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ENVIRONICS
RESEARCH GROUP

AD RECALL SURVEY OF ADULT SMOKERS:

"BLIP" AND "BASKET" BOB/MARTIN ADS

FINAL REPORT

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1.0 INTRODUCTION AND SUMMARY

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

The series of eight Bob & Martin ads aired nationally in sequence from January 2003 to March 2004. The ads ran in bursts around key periods according to events and environmental factors.

The ads contain a call-to-action tagline directing viewers to call 1 800 O Canada for Health Canada's step-by-step cessation guide and to the www.gosmokefree.ca Web site to access Health Canada's on-line resources (Web-based interactive version of *On the Road to Quitting,* e-quit). As part of a pilot project, additional weight was bought in Atlantic Canada in March 2003, followed by an additional media buy to air the ads throughout August and part of September 2003. Once the Manitoba and Saskatchewan pilot project helplines were established, the pilot project strategy helped promote the helplines in the Atlantic Provinces, as well as those in Manitoba and Saskatchewan. This strategy included additional media being bought for all pilot provinces to extend the ad air dates in order to ensure a consistent flow of calls to the helplines.

Additionally, the ad supers in the pilot provinces promoted their provincial toll-free helpline numbers as opposed to the 1 800 O Canada number, along with the www.gosmokefree.ca Web site. It should be noted that viewers in these provinces did not experience higher exposure to the "Blip" & "Basket" ads; however, their higher exposure to campaign concepts and the "Bob" and "Martin" characters in the ads that did receive more air play may have influenced rates of recall for these ads.

The current survey tests recall and response to the final two smoking cessation television ads in the "Bob/Martin" campaign, both of which aired on national television between January 19 and February 29, 2004. The first ad, "Blip," features an "ordinary-looking guy" who talks about quitting smoking and draws some black dots, which represent his setbacks, on the television screen with his finger and makes them into a black line. The second ad, "Basket," features the same man on a basketball court saying he is playing more basketball with his kids since he quit smoking and that he feels great, his cough is gone, and he thinks he has finally won the battle against smoking.

The current survey also evaluates the campaign as a whole. It examines recall of any "Bob/Martin" ads, and it tracks changes in the behaviour, attitudes and knowledge of smokers in the target group related to various aspects of quitting and the health benefits of quitting against benchmark research. The *Adult Smokers Cessation Benchmark Survey*, which was conducted by Environics among 800 Canadian adult smokers aged 40 to 54 between January 16 and 22, 2003, examined behaviours, awareness of the health effects of smoking, quitting awareness, barriers to quitting, and the helpfulness of specific sources of information about quitting smoking.

In the current survey, Environics Research Group interviewed 801 adult smokers aged 40 to 54 in the ten provinces. These interviews were conducted by telephone, in both English and French, between March 2 and 10, 2004. The margin of error for a sample of 801 is plus or minus 3.5 per centage points, 19 times in 20.

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

There have been three previous surveys of smokers aged 40 to 54 conducted by Environics to test elements of the "Bob/Martin" adult smoking cessation campaign. The first survey, conducted in April 2003, tested recall and response to the first two ads in the "Bob/Martin" campaign: "No problem," which features an "ordinary-looking guy" trying to smoke outside in the cold; and "Toilet," which features the same person talking about the fact that the only time he does not smoke is when he is on the toilet. "No problem" aired between January 27 and March 9, 2003; "Toilet" aired between March 10 and 31, 2003. This survey, which was conducted with 802 adult smokers aged 40 to 54, was conducted between April 15 and 29, 2003.

An earlier survey of adult Canadians, with a subsample of 460 smokers age 40 to 54, tested initial response to the "No problem" ad. This survey was conducted between March 19 and 28, 2003.

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

The third survey tested recall and response to the next two ads in the "Bob/Martin" campaign: "Wife," which features an "ordinary-looking guy" who says his wife has noticed a change since he quit smoking, and who looks at a better-looking version of himself in the mirror and says "I feel like a new man"; and "Kids," which features the same man looking into the camera and saying he has just quit smoking and there are three things that keep him going – his plan to quit and his two kids. "Wife" and "Kids" were broadcast on national television between September 29 and October 26, 2003. This survey, which was conducted with 801 adult smokers aged 40 to 54, was conducted between October 27 and November 4, 2003.

Where appropriate, the results of the current survey will be compared with the findings from these previous surveys, including the January 2003 benchmark survey.

The topics addressed in the current survey included:

- Unaided recall of advertising on the topic of smoking cessation
- Aided recall of the "Blip" ad, sponsorship and responses to the ad
- Aided recall of the "Basket" ad, sponsorship and responses to the ads
- Contact with the 1 800 O Canada number, the smoke-free website and the smokers' helpline
- Requests for the booklet on quitting
- Assessments of the federal government's overall performance on smoking cessation issues
- Smoking and quit behaviour measures
- Attitudes toward quitting and health benefits of quitting
- Barriers to quitting
- Usefulness of various quitting resources
- Demographics

The key findings of the "Blip" and "Basket" survey are as follows:

- A total of 92 per cent of smokers aged 40 to 54 years have seen (90%) or may have seen (2%) anti-smoking ads about quitting smoking, how to quit or the benefits of quitting smoking over the past few weeks; among those who have seen such an ad, 83 per cent did so on television and 16 per cent on cigarette packages.

- When asked what they remember about the ad(s) they saw, smokers aged 40 to 54 are most inclined to mention ads about how to quit/1 800 line/step-by-step (14%), warning messages on cigarette packages (12%), Nicoderm/the patch (12%) and smoking is bad for your health (10%). A total of 17 per cent, unaided, mention elements that are clearly from the Bob/Martin campaign.

- A total of 33 per cent, aided, remember (32%) or may remember (1%) seeing the "Blip" ad. Among those who have seen this ad:
  - Almost four in ten (36%) say the main point of the ad is to make people quit or stop/encourage people to quit or stop/quitting is possible. Two in ten each say it is cigarettes/smoking are addictive/hard to stop/smoking is a bad habit (21%) or keep trying to quit (18%).
  - Fifty-four per cent say the Government of Canada produced this ad (including prompted and unprompted responses).
  - Seventy per cent say it is appropriate for the federal government to sponsor this ad.
  - Seventy-four per cent say the message about quitting smoking is effective, and 86 per cent say it is believable.

- Twenty-two per cent say the ad made them think a great deal about quitting, and 44 per cent say it made them think somewhat about quitting.
- Twenty-two per cent say they talked about this ad with others.
- Fifty-three per cent say they recall the 1 800 O Canada number, 44 per cent recall the website, 76 per cent recall the smokers' helpline, and 50 per cent recall the step-by-step guide to quitting booklet.
- Very few of those who recall the 1 800 O Canada number or the booklet used these channels; no one called the smokers' helpline and nine per cent of those who recalled the website used it.

- A total of 43 per cent, aided, remember (40%) or may remember (3%) seeing the "Basket" ad over the past few weeks or so. Among those who have seen this ad:
  - Thirty-five per cent say the main point of the ad is to make people quit or stop/encourage people to quit or stop/quitting is possible; 30 per cent say it is that you will feel healthier/look better if you quit smoking.
  - Forty-eight per cent say the Government of Canada produced this ad (including prompted and unprompted responses).
  - Sixty-nine per cent say it is appropriate for the federal government to sponsor this ad.
  - Seventy-two per cent say the message about quitting smoking is effective, and 81 per cent say it is believable.
  - Twenty-one per cent say the ad made them think a great deal about quitting, and 39 per cent say it made them think somewhat about quitting.
  - Twenty-three per cent say they talked about this ad with others.
  - Fifty-four per cent say they recall the 1 800 O Canada number, 52 per cent recall the website, 68 per cent recall the smokers' helpline, and 48 per cent recall the step-by-step guide to quitting booklet.
  - Few of those who recall the 1 800 O Canada number, the smokers' helpline, the smoke-free website or the booklet made use of these channels.

- Combining the responses to all questions concerning use of the 1 800 O Canada number we find that four per cent (32 respondents) overall have made use of this channel.

- Combining the responses to all questions concerning use of the smoke-free website, we find that six per cent (50 respondents) overall have made use of this channel.

- Combining the responses to all questions concerning use of a smokers' helpline number, we find that three per cent (25 respondents) overall have made use of this channel.

- Combining the responses to all questions concerning use of the step-by-step guide to quitting booklet, we find that ten per cent (84 respondents) overall have either requested or looked inside it.

- Combining all responses, 35 per cent of adult smokers recall seeing previous ads in the "Bob/Martin" campaign. Among those who have seen one of these ads:
  - Seventy-five per cent say their message about quitting smoking is effective, and 84 per cent say it is believable.
  - Twenty-three per cent say these ads made them think a great deal about quitting, and 44 per cent say they made them think somewhat about quitting.

- Six in ten smokers aged 40 to 54 (61%) are seriously thinking of quitting; one-quarter (25%) of these say they will try within the next 30 days and just over one-half (53%) say they will try within six months.

- More than eight in ten smokers in this age group (86%) have tried to quit smoking. Among those who have tried to quit:
  - Forty-four per cent have not tried to do so in the past year. Eighteen per cent have tried once in the past year, 13 per cent have tried twice, nine per cent have tried three times and 15 per cent have tried more than three times.

- On average, they have tried six times. Sixty per cent have tried to quit between one and four times, and 36 per cent have tried to quit five times or more.

- Over the past six months, 51 per cent of smokers say their interest in quitting smoking has increased; 44 per cent say their awareness of the health benefits of quitting has increased and 36 per cent say their awareness of the ways and methods of quitting smoking has increased.

- The numbers of smokers aged 40-54 who have been led to think frequently about quitting smoking over the past six months by various factors are:
  - Concern for personal health – 53%
  - The price of cigarettes – 49%
  - Wanting to set an example for children – 46%
  - Concern about effect of smoke on non-smokers – 40%
  - Not wanting family or friends to worry about you – 37%
  - Smoking restrictions in public places – 27%
  - Ads or information about health risks of smoking – 25%
  - Illness or death from smoking of someone they know – 24%
  - Society's disapproval of smoking – 23%
  - Smoking restrictions at work – 23%
  - Friends or family members who have recently quit or are quitting – 23%
  - Availability of stop-smoking medication – 22%
  - Advice from doctor or health professional to quit – 20%
  - Health warning labels on cigarette packages – 18%
  - Availability of telephone helpline/information line – 6%

- The numbers of smokers aged 40-54 who think the following statements are definitely true are:
  - Most smokers who quit take several attempts to do so – 69%
  - After quitting, the cravings for nicotine will get weaker over time – 46%
  - Quitting takes practice – 39%
  - Former smokers can expect to live longer than those who continue to smoke –38%
  - There are now more ex-smokers than smokers in Canada – 34%
  - The health benefits of quitting begin within one day of quitting – 29%
  - Within one year of quitting smoking, the risk of having a smoking-related heart attack is cut in half – 26%
  - The chances of having a heart attack start to go down within two days of quitting smoking – 14%
  - For some smokers, it is better to keep smoking than risk the stress and disruption of quitting – 14%
  - There is no health benefit in quitting smoking after you already have a smoking-related disease – 13%

- Thirty-six per cent of smokers aged 40-54 think they would benefit extremely from quitting; 29 per cent say they would benefit very much and 23 per cent say they would benefit moderately.

- Twenty per cent are very sure they would succeed if they decided to quit smoking completely in the next six months; 40 per cent are somewhat sure.

- Forty-one per cent say it would be very hard for them to quit smoking completely; 34 per cent say it would be somewhat hard.

- Two in ten each say the biggest barrier to quitting would be stress/nerves (18%) and craving/addiction (18%). Other responses include habit (14%) and being around others who smoke (11%).

- Smokers aged 40 to 54 are most likely to consider advice from a health care professional to be helpful in quitting (67%), followed by advice from a pharmacist (51%). Between four and five in ten consider advice from a pharmaceutical company selling cessation products (47%), a group program (47%), self-help materials (45%) and self-help information on the Internet (43%) to be helpful. Fewer than four in ten (each) consider a 1 800 helpline or quitline (37%), and an interactive website (36%) to be helpful.

1.0 INTRODUCTION ET RÉSUMÉ

En avril 2003, Santé Canada a retenu les services d'Environics Research Group Limited afin d'effectuer le première de plusieurs étapes de sondages auprès d'adultes canadiens âgés de 40 à 54 ans. Ces travaux de recherche ont été conçus afin de mesurer le niveau de rappel et la réaction à des composantes précises des campagnes médiatiques de Santé Canada visant à encourager le renoncement au tabac chez les adultes.

La série de huit annonces « Bob et Martin » ont été diffusées en succession à l'échelle nationale à partir de janvier 2003 jusqu'en mars 2004. Les annonces ont été diffusées en rafale à des périodes clés concordant à des certains événements et facteurs environnementaux.

Les publicités se terminaient sur un appel à l'action dirigeant les téléspectateurs à appeler le numéro 1 800 O Canada pour obtenir le guide étape par étape pour cesser de fumer et à visiter le site Web www.vivezsansfumee.ca pour avoir accès aux ressources en direct de Santé Canada (une version interactive de *Sur la voie de la réussite*, e-j'arrête). Composante d'un projet-pilote, de l'espace additionnel a été acheté pour le Canada atlantique en mars 2003, suivi d'un achat d'espace médiatique additionnel afin de diffuser les publicités au cours du mois d'août et d'une partie du mois de septembre 2003. Une fois que les projets-pilote au Manitoba et en Saskatchewan ont permis la mise en place de lignes d'aide, la stratégie du projet-pilote a contribué à promouvoir les lignes d'aide dans les provinces atlantiques, de même que celles du Manitoba et de la Saskatchewan. Cette stratégie prévoyait l'achat additionnel d'espace médiatique pour toutes les provinces des projets-pilote pour prolonger la période de diffusion des publicités afin d'assurer un volume d'appels constant aux lignes d'aide.

De surcroît, les gestionnaires des publicités dans les provinces pilote ont fait la promotion de leurs numéros sans frais provinciaux au lieu du numéro sans frais 1 800 O Canada, ainsi que du site Web www.vivezsansfumee.ca. Il faut noter que les téléspectateurs de ces provinces n'ont pas été exposés davantage aux annonces « Une autre » et « Basket »; cependant, leur plus forte exposition aux concepts de la campagne et le fait que les personnages de « Bob » et« Martin » des publicités aient été plus souvent en ondes peuvent avoir influencé leur taux de rappel de ces annonces.

Le présent sondage mesure le rappel et la réaction aux deux dernières publicités télévisées sur le renoncement au tabac de la campagne « Bob/Martin », qui ont toutes deux été diffusées sur les ondes de la télévision nationale entre le 19 janvier et le 29 février 2004. La première annonce, « Une autre », met en scène un « gars ordinaire » qui parle de cesser de fumer et dessine des points noirs représentant ses échecs, sur l'écran de télévision avec le doigt et les réunit en une ligne noire. La deuxième annonce, « Basket », met en vedette le même homme sur un terrain de basket-ball qui affirme jouer davantage au basket avec ses enfants depuis qu'il a cessé de fumer et se sentir en forme, de ne plus tousser; il pense qu'il a enfin gagné la partie contre le tabagisme.

Le présent sondage évalue également l'ensemble de la campagne. Il examine le rappel d'une ou l'autre des annonces « Bob/Martin » et mesure l'évolution des comportements, des attitudes et des connaissances des fumeurs du groupe cible en fonction de divers aspects du renoncement et des avantages pour la santé de cesser de fumer, comparativement aux travaux de recherche de référence. L'*Enquête de référence sur le renoncement au tabac chez les adultes*, qui a été effectuée par Environics auprès de 800 adultes canadiens fumeurs âgés de 40 à 54 ans entre les 16 et 22 janvier 2003, a étudié les comportements, la sensibilisation aux effets de la cigarette sur la santé, la sensibilisation au renoncement au tabac, les obstacles au renoncement et l'utilité de certaines sources d'information précises au sujet du renoncement au tabac.

Dans le présent sondage, Environics Research Group a interviewé 801 adultes fumeurs âgés de 40 à 54 ans dans les dix provinces. Ces entrevues ont été effectuées par téléphone en anglais et en français, entre les 2 et 10 mars 2004. La marge d'erreur d'un échantillon de 801 est de plus ou moins 3,5 points de pourcentage, 19 fois sur 20.

Dans les tableaux figurant dans ce rapport, nous présentons les résultats pour la totalité de l'échantillon d'adultes fumeurs, de même que pour le sous-échantillon de cessations possibles (CP), qui se définissent, dans ce sondage, comme étant les fumeurs qui envisagent sérieusement de cesser de fumer.

Environics a réalisé trois sondages antérieurs auprès des fumeurs âgés de 40 à 54 ans, afin de mesurer des éléments de la campagne pour le renoncement au tabac « Bob/Martin ». Le premier sondage, réalisé en avril 2003, a mesuré le rappel et la réaction aux deux premières annonces de la campagne « Bob/Martin » : « Pas de problème » qui met en scène un « gars ordinaire » qui tente de fumer à l'extérieur au froid; et de « La toilette » mettant en scène la même personne racontant que le seul moment où il ne fume pas est quand il va à la toilette. « Pas de problème » a été diffusée du 27 janvier au 9 mars 2003; « La toilette » a été en ondes du 10 au 31 mars 2003. Ce sondage, qui a été effectué auprès d'un échantillon de 802 adultes fumeurs âgés de 40 à 54 ans, a été réalisé entre les 15 et 29 avril 2003.

Un sondage antérieur réalisé auprès d'adultes canadiens, comprenant un sous-échantillon de 460 fumeurs âgés de 40 à 54 ans, avait mesuré la réaction initiale à la publicité « Pas de problème ». Ce sondage avait été réalisé entre les 19 et 28 mars 2003.

Le deuxième sondage, réalisé en juin 2003, a mesuré le rappel et la réaction à « La toux », qui met en scène un « gars ordinaire » assis sur une chaise qui dit n'être plus capable de rire sans tousser; et « Le plan » qui met en scène le même homme qui dit avoir établi un plan pour cesser de fumer. « La toux » a été diffusée du 21 avril au 4 mai 2003; « Le plan » a été en ondes entre les 5 mai et 1er juin 2003. Ce sondage, qui a été effectué auprès de 800 fumeurs adultes âgés de 40 à 54 ans, a été réalisé entre les 3 et 12 juin 2003.

Le troisième sondage a mesuré le niveau de rappel et la réaction aux deux publicités suivantes de la campagne « Bob/Martin » : « Ma femme » qui met en scène un « gars ordinaire » qui dit que sa femme a remarqué un changement depuis qu'il a cessé de fumer, qui regarde une version de lui-même ayant meilleure apparence dans le miroir et qui dit « Je me sens comme un autre homme »; et la publicité « Les enfants » qui met en scène le même homme qui regarde la caméra et dit qu'il vient de cesser de fumer et qu'il y a trois choses qui l'aident à tenir – son plan pour arrêter de fumer et ses deux enfants. « Ma femme » et « Les enfants » ont été diffusées à la télévision nationale du 29 septembre au 26 octobre 2003. Ce sondage, qui avait été effectué auprès de 801 fumeurs adultes âgés de 40 à 54 ans, avait été réalisé entre le 27 octobre et le 4 novembre 2003.

Quand il convient de le faire, les résultats du présent sondage seront comparés avec les résultats de ces sondages antérieurs, y compris l'enquête de référence de janvier 2003.

Les sujets traités dans le présent sondage comprennent :

- Le rappel non assisté de la publicité au sujet du renoncement au tabac
- Le rappel assisté de la publicité « Une autre », le commanditaire et les réactions à la publicité
- Le rappel assisté de la publicité « Basket », le commanditaire et les réactions à la publicité
- Les communications avec la ligne sans frais 1 800 O Canada, le site Web Vivez sans fumée et la ligne d'aide pour les fumeurs
- Les demandes du livret pour cesser de fumer
- Les évaluations du rendement général du gouvernement fédéral pour les questions relatives au renoncement au tabac
- Des mesures sur le tabagisme et sur les comportements liés au renoncement
- Attitudes envers le renoncement au tabac et les avantages pour la santé de cesser de fumer
- Les obstacles à cesser de fumer
- Utilité de diverses ressources pour aider à cesser de fumer
- Données démographiques

Les résultats clés du sondage sur les publicités « Une autre » et « Basket » sont les suivants :

- Un total de 92 p. 100 des fumeurs âgés de 40 à 54 ans ont vu (90 %) ou ont peut-être vu (2 %) des publicités anti-tabac sur le renoncement au tabac, sur comment cesser de fumer ou sur les avantages de cesser de fumer au cours des quelques dernières semaines; parmi ceux qui ont vu une publicité de ce genre, 83 p. 100 disent l'avoir vue à la télévision et 16 p. 100 sur les paquets de cigarettes.

- Invités à dire ce dont ils se rappellent au sujet de la/des publicité(s) qu'ils ont vue(s), les fumeurs âgés de 40 à 54 ans ont le plus tendance à mentionner les publicités sur les façons de cesser de fumer/le numéro 1 800/étape par étape (14 %), les messages d'avertissement sur les paquets de cigarettes (12 %), Nicoderm/le timbre (12 %) et fumer est mauvais pour votre santé (10 %). Un total de 17 p. 100 mentionnent spontanément des éléments provenant clairement de la campagne Bob/Martin.

- Un total de 33 p. 100, avec suggestion, se rappellent (32 %) ou se rappellent peut-être (1 %) avoir vu la publicité « Une autre ». Parmi ceux qui ont vu cette publicité :
  - Près de quatre sur dix (36 %) disent que le message principal de la publicité est d'amener des gens à cesser de fumer/d'encourager les gens à cesser de fumer/cesser est possible. Deux sur dix, pour chacun, affirment que les cigarettes/fumer entraîne une dépendance/difficile de cesser/fumer est une mauvaise habitude (21 %) ou continuer d'essayer de cesser de fumer (18 %).
  - Cinquante-quatre pour cent disent que le gouvernement du Canada a produit cette publicité (comprenant les réponses données avec suggestion et spontanément).
  - Soixante-dix pour cent disent qu'il est convenable que le gouvernement fédéral commandite cette publicité.
  - Soixante-quatorze pour cent disent que le message sur cesser de fumer est efficace, et 86 p. 100 disent qu'il est crédible.
  - Vingt-deux pour cent disent que la publicité les incite beaucoup à penser à cesser de fumer, et 44 p. 100 disent qu'elle les incite quelque peu à cesser de fumer.
  - Vingt-deux pour cent disent avoir parlé de cette publicité avec d'autres.
  - Cinquante-trois pour cent disent se rappeler du numéro 1 800 O Canada, 44 p. 100 se rappellent le site Web, 76 p. 100 se rappellent la ligne d'aide pour les fumeurs, et 50 p. 100 se rappellent le guide étape par étape pour cesser de fumer.
  - Un très petit nombre de ceux qui se rappellent le numéro 1 800 O Canada ou le livret ont utilisé ces avenues; personne n'a appelé la ligne d'aide pour les fumeurs et neuf pour cent de ceux qui se rappellent du site Web l'ont visité.

- Un total de 43 p. 100, avec suggestion, se rappellent (40 %) ou se rappellent peut-être (3 %) avoir vu la publicité « Basket » au cours des quelques dernières semaines. Parmi ceux qui ont vu cette publicité :
  - Trente-cinq pour cent disent que le message principal de la publicité est d'amener des gens à cesser de fumer/d'encourager les gens à cesser de fumer/cesser est possible; 30 p. 100 disent que le message est que vous vous sentirez en meilleure santé/aurez meilleure apparence si vous cessez de fumer.
  - Quarante-huit pour cent disent que le gouvernement du Canada a produit cette publicité (comprenant les réponses données avec suggestion et spontanément).
  - Soixante-neuf pour cent disent qu'il est convenable que le gouvernement fédéral commandite cette publicité.
  - Soixante-douze pour cent disent que le message sur cesser de fumer est efficace, et 81 p. 100 disent qu'il est crédible.
  - Vingt-et-un pour cent disent que la publicité les incite beaucoup à penser à cesser de fumer, et 39 p. 100 disent qu'elle les incite quelque peu à cesser de fumer.
  - Vingt-trois pour cent disent avoir parlé de cette publicité avec d'autres.
  - Cinquante-quatre pour cent disent se rappeler du numéro 1 800 O Canada, 52 p. 100 se rappellent le site Web, 68 p. 100 se rappellent la ligne d'aide pour les fumeurs, et 48 p. 100 se rappellent le guide étape par étape pour cesser de fumer.
  - Un petit nombre de ceux qui se rappellent le numéro 1 800 O Canada, la ligne d'aide pour les fumeurs, le site Web Vivez sans fumée ou le livret, disent avoir utilisé ces avenues.

- La réunion des réponses à toutes les questions relatives à l'utilisation du numéro 1 800 O Canada indique que quatre pour cent (32 répondants) en tout ont utilisé ce moyen de communications.

- La réunion des réponses à toutes les questions relatives à l'utilisation du site Web Vivez sans fumée indique que six pour cent (50 répondants) en tout ont utilisé ce moyen de communications.

- La réunion des réponses à toutes les questions relatives à l'utilisation d'un numéro d'aide pour les fumeurs révèle que trois pour cent (25 répondants) ont eu recours à ce moyen de communication.

- La réunion des réponses à toutes les questions relatives à l'utilisation du guide étape par étape pour cesser de fumer révèle que dix pour cent (84 répondants) en tout l'ont soit demandé ou ont jeté un coup d'oeil à l'intérieur.

- La réunion de toutes les réponses indique que 35 p. 100 des adultes fumeurs se rappellent avoir vu des publicités antérieures de la campagne « Bob/Martin ». Parmi les personnes qui ont vu une de ces publicités :
  - Soixante-quinze pour cent affirment que leur message sur cesser de fumer est efficace, et 84 p. 100 disent qu'il est crédible.
  - Vingt-trois pour cent disent que la publicité les incite beaucoup à penser à cesser de fumer, et 44 p. 100 disent qu'elle les incite quelque peu à cesser de fumer.

- Six sur dix fumeurs âgés de 40 à 54 ans (61 %) envisagent sérieusement de cesser de fumer; le quart (25 %) d'entre eux affirment qu'ils essaieront au cours des 30 prochains jours et un peu plus de la moitié d'entre eux (53 %) disent qu'ils essaieront au cours des six prochains mois.

- Plus de huit sur dix fumeurs dans ce groupe d'âge (86 %) disent avoir essayé de cesser du fumer. Parmi ceux qui ont tenté de cesser :
  - Quarante-quatre pour cent n'ont pas tenté de le faire depuis un an. Dix-huit pour cent ont essayé une fois depuis un an, 13 p. 100 ont essayé deux fois, neuf pour cent ont tenté trois fois et 15 p. 100 ont essayé de cesser à plus de trois reprises.
  - En moyenne, ils ont essayé à six reprises. Soixante pour cent ont tenté de cesser de fumer entre une et quatre fois, et 36 p. 100 ont tenté de cesser cinq fois ou plus.

- Au cours des six derniers mois, 51 p. 100 des fumeurs disent que leur intérêt à cesser de fumer a augmenté; 44 p. 100 disent que leurs connaissances sur les avantages pour la santé à cesser de fumer ont augmenté et 36 p. 100 disent que leurs connaissances sur les façons et méthodes pour cesser de fumé ont augmenté.

- Les proportions de fumeurs âgés de 40 à 54 ans qui ont été incités par divers facteurs à songer souvent à cesser de fumer au cours des six derniers mois sont les suivantes :
  - Préoccupations relatives à sa propre santé – 53 %
  - Le prix des cigarettes – 49 %
  - Vouloir donner l'exemple aux enfants – 46 %
  - Préoccupation au sujet des effets de la fumée sur les non-fumeurs – 40 %
  - Ne pas vouloir que la famille ou des amis s'inquiètent à leur sujet – 37 %
  - Les contraintes sur le tabagisme dans les endroits publics – 27 %
  - Publicités ou information au sujet des risques du tabagismes pour la santé – 25 %
  - Maladie ou décès causés par le tabagisme d'une personne qu'ils connaissaient – 24 %
  - La désapprobation du tabagisme par la société – 23 %

- Les contraintes sur le tabagisme au travail – 23 %
- Des amis ou des membres de la famille qui ont récemment cessé de fumer ou qui sont en train de cesser – 23 %
- Disponibilité de médicaments pour cesser de fumer – 22 %
- Avis de cesser de fumer provenant d'un médecin ou d'un professionnel de la santé – 20 %
- Messages d'avertissement concernant la santé sur les paquets de cigarettes – 18 %
- Disponibilité d'une ligne d'aide téléphonique/ d'une ligne d'information – 6 %

- Les proportions de fumeurs âgés de 40 à 54 ans qui pensent que les affirmations suivantes sont certainement vraies sont les suivantes :
  - La plupart des fumeurs qui cessent doivent faire plusieurs tentatives – 69 %
  - Après avoir cessé de fumer, les envies de nicotine deviendront moins prononcées avec le temps – 46 %
  - Cesser de fumer demande de la pratique – 39 %
  - Les anciens fumeurs peuvent s'attendre à vivre plus longtemps que ceux qui continuent à fumer –38 %
  - Il y a maintenant plus d'ex-fumeurs que de fumeurs au Canada – 34 %
  - Les avantages pour la santé de cesser de fumer débutent dès la première journée où l'on cesse – 29 %
  - Moins d'un an après avoir cessé de fumer, le risque d'avoir un infarctus lié au tabagisme est réduit de moitié – 26 %
  - Les chances d'avoir un infarctus commencent à diminuer deux jours après avoir cessé de fumer – 14 %
  - Pour certains fumeurs, il vaut mieux continuer à fumer que de s'exposer au risque lié au stress et à la perturbation qu'occasionne le fait de cesser de fumer – 14 %
  - Il n'y a pas d'avantages pour la santé à cesser de fumer si on a déjà souffert d'une maladie liée au tabagisme – 13 %

- Trente-six pour cent des fumeurs âgés de 40 à 54 ans pensent qu'ils en bénéficieraient à l'extrême s'ils cessaient de fumer; 29 p. 100 disent qu'ils en bénéficieraient beaucoup et 23 p. 100 disent qu'ils en bénéficieraient modérément.

- Vingt pour cent se disent très certains de réussir s'ils décidaient de cesser de fumer complètement au cours des six prochains mois; 40 p. 100 sont plutôt certains.

- Quarante-et-un pour cent disent qu'il leur serait très difficile de cesser de fumer complètement; 34 p. 100 disent que cela serait plutôt difficile.

- Deux sur dix, pour chacun, disent que le pire obstacle pour cesser de fume serait le stress/les nerfs (18 %) et les envies/la dépendance (18 %). D'autres réponses comprennent l'habitude (14 %) et le fait d'être entouré de personnes qui fument (11 %).

- Les fumeurs âgés de 40 à 54 ans ont le plus tendance à considérer que l'avis d'un professionnel de la santé est utile pour cesser de fumer (67 %), suivi de l'avis d'un pharmacien (51 %). Entre quatre et cinq sur dix considèrent que l'avis d'une compagnie pharmaceutique qui vend des produits pour cesser de fumer (47 %), un programme de groupe (47 %), des documents d'auto-assistance (45 %) et des renseignements d'auto-assistance sur l'Internet (43 %) seraient utiles. Moins de quatre sur dix (chacun) considèrent qu'une ligne d'aide 1 800 ou une ligne pour cesser de fumer (37 %), ainsi qu'un site Web interactif (36 %) seraient utiles.

2.0 Unaided Recall of Smoking Cessation Advertising

Nine in ten smokers aged 40 to 54 have seen cessation advertising over the past few weeks and just over eight in ten of these have seen this advertising on television.

A large majority of nine in ten smokers aged 40 to 54 (90%) say they have seen anti-smoking advertising about quitting smoking over the past few weeks and two per cent say they may have seen advertising on this topic, for a total of 92 per cent. About one in ten (8%) do not recall seeing such advertising. There has been a slight increase of five points from October-November 2003 in the proportion who have seen such advertising.

Women are more likely to have seen cessation advertising, as are smokers in Alberta, Atlantic Canada and Toronto; smokers in Manitoba, Saskatchewan and Vancouver are less likely to have seen such advertising. Those with Internet access are slightly more likely than those who do not have Internet access to have seen such advertising.

When smokers aged 40 to 54 who have seen, or may have seen, advertising about quitting smoking are asked what they remember about it, they recall a wide variety of images and messages from advertising that they have seen about quitting, how to quit, or the benefits of quitting. Among the most frequently mentioned images and messages are how to quit/1 800 line/step-by-step (14%), warning pictures/messages on cigarette packs (12%), Nicoderm/the patch (12%), smoking is bad for your health/dangerous side effect/smoking kills (10%), Nicorette/nicotine gum (7%), ordinary-looking guy/playing basketball/talks about benefits of quitting (6%), ordinary-looking guy/walks along a line/talks about going back to smoking (5%) and should stop smoking/has stopped smoking/wants to stop (5%). A variety of other images are also mentioned, including references to other ads in the Bob/Martin campaign. A total of 17 per cent mention elements that are from the "Bob/Martin" campaign. Fourteen per cent offer no response to the question.

Unaided recall of cessation ads
March 2004

	TOTAL	POTENTIAL QUITTERS
Yes	90	91
No	8	7
Maybe	2	2
dk/na	*	–

* Less than one per cent

Q.1a
Over the past several weeks or so, have you seen any anti-smoking ads about quitting smoking, how to quit or the benefits of quitting smoking?

What remembered about cessation ad(s)
March 2004

	TOTAL	POTENTIAL QUITTERS
How to quit/1 800 line/ step-by-step	14	14
Warning pictures/messages on cigarette packs	12	12
Nicoderm/the patch	12	11
Smoking is bad for your health/ dangerous side effect/smoking kills	10	11
Nicorette/nicotine gum	7	6
Ordinary-looking guy/playing basketball/ talks about benefits of quitting	6	5
Ordinary-looking guy/walks along a line/ talks about going back to smoking	5	5
Should stop smoking/how to stop smoking/wants to stop smoking	5	5
With/about young people	4	5
Where the ad was seen/heard	4	3
Other	43	49
None	1	1
dk/na	14	11

Q.1b
Please tell me everything you can remember about this ad (these ads).
Subsample: Those who have seen, or may have seen, any anti-smoking ads about quitting smoking

The largest proportion of adult smokers aged 40 to 54 who have seen or heard any advertising about quitting smoking – 83 per cent – have seen this advertising on television. Smaller proportions say they have seen or heard this advertising on cigarette packages (16%), in the newspaper (9%), on the radio (8%), in magazines (6%) and on outdoor billboards (5%). A number of other locations are also mentioned. There have been slight declines in the numbers mentioning cigarette packages (down five points) and newspaper (down four points) since October-November 2003.

Women are somewhat more likely than men to mention seeing cessation advertising on television; men are slightly more likely than women to mention seeing advertising on cigarette packs and in the newspaper. Anglophones are much more likely than francophones to mention cessation advertising on cigarette packages. Potential quitters are somewhat less likely to mention such advertising on television.

Atlantic Canadians and Albertans are more likely than others to mention cessation advertising on television; Ontarians, particularly Torontonians, and Montrealers are less likely to mention cessation ads on television.

Where cessation ad(s) noticed

March 2004

	TOTAL	POTENTIAL QUITTERS
Television	83	80
Cigarette packs	16	15
Newspaper	9	10
Radio	8	9
Magazines	6	7
Outdoor billboards	5	6
Other	18	23
dk/na	1	1

Q.1c
Where did you notice this (these) advertisements? Did you notice them anywhere else?
Subsample: Those who have seen, or may have seen, any anti-smoking ads about quitting smoking

3.0 Aided Recall Of "Blip" Ad And Response To Ad

3.1 "Blip" ad: aided recall

Three in ten smokers aged 40 to 54 have seen the "Blip" ad. Among those who have seen it, more than five in ten identify the federal government as the producer of the ad, and seven in ten say the federal government is an appropriate sponsor.

Three in ten smokers aged 40 to 54 (32%) remember seeing a black and white television ad featuring an "ordinary-looking guy" who talks about quitting smoking. He draws some black dots on the television screen with his finger and makes them into a black line; the dots represent his setbacks. In addition, one per cent say they may have seen it, for a total recall of 33 per cent. Sixty-seven per cent do not recall seeing the ad.

Women are more likely to recall seeing this ad, as are potential quitters, especially those who plan to quit in the next 30 days. Residents of Atlantic Canada, Manitoba and Saskatchewan are more likely to have seen the ad; this may be the result of the additional ad weight throughout the year in the pilot project provinces, as described in the introduction (although the "Blip"and "Basket" ads themselves did not receive this additional ad weight). Quebecers, Albertans and British Columbians are more likely to say they have not seen it.

The message of the ad – to encourage quitting – appears to be picked up by many of those who have seen the ad. Among smokers aged 40 to 54 who have seen this ad, more than one-third (36%) say the main point of the ad is to make people quit or stop/encourage people to quit or stop/quitting is possible. Smaller proportions say that the main point is cigarettes/smoking are addictive/hard to stop/smoking is a bad habit (21%), keep trying to quit (18%) or that smoking is bad for health/dangerous/harmful/smoking kills (6%). Fifteen per cent mention other points.

Women are more likely than men to mention keep trying to quit as the main point; Quebecers do not make any mention of this point. Potential quitters are more likely than others to say the main point is cigarettes/smoking are addictive/hard to stop/smoking is a bad habit or keep trying to quit; they are less likely to say the main point is to make people quit or stop/encourage people to quit or stop/quitting is possible.

Aided recall of "Blip" ad
March 2004

	TOTAL	POTENTIAL QUITTERS
Yes	32	34
No	67	65
Maybe	1	1
dk/na	*	*

* Less than one per cent

Q.2a
Do you remember seeing a black and white television ad over the past few weeks or so showing an ordinary-looking guy who talks about quitting smoking? He draws some black dots on the television screen with his finger and makes them into a black line. The dots represent his setbacks.

Main point of "Blip" ad
March 2004

	TOTAL	POTENTIAL QUITTERS
Make people quit or stop/encourage people to quit or stop/quitting is possible	36	32
Cigarettes/smoking are addictive/ hard to stop/smoking is a bad habit	21	25
Keep trying to quit	18	21
Smoking bad for health/dangerous/ harmful/smoking kills	6	6
Other	15	13
dk/na	4	4

Q.3
Thinking about this ad, what do you think was the main point the ad was trying to get across?

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

Among those who recall seeing this ad, more than five in ten (54%) believe that the ad was produced by the Government of Canada or by Health Canada. Seven per cent think it was produced by organizations concerned with health or non-smoking. Nineteen per cent mention some other possible producer, and 18 per cent offer no response. This includes both top-of-mind and aided responses.

Seven in ten (70%) smokers aged 40 to 54 who saw the "Blip" ad say that it is appropriate for the Government of Canada to sponsor this ad; 26 per cent say it is not appropriate.

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

Who produced "Blip" ad?

March 2004

	TOTAL	POTENTIAL QUITTERS
Government of Canada/ Health Canada	54	55
Health/non-smoking organization	7	10
Tobacco company/tobacco industry	4	3
Provincial government	4	3
Other	11	9
dk/na	18	18

Q.2b

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

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

Q.2c

Which level of government?

Subsample: Those who have seen, or may have seen, the "Blip" ad over the past few weeks, and who think that government (general) produced the ad

Appropriate for government to sponsor "Blip" Ad

March 2004

	TOTAL	POTENTIAL QUITTERS
Yes	70	74
No	26	22
dk/na	3	3

Q.4

In fact, the television ad you saw about the ordinary-looking guy was sponsored by the Government of Canada. Is it appropriate for the Government of Canada to sponsor this ad?

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

3.2 "Blip" ad: response

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

A total of more than eight in ten smokers aged 40 to 54 who saw the "Blip" ad say that it is very (47%) or somewhat (39%) believable in its message about quitting smoking. A total of just over one in ten say it is not very (6%) or not at all (7%) believable.

A total of more than seven in ten of those who saw the ad say that it is very (31%) or somewhat (43%) effective in getting its message across. A total of one-quarter say it is not very (12%) or not at all (13%) effective.

Women are somewhat more likely than men to think the ad is, overall, both effective and believable. Potential quitters are also more likely to think this ad is effective and believable.

A total of more than six in ten smokers who saw this ad say that it made them think a great deal about quitting (22%) or it made them think somewhat (44%) about it. One-third (34%) say the ad did not make them think about quitting at all.

Potential quitters are more likely than others to say the ad made them think about quitting at least somewhat. In fact, potential quitters are more than four times as likely as those who are not potential quitters to say the ad made them think about quitting a great deal.

Impact of "Blip" ad
March 2004

	TOTAL	POTENTIAL QUITTERS
Believable in its message about quitting smoking		
Very believable	47	50
Somewhat believable	39	39
Not very believable	6	5
Not at all believable	7	5
dk/na	1	*
Effective in its message about quitting smoking		
Very effective	31	35
Somewhat effective	43	46
Not very effective	12	11
Not at all effective	13	8
dk/na	1	–

* Less than one per cent

Q.5
Is this ad very, somewhat, not very or not at all ...?
Subsample: Those who remember, or may remember, seeing the "Blip" ad

"Blip" ad led to thinking about quitting
March 2004

	TOTAL	POTENTIAL QUITTERS
A great deal	22	31
Somewhat	44	49
Not at all	34	20
dk/na	*	–

* Less than one per cent

Q.6
How much did this ad make you think about quitting smoking ...?
Subsample: Those who remember, or may remember, seeing the "Blip" ad

3.3 "Blip" ad: call to action

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

Among smokers aged 40 to 54 who saw the "Blip" ad, two in ten (22%) spoke with other people about the ad; eight in ten (78%) did not.

Potential quitters and Quebecers are more likely to have talked with someone about the ad.

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

Among those who say they did something other than talking to someone, the most common response is quit smoking/tried to quit (24%). Smaller proportions mention thought about it (12%), I lit a cigarette (12%), slowed down/reduced pace (11%) and talked about it (8%). Thirty-five per cent mention other responses. Caution is advised in interpreting these results due to extremely small sample sizes (N 3 5).

Talked about "Blip" ad
March 2004

	TOTAL	POTENTIAL QUITTERS
Yes	22	27
No	78	73
dk/na	–	–

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

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

Did something else as result of seeing "Blip" ad
March 2004

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

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

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

Actions taken
March 2004

	TOTAL	POTENTIAL QUITTERS
Quit smoking/tried to quit	24	30
Thought about it	12	15
Lit a cigarette	12	–
Slowed down/reduced pace	11	11
Talked about it	8	11
Called a smokers' helpline	4	5
Other	31	37
None	4	–
dk/na	–	–

Q.8b
What did you do? Anything else?

Subsample: Those who have seen, or may have seen, the "Blip" ad over the past few weeks, and who did something else as a result of seeing the ad

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

When asked specifically, just over five in ten of those in Ontario, Quebec, Alberta and British Columbia who saw the "Blip" ad say they recall the 1 800 O Canada number from the ad (53%) and a similar number recall the booklet (50%). Three-quarters of those in Atlantic Canada, Manitoba and Saskatchewan who saw the ad recall the smokers' helpline (76%). Across the ten provinces, more than four in ten recall the smoke-free website (44%).

Potential quitters are somewhat more likely than others to recall all of these access channels.

Among those smokers who recall any of these channels, nine per cent visited the smoke-free website; three per cent requested the booklet; one per cent called the 1 800 O Canada number; and no one called the smokers' helpline. Although caution is advised in interpreting these findings due to very small sample sizes, there is some indication that potential quitters are more likely to make use of these access channels.

Recall of access channels

March 2004

	TOTAL	POTENTIAL QUITTERS
Smokers' helpline number to call for information about quitting*	76	81
1 800 O Canada number**	53	58
A booklet which offers a step-by-step guide to quitting**	50	52
Smoke-free website address	44	48

* Base: Residents of Atlantic Canada, Manitoba and Saskatchewan
** Base: Residents of Ontario, Quebec, Alberta and B.C.

Q.9

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

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

Used access channels

March 2004

	TOTAL	POTENTIAL QUITTERS
Visited smoke-free website address for information about smoking or quitting	9	10
Called or e-mailed to request booklet**	3	4
Called 1 800 O Canada number for information about smoking or quitting**	1	2
Called smokers' helpline number for information about smoking or quitting*	–	–

* Base: Residents of Atlantic Canada, Manitoba and Saskatchewan
** Base: Residents of Ontario, Quebec, Alberta and B.C.

Q.10a

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

Subsample: Those who have seen, or may have seen, the "Blip" ad over the past few weeks, and remember seeing a Government of Canada 1 800 phone number

Q.10b

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

Subsample: Those who have seen, or may have seen, the "Blip" ad over the past few weeks, and who remember seeing a smoke-free website address

Q.10c

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

Subsample: Those who have seen, or may have seen, the "Blip" ad over the past few weeks, and who smokers' helpline number to call

Q.10d

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

Subsample: Those who have seen, or may have seen, the "Blip" ad over the past few weeks, and who remember seeing a booklet

4.0 Aided Recall of "Basket" Ad and Response to Ad

4.1 "Basket" ad: aided recall

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

Four in ten smokers aged 40 to 54 (40%) remember seeing a black and white television ad featuring an "ordinary-looking guy" on a basketball court who says he is playing more basketball with his kids since he quit smoking and that he feels great, his cough is gone and he thinks he has finally won the battle against smoking. Three per cent say they may have seen it, for a total of 43 per cent. Fifty-seven per cent do not recall seeing the ad.

Women and potential quitters are more likely than others to recall seeing this ad, as are residents of Manitoba, Saskatchewan and Quebec.

Again, the main message of the ad – to encourage quitting – is getting through to smokers in the target group. Among respondents who have seen this ad, about one-third (35%) say the main point of the ad is to make people quit or stop/encourage people to quit or stop/quitting is possible; a similar number say the main point is you will feel healthier/look better if you quit smoking (30%). Other responses mentioned are various benefits of quitting (12%), smoking is bad for health/dangerous/harmful/smoking kills (7%) and quit smoking to see your kids/grandchildren grow up (6%). Nine per cent mention other points.

Anglophones and those aged 40 to 47 are slightly more likely to say that the main point of the ad is to make people quit or stop/encourage people to quit or stop/quitting is possible; anglophones are also more likely to mention that the main point is you will feel healthier/look better if you quit smoking.

Aided recall of "Basket" ad
March 2004

	TOTAL	POTENTIAL QUITTERS
Yes	40	44
No	57	53
Maybe	3	3
dk/na	*	*

* Less than one per cent

Q.11a
Do you remember seeing a black and white television ad over the past few weeks or so showing an ordinary-looking guy on a basketball court who says he is playing more basketball with his kids since he quit smoking, and that he feels great and his cough is gone? He thinks he has finally won the battle against smoking.

Main point of "Basket" ad
March 2004

	TOTAL	POTENTIAL QUITTERS
Make people quit or stop/encourage people to quit or stop/quitting is possible	35	33
You will feel healthier/look better if you quit smoking	30	30
Benefits of quitting (various)	12	13
Smoking bad for health/dangerous/ harmful/smoking kills	7	8
Quit smoking to see your kids/ grandchildren grow up	6	5
Other	9	9
dk/na	*	*

* Less than one per cent

Q.12
Thinking about this ad, what do you think was the main point the ad was trying to get across?

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

Among respondents who recall seeing this ad, five in ten (48%) believe that the ad was produced by the Government of Canada or by Health Canada. Eight per cent think it was produced by organizations concerned with health or non-smoking, seven per cent say it was produced by the provincial government, and six per cent think it was produced by the tobacco industry. Eleven per cent mention some other possible producer and 18 per cent offer no response. This includes both top-of-mind and aided responses.

Among those who have seen this ad, men are more likely than women to say that the ad was produced by the federal government.

Among smokers who have seen the "Basket" ad, seven in ten (69%) say that it is appropriate for the Government of Canada to sponsor this ad, 27 per cent say it is not appropriate.

Potential quitters and Quebecers are more likely to say it is appropriate for the federal government to sponsor this ad. Although caution is advised in interpreting these findings due to very small sample sizes, there is some indication that occasional smokers are also more likely to say it is appropriate.

Who produced "Basket" ad?

March 2004

	TOTAL	POTENTIAL QUITTERS
Government of Canada/ Health Canada	48	49
Health/non-smoking organization	8	8
Provincial government	7	6
Tobacco company/tobacco industry	6	7
Other	11	11
dk/na	18	18

Q.11b

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

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

Q.11c

Which level of government?

Subsample: Those who have seen, or may have seen, the "Basket" ad over the past few weeks, and who think that government (general) produced the ad

Appropriate for government to sponsor "Basket" ad

March 2004

	TOTAL	POTENTIAL QUITTERS
Yes	69	75
No	27	21
dk/na	4	3

Q.13

In fact, the television ad you saw about the ordinary-looking guy with a cigarette was sponsored by the Government of Canada. Is it appropriate for the Government of Canada to sponsor this ad?

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

4.2 "Basket" ad: response

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

Among smokers aged 40 to 54 years who saw the "Basket" ad, a total of eight in ten say that it is very (45%) or somewhat (36%) believable in its message about quitting smoking. Two in ten say it is not very (7%) or not at all (11%) believable.

Seven in ten say that the ad is very (27%) or somewhat (45%) effective in getting its message across. A total of just under three in ten say it is not very (11%) or not at all (16%) effective.

Potential quitters are more likely to find this ad both very effective and very believable. Those with children in the household are also more likely than others to find this ad very believable. Although caution is advised in interpreting these findings due to very small sample sizes, there is some indication that occasional smokers are also more likely to say it is both believable and effective.

A total of six in ten smokers aged 40 to 54 who saw this ad say that it made them think a great deal about quitting (21%) or it made them think somewhat (39%) about it. Forty-one per cent say the ad did not make them think about quitting at all.

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

Impact of "Basket" ad
March 2004

	TOTAL	POTENTIAL QUITTERS
Believable in its message about quitting smoking		
Very believable	45	52
Somewhat believable	36	33
Not very believable	7	6
Not at all believable	11	8
dk/na	2	2
Effective in its message about quitting smoking		
Very effective	27	32
Somewhat effective	45	46
Not very effective	11	9
Not at all effective	16	12
dk/na	1	2

Q.14
Is this ad very, somewhat, not very or not at all ... ?
Subsample: Those who have seen, or may have seen, the "Basket" ad over the past few weeks

"Basket" ad led to thinking about quitting
March 2004

	TOTAL	POTENTIAL QUITTERS
A great deal	21	29
Somewhat	39	44
Not at all	41	27
dk/na	–	–

Q.15
How much did this ad make you think about quitting smoking ...?
Subsample: Those who have seen, or may have seen, the "Basket" ad over the past few weeks

4.3 "Basket" ad: call to action

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

Among smokers aged 40 to 54 who saw the "Basket" ad, just over two in ten (23%) spoke with other people about the ad; fewer than eight in ten (77%) did not.

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

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

Potential quitters are more likely than others to say that they did something else.

When those who did something else were asked what they had done, the most common responses of smokers aged 40 to 54 were thought about it (26%), slowed down/reduced pace (26%) and quit smoking/tried to quit (22%). Smaller proportions mention called a smokers' helpline (8%) and visited doctor or health professional (5%). Twenty-eight per cent mention other responses. Caution is advised in interpreting these results due to extremely small sample sizes.

Talked About "Basket" Ad
March 2004

	TOTAL	POTENTIAL QUITTERS
Yes	23	26
No	77	74
dk/na	–	–

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

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

Did something else as result of seeing "Basket" ad
March 2004

	TOTAL	POTENTIAL QUITTERS
Yes	11	13
No	89	87
dk/na	–	–

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

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

Actions taken
March 2004

	TOTAL	POTENTIAL QUITTERS
Thought about it	26	29
Slowed down/reduced pace	23	25
Quit smoking/tried to quit	22	26
Called smoker's helpline	8	10
Visited doctor/health professional	5	6
Wrote down website/number	4	5
Other	24	14
dk/na	–	–

Q.17b
What did you do? Anything else?

Subsample: Those who have seen, or may have seen, the "Basket" ad over the past few weeks, and who did something else as a result of seeing the ad

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

When asked specifically, more than five in ten of those in Ontario, Quebec, Alberta and British Columbia who saw the "Basket" ad say they recall the 1 800 O Canada number from the ad (54%), and a similar number recall the booklet (48%). Seven in ten of those in Atlantic Canada, Manitoba and Saskatchewan who saw the ad recall the smokers' helpline (68%). Five in ten of those in all ten provinces recall the smoke-free website (52%).

Potential quitters are more likely than those who are not potential quitters to recall all of these information channels.

Among those smokers who recall any of these channels, six per cent visited the smoke-free website; six per cent called the 1 800 O Canada number; four per cent requested the booklet; and two per cent called the smokers' helpline. Although caution is advised in interpreting these findings due to very small sample sizes, there is some indication that potential quitters are more likely to make use of most of these access channels.

Recall of access channels

March 2004

	TOTAL	POTENTIAL QUITTERS
Smokers' helpline number to call for information about quitting*	68	73
1 800 O Canada number**	54	60
A booklet which offers a step-by-step guide to quitting**	48	50
Smoke-free website address	52	56

* Base: Residents of Atlantic Canada, Manitoba and Saskatchewan
** Base: Residents of Ontario, Quebec, Alberta and B.C.

Q.18
Do you remember seeing any of the following in this ad ...?
Subsample: Those who have seen, or may have seen, the "Basket" ad over the past few weeks

Used access channels

March 2004

	TOTAL	POTENTIAL QUITTERS
Called 1 800 O Canada number for information about smoking or quitting**	6	8
Visited smoke-free website address for information about smoking or quitting	6	6
Called or e-mailed to request booklet**	4	5
Called smokers' helpline number for information about smoking or quitting*	2	3

* Base: Residents of Ontario, Quebec, Alberta and B.C.
** Base: Residents of Atlantic Canada, Manitoba and Saskatchewan

Q.19a
Did you call this Government of Canada 1 800 number for information about smoking or quitting?
Subsample: Those who have seen, or may have seen, the "Basket" ad over the past few weeks, and who remember seeing a Government of Canada 1 800 phone number

Q.19b
Did you go to the smoke-free website for information about smoking or quitting?
Subsample: Those who have seen, or may have seen, the "Basket" ad over the past few weeks, and who remember seeing a smoke-free website address

Q.19c
Did you call this smokers' helpline number for information about smoking or quitting?
Subsample: Those who have seen, or may have seen, the "Basket" ad over the past few weeks, and who remember seeing a smokers' helpline number to call

Q.19d
Did you call or e-mail to request this booklet?
Subsample: Those who have seen, or may have seen, the "Basket" ad over the past few weeks, and who remember seeing a booklet

5.0 Summary of Tested Ads in "Bob/Martin" Campaign

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

Aided recall is high (40% or over) for most of the campaign ads, ranging from a low of 24 per cent for "Wife" to a high of 60 per cent for "Plan." The differences in elapsed time between the last air date and survey field dates for four of the eight ads may be one factor in explaining recall. For two ads – "No problem" and "Cough" – a month or more elapsed between the final broadcast date and the beginning of fieldwork. Two weeks elapsed between the final broadcast date of "Toilet" and the beginning of fieldwork, and only a few days elapsed between the final air date of "Plan" and the beginning of fieldwork. Not surprisingly, aided recall of "No Problem" and "Cough" is lower than that of "Toilet"; and "Plan" receives the highest aided recall of the four. An earlier survey of "No Problem" recall, conducted by Environics from March 19 to 28 – with field work beginning less than two weeks after the final broadcast date – found recall among smokers age 40 to 54, to be 51 per cent, six points higher than that found for the same ad in the April survey.

The two ads tested in the previous survey, "Wife" and "Kids," were rotated on an equal basis throughout the entire broadcast period of September 29 to October 26, 2003; however, aided recall for "Wife," at 24 per cent, was significantly lower than aided recall for "Kids" (40%). Since elapsed time between the broadcast date and field work does not appear to be a factor in the recall of these two ads, it is possible that the themes of the "Kids" ad – attachment to family, and children in particular – resonate more strongly with the target audience than do the themes of the "Wife" ad – looking better or sexier to appeal to one's spouse.

As was the case for the "Wife" and "Kids" ads, the two ads tested in the current survey – "Blip" and "Basket" – were both aired on an equal basis throughout the entire broadcast period of January 19 to February 29, 2004. However, aided recall of the "Basket" ad, at 43 per cent, was higher than aided recall of the "Blip" ad (33%). Again, one may venture that the themes of these ads may have been a factor in recall. "Basket," like "Kids," evokes attachment to family and children. As well, despite the positive conclusion of the "Blip" ad, smokers may prefer not to think about potential setbacks in the quitting process.

Still, while recall differs between the two ads, they do not receive significantly different evaluations from the target group among those who have seen each ad.

Awareness of the Government of Canada's role as producer of these ads is high for most of these ads. Fifty-one per cent of smokers in the target group who recalled the first ad – "No problem" – identified it as being produced by the Government of Canada; this proportion increased to 60 per cent of those who recall "Cough," 59 per cent of those who recall "Plan," and 58 per cent of those who recall "Wife." The lowest awareness of the federal role – 46 per cent – was found in the "Kids" ad. Awareness of the federal role increased to 54 per cent for the "Blip" ad, but fell to 48 per cent for the "Basket" ad.

The proportion who think it is appropriate for the Government of Canada to sponsor these ads has increased over the first half of the campaign, from 60 per cent for "No problem" to a high of 76 per cent for both "Wife" and "Kids, " and remains strong for the two final ads.

The ads score high ratings on effectiveness and believability, although somewhat higher on the latter dimension. All eight ads are seen as effective by about six in ten or more of those with aided recall of each specific ad, and as believable by seven in ten or more; five in ten or more find that each of these ads makes them think at least somewhat about quitting. Both "Blip" and "Basket" receive very strong responses – in most cases, among the strongest to date – on these three dimensions.

For most of the ads tested to date, between about two and three in ten have discussed the ads they recall with others. "Kids" was the ad least likely to initiate discussion, with 16 per cent reporting that they spoke to someone about this ad.

Recall of the 1 800 O Canada number is between four and six in ten for all eight ads, with recall strongest for the later ads in the campaign. Recall of the website was between three and four in ten for the first four ads, but has increased among later ads, notably "Basket." Recall of the smokers' helpline, which was between three and five in ten for the first four ads, has increased considerably to around seven in ten for the last four ads. Recall of the booklet has increased steadily since it was first tested for the "Plan" ad. Overall, those who recall the "Blip" and "Basket" ads report the highest levels of recall of all these access channels.

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

Summary of tested ads

	"NO PROBLEM"	"TOILET"	"COUGH"	"PLAN"	"WIFE"	"KIDS"	"BLIP"	"BASKET
Broadcast Dates	Jan. 27 – Mar. 9	Mar. 10 – Mar. 31	Apr. 21 – May 4	May 5 – Jun. 1	Sept.29 – Oct.26	Sept.29 – Oct.26	Jan.19 – Feb.29	Jan.19 – Feb.29
Survey Field Dates	Apr. 15 – 29	Apr. 15 – 29	Jun. 3 – 12	Jun. 3 – 12	Oct.27– Nov.4	Oct.27– Nov.4	Mar.2 – 10	Mar.2 – 10
Aided Recall (yes/maybe)	45	53	39	60	24	40	33	43
Subsample: Aided recall of named ad	N=365	N=420	N=308	N=481	N=210	N=353	N=262	N=346
Sponsorship:								
Government of Canada named	51	56	60	59	58	46	54	48
Appropriate as sponsor	60	65	67	66	76	76	70	69
Effective (overall)	60	56	61	57	65	69	74	72
Believable (overall)	71	68	76	70	76	84	86	81
Think about quitting	51	50	55	55	55	62	66	60
Talk to others	26	29	25	24	21	16	22	23
Recall of access channels:								
1 800 O Canada number	41	41	48	45	55	48	53	54
Website	31	30	40	35	45	38	44	52
Smokers' helpline	46	36	48	43	73	68	76	68
Booklet	NA	NA	NA	34	45	40	50	48
Use of Access Channels (among those with recall)								
1 800 O Canada number	2	1	3	3	3	3	1	6
Website	4	10	8	6	4	10	9	6
Smokers' helpline	2	1	1	2	3	2	0	2
Booklet	NA	NA	NA	4	0	1	3	4

Note: In the survey testing the "Wife" and "Kids" ads, the 1 800 O Canada number, the smoke-free website and the step-by-step guide to quitting booklet were tested in Ontario, Quebec, Alberta and British Columbia; the smokers' helpline was tested in Atlantic Canada, Manitoba and Saskatchewan. In the current survey, the 1 800 O Canada number and the step-by-step guide to quitting booklet were tested in Ontario, Quebec, Alberta and British Columbia; the smokers' helpline was tested in Atlantic Canada, Manitoba and Saskatchewan; and the smoke-free website was tested in all ten provinces..

6.0 Recall of Bob/Martin Ad Series and Response to Campaign

About one-third recall previous ads in the Bob/Martin campaign. More than eight in ten say that these ads were believable, and three-quarters say they were effective. Almost seven in ten say the ads made them think about quitting.

Among smokers aged 40 to 54 who recall either the "Blip" or the "Basket" ad, 43 per cent also recall other black and white ads showing the same "ordinary-looking guy" talking about his struggles to quit smoking, why he wants to quit and the benefits of quitting, and five per cent say they may recall seeing such ads, for a total of 48 per cent aided recall. One-half (49%) do not recall any other such ads.

Among those who do not recall the "Blip" or "Basket" ads, 15 per cent say they recall ads showing an "ordinary-looking guy" named Bob (Martin in French-language media) talking about his previous struggles to quit smoking, why he wants to quit and the benefits of quitting, and four per cent say they may recall seeing such ads, for a total of 19 per cent aided recall.

Combining responses from both groups, 35 per cent of all smokers aged 40 to 54 recall seeing at least one of the previous ads in the Bob/Martin campaign.

Women, both those who do and do not recall "Blip" and "Basket," are more likely than men to recall previous ads in the campaign. Among those who recall the most recent ads, those with Internet access and Ontarians are more likely than others to recall previous ads; the least educated are less likely to recall previous ads.

Recall of other Bob/Martin TV ads
March 2004

	Recall Blip/Basket ads		Do not recall ads	
	Total	Potential quitters	Total	Potential quitters
Yes	43	41	15	16
No	49	50	80	78
Maybe	5	6	4	5
dk/na	3	3	1	1

Q.25-1

Now thinking back over the past 12 months or so, do you remember seeing any other black and white ads showing the same man as in the ad(s) you just saw, talking about his struggles to quit smoking, why he wants to quit, and the benefits of quitting?

Subsample: Those who have seen, or may have seen, the "Blip" or "Basket" ads over the past few weeks

Q.25-2

Now thinking back over the past 12 months or so, do you remember seeing any black and white television ads, showing an ordinary-looking guy named Bob (Martin) talking about his struggles to quit smoking, why he wants to quit, and the benefits of quitting?

Subsample: Those who have not seen the "Blip" or "Basket" ads over the past few weeks, or who offered no response

Among smokers aged 40 to 54 years who recall past Bob/Martin ads, a total of more than eight in ten say that the ads they recall were very (39%) or somewhat (45%) believable in their message about quitting smoking. A total of fewer than two in ten say they were not very (8%) or not at all (8%) believable.

A total of three-quarters say that the ads they recall were very (22%) or somewhat (53%) effective in getting their message across. A total of one-quarter say they were not very (13%) or not at all (11%) effective.

Men are more likely than women to find these ads very believable; women are more likely to think they are very effective. Those with children under 18 in the household and those with Internet access are also more likely than others to find the ads very believable; the less educated are less likely to find these ads believable. Potential quitters, particularly those who intend to quit within 30 days, and those who report aided recall of the "Blip" ad are more likely to find these ads both very effective and very believable.

Impact of Bob/Martin TV ads
March 2004

	TOTAL	POTENTIAL QUITTERS
Believable in their message about quitting smoking		
Very believable	39	46
Somewhat believable	45	42
Not very believable	8	6
Not at all believable	8	5
dk/na	1	1
Effective in their message about quitting smoking		
Very effective	22	27
Somewhat effective	53	56
Not very effective	13	10
Not at all effective	11	7
dk/na	1	–

Q.26
Do you think these ads were very, somewhat, not very or not at all ...?

Subsample: Those who have seen, or may have seen, any black and white television ads, showing the same man/an ordinary-looking guy named Bob (Martin) talking about his struggles to quit smoking, why he wants to quit, and the benefits of quitting

A total of almost seven in ten smokers aged 40 to 54 who saw previous ads say that they made them think a great deal about quitting (23%) or it made them think somewhat (44%) about it. One-third (33%) say the ad did not make them think about quitting at all.

Potential quitters, particularly those intending to quit within 30 days, those aged 40 to 47, those with children under 18 in the household and smokers in Quebec are more likely than others to say the ad made them think about quitting a great deal.

Bob/Martin TV ads led to thinking about quitting

March 2004

	TOTAL	POTENTIAL QUITTERS
A great deal	23	33
Somewhat	44	45
Not at all	33	22
dk/na	–	–

Q.27

How much did these ads make you think about quitting smoking?

Subsample: Those who have seen, or may have seen, any black and white television ads, showing the same man/an ordinary-looking guy named Bob (Martin) talking about his struggles to quit smoking, why he wants to quit, and the benefits of quitting

7.0 Access Channels: 1 800 O Canada Number, Website, Helpline, Booklet

Between three and ten per cent of adult smokers report using the four access channels.

Respondents who had not been previously asked about contact with the federal government through the 1 800 O Canada number were asked, specifically, if they had ever called the 1 800 O Canada number for information about smoking or quitting. Three per cent say that they have called the 1 800 O Canada number for this reason; 97 per cent say they have not.

Combining the number who report, in response to this question, that they have called the 1 800 O Canada number for this purpose, with the number who report calling the 1 800 O Canada number in response to previous ad recall questions, we find that four per cent (32 respondents) of adult smokers overall have made use of this channel for information about smoking or quitting. There has been no significant change in this finding from previous surveys.

Among those who have called the 1 800 O Canada number for this purpose, eight in ten (81%) say that the number was easy to use, more than six in ten (64%) say they received or were offered something, and almost six in ten (57%) say the information was helpful and useful to them. More than one-half (54%) took some action as a result of the information. Note that caution is advised in interpreting these findings due to the extremely small sample sizes.

Assessment of government 1 800 O Canada number

March 2004

	TOTAL	POTENTIAL QUITTERS
Number was easy to use		
Yes	81	81
No	15	13
dk/na	4	6
Received/was offered something		
Yes	64	71
No	32	25
dk/na	3	4
Information was helpful/useful		
Yes	57	57
No	43	43
dk/na	–	–
Took action because of information		
Yes	54	63
No	46	37
dk/na	–	–

Q.20b
Was this number easy to use?

Q.20c
Did you receive anything or were you offered anything?

Q.20d
Was the information helpful and useful to you?

Q.20e
Did you take any action as a result of this information?

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

Respondents who had not been previously asked about contact with the federal government through the smoke-free website were asked, specifically, if they had ever gone to this website for information about smoking or quitting. Four per cent say that they have gone to this website for this reason; 96 per cent say they have not.

Combining the number who report, in response to this question, that they have visited the smoke-free website, with the number who report visiting the smoke-free website in response to previous ad recall questions, we find that six per cent (50 respondents) overall have made use of this channel. There has been no significant change in this finding from previous surveys.

Among those who have visited the smoke-free website, more than eight in ten (85%) say that the website was easy to use, three in ten (29%) say they received or were offered something, and seven in ten (68%) say the information was helpful and useful to them. Just under four in ten (37%) took some action as a result of the information. Note that caution is advised in interpreting these findings due to the extremely small sample sizes.

Assessment of smokefree.ca website
March 2004

	TOTAL	POTENTIAL QUITTERS
Website was easy to use		
Yes	85	83
No	13	14
dk/na	2	2
Received/was offered something		
Yes	29	31
No	67	67
dk/na	4	2
Information was helpful/useful		
Yes	68	73
No	32	27
dk/na	–	–
Took action because of information		
Yes	37	38
No	63	62
dk/na	–	–

Q.21b
Was this website easy to use?

Q.21c
Did you receive anything or were you offered anything?

Q.21d
Was the information helpful and useful to you?

Q.21e
Did you take any action as a result of this information?

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

Respondents who had not been previously asked about contact with a smokers' helpline were asked, specifically, if they had ever gone to a smokers' helpline phone number for information about smoking or quitting. Three per cent say that they have called a smokers' helpline number for this reason; 97 per cent say they have not.

Combining the number who report, in response to this question, that they have called a smokers' helpline number for this purpose, with the number who report calling the smokers' helpline number in response to previous ad recall questions, we find that three per cent (25 respondents) overall have made use of this channel. There has been no significant change in this finding from previous surveys.

Among those who have called a smokers' helpline number, about nine in ten (88%) say that the number was easy to use. More than six in ten (64%) say they received or were offered something; among those who received something, seven in ten (70%) received a booklet, pamphlet or literature, more than three in ten (34%) received information and six per cent say they received something else. Seven in ten (68%) say the information was useful to them and seven in ten (68%) took some action as a result of the information. Note that caution is advised in interpreting these findings due to the extremely small sample sizes.

Assessment of smokers' helpline
March 2004

	TOTAL	POTENTIAL QUITTERS
Number was easy to use		
Yes	88	88
No	9	12
dk/na	4	–
Received/was offered something		
Yes	64	67
No	36	33
dk/na	–	–
Information was helpful/useful		
Yes	68	75
No	32	25
dk/na	–	–
Took action because of information		
Yes	68	69
No	32	31
dk/na	–	–

Q.22b
Was this number easy to use?

Q.22c
Did you receive anything or were you offered anything?

Q.22d
Was the help or information useful to you?

Q.22e
Did you take any action as a result of this help or information?

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

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

Combining the number who report, in response to this question, that they have looked inside a booklet titled *On the Road to Quitting*, with the number who report ordering a booklet or step-by-step guide to quitting in response to previous ad recall questions, we find that ten per cent (84 respondents) overall have made use of this information channel.

Among those who have ordered or looked inside the booklet, just over one-half (53%) say it is helpful and useful and more than one-third (36%) say they took action as a result of the information in the booklet. Note that caution is advised in interpreting these findings due to the extremely small sample sizes.

Assessment of booklet
March 2004

	TOTAL	POTENTIAL QUITTERS
Booklet was helpful/useful		
Yes	53	62
No	47	38
dk/na	–	–
Took action as result of information in booklet		
Yes	36	47
No	64	53
dk/na	–	–

Q.23b
Was this booklet helpful and useful to you?

Q.23c
Did you take any action as a result of this help or information?

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

8.0 Assessment of Government Efforts to Promote Cessation

Smokers are divided in their assessment of the Government of Canada's performance in helping Canadians quit smoking.

Smokers aged 40 to 54 were asked to assess the performance of the Government of Canada (using a 7-point scale where 1 means terrible and 7 means excellent) in helping to assist Canadians in quitting smoking.

A total of four in ten smokers aged 40 to 54 (38%) provide positive assessments of the federal government's performance in helping Canadians quit smoking, with ten per cent rating its performance as excellent. Thirty-three per cent say their assessment is neither good nor bad, and a total of 27 per cent provide a negative assessment of the federal government's performance, with 14 per cent providing a rating of terrible. There has been no significant change in these findings from those found in the previous survey; however, over the duration of the Bob/Martin campaign, there has been a tendency toward an increase in positive and neutral assessments and a decrease in negative assessments.

Women, those with Internet access and potential quitters, particularly those who say they will try to quit within 30 days, are somewhat more inclined than other smokers to offer a positive assessment on this dimension, as are residents of Atlantic Canada and Vancouver. Those who report aided recall of at least one of the ads tested are also more likely to offer a positive assessment.

Assessment of Government performance in helping people quit smoking
2003 - 2004

	April 2003		June 2003		Nov 2003		March 2004	
	TOTAL	POTENTIAL QUITTERS	TOTAL	POTENTIAL QUITTERS	TOTAL	POTENTIAL QUITTERS	TOTAL	POTENTIAL QUITTERS
Excellent	9	11	9	12	10	11	10	12
Somewhat good	25	29	25	27	28	29	28	32
Neither good nor bad	28	28	32	28	32	31	33	31
Somewhat bad	15	14	15	13	14	14	13	11
Terrible	19	17	16	15	14	12	14	12
dk/na	3	2	3	4	3	2	3	2

Q.24

Now, how would you rate the performance of the Government of Canada in helping to assist Canadians in quitting smoking? Please use a 7-point scale, where 1 means terrible, 7 means excellent and the mid-point, 4, is neither good nor bad.

9.0 Quitting: Behaviour and Resources

In January 2003, Environics conducted a benchmark survey of behaviour, attitudes and knowledge with respect to smoking cessation and the health benefits of quitting, among 800 Canadians adult smokers aged 40 to 54. The following section tracks changes in response to the questions asked in the benchmark survey.

It should be noted that we tracked a great many topics related to cessation in both the benchmark survey and the current survey (including behaviours, awareness, motivations, and beliefs/knowledge), but that not all of these topics were intended to be addressed by the Bob/Martin campaign.

Comparing the findings of the current survey to the benchmark, we find considerable stability over the one-year period. Where change is found, it is mainly in a positive direction. As well, those who have seen any ads in the Bob/Martin series are often at least somewhat more positive toward quitting than those who have not seen any ads.

9.1 Smoking behaviour

Nine in ten smokers smoke every day; one in ten are occasional smokers. More than one-half of everyday smokers smoke more than 15 cigarettes per day; three-quarters of occasional smokers smoke fewer than ten cigarettes on the days they smoke.

From the survey, nine in ten adult smokers aged 40 to 54 (91%) are everyday smokers, and one in ten (9%) smoke occasionally.

Less educated smokers and Quebecers are more likely than others to be everyday smokers.

Among adult smokers who smoke every day, 56 per cent report smoking more than 15 cigarettes per day, which includes eight per cent who say they smoke more than 25 cigarettes per day. Three in ten (32%) say they smoke between ten and 15 cigarettes per day, and one in ten (11%) report smoking ten or fewer cigarettes per day.

Among adult smokers who smoke every day, women are more likely than men to report smoking fewer than ten cigarettes per day. Men are more likely than women to report smoking more than 20 cigarettes per day.

Frequency of tobacco use
2003 - 2004

	Jan 2003		March 2004	
	TOTAL	POTENTIAL QUITTERS	TOTAL	POTENTIAL QUITTERS
Everyday	90	89	91	90
Occasionally	10	11	9	10

Q.E

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

Cigarettes smoked per day
Everyday smokers 2003 - 2004

	Jan 2003		March 2004	
	TOTAL	POTENTIAL QUITTERS	TOTAL	POTENTIAL QUITTERS
Fewer than 10	11	11	11	10
10 to 15	32	34	32	35
16 to 20	22	22	23	23
21 to 25	26	25	25	24
26 or more	9	7	8	6

Q.F

On average, how many cigarettes do you smoke per day?

Subsample: Smoke every day

Cigarettes smoked per day
Occasional smokers 2003 - 2004

	Jan 2003		March 2004	
	TOTAL	POTENTIAL QUITTERS	TOTAL	POTENTIAL QUITTERS
Fewer than 10	56	59	76	75
10 to 15	37	32	18	19
16 or more	8	9	6	6

Q.G

On the days that you smoke, about how many cigarettes do you smoke?

Subsample: Smoke occasionally

Among adult smokers who smoke occasionally, 76 per cent report smoking fewer than ten cigarettes per day; 18 per cent smoke between ten and 15 cigarettes per day, and six per cent smoke 16 or more cigarettes per day on the days that they smoke.

For the most part, there has been no significant change in these findings since the benchmark survey. Although caution is advised due to the small sample size, there is an indication that occasional smokers are smoking fewer cigarettes per day on the days that they smoke.

9.2 Quitting behaviour

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

More than eight in ten smokers aged 40 to 54 (86%) say that they have tried to quit smoking; only 14 per cent have never tried. There has been an increase of five points in the number of adult smokers who have tried to quit since the January 2003 benchmark survey.

Women, those with Internet access and potential quitters, particularly those who say they will try to quit in the next 30 days, are more likely than others to have tried to quit in the past.

Among those who have ever tried to quit, 44 per cent say they have not tried to do so in the past year. Eighteen per cent have stopped smoking for at least 24 hours once in the past year, 13 per cent have stopped twice, nine per cent have stopped three times and 15 per cent have stopped more than three times. These findings are similar to the benchmark survey.

Smokers in Manitoba, Saskatchewan, Ontario and British Columbia are more likely than others not to have tried to quit in the past year. Those aged 48 to 54, those who smoke every day and those who are not potential quitters (i.e., not currently thinking seriously about quitting) are also more likely not to have tried to quit in the past year. Occasional smokers are more likely to have tried to quit more than three times.

Ever tried to quit smoking
2003 - 2004

	Jan 2003		March 2004	
	TOTAL	POTENTIAL QUITTERS	TOTAL	POTENTIAL QUITTERS
Yes	81	89	86	92
No	19	11	14	8

Q.28a

Have you ever tried to quit smoking?

Number of quit attempts in past year
2003 - 2004

	Jan 2003		March 2004	
	TOTAL	POTENTIAL QUITTERS	TOTAL	POTENTIAL QUITTERS
Once	18	19	18	19
Twice	13	13	13	15
Three times	9	12	9	13
More than three times	14	17	15	19
Not in the past year	45	38	44	34

Q.28b

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

Subsample: Have tried to quit smoking

Among adult smokers who have tried to quit smoking, more than one-third (36%) have done so five or more times, which includes 22 per cent who have tried to quit smoking seven or more times. One-quarter (25%) have tried to quit three or four times, and one-third (35%) have tried to quit one or two times. There has been no significant change in these findings since the benchmark survey.

Among adult smokers aged 40 to 54 who have ever tried to quit smoking, men, those aged 40 to 47, those with children under 18 in the household, those with Internet access and Atlantic Canadians are more likely to report more quit attempts; Quebecers are more inclined to report fewer quit attempts than other Canadians. Potential quitters, particularly those who will try to quit smoking within the next 30 days, and those who report aided recall of the "Blip" ad are also more likely than others to report more quit attempts. Although caution is advised due to small sample size, occasional smokers are also more likely to report more quit attempt than other smokers.

Among adult smokers who have tried to quit smoking, 67 per cent say the longest period they abstained from tobacco use is one month or longer, which includes 21 per cent who report abstaining for more than one year. Almost two in ten report abstaining from tobacco from one to four weeks (17%). Seventeen per cent say the longest time they have abstained from tobacco is less than a week. There has been little change in these findings since the benchmark survey; however, there has been a slight increase in the proportion who say the longest period they have abstained from smoking is less than one week, and corresponding, though small, decreases in the numbers who have abstained for one to four weeks, and more than one year.

Number of quit attempts
2003 - 2004

	Jan 2003		March 2004	
	TOTAL	POTENTIAL QUITTERS	TOTAL	POTENTIAL QUITTERS
Two or fewer	32	28	35	29
Three to four times	26	25	25	23
Five to six times	19	21	14	16
Seven or more times	20	23	22	27
dk/na	3	3	4	5

Q.28c

How many times have you ever tried to quit smoking?

Subsample: Have ever tried to quit smoking

Longest period abstaining from tobacco
2003 - 2004

	Jan 2003		March 2004	
	TOTAL	POTENTIAL QUITTERS	TOTAL	POTENTIAL QUITTERS
Less than one week	12	13	17	16
1 to 4 weeks	19	18	17	18
1 month to 1 year	44	44	46	45
More than a year	24	24	21	20
dk/na	1	2	*	1

* Less than one per cent

Q.28d

What was the longest period you abstained from tobacco use?

Subsample: Those who have ever tried to quit smoking

Six in ten smokers aged 40 to 54 (61%) report that they are now seriously thinking of quitting smoking; 36 per cent are not seriously thinking of quitting. This finding is essentially unchanged from the benchmark survey.

Those who report aided recall of at least one of the ads tested are somewhat more likely to say they are considering quitting. Women, those aged 40 to 47, those with children under 18 in the household, those with Internet access, Atlantic Canadians and Quebecers are also somewhat more likely to consider quitting. There is some indication that occasional smokers are more likely than everyday smokers to say they are thinking of quitting; however, this finding should be interpreted with caution due to small sample size.

Among smokers aged 40 to 54 who are seriously thinking about quitting, one-quarter (25%) say they will try to quit within the next 30 days. Just over one-half (53%) say they will try to quit within the next six months. Twelve per cent say they will not try within the next six months, and ten per cent offer no response. There has been a decrease since the benchmark survey in the proportion who say they will try to quit in the next 30 days. However, it should be noted that the benchmark survey was conducted in January, and other research into smoking and quitting behaviour conducted by Environics has indicated that intention to quit within a short period of time tends to peak in January.

Men, residents of Atlantic Canada and British Columbia, and those who report aided recall of the "Blip" ad are somewhat more likely to say they will try to quit in the next 30 days. Occasional smokers are also more likely than everyday smokers to say this; however, this finding should be interpreted with caution due to small sample size.

Potential quitters
2003 - 2004

	Jan 2003		March 2004	
	TOTAL	POTENTIAL QUITTERS	TOTAL	POTENTIAL QUITTERS
Yes	64	100	61	100
No	36	–	36	–

Q.29a

Are you now seriously thinking of quitting smoking?

Thinking about quitting
Potential quitters 2003 - 2004

	Jan 2003	March 2004
Within the next 30 days	39	25
Within the next 6 months	47	53
Not within the next 6 months	8	12
dk/na	6	10

Q.29b

When do you think you will try to quit?

Subsample: Those who are seriously thinking of quitting smoking

9.3 Awareness of quitting and reasons to quit

Between about four and five in ten say their interest in quitting, their awareness of the health benefits of quitting and their awareness of ways to quit have gone up in the past four months. Concern for personal health, the price of cigarettes and wanting to set an example for children are the factors most likely to make smokers think about quitting.

Five in ten adult smokers aged 40 to 54 (51%) say that, over the past six months, their interest in quitting smoking has gone up. Four in ten (44%) say it has stayed about the same. Only four per cent say it has gone down. These findings are similar to those found in the benchmark survey.

Interest in quitting is higher among potential quitters, as well as among those who have seen the "Blip" ad and previous Bob/Martin ads.

Women, smokers aged 40 to 47, those with children under 18 in the household, those with Internet access, and Atlantic Canadians are more likely than others to say that their interest in quitting smoking has gone up. Those who are not potential quitters are less likely to say their interest in quitting has gone up, and are more likely to say it has stayed the same, or gone down.

More than four in ten adult smokers (44%) say that, over the past six months, their awareness of the health benefits of quitting smoking has gone up. More than five in ten (54%) say it has stayed about the same. Only two per cent say it has gone down. There has been a six-point increase from the benchmark findings in the number of adult smokers who say that their awareness of the health benefits of quitting has gone up; increases have been even greater among those aged 40 to 47, Atlantic Canadians and British Columbians.

Those aged 40 to 47, smokers with high school education of less, those with children under 18 in the household, residents of Atlantic Canada and Quebec, and potential quitters, particularly those who report they will try to quit within the next 30 days, are more likely than others to say their awareness of the health benefits of quitting smoking has gone up. Those who are not potential quitters are less likely to say their awareness in this area has gone up, and are more likely to say it has stayed the same.

More than three in ten adult smokers (36%) say, over the past six months, their awareness of the ways and methods to quit smoking has gone up. Six in ten (59%) say it has stayed about the same. Only four per cent say it has gone down. These findings are unchanged since the benchmark survey.

Interest in and awareness of quitting
2003 - 2004

	Jan 2003		March 2004	
	TOTAL	POTENTIAL QUITTERS	TOTAL	POTENTIAL QUITTERS
Your interest in quitting smoking				
Gone up	51	69	51	73
Stayed the same	41	28	44	25
Gone down	7	3	4	2
Your awareness of the health benefits of quitting smoking				
Gone up	38	44	44	53
Stayed the same	59	52	54	46
Gone down	4	4	2	1
Your awareness of the ways and methods to quit smoking				
Gone up	36	40	36	42
Stayed the same	59	55	59	54
Gone down	4	4	4	3

Q.30

Whether or not you are planning to quit smoking, I would like to ask you some questions about quitting. Over the past six months, has each of the following gone up, stayed about the same, or gone down ...?

Those who have seen any Bob/Martin ads are more likely than others to say their awareness has increased.

Smokers aged 40 to 47, those with Internet access, residents of Atlantic Canada and Quebec, and potential quitters, particularly those who report they will try to quit within the next 30 days, are also more likely than others to say their awareness of the ways and methods to quit smoking has gone up. Those who are not potential quitters are less likely to say their awareness in this area has gone up, and more likely to say it has stayed the same.

When adult smokers are asked about how often various factors have led them to think about quitting, about one-half each say that concern for their personal health (53%), the price of cigarettes (49%) and wanting to set an example for children (46%) have frequently led them to do this. Smaller numbers say they have frequently been led to think about quitting by concern about the effect of their cigarette smoke on non-smokers (40%), not wanting family or friends to worry about them (37%), smoking restrictions in public places like restaurants or bars (27%), ads or information they have seen about the health risks of smoking or about quitting (25%), the illness or death from smoking of someone they know (24%), society's disapproval of smoking (23%), friends or family members who have recently quit or are currently quitting (23%), smoking restrictions at work (23%), the availability of stop-smoking medication (22%), advice from a doctor or other health professional to quit (20%), the health warning labels on cigarette packages (18%) and the availability of a telephone helpline or information line to help smokers quit (6%). For the most part, these figures are similar to those in the benchmark survey.

Those who have seen any Bob/Martin ads are more likely than others to say most of these factors have motivated them to think about quitting.

Factors to quit smoking
Frequently 2003 - 2004

	JAN 2003		MARCH 2004	
	TOTAL	POTENTIAL QUITTERS	TOTAL	POTENTIAL QUITTERS
Concern for your personal health	54	71	53	72
The price of cigarettes	52	61	49	61
Wanting to set an example for children	46	55	46	59
Concern about the effect of your cigarette smoke on non-smokers	38	45	40	48
Not wanting family or friends to worry about you	33	42	37	50
Smoking restrictions in public places like restaurants or bars	24	30	27	36
Ads or information you have seen about health risks of smoking or about quitting	27	34	25	34
The illness or death from smoking of someone you know	23	28	24	33
Society's disapproval of smoking	23	29	23	31
Smoking restrictions at work	21	25	23	30
Friends or family members who have recently quit or are currently quitting	21	29	23	31
The availablity of stop-smoking medication	23	31	22	30
Advice from a doctor or other health professional to quit	19	26	20	27
The health warning labels on cigarette packages	16	18	18	24
The availability of telephone helpline or information line to help smokers quit	6	8	6	10

Q.31

And whether or not you have plans to quit smoking, how often, in the past six months, have each of the following led you to think about quitting: frequently, sometimes, rarely, or not at all ...?

Women are more likely than men to have been frequently motivated to think about smoking by concern about the effect of their cigarette smoke on non-smokers, ads or information they have seen about the health risks of smoking or about quitting and the availability of stop-smoking medication. Smokers aged 40 to 47 are more likely to report being frequently motivated by concern for their personal health, wanting to set an example for children, not wanting family or friends to worry about them, the availability of stop-smoking medication and the health warning labels on cigarette packages.

Not surprisingly, those with children under 18 living in the household are more likely to say wanting to set an example for children and concern about the effect of their cigarette smoke on non-smokers has frequently led them to think about quitting; they also are more likely to be frequently motivated by not wanting family or friends to worry about them and ads or information they have seen. Those with less education are more likely to have been frequently motivated by factors such as friends or family members who have recently quit or are currently quitting, advice from a doctor or other health professional to quit, and health warning labels on cigarette packages.

Atlantic Canadians are more likely to have been frequently motivated by wanting to set an example for children, not wanting family or friends to worry about them, and the availability of stop-smoking medication. Quebecers are more likely to have been frequently motivated by ads or information they have seen, friends or family members who have recently quit or are currently quitting, and smoking restrictions at work. British Columbians are more likely to have been frequently motivated by the health warning labels on cigarette packages.

Potential quitters, and in most cases, particularly those who think they will try to quit within the next 30 days, are more likely than others to say they have frequently been led to think about quitting by all of these factors. Those who have not tried to quit in the past year are less likely to say they have frequently been led to think about quitting by nearly all of these factors.

9.4 Beliefs about smoking

In order to examine knowledge about quitting and the health benefits of quitting, adult smokers aged 40 to 54 were read a list of ten statements about quitting smoking (eight of which are true and two of which are not true), and were asked about the extent to which they thought these statements were true or not true.

Of the ten statements, five can be considered to be either a direct or indirect message of the "Bob/Martin" campaign. These statements include: most smokers who quit take several attempts to do so; quitting takes practice; after quitting, the cravings for nicotine will get weaker over time; the health benefits of quitting smoking begin within one day of quitting; and, former smokers can expect to live longer than those who continue to smoke.

Among the eight true statements, adult smokers are most likely to say the statement that most smokers who quit take several attempts to do so is true. Nearly all adult smokers (96%) say this statement is definitely (69%) or probably (27%) true. A negligible number (3%) say it is definitely (2%) or probably (1%) not true. The proportion who say this statement is definitely true has increased by five points since the benchmark survey.

Eight in ten (81%) think it is definitely (46%) or probably (35%) true that, after quitting, the cravings for nicotine will get weaker over time. Fewer than two in ten (17%) say this is definitely (8%) or probably (9%) not true. These findings are similar to the benchmark survey.

As well, eight in ten (79%) say it is definitely (26%) or probably (53%) true that within one year of quitting smoking, the risk of having a smoke-related heart attack is cut in half. More than one in ten (15%) think this is definitely (6%) or probably (9%) not true. Six per cent offer no opinion. These findings are similar to the benchmark survey.

Three-quarters (76%) think it is definitely (34%) or probably (42%) true that there are now more ex-smokers than smokers in Canada. Just under two in ten (17%) say this is definitely (5%) or probably (12%) not true. Seven per cent offer no opinion. These findings are similar to the benchmark survey.

Three-quarters (74%) say it is definitely (38%) or probably (36%) true that former smokers can expect to live longer than those who continue to smoke. Just over two in ten (23%) think this is definitely (9%) or probably (14%) not true. There has been a four point increase since the benchmark survey in the number who say this is definitely true.

Just under seven in ten (67%) think it is definitely (39%) or probably (28%) true that quitting takes practice. Three in ten (30%) say this is definitely (18%) or probably (12%) not true. These findings are similar to the benchmark survey.

Six in ten (62%) say it is definitely (29%) or probably (33%) true that the health benefits of quitting smoking begin within one day of quitting. More than three in ten (35%) think this is definitely (17%) or probably (18%) not true. While there has been no significant change since the benchmark survey in the overall number who say this statement is not true, the proportion who say it is definitely not true has increased.

Just over five in ten (53%) think it is definitely (14%) or probably (39%) true that the chances of having a heart attack start to go down within two days of quitting smoking. Four in ten (38%) say this is definitely (16%) or probably (22%) not true. Nine per cent offer no opinion. There has been an increase of six points, overall, since the benchmark survey, in the number who say that this statement is true.

Women are more likely than men to think it is definitely true that most smokers who quit take several attempts and that there are now more ex-smokers than smokers in Canada; men are more inclined to believe that health benefits begin within one day of quitting and that chances of a heart attack start to go down within two days of quitting. Smokers aged 48 to 54 are more likely to say it is definitely true that most smokers who quit take several attempts; those aged 40 to 47 are more likely to say that it is definitely true that the risk of a smoking-related heart attack is cut in half within one year of quitting. Those with children under 18 in the household are more likely to say it is definitely true that after quitting, cravings will get weaker over time and that former smokers can expect to live longer than those who continue to smoke. Those with Internet access are more likely than others to say it is definitely true that quitting takes practice.

Potential quitters are more likely to think most of these statements about quitting smoking are definitely true.

Quebecers are more likely than others to think most of these statements are definitely true, but are less likely to say this about the statement quitting takes practice. British Columbians are more likely to say it is definitely true that there are now more ex-smokers than smokers in Canada.

Among the two untrue statements, adult smokers are most likely to disagree that there is no health benefit from quitting smoking after you already have a smoking-related disease. Two-thirds (64%) think this statement is definitely (40%) or probably (24%) not true. One-third (32%) say it is definitely (13%) or probably (19%) true. These findings are similar to the benchmark survey.

Just over five in ten (53%) say it is definitely (31%) or probably (22%) not true that for some smokers, it is better to keep smoking than risk the stress and disruption of quitting. A somewhat smaller proportion (44%) think this is definitely (14%) or probably (30%) true. There has been a slight decrease of four points since the benchmark survey in the number who say this is definitely true.

Beliefs about smoking
2003 - 2004

	Jan 2003		March 2004	
	TOTAL	POTENTIAL QUITTERS	TOTAL	POTENTIAL QUITTERS
Most smokers who quit take several attempts to do so				
Definitely true	64	67	69	74
Probably true	32	29	27	24
Probably not true	2	1	1	1
Definitely not true	1	2	2	1
After quitting, the cravings for nicotine will get weaker over time				
Definitely true	47	50	46	50
Probably true	35	34	35	36
Probably not true	8	7	9	6
Definitely not true	8	7	8	6
Within one year of quitting smoking, the risk of having a smoking-related heart attack is cut in half				
Definitely true	27	31	26	32
Probably true	52	52	53	55
Probably not true	9	7	9	5
Definitely not true	4	2	6	4
There are now more ex-smokers than smokers in Canada				
Definitely true	28	31	34	39
Probably true	43	43	42	42
Probably not true	15	14	12	9
Definitely not true	6	5	5	3

continued ...

Q.32

Please tell me if you think each of the following statements is definitely true, probably true, probably not true or definitely not true ...

Beliefs about smoking

2003 - 2004 ... continued

	Jan 2003		March 2004	
	TOTAL	POTENTIAL QUITTERS	TOTAL	POTENTIAL QUITTERS
Former smokers can expect to live longer than those who continue to smoke				
Definitely true	34	40	38	45
Probably true	39	37	36	34
Probably not true	14	12	14	12
Definitely not true	10	7	9	8
Quitting takes practice				
Definitely true	38	43	39	41
Probably true	30	27	28	25
Probably not true	13	13	12	14
Definitely not true	17	16	18	18
The health benefits of quitting smoking begin within one day of quitting				
Definitely true	29	34	29	35
Probably true	34	33	33	33
Probably not true	21	18	18	15
Definitely not true	13	11	17	13
The chances of having a heart attack start to go down within two days of quitting smoking				
Definitely true	12	14	14	16
Probably true	35	38	39	14
Probably not true	27	27	22	21
Definitely not true	17	13	16	13
There is no health benefit from quitting smoking after you already have a smoking-related disease				
Definitely true	11	11	13	10
Probably true	21	19	19	18
Probably not true	26	26	24	24
Definitely not true	39	40	40	44
For some smokers, it is better to keep smoking than risk the stress and disruption of quitting				
Definitely true	18	15	14	12
Probably true	30	27	30	29
Probably not true	21	22	22	23
Definitely not true	30	34	31	34

Q.32

Please tell me if you think each of the following statements is definitely true, probably true, probably not true or definitely not true ...

Those aged 40 to 47, better educated smokers, those with children under the age of 18 in the household, those with Internet access and potential quitters are more likely than others to think both these statements are definitely untrue. Quebecers and Albertans are more likely to think the untrue statement "For some smokers, it is better to keep smoking than risk the stress and disruption of quitting" is definitely not true. Ontarians are more likely than others to say the statement "There is no health benefit from quitting smoking after you already have a smoking-related disease" is definitely not true.

There are few differences in the results for most items between those who have seen the Bob/Martin ads and those who have not.

Two-thirds of adult smokers aged 40 to 47 think they would benefit extremely (36%) or very much (29%) from health and other gains if they were to quit smoking permanently. One-quarter (23%) say they would benefit moderately from quitting smoking. Only ten per cent think they would benefit very little (6%) or not at all (4%) from quitting smoking. These findings are a very slight improvement over the benchmark survey.

Those who have seen any ads are slightly more likely to think their health would benefit extremely.

Potential quitters, including those who will try to quit within the next 30 days or within the next six months, occasional smokers (caution: small sample size) and those who have a child under 18 living in the household are more likely than others to think quitting smoking permanently will benefit them extremely. Those who are not potential quitters are less likely to think quitting smoking permanently will benefit them extremely or very much, and are more likely to think they will only benefit moderately from doing this.

Health benefits of quitting
2003 - 2004

	Jan 2003		March 2004	
	TOTAL	POTENTIAL QUITTERS	TOTAL	POTENTIAL QUITTERS
Extremely	34	44	36	48
Very much	29	32	29	32
Moderately	26	19	23	16
Very little	6	3	6	2
Not at all	4	1	4	1
dk/na	1	*	1	1

* Less than one per cent

Q.33

How much do you think you would benefit from health and other gains if you were to quit smoking permanently?

9.5 Barriers to quitting

Six in ten smokers are sure they would succeed if they decided to quit smoking. However, three-quarters believe that it would be hard to quit smoking. Smokers mention a number of barriers to quitting; the most commonly mentioned barriers are stress and addiction.

Six in ten adult smokers in the target group (60%) say they if they decided to give up smoking completely in the next six months, they are very (20%) or somewhat (40%) sure they would succeed. Four in ten (39%) say they are not at all (15%) or not very (24%) sure they would succeed. These findings are similar to those in the benchmark survey.

Potential quitters, particularly those who think they will try to quit within the next 30 days, are more likely than others to say they are very sure they will succeed in quitting smoking, as are residents of Alberta and British Columbia. Those who are not potential quitters are more likely to say they are not at all sure they will succeed in quitting smoking.

Two in ten adult smokers (19%) think it will be very (5%) or somewhat (14%) easy to completely quit smoking if they wanted to. Three-quarters (75%) think it will be very (41%) or somewhat (34%) hard to completely quit smoking. Another six per cent say they think it will be neither easy nor hard to do this. While there has been no significant change overall in the number who think it will be hard to quit smoking, there has been a slight decrease in the number who think it will be very hard, and a corresponding increase in the number who think it will be somewhat hard.

Women are more likely than men to think completely quitting smoking would be very hard for them to do; those aged 48 to 54 and the least educated are also more likely to think this. Quebecers, those with children under the age of 18 in the household, occasional smokers (caution: small sample size) and potential quitters are less likely to think this will be very hard for them.

There are few differences in the results between those who have seen the Bob/Martin ads and those who have not.

Likelihood of suceeding in quitting smoking
2003 - 2004

	Jan 2003		March 2004	
	TOTAL	POTENTIAL QUITTERS	TOTAL	POTENTIAL QUITTERS
Very sure	22	26	20	22
Somewhat sure	38	43	40	47
Not very sure	25	23	24	23
Not at all sure	15	7	15	7
dk/na	1	1	1	1

Q.34

If you decided to give up smoking completely in the next six months, how sure are you that you would succeed? Are you ...?

Ease of quitting smoking
2003 - 2004

	Jan 2003		March 2004	
	TOTAL	POTENTIAL QUITTERS	TOTAL	POTENTIAL QUITTERS
Very easy	5	5	5	3
Somewhat easy	11	11	14	13
Neither easy nor hard	7	5	6	5
Somewhat hard	30	33	34	39
Very hard	46	46	41	39
dk/na	1	*	*	–

* Less than one per cent

Q.35

How easy or hard would it be for you to completely quit smoking if you wanted to?

When asked, in an unaided question, what would be their single biggest barrier to quitting, smokers 40 to 54 mention a variety of barriers. Two in ten each mention stress/nerves (18%) and the craving/addiction (18%), and 14 per cent say habit. One in ten or fewer say being around others who smoke (11%), willpower/psychological issues (9%), don't want to gain weight (7%) and boredom (3%). Seven per cent mention other barriers and 14 per cent offer no response.

In the benchmark survey, smokers aged 40 to 54 were asked their most important reason for not quitting. Although the questions are not directly comparable, it is interesting to note that many similar issues were raised. One of the most frequent responses in the benchmark survey was enjoy smoking/don't want to quit (15%), which is mentioned by only one per cent in the current survey as a barrier to quitting smoking. Among other reasons for not quitting, the following were mentioned: smoking keeps you calm and relaxed (15%); addiction to nicotine/tobacco (11%); habit (10%); concerns about body weight (6%); pressure/fear of failure/lack of willpower (4%); social situations (2%); and boredom (2%). Clearly, smokers see many of the same issues both as reasons for not quitting, and barriers to quitting.

Men, those aged 40 to 47 and better educated smokers are more likely than others to mention craving/addiction as a barrier to quitting. Women are more likely to mention don't want to gain weight. Those with children under the age of 18 in the household, those with less than university education, Quebecers and potential quitters are more likely to mention stress/nerves. Occasional smokers (caution: small sample size) and the least educated are less likely than others to mention craving/addiction. The less educated are, however, more likely to mention being around others who smoke as a barrier.

Barriers to quitting smoking
March 2004

	TOTAL	POTENTIAL QUITTERS
Stress/nerves	18	20
The craving/addiction	18	18
Habit	14	14
Being around others who smoke	11	12
Willpower/psychological issues	9	8
Don't want to gain weight	7	6
Boredom/keeps me busy	3	3
The cost of non-smoking aids	1	1
Accessibility/availability of cigarettes	1	2
My enjoyment/taste/pleasure of smoking	1	1
The first 30 days	1	1
When having drinks	*	*
Other	3	2
dk/na	14	11

* Less than one per cent

Q.36

What would be your single biggest barrier if you were to try to quit smoking?

9.6 Quitting resources

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

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

It is interesting to note that, in contrast to most other findings, there has been a decline since the benchmark survey in the numbers of smokers who say that most of the resources are very helpful.

Just under seven in ten smokers aged 40 to 54 say that advice from a doctor or health professional would be very (29%) or somewhat (38%) helpful to them personally in quitting. Just over three in ten say this would be not very (13%) or not at all (20%) helpful. There has been a drop of nine points since the benchmark survey in the number who say that this advice would be very helpful.

Just under one-half say that a group program for people who want to quit would be very (19%) or somewhat (28%) helpful to them personally in quitting. One-half say this would be not very (17%) or not at all (34%) helpful. There has been an increase of two points since the benchmark survey in the number who say that this advice would be very helpful.

One-half say that advice from a pharmacist would be very (17%) or somewhat (34%) helpful to them personally in quitting. A similar number say this would be not very (18%) or not at all (31%) helpful. There has been a drop of seven points since the benchmark survey in the number who say that this advice would be very helpful.

Just under one-half say that advice from a pharmaceutical company selling products that help people quit smoking would be very (16%) or somewhat (31%) helpful to them personally in quitting. Just over one-half say this would be not very (17%) or not at all (36%) helpful. There has been a drop of three points since the benchmark survey in the number who say this advice would be very helpful.

Methods for quitting smoking
Very helpful 2003 - 2004

	JAN 2003		MARCH 2004	
	TOTAL	POTENTIAL QUITTERS	TOTAL	POTENTIAL QUITTERS
Advice from your doctor or health professional	38	43	29	35
A group program for people who want to quit	17	20	19	23
Advice from a pharmacist	24	29	17	21
Advice from a pharmaceutical company selling products that help people quit smoking	19	23	16	19
An interactive website program set up to help people quit smoking	13	16	14	19
Self-help materials like brochures and videos	16	20	13	17
Self-help information about quitting available on the Internet	–	–	12	16
A 1 800 helpline or quitline to call	14	18	11	14

Q.37

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

Just under four in ten say that an interactive website program set up to help people quit smoking would be very (14%) or somewhat (22%) helpful to them personally in quitting. Six in ten say this would be not very (21%) or not at all (39%) helpful. There has been a three-point decrease in the number who say this would be very helpful since the benchmark survey.

More than four in ten say that self-help material like brochures and videos would be very (13%) or somewhat (32%) helpful to them personally in quitting. More than one-half say this would be not very (20%) or not at all (35%) helpful. There has been a drop of three points since the benchmark survey in the number reporting very helpful.

Just over four in ten say that self-help information about quitting on the Internet would be very (12%) or somewhat (31%) helpful to them personally in quitting. More than one-half say this would be not very (17%) or not at all (37%) helpful. This resource was not examined in the benchmark survey.

Just under four in ten say that a 1 800 helpline or quitline would be very (11%) or somewhat (26%) helpful to them personally in quitting. Six in ten say this would be not very (22%) or not at all (39%) helpful. There has been a drop of three points since the benchmark survey in the number reporting very helpful.

Potential quitters are more likely to say that all of these methods or resources would be at least somewhat helpful to them personally; although sample sizes are small, there is also some indication that occasional smokers are also more likely to say that all of these methods or resources would be at least somewhat helpful.

Smokers aged 40 to 47 are more likely to think that advice from a health professional, advice from a pharmacist, advice from a pharmaceutical company, self-help materials on the Internet, a quitline and an interactive website program would be at least somewhat helpful. Women are more likely than men to think that self-help materials like brochures would be at least somewhat helpful; men are more likely to think advice from a health professional, advice from a pharmacist and an interactive website program would be at least somewhat helpful. Those with children under the age of 18 in the household are more inclined to see most of these methods or resources as at least somewhat helpful. Not surprisingly, smokers with Internet access are more inclined to think that self-help information on the Internet and an interactive website program would be at least somewhat helpful.

Quebecers are somewhat more likely to say that most of these methods or resources would be very helpful, although they are not significantly more likely to say that any of these products are not helpful, overall. Atlantic Canadians are more inclined to say that advice from a pharmacist, advice from a pharmaceutical company, and a group program would be at least somewhat helpful.

Survey Methods

The results of the survey are based on questions asked to 801 Canadian smokers aged 40 to 54 years living within the ten provinces of Canada. The survey was conducted by telephone from March 2 to 10, 2004.

Sample Selection

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

The final sample is distributed as follows.

	Weighted N	Unweighted N	Margin of Error
Atlantic Canada	65	63	12.3
Quebec	202	194	7.0
Ontario	300	304	5.6
Manitoba/Saskatchewan	57	55	13.2
Alberta	73	81	10.9
British Columbia	105	104	9.6
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 33,084 telephone numbers were drawn from the initial sample. Each household contacted was screened for the presence of one or more smokers 40 to 54 years of age. If more than one smoker in this age group was present in the household, the respondents were screened for random selection using the "most recent birthday" method. The use of this technique produces results that are as valid and effective as enumerating all qualified persons within a household and selecting one randomly.

The final results have been weighted by gender and region.

Telephone Interviewing

Interviewing was conducted at Environics' central facilities in Toronto and Montreal. Field supervisors were present at all times to ensure accurate interviewing and recording of responses. Ten 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	33,084
Household not eligible	6,662
Non-residential/not in service	5,947
Language barrier	180
Subtotal	13,089
New Base (33,084 – 13,089)	19,995
No answer/line busy/ respondent not available	13,685
Refusals	5,492
Mid-interview refusals	17
Subtotal	19,194
Net Completions (19,995 – 19,194)	801

Questionnaires

ENVIRONICS
RESEARCH GROUP

March 3, 2004

Ad Recall Survey of Adult Smokers
Blip and Basket Ad Test and Cessation Tracking Survey
PN5479
POR-03-84
Questionnaire - Draft 3

N= 800 Smokers
40-54

INTRODUCTION

Hello, my name is _____ of Environics Research Group Ltd. We are conducting a brief study on issues affecting Canadians. Please be advised that we are not selling nor soliciting anything. Your participation is important if the results of the survey are to be accurate and your answers will be kept strictly confidential.

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

A. First, to see if your household qualifies, do you or does anyone in your household work for an advertising or market research firm, the media, or a tobacco company?

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

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

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

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

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

1 - Me
2 – No/someone else - May I speak to that person now?
CONTINUE OR SCHEDULE CALL-BACK.

D. May I please speak to the smoker aged 40 to 54 with the most recent birthday?

CONTINUE OR SCHEDULE CALL-BACK

ASK ALL

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

1 - Every day	**SMOKER - CONTINUE**
2 - Occasionally (less than every day)	**SMOKER - CONTINUE**
3 - Not at all	**THANK AND TERMINATE**
4 - DK/NA	**THANK AND TERMINATE**

IF SMOKE EVERY DAY, ASK:

F. On average, how many cigarettes do you smoke per day?
PROBE FOR A PRECISE NUMBER. IF RESPONDENT SAYS ONE PACK A DAY PROBE FOR NUMBER OF CIGARETTES IN A PACK

|__|__| cigarettes per day (response must be numerical – do not accept range)

2 - DK/NA

IF SMOKE OCCASIONALLY, ASK:

G. On the days that you smoke, about how many cigarettes do you smoke?

|__|__| cigarettes per day

2 - DK/NA

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

1 - Male
2 - Female

I. Language of survey

1 - English
2 - French

J. In what year were you born?

_____
2 – DK/NA

MAIN QUESTIONNAIRE

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

1 - Yes [**ASK b AND c**]
2 - No **[GO TO Q.2]**
3 - Maybe [**ASK b AND c**]

4 - DK/NA **[GO TO Q.2]**

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

01 - Smoke rings/bull's eye/floating smoke
02 - Woman with emphysema from husband's smoking
03 - Man must bury his deceased son
04 - Nicoderm/the patch
05 - Nicorette/nicotine gum
06 - Doctor who has quit smoking/professionally recommended
07 - How to quit/1-800 line/step-by-step
08 - Ordinary-looking guy/walks along a line/talks about going back to smoking
09 - Ordinary-looking guy/playing basketball/talks about benefits of quitting
10 - Ordinary-looking guy/looks in a mirror/talks about wife
11 - Ordinary-looking guy/talks about kids/plan to quit
12 - Ordinary-looking guy/coughing and or laughing
13 - Ordinary-looking guy/drinking water/plan for quitting
14 - Warning pictures/messages on cigarette packs
15 - Ad featuring a waitress named Heather Crowe who is dying from lung cancer because she was exposed to second-hand smoke
16 - Ad showing a party scene with teenagers on a couch with the female being exposed to second hand smoke from the young male's cigarette
17 - Other (**SPECIFY**) _____
99 - DK/NA

c) Where did you notice this (these) advertisements? **OPEN-ENDED. DO NOT READ. PROBE. CODE ALL THAT APPLY.** Did you notice them anywhere else?

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

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

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

2. a) Do you remember seeing a black and white television ad over the past few weeks or so showing an ordinary-looking guy who talks about quitting smoking. He draws some black dots on the television screen with his finger and makes them into a black line. The dots represent his setbacks.

DO NOT READ CODE ONE RESPONSE

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

b) Thinking about this ad, who do you think produced it? That is, who paid for it?
OPEN-ENDED. DO NOT READ. ACCEPT ONE RESPONSE.

01 - Government of Canada/Health Canada
02 - Provincial Government
03- Government (general) **ASK (c)**
04 - Tobacco company/tobacco industry
05 - Health organization/non-smoking organization
06 - Companies selling smoking cessation products
07 - Other (**SPECIFY**) _____
08 - DK/NA

c) Which level of government?
DO NOT READ

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

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

_____
_____

02 - Nothing
03 - DK/NA

4. In fact, the television ad you saw about the ordinary-looking guy was sponsored by the Government of Canada.

Is it appropriate for the Government of Canada to sponsor this ad?

1 - Yes
2 - No
3 - DK/NA

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

a) effective in its message about quitting smoking?

01 – Very
02 – Somewhat

03 – Not very
04 – Not at all
99 – DK/NA

b) believable in its message about quitting smoking?

6. How much did this ad make you <u>think</u> about quitting smoking…**READ**

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

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

1 - Yes
2 - No
3 - DK/NA

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

01 - Yes	**ASK b**
02 - No	**GO TO Q.9**
99 - DK/NA	**GO TO Q.9**

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

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

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

ONTARIO, QUEBEC, ALBERTA AND BC ASK

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

01 - Yes
02 - No
99 - DK/NA

ALL PROVINCES ASK

b) A smoke-free website address?

01 - Yes
02 - No
99 - DK/NA

ATLANTIC PROVINCES, MANITOBA AND SASKATCHEWAN ASK

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

01 - Yes
02 - No
99 - DK/NA

ONTARIO, QUEBEC, ALBERTA AND BC ASK

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

01 - Yes
02 - No
99 - DK/NA

10. a) **IF YES IN 9a ASK**
Did you call this Government of Canada 1-800 number for information about smoking or quitting?

01 - Yes
02 - No
99 - DK/NA

b) **IF YES IN 9b ASK**
Did you go to the smoke-free website for information about smoking or quitting?

01 - Yes
02 - No
99 - DK/NA

c) **IF YES IN 9c ASK**
Did you call this smokers' helpline number for information about smoking or quitting?

01 - Yes
02 - No
99 - DK/NA

d) **IF YES IN 9d ASK**
Did you call or email to request this booklet?

01 - Yes
02 - No
99 - DK/NA

ASK ALL

11. a) Do you remember seeing a black and white television ad over the past few weeks or so showing an ordinary-looking guy on a basketball court who says he is playing more basketball with his kids since he quit smoking and that he feels great and his cough is gone. He thinks he has finally won the battle against smoking?

DO NOT READ CODE ONE RESPONSE

01 – Yes [**ASK 11b TO 19]**
02 – No [**GO TO Q.20**]
03 – Maybe [**ASK 11b TO 19**]
99 - DK/NA [**GO TO Q.20**]

b) Thinking about this ad, who do you think produced it? That is, who paid for it?
OPEN-ENDED. DO NOT READ. ACCEPT ONE RESPONSE.

01 - Government of Canada/Health Canada
02 - Provincial Government
03- Government general **ASK (b)**
04 - Tobacco company/tobacco industry
05 - Health organization/non-smoking organization
06 - Companies selling smoking cessation products
07 - Other (**SPECIFY**) _____
08 - DK/NA

c) Which level of government?
DO NOT READ

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

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

_____
_____

02 - Nothing
03 - DK/NA

13. In fact, the television ad you saw about the ordinary-looking guy was sponsored by the Government of Canada.

Is it appropriate for the Government of Canada to sponsor this ad?

1 - Yes
2 - No
3 - DK/NA

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

a) effective in its message about quitting smoking?

01 – Very
02 – Somewhat
03 – Not very
04 – Not at all

99 – DK/NA

b) believable in its message about quitting smoking?

15. How much did this ad make you <u>think</u> about quitting smoking…**READ**

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

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

1 - Yes
2 - No
3 - DK/NA

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

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

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

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

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

ONTARIO, QUEBEC, ALBERTA AND BC ASK

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

01 - Yes
02 - No
99 - DK/NA

ALL PROVINCES ASK

b) A smoke-free website address?

01 - Yes
02 - No
99 - DK/NA

ATLANTIC PROVINCES, MANITOBA AND SASKATCHEWAN ASK

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

01 - Yes
02 - No
99 - DK/NA

ONTARIO, QUEBEC, ALBERTA AND BC ASK

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

01 - Yes
02 - No
99 - DK/NA

19. a) **IF YES IN 18a ASK**
Did you call this Government of Canada 1-800 number for information about smoking or quitting?

01 - Yes
02 - No
99 - DK/NA

b) **IF YES IN 18b ASK**
Did you go to the smoke-free website for information about smoking or quitting?

01 - Yes
02 - No
99 - DK/NA

c) **IF YES IN 18c ASK**
Did you call this smokers' helpline number for information about smoking or quitting?

01 - Yes
02 - No
99 - DK/NA

d) **IF YES IN 18d ASK**
Did you call or email to request this booklet?

01 - Yes
02 - No
99 - DK/NA

ASK ALL
IF NOT YES IN Q.10a OR Q.19a, ASK:

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

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

IF YES IN Q.10a or Q.19a ASK
You mentioned that you called the Government of Canada 1-800 number for information about smoking or quitting.

b) Was this number easy to use?

01 - Yes
02 - No
99 - DK/NA

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

01 - Yes
02 - No
99 - DK/NA

d) Was the information helpful and useful to you?

01 - Yes
02 – No
99 - DK/NA

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

01 - Yes
02 – No
99 - DK/NA

ASK ALL

21. **IF NOT YES IN Q.10b OR Q.19b, ASK:**

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

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

IF YES IN Q.10b or Q.19b

You mentioned that you visited the smoke-free website.

b) Was this website easy to use?

01 - Yes
02 - No
99 - DK/NA

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

01 - Yes
02 - No
99 - DK/NA

d) Was the information helpful and useful to you?

01 - Yes
02 – No
99 - DK/NA

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

01 - Yes
02 – No
99 - DK/NA

ASK ALL

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

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

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

IF YES IN Q.10c or Q.19c

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

b) Was this number easy to use?

01 - Yes
02 - No
99 - DK/NA

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

01 - Yes	ASK c(i)
02 - No	GO TO d
99 - DK/NA	GO TO d

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

_____

_____

97 - Nothing
99 - DK/NA

d) Was the help or information useful to you?

01 - Yes
02 - No
99 - DK/NA

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

01 - Yes
02 - No
99 - DK/NA

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

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

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

IF YES IN Q.10.d OR Q19.d. ASK
You mentioned that you requested the booklet that was featured in the television ad.

b) Was this booklet helpful and useful to you?

01 - Yes
02 - No
99 - DK/NA

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

01 - Yes
02 - No
99 - DK/NA

24. Now how would you rate the performance of the Government of Canada in helping to assist Canadians in quitting smoking? Please use a 7-point scale, where 1 means terrible, 7 means excellent and the mid-point, 4, is neither good nor bad.

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

ASK ALL

25. **IF YES/MAYBE TO Q.2a OR 11a ASK** Now thinking back over the past twelve months or so, do you remember seeing any other black and white ads showing the same man as in the ad(s) you just saw, talking about his struggles to quit smoking, why he wants to quit, and the benefits of quitting?

IF ALL OTHERS IN Q.2a AND 11a ASK Now thinking back over the past twelve months or so, do you remember seeing any black and white television ads, showing an ordinary-looking guy named Bob (Martin) talking about his struggles to quit smoking, why he wants to quit, and the benefits of quitting?

01 - Yes	**ASK Q.26 AND Q.27**
02 - No	**GO TO Q.28**
03 - Maybe	**ASK Q.26 AND Q.27**
99 - DK/NA	**GO TO Q.28**

26. **IF YES ASK** Do you think these ads were very, somewhat, not very or not at all …

a) effective in their message about quitting smoking?

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

b) believable in their message about quitting smoking?

27. **IF YES ASK** How much did these ads make you think about quitting smoking? **READ**

01 - A great deal
02 - Somewhat, or
03 - Not at all?
99 - DK/NA

SMOKING BEHAVIOUR

ASK ALL

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

1 - Yes	**ASK b to d**
2 - No	**GO TO Q.29**
3 - DK/NA	**GO TO Q.29**

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

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

c) How many times have you ever tried to quit smoking?

|__|__| number

2 - DK/NA

d) What was the longest period you abstained from tobacco use?
DO NOT READ

1 - _____ Hours (enter number)

2 - _____ Days (enter number)
3 - _____ Weeks (enter number)
4 - _____ Months (enter number)
5 - _____ Years (enter number)
6 - DK/NA

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

1 - Yes	**ASK b**
2 - No	**GO TO Q.30**
3 - DK/NA	**GO TO Q.30**
4 - Refused	**GO TO Q.30**

IF YES TO Q.29(a), ASK :

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

1 - Within the next 30 days,
2 - Within the next 6 months, or
3 - Not within the next 6 months
4 - DK/NA

QUITTING AWARENESS, REASONS AND BENEFITS

ASK ALL

Whether or not you are planning to quit smoking, I would like to ask you some questions about quitting.

30. Over the past six months, has each of the following gone up, stayed about the same, or gone down?
READ AND ROTATE

a) Your interest in quitting smoking.

1 - Gone up
2 - Stayed about the same
3 - Gone down
4 - DK/NA

b) Your awareness of the health benefits of quitting smoking.
c) Your awareness of the ways and methods to quit smoking.

31. And whether or not you have plans to quit smoking, how often, in the past six months, have each of the following led you to think about quitting: frequently, sometimes, rarely, or not at all?
READ AND ROTATE

a) Concern for your personal health?

1 - Frequently
2 - Sometimes
3 - Rarely
4 - Not at all
5 - DK/NA

b) Concern about the effect of your cigarette smoke on non-smokers?
c) The illness or death from smoking of someone you know?
d) Society's disapproval of smoking?
e) The price of cigarettes?
f) Smoking restrictions at work?
g) Smoking restrictions in public places like restaurants or bars?
h) Not wanting family or friends to worry about you?
i) Advice from a doctor or other health professional to quit?
j) Friends or family members who have recently quit or are currently quitting?
k) The availability of stop-smoking medication?
l) The availability of a telephone help line or information line to help smokers quit?
m) Ads or information you have seen about the health risks of smoking or about quitting?
n) The health warning labels on cigarette packages?
o) Wanting to set an example for children?

32. Please tell me if you think each of the following statements is definitely true, probably true, probably not true or definitely not true:
READ AND ROTATE

a) Former smokers can expect to live longer than those who continue to smoke.

1 - Definitely true
2 - Probably true
3 - Probably not true
4 - Definitely not true
5 - DK/NA

b) Within one year of quitting smoking, the risk of having a smoking-related heart attack is cut in half.
c) There is no health benefit from quitting smoking after you already have a smoking-related disease.
d) The health benefits of quitting smoking begin within one day of quitting.
e) The chances of having a heart attack start to go down within 2 days of quitting smoking.
f) After quitting, the cravings for nicotine will get weaker over time.
g) For some smokers, it is better to keep smoking than risk the stress and disruption of quitting.
h) There are now more ex-smokers than smokers in Canada.
i) Most smokers who quit take several attempts to do so.
j) Quitting takes practice.

33. How much do you think you would benefit from health and other gains if you were to quit smoking permanently? **READ**

1 - Extremely
2 - Very much
3 - Moderately
4 - Very little, or
5 - Not at all
6 - DK/NA

BARRIERS TO QUITTING

34. If you decided to give up smoking completely in the next six months, how sure are you that you would succeed? Are you…**READ**

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

35. How easy or hard would it be for you to completely quit smoking if you wanted to? **READ**

1 - Very easy
2 - Somewhat easy
3 - Neither easy nor hard
4 - Somewhat hard
5 - Very hard
6 - DK/NA

36. What would be your single biggest barrier if you were to try to quit smoking? **ACCEPT ONE ANSWER ONLY. ANSWER SHOULD BE AT LEAST FIVE WORDS**

_____

_____

02 – DK/NA

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

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

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

b) Self-help materials like brochures and videos
c) Advice from your doctor or health professional
d) Advice from a pharmacist
e) A 1-800 (one eight hundred) help line or Quitline to call
f) Advice from a pharmaceutical company selling products that help people quit smoking
g) A group program for people who want to quit
h) Self-help information about quitting available on the internet

DEMOGRAPHICS
ASK ALL
Finally, a few questions for statistical purposes.

38. On average, about how much do you spend each week on cigarettes or tobacco products, in dollars?

| | | Dollars

2 - DK/NA

39. What is the highest level of education you have reached?
DO NOT READ

1 - Elementary school or less (no schooling to grade 7)
2 - Some high school (grades 8 - 11)
3 - Completed high school (grades 12 or 13 or OAC)
4 - Some community college, vocational or trade school (or some CEGEP)
5 - Completed community college, vocational or trade school (or complete CEGEP)
6 - Some university (no degree)
7 - Completed university (Bachelor's degree)
8 - Post graduate university (Master's, Ph.D., completed or not)
9 - DK/NA

40. Which of the following best describes your employment status? Are you…
READ

1 - Employed full-time (30 hours/week or more)
2 - Employed part-time
3 - Unemployed or looking for a job
4 - Staying at home full-time (home-maker, social assistance)
5 - Student
6 - Retired
7 - OTHER
8 - DK/NA

41. Are you…
READ

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

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

1 - Yes
2 - No
3 - DK/NA

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

1 - Yes
2 - No
3 - DK/NA

44. Into which of the following categories would you put the total annual income, before taxes and deductions, for 2003, of all members of your household, including yourself? Is it…
READ

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

45. Do you have access to the Internet?

01 – Yes **ASK Q.46**
02 - No **GO TO ENDSCRIPT**
99 - DK/NA **GO TO ENDSCRIPT**

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

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

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

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

END SCRIPT

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

_____.

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

1 - Yes
2 - No

If incorrect, please input correct phone number: _____.

That completes my interview. Thank you for your assistance.

ENVIRONICS
RESEARCH GROUP

le 3 mars 2004

Sondage de rappel auprès des fumeurs adultes
Sondage de suivi – publicités sur les rechutes et le basketball – cesser de fumer
PN5479
POR-03-84
Questionnaire français - Version 3

N= 800 fumeurs
40-54 ans

INTRODUCTION

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

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

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

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

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

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

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

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

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

D. Est-ce que je pourrais parler au fumeur ou à la fumeuse de 40 à 54 ans qui a fêté son anniversaire le plus récemment?

POURSUIVRE OU ORGANISER UN RAPPEL.

DEMANDER À TOUS

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

01 - Tous les jours	**FUMEUR - POURSUIVRE**
02 - À l'occasion (moins que tous les jours)	**FUMEUR - POURSUIVRE**
03 - Pas du tout	**REMERCIER ET TERMINER**
99 - NSP/PR	**REMERCIER ET TERMINER**

SI FUME TOUS LES JOURS, DEMANDER :

F. En moyenne, combien de cigarettes fumez-vous chaque jour?
SONDER POUR OBTENIR UN NOMBRE PRÉCIS. SI LE RÉPONDANT RÉPOND UN PAQUET PAR JOUR, SONDER POUR SAVOIR COMBIEN IL Y A DE CIGARETTES DANS LE PAQUET.

|_|_| cigarettes par jour (la réponse doit être numérique - ne pas accepter de fourchette)

2 - NSP/PR

SI FUME À L'OCCASION, DEMANDER :

G. Les jours où vous fumez, environ combien de cigarettes fumez-vous?

|_|_| cigarettes par jour (la réponse doit être numérique - ne pas accepter de fourchette)

2 - NSP/PR

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

01 - Homme
02 - Femme

I. Langue de l'entrevue

01 - Anglais
02 - Français

J. En quelle année êtes-vous né?

01 - PRÉCISER _____
02 - NSP/PR

QUESTIONNAIRE PRINCIPAL

1. a) Au cours des dernières semaines, est-ce que vous avez vu des publicités antitabac qui parlaient de cesser de fumer, des façons de cesser de fumer ou des avantages de cesser de fumer?
NE PAS LIRE. ACCEPTER UNE RÉPONSE.

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

b) Veuillez me dire tout ce dont vous vous souvenez au sujet de cette publicité (de ces publicités). **[SONDER]** Est-ce qu'il y a autre chose?
QUESTION OUVERTE. NE PAS LIRE. CODER TOUTES LES MENTIONS QUI S'APPLIQUENT.

01 - Anneaux de fumée/cible/nuage de fumée
02 - Femme souffrant d'emphysème à cause de son mari fumeur
03 - Homme qui doit enterrer son fils décédé
04 - Nicoderm/ «patch/ timbre transdermique
05 - Nicorette/gomme à la nicotine
06 - Médecin qui a cessé de fumer/recommandé par un professionnel
07 - Comment cesser/ligne1-800/étape par étape
08 – Homme ordinaire/qui marche/qui parle de recommencer à fumer
09 – Homme ordinaire/qui joue au basketball/qui parle des avantages de cesser de fumer
10 - Homme ordinaire/se regarde dans un miroir/parle de sa femme
11 - Homme ordinaire/parle de ses enfants/ prévoit cesser de fumer
12 - Homme ordinaire/qui tousse ou qui rit
13 - Homme ordinaire/boit de l'eau/a un plan
14 - Images d'avertissement/messages sur les paquets de cigarettes
15 - Publicité présentant une serveuse appelée Heather Crowe qui meurt du cancer du poumon parce qu'elle a été exposée à la fumée secondaire
16 - Publicité présentant une scène de soirée avec un couple d'adolescents sur un sofa, où la jeune fille est exposée à la fumée secondaire du jeune homme
17 - Autre (**PRÉCISER**) _____
99 - NSP/PR

c) Où avez-vous remarqué cette ou ces publicités ?
[QUESTION OUVERTE. NE PAS LIRE. SONDER. CODER TOUTES LES MENTIONS QUI S'APPLIQUENT]. En avez-vous remarqué ailleurs ?

01 - Télévision

02 - Radio
03 - Cinéma
04 - Journaux
05 - Magazines
06 - Hebdomadaires locaux
07 - Dépliants/brochures reçus par la poste
08 - Panneaux-réclames
09 - Transport en commun
10 - Internet/annonce de la bannière sur site web
11 - Bouche à oreille
12 - Journaux des communautés ethniques
13 - Foire/exposition
14 - Autres PRÉCISER: _____
99 - NSP/PR

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

DEMANDER À TOUS
LIRE EN ROTATION Q.2 À Q.10 AVEC Q.11 À Q.19

2. a) Est-ce que vous vous souvenez d'avoir vu à la télévision, au cours des dernières semaines, une publicité en noir et blanc où on voyait un homme ordinaire qui parlait de cesser de fumer ? Il pointait du doigt des taches noires sur l'écran et les transformait en une ligne. Les points représentaient ses rechutes. **NE PAS LIRE. ACCEPTER UNE RÉPONSE.**

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

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

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

c) Quel palier de gouvernement?
NE PAS LIRE

01 - Gouvernement fédéral
02 - Gouvernement provincial
03- Autorités municipales

04 - Autre
99 - NSP/PR

3. Si on pense à cette publicité, quel était le message PRINCIPAL qu'elle essayait de faire passer? **QUESTION OUVERTE. ACCEPTER UNE RÉPONSE. LA RÉPONSE DOIT COMPTER AU MOINS CINQ MOTS.**

_____

_____

02 - Rien
99 - NSP/PR

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

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

   01 - Oui
   02 - Non
   99 - NSP/PR

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

   a) transmettre <u>efficacement</u> son message au sujet des façons de cesser de fumer?

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

   b) transmettre <u>de façon crédible</u> son message au sujet des façons de cesser de fumer?

6. Dans quelle mesure est-ce que cette publicité vous a amené à <u>penser</u> à cesser de fumer… **LIRE**

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

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

   1 - Oui
   2 - Non
   3 - NSP/PR

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

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

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

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

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

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

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

01 - Oui
02 - Non
99 - NSP/PR

DEMANDER DANS TOUTES LES PROVINCES

b) Une adresse de site web sans fumée?

01 - Oui
02 - Non
99 - NSP/PR

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

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

01 - Oui
02 - Non
99 - NSP/PR

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

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

01 - Oui
02 - Non
99 - NSP/PR

10. a) **SI OUI À 9a, DEMANDER**
Est-ce que vous avez composé ce numéro 1-800 du gouvernement du Canada pour obtenir des informations sur la consommation de tabac ou sur les façons de cesser de fumer?

01 - Oui
02 - Non
99 - NSP/PR

b) **SI OUI À 9b, DEMANDER**
Est-ce que vous êtes allé sur le site web vivezsansfumée.ca pour obtenir des informations sur la consommation de tabac ou sur les façons de cesser de fumer?

01 - Oui
02 - Non
99 - NSP/PR

c) **SI OUI À 9c, DEMANDER**
Est-ce que vous avez appelé à ce numéro d'aide destiné aux fumeurs pour obtenir des informations sur la consommation de tabac ou sur les façons de cesser de fumer?

01 - Oui
02 - Non
99 - NSP/PR

d) **SI OUI À 9d, DEMANDER**
Est-ce que vous avez téléphoné ou envoyé un courriel pour demander ce livret?

01 - Oui
02 - Non
99 - NSP/PR

DEMANDER À TOUS

11. a) Est-ce que vous vous souvenez d'avoir vu à la télévision, au cours des dernières semaines, une publicité en noir et blanc où on voyait un homme ordinaire qui s'exerçait au basketball et qui disait qu'il pouvait pratiquer ce sport encore plus souvent avec ses enfants depuis qu'il avait cessé de fumer et qu'il avait arrêté de tousser ? Il disait qu'il avait finalement gagné sa lutte contre le tabagisme. **NE PAS LIRE. ACCEPTER UNE RÉPONSE**

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

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

01 - Gouvernement du Canada /Santé Canada
02 - Gouvernement provincial
03 - Le gouvernement en général **DEMANDER (c)**

04 - Compagnie de tabac/industrie du tabac
05 - Organismes de santé/organisme antitabac
06 - Compagnies qui vendent des produits pour cesser de fumer
07 - Autre (**PRÉCISER**) _____
08 - NSP/PR

c) Quel palier de gouvernement?
NE PAS LIRE

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

12. Si on pense à cette publicité, quel était le message PRINCIPAL qu'elle essayait de faire passer?
QUESTION OUVERTE. ACCEPTER UNE RÉPONSE. LA RÉPONSE DOIT COMPTER AU MOINS CINQ MOTS.

_____
_____

02 - Rien
03 - NSP/PR

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

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

01 - Oui
02 - Non
99 - NSP/PR

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

a) transmettre <u>efficacement</u> son message au sujet des façons de cesser de fumer?

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

b) transmettre <u>de façon crédible</u> son message au sujet des façons de cesser de fumer

15. Dans quelle mesure est-ce que cette publicité vous a amené à <u>penser</u> à cesser de fumer… **LIRE**

01 - Beaucoup

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

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

1 - Oui
2 - Non
3 - NSP/PR

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

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

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

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

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

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

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

01 - Oui
02 - Non
99 - NSP/PR

DEMANDER DANS TOUTES LES PROVINCES

b) Une adresse de site web antitabac?

01 - Oui
02 - Non
99 - NSP/PR

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

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

01 - Oui
02 - Non
99 - NSP/PR

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

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

01 - Oui
02 - Non
99 - NSP/PR

19. a) **SI OUI À 18a, DEMANDER**
Est-ce que vous avez appelé à ce numéro 1-800 du gouvernement du Canada pour obtenir des informations sur la consommation de tabac ou sur les façons de cesser de fumer?

01 - Oui
02 - Non
99 - NSP/PR

b) **SI OUI À 18b, DEMANDER**
Est-ce que vous êtes allé sur un site web antitabac pour obtenir des informations sur la consommation de tabac ou sur les façons de cesser de fumer?

01 - Oui
02 - Non
99 - NSP/PR

c) **SI OUI À 18c, DEMANDER**
Est-ce que vous avez appelé à ce numéro d'aide pour les fumeurs afin d'obtenir des informations sur la consommation de tabac ou sur les façons de cesser de fumer?

01 - Oui
02 - Non
99 - NSP/PR

d) **SI OUI À 18d DEMANDER**
Est-ce que vous avez téléphoné ou envoyé un courriel pour demander ce livret?

01 - Oui
02 - Non
99 - NSP/PR

DEMANDER À TOUS
SI AUTRE QUE OUI À Q.10a OU à Q.19a, DEMANDER :

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

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

SI OUI À 10a ou 19a, DEMANDER

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

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

01 - Oui
02 - Non
99 - NSP/PR

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

01 - Oui
02 - Non
99 - NSP/PR

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

01 - Oui
02 - Non
99 - NSP/PR

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

01 - Oui
02 – Non
99 - NSP/PR

DEMANDER À TOUS

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

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

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

SI OUI À 10b ou 19b

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

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

01 - Oui
02 - Non
99 - NSP/PR

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

01 - Oui
02 - Non
99 - NSP/PR

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

01 - Oui
02 - Non
99 - NSP/PR

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

01 - Oui
02 – Non
99 - NSP/PR

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

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

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

SI OUI À 10c ou 19c
Vous avez dit que vous avez appelé au numéro d'aide pour les fumeurs afin d'obtenir des informations sur la consommation de tabac ou sur les façons de cesser de fumer.

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

01 - Oui
02 - Non
99 - NSP/PR

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

01 - Oui **DEMANDER c (i)**
02 - Non **PASSER À d**
99 - NSP/PR **PASSER À d**

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

_____

_____

97 - Rien
99 - NSP/PR

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

01 - Oui
02 – Non
99 - NSP/PR

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

01 - Oui
02 – Non
99 - NSP/PR

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

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

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

SI OUI À Q.10.d OU Q19.d, DEMANDER
Vous avez mentionné que vous aviez demandé de recevoir le livret présenté dans la publicité à la télévision.

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

01 - Oui
02 - Non
99 - NSP/PR

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

01 - Oui
02 - Non
99 - NSP/PR

DEMANDER À TOUS

24. Maintenant comment évalueriez-vous la performance du gouvernement du Canada lorsqu'il s'agit d'aider les Canadiens à cesser de fumer? En utilisant une échelle de 7 points où 1 veut dire médiocre, 7 veut dire excellente et 4, le point milieu, veut dire ni bonne ni mauvaise.

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

DEMANDER À TOUS

25. **SI OUI/PEUT-ÊTRE À Q.2a OU 11a, DEMANDER** Et maintenant, si on pense aux douze derniers mois environ, est-ce que vous vous souvenez d'avoir vu d'autres publicités en noir et blanc présentant le même homme que dans celles que vous avez vues, et où cet homme parle de la difficulté de cesser de fumer, explique pourquoi il veut cesser et parle des avantages de cesser de fumer ?

SI AUTRES RÉPONSES À Q.2a ET 11a, DEMANDER Et si on pense aux douze derniers mois environ, est-ce que vous vous souvenez d'avoir vu à la télévision une publicité en noir et blanc où on voit un homme ordinaire, Martin, qui parle de la difficulté de cesser de fumer, qui dit pourquoi il veut cesser et qui parle des avantages de cesser de fumer?

01 - Oui	**DEMANDER Q.26 ET Q.27**
02 - Non	**PASSER À Q.28**
03 – Peut-être	**POSER Q.26 ET Q.27**
99 – NSP/PR	**PASSER À Q.28**

26. **SI OUI, DEMANDER** Est-ce que vous pensez que ces publicités réussissent très bien, assez bien, pas très bien ou pas bien du tout à …

a) transmettre efficacement le message pour faire cesser de fumer?

01 – Très bien
02 – Assez bien
03 – Pas très bien
04 – Pas bien du tout
99 – NSP/PR

b) transmettre de façon crédible le message pour faire cesser de fumer?

27. **SI OUI, DEMANDER** Dans quelle mesure est-ce que ces publicités vous ont fait réfléchir à cesser de fumer? **LIRE**

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

COMPORTEMENT DE CONSOMMATION DE TABAC

DEMANDER À TOUS

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

1 – Oui	**DEMANDER b À d**
2 - Non	**PASSER À Q.29**
3 - NSP/PR	**PASSER À Q.29**

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

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

c) Combien de fois avez-vous essayé de cesser de fumer ?

|_|_|_| nombre

2 - NSP/PR

d) Quelle est la période la plus longue pendant laquelle vous avez cessé de fumer?
NE PAS LIRE

1 - _____ heures (entrer le nombre)
2 - _____ jours (entrer le nombre)
3 - _____ semaines (entrer le nombre)
4 - _____ mois (entrer le nombre)
5 - _____ années (entrer le nombre)
6 - NSP/PR

29. 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.30**
3 - NSP/PR **PASSER À Q.30**
4 - Refus **PASSER À Q.30**

SI OUI À Q.29(a), DEMANDER :

b) À quel moment est-ce que vous pensez que vous essaierez 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

CONNAISSANCE DES RAISONS ET DES AVANTAGES DE CESSER DE FUMER

DEMANDER À TOUS

Que vous envisagiez ou non de cesser de fumer, j'aimerais vous poser quelques questions au sujet du fait de cesser de fumer.

30. Au cours des six derniers mois, est-ce que chacun des éléments suivants a pris plus d'importance, a conservé la même importance ou a perdu de l'importance?
LIRE EN ROTATION

a) Votre intérêt pour cesser de fumer.

1 - A pris de l'importance
2 - A conservé la même importance
3 - A perdu de l'importance
4 - NSP/PR

b) Votre connaissance des avantages pour la santé de cesser de fumer.
c) Votre connaissance des façons et des méthodes de cesser de fumer.

31. Et même si vous avez mentionné que vous n'avez pas actuellement l'intention de cesser de fumer, à quelle fréquence au cours des 6 derniers mois est-ce que chacune des choses suivantes vous a amené à penser à cesser de fumer? Est-ce que serait souvent, à l'occasion, rarement ou jamais?

a. La préoccupation au sujet de votre propre santé?

1 - Souvent
2 - À l'occasion
3 - Rarement
4 - Jamais
5 - NSP/PR

b. La préoccupation au sujet des effets de la fumée de vos cigarettes sur les non-fumeurs?
c. La maladie ou la mort d'un ami ou d'un parent?

d. La désapprobation de la société par rapport à la cigarette?
e. Le prix des cigarettes?
f. Les restrictions sur la cigarette en milieu de travail?
g. Les restrictions sur la cigarette dans des endroits publics comme les restaurants ou les bars (cafés ou brasseries)?
h. Vouloir que la famille ou les amis s'inquiètent?
i. Un médecin ou un autre professionnel de la santé qui vous conseille de cesser de fumer?
j. Des amis ou des membres de la famille qui ont récemment cessé de fumer ou qui sont actuellement en train de cesser de fumer?
k. La disponibilité de médicaments pour cesser de fumer?
l. L'accès à des lignes téléphoniques pour obtenir de l'aide /Quitline/des lignes où on peut obtenir des informations?
m. De la publicité ou des informations sur les risques que la cigarette pose pour la santé?
n. Les messages d'avertissement sur les paquets de cigarettes?
o. Donner un exemple aux enfants?

32. Veuillez me dire si vous pensez que chacun des énoncés suivants est absolument vrai, probablement vrai, probablement pas vrai ou absolument pas vrai.

a) Les anciens fumeurs peuvent s'attendre à vivre plus longtemps que les personnes qui continuent à fumer.

1 - Absolument vrai
2 - Probablement vrai
3 - Probablement pas vrai
4 - Absolument pas vrai
5 - NSP/PR

b) Après un an sans fumer, le risque d'avoir une crise cardiaque causée par la cigarette est réduit de moitié.
c) Cesser de fumer n'apporte aucun avantage pour la santé si on souffre déjà d'une maladie reliée à la cigarette.
d) Les avantages de cesser de fumer commencent dès le lendemain du jour on cesse.
e) Les risques d'avoir une crise cardiaque commencent à diminuer dans les deux jours après qu'on a cessé de fumer.
f) Après avoir cessé de fumer, le besoin de nicotine diminue au fil du temps.
g) Pour certains fumeurs, il vaut mieux continuer à fumer que de subir le risque du stress et des perturbations causé par le fait de cesser de fumer.
h) Il y a maintenant plus d'ex-fumeurs que de fumeurs au Canada.
i) La plupart des fumeurs qui cessent de fumer font plusieurs tentatives y arriver.
j) Pour cesser de fumer, il faut de la pratique.

33. Dans quelle mesure est-ce que vous pensez que vous profiteriez au plan de la santé et d'autres aspects si vous cessiez pour de bon de fumer au cours des 6 prochains mois? **LIRE**

1 -Tout à fait
2 - Beaucoup
3 - Modérément

4 - Légèrement
5 - Pas du tout
6 - NSP/PR

34. Si vous décidiez de cesser complètement de fumer d'ici les 6 prochains mois, dans quelle mesure êtes-vous convaincu de réussir? **LIRE**

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

35. Dans quelle mesure est-ce que ce serait facile ou difficile de cesser complètement de fumer si vous vouliez le faire? **LIRE**

1 - Très facile
2 - Assez facile
3 - Ni facile ni difficile
4 - Assez difficile
5 - Très difficile
6 - NSP/PR

36. Quel serait le plus grand obstacle que vous rencontreriez si vous essayiez de cesser de fumer ? **ACCEPTER UNE RÉPONSE SEULEMENT. LA RÉPONSE DOIT COMPRENDRE AU MOINS CINQ MOTS.**

_____

_____

02 – NSP/PR

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

a) Un programme interactif sur un site web conçu pour aider les gens de votre âge à cesser de fumer

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

b) Des documents pour l'initiative personnelle, comme des feuillets d'informationel, des dépliants
c) Les conseils d'un médecin ou d'un professionnel de la santé

d) Les conseils d'un pharmacien
e) Un numéro d'aide 1-800 ou Quitline
f) Les conseils d'une société pharmaceutique qui vend des produits pour aider les gens à cesser de fumer
g) Un programme de groupe pour les gens qui veulent cesser de fumer
h) Des informations que vous pouvez librement consulter sur Internet pour cesser de fumer

DONNÉES DÉMOGRAPHIQUES
DEMANDER À TOUS
Enfin, je vais vous poser quelques questions à des fins statistiques.

38. En moyenne, environ combien d'argent dépensez-vous par semaine pour des cigarettes ou des produits du tabac, en dollars ?

Dollars

2 – NSP/PR

39. Quel est le niveau de scolarité le plus élevé que vous avez atteint?
NE PAS LIRE

1 - Cours primaire ou moins
2 - Une partie du cours secondaire
3 - Le cours secondaire
4 - Une partie du cours collégial, du cours professionnel ou du cours technique (ou une partie du cégep)
5 - Le cours collégial, professionnel ou technique (ou le cégep)
6 - Une partie du cours universitaire (sans diplôme)
7 - Un baccalauréat
8 - Des études supérieures (maîtrise ou doctorat, terminé ou non)
9 - NSP/PR

40. 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

41. Est-ce que vous êtes…?
LIRE

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

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

1 - Oui
2 - Non
3 - NSP/PR

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

1 - Oui
2 - Non
3 - NSP/PR

44. Laquelle des catégories suivantes correspond le mieux au revenu total de tous les membres de votre foyer et de vous-même, avant impôt, en 2003? Est-ce que c'est…?
LIRE

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

45. Avez-vous accès à Internet?

01 – Oui **DEMANDER Q.46**
02 - Non **PASSER À FIN**
99 - NSP/PR **PASSER À FIN**

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

01 - À la maison
02 - À l'école
03 - Au travail
04 - Dans une bibliothèque publique

05 - Chez un ami
06 - Autre (**PRÉCISER**)_____
99 - NSP/PR

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

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

FIN

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

_____

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

_____.

1 - Oui
2 - Non

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

_____

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