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ENVIRONICS
RESEARCH GROUP

**“HEATHER” TELEVISION
AND TRANSIT ADS:**

RECALL SURVEY WITH
OPINION LEADERS

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 adult Canadian opinion leaders. This research was designed to test opinion leaders' recall and response to the "Heather Crowe" television and transit ads, which are components of Health Canada's campaign to increase awareness of the dangers of second-hand smoke among Canadians. The research also examined opinion leaders' attitudes toward second-hand smoke and smoke-free environments.

The "Heather" ads aired nationally from September 29 to October 26, 2003. The transit ads were displayed in communities with populations of 500,000 and over.

Environics Research Group surveyed 800 adult Canadians who were identified as opinion leaders based on income and education levels. The sample was age 18 and over. These interviews were conducted by telephone, in both English and French, between November 3 and November 12, 2003. The margin of error for a sample of 800 is plus or minus 3.5 percentage points, 19 times in 20.

For the purposes of this survey, opinion leaders were defined as adult Canadians with at least some university education and a personal annual income of \$55,000 or more. These respondents were classified as opinion leaders with formal, informal, or multiple influence based on their responses to questions describing five behavioural factors associated with leadership in public opinion formation. These behavioural factors were: daily readership of newspaper; leadership roles in one or more organizations; speaking at public or organizational meetings; discussing current events with friends and family members; and ability to persuade others to one's own views.

We identified as opinion leaders with informal influence those who answered "very much like me" to the following statements:

"I read a newspaper every day."

"I frequently discuss current events in the news with friends or family members."

"When I hold a strong opinion, I often persuade others to share my views."

Opinion leaders with formal influence are those who answered "very much like me" to the following statements:

"I currently serve in a leadership role in one or more organizations."

"I often speak up at public or organizational meetings."

Opinion leaders with multiple influence are those who answered "very much like me" to at least one of the statements used to identify those with formal influence, and to at least one of the statements used to identify those with informal influence.

The topics addressed in the current survey included:

- Unaided recall of advertising dealing with second-hand smoke
- Aided recall of the "Heather" television ad, sponsorship and responses to the ad
- Aided recall of the "Heather" transit ad and responses to the ads
- Contacts with the government 1 800 number and the smoke-free website
- Attitudes toward second-hand smoke issues
- 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
- Smoking and quit behaviour measures
- Demographics

In the tables in this report, we present findings for the total sample of adult opinion leaders as well as the subsamples of opinion leaders with formal and informal influence. We also present findings on the subsample of opinion leaders who are smokers.

Ex sum ↓

The survey results suggest that the "Heather" television ad has been extremely successful in terms of recall and effectiveness. Over three-quarters of Canadian opinion leaders have seen the ad. About nine in ten think it is believable, effective, and appropriate for the Government of Canada to produce.

The key findings of the survey are as follows:

- A total of 56 percent of opinion leaders say they have (54%), or may have (2%), seen ads about second-hand smoke over the past few weeks; among these, 83 percent saw this ad on television.
- Recall of the "Heather" television ad is high among this population. When asked what they remember about the (unaided) ad(s) they saw, 44 percent of opinion leaders mention an ad about a former waitress dying of lung cancer/Heather Crowe.
- A total of 76 percent, aided, say they do remember (73%), or may remember (3%), seeing the "Heather" TV ad over the past few weeks or so. Among those who have seen this ad:
 - Twenty-six percent say the main point of this ad is second-hand smoke is dangerous/bad/unhealthy; 15 percent say the main point is second-hand smoke kills.
 - Forty-one percent say the Government of Canada produced this ad (incl. prompted and unprompted responses); 18 percent mention health or non-smoking organizations.
 - Eighty-nine percent say it is appropriate for the Government to sponsor this ad.
 - Ninety-six percent say the message about second-hand smoke is believable, and 94 percent say it is effective.
 - Thirty percent say they talked about this ad with others; seven percent say they did something else.
 - Twenty-two percent say they recall the 1 800 Government of Canada phone number; very few among these called the number for information about smoking or quitting.
 - Nineteen percent say they recall the smoke-free website; very few among these visited the website for information about smoking or quitting.
- A total of nine percent of opinion leaders in communities of 500,000 or more inhabitants, aided, do remember (8%), or may remember (1%), seeing the "Heather" transit ad over the past few weeks or so. A total of six percent of all opinion leaders, aided, remember (5%), or may remember (1%), this ad.

Among those in communities of 500,000 or more inhabitants who have seen this ad (N=39; caution is advised in interpreting these findings due to very small sample sizes):

- Ninety-three percent say the message about second-hand is believable, and 92 percent say it is effective.
- Sixteen percent say they talked about this ad with others; a few say they did something else.
- Twenty-six percent say they recall the 1-800 Government of Canada phone number; one respondent called the number for information about smoking or quitting.
- Eighteen percent say they recall the smoke-free website; one respondent visited the website for information about smoking or quitting.

Among opinion leaders:

- Ninety-eight percent agree that young children should be protected from situations of second-hand smoke.
- Ninety-four percent agree that people who don't smoke should have the right to a smoke-free environment in any public place.
- Ninety-four percent agree that people who smoke should always be willing to put out their cigarettes if someone near them is bothered by the smoke.
- Ninety-four percent agree that it's okay for non-smokers to ask someone not to smoke around them.
- Ninety-three percent agree that it is important for all employers to provide a completely smoke-free environment for their employees.
- Sixty-nine percent would generally feel comfortable asking a smoker to put out a cigarette or to not smoke.
- Sixty percent agree that it is better to move away from a person whose smoking is bothering you than to ask that person to stop smoking.
- Fifty-seven percent agree that people who smoke should have the right to do so in any public place where smoking is allowed.
- Eleven percent agree that second-hand smoke is not as harmful as some people say.

Among opinion leaders who are smokers:

- Ninety-three percent are usually willing to put out a cigarette or not to smoke if someone asks them.
- Eighty-three percent are willing to not smoke in public places where others might be nearby.
- Among opinion leaders, 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.

There are few significant differences between opinion leaders based on type of influence. The key differences in the findings are as follows:

- With respect to unaided recall of advertising, opinion leaders with informal influence are more likely than those with formal or multiple influence to have un-

aided recall of advertising about second-hand smoke. Among those with unaided recall, opinion leaders with formal influence are more likely than those with informal or multiple influence to specifically mention the "Heather" ad when asked what they recall.

- Among those who express aided recall of the "Heather" TV ad, opinion leaders with informal influence are more likely to say the main point is that second-hand smoke is dangerous, bad or unhealthy; opinion leaders with formal or multiple influence are more inclined to say the main point is that second-hand smoke kills.
- With respect to attitudes toward second-hand smoke, opinion leaders with informal influence are somewhat more likely to agree strongly that people who smoke should have the right to do so in any public place where smoking is allowed, and that people who smoke should always be willing to put out their cigarettes if someone near them is bothered by the smoke.
- Opinion leaders with informal influence are somewhat less likely to offer a positive assessment of the performance of the Government of Canada in general, and somewhat less likely to agree overall that the Government of Canada is using new and innovative ways to provide information and services.

2.0 UNAIDED RECALL OF SECOND-HAND SMOKE ADVERTISING

More than one-half of Canadian opinion leaders have seen advertising about second-hand smoke in the past several weeks; among these, unaided recall of the "Heather" ad is high.

A majority of 54 percent of opinion leaders say they have seen advertising about second-hand smoke in the past several weeks, and two percent say they may have seen such advertising, for a total of 56 percent. Forty-four percent have not seen such advertising over the past few weeks.

Women are more likely to have seen advertising about second-hand smoke, as are residents of the Atlantic provinces and Manitoba or Saskatchewan. Smokers are more likely than non-smokers to have seen such advertising.

Opinion leaders with informal influence are more likely than those with formal or multiple influence to have unaided recall of advertising about second-hand smoke.

Unaided recall of the "Heather" ad is high. When opinion leaders who have seen, or may have seen, advertising about second-hand smoke are asked what they remember about what they saw, 44 percent mention an ad featuring a former waitress dying of lung cancer/Heather Crowe. Smaller proportions mention a wide variety of images and messages from advertising they have seen about second-hand smoke, including: second-hand smoke is dangerous/bad/unhealthy/harmful (19%); woman with emphysema dying from husband's smoking (15%); smoking is harmful/smoking can kill (11%), smoke targets children in general/parents' smoke rings, bull's eye (11%); death of family member from smoking (9%); second-hand smoke kills/Health Canada says it kills (9%); ad with kids, young people (7%); on cigarette packages, cartons (7%); and comments on where ad was seen or heard (5%).

Non-smoking opinion leaders are more likely than those who smoke to have spontaneous recall of the "Heather ad"; opinion leaders with formal influence are more likely than those with informal or multiple influence to mention the "Heather" ad.

Unaided recall of second-hand smoke ads November 2003

	TTL	FOR INFL	INF INFL	SMKRS
Yes	54	53	62	67
No	44	46	38	33
Maybe	2	2	—	—
dk/na	*	—	—	—

* Less than one percent

Q.1a

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

Everything remembered about second-hand smoke ads November 2003

	TTL	FOR INFL	INF INFL	SMOKERS
Former waitress dying of lung cancer/Heather Crowe	44	54	43	35
Second-hand smoke is dangerous/bad/unhealthy/harmful	19	15	23	20
Woman with emphysema dying from husband's smoking	15	13	15	12
Smoking is harmful/smoking can kill	11	10	15	17
Smoke targets children in general/parents' smoke rings, bulls-eye	11	12	5	11
Death of family member from smoking	9	9	8	5
Second-hand smoke kills/Health Canada says it kills	9	5	12	11
Ad with kids/young people	7	6	6	9
On cigarette packages, cartons	7	8	10	22
Where the ad was seen/heard	5	8	7	9
Other	21	16	14	17
None/nothing	5	6	4	5
dk/na	2	2	3	1

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 over the past several weeks

More than eight in ten (83%) opinion leaders who recall seeing advertising about second-hand smoke say they saw this advertising on television. Much smaller proportions mention second-hand smoke advertising in such locations as newspapers (10%), cigarette packs (8%), magazines (7%), outdoor billboards (6%), public transit (5%) and radio (5%).

Where second-hand smoke ads noticed November 2003

	TTL	FOR INFL	INF INFL	SMKRS
Television	83	83	85	81
Newspaper	10	10	7	10
Cigarette packs	8	4	8	22
Magazines	7	7	10	10
Outdoor billboards	6	8	11	6
Public transit	5	4	6	11
Radio	5	7	7	7
Other	11	14	12	19
dk/na	1	1	—	1

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" TV AD AND RESPONSE TO AD

3.1 "Heather" TV ad: aided recall

Three-quarters of opinion leaders express aided recall of the "Heather" TV ad. Among those who have seen it, four in ten identify the federal government as the producer of the ad, and nine in ten say the federal government is an appropriate sponsor.

Aided recall of the "Heather" TV ad is very high. A large majority of three-quarters (73%) of opinion leaders say that they remember seeing a television ad over the past few weeks showing a waitress named Heather Crowe saying she never smoked a cigarette in her life but is dying from lung cancer because she was exposed to second-hand smoke, and a further three percent say they may recall such an add, for a total of 76 percent. One-quarter (24%) do not recall seeing this ad.

Older opinion leaders are more likely to say they remember seeing the "Heather" TV ad. There are no significant variations in recall based on smoking status or on type of influence.

One-quarter (26%) of opinion leaders who recall the "Heather" TV ad say that the main point of the ad is that second-hand smoke is dangerous, bad, or unhealthy, and an additional 15 percent say the main point is that second-hand smoke kills. Smaller proportions mention such points as: smoking is dangerous, bad or unhealthy (11%); second-hand smoking causes cancer/disease (9%); don't smoke/quit smoking (8%); smoking harms/targets others (6%); second-hand smoke is worse than/as dangerous as smoking (5%); and smoking affects everyone (4%).

Men are more likely than women to say the main point is that second-hand smoke is dangerous, bad or unhealthy; women are somewhat more likely to say the main point is that second-hand smoke kills. Opinion leaders who smoke are somewhat less likely than those who do not to say the main point is that second-hand smoke is dangerous, bad, or unhealthy; they are slightly more likely to say the main point is that smoking is dangerous, bad or unhealthy, or that it is don't smoke/quit smoking.

Aided recall of "Heather" TV ad November 2003

	TTL	FOR INFL	INF INFL	SMKRS
Yes	73	76	77	72
No	24	20	21	26
Maybe	3	4	1	1
dk/na	*	—	—	1

* Less than one percent

Q.2

Do you remember seeing a television ad over the past few weeks or so showing a waitress named Heather Crowe saying she never smoked a day in her life but is dying from lung cancer because she was exposed to second-hand smoke?

Main point of "Heather" TV ad November 2003

	TTL	FOR INFL	INF INFL	SMOKERS
Second-hand smoke is dangerous/ bad/unhealthy	26	23	39	20
Second-hand smoke kills	15	21	9	16
Smoking is dangerous/ bad/unhealthy	11	10	10	16
Second-hand smoke causes cancer/disease	9	8	13	4
Don't smoke/quit smoking	8	8	4	12
Smoking harms/targets others (family, friends, etc.)	6	5	4	7
Second-hand smoke worse than/ as dangerous as smoking	5	3	—	3
Smoking affects everyone	4	4	2	3
Ban smoking in workplace, restaurants, public/activism	3	5	4	2
Smoking kills	3	2	3	5
Respect non-smokers/don't smoke around them	3	3	3	5
Other	7	7	7	8
dk/na	1	*	1	—

* Less than one percent

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" ad on television over the past few weeks

Opinion leaders with informal influence are more likely to say the main point is that second-hand smoke is dangerous, bad or unhealthy; opinion leaders with formal or multiple influence are more inclined to say the main point is that second-hand smoke kills.

Among respondents who recall seeing this ad, four in ten (41%) believe that the ad was produced by the Government of Canada or Health Canada. Two in ten (18%) believe it was produced by organizations concerned with health or non-smoking in general, and four percent each mention the Lung Association or the Canadian Cancer Society. Six percent think it was produced by the provincial government and four percent say it was produced by the tobacco industry. Five percent mention some other possible producers, and 18 percent offer no response. This includes both top-of-mind and aided responses

Nine in ten (89%) opinion leaders who saw the "Heather" TV ad say that it is appropriate for the Government of Canada to sponsor this ad; ten percent say it is not appropriate.

Non-smoking opinion leaders are somewhat more likely than those who smoke to say that it is appropriate for the Government of Canada to sponsor this ad.

Who produced "Heather" TV ad November 2003

	TTL	FOR INFL	INF INFL	SMKRS
Government of Canada/ Health Canada	41	42	44	40
Health organization/non-smoking	18	18	10	15
Provincial government	6	6	6	9
Tobacco company/tobacco industry	4	8	8	7
Lung Association	4	3	2	5
Canadian Cancer Society	4	2	3	5
Other	5	6	4	6
dk/na	18	15	24	13

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" ad
on television over the past few weeks*

Q.3b

Which level of government?

*Subsample: Those who have, or may have, seen the "Heather"
ad on television over the past few weeks and believe the ad was
sponsored by government (general)*

Appropriate for government to sponsor "Heather" TV ad November 2003

	TTL	FOR INFL	INF INFL	SMKRS
Yes	89	88	90	76
No	10	11	10	24
dk/na	1	1	—	—

Q.9

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

*Subsample: Those who have, or may have, seen the "Heather" ad
on television over the past few weeks*

3.2 "Heather" TV ad: response

More than nine in ten of those who saw the "Heather" TV ad think the ad is believable in getting its message across; a similar number think it is effective.

Among opinion leaders who saw the "Heather" TV ad, a total of more than nine in ten respondents who saw the ad say that it is very (77%) or somewhat (19%) believable in its message about second-hand smoke. Fewer than one in ten say it is not very (3%) or not at all (2%) believable.

A total of more than nine in ten say that it is very (66%) or somewhat (28%) effective in getting its message across. Fewer than one in ten say it is not very (3%) or not at all (3%) effective.

Women are slightly more likely than men to say the ad is both very effective and very believable. Non-smoking opinion leaders are more likely than those who smoke to say the ad is both effective and believable.

Impact of "Heather" TV ad November 2003

	TTL	FOR INFL	INF INFL	SMKRS
<i>Believable in its message about second-hand smoke</i>				
Very	77	80	80	62
Somewhat	19	16	17	29
Not very	3	2	2	4
Not at all	2	2	—	6
dk/na	—	—	—	—
<i>Effective in its message about second-hand smoke</i>				
Very	66	68	67	56
Somewhat	28	26	27	28
Not very	3	3	3	4
Not at all	3	3	3	12
dk/na	*	—	—	—

* Less than one percent

Q.10

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

Subsample: Those who have, or may have, seen the "Heather" ad on television over the past few weeks

3.3 "Heather" TV ad: call to action

Three in ten of those who saw the ad say that they talked about the "Heather" TV ad with someone. About two 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 opinion leaders who saw the "Heather" TV ad, three in ten (30%) spoke with other people about the ad; seven in ten (70%) did not.

Seven percent of those who saw the ad say they did something else; 93 percent did not do anything else. Those who say they did something else mention talked about it/discussed it (19%), avoid smoky places/cigarette smoke (18%), thought about it (15%), quit smoking/tried to quit (13%), tried to get someone to quit (11%), switched channel (7%), stopped smoking inside/in front of children/in front of others/smoked outside (4%), slowed down/reduced pace (3%) or called a number (1%). Thirteen percent mention other responses. Caution is advised in interpreting these results due to extremely small sample sizes.

Talked about "Heather" TV ad November 2003

	TTL	FOR INFL	INF INFL	SMKRS
Yes	30	33	35	31
No	70	67	65	69
dk/na	*	—	—	—

* Less than one percent

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" ad on television over the past few weeks

Did something else as result of seeing "Heather" TV ad November 2003

	TTL	FOR INFL	INF INFL	SMKRS
Yes	7	10	8	13
No	93	90	92	87

Q.6a

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

Subsample: Those who have, or may have, seen the "Heather" ad on television over the past few weeks

Two in ten opinion leaders (22%) remember seeing the Government of Canada 1 800 phone number in the ad; just over seven in ten (73%) do not recall the number and five percent offer no response. Among those who recall the 1 800 number, only two percent called this number for information about smoking or quitting.

Two in ten opinion leaders (19%) remember seeing the smoke-free website address in the ad; eight in ten (78%) do not recall the website address. Among those who recall the website address, only four percent visited the website for information about smoking or quitting.

Recall of access channels November 2003

	TTL	FOR INFL	INF INFL	SMKRS
<i>Government of Canada 1 800 phone number</i>				
Yes	22	24	24	26
No	73	70	73	72
dk/na	5	6	2	2
<i>Smoke-free website address</i>				
Yes	19	18	20	28
No	78	77	78	70
dk/na	3	5	2	2

Q.7

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

Subsample: Those who have, or may have, seen the "Heather" ad on television over the past few weeks

Used access channels November 2003

	TTL	FOR INFL	INF INFL	SMKRS
<i>Visited smoke-free website address</i>				
Yes	4	9	10	10
No	96	91	90	90
<i>Called Government of Canada 1 800 phone number</i>				
Yes	2	1	2	6
No	98	99	98	94

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" ad on television over the past few weeks, 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" ad on television over the past few weeks, 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

Fewer than one in ten opinion leaders recall seeing the "Heather" transit ad. Among these, nine in ten think it is believable, and a similar number think it is effective.

Five percent of respondents 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 one percent say they may have seen the ad, for a total of six percent. More than nine in ten (93%) do not recall seeing the ad. Among opinion leaders living in communities with 500,000 inhabitants or more, eight percent recall seeing the ad, and one percent may have seen it, for a total of nine percent.

Among opinion leaders who saw the "Heather" transit ad, a total of nine in ten respondents who saw the ad say that it is very (73%) or somewhat (19%) believable in its message about second-hand smoke. About one in ten say it is not very (5%) or not at all (3%) believable.

A total of nine in ten say that it is very (51%) or somewhat (39%) effective in getting its message across. One in ten say it is not very (3%) or not at all (7%) effective.

Due to the small sample size (N=51 respondents), these results should be interpreted with caution.

Aided recall of "Heather" transit ad November 2003

	Ttl	FOR INFL	INF INFL	SMKRS	500K+
Yes	5	4	9	4	8
No	93	95	88	94	90
Maybe	1	*	2	1	1
dk/na	1	*	2	1	*

* Less than one percent

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 November 2003

	Ttl	FOR INFL	INF INFL	SMKRS	500K+
<i>Believable in its message about second-hand smoke</i>					
Very	73	64	84	62	70
Somewhat	19	32	16	29	23
Not very	5	4	—	9	7
Not at all	3	—	—	—	—

Effective in its message about second-hand smoke

Very	51	55	59	53	46
Somewhat	39	41	41	29	46
Not very	3	4	—	9	4
Not at all	7	—	—	9	4

* Less than one percent

Q.16

In fact, this ad was sponsored 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

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

Sixteen percent of those who saw the "Heather" transit ad say that they talked about the ad with someone else; 84 percent did not talk about it. The same proportion of opinion leaders living in communities of 500,000 or more inhabitants say they talked about this ad.

Among those who saw the "Heather" transit ad, two respondents, or four percent of those living in communities of 500,000 or more inhabitants, say that they did something else as a result of seeing this advertising. Both respondents mention that they stopped smoking inside/in front of children/in front of others/smoked outside, and one wrote down the website address or telephone number.

Talked about "Heather" transit ad November 2003

	TTL	FOR INFL	INF INFL	SMKRS	500K+
Yes	16	23	10	25	16
No	84	77	90	75	84

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 November 2003

	TTL	FOR INFL	INF INFL	SMKRS	500K+
Yes	3	—	4	14	4
No	97	100	96	86	96

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, three in ten (31%) remember seeing the Government of Canada 1 800 phone number in the ad; seven in ten (69%) do not recall the number. Twenty-six percent 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 – 15 respondents – only one called this number for information about smoking or quitting.

Among those who saw the "Heather" transit ad, two in ten opinion leaders (18%) remember seeing the smoke-free website address in the ad; eight in ten (82%) do not recall the website address. The same proportion – 18 percent – of those living in communities of 500,000 inhabitants or more recall seeing the website address.

Among those who recall the website address – nine respondents – only one visited the website for information about smoking or quitting.

Due to the small sample size (N=51 respondents overall, 39 in communities over 500,000), these results should be interpreted with caution.

Recall of access channels

November 2003

	TTL	FOR INFL	INF INFL	SMKRS	500K+
<i>Government of Canada 1 800 phone number</i>					
Yes	31	39	16	43	26
No	69	61	84	57	74
<i>Smoke-free website address</i>					
Yes	18	50	26	–	18
No	82	50	74	100	82

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

November 2003

	TTL	FOR INFL	INF INFL	SMKRS	500K+
<i>Visited smoke-free website address</i>					
Yes	7	–	16	–	9
No	93	100	84	–	91
<i>Called Government of Canada 1 800 phone number</i>					
Yes	4	–	26	–	6
No	96	100	74	100	94

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

There is high awareness of the dangers of second-hand smoke and support for smoke-free environments among Canadian opinion leaders.

Canadian opinion leaders 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 large majority of opinion leaders 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 almost nine in ten reject the idea that second-hand smoke is not as harmful as some people say.

Virtually all agree strongly (91%) or somewhat (7%) that young children should be protected from situations of second-hand smoke; only two percent disagree.

Nine in ten agree strongly (79%) or somewhat (15%) 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 (3%).

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 (74%) or somewhat (20%) 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 (3%) or somewhat (3%).

Nine in ten agree strongly (73%) or somewhat (21%) 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 (4%).

Seven in ten agree strongly (40%) or somewhat (29%) that they would generally feel comfortable asking a smoker to put out a cigarette or to not smoke. Three in ten disagree strongly (9%) or somewhat (21%).

Six in ten agree strongly (23%) or somewhat (37%) that it is better to move away from a person whose smoking is bothering them than to ask the person to stop smoking. Four in ten disagree strongly (19%) or somewhat (19%).

Almost six in ten agree strongly (27%) or somewhat (30%) that people who smoke should have the right to do so in any public place where smoking is allowed. Just over four in ten disagree strongly (30%) or somewhat (13%).

Almost nine in ten strongly (77%) or somewhat (10%) disagree that second-hand smoke is not as harmful as some people say; one in ten strongly (4%) or somewhat (7%) agree.

Women and Anglophones are more likely 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 people who smoke should always be willing to put out their cigarettes if someone near them is bothered by the smoke. Anglophones are also much more likely to strongly agree that that it's okay for non-smokers to ask someone not to smoke around them.

Francophones are more likely to agree strongly that they would feel comfortable asking a smoker to put out a cigarette or to not smoke and 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. Men are also less likely to disagree strongly that second-hand smoke is not as harmful as some people say.

Opinion leaders who smoke are less likely to offer both strong and overall agreement on many of these dimensions; they are more likely to agree strongly that they would feel comfortable asking a smoker to put out a cigarette or to not smoke, 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.

On most of these dimensions, there is little difference in the responses of opinion leaders based on their type of

influence. Opinion leaders with informal influence are somewhat more likely to agree strongly that people who smoke should have the right to do so in any public place where smoking is allowed, and that people who smoke should always be willing to put out their cigarettes if someone near them is bothered by the smoke.

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

More than nine in ten strongly (73%) or somewhat (20%) 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 (4%) or somewhat (4%).

More than eight in ten strongly (57%) or somewhat (26%) agree that they would be willing to not smoke in public places where others might be nearby; just under two in ten disagree strongly (11%) or somewhat (7%).

Attitudes toward second-hand smoke

November 2003

	TTL	FOR INFL	INF INFL	SMKRS		TTL	FOR INFL	INF INFL	SMKRS
<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	91	93	96	79	Strongly agree	57	57	59	57
Somewhat agree	7	5	3	13	Somewhat agree	26	29	30	26
Somewhat disagree	1	1	1	4	Somewhat disagree	7	5	7	7
Strongly disagree	1	1	*	4	Strongly disagree	11	9	4	11
dk/na	*	—	—	—	dk/na	—	—	—	—
<i>People who smoke should always be willing to put out their cigarettes if someone near them is bothered by smoke</i>					<i>You would generally feel comfortable asking a smoker to put out a cigarette or to not smoke</i>				
Strongly agree	74	75	84	56	Strongly agree	40	52	53	40
Somewhat agree	20	18	10	26	Somewhat agree	29	26	21	25
Somewhat disagree	3	3	5	5	Somewhat disagree	21	15	17	19
Strongly disagree	3	4	1	13	Strongly disagree	9	6	8	11
dk/na	*	—	—	—	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	79	79	78	57	Strongly agree	23	18	23	35
Somewhat agree	15	13	18	28	Somewhat agree	37	37	36	36
Somewhat disagree	3	4	1	9	Somewhat disagree	19	22	14	17
Strongly disagree	3	4	3	7	Strongly disagree	19	23	26	11
dk/na	—	—	—	—	dk/na	1	*	—	—
<i>It's okay for non-smokers to ask someone not to smoke around them</i>					<i>People who smoke should have the right to do so in any public place where smoking is allowed</i>				
Strongly agree	73	80	79	61	Strongly agree	27	28	33	56
Somewhat agree	21	16	17	29	Somewhat agree	30	26	23	26
Somewhat disagree	4	1	2	3	Somewhat disagree	13	12	8	10
Strongly disagree	2	2	*	7	Strongly disagree	30	34	37	9
dk/na	*	—	1	—	dk/na	*	1	—	—
<i>It is important for all employers to provide a completely smoke-free environment for their employees</i>					<i>Second-hand smoke is not as harmful as some people say</i>				
Strongly agree	77	82	83	55	Strongly agree	4	5	5	11
Somewhat agree	16	12	13	19	Somewhat agree	7	3	5	20
Somewhat disagree	4	1	4	15	Somewhat disagree	10	7	6	16
Strongly disagree	3	5	*	10	Strongly disagree	77	83	81	48
dk/na	—	—	—	—	dk/na	2	2	4	4
<i>You are usually willing to put out a cigarette or not to smoke if someone were to ask you**</i>									
Strongly agree	73	75	76	73					
Somewhat agree	20	20	19	20					
Somewhat disagree	4	3	5	4					
Strongly disagree	4	3	—	4					
dk/na	—	—	—	—					

* Less than one percent

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

Fifteen percent of opinion leaders smoke, either every day or occasionally; six in ten of these are seriously considering quitting.

From the survey, 15 percent of Canadian opinion leaders smoke every day (10%) or occasionally (5%); 84 percent do not smoke.

Six in ten (62%) are now seriously thinking of quitting smoking; four in ten (38%) are not seriously thinking of quitting.

Among respondents who are seriously thinking about quitting, three in ten (32%) say they will try to quit within the next 30 days. Six in ten (58%) say they will try to quit within the next six months. Nine percent say they will not try within the next six months.

Due to the small sample size of opinion leaders who smoke (N=74 respondents), these results should be interpreted with caution.

Smoking behaviour November 2003

	TTL	FOR INFL	INF INFL	SMKRS
Every day	10	10	10	66
Occasionally	5	6	7	34
Not at all	84	84	83	—

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 November 2003

	TTL	FOR INFL	INF INFL	SMKRS
Yes	62	56	65	62
No	38	44	35	38

Q.20a

Are you now seriously thinking of quitting smoking?
Subsample: Smokers

Timeline for quitting smoking November 2003

	TTL	FOR INFL	INF INFL	SMKRS
Within the next 30 days	32	63	45	32
Within the next 6 months	58	33	55	58
Not within the next 6 months	9	5	—	9
dk/na	1	—	—	1

Q.20b

When do you think you will try to quit ...?
Subsample: Smokers who are now seriously thinking of quitting smoking

7.0 ASSESSMENT OF GOVERNMENT PERFORMANCE

Among opinion leaders, 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.

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

A total of just under five in ten (46%) provide positive assessments of the federal government's performance in reducing tobacco use among Canadians, with five percent rating its performance as excellent. Twenty-seven percent say their assessment is neither good nor bad, and a total of 25 percent provide a negative assessment of the federal government's performance, with seven percent providing a rating of terrible.

A total of four in ten (42%) provide positive assessments of the government's performance in providing information to the public about government services, with five percent rating its performance as excellent. Twenty-six percent say their assessment is neither good nor bad, and a total of 30 percent provide a negative assessment of the federal government's performance, including six percent who provide a rating of terrible.

A total of four in ten (41%) provide positive assessments of the federal government's performance in general, with four percent rating its performance as excellent. Thirty-one 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, including seven percent who provide a rating of terrible.

Government of Canada ratings November 2003

	TTL	FOR INFL	INF INFL	SMKRS
<i>In reducing tobacco use among Canadians</i>				
Excellent	5	3	4	9
Somewhat good	41	37	37	27
Neither good nor bad	27	25	30	39
Somewhat bad	18	22	15	14
Terrible	7	9	12	8
dk/na	2	3	3	2
<i>In providing information to the public about government services</i>				
Excellent	5	6	4	8
Somewhat good	37	32	34	26
Neither good nor bad	26	27	30	23
Somewhat bad	24	28	25	28
Terrible	6	5	7	13
dk/na	1	1	—	—
<i>In general</i>				
Excellent	4	3	6	6
Somewhat good	37	33	26	29
Neither good nor bad	31	32	37	28
Somewhat bad	21	22	19	24
Terrible	7	9	12	11
dk/na	1	1	2	1

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 using 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?

Opinion leaders were also asked to indicate their level of agreement (using a seven-point scale where one means totally disagree and seven means totally agree) with four statements addressing aspects of accessibility, communications and delivery with respect to Government services: 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 seven in ten (70%) agree that the Government of Canada delivers its services and information in a respectful way, with 18 percent agreeing totally. Sixteen percent neither agree nor disagree, and a total of 13 percent disagree, with five percent disagreeing totally.

A total of five in ten (49%) agree that the Government of Canada is using new and innovative ways to provide information and services to its citizens, with eight percent agreeing totally. Twenty-seven percent neither agree nor disagree, and a total of 23 percent disagree, with six percent disagreeing totally.

A total of almost five in ten (47%) agree that you can count on the Government of Canada for reliable service and information, with seven percent agreeing totally. Twenty-five percent neither agree nor disagree, and a total of 28 percent disagree, with eight percent disagreeing totally.

A total of four in ten (40%) agree it is easy to contact the Government of Canada for service and information, with eight percent agreeing totally. Twenty-three percent neither agree nor disagree, and a total of 35 percent disagree, with 12 percent disagreeing totally.

On most of these dimensions, there is little difference in the responses of opinion leaders based on their type of influence; however, opinion leaders with informal influence are somewhat less likely to offer a positive assessment of the performance of the Government of Canada in general, and somewhat less likely to agree overall that the Government of Canada is using new and innovative ways to provide information and services.

Statements about the Government of Canada November 2003

	Ttl	FOR INFL	INF INFL	SMKRS
<i>Delivers services and information in a respectful way</i>				
Totally agree	18	21	24	18
Somewhat agree	52	51	45	47
Neither agree nor disagree	16	15	16	14
Somewhat disagree	8	9	9	12
Totally disagree	5	3	5	7
dk/na	2	2	2	1
<i>Using new and innovative ways to provide information and services</i>				
Totally agree	8	9	11	11
Somewhat agree	41	42	33	31
Neither agree nor disagree	27	26	29	28
Somewhat disagree	17	17	20	20
Totally disagree	6	5	7	10
dk/na	2	2	1	1
<i>Can count on for reliable service and information</i>				
Totally agree	7	7	10	8
Somewhat agree	40	24	33	32
Neither agree nor disagree	25	25	23	20
Somewhat disagree	20	25	22	19
Totally disagree	8	8	12	19
dk/na	*	*	—	2
<i>Easy to contact for information and services</i>				
Totally agree	8	12	11	10
Somewhat agree	32	27	33	23
Neither agree nor disagree	23	22	19	26
Somewhat disagree	23	23	20	21
Totally disagree	12	15	16	21
dk/na	1	1	2	*

* Less than one percent

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 800 adult Canadians identified as opinion leaders by income and education criteria living within the ten provinces of Canada. The survey was conducted by telephone from November 3 to 12, 2003.

SAMPLE SELECTION

The sampling method was designed to complete approximately 800 interviews with adult Canadians identified as opinion leaders living within households randomly selected across Canada. Education and income criteria were used to identify opinion leaders: at least some university education; and a personal annual income of \$55,000 or more.

The sample is drawn in such a way that it represents the population of Canada with these criteria 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	38	60	12.7
Quebec	175	192	7.1
Ontario	374	304	5.6
Manitoba/Saskatchewan	37	52	13.6
Alberta	78	86	10.6
British Columbia	98	106	9.5
Total	800	800	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 45,907 telephone numbers were drawn from the initial sample. Each household contacted was screened for the presence of one or more persons with at least some university education and an annual income of \$55,000 or more. 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 gender and region, proportionate to the incidence of the general population of those matching the opinion leader criteria: at least some university education; and annual personal income of \$55,000 or more.

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 800 interviews were completed. The margin of error for a sample of 800 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 800 interviews.

Total dialled sample	45,907
Household not eligible	9,464
Non-residential/not in service	12,576
Language barrier	1,132
Subtotal	23,172
 New Base (45,907 – 23,172)	 22,735
No answer/line busy/ respondent not available	15,039
Refusals	6,872
Mid-interview refusals	24
Subtotal	21,935
 Net Completions (22,735 – 21,935)	 800

QUESTIONNAIRES



ENVIRONICS
RESEARCH GROUP

November 3, 2003

Health Ad Recall Survey of Opinion Leaders
PN5424
Questionnaire - Draft 4
POR-03-57

N= 800 Opinion Leaders

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, do you or does anyone in your household have at least some or completed university education and an annual income, before taxes, of \$55,000 or higher?

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

- B. Is there more than one person in your household with some or completed university and an annual income of \$55,000 or higher?

- 1 - Yes more than one
2 - No only one

IF NO:

May I speak to that person now?

- 1 - Yes
2 - Not available **SCHEDULE CALL BACK**
3 - Refused **DISCONTINUE AND THANK**

IF YES:

May I speak to the person in your household with some or completed university education and an annual income of \$55,000 or higher, who has had the most recent birthday?

- 1 - Yes
2 - Not available **SCHEDULE CALL BACK**
3 - Refused **DISCONTINUE AND THANK**

REPEAT INTRODUCTION IF NECESSARY OR RESCHEDULE.

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

- 1 - Male
- 2 - Female

D. Language of survey

- 1 - English
- 2 - French

E. What is the highest level of education that you have reached? **DO NOT READ -
SELECT ONE ONLY**

- | | |
|---|---------------------|
| 01 - Some elementary (Grades 1-6) | THANK AND TERMINATE |
| 02 - Completed elementary (Grade 7 or 8) | THANK AND TERMINATE |
| 03 - Some high school (Grades 9-11) | THANK AND TERMINATE |
| 04 - Completed high school (Grades 12 or 13 or OAC) | THANK AND TERMINATE |
| 05 - Some community college, vocational, trade school
(or some CEGEP) | THANK AND TERMINATE |
| 06 - Completed community college, vocational, trade school
(or complete CEGEP) | THANK AND TERMINATE |
| 07 - Some university (no degree) | CONTINUE |
| 08 - Completed university (Bachelor's Degree) | CONTINUE |
| 09 - Post graduate/professional school
(Master's Degree, Ph.D., etc.) | CONTINUE |
| 10 - No schooling | THANK AND TERMINATE |
| VOLUNTEERED | |
| 11 - Don't Know / Refuse | |

F. Into which of the following categories would you put your total annual income in 2002 before taxes and deductions? **READ**

- | | |
|---------------------------|---------------------|
| 01 - under \$10,000 | THANK AND TERMINATE |
| 02 - \$10,000 to \$24,999 | THANK AND TERMINATE |
| 03 - \$25,000 to \$39,999 | THANK AND TERMINATE |
| 04 - \$40,000 to \$54,999 | THANK AND TERMINATE |
| 05 - \$55,000 to \$69,999 | CONTINUE |
| 06 - \$70,000 to \$84,999 | CONTINUE |
| 07 - \$85,000 to \$99,999 | CONTINUE |
| 08 - \$100,00 or over | CONTINUE |
| 09 - DK/NA /Refused | THANK AND 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?

- 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 - Ordinary looking guy/talks about quitting/plan to quit
- 11 - Government sponsored ads
- 12 - None/nothing
- 13 - Other SPECIFY _____
- 14 - DK/NA

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

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

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

ASK ALL

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

2. Do you remember seeing a television ad over the past few weeks or so showing a waitress named Heather Crowe saying she never smoked a day in her life but is dying from lung cancer because she was exposed to second-hand smoke?

- 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 - Other (**SPECIFY**) _____
08 - DK/NA

- b) Which level of government?
DO NOT READ

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

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

02 - Nothing
03 - DK/NA

5. 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

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

01 - Yes
02 - No
03 - DK/NA

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

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

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

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

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

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

SMOKING BEHAVIOUR

ASK ALL

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

01 - Every day	SMOKER - GO TO Q.20
02 - Occasionally (less than every day)	SMOKER - GO TO Q.20
03 - Not at all	NON- SMOKER
04 - DK/NA	NON- SMOKER

ASK ALL SMOKERS

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

01 - Yes	
02 - No	GO TO Q.21
03 - DK/NA	GO TO Q.21
04 - Refused	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**

- 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

- j) 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.

OPINION LEADER SECTION

ASK ALL

22. Please tell me whether each of the following statements sounds very much like you, somewhat like you, not much like you or not at all like you. **READ AND ROTATE**

- a) You read a newspaper every day.

- 01 - Very much like you
- 02 - Somewhat like you
- 03 - Not much like you
- 04 - Not at all like you

VOLUNTEERED

- 05 - Do not read newspaper
- 06 - DK / NA

- b) You currently serve in a leadership role in one or more organizations.
- c) You often speak up at public or organizational meetings.
- d) You frequently discuss current events in the news with friends or family members.
- e) When you hold a strong opinion, you often persuade others to share your views.

DEMOGRAPHICS

23. 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

24. 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

25. Are you...

READ

- 01 - Married or living as a couple
- 02 - Single
- 03 - Widowed
- 04 - Separated
- 05 - Divorced
- 06 - DK/NA

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

- 01 - Yes
- 02 - No
- 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

November 4, 2003

Sondage-rappel auprès des leaders d'opinion

PN5424

Questionnaire français - Version 4

POR-03-57

N= 800 leaders d'opinion

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. Pour commencer, juste pour savoir si votre foyer se qualifie, est-ce que vous-même ou un membre de votre foyer avez fait une partie du cours universitaire ou détenez un diplôme universitaire et avez un revenu annuel de 55 000 \$ ou plus avant impôts ?

1 - Oui

CONTINUER

2 - Non

REMERCIER ET TERMINER

- B. Est-ce qu'il y a dans votre foyer plus d'une personne qui a fait une partie du cours universitaire ou qui détient un diplôme universitaire et qui a un revenu annuel de 55 000 \$ ou plus ?

1 - Oui, plus d'une personne

2 - Non, une seule personne

SI NON :

Est-ce que je pourrais parler à cette personne maintenant ?

1 - Oui

2 - Non disponible

ORGANISER LE RAPPEL

3 - Refus

REMERCIER ET TERMINER

SI OUI :

Est-ce que je pourrais parler au membre de votre foyer qui a fait une partie du cours universitaire ou qui détient un diplôme universitaire et dont le revenu annuel est de 55 000 \$ ou plus et qui a fêté son anniversaire le plus récemment ?

1 - Oui

2 - Non disponible

ORGANISER LE RAPPEL

3 - Refus

REMERCIER ET TERMINER

RÉPÉTER L'INTRODUCTION SI NÉCESSAIRE OU ORGANISER UN RAPPEL.

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

- 01 - Homme
- 02 - Femme

D. Langue de l'entrevue

- 01 - Anglais
- 02 - Français

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

NE PAS LIRE - CODER UNE MENTION SEULEMENT

- 01 - Une partie du cours primaire **REMERCIER ET TERMINER**
 - 02 - Le cours primaire au complet **REMERCIER ET TERMINER**
 - 03 - Une partie du cours secondaire **REMERCIER ET TERMINER**
 - 04 - Le cours secondaire au complet **REMERCIER ET TERMINER**
 - 05 - Une partie du cours collégial général ou professionnel/cours technique (ou partie du cégep) **REMERCIER ET TERMINER**
 - 06 - Diplôme d'études collégiales général ou professionnel/cours technique (ou le cégep) **REMERCIER ET TERMINER**
 - 07 - Une partie du cours universitaire (sans diplôme) **CONTINUER**
 - 08 - Le premier cycle universitaire (baccalauréat) **CONTINUER**
 - 09 - Une maîtrise, un doctorat ou un diplôme dans une profession libérale **CONTINUER**
 - 10 - Aucune instruction **REMERCIER ET TERMINER**
- NON SUGGÉRÉ**
- 99 - NSP/PR **REMERCIER ET TERMINER**

F. Laquelle des catégories suivantes correspond le mieux à votre revenu total avant impôt, en 2002? Est-ce que c'est...?

LIRE

- | | |
|-------------------------------|------------------------------|
| 01 - moins de 10 000 \$ | REMERCIER ET TERMINER |
| 02 - de 10 000 à \$ 24 999 \$ | REMERCIER ET TERMINER |
| 03 - de 25 000 à \$ 39 999 \$ | REMERCIER ET TERMINER |
| 04 - de 40 000 à \$ 54 999 \$ | REMERCIER ET TERMINER |
| 05 - de 55 000 à \$ 69 999 \$ | CONTINUER |
| 06 - de 70 000 à \$ 84 999 \$ | CONTINUER |
| 07 - de 85 000 à \$ 99 999 \$ | CONTINUER |
| 08 - 100 000 \$ ou plus | CONTINUER |
| 09 - NSP/PR /Refus | REMERCIER ET TERMINER |

QUESTIONNAIRE PRINCIPAL

DEMANDER À TOUS

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

- 01 - Oui **[DEMANDER B ET C]**
- 02 - Non **[PASSER À Q.2]**

- 03 - Peut-être [DEMANDER B ET C]
09 - NSP/PR [PASSER À Q.2]

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

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

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

- 01 - 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 - Homme ordinaire/dit qu'il veut cesser de fumer/prévoit cesser de fumer
- 11 - Publicités commanditées par le gouvernement
- 12 - Aucun souvenir/rien
- 13 - 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

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

DEMANDER À TOUS

2. Est-ce que vous vous souvenez d'avoir vu à la télévision, au cours des dernières semaines, une publicité où on voyait une serveuse, Heather Crowe, qui disait qu'elle n'avait jamais fumé mais qu'elle mourait d'un cancer du poumon parce qu'elle avait été exposée à la fumée secondaire ?

- 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 (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

- 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 de la serveuse Heather Crowe que vous avez vue était commanditée par le gouvernement du Canada.

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

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

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

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

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

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

DEMANDER À TOUS

11. A u 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 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

16. En fait, la publicité au sujet de la serveuse Heather Crowe que vous avez vue était commanditée 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>Médioc</u> <u>re</u>		Ni bonne ni <u>mauvais</u> <u>e</u>		<u>Excell</u> <u>ente</u>		<u>NSP/P</u> <u>R</u>	
1	2	3	4	5	6	7	8

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

<u>Médiocre</u>			Ni bonne ni <u>mauvaise</u>			<u>Excellente</u>	<u>NSP/PR</u>
<u>re</u>			<u>e</u>			<u>nte</u>	<u>R</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>
<u>re</u>			<u>e</u>			<u>nte</u>	<u>R</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>
<u>d</u>			<u>rd</u>			<u>d'accord</u>	<u>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 | PASSER À Q.20 |
| 02 - À l'occasion (moins que tous les jours) | PASSER À Q.20 |
| 03 - Pas du tout | |
| 99 - NSP/PR | |

DEMANDER AUX NON-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.

SECTION SUR LES LEADERS D'OPINION

DEMANDER À TOUS

22. Veuillez me dire si chacun des énoncés suivants vous ressemble beaucoup, vous ressemble assez, ne vous ressemble pas beaucoup ou ne vous ressemble pas du tout. **LIRE EN ROTATION**

- a) Vous lisez un journal tous les jours.

- 1 - Vous ressemble beaucoup
- 2 - Vous ressemble assez
- 3 - Ne vous ressemble pas beaucoup
- 4 - Ne vous ressemble pas du tout

NON SUGGÉRÉ

- 5 - Ne lit pas
- 6 - NSP / PR

- b) Vous avez actuellement un rôle de leadership dans un ou plusieurs organismes.
- c) Vous prenez souvent la parole pendant des assemblées publiques ou dans des réunions
- d) Vous discutez fréquemment des événements d'actualité avec vos amis ou les membres de votre famille.
- e) Quand vous êtes convaincu de quelque chose, vous essayez souvent de persuader les autres d'adopter votre point de vue.

DONNÉES DÉMOGRAPHIQUES

23. 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

24. 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

25. Est-ce que vous êtes...?

LIRE

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

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

- 1 - Oui
- 2 - Non
- 3 - 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.