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ENVIRONICS
RESEARCH GROUP

AD RECALL SURVEY
OF MOVIE-GOERS:
"HEATHER/BARB" CINEMA AD

FINAL REPORT

Prepared for:
Health Canada

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1.0 INTRODUCTION AND SUMMARY

Health Canada retained Environics Research Group Limited to conduct survey research among Canadians aged 15 to 55 who had attended a movie theatre or cinema at least once in December 2003. This research was designed to test movie-goers' recall and response to the "Heather Crowe/Barb Tarbox" cinema ad and the "Heather Crowe" transit ads, which are components of Health Canada's campaign to increase awareness of the dangers of smoking and second-hand smoke among Canadians. The research also examined respondents' attitudes toward second-hand smoke and smoke-free environments.

The "Heather/Barb" ad ran in cinemas across the country from November 28, 2003 to January 1, 2004.

Environics Research Group surveyed 801 Canadians aged 15 to 55 who had seen at least one movie in a theatre or cinema during the month of December 2003. These interviews were conducted by telephone, in both English and French, between December 29, 2003 and January 7, 2004. The margin of error for a sample of 801 is plus or minus 3.5 percentage points, 19 times in 20.

The topics addressed in the current survey include:

- Unaided recall of advertising dealing with second-hand smoke or the harm caused by smoking
- Aided recall of the "Heather/Barb" cinema ad, sponsorship and response to the ad
- Aided recall of the "Heather" transit ad and response to the ad
- Contact with the government 1 800 number and the smoke-free website
- Attitudes toward second-hand smoke issues
- Smoking and quit behaviour measures
- Assessments of the federal government's overall performance, as well as its performance on communications and smoking cessation issues
- Assessments of the government's delivery of services and information
- Demographics

The key findings of the survey are as follows:

- A total of 82 per cent of movie-goers, unaided, say they have (79%) or may have (3%) seen, read or heard ads about second-hand smoke or the harm that can be caused by smoking over the past few weeks; among these, 70 per cent saw an ad on television and 29 per cent saw an ad in the cinema.
- When asked what they remember (unaided) about the ad(s) they saw, 23 per cent of movie-goers mention an ad about a former waitress dying of lung cancer/Heather Crowe, 12 per cent mention an ad about Barb Tarbox/a former model dying from cancer and five per cent mention a woman dying or who died from cancer/second-hand smoke. A variety of other mentions are also recalled by respondents.
- A total of 61 per cent, aided, say they do remember (57%) or may remember (4%) seeing the "Heather Crowe/Barb Tarbox" ad in the cinema over the past few weeks or so. Among those who have seen this ad:
 - Twenty-six per cent say the main point of this ad is don't smoke/quit smoking; 13 per cent say smoking is dangerous/hazardous/bad for you; 12 per cent say smoking kills; 11 per cent say second-hand smoke kills; 10 per cent say second-hand smoke is dangerous/bad/unhealthy.
 - Thirty-five per cent say the Government of Canada sponsored this ad (includes prompted and unprompted responses); 14 per cent mention health or non-smoking organizations.
 - Ninety-two per cent say it is appropriate for the Government to sponsor this ad.
 - Ninety-six per cent say the message about second-hand smoke is believable, and 95 per cent say it is effective.
 - Thirty per cent say they talked about this ad with others; six per cent say they did something else.
 - Twenty-nine per cent say they recall the 1 800 Government of Canada phone number; among these, one per cent called the number for information about smoking or quitting.
 - Twenty-eight per cent say they recall the smoke-free website; among these, five per cent visited the website for information about smoking or quitting.

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- A total of 15 per cent of movie-goers in communities of 500,000 or more in population, aided, do remember (12%) or may remember (3%) seeing the "Heather" transit ad over the past few weeks or so. A total of 11 per cent of all movie-goers, aided, remember (9%) or may remember (2%) this ad.
 - Among those in communities of 500,000 or more inhabitants who have seen this ad (N=55; caution is advised in interpreting these findings due to very small sample size):
 - Ninety-two per cent say the message about second-hand is believable, and 84 per cent say it is effective.
 - Twenty-six per cent say they talked about this ad with others; two per cent say they did something else.
 - Thirty-three per cent say they recall the 1 800 Government of Canada phone number; one respondent called the number for information about smoking or quitting.
 - Twenty-eight per cent say they recall the smoke-free website; no one visited the website for information about smoking or quitting.
 - Among movie-goers:
 - Ninety-eight per cent agree that young children should be protected from situations of second-hand smoke.
 - Ninety-three per cent agree that people who don't smoke should have the right to a smoke-free environment in any public place.
 - Ninety-three per cent agree that people who smoke should always be willing to put out their cigarettes if someone near them is bothered by the smoke.
 - Ninety-three per cent agree that it is important for all employers to provide a completely smoke-free environment for their employees.
 - Ninety-two per cent agree that it's okay for non-smokers to ask someone not to smoke around them.
 - Sixty-three per cent agree that it is better to move away from a person whose smoking is bothering you than to ask that person to stop smoking.
 - Sixty-two per cent would generally feel comfortable asking a smoker to put out a cigarette or to not smoke.
 - Fifty-eight per cent agree that people who smoke should have the right to do so in any public place where smoking is allowed.
 - Eleven per cent agree that second-hand smoke is not as harmful as some people say.
 - Among movie-goers who are smokers:
 - Ninety-one per cent are usually willing to put out a cigarette or not to smoke if someone asks them.
 - Eighty-nine per cent are willing to not smoke in public places where others might be nearby.
 - Positive assessments of the Government of Canada's performance on the dimensions of its performance in reducing tobacco use among Canadians, its performance in general, and its performance in providing information to the public prevail over neutral or negative assessments.
 - Majorities or pluralities agree that the Government of Canada is easy to contact, uses new and innovative means of communication and delivery, can be relied on for information and services, and delivers its services respectfully.

2.0 UNAIDED RECALL OF ADVERTISING: SECOND-HAND SMOKE/ HARM FROM SMOKING

Eight in ten Canadian movie-goers have seen advertising about second-hand smoke or the harm to health done by smoking in the past several weeks; among these, unaided mentions of Heather Crowe and Barb Tarbox are among the most frequent responses.

A large majority of 79 per cent of Canadians who saw a movie in a theatre or cinema in the month preceding this survey say they have seen advertising about second-hand smoke or the harm to health done by smoking in the past several weeks, and three per cent say they may have seen such advertising, for a total of 82 per cent. Eighteen per cent have not seen such advertising over the past few weeks.

Women are more likely to have seen advertising about second-hand smoke or the health effects of smoking. Smokers are more likely than non-smokers to have seen such advertising, and among smokers, potential quitters are more likely to recall such advertising. Recall of such advertising is lower in British Columbia than in all other regions of Canada.

Unaided recall of second-hand smoke/harm from smoking ads

January 2004

	TOTAL	SMOKERS
Yes	79	84
No	18	12
Maybe	3	4
dk/na	*	—

* Less than one per cent

Q.1a

Over the past several weeks or so, have you seen, heard or read any advertising about second-hand smoke or about the harm to health that can be caused by smoking?

Unaided recall of ads mentioning Heather Crowe is strong; mentions of Barb Tarbox are also among the most frequent responses. When movie-goers who have seen or may have seen advertising about second-hand smoke or harm to health from smoking are asked what they remember about what they saw, 23 per cent mention an ad featuring a former waitress dying of lung cancer/Heather Crowe. Other frequent responses include second-hand smoke is dangerous/bad/unhealthy/harmful (15%); on cigarette packages, cartons (15%); and Barb Tarbox/former model died from smoking (12%). Smaller proportions mention a wide variety of images and messages from advertising they have seen about second-hand smoke or the health effects of smoking, such as: smoking is harmful/smoking can kill (10%); causes cancer/lung cancer (7%); second-hand smoke kills/"Health Canada says it kills" (7%); woman with emphysema dying from husband's smoking (7%); death of family member from smoking (7%); lungs/diseased lungs/pictures of lungs (6%); woman died or dying of cancer/second-hand smoke (5%); and smoke targets children in general/parents' smoke rings, bull's eye (5%).

Men are more likely than women to recall former waitress dying of lung cancer/Heather Crowe. Women and those aged 15 to 24 are more likely to mention cigarette packages or cartons. Those aged 45 to 55 are more likely to mention second-hand smoke is dangerous/bad/unhealthy/harmful. British Columbians are more likely to mention Heather Crowe, and Albertans to mention Barb Tarbox.

Those who do not smoke are more likely than those who smoke to mention Heather Crowe or Barb Tarbox; smokers are more likely to mention cigarette packages or cartons.

Everything remembered about second-hand smoke/harm from smoking ads

January 2004

	TOTAL	SMOKERS
Former waitress dying of lung cancer/Heather Crowe	23	13
Second-hand smoke is dangerous/bad/unhealthy/harmful	15	17
On cigarette packages, cartons	15	23
Barb Tarbox/former model died from smoking	12	5
Smoking is harmful/smoking can kill	10	14
Woman with emphysema dying from husband's smoking	7	6
Death of family member from smoking	7	4
Second-hand smoke kills/"Health Canada says it kills"	7	10
Causes cancer/lung cancer	7	7
Lungs/diseased lungs/pictures of lungs	6	4
Smoke targets children in general/parents' smoke rings, bulls-eye	5	8
Woman died or dying/of cancer/second-hand smoke	5	4
Kids/young people	4	4
Asthma/respiratory ailments/children with breathing apparatus	3	5
Old people	3	4
Where the ad was seen/heard	3	2
Ordinary looking guy/talks about quitting/plan to quit	3	2
Teen smoking	2	3
Government sponsored	2	3
Other	32	38
None/nothing	9	8
dk/na	*	—

*Less than one per cent

Q.1b

Please tell me everything you can remember about these ads. What pictures or images come to mind? Are there any others?

Subsample: Those who have, or may have, seen, heard or read any advertising about second-hand smoke or about the harm to health that can be caused by smoking

Seven in ten movie-goers (70%) who recall seeing advertising about second-hand smoke or the health effects of smoking say they saw this advertising on television; three in ten (29%) mention the cinema. Much smaller proportions mention second-hand smoke advertising in such locations as cigarette packs (19%), newspapers (8%), magazines (7%), public transit (5%), outdoor billboards (3%) and radio (3%).

Where ads noticed January 2004

	TOTAL	SMOKERS
Television	70	73
Cinema	29	21
Cigarette packs	19	30
Newspaper	8	11
Magazines	7	4
Public transit	5	8
Outdoor billboards	3	6
Radio	3	4
Pamphlet/brochure in the mail	1	3
Other	11	12
dk/na	2	2

Q.1c

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

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

3.0 AIDED RECALL OF "HEATHER/BARB" CINEMA AD AND RESPONSE TO AD

3.1 "Heather/Barb" cinema ad: aided recall and sponsorship

Six in ten movie-goers express aided recall of the "Heather/Barb" ad. Among those who have seen it, one-third identify the federal government as the sponsor, and nine in ten say the federal government is an appropriate sponsor.

Aided recall of the "Heather/Barb" ad is quite high. A majority of almost six in ten (57%) movie-goers say that they remember seeing an ad in a movie theatre or cinema in the month of December showing a waitress named Heather Crowe who never smoked but is dying from second-hand smoke and also showing a former model named Barb Tarbox who recently passed away from smoking; a further four per cent say they may recall such an ad, for a total of 61 per cent. Four in ten (38%) do not recall seeing this ad.

Younger movie-goers, aged 15 to 24 years, are less likely to say they remember seeing this ad. Aided recall of the ad is highest in Alberta and in communities with a population of between 500,000 and one million. Non-smokers are more likely than smokers to recall the ad.

One-quarter (26%) of movie-goers who recall the "Heather Crowe/Barb Tarbox" ad say that the main point of the ad is don't smoke/quit smoking. About one in ten each say the main point is that smoking is dangerous, hazardous or bad for you (13%), smoking kills (12%), second-hand smoke kills (11%), or second-hand smoke is dangerous, bad, or unhealthy (10%). Smaller proportions mention such points as: second-hand smoke is worse than/as dangerous as smoking (5%); harmful effects or diseases in general (4%); and smoking affects everyone (3%).

Men are more likely than women to say the main point is that smoking is dangerous, hazardous or bad for you or that second-hand smoke is dangerous, bad or unhealthy; women are more likely to say the main point is don't smoke/quit smoking or that second-hand smoke kills. Young movie-goers aged 15 to 24 are more likely to say the main point is don't smoke/quit smoking. Smokers are somewhat less likely than non-smokers to say the main point is that second-hand smoke kills; they are slightly more likely to say that the main

Aided recall of "Heather/Barb" cinema ad January 2004

	TOTAL	SMOKERS
Yes	57	52
No	38	45
Maybe	4	3
dk/na	*	*

* Less than one per cent

Q.2

Do you remember seeing an ad in a cinema or movie theatre sometime in the month of December showing a waitress named Heather Crowe who never smoked but who is dying from second-hand smoke and also showing a former model named Barb Tarbox who recently passed away from smoking?

Main point of "Heather/Barb" cinema ad January 2004

	TOTAL	SMOKERS
Don't smoke/quit smoking	26	32
Smoking is dangerous/hazardous/ bad for you	13	16
Smoking kills	12	15
Second-hand smoke kills	11	5
Second-hand smoke is dangerous/ bad/unhealthy	10	11
Second-hand smoke worse than/ as dangerous as smoking	5	3
Harmful effects/diseases in general	4	2
Smoking affects everyone	3	—
Avoid smokers	2	3
Respect non-smokers/don't smoke around them	2	4
Ban smoking in workplace/restaurants/ public/activism	2	3
Smoking causes cancer	2	3
Other	6	4
dk/na	*	—

* Less than one per cent

Q.4

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

Subsample: Those who have, or may have, seen the "Heather/Barb" ad in a cinema in December 2003

point is don't smoke/quit smoking. Albertans are more likely than other Canadians to say it is don't smoke/quit smoking or that smoking kills.

Among respondents who recall seeing this ad, one-third (35%) believe that the ad was produced by the Government of Canada or by Health Canada. Fourteen per cent believe it was sponsored by organizations concerned with health or non-smoking in general, five per cent mention the Canadian Cancer Society and three per cent mention the Lung Association. Four per cent each think it was produced by the provincial government or the tobacco industry. Seven per cent mention some other possible sponsor, and 28 per cent offer no response. This includes both top-of-mind and aided responses.

Men, adults aged 25 to 34 years and Quebec residents are more likely to name the Government of Canada or Health Canada as the sponsor. Smokers are also more likely than non-smokers to identify the Government of Canada or Health Canada as the sponsor.

Nine in ten (92%) movie-goers who saw the "Heather Crowe/Barb Tarbox" ad say that it is appropriate for the Government of Canada to sponsor this ad; six per cent say it is not appropriate.

Non-smokers are more likely than smokers to say that it is appropriate for the Government of Canada to sponsor this ad.

Who produced "Heather/Barb" cinema ad January 2004

	TOTAL	SMOKERS
Government of Canada/ Health Canada	35	42
Health organization/non-smoking	14	8
Canadian Cancer Society	5	6
Provincial government	4	6
Tobacco company/tobacco industry	4	7
Lung Association	3	2
Other	7	7
dk/na	28	23

Q.3a

*Thinking about the ad you saw, who do you think produced it?
That is, who paid for it?*

Subsample: Those who have, or may have, seen the "Heather/Barb" ad in a cinema in December 2003

Q.3b

Which level of government?

Subsample: Those who have, or may have, seen the "Heather/Barb" ad in a cinema in December 2003, and who think that government (general) produced the ad

Appropriate for government to sponsor "Heather/Barb" cinema ad January 2004

	TOTAL	SMOKERS
Yes	92	81
No	6	16
dk/na	1	3

Q.9

In fact, the ad about the two women – Heather and Barb – that you saw was produced by the Government of Canada. Is it appropriate for the Government of Canada to produce this ad?

Subsample: Those who have, or may have, seen the "Heather/Barb" ad in a cinema in December 2003

3.2 "Heather/Barb" cinema ad: response

More than nine in ten of those who saw the "Heather/Barb" ad think the ad is believable in its message about the health effects of smoking; a similar number think it is effective.

Among movie-goers who saw the "Heather Crowe/Barb Tarbox" ad, a total of more than nine in ten say that it is very (76%) or somewhat (20%) believable in its message about the harm to health that can be caused by smoking. Almost none say it is not very (2%) or not at all (1%) believable.

A total of more than nine in ten respondents who saw the ad say that it is very (61%) or somewhat (34%) effective in its message about the harm to health that can be caused by smoking. Almost none say it is not very (3%) or not at all (1%) effective.

Women are more likely than men to say the ad is very effective. Those aged 25 to 55 are more likely to say the ad is effective, and those aged 35 to 55 are more likely to say it is believable. Residents of Atlantic Canada, Manitoba and Saskatchewan are more likely to say the ad is believable; Atlantic Canadians are also more likely to say it is effective. Non-smokers are more likely than those who smoke to say the ad is both effective and believable; among smokers, those who are potential quitters are much more likely to think the ad is both effective and believable.

Impact of "Heather/Barb" cinema ad January 2004

	TOTAL	SMOKERS
<i>Believable in its message about the harm to health that can be caused by smoking</i>		
Very	76	70
Somewhat	20	21
Not very	2	6
Not at all	1	3
dk/na	*	—
<i>Effective in its message about the harm to health that can be caused by smoking</i>		
Very	61	52
Somewhat	34	39
Not very	3	5
Not at all	1	5
dk/na	1	—

* Less than one per cent

Q.10

Is the ad about the two women very, somewhat, not very, or not at all ...?

Subsample: Those who have, or may have, seen the "Heather/Barb" ad in a cinema in December 2003

3.3 "Heather/Barb" cinema ad: call to action

Three in ten of those who saw the ad say that they talked about it with someone. About three in ten each recall the 1 800 number and the smoke-free website from the ad, but very few made use of either of these channels.

Among movie-goers who saw the "Heather/Barb" ad, three in ten (30%) spoke with other people about the ad; seven in ten (70%) did not. Women are more likely than men to say they talked to others about the ad.

Six per cent of those who saw the ad say they did something else; 94 per cent did not do anything else. Those who say they did something else mention: quit smoking/tried to quit (30%); tried to get someone to quit (25%); avoid smoky places/cigarette smoke (8%); talked about it/discussed it (7%); continued smoking (6%); stopped smoking inside/in front of children/in front of others/smoked outside (5%); or slowed down/reduced pace (4%). Twenty-four per cent mention other responses. Caution is advised in interpreting these results due to extremely small sample size (N=27).

Talked about "Heather/Barb" cinema ad January 2004

	TOTAL	SMOKERS
Yes	30	34
No	70	66
dk/na	—	—

Q.5

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

Subsample: Those who have, or may have, seen the "Heather/Barb" ad in a cinema in December 2003

Did something else as result of seeing "Heather/Barb" cinema ad January 2004

	TOTAL	SMOKERS
Yes	6	8
No	94	91
dk/na	*	1

*Less than one per cent

Q.6a

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

Subsample: Those who have, or may have, seen the "Heather/Barb" ad in a cinema in December 2003

Three in ten (29%) remember seeing the Government of Canada 1 800 phone number in the ad; two-thirds (66%) do not recall the number and five per cent offer no response. Among those who recall the 1 800 number, only one per cent called this number for information about smoking or quitting.

Three in ten (28%) remember seeing the smoke-free website address in the ad; two-thirds (67%) do not recall seeing the website address and five per cent offer no response. Among those who recall the website address, only five per cent visited the website for information about smoking or quitting.

Recall of access channels

January 2004

	TOTAL	SMOKERS
<i>Government of Canada 1 800 phone number</i>		
Yes	29	35
No	66	58
dk/na	5	7
<i>Smoke-free website address</i>		
Yes	28	36
No	67	59
dk/na	5	5

Q.7

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

Subsample: Those who have, or may have, seen the "Heather/Barb" ad in a cinema in December 2003

Used access channels

January 2004

	TOTAL	SMOKERS
<i>Government of Canada 1 800 phone number</i>		
Yes	1	4
No	99	96
<i>Smoke-free website address</i>		
Yes	5	9
No	95	91

Q.8a

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

Subsample: Those who have, or may have, seen the "Heather/Barb" ad in a cinema in December 2003, and who remember seeing a Government of Canada 1 800 number in the ad

Q.8b

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

Subsample: Those who have, or may have, seen the "Heather/Barb" ad in a cinema in December 2003, and who remember seeing a smoke-free website address in the ad

4.0 AIDED RECALL OF "HEATHER" TRANSIT AD AND RESPONSE TO AD

4.1 "Heather" transit ad: aided recall and response

One in ten recall seeing the "Heather" transit ad. Among these, nine in ten think it is believable; more than eight in ten think it is effective.

Nine per cent of respondents overall say they remember seeing an ad in a bus shelter featuring Heather Crowe, a waitress who is dying from lung cancer because she was exposed to second-hand smoke, and two per cent say they may have seen the ad, for a total of 11 per cent. Nine in ten (89%) do not recall seeing the ad. Among those living in communities with a population of 500,000 or more, 12 per cent recall seeing the ad, and three per cent may have seen it, for a total of 15 per cent.

Among those who saw the "Heather" transit ad, a total of nine in ten say that it is very (56%) or somewhat (36%) believable in its message about second-hand smoke. One in ten say it is not very (4%) or not at all (4%) believable.

A total of more than eight in ten respondents who saw the ad say that it is very (37%) or somewhat (47%) effective in its message about second-hand smoke. More than one in ten say it is not very (10%) or not at all (5%) effective.

Due to the small sample size (N=85 respondents), these results should be interpreted with caution.

Aided recall of "Heather" transit ad January 2004

	TOTAL	SMOKERS
Yes	9	10
No	89	85
Maybe	2	5
dk/na	*	—
* Less than one per cent		

Q.11

Over the past few weeks or so, do you remember seeing an ad in a bus shelter featuring Heather Crowe, a waitress who is dying from lung cancer because she was exposed to second-hand smoke?

Impact of "Heather" transit ad January 2004

	TOTAL	SMOKERS
<i>Believable in its message about second-hand smoke</i>		
Very	56	56
Somewhat	36	33
Not very	4	6
Not at all	4	5
dk/na	—	—
<i>Effective in its message about second-hand smoke</i>		
Very	37	35
Somewhat	47	48
Not very	10	10
Not at all	5	8
dk/na	1	—

Q.16

In fact, this ad was produced by the Government of Canada. Was the bus shelter ad you saw with the waitress Heather Crowe very, somewhat, not very or not at all ...?

Subsample: Those who have, or may have, seen the "Heather" ad in a bus shelter over the past few weeks

4.2 "Heather" transit ad: call to action

One-quarter of those who saw the "Heather" transit ad say that they talked about it with someone. One-third recall the 1 800 number and one-quarter recall the smoke-free website from the ad, but very few made use of either of these channels.

Twenty-five per cent of those who saw the "Heather" transit ad say that they talked about the ad with someone else; 75 per cent did not talk about it. A similar proportion of those living in communities of 500,000 or more inhabitants say they talked about this ad.

Among those who saw the "Heather" transit ad, three respondents, or two per cent of those living in communities of 500,000 or more inhabitants, say that they did something else as a result of seeing this advertising. In an unaided answer, one of these respondents visited a website, one called a phone number and one avoided smoky places.

Talked about "Heather" transit ad January 2004

	TOTAL	SMOKERS
Yes	25	15
No	75	85

Q.12

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

Subsample: Those who have, or may have, seen the "Heather" ad in a bus shelter over the past few weeks

Did something else as a result of seeing "Heather" transit ad January 2004

	TOTAL	SMOKERS
Yes	2	—
No	98	100

Q.13a

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

Subsample: Those who have, or may have, seen the "Heather" ad in a bus shelter over the past few weeks

Among those who saw the “Heather” transit ad, one-third (35%) remember seeing the Government of Canada 1 800 phone number in the ad; two-thirds (65%) do not recall the number. A similar proportion – 33 per cent – of those living in communities of 500,000 inhabitants or more recall seeing the 1 800 number.

Among those who recall the 1 800 number – 30 respondents – only one called this number for information about smoking or quitting.

Among those who saw the “Heather” transit ad, one-quarter (26%) remember seeing the smoke-free website address in the ad; three-quarters (74%) do not recall the website address. A similar proportion – 28 per cent – of those living in communities of 500,000 inhabitants or more recall seeing the website address.

Among those who recall the website address – 22 respondents – none visited the website for information about smoking or quitting.

Due to the small sample size (N=85 respondents overall, 55 in communities over 500,000), these results should be interpreted with caution.

Recall of access channels

January 2004

	TOTAL	SMOKERS
<i>Government of Canada 1 800 phone number</i>		
Yes	35	33
No	65	67
<i>Smoke-free website address</i>		
Yes	26	27
No	74	73

Q.14

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

Subsample: Those who have, or may have, seen the “Heather” ad in a bus shelter over the past few weeks

Used access channels

January 2004

	TOTAL	SMOKERS
<i>Government of Canada 1 800 phone number</i>		
Yes	4	15
No	96	85
<i>Smoke-free website address</i>		
Yes	—	—
No	100	100

Q.15a

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

Subsample: Those who have, or may have, seen the “Heather” ad in a bus shelter over the past few weeks, and who remember seeing a Government of Canada 1 800 number in the ad

Q.15b

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

Subsample: Those who have, or may have, seen the “Heather” ad in a bus shelter over the past few weeks, and who remember seeing a smoke-free website address in the ad

5.0 ATTITUDES TOWARD SECOND-HAND SMOKE

The survey finds high awareness of the dangers of second-hand smoke and support for smoke-free environments.

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

Overwhelming majorities of nine in ten or more agree that young children should be protected from second-hand smoke, that smokers should respect non-smokers' requests not to smoke around them, that it is important for all employers to provide a completely smoke-free environment for their employees, and that non-smokers have the right to have a smoke-free environment in public and to ask smokers not to smoke around them. A majority are comfortable asking smokers to extinguish cigarettes. However, majorities also agree that people who smoke should have the right to do so in any public place where smoking is allowed and that it is better to move away from a person whose smoking is bothering them than to ask the person to stop smoking. An overwhelming majority of about nine in ten reject the idea that second-hand smoke is not as harmful as some people say.

Virtually all agree strongly (90%) or somewhat (8%) that young children should be protected from situations of second-hand smoke; only two per cent disagree.

Nine in ten agree strongly (77%) or somewhat (16%) that people who don't smoke should have the right to a smoke-free environment in any public place; fewer than one in ten disagree strongly (3%) or somewhat (4%).

Nine in ten agree strongly (77%) or somewhat (16%) that it is important for all employers to provide a completely smoke-free environment for their employees; fewer than one in ten disagree strongly (3%) or somewhat (4%).

Nine in ten agree strongly (72%) or somewhat (21%) that people who smoke should always be willing to put out their cigarettes if someone near them is bothered by the smoke; fewer than one in ten disagree strongly (2%) or somewhat (6%).

Nine in ten agree strongly (68%) or somewhat (24%) that it's okay for non-smokers to ask someone not to smoke around them; fewer than one in ten disagree strongly (2%) or somewhat (6%).

Six in ten agree strongly (28%) or somewhat (35%) that it is better to move away from a person whose smoking is bothering them than to ask the person to stop smoking. Fewer than four in ten disagree strongly (18%) or somewhat (18%).

Six in ten agree strongly (34%) or somewhat (28%) that they would generally feel comfortable asking a smoker to put out a cigarette or to not smoke. Fewer than four in ten disagree strongly (13%) or somewhat (23%).

Six in ten agree strongly (26%) or somewhat (32%) that people who smoke should have the right to do so in any public place where smoking is allowed. Four in ten disagree strongly (24%) or somewhat (17%).

About nine in ten strongly (75%) or somewhat (13%) disagree that second-hand smoke is not as harmful as some people say; one in ten strongly (6%) or somewhat (5%) agree.

Women and anglophones are more likely than men and francophones to agree strongly that people who don't smoke should have the right to a smoke-free environment, that it is important for all employers to provide a completely smoke-free environment, and that it's okay for non-smokers to ask someone not to smoke around them. However, women are also more likely to say that it is better to move away from a smoker rather than ask them to stop smoking. Anglophones are also more likely to strongly agree that children should be protected from second-hand smoke, that people who smoke should always be willing to put out their cigarettes if someone near them is bothered by the smoke, and that they feel comfortable asking a smoker to put out a cigarette.

Men and francophones are more likely to strongly agree that people who smoke should have the right to do so in any public place where smoking is allowed; they are less likely to disagree strongly that second-hand smoke is not as harmful as some people say.

Those aged 35 to 55 years are more likely than younger movie-goers to strongly agree that people who don't smoke should have the right to a smoke-free environment in any public place, that it is important for all employers to provide a completely smoke-free environment, and that people who smoke should always be willing to put out their cigarettes if someone near them is bothered by the smoke. Younger movie-goers, aged 15 to 24 years, are less likely to agree that people who smoke should have the right to do so in any public place where smoking is allowed.

Smokers are less likely than non-smokers to offer both strong and overall agreement on many of these dimensions; they are more likely to agree strongly that it is better to move away from a person whose smoking is bothering them and that people who smoke should have the right to do so in any public place where smoking is allowed, and they are notably less likely to offer strong or overall disagreement on the statement that second-hand smoke is not as harmful as some people say. While caution is advised in interpreting the results due to

small sample size, smokers who are potential quitters are more likely to strongly agree that people who don't smoke should have the right to a smoke-free environment in any public place, that people who smoke should always be willing to put out their cigarettes if someone near them is bothered by the smoke, and that it's okay for non-smokers to ask someone not to smoke around them; they are less likely to strongly agree that it is better to move away from a person whose smoking is bothering them.

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

Nine in ten smokers strongly (74%) or somewhat (17%) agree that they are willing to put out a cigarette or not to smoke if someone were to ask them; one in ten disagree strongly (5%) or somewhat (3%).

Nine in ten smokers strongly (66%) or somewhat (23%) agree that they would be willing to not smoke in public places where others might be nearby; one in ten disagree strongly (5%) or somewhat (6%).

Attitudes toward second-hand smoke

January 2004

	TOTAL	SMOKERS		TOTAL	SMOKERS
<i>Young children should be protected from situations of second-hand smoke</i>			<i>You would be willing to not smoke in public places where others might be nearby**</i>		
Strongly agree	90	87	Strongly agree	66	66
Somewhat agree	8	9	Somewhat agree	23	23
Somewhat disagree	1	3	Somewhat disagree	6	6
Strongly disagree	1	—	Strongly disagree	5	5
dk/na	*	1	dk/na	1	1
<i>People who don't smoke should have the right to a smoke-free environment in any public place</i>			<i>It is better to move away from a person whose smoking is bothering you than to ask that person to stop smoking</i>		
Strongly agree	77	67	Strongly agree	28	31
Somewhat agree	16	21	Somewhat agree	35	33
Somewhat disagree	4	7	Somewhat disagree	18	16
Strongly disagree	3	4	Strongly disagree	18	18
dk/na	*	1	dk/na	1	1
<i>It is important for all employers to provide a completely smoke-free environment for their employees</i>			<i>You would generally feel comfortable asking a smoker to put out a cigarette or to not smoke</i>		
Strongly agree	77	56	Strongly agree	34	35
Somewhat agree	16	26	Somewhat agree	28	26
Somewhat disagree	4	9	Somewhat disagree	23	20
Strongly disagree	3	7	Strongly disagree	13	18
dk/na	*	2	dk/na	1	2
<i>People who smoke should always be willing to put out their cigarettes if someone near them is bothered by smoke</i>			<i>People who smoke should have the right to do so in any public place where smoking is allowed</i>		
Strongly agree	72	62	Strongly agree	26	44
Somewhat agree	21	25	Somewhat agree	32	26
Somewhat disagree	6	8	Somewhat disagree	17	15
Strongly disagree	2	4	Strongly disagree	24	15
dk/na	*	1	dk/na	*	—
<i>It's okay for non-smokers to ask someone not to smoke around them</i>			<i>Second-hand smoke is not as harmful as some people say</i>		
Strongly agree	68	63	Strongly agree	6	11
Somewhat agree	24	23	Somewhat agree	5	8
Somewhat disagree	6	11	Somewhat disagree	13	19
Strongly disagree	2	3	Strongly disagree	75	58
dk/na	*	1	dk/na	1	4
<i>You are usually willing to put out a cigarette or not to smoke if someone were to ask you**</i>					
Strongly agree	74	74			
Somewhat agree	17	17			
Somewhat disagree	3	3			
Strongly disagree	5	5			
dk/na	1	1			

* Less than one per cent

Q.21

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

** Subsample: Smokers only

6.0 SMOKING BEHAVIOUR

The survey finds two in ten respondents smoke, either every day or occasionally; seven in ten of these are seriously considering quitting.

From the survey, 19 per cent of movie-goers smoke every day (12%) or occasionally (7%); 81 per cent do not smoke.

Seven in ten smokers (68%) are now seriously thinking of quitting smoking; three in ten (31%) are not seriously thinking of quitting.

Among smokers who are seriously thinking about quitting, almost six in ten (56%) say they will try to quit within the next 30 days. More than three in ten (35%) say they will try to quit within the next six months. Seven per cent say they will not try within the next six months.

Smoking behaviour January 2004

	TOTAL	SMOKERS
Every day	12	62
Occasionally	7	38
Not at all	81	—

Q.19

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

Seriously thinking of quitting smoking January 2004

	TOTAL	SMOKERS
Yes	68	68
No	31	31
dk/na	2	2

Q.20a

Are you now seriously thinking of quitting smoking?

Subsample: Smokers

Timeline for quitting smoking January 2004

	TOTAL	SMOKERS
Within the next 30 days	56	56
Within the next 6 months	35	35
Not within the next 6 months	7	7
dk/na	2	2

Q.20b

When do you think you will try to quit ...?

Subsample: Smokers who are now seriously thinking of quitting smoking

7.0 ASSESSMENTS OF GOVERNMENT PERFORMANCE

Positive assessments of the Government of Canada's performance in the areas of reducing tobacco use among Canadians, its performance in general, and its performance in providing information to the public prevail over neutral or negative assessments. Majorities or pluralities agree that the Government of Canada is easy to contact, uses new and innovative means of communication and delivery, can be relied on for information and services, and delivers its services respectfully.

Respondents 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 reducing tobacco use among Canadians; its performance in general; and its performance in providing information to the public about government services that are available to Canadians.

A total of five in ten (51%) provide positive assessments of the federal government's performance in reducing tobacco use among Canadians, with seven per cent rating its performance as excellent. Twenty-seven per cent say their assessment is neither good nor bad, and a total of 19 per cent provide a negative assessment of the federal government's performance, with five per cent providing a rating of terrible.

A total of five in ten (50%) provide positive assessments of the Government's performance in providing information to the public about Government services, with eight per cent rating its performance as excellent. Twenty-seven per cent say their assessment is neither good nor bad, and a total of 22 per cent provide a negative assessment of the federal government's performance, including four per cent who provide a rating of terrible.

A total of four in ten (42%) provide positive assessments of the federal government's performance in general, with three per cent rating its performance as excellent. Thirty-five per cent say their assessment is neither good nor bad, and a total of 20 per cent provide a negative assessment of the federal government's performance, including five per cent who provide a rating of terrible.

Government of Canada ratings

January 2004

	TOTAL	SMOKERS
<i>In reducing tobacco use among Canadians</i>		
Excellent	7	10
Somewhat good	44	37
Neither good nor bad	27	25
Somewhat bad	14	16
Terrible	5	9
dk/na	2	4
<i>In providing information to the public about government services</i>		
Excellent	8	11
Somewhat good	42	41
Neither good nor bad	27	24
Somewhat bad	18	19
Terrible	4	6
dk/na	1	—
<i>In general</i>		
Excellent	3	4
Somewhat good	39	33
Neither good nor bad	35	33
Somewhat bad	15	19
Terrible	5	8
dk/na	2	3

Q.17a

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

Q.17b

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

Q.17c

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?

Respondents were also asked to indicate their level of agreement (using a 7-point scale where 1 means totally disagree and 7 means totally agree) with four statements addressing aspects of accessibility, communications and delivery with respect to Government services: ease of contacting the Government of Canada for information and services; innovation in communications and delivery of services; respectful delivery of services; and reliability of information and services provided.

A total of three-quarters (75%) agree that the Government of Canada delivers its services and information in a respectful way, with 24 per cent agreeing totally. Seventeen per cent neither agree nor disagree, and a total of six per cent disagree, with one per cent disagreeing totally.

A total of more than five in ten (53%) agree that you can count on the Government of Canada for reliable service and information, with 11 per cent agreeing totally. Twenty-six per cent neither agree nor disagree, and a total of 20 per cent disagree, with six per cent disagreeing totally.

A total of five in ten (52%) agree that the Government of Canada is using new and innovative ways to provide information and services to its citizens, with 11 per cent agreeing totally. Thirty-two per cent neither agree nor disagree, and a total of 16 per cent disagree, with four per cent disagreeing totally.

A total of four in ten (40%) agree it is easy to contact the Government of Canada for information and service, with nine per cent agreeing totally. Twenty-four per cent neither agree nor disagree, and a total of 33 per cent disagree, with ten per cent disagreeing totally.

Statements about the Government of Canada January 2004

	TOTAL	SMOKERS
<i>Delivers services and information in a respectful way</i>		
Totally agree	24	28
Somewhat agree	51	42
Neither agree nor disagree	17	20
Somewhat disagree	5	8
Totally disagree	1	*
dk/na	1	2
<i>Can count on for reliable service and information</i>		
Totally agree	11	11
Somewhat agree	42	32
Neither agree nor disagree	26	29
Somewhat disagree	14	19
Totally disagree	6	8
dk/na	1	2
<i>Using new and innovative ways to provide information and services</i>		
Totally agree	11	11
Somewhat agree	41	39
Neither agree nor disagree	32	30
Somewhat disagree	12	14
Totally disagree	4	5
dk/na	1	2
<i>Easy to contact for information and services</i>		
Totally agree	9	7
Somewhat agree	31	27
Neither agree nor disagree	24	24
Somewhat disagree	23	22
Totally disagree	10	19
dk/na	3	2

* Less than one per cent

Q.18

Please tell me the extent to which you agree or disagree with each of the following statements using a 7-point scale, where 1 is totally disagree, 7 is totally agree and the mid-point, 4, is neither agree nor disagree ... It is easy to contact the Government of Canada for information and service ... The Government of Canada is using new and innovative ways to provide information and services to citizens ... The Government of Canada delivers its services and information in a respectful way ... You can count on the Government of Canada for reliable service and information.

SURVEY METHODS

The results of the survey are based on questions asked to 801 Canadians aged 15 to 55 living within the ten provinces of Canada who saw at least one movie in a theatre or cinema during the month of December 2003. The survey was conducted by telephone from December 29, 2003 to January 7, 2004.

SAMPLE SELECTION

The sampling method was designed to complete approximately 800 interviews with Canadians between the ages of 15 and 55 living within households randomly selected across Canada who saw at least one movie in a theatre or cinema during the month of December 2003. The sample 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	60	12.7
Quebec	202	193	7.1
Ontario	300	305	5.6
Manitoba/Saskatchewan	57	52	13.6
Alberta	73	85	10.6
British Columbia	105	106	9.5
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 22,113 telephone numbers were drawn from the initial sample. Each household contacted was screened for the presence of one or more persons who saw at least one movie in a theatre or cinema during the month of December 2003. If more than one person meeting these criteria 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 age, 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 per cent 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	22,113
Household not eligible	3,519
Non-residential/not in service	7,692
Language barrier	448
Subtotal	11,659
New Base (22,113 – 11,659)	10,454
No answer/line busy/ respondent not available	5,601
Refusals	4,027
Mid-interview refusals	25
Subtotal	9,653
Net Completions (10,454 – 9,653)	801

QUESTIONNAIRES



ENVIRONICS
RESEARCH GROUP

December 18, 2003

Ad Recall Survey of Movie-Goers
PN5444
Questionnaire - Draft 2
POR-03-59

N= 800 Movie-goers
15 to 55

INTRODUCTION

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

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

A. First, to see if your household qualifies, have you or has anyone in your household been out to see a movie in a cinema or movie theatre during the month of December?

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

B. Of those who have been out to see a movie in December, are any between the ages of 15 years old to 55 years old?

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

IF YES:

C. May I speak to a movie-goer who is between 15 to 55 years old?

- 1 - Yes
- 2 - Not available **SCHEDULE CALL BACK**
- 3 - Refused **DISCONTINUE AND THANK**
- 4 - None in household **DISCONTINUE AND THANK**

REPEAT INTRODUCTION IF NECESSARY OR RESCHEDULE.

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

- 1 - Male
- 2 - Female

E. Language of survey

- 1 - English
- 2 - French

F. Approximately how many times during the month of December did you go out to see a movie in a cinema or movie theatre? **READ**

- 01 - Once
- 02 - Twice
- 03 - Three times, or
- 04 - More than three times?
- 05 - None **ASK C . OR TERMINATE**
- 06 - Dk/na **ASK C . OR TERMINATE**

G. In what age group do you belong? **READ**

- | | |
|-------------------------|-----------------------------|
| 01 - Under 15 years old | ASK C . OR TERMINATE |
| 02 - 15 to 19 years old | CONTINUE |
| 03 - 20 to 35 years old | CONTINUE |
| 04 - 36 to 55 years old | CONTINUE |
| 05 - Over 55 years old | ASK C . OR TERMINATE |
| 06 - DK/NA /Refused | ASK C . OR TERMINATE |

MAIN QUESTIONNAIRE

ASK ALL

1. a) Over the past several weeks or so, have you seen, heard or read any advertising about second-hand smoke or about the harm to health that can be caused by smoking?

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

b) Please tell me everything you can remember about these ads. What pictures or images come to mind? **[PROBE]. Are there any others?**
OPEN-ENDED. DO NOT READ. CODE ALL THAT APPLY].

- 01 - Second-hand smoke is dangerous/bad/unhealthy/harmful
- 02 - Second-hand smoke kills/ "Health Canada says it kills"
- 03 - Former waitress dying of lung cancer/Heather Crowe
- 04 - Smoke targets children in general/parents' smoke rings, bulls-eye
- 05 - Woman with emphysema dying from husband's smoking
- 06 - Guy, girl sitting on couch at party
- 07 - Asthma/respiratory ailments/children with breathing apparatus
- 08 - On cigarette packages, cartons
- 09 - Smoking is harmful/smoking can kill
- 10 - Barb Tarbox/former model died from smoking
- 11 - Ordinary looking guy/talks about quitting/plan to quit
- 12 - Government sponsored ads
- 13 - None/nothing

14 - Other SPECIFY _____

15 - DK/NA

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

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

01 - Television

02 - Radio

03 - Cinema

04 - Newspaper

05 - Magazines

06 - Local weeklies

07 - Pamphlet/brochure in the mail

08 - Outdoor billboards

09 - Public transit

10 - Internet/Web site Banner

11 - Word of mouth

12 - Ethnic paper

13 - Fair/Exhibition

14 - Other SPECIFY _____

15 - DK/NA

ASK ALL

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

2. Do you remember seeing an ad in a cinema or movie theatre some time in the month of December showing a waitress named Heather Crowe who never smoked but who is dying from second hand smoke and also showing a former model named Barb Tarbox who recently passed away from smoking?

01 - Yes [ASK 3 TO 10]

02 - No [GO TO Q.11]

03 - Maybe [ASK 3 TO 10]

04 - DK/NA [GO TO Q.11]

3. a) Thinking about the ad you saw, 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 - Alberta government

08 - Other (SPECIFY) _____

09 - DK/NA

- b) Which level of government?

DO NOT READ

01 - Federal

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

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

-
- 02 - Nothing
 - 03 - DK/NA

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

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

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

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

- 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

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

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

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

- b) A smoke-free website address?

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

6

8. a) **IF YES IN 7a 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 7b ASK**

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

01 - Yes

02 - No

99 - DK/NA

9. In fact, the ad about the two women – Heather and Barb that you saw was produced by the Government of Canada. Is it appropriate for the Government of Canada to produce this ad?

01 - Yes

02 - No

03 - DK/NA

10. Is the ad about the two women very, somewhat, not very, or not at all ...

a) effective in its message about the harm to health that can be caused by smoking?

01 - Very

02 - Somewhat

03 - Not very

04 - Not at all

05 - DK/NA

b) believable in its message about the harm to health that can be caused by smoking?

ASK ALL

11. Over the past few weeks or so, do you remember seeing an ad in a bus shelter featuring Heather Crowe, a waitress who is dying from lung cancer because she was exposed to second-hand smoke?

01 - Yes

ASK 12 TO 16

02 - No

GO TO 17

03 - Maybe

ASK 12 TO 16

04 - DK/NA

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

01 - Yes

02 - No

03 - DK/NA

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

01 - Yes

ASK b

- 02 - No **GO TO Q.14**
99 - DK/NA **GO TO Q.14**

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

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

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

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

b) A smoke-free website address?

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

15. a) **IF YES IN 14a 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 14b ASK**

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

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

16. In fact, this ad was produced by the Government of Canada. Was the bus shelter ad you saw with the waitress Heather Crowe very, somewhat, not very or not at all...

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

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

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

ASK ALL

17. a) How would you rate the performance of the Government of Canada in reducing tobacco use among Canadians? Please use a 7-point scale, where 1 means terrible, 7 means excellent and the mid-point, 4, is neither good nor bad."

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

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

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

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

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

ASK ALL

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

READ AND ROTATE

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

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

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

SMOKING BEHAVIOUR

ASK ALL

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

01 - Every day

02 - Occasionally (less than every day)

03 - Not at all

04 - DK/NA

SMOKER - GO TO Q.20

SMOKER - GO TO Q.20

NON-SMOKER

NON-SMOKER

ASK ALL SMOKERS

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

01 - Yes

02 - No

03 - DK/NA

04 - Refused

GO TO Q.21

GO TO Q.21

GO TO Q.21

IF YES TO Q.20(a), ASK :

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

READ

01 - Within the next 30 days,

02 - Within the next 6 months, or

03 - Not within the next 6 months

04 - DK/NA

ASK ALL

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

26-7K
(11)
a) People who smoke should always be willing to put out their cigarettes if someone near them is bothered by the smoke.

01 - Strongly agree

02 - Somewhat agree

03 - Somewhat disagree

04 - Strongly disagree

05 - DK/NA

b) People who smoke should have the right to do so in any public place where smoking is allowed.

c) You would generally feel comfortable asking a smoker to put out a cigarette or to not smoke.

d) Second-hand smoke is not as harmful as some people say.

e) It is better to move away from a person whose smoking is bothering you than to ask that person to stop smoking.

f) Young children should be protected from situations of second-hand smoke.

g) People who don't smoke should have the right to a smoke-free environment in any public place.

h) It's OK for non-smokers to ask someone not to smoke around them.

i) It is important for all employers to provide a completely smoke-free environment for their employees.

SMOKERS ONLY

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

SMOKERS ONLY

K ☒ You would be willing to not smoke in public places where others might be nearby.

DEMOGRAPHICS

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

01 - SPECIFY _____

02 - DK/NA

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

READ

01 - Employed full-time (30 hours/week or more)

02 - Employed part-time

03 - Unemployed or looking for a job

04 - Staying at home full-time (home-maker, social assistance)

05 - Student

06 - Retired

07 - OTHER (VOLUNTEERED)

08 - DK/NA

24. Are you...

READ

01 - Married or living as a couple

02 - Single

03 - Widowed

04 - Separated

05 - Divorced

06 - DK/NA

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

01 - Yes

02 - No

03 - DK/NA

26. a) Are you a member of an aboriginal or first nations or Inuit community?

01 - Yes

ASK b

02 - No

03 - DK/NA

b) Do you live on reserve or off reserve?

- 01 - On
- 02 - Off
- 03 - DK/NA

GO TO END SCRIPT

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 : _____.

- 01 - Yes
- 02 - No

If incorrect, please input correct phone number: _____.

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

- 01 - Yes
- 02 - No

That completes my interview. Thank you for your assistance.



ENVIRONICS

RESEARCH GROUP

18 décembre 2003

Sondage de rappel de la publicité auprès des personnes allant au

PN5444

Questionnaire français - version 2

POR-03-59

N= 800 personnes qui vont au cinéma
15 à 55 ans

INTRODUCTION

Bonjour, je m'appelle _____ et je travaille pour Environics Research Group Ltd. Nous menons un bref 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 savoir si votre foyer se qualifie, est-ce que vous-même ou un autre membre de votre foyer êtes allé voir un film dans un cinéma pendant le mois de décembre ?

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

B. Parmi ceux ou celles qui sont allés voir un film en décembre, est-ce qu'il y en a qui ont entre 15 et 55 ans ?

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

SI OUI :

C. Est-ce que je pourrais parler à une personne qui va au cinéma et qui a entre 15 et 55 ans ?

- 1 - Oui
- 2 - Non disponible **ORGANISER LE RAPPEL**
- 3 - Refus **REMERCIER ET TERMINER**
- 4 - Personne dans le foyer **REMERCIER ET TERMINER**

RÉPÉTER L'INTRODUCTION SI NÉCESSAIRE OU ORGANISER UN RAPPEL.

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

- 01 - Homme
- 02 - Femme

E. Langue de l'entrevue

- 01 - Anglais
- 02 - Français

F. Approximativement combien de fois pendant le mois de décembre êtes-vous allé voir un film au cinéma ? **LIRE**

- 01 - Une fois
- 02 - Deux fois
- 03 - Trois fois, ou
- 04 - Plus de trois fois?
- 05 - Pas une fois **POSER C . OU TERMINER**
- 06 - NSP/PR **POSER C . OU TERMINER**

G. De quel groupe d'âge faites-vous partie ? **LIRE**

- 01 - Moins de 15 ans **POSER C . OU TERMINER**
- 02 - De 15 à 19 ans **CONTINUER**
- 03 - De 20 à 35 ans **CONTINUER**
- 04 - De 36 à 55 ans **CONTINUER**
- 05 - Plus de 55 ans **POSER C . OU TERMINER**
- 06 - NSP/PR /Refus **POSER C . OU TERMINER**

QUESTIONNAIRE PRINCIPAL

DEMANDER À TOUS

1. a) Au cours des dernières semaines, est-ce que vous avez vu, entendu ou lu de la publicité sur la fumée secondaire ou sur les dangers pour la santé que pose la cigarette?

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

- b) Veuillez me dire tout ce dont vous vous souvenez au sujet de cette publicité (de ces publicités).

[SONDER] Est-ce qu'il y a autre chose?

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

- 01 - La fumée secondaire est dangereuse/mauvaise/malsaine/néfaste pour la santé
- 02 - La fumée secondaire tue/ « Santé Canada dit que la cigarette tue »
- 03 - Ancienne serveuse mourant d'un cancer du poumon /Heather Crowe
- 04 - La fumée vise les enfants en général/animaux de fumée des parents, cible
- 05 - Femme mourant d'emphysème parce que son mari fumait
- 06 - Un garçon et une fille sur un sofa, pendant une fête
- 07 - Asthme/problèmes respiratoires/enfants avec un appareil respiratoire
- 08 - Sur des paquets ou des cartons de cigarettes
- 09 - Fumer est dangereux/fumer peut tuer

- 10 – Barb Tarbox/ancienne mannequin morte à cause de la cigarette
- 11 – Homme ordinaire/dit qu'il veut cesser de fumer/prévoit cesser de fumer
- 12 – Publicités commanditées par le gouvernement
- 13 – Aucun souvenir/rien
- 14 – Autres 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

DEMANDER À TOUS

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

2. Est-ce que vous vous souvenez d'avoir vu au cinéma, pendant le mois de décembre, une publicité présentant une serveuse nommée Heather Crowe, qui n'a jamais fumé et qui va mourir à cause de la fumée secondaire, et aussi une ancienne mannequin nommée Barb Tarbox qui est morte dernièrement à cause de la cigarette ?

- 01 – Oui [DEMANDER 3 À 10]
- 02 – Non [PASSER À Q.11]
- 03 – Peut-être [DEMANDER 3 À 10]
- 04 – NSP/PR [PASSER À Q.11]

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

- 01 – Gouvernement du Canada/Santé Canada
- 02 – Gouvernement provincial
- 03 – Le gouvernement en général **DEMANDER (b)**
- 04 – Compagnie de tabac/industrie du tabac
- 05 – Organismes de santé/organisme antitabac
- 06 – Compagnies qui vendent des produits pour cesser de fumer

07 - Gouvernement de l'Alberta

08 - Autre (**PRÉCISER**) _____

99 - NSP/PR

b) Quel palier de gouvernement?

NE PAS LIRE

01 - Gouvernement fédéral

02 - Gouvernement provincial

03- Autorités municipales

04 - Autre

99 - NSP/PR

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

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

02 - Rien

99 - NSP/PR

5. 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

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

01 - Oui

DEMANDER B

02 - Non

PASSER À Q.7

99 - NSP/PR

PASSER À Q.7

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

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

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

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

b) Une adresse de site web sans fumée?

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

8. a) **SI OUI À 7a, 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 7b, DEMANDER**

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

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

9. En fait, la publicité au sujet des deux femmes, c'est-à-dire Heather Crowe et Barb Tarbox, a été produite par le gouvernement du Canada. Est-ce que c'est approprié de la part du gouvernement du Canada d'avoir produit cette publicité ?

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

10. Est-ce que la publicité au sujet des deux femmes réussit très bien, assez bien, pas très bien ou pas bien du tout à ...

a) transmettre efficacement son message au sujet du danger pour la santé qui peut être causé par la cigarette ?

- 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 du danger pour la santé qui peut être causé par la cigarette ?

DEMANDER À TOUS

11. Au cours des dernières semaines, est-ce que vous vous souvenez d'avoir vu dans un abribus une publicité qui présentait Heather Crowe, une serveuse qui meurt d'un cancer du poumon parce qu'elle a été exposée à la fumée secondaire?

1 - Oui **DEMANDER 12 À 16**
2 - Non **PASSER À Q.17**
3 - Peut-être **DEMANDER 12 À 16**
4 - NSP/PR

12. 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

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

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

- 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

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

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

01 - Oui
02 - Non
99 - NSP/PR

- b) Une adresse de site web sans fumée?

01 - Oui
02 - Non
99 - NSP/PR

15. a) **SI OUI À 14a, 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 14b, DEMANDER**

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

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

16. En fait, la publicité au sujet de la serveuse Heather Crowe que vous avez vue a été produite par le gouvernement du Canada. Est-ce que la publicité dans l'abribus, qui présentait la serveuse Heather Crowe, a réussi très bien, assez bien, pas très bien ou pas bien du tout à...

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

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

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

DEMANDER À TOUS

- 17 a) Comment évalueriez-vous la performance du gouvernement du Canada pour réduire la consommation de tabac en utilisant une échelle de 7 points où 1 veut dire médiocre, 7 veut dire excellente et 4, le point milieu, veut dire ni bonne ni mauvaise.

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

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

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

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

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

DEMANDER À TOUS

18. 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.

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

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

CONSOMMATION DE TABAC

DEMANDER À TOUS

19. 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

PASSER À Q.20
PASSER À Q.20

DEMANDER AUX FUMEURS

20. 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.21 |
| 3 - NSP/PR | PASSER À Q.21 |
| 4 - Refus | PASSER À Q.21 |

SI OUI À Q.20(a), DEMANDER :

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

LIRE

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

DEMANDER À TOUS

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

LIRE EN ROTATION

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

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

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

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

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

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

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

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

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

i) Il est important que tous les employeurs offrent à leurs employés un environnement totalement sans fumée.

FUMEURS SEULEMENT

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

FUMEURS SEULEMENT

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

DONNÉES DÉMOGRAPHIQUES

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

- 1 - PRÉCISER _____
- 2 - NSP/PR

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

LIRE

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

24. Est-ce que vous êtes...?

LIRE

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

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

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

26. a) Est-ce que vous êtes membres d'une communauté autochtone, des Premières Nations ou inuite ?

- 01 - Oui **DEMANDER b**
- 02 - Non
- 03 - NSP/PR

b) Est-ce que vous vivez dans une réserve ou à l'extérieur d'une réserve ?

- 01 - Dans une réserve
- 02 - À l'extérieur d'une réserve

03 - 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.