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ENVIRONICS
RESEARCH GROUP

AD RECALL SURVEY:

SECOND-HAND SMOKE AND
ADULT CESSATION ADS

FINAL REPORT

Prepared for:
Health Canada
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1.0 INTRODUCTION AND SUMMARY

In March 2003, Health Canada retained Environics Research Group Limited to conduct survey research among adult Canadians aged 20 to 54 years. This research was designed to test recall and response to specific elements of Health Canada's advertising campaigns aimed at increasing awareness of the health effects of second-hand smoke and at encouraging adult cessation.

The topics addressed in this survey included:

- Unaided recall of advertising dealing with second-hand smoke
- Aided recall of the "Target" ad, sponsorship and responses to the ad
- Aided recall of key phrases dealing with second-hand smoke diseases
- Unaided recall of advertising dealing with adult cessation
- Aided recall of the "Bob/Martin" ads, sponsorship and responses to the ads
- Assessments of the Government's overall performance, as well as its performance on communications and tobacco issues, including cessation and second-hand smoke warnings
- Assessments of the accessibility of government information
- Smoking behaviour measures
- Demographics

Environics Research Group surveyed 1,865 Canadians age 20 to 54, including 1,001 smokers, by telephone from March 19 to 28, 2003. This summary is based on the results of the general population sample of 1,275 Canadians, which includes 864 non-smokers and 411 smokers, and on the sample of 1,001 smokers, which includes 411 smokers from the general population sample. Among the smokers sample, 460 respondents are between the ages of 40 and 54.

The margin of error for a sample of 1,275 is plus or minus 2.7 percentage points, 19 times in 20. The margin of error for a sample of 1,001 is plus or minus 3.1 percentage points, 19 times in 20. The margin of error for a sample size of 460 is 4.6 percentage points, 19 times in 20.

The key findings of the survey are as follows:

- From the survey, 20 percent of Canadians smoke every day and five percent smoke occasionally. Among smokers, 64 percent are now seriously thinking of quitting and 38 percent of these think they will try to quit within the next month.
- Seventy percent of Canadians, unaided, report seeing, hearing or reading advertising about second-hand smoke in the past few weeks (an additional two percent may have); 75 percent of smokers recall such advertising (an additional two percent may have). Seventy-eight percent of Canadians and 80 percent of smokers who saw such advertising saw it on television; 20 percent of smokers mention seeing it in cigarette packages.
- Canadians recall a wide variety of images and messages from advertising they have seen about second-hand smoke. Among these images and messages are: smoke rings/bull's eye/floating smoke, the ad featuring Heather Crowe, a woman with emphysema from husband's smoking, warning pictures/messages on cigarette packages, cigarette/second-hand smoke diseases/risks and cigarette/second-hand smoke is harmful for your kids/babies. Smokers are more likely to mention warning messages on cigarette packages.
- Fifty percent of Canadians and 51 percent of smokers, aided, remember seeing the target ad (an additional three percent and two percent respectively may have). Of these, 46 percent of Canadians and 50 percent of smokers say the ad was produced by the Government of Canada.
- Among both the general population and among smokers who have seen this ad, about four in ten say the main point of the ad is that cigarette/second-hand smoke is harmful for your kids. Smaller proportions say the main point is second-hand smoke is harmful (general) and that cigarette/second-hand smoke is harmful to everyone.

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- Eighty-four percent of Canadians and 71 percent of smokers who saw the "Target" ad say that it is appropriate for the Government of Canada to sponsor this ad.
 - Twenty-five percent of Canadians and 20 percent of smokers who saw the "Target" ad spoke with other people about the ad. Very few called the 1-800 number or visited the website for more information. Eight percent of Canadians and 13 percent of smokers did something else as a result of seeing this ad. Among the general population, the most common responses were: talked with family/children/friends/promoted anti-smoking, stopped smoking inside/in front of children/in front of other/smoke outside and tried to quit/quit smoking. Among smokers, the most common responses were: stopped smoking inside/in front of children/in front of other/smoke outside, tried to quit/quit smoking, thought about it, slowed down/reduced pace, and lit a cigarette.
 - In the past few months, 20 percent of Canadians and 22 percent of smokers have seen or heard the expression S.S.D.; 61 percent of Canadians and 65 percent of smokers have heard the expression "second-hand smoke diseases"; 49 percent of Canadians and 53 percent of smokers have heard the expression "Second-hand smoke diseases. Are you a target?"; 35 percent of Canadians and 42 percent of smokers have heard the phrase "Second-hand smoke diseases. There's no telling what you'll pick up tonight."; 56 percent of Canadians and 58 percent of smokers have heard the phrase "Some tobacco companies say second-hand smoke bothers people. Health Canada says it kills."
 - Seventy-eight percent of Canadians and 87 percent of smokers, unaided, remember seeing any advertising about quitting, how to quit, or the benefits of quitting smoking in the past few weeks (and an additional three percent may have); 88 percent of smokers aged 40 to 54 recall such advertising (and three percent more may have). Among both the general population and among smokers, 84 percent saw this advertising on television; 87 percent of smokers aged 40 to 54 saw this on television.
 - Canadians recall a wide variety of images and messages from advertising they have seen about quitting, how to quit, or the benefits of quitting; among these images and messages are: Nicoderm/ the patch, Nicorette/nicotine gum, ordinary-looking guy/throws cigarette away, and how to quit/1-800 line. Smokers also mention warning messages on cigarette packages.
 - Forty-four percent of Canadians and 45 percent of smokers, aided, remember seeing the "Bob/Martin" ad (and two percent more may have); 49 percent of smokers aged 40 to 54 recall this ad (and two percent more may have). Of these, 46 percent of both the general population and smokers say the ad was produced by the Government of Canada; 41 percent of smokers aged 40 to 54 say this.
 - Among both the general population and among smokers who have seen this ad, the largest proportion say the main point of this ad is to make people quit smoking. Smaller proportions in both samples say the main point is smoking is not socially accepted/inconvenient (you cannot smoke anywhere), smoking is stupid/not worth it/a waste of time and smoking is bad/dangerous.
 - Eighty percent of Canadians and 65 percent of smokers who saw the "Bob/Martin" ad say that it is appropriate for the Government of Canada to sponsor this ad; 60 percent of smokers aged 40 to 54 say that it is appropriate.
 - Twenty-four percent of Canadians and 27 percent of smokers (28 percent of smokers aged 40 to 54) who saw the "Bob/Martin" ad spoke with other people about the ad. Very few called the 1-800 number or visited the website for more information. Six percent of Canadians and 12 percent of smokers did something else as a result of seeing this ad. Among the general population, the most common responses were: talked with family/children/friends/promoted anti-smoking and tried to quit/quit smoking. Among smokers, the most common responses were: tried to quit/quit smoking, lit a cigarette, slowed down/reduced pace, and thought about it.

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- Among Canadians, positive assessments of the Government's performance on the four dimensions of helping Canadians quit smoking, helping Canadians become aware of the dangers of second-hand smoking, general performance, and providing information about services outweigh neutral or negative assessments.
 - Positive assessments outweigh neutral or negative assessments on three of these 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.

2.0 RECALL OF SECOND-HAND SMOKE ADVERTISING

Unaided Recall of Second-hand Smoke Advertising

Seven in ten Canadians and three-quarters of smokers have seen advertising about second-hand smoke over the past few weeks.

A large majority of adult Canadians (70%) have seen advertising about second-hand smoke over the past few weeks; an additional two percent say they may have seen advertising on this topic. Just under three in ten (27%) do not recall seeing such advertising. A similar, but slightly higher, number of smokers (75%) have seen an ad about second-hand smoke over the past few weeks; two percent say they may have seen such advertising. Just over two in ten (23%) do not recall seeing such advertising.

Anglophones are more likely to say that they recall seeing advertising about second-hand smoke; Albertans, Atlantic Canadians and Ontarians are also more likely to recall such advertising. The least affluent and least educated Canadians are somewhat less likely to do so.

When Canadians who have seen, or may have seen, advertising about second-hand smoke are asked what they remember about it, a variety of images are mentioned. About one in ten each mention smoke rings/bull's eye/floating smoke (12%) and an ad featuring a waitress named Heather Crowe who is dying of lung cancer because she was exposed to second-hand smoke (8%).

Unaided Recall of Second-hand Smoke Ads March 2003

	GEN POP		SMOKERS	
	GP	NS	S	40-54
Yes	70	68	75	74
No	27	29	23	24
Maybe	2	3	2	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?

Smaller proportions mention warning pictures/messages on cigarette packs (7%), woman with emphysema from husband's smoking (7%), cigarette/second-hand smoke diseases/risks (7%), cigarette/second-hand smoke is harmful to kids/babies (6%), general comments that smoking affects children (5%), cigarette/second-hand smoke kills people (5%) and an ad showing a party scene with teenagers on a couch (5%).

Recall of Second-hand Smoke Ads March 2003

	GEN POP		SMOKERS	
	GP	NS	S	40-54
Smoke rings/bull's eye/floating smoke	12	12	11	9
Ad featuring waitress named Heather Crowe dying from lung cancer from second-hand smoke	8	10	5	6
Warning pictures/messages on cigarette packs	7	5	15	14
Woman with emphysema from husband's smoking	7	8	7	8
Cigarette/second-hand smoke diseases/risks	7	7	6	5
Cigarette/second-hand smoke harmful to kids/babies	6	7	4	4
Smoking affects children (gen.)	5	5	6	7
Cigarette/second-hand smoke kills people	5	6	4	4
Ad showing party scene with teens on couch with young woman exposed to second-hand smoke from young man's cigarette	5	5	5	3
Smoking is bad/harmful to you and others	4	4	6	8
Other	38	37	37	36
None	1	1	1	2
dk/na	13	12	17	19

Q.1b

Please tell me everything you can remember about this ad (these ads). Anything else?

Subsample: Those who have seen, heard or read any advertising about second-hand smoke

Among smokers, the largest proportion mention warning pictures/messages on cigarette packs (15%), followed by smoke rings/bull's eye/floating smoke (11%). Smaller proportions mention woman with emphysema from husband's smoking (7%), general comments that smoking affects children (6%), cigarette/second-hand smoke diseases/risks (6%), smoking is bad/harmful to you and others (6%), an ad featuring a waitress named Heather Crowe who is dying of lung cancer because she was exposed to second-hand smoke (5%) and an ad showing a party scene with teenagers on a couch (5%).

Canadians aged 20 to 24 years are more likely to mention warning messages on cigarette packages and woman with emphysema from husband's smoking. Smokers aged 20 to 24 years are more likely to mention warning messages on cigarette packages and smoke rings/bull's eye/floating smoke.

The largest proportion of Canadian adults – 78 percent – who have seen or heard any advertising about second-hand smoke, have seen this advertising on television. Smaller proportions say they have seen or heard this advertising in the newspaper (9%), on the radio (9%), on cigarette packages (7%), on public transit (5%) and in magazines (5%). Twelve percent mention other locations. The pattern of response for smokers is very similar to that found in the general adult population; however, smokers are notably more likely to mention ads on cigarette packages or cartons.

Women and Francophones are somewhat more likely to mention seeing this advertising on television.

Where Advertising about Second-hand Smoke Was Seen

March 2003

	GEN POP		SMOKERS	
	GP	NS	S	40-54
Television	78	79	80	80
Radio	9	8	8	9
Newspaper	9	10	6	8
On cigarette packages	7	3	20	19
Public transit	5	6	3	2
Magazines	5	5	4	3
Other	12	12	8	9
dk/na	2	2	1	1

* Less than one percent

Q.1c

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

Subsample: Those who have, or may have, seen, heard or read any advertising about second-hand smoke

Aided Recall of "Target" Ad

Half of Canadians and a similar number of smokers have seen the "Target" ad.

The Target ad ran nationally between February 10 and March 2. This survey, beginning March 19, shows a significant recall of the ad among the general public and among the target audience of smokers aged 20 to 54.

One-half of adult Canadians (50%) remember seeing the Target ad featuring a mother blowing smoke rings that float toward a living room where children are playing, and an additional three percent say they may have seen it; 46 percent do not recall seeing the ad. Among smokers, a similar number (51%) recall seeing this ad, and two percent say they may have seen it; 46 percent have not seen it.

Women and those aged 20 to 39 years are more likely than others to recall seeing this ad; recall is also higher in the Atlantic provinces and in the Prairie provinces. Among smokers, those aged 20 to 24 and Francophones are somewhat more likely to recall this ad.

Among adult Canadians who recall seeing this ad, just under one-half (46%) believe that the ad was produced by the Government of Canada or by Health Canada. Fourteen percent think it was produced by organizations concerned with health or non-smoking, ten percent say it was produced by government in general and five percent say it was produced by the provincial government. Six percent mention some other possible sponsor, and 18 percent offer no response. The pattern of response for adult smokers is very similar to that found in the general adult population; however, fully one-half of adult smokers (50%) say the ad was produced by the Government or by Health Canada, and only eight percent mention health/non-smoking organizations.

Among those who have seen this ad, men, Canadians aged 20 to 24 years, Francophones, and the most educated Canadians are more likely to say that the ad was produced by the Government, as are those living in Quebec. Among smokers, men, Francophones, better

Aided Recall of "Target" Ad

March 2003

	GEN POP		SMOKERS	
	GP	NS	S	40-54
Yes	50	51	51	46
No	46	45	46	51
Maybe	3	3	2	3
dk/na	*	*	*	*

* Less than one percent

Q.2

Do you remember seeing a television ad over the past few weeks or so, showing a mother smoking a cigarette and blowing smoke rings which float towards a living room where children are playing?

Who Produced "Target" Ad?

March 2003

	GEN POP		SMOKERS	
	GP	NS	S	40-54
Government of Canada/ Health Canada	46	46	50	49
Health/non-smoking organizations	14	15	8	8
Government (general)	10	11	10	11
Provincial government	5	4	6	7
Other	6	5	8	8
dk/na	18	19	18	16

Q.3a

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

Subsample: Those who remember, or may remember, seeing the television ad showing a mother smoking a cigarette and blowing smoke rings which float towards a living room where children are playing

educated and more affluent smokers, those without children under 18 years in the household and potential quitters are more likely to say that the ad was produced by the Government, as are those living in Quebec.

When those who say that government in general produced this ad are asked to specify which level of government they mean, less than half (46%) say the federal level. Two in ten (20%) say the provincial level, none mention the municipal level, one in ten (10%) offer some other response and one-quarter (24%) offer no response. Among smokers, about half (52%) say the federal level, 16 percent say the provincial level, none mention the municipal level, eight percent offer some other response and one-quarter (23%) offer no response.

Among Canadians who have seen this ad, four in ten (39%) say the main point of the ad is that cigarette/second-hand smoke is harmful for your kids. Smaller proportions say the main point is second-hand smoke is harmful in general (18%), cigarette/second-hand smoke is harmful to everyone (17%) or cigarette/second-hand smoke is harmful for you (7%).

The response pattern is similar among smokers who have seen the "Target" ad. More than four in ten (44%) say the main point of the ad is that cigarette/second-hand smoke is harmful for your kids. Smaller proportions say the main point is second-hand smoke is harmful in general (16%), cigarette/second-hand smoke is harmful to everyone (15%) or to make people quit smoking (8%).

Younger Canadians and Anglophones are more likely to mention cigarette/second-hand smoke is harmful for your kids. Francophones are somewhat more inclined to mention second-hand smoke is harmful in general. Among smokers, potential quitters are somewhat less likely to mention cigarette/second-hand smoke is harmful for your kids; however, they are more likely to say cigarette/second-hand smoke is harmful to everyone.

Which Government Level Produced "Target" Ad?

March 2003

	GEN POP		SMOKERS	
	GP	NS	S	40-54
Federal	46	48	52	52
Provincial	20	20	16	25
Other	10	10	8	—
dk/na	24	22	23	23

Q.3b

Which level of government?

Subsample: Those who remember, or may remember, seeing a television ad, and think government (general) produced the ad

Main Point of "Target" Ad

March 2003

	GEN POP		SMOKERS	
	GP	NS	S	40-54
Cigarette/second-hand smoke harmful for your kids	39	39	44	43
Second-hand smoke is harmful (general)	18	19	16	15
Cigarette/second-hand smoke harmful for everyone	17	18	15	14
Cigarette/second-hand smoke harmful for you	7	7	4	5
To make people quit smoking	4	4	8	10
Other	11	13	11	12
dk/na	1	1	2	1

Q.4

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

Subsample: Those who remember, or may remember, seeing a television ad

More than eight in ten Canadians (84%) who saw the "Target" ad say that it is appropriate for the Government of Canada to sponsor this ad; only 13 percent say it is not appropriate, and three percent offer no opinion. Among smokers, seven in ten (71%) of those who saw the "Target" ad say that it is appropriate for the Government of Canada to sponsor this ad; 27 percent say it is not appropriate, and three percent offer no response.

Those aged 20 to 24 years, and the more affluent and most educated Canadians, are somewhat more likely to say it is appropriate for the Government to sponsor this ad. Among smokers, Francophones and potential quitters are more likely to say this.

One-quarter of Canadians (25%) who saw the "Target" ad spoke with other people about the ad; three-quarters (75%) did not talk with anyone. Among smokers who saw the "Target" ad, two in ten (20%) spoke with other people about the ad; eight in ten (80%) did not.

Anglophones, better educated and more affluent Canadians, and those with children under the age of 18 living in the household are more likely to have talked with someone about the ad. Ontarians and those living in the three westernmost provinces are more likely to have talked with someone; Quebecers are the least likely to have done so.

Among both the general population and among smokers, very few of those who saw the ad called the 1-800 number or visited the website for more information (two percent of Canadians; three percent of smokers).

Appropriate For Government to Sponsor "Target" Ad

March 2003

	GEN POP		SMOKERS	
	GP	NS	S	40-54
Yes	84	87	71	67
No	13	10	27	30
dk/na	3	3	3	3

Q.5

In fact, the television ad with the smoke rings that you saw was sponsored by the Government of Canada. Is it appropriate for the Government of Canada to sponsor this ad?

Subsample: Those who remember, or may remember, seeing a television ad

Talked about "Target" Ad

March 2003

	GEN POP		SMOKERS	
	GP	NS	S	40-54
Yes	25	26	20	22
No	75	74	80	78

Q.6a

Did you talk about this ad with anyone such as a family member, friend, someone at work or anyone else?

Subsample: Those who remember, or may remember, seeing a television ad

Called Government 1-800 Number or Visited Government Website for More Information

March 2003

	GEN POP		SMOKERS	
	GP	NS	S	40-54
Yes	2	1	3	3
No	98	99	97	97

Q.6b

Did you call the government 1-800 number or visit the government website for more information?

Subsample: Those who remember, or may remember, seeing a television ad

When asked, eight percent of Canadians report that they did something else as a result of seeing this ad; 92 percent did not do anything else. Thirteen percent of smokers did something else as a result of seeing this ad; 87 percent did not.

Among the general population, the most common response was talked with family/children/friends/promoted anti-smoking (27%). Smaller proportions mentioned stopped smoking inside/in front of children/in front of other/smoke outside (13%), tried to quit/quit smoking (10%), lit a cigarette (8%) and slowed down/reduced pace (5%). Twenty-one percent mentioned other responses, and a total of 16 percent either said "nothing" (11%) or offered no response (5%).

Among smokers, the most common responses were: stopped smoking inside/in front of children/in front of other/smoke outside (23%) and tried to quit/quit smoking (20%). Smaller proportions mentioned thought about it (15%), slowed down/reduced pace (13%), lit a cigarette (11%), talked with family/children/friends/promoted anti-smoking (9%) and searched for second-hand smoke information/products (5%). Twelve percent mentioned other responses, and a total of 11 percent either said "nothing" (5%) or offered no response (6%).

Did Something Else as Result of Seeing Ad March 2003

	GEN POP		SMOKERS	
	GP	NS	S	40-54
Yes	8	6	13	14
No	92	94	87	86

Q.6c

*Did you do anything else as a result of seeing this advertising?
Subsample: Those who remember, or may remember, seeing a television ad*

Other Actions as Result of Seeing Ad March 2003

	GEN POP		SMOKERS	
	GP	NS	S	40-54
Talked with family/children/friends/promoted anti-smoking	27	40	9	17
Stopped smoking inside/in front of children/others/smoke outside	13	7	23	18
Tried to quit/quit smoking	10	11	20	24
Lit a cigarette	8	—	11	15
Slowed down/reduced pace	5	—	13	8
Thought about it	3	—	15	21
Search for second-hand smoke information/products	3	—	5	—
Other	15	18	12	10
None	11	15	5	2
dk/na	5	5	6	6

Q.6d

*What else did you do? Anything else?
Subsample: Those who remember, or may remember, seeing a television ad, and did something else as a result of seeing the ad*

Recall of Expressions Related to Second-hand Smoke Diseases

Between five and six in ten Canadians recall hearing three out of five expressions dealing with second-hand smoke diseases; one-third recall "Second-hand smoke. There's no telling what you'll pick up tonight" and two in ten recall the acronym S.S.D.

Canadians were asked whether they have seen or heard 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. There is no telling what you'll pick up tonight."; and "Some tobacco companies say second-hand smoke bothers people. Health Canada says it kills."

Six in ten (61%) Canadians have seen or heard the phrase "Second-hand smoke diseases"; 38 percent have not seen or heard this phrase. About two-thirds (65%) of smokers have seen or heard this phrase; 34 percent have not seen or heard it.

More than one-half (56%) have seen or heard the phrase "Some tobacco companies say second-hand smoke bothers people. Health Canada says it kills."; 43 percent have not seen or heard this phrase. Almost six in ten smokers (58%) have seen or heard this phrase; 40 percent have not seen or heard it.

Almost one-half (49%) have seen or heard the phrase "Second-hand smoke. Are you a target?"; 49 percent have not seen or heard this phrase. More than one-half of smokers (53%) have seen or heard this phrase; 46 percent have not seen or heard it.

About one-third (35%) have seen or heard the phrase "Second-hand smoke. There's no telling what you'll pick up tonight."; 64 percent have not seen or heard this phrase. Four in ten smokers (42%) have seen or heard this phrase; 57 percent have not seen or heard it.

Two in ten (20%) have seen or heard the phrase: "S.S.D."; 79 percent have not seen or heard this phrase. A similar number of smokers (22%) have seen or heard this phrase; 78 percent have not seen or heard it.

Recall of Expressions Related to Second-hand Smoke Diseases

March 2003

	GEN POP		SMOKERS	
	GP	NS	S	40-54
Second-hand smoke diseases	61	59	65	61
Some tobacco companies say second-hand smoke bothers people. Health Canada says it kills	56	55	58	56
Second-hand smoke diseases. Are you a target?	49	48	53	44
Second-hand smoke diseases. There's no telling what you'll pick up tonight.	35	34	42	34
S.s.d	20	19	22	16

Q.7

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

Younger Canadians are more likely to recall all of these five phrases. Francophones are more likely to recall the phrases "Health Canada says it kills," "Are you a target?" "Second-hand smoke diseases" and "There's no telling what you'll pick up tonight." Women are more likely to remember the phrase "Are you a target?" Among smokers, potential quitters are somewhat more likely to remember the phrase "Are you a target?"

3.0 RECALL OF CESSATION ADVERTISING

Unaided Recall of Cessation Advertising

Eight in ten Canadians and almost nine in ten smokers have seen cessation advertising over the past few weeks.

A large majority of eight in ten Canadians (78%) have seen anti-smoking advertising about quitting smoking over the past few weeks; an additional three percent say they may have seen advertising on this topic. Two in ten (19%) do not recall seeing such advertising. Almost nine in ten smokers (87%) have seen an ad about quitting smoking over the past few weeks; two percent say they may have seen such advertising. One in ten (11%) do not recall seeing such advertising. A total of more than nine in ten smokers aged 40 to 54 years recall seeing (88%) or say they may have seen (3%) such advertising.

Canadians aged 20 to 24 years are somewhat more likely to have seen such advertising.

When Canadians who have seen advertising about quitting smoking are asked what they remember about it, they recall a wide variety of images and messages from advertising they have seen about quitting, how to quit, or the benefits of quitting. Among these images and messages are: Nicoderm/the patch (22%), Nicorette/nicotine gum (13%), ordinary-looking guy/throws cigarette away (11%), how to quit/1-800 line (10%), ordinary-looking guy/mention of toilet (7%), warning pictures/messages on cigarette packs (6%), should stop smoking/how to stop smoking/wants to stop smoking (5%), and doctor who has quit smoking/professionally recommended (5%). Forty-one percent mention other images or comments, and 11 percent offer no response.

Among smokers, the largest proportion mention Nicoderm/the patch (21%). Smaller proportions mention how to quit/1-800 line (12%), Nicorette/nicotine gum (12%), warning pictures/messages on cigarette packs (9%), ordinary-looking guy/throws cigarette away (7%) and ordinary-looking guy/mention of toilet (7%). Smokers aged 40 to 54 years display essentially the same pattern of response to this question.

Unaided Recall of Cessation Ads

March 2003

	GEN POP		SMOKERS	
	GP	NS	S	40-54
Yes	78	76	87	88
No	19	21	11	9
Maybe	3	3	2	3
dk/na	*	*	—	—

* Less than one percent

Q.8a

Over the past several weeks or so, have you seen any anti-smoking ads about quitting smoking, how to quit or the benefits of quitting smoking?

Everything Remembered about Cessation Ad(s) March 2003

	GEN POP		SMOKERS	
	GP	NS	S	40-54
Nicoderm/patch	22	23	21	22
Nicorette/nicotine gum	13	14	12	10
Ordinary-looking guy/throws cigarette away	11	13	7	7
How to quit/1-800 line/step-by-step	10	8	12	13
Ordinary-looking guy/mention of toilet	7	7	7	7
Warning pictures/messages on cigarette packs	6	5	9	8
Should/how to/wants to stop smoking	5	6	4	4
Doctor who has quit/professionally recommended	5	5	3	2
Other	41	39	43	40
None	2	2	2	2
dk/na	11	11	13	13

Q.8b

Please tell me everything you can remember about this ad (these ads). Anything else?

Subsample: Those who have seen, or may have seen, any anti-smoking ads

Older Canadians are more likely to mention Nicoderm/ the patch. Among smokers, potential quitters are somewhat more likely to mention how to quit/1-800 line.

The largest proportion of Canadians – 84 percent – who have seen or heard any advertising about quitting smoking, have seen this advertising on television. Smaller proportions say they have seen or heard this advertising in the newspaper (7%), on cigarette packages (7%), in magazines (6%), on the radio (5%) and on outdoor billboards (5%). Fourteen percent mention other locations. The pattern of response for smokers is very similar to that found in the general adult population; however, smokers are more likely to mention ads on cigarette packages or cartons. Smokers aged 40 to 54 years are slightly more likely to mention television and slightly less likely to mention cigarette packs.

Women, Francophones and those without children under the age of 18 living in the household are somewhat more likely to mention seeing this advertising on television.

Where Cessation Ad(s) Noticed March 2003

	GEN POP		SMOKERS	
	GP	NS	S	40-54
Television	84	84	84	87
Cigarette packs	7	4	12	9
Newspaper	7	7	8	9
Magazines	6	7	4	4
Radio	5	5	7	7
Outdoor billboards	5	6	4	3
Other	14	13	14	10
dk/na	1	1	1	1

Q.8c

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

Subsample: Those who have seen, or may have seen, any anti-smoking ads

Aided Recall of "Bob/Martin" Ad

More than four in ten Canadians and half of smokers in the target group have seen the "Bob/Martin" ads.

Canadians were asked specifically about one of two ads – one aired in English Canada, the "Bob" ad, and one aired in Quebec, the "Martin" ad. These ads were broadcast between January 27 and March 9, and they are the first in a series of "Bob/Martin" ads that will be broadcast over many months.

Again, recall of this ad is high among the general public and among the target group of adult smokers and, more particularly, among smokers aged 40 to 54.

More than four in ten Canadians (44%) remember seeing the "Bob/Martin" ad, and an additional two percent say they may have seen it; 53 percent do not recall seeing the ad. Among smokers, a similar number (45%) recall seeing this ad, and two percent say they may have seen it; 53 percent have not seen it. Among smokers aged 40 to 54, a total of one-half either saw the ad (49%) or think they may have seen it (2%).

Women and older Canadians are more likely than others to recall seeing this ad; recall is also considerably higher among Anglophones than among Francophones. Quebecers are least likely to recall seeing the ad.

Among adult Canadians who recall seeing this ad, just under one-half (46%) believe that the ad was produced by the Government of Canada or by Health Canada. Twelve percent think it was produced by organizations concerned with health or non-smoking, nine percent say it was produced by government in general, and six percent say it was produced by the provincial government. Five percent mention some other possible sponsor, and 21 percent offer no response. The pattern of response for smokers in general is very similar to that found in the general adult population. However, smokers aged 40 to 54 are less likely to think that the ad they saw was produced by the Government.

Among those who have seen this ad, the most educated Canadians are more likely to say that the ad was produced by the Government.

Aided Recall of "Bob/Martin" Ad

March 2003

	GEN POP		SMOKERS	
	GP	NS	S	40-54
Yes	44	44	45	49
No	53	54	53	49
Maybe	2	2	2	2
dk/na	*	*	*	—

* Less than one percent

Q.9

Do you remember seeing a black and white television ad over the past few weeks or so, showing an ordinary-looking guy standing in the cold weather, who is talking about smoking and getting frustrated trying to light his cigarette and then throws it away?

Who Produced "Bob/Martin" Ad?

March 2003

	GEN POP		SMOKERS	
	GP	NS	S	40-54
Government of Canada/ Health Canada	46	47	46	41
Health/non-smoking organizations	12	13	9	10
Government (general)	9	8	10	10
Provincial government	6	5	5	7
Other	5	5	6	7
dk/na	21	21	22	24

Q.10a

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

Subsample: Those who remember, or may remember seeing, a black and white television ad

When those who say that government in general produced this ad are asked to specify which level of government they mean, almost six in ten (57%) say the federal level. One in ten (9%) say the provincial level, none mention the municipal level, one in ten (10%) offer some other response, and one-quarter (24%) offer no response. Among smokers, more than one-half (56%) say the federal level, 15 percent say the provincial level, none mention the municipal level, eight percent offer some other response and two in ten (20%) offer no response.

Among Canadians who have seen this ad, three in ten (30%) say the main point of the ad is to encourage or make people quit smoking. Smaller proportions say the main point is smoking is stupid/not worth it/waste of time (14%), smoking is not socially accepted/inconvenient (14%), smoking is bad/dangerous (12%), it's hard to quit smoking/there's help for people to quit smoking (7%) and cigarette/second-hand smoke is harmful for you (5%). Twelve percent mention other points and six percent offer no response.

The response pattern is similar among smokers who have seen the "Bob/Martin" ad; however, almost four in ten (39%) say the main point of the ad is to encourage or make people quit smoking. Smaller proportions say the main point is smoking is stupid/not worth it/waste of time (14%), smoking is not socially accepted/inconvenient (12%) and smoking is bad/dangerous (11%). Among smokers aged 40 to 54, more than four in ten (44%) say the main point of the ad is to make people quit smoking.

Francophones, the less educated and the less affluent Canadians are somewhat more inclined to say the point of the ad is to encourage people to quit smoking. Anglophones are somewhat more likely to mention smoking is stupid/not worth it/waste of time and smoking is not socially accepted/inconvenient. Among smokers, those aged 20 to 24 are less likely to say the main point is to make people stop smoking.

Which Government Level Produced "Bob/Martin" Ad?

March 2003

	GEN POP		SMOKERS	
	GP	NS	S	40-54
Federal	57	53	56	64
Provincial	9	9	15	10
Other	10	6	8	6
dk/na	24	32	20	20

Q.10b

Which level of government?

Subsample: Those who remember, or may remember, seeing a black and white television ad, and think government (general) produced the black and white ad

Main Point of "Bob/Martin" Ad

March 2003

	GEN POP		SMOKERS	
	GP	NS	S	40-54
To encourage/make people quit smoking	30	27	39	44
Smoking stupid/not worth it/waste of time	14	13	14	13
Smoking not socially accepted/inconvenient	14	15	12	11
Smoking bad/dangerous	12	13	11	9
Hard to quit/help for people to quit smoking	7	8	4	4
Cigarette/second-hand smoke harmful for you	5	5	4	4
Other	12	13	9	11
dk/na	6	5	5	3

Q.11

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

Subsample: Those who remember, or may remember, seeing a black and white television ad

Eight in ten Canadians (80%) who saw the "Bob/Martin" ad say that it is appropriate for the Government of Canada to sponsor this ad; 16 percent say it is not appropriate, and four percent offer no opinion. Among smokers, two-thirds (65%) of those who saw the "Bob/Martin" ad say that it is appropriate for the Government of Canada to sponsor this ad, 32 percent say it is not appropriate and four percent offer no response. Among smokers aged 40 to 54, six in ten (60%) say it is appropriate.

Women, those aged 20 to 24 years and the most educated Canadians are somewhat more likely to say it is appropriate for the Government to sponsor this ad. Among smokers, men, Francophones and potential quitters are more likely to say this.

One-quarter of Canadians (24%) who saw the "Bob/Martin" ad spoke with other people about the ad; three-quarters (76%) did not talk with anyone. Among smokers who saw the "Bob/Martin" ad, a similar number (27%) spoke with other people about the ad; three-quarters (73%) did not. Among smokers aged 40 to 54 years, 28 percent spoke to others about the ad.

Those with children under the age of 18 living in the household are slightly more likely to have talked with someone about the ad. Among smokers, potential quitters are slightly more likely to have spoken to others.

Among both the general population and among smokers, very few of those who saw the ad called the 1-800 number or visited the website for more information – fewer than one percent of Canadians in general, and two percent of smokers. One percent of smokers aged 40 to 54 did either of these things.

Appropriate For Government to Sponsor "Bob/Martin" Ad

March 2003

	GEN POP		SMOKERS	
	GP	NS	S	40-54
Yes	80	85	65	60
No	16	11	32	36
dk/na	4	3	4	4

Q.12

In fact, the television ad you saw about the ordinary-looking guy with a cigarette was sponsored by the Government of Canada. Is it appropriate for the Government of Canada to sponsor this ad?
Subsample: Those who remember, or may remember, seeing a black and white television ad

Talked about "Bob/Martin" Ad

March 2003

	GEN POP		SMOKERS	
	GP	NS	S	40-54
Yes	24	23	27	28
No	76	76	73	72
dk/na	1	1	—	—

Q.13a

Did you talk about this ad with anyone such as a family member, friend, someone at work or anyone else?
Subsample: Those who remember, or may remember, seeing a black and white television ad

Called Government 1-800 Number or Visited Government Website for More Information

March 2003

	GEN POP		SMOKERS	
	GP	NS	S	40-54
Yes	*	1	2	1
No	100	99	98	99

* Less than one percent

Q.13b

Did you call the government 1-800 number or visit the government website for more information?
Subsample: Those who remember, or may remember, seeing a black and white television ad

When asked, six percent of Canadians report that they did something else as a result of seeing this ad; 94 percent did not do anything else. Twelve percent of smokers did something else as a result of seeing this ad; 88 percent did not.

Among smokers, men, those aged 20 to 24 and potential quitters show a slight tendency to be more likely to have done something as a result of seeing this ad.

Among the general population, the most common response was: talked with family/children/friends/promoted anti-smoking (34%). Smaller proportions mentioned the following: tried to quit/quit smoking (12%), thought about it (8%), bought patch, gum or Zyban/visited doctor (8%) and I lit a cigarette (6%). Twenty percent mentioned other responses, and a total of 14 percent either said "nothing" (12%) or offered no response (2%).

Among smokers, the most common responses were tried to quit/quit smoking (26%) and I lit a cigarette (21%). Smaller proportions mention slowed down/reduced pace (17%), thought about it (16%) and talked with family/children/friends/promoted anti-smoking (10%). Thirteen percent mentioned other responses, and a total of 11 percent either said "nothing" (9%) or offered no response (2%).

Did Something Else as Result of Seeing Ad March 2003

	GEN POP		SMOKERS	
	GP	NS	S	40-54
Yes	6	5	12	12
No	94	95	88	88
dk/na	*	*	—	—

* Less than one percent

Q.13c

Did you do anything else as a result of seeing this advertising?

Subsample: Those who remember, or may remember, seeing a black and white television ad

Other Actions as Result of Seeing Ad March 2003

	GEN POP		SMOKERS	
	GP	NS	S	40-54
Talked with family/children/friends/promoted anti-smoking	34	50	10	12
Tried to quit/quit smoking	12	6	26	27
Thought about it	8	4	16	15
Bought patch/gum/Zyban/visited doctor	8	8	4	4
Lit a cigarette	6	—	21	23
Slowed down/reduced pace	4	—	17	18
Other	16	13	9	8
None	12	18	9	6
dk/na	2	—	2	—

Q.13d

What else did you do? Anything else?

Subsample: Those who remember, or may remember, seeing a black and white television ad, and did something else as a result of seeing the ad

4.0 SMOKING BEHAVIOUR

One-quarter of Canadian adults smoke, either every day or occasionally. Two-thirds of smokers are seriously considering quitting.

From the survey, one-quarter of Canadian adults smoke every day (20%) or occasionally (5%).

Two-thirds of smokers (64%) are now seriously thinking of quitting smoking; one-third (36%) are not seriously thinking of quitting.

Among smokers who are seriously thinking about quitting, four in ten (38%) say they will try to quit within the next 30 days. Almost one-half (46%) say they will try to quit within the next six months. Thirteen percent say they will not try within the next six months.

Smoking Frequency

March 2003

	GEN POP	SMOKERS	
		S	40-54
Every day	20	82	86
Occasionally	5	18	14
Not at all	75	—	—

Q.16

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

Seriously Considering Quitting

March 2003

	GEN POP	SMOKERS	
		S	40-54
Yes	64	64	63
No	36	36	37
dk/na	—	*	*

* Less than one percent

Q.17a

Are you now seriously thinking of quitting smoking?

Subsample: Those who smoke cigarettes every day or occasionally

When Planning to Try Quitting

March 2003

	GEN POP	SMOKERS	
		S	40-54
Within next 30 days	32	38	38
Within the next 6 months	50	46	44
Not within the next 6 months	13	13	15
dk/na	4	4	3

Q.17b

When do you think you will try to quit?

Subsample: Those who smoke and who are seriously thinking of quitting smoking

5.0 ASSESSMENT OF GOVERNMENT PERFORMANCE

Assessment of Government Performance

Among Canadians, positive assessments of the Government's performance on the four dimensions of helping Canadians quit smoking, helping Canadians become aware of the dangers of second-hand smoking, general performance, and providing information about services outweigh neutral or negative assessments.

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 helping to assist Canadians in quitting smoking, its performance in helping to make Canadians aware of the dangers of second-hand smoke, 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 outweigh neutral or negative assessments, with four in ten or more giving favourable ratings to the Government's performance on all four dimensions.

A total of seven in ten Canadians (71%) provide positive assessments of the Government's performance in helping to make Canadians aware of the dangers of second-hand smoke, with 21 percent rating its performance as excellent. Sixteen percent say their assessment is neither good nor bad, and a total of 12 percent provide a negative assessment of the Government's performance, with four percent providing a rating of terrible. Among smokers, a total of two-thirds (66%) offer a positive assessment on this dimension.

A total of almost six in ten Canadians (56%) provide positive assessments of the Government's performance in helping Canadians quit smoking, with 12 percent rating its performance as excellent. Twenty-four percent say their assessment is neither good nor bad, and a total of 19 percent provide a negative assessment of the Government's performance, with eight percent providing a rating of terrible. Among smokers, a total of 45 percent offer a positive assessment on this dimension.

Assessment of Government Performance March 2003

	GEN POP		SMOKERS	
	GP	NS	S	40-54
<i>Helping make Canadians aware of second-hand smoke dangers</i>				
Good/excellent	71	73	66	59
Neither good nor bad	16	15	20	24
Bad/terrible	12	10	15	16
dk/na	1	1	*	1
<i>Helping assist Canadians to quit smoking</i>				
Good/excellent	56	59	45	40
Neither good nor bad	24	23	26	28
Bad/terrible	19	16	28	30
dk/na	2	2	1	1
<i>Government of Canada (in general)</i>				
Good/excellent	44	45	37	32
Neither good nor bad	29	29	28	29
Bad/terrible	26	23	32	37
dk/na	2	2	3	2
<i>Providing information about government services available</i>				
Good/excellent	43	45	39	32
Neither good nor bad	28	29	27	27
Bad/terrible	27	26	33	38
dk/na	1	1	1	1

* Less than one percent

Q.14a

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 helping to assist Canadians in quitting smoking?

Q.14b

How would you rate the performance of the Government of Canada in helping to make Canadians aware of the dangers of second-hand smoke?

Q.14c

Generally speaking, how do you rate the performance of the Government of Canada?

Q.14d

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?

Note: Respondents were asked to rate Government of Canada performance using a 7-point scale where 1 is totally disagree, 7 is totally agree and the mid-point 4 is neither agree nor disagree.

A total of more than four in ten Canadians (44%) provide positive assessments of the Government's performance in general, with seven percent rating its performance as excellent. Twenty-nine 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 nine percent who provide a rating of terrible. Among smokers, a total of 37 percent offer a positive assessment on this dimension.

A total of more than four in ten adult Canadians (43%) provide positive assessments of the Government's performance in providing information to the public about government services, with nine percent rating its performance as excellent. Twenty-eight percent say their assessment is neither good nor bad, and a total of 27 percent provide a negative assessment of the Government's performance, including seven percent who provide a rating of terrible. Among smokers, a total of 39 percent offer a positive assessment on this dimension.

Assessment of Government Program and Service Delivery

Positive assessments outweigh neutral or negative assessments on three of four dimensions tested.

Canadians who recalled seeing any advertising about second-hand smoke or about smoking cessation 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.

Positive assessments outweigh neutral or negative assessments on three of these 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 seven in ten Canadians (69%) agree that the Government of Canada delivers its services and information in a respectful way, with 22 percent agreeing totally. Twenty percent neither agree nor disagree, and a total of ten percent disagree, with four percent disagreeing totally.

A total just over of one-half of Canadians (53%) agree that the Government of Canada is using new and innovative ways to provide information and services to its citizens, with 13 percent agreeing totally. Twenty-five percent neither agree nor disagree, and a total of 19 percent disagree, with five percent disagreeing totally.

A total of just under one-half of Canadians (47%) agree that you can count on the Government of Canada for reliable service and information, with 12 percent agreeing totally. Twenty-seven percent neither agree nor disagree, and a total of 24 percent disagree, with nine percent disagreeing totally.

A total of four in ten Canadians (39%) agree it is easy to contact the Government of Canada for service and information, with 12 percent agreeing totally. Twenty-four percent neither agree nor disagree, and a total of 32 percent disagree, with 13 percent disagreeing totally.

Assessment of Government Program and Service Delivery

March 2003

	GEN POP		SMOKERS	
	GP	NS	S	40-54
<i>Delivers services/information in respectful way</i>				
Agree	69	73	57	52
Neither agree nor disagree	20	19	23	25
Disagree	10	9	19	23
dk/na	1	1	1	1
<i>Using new/innovative ways to provide information/services</i>				
Agree	53	57	45	38
Neither agree nor disagree	25	24	30	32
Disagree	19	18	25	26
dk/na	2	2	2	3
<i>Provides reliable services/information</i>				
Agree	47	50	39	35
Neither agree nor disagree	27	26	27	27
Disagree	24	23	32	37
dk/na	1	1	2	1
<i>Easy to contact for information</i>				
Agree	39	41	32	25
Neither agree nor disagree	24	24	26	29
Disagree	32	30	39	43
dk/na	5	5	4	2

Q.15

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 ... It is easy to contact the Government of Canada for information and service ... The Government of Canada is using new and innovative ways to provide information and services to citizens ... The Government of Canada delivers its services and information in a respectful way ... You can count on the Government of Canada for reliable service and information ... ?

Subsample: Those who saw any ads

SURVEY METHODS

The results of the survey are based on questions asked to 1,865 Canadians aged 20 to 54 years, including 1,001 smokers, by telephone from March 19 to 28, 2003. This report is based on the results of the general population sample of 1,275 Canadians, which includes 864 non-smokers and 411 smokers, and on the sample of 1,001 smokers, which includes 411 smokers from the general population sample plus an oversample of 590 smokers.

The margin of error for a sample of 1,275 is plus or minus 2.7 percentage points, 19 times in 20. The margin of error for a sample of 1,001 is plus or minus 3.1 percentage points, 19 times in 20. The margins are wider for regional and demographic subsamples.

SAMPLE SELECTION

The sampling method was designed to complete approximately 1,800 interviews, including approximately 1,000 interviews with smokers, among Canadians aged 20 to 54 years living within households randomly selected across Canada. 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.

Two final samples were generated from the 1,865 interviews conducted: a general population sample, with both smokers and non-smokers included in proportion to their incidence in the adult population of Canada, and a smokers sample consisting of all smokers interviewed.

The final general population sample is distributed as follows.

	WEIGHTED N	UNWEIGHTED N	MARGIN OF ERROR
Atlantic Region	99	120	8.9
Quebec	308	270	6.0
Ontario	486	449	4.6
Manitoba	48	39	15.7
Saskatchewan	42	57	13.0
Alberta	127	172	7.5
British Columbia	167	168	7.6
Total	1,275	1,275	2.7

The final smokers sample is distributed as follows.

	WEIGHTED N	UNWEIGHTED N	MARGIN OF ERROR
Atlantic Region	90	107	9.5
Quebec	269	242	6.3
Ontario	348	300	5.7
Manitoba	43	33	17.1
Saskatchewan	37	44	14.8
Alberta	112	149	8.0
British Columbia	103	126	8.7
Total	1,001	1,001	3.1

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).

Enviro-nics 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.

During fieldwork, a total of 35,423 telephone numbers were drawn from the initial sample.

An initial screening question was asked to exclude from the sample households in which any member works for an advertising or market research firm, the media or a tobacco company.

Each household contacted was screened for the presence of a smoker aged between 20 and 54 years in the household; if more than one qualified smoker was present in the household, the respondents were screened for random selection using the "most recent birthday" method. If there were no smokers present in the household, all respondents aged between 20 and 54 years 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.

In the data analysis, the results of the survey were weighted to reflect the actual proportion of over- and under-sampled segments in the populations surveyed. Two samples were created – a general population sample consisting of 1,275 interviews, and a sample of smokers consisting of 1,001 interviews. For the general population sample, results have been weighted by age, gender and region. For the smokers sample, the results have been weighted by age, gender and by the regional incidence of smokers (based on CTUMS data).

TELEPHONE INTERVIEWING

Interviewing was conducted at Enviro-nics' 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."

COMPLETION RESULTS

A total of 1,865 interviews were completed. The following table presents the detailed completion results for this survey of 1,865 interviews.

Dialled Sample	35,423
Household not eligible	4,740
Non-residential/not in service	7,894
Language barrier	821
Subtotal	13,455
New Base (35,423-13,455)	21,968
No answer/line busy/ respondent not available	10,905
Refusals	9,147
Mid-interview refusals	51
Subtotal	20,103
Net Completions (10,668-9,665)	1,865

QUESTIONNAIRES



ENVIRONICS
RESEARCH GROUP

March 20, 2003

Ad Recall Survey of Adult Smokers and Non-Smokers
Target Ad Test
PN5337
Questionnaire - Draft 8

N= 1,000 Smoker
800 Non-Smoker

INTRODUCTION

Hello, my name is _____ of Environics Research Group Ltd. We are conducting a brief study 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**

B1. Does anyone in your household between the ages of 20 to 54 years old smoke cigarettes?

- 1 - Yes **ASK C**
- 2 - No **GO TO B2.**
- 3 - DK/NA **GO TO B2.**
- 4 - No one 20 to 54 **THANK AND TERMINATE**

B2. May I please speak to the person in your household who is between 20 to 54 years of age, and has had the most recent birthday.

- #01 Yes
- #02 Not Available.....**SCHEDULE CALL-BACK**
- #03 Refused.....**THANK AND TERMINATE**
- #04 No one 20 to 54**THANK AND TERMINATE**

C. Is there more than one smoker in your household between 20 and 54 years old?

- 1 - Yes, more than one **ASK D**
- 2 - Only one **C1. Is that you?**

1 - Yes

2 - No - May I speak to that person now? **CONTINUE
TO MAIN QUESTIONNAIRE OR SCHEDULE CALL-
BACK.**

D. May I please speak to the smoker with the most recent birthday?

**CONTINUE TO MAIN QUESTIONNAIRE
OR SCHEDULE CALL-BACK**

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

- 1 - Male
- 2 - Female

F. Language of survey

- 1 - English
- 2 - French

G. In what year were you born?

2 - DK/NA

MAIN QUESTIONNAIRE

ASK ALL - ROTATE Q.1 TO Q.6 WITH Q.8 TO Q.13

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) Please tell me everything you can remember about this ad (these ads). [PROBE] Anything else?
OPEN ENDED. DO NOT READ. CODE ALL THAT APPLY.

- 01 - Smoke rings/bull's eye/floating smoke
- 02 - Woman with emphysema from husband's smoking
- 03 - Man must bury his deceased son
- 04 - Nicoderm/the patch
- 05 - Nicorette/nicotine gum
- 06 - Doctor who has quit smoking/professionally recommended
- 07 - How to quit/1-800 line/step-by-step
- 08 - Ordinary-looking guy/throw cigarette away
- 09 - Ordinary-looking guy/mention of toilet
- 10 - Warning pictures/messages on cigarette packs
- 11 - Ad featuring a waitress named Heather Crowe who is dying from lung cancer because she was exposed to second-hand smoke
- 12 - Ad showing a party scene with teenagers on a couch with the female being exposed to second hand smoke from the young male's cigarette

13 - Other (SPECIFY) _____
99 - 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.

2. Do you remember seeing a television ad over the past few weeks or so showing a mother smoking a cigarette and blowing smoke rings which float towards a living room where children are playing?

- 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. a) 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 - Government general **ASK (b)**
- 04 - Tobacco company/tobacco industry
- 05 - Health organization/non-smoking organization
- 06 - Companies selling smoking cessation products
- 07 - Other (SPECIFY) _____
- 08 - DK/NA

- b) Which level of government?
DO NOT READ

- 01 - Federal
- 02 - Provincial
- 03 - Municipal
- 04 - Other

99 - 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 television ad with the smoke rings 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. a) Did you talk about this ad with anyone such as a family member, friend, someone at work or anyone else?

1 - Yes
2 - No
3 - DK/NA

- b) Did you call the government 1-800 number or visit the government website for more information?

1 - Yes
2 - No
3 - DK/NA

- c) Did you do anything else as a result of seeing this advertising?

01 - Yes **ASK d**
02 - No **GO TO Q.7**
99 - DK/NA **GO TO Q.7**

- d) What else did you do? **OPEN-DO NOT READ** Anything else?

01 - Called other number
02 - Visited other website
03 - Search for second-hand smoke information/products
04 - Other (**SPECIFY**) _____
99 - DK/NA

ASK ALL

7. 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

8. a) Over the past several weeks or so, have you seen any anti-smoking ads about quitting smoking, how to quit or the benefits of quitting smoking?

- 1 - Yes [ASK b AND c]
- 2 - No [GO TO Q.9]
- 3 - Maybe [ASK b AND c]
- 4 - DK/NA [GO TO Q.9]

- b) Please tell me everything you can remember about this ad (these ads). **[PROBE]** Anything else?
OPEN-ENDED. DO NOT READ. CODE ALL THAT APPLY.

- 01 - Smoke rings/bull's eye/floating smoke
- 02 - Woman with emphysema from husband's smoking
- 03 - Man must bury his deceased son
- 04 - Nicoderm/the patch
- 05 - Nicorette/nicotine gum
- 06 - Doctor who has quit smoking/professionally recommended
- 07 - How to quit/1-800 line/step-by-step
- 08 - Ordinary-looking guy/throw cigarette away
- 09 - Ordinary-looking guy/mention of toilet
- 10 - Warning pictures/messages on cigarette packs
- 11 - Ad featuring a waitress named Heather Crowe who is dying from lung cancer because she was exposed to second-hand smoke
- 12 - Ad showing a party scene with teenagers on a couch with the female being exposed to second hand smoke from the young male's cigarette
- 13 - Other (SPECIFY) _____
- 99 - 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

9. Do you remember seeing a black and white television ad over the past few weeks or so showing an ordinary-looking guy standing in the cold weather, who is talking about smoking and getting frustrated trying to light his cigarette and then throws it away?

- 01 - Yes [ASK 10 TO 13]
- 02 - No [GO TO Q.14]
- 03 - Maybe [ASK 10 TO 13]
- 04 - DK/NA [GO TO Q.14]

10. a) 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 - Government general **ASK (b)**
- 04 - Tobacco company/tobacco industry
- 05 - Health organization/non-smoking organization
- 06 - Companies selling smoking cessation products
- 07 - Other (**SPECIFY**) _____
- 08 - DK/NA

- b) Which level of government?
DO NOT READ

- 01 - Federal
- 02 - Provincial
- 03 - Municipal
- 04 - Other
- 99 - DK/NA

11. 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

12. In fact, the television ad you saw about the ordinary-looking guy with a cigarette 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

13. a) Did you talk about this ad with anyone such as a family member, friend, someone at work or anyone else?

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

b) Did you call the government 1-800 number or visit the government website for more information?

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

c) Did you do anything else as a result of seeing this advertising?

- 01 - Yes **ASK d**
- 02 - No **GO TO Q.14**
- 99 - DK/NA **GO TO Q.14**

d) What else did you do? **OPEN-DO NOT READ** Anything else?

- 01 - Called other number
- 02 - Visited other website
- 03 - Searched for quitting information/products
- 04 - Other (**SPECIFY**) _____
- 99 - DK/NA

ASK ALL

14. 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 helping to assist Canadians in quitting smoking? 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 Good nor Bad				<u>Excellent</u>	<u>DK/NA</u>
1	2	3	4	5	6	7	8		

b) How would you rate the performance of the Government of Canada in helping to make Canadians aware of the dangers of second-hand smoke? 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 Good nor Bad				<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) generally speaking, how do you rate the performance of the Government of Canada?

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

- d) 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>				Neither Good nor Bad			<u>Excellent</u>	<u>DK/NA</u>
1	2	3	4	5	6	7	8	

ASK ALL WHO SAW ANY ADS IN Q.1, Q.2, Q.7, Q.8 OR Q.9

15. 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>				Neither Agree nor Disagree			<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

16. 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.17
2 - Occasionally (less than every day)	SMOKER - GO TO Q.17
3 - Not at all	NON- SMOKER
4 - DK/NA	NON- SMOKER

ASK ALL SMOKERS

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

- 1 - Yes
- 2 - No **GO TO Q.18**
- 3 - DK/NA **GO TO Q.18**
- 4 - Refused **GO TO Q.18**

IF YES TO Q.18(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

DEMOGRAPHICS

ASK ALL

18. Finally, a few questions for statistical purposes.

19. 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

20. 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

21. Are you...

READ

- 1 - Married or living as a couple
- 2 - Single
- 3 - Widowed
- 4 - Separated

- 5 - Divorced
- 6 - DK/NA

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

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

23. 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
RESEARCH GROUP

March 20, 2003

Sondage sur le rappel de la publicité auprès des fumeurs et des non-fumeurs

Test sur la publicité cible

PN5337

Questionnaire - Version 8

N= 1 000 fumeurs

800 non-fumeurs

INTRODUCTION

Bonjour, je m'appelle _____ et je travaille pour Environics Research Group Ltd. Nous menons un sondage 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
- 2 - Non

REMERCIER ET TERMINER
CONTINUER

B1. Est-ce qu'il y a quelqu'un dans votre foyer qui a entre 20 et 54 ans et qui fume la cigarette?

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

DEMANDER C
PASSER À B2.
PASSER À B2.

4 – Personne de 20 à 54 ans **REMERCIER ET TERMINER**

B2. Est-ce que je pourrais parler à la personne de votre foyer qui a entre 20 et 54 ans et qui a fêté son anniversaire le plus récemment?

- #01 Oui
- #02 Non disponible**ORGANISER UN RAPPEL**
- #03 Refus.....**REMERCIER ET TERMINER**
- #04 Aucune personne entre 20 à 54 ans **REMERCIER ET**

TERMINER

C. Est-ce qu'il y a dans votre foyer plus d'une personne qui a entre 20 et 54 ans et qui fume?

1 - Si plus d'une personne **DEMANDER D**

2 - Seulement une

C1. Est-ce que c'est vous?

1 - Oui

2 - Non - Est-ce que je pourrais parler à cette personne maintenant? **POURSUIVRE AVEC LE QUESTIONNAIRE PRINCIPAL OU ORGANISER UN RAPPEL.**

D. Est-ce que je pourrais parler au fumeur ou à la fumeuse qui a fêté son anniversaire le plus récemment?

POURSUIVRE AVEC LE QUESTIONNAIRE PRINCIPAL OU ORGANISER UN RAPPEL.

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

1 - Homme

2 - Femme

F. Langue de l'entrevue

1 - Anglais

2 - Français

G. En quelle année êtes-vous né?

1 - PRÉCISER _____

2 - NSP/PR

MAIN QUESTIONNAIRE

DEMANDER À TOUS - ROTATION Q.1 À Q.6 AVEC Q.8 À Q.13

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) Veuillez me dire tout ce dont vous vous souvenez au sujet de cette publicité (de ces publicités). [SONDER] Est-ce qu'il y a autre chose?

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

- 01 - Anneaux de fumée/cible/nuage de fumée
- 02 - Femme souffrant d'emphysème à cause de son mari fumeur
- 03 - Homme qui doit enterrer son fils décédé
- 04 - Nicoderm/«patch»/timbre transdermique
- 05 - Nicorette/gomme à la nicotine
- 06 - Médecin qui a cessé de fumer/recommandé par un professionnel
- 07 - Comment cesser/ligne1-800/étape par étape
- 08 - Homme ordinaire/jette une cigarette
- 09 - Homme ordinaire/mention de la toilette
- 10 - Images d'avertissement/messages sur les paquets de cigarettes
- 11 - Publicité présentant une serveuse appelée Heather Crowe qui meurt du cancer du poumon parce qu'elle a été exposée à la fumée secondaire
- 12 - Publicité présentant une scène de soirée avec un couple d'adolescents sur un sofa, où la jeune fille est exposée à la fumée secondaire du jeune homme
- 13 - Autre (**PRÉCISER**) _____
- 99 - NSP/PR

- c) Où avez-vous remarqué cette ou ces publicités?
[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.

2. Est-ce que vous vous souvenez d'avoir vu pendant les dernières semaines une publicité présentant une mère qui fume une cigarette et qui fait des anneaux de fumée qui flottent dans un boudoir où des enfants jouent?

- 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. a) 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 /Santé Canada

02 - Gouvernement provincial

03 - Le gouvernement (en général) **DEMANDER (b)**

04 - Compagnie de tabac/industrie du tabac

05 - Organismes de santé/organisme anti-tabac

06 - Compagnies qui vendent des produits pour cesser de fumer

07 - Autre (**PRÉCISER**) _____

08 - NSP/PR

- b) Quel palier de gouvernement?

NE PAS LIRE

01 - Gouvernement fédéral

02 - Gouvernement provincial

03- Autorités municipales

04 - Autre

99 - 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 avec les anneaux de fumée que vous avez vue à la télévision était financée 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

6. a) Est-ce que vous avez parlé de cette publicité avec quelqu'un comme un membre de votre famille, un ami, un collègue de travail ou une autre personne?

1 - Oui

2 - Non

3 - NSP/PR

b) Est-ce que vous avez appelé le numéro 1-800 du gouvernement ou est-ce que vous êtes allé sur le site web du gouvernement pour de plus amples informations?

1 - Oui

2 - Non

3 - NSP/PR

c) Est-ce que vous avez fait autre chose après avoir vu cette publicité?

01 - Oui **DEMANDER d**

02 - Non **n PASSER À Q.7**

99 - NSP/PR **PASSER À Q.7**

d) Qu'est-ce que vous avez fait d'autre? **QUESTION OUVERTE. NE PAS LIRE**
Est-ce qu'il y a autre chose?

01 - A appelé un autre numéro

02 - Est allé sur un autre site web

03 - A cherché des informations sur la fumée secondaire/sur les produits

04 - Autre (**PRÉCISER**) _____

99 - NSP/PR

DEMANDER À TOUS

7. 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 pigner 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

8. a) Au cours des dernières semaines, est-ce que vous avez vu des publicités antitabac qui parlaient de cesser de fumer, des façons de cesser ou des avantages de cesser de fumer?

QUESTION OUVERTE. NE PAS LIRE. ACCEPTER UNE RÉPONSE.

- 01 - Oui [DEMANDER B ET C]
- 02 - Non [PASSER À Q.9]
- 03 - Peut-être [DEMANDER B ET C]
- 99 - NSP/PR [PASSER À Q.9]

b) Veuillez me dire tout ce dont vous vous souvenez au sujet de cette publicité (de ces publicités). [SONDER] Est-ce qu'il y a autre chose?

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

- 01 - Anneaux de fumée/cible/nuage de fumée
- 02 - Femme souffrant d'emphysème à cause de son mari fumeur
- 03 - Homme qui doit enterrer son fils décédé
- 04 - Nicoderm/ «patch/ timbre transdermique
- 05 - Nicorette/gomme à la nicotine
- 06 - Médecin qui a cessé de fumer/recommandé par un professionnel
- 07 - Comment cesser/ligne1-800/étape par étape
- 08 - Homme ordinaire/jette une cigarette
- 09 - Homme ordinaire/mention de la toilette
- 10 - Images d'avertissement/messages sur les paquets de cigarettes
- 11 - Publicité présentant une serveuse appelée Heather Crowe qui meurt du cancer du poumon parce qu'elle a été exposée à la fumée secondaire
- 12 - Publicité présentant une scène de soirée avec un couple d'adolescents sur un sofa, où la jeune fille est exposée à la fumée secondaire du jeune homme
- 13 - Autre (PRÉCISER) _____
- 99 - NSP/PR

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

[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

9. Est-ce que vous vous souvenez d'avoir vu à la télévision au cours des dernières semaines une publicité présentant un homme ordinaire qui tient un cendrier, qui parle de la cigarette et qui dit qu'il ne peut pas rire sans se mettre à tousser. Ensuite, il décide qu'il en a assez et il cesse de fumer.

- 01 - Oui [DEMANDER Q.10 À Q.13]
- 02 - Non [PASSER À Q.14]
- 03 - Peut-être [DEMANDER Q.10 À Q.13]
- 99 - NSP/PR [PASSER À Q.14]

10. a) 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 /Santé Canada
- 02 - Gouvernement provincial
- 03 - Le gouvernement en général **DEMANDER (b)**
- 04 - Compagnie de tabac/industrie du tabac
- 05 - Organismes de santé/organisme antitabac
- 06 - Compagnies qui vendent des produits pour cesser de fumer
- 07 - Autre (**PRÉCISER**) _____
- 08 - NSP/PR

- b) Quel palier de gouvernement?
NE PAS LIRE

- 01 - Gouvernement fédéral
- 02 - Gouvernement provincial
- 03- Autorités municipales
- 04 - Autre
- 99 - NSP/PR

11. 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

12. En fait, la publicité que vous avez vue à la télévision au sujet de l'homme ordinaire avec sa cigarette était financée 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

13. a) Est-ce que vous avez parlé de cette publicité avec quelqu'un comme un membre de votre famille, un ami, un collègue de travail ou une autre personne?

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

b) Est-ce que vous avez appelé le numéro 1-800 du gouvernement ou est-ce que vous êtes allé sur le site web du gouvernement pour de plus amples informations?

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

c) Est-ce que vous avez fait autre chose après avoir vu cette publicité?

- 01 - Oui **DEMANDER d**
- 02 - Non **PASSER À Q.14**
- 99 - NSP/PR **PASSER À Q.14**

d) Qu'est-ce que vous avez fait d'autre? **QUESTION OUVERTE. NE PAS LIRE**
Est-ce qu'il y a autre chose?

- 01 - A appelé un autre numéro
- 02 - Est allé sur un autre site web
- 03 - A cherché des informations sur la fumée secondaire/sur les produits
- 04 - Autre (**PRÉCISER**) _____
- 99 - NSP/PR

DEMANDER À TOUS

14. 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 lorsqu'il s'agit d'aider les Canadiens à cesser de fumer? 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>Médioc</u> <u>re</u>			Ni bonne ni <u>mauvai</u> <u>se</u>			<u>Excelle</u> <u>nte</u>	<u>NSP/P</u> <u>R</u>
1	2	3	4	5	6	7	8

- b) Comment évalueriez-vous la performance du gouvernement du Canada lorsqu'il s'agit d'aider les Canadiens à prendre conscience des dangers de la fumée secondaire? 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/P</u> <u>R</u>
<u>re</u>						<u>nte</u>	
1	2	3	4	5	6	7	8

- c) En utilisant la même échelle (décrire l'échelle de nouveau si nécessaire), de façon générale, comment évalueriez-vous la performance du gouvernement du Canada?

<u>Médiocre</u>			Ni bonne ni <u>mauvaise</u>			<u>Excellente</u>	<u>NSP/P</u> <u>R</u>
<u>re</u>						<u>nte</u>	
1	2	3	4	5	6	7	8

- d) 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/P</u> <u>R</u>
<u>re</u>						<u>nte</u>	
1	2	3	4	5	6	7	8

DEMANDER À TOUS CEUX QUI ONT VU UNE PUBLICITÉ À Q.1, Q.2, Q.7, Q.8 OR Q.9

15. 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.

Totalment en desaccord		Ni d'acord ni en desaccord		Totalment d'acord		NSP/ PR	
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.
- c) Le gouvernement du Canada fournit ses services et ses informations de façon respectueuse.
- d) On peut compter sur le gouvernement du Canada pour obtenir des services et de l'information fiables.

COMPORTEMENT DE CONSOMMATION DU TABAC

DEMANDER À TOUS

16. 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.17

2 - À l'occasion (moins que tous les jours)

FUMEUR - PASSER À

Q.17

3 - Pas du tout

NON-FUMEUR

4 - NSP/PR

NON-FUMEUR

DEMANDER À TOUS LES FUMEURS

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

1 - Oui

2 - Non **PASSER À Q.18**

3 - NSP/PR **PASSER À Q.18**

SI OUI À Q.17(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

DONNÉES DÉMOGRAPHIQUES

DEMANDER À TOUS

18. Enfin, je vais vous poser quelques questions à des fins statistiques.

19. 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

20. 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

21. Est-ce que vous êtes...?

LIRE

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

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

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

23. 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

FIN

Au cas où mon superviseur voudrait vérifier cette entrevue, est-ce que vous pourriez me donner votre prénom ou vos initiales?

Et pour vérifier que j'ai bien composé le bon numéro, est-ce que je suis au :

_____.

- 1 - Oui
- 2 - Non

Si le numéro est inexact, inscrire le numéro de téléphone exact :

Si nous avons d'autres questions à poser, est-ce que nous pouvons vous rappeler?

- 1 - Oui
- 2 - Non

Voilà, l'entrevue est terminée. Je vous remercie beaucoup.