will you pick up?" (8%), general mention of ads on cigarette packages and cartons (6%), disturbing graphics/grotesque images (5%), smoker's wife dies from second-hand smoke (5%) and other testimonials of people suffering or dying (5%). Sixty-two percent mention other images or comments. The pattern of response for youth smokers is very similar to that found in the general youth population; youth smokers are more likely to mention ads on cigarette packages or cartons.

Recall of Second-hand Smoke Ads February 2003

	ADULTS		YOUTH				ADULTS		YOUTH		
	GP	S	GP	S	PS		GP	S	GP	S	PS
Smoke targets children in general/ parents' smoke rings, bulls-eye	13	15	17	19	17	Kids, people objecting to smokers/ "don't poison us"	3	6	3	5	3
Second-hand smoke kills/"Health Canada says it kills"	10	11	8	8	7	On cigarette packages, cartons	3	7	6	16	5
Lung disease/cancer/black lungs	8	9	14	17	13	A man smoking outside in cold/ thinks about quitting	3	5	1	*	1
Second-hand smoke/smoking is dangerous/bad/unhealthy	8	4	9	8	10	Disturbing graphics/grotesque images	3	4	5	6	4
Former waitress dying of lung cancer/Heather Crowe	7	8	2	1	2	Gov't sponsored ads/anti-smoking activism/smoking bans	3	1	3	2	5
On television	7	7	12	11	13	Children/youth (gen)	3	3	3	2	5
Smoking harms others in general/ "are you a target?"	7	6	9	12	7	Smoke targets babies/crib/ parents' smoke rings, bulls-eye	2	2	4	5	5
Smoke targets kids playing in room/ parents' smoke rings, bulls-eye	6	6	4	4	5	Oral diseases, cancer, aesthetics	2	3	3	5	3
Warnings about SSDs/harmful effects in general	6	4	12	9	12	Pregnant woman smoking/ birth defects, complications	2	3	2	5	2
Woman with emphysema from husband's smoking	5	2	1	1	1	Smoker's wife dies from second-hand smoke	1	1	5	1	2
Guy, girl sitting on couch at party/ "what else will you pick up?"	5	5	8	5	8	Full ashtrays/cigarettes burning/ smoke-filled air	1	3	4	5	4
Asthma/respiratory ailments/ children with breathing apparatus	4	5	4	4	5	None/nothing	1	1	*	—	*
Other testimonials of people dying/suffering	4	4	5	6	4	Other	25	29	28	35	34
						dk/na	11	8	5	5	4

* Less than one percent

Q.1b

What do you remember about this ad (these ads)? What pictures or images come to mind? Are there any others?

Subsample: Respondents who have, or may have, seen, heard or read any advertising about second-hand smoke over the past several weeks

Boys are more likely than girls to mention smoke targets children or parents' smoke rings/bull's eye. Youth in Atlantic Canada are more likely to mention smoke targets children or parents' smoke rings/bull's eye; youth in British Columbia are more likely to mention lung disease, cancer or black lungs.

The largest proportion of Canadian adults – 85 percent – who have seen or heard advertising on second-hand smoke, have seen this advertising on television. Smaller proportions say they have seen or heard this advertising in the newspaper (13%), on public transit (8%), on the radio (8%), on cigarette packages (8%), in magazines (6%) and on outdoor billboards (5%). Nine percent mention other locations. The pattern of response for adult smokers is very similar to that found in the general adult population; adult smokers are more likely to mention ads on cigarette packages or cartons.

Among youth who have seen or heard advertising about second-hand smoke, the largest proportion have seen this advertising on television (82%). Smaller proportions mention magazines (14%), cigarette packages (13%), public transit (12%), at school (10%) and outdoor billboards (7%). Eighteen percent mention other locations. The pattern of response for youth smokers is very similar to that found in the general youth population; youth smokers are more likely to mention ads on cigarette packages or cartons and less likely to mention television.

Where Advertising about Second-hand Smoke Was Seen

February 2003

	ADULTS		YOUTH		
	GP	S	GP	S	PS
Television	85	84	82	73	85
Newspaper	13	9	2	1	3
On cigarette packages	8	17	13	32	11
Public transit	8	6	12	10	12
Radio	8	9	4	3	6
Magazines	6	8	14	10	16
Outdoor billboards	5	5	7	6	7
Posters/signs	1	2	4	6	4
At school	1	1	10	11	8
Other	7	8	8	8	6
dk/na	1	1	*	1	–

* Less than one percent

Q.1c

Where did you notice this (these) advertisements? Did you notice them anywhere else?

Subsample: Respondents who have, or may have, seen, heard or read any advertising about second-hand smoke over the past several weeks

3.0 AIDED ADVERTISING RECALL

"Heather" Ad Recall

Half of adult Canadians and more than four in ten adult smokers have seen the "Heather" ad.

Recall of the "Heather" ad is very high among Canadians, especially considering that the ad ran nationally last October and November, which is almost three months before this survey began. Recall is especially high among the target group for this ad – adult Canadians and adult smokers.

One-half of adult Canadians (49%) remember seeing the television or cinema ad featuring Heather Crowe, a waitress dying from second-hand smoke exposure and four percent say they may have seen it. Among adult smokers, more than four in ten (43%) recall seeing this ad and three percent say they may have seen it.

Among adults, older and better educated Canadians and those who do not have children under the age of 18 in the household are more likely than others to recall seeing this ad. Among adult smokers, potential quitters are somewhat less likely to recall this ad.

One-third of young Canadians (35%) remember seeing the ad featuring Heather Crowe, and three percent say they may have seen it; 62 percent do not recall seeing the ad. Among youth smokers, three in ten (29%) recall seeing this ad and two percent say they may have seen it; seven in ten (69%) have not seen it.

Among youth, those living in the Prairie provinces are somewhat more likely than others to recall seeing this ad.

Aided "Heather" Ad Recall

February 2003

	ADULTS		YOUTH		
	GP	S	GP	S	PS
Yes	49	43	35	29	37
No	46	54	62	69	59
Maybe	4	3	3	2	3
dk/na	1	—	*	—	1

* Less than one percent

Q.2

Do you remember seeing a television or cinema ad over the past few weeks or so showing a 57-year-old waitress named Heather Crowe saying she is dying from lung cancer because she was exposed to second-hand smoke?

Among adult Canadians who recall seeing this ad, four in ten (41%) believe that the ad was produced by the Government of Canada or by Health Canada. Fifteen percent think it was produced by organizations concerned with health or non-smoking, and seven percent say it was produced by the provincial government. Eleven percent mention some other possible sponsor. The pattern of response for adult smokers is very similar to that found in the general adult population; however, a total of one-half of adult smokers (50%) say the ad was produced by the government or by Health Canada.

Among adults who have seen this ad, men, younger Canadians, Francophones, better educated Canadians and those with children under 18 living in the household are more likely to say that the ad was produced by the government, as are those living in Quebec.

Among young Canadians who recall seeing this ad, one-half (50%) believe that the ad was produced by the Government of Canada or by Health Canada. Eight percent think it was produced by organizations concerned with health or non-smoking, and six percent say it was produced by the provincial government. Fourteen percent mention some other possible sponsor. The pattern of response for youth smokers is very similar to that found in the general youth population.

Who Produced "Heather" Ad? February 2003

	ADULTS		YOUTH		
	GP	S	GP	S	PS
Government of Canada/ Health Canada	41	50	50	47	52
Health organizations/non-smoking	15	12	8	3	9
Provincial government	7	2	6	13	5
Tobacco company/tobacco industry	3	7	4	—	6
Government (unspecified)	2	2	4	6	5
Other	6	4	6	7	6
dk/na	24	22	23	24	17

Q.3

Thinking about this ad, who do you think produced it? That is, who paid for it?

Subsample: Respondents who remember, or maybe remember, seeing the television/cinema ad featuring waitress Heather Crowe over the past few weeks or so

Among adults who recall the "Heather" ad, between one in ten and two in ten each say the main point of this ad is that second-hand smoke is dangerous, bad, unhealthy (20%), that smoking should be banned in workplaces, restaurants (18%), second-hand smoke kills (17%), don't smoke/quit smoking (15%), smoking harms/targets others (15%), and second-hand smoke is worse than/as dangerous as smoking (13%). Smaller proportions say the main point is that second-hand smoke causes cancer or diseases (9%), mention harmful effects or diseases in general (8%), or say that smoking is dangerous, bad or unhealthy (6%). Seven percent mention other possible points. The pattern of response for adult smokers is very similar to that found in the general adult population.

Among youth who recall the "Heather" ad, three in ten (28%) say the main point of this ad is that second-hand smoke kills, that smoking harms/targets others (19%), second-hand smoke is dangerous, bad, unhealthy (16%), don't smoke/quit smoking (14%), smoking should be banned in workplaces, restaurants (13%), second-hand smoke is worse than/as dangerous as smoking (13%) or mention harmful effects or disease in general (10%). Smaller proportions say the main point is that smoking is dangerous, bad or unhealthy (8%) or that second-hand smoke causes cancer or diseases (6%). Eight percent mention other possible points. The pattern of response for youth smokers is similar to that found in the general youth population.

Main Point of "Heather" Ad February 2003

	ADULTS		YOUTH		
	GP	S	GP	S	PS
Second-hand smoke is dangerous/ bad/unhealthy	20	17	16	8	22
Ban smoking in workplace/ restaurants/public/activism	18	16	13	5	13
Second-hand smoke kills	17	22	28	33	26
Don't smoke/quit smoking	15	14	14	19	12
Smoking harms/targets others	15	12	19	16	19
Second-hand smoke worse than/ as dangerous as smoking	13	11	13	11	11
Second-hand smoke causes cancer/diseases	9	7	6	6	4
Harmful effects/diseases in general	8	6	10	10	12
Smoking is dangerous/ bad/unhealthy	6	10	8	5	9
Smoking kills	3	2	3	5	2
Other	4	2	5	3	4
dk/na	2	2	1	2	—

Q.4

Thinking about this ad, what do you think was the main point the ad was trying to get across?

Subsample: Respondents who remember, or maybe remember, seeing the ad featuring waitress Heather Crowe over the past few weeks or so

When informed that the Government of Canada did sponsor the "Heather" ad, almost nine in ten adult Canadians (86%) say that it is appropriate for the Government of Canada to sponsor this ad; only 11 percent think it is not appropriate. Eight in ten adult smokers (81%) say it is appropriate for the government to sponsor this ad.

Among youth, nine in ten (91%) say it is appropriate for the Government of Canada to sponsor this ad; only seven percent do not think it is appropriate. Eight in ten (79%) youth smokers say it is appropriate for the government to sponsor this ad.

Among adults who have seen the "Heather" ad, six in ten (60%) think it is very effective and three in ten (30%) think it is somewhat effective in this message about second-hand smoke. Fewer than one in ten adults think it is not very effective (4%) or not at all effective (4%). Among adult smokers, four in ten (42%) think it is very effective, and a similar number (43%) think it is somewhat effective.

Women, Anglophones, better educated Canadians and those with children under the age of 18 living in the household are more likely than others to think that this ad is very effective.

Among youth who have seen the "Heather" ad, six in ten (58%) think it is very effective and more than three in ten (35%) think it is somewhat effective in its message about second-hand smoke. Fewer than one in ten youth think it is not very effective (5%) or not at all effective (2%). Among youth smokers, four in ten (41%) think it is very effective and the same number (41%) think it is somewhat effective.

Girls and Anglophone youth are more likely than others to think that this ad is very effective. Also, potential youth smokers are somewhat more inclined to think that this ad is very effective.

Appropriate For Government to Sponsor "Heather" Ad

February 2003

	ADULTS		YOUTH		
	GP	S	GP	S	PS
Yes	86	81	91	79	93
No	11	18	7	18	5
dk/na	3	1	2	3	2

Q.5

In fact, the ad about the waitress Heather Crowe that you saw was sponsored by the Government of Canada. Is it appropriate for the Government of Canada to sponsor this ad?

Subsample: Respondents who remember, or maybe remember, seeing the television/cinema ad featuring waitress Heather Crowe over the past few weeks or so

Effectiveness of "Heather" Ad

February 2003

	ADULTS		YOUTH		
	GP	S	GP	S	PS
Very	60	42	58	41	64
Somewhat	30	43	35	41	31
Not very	4	8	5	12	3
No at all	4	6	2	6	1
dk/na	1	—	1	—	*

* Less than one percent

Q.6a

Is the ad about the waitress Heather Crowe very, somewhat, not very, or not at all ... effective in its message about second-hand smoke?

Subsample: Respondents who remember, or maybe remember, seeing the television/cinema ad featuring waitress Heather Crowe over the past few weeks or so

Among adults who have seen the "Heather" ad, two-thirds (67%) think it is very believable in this message about second-hand smoke, and one-quarter (26%) think it is somewhat believable. Fewer than one in ten adults think it is not very believable (3%) or not at all believable (2%). Among adult smokers, five in ten (49%) think it is very believable, and nearly four in ten (37%) think it is somewhat believable. Fewer than two in ten adult smokers think it is not very believable (7%) or not at all believable (6%).

Anglophones, better educated Canadians and those with children under the age of 18 living in the household are more likely than others to think that this ad is very believable.

Among youth who have seen the "Heather" ad, seven in ten (68%) think it is very believable and three in ten (29%) think it is somewhat believable. Fewer than one in ten youth think it is not very believable (2%) or not at all believable (1%). Among youth smokers, more than four in ten (45%) think it is very believable, and a similar number (46%) think it is somewhat believable. Fewer than one in ten youth smokers think it is not very believable (9%) and no youth think it is not at all believable (0%).

Girls and Anglophone youth are more likely than others to think that this ad is very believable.

Believability of "Heather" Ad February 2003

	ADULTS		YOUTH		
	GP	S	GP	S	PS
Very	67	49	68	45	67
Somewhat	26	37	29	46	30
Not very	3	7	2	9	1
No at all	2	6	1	—	1
dk/na	1	—	*	—	*

* Less than one percent

Q.6b

Is the ad about the waitress Heather Crowe very, somewhat, not very, or not at all ... believable in its message about second-hand smoke?

Subsample: Respondents who remember, or maybe remember, seeing the television/cinema ad featuring waitress Heather Crowe over the past few weeks or so

"Couch" Ad Recall

Four in ten adult Canadians and seven in ten young Canadians have seen the "couch" ad.

The "couch" television ad, which aired between November 12 and February 9, was targeted to youth. The survey shows extremely high levels of recall among youth, as well as significant recall among adults.

Seven in ten young Canadians (71%) remember seeing the ad featuring two teenagers on a couch, and two percent say they may have seen it. Among youth smokers, three-quarters (76%) recall seeing this ad and one percent say they may have seen it.

Among youth, potential smokers and those living in the Atlantic provinces are somewhat more likely than others to recall seeing this ad. Among youth smokers, potential quitters are somewhat more likely to recall this ad.

Four in ten adult Canadians (38%) remember seeing the showing a party scene with teenagers on a couch and four percent say they may have seen it; 57 percent do not recall seeing the ad. Among adult smokers, more than four in ten (44%) recall seeing this ad and six percent say they may have seen it.

Among adults, younger and better educated Canadians and those with children under the age of 18 in the household are more likely than others to recall seeing this ad. Among adult smokers, potential quitters are somewhat more likely to recall this ad.

Aided "Couch" Ad Recall

February 2003

	ADULTS		YOUTH		
	GP	S	GP	S	PS
Yes	38	44	71	76	76
No	57	50	27	23	22
Maybe	4	6	2	1	2
dk/na	1	—	—	—	—

Q.7

Do you remember seeing a television ad over the past few weeks or so, showing a party scene with teenagers on a couch, and the female is exposed to second-hand smoke from the young male's cigarette?

Among young Canadians who recall seeing this ad, four in ten (40%) believe that the ad was produced by the Government of Canada or by Health Canada. Eight percent think it was produced by tobacco companies or the tobacco industry, and seven percent each think it was produced by organizations concerned with health or non-smoking or by the provincial government. Nine percent mention some other possible sponsor. The pattern of response for youth smokers is very similar to that found in the general youth population.

Among youth who recall seeing this ad, boys and Francophone youth, as well as Quebec youth, are more likely to say the ad was produced by the government.

Among adult Canadians who recall seeing this ad, five in ten (51%) believe that the ad was produced by the Government of Canada or by Health Canada. Smaller proportions think it was produced by the provincial government (8%), by organizations concerned with health or non-smoking (6%) or by tobacco companies or the tobacco industry. Five percent mention some other possible sponsor. The pattern of response for adult smokers is very similar to that found in the general adult population; however, six in ten adult smokers (61%) say the ad was produced by the government or by Health Canada.

Among adults who have seen this ad, younger Canadians, Francophones, and better educated Canadians are more likely to say that the ad was produced by the government, as are those living in Quebec.

Who Produced "Couch" Ad? February 2003

	ADULTS		YOUTH		
	GP	S	GP	S	PS
Government of Canada/ Health Canada	51	61	40	39	38
Provincial government	8	8	7	9	10
Health organizations/non-smoking	6	8	7	8	7
Tobacco company/tobacco industry	6	4	8	8	11
Government (unspecified)	2	3	4	6	4
Other	3	2	5	7	4
dk/na	24	14	27	24	23

Q.8

Thinking about this ad, who do you think produced it? That is, who paid for it?

Subsample: Respondents who remember, or maybe remember, seeing a television ad over the past few weeks or so, showing a party scene with teenagers on a couch, and the female is exposed to second-hand smoke from the young male's cigarette

Among youth who recall the "couch" ad, between one in ten and two in ten each say the main point of this ad is that smoking harms/targets others (18%), second-hand smoke is dangerous, bad or unhealthy (17%), don't smoke/quit smoking (11%), smoking is unattractive, gross (11%), avoid smokers (11%) and smoking isn't cool (11%). Smaller proportions say the main point is educating or warning teens about smoking (9%), that second-hand smoke kills (8%), second-hand smoke is worse than/as dangerous as smoking (8%), harmful effects or diseases in general (7%), smoking is dangerous, bad or unhealthy (6%) or support anti-smoking bans, legislation or activism (6%). Four percent mention other possible points. The pattern of response for youth smokers is similar to that found in the general youth population.

Among adults who recall the "couch" ad, between one in ten and about two in ten each say the main point of this ad is that second-hand smoke is dangerous, bad, unhealthy (22%), don't smoke/quit smoking (17%), smoking harms/targets others (13%), educating or warning teens about smoking (13%) and smoking isn't cool (11%). Smaller proportions say the main point is that second-hand smoke kills (9%), second-hand smoke is worse than/as dangerous as smoking (9%), smoking is unattractive or gross (7%), smoking is dangerous, bad or unhealthy (6%) or mention harmful effects or diseases in general (5%). Fourteen percent mention other possible points. The pattern of response for adult smokers is very similar to that found in the general adult population.

Women and those aged 55 years or more are more likely to say that the main point of the ad is that second-hand smoke is dangerous, bad or unhealthy.

Main Point of "Couch" Ad February 2003

	ADULTS		YOUTH		
	GP	S	GP	S	PS
Second-hand smoke is dangerous/ bad/unhealthy	22	18	17	14	18
Ban smoking in workplace/ restaurants/public/activism	18	16	13	5	13
Don't smoke/quit smoking	17	21	11	13	13
Smoking harms/targets others	13	10	18	25	15
Educating/warning teens about smoking	13	12	9	7	9
Smoking isn't cool	11	15	11	10	11
Second-hand smoke worse than/ as dangerous as smoking	9	8	8	9	7
Second-hand smoke kills	9	6	8	9	7
Smoking is unattractive/gross	7	12	11	12	12
Smoking is dangerous/ bad/unhealthy	6	8	6	7	6
Harmful effects/diseases in general	5	8	7	5	8
Avoid smokers	4	5	11	6	14
Support anti-smoking bans/ legislation/activism	4	4	6	9	5
Other	6	2	4	4	3
dk/na	3	3	4	2	3

Q.9

Thinking about this ad, what do you think was the main point the ad was trying to get across?

Subsample: Respondents who remember, or maybe remember, seeing a television ad over the past few weeks or so, showing a party scene with teenagers on a couch, and the female is exposed to second-hand smoke from the young male's cigarette

When informed that the Government of Canada did sponsor the "couch" ad, nine in ten (91%) youth say it is appropriate for the Government of Canada to sponsor this ad; only eight percent do not think it is appropriate. More than eight in ten (83%) youth smokers say it is appropriate for the government to sponsor this ad; fewer than two in ten (14%) do not think it is appropriate.

Almost nine in ten adult Canadians (86%) say that it is appropriate for the Government of Canada to sponsor this ad; only 13 percent think it is not appropriate. Eight in ten adult smokers (79%) say it is appropriate for the government to sponsor this ad; two in ten (20%) do not think it is appropriate.

Appropriate For Government to Sponsor "Couch" Ad February 2003

	ADULTS		YOUTH		
	GP	S	GP	S	PS
Yes	86	79	91	83	92
No	13	20	8	14	7
dk/na	1	1	1	3	1

Q.10

In fact, the ad you saw about the teenagers on a couch was sponsored by the Government of Canada. Is it appropriate for the Government of Canada to sponsor this ad?

Subsample: Respondents who remember, or maybe remember, seeing a television ad over the past few weeks or so, showing a party scene with teenagers on a couch, and the female is exposed to second-hand smoke from the young male's cigarette

Among youth who have seen the "couch" ad, three in ten (28%) think it is very effective and almost one-half (47%) think it is somewhat effective in its message about second-hand smoke. Among youth smokers, two in ten (20%) think it is very effective and four in ten (39%) think it is somewhat effective.

Anglophone youth are more likely than others to think that this ad is very effective.

Among adults who have seen the "couch" ad, almost three in ten (27%) think it is very effective and more than four in ten (43%) think it is somewhat effective in its message about second-hand smoke. Among adult smokers, two in ten (20%) think it is very effective and more than four in ten (45%) think it is somewhat effective.

Effectiveness of "Couch" Ad February 2003

	ADULTS		YOUTH		
	GP	S	GP	S	PS
Very	27	20	28	20	28
Somewhat	43	45	47	39	48
Not very	18	24	16	24	16
No at all	10	8	8	16	7
dk/na	3	2	1	1	*

* Less than one percent

Q.11a

Is the ad about the teenagers on the couch very, somewhat, not very, or not at all ... effective in its message about second-hand smoke?

Subsample: Respondents who remember, or maybe remember, seeing a television ad over the past few weeks or so, showing a party scene with teenagers on a couch, and the female is exposed to second-hand smoke from the young male's cigarette

Among youth who have seen the "couch" ad, one-half (49%) think it is very believable and four in ten (38%) think it is somewhat believable. Among youth smokers, more than three in ten (35%) think it is very believable and a similar number (38%) think it is somewhat believable.

Boys and Anglophone youth are more likely than others to think that this ad is very believable

Among adults who have seen the "couch" ad, four in ten (40%) think it is very believable in its message about second-hand smoke and the same number (40%) think it is somewhat believable. Among adult smokers, three in ten (31%) think it is very believable and five in ten (49%) think it is somewhat believable.

Women, younger adults, Anglophones, and those without children under 18 years living in the household are more likely than others to think that this ad is very believable.

Believability of "Couch" Ad February 2003

	ADULTS		YOUTH		
	GP	S	GP	S	PS
Very	40	31	49	35	50
Somewhat	40	49	38	38	37
Not very	11	13	9	17	8
No at all	7	6	4	10	5
dk/na	2	—	*	—	1

* Less than one percent

Q.11b

Is the ad about the teenagers on the couch very, somewhat, not very, or not at all ... believable in its message about second-hand smoke?

Subsample: Respondents who remember, or maybe remember, seeing a television ad over the past few weeks or so, showing a party scene with teenagers on a couch, and the female is exposed to second-hand smoke from the young male's cigarette

Print Ad Recall

About one in ten adult Canadians each have seen the three print ads tested: one dealing with lung cancer, one with asthma, and the third featuring Heather Crowe. Among youth, about one-quarter have seen the print ads dealing with lung cancer and asthma; about one in ten have seen the "Heather" ad.

Both adults and young Canadians were asked whether they remembered seeing any of three print ads on a billboard, in a bus shelter or inside a bus: an ad with a yellow background with a picture of a lung tumour with a tag line "Lung cancer. Another second-hand smoke disease (s.s.d.)"; an ad with a yellow background with a picture of a young boy wearing a breathing device that resembles an oxygen mask with a tag line "Asthma. Another second-hand smoke disease (s.s.d.)"; or an ad featuring Heather Crowe, a 57-year-old waitress who is dying from lung cancer because she was exposed to second hand-smoke.

Twelve percent of adults in general recall seeing the lung cancer print ad and one percent may have seen it; 86 percent do not recall seeing the ad. Thirteen percent of adult smokers recall seeing this ad, and two percent may have seen it.

Thirteen percent of adults in general recall seeing the asthma print ad and three percent may have seen it. Eleven percent of adult smokers recall seeing this ad, and two percent may have seen it.

Eight percent of adults in general recall seeing the "Heather" print ad and two percent may have seen it; 89 percent have not seen the ad. Six percent of adult smokers recall seeing this ad, and two percent may have seen it.

Women and younger adults are slightly more likely to recall seeing the lung cancer and asthma print ads. Francophones are slightly more likely to recall seeing the asthma and "Heather" print ads.

Among youth, 27 percent of youth in general recall seeing the lung cancer print ad and two percent may have seen it. Thirty percent of youth smokers recall seeing this ad, and one percent may have seen it.

Twenty-five percent of youth in general recall seeing the asthma print ad and one percent may have seen it. Thirty percent of youth smokers recall seeing this ad, and one percent may have seen it.

Nine percent of youth in general recall seeing the "Heather" print ad and one percent may have seen it. Nine percent of youth smokers recall seeing this ad, and two percent may have seen it.

Francophone youth are slightly more likely to recall seeing the lung cancer and "Heather" print ads. Among youth smokers, potential quitters are slightly more likely to recall the lung cancer and asthma print ads.

Among adults who have seen the lung cancer print ad, 42 percent saw it on a bus; 30 percent saw it on a billboard; and 23 percent saw it in a bus shelter. The pattern of response is similar among adult smokers.

Among youth who have seen the lung cancer print ad, 55 percent saw it on a bus; 25 percent saw it on a billboard; and 20 percent saw it in a bus shelter. The pattern of response is similar among youth smokers.

Among adults who have seen the asthma print ad, 29 percent saw it on a bus; and 22 percent saw it in a bus shelter. The pattern of response is similar among adult smokers; adult smokers are less likely to offer no response to this question.

Among youth who have seen the asthma print ad, 55 percent saw it on a bus; 22 percent saw it in a bus shelter. The pattern of response is similar among youth smokers.

Among adults who have seen the "Heather" print ad, 15 percent saw it in a bus shelter.

Among youth who have seen the "Heather" print ad, 35 percent saw it in a bus shelter.

Among adults who saw any of these print ads on a billboard, 41 percent say the ad (or ads) they saw was very effective, and 36 percent say the ad was somewhat effective. Fewer than two in ten say the ad they saw was not very (11%) or not at all (6%) effective.

Among youth who saw any of these print ads on a billboard, 32 percent say the ad (or ads) they saw was very effective, and 49 percent say the ad was somewhat effective. Fewer than two in ten say the ad they saw was not very (13%) or not at all (5%) effective.

Among adults who saw any of these print ads in a bus shelter, 31 percent say the ad (or ads) they saw was very effective, and 43 percent say the ad was somewhat effective. About two in ten say the ad they saw was not very (16%) or not at all (6%) effective.

Among youth who saw any of these print ads in a bus shelter, 42 percent say the ad (or ads) they saw was very effective, and 44 percent say the ad was somewhat effective. Fewer than two in ten say the ad they saw was not very (9%) or not at all (5%) effective.

Among adults who saw any of these print ads inside a bus, 42 percent say the ad (or ads) they saw was very effective, and 44 percent say the ad was somewhat effective. Fewer than two in ten say the ad they saw was not very (8%) or not at all (6%) effective.

Among youth who saw any of these print ads inside a bus, 36 percent say the ad (or ads) they saw was very effective, and 45 percent say the ad was somewhat effective. Fewer than two in ten say the ad they saw was not very (11%) or not at all (5%) effective.

Effectiveness of Bus Shelter Ad February 2003

	ADULTS		YOUTH		
	GP	S	GP	S	PS
Very	31	39	42	30	49
Somewhat	43	38	44	47	38
Not very	16	7	9	10	10
No at all	6	6	5	13	4
dk/na	3	9	—	—	—

Q.14b

Was the ad you saw in a bus shelter very, somewhat, not very or not at all effective in its message about second-hand smoke?

Subsample: Respondents who saw an ad described in Q.12 in a bus shelter

Effectiveness of Billboard Ad February 2003

	ADULTS		YOUTH		
	GP	S	GP	S	PS
Very	41	34	32	29	34
Somewhat	36	36	49	49	43
Not very	11	10	13	17	14
No at all	6	21	5	5	9
dk/na	6	—	1	—	—

Q.14a

Was the billboard ad you saw very, somewhat, not very or not at all effective in its message about second-hand smoke?

Subsample: Respondents who saw an ad described in Q.12 on a billboard

Effectiveness of Bus Ad February 2003

	ADULTS		YOUTH		
	GP	S	GP	S	PS
Very	42	54	36	27	38
Somewhat	44	38	45	44	44
Not very	8	—	11	10	15
No at all	6	8	5	17	—
dk/na	—	—	2	2	3

Q.14c

Was the ad you saw inside a bus very, somewhat, not very or not at all effective in its message about second-hand smoke?

Subsample: Respondents who saw an ad described in Q.12 inside a bus

Recall of Expressions

Between one-third and one-half of adult Canadians recall hearing four phrases dealing with second-hand smoke; two in ten recall the acronym s.s.d. Majorities of youth recall the four phrases; four in ten recall the acronym.

Both adult and young Canadians were asked whether they have seen or heard these specific expressions dealing with second-hand smoke and health: "s.s.d.", "second-hand smoke diseases"; "Second-hand smoke. Are you a target?"; "Second-hand smoke diseases. There is no telling what you'll pick up tonight."; and the phrase "Some tobacco companies say second-hand smoke bothers people. Health Canada says it kills."

Recall of most expressions is particularly high among youth.

Two-thirds (65%) of youth have seen or heard the phrase "Some tobacco companies say second-hand smoke bothers people. Health Canada says it kills." As well, two-thirds (64%) of youth smokers have seen or heard this phrase.

Among youth, eight in ten (78%) have seen or heard the phrase "second-hand smoke diseases." Eight in ten youth smokers (79%) have seen or heard this phrase; 21 percent have not seen or heard it.

Three-quarters of youth (76%) have seen or heard the phrase "Second-hand smoke diseases. Are you a target?" As well, 78 percent of youth smokers have seen or heard this phrase.

Two-thirds of youth (65%) have seen or heard the phrase : "Second-hand smoke diseases. There is no telling what you'll pick up tonight." As well, 68 percent of youth smokers have seen or heard this phrase.

Four in ten youth (40%) have seen or heard the phrase : "s.s.d."; 60 percent have not seen or heard this phrase. One-third of youth smokers (35%) have seen or heard this phrase.

Recall of Expressions

February 2003

	ADULTS		YOUTH		
	GP	S	GP	S	PS
S.S.D.					
Yes	21	26	40	35	44
No	78	73	60	64	55
dk/na	1	*	*	1	*
Second-hand smoke diseases					
Yes	51	48	78	79	84
No	48	51	22	21	16
dk/na	1	1	*	—	*
Second-hand smoke/diseases.					
Are you a target?					
Yes	47	47	76	78	82
No	53	52	24	22	18
dk/na	1	1	—	—	—
Second-hand smoke diseases.					
There is no telling what you'll pick up tonight.					
Yes	36	42	65	68	70
No	63	57	34	32	30
dk/na	2	1	*	—	—
Some tobacco companies say					
second-hand smoke bothers people.					
Health Canada says it kills.					
Yes	52	55	65	64	69
No	47	44	35	35	30
dk/na	1	*	*	1	*

* Less than one percent

Q.15

Over the past few weeks or months, have you seen or heard any of the following expressions ...?

Youth aged 14 to 15 and potential youth smokers are somewhat more likely to remember all of these expressions. Anglophone youth are more likely to recall the phrase "Second-hand smoke diseases. Are you a target?" and the acronym "s.s.d."

Among adults, one-half (52%) have seen or heard the phrase "Some tobacco companies say second-hand smoke bothers people. Health Canada says it kills." More than one-half (55%) of adult smokers have seen or heard this phrase.

One-half (51%) of adults have seen or heard the phrase "second-hand smoke diseases". About one-half (48%) of adult smokers have seen or heard this phrase.

Almost one-half (47%) of adults have seen or heard the phrase "Second-hand smoke. Are you a target?" As well, 47 percent of adult smokers have seen or heard this phrase.

More than one-third (36%) of adults have seen or heard the phrase: "Second-hand smoke diseases. There is no telling what you'll pick up tonight." Four in ten adult smokers (42%) have seen or heard this phrase.

Two in ten adults (21%) have seen or heard the acronym "s.s.d."; 78 percent have not seen or heard this acronym. One-quarter of adult smokers (26%) have seen or heard this acronym.

Younger and less affluent Canadians tend to be more likely to recall all of these five phrases. Francophones are more likely to recall the phrases "Some tobacco companies say second-hand smoke bothers people. Health Canada says it kills," "Second-hand smoke diseases" and "Second-hand smoke diseases. There's no telling what you'll pick up tonight." Women are more likely to remember the phrase "Are you a target?" Those with children under the age of 18 years in the household are more likely to remember the phrase "There's no telling what you'll pick up tonight." Among adult smokers, potential quitters are somewhat more likely to remember most of these phrases.

4.0 ATTITUDES TOWARD SECOND-HAND SMOKE AMONG ADULTS

There is high awareness of the dangers of second-hand smoke, and there is support for smoke-free environments as well for aspects of "smokers rights."

Canadian adults were tested on a number of attitudinal and behavioural items related to second-hand smoke. Their responses suggest high awareness of the dangers of second-hand smoke and generally strong support for the right to smoke-free environments; however, there is also some desire to accommodate what may be seen as smokers' rights.

These questions were asked only to adults.

Large majorities of nine in ten or more agree that young children should be protected from second-hand smoke, that non-smokers have the right to ask smokers not to smoke around them, and to have a smoke-free environment in public, and that smokers should respect non-smokers' requests not to smoke around them.

Virtually all adults agree strongly (90%) or somewhat (9%) that young children should be protected from situation of second-hand smoke; only two percent disagree. Smokers provide essentially the same responses as non-smokers on this question.

Nine in ten adults agree strongly (74%) or somewhat (15%) that people who don't smoke should have the right to a smoke-free environment in any public place; one in ten disagree strongly (4%) or somewhat (5%). Younger adults aged 20 to 24 years and the most affluent are somewhat more likely to agree strongly. Adult smokers are somewhat less likely to agree strongly.

Nine in ten adults agree strongly (73%) or somewhat (18%) that people who smoke should always be willing to put out their cigarettes if someone near them is bothered by the smoke. Women, older adults, Anglophones and the most affluent are more likely to agree strongly. Adult smokers are slightly less likely to agree strongly.

Nine in ten adults agree strongly (72%) or somewhat (19%) that it's okay for non-smokers to ask someone not to smoke around them. Women, older adults and Anglophones are more likely to strongly agree. Adult smokers are less likely to strongly agree.

A large majority of adults are comfortable asking smokers to extinguish cigarettes, but at the same time, a similar proportion believe it is better to move away from a smoker whose smoke is bothering them.

Two-thirds of adults agree strongly (40%) or somewhat (26%) that they would generally feel comfortable asking a smoker to put out a cigarette or to not smoke.

Two-thirds of adults agree strongly (33%) or somewhat (34%) that it is better to move away from a person whose smoking is bothering them than to ask the person to stop smoking. Women, older adults, Francophones, the less educated and less affluent, and those with children under the age of 18 in the household are more likely to agree strongly.

Almost six in ten adults agree strongly (29%) or somewhat (28%) that people who smoke should have the right to do so in any public place where smoking is allowed. Four in ten disagree strongly (32%) or somewhat (11%). Francophones, and the less educated and least affluent are more likely to agree strongly. As well, adult smokers are notably more likely to offer agreement on this issue – a total of 73 percent agree strongly (46%) or somewhat (27%).

More than eight in ten adults strongly (71%) or somewhat (13%) disagree that second-hand smoke is not as harmful as some people say; fewer than two in ten strongly (6%) or somewhat (8%) agree. Young adults aged 20 to 24 years, Anglophones, and the best educated and more affluent are more likely to strongly disagree. Adult smokers are notably less likely to disagree strongly – a total of 74 percent disagree strongly (47%) or somewhat (27%).

Attitudes toward Second-hand Smoke

February 2003

	ADULTS			ADULTS	
	GP	S		GP	S
<i>Young children should be protected from situations of second-hand smoke</i>			<i>Willing to not smoke in public places where others might be nearby**</i>		
Strongly agree	90	88	Strongly agree	57	57
Somewhat agree	9	11	Somewhat agree	30	30
Somewhat disagree	1	1	Somewhat disagree	7	7
Strongly disagree	1	*	Strongly disagree	4	4
dk/na	—	—	dk/na	2	2
<i>Usually willing to put out cigarette or not smoke if asked**</i>			<i>Generally feel comfortable asking a smoker to put out a cigarette or not to smoke</i>		
Strongly agree	83	83	Strongly agree	40	38
Somewhat agree	14	14	Somewhat agree	26	28
Somewhat disagree	3	3	Somewhat disagree	19	17
Strongly disagree	*	*	Strongly disagree	13	18
dk/na	—	—	dk/na	1	—
<i>People who don't smoke have the right to a smoke-free environment in any public place</i>			<i>It is better to move away from a person who is smoking is bothering you than to ask that person to stop smoking</i>		
Strongly agree	74	64	Strongly agree	33	33
Somewhat agree	15	19	Somewhat agree	34	41
Somewhat disagree	5	9	Somewhat disagree	15	11
Strongly disagree	4	7	Strongly disagree	15	11
dk/na	1	1	dk/na	3	4
<i>Smokers should always be willing to put out cigarettes when others are bothered by smoke</i>			<i>Smokers should have the right to smoke in any public place where smoking is allowed</i>		
Strongly agree	73	68	Strongly agree	29	46
Somewhat agree	18	20	Somewhat agree	28	27
Somewhat disagree	4	5	Somewhat disagree	11	8
Strongly disagree	4	7	Strongly disagree	32	19
dk/na	1	1	dk/na	1	*
<i>It's okay for non-smokers to ask someone not to smoke around them</i>			<i>Second-hand smoke is not as harmful as some people say</i>		
Strongly agree	72	66	Strongly agree	6	7
Somewhat agree	19	22	Somewhat agree	8	16
Somewhat disagree	5	5	Somewhat disagree	13	27
Strongly disagree	4	7	Strongly disagree	71	47
dk/na	1	1	dk/na	2	3

* Less than one percent

Q.20

Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements ...?

Subsample: Adults

**asked to Smokers only

Adult smokers were asked, specifically, about their willingness to respect non-smokers' right to a smoke-free environment. Their responses indicate strong individual willingness on the part of smokers to respect smoke-free environments despite their previously expressed support for "smokers' rights."

Virtually all adult smokers strongly (83%) or somewhat (14%) agree that they are willing to put out a cigarette or not to smoke if someone were to ask them; only three percent disagree. Women,

Anglophones, and smokers with children under 18 years of age in the household are somewhat more likely to agree strongly.

Almost nine in ten adult smokers strongly (57%) or somewhat (30%) agree that they would be willing to not smoke in public places where others might be nearby. Women, older smokers and those with children under the age of 18 in the household are more likely to strongly agree.

5.0 SMOKING BEHAVIOUR

One-quarter of Canadian adults smoke, either every day or occasionally; two in ten youth are smokers. More than four in ten non-smoking youth have tried cigarettes. Only six percent of youth who have never smoked have considered smoking. Two-thirds of adult smokers and six in ten youth smokers are seriously considering quitting.

From the survey, one-quarter of Canadian adults smoke every day (16%) or occasionally (7%); two in ten youth smoke cigarettes every day (12%) or occasionally (7%).

Among non-smoking youth, more than four in ten (45%) say they have tried cigarette smoking, which includes just having a few puffs. Among non-smoking youth who have never tried smoking, not even a few puffs, six percent say they have seriously thought about trying smoking. Among non-smoking youth, therefore, four in ten (38%) can be considered potential smokers by these measures: they have tried smoking or have thought about trying smoking.

Two-thirds of adult smokers (64%) are now seriously thinking of quitting smoking. As well, six in ten youth smokers (61%) report they are now seriously thinking of quitting smoking.

Frequency of Tobacco Use February 2003

	ADULTS		YOUTH		
	GP	S	GP	S	PS
Every day	16	69	12	63	—
Occasionally (less than every day)	7	31	7	37	—
Not at all	77	—	80	—	100
dk/na	—	—	—	—	—

Q.18a

At the present time, do you smoke cigarettes (manufactured or roll your own) every day, occasionally or not at all?

Tried Smoking February 2003

	ADULTS		YOUTH		
	GP	S	GP	S	PS
Yes	—	—	45	—	93
No	—	—	55	—	7
dk/na	—	—	—	—	—

Q.18b

Have you ever tried cigarette smoking, even just a few puffs?

Subsample: Non-smokers aged 14 to 19

Thinking of Quitting Smoking February 2003

	ADULTS		YOUTH		
	GP	S	GP	S	PS
Yes	64	64	61	61	—
No	35	35	38	38	—
dk/na	1	1	1	1	—

Q.19a

Are you now seriously thinking of quitting smoking?

Subsample: Smokers

Among adult smokers who are seriously thinking about quitting, four in ten (42%) say they will try to quit within the next 30 days. About one-half (47%) say they will try to quit within the next six months. Nine percent say they will not try within the next six months.

Among youth smokers who are seriously thinking about quitting smoking, more than five in ten (55%) say they will try to quit within the next 30 days. About one-third (35%) say they will try to quit within the next six months. Nine percent say they will not try within the next six months.

Time To Quit February 2003

	ADULTS		YOUTH		
	GP	S	GP	S	PS
Within next 30 days	42	42	55	55	—
Within next 6 months	47	47	35	35	—
Not within next 6 months	9	9	9	9	—
dk/na	2	2	2	2	—

Q.19b

When do you think you will try to quit?

Subsample: Smokers who are now seriously thinking of quitting smoking

Thinking of Trying Smoking February 2003

	ADULTS		YOUTH		
	GP	S	GP	S	PS
Yes	—	—	6	—	100
No	—	—	94	—	—
dk/na	—	—	—	—	—

Q.19c

Have you ever seriously thought about trying smoking?

Subsample: Non-smokers aged 14 to 19 who have never tried smoking who are not sure

6.0 ASSESSMENTS OF GOVERNMENT PERFORMANCE AND ACCESSIBILITY AND DELIVERY OF SERVICES

Among Canadian adults, positive assessments of the government's performance in reducing smoking, in general, and in providing information about services outweighs neutral or negative assessments; among youth, majorities give the government's performance positive ratings on all three dimensions. Among Canadian adults, positive assessments outweigh neutral or negative assessments on respectful delivery of information and services and new and innovative ways of communicating information and reliability. On the fourth dimension, ease of contact, opinion is divided. Among youth, positive assessments outweigh neutral or negative assessments on all four dimensions.

Both adult and young Canadians were asked to assess the performance of the Government of Canada on the following dimensions (using a seven-point scale where one means terrible and seven means excellent): its performance in reducing tobacco use among Canadians, its performance in general, and its performance in providing information to the public about government services that are available to Canadians.

Among Canadian adults, positive assessments of the government's performance on these dimensions outweighs neutral or negative assessments, with four in ten or more giving favourable ratings to the government's performance on all three dimensions.

A total of almost five in ten adult Canadians (46%) provide positive assessments of the government's performance in reducing tobacco use among Canadians, with ten percent rating its performance as excellent. Twenty-eight percent say their assessment is neither good nor bad, and a total of 23 percent provide a negative assessment of the government's performance, with seven percent providing a rating of terrible.

Government Performance February 2003

	ADULTS		YOUTH		
	GP	S	GP	S	PS
<i>In reducing tobacco use</i>					
Good/excellent	46	40	68	58	70
Neither good nor bad	28	34	19	25	20
Bad/terrible	23	25	10	16	9
dk/na	3	1	3	*	*
<i>In general</i>					
Good/excellent	40	41	59	58	56
Neither good nor bad	31	27	28	27	31
Bad/terrible	26	27	9	13	12
dk/na	2	4	2	2	2
<i>In providing info about gov't services</i>					
Good/excellent	43	39	58	53	53
Neither good nor bad	26	29	25	25	26
Bad/terrible	28	31	17	19	20
dk/na	3	1	2	2	1

* Less than one percent

Q.16a

The ads and expressions I described were, in fact, produced by the Government of Canada. How would you rate the performance of the Government of Canada in reducing tobacco use among Canadians? Please use a 7-point scale, where 1 means terrible, 7 means excellent and the mid-point, 4, is neither good nor bad.

Q.16b

Generally speaking, how do you rate the performance of the Government of Canada? Please use a 7-point scale where 1 means terrible, 7 means excellent and the mid-point 4, means neither good nor bad.

Q.16c

And, using the same scale, how would you rate the performance of the Government of Canada in providing information to the public about government services that are available to Canadians?

A total of four in ten adult Canadians (40%) provide positive assessments of the government's performance in general, with six percent rating its performance as excellent. Thirty-one percent say their assessment is neither good nor bad, and a total of 26 percent provide a negative assessment of the government's performance, including eight percent who provide a rating of terrible.

A total of more than four in ten adult Canadians (43%) provide a positive assessment of the government's performance in providing information to the public about government services, with nine percent rating its performance as excellent. Twenty-six percent say their assessment is neither good nor bad, and a total of 28 percent provide a negative assessment of the government's performance, including eight percent who provide a rating of terrible.

Overall, public opinion among Canadian youth of the government's performance on these dimensions is favourable, with majorities giving positive assessments on all three dimensions.

A total of seven in ten young Canadians (68%) provide positive assessments of the government's performance in reducing tobacco use among Canadians, with nine percent rating its performance as excellent. Nineteen percent say their assessment is neither good nor bad, and a total of ten percent provide a negative assessment of the government's performance.

A total of six in ten young Canadians (59%) provide positive assessments of the government's performance in general, with eight percent rating its performance as excellent. Twenty-eight percent say their assessment is neither good nor bad, and a total of nine percent provide a negative assessment of the government's performance.

A total of six in ten young Canadians (58%) provide positive assessments of the government's performance in providing information to the public about government service, with 14 percent rating its performance as excellent. Twenty-five percent say

their assessment is neither good nor bad, and a total of 17 percent provide a negative assessment of the government's performance.

Both adult and young Canadians who recalled seeing any of the specific television or print ads tested in this survey were asked their level of agreement (using a seven-point scale where one means totally disagree and seven means totally agree) with four statements addressing aspects of accessibility, communications and delivery with respect to government services.

Among adults, positive assessments outweigh neutral or negative assessments on three of four dimensions: respectful delivery of information and services, new and innovative ways of communicating information and reliability. On the fourth dimension, ease of contact, opinion is divided.

A total of two-thirds of adult Canadians (65%) agree that the Government of Canada delivers its services and information in a respectful way, with 20 percent agreeing totally. Twenty-one percent neither agree nor disagree, and a total of 14 percent disagree, with five percent disagreeing totally.

A total of one-half of adult Canadians (48%) agree that the Government of Canada is using new and innovative ways to provide information and services to its citizens, with ten percent agreeing totally. Twenty-eight percent neither agree nor disagree, and a total of 21 percent disagree, with six percent disagreeing totally.

A total of almost one-half of adult Canadians (47%) agree that you can count on the Government of Canada for reliable service and information, with nine percent agreeing totally. Twenty-five percent neither agree nor disagree, and a total of 26 percent disagree, with nine percent disagreeing totally.

A total of just under four in ten adult Canadians (37%) agree it is easy to contact the Government of Canada for service and information, with seven percent agreeing totally. Twenty-three percent neither agree nor disagree, and a total of 36 percent disagree, with 14 percent disagreeing totally.

Among youth, positive assessments outweigh neutral or negative assessments on all four dimensions, with majorities offering agreement on three out of four: respectful delivery of information and services, new and innovative ways of communicating information and reliability.

A total of eight in ten youth (79%) agree that the Government of Canada delivers its services and information in a respectful way, with 32 percent agreeing totally. Fourteen percent neither agree nor disagree, and a total of six percent disagree.

A total of two-thirds of youth (66%) agree that the Government of Canada is using new and innovative ways to provide information and services to its citizens, with 19 percent agreeing totally. Twenty-three percent neither agree nor disagree, and a total of ten percent disagree.

A total of six in ten youth (61%) agree that you can count on the Government of Canada for reliable service and information, with 18 percent agreeing totally. Twenty-five percent neither agree nor disagree, and a total of 13 percent disagree.

A total of more than four in ten young Canadians (45%) agree it is easy to contact the Government of Canada for service and information, with 12 percent agreeing totally. Thirty percent neither agree nor disagree, and a total of 22 percent disagree, with seven percent disagreeing totally.

Government Accessibility February 2003

	ADULTS		YOUTH		
	GP	S	GP	S	PS
<i>Easy to contact government re info/services</i>					
Agree	37	25	45	39	44
Neither	23	29	30	28	29
Disagree	36	44	22	31	23
dk/na	5	3	3	1	4
<i>Government uses new/innovative ways to provide info/services</i>					
Agree	48	44	66	64	67
Neither	28	33	23	22	24
Disagree	21	21	10	13	9
dk/na	3	2	*	—	*
<i>Government provides info/services in a respectful way</i>					
Agree	65	55	79	71	81
Neither	21	23	14	18	14
Disagree	14	20	6	11	5
dk/na	1	2	*	*	—
<i>Can count on government for reliable info/services</i>					
Agree	47	42	61	55	62
Neither	25	26	25	24	24
Disagree	26	31	13	19	14
dk/na	1	*	1	1	1

* Less than one percent

Q.17

After seeing this advertising, please tell me the extent to which you agree or disagree with each of the following statements using a 7-point scale where 1 is totally disagree, 7 is totally agree and the mid-point 4 is neither agree nor disagree ...

Subsample: Respondents who saw any of the ads described in Q.2, Q.7 or Q.12

SURVEY METHODS

The results of the survey are based on questions asked to 806 adult Canadians (aged 20 years or more) and 997 youth between 14 and 19 years of age, living within the ten provinces of Canada. The survey was conducted nationally, in English and French, by telephone from February 14 to 27, 2003.

A. SAMPLE CHARACTERISTICS

The sampling method was designed to complete approximately 800 interviews with adults aged 20 or older and 1,000 interviews with youth aged 14 to 19 years within households randomly selected across Canada.

The sampling model relies on the stratification of the population by ten provinces and by six community sizes (1,000,000 inhabitants or more, 100,000 to 1,000,000 inhabitants, 25,000 to 100,000 inhabitants, 10,000 to 25,000 inhabitants, 5,000 to 10,000 inhabitants and under 5,000 inhabitants). It is drawn in such a way that it represents the Canadian population with the exception of those Canadians living in the Yukon, Northwest Territories or Nunavut.

EnviroNics uses a RDD (random digit dialling) sample selection technique. Telephone numbers are selected from the most recently published telephone directories, thus ensuring that only valid telephone exchanges are used. These numbers act as "seeds" or elements from which the sample is randomly generated. The numbers in the sample elements are selected in such a way that they are representative of the geographic area(s) under study. This sample selection technique ensures both unlisted numbers and numbers listed after the directory publication are included in the sample.

A total of 31,916 telephone numbers were drawn. From within each household contacted, respondents 14 to 19 years of age and older were screened for random selection using the "most recent birthday" method. The use of this technique produces results that are as valid and effective as enumerating all persons within a household and selecting one randomly. If there was no one living in the household in this age group, respondents 20 years of age or

older were screened, again using the "most recent birthday" method.

Additional screening was performed to exclude households in which the respondent or another household member was employed in advertising, market research, the media or a tobacco company.

B. SURVEY OF ADULTS: SAMPLE SELECTION

The results of the survey of adults are based on questions asked to 806 adults 20 years of age and older, living within the ten provinces of Canada. The survey was conducted by telephone from February 14 to 27, 2003. The margin of error for a sample of 806 is ± 3.5 percentage points, 19 times in 20. The margins are wider for regional and demographic subsamples.

The actual adult sample is distributed as follows.

	WEIGHTED N	UNWEIGHTED N	MARGIN OF ERROR
Atlantic Region	62	69	11.8
Quebec	195	194	7.0
Ontario	307	304	5.6
Manitoba	30	30	17.9
Saskatchewan	26	26	19.2
Alberta	80	79	11.0
British Columbia	105	104	9.6
Total	806	806	3.5

In the data analysis, the results of the survey were weighted to reflect the actual proportion of over- and under-sampled segments in the population; in this case, weighting was by age, gender and region.

C. SURVEY OF YOUTH: SAMPLE SELECTION

The results of the survey of youth are based on questions asked to 997 youth aged 14 to 19 years, living within the ten provinces of Canada. The survey was conducted by telephone from February 14 to 27, 2003. The margin of error for a sample of 997 is ± 3.1 percentage points, 19 times in 20. The margins are wider for regional and demographic subsamples.

The actual youth sample is distributed as follows.

	WEIGHTED N	UNWEIGHTED N	MARGIN OF ERROR
Atlantic Region	77	80	11.0
Quebec	241	240	6.3
Ontario	380	379	5.0
Manitoba	37	37	16.1
Saskatchewan	33	33	17.1
Alberta	99	98	9.9
British Columbia	130	130	8.6
Total	997	997	3.1

In the data analysis, the results of the survey were weighted to reflect the actual proportion of over- and under-sampled segments in the population; in this case, weighting was by gender, age and region.

D. TELEPHONE INTERVIEWING

Interviewing was conducted at Environics' central facilities in Toronto and Montreal. Field supervisors were present at all times to ensure accurate interviewing and recording of responses. Ten percent of each interviewer's work was unobtrusively monitored for quality control in accordance with the standards set out by the Canadian Association of Marketing Research Organizations. A minimum of five calls were made to a household before classifying it as a "no answer."

E. COMPLETION RESULTS

A total of 1,803 interviews were completed. The following table presents the detailed completion results for this survey of 1,803 interviews.

Dialled Sample	31,916
Household not eligible	5,735
Non-residential/not in service	6,197
Language barrier	356
Subtotal	12,288
New Base (31,916-12,288)	19,628
No answer/line busy/ respondent not available	10,569
Refusals	7,183
Mid-interview refusals	73
Subtotal	17,825
Net Completions (19,628-17,825)	1,803

QUESTIONNAIRES



February 17, 2003

**Ad Recall Survey of Adults and Youth
Second-Hand Smoke
PN5311
Questionnaire - Draft 7**

N= 1,000 Youth
800 Adult

INTRODUCTION FOR ADULT AND YOUTH SURVEY

Hello, my name is _____ of Environics Research Group Ltd. We are conducting a study with young people and adults on some important topics. Please be assured that we are not selling or soliciting anything. Your answers will be kept strictly confidential and your participation is important if the results of the survey are to be accurate.

We choose telephone numbers at random, then select one person from a household to be interviewed.

- A. First, to see if your household qualifies, do you or does anyone in your household work for an advertising or market research firm, the media, or a tobacco company?

- 1 - Yes **THANK AND TERMINATE**
2 - No **CONTINUE**

Is there anyone in your household 14 to 19 years of age? **IF YES, ASK B, OTHERS GO TO C.**

- B. I would like to speak to the person in your household aged 14 to 19 years of age who has had the most recent birthday. Would that person be between 14 and 15 years of age or between 16 and 19?

- 1 - Between 14 and 15
2 - Between 16 and 19
3 - Nobody in age category **ASK C**
4 - Refused **DISCONTINUE AND THANK**

IF 14 OR 15 ASK: May I speak to one of the parents in your household?

PARENTAL INTRODUCTION (REPEAT INTRODUCTION IF NECESSARY) Tonight, we are conducting a survey on behalf of the Government of Canada with young people between the ages of 14 to 19 years of age. All responses will be kept strictly confidential.

(Ask of parent) We would like to speak to your son or daughter about some important topics and activities. May I speak to your son or daughter?

- 1 - Yes **CONTINUE**
2 - No **THANK AND TERMINATE**

IF YES CONTINUE, OTHERWISE THANK AND TERMINATE

PARENTAL CONSENT OF 14 OR 15 YEAR OLDS IS PREFERRED BUT IS NOT REQUIRED.

IF 16 TO 19, ASK: May I speak to that person now?

REPEAT INTRODUCTION IF NECESSARY OR RESCHEDULE.

C. In that case, may I please speak to the person in your household who is 20 years of age or older, and has had the most recent birthday.

#01 Yes

#02 Not Available.....SCHEDULE CALL-BACK

#03 Refused.....DISCONTINUE & THANK

REPEAT INTRODUCTION IF NECESSARY

D. (READ ONLY IF NECESSARY) Are you male or female?

1 - Male

2 - Female

E. Language of survey

1 - English

2 - French

AGE 20 AND OVER, GO TO Q.1

F. IF AGE 14 TO 19, ASK: How old are you?

1 - 14	}	GO TO Q.1
2 - 15		
3 - 16		
4 - 17		
5 - 18		
6 - 19		
7 - DK/NA		ASK Q.G

G. To what age group do you belong?

1 - 14 to 15 years old

2 - 16 to 17 years old

3 - 18 to 19 years old

4 - DK/NA

INTRODUCTION FOR YOUTH OVERSAMPLE

Hello, my name is _____ of Environics Research Group Ltd. We are conducting a brief study with young people age 14 to 19 on issues affecting Canadians. Please be advised that we are not selling nor soliciting anything. Your participation is important if the results of the survey are to be accurate and your answers will be kept strictly confidential.

We choose telephone numbers at random, then select one person from a household to be interviewed.

- A. First, to see if your household qualifies, do you or does anyone in your household work for an advertising or market research firm, the media, or a tobacco company?

1 - Yes **THANK AND TERMINATE**

2 - No **CONTINUE**

Is there anyone in your household 14 to 19 years of age? **IF YES, ASK B, OTHERS THANK AND TERMINATE.**

- B. I would like to speak to the person in your household aged 14 to 19 years of age who has had the most recent birthday. Would that person be between 14 and 15 years of age or between 16 and 19?

1 - Between 14 and 15

2 - Between 16 and 19

3 - Nobody in age category

4 - Refused

DISCONTINUE AND THANK

DISCONTINUE AND THANK

IF 14 OR 15 ASK: May I speak to one of the parents in your household?

PARENTAL INTRODUCTION (REPEAT INTRODUCTION IF NECESSARY) Tonight, we are conducting a survey on behalf of the Government of Canada with young people between the ages of 14 to 19 years of age. All responses will be kept strictly confidential.

(Ask of parent) We would like to speak to your son or daughter about some important topics and activities. May I speak to your son or daughter?

1 - Yes **CONTINUE**

2 - No **THANK AND TERMINATE**

IF YES CONTINUE, OTHERWISE THANK AND TERMINATE

PARENTAL CONSENT OF 14 OR 15 YEAR OLDS IS PREFERRED BUT IS NOT REQUIRED.

IF 16 TO 19, ASK: May I speak to that person now?

REPEAT INTRODUCTION IF NECESSARY OR RESCHEDULE.

- C. **(READ ONLY IF NECESSARY)** Are you male or female?

1 - Male

2 - Female

D. Language of survey

- 1 - English
- 2 - French

E. How old are you?

- 1 - 14
 - 2 - 15
 - 3 - 16
 - 4 - 17
 - 5 - 18
 - 6 - 19
 - 7 - DK/NA
- GO TO Q.1
- ASK Q.F

F. To what age group do you belong?

- 1 - 14 to 15 years old
- 2 - 16 to 17 years old
- 3 - 18 to 19 years old
- 4 - DK/NA

MAIN QUESTIONNAIRE

ASK ALL

1. a) Over the past several weeks or so, have you seen, heard or read any advertising about second-hand smoke?

- 01 - Yes [ASK B AND C]
- 02 - No [GO TO Q.2]
- 03 - Maybe [ASK B AND C]
- 04 - DK/NA [GO TO Q.2]

- b) What do you remember about this ad (these ads)? What pictures or images come to mind? [PROBE]. Are there any others?

OPEN-ENDED. DO NOT READ. CODE ALL THAT APPLY].

- 01 - XXXXX
- 02 - XXXXX
- 03 - DK/NA

- c) Where did you notice this (these) advertisements?

OPEN-ENDED. DO NOT READ. PROBE. CODE ALL THAT APPLY. Did you notice them anywhere else?

- 01 - Television
- 02 - Radio
- 03 - Cinema
- 04 - Newspaper
- 05 - Magazines
- 06 - Local weeklies
- 07 - Pamphlet/brochure in the mail
- 08 - Outdoor billboards
- 09 - Public transit
- 10 - Internet/Web site Banner
- 11 - Word of mouth
- 12 - Ethnic paper
- 13 - Fair/Exhibition
- 14 - Other SPECIFY _____
- 15 - DK/NA

ASK ALL

I would now like to ask you some questions about some specific advertising.

(ROTATE 2 TO 6 WITH 7 TO 11)

2. Do you remember seeing a television or cinema ad over the past few weeks or so showing a 57-year-old waitress named Heather Crowe saying she is dying from lung cancer because she was exposed to second-hand smoke?

- 01 - Yes [ASK 3 TO 6]
- 02 - No [GO TO Q.7]
- 03 - Maybe [ASK 3 TO 6]
- 04 - DK/NA [GO TO Q.7]

3. Thinking about this ad, who do you think produced it? That is, who paid for it?

OPEN-ENDED. DO NOT READ. ACCEPT ONE RESPONSE.

- 01 - Government of Canada/Health Canada
- 02 - Provincial Government
- 03 - Tobacco company/tobacco industry
- 04 - Health organization/non-smoking organization
- 05 - Companies selling smoking cessation products
- 06 - Other (SPECIFY) _____
- 07 - DK/NA

4. Thinking about this ad, what do you think was the MAIN point the ad was trying to get across?

OPEN-ENDED. ACCEPT ONE RESPONSE. ANSWER SHOULD BE AT LEAST FIVE WORDS.

-
-
- 02 - Nothing
 - 03 - DK/NA

5. In fact, the ad about the waitress Heather Crowe that you saw was sponsored by the Government of Canada.

Is it appropriate for the Government of Canada to sponsor this ad?

- 1 - Yes
- 2 - No
- 3 - DK/NA

6. Is the ad about the waitress Heather Crowe very, somewhat, not very, or not at all ...

- a) effective in its message about second-hand smoke?

- 1 - Very
- 2 - Somewhat
- 3 - Not very
- 4 - Not at all
- 5 - DK/NA

- b) believable in its message about second-hand smoke?

ASK ALL

7. Do you remember seeing a television ad over the past few weeks or so showing a party scene with teenagers on a couch, and the female is exposed to second hand smoke from the young male's cigarette?

- 01 - Yes [ASK 8 TO 11]
- 02 - No [GO TO Q.12]
- 03 - Maybe [ASK 8 TO 11]
- 04 - DK/NA [GO TO Q.12]

8. Thinking about this ad, who do you think produced it? That is, who paid for it?

OPEN-ENDED. DO NOT READ. ACCEPT ONE RESPONSE.

- 01 - Government of Canada/Health Canada
- 02 - Provincial Government
- 03 - Tobacco company/tobacco industry
- 04 - Health organization/non-smoking organization
- 05 - Companies selling smoking cessation products
- 06 - Other (SPECIFY) _____
- 07 - DK/NA

9. Thinking about this ad, what do you think was the MAIN point the ad was trying to get across?
OPEN-ENDED. ACCEPT ONE RESPONSE. ANSWER SHOULD BE AT LEAST FIVE WORDS.

-
-
- 02 - Nothing
 - 03 - DK/NA

10. In fact, the ad you saw about the teenagers on a couch was sponsored by the Government of Canada.

Is it appropriate for the Government of Canada to sponsor this ad?

- 1 - Yes
- 2 - No
- 3 - DK/NA

11. Is the ad about the teenagers on the couch very, somewhat, not very, or not at all ...

a) effective in its message about second-hand smoke?

- 1 - Very
- 2 - Somewhat
- 3 - Not very
- 4 - Not at all
- 5 - DK/NA

b) believable in its message about second-hand smoke?

ASK ALL

12. Over the past few weeks or so, do you remember seeing any of the following print ads on a billboard, in a bus shelter or inside a bus?

a) An ad with a yellow background with a picture of a lung tumor with a tag line "Lung cancer. Another second-hand smoke disease (s.s.d.)."?

- 1 - Yes
- 2 - No
- 3 - Maybe
- 4 - DK/NA

b) An ad with a yellow background with a picture of a young boy wearing a breathing device that resembles an oxygen mask with a tag line "Asthma. Another second-hand smoke disease (s.s.d.)"?

c) A print ad featuring Heather Crowe, a 57-year-old waitress who is dying from lung cancer because she was exposed to second-hand smoke?

13. **FOR EACH AD SEEN IN Q.12 ASK:** Where did you see this ad: on a billboard, in a bus shelter, or inside a bus? **CODE ALL THAT APPLY.**

- 1 - billboard
- 2 - bus shelter
- 3 - inside bus/streetcar/subway
- 4 - DK/NA

14. a) **IF SAW AD ON A BILLBOARD, ASK:** Was the billboard ad you saw very, somewhat, not very or not at all effective in its message about second-hand smoke?

- 1 - Very
- 2 - Somewhat
- 3 - Not very
- 4 - Not at all
- 5 - DK/NA

- b) **IF SAW AD IN A BUS SHELTER, ASK:** Was the ad you saw in a bus shelter very, somewhat, not very or not at all effective in its message about second-hand smoke?

- c) **IF SAW AD INSIDE A BUS, ASK:** Was the ad you saw inside a bus very, somewhat, not very or not at all effective in its message about second-hand smoke?

ASK ALL

15. Over the past few weeks or months, have you seen or heard any of the following expressions?
READ AND ROTATE

- a) s.s.d.

- 1 - Yes
- 2 - No
- 3 - DK/NA

- b) second-hand smoke diseases
- c) Second-hand smoke/diseases. Are you a target?
- d) Second-hand smoke/diseases. There's no telling what you'll pick up tonight.
- e) Some tobacco companies say second-hand smoke bothers people. Health Canada says it kills.

ASK ALL

16. a) The ads and expressions I described were in fact produced by the Government of Canada. How would you rate the performance of the Government of Canada in reducing tobacco use among Canadians? Please use a 7-point scale, where 1 means terrible, 7 means excellent and the mid-point, 4, is neither good nor bad."

<u>Terrible</u>			Neither Agree nor Disagree			<u>Excellent</u>	<u>DK/NA</u>
1	2	3	4	5	6	7	8

- b) Generally speaking, how do you rate the performance of the Government of Canada? Please use a 7-point scale where 1 means terrible, 7 means excellent and the mid-point 4, means neither good nor bad.

<u>Terrible</u>			Neither Agree nor Disagree			<u>Excellent</u>	<u>DK/NA</u>
1	2	3	4	5	6	7	8

- c) And, using the same scale (Repeat scale if necessary) how would you rate the performance of the Government of Canada in providing information to the public about government services that are available to Canadians?

<u>Terrible</u>				<u>Neither Agree nor Disagree</u>			<u>Excellent</u>	<u>DK/NA</u>
1	2	3	4	5	6	7	8	

ASK ALL WHO SAW ANY ADS IN Q.2, Q.7 OR Q.12

17. After seeing this advertising, please tell me the extent to which you agree or disagree with each of the following statements using a 7-point scale where 1 is totally disagree, 7 is totally agree and the mid-point 4 is neither agree nor disagree.

READ AND ROTATE

- a) It is easy to contact the Government of Canada for information and service.

<u>Totally Disagree</u>				<u>Neither Agree nor Disagree</u>			<u>Totally Agree</u>	<u>DK/NA</u>
1	2	3	4	5	6	7	8	

- b) The Government of Canada is using new and innovative ways to provide information and services to citizens.
c) The Government of Canada delivers its services and information in a respectful way.
d) You can count on the Government of Canada for reliable service and information.

SMOKING BEHAVIOUR

ASK ALL

18. At the present time, do you smoke cigarettes (manufactured or roll your own) every day, occasionally or not at all?

1 - Every day	SMOKER - GO TO Q.19
2 - Occasionally (less than every day)	SMOKER - GO TO Q.19
3 - Not at all	NON- SMOKER
4 - DK/NA	NON- SMOKER

ASK NON-SMOKERS AGE 14 TO 19 :

- b) Have you ever tried cigarette smoking, even just a few puffs?

1 - Yes	GO TO Q.20
2 - No	GO TO (c)
3 - DK/NA	GO TO (c)

- c) Have you ever seriously thought about trying smoking?

1 - Yes
2 - No
3 - DK/NA

ASK ALL SMOKERS

19. a) Are you now seriously thinking of quitting smoking?

- 1 - Yes
- 2 - No **GO TO Q.20**
- 3 - DK/NA **GO TO Q.20**
- 4 - Refused **GO TO Q.20**

IF YES TO Q.19(a), ASK :

b) When do you think you will try to quit?

READ

- 1 - Within the next 30 days,
- 2 - Within the next 6 months, or
- 3 - Not within the next 6 months
- 4 - DK/NA

ASK ADULTS ONLY

20. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements: **READ AND ROTATE**

a) People who smoke should always be willing to put out their cigarettes if someone near them is bothered by the smoke.

- 1 - Strongly agree
- 2 - Somewhat agree
- 3 - Somewhat disagree
- 4 - Strongly disagree
- 5 - DK/NA

- b) People who smoke should have the right to do so in any public place where smoking is allowed.
- c) You would generally feel comfortable asking a smoker to put out a cigarette or to not smoke.
- d) Second-hand smoke is not as harmful as some people say.
- e) It is better to move away from a person whose smoking is bothering you than to ask that person to stop smoking.
- f) Young children should be protected from situations of second-hand smoke.
- g) People who don't smoke should have the right to a smoke-free environment in any public place.
- h) It's OK for non-smokers to ask someone not to smoke around them.

SMOKERS ONLY

i) You are usually willing to put out a cigarette or not to smoke if someone were to ask you.

SMOKERS ONLY

j) You would be willing to not smoke in public places where others might be nearby.

DEMOGRAPHICS

ASK AGE 18 AND OVER

21. Finally, a few questions for statistical purposes. Please be assured that all your responses will be kept entirely anonymous and absolutely confidential. In what year were you born?

- 1 - SPECIFY _____
- 2 - DK/NA

22. What is the highest level of education you have reached?

DO NOT READ

- 1 - Elementary school or less (no schooling to grade 7)
- 2 - Some high school (grades 8 - 11)
- 3 - Completed high school (grades 12 or 13 or OAC)
- 4 - Some community college, vocational or trade school (or some CEGEP)
- 5 - Completed community college, vocational or trade school (or complete CEGEP)
- 6 - Some university (no degree)
- 7 - Completed university (Bachelor's degree)
- 8 - Post graduate university (Master's, Ph.D., completed or not)
- 9 - DK/NA

23. Which of the following best describes your employment status? Are you...

READ

- 1 - Employed full-time (30 hours/week or more)
- 2 - Employed part-time
- 3 - Unemployed or looking for a job
- 4 - Staying at home full-time (home-maker, social assistance)
- 5 - Student
- 6 - Retired
- 7 - OTHER
- 8 - DK/NA

24. Are you...

READ

- 1 - Married or living as a couple
- 2 - Single
- 3 - Widowed
- 4 - Separated
- 5 - Divorced
- 6 - DK/NA

25. Are there any children in your household under the age of 18?

- 1 - Yes
- 2 - No
- 3 - DK/NA

26. Into which of the following categories would you put the total annual income, before taxes and deductions, for 2002, of all members of your household, including yourself? Is it...

READ

- 1 - Less than \$20,000
- 2 - \$20,000 to \$39,999
- 3 - \$40,000 to \$59,999
- 4 - \$60,000 to \$79,999
- 5 - \$80,000 to \$99,999
- 6 - \$100,000 and over
- 7 - Refuse/DK/NA

GO TO END SCRIPT

YOUTH DEMOGRAPHICS

ASK AGE 14 TO 17

Now I would like to get some information to help us group your answers with others which we will receive in this survey.

27. Are you currently attending school full or part-time?

- | | |
|------------------------------|-------------------|
| 1 - yes, in school full-time | GO TO Q.28 |
| 2 - yes, in school part-time | GO TO Q.28 |
| 3 - No, not in school | GO TO Q.29 |
| 4 - DK/NA | GO TO Q.29 |

IF IN SCHOOL, ASK:

28. What grade or level are you in school?

DO NOT READ

- 01 - Grades 1-5
- 02 - Grade 6
- 03 - Grade 7
- 04 - Grade 8
- 05 - Grade 9
- 06 - Grade 10
- 07 - Grade 11
- 08 - Grade 12
- 09 - Grade 13/OAC
- 10 - Community college, vocational trade school or CEGEP (not completed)
- 11 - Completed community college, vocational trade school or CEGEP
- 12 - University (no degree)
- 13 - Completed university (Bachelor's degree)
- 14 - Post-graduate university (Master's, Ph.D., completed or not)
- 15 - DK/NA

IF NOT IN SCHOOL, ASK:

29. What is the highest grade or level of education that you have reached? **DO NOT READ**

- 01 - Grades 1-5
- 02 - Grade 6
- 03 - Grade 7
- 04 - Grade 8
- 05 - Grade 9
- 06 - Grade 10
- 07 - Grade 11
- 08 - Grade 12
- 09 - Grade 13/OAC
- 10 - Community college, vocational trade school or CEGEP (not completed)
- 11 - Completed community college, vocational trade school or CEGEP
- 12 - University (no degree)
- 13 - Completed university (Bachelor's degree)
- 14 - Post-graduate university (Master's, Ph.D., completed or not)
- 15 - DK/NA

30. What is the highest level of education that either of your parents have reached?

INTERVIEWER NOTE: CODE RESPONSE FOR WHICH EVER PARENT HAS THE HIGHER LEVEL OF EDUCATION. DO NOT READ

- 1 - Elementary school or less (no schooling to grade 7)
- 2 - Some high school (grades 8 - 11)
- 3 - Completed high school (grades 12 or 13 or OAC)
- 4 - Some community college, vocational or trade school (or some CEGEP)
- 5 - Completed community college, vocational or trade school (or complete CEGEP)
- 6 - Some university (no degree)
- 7 - Completed university (Bachelor's degree)
- 8 - Post graduate university (Master's, Ph.D., completed or not)
- 9 - DK/NA

31. About how much spending money do you get a week from all sources?

PROBE FOR APPROXIMATE DOLLAR FIGURE

\$ _____
2 - DK/NA

32. Are you ... **READ**

- 1 - Living with both parents
- 2 - Living with one parent
- 3 - Living with someone else, or
- 4 - Living alone
- 5 - DK/NA

33. Into which of the following categories would you put the total annual income, before taxes and deductions, for 2002, of all members of your household, including yourself? Is it...

READ

- 1 - Less than \$20,000
- 2 - \$20,000 to \$39,999
- 3 - \$40,000 to \$59,999
- 4 - \$60,000 to \$79,999
- 5 - \$80,000 to \$99,999
- 6 - \$100,000 and over
- 7 - Refuse/DK/NA

END SCRIPT

In case my supervisor wishes to verify this interview, may I please have your first name or initials?

_____.

And to verify that I have dialed correctly is this : _____.

1 - Yes

2 - No

If incorrect, please input correct phone number: _____.

If we have any further questions, may we call you back?

1 - Yes

2 - No

That completes my interview. Thank you for your assistance.
(Health Canada code)



ENVIRONICS
R E S E A R C H G R O U P

Le 17 février 2003

**Sondage sur le rappel des publicités mené auprès des adultes et des jeunes au sujet de la
fumée secondaire
PN5311
Questionnaire - Version 7**

N= 1 000 jeunes
800 adultes

INTRODUCTION AU SONDAGE AUPRÈS DES ADULTES ET DES JEUNES

Bonjour, je m'appelle _____ et je travaille pour Environics Research Group Ltd. Nous menons un sondage auprès des jeunes et des adultes sur des sujets importants. Soyez assuré que nous ne voulons rien vous vendre et que nous ne sollicitons rien. Vos réponses demeureront confidentielles et votre participation est importante pour que les résultats du sondage soient exacts.

Nous choisissons des numéros de téléphone au hasard, puis nous sélectionnons dans un foyer une personne qui sera interviewée.

- A. Premièrement, pour voir si votre foyer se qualifie, est-ce que vous-même ou un membre de votre famille travaillez pour une agence de publicité ou une firme d'études de marché, pour les médias ou pour une compagnie de tabac?

1 - Oui **REMERCIER ET TERMINER**
2 - Non **CONTINUER**

Est-ce qu'un membre de votre foyer a entre 14 et 19 ans? **SI OUI, POSER B; POUR LES AUTRES, PASSER À C.**

- B. J'aimerais parler à la personne de votre foyer qui a entre 14 et 19 ans et qui a eu son anniversaire le plus récemment. Est-ce que cette personne aurait entre 14 et 15 ans ou entre 16 et 19 ans?

1 - Entre 14 et 15 ans
2 - Entre 16 et 19 ans
3 - Aucune personne dans cette catégorie d'âge **DEMANDER C**
4 - Refus **REMERCIER ET TERMINER**

SI 14 OU 15 ANS, DEMANDER : Est-ce que je pourrais parler à un des parents de votre foyer?

INTRODUCTION POUR LES PARENTS

RÉPÉTER L'INTRODUCTION SI NÉCESSAIRE

Nous menons ce soir un sondage pour le compte du gouvernement du Canada auprès de jeunes qui ont entre 14 et 19 ans. Toutes les réponses demeureront strictement confidentielles.

(Demande au parent) Nous aimerions discuter avec votre fils ou votre fille de sujets et d'activités importants. Est-ce que je pourrais parler à votre fils ou à votre fille?

- | | |
|---------|------------------------------|
| 1 - Oui | CONTINUER |
| 2 - Non | REMERCIER ET TERMINER |

SI OUI, CONTINUER; POUR LES AUTRES, REMERCIER ET TERMINER

LE CONSENTEMENT D'UN PARENT SI LE JEUNE A 14 OU 15 ANS EST PRÉFÉRABLE MAIS N'EST PAS OBLIGATOIRE.

SI 16 À 19 ANS, DEMANDER : Est-ce que je pourrais parler à cette personne maintenant?

RÉPÉTER L'INTRODUCTION SI NÉCESSAIRE OU ORGANISER UN AUTRE RENDEZ-VOUS POUR L'ENTREVUE.

C. Dans ce cas, est-ce que je pourrais parler au membre de votre foyer qui a 20 ans ou plus et qui a eu son anniversaire le plus récemment?

- | | |
|--------------------------|------------------------------|
| #01 Oui | |
| #02 Non disponible | ORGANISER UN RAPPEL |
| #03 Refus..... | REMERCIER ET TERMINER |

RÉPÉTER L'INTRODUCTION SI NÉCESSAIRE

D. **(LIRE SEULEMENT SI NÉCESSAIRE)** Êtes-vous un homme ou une femme?

- | |
|-----------|
| 1 - Homme |
| 2 - Femme |

E. Langue de l'entrevue

- | |
|--------------|
| 1 - Anglais |
| 2 - Français |

POUR LES 20 ANS ET PLUS, PASSER À Q.1

F. **SI ENTRE 14 ET 19 ANS, DEMANDER :** Quel âge avez-vous?

- | | | |
|------------|--|-----------------------|
| 1 - 14 ans | | — PASSER À Q.1 |
| 2 - 15 ans | | |
| 3 - 16 ans | | |
| 4 - 17 ans | | |

5 - 18 ans

6 - 19 ans

7 - NSP/PR **POSER Q.G**

G. À quel groupe d'âge appartenez-vous?

1 - 14 à 15 ans

2 - 16 à 17 ans

3 - 18 à 19 ans

4 - NSP/PR

INTRODUCTION POUR LES QUESTIONS ADDITIONNELLES POSÉES AUX JEUNES

Bonjour, je m'appelle _____ et je travaille pour Environics Research Group Ltd. Nous menons un court sondage auprès des jeunes de 14 à 19 ans sur des questions qui touchent les Canadiens. Soyez assuré que nous ne voulons rien vendre et que nous ne sollicitons rien. Votre participation est importante pour que les résultats du sondage soient exacts et vos réponses demeureront strictement confidentielles.

Nous choisissons des numéros de téléphone au hasard, puis nous sélectionnons dans un foyer une personne qui sera interviewée.

- A. Premièrement, pour voir si votre foyer se qualifie, est-ce que vous-même ou un membre de votre famille travaillez pour une agence de publicité ou une firme d'études de marché, pour les médias ou pour une compagnie de tabac?

1 - Oui **REMERCIER ET TERMINER**
2 - Non **CONTINUER**

Est-ce qu'un membre de votre foyer a entre 14 à 19 ans? **SI OUI, POSER B; POUR LES AUTRES, REMERCIER ET TERMINER.**

- B. J'aimerais parler à la personne de votre foyer qui a entre 14 et 19 ans et qui a eu son anniversaire le plus récemment. Est-ce que cette personne aurait entre 14 et 15 ans ou entre 16 et 19 ans?

1 - Entre 14 et 15 ans
2 - Entre 16 et 19 ans
3 - Aucune personne dans cette catégorie d'âge **REMERCIER ET TERMINER**
4 - Refus **REMERCIER ET TERMINER**

SI 14 OU 15 ANS, DEMANDER : Est-ce que je pourrais parler à un des parents de votre foyer?

INTRODUCTION POUR LES PARENTS (RÉPÉTER L'INTRODUCTION SI NÉCESSAIRE) Nous menons ce soir un sondage pour le compte du gouvernement du Canada auprès de jeunes qui ont entre 14 et 19 ans. Toutes les réponses demeureront strictement confidentielles.

(Demander au parent) Nous aimerions discuter avec votre fils ou votre fille de sujets et d'activités importants. Est-ce que je pourrais parler à votre fils ou à votre fille?

1 - Oui **CONTINUER**
2 - Non **REMERCIER ET TERMINER**

SI OUI, CONTINUER; POUR LES AUTRES, REMERCIER ET TERMINER

LE CONSENTEMENT D'UN PARENT SI LE JEUNE A 14 OU 15 ANS EST PRÉFÉRABLE MAIS N'EST PAS OBLIGATOIRE.

SI 16 À 19 ANS, DEMANDER : Est-ce que je pourrais parler à cette personne maintenant?

RÉPÉTER L'INTRODUCTION SI NÉCESSAIRE OU ORGANISER UN AUTRE RENDEZ-VOUS POUR L'ENTREVUE.

C. (LIRE SEULEMENT SI NÉCESSAIRE) Êtes-vous un homme ou une femme?

1 - Homme

2 - Femme

D. Langue de l'entrevue

- 1 - Anglais
- 2 - Français

E. Quel âge avez-vous?

- | | | |
|------------|---|-------------------|
| 1 - 14 ans | } | PASSER Q.1 |
| 2 - 15 ans | | |
| 3 - 16 ans | | |
| 4 - 17 ans | | |
| 5 - 18 ans | | |
| 6 - 19 ans | | |
| 7 - NSP/PR | | POSER Q.F |

F. À quel groupe d'âge appartenez-vous?

- 1 - 14 à 15 ans
- 2 - 16 à 17 ans
- 3 - 18 à 19 ans
- 4 - NSP/PR

1. a) Au cours des derniers jours ou des dernières semaines, est-ce que vous avez vu, entendu ou lu de la publicité sur la fumée secondaire?

- | | |
|----------------|--------------------------|
| 01 - Oui | [DEMANDER B ET C] |
| 02 - Non | [PASSER À Q.2] |
| 03 - Peut-être | [DEMANDER B ET C] |
| 09 - NSP/PR | [PASSER À Q.2] |

b) De quoi vous souvenez-vous à propos de cette ou ces annonces ? Quelles sont les illustrations ou les images qui vous viennent à l'esprit ?

[SONDER]. Est-ce qu'il y en a d'autres?

[QUESTION OUVERTE. NE PAS LIRE. CODER TOUTES LES MENTIONS QUI S'APPLIQUENT].

- 01 - XXXXX
- 02 - XXXXX
- 03 - NSP/PR

c) Où avez-vous remarqué cette ou ces annonces ?

[QUESTION OUVERTE. NE PAS LIRE. SONDER. CODER TOUTES LES MENTIONS QUI S'APPLIQUENT]. En avez-vous remarqué ailleurs ?

- 01 - Télévision
- 02 - Radio
- 03 - Cinéma

- 04 - Journaux
- 05 - Magazines
- 06 - Hebdomadaires locaux
- 07 - Dépliants/brochures reçus par la poste
- 08 - Panneaux-réclames
- 09 - Transport en commun
- 10 - Internet/annonce de la bannière sur site web
- 11 - Bouche à oreille
- 12 - Journaux des communautés ethniques
- 13 - Foire/exposition
- 14 - Autres PRÉCISER: _____
- 15 - NSP/PR

DEMANDER À TOUS

Je vais maintenant vous poser quelques questions sur des campagnes spécifiques.
(LIRE 2 À 6 EN ROTATION AVEC 7 À 11)

2. Est-ce que vous vous souvenez d'avoir vu pendant les dernières semaines une publicité à la télévision présentant une serveuse de 57 ans appelée Heather Crowe et qui dit mourir d'un cancer du poumon parce qu'elle a été exposée à la fumée secondaire?

- 01 - Oui [**DEMANDER 3 À 6**]
- 02 - Non [**PASSER À Q.7**]
- 03 - Peut-être [**DEMANDER 3 À 6**]
- 04 - NSP/PR [**PASSER À Q.7**]

3. Si on pense à cette publicité, qui l'a produite? Autrement dit, qui l'a financée?
QUESTION OUVERTE. NE PAS LIRE. ACCEPTER UNE RÉPONSE.

- 01 - Gouvernement du Canada
- 02 - Gouvernement provincial
- 03 - Compagnie de tabac/industrie du tabac
- 04 - Organismes de santé/organisme anti-tabac
- 05 - Compagnies qui vendent des produits pour cesser de fumer
- 06 - Autre (**PRÉCISER**) _____
- 07 - NSP/PR

4. Si on pense à cette publicité, quel était le message PRINCIPAL qu'elle essayait de faire passer?
QUESTION OUVERTE. ACCEPTER UNE RÉPONSE. LA RÉPONSE DOIT COMPTER AU MOINS CINQ MOTS.

-
-
- 02 - Rien
 - 03 - NSP/PR

5. En fait, la publicité au sujet de la serveuse Heather Crowe que vous avez vue était commanditée par le gouvernement du Canada.

Est-ce qu'il est approprié que le gouvernement du Canada commandite cette publicité?

- 1 - Oui
- 2 - Non
- 3 - NSP/PR

6. Est-ce que la publicité au sujet de la serveuse Heather Crow réussit très bien, assez bien, pas très bien ou pas bien du tout à ...

a) transmettre efficacement son message au sujet de la fumée secondaire?

- 1 - Très bien
- 2 - Assez bien
- 3 - Pas très bien
- 4 - Pas bien du tout
- 5 - NSP/PR

b) transmettre de façon crédible son message au sujet de la fumée secondaire?

DEMANDER À TOUS

7. Est-ce que vous vous souvenez d'avoir vu au cours des dernières semaines une publicité télévisée où on voyait une scène présentant pendant une soirée des adolescents sur un sofa et où la jeune fille est exposée à la fumée secondaire de la cigarette du jeune homme?

- 01 - Oui [POSER Q.8 À 11]
- 02 - Non [PASSER À Q.12]
- 03 - Peut-être [POSER Q.8 À 11]
- 04 - NSP/PR [PASSER À Q.12]

8. Si on pense à cette publicité, qui l'a produite, d'après vous? Autrement dit, qui l'a financée?

QUESTION OUVERTE. NE PAS LIRE. ACCEPTER UNE RÉPONSE.

- 01 - Gouvernement du Canada/Santé Canada
- 02 - Gouvernement provincial
- 03 - Compagnie de tabac/industrie du tabac
- 04 - Organisme de santé/organisme anti-tabac
- 05 - Compagnies qui vendent des produits pour cesser de fumer
- 06 - Autre (**PRÉCISER**) _____
- 07 - NSP/PR

9. Si on pense à cette publicité, quel était à votre avis le PRINCIPAL message qu'elle essayait de faire passer?

QUESTION OUVERTE. ACCEPTER UNE RÉPONSE. LA RÉPONSE DOIT COMPTER AU MOINS CINQ MOTS.

02 - Rien

03 - NSP/PR

10. En fait, la publicité que vous avez vue au sujet des adolescents était commanditée par le gouvernement du Canada.

Est-ce qu'il est approprié que le gouvernement du Canada commande cette publicité?

1 - Oui

2 - Non

3 - NSP/PR

11. Est-ce que la publicité au sujet des adolescents sur un sofa réussit très bien, assez bien, pas très bien ou pas bien du tout à ...

- a) transmettre efficacement son message au sujet de la fumée secondaire?

1 - Très bien

2 - Assez bien

3 - Pas très bien

4 - Pas bien du tout

5 - NSP/PR

- b) transmettre de façon crédible son message au sujet de la fumée secondaire?

DEMANDER À TOUS

12. Au cours des dernières semaines, est-ce que vous vous souvenez d'avoir vu une ou plusieurs des publicités suivantes sur un panneau-réclame, dans un abribus ou dans un autobus?

- a) Une publicité sur fond jaune avec une illustration de tumeur au poumon et une ligne disant : « Le cancer du poumon. Une autre maladie causée par la fumée secondaire.»

1 - Oui

2 - Non

3 - Peut-être

4 - NSP/PR

- b) Une publicité sur fond jaune avec la photo d'un jeune homme qui porte un appareil respiratoire ressemblant à un masque d'oxygène et une ligne disant: «L'asthme. Une autre maladie causée par la fumée secondaire.»

- c) Une publicité présente Heather Crowe, une serveuse de 57 ans qui meurt d'un cancer du poumon parce qu'elle a été exposée à la fumée secondaire.

13. **POUR CHAQUE PUBLICITÉ VUE À Q.12, DEMANDER :** Où est-ce que vous avez vu cette publicité : sur un panneau-réclame, dans un abribus ou dans un autobus? **CODER TOUTES LES MENTIONS QUI S'APPLIQUENT.**

- 1 - panneau-réclame
- 2 - abribus
- 3 - dans un autobus/un tramway/le métro
- 4 - NSP/PR

14. a) **SI L'A VUE SUR UN PANNEAU-RÉCLAME, DEMANDER :** Est-ce que la publicité que vous avez vue sur un panneau-réclame réussissait très efficacement, assez efficacement, pas très efficacement ou pas du tout efficacement à faire passer son message sur la fumée secondaire?

- 1 - Très
- 2 - Assez
- 3 - Pas très
- 4 - Pas du tout
- 5 - NSP/PR

b) **SI L'A VUE DANS UN ABRIBUS, DEMANDER :** Est-ce que la publicité que vous avez vue dans un abribus réussissait très efficacement, assez efficacement, pas très efficacement ou pas du tout efficacement à faire passer son message sur la fumée secondaire?

c) **SI L'A VUE DANS UN AUTOBUS, DEMANDER :** Est-ce que la publicité que vous avez vue dans un autobus réussissait très efficacement, assez efficacement, pas très efficacement ou pas du tout efficacement à faire passer son message sur la fumée secondaire?

DEMANDER À TOUS

15. Au cours des dernières semaines ou des derniers mois, est-ce que vous avez vu ou entendu une ou l'autre des expressions suivantes?

LIRE EN ROTATION

a) M.C.F.

- 1 - Oui
- 2 - Non
- 3 - NSP/PR

- b) Les maladies causées par la fumée secondaire.
- c) Les maladies causées par la fumée secondaire. Vous sentez-vous visé?
- d) Les maladies causées par la fumée secondaire. On ne sait jamais ce qu'on peut pogner dans une soirée.
- e) Certaines compagnies de tabac disent que la fumée secondaire dérange les gens. Santé Canada affirme qu'elle tue.

DEMANDER À TOUS

16. a) Les publicités et les expressions que je vous ai décrites étaient en fait produites par le gouvernement du Canada. Comment évalueriez-vous la performance du gouvernement du Canada pour réduire la consommation de tabac en utilisant une échelle de 7 points où 1 veut dire médiocre, 7 veut dire excellente et 4, le point milieu, veut dire ni bonne ni mauvaise.

<u>Médiocre</u>			Ni bonne ni <u>mauvaise</u>			<u>Excellente</u>	<u>NSP/PR</u>
1	2	3	4	5	6	7	8

- b) De façon générale, comment évalueriez-vous la performance du gouvernement du Canada en utilisant une échelle de 7 points où 1 veut dire médiocre, 7 veut dire excellente et 4, le point milieu, veut dire ni bonne ni mauvaise.

<u>Médiocre</u>			Ni bonne ni <u>mauvaise</u>			<u>Excellente</u>	<u>NSP/PR</u>
1	2	3	4	5	6	7	8

- c) En utilisant la même échelle (décrire l'échelle de nouveau si nécessaire), comment évalueriez-vous la performance du gouvernement du Canada lorsqu'il s'agit de fournir aux Canadiens de l'information sur les services gouvernementaux qui leur sont disponibles?

<u>Médiocre</u>			Ni bonne ni <u>mauvaise</u>			<u>Excellente</u>	<u>NSP/PR</u>
1	2	3	4	5	6	7	8

DEMANDER À TOUS CEUX QUI ONT VU UNE OU L'AUTRE PUBLICITÉ À Q.2, Q.7 OU Q.12

17. Après avoir vu cette publicité, veuillez me dire dans quelle mesure vous êtes d'accord ou en désaccord avec chacun des énoncés suivants en utilisant une échelle de 7 points où 1 veut dire totalement en désaccord, 7 veut dire totalement d'accord et 4, le point milieu, veut dire ni d'accord, ni en désaccord.

LIRE EN ROTATION

- a) C'est facile de communiquer avec le gouvernement du Canada pour avoir des informations ou des services.

Totalement en <u>désaccord</u>			Ni d'accord ni en <u>désaccord</u>			Totalement d'accord	<u>NSP/PR</u>
1	2	3	4	5	6	7	8

- b) Le gouvernement du Canada utilise des façons nouvelles et innovatrices pour fournir des informations et des services aux citoyens.

<u>Totalement en désaccord</u>			<u>Ni d'accord ni en désaccord</u>			<u>Totalement d'accord</u>	<u>NSP/PR</u>
1	2	3	4	5	6	7	8

c) Le gouvernement du Canada fournit ses services et ses informations de façon respectueuse.

<u>Totalement en désaccord</u>			<u>Ni d'accord ni en désaccord</u>			<u>Totalement d'accord</u>	<u>NSP/PR</u>
1	2	3	4	5	6	7	8

d) On peut compter sur le gouvernement du Canada pour obtenir des services et de l'information fiables.

<u>Totalement en désaccord</u>			<u>Ni d'accord ni en désaccord</u>			<u>Totalement d'accord</u>	<u>NSP/PR</u>
1	2	3	4	5	6	7	8

COMPORTEMENT DE CONSOMMATION DU TABAC

DEMANDER À TOUS

18. Actuellement, est-ce que vous fumez la cigarette (de commerce ou que vous roulez) tous les jours, à l'occasion ou pas du tout?

- | | |
|---|-------------------------------|
| 1 - Tous les jours | FUMEUR - PASSER À Q.19 |
| 2 - À l'occasion (moins que tous les jours) | FUMEUR - PASSER À Q.19 |
| 3 - Pas du tout | NON-FUMEUR |
| 4 - NSP/PR | NON-FUMEUR |

DEMANDER AUX NON-FUMEURS DE 14 À 19 ANS :

b) Est-ce que vous avez déjà essayé la cigarette, même juste quelques bouffées?

- | | |
|------------|----------------------|
| 1 - Oui | PASSER À Q.20 |
| 2 - Non | PASSER À (c) |
| 3 - NSP/PR | PASSER À (c) |

c) Est-ce que vous avez déjà sérieusement pensé à essayer la cigarette?

- | |
|------------|
| 1 - Oui |
| 2 - Non |
| 3 - NSP/PR |

DEMANDER À TOUS LES FUMEURS

19. Est-ce qu'en ce moment, vous envisagez sérieusement d'essayer de cesser de fumer?

- 1 - Oui
- 2 - Non **PASSER À Q.20**
- 3 - NSP/PR **PASSER À Q.20**
- 4- Refus **PASSER À Q.20**

SI OUI À Q.19(a), DEMANDER :

b) À quel moment est-ce que vous pensez que vous essaieriez de cesser?

LIRE

- 1 - D'ici les 30 prochains jours
- 2 - D'ici les 6 prochains mois, ou
- 3 - Pas d'ici les 6 prochains mois
- 4 - NSP/PR

DEMANDER AUX ADULTES SEULEMENT

20. Est-ce que vous êtes fortement d'accord, plutôt d'accord, plutôt en désaccord ou fortement en désaccord avec les énoncés suivants:

LIRE EN ROTATION

a) Les gens qui fument devraient toujours être prêts à éteindre leur cigarette si quelqu'un autour d'eux est incommodé par la fumée.

- 1 - Fortement d'accord
- 2 - Plutôt d'accord
- 3 - Plutôt en désaccord
- 4 - Fortement en désaccord
- 5 - NSP/PR

b) Les gens qui fument devraient avoir le droit de le faire dans tout endroit public où il est permis de fumer.

c) En général, vous vous sentiriez à l'aise de demander à un fumeur d'éteindre sa cigarette ou de ne pas fumer.

d) La fumée secondaire n'est pas aussi dangereuse qu'on le dit.

e) Il vaut mieux s'éloigner d'une personne dont la fumée vous incommode que de lui demander d'éteindre sa cigarette.

f) Les jeunes enfants devraient être protégés contre les situations où ils sont exposés à la fumée secondaire.

g) Les gens qui ne fument pas devraient avoir le droit à un environnement sans fumée dans tous les endroits publics.

h) Les non-fumeurs ont le droit de demander à quelqu'un de ne pas fumer près d'eux.

FUMEURS SEULEMENT

i) Vous êtes généralement prêt à éteindre votre cigarette ou à ne pas fumer si quelqu'un vous le demande.

FUMEURS SEULEMENT

- j) Vous seriez prêt à ne pas fumer dans des endroits publics où d'autres personnes pourraient se trouver.

DONNÉES DÉMOGRAPHIQUES

DEMANDER AUX 18 ANS ET PLUS

21. Enfin, je vais vous poser quelques questions à des fins statistiques. Soyez assuré que toutes vos réponses demeureront entièrement anonymes et confidentielles. En quelle année êtes-vous né?

- 1 - PRÉCISER _____
- 2 - NSP/PR

22. Quel est le niveau de scolarité le plus élevé que vous avez atteint?

NE PAS LIRE

- 1 - Cours primaire ou moins
- 2 - Une partie du cours secondaire
- 3 - Le cours secondaire
- 4 - Une partie du cours collégial, du cours professionnel ou du cours technique (ou une partie du cégep)
- 5 - Le cours collégial, professionnel ou technique (ou le cégep)
- 6 - Une partie du cours universitaire (sans diplôme)
- 7 - Un baccalauréat
- 8 - Des études supérieures (maîtrise ou doctorat, terminé ou non)
- 9 - NSP/PR

23. Laquelle des catégories suivantes décrit le mieux votre statut d'emploi? Est-ce que vous êtes...?

LIRE

- 1 - Au travail à temps plein (30 heures par semaine ou plus)
- 2 - Au travail à temps partiel
- 3 - Sans emploi ou à la recherche d'un emploi
- 4 - Au foyer à temps plein (au foyer, aide sociale)
- 5 - Aux études
- 6 - À la retraite
- 7 - Autre
- 8 - NSP/PR

24. Est-ce que vous êtes...?

LIRE

- 1 - Marié ou vivant en couple
- 2 - Célibataire
- 3 - Veuf/veuve
- 4 - Séparé
- 5 - Divorcé
- 6 - NSP/PR

25. Est-ce qu'il y a dans votre foyer des enfants de moins de 18 ans?

- 1 - Oui
- 2 - Non
- 3 - NSP/PR

26. Laquelle des catégories suivantes correspond le mieux au revenu total de tous les membres de votre foyer et de vous-même, avant impôt, en 2002? Est-ce que c'est...?

LIRE

- 1 - Moins de 20 000 \$
- 2 - De 20 000 \$ à 39 999 \$
- 3 - De 40 000 \$ à 59 999 \$
- 4 - De 60 000 \$ à 79 999 \$
- 5 - De 80 000 \$ à 99 999 \$
- 6 - 100 000 \$ et plus
- 7 - Refus/NSP/PR

ALLER À LA FIN

DONNÉES DÉMOGRAPHIQUES SUR LES JEUNES

DEMANDER AUX 14 À 17 ANS

27. Maintenant, j'aurais besoin de quelques informations pour nous aider à regrouper vos réponses avec celle des autres personnes qui vont répondre à ce sondage.

28. Est-ce que vous êtes actuellement aux études à temps plein ou à temps partiel?

- | | |
|-------------------------------------|----------------------|
| 1 - Oui, aux études à temps plein | PASSER À Q.28 |
| 2 - Oui, aux études à temps partiel | PASSER À Q.28 |
| 3 - Non, n'est pas aux études | PASSER À Q.29 |
| 4 - NSP/PR | PASSER À Q.29 |

SI AUX ÉTUDES, DEMANDER :

29. En quelle année d'études êtes-vous?

NE PAS LIRE

- 01 - Primaire à cinquième année
- 02 - Sixième année
- 03 - Secondaire un
- 04 - Secondaire deux
- 05 - Secondaire trois
- 06 - Secondaire quatre
- 07 - Secondaire cinq
- 08 - 12^e année
- 09 - 13^e année

- 10 - Une partie du cours collégial, du cours professionnel ou du cours technique (ou une partie du cégep)
- 11 - Le cours collégial, professionnel ou technique (ou le cégep)
- 12 - Une partie du cours universitaire (sans diplôme)
- 13 - Au baccalauréat
- 14 - Aux études supérieures (maîtrise ou doctorat, terminé ou non)
- 15 - NSP/PR

SI N'EST PAS AUX ÉTUDES, DEMANDER :

30. Quel est le niveau de scolarité le plus élevé que vous avez atteint?

NE PAS LIRE

- 01 - Primaire à cinquième année
- 02 - Sixième année
- 03 - Secondaire un
- 04 - Secondaire deux
- 05 - Secondaire trois
- 06 - Secondaire quatre
- 07 - Secondaire cinq
- 08 - 12^e année
- 09 - 13^e année
- 10 - Une partie du cours collégial, du cours professionnel ou du cours technique (ou une partie du cégep)
- 11 - Le cours collégial, professionnel ou technique (ou le cégep)
- 12 - Une partie du cours universitaire (sans diplôme)
- 13 - Un baccalauréat
- 14 - Des études supérieures (maîtrise ou doctorat, terminé ou non)
- 15 - NSP/PR

DEMANDER À TOUS

31. Quel est le degré d'instruction le plus élevé que l'un ou l'autre de vos parents a atteint?

NOTE À L'INTERVIEWEUR : CODER LA RÉPONSE EN FONCTION DU PARENT QUI A ATTEINT LE DEGRÉ D'INSTRUCTION LE PLUS ÉLEVÉ. NE PAS LIRE

- 1 - Cours primaire ou moins
- 2 - Une partie du cours secondaire
- 3 - Le cours secondaire
- 4 - Une partie du cours collégial, du cours professionnel ou du cours technique (ou une partie du cégep)
- 5 - Le cours collégial, professionnel ou technique (ou le cégep)
- 6 - Une partie du cours universitaire (sans diplôme)
- 7 - Un baccalauréat
- 8 - Des études supérieures (maîtrise ou doctorat, terminé ou non)
- 9 - NSP/PR

32. Environ combien d'argent avez-vous par semaine pour vos dépenses, peu importe la source?

SONDER POUR OBTENIR UN MONTANT APPROXIMATIF EN DOLLARS