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Ad Recall Survey of Adult Smoker

SHS Campaign

Final Report

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Health Canada

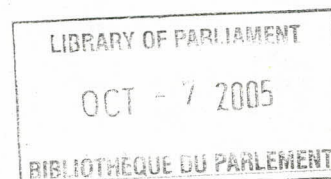
March 2005

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Ipsos

Ipsos Reid

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BACKGROUND ON THE FEDERAL TOBACCO CONTROL PROGRAMME

The mission of Health Canada's Tobacco Control Programme is to reduce disease and death caused by the use of tobacco through the following goals and strategic directions for the next decade:

Prevention - Preventing tobacco use among young people;

Cessation - Persuading and helping smokers to stop using tobacco products; and

Protection - Protecting Canadians by eliminating exposure to second-hand smoke (SHS).

Programme Long-term Objectives

The Tobacco Control Programme has outlined five long-term objectives:

1. Reduce the number of people who smoke from 25% to 20%.
2. Decrease the number of cigarettes sold by 30%.
3. Increase retailer compliance with laws from 69% to 80%.
4. Reduce the number of people involuntarily exposed to environmental tobacco smoke.
5. Explore ways to mandate changes that will reduce hazards to health.

Background on the 2004-2005 SHS Campaign

Addressing the health hazards of second-hand smoke has historically been a part of Health Canada's activities, and has been identified as a priority under the *Federal Tobacco Control Strategy*, which was introduced in April 2001. In March 2002, the Government of Canada (GOC) undertook a social marketing campaign to inform Canadians about the dangers of second-hand smoke in the home, particularly on children. The primary audience was parents between the age of 20 and 54, and the campaign centred around the health risks associated with second-hand smoke and provided them with the means to curtailing and eliminating it in their homes. In the spring of 2003, Health Canada once again aired the second-hand smoke home campaign, continuing to focus on the dangers of second-hand smoke and children.

In 2004, Health Canada conducted a survey of over 800 parents who smoked. It was determined that close to 50 per cent of smoking parents do so in the home and car. Based on these results, Health Canada determined that a comprehensive campaign aimed at protecting children by reducing second-hand smoke in the home was required. Starting at the end of January 2005, Health Canada launched this new social marketing campaign, once again aimed at parents aged 20 to 54 with children in the home. It consisted of a number of components, including a revised version of the second-hand smoke home television ad 'Target' with a new call to action, "Don't let your children be a target. Make your home smoke-free". Along with the 'Target' ad, Health Canada re-aired a television ad entitled 'Not Much', which features a baby in a crib being exposed to second-hand smoke in the home.

Health Canada, in collaboration with the Canada Revenue Agency, added an insert on the dangers of second-hand smoke in the home to the March Child Tax Benefit mailout to over one million households.

RESEARCH PURPOSE

#1 Health Canada wished to conduct a survey to assess recall of the second-hand smoke social marketing campaign (includes two television ads and two radio ads). The evaluation included the government's Advertising Communication Evaluation Tool (ACET) and Ipsos-Reid's advertising norms.

Research Objectives of the '*Not Much*' and '*Target*' Ad Recall Survey

- 2.1 • Determine unaided recall of the two ads among target audience;
- 3.2 • aided recall and resonance of the two ads among target audience;
- 4.3 • determine where they saw the advertisement (television, print, direct mail, etc.);
- 5.4 • determine awareness of who was responsible for creating the ads and whether the ads were considered acceptable activity by the Government of Canada (ACET);
- 6.5 • determine action taken as a result of seeing the ad, including:
 - contact with the government 1-800 number, the gosmokefree Web site and the smokers' helpline (ACET),
 - whether any of the elements associated with the SHS ads were discussed with others (friends/family/co-workers);
- 7.6 • determine SHS behaviour impact as a result of the ad campaign; and
- 8.7 • trace key elements based on the initial baseline, such as smoking behaviour, awareness of and attitude towards SHS.

Reading this Report

The results of the study are presented in summary format in the following pages. Full, complete, detailed tables are available to Health Canada for further reference.

Where appropriate, statistically significant differences between demographic and regional subgroups are indicated following a discussion of the total results (tested at the 95% level of confidence).

There are places in the tables and charts where columns do not total to exactly 100%, owing to rounding on individual numbers and/or because respondents may have given more than one answer as allowed.

To focus on the key objectives of the study, some summary tables may not include every answer collected. If an answer is unrelated and mentioned at a low incidence (such as less than three percent), it may not be shown for reasons of irrelevance and clarity.

Throughout this report, reference is made to Ipsos advertising norms. Each Ipsos ad norm is a category norm and is based on over 3500 TV campaigns with their corresponding GRPs¹.

¹ For more detailed discussion of Ipsos ad norms, please see Appendix.

Glossary of Terms

Ad Recall

Claimed recall/Claimed ad recall: Respondents have indicated that they saw the advertisements in question recently (usually on TV, although can refer to any medium).

This measure is based on a standard question in most advertising evaluations: *"Over the past few weeks or so, have you seen, heard or read any advertising on quitting smoking, how to quit or the benefits of quitting smoking?"* For television advertising, detailed recall usually follows this question. There are no norms for this advertising measure, as it can vary greatly by advertising history, campaign history, and sample definition.

Proven ad recall: This measure is based upon a standard question in most advertising surveys: *"Please tell me everything you can remember about this (these) ad(s). What pictures or images come to mind?"* In any advertising campaign, the most important advertising measure is proven recall, since this measure represents internalized audience impressions, which are a necessary step towards impacting behaviour.

A respondent is said to have internalized ad recall when they are able to playback, unassisted, specific elements of a brand's advertising. Proven ad recall is verified against the respondents' accurate description of the Government of Canada ads.

Aided ad recall: A respondent has aided ad recall if, when read a description of a commercial, they are able to positively indicate they have seen that ad recently. This measure is based upon a standard question in most advertising surveys: *"I am now going to read some descriptions of TV ads, please tell me if you have seen these ads on TV recently or not."*

Brand Link

Brand linkage: This key measure in assessing advertising success and failure refers to the ability of a respondent to identify the correct sponsor for a specific ad. After being read a de-branded description of an ad, respondents who indicate they have seen that ad are asked *"Thinking about the ad that you saw, who do you think produced it, that is, who paid for it?"* If the respondent is able to volunteer the right brand sponsor, they are said to have correct brand linkage.

Brand linkage ratio: This identifies the ratio of respondents with prompted ad recall, to those with brand linked ad recall. For example, if 50% of respondents had prompted ad recall, and 15% had brand-linked recall, the link ratio is .30 (15/50).

The brand linkage ratio is calculated by dividing the number of respondents who accurately assess the ad's sponsor by the total number of respondents aware of the ad.

General Terminology

Ghost effect: The level of claimed awareness for an ad prior to the advertising being aired. Ghost awareness may also exist for a new product prior to its introduction, particularly for line extensions, which share a name with an established brand.

Net campaign: Some tables include reference to a calculation called "Net Campaigns." It is important to note that this figure is calculated based on the unduplicated percent of the sample saying one or more common answers for the described net total. For example, if a respondent mentions three separate ads, then each would be counted once.

Parental smoking status: Within this report, parental smoking status refers to either a parent who smokes or a parent who does not smoke, but lives with another parent who smokes or an adult smoker. Subgroup analysis has been included based on the statistically significant differences between parents who smoke and parents who do not smoke but live with another parent who smokes or an adult smoker.

Smoking restrictions in the household: Within the "SHS and Smoking Behaviour" section of the report, references are made to smoking restrictions in the home. Smoking restrictions were determined based on two questions: "*Are there any parts of your home where smoking is not permitted?*" and "*Are there any situations or times of the day when smoking is not permitted in your home? If so, what restrictions apply?*" If a respondent said 'yes' to either question, they are considered as parents who have smoking restrictions in their home. Subgroup analysis has been provided where statistically significant differences exist between parents who have smoking restrictions in the home and those who do not.

STUDY HIGHLIGHTS

Unaided and Aided Recall

On an **unaided** basis, approximately nine in ten respondents (90%) recall seeing, hearing or reading any advertising regarding second-hand smoke (SHS). Notably, "proven" recall is high, with 29% of those who saw/heard some SHS ads providing correct recall of the Government of Canada SHS ads. Sixty-one percent say that they saw the ads, but describe ads that were sponsored by another organization.

Net SHS TV Campaign

Total recall (also called aided recall), for Health Canada's 2005 SHS TV ads is high (83%). Thirty percent of the respondents correctly attribute the ads to the Government of Canada, while 41 percent identify another sponsor.

In terms of recall by specific "creative", both SHS TV executions achieved a similar level of aided recall: 67% for "Target" and 64% for "Not much."

Ipsos advertising norms: Government of Canada SHS TV advertising spots exceed the Ipsos advertising norms across key measures, which speaks to the strong performance of the campaign and the level of branding for the Government of Canada on the issue of second-hand smoke.

Overview of Aided TV Ad Recall and Compared to Ipsos Norms

	NET TV Campaign: Aided Recognition		
	Total Recall	Correct Sponsor Link	Linkage Ratio
Survey Respondents	83%	30%	.36
Ipsos Advertising Norm	50%	28%	.56

Favourability impression scores for Health Canada's 2005 NET SHS TV Campaign are high. Among respondents who can recall at least one of the advertisements and correctly identify the sponsor as the Government of Canada, eight in ten (81%) offer either a "very favourable" (40%) or "somewhat favourable" (41%) impression of the television advertisements.

Overall favourability scores are fairly consistent across both executions (overall favourability scores for those who saw the ads and identify the sponsor as the Government of Canada are 80% for "Target" and 76% for "Not much").

Advertising diagnostic results show the net SHS TV campaign outcome is meaningful and informative among respondents who recall at least one of the advertisements tested, and correctly identify the sponsor as the Government of Canada. However, there are indications that there are some areas that may adversely affect the performance of the SHS Ad campaign.

The SHS TV ads exceeded Ipsos' norms on the following positive attributes:

- "The ad told you something that had meaning to you personally" (49% versus 16% Ipsos Norm, +23 percentage points);
- "What the ad said and showed was interesting to you" (45% versus 28% Ipsos Norm, +17 percentage points); and
- "The ad was very informative" (46% versus 25% Ipsos Norm, + 21 percentage points).

These findings indicate that the SHS TV ads are performing *better than average* on these attributes, which may be considered as evidence that the campaign is "hitting home" with the primary target audience.

The SHS TV ads exceeded Ipsos' norms on the following negative attribute:

- "You are getting tired of seeing the ad" (27% versus 14% Ipsos Norm, + 13 percentage points).

The SHS TV ads were below Ipsos' Norms on the following positive attributes:

- "The ad was unique and different" (44% versus 47% Ipsos Norm, -3 percentage points); and

- "The ad was enjoyable to watch" (16% versus 39% Ipsos Norm, -23 percentage points).²

The issues of ad "wear-out", ad uniqueness and difference, and enjoyment appeal may negatively impact on an otherwise strong advertising campaign. Weak performance on ad uniqueness and difference can detract from sponsor linkage (recognition of the Government of Canada as the sponsor). Additionally, weak performance on ad "wear-out" can undermine the primary target audience's receptiveness to the ads and to the main messages of the SHS campaign. Currently the high level of ad "wear-out" may suggest that the Government of Canada has two options: (1) to closely monitor the levels of ad "wear-out", or (2) to retool or recreate the SHS TV ad concepts.

In terms of performance of the specific ads, "Target" performed slightly better on "helpfulness" and "starting" to think about eliminating second-hand smoke in the home.

Aided recall for SHS radio ads: Aided recall for SHS radio ads is 27% for "Kids" and 36% for "Safety".

Evidence of Success

Overall, respondents tend to read the main message from the television spots as "don't smoke around children" (22%), "quitting smoking" (21%) or "second-hand smoking is bad for your health" (19%).

Among those exposed to at least one of the SHS ads tested, one quarter (25%) report that they took some action as a result of seeing/hearing this (these) ad(s), and 21% plan to do so in the future.

The main actions mentioned as a result of seeing/hearing the ads relate to the introduction of smoking restrictions in and around the home, and smoking cessation behaviours and/or thoughts.

² It should be noted that not all social marketing advertisements are meant to be enjoyed, as they may carry more negative images or messages that are meant to impact on behaviours (e.g., smoking cessation or exposure to second-hand smoke).

Awareness of toll-free number and Web site address: In terms of toll-free number and Web site awareness, only five percent can recall the 1-800 number, and six percent recall the Web site address when questioned about the advertising that they recall. These elements are key to the capacity for follow-up, and if this is an important objective of the campaign, should be given more prominence in any re-tooled execution.

Government Performance

While views are mixed regarding the performance of the Government of Canada, the findings reveal that those who have been exposed to the SHS ads are more positive about the performance of the Government of Canada, compared to those not exposed to the advertisements.

The respondents rate the Government of Canada highest on its performance on "helping Canadians reduce exposure to second-hand smoke" (57%, 5,6, and 7 on a scale of 1 to 7), followed by "providing information about government services" (42%), and "the general performance of the Government of Canada" (33%).

Second-hand Smoke Behaviour

The evaluation of Health Canada's 2005 SHS Campaign also assessed attitudes towards issues related to second-hand smoke, and attitudes towards the importance of protecting children from second-hand smoke and helping Canadians to reduce their exposure to second-hand smoke and its impact.

Three-quarters (75%) of those surveyed agree that it is important for the Government of Canada to protect children from the dangers of second-hand smoke.

In terms of helping Canadians reduce their exposure to second-hand smoke, close to three in five (57%) respondents rate the Government of Canada's performance as good.

Those who have seen the ad(s) and correctly identify the sponsor of the ads tested as the Government of Canada are more likely to agree with each of the above statements.

In terms of smoking restrictions in the home, four in five (85%)³ say that they prohibit smoking in the home, have some restrictions in the home or in a certain situation or at certain times of day. Fifteen percent report that they haven't any restrictions on smoking.

One-half (47%) say that they placed restrictions on smoking because they wished to shield their children from second-hand smoke.

Currently, children are far more likely to be exposed to second-hand smoke in the home (69%) than in the car (40%).

The top three means of restricting smoking include: restricting smoking to the outdoors (64%), followed by restricting smoking when children are around (59%), and asking friends and acquaintances not to smoke (52%).

The most important reasons for restricting smoking include: the effect of second-hand smoke on the health of their children (85%), followed by the influence smokers may have on their children (75%), and the smell and dirt caused by smoking (74%).

Two thirds (66%) report that they have tried to reduced the amount of second-hand smoke in the home by opening the window, followed by using a fan (46%), using a spray or air freshener (38%), or smoking behind closed doors (36%). Twenty-two percent report that they haven't tried any strategies for reducing the amount of second-hand smoke in their home.

In terms of effectiveness, respondents rate opening a window (60%) or using spray or air fresheners as the most effective means of reducing second-hand smoke (55%).

³ The incidence of no smoking in the home or of smoking restrictions, and unrestricted smoking is based on a net of q15 and q16.

FAITS SAILLANTS

Souvenir spontané et souvenir assisté

De façon **spontanée**, environ neuf répondants sur dix (90 %) se souviennent d'avoir vu, entendu ou lu l'une ou l'autre des publicités sur la fumée secondaire. Il est intéressant de souligner le pourcentage élevé du souvenir « réel »; en effet, 29 % de ceux qui ont vu/lu des publicités du gouvernement du Canada sur la fumée secondaire s'en souviennent correctement. Par contre, 61 % affirment avoir vu les publicités, mais décrivent celles d'un autre organisme.

Campagne télévisée sur la fumée secondaire - Regroupement

Le souvenir global (aussi défini comme le souvenir assisté) des publicités télévisées sur la fumée secondaire diffusées en 2005 par Santé Canada est élevé (83 %). Par ailleurs, 30 % des répondants ont correctement associé les publicités au gouvernement du Canada, tandis que 41 % ont mentionné un autre commanditaire.

Le souvenir assisté des deux publicités sur la fumée secondaire est sensiblement le même pour chacune : 67 % pour la publicité « Cible » et 64 % pour la publicité « Pas beaucoup ».

Normes Ipsos en matière de publicité : Les messages publicitaires du gouvernement du Canada sur la fumée secondaire surpassent les normes Ipsos en matière de publicité pour toutes les mesures clés, ce qui reflète l'excellent rendement de la campagne et du niveau de positionnement du gouvernement du Canada sur la fumée secondaire.

Vue d'ensemble du souvenir assisté des publicités télévisées par rapport aux normes Ipsos

Campagne télévisée regroupée : Reconnaissance assistée			
	Souvenir global	Association exacte au commanditaire	Quotient d'association
Répondants	83 %	30 %	0,36
Normes Ipsos en matière de publicité	50 %	28 %	0,56

Les répondants ont une **impression favorable** de l'ensemble de la campagne télévisée 2005 de Santé Canada sur la fumée secondaire. Parmi les répondants qui se souviennent d'au moins une publicité et qui ont correctement identifié le gouvernement du Canada comme commanditaire, huit sur dix (81 %) ont une impression « très favorable » (40 %) ou « plutôt favorable » (41 %) des publicités télévisées.

Dans l'ensemble, l'impression favorable des répondants semble relativement constante d'une publicité à l'autre (les cotes favorables globales données par ceux qui ont vu les publicités et identifié correctement le gouvernement du Canada comme commanditaire sont de 80 % pour la publicité « Cible » et de 76 % pour la publicité « Pas beaucoup »).

Les résultats du diagnostic des publicités démontrent que la campagne télévisée globale sur la fumée secondaire est significative et informative pour les répondants qui se souviennent d'au moins une publicité et qui ont correctement identifié le gouvernement du Canada comme commanditaire. Cependant, il semble que certains éléments pourraient influencer négativement sur le rendement de la campagne publicitaire sur la fumée secondaire.

Les publicités télévisées sur la fumée secondaire ont surpassé les normes Ipsos en ce qui a trait aux critères positifs suivants :

- « La publicité disait quelque chose de significatif pour vous personnellement » (49 %, contre 16 % pour les normes Ipsos, soit +23 points de pourcentage);
- « Ce que la publicité disait et montrait était intéressant pour vous » (45 %, contre 28 % pour les normes Ipsos, soit +17 points de pourcentage); et
- « La publicité était très informative » (46 %, contre 25 % pour les normes Ipsos, soit +21 points de pourcentage).
- Les résultats indiquent que les publicités télévisées sur la fumée secondaire donnent *des résultats supérieurs à la moyenne* sur ces critères, ce qui semble indiquer que la campagne « vise dans le mille » auprès du public cible.

Les publicités télévisées sur la fumée secondaire ont également surpassé les normes Ipsos en ce qui a trait au critère négatif suivant :

- « Vous commencez à en avoir assez de voir la publicité » (27 %, contre 14% pour les normes Ipsos, soit +13 points de pourcentage).

Toutefois, les publicités télévisées sur la fumée secondaire n'ont pas satisfait les normes Ipsos en ce qui a trait aux critères positifs suivants :

- « La publicité était unique et différente » (44 %, contre 47 % pour les normes Ipsos, soit -3 points de pourcentage).
- « La publicité était agréable à regarder » (16 %, contre 39 % pour les normes Ipsos, soit -23 points de pourcentage).⁴

Les questions « d'usure » de la publicité, de caractère unique et différent et d'aspect agréable peuvent avoir un effet négatif sur une campagne publicitaire par ailleurs très efficace. Le faible rendement en matière de caractère unique et différent peut en effet empêcher l'association de la publicité au commanditaire (reconnaissance du gouvernement du Canada comme commanditaire). De plus, un faible rendement sur « l'usure » de la publicité peut miner la réceptivité initiale de l'audience cible face aux publicités et aux principaux messages de la campagne sur la fumée secondaire. À l'heure actuelle, le niveau élevé « d'usure » laisse entendre que le gouvernement du Canada a deux choix : (1) surveiller de près les niveaux « d'usure » des publicités ou (2) remanier ou recréer les concepts publicitaires télévisés sur la fumée secondaire.

Pour ce qui est du rendement individuel de chacune des publicités, la publicité « Cible » a obtenu des résultats légèrement supérieurs en ce qui a trait à son « utilité » et au fait de « commencer » à éliminer la fumée secondaire de la résidence.

Souvenir assisté des publicités à la radio sur la fumée secondaire : le souvenir assisté des publicités à la radio sur la fumée secondaire atteint 27 % pour la publicité « Enfants » et 36 % pour la publicité « Sécurité ».

⁴ Il est important de noter que les publicités de marketing social ne visent pas toutes à être agréables puisqu'elles peuvent transmettre des images ou des messages plus négatifs visant à influencer sur les comportements (p. ex. : l'abandon du tabac ou le fait d'être exposé à la fumée secondaire).

Preuve de succès

Dans l'ensemble, les répondants ont tendance à dire que le principal message des publicités télévisées est « ne fumez pas près des enfants » (22 %), « cessez de fumer » (21 %) et « la fumée secondaire, c'est mauvais pour votre santé » (19 %).

Le quart (25 %) des répondants qui ont vu au moins une publicité sur la fumée secondaire affirme qu'ils ont pris des mesures après avoir vu/entendu cette(ces) publicité(s), et 21 % ont l'intention de faire quelque chose.

Les principales mesures prises après avoir vu/entendu les publicités concernent l'introduction de restrictions sur l'usage du tabac à la maison et à proximité, et le fait de cesser de fumer et/ou d'y songer.

Connaissance du numéro sans frais et de l'adresse du site Web. Lorsqu'on a interrogé les répondants sur la publicité dont ils se souvenaient, seulement cinq pour cent ont réussi à se souvenir du numéro 1 800 et six pour cent, de l'adresse du site Web. Si le suivi est un objectif important de la campagne, ces deux éléments devront absolument être mis davantage en évidence lors du remaniement éventuel des publicités.

Rendement du gouvernement

Si les répondants partagent des points de vue différents quant au rendement du gouvernement du Canada, les résultats révèlent que ceux qui ont été exposés aux publicités sur la fumée secondaire perçoivent le rendement du gouvernement du Canada d'un œil plus positif que ceux qui n'ont pas été exposés à ces publicités.

À ce chapitre, les cotes de rendement les plus élevées ont été attribuées au fait « d'aider les Canadiennes et les Canadiens à être moins exposés à la fumée secondaire » (57 %, cotes 5, 6 et 7 sur une échelle de 1 à 7), suivi de « fournir des renseignements sur les services du gouvernement » (42 %) et du « rendement du gouvernement du Canada en général » (33 %).

Comportement lié à la fumée secondaire

L'évaluation de la campagne 2005 de Santé Canada sur la fumée secondaire a aussi permis d'évaluer les attitudes à l'égard des problèmes causés par la fumée secondaire

ainsi que les attitudes concernant l'importance de protéger les enfants contre la fumée secondaire et d'aider les Canadiennes et les Canadiens à être moins exposés à la fumée secondaire et à atténuer son effet.

Les trois quarts (75 %) des répondants sondés conviennent qu'il est important que le gouvernement du Canada protège les enfants des dangers de la fumée secondaire.

Pour ce qui est d'aider les Canadiennes et les Canadiens à être moins exposés à la fumée secondaire, près de trois répondants sur cinq (57 %) estiment que le rendement du gouvernement du Canada est bon.

Ceux qui ont vu la ou les publicités et qui ont correctement identifié le gouvernement du Canada comme commanditaire des publicités ont plus tendance à être d'accord avec chacun des énoncés ci-dessus.

En ce qui concerne les restrictions sur l'usage du tabac dans la maison, quatre répondants sur cinq (85 %)⁵ affirment qu'ils interdisent l'usage du tabac dans la maison ou qu'ils imposent des restrictions dans la maison, dans certaines situations ou à certains moments de la journée. Quinze pour cent indiquent qu'ils n'imposent aucune restriction sur l'usage du tabac.

La moitié des répondants (47 %) disent qu'ils ont imposé des restrictions sur l'usage du tabac afin de protéger leurs enfants de la fumée secondaire.

À l'heure actuelle, les enfants sont beaucoup plus exposés à la fumée secondaire dans la maison (69 %) que dans la voiture (40 %).

Les trois principaux moyens de limiter l'usage du tabac sont : l'usage du tabac uniquement à l'extérieur (64 %), suivi de l'interdiction de fumer à proximité des enfants (59 %) et de demander aux amis et aux connaissances de ne pas fumer (52 %).

Les raisons les plus importantes pour limiter l'usage du tabac sont : l'effet de la fumée secondaire sur la santé des enfants (85 %), suivi de l'influence que les fumeurs peuvent

⁵ L'incidence de l'interdiction de fumer dans la maison ou de restrictions sur l'usage du tabac et de l'usage du tabac sans restriction est basée sur le regroupement des questions 15 et 16.

avoir sur les enfants (75 %) et de l'odeur et de la saleté causées par la cigarette (74 %).

Les deux tiers des répondants (66 %) indiquent qu'ils ont essayé de réduire la quantité de fumée secondaire dans la maison en ouvrant la fenêtre, suivi de l'utilisation d'un ventilateur (46 %), de l'utilisation d'un vaporisateur ou d'une autre forme de désodorisant (38 %) ou en fumant dans une autre pièce dont la porte est fermée (36 %). Vingt-deux pour cent des répondants indiquent qu'ils n'ont rien fait pour réduire la quantité de fumée secondaire dans leur maison.

Enfin, les répondants estiment que l'ouverture d'une fenêtre (60 %) ou l'utilisation d'un vaporisateur ou d'une autre forme de désodorisant (55 %) sont les deux moyens les plus efficaces pour réduire la fumée secondaire.

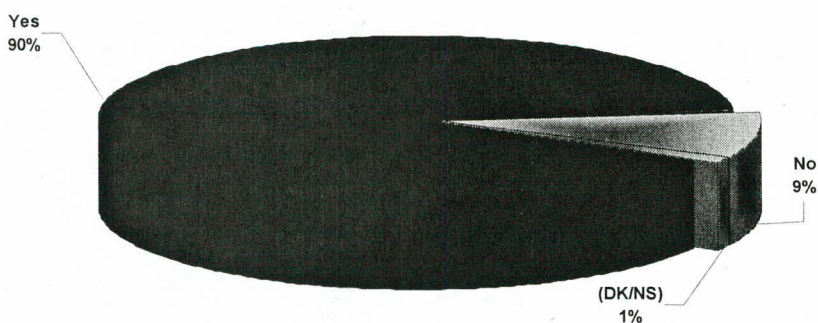
SECOND-HAND SMOKE MEDIA CAMPAIGN

Unaided Claimed TV Ad Recall

On an unaided basis, nine in ten respondents (90%) recall any advertising regarding second-hand smoke (SHS). Overall, only 9% of respondents do not recall any SHS advertising regarding second-hand smoke, and 1% said that they do not know.

Unaided Ad Recall

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



Base: all respondents n=1,000

Proven and Claimed Recall

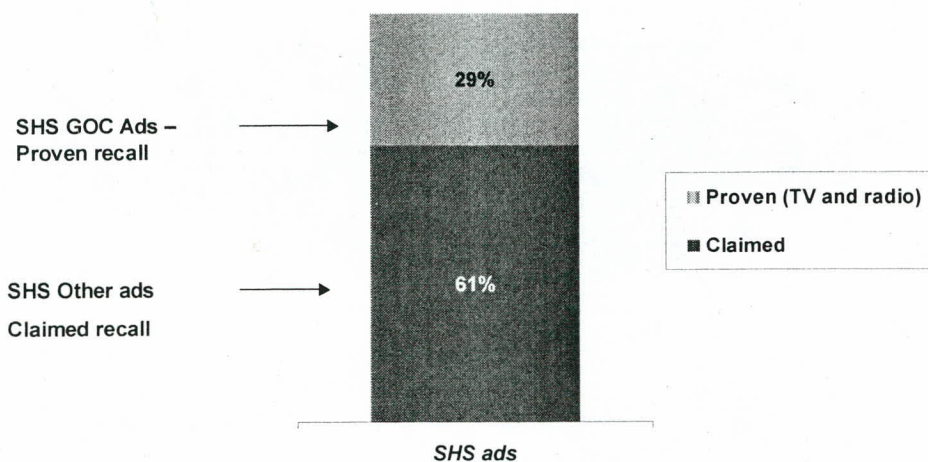
The most important advertising measure is proven recall, since this measure represents internalized audience impressions, which are necessary step towards impacting behaviour.⁶

In terms of proven and claimed recall, three in five respondents (61%) recall television advertising regarding second-hand smoking on a claimed basis. However, 29% of respondents can prove recall of GOC second-hand smoke advertising.

Unaided SHS Ad Recall

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

90% - Saying Yes



Base=all respondents n=1,000

⁶ Please refer to Glossary of Terms for explanation of Proven and Claimed Recall.

Unaided TV Ad Recall by Demographics

Parental smoking status, income, smoking restrictions, and education impact on unaided recall of any SHS advertising.

In terms of **income**, respondents who reside in households with an annual income above \$60,000 display significantly higher unaided recall (93%).

Further, **education** is a variable that impacts unaided recall of SHS related advertising: recall levels are higher among respondents with some post-secondary education (92%).

Respondents who have some **smoking restrictions** (92%) are more likely to recall SHS advertising than those who permit unrestricted smoking in their home (79%).

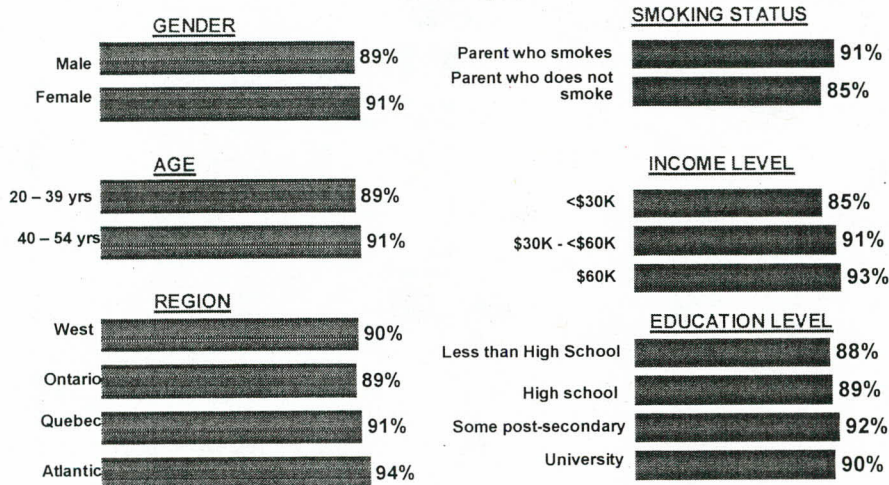
Unaided ad recall is significantly higher among parents who **smoke** (91%), compared to those who do not smoke (85%).

Gender, region, age, income, and Aboriginal status do not have a significant impact on unaided recall levels for second-hand smoke advertising among respondents.

Unaided Ad Recall

By Demographics

% YES, Recall SHS
Advertising n = 903



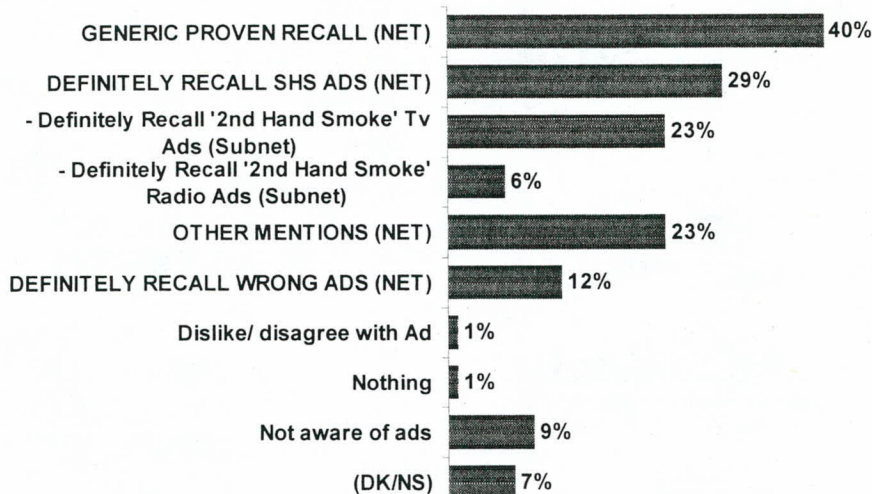
Unaided Description – All Sponsors

In order to assess whether respondents recall the Health Canada 2005 Second-hand Smoke Campaign television spots on an unaided basis, and not those of another campaign, the interview protocol was designed to ask respondents to “prove” or describe in their own words the television advertisement they recalled. Multiple responses were allowed and, therefore, responses will total to more than 100%. Responses were coded into like-minded themes and then further grouped into responses that described Health Canada’s 2005 Second-hand Smoke Campaign or other campaigns.⁷

Nets: Unaided Description

*Please tell me everything you can remember about this (these) ads.
What pictures or images come to mind?*

Total Mentions



Base=all respondents n=1,000

⁷ The results for the “unaided description” of the SHS ads are rebased to the entire sample size (n=1000), and not based solely on those who recall any SHS ads on an unaided basis. This provides an incidence for proven recall for the entire survey population.

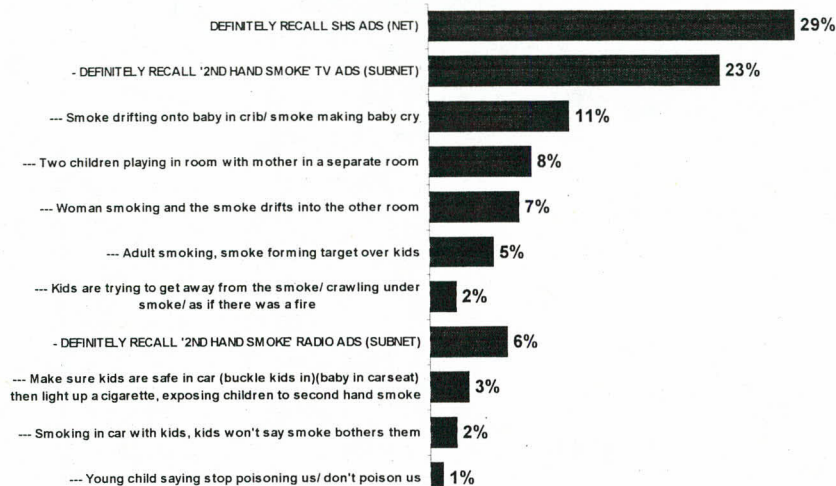
Among respondents, 29% specifically describe elements of the current Health Canada SHS television spots, thus proving that they recalled the Health Canada 2005 Second-hand Smoke Campaign on an unaided basis. This translates into 29% of all parents surveyed (n=286) who described Health Canada's 2005 Second-hand Smoke Campaign television spots, and 6% who recall Health Canada's second-hand smoke radio spots on a proven or unaided basis. In contrast, 40% of respondents describe advertisements that were not part of Health Canada's Second-hand Smoke Campaign, 23% provide other descriptions, 12% describe the wrong ads, 9% do not recall the ads, and 7% do not know how to describe what they recalled.

Unaided Description

Definitely SHS Ads

*Please tell me everything you can remember about this (these) ads.
What pictures or images come to mind?*

Total Mentions



Base=all respondents N=1000

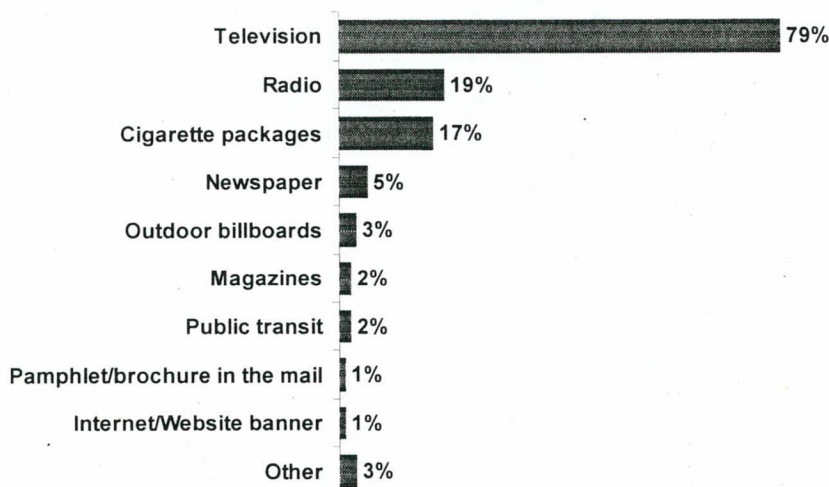
Location of Advertisement

Among those who can recall any advertisements regarding SHS on an unaided basis, eight in ten (79%) recall noticing the advertisements on television. Television as a medium for second-hand smoke advertising is five times greater than any of the other communication mediums mentioned.

One in five (19%) say that they noticed the second-hand smoke advertisements on the radio, followed by cigarette packaging (17%), newspaper (5%) and outdoor billboards (3%). All other communication mediums are mentioned by 2% or less of respondents.

Location of Advertisement

Where did you notice this (these) advertisements?
Total mentions



Base=Aware of ads about second hand smoke (n=911)

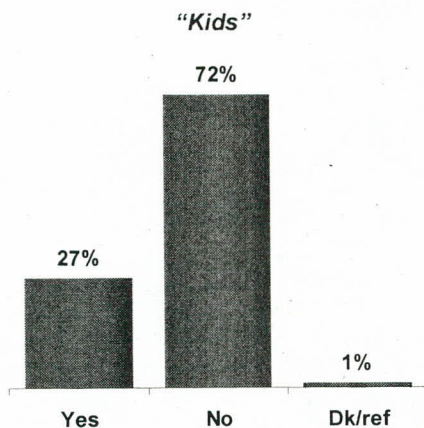
SHS Radio Campaign

Action Taken by Creative

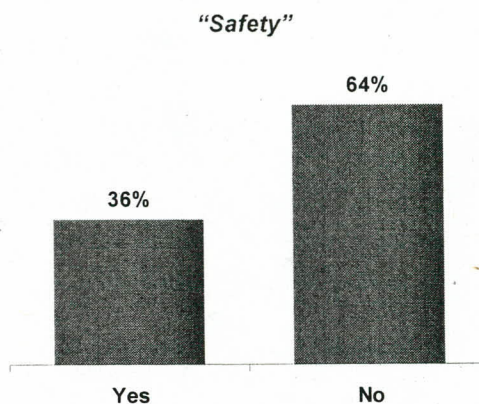
Overall, aided recall for Health Canada's SHS radio spots falls between 27% for "Kids" and 36% for "Safety".

Aided Radio Recall

Do you remember hearing a radio ad with children in the car that don't speak up about difficulties breathing and having sore eyes from cigarette smoke.



Do you remember hearing a radio ad which talks about some steps parents take to ensure their children are safe in the car. They buckle seat belts and drive slowly. They then light up a cigarette exposing their children to second-hand smoke.



Base=all respondents n=1,000

Aided Recall by Demographics

Kids

Among those who recall "Kids", aided recall is impacted by **region**, **age**, and **income level**.

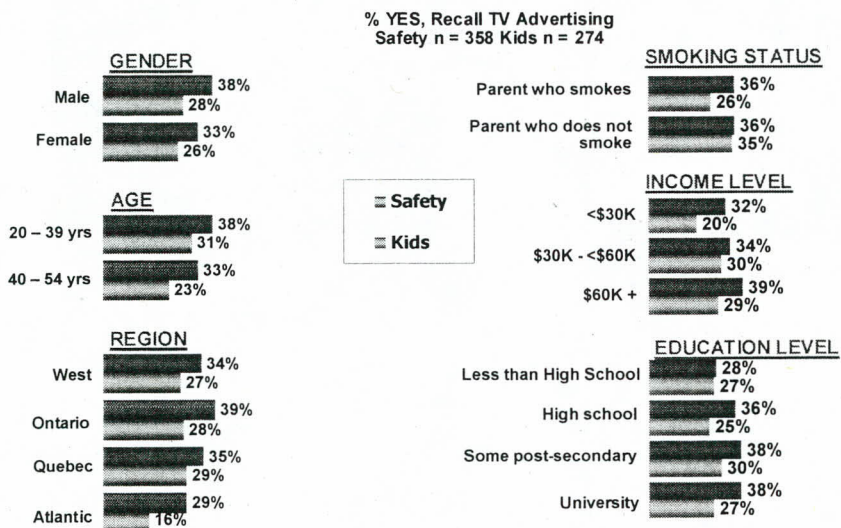
Regionally, aided recall for "Kids" is similar in all regions (29% for Quebec, 28% for Ontario, and 27% for the West), except in Atlantic Canada, where aided recall is lower (16%).

In terms of **income**, respondents who reside in households with an annual income between \$30,000 and <\$60,000 (30%) display significantly higher levels of aided recall, compared to those with an income of less than \$30,000 (20%).

Younger parents, i.e., those between the ages of 20 and 39 (31%), are more likely to recall "Kids" on an aided basis, compared to parents aged 40 to 54 years (23%).

Aided Radio Ad Recall

By Demographics



Safety

Region and **income level** impact on aided recall of "Safety".

On a **regional** basis, aided recall for "Safety" is significantly higher among those who reside in Ontario (39%), compared to Atlantic Canada (29%).

Further, **education** is a variable that impacts on aided awareness of "Safety": those with some post-secondary education (38%) display higher levels of aided recall.

As an overall trend, **smoking restrictions** in the home correlates with unaided awareness of the SHS radio ads: those who have smoking restrictions are more likely to recall the radio ads, compared to those who allow unrestricted smoking in the home.

Aided Recall of SHS Radio Ads and Sponsor Link

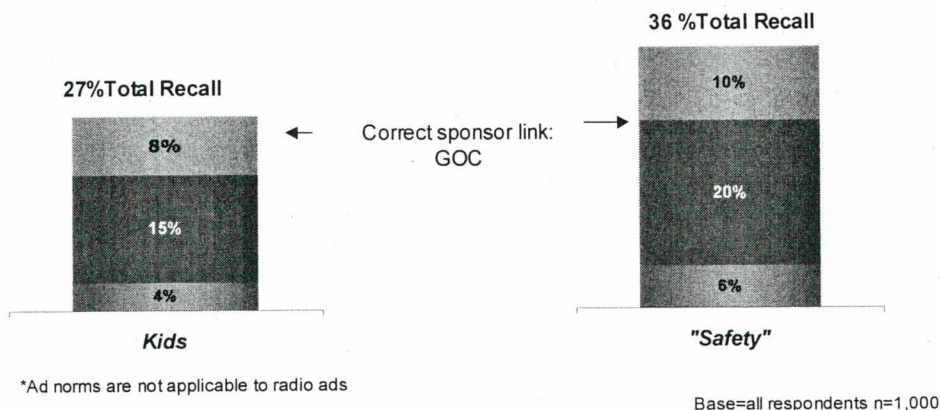
Approximately one in ten (8% for "Kids" and 10% for "Safety") correctly link the SHS radio ads to the Government of Canada, while 15% for "Kids" and 20% for "Safety" incorrectly link the ad to some other sponsor. Between 4% ("Kids") and 6% ("Safety") heard the ad, but cannot identify a sponsor.⁸

Aided Radio Recall and Sponsor Link

Do you remember hearing a radio ad with children in the car that don't speak up about difficulties breathing and having sore eyes from cigarette smoke.

Do you remember hearing a radio ad which talks about some steps parents take to ensure their children are safe in the car. They buckle seat belts and drive slowly. They then light up a cigarette exposing their children to second-hand smoke.

- Saw ad and GOC
- Saw ad and not GOC
- Saw ad and don't know sponsor



⁸ Advertising norms do not apply to radio advertisements.

Net Campaign Aided TV Ad Recall

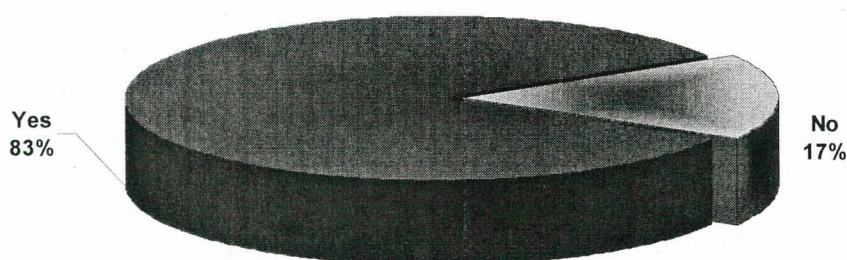
In order to further assess respondents' recall of the 2005 Health Canada SHS TV advertising, respondents were read descriptions of the two TV advertisements (in a rotated order) and were then asked if they recalled the particular television spot. This measurement approach is referred to as "aided recall" or "aided recognition".

Aided Second-hand Smoke Net Campaign Ad Recall

Within the Net TV SHS Campaign, aided recognition of Health Canada's SHS TV ads is high: over four in five (83%) respondents recall at least one of the second-hand smoke television spots. Another 17% of Canadians do not recall any of the SHS television spots when prompted.⁹

SHS TV Campaign - Ad Recall

I am going to read you some descriptions of TV ads. Please tell me if you have seen these ads on TV ads recently or not.



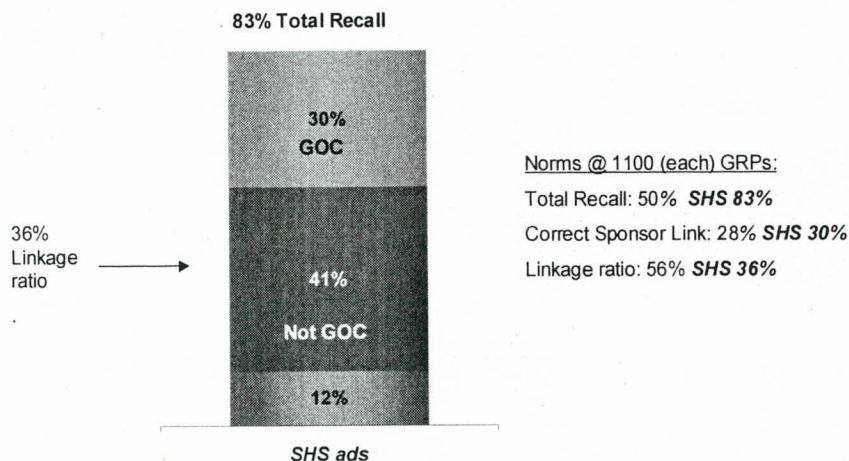
Base: All respondents n=1,000

Among those who are able to recall at least one of the second-hand smoke ads tested, 30% recognize the Government of Canada as a sponsor of the advertising. A larger

⁹ For a definition of the Net Campaign, please refer to the methodology section.

proportion (41%) mentions a sponsor of the ads other than the Government of Canada. Twelve percent are unable to identify any sponsor of the ads.

Net SHS TV Campaign: Aided SHS Ad Recall



Base=all respondents n=1,000

In relation to Ipsos' advertising norms, Government of Canada advertising spots perform higher on total recall (83% versus 50% Ipsos norm) and on correct sponsor link (30% versus 28% Ipsos norm). The ads are lower on linkage ratio (.36 versus .56 Ipsos norm).¹⁰ This speaks to the strong performance of the campaign and the level of branding for the Government of Canada on the issue of second-hand smoke.

Net Campaign Aided TV Ad Recall by Demographics

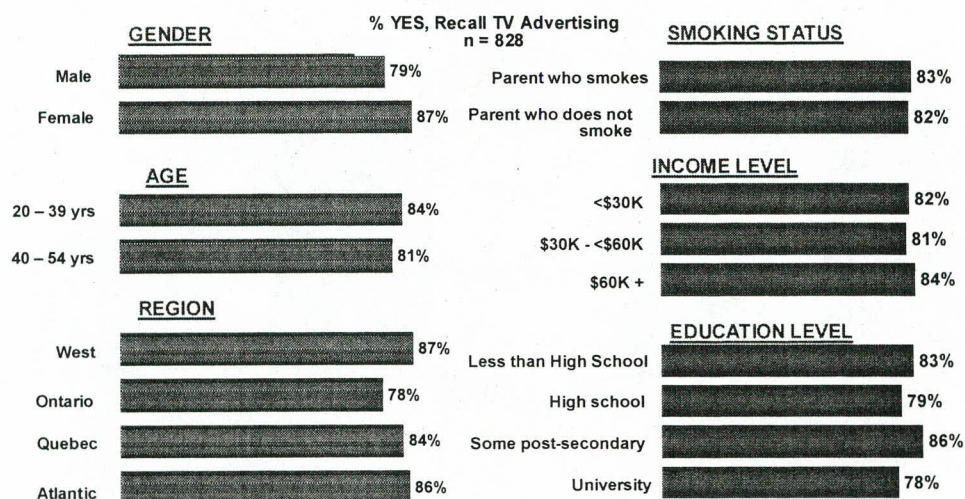
Regionally, aided recall of television advertisements is similar across Canada, with the exception of the Atlantic provinces (86%) and the West (87%), where aided recall levels are significantly higher.

¹⁰ Please see methodology for definition of brand linkage ratio.

With respect to **gender**, unaided recall of any TV advertising regarding second-hand smoke is significantly higher among females (87%), compared to males (79%).

Further, **education** impacts unaided recall of second-hand smoke related advertising: recall levels are higher among respondents with some post-secondary education (86%), compared to those with either a high school (79%) or a university education (78%).

Net TV Campaign Aided TV Ad Recall By Demographics



Smoking restrictions in the home impact on total recall: those who have smoking restrictions in the home are more likely to recall the SHS TV ads (91% versus 82% for unrestricted smoking in the home).

Among survey respondents, **parental smoking status, age, income, and Aboriginal status** do not have a significant impact on unaided recall levels for second-hand smoke advertising.

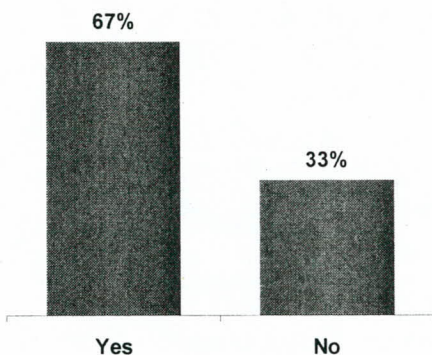
Aided TV Ad Recall

Aided recognition of Health Canada's two 2005 SHS TV ads is high. Over two-thirds of respondents recall "Target" (67%) and 64% recall "Not much".

Aided TV Recall

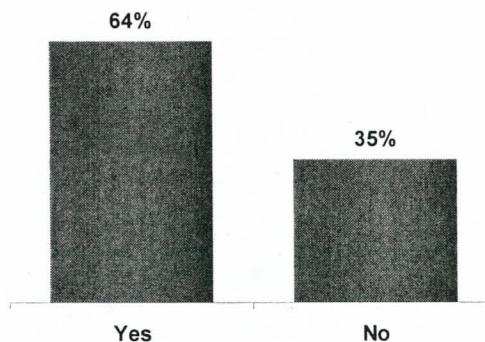
Do you remember seeing or hearing a television ad which shows a mother smoking in the home. She blows smoke rings that travel to the living room where they form a target on her two children who are playing.

"Target"



Do you remember seeing or hearing a television ad with a baby in a crib. Smoke from another room comes through a keyhole and forms a target on the baby. It also talks about how many cigarettes the baby will be exposed to in one year.

"Not much"



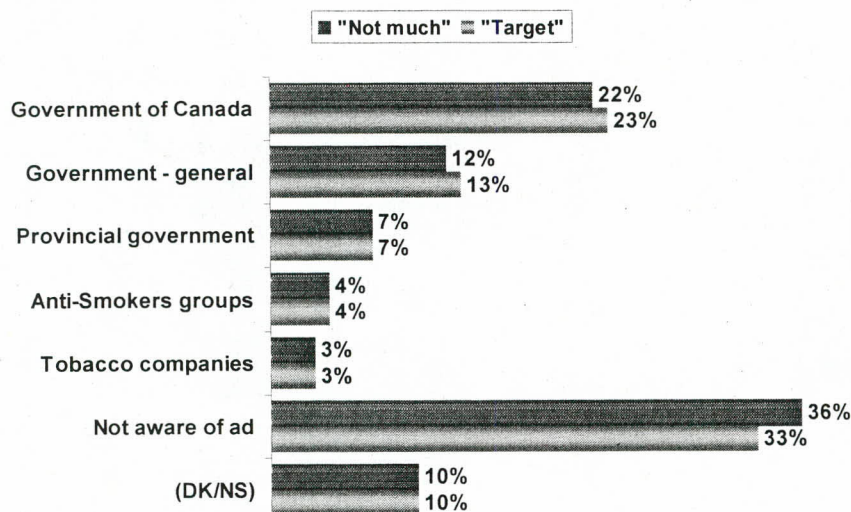
Base=all respondents n=1,000

Correct Sponsor Link to GOC

Approximately one-quarter (23% for "Target" and 22% for "Not much") correctly links the SHS TV ads to the Government of Canada, and one-third (33% for "Target" and 36% for "Not much") incorrectly attribute the TV ads to another sponsor. Ten percent in both instances saw the ads, but cannot identify a sponsor.

Recall of TV Ad Sponsor

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



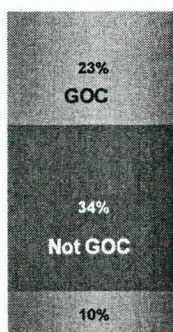
Base=saw TV either ad (Target n=668, Not much n=644)

In relation to Ipsos' advertising norms, both Government of Canada SHS TV advertising spots perform higher on total recall ("Target" 67% and "Not much" 64% versus 50% Ipsos norm) and lower on correct sponsor link ("Target" 23% and "Not much" 22% versus 28% Ipsos norm). The TV ads are lower on Ipsos' linkage ratio ("Target" .34 and "Not much" .34 versus .56 Ipsos norm).

Aided TV Recall and Sponsor Link

Do you remember seeing or hearing a television ad which shows a mother smoking in the home. She blows smoke rings that travel to the living room where they form a target on her two children who are playing.

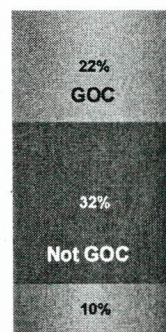
67% Total Recall



"Target"

Do you remember seeing or hearing a television ad with a baby in a crib. Smoke from another room comes through a keyhole and forms a target on the baby. It also talks about how many cigarettes the baby will be exposed to in one year.

64% Total Recall



"Not much"

Norms @ 1050 (each) GRPs:

Total Recall: 50% **Target 67% Not much 64%**

Correct Sponsor Link: 28% **Target 23% Not much 22%**

Linkage Ratio: .56 **Target .34 Not much .34**

Base=all respondents n=1,000

Aided TV Recall by Demographics

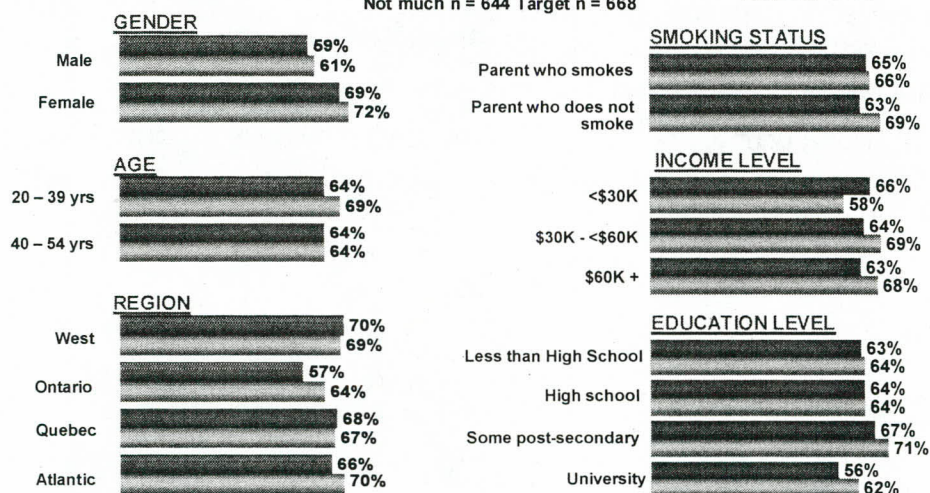
Aided TV Ad Recall

By Demographics

% YES, Recall TV Advertising

Not much n = 644 Target n = 668

■ Not much
■ Target



Target

Aided recall for "Target" is influenced by **gender** and **level of income**.

Aided recall for "Target" varied by **gender**: women (72%) are more likely than men (61%) to recall "Target" on an aided basis.

In terms of **income**, respondents who reside in households with an annual income between \$30,000 and <\$60,000 (69%), or \$60,000 or more (68%) demonstrate significantly higher levels of recall for "Target"

Region, age, education, Aboriginal status, smoking restrictions, and parental smoking status do not significantly impact on aided recall for the SHS TV ad "Target".

Not much

The demographic variables **gender, region, and education** impact significantly on aided recall of "Not much".

Aided recall varies between the **genders**: women (69%) are more likely to recall "Not much" on an aided basis, compared to men (59%).

On a **regional** basis, aided recall of "Not much" is significantly higher outside of Ontario; those residing in the West (70%), Quebec (68%) or Atlantic Canada (66%) are more likely than their counterparts in Ontario (57%) to recall "Not much".

Further, **education** is a variable that impacts on aided recall: respondents with some post-secondary education (67%) are significantly more likely than those with a university education (56%) to recall "Not much".

Aided recall of "Not much" is not significantly influenced by **age, income level, Aboriginal status, smoking restrictions or smoking status of the parent.**

Net Campaign: TV Ad Impact on Attitudes

Advertising diagnostic results show the Net campaign outcome is meaningful, informative and interesting for respondents who recall at least one of the advertisements tested, and correctly identify the sponsor as the Government of Canada.¹¹ The second-hand smoke campaign made some think about eliminating second-hand smoke from their homes. However, ads were less successful on helpfulness, imparting new information, uniqueness and difference, and enjoyment appeal.

Net SHS TV Ad Campaign and Advertising Norms: Impact on Attitudes	
<i>Please tell me if you agree strongly, agree somewhat or disagree</i>	
Attribute - % agree strongly	Saw TV ads and GOC as sponsor (n=299)
The advertising made me think about the effects of second-hand smoke	57%
The ad told you something that had meaning to you personally	49%
The ad was very informative	46%
What the ad said and showed was interesting to you	45%
The ad was unique and different	44%
The ad made you start to eliminate the amount of second-hand smoke in your home	40%
The ad was helpful to you	36%
You are <i>getting tired of seeing</i> the ad	27%
You found it <i>difficult to believe</i> what the ad told you about	25%
The ad was enjoyable to watch	16%
The ad told you something new	16%

¹¹ Base: Parents who saw the TV ads and correctly identified GOC as the ad sponsor.

Specifically, in terms of diagnostic statements, the strongest agreement (57% agree strongly) was for "the ad made me think about the effects of second-hand smoke," followed by "the ad told you something that had meaning to you personally" (49%), "the ad was very informative" (46%), and "the ad said and showed something interesting to you" (45%).

A similar proportion (44%) offer strong agreement with the statement, "The ad was unique and different." Two in five respondents (40%) agree strongly that "the advertising made you start to eliminate the amount of second-hand smoke in your home."

Significantly, weaker agreement is noted for "the ad was helpful to you" (36%), you are getting tired of seeing the ad" (27%), "the ad was enjoyable" (16%), or "the ad told you something new" (16%).

Attitudes in Relation to Ipsos' Advertising Norms			
<i>Please tell me if you agree strongly, agree somewhat or disagree</i>			
Attribute - % Agree Strongly	SHS Net TV Campaign	Ad Norm	SHS in relation to norm
Saw TV ads and GOC as sponsor (n=299)			
The advertising made me think about the effects of second-hand smoke	57%		
The ad told you something that had meaning to you personally	49%	16%	Above
The ad was very informative	46%	25%	Above
What the ad said and showed was interesting to you	45%	28%	Above
The ad was unique and different	44%	47%	Below
The ad made you start to eliminate the amount of second-hand smoke in your home	40%		
The ad was helpful to you	36%		
You are <i>getting tired of seeing</i> the ad	27%	14%	Above
You found it <i>difficult to believe</i> what the ad told you about	25%		
The ad was enjoyable to watch	16%	39%	Below
The ad told you something new	16%	16%	Even
	Higher on Positive Attribute		Higher on Negative Attribute

Comparatively, the biggest positive difference (performing above Ipsos norms) between campaign results and Ipsos norms (23 percentage points) is seen in strong agreement with "the ad told you something that had meaning to you personally" (49% versus 16% Ipsos norm, +23 percentage points).

Other positive differences are seen among the statements "what the ad said and showed was interesting to you" (45% versus 28% Ipsos norm, +17 percentage points), and "the ad was very informative" (46% versus 25% Ipsos norm, + 21 percentage points).

These findings indicate that the SHS TV ads are performing *better than average* on these attributes, which may be considered as evidence that the campaign is "hitting home" with the primary target audience.

The second-hand smoke TV campaign exceeded the Ipsos ad norm on "you are getting tired of seeing the ad" (27% versus 14% Ipsos norm, + 13 percentage points).

The second-hand smoke TV campaign ads are on par with the Ipsos ad norm on "the ad told you something new" (16% versus 16% Ipsos norm).

Instances where the ads are performing below Ipsos norms include: "the ad was unique and different" (44% versus 47% Ipsos norm, -3 percentage points) and "the ad was enjoyable to watch" (16% versus 39% Ipsos norm, -23 percentage points).

The issues of ad "wear-out", ad uniqueness, difference, and enjoyment appeal may negatively impact on an otherwise strong advertising campaign. Weak performance on ad uniqueness and difference can detract from sponsor linkage (recognition of the Government of Canada as the sponsor).

Additionally, weak performance on ad "wear-out" and enjoyment appeal can undermine the primary target audience's receptiveness to the ads and to the main messages of the SHS campaign. Currently, the high level of ad "wear-out" may suggest that the Government of Canada has two options: (1) to closely monitor the levels of ad "wear-out" and enjoyment appeal, or (2) to retool or recreate the SHS TV ad concepts.¹²

¹² Ipsos Reid and Health Canada understand that due to the serious and graphic nature of the SHS Campaign, the "enjoyment" and "entertainment" appeal of the ads may be limited. Social marketing is a

SHS Individual TV Ad Impact on Attitudes

As mentioned earlier in this report, advertising diagnostic measures were used to evaluate the Government of Canada's 2005 SHS TV advertising. The results for each TV ad were compared to Ipsos' advertising norms to evaluate the strengths and weaknesses of each "creative".¹³

SHS Individual TV Ad Impact on Attitudes

Please tell me if you agree strongly, agree somewhat or

Attribute - % Agree strongly agree Saw ads and GOC as sponsor	Ad norm	Target (n=226)	Not much (n=166)
The advertising made me think about the effects of second-hand smoke	n/a	52%	52%
The ad told you something that had meaning to you personally	16%	44%	41%
What the ad said and showed was interesting to you	28%	35%	39%
The ad was unique and different	47%	38%	40%
The ad was very informative	25%	40%	40%
The ad made you start to eliminate the amount of second-hand smoke in your home		37%	33%
The ad was helpful to you		35%	26%
You are <i>getting tired of seeing</i> the ad	14%	22%	24%
You found <i>it difficult to believe</i> what the ad told you about		20%	19%
The ad was enjoyable to watch	39%	14%	10%
The ad told you something new	16%	13%	13%



Exceeds ad norms—positive attribute



Exceeds ad norms—Negative attribute

planned process for influencing behaviour change. It involves the application of traditional marketing technologies developed in the commercial sector to find the solution to social problems where the bottom line is changing behaviour (smoking, drinking and driving, etc). Social marketing combines the best elements of the traditional approaches to social change in an integrated planning and action framework, utilizing advances in communication technology (television, Internet) and marketing skills. It uses the marketing techniques to generate discussion and promote information, attitudes, values and behaviours.

¹³ The results are based on the percentage who agree strongly and those who correctly identify the Government of Canada as the sponsor of the SHS TV ads.

The SHS TV ads made the respondents think about the effects of second-hand smoke, resonated with them on a personal basis and were regarded as meaningful, informative and interesting. To a certain extent, the ads made some respondents think about eliminating second-hand smoke from their homes.

Overall, the TV ads exceed Ipsos' advertising norms on: "the ad told you something that had meaning to you", "what the ad said and showed was interesting to you," and "the ad was very informative."

The ads were less successful on ad "wear-out", as both ads (22% for "Target" and 24% for "Not much" versus 14% for Ipsos ad norm) exceeded Ipsos' advertising norms, which may suggest that some respondents are getting tired of seeing the advertising, tuning it out or being annoyed by the frequency of its executions: the wear-out factor. Ipsos has developed proprietary norms around what would signal that a television spot may encounter a "wear-out" threshold. On average, the wear-out for an advertisement that can continue to prosper would be set at 15% saying that they agree strongly that they are tired of seeing the advertisement. A more significant threshold arrives at 25% of an audience saying that they agree strongly that they are getting tired of seeing the ad. As mentioned earlier within the corresponding Net TV Campaign result, a crucial threshold is 25% for viewer weariness with the campaign. In both instances, the TV ads are at levels which suggest that the "creative" should be closely monitored as they may have reached a plateau in terms of effectiveness.

Other areas of potential weakness for the two SHS TV ads include "the ad was unique and different" where both ads fell short of Ipsos' advertising norms (38% for "Target" and 40% for "Not much" versus 47% for Ipsos ad norm). The ads also fell short on "enjoyable to watch" (14% for "Target" and 10% for "Not much" versus 39% for Ipsos ad norm) and imparting "new" information (13% for "Target" and 13% for "Not much" versus 16% for Ipsos ad norm).

Overall, the results for this study suggest that the 2005 SHS TV ads should be monitored carefully over time for "wear-out" and enjoyable factor, both of which can undermine the effectiveness of the SHS campaign.

Attitudinal Subgroup Analysis

Within the next section, data for respondents who saw an SHS TV ad and made the correct sponsor link to the Government of Canada are presented. **Please note that the subgroup analysis has been conducted on those who saw an SHS TV ad and made a correct sponsor linkage to the Government of Canada.**¹⁴

The Advertising Made Me Think About the Effects of Second-hand Smoke (Net TV Campaign)

Close to three in five (57%) agree strongly that the advertising made them think about the effects of second-hand smoke.

The Advertising Made Me Think About the Effects of Second-hand Smoke				
Ipsos ad norm		Agree strongly	Agree somewhat	Disagree
n/a	Saw SHS ad and GOC n=299	57%	27%	16%

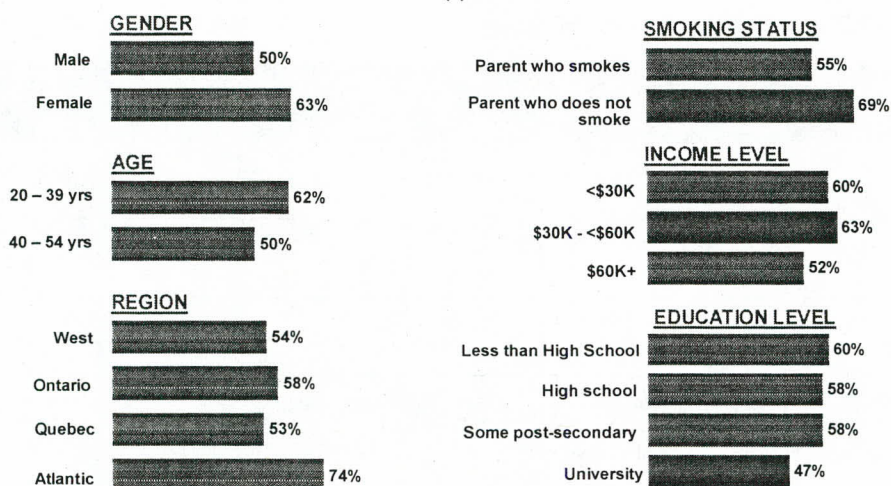
Among those who correctly identify the sponsor as the Government of Canada, agreement is strongest among women (66%), residents of Atlantic Canada (72%) and parents who do not smoke (75%).

¹⁴ Subgroup analysis for "The ad was enjoyable to watch," "You found it difficult to believe what the ad told you about." and "The ad told you something new" have not been provided, as the findings were consistent across the key demographic variables (including parental smoking status and smoking restrictions).

Otherwise, there is a notable impact in terms of **gender**, **smoking status of parent**, and **region** on agreement with "the advertising made me think about the effects of second-hand smoke."¹⁵

The Advertising Made Me Think About the Effects of Second-hand Smoke (Net TV Campaign) - By Demographics -

% Saw ad and agree Strongly
(7) n = 470



With respect to **gender**, women (63%) are the most likely to express agreement with the statement on the effects of second-hand smoke.

The **smoking status of parents** influences agreement: parents who do not smoke indicate significantly stronger agreement with the statement (69%), compared to parents who smoke (55%).

On a **regional** basis, those residing in Atlantic Canada (74%) expressed the strongest levels of agreement with the statement.

¹⁵ Demographic breaks are based on "saw ad."

Among respondents who recall the television spots, the variables **age**, **income level**, **education**, and **Aboriginal status** do not significantly impact agreement with the statement, "The advertising made me think about the effects of second-hand smoke."

The Advertising Made Me Think About the Effects of Second-hand Smoke ("Target" and "Not Much")

Over one half (52% for each TV ad) agree strongly that the advertising made them think about the effects of second-hand smoke.

The Advertising Made Me Think About the Effects of Second-hand Smoke			
Creative	Agree strongly	Agree somewhat	Disagree
Target	52%	30%	18%
Not much	52%	28%	19%

The SHS TV ad "Target" is impacted by **region** (Ontario – 65% agree strongly) and **age** (younger parents, i.e., those between 20 and 39 – 58%).

"Not much" is most influenced by **gender** (women – 60%), **region** (Atlantic Canada – 78%) and **income level** (68% - less than \$30,000).

Regionally, agreement with this statement is similar in all regions except in Atlantic Canada, where agreement is significantly higher (51%).

In terms of **income**, respondents who reside in households with an annual income below \$30,000 display significantly higher levels of agreement (46%), compared to those with an income of \$60,000 or more (34%).

Younger parents, i.e., those between the ages of 20 and 39 (47%), are more likely to agree that the ad made them start to eliminate the amount of second-hand smoke in their home, compared to parents aged 40 to 54 years (32%).

Education is also a variable that impacts on starting to eliminate second-hand smoke from the home; agreement is higher among respondents with less than a high school education (49%).

Additionally, **Aboriginal status** impacts on agreement with this statement: Aboriginal Peoples (56%) are more likely to agree that the ad made them start to think about eliminating second-hand smoke from their home.

Smoking restrictions in the home impacts on agreement with this point of view: those with smoking restrictions in the home (63%) are more likely to agree that they started to eliminate the amount of second-hand smoke in their home.

Aboriginal Status, gender and the **smoking status of the parent** do not have a significant impact on whether respondents agree that they started to eliminate the amount of second-hand smoke in their home.

The Advertising Made You Start to Eliminate the Amount of Second-hand Smoke in Your Home (Net TV Campaign)

Two in five respondents (40%) agree strongly that the ad made them start to eliminate the amount of second-hand smoke in their home.

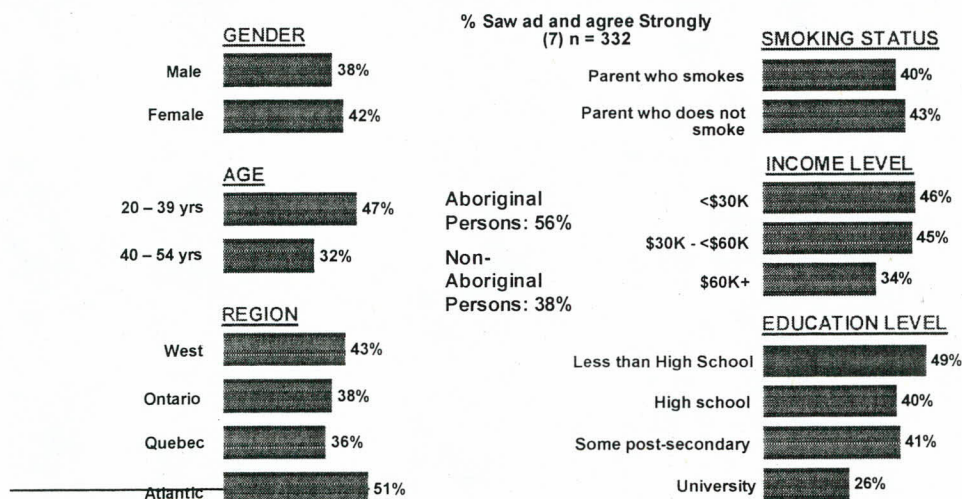
The Advertising Made You Start to Eliminate the Amount of Second-hand Smoke in Your Home			
Ipsos ad norm	Agree strongly	Agree somewhat	Disagree
n/a	40%	16%	43%

Among those who correctly identify the ad sponsor as the Government of Canada, agreement is strongest among residents of Atlantic Canada (50%), those between the ages of 20 and 39 (46%), those with an annual household income between \$30,000 and <\$60,000 (49%), and those with a high school education (53%).

In terms of impact, **region, age, income level, education** and **Aboriginal status** impact on agreement with "the advertising made you start to eliminate the amount of second-hand smoke in your home."¹⁶

Advertising Made You Start to Eliminate the Amount of Second-hand Smoke in Your Home (Net TV Campaign)

- By Demographics -



¹⁶ Demographic breaks are based on "saw ad."

Regionally, agreement with this statement is similar in all regions except in Atlantic Canada where agreement is significantly higher (51%).

In terms of **income**, respondents who reside in households with annual incomes below \$30,000 display significantly higher levels of agreement (46%) compared to those with incomes of \$60,000 or more (34%).

Younger parents between the ages of 20 and 39 (47%) are more likely to agree that the ad made them start to eliminate the amount of second-hand smoke in their home compared to parents aged 40 to 54 years (32%).

Education is also a variable that impacts on starting to eliminate second-hand smoke from the home; agreement is higher among respondents with less than a high school education (49%).

Additionally, **Aboriginal Status** impacts on agreement with this statement; Aboriginal Peoples (56%) are more likely to agree that the ad made them start to think about eliminating second-hand smoke from their home.

Smoking restrictions in the home impacts on agreement with this point of view; those with smoking restrictions in the home (63%) are more likely to agree that they started to eliminate the amount of second-hand smoke in their home.

Aboriginal Status, gender and the **smoking status of the parent** do not have a significant impact on whether respondents agree that they started to eliminate the amount of second-hand smoke in their home.

The Ad Made You Start to Eliminate the Amount of Second-hand Smoke in Your Home ("Target" and "Not Much")

Among the respondents who recalled the TV ads, two in five (37% for "Target") and one-third (33% for "Not much") of respondents agree strongly that the advertising made them start to eliminate the amount of second-hand smoke in their home.

The Advertising Made You Start to Eliminate the Amount of Second-hand Smoke in Your Home			
Creative	Agree strongly	Agree somewhat	Disagree
Target	37%	19%	42%
Not much	33%	13%	52%

The SHS TV ad "Target" is impacted by **age** (younger parents, i.e., those between 20 and 39 – 45%), and income **level** (47% - between \$30,000 and < \$60,000).

"Not much" is most influenced by **gender** (women – 40%), region (Atlantic Canada – 49%) and **education** (44% - high school education).

The Advertisement Was Interesting to You (Net TV Campaign)

Close to one-half (45%) agree the advertising was interesting to them.

Agreement that "the advertisement was interesting to you" is impacted by **region**, **smoking restrictions** and the **smoking status of the parent**. "

The Advertisement Was Interesting to You			
Ipsos ad norm % agree strongly	Agree strongly	Agree somewhat	Disagree
28%	45%	31%	24%

Regionally, agreement with this statement is similar in all regions (Ontario 53%, Atlantic Canada 50% and Quebec 49%), except in British Columbia, where agreement is significantly lower (30%).¹⁷

Parental smoking status impacts on agreement with this statement: Parents who do not smoke (74%) express stronger levels of agreement.

Smoking restrictions in the home influence agreement with this viewpoint: those who have smoking restrictions in the home are more likely to agree with this viewpoint (47% versus 29% for non-restricted smoking).

Parental age, education, income level, and Aboriginal status do not impact significantly on whether the respondents found the advertisement(s) to be interesting.

¹⁷ For the purposes of the Ipsos advertising norms, all demographics are based on "saw ad and GOC."

What the Ad Said and Showed Was Interesting to You (Target and Not Much)

Fewer than two in five respondents (35% for "Target" and 39% for "Not much") agree strongly that the advertisement was interesting to them.

The Advertisement Was Interesting to You			
Creative	Agree strongly	Agree somewhat	Disagree
Target	35%	37%	27%
Not much	39%	29%	32%

The SHS TV ad "Target" is impacted by **region** (44% for Ontario and 40% for Quebec, compared to 21% for the West).

"Not much" is most influenced by **region** (49% for Quebec and 45% for Atlantic Canada).

The Advertisement Was Helpful to You (Net TV Campaign)

While close to two in five respondents (36%) agree strongly with the statement, "The advertisement was helpful to you," **education**, **smoking restrictions**, and **parental smoking status** impact on agreement with this statement.

The Advertisement Was Helpful to You			
Ipsos ad norm	Agree strongly	Agree somewhat	Disagree
n/a	36%	26%	38%

The **smoking status of parents** impacts on whether parents found the advertisements to be interesting: parents who do not smoke (58%) express stronger levels of agreement with this statement.

Education impacts on agreement with this viewpoint: those with a high school education (47%) are more likely to agree with this viewpoint.

Smoking restrictions influence perceptions of the ads helpfulness: those with smoking restrictions in the home (38%) are more likely to agree strongly with this statement, compared those who allow unrestricted smoking in the home (19%).

Gender, region, age, income level, Aboriginal status, and education do not impact significantly on agreement with this statement.

The Ad Was Helpful to You ("Target" and "Not Much")

The TV ad "Target" performs stronger on helpfulness: 35 percent agree strongly that the ad was helpful to them versus 26 percent for "Not much."

The Advertisement Was Helpful to You			
Creative	Agree strongly	Agree somewhat	Disagree
Target	35%	21%	42%
Not much	26%	30%	44%

The SHS TV ad "Target" is impacted by **age** (41% for parents between 20 and 39 years of age).

"Not much" is most influenced by **region** (38% for Atlantic Canada and 34% for Ontario).

The Ad Was Unique and Different (Net TV Campaign)

Close to one-half (44%) of respondents agree strongly that "the ad was unique and different." **Region** and the **smoking status of parents** impact on agreement with this statement.

The Ad Was Unique And Different			
Ipsos ad norm % agree strongly	Agree strongly	Agree somewhat	Disagree
47%	44%	39%	16%

Within the **regions**, respondents residing in Atlantic Canada (56%) and Ontario (56%) have significantly higher levels of agreement with "the ad was unique and different."

In terms of **parental smoking status**, parents who do not smoke (66%) are more likely to agree strongly that they found the ad unique and interesting.

Age, education, Aboriginal status, gender, smoking restrictions, and income do not significantly impact on agreement with "the ad was unique and different."

The Ad Was Unique and Different (Target and Not Much)

With regard to the unique quality of the TV ads, each TV ad garners similar levels of strong agreement.

The Ad Was Unique And Different			
Creative	Agree strongly	Agree somewhat	Disagree
Target	38%	39%	24%
Not much	40%	39%	20%

The SHS TV ad "Target" is impacted by **region** (50% for Ontario and 50% for Atlantic Canada).

"Not much" is most influenced by **region** (50% for Ontario and 52% for Atlantic Canada).

The Ad Was Enjoyable to Watch (Net TV Campaign)

While less than one in five respondents (16%) agree strongly that "the ad was enjoyable to watch," **region** impacts on agreement with this statement.

The Ad Was Enjoyable to Watch			
Ipsos ad norm % agree strongly	Agree strongly	Agree somewhat	Disagree
39%	16%	25%	59%

In terms of **regional** differences, those residing in Quebec (21%) are the most likely to express strong agreement with this statement.

Income level, education gender, age, Aboriginal status, smoking restrictions, and parental smoking status do not impact on agreement with "the ad was enjoyable to watch."

You Are Getting Tired of Seeing the Ad (Net TV Campaign)

Close to three in ten respondents (27%) agree strongly with the statement, "You are getting tired of seeing the ad." In terms of impact, **region, unrestricted smoking in the home** and the **smoking status of the parent** influence agreement with this statement.

You Are Getting Tired of Seeing the Ad			
Ipsos ad norm % agree strongly	Agree strongly	Agree somewhat	Disagree
14%	27%	24%	48%

On a **regional** basis, those residing in the West (36%) are the most likely to agree strongly with this viewpoint.

Parents who smoke (30%) are more likely to express strong agreement with "you are getting tired of seeing the ad."

Unrestricted smoking in the home also influences agreement: those who allow unrestricted smoking in the home (46%) are more likely to agree they are getting tired of seeing the ad, compared to those with smoking restrictions (24%).

Age, education, gender, region, income, and Aboriginal status do not impact on agreement with "you are getting tired of seeing the ad."

You Found It Difficult to Believe What the Ad Told You About (Net TV Campaign)

One-quarter (25%) of respondents agree strongly with the statement, "You found it difficult to believe what the ad told you about." This view is consistent across the key demographics.

You Found It Difficult to Believe What the Ad Told You About			
Ipsos ad norm % agree strongly	Agree strongly	Agree somewhat	Disagree
n/a	25%	19%	56%

The Ad Was Very Informative (Net TV Campaign)

Close to one-half (46%) of respondents agree strongly that "the ad was very informative." The findings suggest that **gender, region, income, and parental smoking status** affect agreement with this point of view.

The Ad Was Very Informative			
Ipsos ad norm % agree strongly	Agree strongly	Agree somewhat	Disagree
n/a	46%	40%	14%

With respect to **gender**, agreement is significantly higher among females (53%), compared to males (38%).

Certain **regional** differences exist with respect to agreement. Agreement with this point of view is significantly higher in Atlantic Canada (57%) and Ontario (56%).

In terms of **income**, respondents who reside in households with an annual income below \$30,000 display significantly higher levels of agreement (59%).

The **smoking status of the parent** impacts on whether the ads were regarded as informative: parents who smoke are more likely to express strong agreement that the ad was informative (53%).

Education, Aboriginal status, age, and smoking restrictions do not significantly affect agreement with "the ad was very informative."

The Ad Was Very Informative (Target and Not Much)

In each instance, two in five (40%) respondents agree strongly that the ad was very informative.

The Ad Was Very Informative			
Creative	Agree strongly	Agree somewhat	Disagree
Target	40%	42%	18%
Not much	40%	40%	20%

The SHS TV ad "Target" is impacted by **gender** (48% for women), **region** (58% for Ontario), and **income level** (59% - between \$30,000 and < \$60,000).

"Not much" is most influenced by **region** (Atlantic Canada – 59%).

The Ad Told You Something that Had Meaning to You Personally (Net TV Campaign)

One-half (49%) of respondents agree strongly with the statement, "The ad told you something that had meaning to you personally. In terms of impact on agreement with this point of view, agreement with this viewpoint is consistent across the key demographics. That said, those with **smoking restrictions** in the home are more likely to agree with this point of view (53% versus 27% for those who do not restrict smoking in the home).

The Ad Told You Something that Had Meaning to You Personally			
Ipsos ad norm % agree strongly	Agree strongly	Agree somewhat	Disagree
16%	49%	27%	23%

The Ad Told You Something that Had Meaning to You Personally ("Target" and "Not Much")

Forty-four percent of respondents who recall "Target" and forty-one percent for "Not much" agree strongly that the ad had some personal meaning for them.

The Ad Told You Something that Had Meaning to You Personally			
Creative	Agree strongly	Agree somewhat	Disagree
Target	44%	33%	23%
Not much	41%	27%	31%

The SHS TV ad "Target" is impacted by **region** (54% for Ontario) and **age** (younger parents, i.e., those between 20 and 39 – 51%).

"Not much" is most affected by **region** (51% for Atlantic Canada and 49% for Quebec), and **income level** (54% - less than \$30,000).

The Ad Told You Something New (Net TV Campaign)

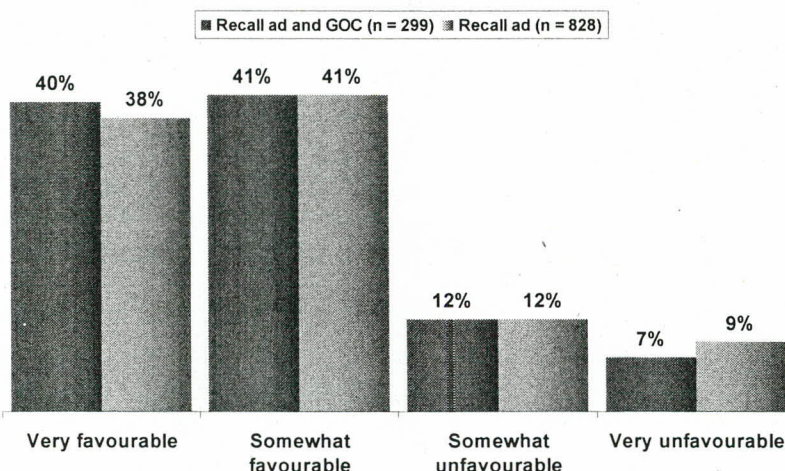
Less than one in five respondents (16%) agree strongly with the statement, "The ad told you something new". In terms of impact on agreement with this point of view, agreement is consistent across the key demographics. That said, those with **smoking restrictions** in the home are more likely to agree with this point of view (18% versus 4% for those who do not restrict smoking in the home).

The Ad Told You Something New			
Ipsos ad norm % agree strongly	Agree strongly	Agree somewhat	Disagree
16%	16%	16%	68%

Net TV Campaign: Overall Impression of Ads

SHS TV Net Campaign: Overall Impression of Ads

What is your overall impression of the television advertisements...



Overall, favourability impression scores for Health Canada's 2005 Second-hand Smoke Campaign are high. Among those who can recall at least one SHS advertisement, four in five (79%) rate the advertisement as either "very favourable" (38%) or "somewhat favourable" (41%).

Among respondents who can recall at least one of the advertisements and correctly identify the sponsor as the Government of Canada, eight in ten (81%) offer either a "very favourable" (40%) or "somewhat favourable" (41%) impression of the television advertisements. A comparatively smaller proportion (19%), say they have either a "somewhat unfavourable" (12%) or "very unfavourable" (7%) impression of the advertisements.

Net TV Campaign by Demographics

With respect to **education**, a favourable rating of the TV advertisements is significantly higher among those with a high school education (88%).

The **smoking status of the parent** has an impact on the favourability rating of the TV ads: Parents who do not smoke (96%) rate the TV advertisements more favourably.

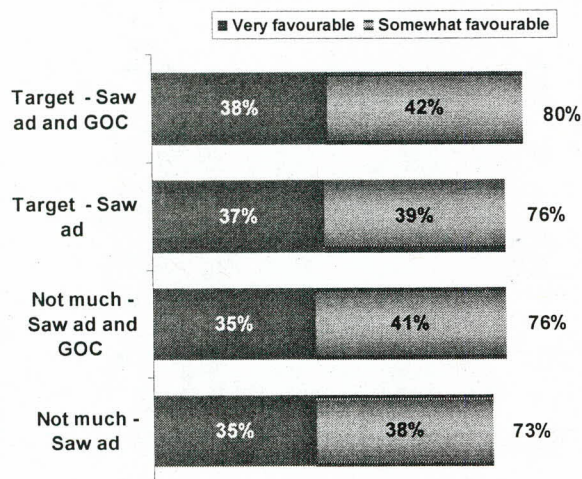
Smoking restrictions in the home influences favourable impressions of the ads: those with smoking restrictions (84%) are more likely to have very favourable impressions of the ads, compared to those who allow unrestricted smoking (67%).

Gender, income level, region, and Aboriginal status do not have a significant impact on respondents' impressions of the SHS TV ads.

Overall Impression of Individual SHS TV Ads

Overall Impression of the Individual SHS TV Ads

What is your overall impression of the television advertisements...



Base=saw TV either ad (Target n=668, Not much n=644)
Saw TV ad and GOC (Target n=226, Not much n=166)

Among respondents who can recall at least one of the advertisements and correctly identify the sponsor as the Government of Canada, four in five (80%) offer either a "very favourable" (38%) or "somewhat favourable" (42%) impression of "Target", and three-quarters (76%) rate "Not much" as "very favourable" (35%) or "somewhat favourable" (41%).

Overall Impression of SHS TV Ads by Demographics

Among the respondents who saw "Target" and "Not much" and correctly identified the Government of Canada as the sponsor there are not any significant differences across the key demographic variables, with the exception of **smoking restriction**.

In both instances, those who have **smoking restrictions** in the home are more likely to rate the ads as favourable (76% for "Target" and 77% for "Not much").

Among the respondents who saw "Target" and "Not much", and where the sponsor has not been specified, some significant differences do exist.

Among those who saw "Target", **region, income level**, and the **smoking status of the parent** impact on favourable impressions of this TV ad.

Regionally, favourable impressions of "Target" are similar in all regions, except in Atlantic Canada where agreement is significantly higher (88%).

In terms of income, respondents who reside in households with an annual income between \$30,000 and <\$60,000 (81%) display significantly higher levels of favourable ratings.

The **smoking status of the parent** also impacts on favourable ratings of "Target": parents who do not smoke (92%) are more likely to rate the ad as very or somewhat favourable.

Favourable impressions of "Not much" are influenced by **region** and **parental smoking status**.

Regionally, favourable impressions of "Not much" are similar in all regions, except in Atlantic Canada, where agreement is significantly higher (86%).

The **smoking status of the parent** also impacts on favourable ratings of "Not much": parents who do not smoke (96%) are more likely to rate the ad as very or somewhat favourable.

Evidence of Success

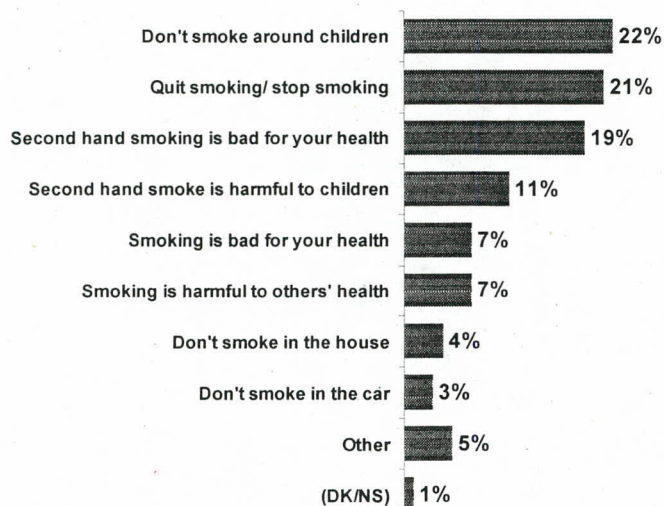
Main Message of Ads

All respondents who recalled at least one of the SHS ads tested on an aided basis were further asked to describe in their own words what they thought were the main messages of the advertisement.

Overall, respondents tend to read the main message from the television spots as "don't smoke around children" (22%), quitting smoking (21%) or "second-hand smoking is bad for your health" (19%). Secondary messages conveyed in the television spots include: "second-hand smoke is harmful to children" (11%), smoking is bad for your health" (7%), "smoking is harmful to others" (7%), "don't smoke in the house" (4%), and "don't smoke in the car" (3%). In total, one percent of respondents who recall at least one of the ads on an unaided basis were unsure of the main message of these television spots.

Main Message of TV/Radio SHS Ads

What do you think was the main point that these advertisements were trying to get across?



Base=saw/heard TV and Radio SHS ads n=898

Recall 1-800 Number or Web Site Address

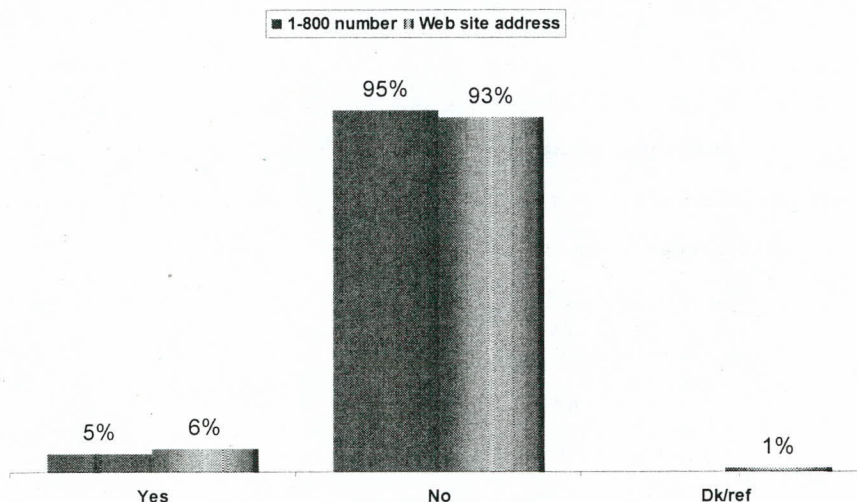
Health Canada operates a 1-800 number and Web site dedicated to smoking cessation and secondary smoke. Respondents exposed to the SHS ads were asked to identify whether they could recall the toll-free number and/or the Web site address from any of the advertising.

In terms of toll-free number awareness, only five percent could recall the 1-800 number when questioned about the advertising that they recalled. The overwhelming majority (95%) were unable to recall the toll-free number.

A similar proportion were able to recall the Web site address, six percent reported being able to recall the Web site address in advertising that they recalled. The overwhelming majority (93%) were unable to recall the toll-free number.

Recall 1-800 Number or Web Site Address

Can you recall? Yes, No or Don't know



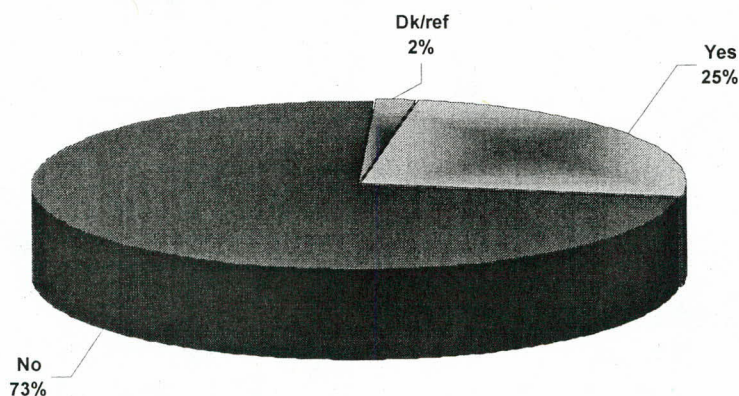
Base=saw/heard TV and Radio SHS ads n=898

Saw Ads: Action Taken

Among those exposed to at least one of the ads tested, one quarter (25%) report that they took some action as a result of seeing/hearing this (these) ads.

Saw/Heard SHS Ads: Any Action Taken

Did you do anything as a result of seeing/hearing this (these) ad(s)?



Base=saw/heard TV and Radio SHS ads n=898

Action Taken by Demographics

In terms of action taken as a result of exposure to at least one SHS advertisement, **gender**, **region**, and **income level** have the greatest impact.

Based on **gender**, women (29%) are more likely than men (20%) to say that they took some action as a result of seeing/hearing a SHS advertisement.

Regionally, those residing in Atlantic Canada (30%) are the most likely to report that they took some action as a result of seeing/hearing at least one SHS advertisement.

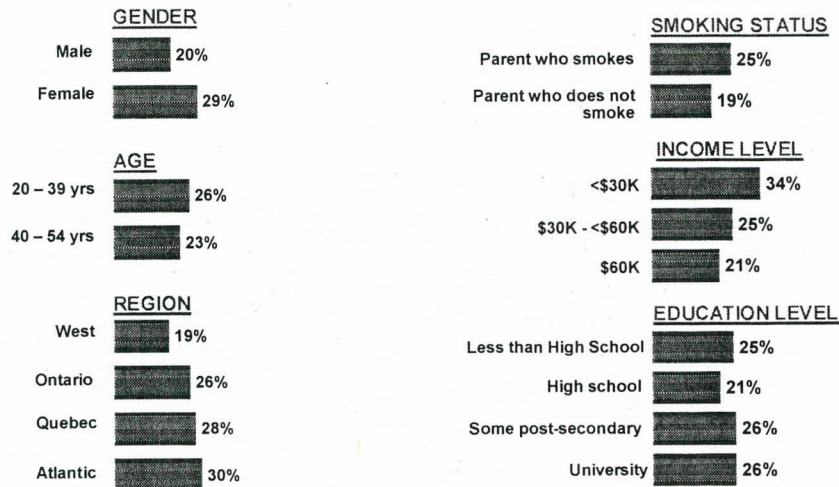
Additionally, those with a lower annual household **income** (34%) are more likely to report that they took some action.

Age, education, Aboriginal status, smoking restrictions, and the smoking status of the parent do not significantly influence action taken because of exposure to SHS advertisements.

Any Action Taken

- By Demographics -

% YES, Action Taken (n=221)



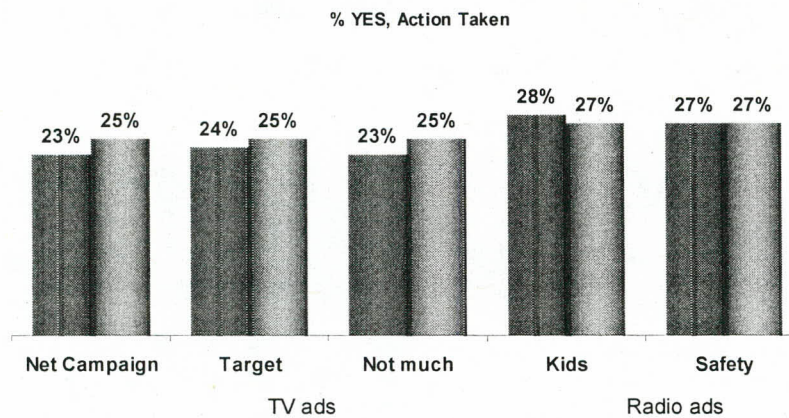
Action Taken by Creative

Overall, there is not a significant difference across the four executions tested or whether the respondents correctly identified the Government of Canada as the sponsor of the SHS advertisements.

Saw/Heard SHS Ads: Action Taken

Did you do anything as a result of seeing/hearing these ads?

■ Saw/heard ads and GOC n=79 ■ Saw/heard ads n=221



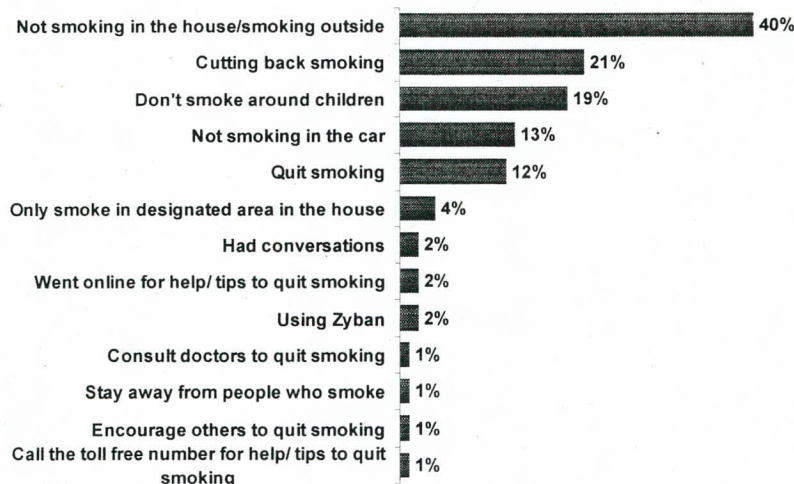
Saw/Heard Ads: Action Taken

To gain perspective on the *behavioural influence* of the SHS ads, respondents who indicated recalling an SHS spot on an unaided basis were asked to describe in their own words what action they took.

The main actions mentioned as a result of seeing/hearing the ads relate to the introduction of smoking restrictions in and around the home, and smoking cessation behaviours and/or thoughts. Among respondents who claim to have taken action after seeing/hearing any of the ads, the three main activities motivated by these advertisements relate to not smoking in the house/smoking outside (40%), cutting back on smoking (21%), or not smoking around the children (19%). Thirteen percent also mentioned not smoking in the car, and a similar proportion (12%) mentioned quitting smoking. All other actions were mentioned were under 3 percent.

Saw TV SHS Ads: Action Taken

What did you do?
Total Mentions



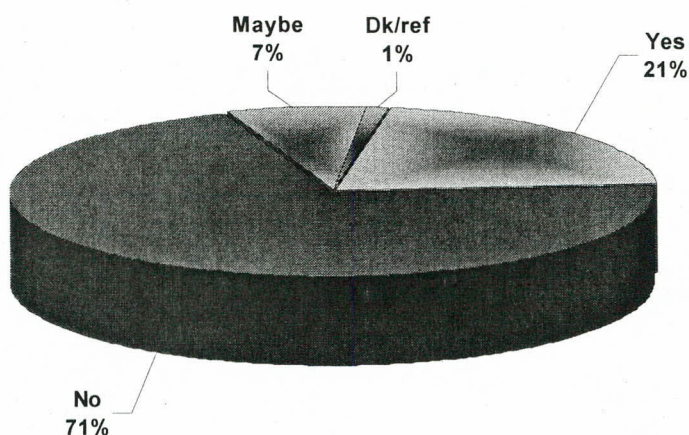
Base=saw/heard SHS ads and took action n =238

Saw/Heard Ads: Planned Action

Among those who said that they did not take any action as a result of seeing/hearing at least one SHS advertisement, one in five (21%) reported that they plan to take some action.

Saw/Heard SHS Ads: Any Action Intended

Do you intend to do anything as result of seeing/hearing this (these) ad(s)?



Base=saw/heard SHS ads and no action taken n=660

Any Action Planned by Demographics

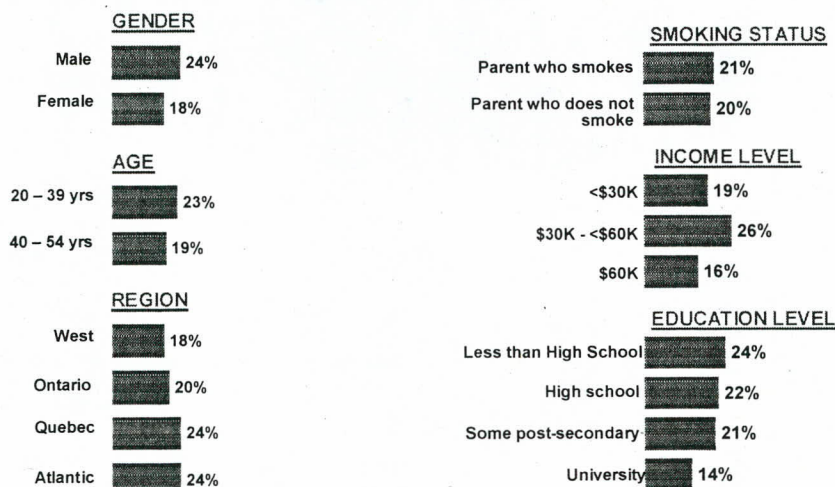
Incidence of planned action post-viewing of the ads is not impacted by the demographic variables of **age, region, gender, education, smoking restrictions, parental smoking status**, and/or **Aboriginal status**. Similarly, whether or not respondents attribute the ads to the Government of Canada does not influence the incidence of planned action.

Income level, however, plays a role among respondents' likelihood to plan action: those with a mid-level annual household income (26% - between \$30,000 and <\$60,000) are more likely to plan to take action after exposure to SHS advertisements, compared to those with an annual household income of \$60,000 or more (16%).

Intend to Take Action

By Demographics

% YES, Intend to take action
137



Saw/Heard SHS Ads: Plan to Take Action by Creative

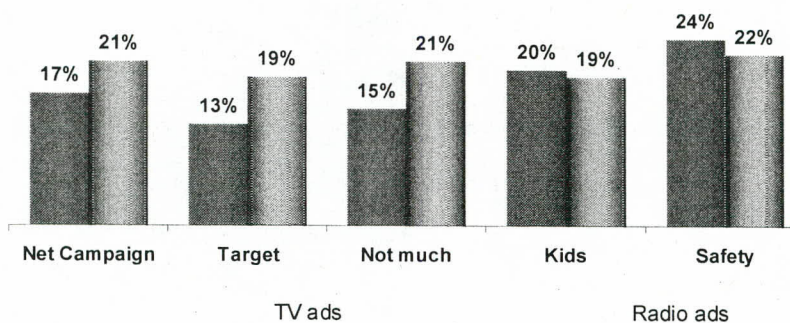
Among those who did not take any action as a result of exposure to at least one SHS advertisement, the intention of taking some action is not significantly different across the executions - either based on "saw ads" or "saw ads and correctly identified the Government of Canada" as the sponsor of the SHS ads.

Saw/Heard SHS Ads: Plan to Take Action

Did you do anything as a result of seeing these ads?

■ Saw/heard ads and GOC n = 44 ■ Saw/heard ads n = 137

% YES, Intend to take action

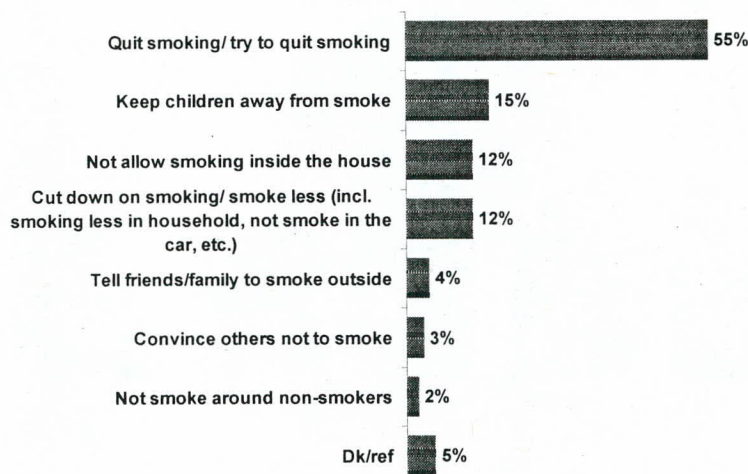


Saw/Heard Ads: Planned Action

The overwhelming majority of respondents who may take action after exposure to the advertisements (55%) say that their planned action will be to quit smoking or try to quit smoking. Fifteen percent say that they intend to keep children away from smoking, followed by twelve percent who say that they plan to not allow smoking in the house or to cut back on smoking (12%). All other mentions of planned action fall below 5% of total mentions.

Saw/Heard SHS Ads: Planned Action

What do you intend to do?
Total Mentions



Base=saw/heard SHS ads and may do something as a result of the ads n=183

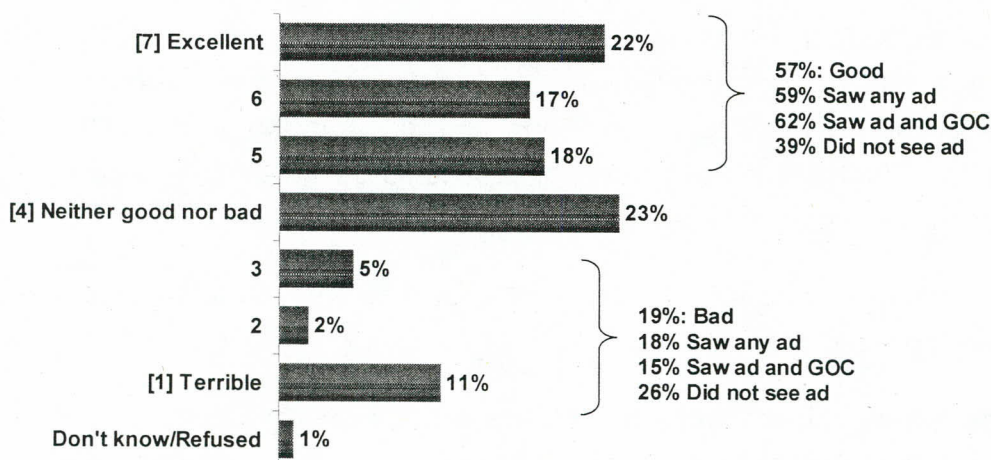
VIEWS ON THE PERFORMANCE OF THE GOVERNMENT OF CANADA

Performance of Government of Canada in Helping Canadians to Reduce Exposure to Second-hand Smoke

When asked to comment on the performance of the Government of Canada on helping Canadians reduce their exposure to second-hand smoke, close to three in five (57%) respondents rated the GOC a 5,6,7 on a seven-point performance scale, where 4 means "neither good nor bad." Looking at strongly-held opinions reveals that the number at the "excellent" end of the scale is double the proportion that feels the Government of Canada's performance is "terrible" (22% saying "7" vs. 11% saying "1").

Performance of Government of Canada in Helping Canadians Reduce Exposure to SHS

*These ads were in fact produced by the Government of Canada. How would you rate the performance of the Government of Canada on providing on helping Canadians to **reduce their exposure to second-hand smoke**? Please use a 7-point scale, where 1 means Terrible, 7 means Excellent and the mid-point, 4, is neither good nor bad.*

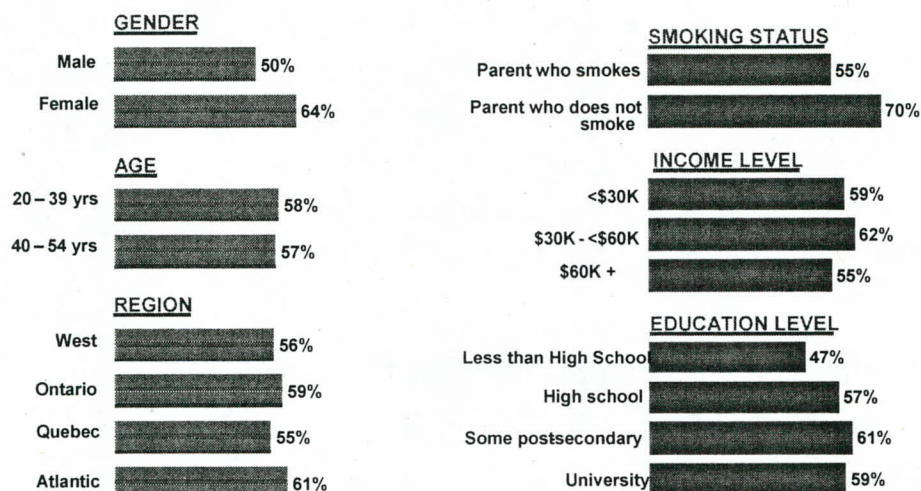


Base: all respondents n=1,000

Performance of the Government of Canada on Helping Canadians to Reduce Exposure to Second-hand Smoke by Demographics

Performance of Government of Canada in Helping Canadians Reduce Exposure to SHS - By

% Good (5, 6, and 7)



Base: all respondents

In terms of the performance of the Government of Canada, **exposure to SHS ads, exposure to SHS ads and the Government of Canada as the correct sponsor, gender, education, smoking restrictions, and the smoking status of parents** impact on the view that the Government of Canada does a good job in helping Canadians reduce exposure to second-hand smoke.

In terms of **gender**, women (64%) are more likely than men (50%) to rate the government's performance as good.

Education is a variable that impacts on respondents' views on government performance: the rating of "good" is higher among respondents with some post-secondary education (61%), compared to those with less than a high school education (47%).

Parental smoking status also influences the views that respondents have regarding the government's performance on helping Canadians to reduce their exposure to

second-hand smoke: parents who do not smoke (70%) are more likely to rate the government's performance as good, compared to those who smoke (55%).

Smoking restrictions in the home also influence perceptions of the government's performance: those with smoking restrictions rate the government performance higher (60% versus 44% for unrestricted smoking).

Further, **exposure to the SHS ads** significantly impacts the rating given to the government in helping Canadians to reduce their exposure to second-hand smoke: those who have seen the ads and correctly identified GOC as the sponsor (62%) and those who have seen any ads (59%) have significantly higher ratings, compared to those who didn't see any ads (39%).

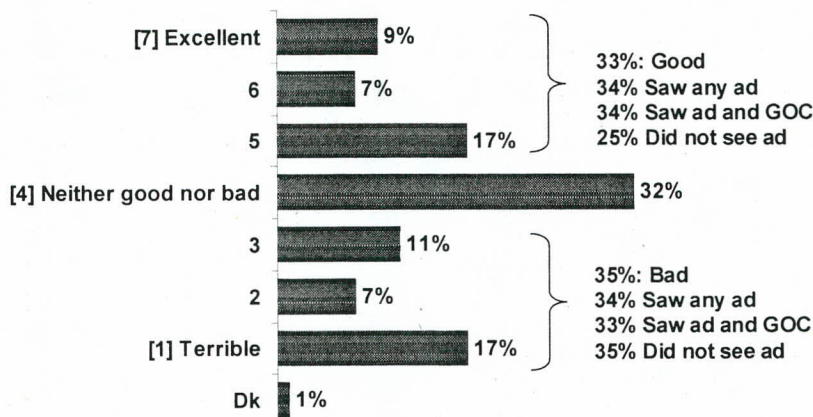
The demographic variables of **region, age, income level** and **Aboriginal status** do not have a significant impact on the rating of the performance of the Government of Canada in helping Canadians reduce exposure to second-hand smoke.

Performance of the Government of Canada – General

When asked to rate the performance of the Government of Canada, over two in five (33%) Canadians rate the GOC a 5,6,7 on a seven-point performance scale, where 4 means "neither good nor bad".

Performance of Government of Canada (General)

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



Base: all respondents n=1,000

Performance of the Government of Canada by Demographics

In terms of the performance of the Government of Canada, **exposure to SHS ads, exposure to SHS ads and the Government of Canada as the correct sponsor, age, gender, smoking restrictions, and region** impact on the view that the Government of Canada does a good job in helping Canadians to reduce exposure to second-hand smoke.

In terms of **gender**, women (37%) are more likely than men (28%) to rate the government performance as good.

Regionally, respondents rate the performance of the Government of Canada similarly, except in Atlantic Canada, where the rating of "good" is significantly higher (40%).

Further, **exposure to the SHS ads** significantly impacts the rating given to the government, in that those who have seen any SHS ads and correctly identified GOC as the sponsor (35%), and those who have seen any ads (34%) have significantly higher ratings, compared to those who have not seen any ads (25%).

Smoking restrictions in the home also influence perceptions of the government's performance: those with smoking restrictions in the home rate the performance of the government more highly (35% versus 23% for unrestricted smoking).

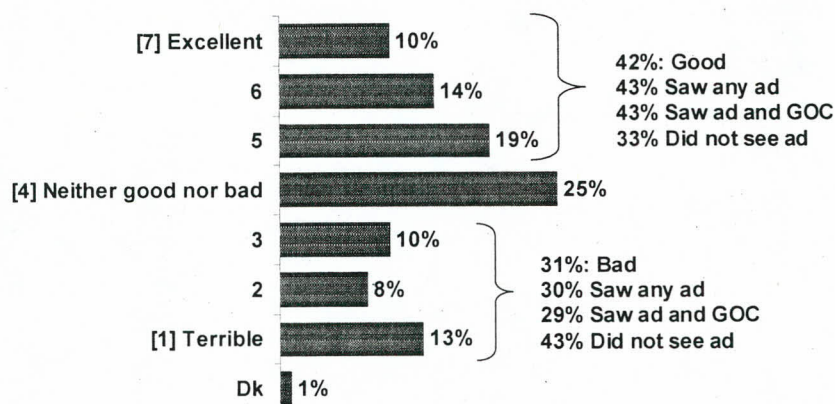
The demographic variables of **income level, education, Aboriginal status** and **the parental smoking status** do not have a significant impact on the rating of the performance of the Government of Canada.

Performance of the Government of Canada in Providing Information About Government Services

Over two in five (42%) rate the Government of Canada's performance in providing information about government services as good.

Performance of Government of Canada in Providing Information About Government Services

And, using the same scale how would you rate the performance of the Government of Canada in providing information to the public about government services that are available to Canadians?



Base: all respondents n=1,000

Performance of the Government of Canada in Providing Information on Government Services by Demographics

In terms of the performance of the Government of Canada in providing information on government services, **exposure to SHS ads, exposure to SHS ads and the Government of Canada as the correct sponsor, gender, age, smoking restrictions, and the parental smoking status** impact on the view that the Government of Canada does a good job in providing information on government services.

In terms of age, younger parents, i.e., those between the ages of 20 and 39 (46%), are more likely to rate the government's performance as "good", compared to parents aged 40 to 54 years (38%).

Parental smoking status influences the rating given the government: parents who do not smoke (44%) are more likely to rate the government's performance as good, compared to those who smoke (33%).

In terms of **gender**, women (47%) are more likely than men (37%) to rate the government's performance as good.

The demographic variables of **region, income level, education, and Aboriginal status** do not have a significant impact on the rating of the performance of the Government of Canada in providing information on government services.

Views on Government of Canada Information and Services

Overall, respondents agree (5, 6 and 7 on a scale of 1 to 7) that it is important for the Government of Canada to protect children from the dangers of second-hand smoke (75%). Respondents are somewhat less likely to agree that the Government of Canada delivers its service and information in a respectful way (56%), or that it is using new and innovative ways to provide information and service to citizens (47%). Fewer respondents agree that you can count on the Government of Canada for reliable service or information (35%), or that it is easy to contact the Government of Canada for information or service (35%).

Views on GOC Information and Services				
<i>Please tell me the extent to which you agree or disagree with each of the following statements using a 7-point scale where 1 is totally disagree, 7 is totally agree and the mid-point 4 is neither agree nor disagree. (% agree (5,6 and 7))</i>	Total	Saw any ad	Saw ads and GOC	Did not see ads
Base	1,000	904	338	102
It is important for the Government of Canada to protect children from the dangers of second-hand smoke.	75%	75%	76%	72%
The Government of Canada delivers its service and information in a respectful way.	56%	57%	59%	48%
The Government of Canada is using new and innovative ways to provide information and service to citizens.	47%	49%	53%	32%
You can count on the Government of Canada for reliable service and information.	35%	35%	38%	35%
It is easy to contact the Government of Canada for information and service.	35%	37%	36%	21%

Overall, *with the exception of* the importance of protecting children from second-hand smoke, and the view that one can count on the Government of Canada for reliable service and information, exposure to the SHS ads influences perceptions of government information and services. Those who have been exposed to SHS ads express higher levels of agreement across the statements tested.

Impact of Ads on Views of Government of Canada Information and Services by Net TV/Radio SHS Campaigns

SHS TV ads have had a favourable impact on attitudes towards some Government of Canada information services. The following are some views offered by respondents as a result of exposure to these ads:

- The Government of Canada delivers its services and information in a respectful way.
- The Government of Canada is using new and innovative ways to provide information and services to citizens.
- It is easy to contact the Government of Canada for information and service.

SHS radio ads have had a favourable impact on perceptions, in that respondents have offered the following views:

- It is important for the Government of Canada to protect children from the dangers of second-hand smoke.
- The Government of Canada is using new and innovative ways to provide information and services to citizens.

Impact of Ads on Views of Government of Canada Information and Services

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

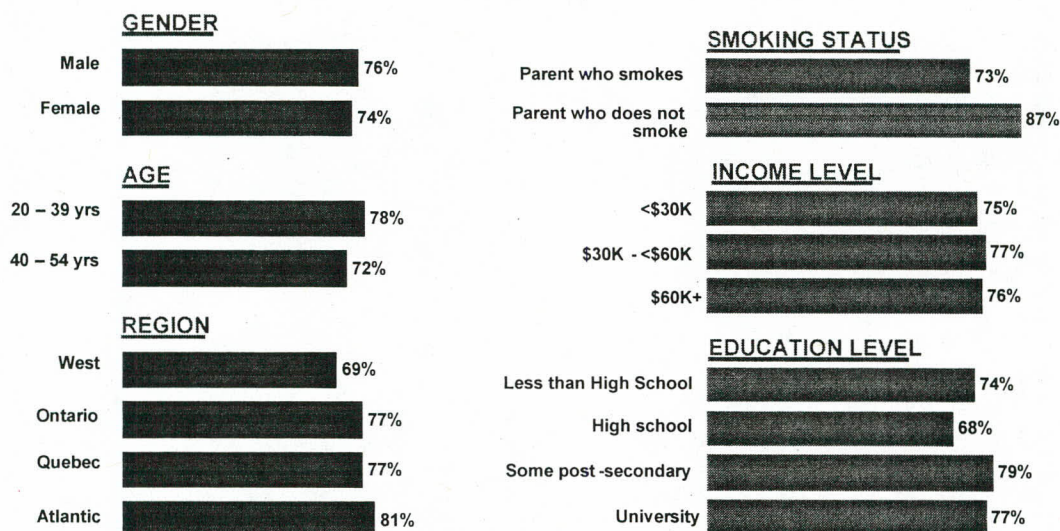
% agree (5, 6 and 7)		Net TV Campaign			Net Radio Campaign		
Base	Total	Saw ads	Saw ads + GOC	Did not see ads	Heard ads	Heard ads + GOC	Did not hear ads
It is important for the Government of Canada to protect children from the dangers of second-hand smoke	75%	75%	77%	76%	78%	82%	72%
The Government of Canada delivers its services and information in a respectful way	56%	56%	60%	52%	55%	57%	56%
The Government of Canada is using new and innovative ways to provide information and services to citizens	47%	49%	54%	37%	47%	56%	48%
You can count on the Government of Canada for reliable service and information	35%	35%	38%	33%	32%	35%	38%
It is easy to contact the Government of Canada for information and service	35%	38%	38%	23%	34%	38%	36%

It Is Important for the Government of Canada to Protect Children from the Dangers of Second-hand Smoke

Three-quarters (75%) of respondents agree it is important that the Government of Canada protect children from the dangers of second-hand smoke. Agreement with this point of view is impacted by **region**, **education**, and **the smoking status of the parent**.

Important for the Government of Canada to Protect Children from the Dangers of SHS (Net Campaign) – By Demographics -

% Agree (5, 6, and 7)



Base=all respondents n=1,000

On a **regional** basis, agreement with this point of view is similar across the regions, with the exception of Atlantic Canada, where agreement is significantly higher (81%).

Education is a variable that impacts on this point of view: agreement is higher among respondents with some post-secondary education (79%), compared to those with a high school education (68%).

Parental smoking status impacts on agreement with this viewpoint: parents who smoke (87%) express stronger levels of agreement.

Smoking restrictions in the home also influence agreement with this point of view: those with smoking restrictions in the home express higher levels of agreement (79% versus 55% for unrestricted smoking).

Agreement among respondents that "it is important for the Government of Canada to protect children from the dangers of second-hand smoke" does not vary significantly across the variables of **exposure to SHS ads, age, gender, income level, smoking restrictions, or Aboriginal status.**

The Government of Canada Delivers its Services in a Respectful Way

When asked to rate how the Government of Canada delivers its service and information, over one-half (56%) of respondents agree that it does so in a respectful way.

Agreement with this viewpoint is impacted by **exposure to SHS ads, gender, region, income level, education, and parental smoking status.**

The Government of Canada Delivers its Services in a Respectful Way		
Agree (5,6 and 7)	Neutral (4)	Disagree (1,2 and 3)
56%	25%	19%

Based on **gender**, some differences do exist: women (60%) are more likely than men (51%) to agree with this point of view.

Regionally, agreement with this statement is similar in all regions, except in Atlantic Canada (68%) and Quebec (64%), where agreement is significantly higher.

In terms of **income**, respondents who reside in households with an annual income between \$30,000 and <\$60,000 (60%) display significantly higher levels of agreement.

Further, **education** is a variable that impacts perceptions of how the Government of Canada delivers its services: agreement is higher among respondents with a university education (64%)

The **smoking status of the parent** influences the level of agreement: parents who smoke (72%) express higher levels of agreement.

Exposure to SHS ads has a favourable impact on levels of agreement with this point of view: those who have seen any SHS ads (57%) or have seen the SHS ads and correctly identified the Government of Canada as the correct sponsor (59%) display significantly higher levels of agreement, compared to those who have not seen any SHS ads (48%).

Age, smoking restrictions, or Aboriginal status do not significantly affect agreement levels.

The Government of Canada Is Using New and Innovative Ways to Provide Information and Service to Citizens

Approximately one-half (47%) of respondents agree that the Government of Canada is using new and innovative ways to provide information and service to citizens.

Agreement with this viewpoint is impacted by exposure to **SHS ads**, **gender**, **region**, and **parental smoking status**.

The Government of Canada Is Using New and Innovative Ways to Provide Information and Service to Citizens		
Agree (5,6 and 7)	Neutral (4)	Disagree (1,2 and 3)
47%	32%	20%

Regionally, agreement with this statement is similar in all regions, except in Atlantic Canada, where agreement is significantly higher (59%).

Gender affects agreement levels: women (53%) are more likely than men (42%) to express higher levels of agreement.

The smoking status of the parent influences agreement with this point of view: parents who do not smoke (62%) are more likely than those who smoke (45%) to agree with this point of view.

Agreement with viewpoint is not significantly impacted by **age**, **income level**, **education**, **smoking restrictions**, or **Aboriginal status**.

Exposure to SHS ads impacts on agreement: those who have seen SHS ads and identified GOC as the sponsor (53%) and those who saw any ads (49%) are more likely to agree with this viewpoint, compared to those who did not see any ads (32%).

You Can Count on the Government of Canada for Reliable Service and Information

Over one-third (35%) of Canadians agree that "you can count on the Government of Canada for reliable service and information." Attitudes towards this viewpoint are impacted by **gender, region, income level, and parental smoking status**.

You Can Count on the Government of Canada for Reliable Service and Information		
Agree (5,6 and 7)	Neutral (4)	Disagree (1,2 and 3)
35%	30%	34%

There are **regional** considerations: while agreement that "you can count on the Government of Canada for reliable service and information" is similar in most regions, respondents residing in Quebec (43%) and Atlantic Canada (42%) are significantly more likely to agree with this viewpoint.

Gender impacts on agreement: women (43%) are more likely than men (27%) to agree that "you can count on the Government of Canada for reliable service and information".

Respondents with an annual **income** of less than \$30,000 (40%) are more likely to agree with this point of view.

Parental smoking status influences agreement with this statement: parents who do not smoke (45%) are significantly more likely to agree with this point of view.

Agreement with this viewpoint is not significantly impacted by **exposure to SHS ads, age, education, smoking restrictions, or Aboriginal status**.

It Is Easy to Contact the Government of Canada for Information and Service

Over one-third of respondents (35%) agree that "it is easy to contact the Government of Canada for information and service." Agreement with this point of view is influenced by **exposure to SHS ads**, **region**, and the **parental smoking status**.

It Is Easy to Contact the Government of Canada for Information and Service		
Agree (5,6 and 7)	Neutral (4)	Disagree (1,2 and 3)
35%	30%	34%

Regionally, agreement with this statement is similar in all regions, except in Atlantic Canada, where agreement is significantly higher (46%).

Parental smoking status impacts on perceptions of whether it easy to contact the Government of Canada for information and service: parents who do not smoke (51%) are more likely to agree with the viewpoint.

Exposure to SHS ads has a favourable impact on levels of agreement with this point of view: those who have seen any SHS ads (37%) or have seen the SHS ads and correctly identified the Government of Canada as the sponsor, display significantly higher levels of agreement (36%), compared to those who did not see any SHS ads (21%).

Gender, **age**, **level of income**, **education**, **smoking restrictions**, and **Aboriginal status** do not significantly influence agreement with this point of view.

SHS AND SMOKING BEHAVIOUR

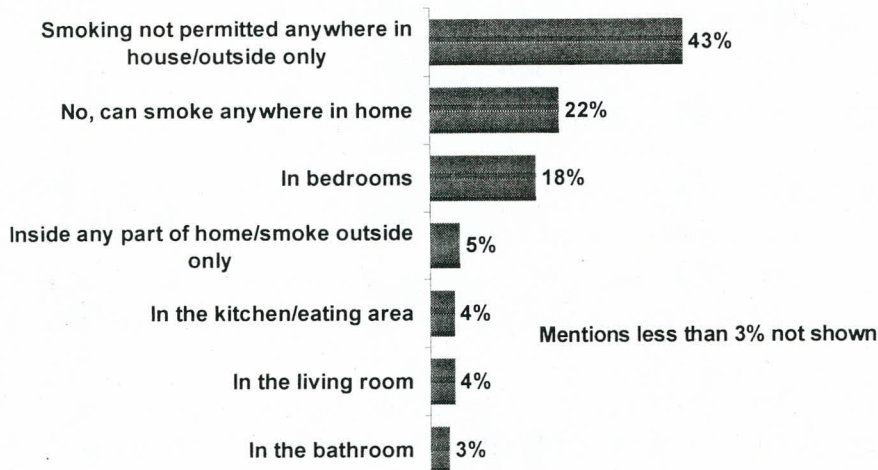
Any Smoking Restrictions in Home

Respondents were asked if there are any parts of their home where smoking is not permitted. Two in five (43%) report that smoking is not permitted anywhere inside the house or outside only, while twenty-two percent report that smoking is allowed anywhere.

Among those who report some smoking restrictions in the house, 18% say that smoking is restricted in the bedrooms, 4% in the kitchen areas, 4% in the living room, and 3% in the bathroom.

Any Restrictions on Smoking in Home

Are there any parts of your home where smoking is not permitted? If so where?
Total Mentions



Base=all respondents n=1,000

Smoking Prohibition by Demographics

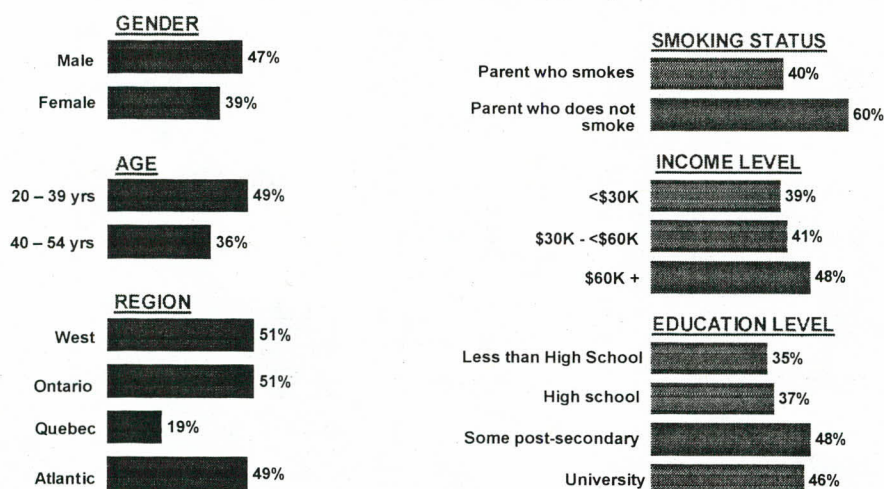
Smoking Not Permitted

Smoking prohibition is influenced by **gender, region, age, education, and parental smoking status.**

Smoking Not Permitted in Home – By Demographics –

"Are there any parts of your home where smoking is not permitted?" and "Are there any situations or times of day when smoking is not permitted in your home?"

% Smoking not permitted
anywhere in home (n = 431)



In terms of **gender**, men (47%) are more likely to say that smoking is not permitted inside the house.

Notable differences exist within the **regions**: those residing in the West (51%), in Ontario (51%) and in Atlantic Canada (49%) are significantly more likely to say that smoking is not allowed in the home, compared to those living in Quebec (19%).

Age seems to have an impact on the implementation of smoking prohibition: younger respondents, i.e., those between the ages of 20 and 39 (49%), are more likely to ban smoking inside the house.

Education is a variable that also impacts on smoking: respondents with some post-secondary education (48%) are more likely to report that smoking is not permitted inside the home.

Parental smoking status also influences smoking inside the home: those who do not smoke (60%) are more likely to report that smoking is not allowed in the home.

Exposure to SHS ads, income level and **Aboriginal status** do not impact significantly on the lack of smoking restrictions in and around the home.

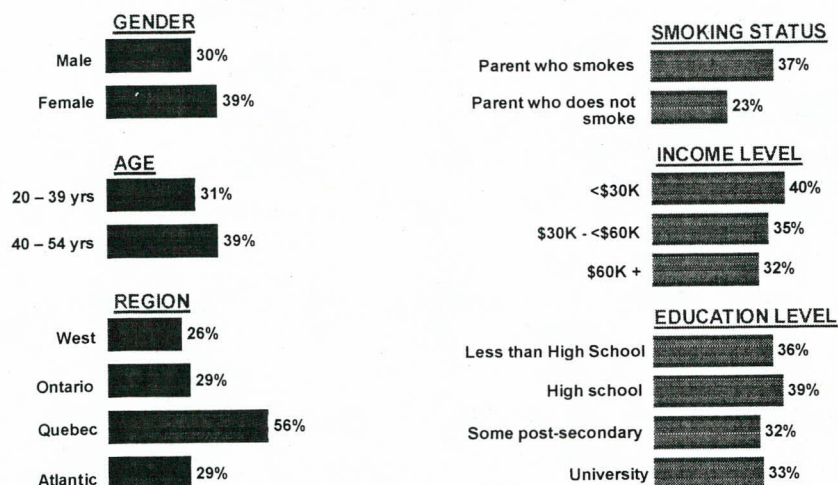
Some Smoking Restrictions in the Home

In terms of smoking restrictions in the home, **gender, region, age, parental smoking status**, and **exposure to SHS ads** influence smoking restrictions inside the home.

Some Smoking Restrictions – By Demographics –

"Are there any parts of your home where smoking is not permitted?"

% Some smoking restrictions
in home NET (n = 348)



In terms of **gender**, women (39%) are more likely than men to say that there are some smoking restrictions inside the home.

Regionally, the incidence of smoking restrictions inside the home is similar in all regions, except in Quebec (56%), where the incidence of smoking restrictions is significantly higher.

Age also impacts on smoking restrictions: those between the ages of 40 and 54 (39%) are more likely to say that they have some smoking restrictions in the home, compared to those between the ages of 20 and 39 (31%).

The smoking status of the parent also influences smoking restrictions inside the home: parents who smoke (37%) are more likely than those who do not smoke (23%) to report smoking restrictions inside the home.

Exposure to SHS ads also impacts on the incidence of some smoking restrictions: those who saw any SHS ads (36%) or who saw at least one ad and correctly identified the Government of Canada as the sponsor (40%) are more likely than those who did not see any ads (21%) to say that they have some smoking restrictions in the home.

The variables **income level**, **education**, and **Aboriginal status** do not have a significant impact on smoking restrictions inside the home.

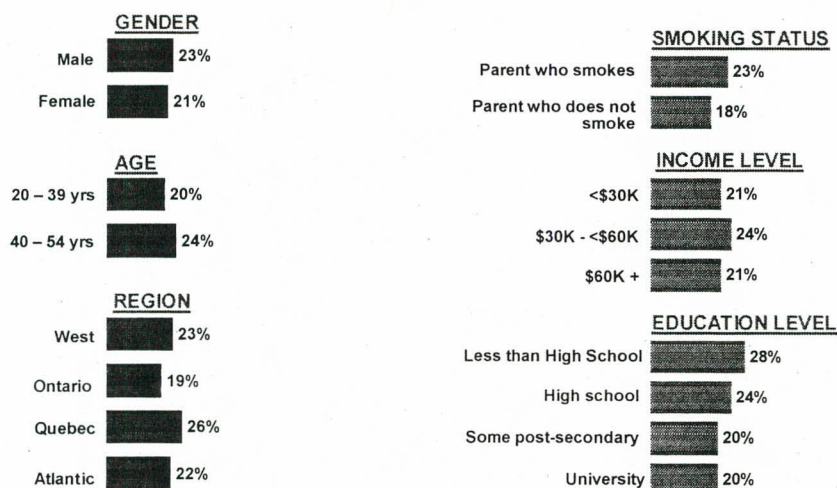
Unrestricted Smoking Allowed in the Home

The incidence of unrestricted smoking in the home is influenced by **education** and **exposure to SHS ads**.

Unrestricted Smoking Allowed in Home – By Demographics –

"Are there any parts of your home where smoking is not permitted?"

% Unrestricted smoking allowed in home (n = 221)



Education is a variable that impacts on unrestricted smoking in the home: those with less than a high school education (28%) are significantly more likely to report that anyone can smoke in their home, compared to those with either a post-secondary (20%) or a university education (20%).

Exposure to SHS ads also has a significant impact on the incidence of unrestricted smoking: those who did not see any SHS ads (35%) are significantly more likely to say that smoking is unrestricted in their home, compared to those who saw any SHS ad (21%) or saw at least one SHS ad and correctly identified the Government of Canada as the sponsor (20%).

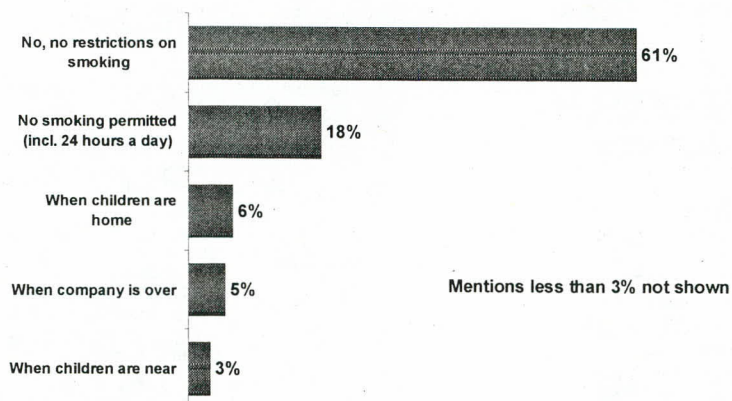
Region, age, gender, income level, Aboriginal status and parental smoking status do not have a significant impact on the incidence of unrestricted smoking in the home.

Situations or Times Where Smoking Is Restricted in the Home

Among those who permit smoking in house (unrestricted or restricted n=569), three in five respondents (61%) report that there are not any situations or times of day when smoking is not permitted in their home.

Situations/Times Smoking is Restricted in Home

Are there any situations or times of the day when smoking is not permitted in your home? If so, what restrictions apply?
Total Mentions



Base=smoking permitted in home n=569

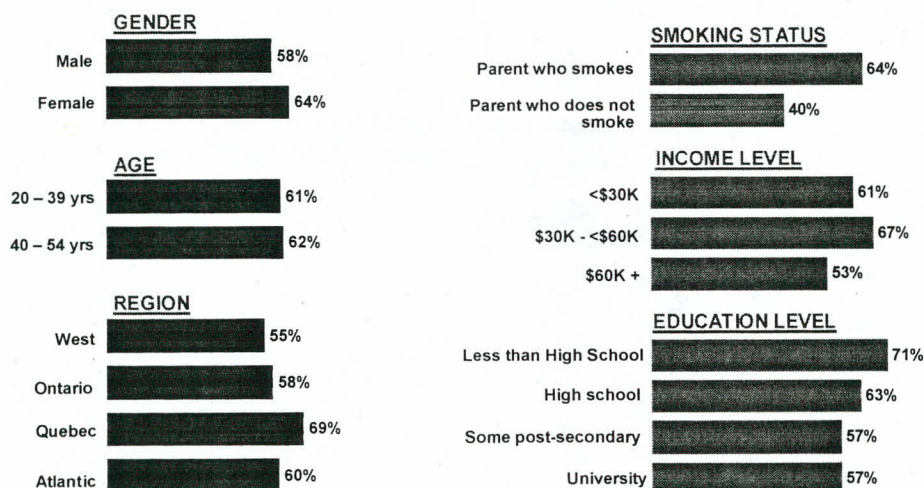
No Situations in Which Smoking Is Restricted

The incidence of no situations or times of day where smoking in the home is restricted is influenced by **region, income level, education, and the smoking status of the parent.**

Situations/Times – No Restrictions

"Are there any situations or times of the day when smoking is not permitted in your home?"

% Situations/Times NO restrictions (n = 349)



On a **regional** basis, those residing in Quebec (69%) are more likely than those in the West (55%) to report that there are not any restrictions on smoking in their home.

Education also impacts on the incidence of unrestricted smoking: those who have less than a high school education (71%) are more likely to say there are not any restrictions.

In terms of **income**, respondents with an annual household income between \$30,000 and <\$60,000 (67%) are more likely to fall within this category.

The **smoking status of the parent** also impacts on the incidence of unrestricted smoking in the home: those who smoke (64%) are more likely than non-smokers (40%) to say that smoking is allowed anywhere in their home.

The variables **gender, age, Aboriginal status,** and **exposure to SHS ads** do not have a significant impact on the incidence of unrestricted smoking in the home.

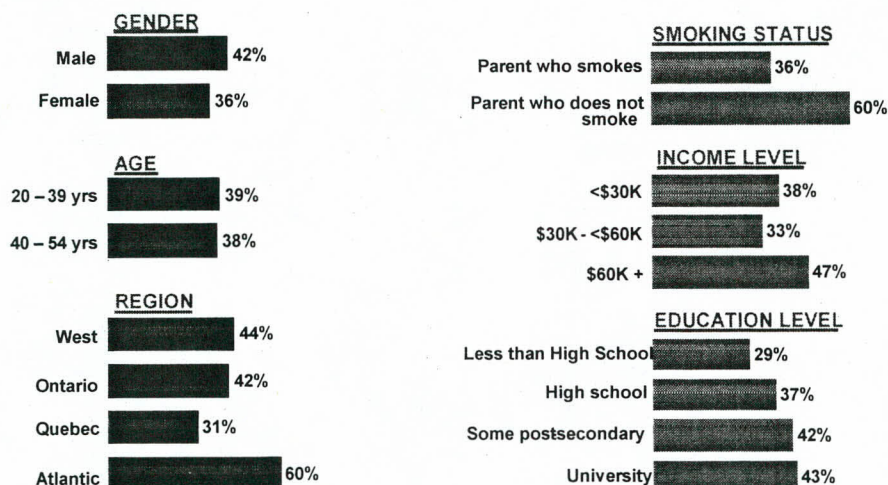
Situations/Times of Day – Some Restrictions on Smoking

The incidence of restrictions on smoking in the home is influenced by **region, income level, Aboriginal status, the smoking status of the parents, and education.**

Situations/Times - Smoking Is Restricted in Home

"Are there any situations or times of the day when smoking is permitted in your home?"

% Situations/Times smoking is restricted (n = 219)



On a **regional** basis, those residing in the West (44%) are more likely than those residing in Quebec (31%) to report that there are not any restrictions on smoking in their home.

Education also influences the incidence of restricted smoking: those who have some post-secondary education (42%) are more likely to say there are smoking restrictions.

In terms of **income**, respondents with an annual household income of \$60,000 or more (47%) are more likely to fall within this category.

The **smoking status of the parent** also impacts on the incidence of restricted smoking in the home: those who do not smoke (60%) are more likely than smokers (36%) to say that smoking is not allowed anywhere in their home.

Aboriginal status also affects the incidence of smoking restrictions: Aboriginal peoples (53%) are significantly more likely to report smoking restrictions in the home.

The variables **gender, age, and exposure to SHS ads** do not have a significant impact on the incidence of restricted smoking in the home.

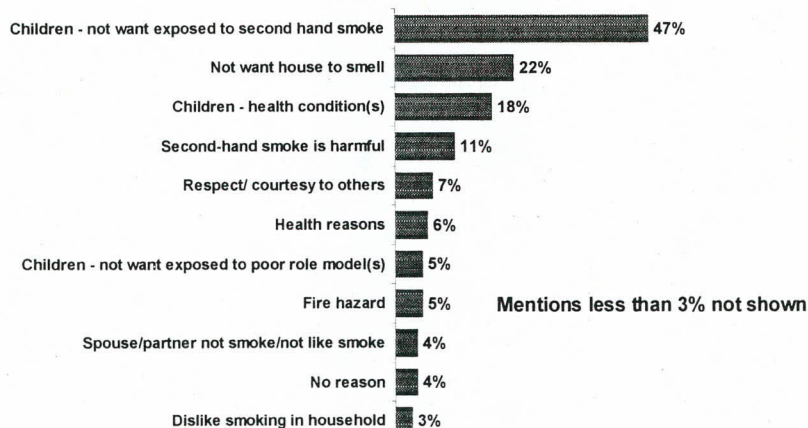
Reasons for Placing Restrictions on Smoking in Home

Parents who restrict smoking in their home (n=852) say that they place these restrictions for reasons primarily related to their concerns about their children's exposure to second-hand smoke (47%). Other mentions include: not wanting the house to smell (22%), health conditions of the children (18%), or the sense that second-hand smoke is harmful (11%). All other mentions accounted for 8% or less of responses.

Reasons for Placing Restrictions on Smoking in Home

What are your reasons for putting restrictions on where or when smoking is permitted in your home?

Total Mentions



Base=smoking not permitted in home or have restrictions on smoking in home n=852

Non-exposure to SHS

Region, age, parental smoking status and **exposure to SHS** impact on those who say that they have smoking restrictions in the home because they do not want their children exposed to second-hand smoke.

Regionally, the incidence of parents mentioning that they wished to avoid exposing their children to second-hand smoke is higher in the West (50%), in Ontario (52%) and Atlantic Canada (49%), while it is lower in Quebec (33%).

Age also impacts on wishing to avoid exposing their children to second-hand smoke: those who are between the ages of 20 and 39 (56%) are more likely to cite this reason, compared to those who are between the ages of 40 and 54 (35%).

In terms of smoking status, those who smoke (49%) are more likely to mention this reason, compared to those who don't smoke (35%).

Exposure to SHS ads also plays a role: those who have seen at least one SHS ad and correctly identified the Government of Canada as the sponsor (50%), and those who have seen any SHS ads (48%) are more likely than those who have not seen any ads (30%) to cite this as a reason for having smoking restrictions in the home.

Education, gender, income level, and Aboriginal status do not have a significant impact on those who express this point of view.

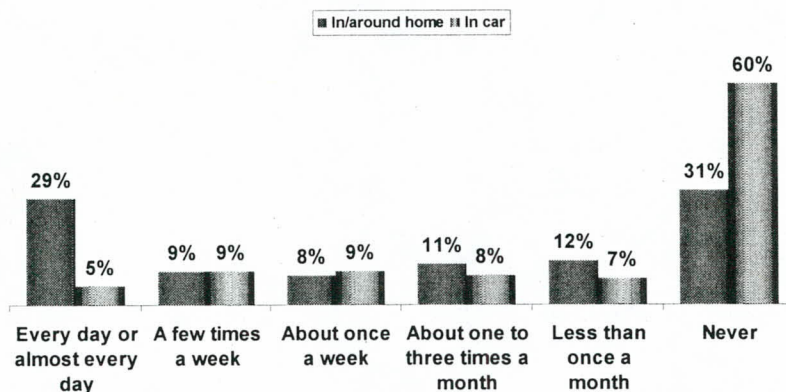
Exposure of Children to Second-hand Smoke – Home or Car

The findings of the study suggest that children are less likely to be exposed to second-hand smoke in cars (60%), compared to the home (31%). Three in ten (29%) respondents report that their children are exposed to second-hand smoke every day or almost every day in the home, compared to 5 percent in the car.

Exposure of Children to SHS – Home/Car

How often do you think your children are in a situation where they are breathing in second-hand smoke in and around your home?

How often do you think your children are in a situation where they are breathing in second-hand smoke in your car?



Base=all respondents n=1,000

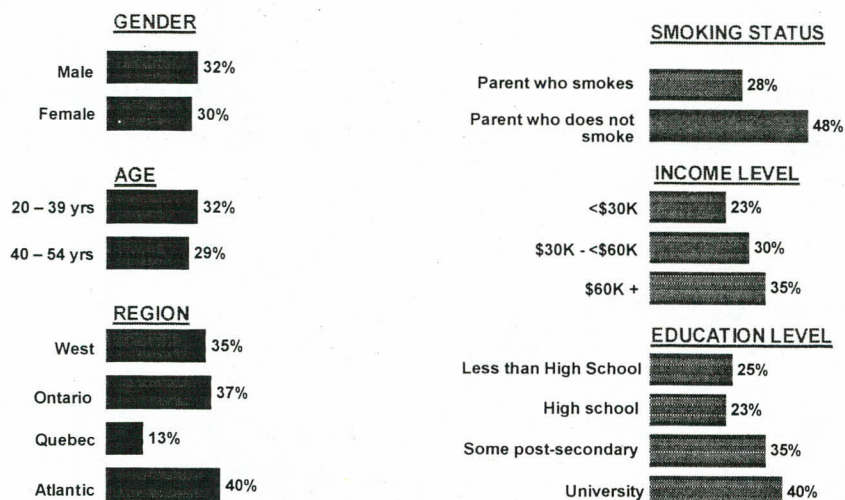
SHS in the Home by Demographics

Children Not Exposed to SHS in Home

The non-exposure of children to second-hand smoke in the home is influenced by **region, level of income, education, smoking restrictions, and the smoking status of the parent.**

Children Never Exposed to SHS in Home -Demographics-

% Children never exposed to SHS in home (n=310)



Regionally, non-exposure to second-hand smoke in the home is significantly higher outside of Quebec: respondents in Atlantic Canada (40%), Ontario (37%) and the West (35%) are significantly more likely to say that their children are never exposed to second-hand smoke in the home, compared to Quebec (13%).

Income has an influence on non-exposure of children to second-hand smoke: respondents with an annual income of \$60,000 or more (35%) are more likely to report that their children are never exposed to second-hand smoke in the home.

In terms of **education**, respondents with a university education (40%) are the most likely to report that their children are never exposed to second-hand smoke in the home.

Parental smoking status affects non-exposure of children to second-hand smoke in the home: parents who do not smoke (48%) are more likely to report that their children are never exposed to second-hand smoke in the home.

Non-exposure of children to second-hand smoke is not significantly different across **exposure to SHS ads, gender, age, or Aboriginal status.**

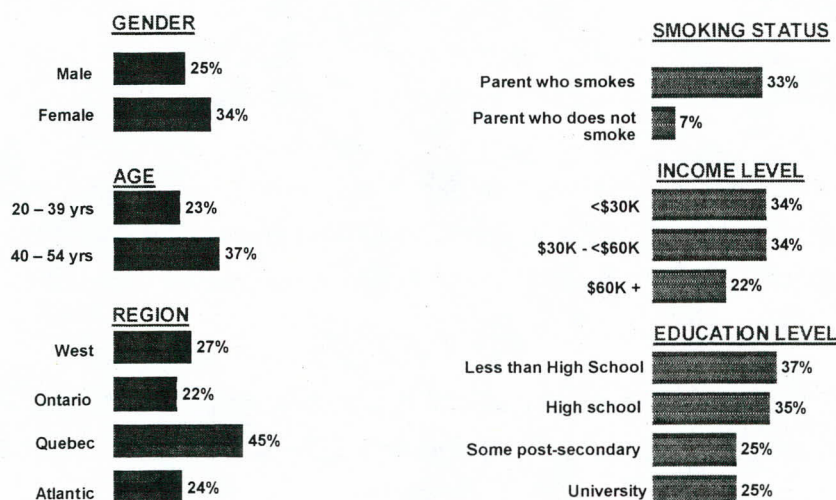
Smoking restrictions in the home also influence the exposure of children to second-hand smoke in the home: those with smoking restrictions in the home are more likely to say that their children are never exposed to second-hand smoke in the home (34%, versus 16% for unrestricted smoking).

Daily/Almost Daily Exposure to SHS

Exposure to SHS on a daily/almost daily basis is influenced by **gender, region, age, income, education, smoking restrictions, and the smoking status of the parent.**

Daily/Almost Daily Exposure to SHS -Demographics-

% Daily/Almost Daily
Exposure to SHS (n=295)



Regionally, exposure to second-hand smoke is similar in all regions, except in Quebec, where daily/almost daily exposure is significantly higher (45%).

Gender differences exist for daily/almost daily exposure to second-hand smoke: women (34%) are more likely to report that their children are exposed to second-hand smoke on a daily/almost daily basis, compared to men (25%).

The **age** of the parents also influences daily/almost daily exposure of children to second-hand smoke: older parents, i.e., those between the ages of 40 and 54 (37%) are more likely than their younger counterparts (23%) to report that exposure to SHS occurs that frequently.

Parental smoking status: Parents who are smokers (33%) are more likely than parents who do not smoke (7%) to report that their children are exposed on a daily or almost daily basis.

In terms of **income**, respondents who reside in households with an annual income below \$30,000 display significantly higher levels of daily or almost daily exposure of children to second-hand smoke (34%).

Further, **education** is a variable that impacts on the daily or almost daily exposure of children to second-hand smoke: exposure is higher among respondents with less than a high school education (37%).

Exposure to SHS ads and **Aboriginal status** do not have a significant impact on exposure of children to second-hand smoke.

SHS Exposure in the Car by Demographics

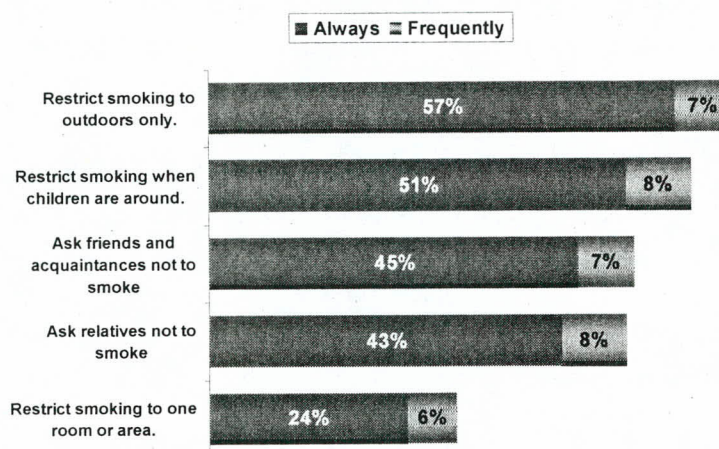
Parents who reside in Ontario (68%), those between the age of 20 and 39 (64%), and those who do not smoke (74%) are significantly more likely to report that their children are never exposed to second-hand smoke in the car.

Strategies to Restrict Smoking

Respondents were asked if they had tried various strategies to restrict smoking in their home. Overall, the majority of respondents say that they restrict smoking to the outdoors only (64%), followed by restricting smoking when children are around (59%), asking friends or acquaintances not to smoke (52%), asking relatives not to smoke (51%), or restricting smoking to one room or area (30%).

Strategies to Restrict Smoking

Again, thinking about your home, please tell me whether you or other members of your household always, frequently, sometimes or never do the following.



Base=all respondents n=1,000

Overall Trends

Strategies to restrict smoking in the household are influenced by **region, age, level of income, education, smoking restrictions, and parental smoking status.**

On a **regional** basis, respondents residing outside of Quebec are more likely to report that they have tried these strategies to try to restrict smoking, whereas respondents from Quebec are more likely to say that they sometimes or never try these strategies to quit smoking.

Age also impacts on strategies to restrict smoking: younger parents, i.e., those between the ages of 20 and 39, are more likely to report that they always or frequently restrict smoking to the outside, or ask relatives/acquaintances/friends not to smoke.

Income influences some smoking restrictions strategies: respondents with an annual income of \$60,000 or more are more likely to say that they always or sometimes restrict smoking to the outdoors or that they ask relatives not to smoke.

Further, **education** is a variable that impacts on those who say that they always or frequently restrict smoking to the outdoors when children are around or that they ask friends/acquaintances/relatives not to smoke. Those with a university education are more likely to report that they have tried these smoking restriction strategies.

The **smoking status of parents** also affects those who say that they always/frequently try the tested smoking restriction strategies: parents who do not smoke are significantly more likely to report that they always or frequently try these strategies.

Smoking restrictions in the home also influence the incidence of respondents trying the various ways to restrict smoking: those with smoking restrictions in the home are more likely to say that they have tried the tested strategies.

Exposure to SHS ads, gender and Aboriginal status do not have a significant impact on the frequency of trying these smoking strategies, with the exception Aboriginal peoples, who are more likely to report that they always/frequently restrict smoking to the outdoors.

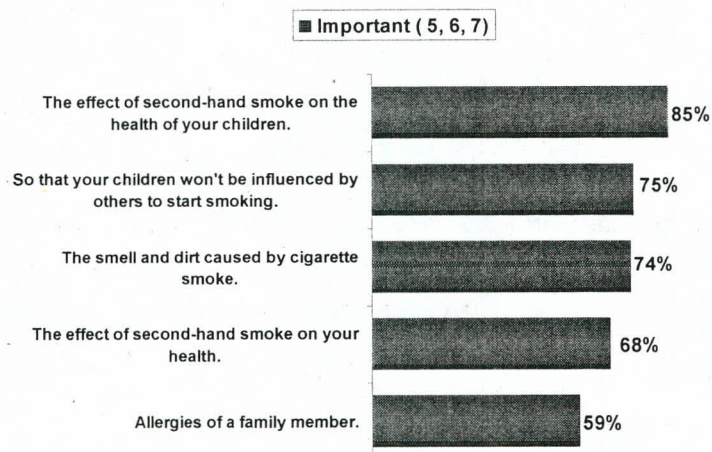
Drivers for Smoking Restrictions

When asked to rate the importance of several reasons for restricting smoking in the home, the majority of respondents rate the effects of second-hand smoke on the health of their children as important (85% - 5, 6 and 7 on a scale of 1 to 7), followed by not wanting their children to be influenced by others to start smoking (75%), and the smell and dirt caused by cigarette smoke (74%).

Secondary reasons for restricting smoking in the home include: the effect of second-hand smoke on one's health (68%) and the allergies of a family member (59%).

Drivers for Smoking Restrictions

People may restrict smoking in their home for a number of reasons. On a 7-point scale, where 1 means not at all important, and 7 means extremely important, please tell me how important the following factors are in your decision to restrict smoking in your home.



Base=all respondents n=1,000

General Trends

In terms of impact on drivers for placing smoking restrictions in the home, **gender**, **region**, **age**, **education**, **smoking restrictions**, and **parental smoking status** have the most significant influence.

When it comes to **gender**, women are more likely to rate the effect of second-hand smoke on their children or the smell or dirt caused by cigarette smoke as important reasons for restricting smoking in the home.

Some **regional** differences exist: those residing in Atlantic Canada and Ontario are the most likely to rate the tested reasons for restricting smoking in the home as important. Those residing in the West do so for the effects of second-hand smoke on their children, and "so that your children won't be influenced by others to start smoking." Residents of Quebec are the most likely to rate the tested reasons as unimportant.

Additionally, **age** plays a role in rating the importance of the tested reasons: younger parents, i.e., those between the ages of 20 and 39, are more likely to rate the effects of second-hand smoke on their health, the effects on the health of their children, the smell and dirt caused by cigarette smoke, and "so that your children won't be influenced by others to start smoking" as important.

Education is a variable that influences perceptions of the tested reasons for restricting smoking in the home. Those with some post-secondary education are significantly more likely to rate the effect of second-hand on the health of their children, the smell and dirt caused by cigarette smoke, and "so that your children won't be influenced by others to start smoking" as important.

The **smoking status of parents** also influences how respondents perceive the importance of the tested reasons for introducing smoking restrictions in the home. Parents who do not smoke are significantly more likely to rate all the test reasons as important.

Smoking restrictions in the home also influence perceptions of why people restrict smoking: those with smoking restrictions in the home are more likely to rate each of the tested reasons as important, compared to those who do not restrict smoking in the home.

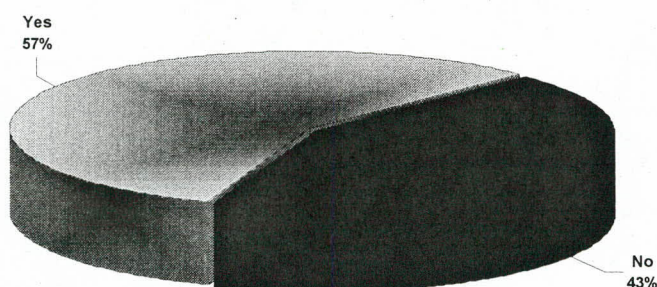
Exposure to SHS ads, income, and Aboriginal status do not have a significant impact on reasons why respondents feel people introduce smoking restriction in the home.

Discussion of Second-hand Smoke with Children

Approximately three in five (57%) respondents report that they have had a conversation about second-hand smoke with their children.

Discussion of SHS with Children

Thinking about your child(ren), has the topic of second-hand smoke ever come up in discussion between yourself and your child(ren)?



Base=all respondents n=1000

Gender and **age** have the greatest impact on discussions about second-hand smoke with children. Women (66%), compared to men (48%), and those between the ages of 40 and 54 (72%) are more likely to report that they have discussed second-hand smoke with their children.

Region, income level, education, Aboriginal status, smoking restrictions, or exposure to SHS ads do not have a significant impact on whether parents have had a discussion with their children about second-hand smoke.

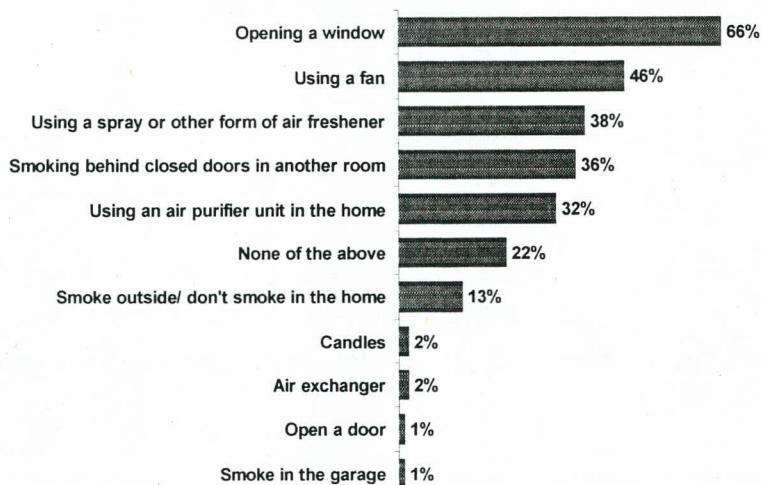
Ways to Reduce Second-hand Smoke in the Home

When asked whether they had tried various ways to reduce second-hand smoke in their home and its impact on other people, respondents are the most likely to say that they opened a window (66%). Fewer say that they have used a fan (46%), a spray or other form of air freshener (38%), smoked behind closed doors in another room (36%), or used an air purifier unit in the home (32%).

Respondents are less likely to report that they have tried none of the tested methods (22%). Fewer than 3% of respondents say that they tried the remaining methods of reducing second-hand smoke or its impact on others.

Ways to Reduce SHS in Home

There are different things that people might do to reduce the amount of second-hand smoke in their home or its impact on other people. Please tell me whether you have done any of the following %Yes



Base=all respondents n= 1,000

General Trends

Gender, region, income level, education, age, smoking restrictions, and parental smoking status have the most significant impact on whether respondents have tried some of the tested ways second-smoke or its effects on others might be reduced.

In terms of **gender**, women are more likely to report that they have used a fan, opened a window, or used an air freshener or room spray to reduce the amount of second-hand smoke.

Regionally, those residing in Quebec are the most likely to report that they have opened a window, used a fan, used an air purifier, smoked behind closed doors, or used a spray or other form of air spray.

Additionally, **income** affects whether respondents have tried some of the tested ways of reducing second-hand smoke in the home. Those with an income below \$30,000 are more likely to say that they have opened a window, used a fan, smoked behind closed doors, or used a spray or other form of air spray.

Further, **education** is a variable that influences whether respondents have tried some of tested ways of reducing second-smoke in the home. Those with less than a high school education are more likely to report that they have opened a window, used a fan, used an air purifier, smoked behind closed doors, or used a spray or other form of air spray.

The **smoking status of the parent** also affects the likelihood of trying the tested ways of reducing second-hand smoke. Parents who smoke are significantly more likely to say that they have used a fan, smoked behind closed doors, or used a spray or other form of air spray.

Unrestricted smoking in the home influences whether or not the various ways to reduce second-hand smoke have been tried: those who allow unrestricted smoking in the home are more likely to have tried opening a window, used a fan, or smoking behind closed doors.

Those who restrict smoking in the home are more likely to say that they haven't tried any of the tested methods or that they have tried to restrict smoking to outdoors.

Exposure to SHS ads and **Aboriginal status** tend not to have a significant impact on whether respondents have tried the tested ways to reduced second-hand smoke.

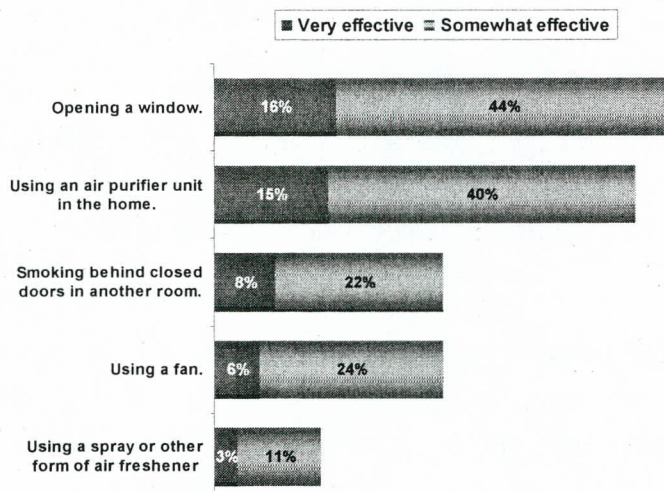
Effectiveness of Smoking Restriction Methods

When asked to rate the effectiveness of different ways of reducing second-hand smoke in the home, respondents rate opening a window (60%) as effective, followed by air purifiers in the home (55%).

Smoking behind closed doors in another room (30%) and using a fan (30%) are not rated as highly in terms of effectiveness. Fewer respondents (14%) rate using spray or other forms of air freshener as effective means of reducing the amount of second-hand smoke.

Effectiveness of Smoking Restriction Methods

How effective do you think each method is in terms of reducing the amount of second-hand smoke in a home and its impact on other people?



Base=all respondents n= 1,000

Gender, age, income level, education, smoking restrictions and parental smoking status have the most significant impact on how effective some ways of reducing second-hand smoke are rated.

In terms of **gender**, women are more likely to rate air purifiers in the home and opening a window as effective ways of reducing second-hand smoke.

Age impacts on how respondents view the tested methods: younger parents, i.e., those between the ages of 20 and 39, are significantly more likely to rate air purifiers in the home, a fan, opening a window or using an air spray as effective ways of reducing second-hand smoke.

In terms of **income**, respondents who reside in households with an annual income below \$30,000 are more likely to rate air purifiers in the home, a fan, or using an air spray as effective ways of reducing second-hand smoke.

Further, **education** is a variable that impacts how respondents rate the tested methods: respondents with less than a high school education are more likely to rate all of the tested methods as effective.

The smoking status of the parents influences how the tested methods of reducing second-hand smoke are perceived: parents who smoke are more likely to rate opening a window and smoking behind a door in another room as effective ways of impacting second-hand smoke.

Unrestricted smoking in the home influences perceptions of the effectiveness of the various means of restricting second-hand smoke: those who allow unrestricted smoking in the home are more likely to rate opening a window or using a fan as effective ways to reduce second-hand smoke.

Exposure to SHS ads, region and **Aboriginal status** tend not to have a significant impact on respondents perceptions of the tested methods of reducing the amount of second-hand smoke in the home or its impact on other people.

CONCLUDING REMARKS

Total recall (also called aided recall), for Health Canada's 2005 SHS TV ads is high (83%), and 30 percent of the respondents correctly attribute the ads to the Government of Canada, while 41 percent identify another sponsor.

In terms of recall by specific "creative", both SHS TV executions achieved a similar level of aided recall: 67% for "Target" and 64% for "Not much".

Ipsos advertising norms: Government of Canada SHS TV advertising spots exceed the Ipsos advertising norms across key measures, which speaks to the strong performance of the campaign and the level of branding for the Government of Canada on the issue of second-hand smoke.

Overview of Aided TV Ad Recall and Compared to Ipsos Norms

NET TV Campaign: Aided Recognition			
	Total Recall	Correct Sponsor Link	Linkage Ratio
Survey Respondents	83%	30%	.36
Ipsos Advertising Norm	50%	28%	.56

Favourability impression scores for Health Canada's 2005 NET SHS TV Campaign are high. Among respondents who can recall at least one of the advertisements and correctly identify the sponsor as the Government of Canada, eight in ten (81%) offer either a "very favourable" (40%) or "somewhat favourable" (41%) impression of the television advertisements.

Evidence of Success

Overall, respondents tend to read the main message from the television spots as "don't smoke around children" (22%), "quitting smoking" (21%) or "second-hand smoking is bad for your health" (19%).

Among those exposed to at least one of the SHS ads tested, one quarter (25%) report that they took some action as a result of seeing/hearing this (these) ad(s), and 21% plan to do so in the future.

The main actions mentioned as a result of seeing/hearing the ads relate to the introduction of smoking restrictions in and around the home, and smoking cessation behaviours and/or thoughts.

METHODOLOGY

Ipsos-Reid conducted a national survey among 1000 parents between the ages of 20 and 54 who are smokers or who live with an adult smoker. The survey was conducted between March 16 and March 28, 2005. A survey this size is accurate within ± 3.1 percentage points, nineteen times out of twenty. The total sample is weighted according to Census 2001 figures in order to reflect the actual population distribution of Canadians between the ages of 20 and 54 in the general population.

Sample Distribution		
	Sample Size	MOE + %
Total	1000	3.1
Parents between the ages of 20 and 39	519	4.3
Parents between the ages of 40 and 54	477	4.49
Parents who smoke	867	3.33
Parents who do not smoke	133	8.5
Aboriginal Peoples	101	9.75
Exposure to SHS ads		
Saw any SHS ads	904	3.24
Saw SHS ads and correct GOC	339	5.32
Did not see any SHS ads	96	10

Note to Readers

Despite the robust overall sample size, some questions are necessarily based on small samples – this study contains a relatively small sample of Aboriginal persons, for example. As a result, results in these cases should be considered with caution, as they provide limited statistical reliability.

Sample Selection

The target audience for the survey included those who are 20 to 54 years of age who are smokers or who live with an adult smoker.

Questionnaire Design

Questionnaire design is one of the most important stages of the research process. Senior researchers from Ipsos-Reid worked closely with Health Canada to design a questionnaire using a mix of both closed and open-ended questions to ensure the objectives of the research were met.

Under the supervision of senior researchers and field personnel, the questionnaire was pre-tested with a minimum of 20 respondents to ensure clarity and validity, and to keep within the budgeted time allotment. Each interviewer was briefed about the study and received a minimum of one hour of direct training with the questionnaire to ensure they are familiar with its content.

Interview Technique and Interview Technique

As part of our RDD procedure, at the onset of the questionnaire, a screening procedure was employed to ensure that respondents were indeed smokers or lived in a household with an adult smoker. The following describes RDD, CATI and SMS – the three telephone interview techniques Ipsos-Reid employs to ensure we obtain the highest quality telephone research data.

- **Random Digit Dialling (RDD)**

Polling is a scientific public consultation mechanism that allows us to understand the population's opinions and attitudes by surveying a random sample of its members. At the heart of what makes polling scientific is the random sample. This means that every person in the population has an equal probability of being included in the poll. This randomness creates a sample that is representative of the population and makes it possible to project the results onto the population as a whole.

- **CATI (Computer Assisted Telephone Interviewing)**

With CATI, interviewers read the questionnaire off a computer terminal and input the response directly into the computer. There are many advantages to this: using a computer allows greater flexibility in questionnaire design (question order and responses can be seamlessly randomized); it allows for better recording of open-ended responses; it reduces the number of steps involved, thereby reducing the chance of error; it allows for better supervision of interviewers; and finally, it allows for greater consistency

between interviews because the computer carefully manages how interviewers conduct the survey, thereby increasing consistency of interviewing and reducing interviewer bias.

- **SMS (Sample Management System)**

SMS is a sophisticated program that generates random telephone numbers and manages the phoning of respondents. It tracks which numbers are busy, where interviewers have previously left messages, quotas, and call-backs. This system greatly enhances the randomness of the survey.

Call Dispositions¹⁸

Total Completes	1098
Terminations	1390
Disqualified	19165
Over Quota	33
Language	1828
Call-backs	3129
Refusals	30358
No Answers	9941
Not in Service	16987
Other	48303
Grand Total	132232

¹⁸ "Other" refers to busy numbers, no answer, fax or modem numbers, hang-ups, and incorrect or barred numbers.

"Language" refers to Spanish- or Oriental-language barriers, as well as illness or deafness.

APPENDIX I: IPSOS NORMS

WHAT ARE OUR NORMS

Ipsos-ASI Ad*Graphs include standard questions related to advertising performance. These are questions on proven unaided recall of the advertising, prompted aided recall of the advertising, sponsor association, and opinion of the advertising.

Our Ad*Graphs are conducted with the advertising target and not necessarily among general population. For example, a study on electronic retailers is conducted with the advertising target, those who spend \$200+ in a six-month period in an electronics store. A study for diabetic medication is conducted among diabetic patients, etc. As such, our norms provide a benchmark of advertising performance against media spending against the advertising target.

The Ad*Graph studies are conducted by telephone or online via a wave or weekly interviewing design. The Ad*Graph surveys typically run about 15 to 20 minutes and include questions on advertising recall on different media and specific brand measures to be tracked. Sample sizes for the studies vary. However, the minimum sample size upon which data for the norms are collected is 200 interviews with the appropriate advertising target.

Findings from all these questions across all our studies are collected in a database that forms our norms. In addition to the results, our database includes other variables for each study, including advertising spending, type of advertising (e.g., image versus promotion), category, medium, new or old "creative", advertising target, research methodology (telephone or online), etc. This allows us to "mine" our database for enhanced learning for our clients and providing norms by category, level of spending, type of advertising, advertising target, etc.

Our norms are updated every year. To date, our norms include 2750 TV ads and almost 1000 ads that used other media (print, radio, out-of-home). Our norms cover many categories, including food (39%), beverages (18%), health (14%), services (11%), and many others (18%). We find that variations in the norms by category are minimal, with the exception of financial services.

HOW TO USE OUR NORMS

The norms are simply an average of the different cases in our database. They are used as a benchmark against which clients can assess the performance of their advertising. In other words, if you find that 20% of your advertising target recalls the advertising after 1000 gross ratings points of exposure, is this a good number or not? That is what the norms do: put recall numbers in context of averages and allow you to conclude that your advertising is recalled, for the level of exposure, below, at, or above average.

Given that they are averages and based on thousands of observations, it is difficult to ascertain a range for those norms. In most cases, the variations between the norms and the results of the study are substantially more than 5%, and in many cases, in the 10% or more. As such, we are able to say, with confidence, that an ad is performing above or below norms, given these variations in the results.

The norms are not designed to be a reflection of the response that the advertising generates. Impact of the advertising is driven by advertising strategy (is the message relevant or not), the creative quality (is the advertising boring or engaging), the life cycle of the product and service, competitive environment (even in the case of social marketing), etc.

APPENDIX II: INTERVIEW PROTOCOL

Hello, this is _____ calling from Ipsos-Reid- a professional public opinion research company. Please let me assure you that we are not trying to sell you anything - this is strictly a survey. Today we're talking to people in your area about some important social issues. Are there parents in your household aged 18 or older? If yes, may I speak to a parent?

Bonjour, ici _____ d'Ipsos-Reid, une firme professionnelle de sondages d'opinion publique. Je tiens à vous assurer que nous ne vendons rien. Il s'agit strictement d'un sondage. Aujourd'hui, nous nous entretenons avec des gens de votre région au sujet d'enjeux sociaux importants. Y a-t-il dans votre foyer des parents de 18 ans ou plus? Si oui, puis-je parler à l'un d'eux?

Today we are going to be talking about tobacco and issues related to smoking.
Aujourd'hui, nous allons discuter du tabac et de questions liées au tabagisme.

Yes

Oui

No

Non

[IF YES, CONTINUE. IF NO OR DK/REF, THANK AND TERMINATE]

[PARENT IS ON THE PHONE]

[PARENT À L'APPAREIL]

Screeners:

Questions de recrutement:

A) Do any parents or guardians between the ages of 20 and 54 smoke cigarettes or other tobacco products in your household? (INTERVIEWER NOTE: INCLUDES CIGAR AND PIPE SMOKING)

A) Est-ce que l'un ou l'autre des parents ou tuteurs de 20 à 54 ans fument la cigarette ou d'autres produits du tabac dans votre foyer? (NOTE À L'INTERVIEWER : Y COMPRIS LE CIGARE ET LA PIPE)

Yes

Oui

No -

Non -

[IF YES CONTINUE, OTHERWISE SKIP TO QC]

[IF YES CONTINUE, OTHERWISE SKIP TO QC]

B) May I speak to the parent who smokes?

B) Puis-je parler au parent qui fume?

Yes

Oui

No - parent who smokes is not interested

Non - parent qui fume n'est pas intéressé

No - parent who smokes is not available

Non - parent qui fume n'est pas disponible

[IF YES, SKIP TO QD IF PARENT WHO SMOKES NOT INTERESTED TRY TO INTERVIEW PARENT WHO DOES NOT SMOKE, IF PARENT WHO SMOKES IS NOT AVAILIABLE READ CALL BACK SCRIPT] [

NOTE TO FIELD: IF PARENT WHO SMOKES IS NOT AVAILIABLE SCHEDULE INTERVIEW WITH PARENT WHO DOES NOT SMOKE AFTER TWO CALL BACKS HAVE BEEN ATTEMPTED SAY "May we ask you a few questions to see if your qualify for this survey?"

IS NOT AVAILIABLE SCHEDULE INTERVIEW WITH PARENT WHO DOES NOT SMOKE AFTER TWO CALL BACKS HAVE BEEN ATTEMPTED SAY "May we ask you a few questions to see if you qualify for this survey?"

SI TOUJOURS PAS DISPONIBLE APRÈS DEUX RAPPELS, FIXER UNE ENTREVUE AVEC LE PARENT QUI NE FUME PAS, ET DIRE : « Puis-je vous poser quelques questions pour voir si vous êtes admissible à cette étude? »

Yes

Oui

No

Non

[IF YES ON CALL BACK CONTINUE] Ask QC as a double check for smoker in household.

[IF YES ON CALL BACK CONTINUE] Ask QC as a double check for smoker in household.

C) Does anyone in your household smoke who is 18 years or older?

C) Dans votre foyer, est-ce que quelqu'un de 18 ans ou plus fume?

Yes

Oui

No

Non

[IF NO/DK/REF - THANK AND TERMINATE - OTHERWISE CONTINUE]

[IF NO/DK/REF THANK, AND TERMINATE - OTHERWISE CONTINUE]

D) Do any children under the age of 18 live in your household with their parents or guardians? This includes children living there full-time or part-time as part of a shared custody arrangement.

D) Y a-t-il des enfants de moins de 18 ans qui vivent dans votre foyer avec leurs parents ou leurs tuteurs? Il peut s'agir d'enfants vivant dans votre foyer à temps plein ou à temps partiel dans le cadre d'une garde partagée.

Yes

Oui

No

Non

[IF YES CONTINUE – OTHERWISE THANK AND TERMINATE]

E) [ASK QE ONLY IF YES IN QA AND QB (PARENTS WHO SMOKE) – OTHERWISE SKIP TO QF] [ASK QE ONLY IF YES IN QA AND QB (PARENTS WHO SMOKE) – OTHERWISE SKIP TO QF] At the present time, do you smoke cigarettes (manufactured or roll your own) every day, occasionally or not at all?

E) À l'heure actuelle, est-ce que vous fumez la cigarette (en paquet ou que vous roulez vous-même) tous les jours, à l'occasion ou jamais?

Every day

Tous les jours

Occasionally (less than every day)

À l'occasion (pas tous les jours)

Not at all

Jamais

[IF EVERY DAY OR OCCASSIONALLY CONTINUE, OTHERWISE THANK AND TERMINATE]

[IF EVERY DAY OR OCCASSIONALLY CONTINUE, OTHERWISE THANK AND TERMINATE]

[ASK ALL]

[DEMANDER À TOUS]

F) In what year were you born? [DO NOT READ LIST]

F) En quelle année êtes-vous né(e)? [NE PAS LIRE LA LISTE]

1951

1951

1985

1985

[IF BETWEEN 1951 AND 1985 SKIP TO Q.1, IF 1951 OR 1985 CONTINUE - OTHERWISE THANK AND TERMINATE]

[IF BETWEEN 1951 AND 1985 SKIP TO Q.1, IF 1951 OR 1985 CONTINUE - OTHERWISE THANK AND TERMINATE]

G) Have you had your birthday yet this year?

G) Avez-vous déjà célébré votre anniversaire cette année?

Yes

Oui

No

Non

[IF BORN 1951 AND HAD BIRTHDAY CONTINUE - OTHERWISE THANK AND TERMINATE - IF BORN 1985 AND HAD BIRTHDAY CONTINUE - OTHERWISE THANK AND TERMINATE]

[IF BORN 1951 AND HAD BIRTHDAY CONTINUE - OTHERWISE THANK AND TERMINATE - IF BORN 1985 AND HAD BIRTHDAY CONTINUE - OTHERWISE THANK AND TERMINATE]

[IF DK/REF IN QF ASK QH, OTHERWISE SKIP TO Q1]

[IF DK/REF IN QF ASK QH, OTHERWISE SKIP TO Q1]

H) At this time are you between the ages of 20 and 54?

H) Avez-vous présentement entre 20 et 54 ans?

Yes

Oui

No

Non

Unaided Ad Recall

Souvenir spontané de la publicité

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

1. Au cours des dernières semaines, avez-vous vu, entendu ou lu une publicité sur la fumée secondaire?

Yes

Oui

No

Non

Maybe

Peut-être

[IF YES OR MAYBE ASK Q1B AND Q1C, IF NO, DK/REF ASK Q2]

[IF YES OR MAYBE ASK Q1B AND Q1C, IF NO, DK/REF ASK Q2]

Q1B. Please tell me everything you can remember about this [these] ads. What pictures or images come to mind? [PROBE] Anything else? [OPEN-ENDED. ACCEPT ALL RESPONSES]

Q1B. Veuillez me dire tout ce dont vous vous souvenez de cette ou de ces publicités. Quelles images vous viennent à l'esprit? [SONDER] Y a-t-il autre chose? [QUESTION OUVERTE. ACCEPTER TOUTES LES RÉPONSES.]

Q1C. Where did you notice this (these) advertisements? [OPEN-ENDED. ACCEPT ALL RESPONSES] Anywhere else?

Q1C. Où avez-vous vu ou entendu cette ou ces publicités? [QUESTION OUVERTE. ACCEPTER TOUTES LES RÉPONSES.] Y a-t-il d'autres endroits?

Ethnic paper
Journal de groupe ethnique
Fair/Exhibition
Foire/exposition
Internet/Website banner
Internet/Bannière de site Web
Local weeklies
Hebdomadaires locaux
Magazines
Magazines
Newspaper
Journaux
Outdoor billboards
Panneaux publicitaires à l'extérieur
Pamphlet/brochure in the mail
Dépliant/brochure reçus par la poste
Pharmacies
Pharmacies
Public transit
Transport en commun
Radio
Radio
Television
Télévision
Word of mouth
Bouche à oreille
Other specify
Autre préciser

AIDED RECALL – ROTATE TV AND RADIO QUESTIONS IN Q2
SOUVENIR AVEC AIDE – FAIRE LA ROTATION DES QUESTIONS DE LA Q2 SUR LA
TÉLÉVISION ET SUR LA RADIO

2.a) I am now going to read some descriptions of TV ads, please tell me if you have seen these ads on TV recently, or not. Do you remember seeing or hearing a television ad [DESCRIPTION] [ROTATE ADS]

2. a) Je vais vous lire la description de quelques publicités télévisées, et j'aimerais savoir si vous les avez vues récemment à la télévision ou non. Vous souvenez-vous d'avoir vu ou entendu une publicité télévisée [DESCRIPTION] [FAIRE LA ROTATION DES PUBLICITÉS]?

A Which shows a mother smoking in the home. She blows smoke rings that travel to the living room where they form a target on her two children who are playing.
Où on voit une mère qui fume dans sa maison. Elle fait des ronds de fumée qui se rendent dans le salon et qui forment une cible sur ses deux enfants qui sont en train de jouer.

B with a baby in a crib. Smoke from another room comes through a keyhole and forms a target on the baby. It also talks about how many cigarettes the baby will be exposed to in one year.

Où on voit un bébé dans un lit de bébé. De la fumée en provenance d'une autre pièce entre dans la chambre par le trou de la serrure et forme une cible sur le bébé. Une voix hors champ parle du nombre de cigarettes auxquelles le bébé sera exposé en une année.

5AB 2 b I am now going to read some descriptions of radio ads, please tell me if you have heard these ads on the radio recently, or not. Do you remember hearing a radio ad: [ROTATE DESCRIPTIONS]

2 b Je vais vous lire la description de quelques publicités radiodiffusées, et j'aimerais savoir si vous les avez entendues récemment à la radio ou non. Vous souvenez-vous d'avoir entendu une publicité à la radio : [FAIRE LA ROTATION DES DESCRIPTIONS]

A With children in the car that don't speak up about difficulties breathing and having sore eyes from cigarette smoke. It also discusses some illnesses that you can get from second hand smoke.

d'enfants dans une voiture qui ne disent pas tout haut qu'ils ont du mal à respirer, mais qui ont les yeux irrités par la fumée de cigarette. Ils discutent aussi de quelques maladies qui peuvent être causé par la fumée secondaire.

B Which talks about some steps parents take to ensure their children are safe in the car. They buckle seat belts and drive slowly. They then light up a cigarette exposing their children to second-hand smoke.

où il est question de certaines mesures que prennent les parents pour s'assurer que leurs enfants sont en sécurité dans la voiture. Ils attachent leur ceinture et conduisent lentement. Ils allument ensuite une cigarette, exposant ainsi leurs enfants à la fumée secondaire.

YES
OUI
NO
NON

ASK IF YES FOR ADS IN Q2a - ASK FOR EACH AD Q3,4,5, IF YES IN Q2B ASK Q3 AND SKIP TO Q6, OTHERWISE (HAVE NOT SEEN/HEARD ANY ADS IN Q2 A OR B SKIP TO Q 11

6 3. Thinking about the ad that you saw, who do you think produced it – that is, who paid for it? [Probe open-ended. Do not read accept one response]

3. D'après vous, qui a produit la publicité que vous avez vue, c'est-à-dire qui l'a payée? [Sonder, question ouverte. Ne pas lire. Accepter une seule réponse.]

Government of Canada
Gouvernement du Canada
Provincial government
Gouvernement provincial
Government - general
Gouvernement - général
Other specify
Autre préciser

IF YES IN Q2B SKIP TO Q6
IF YES IN Q2B SKIP TO Q6

NORMS **NORMES**

7A → K (11) 4. For the next phrases, please tell me if you agree strongly, agree somewhat, or disagree that [READ AND RANDOMIZE]. What about? REPEAT QUESTION AND SCALE AS NECESSARY

4. Veuillez me dire si vous êtes fortement d'accord, plutôt d'accord ou en désaccord pour dire que [LIRE AU HASARD]. Et pour dire que...? RÉPÉTER LA QUESTION ET L'ÉCHELLE AU BESOIN

A The advertising made me think about the effects of second hand smoke.
La publicité vous a fait réfléchir aux effets de la fumée secondaire.

B What the ad said and showed was interesting to you
Ce que la publicité disait et montrait était intéressant pour vous

C The ad was helpful to you
La publicité vous a été utile

D The ad was unique and different
La publicité était unique et différente

E The ad was enjoyable to watch
La publicité était agréable à regarder

F You are getting tired of seeing the ad
Vous commencez à en avoir assez de voir cette publicité

G You found it difficult to believe what the ad told you about

Vous trouvez qu'il est difficile de croire au message de la publicité

- H The ad was very informative
La publicité était très informative
i The ad told you something that had meaning to you personally
La publicité disait quelque chose de significatif pour vous personnellement
J The ad told you something new
La publicité disait quelque chose de nouveau
K The ad made you start to eliminate the amount of second hand smoke in your home.
La publicité vous a incité à commencer à éliminer la fumée secondaire de votre résidence

Agree strongly

Fortement d'accord

Agree somewhat

Plutôt d'accord

Disagree

En désaccord

8 5. What is your overall impression of the television advertisement... very favourable, somewhat favourable, somewhat unfavourable, or very unfavourable

5. Quelle est votre impression générale de la publicité télévisée... très favorable, plutôt favorable, plutôt défavorable ou très défavorable?

Very favourable

Très favorable

Somewhat favourable

Plutôt favorable

Somewhat unfavourable

Plutôt défavorable

Very unfavourable

Très défavorable

ASK IF YES TO ANY IN Q 2a or b – ASK ONCE AND NOT FOR EACH AD

ASK IF YES TO ANY IN Q 2a or b – ASK ONCE AND NOT FOR EACH AD

9A→C 6. Thinking about the ads that you saw

6. Veuillez songer aux publicités que vous avez vues.

A a What do you think was the main point that these advertisements were trying to get across? [Open-ended. Accept one response]. Answer should be at least five words]

a D'après vous, quel est le principal message que tentaient de véhiculer ces publicités? [Question ouverte. Accepter une seule réponse. La réponse doit comporter au moins cinq mots.]

B b Can you recall the 1-800 number in the advertisements?

b Vous souvenez-vous du numéro 1 800 présenté dans ces publicités?

Yes

Oui

No

Non

c. Can you recall the web site address in the advertisements?

c. Vous souvenez-vous de l'adresse du site Web présentée dans ces publicités?

Yes

Oui

No

Non

10 7. Did you do anything as a result of seeing/hearing this (these) ad(s)?

7. Avez-vous fait quoi que ce soit après avoir vu/entendu cette ou ces publicités?

Yes

Oui

No

Non

Maybe

Peut-être

IF YES OR MAYBE IN Q7, ASK Q8

IF YES OR MAYBE IN Q7, ASK Q8

IF NO/RF IN Q7 ask Q9

IF NO/RF IN Q7 ask Q9

11 8. What did you do? Anything else? [Probe. Open-ended. Accept up to three responses].

8. Qu'avez-vous fait? Autre chose? [Sonder. Question ouverte. Accepter jusqu'à trois réponses.]

12 9. Do you intend to do anything as a result of seeing/hearing this (these) ad(s)?

9. Avez-vous l'intention de faire quoi que ce soit maintenant que vous avez vu/entendu cette ou ces publicités?

Yes

Oui

No

Non

Maybe

Peut-être

IF YES OR MAYBE IN Q9, ASK Q10, IF NO/DK/RF THEN SKIP TO Q11

IF YES OR MAYBE IN Q9, ASK Q10, IF NO/DK/RF THEN SKIP TO Q11

13 10. What do you intend to do? Anything else? [Probe. Open-ended. Accept up to three responses].

10. Qu'avez-vous l'intention de faire? Autre chose? [Sonder. Question ouverte. Accepter jusqu'à trois réponses.]

ASK ALL
DEMANDER À TOUS

14 11. These ads were in fact produced by the Government of Canada. How would you rate the performance of the Government of Canada on helping Canadians to reduce their exposure to second-hand smoke? Please use a 7-point scale, where 1 means terrible, 7 means excellent and the mid-point, 4 means neither good nor bad.

11. Ces publicités ont en fait été produites par le gouvernement du Canada. Comment évalueriez-vous le rendement du gouvernement du Canada pour ce qui est d'aider les Canadiennes et les Canadiens à être moins exposés à la fumée secondaire? Veuillez utiliser une échelle de 7 points, où 1 signifie très mauvais, 7, excellent, et 4, le point milieu, ni bon ni mauvais.

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

12. De façon générale, quelle serait votre évaluation du rendement du gouvernement du Canada? Veuillez utiliser une échelle de 7 points, où 1 signifie très mauvais, 7, excellent, et 4, le point milieu, ni bon ni mauvais.

16 13. And, using the same scale [repeat if necessary], how would you rate the performance of the Government of Canada in providing information to the public about government services that are available to Canadians?

13. Toujours sur la même échelle [répéter au besoin], quelle serait votre évaluation du rendement du gouvernement du Canada pour ce qui est de renseigner la population canadienne sur les services gouvernementaux qui lui sont offerts?

17 14. Please tell me the extent to which you agree or disagree with each of the following statements using a 7-point scale where 1 means totally disagree, 7 means totally agree and mid-point, 4 means neither agree nor disagree. How about....[read and rotate].

14. Veuillez me dire dans quelle mesure vous êtes d'accord ou en désaccord avec chacun des énoncés suivants. Pour ce faire, veuillez utiliser une échelle de 7 points, où 1 signifie tout à fait en désaccord, 7, tout à fait d'accord, et 4, le point milieu, ni d'accord ni en désaccord. Pour ce qui est de l'énoncé... [Lire et faire la rotation]

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

Il est facile de communiquer avec le gouvernement du Canada pour obtenir des renseignements et des services.

B-The Government of Canada delivers its service and information in a respectful way.

Le gouvernement du Canada donne ses services et ses renseignements de manière respectueuse.

☒ The Government of Canada is using new and innovative ways to provide information and service to citizens.

Le gouvernement du Canada utilise des moyens novateurs pour fournir des renseignements et des services aux citoyens.

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

On peut compter sur le gouvernement du Canada pour obtenir des services et des renseignements fiables.

☒ It is important for the Government of Canada to protect children from the dangers of second-hand smoke.

Il est important que le gouvernement du Canada protège les enfants contre les dangers de la fumée secondaire.

(1 - 7)

(1 à 7)

18 15. Are there any parts of your home where smoking is not permitted? If so, where? Anywhere else? (DO NOT READ LIST; ACCEPT ALL THAT APPLY)

A → C 15. Y a-t-il des parties de votre maison où il est interdit de fumer? Si oui, lesquelles? Y en a-t-il d'autres? (NE PAS LIRE LA LISTE; ACCEPTER TOUT CE QUI S'APPLIQUE)

(3) No, can smoke anywhere in home – SINGLE PUNCH

Non, on peut fumer partout dans la maison - SINGLE PUNCH

Yes, do not smoke Oui, ne fume pas

On main floor

Au rez-de-chaussée

In bedrooms

Dans les chambres

In the kitchen/eating area

Dans la cuisine/le coin-repas

Smoke only in basement

On peut fumer uniquement au sous-sol

Smoke only in garage

On peut fumer uniquement dans le garage

Smoke only near an open window

On peut fumer uniquement près d'une fenêtre ouverte

Smoking not permitted anywhere inside house/out side only – SINGLE PUNCH

Il est interdit de fumer partout dans la maison/ dehors seulement – SINGLE PUNCH

Other

Autre

*IF SMOKING IS NOT PERMITTED ANYWHERE INSIDE THE HOME, RESPONDENTS SHOULD

*IF SMOKING IS NOT PERMITTED ANYWHERE INSIDE THE HOME, RESPONDENTS SHOULD BE ASKED Q 17, 19, 20, 21, 22, 23, 24, 25 AND SKIPPED OVER Q16, 18, BE ASKED Q 17, 19, 20, 21, 22, 23, 24, 25 AND SKIPPED OVER Q16, 18,

IF NOT CODE 9 IN Q15 OR IF DK/REF CONTINUE

IF NOT CODE 9 IN Q15 OR IF DK/REF CONTINUE

19
A → C (3) 16. Are there any situations or times of the day when smoking is not permitted in your home? If so, what restrictions apply? Anything else? (DO NOT READ LIST; ACCEPT ALL THAT APPLY)

16. Y a-t-il des situations ou des moments de la journée où il est interdit de fumer dans votre maison? Si oui, quelles sont ces restrictions? Autre chose? (NE PAS LIRE LA LISTE; ACCEPTER TOUT CE QUI S'APPLIQUE)

No, no restrictions on smoking – SINGLE PUNCH

Non, aucune restriction pour ce qui est de fumer – SINGLE PUNCH

When children are home

Lorsque les enfants sont à la maison

When children are near

Lorsque les enfants sont dans les environs

When children are awake

Lorsque les enfants ne dorment pas

When company is over

Lorsque nous avons de la visite

When partner/spouse is home

Lorsque le/la partenaire/le/la conjoint(e) est à la maison

Other

Autre

SKIP TO Q18

ASK EVERYONE EXCEPT CODE 1 IN Q15 AND CODE 1 IN Q16

ASK EVERYONE EXCEPT CODE 1 IN Q15 AND CODE 1 IN Q16

20 AB
(2) 17. What are your reasons for putting restrictions on where or when smoking is permitted in your home? Any other reasons? (DO NOT READ LIST; ACCEPT ALL THAT APPLY)

17. Pour quelles raisons imposez-vous des restrictions quant aux moments et aux endroits où il est permis de fumer dans votre maison? Y a-t-il d'autres raisons? (NE PAS LIRE LA LISTE; ACCEPTER TOUT CE QUI S'APPLIQUE)

Children – not want exposed to second hand smoke

Les enfants – ne veut pas qu'ils soient exposés à la fumée secondaire

Children – not want exposed to poor role model(s)
Les enfants – ne veut pas leur donner le mauvais exemple
Children (other reference) – PROBE FOR DETAILS
Les enfants (autre raison) – SONDER POUR OBTENIR DES DÉTAILS
Not want house to smell
Ne veut pas d'odeur de cigarette dans la maison
Negotiations with spouse/partner
Négociations avec le/la conjoint(e)/le/la partenaire
Spouse/partner sets the rules
Le/la conjoint(e)/le/la partenaire établit les règles
Spouse/partner not smoke/not like smoke
Le/la conjoint(e)/le/la partenaire ne fume pas/n'aime pas la fumée
Requirement of rental/lease/sublet
Exigence du propriétaire/du bail/du sous-bail
Second-hand smoke is harmful
La fumée secondaire est nuisible
Fire hazard
Danger d'incendie
Children – health condition(s)
Enfants – troubles santé
Other
Autre

ASK EVERYONE EXCEPT CODE 9 IN Q15
ASK EVERYONE EXCEPT CODE 9 IN Q15

21 18. Including other family members and regular visitors, how many people smoke inside your home every day or almost every day? (INCLUDES CIGARETTE, CIGAR AND PIPE.)
18. En comptant les autres membres de votre famille et les gens qui vous rendent régulièrement visite, combien de personnes fument à l'intérieur de votre maison tous les jours ou presque? (Y COMPRIS LA CIGARETTE, LE CIGARE ET LA PIPE.)

0 - 100
0 à 100
ASK ALL

22 19. How often do you think your children are in a situation where they are breathing in second-hand smoke in and around your home? Would that be...? READ LIST
19. Selon vous, à quelle fréquence vos enfants sont-ils dans une situation où ils respirent de la fumée secondaire dans votre maison et aux alentours? Est-ce...? LIRE LA LISTE

Every day or almost every day
Tous les jours ou presque

A few times a week
Quelques fois par semaine
About once a week
Environ une fois par semaine
About one to three times a month
Environ une à trois fois par mois
Less than once a month, or
Moins d'une fois par mois ou
Never
Jamais

23

20. How often do you think your children are in a situation where they are breathing in second-hand smoke in your car? Would that be...? READ LIST
20. Selon vous, à quelle fréquence vos enfants sont-ils dans une situation où ils respirent de la fumée secondaire dans votre voiture? Est-ce...? LIRE LA LISTE

Every day or almost every day
Tous les jours ou presque
A few times a week
Quelques fois par semaine
About once a week
Environ une fois par semaine
About one to three times a month
Environ une à trois fois par mois
Less than once a month, or
Moins d'une fois par mois ou
Never
Jamais

24

A → E (5)

21. Again, thinking about your home, please tell me whether you or other members of your household always, frequently, sometimes or never do the following. How about...? [INSERT ITEM] (READ/ROTATE LIST; RECORD SEPARATELY 'DOES NOT APPLY')
21. En songeant de nouveau à votre maison, veuillez me dire si vous-même ou d'autres membres de votre foyer faites toujours, souvent, parfois ou jamais les choses suivantes. En ce qui concerne... ? [INSÉRER UN ÉLÉMENT] (LIRE/FAIRE LA ROTATION DE LA LISTE; INSCRIRE SÉPARÉMENT « NE S'APPLIQUE PAS »)

- ☒ A Restrict smoking to outdoors only.
Permettre que l'on fume uniquement à l'extérieur.
- ☐ B Restrict smoking to one room or area.
Permettre que l'on fume uniquement dans une pièce ou un secteur de la maison.
- ☐ C Restrict smoking when children are around.
Interdire de fumer en présence des enfants.
- ☐ D Ask friends and acquaintances not to smoke

(11)

Demander aux amis et connaissances de ne pas fumer.

☐ Ask relatives not to smoke

Demander aux membres de la famille de ne pas fumer.

Always

Toujours

Frequently

Souvent

Sometimes

Parfois

Never

Jamais

Does not apply

Ne s'applique pas

ASK ALL

25
A → E (5)
22. People may restrict smoking in their home for a number of reasons. On a 7-point scale, where 1 means not at all important, and 7 means extremely important, please tell me how important the following factors are in your decision to restrict smoking in your home... (READ/ROTATE LIST; RECORD SEPARATELY 'DOES NOT APPLY') How about?

22. Il existe de nombreuses raisons pour lesquelles les gens peuvent interdire de fumer dans leur maison. Sur une échelle de 7 points, où 1 signifie pas du tout important et 7, extrêmement important, veuillez me dire dans quelle mesure chacun des facteurs suivants est important dans votre décision d'interdire de fumer dans votre maison... (LIRE/FAIRE LA ROTATION DE LA LISTE; INSCRIRE SÉPARÉMENT « NE S'APPLIQUE PAS ») En ce qui concerne?

A Allergies of a family member.

A Les allergies d'un membre de la famille.

B The effect of second-hand smoke on your health.

B L'effet de la fumée secondaire sur votre santé.

C The effect of second-hand smoke on the health of your children.

C L'effet de la fumée secondaire sur la santé de vos enfants.

D The smell and dirt caused by cigarette smoke.

D L'odeur et la saleté causées par la fumée de cigarette.

E So that your children won't be influenced by others to start smoking.

E Pour que vos enfants ne subissent pas l'influence des autres pour commencer à fumer.

(1 - 7)

(1 à 7)

Does not apply

Ne s'applique pas

26 23. Thinking about your child(ren), has the topic of second-hand smoke ever come up in discussion between yourself and your child(ren)?

23. En ce qui concerne votre ou vos enfants, est-ce que la question de la fumée secondaire a déjà fait l'objet d'une discussion entre eux et vous?

Yes

Oui

No

Non

ASK ALL

27
A → f(6) 24. There are different things that people might do to reduce the amount of second-hand smoke in their home or its impact on other people. Please tell me whether you have done any of the following. How about...? (READ/ROTATE LIST; REVIEW ONE AT A TIME; ACCEPT ALL THAT APPLY) [REPEAT SCALE AS NECESSARY]

24. Les gens peuvent faire différentes choses pour réduire la quantité de fumée secondaire dans leur maison ou son effet sur les autres personnes. Veuillez me dire si vous avez déjà fait l'une ou l'autre des choses suivantes. Avez-vous... ? (LIRE/FAIRE LA ROTATION. PRÉSENTER UNE CHOSE À LA FOIS, ACCEPTER TOUT CE QUI S'APPLIQUE) [RÉPÉTER L'ÉCHELLE AU BESOIN]

- A Using an air purifier unit in the home
utilisé un purificateur d'air dans votre maison
- B Using a fan
utilisé un ventilateur
- C Opening a window
ouvert une fenêtre
- D Smoking behind closed doors in another room
fumé dans une autre pièce dont la porte était fermée
- E Using a spray or other form of air freshener
utilisé un vaporisateur ou une autre forme de désodorisant
- F Or something else. If so, please specify
fait autre chose; dans ce cas, veuillez préciser

Yes

Oui

No

Non

28
A-DE
(5)
25. How effective do you think each method is in terms of reducing the amount of second-hand smoke in a home and its impact on other people? How about...? Do you think this is very, moderately, not very or not at all effective? (READ/ROTATE LIST; RECORD SEPARATELY 'DOES NOT APPLY')

25. Dans quelle mesure chacun des moyens suivants est-il efficace selon vous pour réduire la quantité de fumée secondaire dans la maison et son effet sur les autres personnes? En ce qui concerne... ? Croyez-vous que cela est très efficace, plutôt efficace, pas très efficace ou pas du tout efficace? (LIRE/FAIRE LA ROTATION DE LA LISTE; INSCRIRE SÉPARÉMENT « NE S'APPLIQUE PAS »)

- A Using an air purifier unit in the home.
l'utilisation d'un purificateur d'air dans votre maison.
- B Using a fan.
l'utilisation d'un ventilateur.
- C Opening a window.
le fait d'ouvrir une fenêtre.
- D Smoking behind closed doors in another room.
le fait de fumer dans une autre pièce dont la porte est fermée.
- E Using a spray or other form of air freshener
l'utilisation d'un vaporisateur ou d'une autre forme de désodorisant.

Very effective
Très efficace
Moderately effective
Plutôt efficace
Not very effective
Pas très efficace
Not at all effective
Pas du tout efficace
Not applicable
Ne s'applique pas

[DEMOGRAPHICS]
[DONNÉES DÉMOGRAPHIQUES]

And finally, I would like to ask you some questions for statistical purposes.
En terminant, j'aimerais vous poser quelques questions qui serviront à des fins statistiques.

29
26. What is the highest level of formal education that you have completed? [READ LIST]

26. Quel est le niveau de scolarité le plus élevé que vous avez complété? [LIRE LA LISTE]

Grade eight or less

École primaire ou moins
Some high school
Études secondaires en partie
Complete high school
Diplôme d'études secondaires
Technical or trade school/Community college
Études techniques ou commerciales/collégiales
Some university
Études universitaires en partie
Complete university degree
Diplôme d'études universitaires

- 30 27. What is your current employment status? Are you...[READ LIST - ACCEPT ONE ANSWER ONLY]
27. Quelle est votre situation professionnelle actuelle? Êtes-vous...? [LIRE LA LISTE - ACCEPTER UNE SEULE RÉPONSE]
Working full-time (35 or more hours per week)
Employé à temps plein (35 heures ou plus par semaine)
Working part-time (less than 35 hours per week)
Employé à temps partiel (moins de 35 heures par semaine)
Self-employed
Travailleur autonome
Unemployed, but looking for work
Sans emploi, mais à la recherche d'un emploi
Attending school full-time/A student
Aux études à temps plein/étudiant
Retired
À la retraite
Not in workforce (Homemaker/Unemployed, not looking for work)
Ne travaille pas (personne au foyer/sans emploi, mais pas à la recherche d'un emploi)

(15)

31

28. And which of the following categories best describes your household income? That is, the total income before taxes - or gross income - of all persons in your household combined? Just stop me when I reach your category? [READ LIST]

28. Et laquelle des catégories suivantes correspond le mieux au revenu de votre foyer, c'est-à-dire le revenu total avant impôt - ou revenu brut - de tous les membres de votre foyer combinés? Veuillez m'arrêter lorsque j'aurai atteint votre catégorie. [LIRE LA LISTE]

Under \$10,000

Moins de 10 000 \$

\$10,000 to less than \$30,000

10 000 \$ à moins de 30 000 \$

\$30,000 to less than \$45,000

30 000 \$ à moins de 45 000 \$

\$45,000 to less than \$60,000

45 000 \$ à moins de 60 000 \$

\$60,000 to less than \$75,000

60 000 \$ à moins de 75 000 \$

\$75,000 to less than \$100,000

75 000 \$ à moins de 100 000 \$

\$100,000 to less than \$150,000

100 000 \$ à moins de 150 000 \$

\$150,000 and over

150 000 \$ et plus

32

29. Êtes-vous Autochtone (c.-à-d. un Amérindien d'une collectivité précise, un Inuit ou un Métis)?

Yes

Oui

No

Non

RECORD GENDER

INSCRIRE LE SEXE

RECORD REGION

INSCRIRE LA RÉGION

RECORD POSTAL CODE

INSCRIRE LE CODE POSTAL

RECORD CENSUS DISTRICT

INSCRIRE LE DISTRICT DE RECENSEMENT

RECORD LANGUAGE

INSCRIRE LA LANGUE

APPENDIX III: TELEVISION AD TRANSCRIPTS

2nd Hand Smoke

Open on two children playing on the floor of a family room. Mom is sitting in the kitchen and dad is sitting in the living room.

Mom smokes a cigarette while dad is looking after the kids. An air purifier sits close by in the living room and the windows are slightly open.

Mom blows smoke rings towards the ceiling. We see the smoke rings slowly float toward the kids in the other room.

ANNOUNCER: Over a million children are exposed to second-hand smoke every day.

The smoke rings begin to take the shape of a target and eventually stop on the children.

ANNOUNCER: Don't let your children be a target. Make your home smoke-free.

ANNOUNCER: For more information, call us or visit our web site.

SCREEN TEXT:

MAKE YOUR HOME SMOKE-FREE.

Call 1 800 O-Canada (1 800 622-6232)

www.gosmokefree.ca

ANNOUNCER: A message from the Government of Canada.

Fumée secondaire

On ouvre sur une mère qui fume une cigarette : elle est assise dans la cuisine. Le père est dans le salon et surveille les enfants. Il y a un purificateur d'air tout près d'eux dans le salon.

Elle tire une bouffée de cigarette et envoie des ronds de fumée vers le plafond.

Nous voyons les ronds de fumée se diriger vers les enfants dans l'autre pièce.

TEXTE : Plus d'un million d'enfants sont exposés à la fumée secondaire chaque jour.

Les ronds de fumée se transforment lentement en cible et s'arrêtent sur les enfants.

ANNONCEUR : Ne laissez pas vos enfants en être la cible. SVP. Faites de votre maison un endroit sans fumée.

ANNONCEUR : Pour plus d'information, appelez-nous ou visitez notre site internet.

TEXTE :

FAITES DE VOTRE MAISON UN ENDROIT SANS FUMÉE.

Appelez au 1 800 O-Canada (1 800 622-6232)

www.vivezsansfumee.ca

ANNONCEUR : Un message du Gouvernement du Canada.

A week after Michael was born, his parents started smoking again.

Open on baby mobile playing. Baby crib in distance with baby sleeping in crib.

ANNOUNCER: A week after Michael was born, his parents started smoking again.

Cut to door handle with old fashion key hole. Smoke starts to come through key hole.

ANNOUNCER: Not much they thought, only half a pack each a day and always in another room.

We see baby crib in distance. Smoke has now filled the upper portion of the room.

ANNOUNCER: Not much means that by the time Michael celebrates his first birthday, he may be exposed to the smoke from seven thousand cigarettes.

We see baby mobile playing surrounded by smoke. Smoke rings begin to form the shape of a target.

We see the baby struggling for breath while smoke rings form a target on the baby.

ANNOUNCER: Don't let your children be a target. Make your home smoke-free.

ANNOUNCER: For more information, call us or visit our web site.

SCREEN TEXT AND ANNOUNCER:

MAKE YOUR HOME SMOKE-FREE.

Call 1 800 O-Canada (1 800 622-6232)

www.gosmokefree.ca

ANNOUNCER: A message from the Government of Canada.

Une semaine après la naissance de Samuel, ses parents ont recommencé à fumer.

Ouverture sur un mobile pour bébé jouant de la musique. On voit un bébé dormir dans son lit. On voit le lit à distance.

ANNONCEUR : Une semaine après la naissance de Samuel, ses parents ont recommencé à fumer.

Coupe à un plan d'une poignée de porte avec une serrure ancienne. De la fumée sort du trou de la serrure.

ANNONCEUR : Pas beaucoup pensaient-ils, seulement un demi paquet par jour chacun... et toujours dans une autre pièce.

Plan du lit de bébé à distance. La fumée a maintenant remplie la partie supérieure de la chambre.

ANNONCEUR : Pas beaucoup, ça veut dire que lorsque Samuel aura un an, il aura peut-être été exposé à la fumée de 7000 cigarettes.

On voit le mobile pour bébé qui joue et qui est entouré de fumée. Des ronds de fumée commencent à former une cible.

On voit le bébé qui a de la difficulté à respirer tandis que les ronds de fumée forment une cible sur lui.

ANNONCEUR : S'il vous plaît, faites de votre maison un endroit sans fumée.

ANNONCEUR : Pour plus d'information, appelez-nous ou visitez notre site Internet.

TEXTE ET ANNONCEUR :

S'IL VOUS PLAÎT, FAITES DE VOTRE MAISON UN ENDROIT SANS FUMÉE.

Appelez au 1 800 O-Canada (1 800 622-6232)

www.vivezsansfumee.ca

ANNONCEUR : Un message du Gouvernement du Canada

APPENDIX 4: RADIO AD TRANSCRIPTS

Kids

Kid 1: "Are we there yet?"

KID 2 (about 5yrs): "Can we stop for ice cream?"

ANNC'R (upbeat): It's almost certain that when you're in the car, your children say almost anything

ANNC'R (serious): But there are things they may not say...

Kid 1: "I can't breathe very well."

Kid 2 "My eyes are hurt"

ANNC'R: The reality is, many children are exposed to second-hand smoke every day, increasing their risk of asthma, bronchitis, pneumonia and even cancer.

Protect your children. Make your vehicle smoke-free.

For more information, call 1 800 O-Canada or visit our web site at GoSmokefree.ca. A message from the Government of Canada.

Safety

MUSIC: Tension track

AVO:

When you're driving with your children in the car, their safety is always the first thing you think about.

So you secure your baby in a car seat.

You make sure your older kids are buckled in with seat belts.

(SFX: Seatbelt being buckled)

You lock all the doors... (SFX: automatic door locks being locked)

Drive a little slower.

Then, you light up a cigarette, (SFX: crackle of burning cigarette, exhaling of smoke)

exposing your children to toxic second-hand smoke.

(pause)

Protect your children. Make your vehicle smoke-free. For more information call 1 800 O CANADA or visit our website at GoSmokeFree.ca

A message from the government of Canada.

Les Enfants

ENFANT No 1 Est-ce qu'on est presque arrivé ?

ENFANT No 2 : Est-ce qu'on peut arrêter manger un cornet ?

ANNONCEUR En voiture, les enfants disent presque tout ce qui leur passe par la tête.

ANNONCEUR : Mais il y a bien des choses qu'ils gardent pour eux...

ENFANT No 1 :J'arrive pas à respirer.

ENFANT No 2 : Mes yeux piquent.

ANNONCEUR :Chaque jour, nombre d'enfants sont exposés à la fumée secondaire et voient accroître leurs risques de développer de l'asthme, une bronchite, une pneumonie ou un cancer.

Protégez vos enfants. Roulez sans fumer. Pour tout renseignement, composez le 1 800 O-Canada ou visitez le site VivezSansFumee.ca.

Un message du gouvernement du Canada.

Sécurité

En voiture, personne ne lésine sur la sécurité des enfants.

On installe les tout-petits dans leur siège.

On s'assure que les plus grands sont bien attachés.

On verrouille toutes les portières.

On roule moins vite.

Ensuite, on s'allume une cigarette..... et on les expose aux dangers de la fumée secondaire.

Protégez vos enfants. Roulez sans fumer. Pour tout renseignement, composez le 1 800 O-Canada ou visitez le site VivezSansFumee.ca.

Un message du gouvernement du Canada.