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AD RECALL SURVEY
OF ADULT SMOKERS

"NO PROBLEM" AND "TOILET"
BOB/MARTIN ADS

FINAL REPORT

Prepared For:

Health Canada

POR 03-02/
H1011-03-0005

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June 2003

pn5359

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1.0 INTRODUCTION AND SUMMARY

In April 2003, Health Canada retained Environics Research Group Limited to conduct survey research among adult Canadian smokers aged 40 to 54 years. This research was designed to test recall and response to specific elements of Health Canada's advertising campaigns aimed at encouraging adult cessation.

In particular, the current survey tested recall and response to two smoking cessation ads in the "Bob/Martin" campaign: "No Problem," which features an "ordinary looking guy" trying to smoke outside in the cold; and "Toilet," which features the same person talking about the fact that the only time he does not smoke is when he is on the toilet. "No Problem" aired between January 27 and March 9, 2003; "Toilet" aired between March 10 and 31, 2003.

Environics Research Group surveyed 802 adult smokers aged 40 to 54 in the ten provinces. These interviews were conducted by telephone, in both English and French, between April 15 and 29, 2003. The margin of error for a sample of 802 is plus or minus 3.5 percentage points, 19 times in 20.

In the tables in this report, we present findings for the total sample of adult smokers as well as the subsample of potential quitters (PQs), who are the smokers in the sample who are seriously thinking of quitting smoking.

Where appropriate, the results of the current survey are compared with the findings from a previous survey, *Second-hand Smoke and Adult Cessation Ads*, which was conducted March 19 to 28, 2003 and posed questions concerning recall and response to the "No Problem" ad. The total number of smokers interviewed in that survey was 1,001; 460 of which were between 40 and 54 years of age.

The topics addressed in this survey included:

- Unaided recall of advertising dealing with smoking cessation
- Aided recall of the "No Problem" ad, sponsorship and responses to the ads
- Aided recall of the "Toilet" ad, sponsorship and responses to the ad
- Contacts with the government 1 800 number, the smoke-free website and the smokers' helpline

- Assessments of the Government's overall performance, as well as its performance on communications and smoking cessation issues
- Quit behaviour measures and methods
- Demographics

The key findings of the survey are as follows:

- 85 percent of smokers aged 40 to 54 years have (84%) or may have (1%) seen anti-smoking ads about quitting smoking, how to quit or the benefits of quitting smoking over the past few weeks. Among those who have seen such an ad, 80 percent did so on television and 21 percent on cigarette packages.
- When asked what they remember about these ad(s), smokers aged 40 to 54 are most inclined to mention warning messages on cigarette packages (20%) and ads about Nicoderm or the patch (19%). Unprompted mention of the "Toilet" ad and the "No Problem" ad is six percent each.
- 43 percent, aided, remember seeing the "No Problem" ad over the past few weeks or so; and an additional two percent may have seen it.
- Among those who have or may have seen this ad:
 - More than four in ten (45%) say the main point of the ad is to make people quit or stop/encourage people to quit or stop/quitting is possible.
 - 51 percent say the Government of Canada sponsored this ad (incl. prompted and unprompted responses).
 - 60 percent say it is appropriate for the Government to sponsor this ad.
 - 60 percent say the message about quitting smoking is effective, and 71 percent say it is believable.
 - 12 percent say the ad made them think about quitting a great deal, and 39 percent say it made them think somewhat about quitting.
 - 26 percent say they talked about this ad with others.
 - 41 percent say they recall the 1 800 Government of Canada phone number, 30 percent say they recall the website, and 46 percent say they recall the smokers' help-line.

- Among those smokers who recall the smoke-free website, four visited it. Two percent each of those who recall the 1 800 number or smokers' helpline called these numbers.
- One-half (51%), aided, remember seeing the "Toilet" ad over the past few weeks or so, and an additional two percent may have seen it.
- Among those who have or may have seen this ad:
 - Four in ten (43%) say the main point of the ad is to make people quit or stop/encourage people to quit or stop/quitting is possible. Two in ten say that the main point is that cigarettes/smoking are addictive/hard to stop/smoking is a bad habit (22%).
 - 56 percent say the Government of Canada sponsored this ad (incl. prompted and unprompted responses).
 - 65 percent say it is appropriate for the Government to sponsor this ad.
 - 56 percent say the message about quitting smoking is effective, and 68 percent say it is believable.
 - 16 percent say the ad made them think about quitting a great deal, and 34 percent say it made them think somewhat about quitting.
 - 29 percent say they talked about this ad with others.
 - 41 percent say they recall the 1 800 Government of Canada phone number, 30 percent say they recall the website and 36 percent say they recall the smokers' help-line.
 - Among those smokers who recall the smoke-free website, one in ten (10%) visited it. Very few of those who recall the 1 800 number or smokers' helpline called these numbers (one percent each).
- Combining the responses to all questions concerning use of the 1 800 we find that three percent (22 respondents) overall have made use of this channel.
- Combining the responses to all questions concerning use of the smoke-free website, we find that four percent (30 respondents) overall have made use of this channel.
- Combining the responses to all questions concerning use of a smokers' helpline number, we find that three percent (24 respondents) overall have made use of this channel.
- More than one-half of smokers aged 40 to 54 are seriously thinking of quitting; four in ten of these say they will try within the next 30 days.
- More than eight in ten smokers in this age group have tried to quit at least once.
- Among those who have tried to quit, 45 percent have not tried to do so in the past year. Seventeen percent have tried once in the past year, 15 percent have tried twice, nine percent have tried three times and 13 percent have tried more than three times.
- Smokers aged 40 to 54 are most likely to consider advice from a health care professional to be helpful in quitting (68%), followed by advice from a pharmacist (51%) and advice from a pharmaceutical company selling cessation products (51%).
- Among smokers aged 40 to 54, negative assessments of the Government's general performance outweigh neutral or positive assessments; on the other dimensions of providing information about services and helping Canadians quit smoking, opinion is divided.

2.0 UNAIDED RECALL OF CESSATION ADVERTISING

More than eight in ten smokers aged 40 to 54 have seen cessation advertising over the past few weeks.

A large majority of more than eight in ten smokers aged 40 to 54 (84%) say they have seen anti-smoking advertising about quitting smoking over the past few weeks, and one percent say they may have seen advertising on this topic, for a total of 85 percent. Fewer than two in ten (14%) do not recall seeing such advertising.

Women are somewhat more likely than men to have seen such advertising. Quebec smokers are less likely than smokers in other regions to have seen such advertising.

When smokers aged 40 to 54 who have seen or may have seen advertising about quitting smoking are asked what they remember about it, they recall a wide variety of images and messages. Among the most frequently mentioned images and messages are: warning pictures/messages on cigarette packs (20%), Nicoderm/the patch (19%), Nicorette/nicotine gum (11%), how to quit/1 800 line/step-by-step (8%), smoking is bad for you/dangerous side effect/smoking kills (7%), ordinary-looking guy/throws cigarette away (6%), ordinary-looking guy/mention of toilet (6%), and should stop smoking/how to stop smoking/wants to stop smoking (5%). A variety of other images are also mentioned. Twenty-one percent offer no response to the question.

Unaided recall of cessation ads April 2003

	TOTAL	PQs
Yes	84	84
No	14	15
Maybe	1	1

Q.1a

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?

What remembered about cessation ads April 2003

	TOTAL	PQs
Warning pictures/messages on cigarette packs	20	19
Nicoderm/the patch	19	21
Nicorette/nicotine gum	11	13
How to quit/1 800 line/step-by-step	8	9
Smoking is bad for your health/ dangerous side effect/smoking kills	7	8
Ordinary-looking guy/throw cigarette away	6	7
Ordinary-looking guy/mention of toilet	6	6
Should stop/smoking/wants to stop smoking	5	6
Doctor who has quit smoking/ professionally recommended	4	4
Ad featuring waitress named Heather Crowe who is dying from lung cancer because she was exposed to second-hand smoke	3	3
S.S.D. ads/second-hand smoke mentions	3	2
Woman with emphysema from husband's smoking	3	3
Other	18	20
dk/na	21	16

Q.1b

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 about quitting smoking

The largest proportion of adult smokers aged 40 to 54 who have seen or heard any advertising about quitting smoking – 80 percent – have seen this advertising on television. Smaller proportions say they have seen or heard this advertising in on cigarette packages (21%), the newspaper (13%), in magazines (7%) and on the radio (6%). A number of other locations are also mentioned.

Women are somewhat more likely than men to mention seeing this advertising on television.

Where cessation ads noticed May 2003

	TOTAL	PQs
Television	80	80
Cigarette packs	21	21
Newspaper	13	11
Magazines	7	7
Radio	6	5
Outdoor billboards	4	4
Public transit	4	5
Hospital/drugstore/doctor's office	3	3
Stores/store signs	3	3
Pamphlet/brochure in the mail	3	3
Internet/website banner	2	3
Other	4	4
dk/na	1	1

Q.1c

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 about quitting smoking

3.0 AIDED RECALL OF "NO PROBLEM" AD AND RESPONSE TO AD

3.1 "No Problem" ad: aided recall and sponsorship

More than four in ten smokers aged 40 to 54 have seen the "No Problem" ad. Among those who have seen it, five in ten identify the federal government as the sponsor and six in ten say the federal government is an appropriate sponsor.

Just over four in ten smokers aged 40 to 54 (43%) remember seeing a black and white television ad featuring an "ordinary-looking guy" in the cold weather talking about smoking and getting frustrated trying to light his cigarette, and two percent say they may have seen it, for a total of 45 percent. Fifty-four percent do not recall seeing the ad.

Recall of "No Problem" has declined since the mid-March post-ad survey, in which one-half of smokers aged 40 to 54 either saw the ad (49%) or think they may have seen it (2%).

Women, anglophones, more affluent smokers and those without children in the household are more likely than others to recall seeing this ad, as are Atlantic Canadians and Ontarians; Quebecers are least likely to recall seeing the ad.

The main message of the ad is getting picked up by significant numbers of adult smokers. Among respondents who have seen this ad, more than four in ten (45%) say the main point of the ad is to make people quit or stop/encourage people to quit or stop/quitting is possible. Smaller proportions say the main point is that one cannot smoke everywhere/limited areas to smoke/not socially accepted/have to smoke outside (14%), smoking is bad for health/dangerous/harmful/smoking kills (12%), cigarettes/smoking is addictive/hard to stop/smoking is a bad habit (8%), and smoking is stupid/useless/waste of time (7%). Nine percent mention other points and six percent offer no response.

In the previous survey, among smokers aged 40 to 54, more than four in ten (44%) said the main point of the ad was to make people quit smoking. Smaller proportions mentioned smoking is stupid/not worth it/waste of time (13%), smoking is not socially accepted/inconvenient/you cannot smoke everywhere (11%), and smoking is bad/dangerous (9%).

Aided recall of "No Problem" ad April 2003

	TOTAL	PQs
Yes	43	41
No	54	56
Maybe	2	3

Q.11a

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?

Main point of "No Problem" ad April 2003

	TOTAL	PQs
Make people quit or stop/encourage people to quit or stop/quitting is possible	45	47
Cannot smoke everywhere/limited areas to smoke/not socially accepted/have to smoke outside	14	13
Smoking is bad for health/dangerous/harmful/smoking kills	12	14
Cigarettes/smoking is addictive/hard to stop/smoking is a bad habit	8	10
Smoking is stupid/useless/waste of time	7	6
Don't smoke/don't start smoking	3	2
Other	6	4
dk/na	6	3

Q.12

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 the "No Problem" ad

Among respondents who recall seeing this ad, five in ten (51%) believe that the ad was produced by the Government of Canada or by Health Canada. Eleven percent think it was produced by organizations concerned with health or non-smoking, and five percent say it was produced by the provincial government. Ten percent mention some other possible sponsor, and 21 percent offer no response. This includes both top-of-mind and aided responses.

In the previous survey, just under five in ten smokers aged 40 to 54 (47%) identified the federal Government as the sponsor of the "No Problem" ad.

Among those who have seen this ad, women and anglophones are more likely than others to say that the ad was produced by the Government; Quebecers are least likely to say this.

Among smokers who have seen the "No Problem" ad, six in ten (60%) say that it is appropriate for the Government of Canada to sponsor this ad, 36 percent say it is not appropriate. These numbers are essentially unchanged from the previous survey.

Better educated and the most affluent smokers, those with a child under the age of 18 living in the household and Western Canadians are somewhat more likely to say it is appropriate for the Government to sponsor this ad; potential quitters are also more likely to say this.

Who produced "No Problem" ad April 2003

	TOTAL	PQs
Government of Canada/Health Canada	51	51
Health organization/non-smoking	11	12
Provincial government	5	6
Tobacco company/tobacco industry	3	3
The tax payers/the people/citizens	3	1
Other	4	2
dk/na	21	21

Q.11b-c (combined)

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 "No Problem" ad

Appropriate for government to sponsor "No Problem" ad April 2003

	TOTAL	PQs
Yes	60	72
No	36	24
Maybe	3	4

Q.13

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 the "No Problem" ad

3.2 "No Problem" ad: response

Seven in ten smokers who saw the "No Problem" ad think the ad is believable in getting its message across; six in ten think it is effective. One-half of those who saw it say it made them think about quitting.

A total of seven in ten respondents who saw the "No Problem" ad say that it is very (37%) or somewhat (34%) believable in its message about quitting smoking. A total of just under three in ten say it is not very (10%) or not at all (17%) believable.

Among smokers aged 40 to 54 years who saw the ad, a total of six in ten say that it is very (21%) or somewhat (39%) effective in getting its message across. A total of four in ten say it is not very (13%) or not at all (26%) effective.

Potential quitters and those aged 40 to 47 are more likely to find this ad both very effective and very believable. Men are also more likely than others to find this ad very effective.

A total of one-half of smokers who saw this ad say that it made them think about quitting a great deal (12%) or somewhat (39%). Forty-eight percent say the ad did not make them think about quitting at all.

Potential quitters, those aged 40 to 47 and smokers in Quebec are more likely than others to say the ad made them think about quitting a great deal.

Impact of "No Problem" ad April 2003

	TOTAL	PQs
<i>Believable in its message about quitting smoking</i>		
Very	37	46
Somewhat	34	34
Not very	10	8
Not at all	17	11
dk/na	2	2
<i>Effective in its message about quitting smoking</i>		
Very	21	29
Somewhat	39	43
Not very	13	12
Not at all	26	15
dk/na	1	1

Q.14

Is this ad very, somewhat, not very or not at all ...?

Subsample: Those who remember, or may remember, seeing the "No Problem" ad

"No Problem" ad led to thinking about quitting April 2003

	TOTAL	PQs
A great deal	12	22
Somewhat	39	49
Not at all	48	29
dk/na	1	*

* Less than one percent

Q.15

And did this ad make you think about quitting smoking ...?

Subsample: Those who remember, or may remember, seeing the "No Problem" ad

3.3 "No Problem" ad: call to action

One-quarter of smokers who saw the ad talked to someone about it. Between three and five in ten remember the 1 800 number, the website, or the smokers' helpline from the ad.

Among smokers aged 40 to 54 who saw the "No Problem" ad, one-quarter (26%) spoke with other people about the ad; three-quarters (74%) did not. In the previous survey, among smokers aged 40 to 54 years, 28 percent spoke to others about the ad.

Women, those with children under the age of 18 living in the household and potential quitters are slightly more likely to have talked with someone about the ad. Atlantic Canadians are most likely to have talked with someone; Quebecers are the least likely to have done

Talked about "No Problem" ad April 2003

	TOTAL	PQs
Yes	26	30
No	74	70

Q.16

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

Subsample: Those who remember, or may remember, seeing the "No Problem" ad

Did something else as result of "No Problem" ad April 2003

	TOTAL	PQs
Yes	11	18
No	88	81

Q.17a

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

Subsample: Those who remember, or may remember, seeing the "No Problem" ad

so (caution in interpreting this finding is advised, due to small sample sizes).

When asked, 11 percent of smokers who saw this ad report that they did something else as a result of seeing this ad; 88 percent did not do anything else. These findings are essentially unchanged from the previous survey.

Men and potential quitters are more likely than others to say that they did something else. Quebecers are less likely than those in other regions to report doing something else.

When those who did something else are asked what they had done, the most common responses of smokers aged 40 to 54 were I lit a cigarette (20%) and slowed down/reduced pace (19%). Smaller proportions mention quit smoking/tried to quit (17%), stopped smoking inside/in front of children/in front of others/smoke outside (12%), and thought about it (9%). Nineteen percent mention other responses.

Actions taken April 2003

	TOTAL	PQs
Lit a cigarette	20	12
Slowed down/reduced pace	19	23
Quit smoking/tried to quit	17	20
Stopped smoking inside/in front of children/ in front of others/smoke outside	12	12
Thought about it	9	11
Bought patch/gum/Zyban/visited doctor	4	5
Called a number	2	2
Wrote down website/number	2	2
Other	11	7
Nothing	4	4
dk/na	2	2

Q.17b

What did you do? Anything else?

Subsample: Those who remember, or may remember, seeing the "No Problem" ad, and who did something else as a result of seeing the ad

In the previous survey, the most common responses among smokers aged 40 to 54 who did something were tried to quit/quit smoking (27%) and I lit a cigarette (23%). Smaller proportions mentioned slowed down/reduced pace (18%), thought about it (15%) and talked with family/children/friends/promoted anti-smoking (12%).

When asked, more than four in ten of those who saw the ad say they recall the smokers' helpline (46%), four in ten recall the Government of Canada 1 800 phone number from the ad (41%) and three in ten recall the smoke-free website (31%).

Those who smoke every day are more likely than occasional smokers to recall all three channels (caution in interpreting this finding is advised, due to small sample sizes). Potential quitters and Ontarians are also more likely to recall all three channels. Women are slightly more likely than men to recall the 1 800 number and the smokers' helpline. Quebecers are less likely than those in other regions to recall any of these channels.

Very few of those who recall any of these channels report making use of them. Among those smokers who recall seeing the smoke-free website, four percent visited it. Two percent each of those who recall the 1 800 number or smokers' helpline called these numbers.

A similar finding in the previous survey indicated that a total of one percent of smokers aged 40 to 54 who remembered the "No Problem" ad said that they called the 1 800 number or visited the government website for more information.

Recall of access channels

April 2003

	TOTAL	PQs
Smokers' helpline number for information about quitting	46	48
Government of Canada 1 800 phone number	41	45
Smoke-free website address	31	36

Q.18

Do you remember seeing any of the following in this ad ...?

Subsample: Those who remember, or may remember, seeing the "No Problem" ad

Used access channels

April 2003

	TOTAL	PQs
Visited smoke-free website address	4	7
Called Government of Canada 1 800 phone number	2	3
Called smokers' helpline number for information about quitting	2	2

Q.19a

Did you call this Government of Canada 1 800 number for information about smoking or quitting?

Subsample: Those who remember, or may remember, seeing the "No Problem" ad, and who remember seeing a Government of Canada 1 800 number

Q.19b

Did you go to the smoke-free website for information about smoking or quitting?

Subsample: Those who remember, or may remember, seeing the "No Problem" ad, and who remember seeing a smoke-free website address

Q.19c

Did you call this smokers' helpline number for information about smoking or quitting?

Subsample: Those who remember, or may remember, seeing the "No Problem" ad, and who remember seeing a smokers' helpline

4.0 AIDED RECALL OF "TOILET" AD AND RESPONSE TO AD

4.1 "Toilet" ad: aided recall and sponsorship

Half of smokers aged 40 to 54 have seen the "Toilet" ad. Among those who have seen it, almost six in ten identify the federal government as the sponsor, and more than six in ten say the federal government is an appropriate sponsor.

One-half of smokers aged 40 to 54 (51%) remember seeing a black and white television ad featuring an "ordinary-looking guy" talking about how he smokes everywhere, and saying the only time he is not smoking is when he is on the toilet; two percent say they may have seen it, for a total of 53 percent. Forty-eight percent do not recall seeing the ad.

Women, better educated and less affluent Canadians, and those without a child under the age of 18 living in the household are more likely to recall seeing this ad.

Again, the main message – to encourage quitting – is picked up by smokers. Among smokers aged 40 to 54 who have seen this ad, four in ten (43%) say the main point of the ad is to make people quit or stop/encourage people to quit or stop/quitting is possible. Two in ten say that the main point is that cigarettes/smoking is addictive/hard to stop/smoking is a bad habit (22%). Smaller proportions say the main point is smoking is bad for health/dangerous/harmful/smoking kills (7%) and cannot smoke everywhere/limited areas to smoke/not socially accepted/have to smoke outside (7%). Twelve percent mention other points, and nine percent offer no response

Respondents in Ontario and Quebec are more likely to mention encouraging people to quit or stop as the main point; those in Western Canada are more inclined to mention the smoking is addictive and that it is hard to quit.

Aided recall of "Toilet" ad

April 2003

	TOTAL	PQs
Yes	51	51
No	48	48
Maybe	2	2

Q.2a

Do you remember seeing a black and white television ad over the past few weeks or so showing an ordinary-looking guy who is talking about how he smokes everywhere and says the only time he is not smoking is when he is on the toilet?

Main point of "Toilet" ad

April 2003

	TOTAL	PQs
Make people quit or stop/encourage people to quit or stop/quitting is possible	43	42
Cigarettes/smoking is addictive/hard to stop/smoking is a bad habit	22	26
Smoking is bad for health/dangerous/harmful/smoking kills	7	6
Cannot smoke everywhere/limited areas to smoke/not socially accepted/have to smoke outside	7	6
Second-hand smoke is bad for kids/non-smokers/in general	3	4
Other	9	8
dk/na	9	9

Q.3

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 the "Toilet" ad

Among respondents who recall seeing this ad, just under six in ten (56%) 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. Seven percent mention some other possible sponsor, and 21 percent offer no response. This includes both top-of-mind and aided responses.

Among those who have seen this ad, men, anglophones, better educated and the most affluent respondents are more likely to say that the ad was produced by the Government, as are those living in Ontario and Western Canada. Potential quitters are also more likely to say this.

More than six in ten (65%) of smokers aged 40 to 54 who saw the "Toilet" ad say that it is appropriate for the Government of Canada to sponsor this ad; 32 percent say it is not appropriate, and three percent offer no response.

Men and those with Internet access are more likely to say it is appropriate for the Government to sponsor this ad; Atlantic Canadians are less likely to approve of government sponsorship. Potential quitters are also strong in their approval of government sponsorship.

Who produced "Toilet" ad April 2003

	TOTAL	PQs
Government of Canada/Health Canada	56	59
Health organization/non-smoking	8	8
Provincial government	6	7
Tobacco company/tobacco industry	3	3
Other	4	2
dk/na	21	20

Q.2b-c (combined)

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 "Toilet" ad

Appropriate for government to sponsor "Toilet" ad

April 2003

	TOTAL	PQs
Yes	65	74
No	32	24
Maybe	3	3

Q.4

In fact, the television ad you saw about the ordinary-looking guy 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 the "Toilet" ad

4.2 "Toilet" ad: response

Almost seven in ten smokers who saw the "Toilet" ad think the ad is believable in getting its message across; almost seven in ten think it is effective. One-half of those who saw it say it made them think about quitting.

A total of almost seven in ten respondents who saw the "Toilet" ad say that it is very (34%) or somewhat (34%) believable in its message about quitting smoking. A total of three in ten say it is not very (12%) or not at all (19%) believable.

Among smokers aged 40 to 54 years who saw the ad, a total of almost six in ten say that it is very (21%) or somewhat (35%) effective in getting its message across. A total of four in ten say it is not very (15%) or not at all (27%) effective.

Potential quitters are more likely to find this ad both very effective and very believable. Women, those aged 40 to 47, and those in Ontario and Western Canada are also more likely than others to find this ad very believable.

A total of one-half of smokers who saw this ad say that it made them think about quitting a great deal (16%) or somewhat (34%). Fifty percent say the ad did not make them think about quitting at all.

Potential quitters and smokers in Quebec are more likely than others to say the ad made them think about quitting a great deal.

Impact of "Toilet" ad April 2003

	TOTAL	PQs
<i>Believable in its message about quitting smoking</i>		
Very	34	44
Somewhat	34	33
Not very	12	10
Not at all	19	12
dk/na	1	*
<i>Effective in its message about quitting smoking</i>		
Very	21	30
Somewhat	35	38
Not very	15	11
Not at all	27	19
dk/na	2	1

* Less than one percent

Q.5

Is this ad very, somewhat, not very or not at all ...?

Subsample: Those who remember, or may remember, seeing the "Toilet" ad

"Toilet" ad led to thinking about quitting April 2003

	TOTAL	PQs
A great deal	16	25
Somewhat	34	41
Not at all	50	34
dk/na	1	*

* Less than one percent

Q.6

And did this ad make you think about quitting smoking ...?

Subsample: Those who remember, or may remember, seeing the

4.3 "Toilet" ad: call to action

Three in ten smokers who saw the ad talked to someone about it. Between three and four in ten remember the 1 800 number, the website, or the smokers' helpline from the ad.

Among smokers aged 40 to 54 who saw the "Toilet" ad, three in ten (29%) spoke with other people about the ad; seven in ten (71%) did not.

Women, smokers aged 40 to 47, anglophones 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 Atlantic Canadians are more likely to have talked with someone; Quebecers are the least likely to have done so.

Talked about "Toilet" ad April 2003

	TOTAL	PQs
Yes	29	29
No	71	71
dk/na	*	*
* Less than one percent		

Q.7

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

Subsample: Those who remember, or may remember, seeing the "Toilet" ad

Did something else as result of "Toilet" ad April 2003

	TOTAL	PQs
Yes	11	14
No	89	86

Q.8a

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

Subsample: Those who remember, or may remember, seeing the "Toilet" ad

When asked, 11 percent of smokers who saw this ad report that they did something else as a result of seeing this ad; 89 percent did not do anything else.

Less affluent smokers and potential quitters are more likely than others to say that they did something else. Ontarians are less likely than those in other regions to report doing something else.

When those who did something else are asked asked what they had done, the most common response of smokers aged 40 to 54 was I lit a cigarette (20%). Smaller proportions mention slowed down/reduced pace (16%), thought about it (15%), quit smoking/tried to quit (13%), visited health professional (9%), called a number (6%) and visited a website (5%). Fifteen percent mentioned other responses.

Actions taken April 2003

	TOTAL	PQs
Lit a cigarette	20	7
Slowed down/reduced pace	16	21
Thought about it	15	18
Quit smoking/tried to quit	13	13
Visit doctor/health professionals	9	13
Called a number	6	9
Visited website	5	8
Bought patch/gum/Zyban/visited doctor	4	3
Wrote down website/number	2	3
Other	9	4
Nothing	2	3

Q.8b

What did you do? Anything else?

Subsample: Those who remember, or may remember, seeing the "Toilet" ad, and who did something else as a result of seeing the ad

When asked, four in ten of those who saw the ad recall the Government of Canada 1 800 phone number from the ad (41%), almost four in ten recall the smokers' helpline (36%) and three in ten recall the smoke-free website (30%).

Those who smoke every day are more likely than occasional smokers to recall all three channels (caution in interpreting this finding is advised, due to small sample sizes). Potential quitters are slightly more likely to recall the smoke-free website. Quebecers are less likely than those in other regions to recall any of these channels.

Among those smokers who recall the smoke-free website, one in ten (10%) visited it. Very few of those who recall the 1 800 number or smokers' helpline called these numbers (one percent each).

Recall of access channels

April 2003

	TOTAL	PQs
Government of Canada 1 800 phone number	41	41
Smokers' helpline number for information about quitting	36	37
Smoke-free website address	30	34

Q.9

Do you remember seeing any of the following in this ad ...?

Subsample: Those who remember, or may remember, seeing the "Toilet" ad

Used access channels

April 2003

	TOTAL	PQs
Visited smoke-free website address	10	15
Called Government of Canada 1 800 phone number	1	2
Called smokers' helpline number for information about quitting	1	1

Q.10a

Did you call this Government of Canada 1 800 number for information about smoking or quitting?

Subsample: Those who remember, or may remember, seeing the "Toilet" ad, and who remember seeing a Government of Canada 1 800 number

Q.10b

Did you go to the smoke-free website for information about smoking or quitting?

Subsample: Those who remember, or may remember, seeing the "Toilet" ad, and who remember seeing a smoke-free website address

Q.10c

Did you call this smokers' helpline number for information about smoking or quitting?

Subsample: Those who remember, or may remember, seeing the "Toilet" ad, and who remember seeing a smokers' helpline

5.0 ACCESS CHANNELS: 1 800 NUMBER, WEBSITE, SMOKERS' HELPLINE

Use of three access channels is limited among smokers aged 40 to 54; in each case, fewer than five percent report using the channel.

Respondents who had not been previously asked about contact with the Government through the 1 800 number were asked, specifically, if they had ever called the Government of Canada 1 800 number for information about smoking or quitting. Two percent say that they have called the 1 800 number for this reason; 98 percent say they have not.

1 800 number easy to use April 2003

	TOTAL	PQs
Yes	54	54
No	39	36
dk/na	8	9

Q.20b

You mentioned that you called the Government of Canada 1 800 number for information about smoking or quitting. Was this number easy to use?

Subsample: Those who have ever called the Government of Canada 1 800 number

Combining the number who report, in response to this question, that they have called the 1 800 number for this purpose with the number who report calling the 1 800 number in response to previous questions, we find that three percent (22 respondents) of adult smokers overall have made use of this channel.

Among those who have called the 1 800 number, over one-half (54%) say that the number was easy to use, one-half (51%) say they received or were offered something, and a similar proportion (52%) say the information was helpful to them. Note that caution is advised in interpreting these findings due to the extremely small sample sizes.

Received or was given information April 2003

	TOTAL	PQs
Yes	51	56
No	49	44

Q.20c

Did you receive anything or were you offered anything?

Subsample: Those who have ever called the Government of Canada 1 800 number

Information helpful and useful April 2003

	TOTAL	PQs
Yes	52	46
No	48	54

Q.20d

Was the information helpful and useful to you?

Subsample: Those who have ever called the Government of Canada 1 800 number

Respondents who had not been previously asked about contact with the government through the smoke-free website were asked, specifically, if they had ever gone to this website for information about smoking or quitting. Two percent say that they visited the website for this reason; 98 percent say they have not.

Combining the number who report, in response to this question, that they have visited the smoke-free website with the number who report visiting the smoke-free website in response to previous ad recall questions, we find that four percent (30 respondents) overall have made use of this channel.

smoke-free.ca website easy to use April 2003

	TOTAL	PQs
Yes	76	76
No	15	17
dk/na	9	7

Q.21b

You mentioned that you visited the smoke-free website. Was this website easy to use?

Subsample: Those who have ever visited the smoke-free website

Among those who have visited the smoke-free.ca website, three-quarters (76%) say that the website was easy to use, two in ten (20%) say they received or were offered something, and just over one-half (53%) say the information was helpful to them. Note that caution is advised in interpreting these findings due to the extremely small sample sizes.

Received or was given information April 2003

	TOTAL	PQs
Yes	20	17
No	78	83
dk/na	2	—

Q.21c

Did you receive anything or were you offered anything?

Subsample: Those who have ever visited the smoke-free website

Information helpful and useful April 2003

	TOTAL	PQs
Yes	53	48
No	36	40
dk/na	11	12

Q.21d

Was the information helpful and useful to you?

Subsample: Those who have ever visited the smoke-free website

Respondents who had not been previously asked about contact with a smokers' helpline were asked, specifically, if they had ever gone to a smokers' helpline phone number for information about smoking or quitting. Two percent say that they have called a smokers' helpline number for this reason; 98 percent say they have not.

Combining the number who report, in response to this question, that they have called a smokers' helpline number for this purpose with the number who report calling the smokers' helpline number in response to previous ad recall questions, we find that three percent (24 respondents) overall have made use of this channel.

Helpline number easy to use April 2003

	TOTAL	PQs
Yes	66	77
No	30	18
dk/na	4	5

Q.22b

You mentioned that you called the smokers' helpline for information about smoking or quitting. Was this number easy to use?

Subsample: Those who have ever called the smokers' helpline

Among those who have called smokers' helpline number, two-thirds (66%) say that the number was easy to use, four in ten (41%) say they received or were offered something, and a similar proportion (41%) say the information was helpful to them. Note that caution is advised in interpreting these findings due to the extremely small sample sizes.

Received or was given information April 2003

	TOTAL	PQs
Yes	41	36
No	54	57
dk/na	5	7

Q.22c

Did you receive anything or were you offered anything?

Subsample: Those who have ever called the smokers' helpline

Information helpful and useful April 2003

	TOTAL	PQs
Yes	41	49
No	59	51

Q.22d

Was the information helpful and useful to you?

Subsample: Those who have ever called the smokers' helpline

6.0 QUITTING: BEHAVIOUR AND RESOURCES

6.1 Quitting behaviour

More than one-half of smokers aged 40 to 54 are seriously thinking of quitting; four in ten of these say they will try within the next 30 days. More than eight in ten have tried to quit at least once.

More than one-half of smokers aged 40 to 54 (55%) are potential quitters; that is, they report that they are now seriously thinking of quitting smoking. More than four in ten (44%) are not seriously thinking of quitting.

Men, smokers aged 40 to 47, those with a child under the age of 18 living in the household and those with Internet access are more likely to report that they are thinking of quitting. Smokers in Alberta and British Columbia are also more likely than those in other regions to say they are thinking of quitting. There is some indication that occasional smokers are more likely than everyday smokers to say they are thinking of quitting, however, this finding should be interpreted with caution due to small sample size.

Among smokers aged 40 to 54 who are seriously thinking about quitting, four in ten (39%) say they will try to quit within the next 30 days. One-half (49%) say they will try to quit within the next six months. Nine percent say they will not try within the next six months. In the previous survey, 38 percent of smokers aged 40 to 54 said they would try to quit within 30 days, 44 percent said they would try within six months and 15 percent said they would not try in the next six months.

Smokers aged 48 to 54 are somewhat more likely than others to say they will try to quit in the next 30 days. Occasional smokers are also more likely than everyday smokers to say this, however, this finding should be interpreted with caution due to small sample size.

Seriously thinking of quitting smoking

April 2003

Yes	55
No	44

Q.25a

Are you now seriously thinking of quitting smoking?

When thinking of trying to quit smoking

April 2003

Within next 30 days	39
Within the next 6 months	49
Not within the next 6 months	9
dk/na	3

Q.25b

When do you think you will try to quit?

Subsample: Those who are seriously thinking of quitting smoking

More than eight in ten smokers aged 40 to 54 (83%) say that they have tried to quit smoking; only 17 percent have never tried.

Women, better educated smokers, those with Internet access and potential quitters are more likely than others to have tried to quit in the past.

Among those who have ever tried to quit, 45 percent say they have not done so in the past year. Seventeen percent have stopped smoking for at least 24 hours once in the past year, 15 percent have stopped twice, nine percent have stopped three times and 13 percent have stopped more than three times.

Smokers aged 48 to 54, the least educated smokers and those without a child under the age of 18 living in the household, as well as smokers in Ontario and British Columbia, are more likely than others not to have tried to quit in the past year. Anglophones are more likely than francophones to say they have not tried to quit in the past year. Those who smoke every day and those who are not potential quitters (i.e., currently not thinking seriously about quitting) are also more likely not to have tried to quit in the past year.

Ever tried to quit smoking April 2003

	TOTAL	PQs
Yes	83	89
No	17	11

Q.26a

Have you ever tried to quit smoking?

Frequency of trying to quit smoking April 2003

	TOTAL	PQs
Once	17	19
Twice	15	19
Three times	9	11
More than three times	13	18
Not in the past year	45	33

Q.26b

In the past year, how many times have you stopped smoking for at least 24 hours because you were trying to quit smoking?

Subsample: Those who have ever tried to quit smoking

6.2 Quitting resources

Smokers aged 40 to 54 are most likely to consider advice from a health care professional to be helpful in quitting, followed by advice from a pharmacist and advice from a pharmaceutical company selling cessation products.

Smokers aged 40 to 54, both those thinking about quitting and those not thinking about quitting, were asked to indicate whether a number of resources or aids to quitting would be helpful to them personally. Smokers are more likely to consider resources or aids involving contact with professionals – such as advice from doctors or health professionals, pharmacists and pharmaceutical companies selling cessation products – as being helpful to them personally. Self-help programs such as brochures and videos, interactive websites and a quitline are less likely to be seen as helpful.

About seven in ten smokers aged 40 to 54 say that advice from a doctor or health professional would be very (32%) or somewhat (36%) helpful to them personally in quitting. Just over three in ten say this would be not very (11%) or not at all (22%) helpful.

One-half of smokers aged 40 to 54 say that advice from a pharmacist would be very (18%) or somewhat (33%) helpful to them personally in quitting. A similar number say this would be not very (16%) or not at all (31%) helpful.

One-half of smokers aged 40 to 54 say that advice from a pharmaceutical company selling products that help people quit smoking would be very (17%) or somewhat (34%) helpful to them personally in quitting. A similar number say this would be not very (14%) or not at all (32%) helpful.

Just under one-half of smokers aged 40 to 54 say that a group program for people who want to quit would be very (18%) or somewhat (28%) helpful to them personally in quitting. Just over one-half say this would be not very (14%) or not at all (40%) helpful.

Four in ten smokers aged 40 to 54 say that self-help material like brochures and videos would be very (11%) or somewhat (29%) helpful to them personally in quitting. Six in ten say this would be not very (18%) or not at all (41%) helpful.

Methods for quitting smoking

April 2003

	TOTAL	PQs
<i>Advice from your doctor or a health professional</i>		
Very	32	38
Somewhat	36	33
Not very	11	11
Not at all	22	17
<i>Advice from a pharmacist</i>		
Very	18	22
Somewhat	33	35
Not very	16	17
Not at all	31	24
<i>Advice from a pharmaceutical company selling products to help people quit smoking</i>		
Very	17	21
Somewhat	34	36
Not very	14	14
Not at all	32	27
<i>Group program for people who want to quit</i>		
Very	18	21
Somewhat	28	28
Not very	14	16
Not at all	40	34
<i>Self-help materials like brochures and videos</i>		
Very	11	15
Somewhat	29	32
Not very	18	20
Not at all	41	33
<i>Interactive website program to help people quit smoking</i>		
Very	12	14
Somewhat	25	28
Not very	14	16
Not at all	46	40
<i>1 800 help line or quitline</i>		
Very	9	12
Somewhat	23	25
Not very	18	19
Not at all	48	40

Q.27

Whether or not you are thinking about quitting, would each of the following be a very, somewhat, not very or not at all helpful method for you personally ...?

Just under four in ten smokers aged 40 to 54 say that an interactive website program set up to help people quit smoking would be very (12%) or somewhat (25%) helpful to them personally in quitting. Six in ten say this would be not very (14%) or not at all (46%) helpful.

Three in ten smokers aged 40 to 54 say that a 1 800 helpline or quitline would be very (9%) or somewhat (23%) helpful to them personally in quitting. Almost seven in ten say this would be not very (18%) or not at all (48%) helpful.

Compared to the benchmark survey of adult smokers conducted by Environics in January 2003, smokers today are somewhat less likely to find advice from a doctor to be very helpful (32% today compared to 38%), from a pharmacist (18% today compared to 24%), from self-help materials (11% today compared to 16%), or a 1 800 helpline or quitline (9% today compared to 14%).

Potential quitters and occasional smokers are more likely to say that most of these methods or resources would be at least somewhat helpful to them personally. Smokers aged 40 to 47 are more likely to think that advice from a pharmacist, advice from a pharmaceutical company and an interactive website program would be at least somewhat helpful. Women are more likely than men to think that brochures and videos, an interactive website program, and a helpline or quitline would be at least somewhat helpful. Those with children under the age of 18 in the household are more inclined to see advice from a doctor, advice from a pharmacist, brochures and videos and an interactive website program as at least somewhat helpful. Smokers with Internet access are more inclined to think that advice from a doctor and an interactive website program would be at least somewhat helpful.

Western Canadians are more inclined to think that advice from a doctor and a group program would be at least somewhat helpful to them. Quebecers are more likely to say that advice from a pharmacist would be at least somewhat helpful. Ontarians are more likely to say this about an interactive website program.

7.0 ASSESSMENT OF GOVERNMENT PERFORMANCE

Among smokers, negative assessments of the Government's general performance outweigh neutral or positive assessments; on the other dimensions of providing information about services and helping Canadians quit smoking, opinion is divided.

Smokers aged 40 to 54 were asked to assess the performance of the Government of Canada on the following dimensions (using a 7-point scale where 1 means terrible and 7 means excellent): its performance in helping to assist Canadians in quitting smoking, its performance in general, and its performance in providing information to the public about government services that are available to Canadians.

A total of four in ten smokers aged 40 to 54 (40%) provide positive assessments of the Government's performance in providing information to the public about government services, with 11 percent rating its performance as excellent. Twenty-four percent say their assessment is neither good nor bad, and a total of 35 percent provide a negative assessment of the Government's performance, including 14 percent who provide a rating of terrible. In the previous survey, 32 percent of smokers aged 40 to 54 offered positive assessments, 27 percent were neutral and 38 percent offered negative assessments on this dimension; this represents a slight shift toward a positive evaluation of the government's performance on this dimension among smokers in this age group.

A total of one-third of smokers aged 40 to 54 (34%) provide positive assessments of the Government's performance in helping Canadians quit smoking, with nine percent rating its performance as excellent. Twenty-eight percent say their assessment is neither good nor bad, and a total of 34 percent provide a negative assessment of the Government's performance, with 19 percent providing a rating of terrible. In the previous survey, 40 percent of smokers aged 40 to 54 offered positive assessments, 28 percent were neutral and 30 percent offered negative assessments on this dimension; while opinion is divided, this represents a slight shift toward a negative evaluation of the government's performance on this dimension among smokers in this age group.

Performance ratings for Government of Canada April 2003

	TOTAL	PQs
<i>Providing information about government services</i>		
Excellent	11	11
Somewhat good	29	29
Neither good nor bad	24	25
Somewhat bad	21	21
Terrible	14	11
<i>Helping Canadians in quitting smoking</i>		
Excellent	9	11
Somewhat good	25	29
Neither good nor bad	28	28
Somewhat bad	15	14
Terrible	19	17
<i>General</i>		
Excellent	7	8
Somewhat good	24	26
Neither good nor bad	28	29
Somewhat bad	17	17
Terrible	20	18

Q.23a

Now 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.

Q.23b

And, using the same scale, generally speaking, how do you rate the performance of the Government of Canada?

Q.23c

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 three in ten (31%) provide positive assessments of the Government's performance in general, with seven percent rating its performance as excellent. Twenty-eight percent say their assessment is neither good nor bad, and a total of 37 percent provide a negative assessment of the Government's performance, including 20 percent who provide a rating of terrible.

In the previous survey, 32 percent of smokers aged 40 to 54 offered positive assessments, 29 percent were neutral and 37 percent offered negative assessments on this dimension; opinions toward the government's performance overall remain essentially unchanged among smokers aged 40 to 54.

SURVEY METHODS

The results of the survey are based on questions asked to 802 Canadian smokers aged 40 to 54 years living within the ten provinces of Canada. The survey was conducted by telephone from April 15 to 29, 2003.

SAMPLE SELECTION

The sampling method was designed to complete approximately 800 interviews with Canadian smokers, aged 40 to 54 years, living within households randomly selected across Canada. It is drawn in such a way that it represents the population of Canadian smokers in these age groups with the exception of those living in the Yukon, Northwest Territories or Nunavut.

The final sample is distributed as follows.

	WEIGHTED N	UNWEIGHTED N	MARGIN OF ERROR
Atlantic Canada	65	69	11.8
Quebec	202	194	7.0
Ontario	300	306	5.6
Manitoba/ Saskatchewan	57	61	12.5
Alberta	73	80	11.0
British Columbia	105	92	10.2
Total	802	802	3.5

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).

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.

During fieldwork, a total of 44,042 telephone numbers were drawn from the initial sample. Each household contacted was screened for the presence of one or more smokers 40 to 54 years of age. If more than one smoker in this age group was present in the household, the respondents 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.

The final results have been weighted by gender and region.

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."

COMPLETION RESULTS

A total of 802 interviews were completed. The margin of error for a sample of 802 is ± 3.5 percentage points, 19 times in 20. The margins are wider for regional and demographic subsamples.

The following table presents the detailed completion results for this survey of 802 interviews.

Total dialled sample	44,042
Household not eligible	9,359
Non-residential/not in service	9,163
Language barrier	819
Subtotal	19,341
New Base (44,042 - 19,341)	24,701
No answer/line busy/ respondent not available	15,394
Refusals	8,479
Mid-interview refusals	26
Subtotal	23,899
Net Completions (24,701 - 23,899)	802

QUESTIONNAIRES



ENVIRONICS
RESEARCH GROUP

April 16, 2003

Ad Recall Survey of Adult Smokers
Bob/Martin Ad Test
PN5359
Questionnaire - Draft 6

N= 800 Smokers
40-54

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**

- B. Does anyone in your household between the ages of 40 to 54 years old smoke cigarettes?

1 - Yes	ASK C
2 - No	THANK AND TERMINATE
3 - DK/NA	THANK AND TERMINATE
4 - No one 20 to 54	THANK AND TERMINATE

- C. Is there more than one smoker in your household between 40 and 54 years old?

1 - Yes, more than one	ASK D
2 - Only one	C1. Is that you or someone else?
	1 - Me
	2 - No/someone else - May I speak to that person now?
	CONTINUE OR SCHEDULE CALL-BACK.

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

CONTINUE OR SCHEDULE CALL-BACK

ASK ALL

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

1 - Every day

2 - Occasionally (less than every day)

3 - Not at all

4 - DK/NA

SMOKER - CONTINUE

SMOKER - CONTINUE

THANK AND TERMINATE

THANK AND TERMINATE

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

1 - Male

2 - Female

G. Language of survey

1 - English

2 - French

H. In what year were you born?

2 - DK/NA

MAIN QUESTIONNAIRE

1. 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.2]

3 - Maybe [ASK b AND c]

4 - 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

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

ASK ALL – ROTATE Q.2 TO Q.10 WITH Q.11 TO Q.19

2. a) Do you remember seeing a black and white television ad over the past few weeks or so showing an ordinary-looking guy who is talking about how he smokes everywhere and says the only time he is not smoking is when he is on the toilet?

- 01 - Yes [ASK 2b TO 10]
- 02 - No [GO TO Q.11]
- 03 - Maybe [ASK 2b TO 10]
- 04 - DK/NA [GO TO Q.11]

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

- c) Which level of government?

DO NOT READ

- 01 - Federal
- 02 - Provincial

03 - Municipal
04 - Other
99 - DK/NA

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

02 - Nothing
03 - DK/NA

4. In fact, the television ad you saw about the ordinary-looking guy 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

5. Is this ad very, somewhat, not very or not at all ...
READ AND ROTATE

a) effective in its message about quitting smoking?

01 - Very
02 - Somewhat
03 - Not very
04 - Not at all
99 - DK/NA

b) believable in its message about quitting smoking?

6. And did this ad make you think about quitting smoking...**READ**

1 - A great deal
2 - somewhat, or
3 - not at all?
3 - DK/NA

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

1 - Yes
2 - No
3 - DK/NA

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

01 - Yes **ASK b**

02 - No **GO TO Q.9**
99 - DK/NA **GO TO Q.9**

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

01 - Visited website
02 - Called a number
03 - Wrote down website or number
04 - Visit doctor/health professional
05 - Quit smoking/tried to quit
06 - Other (**SPECIFY**) _____
99 - DK/NA

9. Do you remember seeing any of the following in this ad?

a) A Government of Canada 1-800 phone number?

01 - Yes
02 - No
99 - DK/NA

b) A smoke-free website address?

01 - Yes
02 - No
99 - DK/NA

c) A smokers' helpline number to call for information about quitting?

01 - Yes
02 - No
99 - DK/NA

10. a) **IF YES IN 9a ASK**

Did you call this Government of Canada 1-800 number for information about smoking or quitting?

01 - Yes
02 - No
99 - DK/NA

b) **IF YES IN 9b ASK**

Did you go to the smoke-free website for information about smoking or quitting?

01 - Yes
02 - No
99 - DK/NA

c) **IF YES IN 9c ASK**

Did you call this smokers' helpline number for information about smoking or quitting?

01 - Yes

- 02 - No
- 99 - DK/NA

ASK ALL

11. a) 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 11b TO 19]
- 02 - No [GO TO Q.20]
- 03 - Maybe [ASK 11b TO 19]
- 99 - DK/NA [GO TO Q.20]

- b) 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

- c) Which level of government?
DO NOT READ

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

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

- _____

02 - Nothing
03 - DK/NA

13. 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

14. Is this ad very, somewhat, not very or not at all ...

READ AND ROTATE

a) effective in its message about quitting smoking?

- 01 – Very
- 02 – Somewhat
- 03 – Not very
- 04 – Not at all
- 99 – DK/NA

b) believable in its message about quitting smoking?

15. And did this ad make you think about quitting smoking...**READ**

- 1 – A great deal
- 2 – somewhat, or
- 3 – not at all?
- 3 - DK/NA

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

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

17. a) Did you do anything else as a result of seeing or hearing this advertising?

- 01 - Yes **ASK b**
- 02 - No **GO TO Q.18**
- 99 - DK/NA **GO TO Q.18**

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

- 01 - Visited website
- 02 - Called a number
- 03 - Wrote down website or number
- 04 - Visit doctor/health professional
- 05 - Quit smoking/tried to quit
- 06 - Other (**SPECIFY**) _____
- 99 - DK/NA

18. Do you remember seeing any of the following in this ad?

a) A Government of Canada 1-800 phone number?

- 01 - Yes
- 02 - No
- 99 - DK/NA

b) A smoke-free website address?

- 01 - Yes
- 02 - No
- 99 - DK/NA

c) A smokers' helpline number to call for information about quitting?

- 01 - Yes
- 02 - No
- 99 - DK/NA

19. a) **IF YES IN 18a ASK**

Did you call this Government of Canada 1-800 number for information about smoking or quitting?

- 01 - Yes
- 02 - No
- 99 - DK/NA

b) **IF YES IN 18b ASK**

Did you go to the smoke-free website for information about smoking or quitting?

- 01 - Yes
- 02 - No
- 99 - DK/NA

c) **IF YES IN 18c ASK**

Did you call this smokers' helpline number for information about smoking or quitting?

- 01 - Yes
- 02 - No
- 99 - DK/NA

ASK ALL

IF NOT YES IN Q.9a OR Q.19a, ASK:

20. a) Have you ever called the Government of Canada 1-800 number for information about smoking or quitting?

- | | |
|------------|-------------------|
| 01 - Yes | ASK b TO d |
| 02 - No | GO TO Q.21 |
| 99 - DK/NA | GO TO Q.21 |

IF YES IN 9a or 19a ASK

You mentioned that you called the Government of Canada 1-800 number for information about smoking or quitting.

b) Was this number easy to use?

- 01 - Yes
- 02 - No
- 99 - DK/NA

c) Did you receive anything or were you offered anything?

- 01 - Yes
- 02 - No
- 99 - DK/NA

d) Was the information helpful and useful to you?

- 01 - Yes
- 02 - No
- 99 - DK/NA

ASK ALL

21. IF NOT YES IN Q.9b OR Q.19b, ASK:

a) Have you ever gone to the smokefree.ca website for information about smoking or quitting?

- | | |
|------------|-------------------|
| 01 - Yes | ASK b TO d |
| 02 - No | GO TO Q.22 |
| 99 - DK/NA | GO TO Q.22 |

IF YES IN 9b or 19b

You mentioned that you visited the smoke-free website.

b) Was this website easy to use?

- 01 - Yes
- 02 - No
- 99 - DK/NA

c) Did you receive anything or were you offered anything?

- 01 - Yes
- 02 - No
- 99 - DK/NA

d) Was the information helpful and useful to you?

- 01 - Yes
- 02 - No
- 99 - DK/NA

ASK ALL

22. IF NOT YES IN Q.9c OR Q.19c, ASK:

a) Have you ever gone to a smokers' helpline phone number for information about smoking or quitting?

- | | |
|------------|-------------------|
| 01 - Yes | ASK b TO d |
| 02 - No | GO TO Q.23 |
| 99 - DK/NA | GO TO Q.23 |

IF YES IN 9c or 19c

You mentioned that you called the smokers' helpline for information about smoking or quitting.

b) Was this number easy to use?

- 01 - Yes
- 02 - No
- 99 - DK/NA

c) Did you receive anything or were you offered anything?

- 01 - Yes
- 02 - No
- 99 - DK/NA

d) Was the information helpful and useful to you?

- 01 - Yes
- 02 - No
- 99 - DK/NA

ASK ALL

23. a) Now 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 <u>Bad</u>			<u>Excellent</u>	<u>DK/NA</u>
1	2	3	4	5	6	7	8

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

24. Blank

SMOKING BEHAVIOUR

ASK ALL

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

- | | |
|-------------|-------------------|
| 1 - Yes | ASK b |
| 2 - No | GO TO Q.26 |
| 3 - DK/NA | GO TO Q.26 |
| 4 - Refused | GO TO Q.26 |

IF YES TO Q.25(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

26. a) Have you ever tried to quit smoking?

- | | |
|-----------|-------------------|
| 1 - Yes | ASK b |
| 2 - No | GO TO Q.27 |
| 3 - DK/NA | GO TO Q.27 |

b) In the past year, how many times have you stopped smoking for at least 24 hours because you were trying to quit smoking?

READ

- 1 - Once
- 2 - Twice
- 3 - Three times
- 4 - More than three times
- 5 - Not in the past year
- 6 - DK/NA

27. Whether or not you are thinking about quitting, would each of the following be a very, somewhat, not very or not at all helpful method for you personally? **READ AND ROTATE**

a) An interactive website program set up to help people quit smoking

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

- b) Self-help materials like brochures and videos
- c) Advice from your doctor or health professional
- d) Advice from a pharmacist

- e) A 1-800 (one eight hundred) help line or Quitline to call
- f) Advice from a pharmaceutical company selling products that help people quit smoking
- g) A group program for people who want to quit

DEMOGRAPHICS

ASK ALL

28. Finally, a few questions for statistical purposes.

29. 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

30. 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

31. Are you...

READ

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

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

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

33. Are you an Aboriginal person (e.g., native Indian from a specific band, Inuit or Métis)?

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

34. 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

- 01 - Under \$10,000
- 02 - \$10,000 to \$19,999
- 03 - \$20,000 to \$29,999
- 04 - \$30,000 to \$39,999
- 05 - \$40,000 to \$49,999
- 06 - \$50,000 to \$59,999
- 07 - \$60,000 to \$69,999
- 08 - \$70,000 to \$79,999
- 09 - \$80,000 to \$99,999
- 10 - \$100,000 and over
- 99 - DON'T KNOW/REFUSED

35. Do you have access to the Internet?

- 01 - Yes **ASK Q.36**
- 02 - No **GO TO ENDSRIPT**
- 99 - DK/NA **GO TO ENDSRIPT**

36. Where do you have access to the Internet? Anywhere else?
OPEN-DO NOT READ. CODE ALL THAT APPLY.

- 01 - At home
- 02 - At school
- 03 - At work
- 04 - Public library
- 05 - Friend's house
- 06 - Other (**SPECIFY**) _____
- 99 - DK/NA

END SCRIPT

Environics may be conducting a follow-up survey on the topic of smoking in early June of this year. If you would be willing to participate in that survey, we would call you at that time to see if you are interested and if so, we would send you a cheque for \$10. Would you be willing to participate?

- 1 - Yes **CONTINUE**
- 2 - No **THANK YOU VERY MUCH FOR YOUR PARTICIPATION IN THIS SURVEY.**

IF WILLING: Thank you very much. Can I have your first name please?

May I please have the first three digits of your postal code?

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: _____.

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



ENVIRONICS
RESEARCH GROUP

Le 16 avril 2003

Sondage - rappel auprès des fumeurs adultes
Test sur les publicités Bob/Martin
PN5359
Questionnaire - Version 6

N= 800 fumeurs
De 40 à 54 ans

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	REMERCIER ET TERMINER
2 - Non	CONTINUER

- B. Est-ce qu'il y a quelqu'un dans votre foyer qui a entre 40 et 54 ans et qui fume la cigarette?

01 - Oui	DEMANDER C
02 - Non	REMERCIER ET TERMINER
03 - NSP/PR	REMERCIER ET TERMINER
99 - Personne de 20 à 54 ans	REMERCIER ET TERMINER

- C. Est-ce qu'il y a dans votre foyer plus d'une personne qui a entre 40 et 54 ans et qui fume?

1 - Si plus d'une personne	DEMANDER D
2 - Seulement une	C1. Est-ce que c'est vous ou quelqu'un d'autre?

1 - Moi	
2 - Non/Quelqu'un d'autre	- Est-ce que je pourrais parler à cette personne maintenant? POURSUIVRE 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 OU ORGANISER UN RAPPEL.

DEMANDER À TOUS

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

01 - Tous les jours

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

03 - Pas du tout

99 - NSP/PR

FUMEUR - POURSUIVRE

FUMEUR - POURSUIVRE

REMERCIER ET TERMINER

REMERCIER ET TERMINER

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

01 - Homme

02 - Femme

G. Langue de l'entrevue

01 - Anglais

02 - Français

H. En quelle année êtes-vous né?

01 - PRÉCISER _____

02 - NSP/PR

QUESTIONNAIRE PRINCIPAL

1.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 de fumer 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.2]

03 - Peut-être [DEMANDER B ET C]

99 - 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**: _____
- 99 - NSP/PR

Je voudrais maintenant vous poser quelques questions au sujet de certaines publicités.

DEMANDER À TOUS - ROTATION Q.2 À Q.10 AVEC Q.11 À Q.19

2.a) Est-ce que vous vous souvenez d'avoir vu au cours des dernières semaines à la télévision une publicité en noir et blanc où on voyait un homme ordinaire qui disait qu'il fumait partout et que le seul moment où il ne fumait pas était lorsqu'il était à la toilette?

- 01 - Oui [**POSER 2b À 10**]
- 02 - Non [**PASSER À Q.11**]
- 03 - Peut-être [**POSER 2b À 10**]

99 – NSP/PR [PASSER À Q.11]

- b) 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**) _____
- 99 - NSP/PR

- c) Quel palier de gouvernement?
NE PAS LIRE

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

3. 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
 - 99 - NSP/PR

4. En fait, la publicité que vous avez vue à la télévision au sujet de l'homme ordinaire était financée par le gouvernement du Canada.

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

- 01 - Oui
- 02 - Non
- 99 - NSP/PR

5. Est-ce que cette publicité réussit très bien, assez bien, pas très bien ou pas bien du tout à ...

- a) transmettre efficacement son message au sujet des façons de cesser de fumer?

- 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 des façons de cesser de fumer?

6. Et est-ce que cette publicité vous a amené à penser à cesser de fumer... **LIRE**

- 01 - Beaucoup
- 02 - Un peu, ou
- 03 - Pas du tout?
- 99 - NSP/PR

7. 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

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

- 01 - Oui **DEMANDER B**
- 02 - Non **PASSER À Q.9**
- 99 - NSP/PR **PASSER À Q.9**

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

- 01 - Est allé sur un site web
- 02 - A appelé à un numéro indiqué
- 03 - A noté un numéro de site web ou de téléphone
- 04 - Est allé voir un médecin/un professionnel de la santé
- 05 - A cessé de fumer/a essayé de cesser de fumer
- 06 - Autre (**PRÉCISER**) _____
- 99 - NSP/PR

9. Est-ce que vous vous souvenez d'un des détails suivants contenus dans cette publicité?

a) Un numéro 1-800 du gouvernement du Canada?

- 01 - Oui
- 02 - Non
- 99 - NSP/PR

b) Une adresse de site web sans fumée?

- 01 - Oui

- 02 - Non
- 99 - NSP/PR

c) Un numéro d'aide aux fumeurs pour obtenir des informations sur les façons de cesser de fumer?

- 01 - Oui
- 02 - Non
- 99 - NSP/PR

10. a) **SI OUI À 9a, DEMANDER**

Est-ce que vous avez composé ce numéro 1-800 du gouvernement du Canada pour obtenir des informations sur la consommation de tabac ou sur les façons de cesser de fumer?

- 01 - Oui
- 02 - Non
- 99 - NSP/PR

b) **SI OUI À 9b, DEMANDER**

Est-ce que vous êtes allé sur le site web vivezsansfumée.ca pour obtenir des informations sur la consommation de tabac ou sur les façons de cesser de fumer?

- 01 - Oui
- 02 - Non
- 99 - NSP/PR

c) **SI OUI À 9c, DEMANDER**

Est-ce que vous avez appelé à ce numéro d'aide destiné aux fumeurs pour obtenir des informations sur la consommation de tabac ou sur les façons de cesser de fumer?

- 01 - Oui
- 02 - Non
- 99 - NSP/PR

DEMANDER À TOUS

11. a) Est-ce que vous vous souvenez d'avoir vu à la télévision au cours des dernières semaines une publicité présentant un homme ordinaire qui est dehors par temps froid, qui parle de la cigarette. Il est frustré parce qu'il n'est pas capable d'allumer sa cigarette et finit par la jeter..

- 01 - Oui [DEMANDER 11b À 19]
- 02 - Non [PASSER À Q.20]
- 03 - Peut-être [DEMANDER 11b À 19]
- 99 - NSP/PR [PASSER À Q.20]

b) 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

c) Quel palier de gouvernement?
NE PAS LIRE

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

12. 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

13. 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?

- 01 - Oui
- 02 - Non
- 99 - NSP/PR

14. Est-ce que cette publicité réussit très bien, assez bien, pas très bien ou pas bien du tout à ...

a) transmettre efficacement son message au sujet des façons de cesser de fumer?

- 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 des façons de cesser de fumer

15 .Et est-ce que cette publicité vous a amené à penser à cesser de fumer... **LIRE**

- 01 - Beaucoup
- 02 - Un peu, ou
- 03 - Pas du tout?
- 99 - NSP/PR

16. 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

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

- 01 - Oui **DEMANDER b**
- 02 - Non **PASSER À Q.18**
- 99 - NSP/PR **PASSER À Q.18**

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

- 01 - Est allé sur un site web
- 02 - A appelé à un numéro indiqué
- 03 - A noté un numéro de site web ou de téléphone
- 04 - Est allé voir un médecin/un professionnel de la santé
- 05 - A cessé de fumer/a essayé de cesser de fumer
- 06 - Autre (**PRÉCISER**) _____
- 99 - NSP/PR

18. Est-ce que vous vous souvenez d'avoir vu l'une ou plusieurs des choses suivantes dans cette publicité?

a) Un numéro de téléphone 1-800 du gouvernement du Canada?

- 01 - Oui
- 02 - Non
- 99 - NSP/PR

b) Une adresse de site web antitabac?

- 01 - Oui
- 02 - Non
- 99 - NSP/PR

c) Un numéro de ligne d'aide pour les fumeurs qui veulent des informations sur les façons de cesser de fumer?

- 01 - Oui
- 02 - Non
- 99 - NSP/PR

19. a) SI OUI À 18a, DEMANDER

Est-ce que vous avez appelé ce numéro 1-800 du gouvernement du Canada pour obtenir des informations sur la consommation de tabac ou sur les façons de cesser de fumer?

- 01 - Oui
- 02 - Non
- 99 - NSP/PR

b) SI OUI À 18b, DEMANDER

Est-ce que vous êtes allé sur un site web antitabac pour obtenir des informations sur la consommation de tabac ou sur les façons de cesser de fumer?

- 01 - Oui
- 02 - Non
- 99 - NSP/PR

c) SI OUI À 18c, DEMANDER

Est-ce que vous avez appelé à ce numéro d'aide pour les fumeurs afin d'obtenir des informations sur la consommation de tabac ou sur les façons de cesser de fumer?

- 01 - Oui
- 02 - Non
- 99 - NSP/PR

DEMANDER À TOUS

SI AUTRE QUE OUI À Q.9a OU À Q.19a, DEMANDER :

20. a) Est-ce que vous avez déjà appelé au numéro 1-800 du gouvernement du Canada pour obtenir des informations sur la consommation de tabac ou sur les façons de cesser de fumer?

- 01 - Oui **DEMANDER b À d**
- 02 - Non **PASSER À Q.21**
- 99 - NSP/PR **PASSER À Q.21**

SI OUI À 9a ou 19a, DEMANDER

Vous avez dit que vous avez appelé au numéro 1-800 du gouvernement du Canada pour obtenir des informations sur la consommation de tabac ou sur les façons de cesser de fumer.

b) Quand vous avez appelé à ce numéro, est-ce que vous avez trouvé facile d'obtenir les informations que vous cherchiez?

- 01 - Oui
- 02 - Non
- 99 - NSP/PR

c) Est-ce qu'on vous a envoyé quelque chose ou est-ce qu'on vous a offert quelque chose?

- 01 - Oui
- 02 - Non
- 99 - NSP/PR

d) Est-ce que les informations qu'on vous a données vous ont été utiles?

- 01 - Oui
- 02 - Non
- 99 - NSP/PR

DEMANDER À TOUS

SI AUTRE QUE OUI À Q.9a OU À Q.19a, DEMANDER :

21. a) Est-ce que vous êtes déjà allé sur le site vivezsansfumée.ca pour obtenir des informations sur la consommation de tabac ou sur les façons de cesser de fumer?

- 01 - Oui **DEMANDER b À d**
- 02 - Non **PASSER À Q.22**
- 99 - NSP/PR **PASSER À Q.22**

SI OUI À 9b ou 19b

Vous avez dit que vous êtes allé sur le site web sansfumée

b) Est-ce que ce site web était facile à utiliser?

- 01 - Oui
- 02 - Non
- 99 - NSP/PR

c) Est-ce qu'on vous a envoyé quelque chose ou est-ce qu'on vous a offert quelque chose?

- 01 - Oui
- 02 - Non
- 99 - NSP/PR

d) Est-ce que les informations qu'on vous a données vous ont été utiles?

- 01 - Oui
- 02 - Non
- 99 - NSP/PR

DEMANDER À TOUS

SI AUTRE QUE OUI À Q.9c OU Q.19c, DEMANDER :

22. a) Est-ce que vous avez déjà appelé à un numéro d'aide pour les fumeurs afin d'obtenir des informations sur la consommation de tabac ou sur les façons de cesser de fumer?

01 - Oui **DEMANDER b À d**
02 - Non **PASSER À Q.23**
99 - NSP/PR **PASSER À Q.23**

SI OUI À 9c ou 19c

Vous avez dit que vous avez appelé au numéro d'aide pour les fumeurs afin d'obtenir des informations sur la consommation de tabac ou sur les façons de cesser de fumer.

- b) Quand vous avez appelé à ce numéro, est-ce que vous avez trouvé facile d'obtenir les informations que vous cherchiez?

01 - Oui
02 - Non
99 - NSP/PR

- c) Est-ce qu'on vous a envoyé quelque chose ou est-ce qu'on vous a offert quelque chose?

01 - Oui
02 - Non
99 - NSP/PR

- d) Est-ce que les informations qu'on vous a données vous ont été utiles?

01 - Oui
02 - Non
99 - NSP/PR

DEMANDER À TOUS

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

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

24. Blank

COMPORTEMENT DE CONSOMMATION DE TABAC

DEMANDER À TOUS

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

- | | |
|-------------|----------------------|
| 1 - Oui | DEMANDER b |
| 2 - Non | PASSER À Q.26 |
| 3 - NSP/PR | PASSER À Q.26 |
| 4 - Refused | PASSER À Q.26 |

SI OUI À Q.25(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

26. a) Est-ce que vous avez déjà essayé d'arrêter de fumer?

- | | |
|------------|----------------------|
| 1 - Oui | DEMANDER b |
| 2 - Non | PASSER À Q.27 |
| 3 - NSP/PR | PASSER À Q.27 |

- b) Au cours de la dernière année, combien de fois avez-vous arrêté de fumer pendant au moins 24 heures parce que vous essayiez de cesser de fumer?

LIRE

- 1 - Une fois
- 2 - Deux fois
- 3 - Trois fois
- 4 - Plus de trois fois
- 5 - Pas pendant la dernière année
- 6 - NSP/PR

27. Que vous pensiez ou non à cesser de fumer, est-ce que chacune des méthodes suivantes serait dans votre cas très utile, assez utile, pas très utile ou pas du tout utile? **LIRE EN**

ROTATION

- a) Un programme interactif sur un site web conçu pour aider les gens de votre âge à cesser de fumer
- 1 - Très utile
 - 2 - Assez utile
 - 3 - Pas très utile
 - 4 - Pas du tout utile
 - 4 - NSP/PR
- b) Des documents pour l'initiative personnelle, comme des feuillets d'informationnel, des dépliants
- c) Les conseils d'un médecin ou d'un professionnel de la santé
- d) Les conseils d'un pharmacien
- e) Un numéro d'aide 1-800 ou Quitline
- f) Les conseils d'une société pharmaceutique qui vend des produits pour aider les gens à cesser de fumer
- g) Un programme de groupe pour les gens qui veulent cesser de fumer

DONNÉES DÉMOGRAPHIQUES

DEMANDER À TOUS

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

29. 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

30. 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

31. Est-ce que vous êtes...?

LIRE

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

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

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

33. Êtes-vous Autochtone (p. ex. Autochtone faisant partie d'une bande, Inuit ou Métis(se))?

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

34. 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

- 01 - Moins de 10 000 \$
- 02 - De 10 000 \$ à 19 999 \$
- 03 - De 20 000 \$ à 29 999 \$
- 04 - De 30 000 \$ à 39 999 \$
- 05 - De 40 000 \$ à 49 999 \$
- 06 - De 50 000 \$ à 59 999 \$
- 07 - De 60 000 \$ à 69 999 \$
- 08 - De 70 000 \$ à 79 999 \$
- 09 - De 80 000 \$ à 99 999 \$
- 10 - 100 000 \$ et plus
- 11- NE SAIT PAS/REFUS

35. Avez-vous accès à Internet?

- 01 - Oui

DEMANDER Q.36

02 - Non **PASSER À FIN**
99 - NSP/PR **PASSER À FIN**

36. Où y avez-vous accès? Y avez-vous accès ailleurs? [QUESTION OUVERTE - NE PAS LIRE
- CODER TOUTES LES MENTIONS QUI S'APPLIQUENT.

01 - À la maison
02 - À l'école
03 - Au travail
04 - Dans une bibliothèque publique
05 - Chez un ami
06 - Autre (**PRÉCISER**) _____
99 - NSP/PR

FIN

Environics pourrait mener en juin prochain un sondage de suivi sur la consommation de tabac. Si vous voulez y participer, nous vous appellerons d'avance pour vérifier si vous êtes toujours intéressé et, si oui, nous vous enverrons un chèque de 10 \$. Accepteriez-vous d'y participer?

1 - Oui **POURSUIVRE**

2 - Non **MERCI BEAUCOUP D'AVOIR PARTICIPÉ À CE
SONDAGE.**

SI D'ACCORD : Merci beaucoup. Pourriez-vous me donner votre prénom?

Est-ce que vous pourriez me donner les trois premiers caractères de votre code postal?

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 :

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