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ENVIRONICS
RESEARCH GROUP

AD RECALL SURVEY OF
ADULT SMOKERS:

"WIFE" AND "KIDS"
BOB/MARTIN ADS

FINAL REPORT

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1.0 INTRODUCTION AND SUMMARY

In April 2003, Health Canada retained Environics Research Group Limited to conduct several waves of 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 smoking cessation.

The current survey tests recall and response to two smoking cessation television ads in the "Bob/Martin" campaign: "Wife," which features an "ordinary-looking guy" who says his wife has noticed a change since he quit smoking, and who looks at a better-looking version of himself in the mirror and says "I feel like a new man"; and "Kids," which features the same man looking into the camera and saying he has just quit smoking and there are three things that keep him going – his plan to quit and his two kids. "Wife" and "Kids" were broadcast on national television between September 29 and October 26, 2003.

Environics Research Group surveyed 801 adult smokers aged 40 to 54 in the ten provinces. These interviews were conducted by telephone, in both English and French, between October 27 and November 4, 2003. The margin of error for a sample of 801 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 identified in the survey who are seriously thinking of quitting smoking.

There have been two previous surveys of smokers age 40 to 54 conducted to test elements of the "Bob/Martin" adult smoking cessation campaign. The first survey, conducted in April, tested recall and response to two previous 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. This survey, which was conducted with 802 adult smokers aged 40 to 54, was conducted between April 15 and 29, 2003.

The second survey, conducted in June, tested recall and response to "Cough," which features an "ordinary-looking guy" sitting in a chair who says that he can't laugh without coughing; and "Plan," which features the same man sitting in a chair talking about how he came up with a plan to quit smoking. "Cough" aired between April 21 and May 4, 2003; "Plan" aired between May 5 and June 1, 2003. This survey, which was conducted with 800 adult smokers aged 40 to 54, was conducted between June 3 and 12, 2003.

An earlier survey of adult Canadians, with a subsample of 460 smokers aged 40 to 54, tested initial response to the "No Problem" ad. This survey was conducted between March 19 and 28.

Where appropriate, the results of the current survey will be compared with the findings from these previous surveys.

The topics addressed in the current survey included:

- Unaided recall of advertising on the topic of smoking cessation
- Aided recall of the "Wife" ad, sponsorship and responses to the ad
- Aided recall of the "Kids" ad, sponsorship and responses to the ads
- Contact with the government 1 800 number, the smoke-free website and the smokers' helpline
- Requests for the booklet on quitting
- Assessments of the federal 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:

- A total of 87 percent of smokers aged 40 to 54 years say they have (86%) 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, 85 percent did so on television and 21 percent on cigarette packages.

- When asked what they remember about the ad(s) they saw, smokers aged 40 to 54 are most inclined to mention ads about how to quit/1 800 line/step-by-step (18%), warning messages on cigarette packages (16%) and smoking is bad for your health/dangerous side effect/smoking kills (14%). A total of 18 percent, unaided, mention various elements of the Bob/Martin campaign.
- A total of 26 percent aided, remember (24%) or may remember (2%) seeing the "Wife" ad.

Among those who have seen this ad:

- Four in ten (42%) say the main point is you will feel healthier/look better if you quit smoking. Three in ten (28%) say the main point of the ad is to make people quit or stop/encourage people to quit or stop/quitting is possible.
- Fifty-eight percent say the Government of Canada sponsored this ad (including prompted and unprompted responses).
- Seventy-six percent say it is appropriate for the federal government to sponsor this ad.
- Seventy-six percent say the message about quitting smoking is believable and 65 percent say it is effective.
- Sixteen percent say the ad made them think a great deal about quitting, and 39 percent say it made them think somewhat about quitting.
- Twenty-one percent say they talked about this ad with others.
- Fifty-five percent say they recall the 1 800 Government of Canada phone number, 45 percent say they recall the website, 73 percent say they recall the smokers' helpline and 45 percent recall the step-by-step guide to quitting booklet.
- Very few of those who recall the 1 800 number, the website, the smokers' helpline or the booklet used these access channels.
- A total of 44 percent, aided, remember (40%) or may remember (4%) seeing the "Kids" ad over the past few weeks or so.

Among those who have seen this ad:

- Thirty percent say the main point of the ad is to make people quit or stop/encourage people to quit or stop/quitting is possible. About two in ten each say the main point is smoking is bad for health, quit smoking to see your kids/grandkids grow up, or mention various benefits of quitting.
- Forty-six percent say the Government of Canada sponsored this ad (including prompted and unprompted responses).
- Seventy-six percent say it is appropriate for the federal government to sponsor this ad.
- Eighty-four percent say the message about quitting smoking is believable and 69 percent say it is effective.
- Twenty-one percent say the ad made them think a great deal about quitting, and 41 percent say it made them think somewhat about quitting.
- Sixteen percent say they talked about this ad with others.
- Forty-eight percent say they recall the 1 800 Government of Canada phone number, 38 percent say they recall the website, 68 percent say they recall the smokers' helpline and 40 percent say they recall the step-by-step guide to quitting booklet.
- Among those smokers who recall the smoke-free website, ten percent visited it. Very few of those who recall the 1 800 number, the smokers' helpline, or the booklet made use of these channels.

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- Combining the responses to all questions concerning use of the 1 800 number, we find that two percent (18 respondents) overall have made use of this channel for information about smoking or quitting.
 - Combining the responses to all questions concerning use of the smoke-free website, we find that four percent (35 respondents) overall have made use of this channel for information about smoking or quitting.
 - Combining the responses to all questions concerning use of a smokers' helpline number, we find that five percent (38 respondents) overall have made use of this for information about smoking or quitting.
 - Combining the responses to all questions concerning use of the step-by-step guide to quitting booklet, we find that ten percent (78 respondents) overall have made use of this booklet.
 - One-half of smokers aged 40 to 54 (52%) are seriously thinking of quitting; almost four in ten (36%) of these say they will try within the next 30 days.
 - About eight in ten smokers in this age group (83%) have tried to quit at least once.
 - Among those who have tried to quit, 43 percent have not tried to do so in the past year. Twenty-two percent have tried once in the past year, 12 percent have tried twice, nine percent have tried three times and 14 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 (70%), followed by advice from a pharmacist (56%) and advice from a pharmaceutical company selling cessation products (53%).
 - Among smokers aged 40 to 54, positive assessments of the federal government's performance in helping Canadians quit smoking prevail. Negative assessments of the federal government's general performance outweigh neutral or positive assessments; on the dimension of providing information about Government services, opinion is divided.

2.0 UNAIDED RECALL OF SMOKING CESSATION ADVERTISING

Almost nine in ten smokers aged 40 to 54 have seen cessation advertising over the past few weeks.

A large majority of almost nine in ten smokers aged 40 to 54 (86%) 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 87 percent. About one in ten (13%) do not recall seeing such advertising. There has been a slight increase from June 2003 in the proportion who have seen such advertising.

Women and those with Internet access are more likely to have seen cessation advertising, as are smokers in Alberta and Atlantic Canada; smokers in Quebec and in Toronto are less likely 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 from advertising that they have seen about quitting, how to quit, or the benefits of quitting. Among the most frequently mentioned images and messages are how to quit/1 800 line/step-by-step (18%), warning pictures/messages on cigarette packs (16%), smoking is bad for your health/dangerous side effect/smoking kills (14%), Nicoderm/the patch (12%), various comments on where the ad was seen or heard (7%), ordinary-looking guy/talks about kids/plan to quit (7%), ad featuring a waitress named Heather Crowe (7%), Nicorette/nicotine gum (7%), ordinary-looking guy/drinking water/plan for quitting (6%) and Zyban/pills/medication (5%). A variety of other images are also mentioned, including references to other ads in the Bob/Martin campaign and general references to ads about a guy named Bob. In total, 19 percent overall mention a clear reference to the Bob/Martin campaign. Twelve percent offer no response to the question.

Unaided recall of cessation ads

November 2003

	TOTAL	POTENTIAL QUITTERS
Yes	86	89
No	13	10
Maybe	1	1
dk/na	—	—

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 ad(s)

November 2003

	TOTAL	POTENTIAL QUITTERS
How to quit/1 800 line/step-by-step	18	20
Warning pictures/messages on cigarette packs	16	14
Smoking is bad for your health/dangerous side effect/smoking kills	14	15
Nicoderm/the patch	12	10
Ordinary-looking guy/talks about kids/plan to quit	7	9
Where the ad was seen/heard (various)	7	8
Ad featuring a waitress named Heather Crowe who is dying from lung cancer because she was exposed to second-hand smoke	7	7
Nicorette/nicotine gum	7	6
Ordinary-looking guy/drinks water/plan for quitting	6	9
Zyban/pills/medication	5	6
Other	58	57
None	3	1
dk/na	12	12

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 – 85 percent – have seen this advertising on television. Smaller proportions say they have seen or heard this advertising on cigarette packages (21%), in the newspaper (13%), on the radio (8%), in magazines (8%), on outdoor billboards (5%) and in hospitals/drugstores/doctor's office (5%). A number of other locations are also mentioned. There has been no significant change in these findings from the previous surveys.

Women are more likely than men to mention seeing cessation advertising on television; men are somewhat more likely than women to mention seeing advertising on cigarette packs and in the newspaper. Anglophones are much more likely than francophones to mention cessation advertising on cigarette packages. Those with Internet access are more likely to mention advertising on cigarette packages and in newspapers, and somewhat less likely to mention such advertising on television.

Where cessation ad(s) noticed November 2003

	TOTAL	POTENTIAL QUITTERS
Television	85	85
Cigarette packs	21	20
Newspaper	13	15
Magazines	8	7
Radio	8	9
Outdoor billboards	5	7
Hospital/drugstore/doctor's office	5	6
Other	18	19
dk/na	*	*

* Less than one percent

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 "WIFE" AD AND RESPONSE TO AD

3.1 "Wife" ad: aided recall and sponsorship

One-quarter of smokers aged 40 to 54 have seen the "Wife" ad. Among those who have seen it, six in ten identify the federal government as the sponsor, and almost eight in ten say the federal government is an appropriate sponsor.

One-quarter of smokers aged 40 to 54 (24%) remember seeing a black and white television ad featuring an "ordinary-looking guy" who says his wife has noticed a change since he quit smoking. He then looks at a better-looking version of himself in the mirror and says "I feel like a new man." In addition, two percent say they may have seen it, for a total recall of 26 percent. Seventy-three percent do not recall seeing the ad.

Women, the less educated, the unmarried and those without a child under the age of 18 living in the household are more likely to recall seeing this ad, as are potential quitters. Residents of Atlantic Canada, Manitoba and Saskatchewan, and Vancouver, are more likely to have seen the ad; Quebecers, Albertans and Torontonians are less likely to recall it.

Among smokers aged 40 to 54 who have seen this ad, four in ten (42%) say the main point is that you will feel healthier/look better if you quit smoking. Three in ten (28%) 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 that the main point is the various benefits of quitting smoking (14%) or that smoking is bad for health/dangerous/harmful/smoking kills (7%). Six percent mention other points.

Women are more likely to mention encouraging people to quit or stop, or the various benefits of quitting, as the main point. Potential quitters are more likely than others to say the main point is that you will look better and feel healthier if you quit.

Aided recall of "Wife" ad

November 2003

	TOTAL	POTENTIAL QUITTERS
Yes	24	27
No	73	71
Maybe	2	2
dk/na	*	*

* Less than one percent

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 says his wife has noticed a change since he quit smoking? He looks at a better-looking version of himself in a mirror and says "I feel like a new man."

Main point of "Wife" ad

November 2003

	TOTAL	POTENTIAL QUITTERS
You will feel healthier/look better if you quit smoking	42	44
Make people quit or stop/encourage people to quit or stop/quitting is possible	28	24
Benefits of quitting (various)	14	16
Smoking bad for health/dangerous/harmful/smoking kills	7	9
Other	6	5
dk/na	2	3

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 "Wife" ad

Among respondents who recall seeing this ad, about six in ten (58%) believe that the ad was produced by the Government of Canada or by Health Canada. Five percent each think it was produced by the tobacco industry or by organizations concerned with health or non-smoking. Twelve percent mention some other possible sponsor, and 20 percent offer no response. This includes both top-of-mind and aided responses.

Just under eight in ten (76%) of smokers aged 40 to 54 who saw the "Wife" ad say that it is appropriate for the Government of Canada to sponsor this ad; 22 percent say it is not appropriate.

Men and potential quitters are more likely to say it is appropriate for the federal government to sponsor this ad, as are Quebecers and Atlantic Canadians.

Who produced "Wife" ad?

November 2003

	TOTAL	POTENTIAL QUITTERS
Government of Canada/ Health Canada	58	60
Health/non-smoking organization	5	5
Tobacco company/tobacco industry	5	4
Provincial government	3	4
Other	9	8
dk/na	20	19

Q.2b-c

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 "Wife" ad

Appropriate for government to sponsor "Wife" Ad

November 2003

	TOTAL	POTENTIAL QUITTERS
Yes	76	83
No	22	16
dk/na	2	1

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 "Wife" ad

3.2 "Wife" ad: response

Almost eight in ten smokers who saw the "Wife" ad think the ad is believable; more than six in ten think it is effective in getting its message across. More than one-half of those who saw it say it made them think about quitting.

A total of almost eight in ten respondents who saw the ad say that it is very (38%) or somewhat (38%) believable in its message about quitting smoking. A total of one-quarter say it is not very (11%) or not at all (13%) believable.

Among smokers aged 40 to 54 years who saw the "Wife" ad, a total of more than six in ten say that it is very (27%) or somewhat (38%) effective in getting its message across. A total of just over three in ten say it is not very (18%) or not at all (15%) effective.

While women are somewhat more likely to think the ad is both very effective and very believable, men are slightly more inclined, overall, to say that it is believable. Potential quitters are also more likely to think this ad is effective and believable.

A total of more than one-half of smokers who saw this ad say that it made them think a great deal about quitting (16%) or it made them think somewhat (39%) about it. More than four in ten (45%) say the ad did not make them think about quitting at all.

Men and potential quitters are more likely than others to say the ad made them think about quitting at least somewhat. In fact, potential quitters are almost seven times as likely as those who are not potential quitters (ie., not currently seriously thinking about quitting) to say the ad made them think about quitting a great deal.

Impact of "Wife" ad November 2003

	TOTAL	POTENTIAL QUITTERS
<i>Believable in its message about quitting smoking</i>		
Very believable	38	44
Somewhat believable	38	39
Not very believable	11	9
Not at all believable	13	6
dk/na	1	1
<i>Effective in its message about quitting smoking</i>		
Very effective	27	35
Somewhat effective	38	40
Not very effective	18	15
Not at all effective	15	9
dk/na	2	1

Q.5

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

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

"Wife" ad led to thinking about quitting November 2003

	TOTAL	POTENTIAL QUITTERS
A great deal	16	26
Somewhat	39	47
Not at all	45	28
dk/na	—	—

Q.6

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

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

3.3 "Wife" ad: call to action

Two in ten smokers who saw the ad talked to someone about it. Recall of the 1 800 phone number, the smoke-free website address, the smokers' helpline and the step-by-step guide to quitting ranged from about one-half to almost three-quarters in the regions in which these access channels were advertised.

Among smokers aged 40 to 54 who saw the "Wife" ad, two in ten (21%) spoke with other people about the ad; eight in ten (79%) did not.

Potential quitters are more likely to have talked with someone about the ad. Albertans are most likely to have talked with someone; Quebecers are the least likely to have done so.

When asked, 13 percent of smokers who saw this ad report that they did something else as a result of seeing this ad; 87 percent did not do anything else.

Among those who say they did something other than talking to someone, the most common response is quit smoking/tried to quit (23%). Smaller proportions mention slowed down/reduced pace (15%), thought about it (12%), I lit a cigarette (10%), called a number (9%), talked about it (9%), visited a website (8%) and visited doctor or health professional (8%). Thirty percent mention other responses. Caution is advised in interpreting these results due to extremely small sample sizes.

Talked about "Wife" ad November 2003

	TOTAL	POTENTIAL QUITTERS
Yes	21	24
No	79	76
dk/na	—	—

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 "Wife" ad

Did something else as result of seeing "Wife" ad November 2003

	TOTAL	POTENTIAL QUITTERS
Yes	13	16
No	87	84
dk/na	—	—

Q.8a

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

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

Actions taken November 2003

	TOTAL	POTENTIAL QUITTERS
Quit smoking/tried to quit	23	36
Slowed down/reduced pace	15	16
Thought about it	12	18
Lit a cigarette	10	4
Called a number	9	14
Talked about it	9	6
Visited website	8	12
Visited doctor/health professional (general)	8	12
Bought patch/gum/Zyban/visited doctor	5	7
Other	25	15
None	8	8
dk/na	3	5

Q.8b

What else did you do? Anything else?

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

Four information channels were tested for aided recall and use. Not all channels were tested in all provinces. In Ontario, Quebec, Alberta and British Columbia, the Government of Canada 1 800 phone number, the smoke-free website and the step-by-step guide to quitting booklet were tested; in Atlantic Canada, Manitoba and Saskatchewan, the smokers' helpline was tested.

When asked specifically, more than five in ten of those in Ontario, Quebec, Alberta and British Columbia who saw the ad say they recall the Government of Canada 1 800 phone number from the ad (55%), more than four in ten recall the smoke-free website (45%), and a similar number recall the booklet (45%). Seven in ten of those in Atlantic Canada, Manitoba and Saskatchewan who saw the ad recall the smokers' helpline (73%).

Potential quitters are somewhat more likely than others to recall the Government of Canada 1 800 phone number and the smokers' helpline.

Among those smokers who recall any of these channels, contacts are few: four percent visited the smoke-free website; three percent called the 1 800 number; three percent called the smokers' helpline; no one requested the booklet.

Recall of access channels

November 2003

	TOTAL	POTENTIAL QUITTERS
Smokers' helpline number to call for information about quitting*	73	78
Government of Canada 1 800 phone number**	55	62
Smoke-free website address**	45	42
A booklet which offers a step-by-step guide to quitting**	45	39

* Base: Residents of Atlantic Canada, Manitoba and Saskatchewan

** Base: Residents of Ontario, Quebec, Alberta and B.C.

Q.9

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

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

Used access channels

November 2003

	TOTAL	POTENTIAL QUITTERS
Visited smoke-free website address for information about smoking or quitting**	4	5
Called Government of Canada 1 800 number for information about smoking or quitting**	3	4
Called smokers' helpline number for information about smoking or quitting*	3	4
Called or e-mailed to request booklet**	—	—

* Base: Residents of Atlantic Canada, Manitoba and Saskatchewan

** Base: Residents of Ontario, Quebec, Alberta and B.C.

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 "Wife" ad, and remember seeing a Government of Canada 1 800 phone 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 "Wife" ad, and 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 "Wife" ad, and remember seeing a smokers' helpline number to call

Q.10d

Did you call or e-mail to request this booklet?

Subsample: Those who remember, or may remember, seeing the "Wife" ad, and remember seeing a booklet

4.0 RECALL OF "KIDS" AD AND RESPONSE TO AD

4.1 "Kids" ad: aided recall and sponsorship

Four in ten smokers aged 40 to 54 have seen the "Kids" ad. Among those who have seen it, almost five in ten identify the Government of Canada as the sponsor and almost eight in ten say the federal government is an appropriate sponsor.

Four in ten smokers aged 40 to 54 (40%) remember seeing a black and white television ad featuring an "ordinary-looking guy" looking into the camera who says he has just quit smoking and there are three things that keep him going – his plan to quit and his two kids – and four percent say they may have seen it, for a total of 44 percent. Fifty-six percent do not recall seeing the ad.

Women and potential quitters are more likely than others to recall seeing this ad, as are Atlantic and Western Canadians, and Vancouverites.

The main message of the ad – to encourage quitting – is getting through to smokers in the target group. Among respondents who have seen this ad, three in ten (30%) say the main point of the ad is to make people quit or stop/encourage people to quit or stop/quitting is possible. Other common responses are smoking is bad for health/dangerous/harmful/smoking kills (19%), quit smoking to see your kids/grandchildren grow up (18%), various benefits of quitting (18%) and you will feel healthier/look better if you quit smoking (7%). Eight percent mention other points and two percent offer no response.

Women, those aged 40 to 47 and those without children under 18 in the household are more likely to say that the main point of the ad is to make people quit or stop/encourage people to quit or stop/quitting is possible; Ontarians and B.C. residents are somewhat less likely to name this as the main point, while Vancouverites are much less likely. Men are somewhat more likely to say the main point is that smoking is bad for health. Potential quitters tend to be more likely to mention most of the frequent responses.

Aided recall of "Kids" ad November 2003

	TOTAL	POTENTIAL QUITTERS
Yes	40	44
No	56	52
Maybe	4	4
dk/na	—	—

Q.11a

Do you remember seeing a black and white television ad over the past few weeks or so showing an ordinary-looking guy looking into the camera who says he has just quit smoking and there are three things that keep him going – his plan to quit and his two kids? He says he wants to be around to see them graduate, get married and have kids of their own.

Main point of "Kids" ad November 2003

	TOTAL	POTENTIAL QUITTERS
Make people quit or stop/encourage people to quit or stop/quitting is possible	30	32
Smoking bad for health/dangerous/harmful/smoking kills	19	21
Benefits of quitting (various)	18	20
Quit smoking to see your kids/grandchildren grow up	18	17
You will feel healthier/look better if you quit smoking	7	5
Other	8	3
dk/na	2	2

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 "Kids" ad

Among respondents who recall seeing this ad, almost five in ten (46%) believe that the ad was produced by the Government of Canada or by Health Canada. Thirteen percent think it was produced by organizations concerned with health or non-smoking, seven percent think it was produced by the tobacco industry and five percent say it was produced by the provincial government. Eight percent mention some other possible sponsor and 19 percent offer no response. This includes both top-of-mind and aided responses.

Among those who have seen this ad, smokers aged 40 to 47, those with Internet access, potential quitters and Quebecers are more likely than others to say that the ad was produced by the federal government.

Among smokers who have seen the "Kids" ad, just under eight in ten (76%) say that it is appropriate for the Government of Canada to sponsor this ad, 21 percent say it is not appropriate.

Potential quitters, Atlantic Canadians and Quebecers are somewhat more likely to say it is appropriate for the federal government to sponsor this ad.

Who produced "Kids" ad?

November 2003

	TOTAL	POTENTIAL QUITTERS
Government of Canada/ Health Canada	46	49
Health/non-smoking organization	13	14
Tobacco company/tobacco industry	7	5
Provincial government	5	4
Other	8	4
dk/na	19	20

Q.11b-c

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 "Kids" ad

Appropriate for government to sponsor "Kids" ad

November 2003

	TOTAL	POTENTIAL QUITTERS
Yes	76	84
No	21	14
dk/na	2	2

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 "Kids" ad

4.2 "Kids" ad: response

More than eight in ten smokers who saw the "Kids" ad think it is believable; seven in ten think it is effective in getting its message across. Six in ten of those who saw it say it made them think about quitting.

A total of more than eight in ten respondents who saw the ad say that it is very (48%) or somewhat (36%) believable in its message about quitting smoking. A total of fewer than two in ten say it is not very (7%) or not at all (9%) believable.

Among smokers aged 40 to 54 years who saw the "Kids" ad, a total of seven in ten say that it is very (32%) or somewhat (37%) effective in getting its message across. A total of three in ten say it is not very (15%) or not at all (14%) effective.

Potential quitters are more likely to find this ad both very effective and very believable, as are Atlantic Canadians, Albertans, Manitobans and Saskatchewan residents. Women are also more likely than others to find this ad very effective.

A total of six in ten smokers aged 40 to 54 who saw this ad say that it made them think a great deal about quitting (21%) or it made them think somewhat (41%) about it. Thirty-seven 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 "Kids" ad

November 2003

	TOTAL	POTENTIAL QUITTERS
<i>Believable in its message about quitting smoking</i>		
Very believable	48	55
Somewhat believable	36	33
Not very believable	7	6
Not at all believable	9	5
dk/na	*	—
<i>Effective in its message about quitting smoking</i>		
Very effective	32	38
Somewhat effective	37	43
Not very effective	15	8
Not at all effective	14	10
dk/na	1	1

* Less than one percent

Q.14

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

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

"Kids" ad led to thinking about quitting

November 2003

	TOTAL	POTENTIAL QUITTERS
A great deal	21	33
Somewhat	41	48
Not at all	37	19
dk/na	—	—

Q.15

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

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

4.3 "Kids" ad: call to action

Among those who saw the ad, just under two in ten talked to someone about it. Recall of the 1 800 phone number, the smoke-free website address, the smokers' helpline and the step-by-step guide to quitting ranges from about four in ten to almost seven in ten in the regions in which these access channels were advertised.

Among smokers aged 40 to 54 who saw the "Kids" ad, fewer than two in ten (16%) spoke with other people about the ad; more than eight in ten (83%) did not.

Women and potential quitters are slightly more likely to have talked with someone about the ad.

When asked, 16 percent of smokers who saw this ad report that they did something else as a result of seeing this ad; 84 percent say they did not do anything else. Potential quitters are more likely than others to say that they did something else.

When those who did something else were asked what they had done, the most common responses of smokers aged 40 to 54 were quit smoking/tried to quit (31%) and slowed down/reduced pace (23%). Smaller proportions mention thought about it (11%), bought patch, gum or Zyban (8%), talked about it (7%), I lit a cigarette (6%), visited doctor or health professional (6%), visited website (6%) and called a number (5%). Twenty-four percent mention other responses. Caution is advised in interpreting these results due to extremely small sample sizes.

Talked About "Kids" Ad

November 2003

	TOTAL	POTENTIAL QUITTERS
Yes	16	22
No	83	77
dk/na	*	—

* Less than one percent

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 "Kids" ad

Did something else as result of seeing "Kids" ad November 2003

	TOTAL	POTENTIAL QUITTERS
Yes	16	23
No	84	77
dk/na*	—	—

Q.17a

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

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

Actions taken

November 2003

	TOTAL	POTENTIAL QUITTERS
Quit smoking/tried to quit	31	34
Slowed down/reduced pace	23	23
Thought about it	11	11
Bought patch/gum/Zyban/ visited doctor	8	9
Talked about it	7	6
Lit a cigarette	6	—
Visited website	6	7
Visited doctor/health professional (general)	6	5
Called a number	5	6
Other	24	22
None	1	2
dk/na	—	—

Q.17b

What else did you do? Anything else?

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

Four information channels were tested for aided recall and use. Not all channels were tested in all provinces. In Ontario, Quebec, Alberta and British Columbia, the Government of Canada 1 800 phone number, the smoke-free website and the step-by-step guide to quitting booklet were tested; in Atlantic Canada, Manitoba and Saskatchewan, the smokers' helpline was tested.

When asked specifically, about five in ten of those in Ontario, Quebec, Alberta and British Columbia who saw the ad say they recall the Government of Canada 1 800 phone number from the ad (48%), about four in ten recall the booklet (40%), and a similar number recall the smoke-free website (38%). About seven in ten of those in Atlantic Canada, Manitoba and Saskatchewan who saw the ad recall the smokers' helpline (68%).

Potential quitters were at least somewhat more likely than others to recall all of these information channels.

Among those smokers who recall any of these channels, contacts are few: ten percent visited the smoke-free website; three percent called the 1 800 number; two percent called the smokers' helpline; and one percent requested the booklet.

Recall of access channels November 2003

	TOTAL	POTENTIAL QUITTERS
Smokers' helpline number to call for information about quitting*	68	77
Government of Canada 1 800 phone number**	48	57
A booklet which offers a step-by-step guide to quitting**	40	43
Smoke-free website address**	38	41

* Base: Residents of Atlantic Canada, Manitoba and Saskatchewan

** Base: Residents of Ontario, Quebec, Alberta and B.C.

Q.18

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

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

Used access channels

November 2003

	TOTAL	POTENTIAL QUITTERS
Visited smoke-free website address for information about smoking or quitting**	10	15
Called Government of Canada 1 800 number for information about smoking or quitting**	3	5
Called smokers' helpline number for information about smoking or quitting*	2	4
Called or e-mailed to request booklet**	1	1

* Base: Residents of Atlantic Canada, Manitoba and Saskatchewan

** Base: Residents of Ontario, Quebec, Alberta and B.C.

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 "Kids" ad, and remember seeing a Government of Canada 1 800 phone 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 "Kids" ad, and 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 "Kids" ad, and remember seeing a smokers' helpline number to call

Q.19d

Did you call or e-mail to request this booklet?

Subsample: Those who remember, or may remember, seeing the "Kids" ad, and remember seeing a booklet

5.0 SUMMARY OF TESTED ADS IN "BOB/MARTIN" CAMPAIGN

An examination of the findings for all six ads in the Bob/Martin campaign tested to date reveals considerable consistency and positive responses in the evaluation of the ads. Aided recall, on the other hand, varies considerably among the ads. This may be partly – but not completely – influenced by elapsed time between air dates and survey fieldwork for some of the ads.

Aided recall is high for most of the campaign ads aired to date, ranging from a low of 24 percent for "Wife" to a high of 60 percent for "Plan." The differences in elapsed time between the last air date and survey field dates for four of the six ads may be one factor in understanding recall. For two ads – "No Problem"

and "Cough" – a month or more elapsed between the final broadcast date and the beginning of fieldwork. Two weeks elapsed between the final broadcast date of "Toilet" and the beginning of fieldwork, and only a few days elapsed between the final air date of "Plan" and the beginning of fieldwork. Not surprisingly, aided recall of "No Problem" and "Cough" is lower than that of "Toilet"; and "Plan" receives the highest aided recall of the four. An earlier survey of "No Problem" recall, conducted by Environics from March 19 to 28 – with field work beginning less than two weeks after the final broadcast date – found recall among smokers age 40 to 54, to be 51 percent, six points higher than that found for the same ad in the April survey.

Summary of tested ads

	"NO PROBLEM"	"TOILET"	"COUGH"	"PLAN"	"WIFE"	"KIDS"
Broadcast Dates	Jan. 21 - Mar. 9	Mar. 10 - Mar. 31	Apr. 21 - May 4	May 5 - Jun. 1	Sept. 29 - Oct. 26	Sept. 29 - Oct. 26
Survey Field Dates	Apr. 15 - 29	Apr. 15 - 29	Jun. 3 - 12	Jun. 3 - 12	Oct. 27 - Nov. 4	Oct. 27 - Nov. 4
Aided Recall (yes/maybe)	45	53	39	60	24	40
Subsample: Aided recall of named ad	N=365	N=420	N=308	N=481	N=210	N=353
Sponsorship:						
Government of Canada named	51	56	60	59	58	46
Appropriate as sponsor	60	65	67	66	76	76
Effective (overall)	60	56	61	57	65	69
Believable (overall)	71	68	76	70	76	84
Think about quitting	51	50	55	55	55	62
Talk to others	26	29	25	24	21	16
Recall of access channels:						
1 800 number	41	41	48	45	55	48
Website	31	30	40	35	45	38
Smokers' helpline	46	36	48	43	73	68
Booklet	NA	NA	NA	34	45	40
Use of Access Channels (among those with recall)						
1 800 number	2	1	3	3	3	3
Website	4	10	8	6	4	10
Smokers' helpline	2	1	1	2	3	2
Booklet	NA	NA	NA	4	0	1

Note: In the current survey, which tested the "Wife" and "Kids" ads, not all access channels were tested in all provinces. In Ontario, Quebec, Alberta and British Columbia, the Government of Canada 1 800 phone number, the smoke-free website and the step-by-step guide to quitting booklet were tested; in Atlantic Canada, Manitoba and Saskatchewan, the smokers' helpline was tested.

The two ads tested in the current survey, "Wife" and "Kids," were rotated on an equal basis throughout the entire broadcast period of September 29 to October 26; however, aided recall for "Wife," at 24 percent, is significantly lower than aided recall for "Kids" (40%). Since elapsed time between the broadcast date and fieldwork does not appear to be a factor in the recall of these two ads, it is possible that the themes of the "Kids" ad – attachment to family, and children in particular – resonate more strongly with the target audience than do the themes of the "Wife" ad – looking better or sexier to appeal to one's spouse.

Awareness of the Government of Canada's sponsorship of these ads is high for most of these ads. Fifty-one percent of smokers in the target group who recalled the first ad – "No Problem" – identified it as being sponsored by the Government of Canada; this proportion increased to 60 percent of those who recall "Cough," 59 percent of those who recall "Plan," and 58 percent of those who recall "Wife." The lowest awareness of government sponsorship is found in the most recently aired ad, "Kids" – 46 percent.

The proportion who think it is appropriate for the Government of Canada to sponsor these ads has increased over the duration of the campaign, from 60 percent for "No Problem" to a high of 76 percent for both "Wife" and "Kids."

All six ads are seen as effective by six in ten or more of those with aided recall of each specific ad, and as believable by seven in ten or more; five in ten or more find that each of these ads makes them think at least somewhat about quitting. "Kids" receives the strongest response to date on these two dimensions. For most of the ads tested to date, between two and three in ten have discussed the ads they recall with others. "Kids" was the ad least likely to initiate discussion, with 16 percent reporting that they spoke to someone about this ad.

Recall of the 1 800 number and the smokers' helpline is between four in ten and five in ten for all six ads; recall of the website was between three in ten and four in ten for the first four ads, but has increased considerably for the "Wife" and "Kids" ads. Those who recall the "Wife" ad report the highest levels of recall of these three access channels. Overall, recall of these access channels tends to be higher in the final two ads than in the first four.

Reported use of the access channels by those who recall an ad and mention the channel in that ad has remained low; reported use of the website is somewhat higher than reported use of the other channels among those who recall these ads.

6.0 ACCESS CHANNELS: 1 800 NUMBER, WEBSITE, HELPLINE, BOOKLET

Approximately ten percent of adult smokers or fewer report using each of the four access channels.

Respondents who had not been previously asked about contact with the federal 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.

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 ad recall questions, we find that two percent (18 respondents) of adult smokers overall have made use of this channel for information about smoking or quitting. There has been no significant change in this finding from previous surveys.

Among those who have called the 1 800 number for this purpose, three-quarters (74%) say that the number was easy to use, about one-half (47%) say they received or were offered something, and four in ten (39%) say the information was helpful to them. One-quarter (24%) took some action as a result of the information. Note that caution is advised in interpreting these findings due to the extremely small sample sizes.

Assessment of government 1 800 number November 2003

	TOTAL	POTENTIAL QUITTERS
<i>Number was easy to use</i>		
Yes	74	71
No	14	16
dk/na	11	13
<i>Received/was offered something</i>		
Yes	47	45
No	44	45
dk/na	9	11
<i>Information was helpful/useful</i>		
Yes	39	44
No	52	50
dk/na	9	5
<i>Took action because of information</i>		
Yes	24	27
No	71	67
dk/na	5	5

20b

Was this number easy to use?

20c

Did you receive anything or were you offered anything?

20d

Was the information helpful and useful to you?

20e

Did you take any action as a result of this information?

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

Respondents who had not been previously asked about contact with the federal government through the smoke-free website were asked, specifically, if they had ever gone to this website for information about smoking or quitting. Three percent say that they have gone to this website for this reason; 97 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 (35 respondents) overall have made use of this channel. There has been no change in this finding from previous surveys.

Among those who have visited the smoke-free website, about eight in ten (84%) say that the website was easy to use, one-quarter (26%) say they received or were offered something, and seven in ten (69%) say the information was helpful to them. About four in ten (43%) took some action as a result of the information. Note that caution is advised in interpreting these findings due to the extremely small sample sizes.

Assessment of smokefree.ca website November 2003

	TOTAL	POTENTIAL QUITTERS
<i>Website was easy to use</i>		
Yes	84	83
No	14	14
dk/na	2	3
<i>Received/was offered something</i>		
Yes	26	21
No	58	60
dk/na	16	19
<i>Information was helpful/useful</i>		
Yes	69	73
No	26	22
dk/na	5	5
<i>Took action because of information</i>		
Yes	43	45
No	57	55
dk/na	—	—

21b

Was this website easy to use?

21c

Did you receive anything or were you offered anything?

21d

Was the information helpful and useful to you?

21e

Did you take any action as a result of this information?

Subsample: Those who have ever visited the smokefree.ca website for information

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. Five percent say that they have called a smokers' helpline number for this reason; 95 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 five percent (38 respondents) overall have made use of this channel. There has been no significant change in this finding from previous surveys.

Among those who have called smokers' helpline number, about eight in ten (84%) say that the number was easy to use. About six in ten (57%) say they received or were offered something; among those who received something, about one-half (54%) received a booklet or pamphlet, two in ten (22%) received information, one in ten (11%) received support and two in ten (20%) received something else. Six in ten (61%) say the information was helpful to them and seven in ten (70%) took some action as a result of the information. Note that caution is advised in interpreting these findings due to the extremely small sample sizes.

Assessment of smokers' helpline November 2003

	TOTAL	POTENTIAL QUITTERS
<i>Number was easy to use</i>		
Yes	84	84
No	13	12
dk/na	3	4
<i>Received/was offered something</i>		
Yes	57	60
No	43	40
dk/na	—	—
<i>Information was helpful/useful</i>		
Yes	61	71
No	39	29
dk/na	—	—
<i>Took action because of information</i>		
Yes	70	82
No	30	18
dk/na	—	—

22b

Was this number easy to use?

22c

Did you receive anything or were you offered anything?

22d

Was the help or information useful to you?

22e

Did you take any action as a result of this help or information?

Subsample: Those who have ever called the smokers' helpline phone number for information

Respondents who had not been previously asked about ordering a booklet or step-by-step guide to quitting were asked, specifically, if they had ever looked inside a booklet titled "On the Road to Quitting," produced by Health Canada. Ten percent say that they have looked inside such a booklet; 89 percent say they have not.

Combining the number who report, in response to this question, that they have looked inside a booklet titled "On the Road to Quitting," with the number who report ordering a booklet or step-by-step guide to quitting in response to previous ad recall questions, we find that ten percent (78 respondents) overall have made use of this information channel.

Among those who have ordered or looked inside the booklet, one-half (48%) say it is helpful and useful and one-third (33%) say they took action as a result of the information in the booklet. Note that caution is advised in interpreting these findings due to the extremely small sample sizes.

Assessment of booklet November 2003

	TOTAL	POTENTIAL QUITTERS
<i>Booklet was helpful/useful</i>		
Yes	48	64
No	51	35
dk/na	1	2
<i>Took action as result of information in booklet</i>		
Yes	33	41
No	67	59
dk/na	—	—

23b

Was this booklet helpful and useful to you?

23c

Did you take any action as a result of this help or information?

Subsample: Those who have ever called or e-mailed to request the booklet

7.0 QUITTING: BEHAVIOUR AND RESOURCES

7.1 Quitting behaviour

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

One-half of smokers aged 40 to 54 (52%) report that they are now seriously thinking of quitting smoking; a similar number (48%) are not seriously thinking of quitting. This finding is essentially unchanged from previous surveys.

Smokers who report aided recall of at least one of the ads tested are somewhat more likely to say they are considering 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, just under four in ten (36%) say they will try to quit within the next 30 days. One-half (52%) say they will try to quit within the next six months. Ten percent say they will not try within the next six months. These findings are similar to those found in previous surveys; however, there has been a slight increase since June 2003 in the number who say they will try to quit within the next six months.

Men, smokers aged 48 to 54 and Quebecers are somewhat more likely 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

November 2003

	TOTAL	POTENTIAL QUITTERS
Yes	52	100
No	48	—
dk/na	*	—

* Less than one percent

Q.26a

Are you now seriously thinking of quitting smoking?

When thinking of trying to quit smoking

November 2003

	TOTAL	POTENTIAL QUITTERS
Within next 30 days	36	36
Within next 6 months	52	52
Not within next 6 months	10	10
dk/na	2	2

Q.26b

When do you think you will try to quit?

Subsample: Those who are now seriously thinking of quitting smoking

About eight in ten smokers aged 40 to 54 (83%) say that they have tried to quit smoking; only 17 percent have never tried. There has been essentially no change in these findings from previous surveys.

Potential quitters are more likely than others to have tried to quit in the past. The least affluent smokers are less likely to have tried to quit.

Among those who have tried to quit, 43 percent say they have not tried to do so in the past year. Twenty-two percent have stopped smoking for at least 24 hours once in the past year, 12 percent have stopped twice, nine percent have stopped three times and 14 percent have stopped more than three times. There has been little change in these findings from previous surveys; however, there appears to be a downward trend in the number who have stopped more than three times.

Smokers in Ontario and British Columbia are more likely than others not to have tried to quit in the past year. Those who smoke every day and those who are not potential quitters (i.e., not currently thinking seriously about quitting) are also more likely not to have tried to quit in the past year. Quebecers are more likely than others to say they have tried to quit once in the past year, and occasional smokers are more likely to have tried to quit more than three times.

Ever tried to quit smoking

November 2003

	TOTAL	POTENTIAL QUITTERS
Yes	83	91
No	17	9
dk/na	—	—

Q.27a

Have you ever tried to quit smoking?

Frequency of trying to quit smoking

November 2003

	TOTAL	POTENTIAL QUITTERS
Once	22	24
Twice	12	14
Three times	9	11
More than three times	14	21
Not in past year	43	30
dk/na	*	*

* Less than one percent

Q.27b

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

7.2 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.

Seven in ten smokers aged 40 to 54 say that advice from a doctor or health professional would be very (36%) or somewhat (34%) helpful to them personally in quitting. Three in ten say this would be not very (10%) or not at all (20%) helpful.

Almost six in ten smokers aged 40 to 54 say that advice from a pharmacist would be very (20%) or somewhat (36%) helpful to them personally in quitting. Just over four in ten say this would be not very (14%) or not at all (29%) helpful.

Just over 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 (18%) or somewhat (35%) helpful to them personally in quitting. A slightly smaller number say this would be not very (14%) or not at all (32%) helpful.

One-half of smokers aged 40 to 54 say that a group program for people who want to quit would be very (23%) or somewhat (26%) helpful to them personally in quitting. A similar number say this would be not very (15%) or not at all (35%) helpful.

One-half of smokers aged 40 to 54 say that self-help material like brochures and videos would be very (17%) or somewhat (32%) helpful to them personally in quitting. A similar number say this would be not very (17%) or not at all (34%) helpful.

More than four in ten smokers aged 40 to 54 say that self-help information about quitting on the Internet would be very (17%) or somewhat (28%) helpful to them personally in quitting. One-half say this would be not very (15%) or not at all (37%) helpful.

Four in ten smokers aged 40 to 54 say that an interactive website program set up to help people quit smoking would be very (15%) or somewhat (26%) helpful to them personally in quitting. About six in ten say this would be not very (15%) or not at all (42%) helpful.

Four in ten smokers aged 40 to 54 say that a 1 800 helpline or quitline would be very (14%) or somewhat (26%) helpful to them personally in quitting. About six in ten say this would be not very (18%) or not at all (39%) helpful.

The results of the current survey are similar to those found in previous surveys. There have been slight increases in the overall totals of those who would find self-help materials, an interactive website program and a 1 800 helpline or quitline helpful.

Potential quitters are more likely to say that all of these methods or resources would be at least somewhat helpful to them personally. There is some indication that occasional smokers are more likely to say that advice from a doctor, self-help information on the Internet and an interactive website program would be at least somewhat useful to them. Smokers aged 40 to 47 are more likely to think that advice from a pharmacist, advice from a pharmaceutical company, self-help materials and a quitline would be at least somewhat helpful. Women are more likely than men to think that most of these methods or resources would be at least somewhat helpful. Those with children under 18 in

the household are more inclined to see advice from a doctor and self-help information on the Internet as at least somewhat helpful. Smokers with Internet access are more inclined to think that self-help information on the Internet and an interactive website program would be at least somewhat helpful.

Quebecers are somewhat more likely to say that most of these methods or resources would be very helpful; Albertans are more likely to think that self-help materials would be very helpful, and residents of Manitoba and Saskatchewan say the same about a quitline.

Methods for quitting smoking

November 2003

	TOTAL	POTENTIAL QUITTERS		TOTAL	POTENTIAL QUITTERS
<i>Advice from doctor/health professional</i>			<i>Self-help materials like brochures and videos</i>		
Very helpful	36	43	Very helpful	17	22
Somewhat helpful	34	31	Somewhat helpful	32	34
Not very helpful	10	11	Not very helpful	17	17
Not at all helpful	20	15	Not at all helpful	34	26
dk/na	*	—	dk/na	1	*
<i>Advice from pharmacist</i>			<i>Self-help info about quitting available on Internet</i>		
Very helpful	20	27	Very helpful	17	21
Somewhat helpful	36	37	Somewhat helpful	28	29
Not very helpful	14	14	Not very helpful	15	16
Not at all helpful	29	21	Not at all helpful	37	32
dk/na	1	1	dk/na	2	2
<i>Advice from pharmaceutical company that sells products to help people quit smoking</i>			<i>Interactive website to help people quit smoking</i>		
Very helpful	18	24	Very helpful	15	20
Somewhat helpful	35	36	Somewhat helpful	26	29
Not very helpful	14	15	Not very helpful	15	14
Not at all helpful	32	24	Not at all helpful	42	35
dk/na	1	1	dk/na	2	2
<i>Group program for people who want to quit smoking</i>			<i>1 800 number/quitline</i>		
Very helpful	23	28	Very helpful	14	19
Somewhat helpful	26	24	Somewhat helpful	26	30
Not very helpful	15	16	Not very helpful	18	19
Not at all helpful	35	29	Not at all helpful	39	30
dk/na	2	2	dk/na	2	2

* Less than one percent

Q.28

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?

8.0 ASSESSMENT OF GOVERNMENT PERFORMANCE

Positive assessments of the Government of Canada's performance in helping Canadians quit smoking prevail.

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 about four in ten smokers aged 40 to 54 (38%) provide positive assessments of the federal government's performance in helping Canadians quit smoking, with ten percent rating its performance as excellent. Thirty-two percent say their assessment is neither good nor bad, and a total of 28 percent provide a negative assessment of the federal government's performance, with 14 percent providing a rating of terrible. There has been little change in these findings from previous surveys; however, there has been a tendency toward a decrease in negative assessments.

A total of just over one-third of smokers aged 40 to 54 (36%) provide positive assessments of the Government's performance in providing information to the public about Government services, with ten percent rating its performance as excellent. Twenty-five percent say their assessment is neither good nor bad, and a total of 36 percent provide a negative assessment of the federal government's performance, including 13 percent who provide a rating of terrible. There has been a decrease in positive assessments on this dimension from June 2003.

A total of three in ten (31%) provide positive assessments of the federal government's performance in general, with five percent rating its performance as excellent. Twenty-nine percent say their assessment is neither good nor bad, and a total of 38 percent provide a negative assessment of the federal government's performance, including 16 percent who provide a rating of terrible. There has been essentially no change in these findings from previous surveys.

Performance ratings for Government of Canada November 2003

	TOTAL	POTENTIAL QUITTERS
<i>Helping assist Canadians with quitting smoking</i>		
Excellent	10	11
Somewhat good	28	29
Neither good nor bad	32	31
Somewhat bad	14	14
Terrible	14	12
dk/na	3	2
<i>Providing information to the public about available services</i>		
Excellent	10	10
Somewhat good	26	28
Neither good nor bad	25	24
Somewhat bad	23	23
Terrible	13	12
dk/na	2	2
<i>General performance of government</i>		
Excellent	5	6
Somewhat good	26	26
Neither good nor bad	29	32
Somewhat bad	22	22
Terrible	16	13
dk/na	2	2

Q.24a

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.24b

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

Q.24c

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?

SURVEY METHODS

The results of the survey are based on questions asked to 801 Canadian smokers aged 40 to 54 years living within the ten provinces of Canada. The survey was conducted by telephone from October 27 to November 4, 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	192	7.1
Ontario	300	304	5.6
Manitoba/Saskatchewan	57	58	12.9
Alberta	73	88	10.4
British Columbia	105	90	10.3
Total	801	801	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 sampling method in which sample is generated using the RDD (random digit dialling) technique. Samples are generated using a database of active phone ranges. These ranges are made up of a series of contiguous blocks of 100 contiguous phone numbers and are revised three to four times per year after a thorough analysis of the most recent edition of an electronic phonebook. Each number generated is put through an appropriate series of validation procedures before it is retained as part of a sample. Each number generated is looked up in a recent electronic phonebook database to retrieve geographic location, business indicator and "do not call" status. The postal code for listed numbers is verified for accuracy and compared against a list of valid codes for the sample stratum. Non-listed numbers are assigned a "most probable" postal code based on the data available for all listed numbers in the phone exchange. 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 48,137 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 qualified 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 801 interviews were completed. The margin of error for a sample of 801 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 801 interviews.

Total dialled sample	48,137
Household not eligible	2,989
Non-residential/not in service	19,373
Language barrier	1,158
Subtotal	23,520
New Base (48,137 - 23,520)	24,617
No answer/line busy/ respondent not available	12,314
Refusals	11,454
Mid-interview refusals	48
Subtotal	23,816
Net Completions (24,617 - 23,816)	801

QUESTIONNAIRES



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

October 24, 2003

**Ad Recall Survey of Adult Smokers
Wife/Kids Ad Test
PN5419
POR-03-58
Questionnaire - Draft 3- final**

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 aged 40 to 54 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/looks in a mirror/talks about wife
- 09 - Ordinary-looking guy/talks about kids/plan to quit
- 10 - Ordinary-looking guy/coughing and or laughing
- 11 - Ordinary-looking guy/drinking water/plan for quitting
- 12 - Warning pictures/messages on cigarette packs
- 13 - Ad featuring a waitress named Heather Crowe who is dying from lung cancer because she was exposed to second-hand smoke

14 - 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

15 - 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 says his wife has noticed a change since he quit smoking? He looks at a better-looking version of himself in the mirror and says "I feel like a new man"?

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. How much 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?

ONTARIO, QUEBEC, ALBERTA AND BC ASK

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

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

ONTARIO, QUEBEC, ALBERTA AND BC ASK

b) A smoke-free website address?

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

ATLANTIC PROVINCES MANITOBA AND SASKATCHEWAN ASK

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

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

ONTARIO, QUEBEC, ALBERTA AND BC ASK

d) A booklet that you can get which offers a step-by-step guide to 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

d) **IF YES IN 9d ASK**

Did you call or email to request this booklet?

- 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 looking into the camera who says he has just quit smoking and there are three things that keep him going – his plan to quit and his two kids? He says he wants to be around to see them graduate, get married and have kids of their own?

- 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. How much 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?

ONTARIO, QUEBEC, ALBERTA AND BC ASK

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

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

ONTARIO, QUEBEC, ALBERTA AND BC ASK

b) A smoke-free website address?

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

ATLANTIC PROVINCES, MANITOBA AND SASKATCHEWAN ASK

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

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

ONTARIO, QUEBEC, ALBERTA AND BC ASK

d) A booklet that you can get which offers a step-by-step guide to 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

d) **IF YES IN 18d ASK**

Did you call or email to request this booklet?

01 - Yes

02 - No

99 - DK/NA

ASK ALL

IF NOT YES IN Q.10a 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 e

02 - No

GO TO Q.21

99 - DK/NA

GO TO Q.21

IF YES IN Q.10a or Q.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

e) Did you take any action as a result of this information?

01 - Yes

02 - No

99 - DK/NA

ASK ALL

21. IF NOT YES IN Q.10b 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 e
02 - No	GO TO Q.22
99 - DK/NA	GO TO Q.22

IF YES IN Q.10b or Q.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

- e) Did you take any action as a result of this information?

01 - Yes
02 - No
99 - DK/NA

ASK ALL

22. IF NOT YES IN Q.10c OR Q.19c, ASK:

- a) Have you ever called a smokers' helpline for help or information about smoking or quitting?

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

IF YES IN Q.10c or Q.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 ASK c(i)
- 02 - No GO TO d
- 99 - DK/NA GO TO d

c) (i) IF YES, ASK: What did you receive?
OPEN ENDED - CODE ALL THAT APPLY

- 97 - Nothing
- 99 - DK/NA

d) Was the help or information useful to you?

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

e) Did you take any action as a result of this help or information?

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

ASK ALL

IF NOT YES IN Q.10.d OR Q19.d. ASK

23. a) Have you looked inside a booklet titled "On the Road to Quitting", which is produced by Health Canada?

- 01 - Yes **ASK b and c**
- 02 - No **GO TO Q.24**
- 99 - DK/NA

IF YES IN Q.10.d OR Q19.d. ASK

You mentioned that you requested the booklet that was featured in the television ad.

b) Was this booklet helpful and useful to you?

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

c) Did you take any action as a result of the information in this booklet?

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

ASK ALL

24. 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	

ASK ALL

25. Please tell me the extent to which you agree or disagree with each of the following statements using a 7-point scale where 1 is totally disagree, 7 is totally agree and the mid-point 4 is neither agree nor disagree.
READ AND ROTATE

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

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

b) The Government of Canada is using new and innovative ways to provide information and services to citizens.

c) The Government of Canada delivers its services and information in a respectful way.

d) You can count on the Government of Canada for reliable service and information.

SMOKING BEHAVIOUR

ASK ALL

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

- | | |
|-------------|-------------------|
| 1 - Yes | ASK b |
| 2 - No | GO TO Q.27 |
| 3 - DK/NA | GO TO Q.27 |
| 4 - Refused | GO TO Q.27 |

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

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

- | | |
|-----------|-------------------|
| 1 - Yes | ASK b |
| 2 - No | GO TO Q.28 |
| 3 - DK/NA | GO TO Q.28 |

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

28. 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
- h) Self-help information about quitting available on the internet

DEMOGRAPHICS

ASK ALL

29. Finally, a few questions for statistical purposes.

30. 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

31. 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

32. Are you...

READ

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

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

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

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

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

35. 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

36. Do you have access to the Internet?

- 01 - Yes **ASK Q.37**
- 02 - No **GO TO ENDSRIPT**
- 99 - DK/NA **GO TO ENDSRIPT**

37. 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

38. How many hours each week do you use the internet?

READ

- 01 - Less than one hour
- 02 - From one hour to three hours
- 03 - From four hours to six hours
- 04 - More than six hours
- 99 - DK/NA

END SCRIPT

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

_____.

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

1 - Yes

2 - No

If incorrect, please input correct phone number: _____.

That completes my interview. Thank you for your assistance.



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

Le 27 octobre 2003

Sondage-rappel auprès des fumeurs adultes
Femme/Enfants
PN5419
Questionnaire français - Version 3- final
POR-03-58

N= 800 fumeurs
40-54

INTRODUCTION

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

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

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

1 - Oui
2 - Non

REMERCIER ET TERMINER
CONTINUER

- 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
02 - Non
03 - NSP/PR

DEMANDER C
REMERCIER ET TERMINER
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
2 - Seulement une

DEMANDER D

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 de 40 à 54 ans 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. 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/ligne 1-800/étape par étape
- 08 - Homme ordinaire/se regarde dans un miroir/parle de sa femme
- 09 - Homme ordinaire/parle de ses enfants/ prévoit cesser de fumer
- 10 - Homme ordinaire/qui tousse ou qui rit
- 11 - Homme ordinaire/boit de l'eau/a un plan
- 12 - Images d'avertissement/messages sur les paquets de cigarettes
- 13 - Publicité présentant une serveuse appelée Heather Crowe qui meurt du cancer du poumon parce qu'elle a été exposée à la fumée secondaire
- 14 - 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
- 15 - 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. Est-ce que vous vous souvenez d'avoir vu à la télévision, au cours des dernières semaines, une publicité en noir et blanc, où on apercevait un homme bien ordinaire qui disait que sa femme avait remarqué un changement depuis qu'il avait arrêté de fumer ? Il se regarde dans le miroir et trouve qu'il est un homme neuf.

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 (c)**
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. Dans quelle mesure 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

EN ONTARIO, AU QUÉBEC, EN ALBERTA ET EN C.-B., DEMANDER

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

EN ONTARIO, AU QUÉBEC, EN ALBERTA ET EN C.-B., DEMANDER

b) Une adresse de site web sans fumée?

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

DANS LES PROVINCES DE L'ATLANTIQUE, AU MANITOBA ET EN SASKATCHEWAN, DEMANDER

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

EN ONTARIO, AU QUÉBEC, EN ALBERTA ET EN C.-B., DEMANDER

d) Un livret que vous pourriez vous procurer et qui vous offre une façon de cesser de fumer, par étapes?

- 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

d) **SI OUI À 9d, DEMANDER**

Est-ce que vous avez téléphoné ou envoyé un courriel pour demander ce livret?

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

DEMANDER À TOUS

11. Est-ce que vous vous souvenez d'avoir vu à la télévision, au cours des dernières semaines, une publicité en noir et blanc où on voyait un homme bien ordinaire qui regardait la caméra et qui disait qu'il venait tout juste de cesser de fumer, et aussi que trois choses lui permettaient de tenir le coup - son projet de cesser de fumer et ses deux enfants. Il dit aussi qu'il voulait être là lorsque ses enfants auront fini leurs études, lorsqu'ils se marieront et lorsqu'ils auront eux-mêmes des enfants.

- 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 (c)**
- 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. Dans quelle mesure 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?

EN ONTARIO, AU QUÉBEC, EN ALBERTA ET EN C.-B., DEMANDER

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

01 - Oui

02 - Non

99 - NSP/PR

EN ONTARIO, AU QUÉBEC, EN ALBERTA ET EN C.-B., DEMANDER

- b) Une adresse de site web antitabac?

01 - Oui

02 - Non

99 - NSP/PR

DANS LES PROVINCES DE L'ATLANTIQUE, AU MANITOBA ET EN SASKATCHEWAN, DEMANDER

- 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

EN ONTARIO, AU QUÉBEC, EN ALBERTA ET EN C.-B., DEMANDER

- d) Un livret que vous pourriez vous procurer et qui vous offre une façon de cesser de fumer, par étapes?

01 - Oui

02 - Non

99 - NSP/PR

19. a) **SI OUI À 18a, DEMANDER**

Est-ce que vous avez appelé à 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

d) **SI OUI À 18d DEMANDER**

Est-ce que vous avez téléphoné ou envoyé un courriel pour demander ce livret?

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

DEMANDER À TOUS

SI AUTRE QUE OUI À Q.10a 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 e |
| 02 - Non | PASSER À Q.21 |
| 99 - NSP/PR | PASSER À Q.21 |

SI OUI À 10a 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

e) Est-ce que vous avez pris des mesures après avoir obtenu ces informations ?

01 - Oui
02 - Non
99 - NSP/PR

DEMANDER À TOUS

21. SI AUTRE QUE OUI À Q.10b OU À Q.19b, DEMANDER :

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 e**
02 - Non **PASSER À Q.22**
99 - NSP/PR **PASSER À Q.22**

SI OUI À 10b 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

e) Est-ce que vous avez pris des mesures après avoir obtenu ces informations ?

01 - Oui

02 - Non

99 - NSP/PR

DEMANDER À TOUS

22. SI AUTRE QUE OUI À Q.10c OU Q.19c, DEMANDER :

a) Est-ce que vous avez déjà appelé une ligne d'aide pour cesser de fumer justement pour obtenir de l'aide ou des informations sur la consommation de tabac ou les façons de cesser de fumer ?

01 - Oui **DEMANDER b à e**

02 - Non **PASSER À Q.23**

99 - NSP/PR **PASSER À Q.23**

SI OUI À 10c 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 **DEMANDER c (i)**

02 - Non **PASSER À d**

99 - NSP/PR **PASSER À d**

c) (i) SI OUI, DEMANDER : Qu'est-ce que vous avez reçu?
QUESTION OUVERTE - CODER TOUTES LES MENTIONS QUI S'APPLIQUENT

97 - Rien
99 - NSP/PR

d) Est-ce que cette aide ou ces informations vous ont été utiles ?

01 - Oui
02 - Non
99 - NSP/PR

e) Est-ce que vous avez pris des mesures après avoir obtenu cette aide ou ces informations ?

01 - Oui
02 - Non
99 - NSP/PR

DEMANDER À TOUS

SI AUTRE QUE OUI À Q.10.d OU Q19.d. DEMANDER

23. Est-ce que vous avez feuilleté un livret intitulé « Sur la voie de la réussite », publié par Santé Canada?

01 - Oui **DEMANDER b et c**
02 - Non **PASSER À Q.24**
99 - NSP/PR

SI OUI À Q.10.d OU Q19.d, DEMANDER

Vous avez mentionné que vous aviez demandé de recevoir le livret présenté dans la publicité à la télévision.

b) Est-ce que ce livret vous a aidé ou vous a été utile ?

01 - Oui
02 - Non
99 - NSP/PR

c) Est-ce que vous avez pris des mesures après avoir lu les informations contenues dans ce livret ?

01 - Oui
02 - Non
99 - NSP/PR

DEMANDER À TOUS

24. a) 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.

Neither

<u>Terrible</u>				Good nor Bad			Excellent	DK/NA
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 Bad			Excellent	DK/NA
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 Bad			Excellent	DK/NA
1	2	3	4	5	6	7	8	

DEMANDER À TOUS

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

LIRE EN ROTATION

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

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

- b) Le gouvernement du Canada utilise des façons nouvelles et innovatrices pour fournir des informations et des services aux citoyens.
- c) Le gouvernement du Canada fournit ses services et ses informations de façon respectueuse.
- d) On peut compter sur le gouvernement du Canada pour obtenir des services et de l'information fiables.

COMPORTEMENT DE CONSOMMATION DE TABAC

DEMANDER À TOUS

26. 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.27 |
| 3 - NSP/PR | PASSER À Q.27 |
| 4 - Refus | PASSER À Q.27 |

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

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

- | | |
|------------|----------------------|
| 1 - Oui | DEMANDER b |
| 2 - Non | PASSER À Q.28 |
| 3 - NSP/PR | PASSER À Q.28 |

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

28. 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'informationel, 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
- h) Des informations que vous pouvez librement consulter sur Internet pour cesser de fumer

DONNÉES DÉMOGRAPHIQUES

DEMANDER À TOUS

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

30. 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

31. 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

32. Est-ce que vous êtes...?

LIRE

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

6 - NSP/PR

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

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

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

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

35. 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

36. Avez-vous accès à Internet?

- 01 - Oui **DEMANDER Q.36**
- 02 - Non **PASSER À FIN**
- 99 - NSP/PR **PASSER À FIN**

37. 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

38. Chaque semaine, combien d'heures utilisez-vous Internet?

LIRE

- 01 - Moins d'une heure
- 02 - De une heure à trois heures
- 03 - De quatre à six heures
- 04 - Pendant plus de six heures
- 99 - NSP/PR

FIN

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

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

_____.

- 1 - Oui
- 2 - Non

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

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